

LION



Lions Clubs International

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Move to Grow

in 2009-2010

International President
Eberhard J. Wirfs
and his wife, Margit



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Move to Grow in 2009-2010

SERVING TOGETHER MESSAGE FROM THE PRESIDENT

I ran a business and I believe in the maxim that businesses must grow or die. But I believe that principle also applies to Lions. We must keep moving forward. We Lions need motion and energy. We need dynamic progress. Life is always changing and always evolving. We need to push ahead. We need to Move to Grow.

In 2009-2010 we Lions need to grow our membership. The Global Membership Team is leading the charge. Lions leaders are focusing on many parts of the world especially Eastern Europe. We have just 11,000 Lions there but have carved out four geographic areas where we expect to see significant growth during the next three to five years.

But every club and every Lion has to help boost membership. Perhaps the best place to start is within your own home. We often don't invite our spouse to share the privilege and joy of being a Lion.

Let's continue to invite women and families in general to join. Two decades ago we had no female Lions. Today they are the fastest growing segment of our organization. We have nearly 260,000 female Lions, about 20 percent of all Lions. But we need to specifically target women because we need them.

We also need to better engage youths in community service. We have programs attractive to youths such as Youth Camps and Exchange, the Peace Poster Contest and Lions Quest. Let's make these programs more visible and more available. My goal with Lions Quest is to extend it into 60 nations and develop it into a core educational program of Lions Clubs International.

One of the new ways we will appeal to youth this year is the Lions Clubs International Global Youth Music Competition. We'll hold regional competitions and then we'll hold the finals at the international convention in Sydney next year. This will be a reality show that is real and riveting. It will promote social and cultural understanding and underscore our commitment to youth. Music is a universal language, just as Lions are universal in appeal. So get ready for some wonderful, spirited, talented musical competition.

We need to grow in social understanding, grow a new generation of leaders and grow increased public awareness of Lions. The metaphor for us Lions is the ginkgo tree. Provide a ginkgo with sun and soil and it can live for 1,000 years. Its resiliency makes it a symbol of hope. It represents heritage, adaptability and utility. Lions possess these traits but we can't stand still and rest on our laurels. Lions, Move to Grow in 2009-2010.



Eberhard J. Wirfs
Lions Clubs International President



Bulgarian Lions distribute winter coats at an orphanage in Plovdiv. The potential for membership growth in Eastern Europe is strong.

IN THE SPOTLIGHT

LIONS NEWS BRIEFS

ITALIAN LIONS AID EARTHQUAKE VICTIMS

The devastating earthquake that struck Italy in April six days before Easter left more than 100,000 homeless and killed 270 people. Twenty-six villages 60 miles from Rome were damaged. The Lions of Italy quickly responded. They provided thousands of blankets and eyeglasses and hundreds of pairs of shoes and hygiene kits for victims forced to stay at hotels. They donated sheets, towels, irons, hair dryers, space heaters and more. They even produced 500 two-way radios to improve communications and three small housing units to serve as medical offices. LCIF also contributed a \$10,000 emergency grant. Lions also made sure children could celebrate Easter as they normally did. Lions and Leos delivered Easter eggs for 1,000 children at hotels.



MOVIES COMMERCIAL SHOWCASES CENTER

Did you see *Monsters vs. Aliens*, *Hannah Montana* or assorted other G and PG movies this spring? Then you may have seen a two-minute commercial that featured an agency for blind children where Lions volunteer and provide financial support. The Penrickton Center for Blind Children in Taylor, Michigan,



was part of a movie-like trailer for the Ford Motor Company Fund. The fund and Ford employees support Penrickton, located five miles from Ford's headquarters. The trailer aired in 500 theaters nationwide.

WHERE THE BUFFALO ROAM NO MORE

Two buffalo that escaped from a Lions club's game park in Wisconsin in April were shot dead by police as they neared a busy interstate. The animals apparently escaped the Menomonie Lions Club Game Park by jumping over a four-and-a-half-foot gate, according to news reports. The police considered using tranquilizers to capture the buffalo but were unsure of the effect of a tranquilizer on the animals, one of which weighed 1,100 pounds. A longtime attraction, the 18-acre game park is especially popular with children.

BONNIE AND CLYDE AND THE LIONS, TOO

A festival in a small Louisiana town marking the 75th anniversary of the bloody deaths of Bonnie and Clyde included reenactments, a parade, look-alike contests and a Lions pancake fundraiser. The Gibsland Lions Club held the fundraiser in May at its club house, adjacent to the Bonnie & Clyde Ambush Museum. Bank robbers Clyde Barrow and Bonnie Parker were gunned down by lawmen outside Gibsland on May 23, 1934. The ambush museum was once occupied by Ma Canfield's Café, where Clyde bought two egg sandwiches shortly before he was killed. The museum is run by a deputy sheriff who is the son of a



lawman who took part in the ambush. The Gibsland Lions, chartered in 1928, normally serve 100 diners for its pancake breakfasts but expected more for this one, said Barbara Johnson, club president. A few of the older Lions remember the day of the shooting. "They brought the bodies back here and they turned out school," said Johnson.

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The United States Rare Coin and Bullion Reserve Vault Facility today announces the final release of U.S. Gov't Issued Gold Coins previously held in The West Point Depository/U.S. Mint. For a limited time, U.S. citizens will have the opportunity to purchase these \$5 Gov't Issued Gold Coins for the incredible "at-cost" price of only \$124.00 per coin. An amazing price because these U.S. Gov't Issued Gold Coins are completely free of dealer markup. That's correct, our cost. This may be your final opportunity to buy U.S. Gov't Issued Gold Coins "at-cost." The Gold market, which recently skyrocketed past \$1,000/oz., is predicted by experts to have the explosive upside potential of reaching up to \$2,000/oz. in the future. **Due to extremely high Gold demand, availability of these special at-cost Gold Coins may vary based on current vault inventory.** The United States Rare Coin and Bullion Reserve will release these U.S. Gov't Issued Gold Coins "at-cost" on a first-come, first-serve basis. Orders that are not immediately received or reserved with the order center could be subject to cancellation and your checks returned uncashed. Good luck. We hope that everyone will have a chance to purchase this special U.S. Gov't Issued Gold "at-cost." Order your Gold immediately to avoid disappointment. Special arrangements can be made for Gold purchases over \$50,000.



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Coins enlarged to show detail

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IN THE SPOTLIGHT

LIONS NEWS BRIEFS

CLUB OF THE MONTH

OPELIKA LIONS CLUB, ALABAMA

FOUNDED: 1947

MEMBERSHIP: About 40 members.

COMMUNITY SERVED: City of Opelika. Population: 23,500.

MEMBERS: Members are from varied professional backgrounds, including insurance, automobile and textile industries.

MEETING MATTERS: The club meets at noon every Monday at the Golden Corral Steakhouse and Buffet.

CLAIM TO FAME: The Miracle Field of East Alabama, a baseball field and recreation area built for special needs youth and ballplayers. The baseball field is a rubberized synthetic turf allowing wheelchairs and walkers to move unrestricted, while the dugouts, bleachers, press box, restrooms and water fountains are all handicap accessible. The Miracle Field also has a playground for children with special needs and a pavilion for outdoor occasions. The club was inspired by Lions from Moody, Alabama, who visited Opelika in 2005 and gave a presentation on the Miracle Field built in Moody. Opelika Lions started planning shortly after, and dedicated their own field in April 2007.



An Opelika Lion helps a young ballplayer at Miracle Field.

A SIGHT TO SEE: The club funded eye exams and glasses for 31 local residents this year. The club also assists residents with funding and arrangements for eye surgeries through the Alabama Lions Sight Conservation Association.

FUNDRAISER FUN: The club sells giant Lions coloring books for children to raise funds for the club's activities.

WHY BE A LION: "For us it just seems a part of life here in Opelika. We're a great community with great people who care deeply about each other, and we Lions like to have a good time. I don't think any of us would have it any other way."—Club President William Brown

OVERHEARD

"No one likes to admit they are down to their last dollar. The food was truly a blessing. You treated us with dignity and respect and offered hope in some very dark times for our family."

—A resident of Oahu after the island was hit by flooding and the Lions of Hawaii held "Lions Kokua Day" to distribute food and gift certificates.

"Times have been hard for everyone and the atmosphere is so down that the club wanted to bring a stimulus of happiness in some way."

—Mike Horst of the Cedar City Lions in Utah on the club's building of Old Iron Town, a replica of 19th-century storefronts, for the club's Great Stampede festival. From the *Spectrum* newspaper.

36 YEARS AGO IN THE LION

AUGUST 1973

International President George Friedrichs affixes the special Millionth Member pin to the lapel of Barney Gill of Virginia Beach, Virginia.



IN THE SPOTLIGHT

LIONS NEWS BRIEFS

BY THE NUMBERS

750

Breakfasts served by the Thurmont Lions in Maryland and the United Church of Christ to purchase a van for Callie Watkins, 8, who cannot sit or stand on her own because of spinal muscular atrophy.



300

Prom gowns collected by the Visalia Charter Oak Lions in California for Cinderella's Closet, which temporarily loans them free of charge to girls whose families may not be able to afford to buy one.

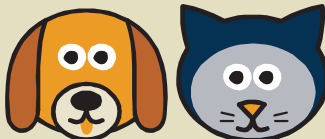


94

Difference in years between two regulars at the meetings of the Poulsbo Noon Lions in Washington: Ike Sageser, 97, a Lion since 1961, and "Little Lion" Nicoletta Paxhia, 3, daughter of Lions Michael and Hiromi.

140

Cat and dog owners attending a rabies prevention clinic run by the Calcutta Lions in Ohio.



33

Gallons of genuine Somerset County maple syrup in each of the three or four barrels used at the Lions' pancake house at the 62nd annual Pennsylvania Maple Festival in Meyersdale.



230

Teddy bears and other stuffed animals given by the Visalia Host Lions in California to the Tulare County district attorney to comfort children who testify in criminal cases.



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IN THE SPOTLIGHT

LIONS NEWS BRIEFS



Taryn Kallwick, right, tallies race results.



Welcomed a new Lion into the club who you think deserves a bit of recognition? E-mail us a brief description of your Lion and the reason you're nominating him or her to lionmagazine@lionsclubs.org. Please include "Welcome to the Club" in your subject line.

WELCOME TO THE CLUB!

Does your club need a boost of energy? Get a member like **Taryn Kallwick**—and don't let go. When she's not selling real estate or handling services for a wireless communication company, Kallwick, 23, dons the yellow Lions jacket and joins up with her fellow Longview Pioneer Lions in Washington for fun and fellowship. A Lion since March 2009, Kallwick took to the task of helping her club organize a race to raise funds for juvenile diabetes research. Her efforts earned her the Unsung Lion of the Month award from her club. Unsung Lion or not, Kallwick is just having fun.

FAVORITE FOOD: Definitely Italian food. It's hard to find great Italian around here, though. Olive Garden is about the closest you can get.

THE BEST PROJECT I'VE WORKED ON SO FAR: The Longview Pioneer Lions Race Against Juvenile Diabetes. It was my first big project with Lions. We did brochures and distributed them, and I was responsible for posting the race results. We had really nice weather, and it was great to get to meet people in the community and in my club outside of the regular meeting setting.

MY MUST-SEE TV: *House*. I'm busy, but I always catch it when I can.

MY FIRST LIONS CLUB MEETING WAS: Very interesting and pretty funny. They told a lot of jokes. Some of them were clean, some of them were not-so-clean. I was really surprised. In an organizational respect, though, I noticed all of the members had a lot of respect for each other. It was very much like family.

THE BOOK I CAN'T PUT DOWN: It seems I'm too busy to be reading anything right now. I have work and my 8-month-old Brock to keep me busy. I think that's enough right now.

MY LIONS CLUB DOESN'T KNOW THAT I: Love to ride ATVs. I own my own 2007 Yamaha YSZ-450 and my friends and I will go to Coos Bay, Oregon, to ride in the dunes there. It's about 4 1/2 hours away.

THREE WORDS MY FRIENDS WOULD USE TO DESCRIBE ME: Organized, friendly, responsible.

THE REACTION I GET FROM BEING A LION: My family and friends ask me, "what's that?" Most of my friends are my age. They don't know what Lions is.

THE LAST TIME IMPULSE GOT THE BETTER OF ME: I bought a 2007 Cadillac CTS. I was only going to look, and of course, I decided to buy it. I love it—it's great.

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An Eggcellent Adventure

SERVICE IDEA SUSTAINING SEASONAL TRADITIONS

Until three years ago, members of the Diamond Bar Breakfast Lions Club in California boiled and dyed more than 8,000 eggs for the annual Easter egg hunt Lions sponsored for children. Giving up colorfully stained fingers along with their hand-crafted eggs, Lions opted for candy-stuffed plastic ones, and in 2009, distributed more than 11,000 of them. They also gave 26 prize baskets and 2,100 chocolate bunnies to the children who gathered in a park for the club's 26th annual egg hunt.



Children of various sizes try to find the most eggs to put into their baskets during the annual Easter Egg Hunt sponsored by Diamond Bar Breakfast Lions in California.

