

LION



Lions Clubs International

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Lions Carry on Holiday Service



“During my many years as a jeweler, examining an astonishing 20 ctw emerald necklace certainly is a rare treat. The Stauer Emerald in Gold Necklace is as good as it gets.”

**— JAMES T. FENT, Stauer
GIA Graduate Gemologist**

*20 carats of genuine
mined emeralds.
Enlarged to show details*

The Curse of the Perfect Gift

20 carats of polished natural emeralds linked with 14K gold for under \$200!

It happened on our last trip to South America. After visiting the “Lost City” of Machu Picchu in Peru, we ventured through the mountains and down the Amazon into Brazil. In an old village we met a merchant with an impressive collection of spectacular, iridescent emeralds. Each gem was tumbled smooth and glistened like a perfect rain forest dew drop. But the price was so unbelievable, I was sure our interpreter had made a mistake.

But there was no mistake. And after returning home, I had 20 carats of these exquisite emeralds strung up in 14k gold and wrapped as a gift for my wife’s birthday. That’s when my trouble began. She loved it. Absolutely adored it. In fact, she rarely goes anywhere without the necklace and has basked in compliments from total strangers for months now.

So what’s the problem? I’m never going to find an emerald deal this good again. In giving her such a perfect gift, I’ve made it impossible to top myself.

To make matters worse, my wife’s become obsessed with emeralds. She can’t stop sharing stories about how Cleopatra

cherished the green gem above all others and how emeralds were worshiped by the Incas and Mayans and prized by Spanish conquistadors and Indian maharajahs. She’s even buying into ancient beliefs that emeralds bring intelligence, well-being and good luck to anyone who wears them. I don’t have the heart to tell her that I’m never going to find another deal this lucky.

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Editor-in-Chief: Peter Lynch
Managing Editor: Dane La Joye
Senior Editor: Jay Copp
Associate Editor: Pamela Mohr
Assistant Editor: Brett Rush
Graphics Manager: Connie Schuler
Graphic Designer: Pennie Barbel
Production Manager: Mary Kay Rietz
Circulation Manager: Troy R. Jewell

ADVERTISING SALES

Chicago

Mary Kay Rietz, Adv. Mgr.
THE LION, 300 W. 22nd St.
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Fax: (630) 706-9234

East Coast

Robert Bernbach
Robert Bernbach Advertising
Representatives, Inc.
677 Commerce Street, STE 200
Thornwood, NY 10594
(914) 769-0051 / Fax: (914) 769-0691

Central US

Tom Rickert
Rickert Media, Inc.
5401 Northwood Ridge
Minneapolis, MN 55437
(952) 830-1252 / Fax: (952) 830-4566

West Coast

Melissa Austin
Melissa Austin Associates Media
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United States; Joseph Young, Ontario, Canada.

AUTHORS AND CONTRIBUTIONS

Address manuscripts and other material to Senior
Editor, the LION, 300 W 22nd St Oak Brook IL
60523-8842. The LION accepts no responsibility
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Embrace the Spirit of Innovation

SERVING TOGETHER MESSAGE FROM THE PRESIDENT



Lions in Shell Lake, Wisconsin, used a corn maze to increase the visibility of Lions. Creativity helps keep a club strong.

Thomas Edison, the great U.S. inventor of the light bulb and phonograph, knew that innovation was the touchstone of modern life. “There’s a way to do it better—find it,” he insisted. We Lions are fortunate that we have the perfect service organization. There is no better way to serve our communities than becoming a Lion. Yet we must always fine-tune what we do and sometimes introduce new programs and procedures. Moving forward sometimes means blazing new trails.

Innovation, as well as growth, will be the touchstone of my presidency. This year we are holding the first-ever Global Youth Music Competition. Our new Lions in Sight initiative in January will increase the public visibility of Lions. The introduction of the Second Vice District Governor position and the Global Membership Team also attests to a willingness to try new approaches. The Ginkgo Awards and other awards program will encourage and recognize innovation. This year our service will remain the same but we also will broaden our horizons and tap more deeply into the desires and enthusiasms of Lions.

We also need to be more open-minded in terms of membership. We have nearly 260,000 female Lions, which is about 20 percent of our total membership. But many clubs need to do better about reaching out to women, especially spouses of members. I personally advanced this cause at the international convention in Minneapolis when I inducted Margit, my wife, during a plenary session. The Lions responded warmly, and I’m sure your club also will find that adding women, however many you have now, will only add to its effectiveness and vitality.

So my emphasis on innovation is not really about me but about you. Stay true to our basic ideals but don’t hesitate to innovate. The future belongs to those who shape it. In your club and in your community, be creative and inspired. The great thing about innovation is that it attracts a crowd. People want to be part of what’s new and exciting. Your family, friends and neighbors will want to attend Lions’ events and join in our service as Lions themselves.

Lions, Move to Grow this year. More than 90 years ago our founder Melvin Jones turned the notion of a businessman’s club on its head and focused on service instead of self-interest. His legacy of change is our current inspiration. We have a great history but the way to build on the past is to position ourselves at the starting point of a new and wonderful enterprise.

A handwritten signature in black ink, appearing to read "Eberhard J. Wirfs". The signature is fluid and cursive, with a prominent initial "E" and a long, sweeping tail.

*Eberhard J. Wirfs
Lions Clubs International President*

IN THE SPOTLIGHT

LIONS NEWS BRIEFS

OPTOMETRISTS ON BOARD WITH LIONS' SCREENING

Four Lions clubs demonstrated to some of the 7,000 optometrists attending their annual meeting the importance of screening individuals with intellectual disabilities, and the result was that the American Optometric Association and Special Olympics agreed to future collaborations and screenings at the annual AOA meetings. Lions from the Brandywine, Olney, Oxon Hill Friendly and Special Olympics Lions clubs screened individuals in June in Washington, D.C., at the AOA meeting. If needed, new eyeglasses and sports goggles were prescribed immediately. The screening was part of the Special Olympics-Opening Eyes program, which has screened more than 100,000 athletes.



ON THE ROAD AGAIN

Folks in House Springs, Missouri, knew when Lions were on the prowl: a vintage 1946 Chrysler New Yorker featured the Lions logo, the club's name and an eye-catching purple and gold paint job. Owned originally by member Syl Nahlik and then purchased by the club, the car was driven to club projects and in parades before mechanical problems

sidelined it. Lions were so proud of the vehicle that they still showed it off at the community's 2008 Christmas parade—even though it was on a float's flatbed trailer.

But Lions Larry McClellan, Lane Hollandsworth and Mark Bruce have fixed the engine, brakes and radiator to make it road-worthy once more.



The Lions car once more purrs like a kitty.

INVESTED IN LIONS

Visitors to Mt. Horeb Area Museum in Wisconsin view exhibits that reflect the passions and concerns of residents: displayed are a Ski Doo snowmobile, a 1918 operating table from the local hospital, a Hardanger violin and a colorful Lions vest. The vest



belonged to Past District Governor Lloyd Robinson. His wife donated it to the museum after his death.

WHAT'S NEXT, A ROTARIAN STATUE?

The lion as a symbol apparently is irresistible, even to Rotary clubs. The Chemung Sunrise Rotarians in New York raised



more than \$5,000 to buy and ship from Italy two marble statues of a lion and a cub for the entrance of a park in Elmira. The club made the park improvement to celebrate its 20th anniversary. The Rotarians went all out with their lion love: the statues are six feet tall and weigh 2,400 pounds. The Elmira Lions, by the way, did their own version of improving a place: last year after a family was killed by a drunk driver, the club built a ramp at the grandmother's home for the 12-year-old son who survived the crash but whose injuries confined him to a wheelchair.

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IN THE SPOTLIGHT

LIONS NEWS BRIEFS

CLUB OF THE MONTH

LUBBOCK HUB LIONS CLUB, TEXAS

FOUNDED: 1954

MEMBERSHIP: About 25 members

COMMUNITY SERVED: Lubbock, population: 200,000.

MEMBERS: Members are from varied professional backgrounds including sales, retail, computer programming, business management and administration.

MEETING MATTERS: The club meets at 6:30 p.m. at the Rooftop Café in Lubbock.

CLAIM TO FAME: Hub Lions Senior Circuit Bingo. The club has been bringing bingo games to nursing homes in Lubbock since 1976. Prizes initially included fruits and vegetables in season, along with toiletries and other items in need at the various nursing homes, but have now expanded to items like jewelry and money. Families of Lions often come along to assist players who are hard of hearing or have trouble managing their cards.

HELPING THE PARENTS: Hub Lions have a history of supporting the Lubbock State School Parents Association in an effort to promote educational initiatives. Lions even helped renovate and paint the association's concession booth at the Panhandle South Plains Fair.



Lions get up on a ladder while painting the parents association's concession booth.

HIGHWAYS AND BYWAYS: Hub Lions routinely pick up trash and litter along a two-mile stretch of Highway 87 south of Lubbock as part of their quarterly Adopt-A-Highway program. Among the treasures: aluminum cans, Taco Bell sauce packets, tire treads and bungee cords. Past President Dan Seale once accidentally woke a garter snake before recognizing the creature, thinking it was a piece of litter.

WHY BE A LION: "Doing something like the highway cleanup is a nice project because it gets us out doing something together, and it's something we can put our names on. It's definitely something people recognize us for, and it's a great feeling when they do." – Club President Karen McCain

OVERHEARD

"'Raise money, give it away and have fun' was the phrase heard often. What a wonderful motto for a club, and for life."

— **Stacy Ross**, after her children took part in the Kodiak Lions' Soap Box Derby in Alaska in a letter in the *Kodiak Daily Mirror*.

"I think Tony was a very outstanding member and very outgoing as far as donating his time, but most of the Lions do the same thing. That's why we're here."

— **Matt Hemelberg**, praising his grandfather, Robert "Tony" Angus Lawson, in *C & G Newspapers*. Hemelberg became president of the Fraser Lions in Michigan in July.

43 YEARS AGO IN THE LION

NOVEMBER 1966

Former President Dwight D. Eisenhower was named one of six judges for Lions International's Peace Essay Contest, held to mark Lions' 50th anniversary in 1967.



IN THE SPOTLIGHT

LIONS NEWS BRIEFS

NORTH POLE GETS A MAKEOVER

A transplanted New Yorker is beautifying the North Pole. Tommy Ertel of the North Pole Lions Club is sprucing up bus stops and storefronts and discouraging litter, according to the *Fairbanks Daily News-Miner*. "I just want to brighten up the North Pole a little bit," he told the newspaper. Ertel, a Lion since 1971, met the mayor of North Pole at a Lions club meeting and before long he was distributing business cards that identified him as the chairman of the North Pole Beautification Committee and making regular reports to the city council. A landscaper in Buffalo until 2007, Ertel works as a welder in Alaska. He plays Santa Claus as a hobby and dreams of the day when his committee plans an annual snowflake drop on New Year's Eve similar to the ball drop in Times Square.

LAWBREAKERS ATTEND LIONS MEETING

The police in Amherst are serious about bicyclists wearing helmets—so serious that transgressors must attend the next Lions club meeting or pay a \$135 fine. On certain days police in the town of 10,000 in Nova Scotia, Canada, reward children wearing helmets with small prizes donated by local merchants. On other days they seize the bikes of those not wearing helmets and issue a fine, which is forgiven if they learn about bike safety at the meeting of the Amherst Lions.



BY THE NUMBERS

100

Feet in length of one man's Star Wars memorabilia, valued at \$150,000, displayed at a Star Wars extravaganza staged as a fundraiser by the Thornton Lions in Colorado.



9

Bike racks with the Lions logo placed around town by Lions in Brighton, Ontario, Canada. The Lions bought the raw materials and had high school shop students build the racks.

