

LION



CENTENNIAL ISSUE
DECEMBER 2016/JANUARY 2017

WE SERVE



THE **FIRST**
100 YEARS

On the cover:

Eager to sell lots of light bulbs, Lions in the 1950s from an unidentified club peer into their crystal ball.



DIGITAL CONTENTS

HISTORY

100 Years in Two Minutes



In 120 dizzying seconds Lions' history is recounted: Melvin Jones, Helen Keller, international conventions, eyeglass recycling, SightFirst, Leos, disaster relief and so much more.

The Golden Anniversary



Lions mark 50 great years in 1967.

HUMOR

Barrels of Fun



Try not to laugh while watching a campy 1920s video of Lions helping veterans.

Scooter Races? Snowball Fights in June?



The 1924 convention in Omaha, Nebraska, was a hoot.

Rapping Lions



You'll smile when you see Wisconsin Lions rap in 2013 to promote Lions—perhaps the most popular Lions video ever.

Rapping for Reading



A finalist in Lions Clubs' "Best Reading Action Program Rap Video Contest" in 2013, Medan Fine Arts Lions in Indonesia rap up a storm.

The Funniest Pancake Breakfast Ever



The Second City comedy troupe spoofs Lions in 2014.

INTERNATIONAL CONVENTIONS

Grand Rapids, Michigan, 1934



The colorful parade and beauty pageant are highlighted.

Melvin Jones



In rare footage of our founder, Jones is shown at the 1942 convention in Toronto and on a side trip to Hawaii from the 1947 convention in San Francisco.

Manhattan Memories



The 1954 convention was memorable—and very 1950-ish.

Tokyo 1969



The 1960s was distinctive for a lot of reasons—our convention was no less bold and groundbreaking.

More videos on page 2



SMALL TOWN LIFE

Butler 1940: The Lions Club Film



Life in this Pennsylvania town was innocent and simple, and Lions were part of the equation.

Kokomo, Indiana, 1940



The short movie showcases a small town with an active Lions club.

HELEN KELLER

Keller and Sullivan



Rare newsreel footage from 1930 features Keller and Anne Sullivan.

Keller on her Greatest Disappointment



The cultural icon and inspiration to Lions bares her heart.

OMAHA, OMAHA!

Omaha Lions, 1930-31



Nebraska Lions hold a picnic, welcome a plane and stage a Goodwill Tour. The ordinary events are poignant because they were so long ago. These films of Omaha Lions were shot by Lion Elk Kilgore and made available to Lions Clubs by the Nebraska State Historical Society.

Omaha Lions, 1933-34



Lions hold a wacky pet parade in Nebraska City and distribute canes to the blind.

Omaha Lions, 1937



Children enjoy the outdoors at a Lions' health camp.

Omaha Lions, 1942



The club president visits the health camp.

WHY WE SERVE

The Joy of Sight



A blind man sees for the first time in years in 2013.

AUDIO

Melvin Roars



Melvin Jones addresses Lions in a radio broadcast from the Waldorf Astoria Hotel in New York in 1938.

"Our Mary," the Opera Star



Mary Stuart Edwards was a renowned opera star who leveraged her fame to help start Lions clubs. Hear her sing for Lions in the late 1920s.

Then. And Now.

Read the history of Lions
on the future of LION.



YOUR GO-TO SOURCE FOR THE NEXT CENTURY OF SERVICE STORIES

Get your digital LION at LionMagazine.org



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We served—and had fun. Lions of years ago were a lot like, well, Lions of today.

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LIONS OF TODAY

The projects of contemporary Lions are incredibly diverse—the diversity extends to Lions, too.

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LIONS OF TOMORROW

No one knows the future, right? Well, Lions Clubs International has a pretty good idea of where we are headed—very soon.

DIGITAL LION

What is it about old movies that is so riveting? We've uncovered a treasure trove of decades-old Lions footage rarely seen, if at all. You'll laugh and shake your head in wonder as Lions serve, parade, and in sometimes half-crazy fashion, enjoy one another's company. Also listen to audio of Melvin Jones and a famous opera singer who helped Lions expand (page 17).

LIONS EVOLVE BUT BASIC MISSION DOESN'T CHANGE

I LOVE THIS OLD PHOTO OF LIONS FROM 1959. TAKE A GOOD LOOK AT THEIR FACES. THESE BURBANK LIONS FROM CALIFORNIA OBVIOUSLY ARE ENJOYING THEMSELVES. HELPING PEOPLE IN NEED BY RAISING FUNDS IS A SERIOUS MATTER. BUT WHY NOT HAVE A GOOD TIME WITH YOUR LIONS FRIENDS AS YOU SERVE?

It's clear that Lions have always enjoyed being Lions. That's our little "secret." Serving others is not an obligation or a chore. It's fun. It's fulfilling. It's in giving that we receive.

This special centennial issue celebrates both our remarkable service to others and the enriching experience of being a Lion. For many Lions, being a Lion has been an important part of their identity, not merely a series of volunteer acts.

Looking back at the past also reveals how Lions effectively responded to the needs of their time. They were not outsiders who had to guess how to serve. They understood what their communities lacked. They met their moment. They may have loved pulling pranks and cutting off each other's ties, but they stayed true to their fundamental mission of service.

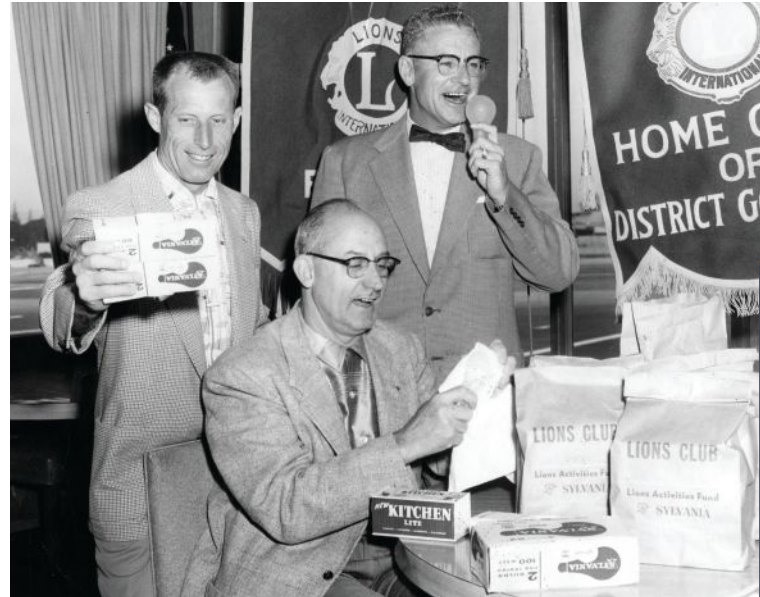
Lions today have changed. The horseplay has largely faded. And we look a lot different. We've been blessed with

the talents and dedication of women since 1987 and, thankfully, in general our clubs have become more diverse. But a Lion is a Lion. When Melvin Jones founded Lions, he scratched an itch people had—to reach out to others in fellowship and service. Our stories of Lions of today in this issue reveal that our dedication to service remains the same even as we evolve and take on new projects.

So what will happen with the Lions of tomorrow? Read the last section of this issue to find out. Our mission going forward will always revolve around service. But the goals also are to enhance the membership experience and to make membership more appealing for people interested in service. Will we succeed? There is 100 years of success as proof that we will.



CHANCELLOR BOB CORLEW
Lions Clubs International President



BE THERE.



100 YEARS OF SERVICE.
200 COUNTRIES.
1 CHANCE TO CELEBRATE.

Lions 100th Annual International Convention

June 30 – July 4, 2017

McCORMICK PLACE
CONVENTION CENTER
CHICAGO, IL, USA

Service Projects

Participate in hands-on service opportunities powered by Lions from around the globe

Fantastic Seminars

More ways for you to learn, connect and grow your service

Chance to win Grand Prizes at each Plenary Session!

HQ Tours

Visit our international headquarters for a special tour with photo opportunities and a gift

Extended Hours

The exhibit hall will be open longer for you to learn and explore

Chicago and The Beach Boys

'Rock the Planet' with our International show headliners

Register Today!
Price increases
on 4/1/17!



Lions Clubs International

LCICon.org

TEAM UP WITH THE **UNITED NATIONS** FOR A BETTER TOMORROW

Lions Day with the United Nations • Health and Inclusion

March 4, 2017 • United Nations New York, New York, USA

Reserve a seat at the most exciting humanitarian event of the year! Join hundreds of fellow Lions, Leos, ambassadors and other world leaders at the UN headquarters in New York City for Lions Day with the United Nations. Be part of the global conversation to address health and inclusion around the world.

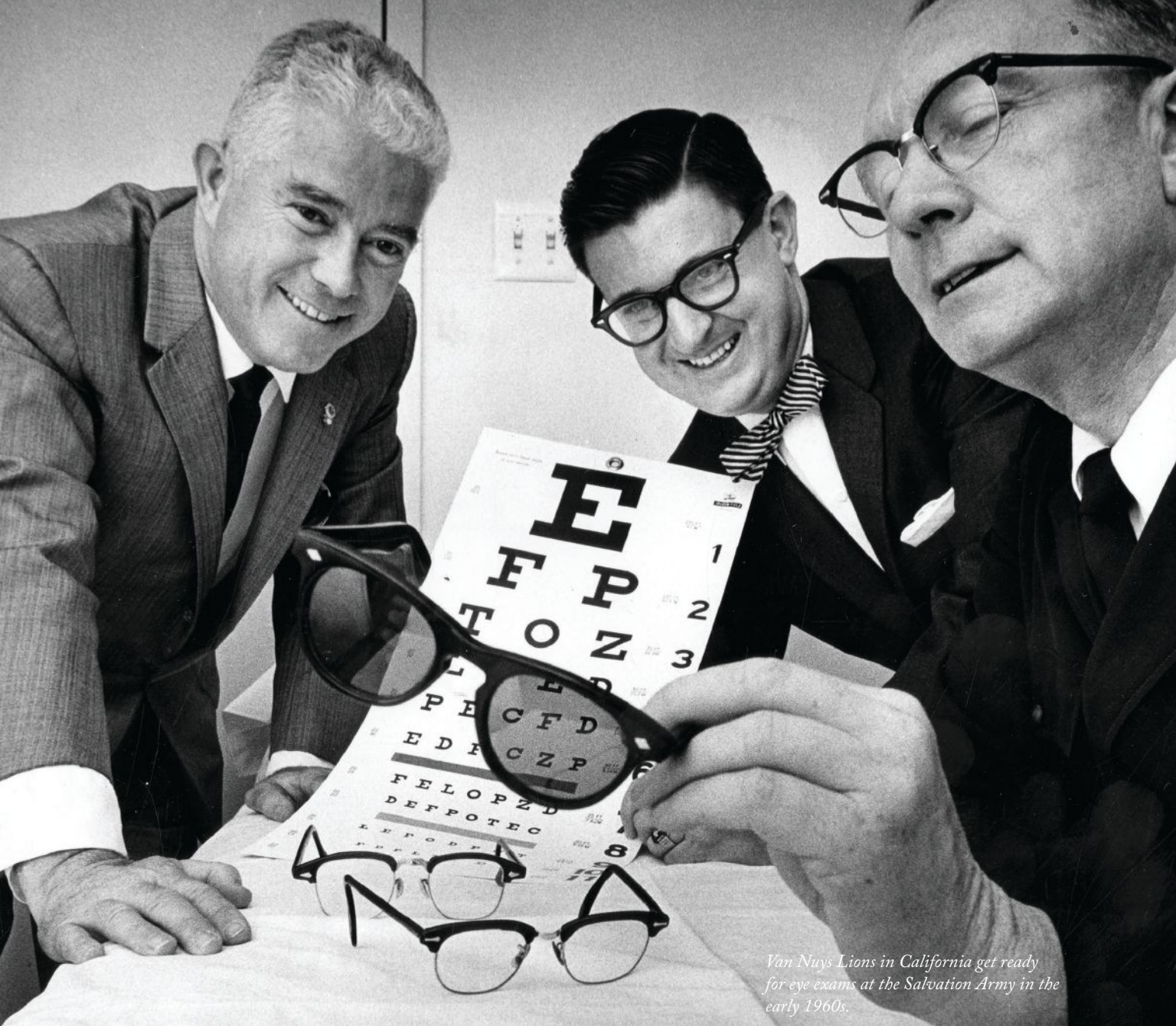
Here are some of the highlights you won't want to miss:

- Hear keynote speaker Dr. Timothy P. Shriver, Chairman of Special Olympics
- Attend the Welcome Reception and Fellowship Banquet to connect with Lions and leaders
- Participate in sports activities with Special Olympics athletes
- Celebrate the winners of the International Peace Poster and Essay contests

Attend this summit and bring a world of inspiration back to your club.

Seating is limited so register today! lionsclubs.org/ldun





Van Nuys Lions in California get ready for eye exams at the Salvation Army in the early 1960s.

LIONS OF YESTERDAY

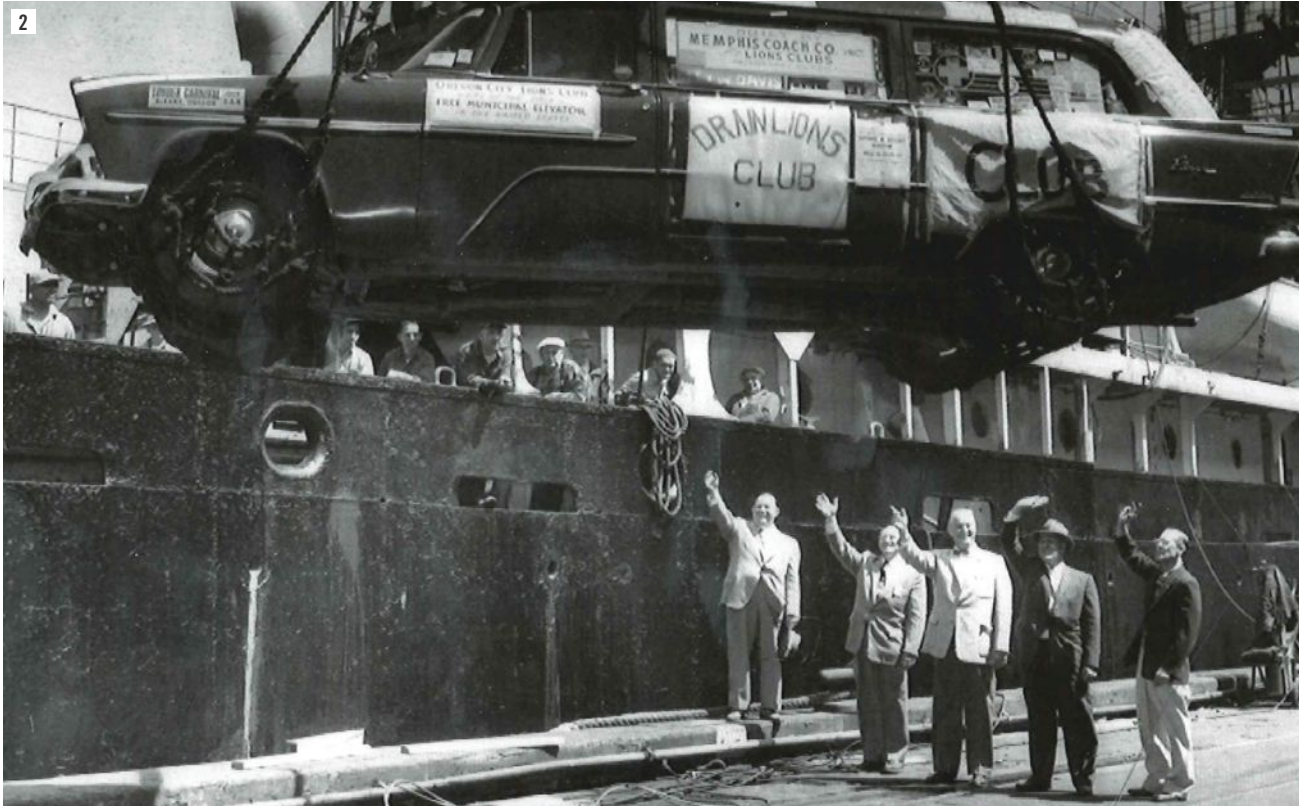
How to sum up what Lions were all about? Time Magazine neatly did the trick in 1958. The magazine ran a major story on the huge international convention in Chicago that year. Lions were described as hail-fellows-well-met, quick to slap a back and tell a joke. But beneath their cheery demeanor was a steely resolve, an unbending focus on improving their towns and cities. Ebullient Lion Harvey “Cookie” Cook of Beechview, Pennsylvania, was the life of every party, the guy with a gag, the man of high spirits and unflagging energy. But he was dead serious about his ultimate intentions as a Lion. “One human being helping another—that’s Lionism,” Cook told Time. “Service to humanity—that’s Lionism.”

AT YOUR SERVICE—WHATEVER THE NEED

SO WHAT WERE LIONS ALL ABOUT IN YEARS PAST? In July 1927, as detailed in the LION, Long Island City Lions in New York held a spelling bee for schoolchildren (“pomegranate” was the decisive word), Wheatland Lions in Wyoming built a campsite for Boy and Girl Scouts and Inglewood Lions in California brought food, clothing and tobacco to the impoverished Soboba Indians. Skip ahead a few years to 1938. Lexington Lions in Massachusetts gave eye tests to children, the Vivian Lions in Louisiana planted flowers along the town’s new paved highway and Tennessee Lions sponsored a competition for farmers to encourage prosperous planting. The answer to the question about what Lions do is “everything and anything.” Lions always have been devotees of doing—busy bees who carry the nectar of kindness and sweeten the world.



2. Seattle Lions salute an ambulance being loaded onto a steamship for delivery to the city of Anchorage, Alaska, in 1956. A gift of Anchorage Lions, the ambulance was driven "pony express" style by 70 Lions clubs from Memphis, Tennessee, where it was built, to Seattle.



3. Salem Lions in Oregon promote their dog show in 1949.



4. Mint Canyon Lions in California install garbage cans at a picnic area in 1959.

1. In 1935, the Lions band from the south side of St. Louis melded the talents of Lions and community members including youths.



1. Tacoma Lincoln Lions in Washington hold a sports day for children in 1950.



2. Two staffers at Firland, a nonprofit in Washington that serves people with disabilities, take a look at their new movie projector, donated by Lions clubs from the Seattle area in 1952.



3. At the world's largest bingo game in 1955 in Ottawa, Canada, bingo players—in a quiet, almost prayerful mood—wait for numbers to be called. The grocery baskets were among the 677 prizes for the 20,000 Ottawans who squeezed into a hockey arena to play 52 games over two nights. Ottawa Lions raised \$35,000 for a new cancer clinic.



4. Marathon Lions in Florida take part in a car wash in 1951.



5. Football captains from four high schools in Columbus, Georgia, dine with Lions and Lion Pop Austin (standing, right) in the 1950s.



6. Chicago Triangle Lions encourage safe driving in 1955.



7. Grantham Township Lions in Ontario, Canada, work the chuck wagon in 1952.

1. Ted Szywala of the Harwood Heights Lions Club in Illinois displays some of the \$1,030 he raised in five hours on Candy Day in 1961. He doubled the \$515 he collected from his own pocket.



2. After an explosion and fire forced 300 tenants out of an apartment building in Toronto in 1976, Bill Clark of the Bendale Lions Club pours milk for Terrence Munroe 13 months, held by his mother, Curtis Munroe.



Lions in Columbus, Georgia, kick off their annual broom sale in 1982.



3. Walter Adams, chairman of the Lions' Operation Soap, hands over some of the 250,000 bars of soap collected for soldiers in Vietnam to Marine Captain Bill Bartels at the Sherman Hotel in Chicago in 1966.