Handy Lions are Dandy At Getting the Job Done

SERVICE IDEA UTILIZING LIONS TRADESMEN

When New Lenox Lions in Illinois are asked to help the community, no one has to ask twice. In less than two years from the time township officials inquired of Lions if they were willing to undertake the building of a kitchen for a senior housing complex, the first meals were served. The actual construction work only took two months, says John Lucas, 2008-09 club president. The real hard work began with the fundraising.

Luckily for officials, many of the New Lenox Lions are

skilled tradesmen. "We had the ability to pool resources," Lucas explains, so the project came together fairly easily for them. Lions constructed the 270-square-foot kitchen in the center's community room, where it will be used to prepare food for residents and the township's 700 Meals on Wheels recipients.

The facility is state-of-the-art. Lions did the plumbing, installed heating, ventilation and air conditioning systems and installed electrical lines. They netted \$10,000 from a Fourth of July sweepstakes raffle, \$15,000 from a dinner dance and silent auction and hosted hundreds of people at a Breakfast with Santa. While planning the kitchen project, they remained active around the community with their usual service projects. They supply Christmas and Easter baskets for people in need, stock a local food pantry, pay for vision and hearing needs and sponsor scholarships.

MEMBERSHIP MATTERS

Let every Lion have a say
in the direction of club service.

REMEMBER LCIF

By donating a percentage
of your fundraiser to LCIF,
you're helping extend the
association's humanitarian
reach.

THINK BIG

Bigger projects inspire
teamwork and take a
group effort to complete
successfully.

Maryland Lions Team with Disabled Volunteers

Lions and workers at Melwood Horticultural Training Center, which trains the developmentally disabled in Maryland, have teamed together to bring clear vision to those in need in other nations. The Lions Community Outreach Foundation works with the facility to recycle used eyeglasses, opening the District 22-C Eyeglass Recycling Center on the Upper Marlboro campus last fall. The partnership gives some of Melwood's more than 2,000 clients new skills as well as helping Maryland Lions sort the thousands of used glasses they acquire through donation. Worldwide, there are 17 recycling centers that collect more than four million pairs annually from donations.

Melwood is serving as a satellite facility of the Lions recycling center in Falls Church, Virginia, which sends glasses there to be processed by clients who volunteer to work with Lions. A five-person Melwood team works with five Lions twice a week to clean and sort the glasses, which are then packed up and sent back to Falls Church to be shipped overseas as needed. The Lions foundation provides the equipment to volunteers, and the Melwood participants learn new skills as well as understanding



Lions work with Melwood clients to clean and prepare glasses for shipment to a distribution center in Virginia.

photo by Brenda Ahearn/The Star

how their actions are helping others. It's estimated that 153 million people can benefit from corrective lenses, but much of the world's population has no access to eye care. According to Betty Moore, co-chair of the Lions project, "It costs less than eight cents to provide someone with recycled eyeglasses."

The Lions foundation sponsors several programs including a mobile health unit used for community clinics, pre-school vision screening and a fund used to pay for sight-saving medical treatments for people in need.



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Easter Bunny Packs a Punch in Missouri

The legend of the Easter bunny goes back centuries, first mentioned in writing in southwestern Germany in the 1600s. A couple of centuries later, in the 1800s, molded chocolate bunnies made their grand entrance and forever changed the Easter bunny's outlook. And in 2009, House Springs, Missouri, Lions put a full-throttled roar into their Easter egg hunt for children by delivering the fabled bunny on the back of a Harley.

More than 350 children and their parents were treated to the spectacular arrival of the Easter bunny (AKA Lion Susan Jones) on the back of Lion Dave Jones' Harley-Davidson. Cheering kids "egged" on the bunny as she delivered plenty of fun for them. In addition to the eggs they found, each child was given a small gift and the opportunity to pose for photos with the bunny.



The Easter bunny hangs on tight during her "hare-raising" arrival.

Just How Much Wood Could a Lion Chop...?

Plenty, as it turns out. Ask members of the Arnold Lions Club in California. They chop countless cords of wood to provide heat for homes in this mountainous Northern California community located between Yosemite and Lake Tahoe. Founded in the late 1920s as a logging community, this mountainous area may be home to some of the hardest working, and perhaps strongest, Lions in the state.



Lion Don McPherson gets a good workout while doing good works.

SERVICE IDEA **USE LOCAL RESOURCES TO HELP OTHERS**

For the past 20 years, Arnold Lions have been cutting firewood as a service activity. The project actually serves another purpose, too, says Don McPherson, firewood committee chair. "It's good to know that we are contributing a needed service to some in the community as well as helping to keep the forest safer from fire hazards."

The committee is composed of 22 Lions who are divided into various work crews. Lions cut wood, stack debris, load trucks with rounds of wood, split the logs into firewood, load it into trucks and deliver it to community members who need it. And just because they're doing a tough job doesn't mean they don't have fun. "This is a group of Lions who work hard while enjoying the companionship and good humor of their friends," McPherson is quick to point out. "That's what we do to keep our 'We Serve' motto going."

THINK SMALL

No project should be considered too small as long as it fulfills a specific need for an individual or community.

PROMOTE YOUR CLUB

Send news of your fundraising and service efforts to LION Magazine lionmagazine@lionsclubs.org.

Lions Cook for Kids

The Cayagan de Oro Metro Lions Club in the Philippines got their kettles and spoons out to feed more than 200 destitute children who live near a residential subdivision. The program was instituted to not only help feed the youngsters but also to improve relations between community members and the children's families who are considered squatters.

The homeowners association near where the families unlawfully live helped coordinate the efforts. A community park was turned into a makeshift kitchen and staging area, and Lions reported their surprise at how many more children than expected asked to be fed. No one was turned away. In fact, a surplus of food prompted Lions to invite the children's parents to join them. Many accepted and not only stayed for lunch but also helped their hosts with preparation and clean-up efforts.

Club president Eduardo Wahiman says that children began gathering in the park as early as 7 a.m. for their free lunch. "Utmost joy and happiness are really what you get when you share your blessings with others," he says.



SERVICE IDEA FEED THE HUNGRY

Lion Josie May Acenas-Sisona serves lunch to one eager little boy.

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Young Lions Try New Approach

1 AFRICA UGANDA

The social worker in Uganda turned to Kjerstin Owren, 25, and asked her if she had advice for Joyce, a teen-age mother of two-year-old twins. Owren, then president of her campus Lions club in Norway, had recently met Joyce for the first time in her small home in the slums. The undernourished twins, ill with malaria, lay on the floor, trying to cry but too weak to do anything but cough.

"My thoughts were, 'What can you possibly say to a person in a situation like this that will make things better?' As I tried to compose a sentence, I started crying," recalled Owren.

Joyce hugged Owren and told her not to worry.

"That was a true reality check," said Owren in an e-mail. "There and then I realized my wanting to 'save the world' was lost forever."

Owren's Lions club at the University of Bergen may not be saving the world, but the 35-member club is helping thousands of youths, deaf people, orphans and others in Uganda. The student Lions are not only purchasing medicine, mosquito nets and school supplies for Ugandans but also spend four to five weeks in Uganda doing hands-on service and getting to know the people they help. The interaction helps bridge the usual gulf between volunteers and those in need.

"You realize your task is not to 'save' anybody but to treat the people you meet with respect, empathy, solicitude and humanity," said Owren, who created her club's student exchange program. Added Øyvind Johnsen, 26, current club president, "As my mother always said, 'The greatest pleasure is the pleasure of helping others.' I thought I understood what she said but I didn't understand it until I joined the Lions club."

Two years ago the new club dispatched a five-person team to Uganda to uncover suitable aid projects for the club. Instead, the club decided to start their student exchange program. At schools



Photo by Helene Haugen Dahl

Øyvind Johnsen carries a child from Kampala.

for the deaf, club members teach classes, make repairs and serve meals. They also volunteer at orphanages, rehabilitation centers and eye clinics and donate medicines, mosquito nets and school materials to those in need.

This year the club has taken its support to yet another level: establishing self-sustaining projects. Sixteen Lions traveled to Uganda in June to initiate Christmas card and art projects in which students and orphans produce cards, drawings and paintings to be



Award-winning Elvis impersonator Steve Caprice headlined an entertainment fundraiser show at the Newburgh Fair Marquee as a guest of the **DOUGLAS VALLEY LIONS** in England.



ROXAS CITY LIONS in the Philippines donated school supplies to students under the care of the deaf ministry of the Archdiocese in Barangay Law-an.



Photo by Helene Haugen Dahl

Kristine Helland plays with a baby at an orphanage in Kampala.



Photo by Øyvind Johnsen

These youths competed in Lions Cup 2008.

sold or exhibited in Norway.

The Lions also are setting up a commercial pig farm to support the efforts of Silent Voices, which teaches sign language to deaf people and their parents and advocates for them. As in many poor nations, those with disabilities in Uganda are often ostracized and receive little government or private support. Assisted by an LCIF grant, the Bergen Student Lions will spend \$46,000 and work with Ugandan Lions to build barns, construct corrals, arrange for the services of a veterinarian and otherwise prepare the deaf clients of Silent Voices to raise 60 pigs.

From day one of their involvement with Uganda, the Lions, young, enthusiastic and unafraid to face new experiences, have ventured out into the neighborhoods of Kampala, the capital city, to interact directly with Ugandans.

Last year they organized the Lions Cup 2008 in Kamwokya, one of the city's slums. More than 100 youths competed in soccer, volleyball and netball. The Norwegian Lions also worked with children from a school/orphanage, built by the Kaese Lions Club in Uganda, to put on a musical and theatre show as a way to thank their Lions benefactors. "What I really enjoyed was noticing how the children really enjoyed being able to give something back to their caretakers," said Owren.

Owren lived with a host family in Kaese. Together, they "squeezed into a two-room apartment in the back of a store and shared unforgettable moments over huge dishes of local Ugandan food." Her host family's lack of money did not affect their hospitality. "As long as there's warmth and unselfishness, the level of hospitality pays no regard to wealth," she said.

Born in the Netherlands and raised on the southwestern coast of Norway, Owren says her schoolteacher-mother and engineer-father encouraged their three children to "think big" and "pursue our dreams." When she was 20, she spent three months in Ghana volunteering at an orphanage. "It changed my life," she said. Studying English and writing her thesis on Ghanaian English, she wants to work some day for the Norwegian Agency for Development Cooperation. She recently became international relations chairperson for her Lions district.

Owren admitted she "had to" become a Lion in order to travel to Uganda to help others. Her hesitancy about membership is long gone. "Am I glad I am a Lion? I could not have imagined my life without it," she said. Added Johnsen, "Before I joined, I had no knowledge of the organization

LIONS ON LOCATION

YOUR GUIDE TO THE GREAT WORK WE'RE DOING AROUND THE WORLD



ISATIS LIONS in France helped a local food pantry in Albi with funds to purchase more food for families in need.



other than the thought of old men in suits and conservatism. I could not have been more wrong."

One of the projects Lions will launch this summer in Uganda will be a Lions Youth Health Week including a day dedicated to young mothers. The health events will be held at the social services office, supported by Norwegian Lions for many years, where Owren met with Joyce. "I hope Joyce will be attending with two happy, healthy four-year-old twins," said Owren.

Norwegian Lions meet outside the office of Lions Aid Norway in Kampala. Owren is in the front row in the middle.

Photo by Øyvind Johnsen

Ride and Shine

2 EUROPE GERMANY

The one threat to the success of the bike tour of the Neunkirchen-Seelscheid Lions Club in Germany was bad weather. But Lions were not too worried. The project sponsor was the Rev. Carsteen Schleef and he "put in a good word with his boss," according to Lions.

The skies were clear, the riders were ready and Service Tour 2008 went off without a hitch. The brass section of a local band gave the 200 participants a classy send-off. In turn, Klaus Ullrich, club president, donated a trumpet to the band.

The ride raised 3,000 euros (\$4,000) for youth programs including camps and an anti-bullying, anti-drug school program.



The bike tour in Germany raised funds for youth programs.



NEW KINGSTON LIONS in Jamaica concluded their second Creative Expressions contest for students with a poetry writing awards ceremony to honor winners of the contest



LIONS IN THAILAND presented area schools with 7,500 copies of His Majesty the King's general knowledge Encyclopedia for their students.

Memorial Gets the Spotlight

3 AUSTRALIA NEW ZEALAND

A small town in New Zealand surrounded by sheep pastures and dairy farms, Temuka sent an inordinate number of soldiers to the Western Front and Gallipoli during World War I. And it paid an unusually steep price for its patriotism. The Temuka War Memorial lists 114 names. "Their name Liveth for evermore," the memorial reads.

Alas, the war to end all wars did not. The memorial in Temuka, population 4,000, also includes the names of 43 local World War II soldiers.

Last year the Temuka Lions Club decided to spotlight the memorial by adding floodlights. The club solicited grants and raised the balance of the US\$7,400 needed through a garage sale and other sources.

April 25 is Anzac (Australia, New Zealand Army Corps) Day, held to commemorate the lives of New Zealanders and Australians lost in wars. In Temuka, residents gathered at dawn at their memorial, bathed in lights for the first time. From now on the light of the rising sun won't be the only means for the names of the honored dead to glisten and glow.

