

# Coon Valley, Wisconsin Lions Club Pins



Updated 07/22/2025: Added the Little Lady Cowgirl (OW 0592 25) pin on page 6.

Updated 07/26/25; Added the Little Cowboy pin on page 6

# Coon Valley, Wisconsin Lions Club Pins

By Cedric Veum

The Coon Valley Lions Club issued its first Lions Coon pin back in the early 70's. Since that time, twenty four additional pins were produced by the Lions Club of Coon Valley, Wisconsin. All of the pins are of a raccoon theme and there are several series within the whole raccoon theme.



Early 1970

The first pin from the seventies is referred to as the 'Black Raccoon' and by others as the 'Boar Raccoon'. This pin was one of the most sought after pins at our Wisconsin Lions Convention for the first two years after it was issued.



1987



1986



1985

The 1985-1987 series was produced to recognize the well known and popular Coon Creek Canoe races held each year in the spring. The mother raccoon is paddling along pulling her baby on the floating log and the father raccoon resting on the inner tube.



1988



1989



1990



1991

The 1988-1991 series represents various natural raccoon poses starting with the Coon eating an ear of corn to the 1991 pin showing a young raccoon attempting to climb on top of a tree limb.

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1992



1993



1994

The 1992-94 series did not have as definite a theme. It also marked the start of the raccoons having black rhinestone eyes. The '92 pin was a comical theme, while the '93 pin represented the site of our International Convention which was held in Minneapolis – St. Paul that year. And the '94 pin was produced to honor the University of Wisconsin Badgers as they won the 1994 Rose Bowl. Note that the Raccoon is holding a red rose while wearing his "W" sweater.



1995



1996



1997



1998



1999

In 1995 through 1999, the pin series was a take off of the extremely popular Hurley, Wisconsin 'Hookers' pin series. Coon Valley did not have 'hookers', but they had their own 'Raunchy Rachel the Raccoon' in different color dresses with the policeman appearing in the 1999 pin.

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2002



2004



2006



2007

A pin was not produced every year in the next decade as you will note, no pins were issued in 2000, 2001, 2003, 2005, 2008 and 2009. In 2002, the patriotic raccoon, saluting the American flag was issued. The dedication of the new Coon Valley Veterans Memorial as well as the 9/11 tragedy served as the reason for the pin. It also became the beginning pin for the Wisconsin Sports Legends series as most sporting activities open singing the National Anthem and saluting the flag.

In this series, representing football was a raccoon dressed like a Green Bay Packer player, namely #4, which was Brett Favre's number. The 2006 pin was a Milwaukee Bucks basketball player, #33, the number worn by Lew Alcindor who later changed his name to Karren Abdul Jabbar. 2007 featured a raccoon baseball player wearing #44 in a Milwaukee Braves uniform – 'Hammering' Hank Aaron's number. The 'Sport Legend' series consisted of the four pins from 2002, 2004, 2006 and 2007

Most of the years, 300 pins were ordered since the pin manufacturers had a separate die charge if less than 300 pins were ordered. However, the first pins in the 70's, at least 2000 were ordered. In 1985, 750 pins were ordered and in 1986, the order was for 500 pins. Thereafter, only 300 pins were ordered per year until 2004 when 200 pins were ordered for the 2004, 2006 and 2007 pins. The anniversary year of 2010 saw 250 pins ordered. The last series of 2011-2014 had 125 pins produced for each year. All the pins since 1988 are die strike soft enamel while the 1985-87 pins were epoxy covered enamel. The sports legend pins from 2002, 2004, 2006 and 2007 are however, die strike soft enamel in 2D giving them a 3D appearance.



In 2010, the Coon Valley Lions celebrated their 50th Anniversary of their Charter and the Anniversary pin featured a raccoon with golden rhinestone eyes and a retro type pin featuring a Coon similar to the original club pin from the early seventies.

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The current 4 pin series of 2011 through 2014 pins are of a Coon with each year having different colored flowers displayed on the pin- red, yellow, orange and purple in that order. The Coon Valley pins have become sought after pins in part because they were often associated and many times confused with the Coon Rapids Minnesota pins. However, with more exposure at pin swaps and conventions, each has established a more individual identity.



2015



2015



2016



2016

The 2 pin series of the 2015 pins are of a Coon with the pins having different colored flowers displayed on the pin- red and yellow. The 2 pin series of the 2016 pins are of a Coon with the pins having different colored flowers displayed on the pin- orange and purple.



2017



2018



2019



2020

The 2017 pin is in honor of the 100<sup>th</sup> Anniversary of Lions Club International. The 2018 pin represents the abundant Raccoons that live in the Coon Valley area and that they fish trout from the Coon Creek (one of the best trout streams in the Midwest) that flows through the Coon Valley area. The 2019 pin represents the Coon Valley raccoon honoring the International Convention in Milan Italy. And the 2020 Coon Valley pin displaying one of the many winter activities that occur along the Coon Creek in Coon Valley ,Wisconsin.

# Coon Valley, Wisconsin Lions Club Pins



2021

(CC-0806 22)

"With His Carnival Balloons"



2022

(CC 0807 22)

"The Ringmasters"



2023

FG 0537 23

The Little Coon Farmer  
Ready to Work in the Fields



2024

FG 0538 23

The Little Coon Farmer  
Ready to Work in the Fields



OW 0??? 25

Little Boy Cowboy



OW 0592 25

Little Lady Cowgirl

NOTE: Cedric Veum is the contact point for the Coon Valley pins