21

Half bushels of peaches auctioned for charity by the Porter Lions in Oklahoma at the 43rd Annual Porter Peach Festival.



60

Mattresses shipped to hospitals in the Solomon Islands and other islands by the Warwick Lions in Australia.

4

Braille menus provided to Red's Grill by the Portage Lions in Michigan under their new Braille Menu Initiative.

300

Starter collection spring bulbs distributed by Healesville Lions in Australia to property owners and schools affected by bush fires.



300,000

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IN THE SPOTLIGHT

LIONS NEWS BRIEFS



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!

LION: Gail Zurek

CLUB: St. John Lions Club, Indiana

OCCUPATION: Career counselor for public policy graduates at University of Chicago

INTRODUCTION TO LIONS: St. John Lions Club Sept. 4. I know [club president] Al Konieczka, so that's part of it. I grew up on the West Coast in San Bernardino, California, and my grandpa was very involved in the Lions while my dad was in Kiwanis. I lived in Chicago for six and half years before moving to St. John, but when we finally settled here, I thought it time for me to find an outlet for community service. Al recommended the St. John club.

FAVORITE FOOD: I love Mexican food. Being born in Southern California, to me tamales are Christmas. I live right around the corner from La Quesadilla, which is the quickest fix for me. But there is a place in the Pilsen neighborhood of Chicago called El Milardo that's the best.

BEST PROJECT: We sorted eyeglasses at my very first meeting. You can tell a lot about a person from their eyeglasses. We spent a lot of time making up stories about where they came from, and we tried them on. Some people, it looked like they may have just got them, and others looked like they'd been around for 30 years. It was great to see how many glasses the club collected. The sheer volume was amazing.

CAN'T MISS TV: I'm the mother of a seven-month-old, so I watch a lot of infomercials because that's what's on at 2 a.m. For TV, I'd say *The Office*. I've sat through meetings like that before. Michael has the volume turned up to 10, but I know people who are turned up to three. It's always interesting when you come across people like that.

THE LAST GREAT BOOK I READ: I actually get to do books on tape. *Fast Food Nation* is a pretty incredible book. It's all about the fast food industry, how it started, the influence it has on labor, on advertising, on production. The very first McDonald's was three blocks from my high school, and Taco Bell actually started in California so it's pretty interesting local history for me.

THE CLUB DOESN'T KNOW THAT: I am an aspiring photographer. I like to shoot landscapes and kids, mostly my sons. I think that they're cute, but every mom thinks that about their kids, right? Up in the northern California mountains, there's a place called Grayeagle. That's where my husband proposed to me, and we've gone back and I've taken a lot of fun landscape pictures.

THREE WORDS MY CLUB USES TO DESCRIBE ME: New, interesting and talkative. They don't know me too well, but I can't help talking.

PROJECT I'D SUGGEST: I'd really like to see the club begin to work with high school students to encourage and instill service in that generation. It's a group I'd like to work with. I began my career in higher education and service, so I helped a college on the West Coast in the early stages of their service center. The college was mainly composed of upper middle class students, and I wanted them to understand an area beyond their comfort zone, to expose them to the realities of the area. For our club it could be anything. Home repair with folks who've had flood damage, help with food distribution; something to get them to understand what service is about.

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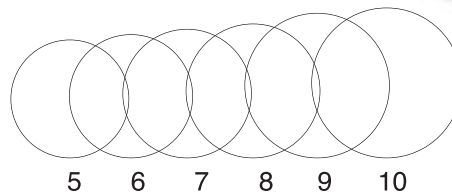
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Closing the Generation Gap in Service

They may be a couple of generations apart, but Lions and cadets enrolled in the Virginia Women's Institute for Leadership at Mary Baldwin College in Staunton are discovering just how much they really do have in common. A partnership between the Augusta Lions Club and the Institute has introduced more than 200 young women who are enrolled in the world's only all-female cadet corps to Lions and community service.

The partnership came about after the campus Lions club dissolved. Many Lions work at the residential women's college and the club donates a textbook scholarship each year. "We invite students to meetings who have been nominated by the leadership of the VWIL program," says Bruce Dorries, an Augusta Lion and a college faculty member. "They tend to be diverse; go-getters who already engage in service or plan on a career in public service. Naturally, many of our club

members are veterans, and it took no effort to convince them of the benefit of the collaboration and scholarship."

Lions and cadets have cleaned up a national cemetery and cleared a highway and creek of trash and litter.

"Personally, I feel the connection between the VWIL and the Lions club is making each of us stronger women," says Cadet Gretchen Domaleski, vice president of the Mary Baldwin College Class of 2011. "In college, people often have to search for a community service organization that meets their needs and fits their time schedule. Together with the Lions, VWIL offers its students a chance to help the local area and develop leadership qualities."

One recent joint project was the creek cleanup—a hands-on, all day, physically demanding effort that well-disciplined cadets easily tackled.

Institute leaders "consider the service projects and breakfast meetings as an extension of their program's larger mission—to educate and train civically engaged young leaders for both military and civilian life," says Dorries. "Both the club and the corps are grateful for the partnership, which injects youth and energy into one organization and wisdom and experience into the other."



SERVICE IDEA COMMUNITY PARTNERSHIP

Augusta Lion Alan Stamp and cadets Aubrey Jackson and Gretchen Domaleski are part of a creek cleanup crew on which Lions and cadets partnered.

EXTEND AN INVITATION

Have an open membership event and promote it in the media. Interested individuals can attend to learn who the Lions are and what they do.

Touching the Senses in Iowa

“Cool!” “Wow!” “Neat!” The exclamations kept coming after campers from Iowa’s Camp Courageous summer program for the visually impaired experienced the visiting Sensory Safari. The campers, many of whom had multiple disabilities, were amazed since so many of them had never touched animals larger than house pets. The exhibits were part of the Pierson Wildlife Museum Learning Center in Neligh, Nebraska. The educational traveling display is part of the museum’s collection of big game animals from four continents.

The idea for bringing the collection of mounted animals to the camp came from Iowa Lions Foundation Trustee Phil Larabee, who grew up in the Neligh area, and whose family physician was Dr. Kenneth Pierson, owner of the collection of 150 exhibits. He recalled visiting the museum as a child, and believed the campers could benefit from a “Big Game” experience without leaving the campgrounds. Volunteers during the day included members of the L. A. Angels Single A minor league affiliate team, the Cedar Rapids Kernels. Camp Courageous Executive Director Charlie Becker says the visit made such an impact that “two days after the Sensory Safari, campers were still talking about it.”



A camper touches one of the traveling Sensory Safari’s exhibits with a little help.

Photo by Phil Larabee



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Ingenious Walker Puts Kids on Their Feet

1 OCEANIA NEW ZEALAND



Hayden shows his delight at being upright and mobile again.

Hayden Thomson, 14, clapped his hands and giggled with joy when placed in his Hart Walker. Blind since birth and afflicted with cerebral palsy, he relishes his walking aid because it makes him upright, gives him mobility and increases his independence. “The Hart Walker has been wonderful,” says Peggy Foote, his grandmother and caretaker. “It has built his body up. It has made him fitter and healthier. The more we can get him up on his feet, the easier he is to handle and to transfer [to bed and the toilet].”

Hayden lives in Paraparaumu, New Zealand. Lions clubs on the Kapiti Coast helped his family purchase the device after he outgrew his first Hart Walker, which he used since he was five. Lions in Multiple District 202 in New Zealand have helped many children lead happier, more independent lives by providing Hart Walkers. Their project was honored as the best district project at the International Heroes Awards at the international convention in July in Minneapolis.

With 1,000 working components, the Hart Walker is a sophisticated walking aid that allows children with moderate to severe disabilities to stand and experience hands-free walking. From a family of inventors, David Hart of Keighley, England, invented the device in 1989 after he met a boy with cerebral palsy.

The walkers cost about US\$7,000. Given his age and size, Hayden was the first child in the Wellington area to receive a sturdier version of the Hart Walker. “It’s so nice to have the new heavy-duty walker for Hayden now that he has grown so much taller and heavier,” says Jennie Andrew, a physiotherapist from Auckland. “Back when I got started, we had to say to people whose children had got too big for their walkers, ‘Sorry, it’s not safe enough of them anymore and we cannot offer you anything else.’”

Other walkers are available but the advantage of the Hart Walker is that it is orthotic, meaning it’s attached to the legs of the child in a way that simulates a normal walking pattern, says Sue Bailey, a physiotherapist who works with the device in New Zealand and Australia. The Hart Walker promotes a good alignment of body parts. “These children have a lot of orthopedic problems. If you can help those ... this walking device is really a miracle machine,” she says.

Part of the miracle is that children using the Hart Walker can use their hands to play Wii or sweep the floor—or even fend off an annoying sibling. They still can be kids.

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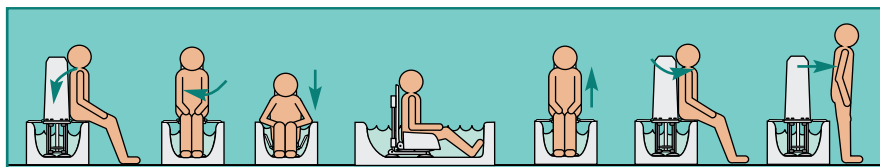
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2 EUROPE GERMANY



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O Christmas tree, how lovely are your sales. A club in Germany can attest to that. The Hohenzollern-Sigmaringen club plants blue spruces on a tree farm owned by a former Lion and then sells nearly 200 trees on a Saturday in December in front of city hall.

Club members put in a busy weekend. They cut the trees on Friday and transport them to town. On Saturday they unload the trees, assemble the stands, make the punch and stamp their feet to keep warm. The club also sells Nordmann firs from two commercial tree farms. For a small fee, Lions deliver. "Balconies, stairs and hard-to-find addresses are no obstacle," according to the club.

Last year the club netted more than US\$3,000. Part of the proceeds were spent on an outing for the elderly. In 2008 all but one tree—a real Charlie Brown special—were sold. That was turned into mulch, meaning the only thing Lions took home was the Christmas spirit.



GRAND CAYMAN LIONS in the Cayman Islands hosted a corporate sports event featuring athletic contests for teams of corporation employees to raise funds for World Sight Day.



MORPRETH LIONS in England finished planning for a charity Chinese banquet at a local Chinese restaurant to raise funds for flood victims in Northumberland.

Feat of Disabled is 'Beyond Belief'

3 ASIA BANGLADESH



The Lataguri area in northern Bangladesh is no place for amateur hikers. The dense forests crawl with king cobras and scorpions. Elephants and rhinos trample through the plains. Leeches attack exposed skin.

To prove that disability is no barrier to achievement, 16 disabled men trekked, climbed and rappelled through the jungle area last year. Four of the men were missing upper limbs, four were missing lower limbs, four were visually impaired and four had speech or hearing impairments. Pushing their comrades in wheelchairs and working together, the four teams of four strove for "equal respect" and to "showcase human endurance and grit," according to the film made of the unusual journey.

Beyond Belief II (the first *Beyond Belief* was made in 2007) was a venture of Lions of District 322-B1 and the Sukriti Foundation in India. The film was shown or entered in film festivals in Chicago, San Francisco, Barcelona and Brussels. In 2008, the project won the Best Public Relations award from Lions Clubs International.

The 16 men undertook training before their journey. But no amount of training could provide the fundamental courage and desire it took to complete the journey. "Their united goal was to conquer every adversity with savage strength and unyielding determination," according to LION Magazine in India.

Royal Honor

4 ENGLAND EUROPE

A Lions club in England has been nominated for a royal honor for its relief work after devastating floods last year. Morpeth Lions Club is in line for the prestigious Queen's Award for Voluntary Service, according to *The Journal*.