4. The specialty of the Dundee Township Lions in Illinois in 1970 is corn and chicken. Lions Bob Hendrick (left) and Mel Schultz and other members sold 1,200 chickens, enabling the club to aid the blind, the high school band and chorus, and Dundee Township Family Service.



5. It won't be a white Christmas, but Largo Lions in Florida in 1965 get ready for the club's Christmas parade. The Lions are President Bill Wardell (standing) and Walter Woody, parade chairman. With them is Miss Largo, Donna DeHart.



1917

JUNE 7, 1917



1925



1939

100 YEARS

Melvin Jones convenes representatives from 27 businessmen's clubs at a Chicago hotel. They agree to unite and vote on a name: **the Association of Lions Clubs.**

Jones had turned the businessman's club's model on its head: instead of angling for business, Lions will focus on community service.

1945:

The world's second eye bank, the Buffalo Eye Bank, is founded by the Buffalo Lions Club. Today, most eye banks are Lions-sponsored.

Lions assist in drafting the United Nations Charter, starting a lasting bond with the U.N.



1945

1917

1920

1930

1940

1950

1960

1920:

Lions Clubs becomes international by chartering a club in Windsor, Canada. One of its first projects is a swim outing in a river for underprivileged boys. Men of rectitude, the Lions let it be known that "only boys with a note from their teachers" would be allowed to attend.

1925:

During the international convention in Cedar Point, Ohio, Helen Keller beseeches Lions to become "knights of the blind in the crusade against darkness." Her eloquent plea provides Lions with their primary mission.

1935:

Talking books for the blind are created, and Lions help distribute the books and machines.

1947:

Lions celebrate the association's 30th anniversary in New York City. Lions Clubs now is the world's largest service club group with 324,690 members in 19 nations.

1930



1930:

Lion George Bonham paints a cane white with a wide red band to aid the visually impaired after he witnesses a blind man having trouble crossing a street. Clubs vigorously promote white canes, and by 1956 every state has passed white cane safety laws giving the blind the right-of-way.

1939:

After a fellow Lion is not able to enroll in the only U.S. school for guide dogs, members of the Detroit Uptown Lions Club start their own. Leader Dogs for the Blind popularizes guide dogs worldwide.

1954:

After an international contest among Lions, an official motto is chosen: "We Serve." The motto is submitted by Lion D. A. Stevenson of Font Hill, Ontario, Canada. Eleven Lions actually submit that motto, but Stevenson's arrived first.

1935



1931:

Lions head south and establish a club in Nuevo Laredo, Mexico.

To provide an organized baseball program for children, Carl Stotz of Williamsport, Pennsylvania, soon to be a Lion, appeals for support from Lions clubs and others. Clubs help fuel the explosive growth of Little League by sponsoring teams and contributing funds, labor and materials.

1957:

The first Leo club begins in Abington, Pennsylvania, after Bill Graver asks his father, "Why isn't there a Lions-sponsored service club for young people?"

1939



1961:

Melvin Jones, the Lions' founder and longtime secretary general of the association, dies at age 82.



OF SERVICE



1954

1986:

Mother Teresa accepts the Lions Humanitarian Award. She urges Lions to love: "The most terrible poverty is being unloved and having no one to care for you."

2002:

Lions charter two clubs in China, the nation's first voluntary membership group since the 1950s.

2004:

After a devastating earthquake and tsunami in South Asia, Lions mobilize more than US\$15 million to rebuild homes, schools and orphanages in five nations.

2016



1970

1980

1990

2000

2010

2017

1971:

After decades in downtown Chicago, Lions Clubs International moves to its fourth and final location in Oak Brook, Illinois, 15 miles west of the city.

1987:

The association amends its bylaws and invites women to become members.

1990:

SightFirst is launched to curtail blindness. Fifteen years later, US\$182 million had been raised for 758 projects in 89 countries.

2005:

Past President Dr. Tae-Sup Lee of Korea launches Campaign SightFirst II at the international convention in Hong Kong. Within three years Lions exceed their goal and raise US\$205 million.

1968:

The Lions Clubs International Foundation (LCIF) is established.

1989:

The Lions International Peace Poster Contest begins. Mustapha El Tawokji from war-torn Beirut, Lebanon, wins first prize.

1995:

LCIF partners with The Carter Center, led by former U.S. president and Lion Jimmy Carter, to curtail river blindness in Africa and Latin America.

2010:

The Bill & Melinda Gates Foundation contributes US\$5 million to the One Shot: One Life campaign, and Lions raise more than US\$10 million to support measles efforts over the next two years.



1957

1995



1971

AUGUST 2016

Lions meet their goal and **serve their 100th million person in two years** through the Centennial Service Challenge.



LIONS' EXPANSION DRIVEN BY ITS IDEALS

by Jay Copp

LION G. M. CUNNINGHAM CAREFULLY STEERED THE DENTED MODEL T OVER RUTTED HIGHWAYS AND NARROW BACK ROADS THAT WERE LITTLE MORE THAN FOOTPATHS.

His assignment to small towns and mid-size cities in western states was not easy. He sometimes slept in his car when no accommodations were available and was bedeviled by flat tires and rain storms that made driving perilous. It was 1918, and the nation was still reeling from the influenza

epidemic that took a half million lives. Among the victims was Cunningham's son.

The grieving Lion carried with him letters of introduction from Lions leaders. Also in his frayed briefcase were newspaper stories that explained who Lions were. Cunningham was an official Lions club organizer—one of two traversing the nation. Cunningham's mission was deeply personal. He wanted to make a positive impact on the world, to take his suffering and redeem it. But he also shared in Lions leaders' enthusiasm for Lions clubs:

just two years old, Lions clubs were seen as a remarkable tool for communities struggling with meeting residents' basic needs. Cunningham, friendly but always on task, patiently told curious folks how a Lions club could benefit their town. "Clubs study the needs of their city to know how best to meet the problems that arise," he explained.

In five months, Cunningham established 11 clubs in Wyoming, Missouri, Oklahoma and Texas. Lion S. A. Hicks, the second organizer, also began a number of clubs.

Slowly but surely, Lions began to grow. In 1917, less than 1,000 Lions in 25 Founder Clubs served. By 1920, Lions counted 6,451 members in 113 clubs. A decade later there were 79,414 members in 2,202 clubs. From the start, Lions leaders stressed expansion. Bigger was better. More Lions meant more service. Extension was one of the four initial departments at headquarters (along with Service, Magazine and Supply).

Extension agents drove expansion. But so too did chance encounters, shrewd leveraging of celebrities and, especially, Lions' hard-earned perspective, engendered by the toll of world affairs. Sobered by the carnage of World War I, U.S. Lions saw expansion as a way to further peace among nations. After the horrors of World War II, Europeans, open to an international association that tied people together, eagerly embraced Lions. As tumult and conflict roiled the world, Lions stood out as a beacon of brotherhood.

Early international expansion was a simple matter of neighborly border crossing. Detroit Downtown Lions sponsored the Windsor Lions in nearby Ontario in 1920, giving Canada the distinction of being the second nation under Lionism. Mexico became the third five years later when a club in Nuevo Laredo was begun. Its champion was the colorful, larger-than-life Colonel Bill Higgins, the first and perennial president of the San Antonio Lions Club. He had founded a trade bureau for Mexico within the San Antonio Chamber of Commerce, and he gladly served as an emissary for Lions on countless trips across the border.

Internationalism became the official policy of Lions. The third international president, Jesse Robinson of Oakland, California,

stressed two themes during his term in 1919-20: a closer bond between clubs and the Association and the need for international expansion. Every president since him has stuck to those principles.

The 1929 convention in Louisville, Kentucky, solidified the goal of internationalism. The Lions' constitution was amended to allow Canada to be represented on the board. A constitutional amendment also was adopted: from now on Lions would strive "to create and foster a spirit of generous consideration among the peoples of the world." Frank Miles, a veteran from Iowa, received a standing ovation with his speech at the convention. "The spirit of Lionism is a spirit of 'peace on earth, good will toward me,'" he said. "I would like to see Lionism in every nation, with great annual conventions in which the delegates would come together. The idea of Lions spread to all the world ... would make a warless world."

The spirit of brotherhood helped spread Lions—as did a beautiful singing voice and a pretty face. Mary Stuart Edwards, a renowned opera star who sang for U.S. presidents and movie stars, was known to Lions in the 1920s as "our Mary." A close confidant of Melvin Jones and friend to San Antonio Lions, she sang at conventions and traveled with Lions leaders as they set their sights on new nations. Her celebrity was credited with opening doors and helping clubs get established in Mexico and then Cuba in 1927. The Havana Lions Club soon became the largest in the world.

The Great Depression in the 1930s caused many clubs to not fully pay their dues and imposed financial constraints on headquarters' extension efforts. Still, Lions grew. By 1940, there were 120,251

members in 3,342 clubs in eight nations. Eight nations in Latin America joined during World War II. Then chance favored Lions, as did a renewed appetite for peace and interconnection.

In 1946, Bill Tresise was national president of Apex, a community service organization of young adults in Australia. About to turn 40, he tried to extend the age limit but was rebuffed. Traveling to San Francisco for Apex, he happened to meet Lion Fred Smith of California, who would serve as international president the next year. A developer, Tresise was intrigued by Lions, and Lions at headquarters saw their chance to extend the Lions banner to Down Under. Triese began the first Lions club in Australia, in Lismore, in 1947.

Jones had wanted to expand to Europe before the war derailed his plans. In 1948, Lions were invited to join a huge meeting of non-governmental groups in Geneva, Switzerland. Prior to the gathering, Lions leaders flew over, connecting with business leaders in Paris, France, and Stockholm, Sweden, as well as in Geneva. All three nations joined the fold that year. That year saw the second largest membership gain in Lions' history with 31,696 new members. Membership rose to 358,144.

Lions' growth has continued unabated since the 1940s. From its modest beginnings Lions became the world's largest service club group.

THE KNIGHTS OF THE BLIND FROM THE DAWN OF LIONS

MOST LIONS KNOW THAT HELEN KELLER GAVE LIONS THEIR PRIMARY MISSION WHEN SHE URGED THEM TO BE KNIGHTS OF THE BLIND AT THEIR CONVENTION IN 1925. But Lions did not need much persuading. Many of the 900 clubs already were helping the blind, and some of this service was extraordinarily generous. In 1924, Lions in New York gave radios, an expensive technology then, to every blind child in the state, and Ohio Lions supported a braille magazine for blind children. That same year Lions' headquarters established two service committees: one for handicapped children and one for the blind. The latter was steered by Judge Hubert Utterback of Des Moines, Iowa, who was blind. Lions decided to provide job training and education. "It is easier to give them money. That's why most people do it," wrote Lion A. C. Allen in an essay in 1924 in the LION headlined "How Lions May Serve Blind People." "Why not encourage them in their independence? ... Act on the belief that they can do some things as well as anyone can." Keller's speech indeed galvanized Lions. But something innate about Lions predisposed them to reach out to the most vulnerable and to empower them.

1. Actress Erin O'Brien, the queen of the North Hollywood Lions White Cane Drive in California in 1959, buys the first cane from Lions Carl Auer (center) and Jack McGuire.



2. Blind twin girls enjoy a day at Santa's Village, an amusement park near Chicago, in 1959. With the girls are Ed Anderson (left) of the Chicago Lake View Lions and Clifford Thiel of the Elgin Lions.



3. Miss Florida, Annette Baker, promotes the Florida Lions' annual campaign for the blind in 1960.



4. Blind youth enjoy the circus at Medinah Temple in Chicago in 1962, thanks to Lions clubs in Illinois.



5. William Rowland of Bay Village, Ohio, uses "bed specs," enabling him to read or watch television without raising his head, at Lakewood Hospital while a nurse and Jack Dietz, president of the Lakewood Lions Club, look on in 1964.



1. Euclid Lions in Ohio donate a braille duplicating machine to the Roosevelt School for the Blind in 1965.



2. Dr. Gerald Barren tests for glaucoma at a clinic sponsored by San Fernando Lions in California in 1965. Looking on is Lion Frank Nance.



3. Gene Parrish and Tom Reed of the St. Petersburg Lions Club in Florida ready truckloads of eyeglasses for shipment to Lions in Santiago, Chile, in 1966.



4. Keppel Brierly (right), president of the Denver Lions Club Foundation, presents an audio tape duplicator to Mrs. James Kurtz, chairman of the Denver unit of Recording for the Blind, in 1967. The machine was used to make tape recordings of books for the blind.



5. Blind students Daniel Jablonski, 17, and Annette Nowakowski, 14, try out a typewriter and listen to their voices on tape recorder under the guidance of John Seibt, president of the Chicago Shoreline Lions Club, in 1968.



6. Linda Adams, 7, of Peetz, Colorado, explores Santa's face with her fingers in 1971. Linda is a student at the Colorado School for the Deaf and Blind, and Santa is known to friends and family as Emery Bausch of the Nob Hill Lions Club in Colorado Springs.



7. Lions James Davison and Glenn Strunk of the Howard Lions Club show a little boy where he will be flown to in England for an eye operation in 1971.



8. Julie McCrara of Bridgeview is one of 5,000 blind and disabled children treated to a day at the circus by Illinois Lions in 1981.



9. River Grove Lions in Illinois delivered the Easter Bunny to the Chicago Lighthouse for the Blind in 1986. The Easter Bunny plays with Eddie Bonafe, 7.

MESSENGERS OF MERCY

A CLUB'S ACTIONS IN ITS GRIEF-STRICKEN TOWN EPITOMIZE LIONS' SERVICE.

By Jay Copp

On March 25, 1947, a surprisingly cold day in southern Illinois, 142 miners were at work in the No. 5 mine in Centralia. The miners toiled as far as 537 feet below the ground on this Tuesday. At 3:26 p.m., near the end of their shift, a violent explosion rocked the No. 5.

A half mile from the flash point, instantly aware of the danger, 14 miners immediately dropped their aluminum dinner buckets. They scrambled into a side room and lay down on the floor where the air would support life the longest. They had no illusions about their prospects. In the damp darkness, they scrawled brief notes to loved ones. Raymond Buehne, 30, father of three, addressed his wife by her nickname: "Chub. God bless you all, Beanie, 4:30." A note from another miner read, "I love you all and please take care of them and raise them as a good Christian." Another wrote "see about security insurance." Joe Bryant, whose 12th baby was due soon, wrote: "My Dear Wife good By. Name Baby Joe so you will have a Joe love all dad."

In the hours and days after the disaster, the mine yard was a wild mix of confusion, dread and grief. Hundreds from the miners' families gathered, and a hush came over the crowd each time the bell at the shaft sounded, the cage came rumbling up and men carried away another body on a stretcher. In the dim washhouse, scores of wives sat on the benches where the miners changed their clothes. Recognizing their husbands' garments, they silently sat beneath the clothing suspended above them on chains and pulleys.

None of the 14 miners in the side room survived. Altogether, 111 miners died. The tragedy was made even more heartbreaking because mine owners and state safety officials had ignored dozens of reports of unsafe conditions. The disaster in the quiet, close-knit Midwestern town transfixed the nation, inspired protest singer Woody

Guthrie to pen a memorable ballad and led to groundbreaking mining safety regulation laws.

For Lions, the story is notable because of the role played by Centralia Lions. In the grim days that followed, as bodies needed to be identified and families notified and comforted, Lions spared families from the worst of the horror. They brought kindness and caring to those who needed it most.

A DELICATE TASK

About 70 miles east of St. Louis, set in the flat prairies of Illinois under which rested huge coal deposits, Centralia was a hardscrabble town of 13,000 in the late 1940s. Money for anything but the basics was in short supply. One year the Centralia High School basketball team qualified for the state tournament but wore ragged, discarded uniforms. "The players looked like a bunch of orphans," a Chicago sportswriter cracked, and the name stuck—the Centralia High School Orphans.

This was a railroad town, presumptuously named by the owners of the Illinois Central Railroad in 1853 as the center of its rail empire. Men made decent money making railroad cars in the factory. Paying better, but more dangerous, was work in the mines.

Joe Bryant, 48, first started in the mines when he was 14. He worked for five years in oil fields in Indiana but needed to return to the mine as his family and expenses grew. His oldest son, Harold, joined him in the mine after being discharged from the Army in 1945. He was married with

a child on the way. On the morning of March 25, Harold was still smarting from a foot smashed by falling rock. Joe was not feeling well either—all his teeth had just been pulled. The two rode to work together, and Joe's wife suggested they take the day off. But Joe was worried the union would call a strike soon, and he wanted to work while he could.

Also in the mine that day were the Ballantini brothers, Pete and Joe. After immigrating to America by stowing away in a ship, they had toiled in the mines for more than 30 years. Despite the grime and dirt, they tried to maintain their dignity. Many nights, Pete washed off his coal dust and put on a three-piece suit.

Many of the miners were Italians, and their families had worked the mines for generations. They understood what was at stake every shift. Wives, mothers, girlfriends, sisters and daughters said a silent prayer in the early morning hours as they packed the lunch pails of their men.

When the sirens blew on March 25, the women knew. They grabbed their babies and ran through the cold March wind to the gate. Smoke was billowing out of the No. 5. Mine officials of the Centralia Coal Company sternly ordered onlookers to stand back. Bodies, body parts and personal effects began to be lifted out of the mass grave. It began to rain, which turned into a wet snow as the night wore on.

Posted on the corners of a mine warehouse, the families could see an official inspection notice from Driscoll Scanlan, an Illinois mine inspector. Diligent in his work



Wives and mothers of miners trapped by the explosion in the Centralia mine wait in the company washhouse. Hanging above them is miners' clothing.

and increasingly frustrated and alarmed, Scanlan had warned his superiors repeatedly for five years that the mine had an excessive build-up of coal dust that could explode unless the dust was cleared.

More than anyone, the miners themselves understood the dangerous conditions. On March 3, four of the miners wrote a letter to popular Governor Dwight Green begging him to "Please Save Our Lives." The letter was ignored. Three of those four men would die on March 25.

After the disaster, aid workers quickly descended on the scene. Rescuers brought blood plasma. Cots arrived from an Army base near Belleville. Nuns comforted the injured, and priests gave last rites. The mine owners asked the Red Cross to handle the canteen services.

But the Red Cross could do only so much. So Fred Wham, the chairman of the Centralia chapter, huddled with Lions.

As in other small towns, members of the Centralia Lions tended to be relatively prosperous. They were businessmen, bankers and insurance men. Well-known and well-regarded, they helped give the town a sense of unity.

The miners had died from either the violent explosion or the gas. Those killed by the former were mangled beyond facial identification. Those who died from the latter were horribly bloated and also beyond recognition. Wham made a request: could the Lions help identify the bodies?

The Lions worked day and night for five days. They began by visiting each family of the men who had not returned. They offered heartfelt condolences. This was a small town where neighbor knew neighbor. Residents went to the same churches and schools and shopped in the same stores. The kids played alley baseball together, and

the young people danced in the parking lot of a music hall in nearby Herrin. Perhaps it would have been easier if the Lions did not know the families. But often they did.

Lions proceeded with their delicate task. Did their loved one wear glasses or a ring or maybe carry a watch? Did they own a special cigarette case or a pipe? Were any of their teeth missing? They gathered as much information as they could and then met with multiple morticians, as the men were called then. In some instances, the identity of a miner became quickly obvious. In others, it took some guesswork and some process of elimination before arriving at certainty.

The final task of the Lions was the most wrenching: to return to the home of the family to confirm the sad news. Among the many dead they helped identify was Joe Ballantini, the longtime Italian miner. That day was seared into the memory of

‘Everyone was so kind. Everyone pulled together.’

his daughter, Elaine Ballantini Ziegler. “Someone from the Lions club came by as a part of the rescue effort and asked if I could identify the ring. I looked at it and said it belonged to my dad. They had taken it off his body. That was the only way they could identify the body,” said Ziegler, now deceased, in a book about the disaster.