Photo courtesy of John Bisset, Timaru Herald



Before the project was completed, Temuka Lions Les Double (left) and Bob Taylor, club president, demonstrate how floodlights would improve the war memorial.

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LIONS ON LOCATION

YOUR GUIDE TO THE GREAT WORK WE'RE DOING AROUND THE WORLD

Upward Mobility in the Himalayas

4 ASIA JAPAN

A one-hour bus ride from Pokhara, the sightseeing center for the Himalayas, Nirmalpokhari is a small mountain village 4,000 feet above sea level. The scenery is stunning. But most families are too poor to send their children to school, and young people get caught in a web of poverty, unable to expand their horizons.

But a Japanese Lions club is changing that.

The Fukuoka Hakata Higashi Lions Club founded Fukuoka-Nirmalpokhari School as its 30th anniversary project in 1999. Today 300 children from kindergarten to 10th grade attend the school. Fees are based on family

income and half the students attend for free.

Three club members recently visited the school. Students congregated around the visitors and they quickly asked, "Are you from Fukuoka?" The students know that the sky is the limit with a good education. "I want to become a medical doctor. So I am studying very hard," a ninth-grade female student told the visitors. Villagers praise the school for the opportunities it provides. "Fukuoka School brought the village happiness," Mayor Kamal said.

The Lions also made the trek to inspect the village's coffee plants. The

club began the coffee project five years ago in order for the village to sustain the school. The club's support of the school ends soon. "Both the country and the people of Nepal seemed to be clinging on external supports, thinking they would get help if they asked," said Shinokuma Mitsuhiro, a Lion. "Our challenge was to lead them out of that mind-set. In order to run the school independently, the villagers had to start an industry as a source of income."

When the Lions visited, the coffee harvest was near. The successful cultivation will bear the most fruit among the village's youths.



Nepalese schoolchildren greet the Lions who built their school.

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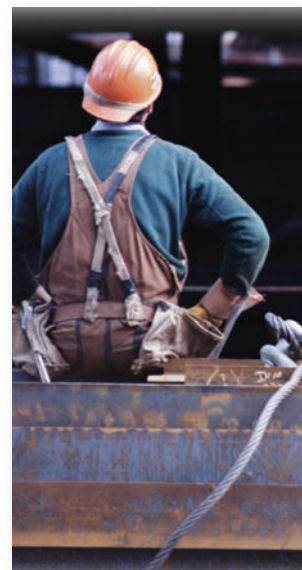
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SELF-RELIANCE OF THE BLIND**

A boy at Perkins School completes his homework on a Perkins Next Generation Braille.

Brian Charlson lost his sight in an accident in 1966 when he was 11. The Lions in Milwaukie, Oregon, promptly gave him a Perkins Braille, a Braille typewriter. Like tens of thousands of others with visual impairments, Braille improved his ability to learn and propelled him toward self-reliance.

"I still use it [the Braille] today," says Charlson, a Lion in Newton, Massachusetts, and vice president of computer training services at the Carroll Center for the Blind. "Braille and the Lions were then, and continue to be, very, very important in my life."

Sadly, stories like Charlson's are becoming less frequent as Braille literacy is rapidly declining. Only 10 percent of visually impaired children are learning Braille, according to the National Federation of the Blind. In its heyday in the 1950s and 60s, the rate of Braille learning topped 50 percent. Ironically, this year marks the 200th birthday of Louis Braille, who created the system of raised dots that represent the alphabet as a 15-year-old blind boy in France.

The decline has multiple causes. Doctors are saving more medically fragile babies, many of whom are not only blind but also lack the physical or cognitive ability to learn Braille. More significantly, blind students typically now attend public schools. Instead of studying every subject using Braille each day, students receive sporadic instruction from itinerant Braille specialists. Yet another blow to Braille literacy are advances in technology such as software that "speaks" the text on a computer screen. Parents and teachers of blind students embrace the slick technologies instead of old-fashioned Braille.

But Braille literacy is a key to advanced education and better jobs, say advocates for the blind. Data from the Bureau of Labor Statistics (interpreted by the American Federation for the Blind) shows that more than three-fourths of legally blind adults in the United States are unemployed or under-employed. Yet 90 percent of the blind who are employed use Braille. More than just a tool, "Braille seems to represent competence, independence and equality," according to a U.S. Department of Education study.

The crisis in Braille literacy needs urgent attention, says Steven Rothstein, a Lion in Newton and president of Perkins School for the Blind in Watertown, which in 1887 dispatched a young new teacher named Annie Sullivan to Alabama to teach an unruly young girl named Helen Keller. "If literacy rates had gone down so dramatically for the general population, there would be a public uproar," he says.

The new technologies, though welcome, threaten to tarnish Braille as obsolete. "Society does not excuse sighted children from learning to read and write print just because they can watch TV and download audio books to their iPods," says Rothstein.

People with low or progressively failing vision struggle with large print and cumbersome magnifiers, straining to

1809 Louis Braille born in Coupvray, France

1812 Braille blinded by infection following an accident.

1814 Capt. Charles Barbieri creates code using groups of twelve raised dots to represent different sounds. "Night writing" allows soldiers to read messages safely in the dark.

1824 Braille completes his streamlined tactile reading alphabet. Each group (cell) of six dots stands for a letter.

1837 First book produced in Braille.

1949 UNESCO regulates Braille for worldwide use in roughly 200 languages and dialects.

1951 David Abraham, a Perkins School for the Blind teacher, develops the Perkins Braille®, most common Braille typewriter in the world today.

1960s U.S. Braille usage peaks in 1963, followed by steep decline. Computerized Braille printing invented.

1975 Individuals with Disabilities Education Act (IDEA) leads to mainstreaming of students with visual impairments. Braille literacy wanes further.

1980s Audio computer screen readers and other adaptive devices introduced. Braille literacy slides.

1990s Studies say Braille users are far more likely to find good jobs than non-users.

2006 Authorities report 5 million children worldwide are not schooled because they are blind or have multiple disabilities.

2008 Perkins Products partners with American Printing House for the Blind to redesign the Perkins Braille. *The Next Generation* is expected to make Braille more accessible to more people worldwide. View details at www.perkins.org/nextgeneration.

read print at a laborious pace, while Braille readers can keep pace with their sighted peers. The excessive time needed to read-by-listening causes students to fall behind both in school and in social interactions. "A student cannot learn spelling, grammar, and writing skills by listening alone," says Roz Rowley, a partially sighted Braille teacher at Perkins.

Perkins has been a longtime leader in Braille advocacy. In 1957, it introduced the Perkins Braille, still in use today particularly in developing countries where electricity and computers are luxuries. Perkins also offers a more contemporary Braille, the Next Generation Braille, that offers greater portability and functionality.

VALUE OF BRAILLE AND LIONS

Celebrating Louis Braille's 200th birthday, Perkins Braille & Talking Book Library presented prizes for essays on the value of Braille. Meet the winners:

Samantha Lylis, 19, Merrimack, New Hampshire, who attends Perkins School for the Blind: "Reading my first book, *Sleepy Dog*, was very exhilarating. After I finished, I exclaimed 'Mommy, now I can read books by myself and tuck *you* into bed!' Mom laughed with joy and pride. This experience really changed my life." Lylis also reads Braille in French and Spanish.

Kayla Bentas, 18, Peabody, Massachusetts, lost her vision at age nine, after brain surgery: "Before I lost my sight, my class had been learning about ... Braille. I was excited to learn a new language that I already knew something about." The Peabody Lions Club provided screen-reader software for Bentas' computer. She founded the non-profit Kayla's Vision and has built a \$40,000 endowment. She plans to study management and accounting in college.

Timothy Vernon, 25, a utilities customer service representative from Mansfield, Massachusetts, says Braille allowed him to excel at Fitchburg State College. "Audio information is an excellent medium, but it does not provide the independence offered by Braille. On a professional level, fluency in Braille helps me compete with my sighted colleagues." As a boy, the Mansfield Lions Club gave him a head start with a gift of a Speak & Spell device to help boost his vocabulary.



In Ghana, two friends walk to school with their Perkins Brailer.

Photo courtesy of SightSavers International

Lions, too, remain staunch advocates of Braille (as well as embracing other technologies):

- The Ponchatoula Lions in Louisiana and Lions from four other clubs raised funds for a specialized electronic device to help an 8-year-old girl learn Braille. "She was ecstatic. She got on that thing right away. As far as computers go, well, those things will make a monkey of you. But not Emily. As fast as she could type, she could talk to you with that machine," says Lion Wayne "Big Un" Aymond.
- In the high-tech epicenter of California's Silicon Valley, Salinas Host Lions support rehabilitation and education services for those living with vision loss including Braille instruction. "The written word is so powerful in becoming all you can be," says Lion Liz Crooke. "Braille literacy opens up a whole world of knowledge to people who are blind." When District 4-C6 Lions updated the Lions Silicon Valley Center for the Blind, they upgraded the Braille library and its computers that create, print and store documents in Braille.
- The Metropolitan Lions of Jacksonville have supported Braille literacy for more than 30 years at the Florida School for the Deaf and Blind in St. Augustine. "We want to help, yes, but we want that help to be something that makes it possible for that person to participate in society," says past club president Roger Palmer. "It's like the movie *Pay It Forward*. I'm not doing it so I can see the results myself. Hopefully they will learn and grow and be able to do their part to help that next person forward."

Charlson, the Lion who was blinded as a boy, uses high-tech devices including computers with "refreshable" Braille. But he knows from experience the value of manual Braille. A few years ago his plane was landing when he pulled out his refreshable Braille device to check the address of his hotel. Its memory had failed. "I didn't know where I was staying," he says. "Now I always carry my itinerary on three-by-five cards that I made on my Perkins Brailer." ■



Move To GROW

LIONS CLUBS INTERNATIONAL PRESIDENT'S THEME

“We must stretch – stretch in
our dreams, our plans, and our
ACTIONS. If we don’t, we will perish.”

International President Eberhard Wirfs

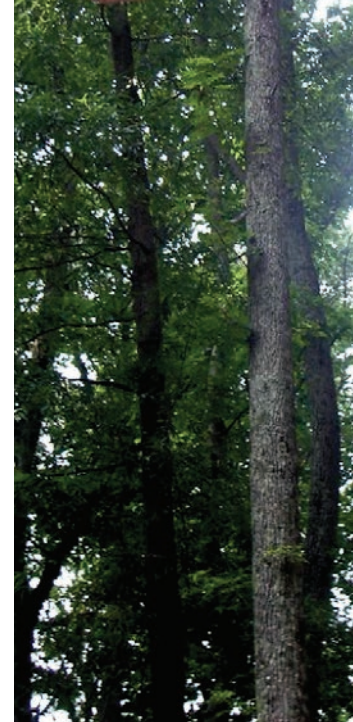


Move To Grow in 2009-2010



"The future is rooted in the past. The future needs vision. VISION without action is only a dream."

International President Eberhard Wirfs



“See the leaf, two parts united,
For so long, millions of years -
Living thing, stronger than mankind
Did survive fires and fears.”



One of the most basic facts of nature is that it is dynamic. The visual world continually undergoes change, both from dynamic events in the world itself, such as the movement of trees in the wind, and from the visual changes generated from our own activities, such as locomotion. In other, more basic words, everything needs momentum, or movement, in order to progress, or grow. Move to grow. It's a very basic concept, which can be applied to most everything. Nothing that remains static grows.

It is this basic concept – move to grow – that I have chosen as my theme for 2009-2010, with the ginkgo tree and leaf as its symbol.

Have you ever seen a ginkgo tree? The ginkgo has a long history, with ancestors extending back some 280 million years. It is one of very few plants living today that has such a clear lineage dating back into the Paleozoic era. Fossil ginkgo leaves and petrified trunks can be found during the Tertiary period in North America, Europe, and Asia. It is very resilient, with an average life span of 1,000 years, and unique in that it has both a male and female variety in the same plant.

So why the ginkgo tree? The ginkgo is a symbol of hope and love, and a monument of peace and environmental protection and even considered a vision aid. The ginkgo tree has in fact been declared the “millennium” tree. When taking into consideration its other characteristics of esteemed heritage, longevity, adaptability, utility, sustainability, and global abundance, it's easy to see a correlation between the ginkgo tree and Lions Clubs International.

Compared to the origins and lifespan of the ginkgo, Lions Clubs International is still in its infancy. As a global organization dedicated to promoting international understanding, we must symbolically plant a ginkgo at every opportunity. The sapling has to be planted and nurtured world-wide in an appropriate manner with good soil, sunshine and water. Like a ginkgo tree, our programs must be a sustainable resource that will stand the test of time. Always mindful of our motto, “We Serve,” we must continue to plant seeds of understanding and enduring community service, and cultivate a clear and consistent message of purpose. This involves effort, momentum, action and NEED TO MOVE.

I have learned a great deal through Lions and from Lions. I was entrusted to take on major challenges, and I am extremely thankful for that chance. Now the time has come to give back.

Eberhard J. Wirfs
LIONS CLUBS INTERNATIONAL PRESIDENT

MOVE TO GROW MEMBERSHIP



The oldest living Ginkgo tree grew from one tiny seed. Have you ever planted a seed and watched it grow? Have you planted a sapling in your yard in the hope that one day it would grow into a beautiful tree? It takes time. It doesn't happen overnight. Even the hardiest, most resilient species must be cared for and nurtured. It must have good soil, plenty of sunshine and water in order to thrive and blossom into a sustainable resource.