The floods left 1,000 Morpeth homes and businesses under water. Morpeth Lions raised 208,000 Euros (US\$303,000) in emergency financial help for flooded families. Working with British Red Cross officials, the Lions gave cash grants to hundreds of flood victims.

The Northumberland County Council recommended the club for the award. Andrew Tebbutt, a council official, praised the club: "Whatever requests are made of them, they always seem to manage to come up with the goods, and they go that extra mile to make a real difference to people in need."

Chartered in 1972, Morpeth Lions Club has 29 members. The club provides those in need with toys and food at Christmas as well as household items and day trips throughout the year.

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Holiday Magic

Island-hopping Ship Leaves Christmas In Its Wake

by Jay Copp



Gazing toward the sea, the children on the shore gasp, squeal and shout when they spy him on the bow of the ship in his red suit with white beard and rotund figure. He's waving, chuckling and ho-ho-ing. For more than 60 years, the arrival of Santa on the Lions' Christmas ship has ignited holiday cheer on a dozen sparsely populated islands of the Pacific Northwest.

In early December Santa and his 50-person crew visit the remote Canadian and U.S. islands in the Northern Puget Sound. A warm, often boisterous welcome occurs. On Pender Island, a raucous pipe band greets the 110-foot ship. On Lummi Island, an ambulance owned by a Lion wails hello. Fireworks burst over the water as the ship streams into Salt Spring Island. A bonfire on the beach warms Santa and his elves at Galiano Island. Perhaps best of all, on Mayne Island firefighters "pull" Santa's "sleigh" up a hill. Santa waves joyously from the fire truck. "The Christmas ship is the heart of the season," says Karen Watson, a longtime resident of Pender Island. "It just starts everybody into the spirit. We'll be having fun all weekend."

For people elsewhere, Christmas may start with the TV broadcast of the Charlie Brown cartoon, a holiday concert at school or the first seasonal shopping expedition to the mall. For these islands, Santa's ship signals the start of the holiday merrymaking. The ship departs within 90 minutes and sometimes within half an hour. But it sparks the season. Islanders crowd a street or square. Old friends get caught up. Good cheer abounds. Traditions unite neighbors and generations. A fair number of the parents or grandparents with children in tow no longer live on the islands. Eager to give their children what they experienced, they return to the islands the Santa ship weekend.

The islanders are isolated geographically but like everyone else connected emotionally to the holiday and the ship. "It's a whole island event pretty much. It's very exciting," says Mary Jones, who belongs to "one of the pioneer families" of Saturna Island.

The ship arrives in grand style. Red garlands swirl around its rails. A bright red cap sits atop a ship beam. The familiar Christmas songs that boom from the ship's heavy-duty speakers literally rattle cups on shelves inside the islands' modest homes.

Typically bunched together behind Santa is a cast of characters beloved by children: clowns, pirates and elves. When the ship docks, the colorful crew bursts from the boat onto land, a Keystone Cops episode. The pointy-eared elves hurry down the gangway carrying lumpy bags stuffed with toys and treats.

The Christmas ship began in 1947 when islanders asked a boat captain to bring Santa to them since it was difficult to bring their children to Santa on the mainland. "The kids on the islands didn't have transportation to and from the big cities. Most of them got to the island by rowing," says Don Wight, a Lion and the son of the original captain who now steers the ship.

A retired math teacher, Wight, 68, also captains a whale watching ship. He first began working on the Christmas ship as a teen-age Sea Scout when an Eagles Lodge sponsored the holiday island hopping. The Jaycees eventually took over the operation and then the Lions assumed command in 1996. The Bellingham Central Lions Clubs, a large club with 130 members, is the project's lead club, but U.S. and Canadian Lions from throughout Multiple District 19 help fill the ship's slots. Lions on the islands (seven of the 12 have clubs) work with the crew to entertain the children and make the visit festive and memorable.

The ship sets sail on Friday night from Bellingham, Washington, and returns Sunday evening after covering 2,500 square miles. The islands are part of the Canadian Gulf Islands and American San Juan Islands. The crew sleeps on Salt Springs, the biggest island by far with 10,000 people. A few of the islands are only 15 minutes apart. The longest trip is two hours. But for the islanders, the wait is a long year. The Christmas season doesn't start until the Christmas ship docks.



Santa and his crew of merrymakers prepare to land.



Islanders turn out for Santa.

Photo by Dan Morris



“This is a special thing, a big event that everybody on the island looks forward to every year,” says Jack Giard, who first saw the Christmas ship in 1950 when he was 10 and now takes his grandson. “I see people here that I’ve known all my life that are still coming. So it means a lot to the whole community.”

Rolling in with the ship is a wave of good feelings. “I’ve lived in a lot of places,” says Harry Lane of the Mayne Island Lions Club in British Columbia. “I’ve been here 37, going on 38 years. But I’ve never seen this kind of community spirit over Christmas.”

Life on the islands remains slower and more rooted in the past than on the mainland. Two of the islands still have no electricity. Stuart Island is so tiny—only a handful

of people—that just two children live there and meet Santa. Island life can be harsh. Fishing, logging and tourism provide work, but many islanders scrape by. It’s not uncommon to see children with ragged coats and even without shoes.

Still, the modern age has crept in. Children today do get off the island more frequently. But the Christmas ship helps islanders connect with their past and one another.

“When we show up, it’s the Christmas season for them,” says Wight. “It’s their community Christmas gathering. It’s this tremendous gathering of all the islanders coming just to be involved with the Christmas ship Santa Claus, gift giving, talking to each other, seeing each other, visiting people they don’t often visit with.”

A Currier-and-Ives moment occurs at the old brick post office with a potbelly stove on Waldron Island, still without electricity. As the aroma of homemade apple cider wafts through the room, 23 homeschooled, apple-cheeked children encircle Santa, graciously accept their gift and treasure their minutes with him.

The ship, leased by the Lions, normally serves as a passenger ferry between Bellingham and Victoria. In its previous life, the ship was a derrick tender for oil rigs in Louisiana and then a cruise ship. A Canadian coast guard ship accompanies the Christmas ship on Saturday when it stops at Canadian islands. “They’re out on the water anyway. They want to be part of the fun,” explains Wight.

But neither the Coast Guard nor Santa and his elves can ease the torment of rough seas. Lions who sign up for crew duty know they may have to endure some literal ups and downs. Last year 65-knot winds howled, and 12-foot waves lashed the boat, which bobbed like a cork in the rough waters. The boat iced over. Wight was forced to cancel a stop because of the risk. Nearly half the Lions

got sea sick. When the ship finally made port, a Lion on shore, seeing their distress, asked, “What can I do for you?” “Dramamine,” a Lion replied.

Despite the potential for rough weather, a long waiting list exists for a spot on the crew. By April this year, even though the openings had yet to be announced, 84 people applied to be on the crew. The ship always allows 20 new Lions to come on board and then fills the rest of the slots with veterans and Lions from diverse clubs.

Recognizing it is a working ship with assigned duties, crew members jokingly call themselves “galley slaves.” But Lions say the atmosphere on the ship is carnival-like with Lions re-applying makeup, stuffing goody bags, playing cards, swapping tall tales and enjoying the omnipresent holiday tunes. If you’re bored for a second, you can always tug on Santa’s beard from behind or draw the sword from an unsuspecting pirate and jab him in the leg. “We’re all adults. But we have so much fun reliving dressing up and

pretending,” says Judy Portas, a Lion for 20 snow seasons.

The real fun starts when the ship enters the harbor and the Lions meet the children. Each of the 800 children on the islands visited by Santa receives a small toy, purchased by the Lions at bargain prices shortly after Christmas the year before, and a healthy treat such as an apple or orange. The pirates challenge the children in sword fights. The clowns hand them balloon animals. The eight-person choir, with the ladies in red shawls and the men in top hats, serenade the crowd with holiday staples. Quips, puns and pretending fly like snowflakes. Miss Kitty, known to friends as Judy Portas, hands out balloon mice and reassurances to the children: “I stayed up all night catching the bad mice so you are safe from them.”

It’s Santa who offers the most reassurance. Kids can talk to him and confide in him without being rushed. “He’s not the usual dime store Santa where you get your picture taken and then you’re off the lap,” says Wight. No Christmas ship

Seasonal Service

Lions make the holidays merrier for people in a variety of ways

SANTA’S STORE

Santa’s Store opens for business in December at Washington Elementary School in Vancouver, Washington. Fort Vancouver Lions escort the students, many of them from poor families, and allow them to select presents for their families.



NEWHALL LIONS SERVE IT UP

A lot of Lions Clubs bring Thanksgiving baskets to seniors. The Newhall Lions Club in California brings them to Thanksgiving. For 20 years the club has hosted a Thanksgiving dinner for seniors, with last year’s totaling more than 170 guests. Club member Larry Bird—not the famous basketball player—says club members typically dedicate six to eight hours each to make the event a success. Wilma Biren, who has attended the event at the Santa Clarita Valley Senior Center since 2006, appreciates it. “I lost my husband three years ago, and I really enjoy the time with people. I have friends here I can share time with, and I’m friends with some of the helpers, too.”

A BLIZZARD IN NEW LENOX

If the only weather that comes into New Lenox, Illinois, during the holiday season is the town Lions Club’s Blizzard, residents in need will gladly take it. Club member Ken Yearley started the Blizzard, an annual dinner and silent auction that raises funds for purchasing food, clothing and gifts for about 50 less fortunate families, in 2001. “The Blizzard is the fun part, but seeing the faces and hearing the stories from the people who really need this help is amazing,” said Lion Steve Kuyawa, the event’s chairperson.

CHRISTMAS IN CAYMAN

Replace blustery cold, falling snow and egg nog with tropical temperatures, palm trees and some fruit juice, and you get the idea of Christmas in the Caymans. The Cayman Brac Lions’ variety talent show raises funds for their Christmas Cheer program—the clothing and gift distribution to children and seniors. “Planning the show is a lot of work and



Santa cheers the young and old.

Photos by Dan Morris

continued on page 21



While sailing to the next island, Lions prepare the gifts and adjust their makeup.

can bring true joy unless Santa is at the top of his game and the Lions' Santa is. Just ask his wife.

"He's the most natural person I've ever met. He's absolutely wonderful," says Mrs. Claus. "He's like a big bear. Some kids are timid and he can really read that and gets them at ease." Without her granny glasses and grey wig, Mrs. Claus, by the way, is a dead ringer for Lynda Davidson of Surrey, British Columbia, a Lion for 12 years.

How does Santa relate so well with children? Santa won't reveal any trade secrets or break the children-Claus confidentiality rules. But he did tell the LION: "I try to get on their level. I'm one of them. I may ask what they think of Christmas, not about what they want for Christmas." Of course, it's always more interesting what the kids say back to him. "They tell me anything," says Santa. "I've heard it all—from adults and kids."

Santa has also seen it all; maybe that's a reason his Christmas joy is genuine and heartfelt. Santa has a very good friend, a Lion named Rick Kowsky, who though now in administration once worked in the trenches as an EMT. He saw children in terrible condition and had to tell parents the worst news imaginable. Being a father and grandfather himself now made that only more heart-wrenching. Even Santa needs a little Christmas. "It's ex-

remely rewarding," he says of his weekend. "It's the launching pad for the holiday season. It makes the whole holiday for me."

No small part of the pleasure of serving on the Christmas ship is the refreshing selflessness of some of the children. Many of them give Santa a homemade card or a small gift such as a bag of coffee beans. They're eager to see Santa but patient and orderly. "Some of the wealthier kids do ask for the things urban kids ask for. But some kids ask for cloth to make a doll for a sister. Or they ask for their parents to get healthy," says Santa. The children come from a different world. "Lots of island children don't have all the technical things other kids do. Island culture is a little different," says Portas, who once lived on Galiano Island for five years.