As for his brother, Pete, he was among the first group of 16 dead miners who were identified. The family was not able to bury him for 10 days. His body lay in an open coffin in the family home as they waited for space both at a funeral parlor and at a cemetery.

The saga of the Bryants was especially poignant. The night after the explosion two Lions went to Harold’s house and spoke to his wife, Ruth, just 17. They asked what clothes he was wearing. Ruth told them what she knew and then waited for several days. Finally, aware that all the bodies had been taken up from the mine, she drove to the Greyhound bus garage where unidentified men lay. The man in charge would not let her enter. So her brother went in and returned with a belt. Ruth confirmed it was her husband’s. “He’s got on a red jacket,” her brother said. “It’s him,” she whispered.

Late on Saturday, five days after the explosion, Lions met with Joe Bryant’s wife, Lydian, a stout woman with weary features, and asked how he had been dressed. Overalls and a white shirt, she told them. He was carrying a pocketknife, a white cigarette case and a whistle with a chain, she added. The Lions returned at 9 the next morning with her husband’s cigarette case and his whistle.

In his last moments, Joe concerned himself with extending solace to grieving families. In his pocket, written on a timecard, was a

message: “Look in everybody’s pockets. We all have notes. Give them to our wives.”

Besides that message and the one to his wife, Joe also wrote a message to his children: “Sammie, Raymond Be good Boys Jackie [his nickname for Harold who was already dead a half-mile away] Melvin Help Mom Please your father Joe Bryant O Lord Help Me.”

Sixty-nine years later, Sammie Bryant, 79, has a copy of his father’s dying message to him. Sammie lives in Sandoval six miles from the old mine. He also has a copy of the note his dad wrote to his mom asking to name the baby “Joe.” His mom had a girl. She named her Joedy.

Sammie does not remember the Lions coming to their home. He may have been asleep. But he distinctly recalls the caring of neighbors and friends after the tragedy. “The whole area was in mourning,” he recently told the LION Magazine. “Everyone was so kind. Everyone pulled together.”

The disaster left 99 widows and 78 children without fathers. The union’s new welfare fund that had just passed after a miners’ strike the previous year did not have enough money in it to provide payments. A fund started by the mayor of Centralia brought in \$20,000 with donations that came nationwide. Divided among the families, that sum was barely enough to bury the dead.

It was left for most families to fend for themselves and for the community to do what it could. “A lot of the women had to take in ironing and washing,” says Becky Ault, 74, a lifetime resident, former mayor, director of the Centralia Area Historical Society and mother of Lion Zach Roeckman. “The mine owners did nothing, but people looked out for each other. It was that kind of community.”

REMEMBERING—AND FORGETTING

Despite their uniforms, the Orphans proved to be skilled at basketball. Drive to Centralia today and a green roadside sign greets visitors: “Home of the Winningest H.S. Basketball Team in the Nation.” The Orphans’ trip to the state finals was the first of many.

Much like the 1940s, Centralia is getting by. Prosperity never quite arrived. Small white-frame homes, often older and bedraggled, line the streets. Downtown has a handful of shops. The railroad left years ago.

The official investigations into the blast revealed that the explosion was caused when a spark of unknown origin ignited the built-up coal dust, just as the inspector Scanlan had predicted. Bell & Zoller received a \$1,000 fine. They paid it and promptly sold the mine to the Peabody Coal Company. The company closed the mine in 1949, laying the blame on “the high cost of mining coal in an old mine.”

The mine’s structures—the framework for the elevator cage, the washhouse and the warehouse—are long gone. Several hundred yards from its approximate location is a park with a granite memorial, dedicated on March 25, 2009, with the names of the miners. They did not die totally in vain. The memorial notes that “ultimately the result was the passage of new mining safety regulations for the industry.”

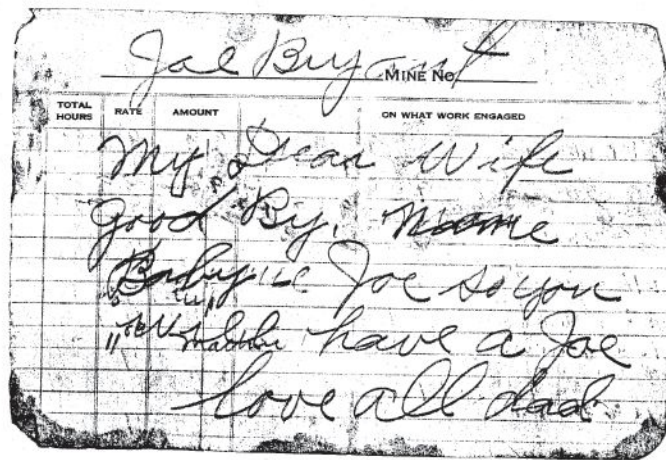
The lengthy dedication in 2009 included the singing of “The Dying Miner,” written by Woody Guthrie weeks after the disaster. “It looks like the end for me/And all of my buddies I see/We’re all writing letters/To the children we love/Please carry our word to our wives.”

Speaking at the dedication in 2009 was Lion Jackie “Butch” Mathus, the mayor of Wamac, the tiny town adjoining Centralia where the marker stands. Helping to plan the event was Lion Hugh Moran, the current owner of the Moran-Queen Boggs Funeral Home in Centralia and the secretary of the Central City Centralia Lions Club. (His club chartered in 1965 after the Centralia Lions Club ended.) In 1947, Moran’s funeral home, then under a different name, held 33 of the miners’ funerals.

A 50-year memorial service was held in 1997. More than 800 people at Centralia High School sang “The Dying Miner” and hymns such as “What a Friend We Have in Jesus.” Eight widows and several survivors showed up, including Joe Vancil, who bumped into another survivor. “They just looked at each other and started crying,” says Ault, who planned the ceremony. “They had not seen each other in years, and one saved the life of the other [Joe]. He’d found him and carried him out of the mine.”

Vancil, the last survivor, died in 2010 in nearby Du Quoin. The last widow, Lelah Garron, died in 2009 at age 97.

Still, many Centralians have a direct connection to the disaster—not surprising because of the high death toll and the tendency of people to live their entire lives here. Charles Woolbright, a Central City Lion, was 12 years old in 1947. His father, Clarence “Tib” Woolbright, the Marion County sheriff, rushed to the site before any of the dead were brought up. An uncle, John Pick Jr. was in the mine and survived,



Notes to his family were found in Joe Bryant’s pockets. One read: “My Dear Wife good By. Name Baby Joe so you will have a Joe love all dad.” Another read: “Sammie, Raymond Be good Boys Jackie [his nickname for Harold who was already dead a half-mile away] Melvin Help Mom Please your father Joe Bryant O Lord Help Me.”

but John’s father didn’t, nor did Charles’ wife’s uncle.

A. J. Ballantini, the grandson of Pete and a Centralia resident, recalls his father telling him how this catastrophe affected his family—eight kids without a father. Their mother had never worked outside of the home. They all pitched in to get by.

Sammie Bryant also remembers the hard times. His mother received \$94 a month from his father’s Social Security, a new program started in 1944, plus \$90 a month from her husband’s life insurance policy. “She always wondered where our next meal was coming from, but I was able to supply all of the meat for our family through my hunting and trapping,” he says.

Memories are preserved as well at the Centralia Area Historical Society, a three-story building downtown. A room dedicated to the disaster displays miners’ hats and lanterns, weathered numbered metal tokens for their belongings, a clock frozen at 3:26 and a Life magazine story

on the disaster. Ault, the museum director, was five when the mine blew up. “I remember my mom and dad talking about it,” she says. Ault is indicative of the arc of memory of the tragedy. Senior citizens recall the event and personally know affected families. Middle-aged people typically know about it and may know of a family that was involved. Younger people or people relatively new in town are the least likely to know details of the tragedy.

It’s curious what is remembered, who remembers what and what is not remembered. The LION Magazine in 1947 detailed the role of Lions in the disaster. Decades later what Lions did has not been remembered. The historian Ault was not aware of it.

Nor was Lion Moran, the funeral home owner. The Lions clubhouse has a wall full of plaques of past presidents, but the clubhouse contains no indicator of the Lions’ role in the town’s most significant event.

But maybe that’s the way it should be. Maybe, too, that’s perfectly appropriate in commemorating Lions’ centennial: formal projects may be remembered but the innumerable acts of kindness of Lions, the quintessential hallmarks of Lions, fade into oblivion.

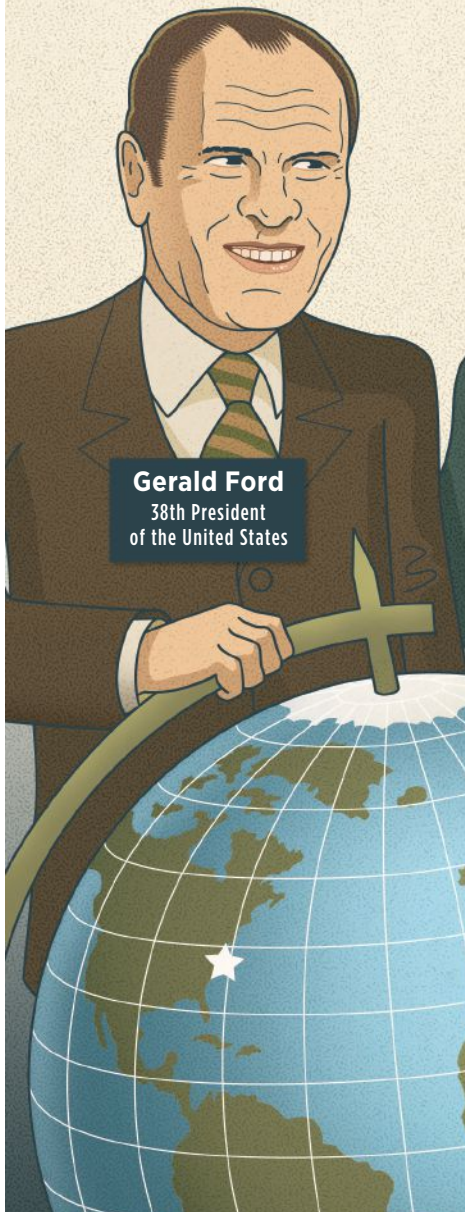
Maybe it’s enough to know that Lions will be there when disaster strikes or when needs present themselves. “The Lions had a standing in town. People were comfortable with them doing that [visiting grieving families],” says Moran. “When I read the LION, when there is a tsunami or earthquake, the Lions are there helping. They were there after Katrina. It’s not any different.”

Pat Lofthouse contributed to this story.

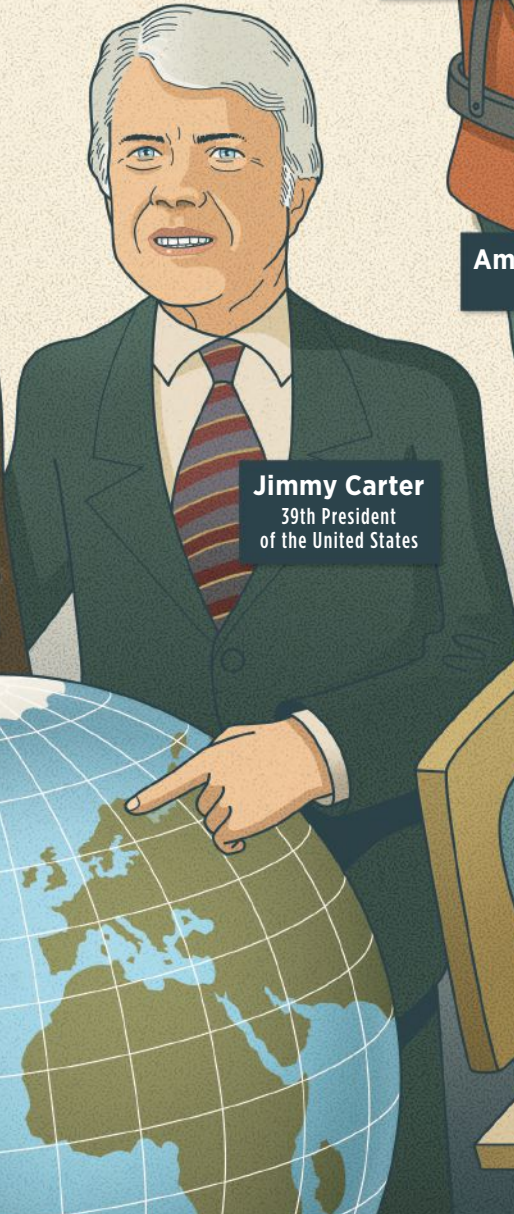
Sources: writers’ interviews; “The Blast in Centralia No. 5,” John Bartlow Martin, Harper’s Magazine, March 1948; and “Death Underground: The Centralia and West Frankfort Mine Disasters,” Robert E. Hartley and David Kenney, Southern Illinois University Press, 2006.

Famous Lions

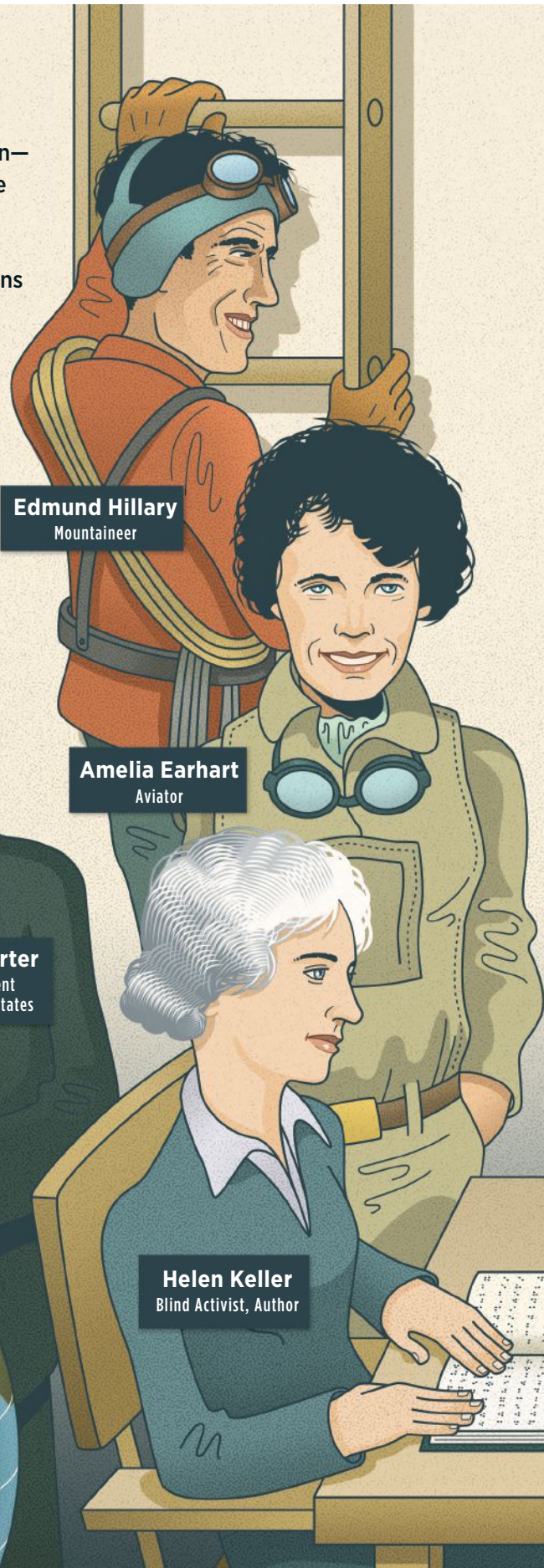
Basically, if you are interested in service, you can be a Lion—even if you happen to be famous. Celebrity Lions include Edmund Hillary of the Remuera Lions Club in New Zealand; Amelia Earhart, an honorary member of the New York City Lions Club; Admiral Richard Byrd of the Washington D.C. Lions Club; Jimmy Carter of the Plains Lions Club in Georgia; Gerald Ford of the Grand Rapids Lions Club in Michigan; honorary member Helen Keller; Larry Bird of the French Lick West Baden Lions Club in Indiana; Roberto Clemente of the Carolina Country Club Lions Club in Puerto Rico; Johnny Rutherford of the River Oaks Lions Club in Texas; and Chester Gould of the Woodstock Lions Club in Illinois.