Lions Clubs International's most sustainable resource is our members. So how do we ensure our members remain as our most sustainable resource?

By successfully

- Extending new Lions clubs
- Inducting new, qualified Lions members
- Providing service to the community
- Building international understanding
- Empowering members with leadership skills

We must continue to grow our membership. It is the key to our success, and the key in our ability to meet the growing needs of communities around the world.

Successful involvement of qualified members means long term retention.

Qualified members – that is, individuals with experience, who are committed to sharing their talents and expertise with others for common good - will ensure the continued growth of our association. Everyone agrees that our association's future depends upon its ability to attract new, high quality members and to successfully charter new clubs.

The invention of the steam engine and the printing press were critical in altering the course of human civilization. Similarly, providing of equal opportunities to women and making playing fields gender neutral have absolutely re-defined socio-economic and political dynamics. LCI adopted the historical resolution of throwing open the gates of membership to women in 1987. Since then, various steps have been initiated to encourage the growth of women members.

In some parts of the world, spouses of the members are fully integrated into the life of their club. They strongly identify with the objects of the association and by participating in the activities of their clubs they add value and demonstrate emotional involvement.

“If we MOVE, we will expand and enhance ourselves, our clubs and the communities we serve.”

International President
Eberhard Wirfs

AREA TARGETS			
constitutional area		new members	new clubs
Area 1	U.S.A.	800	350
Area 2	Canada	100	35
Area 3	South America	1000	125
Area 4	Europe	3500	250
Area 5	OSEAL	2500	250
Area 6	ISAAME	9000	750
Area 7	Australia, NZ.	100	40
Total		17000	1800

A powerful organization like Lions Clubs International cannot afford to ignore “the majority of the population” in its quest to grow and remain relevant in our times.

A study of the density of women population in districts around the world clearly indicates that we need to step up our efforts in this direction. The official opening of our organization to women members is by far not enough. We must actively expand this opening on a world-wide scale.

We look toward women not just to inflate our numbers, but because we are convinced that their presence shall add greater meaning to our association, and that this demographic correction shall make us more contemporary. Women are blessed with the psychological advantage of “seeing with their minds and listening with their hearts.” In some parts of the world, we seem to have unfortunately become out of sync and stayed behind the times by keeping our clubs and districts a male-dominated bastion. We need to move ahead and change. If we do not ride the waves of change, we will find ourselves beneath them. Toward the end of the first decade of 21st century, we have a clear choice to make: Change or become extinct!

Lions Clubs International will support those efforts through the Global Membership Team (GMT), extension representatives in the field, and a flow of information to arm you with the knowledge necessary to develop and execute effective membership growth plans.

The GMT, implemented in 2008-2009, will continue to work interactively and with international experience in 2009-2010: analyzing trends, exploring new opportunities, monitoring targets set by the new governor teams, and providing assistance in pursuit of set goals.

District governors and Lions in each district will be recognized for their successful efforts in

- extending new clubs
- including new members in existing clubs
- annual net membership growth.

Transparency shall be built into the plan for recognition, which shall be based on the diverse ground realities in different constitutional areas. As certain benchmarks are reached, medals and awards shall be forwarded at the recommendation of the district governors. The details of this plan shall be circulated to clubs and districts separately.

I would also request you to create an appropriate atmosphere to help nurture these new members.

Extension of Lionism is possible through expansion of the existing markets and development of new markets. The former is a regular approach, and the Lions in ISAAME have excelled on this front. The latter is an opportunity-driven approach and the Lions in Europe have responded appropriately by forming positive partnerships between established Lions countries and countries where Lions clubs are only beginning to take root. We are beginning to reap the fruits of the newly established plan - Eastern Europe Project (EEP) - to revitalize clubs in this region through better retention and planned extension process. It is encouraging to see how the opening of opportunities in this part of the world that was shielded from global influences in the past is currently imbibing values of sharing and caring for community development.

Plant a Lions ginkgo today, and grow our association of tomorrow.

Move To Grow the DG TEAM

The fruits of success in the future come from the seeds of our present actions. I have believed in succession planning, and MD 111 (Germany) is an example of sustained and continued growth with the experiment of grooming district governors over a two-year period. Our current district governors need more responsible hands to rely on, and the future governors must have a comprehensive grasp of all issues pertaining to the association and the district. We will now begin a new era where we shall talk of the District Governor Team consisting of the district governor and two vice district governors working together in harmony and with responsibility allocation for sustained growth.



Michael Phelps came back from his first Olympic experience in 2000 without a medal; in 2004 (at Athens) his genius was making itself evident and at Beijing, he made history with an unprecedented haul of eight gold medals. Leadership needs to be nurtured to create such glorious records. It matures through inquisitive observation, participative interaction and hands-on experience. Our District Governor Teams will have all the above ingredients to produce leaders with sound value systems and creative skills to be role models in different parts of the world.

The circle of command below indicates how result-oriented efficiency and succession planning is achieved:

- Develop a team approach to district leadership
- Foster collaboration
- Integrate responsibilities
- Achieve conflict free environment
- Develop confidence and competence
- Enlist support from others by appealing to common ideals

The two major components of this circle of command are:

- Sharing of experience which requires communication among the three district officers
- Identification and delegation of responsibilities by the DG to the 1st and 2nd VDGs with adequate resources for desired results.



MOVE TO GROW LEADERS

There is a ginkgo tree in a forest in northern China that is estimated to be over 1,000 years old, with roots that extend in a 50-foot radius and 40 feet into the ground. The roots provide the nourishment to sustain this ancient tree – the very reason it has survived 1,000 brutal winters, and countless natural disasters.

Lions Clubs International, in its relatively short history of just over 90 years, has grown into the world's largest service club organization. While other organizations have diminished in both scope and influence, Lions Clubs International has continued to be the leader in global humanitarian service.

For our primary goal of creating and building a better tomorrow, we need to develop a pool of competent and knowledgeable future leaders who are responsible for the next generation and the healthy perspective of our association.



**“Leadership is not just a position,
it is ACTION that produces results”**

International President Eberhard Wirfs

To ensure Lions continue to provide high-quality service, support membership growth objectives, and to meet the needs of members seeking personal development opportunities, we must promote leadership development in all areas. In this way, we empower our members to take an active role in clubs, districts and on an international level. We must move to identify potential leaders and encourage them to actively participate in Lions Clubs International's e-learning programs and Lions Leadership Institutes. We must move to promote the development of more qualified Lions trainers through participation in our Faculty Development Institutes. Most importantly, we must enable them to accept leadership responsibilities and to make use of their enhanced skills.

To accomplish this, we will:

- Provide special training modules for the new district leadership team comprised of the governor, first vice district governor and second vice district governor.
- Broaden our library of interactive leadership development programs
- Develop curricula to effectively address the needs of Lions in specific areas around the world
- Make training opportunities available to all Lions by using the world wide web and offering expanded online interactive courses and leadership tools
- Approach and unite MERL structures to the membership development process

Strong leaders = strong roots = a stronger association.

MOVE TO GROW SOCIAL UNDERSTANDING



Working globally means thinking globally. This means promoting national needs while keeping the bigger picture in mind. Our combined strength was seen at its best in providing support during major natural disasters like the Tsunami, Katrina, the China earthquake, and other catastrophes. The successful implementation of the SightFirst program in Asia and Africa are examples of our global concern and impact.

Presence of lions clubs in over 205 countries makes it possible for us to establish contacts with like-minded individuals in every part of the world. This has prompted me to initiate and encourage clubs to adopt the Lions Exchange program. The focus of this program is to encourage Lions from various districts to travel in a group to other districts in the same constitutional area or outside to understand and appreciate diversity, and to promote global brotherhood.

There is so much to learn from one another, and there can be no better method than personal observation and involvement. We hear of so many success stories, and I desire that such initiatives be replicated in more parts of the world with regional modifications.

“Global perspective and regional knowledge leads to BEST PRACTICES.

In addition, acceptance of cultural differences and increased knowledge of international relations will have a profound impact on our Association.”

International President Eberhard Wirfs

Move to INCREASE public awareness

Hans Christian Andersen's delightful tale "The Nightingale" tells the story of an ancient emperor who never left the walls of his kingdom. He only knew that which he saw and heard day after day within his confined world. One day, he heard a nightingale singing, and he became enamored with the little bird. Not knowing any better, the emperor assumed the bird only sang for him, and he was unwilling to share that song with others.

Unlike the emperor, we, as Lions, need to share our "song" with others. Too often, we hear that Lions Clubs is the best-kept secret. We can't move our organization forward if we don't communicate our message of global service, thus increasing public awareness of who we are, what we do, and how others can be part of our global goodwill.



With the advent of new media, there has never been a better time to explore inventive ways of communicating our message to the world. And with the new brand, our association has a universal message to share with others.

We recently launched a new and improved Web site. With over a million visitors to our Web site each month, lionsclubs.org is quickly becoming the fastest means of communicating to members and non-members alike. Get familiar with the new Web site. There are now many tools available to you, such as new videos, public service announcements, a new Lions YouTube channel. Very soon, Web site templates will be available to clubs, districts and multiple districts.

Explore the many options available –Facebook, blogs, online newsletters. We can establish links with the new generation, whose lives are digitally configured, only if we access them through the modes they find acceptable.

We ought to communicate our success stories and arouse interest in others to join us. "LIONS IN SIGHT" shall be a special fortnight (11th to 24th January 2010) when Lions will be encouraged to move out of their dens to tell the world what they are doing. I have intentionally chosen this fortnight as a mark of respect to our founding father Melvin Jones whose birthday falls within this period.

Above all, remember the nightingale doesn't just sing for the emperor. The nightingale's song is meant to be appreciated by all. Share our song, and share our message of global humanitarian goodwill with others. Move to increase public awareness.

The youth of today GROW to be the Lions of tomorrow

Study after study indicates that when young people are engaged in community service the commitment nurtured then is carried forward to adulthood.

Lions have long realized that youth are not only our present, but our future. This is clearly evident by the numerous programs we have for them –Lions Quest, Youth Camps and Exchange, Peace Poster Contest – to name only a few.

Lions Quest programs are school-based, comprehensive, positive youth development and prevention programs that unite the home, school and community, to cultivate capable and healthy young people of strong character, through life skills, character education, civic values, drug prevention, and service-learning education. My goal for Lions is to extend

Lions Quest programs to over sixty countries worldwide and to develop it as an educational core program of Lions Clubs International.

For many young people, participating in the Lions International Youth Camp and Exchange Program is a life-changing experience. Traveling to another country, living with a host family, participating in a camp and experiencing another culture are milestone events.

Unlike other exchange programs, the Lions International Youth Camp and Exchange Program are not conducted for tourism, education or employment. Instead, it is a unique cultural learning opportunity. As the program continues to evolve and grow, I wish to encourage Lions to implement more service activities into camp and exchange programs so participants may experience hands-on the Lions motto, “We Serve.” Afterall, WE SERVE, the story of our success, spans the globe.

Through the Lions Clubs International Global Youth Music Competition – a global music contest with young people to be initiated districtwide, then constitutional areawide at the forums, and the finals between area winners at the international convention, the young talent of today will become our bright future of tomorrow. One finalist from each constitutional area (vocal or instrumental) will compete for the top prize at the Sydney Convention.



This music competition will not only promote social and cultural understanding and appreciation, but will also underscore our commitment to young people. As we've seen through our other youth programs, such as the annual Peace Poster Contest, encouraging and supporting the youth of today helps to ensure dedicated, effective leaders for tomorrow. Through this initiative we will be able to reach a new target audience using a language which each person understands –the language of music.

Since 1957, when the first club was organized, the Leo movement has grown to more than 5,700 clubs in more than 139 countries with approximately 144,000 members. The Leo program will launch a new brand campaign in fiscal year 2009-2010. Based on market research and designed to complement the new Lions brand, the new Leo marketing plan reflects the vitality and ingenuity of today's youth, and will enable us to more effectively promote Leo clubs, using a research oriented approach.

We need to continue to encourage Lions to work and serve with youth as we continue to grow our association.



Move To Grow our FOUNDATION

Lions Clubs International Foundation represents Lions helping Lions serve the world. The Foundation aids Lions in making a greater impact in their local communities and around the world. During 2009-2010, we must promote the development of LCIF with a long-term view so that our Foundation can continue its rich heritage of bringing healing and hope to people worldwide.

We will together work to :

- promote development of LCIF in each district
- encourage multiple districts to have special training sessions for LCIF coordinators
- cultivate LCIF donors worldwide by causing greater LCIF visibility and building donor loyalty
- motivate lions to contribute to LCIF, more particularly to become Melvin Jones fellows
- extend Lions Quest to over sixty countries worldwide and to develop it as an educational core program of LCIF

The Ginkgo AWARDS

The Ginkgo Awards are designed to recognize Lions who exemplify the attributes needed to move our association forward – who have planted the necessary seeds for our future.

As I travel around the world I will, at the recommendation of a committee composed of specified international directors, recognize those Lions who have initiated and executed programs which complement the International Theme – Move to Grow. This will be a mark of my personal appreciation for such individuals. Each award shall be personally presented by me.