The Lions encounter families down on their luck; they've tried to help. But they've learned to let things be. "One year there was a child with a coat held together by staples. The family would not accept aid. That's the way they raise their kids. You get what you work for. You have to respect their wishes," says Portas.

Santa is not just for the kids. Parents of tykes often sneak a moment or two on Santa's lap. Santa also visits the bedsides of the elderly and infirm at a retirement home and hospital on Salt Spring. Lions vie for the duty of



accompanying Santa to cheer senior citizens. Some can't talk. But their eyes glow and the corners of their mouth curl into broad grins. "It can be overwhelming [emotionally]. Santa can always handle it," says Santa. "But there is a residual [emotional] effect. You have to let it roll off your back like duck with water." Not every Lion can be Santa, however, and not let their emotions get the best of them. "A lot of the elderly don't have a lot of visitors. It makes you want to cry. I get quite choked up when they're so thrilled just to get a stuffed animal," says Davidson.

That's the real secret of the Christmas boat. It's the old but true story about the holiday and about Lions, too. Giving is about receiving. Portas once accompanied Santa on a visit to a home with a father with three young boys. Santa did his thing and turned to leave and Portas followed him. But one of the boys had to tell her what he felt. He grabbed her by the back of the leg and said, "Thank you. Thank you for bringing Christmas." Those moments linger—forever. "It's the warm fuzzies. I did something for someone else and don't I feel good about that," says Portas.

Santa gets the last word. "We all lose sight of what's really important," he says. "If you want to see what's really important in life, spend some time with the Christmas ship. You'll look at Christmas very differently from the week before."



Captain Don Wight first became involved with the ship in the 1950s.

a lot of time, but people are always looking forward to it now," says Lion Jose Fonseca, the event's master of ceremonies. "I'll admit, I have fun doing my dancing and singing, too, so it's not all work."

FAIRFAX GETS GIVING

When Fairfax Lions received the names of 110 struggling families—double the typical count—from a local food pantry last year, the club knew it needed to get busy to meet the number with its annual Thanksgiving basket distribution. Enter the Oakton High School Leo Club, who joined in to help. "Last year was a tough year for lot of families, and we had the money to help from our car donation and fruit sales programs," says Lion Ron Weber. "What we didn't have was the help. The Leos really helped save the day for us, and a lot of other people who wouldn't have had a Thanksgiving. And we had some fun, too."

A JOYFUL TOWN TRADITION

One reason for the success of the Clarendon Hills, Illinois, Lions holiday tree lot, says Rick Derer, is that "it has an old-fashioned feeling to it. We've had a couple of generations of families make it part of their Christmas tradition." Times do change, though, and so do vehicles. What used to be an easy job tying the trees down to the tops of cars has become a much harder job for Lions. "When you have a nine-foot tree and a large SUV, that can be a project—especially if the car doesn't have running boards!"

TREE LIGHTING A HOLIDAY HIT

Nothing stops East Longmeadow Lions in Massachusetts from lighting the big 40-foot blue spruce that stands directly in what is known as the biggest traffic "rotary" in the United States. Seven major highways converge there and when the holidays arrive, Bill Dixon says drivers aren't shy about letting Lions know if they spot a burned out bulb or two. Hundreds of people attend the lighting ceremony complete with holiday music and Santa Claus being delivered by fire truck. When the lights are switched on, "There's a moment of silence and then all you hear are the 'oohs and ahs.'"

BREAKFAST WITH SANTA

More than 800 children and adults in Annandale, Minnesota, sit down to Breakfast with Santa, an event sponsored by Lions since the mid-1970s. It gets even better for the kids, says Lion Steven Bergesch, because every child is given a gift from Santa in addition to keepsake photos. Bergesch jokes, "I get a kick out of Santa's face after he's had a baby who needs changing on his lap!" Good sports all, Lions even make sure that the extra "fixings" are donated to a senior citizens home.



Lights, Camera...

Why do we love going to the movies? There's something inexplicably satisfying about sitting in a darkened theater and being transported to other places and times. Movies make us come alive and fill us with wonder and the sense of possibility. Lions clubs have gravitated to the power of films for decades. Clubs put on film festivals, hold free screenings for



LIONS

children, make movies more accessible for the blind and even run theaters and drive-ins. Movies are a way Lions reach out to our communities. Or maybe it's even simpler: Lions like to have fun and share fun, even while doing service, especially while doing service. What medium packages sheer entertainment better than the movies? So kick back, grab a bowl of popcorn and discover how Lions have much more in common with Hollywood than just the roar of the MGM lion.

The Show Goes On



Ohio Club Runs Historic Movie House

For generations, Massillion residents took in the movies at the grand Lincoln Theatre downtown. Opened in 1915 and once billed as the “finest moving picture house in Ohio,” the theater was an easy choice for first dates and family nights out, a bulwark of the downtown and a touchstone of community pride.

The theatre is still all that, thanks to the Massillion Lions Club, which purchased the closed theater in 1982, saving it from demolition and gradually restoring its grandeur. There was no dismal *Last Picture Show* scenario in Massillion.

Massillion is known nationally for its invincible high school football team. But it also has a “postcard perfect downtown,” says Glen Dumoulin, 2008-09 Lions club president. The movie theater, one of the nation’s oldest, gives the town an extra spark. “If the lights went dark, Massillion would seem dead,” insists Lynda Blankenship, owner of a publishing company who serves as a consultant to the theater.

Keeping the Lions Lincoln Theatre open hasn’t been easy. The boiler broke, the screen needed to be replaced and a new multiplex severely ate into its customer base. A



Massillion Lions restored the grandeur of the Lincoln Theatre.

Lions run the show—literally. A Lion volunteers as the programming director, and Lions (as well as community volunteers) take tickets and sell popcorn. The club pays only for a projectionist and a cleaning service.

few years ago Lions, strapped with a \$107,000 mortgage, warned Massillion that its historic theater was on the verge of closing permanently.

A save the theatre campaign was mounted. Lions held

fundraisers. Businesses put out canisters. Residents responded. And when \$38,000 was still owed, Lion Bob and Patricia Wilbarger wrote a check to retire the debt.

“When things get tough, and believe me, they got very tough, the community would not let us fail,” says Jim Thomas, programming director. “Where else can you get such low-cost entertainment: \$3 for a movie and \$4 for popcorn and a drink.”

The Lions needed not only the public’s goodwill but also some business savvy to compete with the theatre chains. Only a handful of people were showing up for lowbrow Hollywood fare such as the *Pineapple Express*. So last year the theatre switched



Lions take tickets and sell popcorn at the theater.

To raise additional funds, Lions also sold nameplates on seats for \$100.

The theater also periodically shows independent films such as *Amelie* and *A Prairie Home Companion*. Movie buffs no longer have to drive to Cleveland or Columbus to see indie films. A film committee made up of residents chooses the films to screen.

to classic movies such as *Wizard of Oz* and *American Graffiti*. Weekend crowds swelled to 600 or more.

“We showed *Casablanca* and it was just beautiful. People don’t know how beautiful these old films are. They need to see them on the big screen to see what the old movies were about,” says Blankenship.

Individuals and businesses sponsor classic films for \$300. Before the movie, the sponsor can talk about why he or she loves the movie or plug their business. Finding sponsors has not been hard; at one point there was even a waiting list. The Salvation Army, part of the movie’s storyline, opted for *Guys and Dolls*. A Methodist church chose *The Bishop’s Wife* and afterward invited the audience to a service.

Despite the popularity of the classics and indie films, the theater could not make it as a movie house alone. (“If it weren’t for the \$3,500 gas bills, we’d be in clover,” says Blankenship.) So the theater is an entertainment center with dance performances, concerts (Brenda Lee gave one), teen-age band concerts and even theater arts classes for youth. “We have to make the youth love the Lions Lincoln Theatre,” says Blankenship, who teaches the arts class.

But the movies remain the main draw. Owning a movie house involves a lot of behind-the-scenes work. But Massillion needs to preserve its treasure, says Thomas. “When I think about all the work we do, I go to my favorite space, up in the balcony, and look out. I get restored.”

Lions Save Bingo—and the Drive-In



The Valley Drive-in is run by Lions.

The Valley Drive-in is a lot like other drive-ins. Teen-agers try to sneak in—not only by hiding in the trunk but also by bypassing the main gate and sneakily entering from an unpaved, undeveloped tract of land. “You can see their headlights bobbing and then they shut them off,” says Kirk Longmire, who helps oversee the drive-in. He admires their bravado but “you just have to catch them.”

What makes the Valley Drive-in different is that it’s operated by the Coldbrook and District Lions Club in Nova Scotia, Canada. In 2000, the club became the first non-profit to run a drive-in in Canada.

The club wasn’t all that interested in being a movie house proprietor. It agreed to lease the property from Kings County because its cash cow—drive-in bingo—was threatened by the deterioration of the property after the prior theater owners could not make a go of it. That’s right—drivers park their vehicles in the lot and honk their horns when they get bingo.

The Lions borrowed \$25,000 to reopen the darkened drive-in and expected to pay the loan off in five years. Instead, by the end of the first year the debt was extinguished and \$5,000 was in the bank. Bingo continues to generate funds for the club, but now it also nets more than \$20,000 annually from the movies.

Saving the drive-in also helped raise the club’s profile in town. “There were a lot of front-page articles [about reopening the drive-in]. There’s been a huge amount of good will for us,” says Longmire, a Lion.

Five Lions volunteer to co-manage the business. The club pays for a projectionist and bookkeeper. It also hires five students, allowing the Lions to provide work experience for youths.



The drive-in provides work experience for youths.

The drive-in’s unusual operational status led to its inclusion in a documentary film about drive-ins. So the Lions not only run the show, but also at various times on cable TV, they are the show. “I’ll have people say I saw you on TV at 3 in the morning,” says Longmire.

Technology Makes Movies Accessible



Nearly a decade ago Bob Burns, a blind attorney and movie buff in Omaha, read a *USA Today* story about a device that makes movies more accessible for the blind and the deaf. But after checking he discovered that the nearest theatre equipped with MOPIX was 450 miles away in the Chicago area. So he banded together with nine local Lions clubs to install MOPIX at an AMC theatre in Omaha.

Today MOPIX is available at hundreds of theaters in North America. In most cases theater owners decide, either from financial motives or as a public service, to install and pay for MOPIX, which costs at least \$11,000. In Omaha, Burns and the Lions convinced AMC to install the system if they raised half the amount. "They never heard of such an idea. But they went along with it," says Burns.

Developed in the early 1990s by WGBH in Boston partly from a \$125,000 federal grant, MOPIX consists of two components. Wireless headphones pipe in an audio description of facial expressions, on-screen actions not obvious by dialogue and even costume changes. The descriptions are inserted in pauses in the dialogue. The closed captioning system of MOPIX involves a rear window reflector attached to the seat that reveals captions that appear to be superimposed on the screen but actually emanate from an LED text display mounted in the rear of the theater.

Movies may seem to be the most visual of the arts, but people with vision loss enjoy going to the show, says Burns. "It's one of the main forms of entertainment [for the blind]," he says. With MOPIX, "you can independently enjoy the experience."

Don Heid of the Omaha Westside Lions coordinated the Lions clubs' donations. "It just struck us as a good idea," says Heid. It also helped that a member of his club was blind and his wife was visually impaired; along with many others, the couple paid the regular ticket price at the AMC theater but now enjoyed a richer experience.