Gerald Ford
38th President
of the United States



Jimmy Carter
39th President
of the United States



Edmund Hillary
Mountaineer

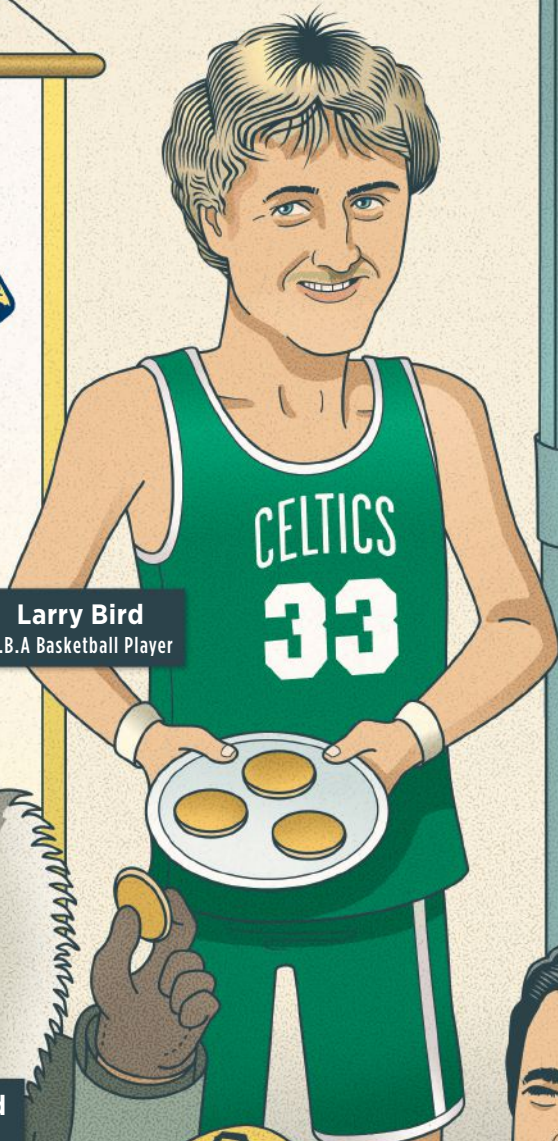
Amelia Earhart
Aviator



Helen Keller
Blind Activist, Author



Larry Bird
N.B.A Basketball Player

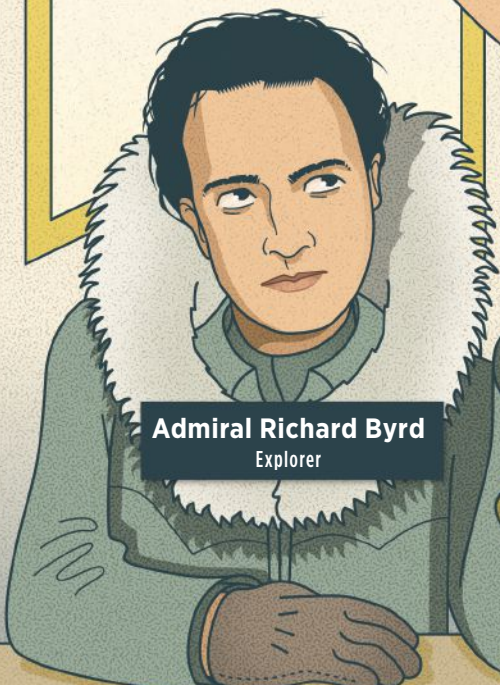


Chester Gould
Creator of Dick Tracy

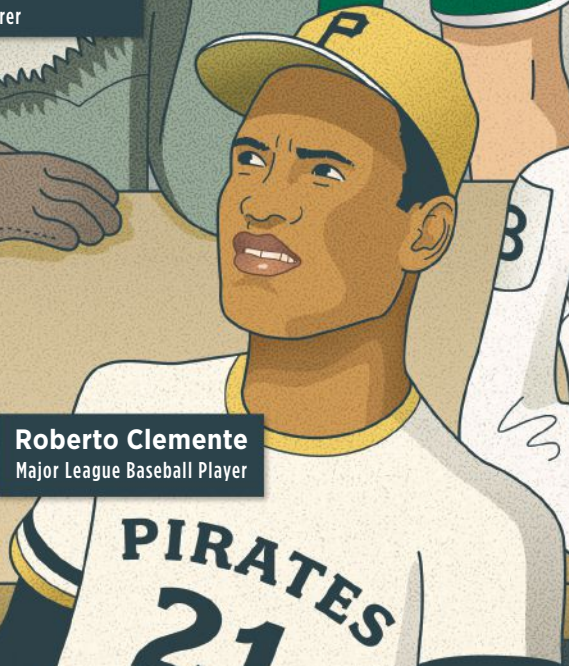


**2-WAY
WRIST RADIO**

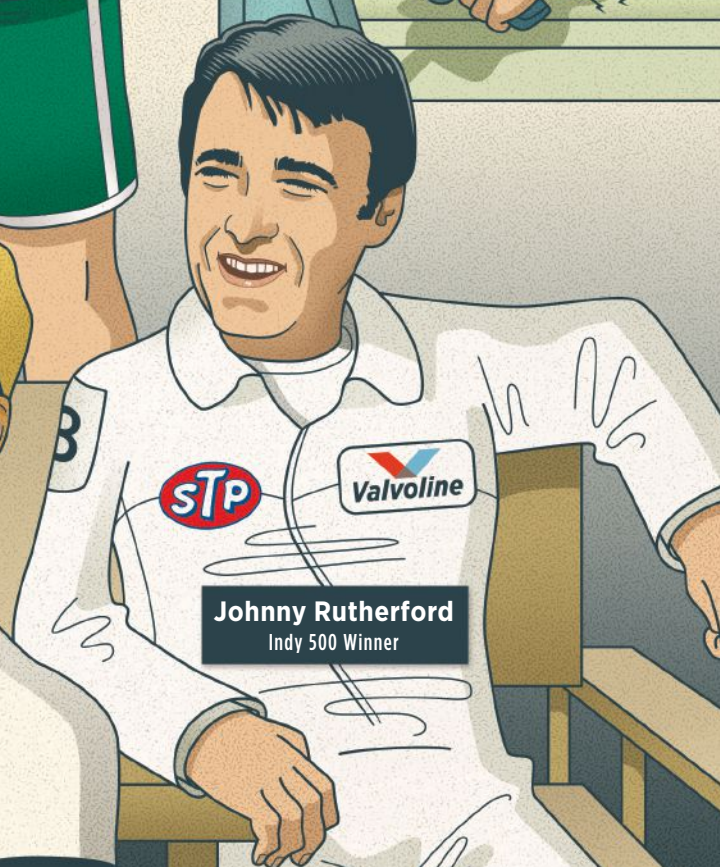
Admiral Richard Byrd
Explorer



Roberto Clemente
Major League Baseball Player



Johnny Rutherford
Indy 500 Winner



FUN AND FELLOWSHIP PART OF MEMBERSHIP SINCE FIRST YEARS

LIONS CLUBS WERE FOUNDED WITH A SERIOUS PURPOSE: TO SERVE. BUT FUN WAS PART OF THE EQUATION SINCE DAY ONE. AWAY FROM THEIR BOSSES AND WIVES, MEMBERS OF MEN'S CLUBS OFTEN TENDED TO ACT LIKE, WELL, BOYS. Early Lions sang boisterously, told off-color jokes and pranked one another. The fun typically began right from the start— on charter night. In 1921, at the charter ceremony of the Rochester Lions in New York at the Seneca Hotel, two waiters walking down a center aisle crashed into one another, spilling trays of food. Boxing gloves not-so-mysteriously appeared and, to the delight of Lions, the waiters proceeded to duke it out. Tail Twisters, commonplace since the 1920s, formalized the fun. By 1936 the LION had dedicated a page to Tail Twisters, and a Lion wag then summed up Lions' acceptance of their comic leaders: "The only thing that you can do/Is pay your dime and smile/And hope you'll see another guy/Get his, too, in a while." The over-the-top hijinks of earlier days have faded. But some things never change: Lions still have plenty of fun and revel in fellowship while doing good.

1



2. After a \$1 ham dinner and singing "Silent Night," Lions crack up at a joke made at a meeting of an unidentified club in December 1954.



3. This Lions den in 1923 in Fond du Lac, Wisconsin, is full of frivolity.



4. In 1926, officers of the Salt Lake City Lions Club in Utah are "sentenced" to one year of hard labor of "forwarding the aims" of Lions.

1. In 1930, Lions in Tacoma, Washington, welcome Leo the Lion, the "face" of Metro Goldwyn Mayer films.



The Reno Lions Quartet of Nevada, a top finisher in competitions at Lions conventions, belts out a tune at the convention in Chicago in 1950. Members are (from left) Wes Summerfield, Chet Christenson, Bud Hardesty and Bill Garrett, whose wife is the accompanist.

1 Photo courtesy of Dee Garrett (Bill's son)



2



3

4. Nothing like the latest fashions to bond Lions: during a men's fashion show for an unidentified Lions club in 1951, attorney Ed Dunklee struts in a cashmere sport jacket, garbardine vest and flannels.



4

5. Clubs often invited sports celebrities to enliven meetings. In 1971, on Gordie Howe Day in Toronto, the hockey great spends his 43rd birthday with his family at the father/son-and-daughter banquet of the Forest Hill Lions Club.



5



6



7

(opposite page)

2. Sure, convention dazzles, but sometimes the best memories come from a meeting of the minds. Three Lions share a moment at the 54th International Convention in Las Vegas in 1971.

3. International President S.A. Dodge of Michigan gamely accepts a lion cub from Jackie Hart of Chicago at the 37th International Convention in 1954 in New York.

6. Brockton Lions from Massachusetts show their town pride during the parade down Fifth Avenue in New York at the 37th International Convention in 1954.

7. Not averse to attention, Lions in Tacoma sponsor a woman with an unusual outfit in a city parade in 1955.



1. Why raise funds without having a little fun, too? Guest auctioneer Sam Levenson, a comic and TV host, assists Manchester Lions in Vermont in 1959 as Lion Rudy Heiland looks on.

2. Joseph Piccininni of the Toronto Colombo Lions proudly displays the 40 badges on his chest and 19 pins on his hat to Al Schock and his wife at the 47th International Convention in 1964 in Toronto. Schock campaigned vigorously in 30 states and more than 20 countries in 12 months to be the third vice president but lost the election.

3. A miniature train is the gift of Lions near Denver to a recreation center in 1967. On the train are Lion Chet Maddox (from left), an Englewood park official, and Lion Walt Jorgensen.

4. Chicago Lake View Lions promote Candy Day for the Blind in the early 1960s.

5. Indiana Lions arriving at the 41st International Convention in Chicago in 1958 banter about their travel bags.





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THE DAY THAT CHANGED AMERICA— AND LIONS CLUBS

By Anne Ford

ALMOST AS SOON AS THE HORRIFIC ATTACKS OF SEPTEMBER 11, 2001, TOOK PLACE, LIONS STEPPED UP TO HELP. THEN AND FOR YEARS AFTERWARD, CLUBS AND DISTRICTS OFFERED THEIR DONATIONS, RESOURCES, IDEAS, AND TIME TO EASE THE BURDEN BORNE BY VICTIMS AND THEIR FAMILIES.



On the morning of 9/11, Lion Al Brandel, who would be elected international president in seven years, was at his job as a missing-persons detective for the Nassau County Police Department, just outside New York City.

BRANDEL: I heard the news on the radio about the plane crashing into the World Trade Center. I turned on the TV, and we saw the other plane crash into the other tower. Then we knew we were in trouble.

We figured that some of the survivors would be transferred to a hospital nearby. So I and another detective went there and told 'em we'd be available when survivors started coming in. Then we found out: There weren't any survivors coming in.

I remember going to the train station that night and looking at cars in the parking lot and figuring out that those were probably cars of people who were not coming home.

Then-District Governor Glenn Ryburn, a retired Army colonel, was driving to the Pentagon for a meeting that morning.

RYBURN: I was coming into the Pentagon parking lot when the plane hit the building. I had to make a left turn to get in, and as soon as I made that turn, I could see the smoke, black smoke. And then my cell phone started ringing: "Where are you? Where are you?"

I spent 30 years in the Army, and I went through a lot of disasters during the Vietnam War. But I will tell you that I had never been through a disaster like this. The parking lots of the Pentagon are surrounded by an interstate highway, and everything just came to a halt.

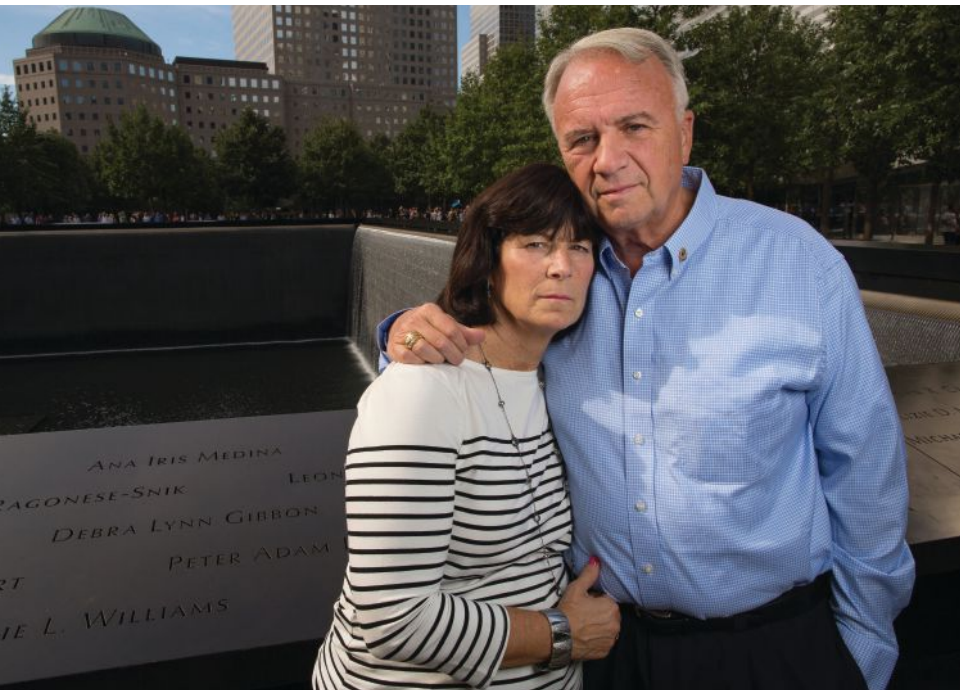
Lion leaders, including Past International Director (PID) Robert Klein, quickly marshaled their resources as best they could to address the calamity.

KLEIN: As fast as I possibly could, I contacted Peter Lynch, manager of the humanitarian grants department at LCIF, and I said, "I think we need some money." Peter said, "I've beaten you. I've already called the President [Dr. Jean Behar], and we're setting up a program."

LYNCH: The first thing we did, we gave the Lions in the affected districts \$10,000 disaster grants to help provide initial relief. Almost simultaneously, we appealed to Lions around the world to contribute to a disaster relief fund.

We knew that Lions everywhere would want to support the Lions of the East Coast. And we designated \$100,000 as seed money for the fund.





Past International President Al Brandel of New York, a retired detective, and his wife, Dr. Maureen Murphy, visit the National September 11 Memorial in New York.

That 9/11 Disaster Emergency Fund would eventually swell to \$3.2 million as donations from clubs around the world poured in. PID Klein was appointed fund administrator as well as chair of the 9/11 Central Steering Committee.

Meanwhile, on Sept. 13, Lions from Long Island, Queens and Brooklyn met with Brandel and his wife, Lion Dr. Maureen Murphy, to discuss immediate actions that could be taken.

BRANDEL: We knew that LCIF would come up with some money, but there was a need for us to personally respond and come up with some hands-on projects. For example, one of our Lions was very familiar with Mayor Giuliani, and we heard that they were asking for socks and sweatshirts, so we organized that. One day they needed food down at Ground Zero, so we got hot dogs for first responders.

MURPHY: Then a few days after 9/11, one of the local volunteer fire departments was bringing supplies to Ground Zero, and I went with them, along with several other people from my hospital. I'm an anesthesiologist. We checked in at the first-aid station that was set up in the firehouse right across from the debris pile

where the towers fell. I rendered literally no medical care because there were no survivors; there were only victims. At one point I walked away from the area with two nurses, thinking, "What am I doing here?" Then we saw these two guys putting together wheelbarrows. So we jumped in and started to help them. We were there the whole night, putting wheelbarrows together so they could be used to help remove debris. It was surreal.

At the same time, the Lions of Virginia and Maryland worked to provide rescue gear, food and supplies to Pentagon recovery teams, with the help of a grant from LCIF.

RYBURN: At the time, I was the district governor for 24 A, which included the Pentagon. We called LCIF and got \$10,000 really quickly, which helped pay for things like gloves, water, bandages, masks, batteries, medical equipment. We contacted the Salvation Army, which had access to the Pentagon, and they delivered those supplies for us.

That \$10,000 also helped people who lost their jobs, because so many things in and around D.C. closed, like the airport. We interviewed people who couldn't pay their rent or mortgage or phone bills or electric

bills, and we paid those for them on a one-time basis.

At a special Council of Governors meeting, New York's Multiple District 20 Steering Committee was created to coordinate relief efforts. Then-Council Chair John Wargo of New York was appointed to head it.

WARGO: Initially, we were partnering with some other organizations to screen applicants for nonrecurring financial assistance. That didn't turn out to be the majority of our effort. The majority was providing support in terms of supplies for the relief workers and then later for the people who were working at the Fresh Kills sorting ground on Staten Island, where they brought all the debris from the World Trade Center. We also connected with a warehouse six or eight blocks from Ground Zero, where relief workers went if they needed something. Lions, along with other groups, helped man that warehouse. It was very satisfying, because it was something hands-on to do. You could see the faces of the relief workers and hear some of their stories.

BRANDEL: We also had several shipping containers made into shelters, with doors and windows and a/c units and heaters, and we put the Lions logo on them and had them brought down to Ground Zero. We put tables and coffee pots in there, so if, say, the firefighters wanted to have a cup of coffee and take their shoes off, they could. What was probably more important than anything else was just looking in their faces and saying, "It's OK; we're here for you." Maybe they just needed somebody to talk to after their day's work, before they went home. It was cathartic, for them and for us.

Because the planes that struck the World Trade Center took off from Boston, many Massachusettsans were affected by the tragedy. Past International Director Chuck Kostro oversaw MD 33's efforts, which included tapping the Lions network to provide emotional and practical support to families.

KOSTRO: I got a call from a woman whose husband was killed in 9/11. She asked if someone from Lions could help her with this garden her husband had, to show her how to take care of it, because that was her link to her husband. We put her in touch with a local farmer who happened to be a Lion. He showed her everything to do, and he said he was on call for whatever she needed. I think he was thrilled to be able to help out. And then there was a grandfather whose granddaughter was one of the victims. Her friend had established a website about her, and he didn't know how to access it, so a Lion showed him what to do. Afterward, he had tears in his eyes, and the Lion had tears in his eyes. The families here, I don't think they've ever forgotten what the Lions did to help them.

Other Lions efforts included providing grants to nonprofit organizations, providing community service awards, and funding a series of bereavement camps and retreats for families of 9/11 victims. The camps ran for several years after 9/11.

KOSTRO: At the first camp we had, it was just before Halloween, and one of the children's activities was painting pumpkins. This one little girl painted two towers on her pumpkin, with things flying out of the towers. A therapist asked what those things were, and she said they were body parts. The therapist very nicely took a paintbrush and put wings on the body parts and said, "These are now angels." And that little girl smiled. I don't know if you could put a price on that.

RYBURN: At those camps, we watched kids grow up. We saw families who had lost a spouse, and the other spouse would bring their kids. The next year they'd bring the kids back, and the baby was now walking. The third year, they were really running around. There was a man who had lost his wife, and he had a couple kids. The lady who had children came, and they met. When they came back the third year, they were married.

Nancy Yambem's husband, Jupiter, was killed in the World Trade Center attacks. She and her

son, Santi, attended weeklong healing camps in Maine, sponsored by the Lions, from 2002 to 2005.

NANCY YAMBEM: When 9/11 happened, my husband and I had been together almost 20 years. It was horrific to lose him. There was a lot of posttraumatic stress that went on afterward, as well as grief and shock. My son was five years old at the time. The first year after 9/11 was just holding it together, keeping my son in school, keeping myself sane, trying to get enough sleep.

We live in a small town where there are very, very few 9/11 families. People would point me out on the street. I'd be in Shop-Rite, and the person behind the deli would say to her co-worker, "That's the woman who lost her husband." My son was very young, but he felt the same thing—being singled out. He didn't want to be different. He wanted to be normal, and he wasn't anymore. People didn't know what to say or what to do or how to support us.

Going to camp was a respite from that. I felt so much comfort being with other

Who else could you talk to about it, but people who really, really understood?

The staff at that camp was phenomenal. There were some people from Lions in the background there, serving the meals. They would quietly serve the meals and just laugh with us and encourage us. I'm so grateful.

It's been 15 years since 9/11, but its legacy has changed the United States—and the Lions—forever.

BRANDEL: The Lions had never had to respond to something like 9/11 before. Certainly never, when I became a Lion in 1975, did I think I would serve people at the site of a terrorist crime scene. This was not a pancake breakfast, a blood drive or supporting a Little League team or a Boy Scout troop. This was the first time we knew we could organize a big relief project. When other catastrophes happened, like Hurricane Katrina or Sandy Hook or tornadoes in the Midwest, we got phone calls from people, asking, "How do we organize ourselves? How do we

It's been 15 years since 9/11, but its legacy has changed the United States—and the Lions—forever.

families who were going through the same experiences. Talking about what we'd been through, letting our kids have fun—it was a real help. The kids just got to swim and play games and have silly contests and not be the focus of attention for being different. The adults, we also did fun and silly things, but two times a day we could talk about what we were going through.

get started?" We had to learn new ways to serve, and that's what we did with 9/11. It's a different world, and we have to be a different organization.



LIONS OF TODAY

Programs and projects change over time. After World War II, as car ownership in the United States increased and new roads sprung up, clubs nationwide, alarmed by a spike in driving deaths, worked with police chiefs on traffic safety. Today many clubs tackle environmental projects, a preoccupation that would have befuddled Lions of long ago. Yet Lions today are unchanged in focusing on sight, youth and basic community needs. The real change today is not so much what as who and how. Lions today are more inclusive, more focused on national and international problems and less likely to adopt traditional club meetings and practices. In today's global village, Lions are eager to roam outside traditional boundaries and leave their mark in new and distinctive ways.

SPECIALTY CLUBS SEEN AS A RICH SOURCE FOR NEW LIONS

By Jay Copp

A LOBBYIST IN WASHINGTON, BILL SPENCER IS A FREQUENT VISITOR TO CAPITOL HILL WHERE HE WEIGHS IN ON TAX POLICIES, HEALTH CARE BENEFITS AND ENERGY ISSUES. KARLA GILBRIDE ALSO FREQUENTS THE CORRIDORS OF POWER IN WASHINGTON AS AN ATTORNEY FOR PUBLIC JUSTICE. SHE FOCUSES ON CONSUMER FRAUD AND PREDATORY LENDING.