At the international convention in Sydney, Australia, Lions from all over the world will also be recognized at a gala celebration, in the following categories:

- Most women members added by a club and district
- Most new club web sites added by a district
- Highest donation to LCIF by a club and district
- Outstanding service projects by a club or district
- Lions who best exemplify the international theme

Lion by Lion, service project by service project, ginkgo by ginkgo, we are creating momentum. We must continue this momentum, working together every step of the way.

Lions can achieve the unthinkable if they are committed to the task at hand. Such has been our past. Such can be our future.

So how many ginkgos do we need to plant? How many new clubs should we extend? How many new members must we induct? How much service should we provide? That depends on us collectively. Needs continue to escalate all over the world. Lions must be ready to answer the call.

As an association, we are the global leader in humanitarian and community service. By planting a Lions ginkgo, we can provide the shade of love, the warmth of friendship, and a healing touch-that will last for a long time. Isn't that what being a Lion is all about?



“We have a stake in one another ... what binds us together is greater than what drives us apart, and ... if enough people believe in the truth of that proposition and act on it, then we might not solve every problem, but we can get something meaningful done for the people with whom we share this Earth.”

President Barack Obama



Membership Grows with a Personal Touch

The Global Membership Team (GMT), composed of 41 Lions from all seven constitutional areas of the world, is successfully proving that by thinking locally, LCI is increasing growth globally. Devising strategies that are geared towards a specific region is working. Membership is on the move.

GMT members work with district/multiple district MERL teams to understand what works and what doesn't work in their own constitutional areas. By having a fundamental knowledge of the areas they are serving, GMT members are already several steps ahead in seeking the best ways to promote Lions clubs. They're sticking with what they know best to achieve the greatest gains possible.

One successful example is the recent Tri-State Induction Day in Queens, New York, where Immediate Past International President Al Brandel personally inducted new members. Lions from Multiple District 16, New Jersey; Multiple District 20, New York and Bermuda, and MD 23, Connecticut, celebrated the induction of 300 new members—twice the number originally expected, points out GMT member Past International Director Scott Storms.

He says the momentum is still being felt. "While the idea started small, it grew day by day, and serves as an example of what Lions can do when they work together. As a result of this day, Lions have a new sense of pride in being members, and several guests asked to become Lions as they returned home. Some of the new Lions were so moved by the

ceremony that they asked to become more involved in their districts and clubs."

Around the world, the impact of attention and detail tailored to a particular region is resonating with Lions. In Europe, a GMT leader saw 13 Lions from five countries in his region establish a club extension program. In Latin America, three new and novel club extension models are being tested by Lions to determine which works best for members there. As a result, 31 new clubs have been chartered and it's expected that

by the end of the year there will be 125 more.

New club growth is a fact in Australia, and in New Zealand. Lions there are using new club formation techniques to strengthen existing clubs. Lions clubs are on the move in every part of the world as the successful implementation of "made to order" membership drives takes hold in clubs and the communities they serve.

Strategizing and keeping in close communication help GMT leaders facilitate


workings within their regions. In turn, these leaders meet with the international president and the Membership Development Committee (MDC) chairperson. The key to making it work is that the leadership on all levels of Lions Clubs International keeps in touch. Leaders can fine-tune works in progress and maximize membership campaigns. By keeping in close contact from the start, they already know how successful a new initiative is in meeting goals. Lions are getting personal, and it's working. ■



International President Eberhard Wirfs explains the GMT concept to editors of the international editions of LION Magazine in May.

International President Eberhard J. Wirfs, who also serves as GMT Chairperson, points out three vital components to the 2009-10 Global Membership Team: the GMT will work interactively before and during the year of performance-oriented governorship, the team will monitor membership targets set by the new governor team and assist in accomplishing its goal, and the GMT will be working with structural reorganization based on actual experiences and observations during the year. GMT, MERL and District Governor teams are working to increase membership with a target goal in mind:

- Area 1, USA—800 (net) new members and 350 new clubs
- Area 2, Canada—100 (net) new members and 35 clubs
- Area 3, South America—1,000 new (net) members and 125 new clubs
- Area 4, Europe—3,500 new (net) members and 250 new clubs
- Area 5, OSEAL (Orient and Southeast Asia) —2,500 new (net) members and 250 new clubs
- Area 6, ISAAME (India, South Asia, Africa and the Middle East) —9,000 new (net) members and 750 new clubs
- Area 7, Australia and New Zealand—100 (net) new members and 40 new clubs.



by Jay Copp

Life Experiences of Our New President Prepared Him for Life as a Lion

Every Lion has a story to tell. Eberhard Wirfs could write a book. As a 17-year-old in Germany, he befriended Elvis, the most famous GI in the world at the time. The two met at a Gasthaus (a tavern/restaurant). "One day I'll sing a song from Germany for the world," Elvis assured Wirfs.

As a young man, after an internship at a U.S. food company, which was years ahead of its overseas counterparts in marketing, Wirfs took over his father's small food company in Germany. "You will find our company wherever people like to eat well out of the home such as at restaurants, airplanes and railway stations," he proudly explains.

Wirfs will make history in another way when he takes the oath of office July 10 in Minneapolis at the international convention, becoming our first German president. The Frankfurt area-native who learned English in school because he wanted to travel and meet people from other cultures now will lead the service association that prides itself on its international character and worldwide appeal.

It's a remarkable, unusual story. Yet our new president is the typical Lion. He relishes his membership because hands-on service stirs his soul. "As a Lion you are asked for help. As a Lion you are needed. If somebody is needed, he is able to contribute," he says in English. "This enriches our life. Sometimes with only a little money, but much more with your hands, you give the help that is needed. It's not only satisfying, it's important. It's important as a citizen to have this kind of responsibility in the world."



Eberhard and Margit Wirfs lead Lions in a vineyard in Germany. Lions in Germany sold wine to raise funds for Campaign SightFirst II; German Lions also are donating a vineyard to Wirfs for him to raise funds for Lions projects as well as to present wine bottles to people he meets as president.

WE NEED TO LET PEOPLE KNOW WHO WE ARE AND WHAT WE DO.



Service in his Soul

Early Hardship

A Lions pin was the linchpin for Wirfs becoming a Lion. In 1985, he met with a friend. "And he always wore his pin. And one day I asked him what is this? I did not know," recounts Wirfs. The friend invited him to the Hofheim am Taunus Lions Club and Wirfs soon was wearing his own pin.

Wirfs' club took a special interest in those with multiple sclerosis. Lions provided a van for them and treated them to a daylong boat trip on the shimmering Rhein River. "It was like Christmas for them. They were so happy to be out on a beautiful day," recalls Wirfs. Being around those with a disability deepened his appreciation for the tenacity of the human spirit. "In their minds they were fully functional. But their body was the problem. You see people in wheelchairs and see their disability. They couldn't change their condition but they could be happy."

The Wirfs family lives in Kelkheim, a postcard-perfect small town near Frankfurt. Wirfs has traveled the world but there is nothing quite like his home region. "I love this area so much—the Rhein River, the vineyards, the monasteries and the wonderful castle. We have kept this culture for many hundreds of years. This area has always been good to me," he says.

Wirfs was born in 1942. His father was a paramedic in the war. Evacuating Frankfurt during the war, Wirfs' mother took her three young children to a farm. "It was a very bad time—hungry and just barely able to get by," he says. "My mother was alone, with her three children. She worked very hard just to get her kids out of hunger."

Even after the war ended, food was scarce. Young Wirfs helped feed the hens, harvest the peas and look after his younger sister. His mother held the family together. "My mom gave us all a lot of love and a lot of understanding. We felt she was always on our side, even when we made a mistake because she had the kind of understanding that was unbelievable. So overall we were very happy even when the times were hard."

One day a jeep with four U.S. soldiers rolled into the farm. Wirfs was frightened by the soldiers. One of them handed him a rough-textured sphere. "I thought it was a



Life was hard during the war for the Wirfs. (Eberhard is on the left, his mother is holding his sister and his older brother is to the right).



Wirfs as a young boy.

ball. I wanted to play with it, but he opened it so I could taste this orange," says Wirfs. The soldiers took a liking to Wirfs and came back day after day, giving him chocolate and rides in the jeep. "I developed a kind of friendship and I heard their language which I could not understand. And my mother told me this is English. So I was very interested in that. It was my first contact with people from America. So this was really an impression that changed some ideas in my life as to the American people."

The Wirfs family survived the lean post-war years by its wits; care packages from America also helped. As a young boy he didn't quite understand the who or why behind these boxes of food that periodically came through the postal service. He later learned that a family from Idaho were the benefactors.

There were benefits to being hungry, though Wirfs did not realize it until years later. "I've had the privilege of knowing what it means to starve," he says. "I think hunger is the number one catastrophe in the world." In his travels, Wirfs can't bear to pass by hungry children he sees on the street. "If Eberhard has no food or drink to give him, he maybe touches his hand. We heard it's not a good idea to give a child money. It's better to give him love," says Margit, his wife.

HE SEEKS HER COUNSEL ON THE FOOD BUSINESS, IN LIONS MATTERS AND IN EVERYTHING ELSE THEY SHARE.

Living on the farm as a boy also introduced him to the wonders of nature, a lifelong delight. “We lived in a wonderful natural surrounding. We had a river and a creek. I think that was a very big influence on my life because still today I like nature,” he says. At the USA/Canada Lions Forum in Saskatoon, Canada, in 2008, Wirfs accompanied a Lion-farmer to his property and climbed onto a combine for a ride through the golden fields of grain.

Wirfs finished his studies at the University of Hamburg. In school he learned French as well as English. “Very early on I realized that speaking another language makes a lot of friendship,” he says. After his studies, he took an internship at various companies in the United States. One of his assignments placed him a few miles from Oak Brook, the future home of Lions Clubs International (then located in downtown Chicago). He immersed himself not only in U.S. business practices but also in American culture, taking a trip on historic Route 66.

One of the artists he heard on American radio was his old acquaintance, Elvis. The King made good on his promise to Wirfs. In the 1960 film *G.I. Blues* he sang *Wooden Heart*, based on the German folksong *Mus I Denn Zum Städele Hinaus*.

Meeting Margit

One of the activities Eberhard and Margit enjoy together is riding a tandem bike, a feat that takes teamwork and typifies their relationship. He seeks her counsel on the food business, in Lions matters and in everything else they share. “I’m convinced I would not have had

the results in my life without her,” he says. “She is what the Spanish call a *companero*. Somebody who accompanies you and fights for you.”

“What I like most about Eberhard is that any time we have a problem we work on it together and we get a good result,” says Margit. “I loved him all these 38 years and he has a very warm heart. He tried to help everybody all the time.”

They first met through Margit’s best friend, who had invited Eberhard to a party. “She told me she invited a nice man for herself,” recalls Margit. “So I looked at him and he looked at me and then we went to a dancing place. And so we got a little closer together.”

They were married in 1971. Oliver was born two years later and then Marcus two years after that. The hard-charging businessman discovered he also had time to be a dad. “He tried every minute to play with his boy and took him on his shoulders and walked with him and carried him in his little car. Or he played in the sandbox with him,” says Margit. Dad didn’t mind playing kids’ games. “We had a lot of parties for our birthdays when we were younger,” says Marcus, now a lawyer in London (Oliver helps run his father’s company). “My mother was preparing funny games and a whole crowd of people was running around in the backyard going mad. My father was around in the winter time when we had snow and we were building igloos in the garden. Just having big fun.”



Left: Eberhard says Margit is his “*companero*.”

Center: Eberhard and Margit always have worked hand in hand.

Above: The Wirfs enjoyed the days when their two boys were young.

The Frankfurt area where Wirfs lives is scenic.

The fun recently started anew for Wirfs. “Our granddaughter is a new spot of happiness in our life,” he says. “It is so fascinating that it was 35 years after I had my son in my arms for the last time. Now we have this wonderful little girl.”

A Lions Leader

As a Lion, Wirfs was a quick learner. In a short span he progressed from someone who didn’t know what a Lion was to a Lions leader in Germany and then worldwide. He served as club president, zone and region chairperson, district governor and council chairperson before being elected in 2002 in Osaka, Japan, for a two-year term as an international director.

But Wirfs didn’t accumulate titles and responsibilities so much as accomplishments. He founded a women’s club in Kelkheim and helped membership grow significantly overall in Germany. In his own club Wirfs championed working together on fun projects and urged other clubs to follow suit. “He likes to have the people engaged and have them involved in activities. Not sitting around or just donating a check to somebody that’s in need,” says Gert Anselmann of the Offenbach in Der Suedpfalz Lions Club. “Just be active—that’s where our success comes from. That makes us more familiar with each other and shows the public that we are a strong organization.”

He trained hundreds of Lions leaders. “He’s a very good leader. He’s a very good trainer. He could explain the most important things and leave out the things not so important,” says Klaus Tang, a past council chairperson from Germany who received district governor elect training from Wirfs in Indianapolis in 2001. “He will be an outstanding

Wirfs has fun with Special Olympics participants.



Wirfs plays with children at the Lions-supported Peace Village in Oberhausen, Germany. Children injured in war or in accidents receive rehabilitative care at the complex.



president because he has vision. And he knows that without action vision is nothing.”