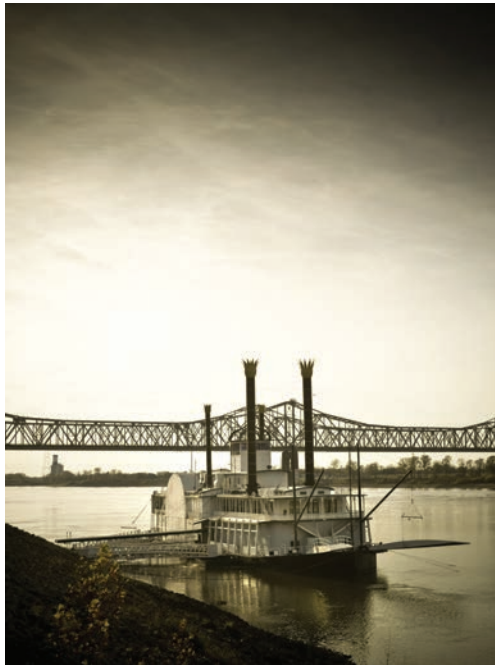
MOPIX allows those with vision and hearing impairments to better enjoy a movie.

An American Odyssey, A Lions Story



In the summer of 1962, an old, not air conditioned bus crisscrossed the country. The three dozen or so passengers felt the mists of Niagara Falls, smelled the chocolate in Hershey, Pennsylvania; rode horses in Lexington, Kentucky; danced on a river boat on the Mississippi and perched near the edge of the Grand Canyon. The bus riders descended into a coal mine, tiptoed through a meat packing plant and stood on the site where the first Europeans landed in America. They experienced the United States—without seeing it. The 24 teenagers on the bus were part of the Foundation for the Blind, begun nine years earlier by a Los Angeles man with little money but with big dreams for children without sight.

The indefatigable Norman Kaplan gave blind children what sighted kids took for granted—summer camp, bowling, dancing and swimming. And with his wife, Nadia and their two daughters, along with six college-age volunteers and a bedraggled bus driver, he gave them a summer of lifetime memories. Oh, yeah, 70 Lions clubs sponsored the 10-week, 32-state excursion, dubbed *By Lyons* (“Blind Youth Looking Into Our Nation’s Scenes”). Lions met the bus at stops along the journey, provided food and lodging, sponsored tours,



secured tickets to visit attractions and escorted the youths to the sites.

Norman is deceased but Nadia chronicled the journey in *An American Odyssey*, currently being pitched to publishers. Her book is not the only record of the trip. Two USC film students came along and shot reels of film.

The trip was emblematic of its times. This was the era of JFK and its fly-to-the-moon, forward-thinking innocence and belief in progress. The blind youths, bursting with intelligence and excitement, were met with unreserved enthusiasm. Police often escorted the bus into town and mayors and governors gave speeches. The trip even managed to evoke the dark side of U.S. history then. The Freedom Rides for civil rights were happening then, and some town officials and hotel and restaurant workers who encountered the blind children looked disdainfully on its racial mix (three of the youths were African American and three were Hispanic).

If you’re thinking this has the makings of a documentary, you’re right. Rita White, a writer-friend of Nadia from West Hollywood with contacts in the film industry, is pursuing the project. Susan Morgan Cooper, the director/producer of the documentary *An Unlikely Weapon*, the story of acclaimed photographer Eddie Adams, has expressed interest, says White. Cooper has even viewed a short portion of the 16 millimeter film shot on the trip. Chances are the footage is good: the two USC film students enjoyed long careers in Hollywood as cinematographers and one even played a key role in the *Star Wars* movies.

White is sitting on 11 cans of film that are nearly 50 years old and need

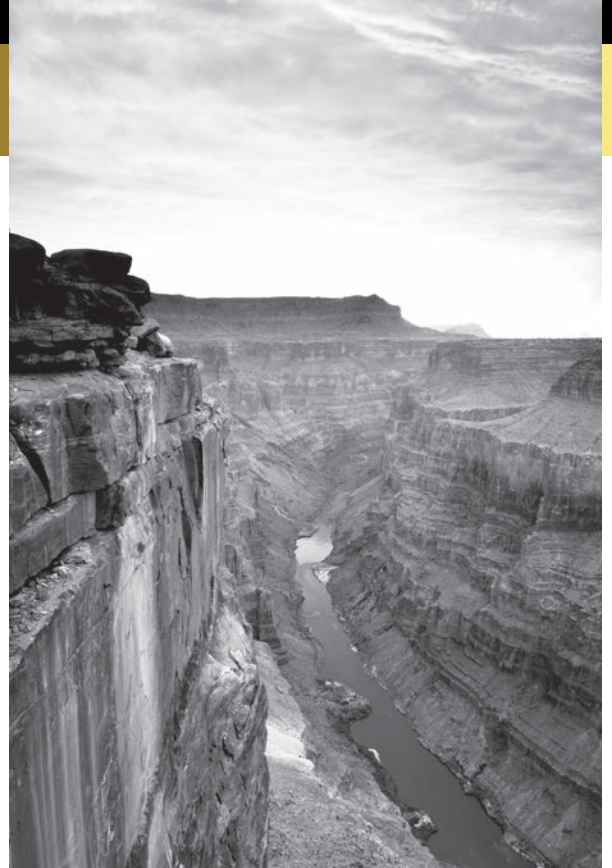
The blind teenagers met President Kennedy and visited the Mississippi River, Niagara Falls and the Grand Canyon.

to be treated before the film can be used. She is seeking a grant of \$12,000 or so from organizations that assist the blind.

In any case, the Foundation for the Blind, now known as the Junior Blind of America, is still going strong in California. For many of the blind teenagers, the bus ride was a pivotal moment in their lives, and buoyed by the experience they went on to successful careers and family lives.

Mike Cole, one of the teenagers, went on to earn a degree in psychology, taught at San Francisco State and recently retired as administrator of a state-owned center for the blind with more than 50 employees in California. "It was a whirlwind of information on very little sleep," he recalls the trip. "The spirit of independence and self-reliance drove us as we traveled." He recalls shaking hands with Kennedy: "His grip was firm, his hands smooth and strong. ... I was thrilled that he sounded just the way he sounded on the radio and TV."

Of course, they were teen-agers. Amid the historic sites, Cole, who now has two grown children, recalls also being thrilled "by the pretty girls we met."



King of the Film Lions

You can hardly talk about Lions and the movies without mentioning the roaring Lion of MGM films. Metro-Goldwyn-Mayer first used the lion logo in 1924 and since then there have been five MGM lions. The growling lion is so embedded in the movie experience that you can forget



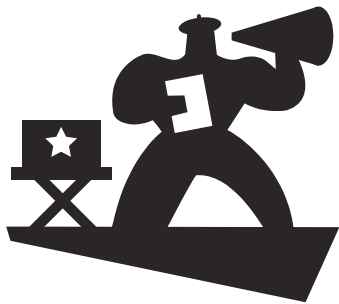
how archaic it is and unlike the sleek contemporary logos such as the one of Dreamworks with the boy fishing from a star. The logo is so recognizable that it's been frequently spoofed such as when the Marx Brothers took the place of the lion in a trailer for *A Night at the Opera* or Mary Tyler Moore's meowing kitten.

Elvis and Lions

Yes, that's a Lions club logo behind Elvis in the popular 1957 film *Loving You*. Elvis belts out *Let's Have a Party* with a band in front of a banner touting the Haroldsville Lions Club Barbeque. The banner was put in the scene by Hal Wallis, the film's producer whose credits included *Casablanca*. A Lion, Wallis had asked Col. Tom Parker, Elvis' notorious manager, for permission to feature the banner. Parker said sure—as long as Lions forked over \$20,000 for the promotion. An indignant but defiant Wallis paid the fee out of his own pocket. The name of the club on the banner is fictional and the logo is a close approximation of the official logo at the time. The detail about the \$20,000 may or may not be true but that's what



he's heard, says Past District Governor Carl Gundrum Jr. of Reamstown, Pennsylvania, an Elvis buff.



Spielberg, Watch Your Back

With a population of 52,000, Grand Prairie is the largest city between Edmonton, Canada, and Fairbanks, Alaska. Agriculture and the oil and gas industries keep people working. Culturally, the city enjoys a decent music and live theatre scene. Movies were something you watched, not made—until the Lions started up a film festival in 2005.

Remember the old movies where the young Mickey Rooney and Judy Garland would say “let’s put on a show” and suddenly singing and dancing erupted? It was kind of like that in Grand Prairie. The Grand Prairie Lions Club bought a DVD pro-



The Lions movie festival boosted the career of filmmaker Terry Scerback.

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jection unit and an eight-foot screen, consulted with a local economic development agency and spread the word they would screen amateur short films. They also awarded prizes for entries from children as young as 10 as well as college-age students. One year student-filmmakers focused on bullying or substance abuse.

“The events gave our club exposure. It allowed members to try something new,” Past Council Chairperson R. Lynne Coulter wrote in an e-mail. After the 2008 festival, with dwindling submissions and financial success, the club decided not to continue the festival. But the festival left an impact, spurring interest in the arts and in filmmaking. One of the festival winners, Terry Scerbak, went on to found her own festival, the Reel Shorts Film Festival. A playwright and poet, Scerback says the Lions’ festival gave Grand Prairie a boost. “I don’t think people here feel culturally deprived. But they have no idea what they’re missing,” she says. Reel Shorts screens top films from other festivals. “I had so much appreciation and respect for what the Lions did with their film festival, I set up Reel Shorts to run after their festival and to be as different and complementary as possible,” she says.

To Catch a Crowd

Members of a Lions club in Monaco undertook their first art auction with the usual worries on how it would turn out. They did fine. Among the 54 paintings and sculptures auctioned was a portrait of Princess Grace Kelly by renowned artist Peter Engels. Kelly's son, Prince Albert II of Monaco, attended the auction. After a spirited bidding duel with the millionaire mayor of a medieval French village, Prince Albert walked away with the portrait with a bid of 13,000 euros (about \$18,000).

The Monaco Doyen Lions Club, one of two Lions club in Monaco, held the auction in May at a Monaco hospital. Sotheby's provided a spirited auctioneer free of charge and the Monte Carlo casino displayed the art prior to the Lions' private auction. Also making the art more alluring were signed dedications from celebrities such as actor Sean Connery, race car driver Allan McNish, fashion designer Otto Kern and soccer star Didier Deschamps.

Jean Keraudren, 2008-09 club president, said that the auction built its own momentum. "As the preparations progressed I discovered that it was relatively easy to obtain donations from artists as they saw the event as a prestige event, which they then would be able to put in their press

books," he said in an e-mail.

"We had a mix of artists from Belgium, Italy, France and Monaco," he added. "Monaco is a small and discreet place, so between us all [Lions] we either knew someone or knew someone who knew someone."

The Monaco Doyen Lions include bankers, antique dealers, builders, a doctor, a dentist, an accountant and a travel agent.

Among the items auctioned were a watch donated by Prince Albert and 14 water colors painted by artists with intellectual disabilities. "We

roles in such films as *Rear Window* and *The Country Girl*, Grace Kelly left Hollywood and married Prince Rainier of Monaco in 1956. She died after a car accident in 1982.

Engels attracted worldwide attention last year when his portrait of Nelson Mandela upon turning 90 appeared on a billboard in Times Square. His portrait of Kelly captures her look from *To Catch a Thief*, co-starring Cary Grant and directed by Alfred Hitchcock.

The auction raised more than \$70,000. The Lions donated the



Famed artist Peter Engels painted the large portrait of Grace Kelly.

were able to tell people that the mentally handicapped who donated their paintings were able to help society in spite of their handicap," said Keraudren, who works in shipping.