The nation's capital is crammed with busy people engaged in public affairs but who are still interested in volunteering and in associating with like-minded people. An ordinary Lions club with frequent meetings and high expectations of participation in events and projects would not work for them. That's the thinking behind the innovative Capitol Hill Lions Club, chartered in December 2014. Spencer is a charter member, and Gilbride joined in August 2015.

The club has 29 members. Some work on the Hill as legislative aides. Others toil for trade groups or for various nonprofits. Members don't have to be involved in political work. Adam Froemming works for the front office of the Washington Nationals baseball team.

"We know our members are very busy people. They work nights and weekends. They have kids," says Spencer, who works for Potomac Strategic Development (among its clients is Lions Clubs International). "We'd like everyone to show up at every meeting and project. But we have to be realistic."

The club does not meet regularly. Sometimes conference calls are used in lieu of getting together. "We might try to

meet when Congress is not here. Mondays are a good night. There are not a lot of fundraisers then," says Spencer.

But like any club, Capitol Hill Lions devote themselves to service. They've collected clothes for veterans through Boots to Suits, provided goods for abused women, given backpacks to needy schoolchildren and supported the Metro Washington Association of Blind Athletes (MWABA).

Gilbride, who is blind, co-founded the MWABA. She met Spencer when he came to watch a dragon boat race for the visually impaired in which she was racing. He asked her to join his club. "I was at a point in my career where I wanted to give back," says Gilbride, who as a college student received funds for textbooks from Lions in Long Island. "I wanted to help those less fortunate than me."

The Capitol Hill Lions Club is one of the growing number of specialty Lions clubs. Members come from the same profession or field or are passionate about the same cause.

Lions Clubs International is encouraging the chartering of specialty clubs. Traditional clubs will continue to prosper and be much more common. But younger people today, in particular, have less time, less inclination to embrace decades-old patterns of associating with peers. A club has to be more narrowly targeted to who people are and what they care about. Some people are just not interested in traditional clubs that meet at the same time and place or that are organized around where you live. In today's mobile, digital, 24/7 society, clubs can be more loosely organized and more open to flexible membership requirements.

The specialty clubs run the gamut. Chartered a year ago, the San Mateo

County First Responders Lions Club in California includes police officers, firefighters and paramedics (September 2016 LION). The Silicon Valley Cyber Lions Club, chartered in January 2016, now has 63 members, many who work for tech companies. Members are not only from Silicon Valley but also from Beijing, Hong Kong, Nepal and even small towns in Germany. The cyber club "creates great opportunities for joint projects and fellowship among Lions of diverse cultures," says Michael Chan, a Guiding Lion of the club who came to the United States from Hong Kong in 1963 and then helped engineer microchips in the nascent tech industry in southern California.

The club may be cyber-based but it does lots of service familiar to Lions. Members support youth exchanges, backpacks for schoolchildren, food banks, Lions Quest, clean water projects in the Philippines, medical missions in Nepal and medicine to treat children overseas with diarrhea.

Chartered in August, the Melwood Environmental Lions Club includes both staff and clients of Melwood, a social service agency located in Upper Marlboro, Maryland. Melwood provides job training and support for "people with differing abilities." The club's environmental focus fits perfectly with the set-up of Melwood, which includes a complex of greenhouses in which clients learn basic work skills and responsibilities. The nonprofit also recycles computers.

Initiating a Lions club associated with Melwood brings the agency full circle: Lions built or financed much of the center's facilities. Lions got the idea to start a club at Melwood after volunteering there.

The charter president is Rosetta Fultz-Perry, a manager at Melwood. "I don't really know a lot about Lions," she says.

Bill Spencer and Karla Gilbride belong to the innovative Capitol Hill Lions Club in Washington.



But volunteering appeals to her. “I do it all the time for my church and community, for family and friends. I have a knack for it,” she says.

Specialty clubs also involve ethnicity. In the past year, spurred on by International Director Sanjay Khetan of Nepal, six clubs of Nepalese-Americans have chartered and four more are being formed. The new members are mostly first-generation Americans who know someone who is a Lion in Nepal, where Lions clubs have been rapidly growing. The clubs plan to do local service as well as help the needy in Nepal.

Being a Lion among other Nepalese-Americans provides a certain level of comfort and familiarity a traditional club would not provide. Membership also is a way to acclimate to the United States. “It helps get them established in society,” says Khetan, who envisions many other ethnic clubs in the United States among Indians and other ethnic groups.

Ethnic clubs are not new to Lions. Nor are clubs organized around common interest. New York City alone has eight ethnic clubs including the New York Pan American Club, chartered in 1970; the New York Korean American Lions Club, started in 1974; and the New York Cuban Club, begun in 1984. Longtime clubs also include the Toronto Doctors Club, the Honolulu Kapiolani Ballroom Dancers Club, the El Paso Executive Women Club in Texas and the New York City SUNY Optometry Club, to name just a few.

Alaska is home to more than its share of specialty clubs: the Anchorage Latinos Club, the Anchorage Racing Club, the Fairbanks Snowmobile Fun Club and the Fairbanks Curling Club. You can’t predict how these clubs will fare. The Anchorage Latinos club has been going strong since 1979 while, sadly, the Anchorage Skating Club came and went.

Despite some clubs shutting down, specialty clubs have proven to have lasting power. Even in these politically divisive times, a club in Washington whose members are public-minded can get along and even flourish. In fact, perhaps counterintuitively, the Capitol Hill Lions Club is able to stay above the fray. “Politics always comes up. It’s not a big deal. It’s not contentious,” says Spencer.

A fast-growing alternative to traditional clubs, special interest clubs are attracting new members with shared interests.

ADDING MORE WOMEN KEY TO LIONS

By Anne Ford



Gudrun Bjort Yngvadottir is the second international vice president of Lions Clubs. She's shown with her family including her husband, Past International Director Jon Bjarni Thorsteinsson, at the international convention in Japan last summer.

ICELAND IS A NATION WITH A HANDFUL OF PEOPLE AND LIONS COMPARED TO OTHER NATIONS. THE ELECTION LAST SUMMER OF PAST INTERNATIONAL DIRECTOR GUDRUN BJORT YNGVADOTTIR OF ICELAND AS SECOND INTERNATIONAL VICE PRESIDENT SENDS A SIGNAL TO LIONS AND THE PUBLIC THAT LIONS WELCOME AND EMBRACE TALENTED, SERVICE-MINDED PEOPLE.

It also tells people that women are welcomed and embraced as Lions.

“My election means that fresh winds are blowing,” says Yngvadottir, who is in line to become international president upon election in 2018-19. “Our centennial celebrations are opening the eyes of our members. They are now more ready than ever to see new opportunities and welcome changes, including having a woman as their president.”

Increasing the number of women who are Lions and Lions leaders not only means more hands for service but more effective service. “The evidence is that there is a positive link between more women in leadership and organizational performance,” says Yngvadottir. “With more women at all levels of leadership, I hope we will be more successful. Lions clubs will be stronger with better gender balance, with equal and active participation of both women and men in all areas of our programs, both in services and in decision-making.

The addition of female members helped revive Cape Charles Lions Club in Virginia after membership dipped to 12 three years ago. “We needed our club to look more like the community. We needed

to integrate by gender,” says President Karen Kolet, who became the first female member in 2014.

The club now has eight women among its 24 members. Most joined after the club received a Spot Vision screener and began doing screenings at schools. “The word got out about what we were doing and that we needed help,” says Kolet. “The non-Lions who helped soon became Lions.”

The club did not even have to intentionally target women. “It was a matter of who are my friends, who do I know, who can I invite,” says Kolet, who describes herself as a “recovering high school principal.”

Women have been Lions since 1987. Today women make up 27.61 percent of Lions worldwide. Numbers in North America are comparable. In the United States, 30.06 percent of women are Lions. Canada comes in at 29.82 percent.

The part of the world with the highest percent of female Lions is the region that encompasses South America, Central

‘This is not simply about equal opportunity. It’s about effectiveness.’

America, the Caribbean, and Mexico with 45.40 percent. The country with the highest number of female Lions is Anguilla with 56.56 percent.

Lions leaders have stepped up efforts in recent years to bring in more women. In 2003, women’s membership chairs were

established at the district and multiple district levels, gender-neutral language was adopted and numerous symposiums and workshops were held on recruiting women as Lions. A few years ago LCI founded a task force to start community projects of interest to women.

Women who are already Lions say that they don’t experience any discrimination or intolerance from the men in their clubs—quite the opposite. “I don’t feel that I’m not appreciated for the skill sets that I bring to the table,” says Lori Short of the North Liberty Lions Club in Iowa. “I don’t ever feel that I can’t contribute what I have to contribute because I’m a woman. I just think it’s a matter of evolving. Lions used to be an all-male club, and that’s going to take a while to level out.”

One way that leveling out is happening, she and other female Lions say, is through younger generations. Kristina Stewart, past president of the Upland Host Lions Club in California, notices that her club’s Leos has quite a bit of female participation. “Our kids, they’re starting out at a younger age. So when they get into Lions, they’ve already put in years of service. They know it doesn’t matter if they’re guys or girls; they’re working together as a team,” she says. “Getting our younger generation in—that’s where we’re going to get our girls.”

Women are key to expanding Lions’ service. “There was an international president one time who said something like, ‘The problems of the world are too serious to limit solutions to half of our population.’ I think that really hits the nail on the head,” says Short. “If you limit membership to only half the population, then we’re only getting half the work done.”

LIONS FIGHT MEASLES AND SAVE LIVES

LCIF needs the support of Lions to protect millions of children from measles.

IN KENYA AND ELSEWHERE, ANXIOUS MOTHERS FIRST NOTICE THEIR CHILD HAS A FEVER, OFTEN ACCOMPANIED BY A COUGH, RED EYES AND A RUNNY NOSE. A BAD COLD? A COMMONPLACE VIRUS THAT WILL RUN ITS COURSE? WHAT COMES NEXT IS UNSETTLING: SMALL WHITE SPOTS INSIDE THE CHEEKS.

The next stage of the illness makes parents frantic. A rash—small, red, slightly raised spots—erupts on the face and then threateningly spreads behind the ears, along the hairlines, over the arms and trunk and down the thighs and lower legs. Parents are helpless. The symptoms of measles can be alleviated, but the only effective treatment is prevention. Ravaging the immune system, measles is sometimes fatal. Those that survive can suffer blindness, deafness and brain damage.

Each day, on average, more than 400 people, mostly children, die of measles, the leading cause of death for children under age 5. An immunization, costing a little more than \$1 when done on a large scale, prevents measles. Partnering with others, Lions have supported millions of immunizations and saved lives since 2010. Measles deaths worldwide plunged by 79 percent between 2000 and 2014.

Still, millions of children have not been immunized yet. LCIF seeks further support from Lions. It's a simple formula with life-and-death implications: donate to LCIF to support immunizations to save children's lives.

"The support of Lions already has accomplished amazing things in fighting



measles," says Dr. Jitsuhiro Yamada, the LCIF chairperson. "But more money is needed because our work is only partially done. Lions have always lived up to their commitment. We want to be there when measles is eradicated."

Lions and LCIF unveiled a commitment to provide \$30 million to fight measles for Gavi, the Vaccine Alliance at the 2013 international convention. LCIF has provided \$17.5 million toward that commitment with the rest needed by December 2017. Financial support will be matched equally by Gavi through a fund established largely by the Bill & Melinda Gates Foundation and the United Kingdom's Department for International Development. The Measles and Rubella Initiative expects to protect 700 million children in 49 nations against measles and rubella by 2020.

Immunization campaigns often must overcome barriers of fear and ignorance. Parents and village leaders incorrectly suspect vaccinations are harmful. Or they don't realize the danger of measles, a highly contagious disease. Lions in 21 nations have provided on-the-ground support for the measles and rubella campaigns, adroitly handling social mobilization and advocacy. They've backed 35 measles campaigns and national immunization weeks. Lions use posters, rallies, workshops and even vehicle motorcades to get people's attention about the need for immunizations. Bullhorns in hand, Lions even have stood on street corners and in public squares to spread the word.

Join the fight at
LCIF.org/measles



LIONS QUEST EARNS A SOLID ‘A’

Schoolchildren in Nepal at a Lions Quest school work on an assignment.

LION JUNERIA BERGES ONCE SERVED AS PRINCIPAL OF GRAPEVINE MIDDLE SCHOOL IN SUBURBAN DALLAS-FORT WORTH. HER SCHOOL IMPLEMENTED LIONS QUEST, A SOCIAL EMOTIONAL LEARNING PROGRAM.

In one Lions Quest exercise, intended to build community, students sat in a circle and took part in a directed dialogue. The class eventually created its own conduct expectations in the classroom, with all students agreeing to the rules they set up.

Lions Quest changed the school. Attendance rose, and students developed their critical thinking skills. “It [Lions Quest] just works,” says Berges. “The students start correcting each other. It’s something they came up with, so they own it.”

LCIF has backed Lions Quest for 32 years, providing grants totaling more than \$20 million. The curriculum involves strategies for youth to avoid taking drugs, to respect their peers and to live healthy productive

lives. It also has classroom strategies to bolster classroom management and achievement.

LCIF gave its first grant supporting Lions Quest, then operated by a separate organization, in 1984. By 2002, LCIF had taken ownership of the program. The program has grown year after year. Lions Quest has been taught in more than 90 countries, with the curriculum translated into 40 languages.

Lions in and near Roanoke, Virginia, a city of 97,000, recently adopted Lions Quest for local schools. “We’re in a depressed area, and there are a lot of kids who need help,” said Doug Adams, a member of the Vinton Lions Breakfast Club who led the Lions Quest initiative. Lions raised about \$2,700 for each daylong training session for school personnel and \$150 for curricula for each grade level. Thirty-eight elementary school counselors from Roanoke city and the surrounding county were trained initially. Another 21 including some middle-school teachers were trained in August.

“We’ve found that the schools will listen to Lions, and that breaks the ice,” says Adams. “We’re encouraging our members to take the ball and run with it.”

Today a retired principal, Berges now promotes Lions Quest as a Lion in District 2 E2 in Texas. In 2015, after Lions raised \$35,000, she helped secure a \$75,000 Core 4 grant from LCIF for more Lions Quest programs in suburban schools.

In January and February of 2016, the Lions trained 46 behavioral specialists in Joshua to carry out the Lions Quest program. By August 2016, the Lake Worth district in suburban Dallas trained 262 teachers. Convinced of the value of Lions Quest, Lions had raised enough to pay for teacher training, curriculum kits at \$150 for each classroom and food for the training day.

“Lions Quest teaches ethics, caring about others and responsibility for oneself,” says Berges. “The kids learn that they have choices in life, and you have to make the best choice for yourself.”

LIONS TACKLE A TERRIBLE DISEASE

Trachoma is often described as like having “hair in the eyes.” But the disease, easily spread through casual contact, is far more than a nuisance. The bacterial infection causes the eyelashes to turn inward and rub against the cornea. Trachoma is the world’s leading cause of preventable blindness.

LCIF and The Carter Center partner in Africa to treat those suffering from trachoma and prevent its spread. The longtime Lions-Carter Center SightFirst initiative has saved millions from blindness.

The initiative’s efforts in Ethiopia represent the largest trachoma control and elimination program in the world. An estimated 16 million Ethiopians in the Amhara region are treated annually, says Elizabeth Callahan, director of The Carter Center’s Trachoma Control Program. Helping implement the plan is Dr. Tebebe Yemane Berhan of Addis Ababa, Ethiopia, a Lion and a member of the LCIF Board of Directors in 2015-16.

“Trachoma control is so important in our nation,” says Berhan. “Affected children can’t attend school, and people can develop blindness. But they are easily treated with

antibiotics, and it can be prevented by self-hygiene.”

Trachoma is found in poor, isolated communities that lack clean water and adequate sanitation, says Callahan, a Lion in Georgia. The disease is especially prevalent among women and their children.

The Lions-Carter Sight First initiative in Ethiopia is four-pronged: surgical intervention on turned-in eyelids, antibiotics to knock out the infection, education on personal hygiene and improvements to a community’s treatment of human waste.

More than 2.5 million latrines have been built to eliminate open-air breeding grounds for flies, which are a principal carrier of the infection. Lions have also worked on 113 safe-water projects in area of trachoma infection. Global pharmaceutical giant Pfizer has donated the antibiotic Zithromax for distribution.

In 2016, more than 17,000 primary school teachers in 7,500 schools will be trained to teach their students about trachoma and the proper hygiene that’s needed to stop its spread. In 2015, the program distributed



Thanks to Lions, a child in China is checked for trachoma.

Zithromax and Tretacycline eye ointment to nearly 17 million people. More than 36,000 health workers took part. Lions were key participants—managing workers, monitoring outreach and doing advocacy among state officials.

Ethiopian surgeons have also been trained to carry out trichiasis surgery, which can halt the descent into blindness. More than half of the world’s trichiasis surgeries are done through the SightFirst program.

“Through our partnership with the Lions, we have demonstrated to the rest of the world that a trachoma control program can be brought to scale and deliver,” says Callahan.

LIONS ENJOY A VERY SPECIAL RELATIONSHIP

One of the world’s most extensive public-health initiatives for people with intellectual disabilities had its beginnings in the 1990s in New Jersey, where Dr. Paul Berman, a member of the Hackensack Lions Club, noticed that many of the participants in the Special Olympics needed glasses.

Berman, who died in 2013, forged the partnership between Special Olympics and Lions Club International (LCI), with the knowledge that many of the athletes would have a better chance of competing well—and a better life—if they could only see the finish line.

Sixteen years later, the LCI-Special Olympics Opening Eyes partnership has provided free vision screenings to 400,000 Special Olympians in 85 countries. More than 150,000 pairs of new eyeglasses, manufactured in partnership with three of the world’s leading eye-care corporations, now improve eyesight for one of the most marginalized populations in the world.

“The Lions have done it by harnessing the power of their commitment to the cause of improving vision,” says Lion David Stephen Evangelista, acting president and managing director, Special Olympics Europe-Eurasia. “The Lions have changed the dialogue.”

Corporate partnerships with the eyeglass producers are a keystone of the partnership. The eyeglass lenses come from Essilor International, the world’s leading ophthalmic optics company. The Italian eyewear creator Safilo Group, whose brands include Dior, Fendi, Gucci and Kate Spade, provides frames and sunglasses. Liberty Sports of Fairfield, New Jersey, provides protective eyewear for a population that’s prone to injury.

Volunteer optometrists, including many Lions, conduct the screenings. Thousands of optometrists around the world participate in one of the profession’s most high-profile volunteer opportunities.

Lions have stepped up by volunteering at the screenings, and LCIF has awarded \$19 million since 2000 to support the vision program. It’s a growing partnership among two vibrant international service organizations, founded 51 years apart in Chicago—the Lions in 1917, of course, and Special Olympics in 1968. Special Olympics is active in 170 countries, with 1.6 million volunteers serving 4.7 million people with intellectual disabilities.

The vision program proved so successful that LCIF has broadened its outreach to

people around the world with intellectual disabilities. The vision program is now part of the five-year, \$7.8 million Mission Inclusion. Offered are hearing screenings, family health forums, training programs for clinicians, early childhood development seminars for parents and inclusive sports activities, including a unified sports tournament. LCI has allocated \$6.3 million for global programming for 2014-18, with an additional \$1.5 million targeted for Brazil.

“This shows how civil society can partner with one another to address some of the most pressing human needs,” says Evangelista. “In the developing world, the program is creating a global infrastructure to provide a healthy home for these athletes.”



A Special Olympics athlete enjoys his new eyeglasses after a vision exam.

CELEBRATE OUR PAST BY GIVING THEM A FUTURE



Join the fight against measles

LCIF and Lions are raising US\$30 million by 2017 to provide life-saving measles vaccinations around the world. Those funds will be matched by Gavi, the Vaccine Alliance, bringing the total to \$60 million!