Anselmann, who first met Wirfs at the Europa Forum for Lions in 2005 in Stuttgart where Wirfs served as the forum’s president, was struck by the force of his personality. “Everybody was speaking about Eberhard Wirfs,” he says. “He’s very sympathetic. A very open person. If we are sitting together, he has a lot of interesting stories, a lot of things that happened during his Lions life. And it’s always very interesting and very funny to be together with him.”

One of Wirfs’ major achievements was to help implement Lions Quest in Germany. So vulnerable himself as a child, he embraced the program that teaches basic life skills. “It’s a preventive program,” says Wirfs. “It’s an anti-drug program. It’s also a program to learn to say no. To say no to drugs. To say no to bad behavior. To say no to negative influence. And Lions Quest is to be seen from my point of view as a core program of Lions Clubs International in the future.”

Move to Grow

Starting at the age of 10, Wirfs began playing the piano. “I think three teachers suffered under my exercises,” he says with a smile. His father prudently steered him toward a “more practical” career. But he still loves music and plays well. “For me, personally, music is an excellent method to relax. To come to myself, to be innovative and creative. To have ideas and to transfer ideas and dreams and visions to your instrument,” he says.

One of the hallmarks of his presidency will be a worldwide music festival for youths culminating in a competition next summer at the international convention in Sydney. That’s just one innovation for this year. He will be a president who honors tradition but also one who starts some new ones. Also on tap is a global Lions in Sight awareness campaign in January 2010 (the month Lions founder Melvin Jones was born). Clubs will be asked to set up booths at malls and other public spaces, solicit media coverage and otherwise raise the visibility of Lions. Lions Clubs International will offer tips and provide support for the outreach.

“We need to let people know who we are and what we do,” says Wirfs. “So I ask all Lions, please come out of our den and increase our image.”

Another new development is the worldwide position of second vice district governor to ensure better leadership and planning. “It’s not a question of it being mandated. It’s a question of whether it’s been accepted. More than 85 percent of districts are on board,” says Wirfs.

Membership also will be targeted through the Global Membership Team and many other initiatives. “Members are our primary asset and resource,” says Wirfs. “We foresee growth in China, Eastern Europe and Africa. We can develop models for the underserved areas of the world.”

Lions particularly need to focus on spouses. “So many spouses work with us but we don’t ask them to become a Lion. We have to start to do that,” he says. “To say we need members is not a reason. We need to say, ‘We need you. Without you we can’t get the results we want.’ ”

Lions serve others but service also brings benefits to Lions. Membership produces “added value,” according to Wirfs. “Lions gives people a framework to form friendships, to become active in their communities, to develop ideas. We need to tell people what Lions clubs can do for them. What kind of advantages they get.”

The overarching theme of his presidency will be “move to grow”—Lions need momentum, or movement, to grow and progress (See president’s program on page 23). Nothing that remains motionless moves forward. Progress grows from purposeful movement.

Lions are poised—always have been—to serve as no other organization can. “There are many things you can’t do with money. You need manpower. That’s what we have,” says Wirfs. “We are really good at getting results. We take our engagements seriously. We’re even competitive with other clubs on who is doing better.”

His optimism comes from his experiences as a Lion and, he says, from his personal experience of being poor and hungry as a youth but growing up to be happy and successful thanks to the care and love of others. Wirfs owns a painting that he says typifies his story and the possibilities open to a great organization such as the Lions. It shows an Australian scene (where one of his sons studied) of a road stretching to the horizon. Beyond the road are swirling dark clouds and the treacherous territory of the Outback. Danger lurks in every direction. But there is a road home, a road to safety and success.

IN THE BEGINNING

MEMBERS OF NEW CLUB IN SAN DIEGO FIND THEIR WAY AS LIONS

by Marcia Manna



Walkers participate in the San Diego Premier Lion Club's Strides 2008 Walk For Diabetes Awareness event. Dorothy Brown is in the middle with arms outstretched.

Photos by Charlie Neuman

Chartered in November 2007, the San Diego Premier Lions Club became the 27th Lions club in the city. The first meetings were held in a restaurant but then moved to the home of the club president to avoid the noise and distractions of the public setting. Meetings were lively and social as it was, and all sorts of ideas and proposals flew through the room.

Most of the 27 charter members were Filipino, and many knew what it was like to overcome odds and wanted to help others lift themselves up, especially youths. But how do you do that as Lions? Who does what? What takes priority? How does a group of people with limited familiarity with one another unite together and form a strong club?

First and foremost, what's a Lion anyway? In the 18 months that followed the birth of the Premier Lions Club, the members would learn that forming an effective club was full of challenges.

Making Strides

The creative force behind the Premier Lions was charter president Teresita (Tess) Paje. This was her second stab at being a Lion. She joined a club in 2002 but did not feel engaged. In her charter president acceptance speech, she wrote, "I did not allow myself to get involved nor did I even care. It was a long journey for me to realize and to understand what community service is all about. It's all about others, not about us. Only through unselfish service do we feel the true meaning of the phrase 'We Serve.'"

As charter president, Paje set out to nurture in members the sense of belonging that inspires commitment. Helping to bond the new club were personal ties. Paje's husband, Reynaldo, joined as did several people Paje already knew through her job as a financial consultant.

Paje conceived of the club name Premier, an acronym for Persons who Respect an Excellent Mentor with Innovative Empowered Responsibilities, and formed a core group of officers. They included vice presidents Roy Landers, an attorney; Mike Lutz, a mortgage broker; and Bettye Albritton, one of the club's two African-Americans. Myrna Lazaga, a dentist, would serve as membership committee chair and Fedelie Punsalan-Lutz, Mike's wife and an accountant, assumed the role of treasurer.

The members were mostly middle-aged, middle-class people still working and raising families. Paje was tasked with keeping them enthused, meeting the financial needs of new projects and operating within the established guidelines of Lions Clubs International (LCI). "My passion is reaching out to people," says Paje. "Challenges are part of the process, but the motivation factor is that I have a vision. I believe I can make a difference through teamwork."

Albritton, who works for a telecommunications business, knew Paje beforehand, mentored youths as a member of the National Council of Negro Women and quickly decided to join after Paje approached her. "I didn't know much about Lions," she said. But she liked what she read about them when she browsed the Web site of LCI. Lions

seemed to be another opportunity to give back. "I do a lot of stuff with kids," she says.

Joining a new group did not faze her. "I'm a people person. I like to talk. I get acclimated pretty quickly," she says. She soon looked forward to the meetings. "We jelled as a group. It's been like a family."

Sorting through many project ideas, members decided to increase awareness of diabetes, a condition that touched some of them personally. Scott Leslie, who attended meetings to provide support and guidance and served as 4 L6 district governor in 2008-09, lives with Type II Diabetes. He told the new Lions that diabetes awareness fits right in with Lions' mission to support the blind and visually impaired since diabetes can lead to blindness.

The club agreed to host a Strides for Diabetes Walk, an event that required delegating many responsibilities and reaching out to Lions mentors and the public. Lazaga negotiated a discount for T-shirts and called her colleagues in the medical community to ask them to donate their time. Judi Perez, an optometrist, volunteered to conduct vision testing for the walk.

Vice presidents Landers and Albritton composed a letter to solicit funds and Paje got to work contacting organizations. The club needed start-up money. But the economy was tanking.

"I wrote to insurance companies and hospitals; I called Wal-Mart and

different restaurants," Paje recalls. "We sent out 132 letters and we said if you want more information, please visit our Web site. But I would say 10 percent of the companies we solicited are filing bankruptcy. Many said, 'I'm so sorry, it's the end of the year and our budget is gone.'"

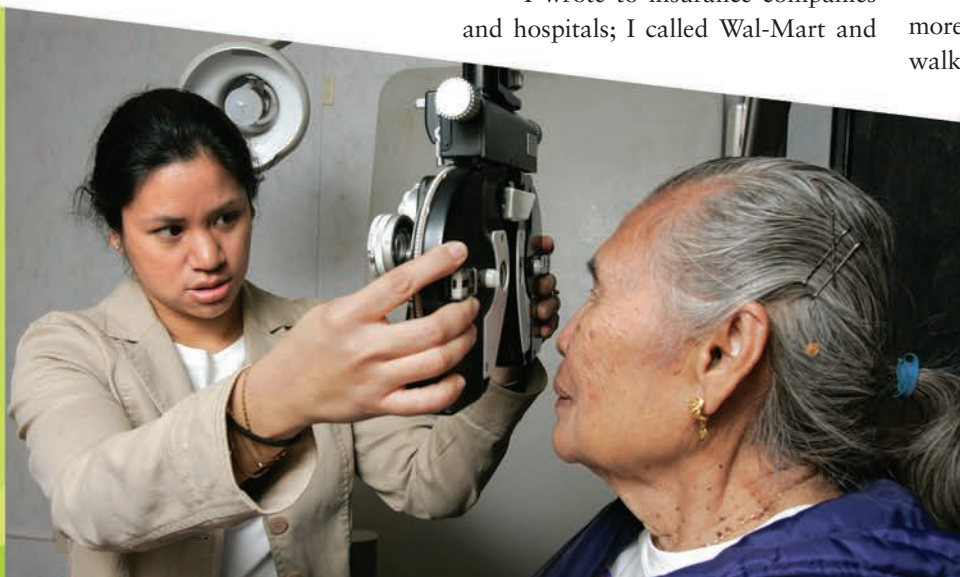
The economy also took a toll on membership. Several self-employed Lions took a hit. Others were overwhelmed with financial concerns related to the job and housing market and dropped out. In the beginning, more than 20 people regularly attended meetings, but after seven months, that number was reduced to half.

"You need 20 people to start a club and it can be very challenging," Leslie explains. "They must have the same goals for the community. We try to get them to come up with different projects they might be interested in working on. But they all have to agree that 'this is where we are going.'"

Members realized that developing a strong mission and creating a sense of unity helped keep Lions in the fold.

"The biggest challenge is still membership retention and getting people to embrace a vision," says Paje. "It takes awhile, especially with those who have never been a member. There is a lot of follow-up needed. Members commit but then things come up. Without that passion, they will let go. You elevate their interest by doing things with a purpose."

A core group of members assumed more and more responsibility to see the walk realized. Albritton made regular



Volunteering Optometrist Judi Perez performs a Quick Vision Screening for Damiana Escoto, 84, during the Strides Walk.

adjustments in her schedule to accommodate the demands of fundraising. Says treasurer Fedelie Punsalan-Lutz, who also fills in as club photographer and webmaster, “We were supposed to clean our rental house in Temecula. It’s vacant and it needs to be ready to rent but the walk was a priority. I wanted to do community service but you need someone to push you and Tess pushed me. Some members are not motivated after a few months. But we are not going to quit. We want to help people.”

Members pushed ahead with the Strides Walk. Though some doors slammed shut, others opened. Little victories started to add up. Lions succeeded in getting donations for the bottled water they distributed, and the fee for the park site was waived.

On a still, sunny day, the setting for the first San Diego Premier Lions Club Strides for Diabetes Walk was picture perfect. During the early morning hours before the walk, the Premier Lions welcomed each other with hugs and hoped for a large turnout.

A uniform row of tall trees at the Poway Community Park provided a shady backdrop for picnic tables laden with T-shirts, water bottles, trays of muffins and neat stacks of brochures. The Lions wore blue and gold vests and bustled about, selling T-shirts, registering walkers and introducing onlookers to the Mobile Vision & Diabetic Screening Unit.

One of the most impressive successes of the

Five Tips for New Club Success

It’s critical for new clubs to get moving and immersed in the community as soon as possible.

- 1 By calling on Lions who already have successfully charted the navigation of taking a club from its initial organization to an active community asset, you’ll be utilizing their experience and knowledge. Guiding Lions and Certified Guiding Lions assist new clubs for one year and provide direction and help.
- 2 Get Lions involved. Why wait? At your first club meeting, start planning a project. Keep it simple, and let Lions get their feet wet without becoming inundated with too much, too soon. Clean a park, plant flowers, collect eyeglasses—partner with another local Lions club if needed.
- 3 Conduct a community survey to do a “needs assessment” of what people want.
- 4 Have fun. Make meetings enjoyable for members of all ages. Even if a Lion can’t make a lunch or dinner meeting, keep that member in the loop about projects and planned activities.
- 5 Plan one notable project that will get your club’s name out there in the community. Be remembered for something special. Publicity means membership growth as more people learn about Lions and want to be involved.



Volunteering nurse Eugenia Mainit checks the pulse of Robert Enyeart (with his wife, Sydelle, behind him) during the Strides Walk.



Tess Paje (right) gets ready for the Strides Walk with (from left) Myrna Escoto Lazaga, and Bettye Albritton.

Strides Walk was the Mobile Vision & Diabetic Screening Unit, a long trailer equipped with vision testing equipment provided by Lion Larry Hudson from District 4-L6 in Imperial Valley.

“We had a lot of volunteers and it made me feel good to see an optometrist do vision screening in the mobile truck,” says Albritton. My mom was 86 when she died; she was in a diabetic coma. It was inspiring to see older people get screened.”

At the end of the day, nearly 50 people had signed up for the Strides Walk and about \$1,000 was raised.