A movie star in the 1950s for her

funds to a medical charity that trains African cardiologists who come to Monaco and France to improve their skills.

Talking the Walk

Documentary Showcases Around-the-World Journey

What do you do for an encore after you've completed a five-year, 14,000-mile walk around the world to raise awareness of breast cancer?

Star in a documentary detailing this first-ever such journey for a woman.

Polly's Global Walk tells the story of Polly Letofsky of the Highlands Ranch Club in Colorado (March 2007 LION Magazine). Her walk raised more than \$250,000 for breast cancer, brought the disease into the forefront in countries where the subject was taboo and spurred government action such as in Malaysia where authorities decided to subsidize mammograms for women.

But the movie is not a litany of accomplishments. It shows the solidarity and sense of community that arise in response to a Herculean effort to battle an oft-ignored and misunderstood disease. Cancer survivors and sufferers walked with and sheltered Letofsky. Strangers in Muslim Malaysia comforted her and made sure she felt safe after Sept. 11, two years into her journey.

But most of all, Lions along the way embraced her cause and alerted the next club up the road to welcome and support her. Australian Lions got the ball rolling. "It was as if I had mothers and fathers all over the country," Polly says in the film. "[They had] a much better plan



The documentary on Polly Letofsky's global trip premiered in her hometown of Minneapolis.

than I laid out.” The momentum grew as clubs passed the hat and staged fundraisers for her. Lions swept her along: 10 Singapore Lions accompanied her to the border, where 100 Malaysian Lions awaited.

“It’s like Polly often said—it’s as if people found her on the side of the road and formed a human chain around the world,” said PJ Letofsky, Polly’s brother who made the film.

The documentary premiered last October in Minneapolis, Letofsky’s hometown, as a fundraiser for the Mayo Clinic and Susan Komen for the Cure. To gain a wider audience, PJ Letofsky is in discussions with distributors and with film festivals, especially those in the 22 nations his sister visited. Lions in Australia asked for 500 DVDs. Clubs there and elsewhere may center fundraisers on the movie. PJ and Polly are considering attending the Lions’ international convention in Sydney in 2010.

PJ Letofsky has made one other film, a fictional account of a rock band, and hosted an arts and enter-

tainment TV show in Minnesota. It was more than sibling pride that motivated him to interview two dozen people and travel to 25 cities in six nations to complete the film. “It’s a human interest story. It shows what you can accomplish if you take one step at a time,” he said in a phone interview while at the Sundance Film Festival.

Ironically, Letofsky now works for the travel industry as a sales manager for Marriott Hotels. She walks three or four miles to stay in shape and occasionally hikes 16 miles on a weekend. But she’s done with epic journeys. “It’s not like I had a small taste of it and wanted more. I was really slogging through at the end. I launched right into the nesting stage. I love going home and having my own fridge,” says Letofsky, who is finishing up a book on her sojourn.

The 108-minute film includes some memorable moments and circumstances: Letofsky, her mother reveals, was a late walker and wore glasses as toddler because of strabismus (“lazy eye”).

During her walk by chance she ran into David Kuntz, a Minnesotan whose 1974 first-ever walk around the world made a lasting impression on 12-year-old Letofsky. In New Zealand, unable to reach Auckland because a bridge was closed to pedestrians, breast cancer survivors rowed Letofsky into the city.

Letofsky shows heaps of grit across four continents amid all kinds of weather. But the film’s lasting impression is how she inspired others. “I’d like to think there are a few more people alive today because of Polly,” marvels a Lion from England.

Information on the DVD is available at www.pollysglobalwalk.com.



“Bob,” Letofsky’s custom-made running stroller, carried everything she needed for her journey.



Now Playing: A Free Movie

Lions not only adore movies but also love to share the experience of going to the show. Clubs across North America host free screenings, especially for children and particularly around the holidays. The DeKalb Evening Lions Club in Illinois showed *Home Alone* at the Egyptian Theatre in downtown DeKalb last Christmas, and the Elroy Lions in Wisconsin also got into the holiday spirit. After caroling and distributing gifts at a nursing home, they hosted a Christmas movie for children at the theater in town.

Clubs also use movies, in some cases, very old movies, to spice up a meeting. The Eden Prairie Lions in Minnesota hosted a silent movie night that included a performing keyboard player to recreate a 1920s-era movie house. Members were, well, talking about the spectacle for days on end.

Series Whets Travel Appetite

More than 500 modern horseback riders retrace the route of the Pony Express each June. Filmmaker Hal McClure documented their journey in “Echo of Hoofbeats: The Pony Express,” and, thanks to Lions, film buffs in Topeka, Kansas, not only watched the documentary but also could ask questions of McClure.

For 22 years the Topeka Lions Club Travel Series has entertained cinephiles while raising funds for the club. Having the cinematographer on hand “gives the shows a much more personal quality than watching the average show on a cable channel such as Discovery or the Travel channel,” Lion Dick Hodges says in an e-mail.

The six shows for the 2008-2009 program, which costs \$30 in entirety or \$7 for a single admission, include *Sea to Sea in a Model T*, *Burma and Cambodia: Lands of Conflict*, and *Lewis & Clark*. Screenings are at the majestic White Concert Hall at Washburn University, where several Lions teach. ■



Don and Fran Van Polen traveled from “Sea to Sea” in a 1926 Model T Roadster to celebrate the 100th Anniversary of Henry Ford’s car. The Van Polens talked about their journey as part of the Topeka Lions Club Travel Series.



Don't Forget About Photo Contest

The LION Magazine photo contest is off and running. We've received some good entries, but we haven't yet received—your photo. You have plenty of time. Mailed entries must be postmarked by June 10 and digital entries must be uploaded to our Web site by June 10. Photos must be taken by a Lion or Leo, and photos must show a Lions service project or fundraiser.

First prize is a first-rate Sony digital camera. Prizes for 10 runners-up are attractive Lions polo shirts.

Even if you don't win, your photo could end up in the magazine, giving your club the recognition it deserves. Entering the contest also is a way to improve your club's photography skills. Tips on good photos were in the May LION or can be viewed at the LION Magazine page at www.lionsclubs.org. Or e-mail jay.copp@lionsclubs.org for photo tips.

Rules

- Photos must be of a Lions service project or fundraiser that takes place between May 1, 2009, and May 31, 2010. This includes events held in partnership with Lions such as Special Olympics eye screenings or joint projects with other organizations. (LION Magazine may choose to print submitted photos before May 31, 2010. Prior publication will have no effect on contest decisions.)
- Photos must be taken by a Lion or Leo.
- More than one photo may be submitted. Different photos may be submitted at different times.
- LION Magazine staff will judge the entries. Their decisions are final.
- The first-prize winner will receive a Sony Cyber Shot DSC H50 (or comparable camera), hailed by reviewers as one of the best digital cameras. The 10 runner-up winners will receive a Lions polo shirt.
- Submissions must include the photographer's name, address, phone number and club name. An e-mail address is requested. The date of the photographed event must be provided as well as a brief description of the event.
- Mail the color prints or disk with images to LION Magazine, 300 W. 22nd St., Oak Brook, IL, 60523-8842, United States. (Do not write on the front or back of a photo.) Digital images also can be uploaded to <http://portal.lionsclubs.org/publicrelations> (click on Proceed to Upload, click on Upload Files, click on Browse, go to your file with the photo and click on it, click open and click on Upload). A message will appear: "file upload completed successfully." If you e-mail the image, send an e-mail to jay.copp@lionsclubs.org to let the LION know the name of the photo, the photographer's name, address, phone number, club name, date of the photographed event and a brief description of the event.
- Digital images must have a resolution of 300 dpi or higher.
- Mailed entries must be postmarked by June 10, 2010. Digital entries must be uploaded by June 10, 2010. All entries must be identified as "photo contest entry."
- All participating photographers grant LION Magazine permission to use their images in the LION, on its Web site or in other materials or publications of Lions Clubs International.
- Entries cannot be acknowledged or returned.
- See the complete list of rules at www.lionsclubs.org.

Rehabbing a Home, Restoring Dignity

by Jed Duvall

Photos by Lili Duvall

The call to work is for nine in the morning, but the crew arrives early. They roll out of their pickup trucks ready to work, pulling on gloves, hefting hammers and wrecking bars, reaching for masks and respirators. They know the job.

They are Lions in Rappahannock County, Virginia, out in the countryside 90 minutes west of the nation's capital. Their job is to pull out the moldy drywall and ceiling of a tiny house owned by a woman of limited means.

They set to it so earnestly that very soon Lion Matt Barrett lifts his dust mask for a moment and exclaims, "It's only 9:30 and we're about halfway done!"

Indeed, the dozen men and one woman on the job raised a clatter as they yanked the old walls off, the old nails screeching as they were pulled out of the joists. Sections of drywall came out of the house, several each minute, as the walls and ceiling were stripped bare. It was all over by lunchtime, with the debris of the job tossed into a waiting dumpster.

The four-room house belongs to Jennifer Gray, who spent most of her childhood here. On school days she was bused to a blacks-only school more than 15 miles away in another county. By the time she was finished with the 10th grade, however, Virginia was done with school segregation and Jennifer Gray spent the final two years of



Jim Manwaring removes baseboard.

high school at the newly integrated Rappahannock County High School. Today, she reports to the same building, where she is an aide helping disadvantaged youngsters in special education. Some of her charges are elementary schoolers, others are toddlers. She is a favorite of the students, who call her simply "Momma G." Her job is one that does not offer a great deal of money; this rural school system does not have much to spend and a significant portion of those who live in the county argue vehemently against taxes and school spending every year.

Gray planned to fix up the house without help. "My brother in Pennsylvania—when he had some free time—were going to try to do it ourselves," she says. It would have been daunting. After the Lions pull out the drywall, a church group in the county will install new wiring and



Jennifer Gray stands in front of her home.



Gray escorts a student to the bus.

plumbing, bathroom fixtures and a new kitchen. The whole house, small though it is, will be made over. When the church group finishes, the Lions will return to paint the interior—walls and ceilings—and provide for some sort of heat, probably electric baseboard.

Bill Welch, who grew up in Rappahannock County, is the man heading the group from a Baptist church doing the wiring and plumbing. Welch has known Gray for years. “She’s always helping [people], asking for nothing. She didn’t ask for this [rehab].”

The work on the house is hard, but straightforward. What had been complicated was making the arrangements. Club President Jim Blubaugh reported that three months were spent in late 2008 just trying to find a house to work on, to match up the club’s resources with a suitable homeowner.

Rappahannock County is not without needy folks, but the club leaders had to approach the project with tact and care; the dignity of the recipient remains foremost.

What Blubaugh calls “the power of organized good” required delicate planning and balance. Other groups in the



Joel Daczewitz works hard.

county were approached. Various churches and the county's senior citizen agency were asked to nominate candidates for assistance. Says Blubaugh, "We are trying to get as many community organizations as we can to work on these things."

One of those hard at work in the house on the first day of the Lions project was veteran club member Larry Sherertz, a former county sheriff.

He observed, "This is a hand up, not a handout."

Once the connection with Gray was made and the needs of the project were clear, an environmental group, whose vice president is a Lion, supplied special insulating paint.

The Lions led the way. As Blubaugh says, "The Lions are the only multi-purpose organizations of any size in the county."

For several years now, Gray has been living with another brother in the house next door. The home being rehabbed by the Lions and the others has been empty for years. Gray is not even sure how old it is. But she is looking forward to making this childhood home her own place once again. "I'm thinking of moving in soon," she says with a smile. ■



Yogi Bear (his real name) works on the home.