Please join us in bringing hope and change to communities every day, everywhere.



**ONE SHOT
ONE LIFE**
Lions Measles Initiative

Make a difference. Donate today.

www.lcif.org/donate



SECOND HALF OF LIONS' CENTURY DEFINED BY LCIF

ON A STEAMY MORNING IN AFRICA A DOZEN YEARS AGO, JOSEPH KAMANJA PUT ON A WHITE SHIRT, A TIE AND A SPORT COAT AND HURRIED FROM HIS HOME HUNTING FOR LIONS. A FEW DAYS BEFORE THE KENYAN FARMER HAD REGAINED HIS SIGHT THROUGH CATARACT SURGERY AT A LIONS' EYE HOSPITAL IN NAIROBI. KAMANJA, 80, HAD SPED HOME TO SEE WHAT HIS CHILDREN LOOKED LIKE FOR THE FIRST TIME IN YEARS. HE ALSO SAW HIS GRANDCHILDREN CLEARLY FOR THE FIRST TIME. NOW, AFTER HIS RUSH OF JOY, HE PLANNED TO EXPRESS HIS GRATITUDE.

Kamanja coaxed several purple-vested Lions and a white-coated ophthalmologist to join him in a public square. In a loud voice and with arms swaying, he sang an improvised hymn of thanksgiving. The Lions allowed themselves small smiles of satisfaction, and passersby stopped and grinned.

For nearly 50 years LCIF has brought joy to millions. The foundation has given 13,000 grants for \$982 million. Working with Lions and often with partners as well, LCIF gives vision to the blind, screens children for sight disorders, gives children in the classroom invaluable life lessons through Lions Quest and meets countless other humanitarian needs worldwide.

LCIF's range of projects is as wide as the span of community needs: the foundation's Standard grants start with clubs or districts identifying a local need

and proposing a solution. Typical projects include mobile health units, hospices, and eye clinics. Year after year, LCIF has transformed countless lives.

Lions Clubs have been transformed as well. Lions' longstanding model was for clubs, or, less commonly, districts or multiple districts, to focus their limited resources on a community need or social ill. LCIF expanded the scope and range of what Lions could do. Lions became a player on the world stage, a force for good that tackled immense problems. The efficacy of Lions united through LCIF was recognized in 2007 when Financial Times ranked LCIF as the No. 1 non-governmental organization worldwide with which to partner.

A TURNING POINT

More than 15,000 Lions and guests descended on Phoenix, Arizona, in 1994 for the 77th international convention, and the gathering was history-making. "Lions of the world," announced new International President Dr. Giuseppe Grimaldi of Italy to loud cheers, "at this convention we have celebrated the conclusion of this greatest fundraising program in the history of the association." Campaign SightFirst had raised more than \$146 million. Lead gift donors, including some non-Lions, had each contributed as much as \$250,000. But the lion's share had come from clubs; many Lions earned a new status as a Melvin Jones Fellow because of their campaign contributions.

The campaign was the culmination of five years of planning and study. Lion leaders had been alarmed by an estimate that the world's 40 million blind would number 80

million within 25 years. So they convened an international sight symposium in Singapore in 1989, and by the following year Lions had launched Campaign SightFirst.

Melvin Jones' simple idea of community members coming together to help their town had been irrevocably modified and upgraded. Now Lions worldwide were pooling their resources and banding together. Internationalism and brotherhood, always an ideal for Lions, took on a new, expanded dimension.

SightFirst soon made headway against blindness thanks in part to partnerships. In 1995, it provided \$2 million to The Carter Center to prevent river blindness in Cameroon, the start of a long, productive relationship with The Carter Center.

Through LCIF, Lions were able to stretch a dollar and save vision for the price of soda. It cost less than \$1 for Lions to distribute a dosage of Merck-donated Mectizan, which staved off river blindness. For as little as \$20, SightFirst made possible a cataract surgery. In its first 15 years, SightFirst was able to prevent serious vision loss for 20 million people. The sight benefits would continue for years: SightFirst built or expanded 207 eye facilities, improved 314 others with equipment and trained more than 83,000 eye care professionals.

Part of LCIF's pleas of support to Lions has been its economic efficiency. LCIF has used 100 percent of donations toward grants. Administrative and promotional expenses are paid from interest on investment. LCIF's large pool of volunteers—Lions—has helped keep costs low. "LCIF definitely has advantages



A six-year-old boy from Ecuador receives a free pair of eyeglasses after a vision exam that was made possible by LCIF.

other foundations don't," says Pat Cannon, a longtime Lion who served as head of Public Relations for Lions Clubs International from 1979 to 2001. "Their cost of doing business is so low. That's attractive to Lions."

The success of Campaign SightFirst helped pave the way for Campaign SightFirst II, which also easily topped its fundraising goals by 2008. CSFII raised \$205 million, again mostly from ordinary Lions, allowing LCIF to expand its fight against preventable blindness.

The growth and success of LCIF belied its modest start. Incorporated on June 13, 1968 as Lions International Foundation, it did not award its first grant until 1972 when Lions in South Dakota received \$5,000 for flood relief. Not much was given early on because not much was on hand. The total contributions to LCIF from Lions in fiscal year 1971-72 were exactly \$5,702.

The Melvin Jones Fellowship, initiated in 1973, helped greatly in raising funds for LCIF. The MJF recognized Lions for humanitarian service while supporting LCIF. "I think we all became MJFs [during Campaign SightFirst]," recalls Cannon, whose club is near Chicago. "Lions took pride in alleviating problems around the world."

DISASTER RELIEF

Sturdy homes a decade old are scattered about the Hambantota district in Sri Lanka. A gift of LCIF and Spanish Lions, the 72 homes were built after the terrible tsunami of 2004. Many families were able to work again thanks to sewing machines donated by LCIF, which responded to the devastating tsunami as it never had to a disaster. Lions worldwide sent in donations, and LCIF eventually awarded \$15 million to build more than 4,000 homes and many health centers,

schools and orphanages in Thailand, India, Indonesia and Sri Lanka.

The tsunami of 2004 was another turning point for LCIF. The foundation discovered it had the resources and know-how to respond to large-scale disasters, and its well-coordinated response to the tsunami helped serve as a template. LCIF quickly provided short-term aid and long-term reconstruction after Sept. 11, Hurricane Katrina in 2005, the earthquake in Haiti in 2010, the earthquake in Japan in 2011 and many other disasters. In the last decade alone the foundation has provided more than \$100 million for disaster relief.

A SEARCH FOR PEACE: THE STORY OF A LION FROM PLAINS, GEORGIA

By Jimmy Carter, Former U.S. President

I CHOSE “SEARCH FOR PEACE” AS THE THEME OF MY YEAR AS 18 C DISTRICT GOVERNOR IN GEORGIA IN 1968-69. IT BECAME A THEME OF MY CAREER AS A PUBLIC SERVANT AND AS THE FOUNDER AND LEADER OF THE CARTER CENTER. MY EXPERIENCES AS A LION FOR MORE THAN 60 YEARS HELPED SHAPE MY LIFE. I WITNESSED FIRSTHAND OUR HUMANITARIAN CONTRIBUTIONS TO COMMUNITIES IN GEORGIA AND THE POWER OF LIONS WORLDWIDE.

My father was a charter member of the Plains Lions Club. When I resigned from the Navy in 1953, I became a member myself the first week I was home. I later became *Tailtwister*, bulletin editor and president of our club from 1957-58. During my term as president, our club built and began operating a community swimming pool for Plains. Our club also supported blindness prevention projects through the Georgia Lighthouse Foundation and in Honduras.

Being a Lion gave me a way to engage in public service. It helped me expand my horizons and contributed to my success in both business and politics. Key lessons I learned as a Lions leader helped form my career as a politician and peacemaker. The Lions' commitment to service taught me about caring for others.

I served in many roles as a Lion: zone chairman, district governor and then chairman of the Council of Governors in Georgia. As a result of my visible involvement with the Lions, I was well known in the 208 clubs throughout the

state during my second campaign for Georgia governor in 1970. During my presidential campaign in 1976, my civic involvement as a Lion contributed to my identity as a community leader.

As president, I had the opportunity to meet with several Lions international presidents in the White House. Whenever I was asked to discuss civic clubs, I always used the Lions as my example.

My involvement with the Lions began a wonderful new chapter in the late 1990s. After leaving the White House, Rosalynn and I founded The Carter Center in 1982 to advance human rights and alleviate suffering across the globe. The Carter Center eventually began to counter two blinding diseases, trachoma and river blindness, and in 1999 Rosalynn and I travelled to Mali with Lions International President Jim Ervin of Georgia to formally launch our trachoma program.

Among the world's most successful sight initiatives, the various Lions-Carter Center SightFirst programs significantly impacted the lives of millions. From 1994-2015, the partnership led to the distribution of more than 187 million treatments for river blindness and over 127 million treatments for trachoma. More than 538,000 sight-saving trichiasis surgeries were performed, and nearly 3-1/2 million latrines were built.



District Governor Jimmy Carter pays a visit to a Lions club in Georgia.

Photo courtesy of the Jimmy Carter Library

I meet regularly with the international Lions leaders. Rosalynn and I have enjoyed hosting them for visits to our home in Plains and The Carter Center in Atlanta. Just a few months ago, 2015-16 International President Jitsuhiro Yamada came to visit me in Plains with 22 other Lions leaders from around the world.

As a Lion for more than 60 years, I am amazed at what Lions from all walks of life have accomplished. The service of Lions is even more important today than when the association was founded in 1917. With the accomplishments of the first 100 years as a foundation, the next 100 years of service will be life-changing for millions of our world's citizens.

Thank you, Lions.

A CENTURY TO CELEBRATE

HOW LIONS ARE MARKING A MILESTONE



TOUCHSTONE STORIES

Read about the defining moments in Lions' history to celebrate our heritage, our members and everything that we have achieved together over the last century. Only at lions100.org.

CENTENNIAL VIDEOS

Watch centennial videos to see where we've been, how we've grown and just how much we have to celebrate. Check them out on lions100.org or on our YouTube channel.



LIONS100 WEBSITE

Looking for all things centennial? You'll find brochures, logos, planning guides, awards information, promotional materials and more to make your centennial celebration a rousing success.

CENTENNIAL COMMEMORATIVE COIN

Own a piece of our history by purchasing a Lions Clubs Centennial Commemorative Coin. This exquisitely crafted, limited-edition silver dollar coin is produced by the United States Mint and features our founder Melvin Jones. On sale January 18th. Order yours at lionsclubs.org/coin.

CLUB SUPPLIES

Show your pride and celebrate 100 years of service! Visit our LCI store to find exciting new centennial merchandise including shirts, hats, pins, name badges and more. Order your gear at lcistore.org!

2017 CONVENTION

Join the centennial party in Chicago! Mark your calendars for June 30-July 4, 2017, for the LCI Centennial Convention in Chicago. Join more than 20,000 of your fellow Lions to network, celebrate and share your excitement for the next century of service. Register at lcon.org.

WAYS TO CELEBRATE

Ready to plan your own centennial celebration? Visit lions100.org for the Ways to Celebrate flier and webpage that offer unique and inspiring ways for each club to make the centennial their own.



LIONS JOURNEY

Experience the story of Lions service like never before with the Lions Journey, a special centennial exhibit featuring rare historical photos, audio and video. With five unique installments, your centennial won't be complete without taking the Lions Journey on lions100.org.

#LIONS100

Show the world how you're celebrating the centennial by using the #LIONS100 hashtag on your Facebook, Twitter and Instagram posts. You might see your club featured on LCI's social media channels!



CENTENNIAL SERVICE—REACHING NEW HEIGHTS

Kingstree Lions and others clean the Black River.

POUNDED BY TORRENTIAL RAIN, KINGSTREE FLOODED AS NEVER BEFORE. RESIDENTS WHOSE HOMES WERE DELUGED EVACUATED TO FOUR EMERGENCY SHELTERS IN THE SMALL SOUTH CAROLINA TOWN. THE DAMAGE TO CARS AND HOMES WAS TRAUMATIZING. A FLOODED HOME WHOSE ROOF WAS SCRAWLED WITH “IN GOD WE TRUST” WAS SHOWN ON CBS NEWS.

That was in October 2015. The Black River receded. Residents cleaned up, salvaged what they could and moved on with their lives. Yet one glaring reminder of the flood remained.

The pride of Kingstree, the Black River was marred by debris. Tires, refrigerators, tables, chairs, chunks of porches and decks and countless other items that had been scooped up by the churning waters still remained in the river.

The mess was particularly galling to residents. “Our area is known as the Sportsman’s Paradise. Hunting and fishing are big here. The river is a very important part of our community,” says longtime Kingstree Lion Louis Drucker, a dentist.

So the club partnered in June with the South Carolina Waterfowl Association and the Black River Beauties Paddling Club to clean a 7.2-mile stretch of the river. Nearly 2,000 pounds of trash were collected. An orderly, assembly line-like method was employed. Lions in boats and kayaks snagged the litter. Motorboats transported the garbage to the shore, where another group of Lions hauled it away.

The club received credit locally for their



efforts. “We got a lot of mentions on Facebook. People really see things on social media,” says Drucker. The club also received another kind of credit: it reported the cleanup to Lions Clubs International (LCI) as a centennial project.

The Kingstree Lions Club is one of 32,413 clubs so far to designate a service initiative as a centennial project and report it to LCI. Lions’ goal was to serve 100 million people from 2014 to June 2018. The goal was easily reached—in September LCI zoomed beyond the 100 million mark, and Lions are still serving.

Nearly every project imaginable has been reported. Clubs screened children’s vision. They planted trees, stocked food pantries, sent care packages to soldiers overseas, repaired parks, gave books to children, recycled paper and held a sports day for those with disabilities.

LCI asked Lions to focus specifically on four social needs. The numbers so far: Nearly 28,000 clubs benefited 41 million youths under the Engaging Our Youth component. About 21,000 clubs helped 38 million people in terms of Protecting the Environment. Some 21,600 clubs fed 27.5 million people under Relieving the Hunger, and 22,300 clubs assisted 20.6 million regarding Sharing the Vision.

LCI relies on clubs to tally and report the number of people served by their projects. At the same time, to ensure the results are legitimate, especially for hard-to-determine efforts such as cleanups and tree plantings, LCI caps the maximum number of people served from a project at 3,000.

Lions discovered that coming together for a centennial project provides an extra impetus for community service. Two years ago Lions in District 20 R1 in New York

cleaned up river areas as a centennial initiative, and in 2015 clubs provided snack packs for needy schoolchildren when school was not in session. This year clubs filled 57 backpacks for children in need. The youths received not only the backpacks but also school supplies such as crayons, colored pencils and lunch boxes with thermoses.

Some of the backpacks went to schoolchildren in Westchester County, the source of more commuters to New York City than any other county and a place not normally viewed as lacking in material resources. That was all the more reason to reach out, says Kristina McCarthy, district centennial coordinator. "There definitely are pockets of need. You don't always see

it, but it's there," she says. Adds District Governor Dina Nejman, a social worker, "People don't want to let you know they need help. They may go to their church or synagogue for help. They may be working and still not have enough money to put food on the table."

Fourteen clubs, or 60 percent of the district's total, took part in the backpack project. Word-of-mouth from last year's snack pack project spurred Lions to participate. "There were a lot of smiles on the faces of children. You can see the difference you make," says McCarthy, who plans to be in Chicago for the centennial convention. "It's a once-in-a-lifetime event," she says.

CLUBS ARE ENCOURAGED TO KEEP DOING CENTENNIAL PROJECTS AND REPORT THE RESULTS TO LCI.

CLUBS BUILDING THEIR LEGACIES FOR FUTURE GENERATIONS

A FEW YEARS AGO, LION BILL HASLETT AND HIS WIFE, LINDA, TRACED HER FATHER'S FOOTSTEPS ACROSS EUROPE DURING WORLD WAR II. JAMES MOONEYHAN, A CAPTAIN IN THE ARMY, LANDED IN NORMANDY AS PART OF D-DAY, ROLLED INTO PARIS SHORTLY AFTER ITS LIBERATION AND SURVIVED THE BATTLE OF THE BULGE. THE ENEMY—AND DEATH—WERE OFTEN PERILOUSLY CLOSE. ONE EVENING HE STOPPED HIS JEEP AND NOTICED HE SAT DIRECTLY UNDER THE BARREL OF AN UNSUSPECTING GERMAN TANK. "WHEN IT'S DARK, I NEED TO GET OUT OF HERE," HE THOUGHT TO HIMSELF.

Haslett was especially moved when he stood on the cliffs of Normandy. "The Americans had to scale the cliffs. They were mowed down by the thousands. To look down on the ocean and think about that . . .," says Haslett, a member of the Winnsboro Lions Club in South Carolina.

Mooneyhan made it back alive, secured a job selling oil to farms and stores and served as a civilian—as a Lion. But 22 other soldiers from his small county were killed in action and 14 others died during the war. It's those men Haslett wanted to honor, so he persuaded his Lions club to erect a memorial to those killed in the war. Lions quickly raised \$45,000 by selling commemorative brick pavers.

The Fairfield County WWII Memorial was dedicated on Memorial Day in 2015. More than 500 people attended, and the guest speaker was Lt. Clebe McClary, who lost his eye and the use of an arm in



Legacy Projects run the gamut. Winnsboro Lions in South Carolina erected a World War II Memorial.



Carterton Lions in New Zealand commissioned a statue of the town's founder, philanthropist Charles Roeking Carter.

battle in Vietnam. The new memorial sits near three other granite memorials—for Vietnam, the Civil War and a “tent” monument marking where British Lord Cornwallis encamped during the Revolutionary War.

The WWII memorial was not just another club project: the club designated it as a Legacy Project of Lions’ centennial. Lions Clubs International has been encouraging clubs to celebrate the centennial by initiating Legacy Projects. Lions are asked to serve the community and at the same time alert or remind people of who Lions are and what they do by building or developing something concrete and lasting.

So clubs worldwide have been constructing piers, erecting clocks and installing park benches. They’re renovating Scout lodges, constructing bus shelters and planting trees—and typically leaving behind a plaque or sign with the Lions logo.

So far, 9,641 Legacy projects have been reported to LCI.

Ponce Inlet Lions in Florida decided to honor past members through a Legacy Project. The late Connie Hunter, a charter member, was a dynamo. “She just loved the town so much and did so much,” says President Shirley Okhovatian. In her memory, the club paid for a decorative fountain at a new park in town. The \$5,000 needed came from club coffers, filled by its annual fundraisers such as Barktober Fest, Western Night and a fish fry.

For good measure, the club also dedicated two memorial benches for charter members Bill and Hazel Dauksis, though the latter is still very much with us. “She sat right on it and said, ‘This is my bench,’” says Okhovatian.

Ballinger Noon Lions in Texas also sponsored a Legacy Project that benefited the community, spotlighted the centennial and honored an outstanding member. Lions in the small town of 4,000 dedicated the Ballinger Noon Lions Club Plaza in April in honor of member Everett “Ebb” Grindstaff, the 1982-83 international president. The Grindstaff family had owned the lot until they donated it for the plaza. As president, Grindstaff, believed to be the longest serving attorney in Texas, rallied Lions against diabetes and drug abuse.

LEGACY PROJECTS DON'T HAVE TO BE BIG, SPLASHY OR EXPENSIVE. LCI HAS DESIGNATED THREE LEVELS OF PROJECTS.

LEVEL 1

These Legacy Projects raise Lions’ visibility through Lions signs, park benches, a statue or a park fountain.

LEVEL 2

These projects involve a community gift. Examples include refurbishing a park, building a footbridge over a heavily-traveled road, funding resources for the visually impaired, planting trees or donating a vehicle to a community organization that needs one.