The cause to increase diabetes awareness also touched Nounou Vue, then the newest, and at age 27, the youngest Premier Lions member. “I decided to join last weekend,” says Vue as she worked behind the registration booth. “I figured it was something nice I could do to help out. My mother-in-law is Filipino and Tess is our neighbor; that's how we know them. I feel good

because what we are doing is going toward a good cause and my dad is diabetic. That motivated me to help with the walk.”

As the activities came to a close and volunteers began to pack up supplies, Lion Roy Bautista from the South Bay Region sat at a picnic table and chatted with Paje and the Premier Lions Club members. Paje chose him to mentor the group as the Guiding Lion.

“I have a two-year obligation,” Bautista explains. “I offer guidance about how they execute their duties. I believe they needed more publicity, countywide publicity. But this is only their first time. The main thing is that they got it going. I'm proud of this group.”

Moving Forward

The Strides Walk was a beginning. Other projects followed. The club sponsored a medical mission to the Philippines. Lazaga, the dentist, trav-

eled there with 70 pounds of medicine and provided care alongside local doctors and dentists. The club plans to back another mission as well as sponsor as many as three Leo clubs and support the mentoring program for high school students that Albritton is involved with. The club scheduled a dinner-dance to raise funds.

But the club also won't hesitate to be unconventional. Paje envisions dance classes coupled with advice from healthcare professionals on diabetes. Meetings also don't follow the traditional script. Some are held at Paje's home by the pool and members who can't make it join in via speaker-phone.

Eighteen months after forming, the club has charted its own path. But members are Lions just like other Lions. “Seeing the results of what you've done, that's where you get a Lion identity,” says Leslie. ■

BLACK SATURDAY

Australia's Worst Natural Disaster
Lions Serve Despite Losses and Heartache

Black Saturday was a wildfire that struck the Australian state of Victoria on Feb. 9. Nearly 200 people died. More than 7,500 people became homeless and more than a million acres of land were burnt. There were incredible losses of stock.

The Black Saturday disaster was in fact a series of fires. Many are thought to have been deliberately lit and the government is investigating what some are calling mass murder.

Prior to Black Saturday Victoria had a heatwave with near-record low rainfall. Feb. 7 was Victoria's hottest day on record. Melbourne broiled under 115 degree heat.

The fires came steamrolling through like a dragon breathing fire and smoke over the country. In minutes, lives were extinguished and towns destroyed.

Tony Fawcett, editor of the *LION* Magazine in Australia, filed these two stories of survival.



TEARS AMONG THE ASHES

Grown men do cry. Just ask Australia's V5 District Governor David Jones.

Barely a day has gone by since Australia's disastrous wildfires in February that Jones has not shed tears for the loss and destruction. But Jones, whose district takes in some of the worst affected areas, has refused to allow tears to interfere with his crusade to bring happiness back to victims.

He worked tirelessly for weeks after the fires, ferrying goods from the Lions collection depot to devastated areas, turning his back on his own business and losing nearly 15 pounds in the process.

Colleagues estimate that many days he worked 21 hours out of each 24.

What he's seen will, says Jones, live with him for the rest of his life. There are memories of total devastation in towns such as Kinglake and Flowerdale. His first look at the destruction of Marysville, which he toured with International Vice President Sid Scruggs and his wife, Judy, was "the most life-chang-

ing situation I've ever encountered.

"Mate, there wasn't a dry eye in that car. I'll never forget it. Twelve days earlier I had been in Marysville for the Australia Day celebrations when we carried the flags. If someone had told me then that this beautiful town would soon



David Jones participates in the fire relief effort.

no longer exist, I'd have said bull...

"You can't comprehend that a fire could be so hot it could destroy a town in 26 minutes. The heat was so intense that corrugated iron which needs a blast furnace to melt it was just in lumps on the ground. If I ever see anything like

that in my lifetime it will be too soon."

But like most Lions directly involved in the fire relief, Jones, a former firefighter, is intent on getting things back to as normal as possible.

"We will rebuild my district and we'll rebuild it properly," he says, relating how Lions should feel proud about their immediate reaction to the disaster.

It was because of this high visual Lions presence, he says, that representatives of the Victorian Building Commission sought him out in regard to reconstruction plans.

"I asked, 'Why me?' and they said, 'Your truck is seen going into Kinglake, Whittlesea, Buxton and all the areas where the need is so great.' They said that 'while all the other guys are sitting on their hands trying to work out how to cut red tape, you guys are on the ground doing it.' I told them that's the Lions charter, that we're professionals and specialists who do it right."

THE CLUB THAT WON'T DIE

Australia's "Black Saturday" wildfires in February ripped the heart out of the Victorian town of Marysville, burning down nearly every home and building and taking about 45 lives. The town, a tourist mecca with many historic buildings, turned to ashes in 26 minutes.

But the local Lions club refuses to go under. Within days of the disaster and despite the death of members, the club was back in business.

For Delice Guscott and her husband, Past District Governor Neil, there was never any doubt about continuing.

"We're functioning and we've already had meetings. We were invited to attend Alexandra's meeting [in a nearby town] but because it was our first official meeting after the fires we thought we should have our own," said Delice Guscott at her home on the outskirts of Marysville that she and her husband had miraculously saved.

In fact, within days of the tragedy the pair had hosted here a gathering of national and international Lions including International Vice President Sid Scruggs and his wife, Judy, and Ken Bird, Australia's international director.

The grief clearly will be present for a long time. "We've lost three members and the son of one of those who died. He was just like a member, always at the catering jobs we did. A

great kid," Guscott said.

Five Lions families lost their homes.

Guscott attributes their own survival to luck. At 5:30 p.m. the power went off at their 450-acre property and a half hour later the fires came steamrolling through. Unaware of what was happening in nearby Marysville, the pair fought furiously with hoses (they had a back-up generator) to save their house.

Locked in by flames all around and with constant ember attacks, they battled for almost two hours, desperately trying to keep flames from their house. While they lost fences, a vineyard, farm machinery, sheds and a converted and historic old tram in which they had lived when they first moved here in 1989 to build, they were just thankful to have survived. Miraculously the stock on their property also survived, although three alpacas had to be put down later.

The next day they learned Marysville had just about been wiped out.

What locals now want desperately, she says, is closure. Overriding everything is the need to feel they belong.

"The people who have been offered homes elsewhere don't want to take them," says Guscott. "They want to live as close as possible and be a part of the community, to get the support from their friends."



Guscott surveys the charred hills around her home, looking toward Marysville where once stood a thriving town filled with historic buildings.

Wii Jumpstarts Physical Fitness

The kids love the Nintendo Wii system, but there's another reason to embrace it. People of all ages can enjoy being mentally and physically active as they simulate sports such as bowling, boxing, tennis, golf and baseball.

In New York, the Ballston Spa Lions Club donated a Wii system to Maplewood Manor and it's helping elderly residents enjoy themselves while exercising. The Wii system offers users low-impact exercises with a good range of motion, ideal for players who can't engage in strenuous physical activity but still enjoy sports, says facility administrator Diane Brown.



A resident gets a workout from his wheelchair while playing sports with the Nintendo Wii system.

*"Last week we were strangers,
now we're friends."*



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- Experiencing another culture



Children in Asia Saved from Blindness

by Gina Prendki



Dr. Cheryl Tamayo, pediatric ophthalmology fellow at Philippine General Hospital, follows up with patients at the Lions-WHO child eye care center in Manila.

Anis Jamaluddin's nine-year-old daughter damaged her eye while playing badminton. The Malaysian mother took her to a hospital, where doctors inspecting the eye discovered a traumatic cataract. The next day the girl underwent surgery to restore her sight at the new Lions-World Health Organization (WHO) Child Eye Care Center in Kota Kinabalu, East Malaysia.

"I would like to thank the doctors and the Lions for helping my daughter regain her sight," said Jamaluddin. "This center provides such professional care, and we are blessed to have a local resource like this."

The child eye care center was made possible thanks to the SightFirst program, which provided more than \$4 million over the last five years to prevent childhood blindness. Six pediatric ophthalmology clinics were established in Cambodia, Indonesia, Malaysia, Myanmar, the Philippines and Vietnam. These centers have done eye screenings for more than four million, pediatric cataract surgeries for 45,000 and refractive error treatments for more than 200,000. Also 20,500 people

received primary eye care training and an additional 1,000 professionals received more advanced eye care education.

Worldwide, LCIF and WHO established 30 child eye care centers that serve as pediatric ophthalmology clinics.

In Manila, the waiting lines are always out the door at the clinic at the Philippine General Hospital, which is open twice a week to treat childhood blindness. Lions from Angles City drive children more than 50 miles to the Lions-WHO Child Eye Care Center in Manila. In March, the four children Lions transported had a variety of eye care issues including lazy eye, cornea and retina problems. One boy, hit by a classmate, received an artificial eye.

Thanks again to SightFirst, the Lions-WHO center at the Philippine General Hospital has been fully equipped to serve as an advanced pediatric ophthalmology clinic. An annual fellowship trains a pediatric ophthalmologist, who can work in underserved rural areas. In the near future, the center plans to offer a fellowship to a neighboring country that does not have a pediatric ophthalmology program.



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(Inter)Netting New Lions

Social Media Sites Can Generate New Members

Did you know Lions Clubs International is active on Facebook, MySpace and YouTube? Visit LCI at the following Internet addresses:



<http://www.myspace.com/lionsclubsorg>



<http://www.facebook.com/lionsclubs>



<http://www.youtube.com/user/lionsclubsorg>

Mary Palm and Al Siano reconnected via the Web-based professional networking service LinkedIn after briefly working at

the same company 10 years ago. It was a chance for Siano, president of the Middleton Lions Club in New Jersey, to catch up with an old acquaintance, and an opportunity to pitch his passion—Lions.

“She lives 45 minutes south of me, so I said, ‘You know, there’s a great club in Bricktown that’s close to you,’” Siano recalled. “A month later I got a message back from her through LinkedIn. ‘Hey, this is really great,’ she said. I don’t think we ever would have touched base again if it weren’t through that LinkedIn connection, and that club wouldn’t have had her as a member.”

That simple connection on LinkedIn is representative of a Lions recruiting trend that Siano hopes will grow. Using social media services like LinkedIn, MySpace and Facebook is a new, fast and effective way for clubs to recruit members, as more people worldwide turn to the Web for personal communication.

For Nicoline Deen, social media services hold vast potential for clubs looking to bolster their club roster with an influx of new members. Being able to communicate your message and your impact instantaneously to a large audience takes much of the labor and frustration out of recruiting, says Deen, president of the Easton Lions Club in Connecticut.

club members who are active, but this is a way to bring our message and talk about what we do to an entirely different audience. And that audience is always growing.”

Getting started is as easy as creating a profile and exploring what each service offers. And expanding your club’s recruiting horizons may save a lot of headaches when planning the next recruiting drive.

“Social media is all about empowering people at the bottom, which sits very well in tandem with Lions clubs, because they are ‘bottom-up’ organizations,” Siano says. “Networking sites like LinkedIn and MySpace are excellent tools, and in some professions, they’re absolutely essential. In clubs, why should the membership chairpersons be pulling their hair out? Any member can get on. Any member can post their club’s event on the page and send that message out: ‘Hey, we’re having this golf outing in a few weeks. Meet me out there, and I’d love to tell you about what we do.’ It’s that simple.”

While social media isn’t the recruiting fountain of youth, Siano says the Web can help clubs seeking a younger dynamic.

“I’m 53, so I’m not a young guy. But I know that if you want to get younger members, you have to go where they are,” says Siano. “Facebook, My Space, YouTube—trust me, that’s where they are.”

“We have a lot of new faces coming to our events, which to me is the first step,” according to Deen. “We have great

Ten Tips For A Better Bulletin

Ah, the club bulletin—that venerable, time-honored source of news and all things Lions. Long the playground for a good inside joke or quick turn of phrase, the club bulletin can also serve a vital role by informing members of the news, notes and happenings before, after and between meetings.

A good bulletin informs and entertains. A bad one ends up in the trash, likely unopened and unread. Following are 10 tips for keeping your readers tuned in to your bulletin.

1. Proofread, Proofread, Proofread. Always check your bulletin for the little things. Proper spelling, punctuation and grammar are essential for effective communication.

2. The Five W's. Answering the question of who, what, when, where and why is essential for providing detailed and accurate information.

3. Stay consistent. If your bulletin is published on the first of the month, keep it that way. Readers and contributors rely on this consistency.

4. Summarize. A full recount of the meeting minutes will only bore your readers to sleep. Isolate and report key information and happenings from your meetings. Keep your copy short and to the point.

5. Timeliness. What important event is coming up on your club's calendar? Familiarize readers with the timelines for specific projects, as well as approaching deadlines. Some Lions have a tendency to procrastinate, so gentle reminders are never a bad thing.