A Quick Start to Membership Gains

by Pamela Mohr

Like life itself, the ginkgo leaf is an illustration in fluidity, constantly moving as the wind circles its branches. Lions are a lot like the ginkgo, strong yet flexible, adaptable and able to bend when faced with new challenges, but never broken. Our clubs continue to thrive as we build momentum in our membership growth, finding new and effective ways to achieve success as we add new members worldwide and find creative ways in which to serve.



Members of a new club in China are proud to be Lions.

Since July 1, 370 new clubs have been established and we've gained 3,750 Lions because the Quick Start Ginkgo Award challenge is achieving remarkable gains. These numbers tripled from the same period last year. A total of 58 districts and two undistricted areas earned Quick Start Ginkgo Awards, with India the top country worldwide for gains. Even more may soon be confirmed.

Teamwork is the key. Coopera-

tion is helping us *Move to Grow*, and records are being set. The seed for a joint effort of all Lions—including District Governor and Vice District Governor teams and our successful Global Membership Teams—was planted and now that single seed has flowered into a sustainable resource. These new Lions and clubs bring with them a wealth of exciting ideas and energy. While other organizations may be experiencing a decline in

membership for several reasons, Lions Clubs International is bucking that trend. We're growing because we don't stand still. We aren't content to rest on our reputation as the world's premier service club organization. Lions are still putting themselves out there in communities and on national and international levels to keep doing what we do best: working for others.

"No one ever said it would be easy. But we keep reaching out and

like the ginkgo, absolutely nothing stops our momentum. When the numbers increase threefold, it's most obvious that we're moving in the right direction. This growth keeps us moving forward in a number of ways," emphasizes President Eberhard J. Wirfs.

- In ISAMME (India, South Asia, Africa and the Middle East), the numbers relate how Lions are being embraced. Clubs have increased from 48 in the first two months of last year to 246 this year. In addition to India having great results, the countries of Nepal, Nigeria and Bangladesh are continuing their growth from last year.
- In North America, the number of new clubs doubled from the previous year. Eleven district governors in the United States established at least two clubs each and have earned Quick Start Ginkgo Awards. Leadership at every level is working—the numbers are up and growth is at its highest level in 12 years.
- OSEAL (Orient and Southeast Asia) has 67 new clubs.
- Europe has seen a 130 percent increase over a five-year average in new clubs chartered in July and August.

Success of this magnitude isn't possible without meticulous planning and teamwork. It's not just the num-

bers in general that have skyrocketed. What also matters is that by being creative and embracing freedom of choice, new clubs are being organized. In District 2-A2, Texas, District Governor Glenn Burns, a Quick Start Ginkgo Award winner, formed a new "Family" club as well as its first all "Ladies Lions Club." Different types of clubs fulfill different community and individual needs. By recognizing that families, careers, commitments, and indeed, the times change, forward-thinking Lions leaders are embracing the idea of specialty clubs.

The ability to adapt is what has made the ginkgo survive 280 million years. If things remain static, no growth is ever achieved. If no new growth is measured, survival is questionable. The ginkgo is one of nature's unique creations because both male and female varieties reside in the same plant. They work together to not only endure, but also thrive in often hostile conditions. It's creativity at its best, showing that there's more than just one way to retain members and grow successfully.

In China, 16 new clubs were formed in Qingdao, which will soon be the fourth district in China. New clubs were also formed in Beijing, Shenzhen and Guangdong.



International President Eberhard J. Wirfs inducted his wife, Margit, at the recent international convention in Minneapolis.

Teamwork is Key

Glenn Burns says, "Teamwork is the whole basis for our success." The idea for promoting specialty clubs in District 2-A2 came up when he served as 1st Vice District Governor last year, and now in addition to establishing both a family and women's club, he says his District Governor Team is exploring the chartering of an All Korean, All Virgin Islander and All Philippine Lions clubs. Specialty clubs work, he says, "because people feel comfortable with their peers." When the call for a women's Lions club first went out, "Only 10 women showed up," Burns said. After more promotion in the community about who Lions were and what they did, "At the next meeting, there were 25." The club was chartered with 30 members. "We like to think outside the box," he says. "If it works, it works."

The DG team concept worked well for Burns, who points out, "I had some pretty good mentors and coaches." When he assumed the role of governor, he was already familiar with the clubs, Lions and communities in his district from attending so many previous meetings and events. The team helps pull everything together, he believes. "It's not just my decisions and my own thoughts. I'm able to pull on their vast knowledge, too."

New Year's Celebration Ginkgo Award

Districts increasing their average club size according to the targets below by December 31, 2009, and maintaining or increasing their achievement through June 2010 will be eligible for the New Year's Celebration Ginkgo Award. The goal is to increase the average size of existing clubs within a district—bringing in new members, solving retention problems, reviving and energizing clubs as they *Move to Grow*.

Constitutional Area I

Target number: 2

Constitutional Area II

Target number: 2

Constitutional Area III

Target number: 2

Constitutional Area IV

Target number: 2

Constitutional Area V

Target number: 4

Constitutional Area VI

Target number: 4

Constitutional Area VII

Target number: 2

A second Lions club has been organized in Iraq and two new clubs have been established in Ukraine, making a total of 10 clubs in that country.

All seven constitutional areas of Lions are proceeding forward in numbers. President Wirfs has announced a New Year's Celebration Ginkgo Award to recognize districts that increase the average size of their clubs by a target number. "The goal of this challenge is to grow membership of existing clubs, save and revitalize struggling clubs and to improve the overall retention of existing members worldwide by December 31, 2009," he explains. "The goals are easy to understand and achievable by organizing membership drives, by saving clubs from suspension and by involving the entire district team in providing help to clubs looking for new ideas and inspiration."

Do some "blue sky thinking" to find new ways of doing old things. Thinking differently can lead to exciting new ideas. One such new idea is already accomplishing great things. By teaming district governors and vice governors, this trio of Lions leaders is successfully strengthening membership and operations. It's an idea that was proven valuable

previously in Ohio and Multiple District 111 in Germany and now adopted by the association.

District governors are charged with a number of responsibilities and by using the whole team, leadership remains constant and both the first and vice district governors are able to monitor club and district operations. Considering the hands-on experience these teams bring with them, combined with the momentum they're gathering as they work together with a common goal in mind, President Wirfs believes, "Our District Governor Teams will have all the ingredients to produce leaders with sound value systems and creative skills to be role models in different parts of the world."

For more information about Move to Grow and the Quick Start and New Year's Celebration Ginkgo Awards, please visit www.lionsclubs.org. ■



Fifty-eight districts and two undistricted areas earned Quick Start Ginkgo Awards.

SEEING—AND REACHING—BEYOND BORDERS



Grant Township Lions in northeastern Illinois like to say that they see beyond borders. They do, in fact, see all the way to the African bush country of Swaziland, nearly 9,000 miles away, where they're helping thousands of people clearly see the faces of loved ones, see well enough to plant their crops and live healthier, safer lives. Lions support The Luke Commission (www.lukecommission.org), a team of Americans and Swazis who hold mobile medical clinics in the bush. A non-profit organization, it's headed by Grant Township Lions Dr. Harry and Echo VanderWal, who live in Swaziland about nine months a year with their children.

Lions Don and Darlene Borgwardt and Ken and Diane Klein serve as team coordinators in Illinois while the VanderWals and their four children volunteer in Swaziland. Hundreds of Illinois Lions collect and donate eyeglasses through the Lions of Illinois Foundation. Many clubs help support the work in Swaziland by donating additional needed items, such as cloth diapers, or funds to keep the missions going.

A tiny country in southern Africa, Swaziland has the highest HIV-AIDS rate in the world. The VanderWals and their team drive two trailers packed with medications and eyeglasses to the most remote reaches of Swaziland, setting up their mobile missions at bush schools, villages or orphanages. Half of the population of Swaziland is under 15 years of age and half of those children are orphans, says Don Borgwardt.

Echo VanderWal emphasizes, "It's a war zone here. The effects of HIV and full-blown AIDS are wiping out an entire generation between 20 and 35. Often children are left to be cared for by a grandmother or another relative who already has several children."

The VanderWals rise before the sun each day to prepare for the mobile clinics, not an easy job in a country where roads are unpaved, rocky and pitted with holes. Broken axels and flat tires are common.



Grant Township Lions Ken and Diane Klein are surrounded by Swazi children during a mobile medical clinic.



Volunteers routinely need to free vehicles from treacherous road hazards.



The pharmacy is open no matter where the clinic sets up.



(Above)The VanderWals enjoy a scenic moment together.

A woman smiles with joy as she tries on her new glasses.

They stay with the villagers until the job is done, regardless of how late or how dark it becomes. Eyeglasses, matched on a computer to a patient's vision needs, are selected from a large selection of prescription glasses and transported daily in trailers. Reading glasses are distributed to anyone who needs them.

Borgwardt points out, "People are being reached who haven't seen well for years. We've increased the Luke Commission eyeglass inventory from 3,500 to 25,000 and supplied them with many other needed items. Our goal for next year is to supply them with an inventory of 50,000 glasses." Grant Township Lions raised \$10,000 to purchase an auto refractor for the Luke Commission so one would no longer have to be rented. Borgwardt credits Lions working together in District 1-F for making the donation possible. They are now trying to raise \$30,000 to buy new vehicles since the combination of carrying heavy loads along with terrible road conditions have taken a toll on the vehicles driven by volunteers.

The VanderWals treat Swazis who may have never seen a physician or been able to afford the simplest of medicines, let alone antibiotics or medications to fight the HIV virus, Borgwardt says. They offer free testing and counseling for those who may already have the virus.

The couple also line up surgeries for patients with urgent medical care needs and work with a hospital in the city of Manzini to provide follow-up care. Manzini Lions now twin with the Grant Township club to maximize humanitarian assistance.

Last year, 21,140 patients were treated in the bush and a total of 157,000 packets of free medications were distributed. Additionally, 9,529 patients were fitted with eyeglasses. "People walk for miles and then spend the day standing in line," says Borgwardt. "They are so thrilled that they are being treated that there is no pushing and shoving. They just patiently wait their turn. Sometimes a clinic is no more than the shade of a tree."

Leaving with his new pair of glasses, a young man laughs happily. "I can see a bee pass by now!" A little girl shouts, "Now I can see my teacher and the board!" An elderly woman smiles as she says, "I haven't been able to sew for the last 10 years. Now I can thread a needle." Small miracles, maybe, but to some, giant steps toward happier, healthier lives. ■



Cut Costs in a Tough Economy



Times are tough. Cutting costs is de rigeur for families and businesses. Service clubs may seem to be immune from budgetary concerns. After all, Lions' stock in trade is service, a cost-free commodity. Yet even Lions are trimming costs. That makes perfect sense. Saving money can free up resources for even more service.

District 1-F in Illinois cut costs several ways. The district convention that normally began on Friday evening and ended on Sunday afternoon was converted into a 1.5 day event. "In doing that, we eliminated the need for attendees to pay for another meal [Sunday breakfast] and possibly another night's stay at the hotel," says Paul Pioch of Palatine, the 2008-09 district governor.

The district also made the meal portions smaller, eliminated a small event typically held on Friday evening and hosted one hospitality room instead of having individual club hospitality rooms. The district's Webmaster also saved Lions time and money by including reporting forms on the site.

Costs can be reduced at the club level, too:

- Take advantage of the Internet. Correspond through cyberspace. Members save on gas by not driving and resolving issues without paying for a meeting space.
- Instead of paying for dinners, plan a pot luck meeting at a member's home or use a public park.
- Save money by not having to pay for fliers and bulletins to be printed monthly. Eliminate the need for mailings

by communicating electronically or providing key members with flash drives to review material.