LEVEL 3

These large-scale efforts make an impact on the community. Examples include building a clinic, expanding a library or school, equipping a hospital or developing a training center to teach new work or life skills.

Clubs should report their Legacy Project using the MyLCI Service Activity Report, under the Community and Culture activity type. Clubs earn a special banner patch for completing a Legacy Project.



LIONS OF TOMORROW

Who we are, what we have achieved and what we mean to our communities is a story unlike any other. And like all great stories, Lions want to know what happens next.

So, what's next? How will Lions respond to a changing world? How will technology impact volunteerism? What emerging humanitarian needs will require the dedication and compassion of Lions? These are big questions that Lions will have to answer. Charting a course for the future requires vision. It requires Lions to embrace change, and the opportunities it brings. It takes an innovative plan to make sure that Lions are positioned for ongoing success—and that plan is called LCI Forward. Find out how Lions are evolving through LCI Forward to remain a global leader in our second century of service.



We have inherited so much from so many who have served before us. As Lions, we have the honor to continue that legacy of service, but we also have the responsibility to build on it.

The Long Range Planning Committee was charged with charting a course for the future of Lions. With input from Lions around the world, the committee developed a strategic plan called LCI Forward that provides a new vision for Lions and a new way forward. We have been fortunate to help develop the implementation plan in coordination with our full International Board and Lions worldwide. We would like to recognize the contributions and visionary leadership of the Long Range Planning Committee, and we are honored to support their work and present LCI Forward to you.

Sincerely,

The LCI Forward Project Team:
PID Svein Berntsen (Chairperson), ID G.S. Hora,
ID Bruce Beck, PID Eric Carter, PID Karla Harris

THE EVOLUTION OF SERVICE

HOW LIONS ARE PLANNING TO MEET THE SECOND CENTURY OF SERVICE THROUGH LCI FORWARD

By the 2015-17 Long Range Planning Committees:

International President Chancellor Bob Corlew, Immediate Past International President Dr. Jitsuhiro Yamada, First International Vice President Dr. Naresh Aggarwal, Second International Vice President Gudrun Yngvadottir, Third International Vice President Jung-Yul “Yul” Choi, Past International President (PIP) Joe Preston, PIP Joseph L. Wroblewski, International Director G.S. Hora, Past International Director (PID) Eric Carter, PID Claudette Cornet, PID Douglas A. Lozier

THE SPIRIT OF SERVICE THAT MELVIN JONES SHARED WITH THE WORLD 100 YEARS AGO LIVES ON, BUT THE WORLD OF 1917 WOULD BE LARGELY UNRECOGNIZABLE TODAY.

Horses and buggies still roamed the streets, radio and print drove mass communications, and social connections were made face-to-face in local communities. Now driverless cars are on the horizon, the Internet has created a global information-sharing network, and people around the world are connecting through social media and mobile technology. The Industrial Age has given way to the Digital Age, and it's changing the way people serve.

People are donating in new ways—10,000 text donations were sent every second in the aftermath of the devastating Haiti earthquake. They're using mobile technology to find opportunities to serve – 80 percent of the world will have a smartphone by 2020—and turning to social media like Facebook, with 1.7 billion unique visitors every month.

People are volunteering in new ways. Episodic volunteering—periodic rather than ongoing volunteering—is now the most common way people volunteer worldwide due to changing lifestyles and growing support for causes over organizations. And volunteers are needed now more than ever.

Technology has not only changed the way people serve, it has also given us a clearer picture of our growing global needs. It

helps the world collect and share data in real time to assess current and emerging humanitarian needs. It takes us into impacted communities through cellphone images, video and social media, and it shows us the faces of the men, women and children who are struggling. And their struggle is a plea for the world—and Lions—to respond.

DEFINING OUR SECOND CENTURY

So how do Lions adapt in the face of an ever-changing global landscape? How can we meet the growing needs of our communities and the world? How do we want the world to see us and how do we see ourselves?

As Lions, we have served like no one else for 100 years. To honor that century of service, we knew we would have to dream bigger than we ever have before. And to meet the growing needs of a changing world, we knew we would have to set an ambitious goal for the future.

Imagine what the world would look like if Lions doubled our humanitarian impact. Or tripled it. Imagine how many millions more could be saved from blindness and lifted out of poverty. Imagine how many more children could grow up free from preventable disease or be given the opportunity to learn, to smile, to hope, to thrive.

BUT LIONS DON'T JUST IMAGINE CHANGE. WE ACHIEVE IT.

That's why we have set a goal of improving the lives of more than 200 million

people per year by 2021—tripling our humanitarian impact—through expanded service. It requires strategic planning. It will take collaboration at all levels of Lions. And it will require innovation to meet the challenges ahead.

After spending the past two years gathering input from thousands of Lions around the world, our International Board of Directors has developed a new strategic plan to help us achieve that ambitious goal of serving 200 million people per year. We are proud to present the new LCI Forward strategic plan.

INTRODUCING LCI FORWARD

LCI Forward was developed as a road map for Lions to plan, implement and achieve our vision for the future. It includes strategies to significantly expand humanitarian service to meet the growing needs of the world. It's designed to improve operations, use new technologies and make the member experience second to none. It will create new ways to promote the Lions brand, produce new service products and innovations, and unite more people in service.

LCI Forward includes four areas of focus that will guide our action plan for the next five years:

- Enhance our service impact and focus
- Reshape public opinion and improve visibility
- Pursue club, district and organizational excellence
- Improve membership value and reach new markets

WE HAVE SET A GOAL OF IMPROVING THE LIVES OF MORE THAN 200 MILLION PEOPLE PER YEAR BY 2021—TRIPLING OUR HUMANITARIAN IMPACT.

WE WILL ENHANCE SERVICE

Our humanitarian service can evolve, and our impact can increase with a focused service platform. Lions will continue to meet local needs just as they've always done, but there are new needs in our communities and around the world. So we need to expand our current service and identify new ways to serve. We'll continue our storied tradition of service and build on it to reach our goal of serving 200 million people a year by 2021.

How we'll achieve it

We will launch an updated global service platform at the 2017 Centennial Convention in Chicago. Lions will continue to support sight and their local community needs, but we'll offer new ways to serve, best-in-class service programming that can be implemented all over the world and tools for tracking and measuring our service impact in local communities and around the world.

WE WILL RESHAPE PUBLIC OPINION AND IMPROVE VISIBILITY

Many recognize the Lions logo, but not our work. The world needs to know who we are, what we do and how they can serve humanity with us. Public relations, global advertising and enhanced communications provide high-profile ways to share our life-changing service stories to inspire hope, change and new volunteers. Our goal is to become the best-known brand for voluntary service around the world so that civic-minded men and women will join us in taking on the biggest humanitarian challenges facing humanity.

How we'll achieve it

We are rolling out a global strategic marketing plan that's culturally relevant and audience-focused. We're building a digital marketing platform to reach new markets in new ways to drive civic-minded people to clubs, and we'll deliver new technologies like mobile apps to give Lions more on-the-go tools to serve, track and connect. Technology drives innovation and innovation will drive Lions into the future.

WE WILL PURSUE CLUB, DISTRICT AND ORGANIZATIONAL EXCELLENCE

We are committed to helping Lions and Lion leaders around the world achieve excellence. District and club excellence requires new resources, enhanced technology and better support. It takes bold leadership in order to get there. It means that we will have to work collaboratively and strategically on every level of Lions to ensure we remain the global leader in humanitarian service.

How we'll achieve it

We will strengthen clubs and districts worldwide through a Quality Improvement Program. We'll do this by streamlining operations at every level of Lions by making it easier to become a Lion and start a club and by using technology to increase global access to leadership and training opportunities.

WE WILL IMPROVE MEMBERSHIP VALUE AND REACH NEW MARKETS

To achieve our goal of serving 200 million people a year, we'll need new members

to join us. By focusing on the value of being a Lion and enhancing the member experience, we can reach new markets and engage a new generation of volunteers. In addition to attracting younger members to join us, we also need to recognize that the way people volunteer is changing.

How we'll achieve it

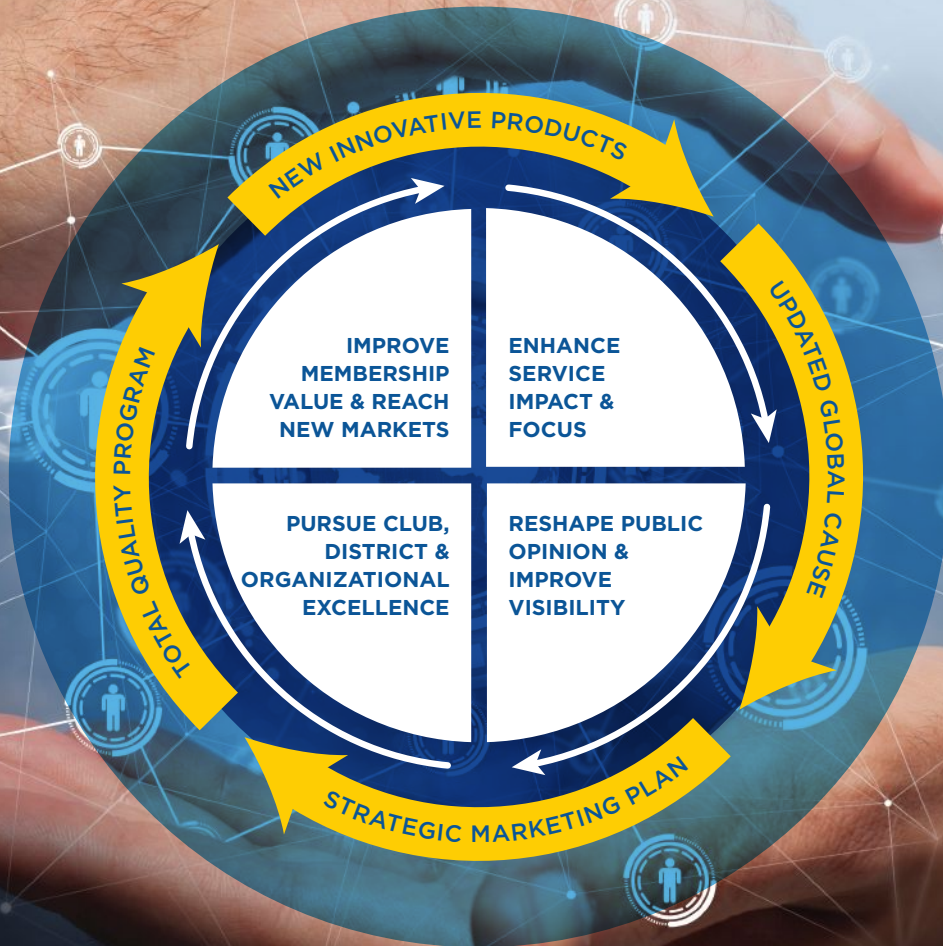
Develop new products and innovations that allow more people to engage in service through LCI. We're creating new models to attract episodic volunteers, and we're creating complementary products and partnerships with businesses seeking to expand corporate social responsibility programs.

LOOKING FORWARD TO OUR NEXT CENTURY OF SERVICE

Throughout our first century of service, Lions have always embraced the challenges that faced them. By setting this new goal of serving 200 million people annually, Lions will remain at the forefront of global humanitarian service. We will be part of the conversations, and solutions, for the big issues facing humanity. And we will literally change the world.

Let's continue to look back and celebrate our achievements throughout our centennial, and let's also look forward to what we can achieve in our next century of service.

BECAUSE 100 YEARS IS ONLY THE BEGINNING.



LCI FORWARD WAS DEVELOPED AS A ROAD MAP FOR LIONS TO PLAN, IMPLEMENT AND ACHIEVE OUR VISION FOR THE FUTURE AND MEET THE GROWING NEEDS OF THE WORLD.

SERVING IN A CHANGING WORLD

WHY LIONS MATTER MORE THAN EVER

FOR 100 YEARS, LIONS HAVE SERVED. WE SAVE THE PRECIOUS GIFT OF SIGHT AND FEED FAMILIES STRUGGLING TO PUT FOOD ON THE TABLE. WE PROVIDE LIFE-SAVING VACCINES TO CHILDREN AND REBUILD COMMUNITIES DEVASTATED BY DISASTER. WE BRING HELP TO THE MOST VULNERABLE AND HOPE TO THOSE WHO STRUGGLE. WE CARE. WE MATTER. WE SERVE.

Service is the reason we exist. It's why we become Lions, and why we remain. Year by year, country by country, we have increased our global impact, saving lives and helping millions more around the world through the efforts of Lions and the support of our Foundation. And the world needs us now more than ever.

That's why we've set a goal of serving 200 million people a year by 2021—tripling our current humanitarian impact. It means we have to increase our service impact so we can help even more people around the world. It requires that we find a way to honor our first century of service while meeting the needs of the next. And it gives us the opportunity to develop a new global service framework that will complement all of the great ways Lions serve locally and guide us into the future.

To develop a new global service framework, we looked at our history and the causes we have supported. We surveyed Lions and Leos around the world to identify the causes that are important to them and their communities. We looked at data to identify urgent global humanitarian needs and determine if Lions could help address them.

After this comprehensive global assessment, we confirmed the need to continue supporting our long tradition of saving sight, fighting hunger and protecting our environment. But we discovered emerging needs that also require the help of Lions and Leos.

FACING NEW GLOBAL CHALLENGES

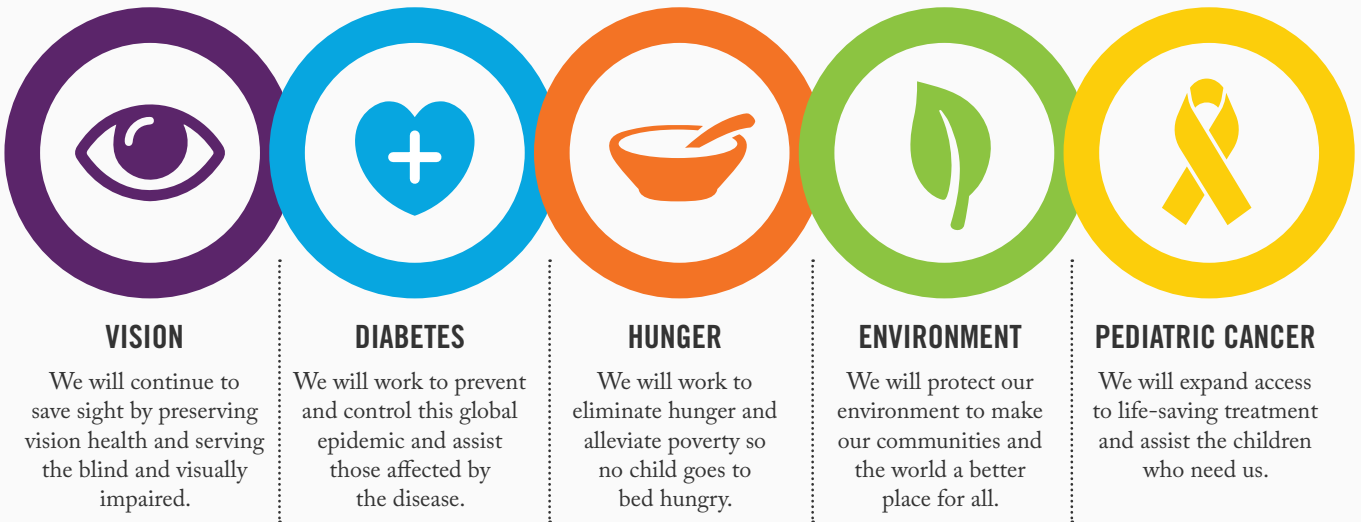
Diabetes is one of the largest global health emergencies of the 21st century. One in 11 adults has diabetes, leading to kidney disease, pregnancy complications, nerve damage and other major health complications, including sight problems. More than one third of all people affected by diabetes will develop diabetic retinopathy and risk severe vision impairment. It's the eighth-leading cause of death in the world, resulting in more than 5 million deaths in 2015. And the number is expected to rise significantly by 2030 without increased awareness, new education initiatives and expanded screening and treatment programs around the world.

The outlook for pediatric cancer is similarly grim. Cancer is the second leading cause of death in children. Worldwide, a child is diagnosed with cancer every two minutes, yet more than 60 percent of the world's children have little or no access to effective care. In developing nations, barriers at all levels of cancer care have led to survival rates as low as 10 percent in some countries. And children who do survive cancer are often left with debilitating effects that can impact organ functioning, physical development and their ability to learn.

SERVICE IS THE REASON WE EXIST. IT'S WHY WE BECOME LIONS AND WHY WE REMAIN. YEAR BY YEAR, COUNTRY BY COUNTRY, WE HAVE INCREASED OUR GLOBAL IMPACT, SAVING LIVES AND HELPING MILLIONS MORE AROUND THE WORLD. AND THE WORLD NEEDS US NOW MORE THAN EVER.

A NEW SERVICE VISION FOR THE FUTURE

To ensure that Lions are ready to meet the needs of a changing world, we will formally launch our new global service framework in 2017 that prepares Lions for our second century of service. It will bring Lions together to address global humanitarian challenges:



We will continue our long tradition of supporting children and build on it by developing new ways to engage youth as volunteers and service leaders in these five areas of service.

Each of the service areas in the framework is essential to serving local and global needs, but we will announce diabetes as a new global service focus at the 2017 centennial convention in Chicago. At the 2018 international convention in Las Vegas, we will launch the full service platform for diabetes, including new service programs, partnerships and LCIF grant opportunities.

Lions Clubs International Foundation will be there to support our service, aligning the efforts of Lions with the work of our charitable arm to create large-scale, lasting change where it's needed most.

The new global service framework gives Lions and Leos new opportunities to serve, new ways to unite our members and other service-minded people around the world and new ways to ensure that we meet the challenges of our next century of service.

**AND JUST LIKE THE FIRST 100 YEARS,
THE WORLD IS DEPENDING ON US.**



**WE WILL ANNOUNCE
DIABETES AS A NEW GLOBAL
SERVICE FOCUS AT THE
2017 CENTENNIAL
CONVENTION IN CHICAGO.**



DON'T JUDGE
EACH DAY BY THE
HARVEST YOU REAP
BUT BY THE SEEDS
THAT YOU PLANT.

Robert Louis Stevenson

SOWING THE SEEDS OF GROWTH

ENSURING SUCCESS BY EMBRACING TODAY'S GLOBAL VOLUNTEER

IT ALL STARTED SO SMALL, SO LONG AGO. FROM A SINGLE IDEA PLANTED BY MELVIN JONES A CENTURY AGO IN THE CITY OF CHICAGO TO OUR GROWING GLOBAL NETWORK OF 46,000 CLUBS AND 1.4 MILLION MEN AND WOMEN IN MORE THAN 200 COUNTRIES AND GEOGRAPHIC AREAS AROUND THE WORLD, LIONS HAVE DONE WHAT FEW OTHERS HAVE FOR THE LAST 100 YEARS: WE HAVE ENDURED.

THAT ACHIEVEMENT CANNOT BE TAKEN FOR GRANTED.

Lions are still here today because what we do matters so much to so many. We have made great progress as Lions, but we have so much more we can achieve and so many more lives we can change. So where do we begin? By responding to the global changes facing Lions and every service organization today.

THE VOLUNTEER LANDSCAPE IS CHANGING

And it's changing in profound ways. People today have more choices in how they give back to their communities than ever before. Millennials and Generation X have different attitudes about volunteering than the generations before them. Busy lifestyles mean there's less time for everything, including volunteering. And globalization is changing the demographics of communities around the world, bringing in people of all ages, genders, races and faiths.

AND WE NEED TO ENSURE THERE'S A PLACE FOR EVERYONE IN LIONS.