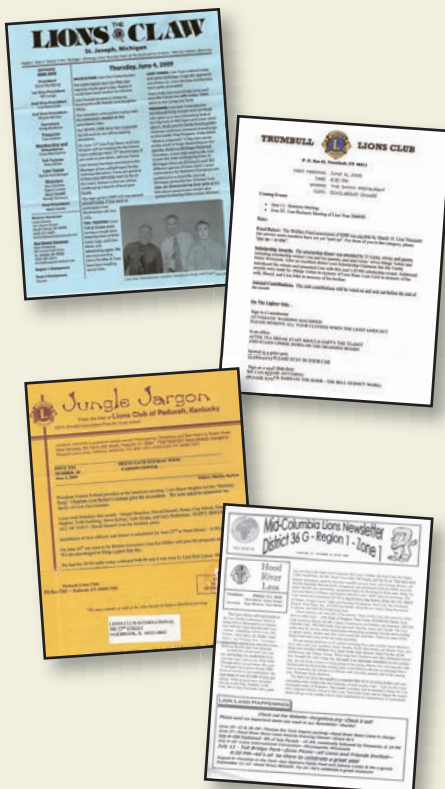
6. Format for friendliness. Are points out of order? Are borders the same from one page to the next? A consistent club bulletin that appears "clean" to the reader's eye is important. Be consistent in font usage and bullets, and make sure you're using proper spacing.

7. Know who you're sending to. A great bulletin without readers is like a great car without a driver. Make sure your mailing list is up-to-date and accurate, and keep several copies of each issue on hand for extra requests.

8. Follow up. Consider touching base with a person or group your club has recently helped, and include a blurb in your newsletter. Doing so will make club members feel the reward of helping others.

9. Give recognition. A Lion's extra effort sometimes gets overlooked at power-packed meetings. Try to recognize a Lion in the bulletin when they go above and beyond the call.

10. Keep it clean. Everyone enjoys a good joke, but remember to keep it in good taste. Nothing's funny when someone's feelings are hurt.



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CLUB BRIEFINGS

ACTIVITIES AND ANNOUNCEMENTS

More than 120 people received free vision and hearing screenings during a local street fair thanks to **SIMI VALLEY MOORPARK LIONS** in California, who scheduled a visit from the Lions mobile vision and hearing van. The screening resulted in 15 patients receiving referrals for more intensive exams.

MAUNAND SEROWE LIONS in Botswana traveled more than 300 miles to deliver food and clothing to the displaced flood victims of 12 villages along the Okavango river. Funds to purchase the relief supplies came from a \$10,000 LCIF emergency grant.

CALCUTTA LIONS in Ohio hosted a rabies prevention clinic at the Lions Pavilion, vaccinating approximately 140 dogs and cats. The activity was in response to an increase in the number of reported rabies cases in Columbiana County.

COLUMBINE LIONS in Colorado hosted a vision screening at the local Moose Lodge for more than 150 attendees. The club offered free screenings for children ages three to five.

BALLINA LIONS in Australia received support during their fun run from a team formed of members from the Lismore Surf Life Saving Club. As benefactors of the fundraiser – which welcomed more than 800 people – surf club members ran in full lifesaving gear.

ANNIVERSARIES JULY/AUGUST 2009

85 Years • July: Placerville, CA; Hope, KS; Newark, NY; Winchester Host, VA; and St. Louis South Side, MO.

August: Fairfield Host and Livermore, CA; Herington, KS; Athens, GA; and Albion, NY.

80 Years • April: Dallas Oak Cliff, Texas. **July:** Fredericksburg, TX;

Indiana, PA; South Buffalo-Lackawanna, NY; Silver Spring, MD; and Belfast, ME.

August: Monterey Pen Host, CA; Towanda, PA; Newark Roseville, NJ; Shelby and Morganton, NC.

75 Years • April: Roselle, Illinois. **July:** Williston, ND; Carson City, MI; Ellijay, GA; Front Royal, VA; and Hamakua, HI.

August: Culpepper Host, VA; and Ellsworth, ME.

50 Years • July: Minden Evening, LA; Waycross Okefenokee, GA; Dahlgren, VA; and Koontz Lake, IN. **August:** Greenfield, TN; Salt Spring Island, British Columbia, CAN; and St. John, MO.

25 Years • July: Winnipeg South and Grunthal, Manitoba, CAN. **August:** Los Angeles LA Downtown, CA; and Manotick, Ontario, CAN.

HIGHER KEYS APRIL 2009

Monarch Key (400 Members)

- Lion John "Jack" Ferguson, Independence Host, Missouri

Ambassador Key (150 Members)

- Lion Kishor Mehta, Mumbai Seva-Niketan, India

Key of Nations (100 Members)

- Lion Edward Tan, Manila West Tondo, Philippines
- Lion Raj Agarwal, Calcutta Circular, India

Key of State (75 Members)

- Lion Paul Frederick, Athens Union City, Michigan
- Lion Engr Sheikh Tayebur Rahman, Dhaka Dilkusha North, Rep. of Bangladesh

Grand Master Key (50 Members)

- Lion Engr Sheikh Tayebur Rahman, Dhaka Dilkusha North, Rep. of Bangladesh

Senior Master Key (25 Members)

- Lion Marino Lagatuz, Chicago Bayanihan, Illinois
- Lion Leo Sicut, San Diego County Metropolitan, California

- Lion Earl Burt, Springdale-Forest Park, Ohio
- Lion Glenn Myer, Lamoille Valley, Vermont
- Lion De-Tsung Liu, Taipei Hsien Hai Shan, Rep. of China
- Lion Iftikhar Mobeen, Karachi Beacon, Pakistan
- Lion T. A. Uthaya Kumar, Colombo North, Rep. of Sri Lanka
- Lion Engr Sheikh Tayebur Rahman, Dhaka Dilkusha North, Rep. of Bangladesh
- Lion Dharam Sharma, Kapurthala, India
- Lion S. Duraisamy, Salem Sigaram, India
- Lion A. Uthayaraj, Alangulam, India
- Lion Dr. Santamma Pilaka, Vizianagaram, India
- Lion Pentaiah Dichpally, Nizamabad, India
- Lion Dr. K. J. Thomas, Alakode, India

ON THE WEB (www.lionsclubs.org)

If you're stumped on explaining the Lions Hierarchy to a new member, there's no better place to turn than the Web. Guide your new member to officer and director biographies, a slide show on the organizational structure, organizational charts of clubs and districts and more. From the front page, click "About Lions," then "Our Leadership," then "How We're Organized."

INFORMATION

FOR THE RECORD

As of April 30, 2009, Lions Clubs International had 1,330,070 members in 45,321 clubs and 753 districts in 205 countries and geographic areas. There were 296,057 Melvin Jones Fellowships and 53,357 Progressive Melvin Jones Fellowships as of that date.

IN MEMORIAM

Past International Director James C. Crawford, a member of the Fort Pierce, Florida, Lions Club since 1974, has died. A retired general contractor, he was elected to serve a two-year term at the association's 74th annual convention held in Brisbane, Queensland, Australia, in 1991.

Past International Director Djoko S. Soeroso, of Jakarta, Indonesia, a Lion since 1978, has died. He served on the international board of directors from 2006 to 2008 and was a member of the Jakarta Kota Lions Club.

Past International Director Octavio Gil Mujica, who served as an international director from 1972-74, has died. A Lion since 1961, he was a member of the Temuco Lions Club in Cautín, Chile.

CONVENTION COUNTDOWN

2010	Sydney, Australia June 28-July 2
2011	Seattle, Washington July 4-8
2012	Busan, Korea June 22-26
2013	Hamburg, Germany July 5-9
2014	Toronto, Ontario, Canada July 4-8, 2014

CALENDAR

2009 UPCOMING EVENTS

AUGUST

August 13-14

New Directors Orientation
[OAK BROOK, ILLINOIS, USA](#)

August 15

Leo Club Excellence Award application
deadline (LEO-105)

August 17-21

Executive Committee Week Meetings
[OAK BROOK, ILLINOIS, USA](#)

August 31

Annual District/Multiple District Youth
Camp and Exchange Report Form
(YCE-510A) due

For the complete list of anniversaries, or to
read more club briefings on the Web
visit www.lionsclubs.org.

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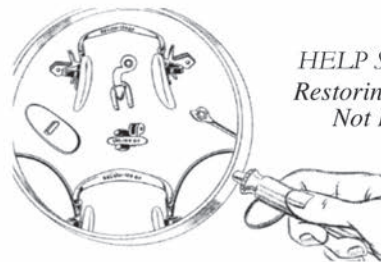
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Partnership Strengthens Prevention Coalitions

Lions Quest, a positive youth development program of Lions Clubs International Foundation (LCIF), and collaborating organization, the Community Anti-Drug Coalitions of America (CADCA), are working together to help create safer, healthier and drug-free communities. For years, LCIF has maintained a supportive affiliation with the organization, formalizing the relationship in 2007 to have a greater impact on U.S. communities.

Through CADCA, U.S. Lions connect with coalitions in their own backyard and are able to impact youth in their local communities on a larger scale. Working with local schools, businesses, healthcare providers, faith organizations, social services agencies, law enforcement, government agencies and the media, Lions can take a comprehensive, community-wide approach to reduce substance abuse.

“We work together to create environments so that our youth can grow up to live productive, safe, healthy lives,” said Larry Dilworth, vice president for Development & Events at CADCA.

LCIF and CADCA share a common goal: to provide young people with the skills they need to reject drugs and live healthy, productive lives. To further develop the partnership, CADCA and LCIF recently committed to three strategies:

- Increase awareness and education about the mission and projects of each organization through all communications vehicles and at each organization’s major conferences.
- Provide opportunities for Lions and community coalitions to meaningfully connect at the local level.
- Consider future partnerships, both domestically and internationally, that seek to reduce drug use and its associated consequences.



Lions Quest teaches life skills at schools.

“Life skills and service learning are key components of any prevention program in communities because it gives youth the capacity to make the kinds of decisions that they need to make when confronted with the temptations and the availability of illegal or illicit substances,” Dilworth said.

Lions Clubs International acquired Lions Quest in 1984. In communities worldwide, Lions work with schools to implement the Lions Quest program, building stronger youth for tomorrow.

CADCA is a national non-profit organization whose mission is to strengthen the capacity of community coalitions to create and maintain safe, healthy and drug-free communities. CADCA represents over 5,000 community coalitions across the country. Internationally, CADCA is assisting the U.S. Department of State by teaching anti-drug coalition building principles to community-based organizations in Peru, El Salvador, Colombia, Mexico and Brazil.

Partnerships such as the one between LCIF and CADCA are integral in building healthy and safe communities, providing resources that educate today’s youth about the dangers of drugs and alcohol. Through the well-established relationship, both organizations are serving more people and making a greater impact. Visit www.cadca.com to learn more.



DONOR SPOTLIGHT

Name: Issac Abad Crespo, past district governor

Member of: Quito Equinoccial, Ecuador

Lion since: 1980

How did your district support LCIF while you were governor? We organized a car raffle to raise funds for Campaign SightFirst II in 2007-08. As an incentive, each club that sold a minimum of 100 tickets could name a Melvin Jones Fellow. In this way, even small clubs that had never awarded an MJF finally did. Through the raffle, we raised 32 MJFs and established Ecuador's first Model Club.

Who won the raffle? The drawing was held in May 2008 on national TV. The winner of the car was a 24-year-old student. He graciously accepted the car and then gave it to his father, a taxi driver. He explained that his father's cab was overdue for replacement, but that he couldn't afford a new one because he had just spent his savings caring for his own seriously ill father. The young man never thought he'd win; he bought the ticket because he wanted to give the gift of sight to two people. He was happy that the raffle also gave the gift of a better livelihood to his father.

How did you feel about this outcome? "I think that many people are exhausted after their year as district governor. Although I worked very hard throughout that year, I saw so much goodness come out of that work, and had so much help, that I now feel more energized and more committed to Lionism than I ever felt before."



Issac Abad Crespo and Anita, his wife.

22nd Annual Lions International Peace Poster Contest

The Power of Peace

Encourage the youth in your community to express their feelings of peace, while gaining exposure for your club. Participate in this year's Lions International Peace Poster Contest.

Start now. Purchase a 2009-10 Peace Poster Contest Kit (PPK-1), which contains all the materials needed to sponsor one contest.

Kits are sold through the Club Supplies Sales Department, January 15 - October 1, 2009, at International Headquarters. A kit must be purchased for each contest sponsored. Allow 2-3 weeks for delivery; outside the U.S. may take longer.



CALL 1-800-710-7822

To order online visit the Lions Store (Item Search: Peace Poster Kit)
at www.lionsclubs.org or download the order form (PR-785).


PARTING SHOT



Photo courtesy of the Pendleton-Gazette Video News Magazine

JOE COOL

Residents of Pendleton, Indiana, enjoy watching the annual Lions pet parade, and the pets often enjoy watching them.

A close-up, slightly off-center shot of an older man with white hair, wearing an orange baseball cap and a blue t-shirt. He is smiling and looking off to the right. A small, light-colored hearing aid is visible in his left ear. The background is a blurred outdoor setting, possibly a baseball field.

It's not just about
staying in the game.



It's about an improved quality of life.

Nearly 7 million Americans who need hearing aids cannot afford them. Through the Lions Affordable Hearing Aid Project (AHAP), a project of LCIF, Lions are providing high-quality, low-cost hearing aids to hearing-impaired people of limited income in almost every community in the United States.

Contact Lions AHAP at LCIF for more information or to get involved in the program. E-mail LionsAHAP@lionsclubs.org or telephone 630-468-6771.



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