To make sure we're positioned for long-term growth and success, we will focus on key issues that are driving global change in volunteerism:

Episodic Volunteerism – Episodic volunteers—periodic rather than ongoing volunteers—are the most common volunteers around the world. This means that we'll have to provide greater flexibility to get volunteers engaged and keep them motivated to serve.

"Causes" versus "Organizations" – Through the 1970s, people commonly joined an organization and became long-term members. But that's changed. More and more people want to support a particular cause rather than an umbrella organization, unless it's widely known for the particular cause or mission they want to support.

Power of Technological Changes – The greatest trend affecting volunteerism is rapidly changing technologies. People can now find volunteer opportunities on smartphones, support a cause online and even raise money and awareness virtually. Technology must play a key role in connecting people through service.

RESPONDING THROUGH LCI FORWARD

Responding to global change requires vision. It requires the ability to see the Big Picture, to anticipate change and adapt to it. It takes a strategic plan like LCI Forward.

LCI Forward is introducing marketing strategies and building new service models that will appeal to new markets and new generations of service-minded individuals.

Some of the key strategies include:

- Creating a new service model to complement the club model, focusing on episodic volunteers and how people contribute today.
- Continued global expansion in strategic areas that offer opportunities to grow and bring new service to more people who need us.
- Developing and promoting specialty clubs such as clubs centered on a social cause, profession, culture or sporting activity to give people new ways to connect and serve.
- Forging service-focused corporate partnerships to engage employees and Lions in corporate social responsibility initiatives that benefit our communities and introduce Lions to men and women looking to serve.

We know the only way to grow is to adapt. And the only direction to go from here is forward. We have been a global leader in service for a century, and we can continue this proud tradition by responding to the changing world around us.

Nurturing the seed of service planted by our founder requires us to nurture the needs of today's global volunteers. When we do, we can do more than endure for another century—we can thrive.



LEADERSHIP DRIVES EXCELLENCE

WHY IT TAKES GREAT LEADERS AT ALL LEVELS TO SUCCEED

.....

SOME SAY LEADERS ARE BORN. OTHERS SAY LEADERS ARE MADE. BUT THE UNDENIABLE THREAD THAT DEFINES ALL GREAT LEADERS IS THE DRIVE FOR EXCELLENCE.

Excellence isn't a destination; it's a journey. It takes relentless focus to achieve it. It requires a total commitment to improvement in order to maintain it. It requires that we change, we listen and we adapt to ensure that our vision of excellence continues to reflect the vision of our members and a changing world. And when we do these things, we can achieve something astonishing that touches everyone who is a part of it. That's the vision for Lions.

EMBRACING A TOTAL QUALITY INITIATIVE

Organizational excellence requires a passionate focus on quality and a commitment to a total quality initiative at all levels of Lion leadership—club, district and organization. These guiding principles can help us achieve it:

- Clubs should thrive by being flexible, inviting, service-focused and willing to grow.
- Districts and multiple districts should guide by nurturing clubs and

collaborating with one another to achieve service impact goals.

- Our International Board should drive our association forward by creating innovative strategies and building a culture of success.
- Operations should support all levels of Lions through efficient and effective practices to better serve our members so they can better serve their communities.

LEADING THE WAY TO EXCELLENCE

The drive toward excellence starts with our leadership at every level of Lions, and each has a key role to play.

Association – We need to continually evaluate internal operations to make sure we're innovating, creating efficiencies and responding to our members' needs. That's why we launched Finance Forward, a program designed to drive organizational efficiencies in our critical processes. We're moving club chartering online, streamlining awards fulfillment, enhancing our member support center, simplifying expense reporting, increasing staff training and creating efficiencies in translation services.

Districts – District leaders guide and inspire clubs to help keep them on track for growth and success. To prepare them

for these critical roles, we will provide expanded training to develop leaders and build their capabilities so they can lead more effectively. This means more training opportunities, more online training tools to increase access and more emphasis on training as a key component of excellence. Multiple district leaders will also play a central role in regionalizing content and creating culturally relevant programs for Lions and those looking to serve.

Clubs – The way people serve is changing, so club leaders need to be willing to adapt. Clubs should be flexible, open to change, willing to listen and ready to embrace the evolving needs of today's volunteers. We will provide new resources delivered in new ways to give clubs the tools to better organize, support and serve their members.

CHANGE STARTS FROM WITHIN

It takes great leaders to achieve greatness. The focus on improving our organization from the inside-out will make our association, our districts and our clubs stronger, and it will help us create a world-class member experience that will keep Lions coming back year after year.

If we embrace a commitment to quality at all levels of leadership, then achieving excellence won't just be the vision for Lions. It will be the future of Lions.

MELVIN JONES WAS RIGHT

REINVENTING AN OLD FORMULA FOR SUCCESS WITH A NEW DIGITAL TWIST

MELVIN JONES WAS A VISIONARY LEADER WHO CHANGED THE WORLD, BUT EVEN OUR FOUNDER COULD NOT HAVE ENVISIONED HOW TECHNOLOGY WOULD FUNDAMENTALLY CHANGE THE WORLD TODAY.

SO HOW DO WE ENSURE THAT THE LIONS TRADITION—THAT OF COMMUNITY, SERVICE, CONNECTEDNESS, LOCAL IMPACT AND RELATIONSHIP-BUILDING—DOESN'T GET LOST IN THIS TRANSFORMATIONAL SHIFT TO A GLOBALLY CONNECTED DIGITAL WORLD?

The answer lies with our founder. In 1917, Melvin Jones laid the foundation for the world's largest service organization by uttering these words to a group of men's clubs from around Chicago:

"What if these men," Jones asked, "who are successful because of their drive, intelligence and ambition, were to put their talents to work improving their communities? You can't get very far until you start doing something for somebody else."

Melvin Jones knew a lot about service. But he also knew something about people. He built strong relationships. He leveraged key community influencers to engage and recruit Lions around the globe. Most importantly, he used his understanding of people—what they need and want—to connect people around the world with similar ideals, empowering the global service movement we enjoy today.

And connecting people today is easier than ever. There are 4.8 billion mobile devices and scores of digital communications channels that reach even the most remote areas of the planet. Every sixty seconds there are more than 2.4 million Google searches, 700,000 Facebook logins and 2.78 million YouTube video views.

TECHNOLOGY WILL DRIVE THE FUTURE OF SERVICE

We have a tremendous opportunity to harness these digital technologies to inspire new generations of Lions and help our current members reach new heights. So how are we going to do it?

We're incorporating the traditions of Melvin Jones into LCI Forward—think of it as Melvin Jones 2.0. Here's what you can expect:

- **Digital marketing platform** – We're building a best-in-class digital marketing platform that will help us understand the interests of our members and those who haven't yet discovered Lions. It will play a key role in our advertising and PR strategies, extending our reach, amplifying our message and creating new ways to connect with people looking to serve.
- **Lions mobile app** – We're developing mobile apps and member applications to give Lions new ways to serve, connect and share their service on-the-go. Technology will empower the global service movement, expanding our impact by making service opportunities available to more people in more places around the world.
- **MyLCI 2.0** – MyLCI is being rebuilt to make it simpler and more valuable for Lions, and new features are already



EVERY SIXTY SECONDS THERE ARE MORE THAN 2.4 MILLION GOOGLE SEARCHES, 700,000 FACEBOOK LOGINS AND 2.78 MILLION YOUTUBE VIDEO VIEWS.

available. Club charter applications can now be processed through MyLCI, and a new Message Center enables communication among clubs and Lion leaders. In order to make MyLCI a destination, we're making it accessible to Leos and Lions, not just officers. Look for increased access and tools in the future.

- **Digital LION Magazine** – Every international edition of LION will have a digital magazine by January 2018. It gives readers a great mobile magazine experience, a new way to share service stories on social media at the press of a button and a great tool to show new members that Lions are innovative and poised for success in the digital age.

If Melvin Jones were with us today, he'd say what he said in 1917, with a new twist on his words of inspiration:

"What if these people," Melvin asked, "who are successful because of their drive, intelligence and ambition, were to put their talents to work improving their communities no matter where they live and whenever they had time? You can't get very far until you start doing something for somebody else. Let's connect online and start now."

And that's exactly what we're asking today to inspire the next generation of Lions.

SECOND CENTURY AMBASSADORS

LEADING LIONS FORWARD

The LCI Forward strategic plan prepares Lions to meet the challenges ahead by introducing a new vision, new innovations and new ways to serve to achieve our goal of serving 200 million people a year.

To achieve the ambitious goals of LCI Forward, we will need to invest in innovative programs and cutting-edge technologies that can drive our association forward. You have a special opportunity to support LCI Forward as a Second Century Ambassador.

SECOND CENTURY AMBASSADORS INVEST IN INNOVATION

Second Century Ambassadors are progressive Lions ready to move Lions Clubs International forward. They are visionaries willing to invest in the innovations required to launch our new global service framework and lay the foundation for the next 100 years by:

Investing in technology to build data management systems, develop smartphone apps and achieve digital integration to achieve our goals and impact more lives.

Introducing a new global service framework to meet emerging needs, expand our service impact and offer Lions new ways to serve.

Expanding global marketing to increase brand awareness and attract new Lions from all areas, ages and backgrounds.

Enhancing the member experience through training, leadership development and supporting service initiatives to create a world-class service experience.

BECOME A SECOND CENTURY AMBASSADOR TODAY

Second Century Ambassadors invest \$5,000 in LCI to fund the innovations of LCI Forward and help us impact more lives than ever before. And \$500 will go to LCIF as an MJF-eligible contribution to enhance the life-changing work of your Foundation.

Join other passionate Lion leaders investing in the future of Lions. Create your own legacy in Lions history by becoming a Second Century Ambassador.

SECOND CENTURY AMBASSADORS RECEIVE SPECIAL BENEFITS INCLUDING:

- Special Ambassador Pin
- Custom metal Ambassador Card
- International dues credit for lifetime of the ambassador and one new member
- Permanent recognition at LCI headquarters

Includes a \$500 MJF-eligible contribution to LCIF



ENROLL TODAY!

SECONDCENTURYAMBASSADORS.ORG

WE WOULD LIKE TO RECOGNIZE THE VISIONARY LION LEADERS WHO ARE SUPPORTING LCI FORWARD AS SECOND CENTURY AMBASSADORS!

List current as of December 1, 2016. All names listed in order of protocol.

Robert Corlew	DISTRICT 12 S	Chae-Lin Im	DISTRICT 355 A	Alice Chitning Lau	DISTRICT 381	L M Ramakrishnan	DISTRICT 324 B2
Jitsuhiro Yamada	DISTRICT 334 A	Hiroshi Kawano	DISTRICT 335 B	Ziyu Lin	DISTRICT 380	Michiyo Sasabe	DISTRICT 335 B
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Gudrun Yngvadottir	DISTRICT 109 A	Takeshi Nakamura	DISTRICT 335 B	Makoto Oishi	DISTRICT 330 A	Yoshihiro Takahashi	DISTRICT 333 A
Jung-Yul Choi	DISTRICT 355 A	Shinichi Otake	DISTRICT 333 E	K Balachandra Reddy	DISTRICT 324 A1	Toshiro Tanaka	DISTRICT 335 B
Wayne Madden	DISTRICT 25 B	Bing Shuang Qin	DISTRICT 385	Richard Tan	DISTRICT 303	Ho Yin, William Wong	DISTRICT 303
J Frank Moore III	DISTRICT 34 C	Sanjay Sahu	DISTRICT 322 C2	Kishore Verma	DISTRICT 321 F	Ka Chun Wong	DISTRICT 303
Wing-Kun Tam	DISTRICT 411 A	Gilbert Peng Cheng Tan	DISTRICT 308 A1	Yuk Ying Pappy Au	DISTRICT 303	Wen-Yu Yen	DISTRICT 300 A1
Eun-Seouk Chung	DISTRICT 354 B	Takafumi Tanaka	DISTRICT 337 A	Shinmei Azuma	DISTRICT 335 B	Sylvia Fung Yee Chan	DISTRICT 303
Howard Hudson	DISTRICT 4 A3	Catie Rizzo	DISTRICT 1 J	Wen-Sheng Chang	DISTRICT 300 A2	Shui Yam Cheng	DISTRICT 303
Sanjay Khetan	DISTRICT 325 B2	Katsuhiko Fujii	DISTRICT 337 A	Takashi Furukawa	DISTRICT 337 A	Lap Tak Sherman Ng	DISTRICT 303
Magnet Lin	DISTRICT 300 A2	Kristinn Hannesson	DISTRICT 109 B	Yoshitaka Izumi	DISTRICT 337 A	Gayle Quinn	DISTRICT 49 A
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Lewis Quinn	DISTRICT 49 A	Hon Chee Lim	DISTRICT 308 A1	Sushila Malla	DISTRICT 325 A2	Jie Ding	DISTRICT 382
Yoshiyuki Sato	DISTRICT 337 B	Rodolfo See	DISTRICT 301 D2	Hiroshi Onda	DISTRICT 334 E	Francis Tze Ho Leung	DISTRICT 303
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Ryoji Kamei	DISTRICT 322 B1	Dhruba Thapa	DISTRICT 325 B1	Ping Lung Cheng	DISTRICT 303	Ramaswamy	DISTRICT 324 B5
Prem Lahoty	DISTRICT 404 A1	Douglas Chan	DISTRICT 303	Stella Crasta	DISTRICT 321 B1	Robyn Judith Searl	DISTRICT 303
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Somsakdi Lovisuth	DISTRICT 323 A3	Masanori Imai	DISTRICT 336 C	Chizuko Kano	DISTRICT 334 A	Joyce Tang	DISTRICT 105 EA
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Yoshinori Nishikawa	DISTRICT 317 E	Ramesh Pandey	DISTRICT 300 D1	Suet Yim Lam	DISTRICT 303	Hong You	DISTRICT 385
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Jian-Wei Lei	DISTRICT 334 E	Masataka Nemoto	DISTRICT 333 E	Dora Chan	DISTRICT 308 A1	Lions Clubs	DISTRICT 303
Masayoshi Maruyama	DISTRICT 333 C	Chandra Patnaik	DISTRICT 322 C5	Doris Ho	DISTRICT 303		
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Akiko Ogawa	DISTRICT 335 B	Divyesh Shah	DISTRICT 323 A1	Nobuo Nishiki	DISTRICT 335 B		
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Wushun Xu	DISTRICT 331 A	Liao-Chuan Huang	DISTRICT 300 G2	Tit Fung Fong	DISTRICT 303		
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Chul-Jae Lee	DISTRICT 320 B	Fusao Nakamura	DISTRICT 335 B	Kyoko Koga	DISTRICT 337 A		
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Sunil Shrestha	DISTRICT 336 C	Mei-Li Chang	DISTRICT 300 A3	Sin Ping Kwok	DISTRICT 303		
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				Nazma Parveen	DISTRICT 315 A2		
						The 55th OSEAL Forum FOC	
						District 303 Cabinet Officers 2016-2017	

UPCOMING ISSUES OF THE LION WILL CARRY ADDITIONAL CENTENNIAL STORIES

CHAMPIONS OF CHILDREN

A photo essay shows how Lions have helped children since the earliest days of Lions.



SMARTER THAN SIXTH-GRADERS?

Lions squared off against the Quiz Kids in 1950, held a Freedom Ride for the blind in the 1962 and traversed Russia in a Ford in 1969. Through the years Lions drew attention to themselves and served in surprising ways.

THE GREAT DEPRESSION AND LIONS

Members rose to the challenge of a nation in crisis.

COVER TO COVER

The covers of the LION through the years are a story in itself.

STAFF

Editor-in-Chief: Sanjeev Ahuja
Managing Editor: Christopher Bunch
Senior Editor: Jay Copp
Assistant Editor: Joan Cary
Graphics Manager: Connie Schuler
Graphic Designer: Todd Jones

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lionmagazine@lionsclubs.org
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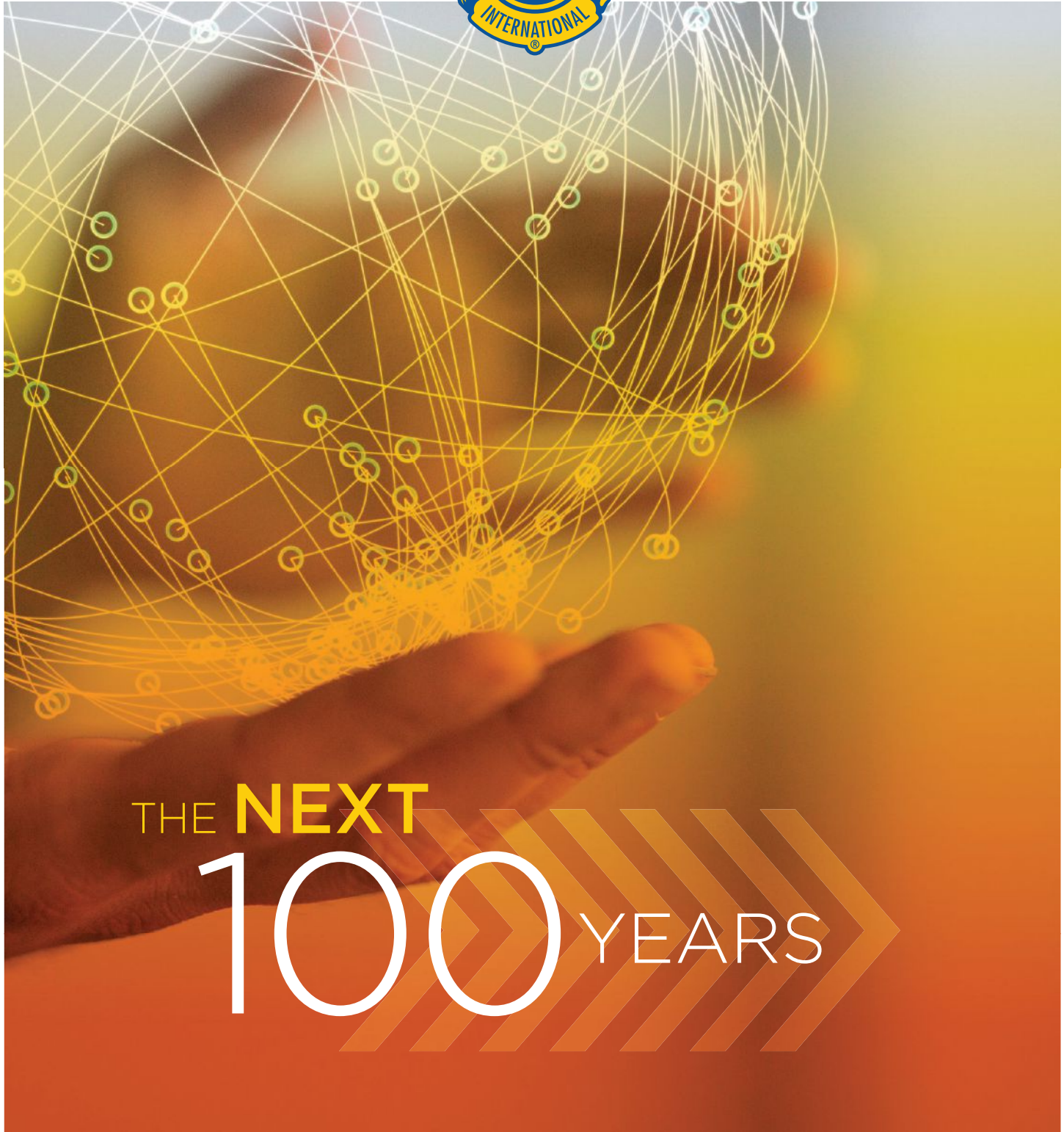
We have many different items for you to choose from to celebrate our centennial. Choose from limited edition apparel, pins, scarves and more at our online store.

LION

CENTENNIAL ISSUE
DECEMBER 2016/JANUARY 2017



WE SERVE



THE **NEXT**

100 YEARS