- Have an occasional "family" night at meetings with board games so members with young families can enjoy a night out without picking up the tab for a sitter to watch their children.
- The purpose of a fundraiser is, of course, to raise funds, but consider asking less. Employ a popular marketing strategy—a \$4 (or \$3.99) raffle ticket may be more appealing than asking \$5 and help generate more sales.
- Instead of catered or purchased meals, have dessert and coffee. Smaller portions mean less expense.
- Try sponsoring a garage sale. Donated goods and free attic "finds" help members as much as the community. Who doesn't want to find a bargain? It's an inexpensive fundraiser with practically no outlay since you may not even have to pay for advertising. Most communities have a local "shopper" newspaper where garage sale ads are free and a sign is easy to make. Sell coffee or soft drinks to browsers for an added boost to the budget.
- Reinvent yourselves. For 90 years, Lions have worked through world wars, recessions, depressions and natural disasters. Don't do something because it's always been done that way. Being frugal doesn't mean doing without—it just means finding a less expensive way to achieve the same goal.

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RAISING FUNDS

It's Amazing, All Right!

It wasn't a trip around the globe and contestants weren't forced to defy gravity or eat anything that was still moving, but the Amazing Race that Marlboro Lions in Massachusetts sponsored was still pretty exciting. The 18 teams performed a variety of daring feats, risking—well, if not all—at least their dignity—blowing bubbles, building birdhouses, eating pudding without a spoon and taking a math quiz. Each contestant paid a \$20 entry fee, which included a pasta dinner at the race's conclusion.

There were 10 stages to the race, each requiring concentration, skills and yes, a bit of luck. The race was originally intended to be an annual event, but Randy Scott says it garnered so much media attention that Lions now plan to sponsor a race twice a year. Events included wading into waist-high water to retrieve a clue written on a floating jug or driving to the local Wal-Mart store to find a clue posted on the windshield of a car. Address locations were even tied to tree branches. Nothing was easy or obvious. The total driving distance for 15 separate loca-



The clock was ticking as contestants used their skills to build birdhouses.

tions was about 10 miles.

"From the first challenge to the last, we had a blast!" says contestant Teresa Loftin Scarpato, president of the Marlborough Junior Women's Club. "We loved scrambling around Marlborough and having a little friendly competition among the other teams." Adds teammate Jodi Schoolcraft, "It was hilarious, hard and fun. I would do it again tomorrow!"

While daunting, she says the course was "extremely well thought out, balanced and crazy fun." The Junior Women's Club team not only ran the race for the fun of it but also to show support for Lions. "We were very proud of another civic club doing something 'out of the box' for a fundraiser," Schoolcraft emphasizes.

In the water balloon toss, racers were required to collect a specified amount of water—after the balloons were tossed by teammates. The dilemma they faced was a double-edged sword (never good when tossing water balloons): a smaller amount of water and a longer distance or a larger amount and a shorter distance. Either way, collecting the water after balloons burst made for some pretty wet work.

Scott says ages of contestants ranged from a young girl to the mid-fifties. One of the teams suffered a vehicle breakdown midway, but didn't let it stop them. "Dad went home and got the second car and they finished—not well, but they finished," laughs Scott. "And this group had the most fun!"

The race raised \$1,000, but also raised the profile of Marlboro Lions. Scott says that his previous role as a district membership chair helped him be creative. "My mantra was simple," he says. "Do service. Make it fun for the Lions and the public. Publicize the heck out of it, especially the fun stuff." And, Scott points out, one important thing to remember: "Ask people to help out or join while they are still laughing."

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Bison Home on the Range

The American Bison has been pictured on coins, flags, state seals, logos and has even been depicted as a sports mascot. It has enjoyed a long association as an iconic image of the old American West. Wyoming Lions, however, may have come up with a first: using the big, burly, bison as an opportunity to raise funds to help fight blindness in developing countries.

The Lions of Wyoming Foundation raised nearly \$25,000 for Campaign SightFirst II by selling raffle tickets to a bison hunt. No animal was hurt, however. The bison is still happily grazing home on the range after the winner donated it back to Lions.

The foundation is committed to fulfilling its pledge of raising \$100,000 for Campaign SightFirst II. Another fundraising effort is a spring candy sale.

The Wyoming Lions' foundation also sponsors the Allen H. Stewart Lions Camp for visually impaired campers in Casper. Participants learn how to become more independent, interact with others who share a vision disability and enjoy all the usual camp activities.

Recently celebrating its 25th anniversary, the foundation supports a variety of projects around the state in addition to the camp. Those include the Rocky Mountain Lions Eye Bank, Rocky Mountain Lions Institute Foundation, Leader Dogs, Lions Early Childhood Vision Screening and LCIF.



Bison can weigh between 800 pounds to a ton, stand six feet in height, measure 10 feet long and run as fast as 35 mph.

CALENDAR

2009 UPCOMING EVENTS

NOVEMBER

NOVEMBER 11

Lions Quest grant application deadline for review at the January 2010 board meeting

NOVEMBER 12-15

Senior Lions Leadership Institute/USA, Affiliates, Bermuda, the Bahamas and Canada

[OAK BROOK, ILLINOIS, USA](#)

NOVEMBER 14

World Diabetes Day

NOVEMBER 15

Postmark deadline for a club to send one winning poster (per contest sponsored) to the district governor

NOVEMBER 15

Top Ten Youth Camp and Exchange Chairperson Award application

NOVEMBER 15-19

Senior Lions Leadership Institute/ The Orient and Southeast Asia

[PATTAYA, THAILAND](#)

NOVEMBER 19-22

OSEAL Forum
[PATTAYA, THAILAND](#)

NOVEMBER 30

Deadline for Family Membership Certification Forms

NOVEMBER 30

Leo October Membership Growth Award nomination deadline

DECEMBER

DECEMBER 1

Postmark deadline for a district governor to send one winning Peace Poster entry to the multiple district council chairperson

DECEMBER 1

Postmark deadline for clubs not belonging to districts and districts not belonging to multiple districts to send one winning Peace Poster entry (per contest sponsored) to the Public Relations Department

DECEMBER 1

Annual District/Multiple District Youth Camp and Exchange Activity Report (YCE-1450) due

DECEMBER 4-7

ISAAME Forum (Hyderabad, India)

DECEMBER 5

International Leo Day

DECEMBER 6-12

Lions Eye Bank Week

DECEMBER 31

Early discount on convention registration fees

INFORMATION

IN MEMORIAM

Past International Director George P. Crumbley, Jr., of Decatur, Georgia, has died. A member of the International Board of Directors from 1974-76, he was a Lion for more than 50 years and served as a director of the Georgia Lions Lighthouse Foundation in addition to many other Lions, civic and professional responsibilities.

CORRECTION:

In the September issue, a story about a fundraising sight awareness and prevention motorcade in Trinidad & Tobago should have stated that the project was sponsored by District 60-A, Regions 3 and 4.

On The Spot

Fielding Questions From Potential Members



If you're a seasoned veteran of Lions, you know the ins and outs of your club. You know who served as treasurer three years ago, you know what to order at dinner meetings and you probably know the proverbial secret handshake.

But if a potential member began asking questions about Lions life in your club, would you know how to answer? Answering questions from a potential member about your club may seem straightforward, but *how* you answer can quickly become the difference between adding a Lion to your roster and seeing a potentially valuable contributor seek service opportunities elsewhere. When talking with a prospect, always try to put yourself in their shoes—what would I want from joining a Lions club? Here are three of the most frequent questions you might hear from a potential member, along with some guidance for answering them.

What type of service does your club do?

If you've been a Lion for some time, your first thought might be to rattle off some fundraisers and recurring projects. While a routine is a nice thing to have, consider the broader scope of Lions service and the wide variety of activities in which clubs participate before relating specifically your own club's efforts. When discussing your own club, mention the relationships you've established with other organizations in the community. A good answer would sound like this: "The great thing about Lions clubs is the flexibility and open-mindedness to do projects that members enjoy. Many clubs perform environmental cleanups, work with youth groups and do building and repair projects for playgrounds and com-

munity centers. Our own club has worked with the local school district on educating children about the dangers of drug use, and we're always looking for other great project ideas."

What are the members in your club like?

Once again, the key

here is to consider the whole of Lions in a broader scope before dealing specifically with the makeup of your club. With more than 1.3 million members in more than 200 countries, Lions Clubs is an extremely diverse organization that is open and welcoming to those searching for a way to make a difference. Point out that the club is a great way to meet others, and stress that club members are much like the potential recruit—community-minded individuals interested in helping others.

I have a very busy schedule that conflicts with club meetings. Is meeting attendance mandatory?

The meeting attendance question is an important one. In a perfect world, every Lion would attend every meeting. In reality, family, school and work can intervene. While regular attendance is important, don't consider it a "make-or-break" issue. Remember that some of the most valuable members in a club may also be involved in other activities. The best approach is to communicate the flexibility of your club and discuss how other members with similar scheduling hindrances handle their involvement with Lions.

Being prepared to answer a potential member's questions can make all the difference in adding a new Lion to your club. Listen, be patient and share the joy of being a Lion!

A Successful Quest

Life Skills Program Thrives For Quarter Century



Children in Japan have fun during a Lions Quest lesson.

Five years ago Lions worked with school officials to implement Lions Quest at Martin Niemoller School in Reinstadt, Germany. The life skills program sparked an upswing at the school. Students in one class used skills they learned to defuse

a bullying situation with students from another school. Many students are more mature and more open to facing the inevitable challenges of being a teen-ager. "Lions Quest has taught me to talk to my teacher about problems I face. And that it's okay to confide in others," said Marvin, a ninth-grader.

Avoiding violence is one of the many life skills taught through Lions Quest, celebrating its 25th year. A school-based program for children from kindergarten to 12th grade, Lions Quest helps youths learn how to make responsible decisions, communicate effectively and avoid drugs. More than 11 million youths have taken part in a Lions Quest classroom, and more than 350,000 educators and other adults have been trained to implement the programs in school and community settings. The program has drawn rave reviews from educators and high ratings from government agencies worldwide.

Lions Quest is active in 50 countries. New trainers have been certified in Norway, Pakistan, India, Kenya, Austria and Belize, and trainer candidates are currently being prepared in Argentina, Uruguay, Colombia and Russia.

"Lions have long realized that youth are not only our present, but our future," said International President Eberhard J. Wirfs. "My goal for Lions is to extend the Lions Quest Program to over 60 countries worldwide and to develop it as an educational core program of Lions Clubs International and Foundation."

Lions Quest is growing. In Uruguay, Lions are implementing its middle school-aged program in all three districts within Uruguay, reaching approximately 7,300 students. In Japan, six grants from LCIF will enable Lions to conduct 51 workshops, 20 seminars and train 1,295 teachers.

To help the program grow within the United States, Lions Quest launched the "Heroes in the Community" contest at the start of the school year. Participating clubs and class-

rooms will be recognized in May for their joint service projects, with one Lions club and Lions Quest classroom team being named the top "Hero in the Community." The winning classroom will receive

a pizza party, and the winning Lions club will earn a visit from LCIF Chairperson Al Brandel. Lions and classrooms can provide updates on their service project plans on the newly created Facebook and Twitter Lions Quest pages.

A new DVD and brochure on Lions Quest, which premiered at the 2009 international convention, are available free of charge. Donors who contribute \$25 or more to Lions Quest this year will receive a special commemorative button.

"When I first heard about Lions Quest, I immediately recognized the potential. What I couldn't foresee at that moment is how long we would be working with Lions Quest and what success it would mean for our school," said Lion Hans Richter of Reinstadt, Germany. "I encourage more Lions to take up this program."

—For information, visit www.lions-quest.org.



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DONOR PROFILE

Lion Isamu Arino
Miki Chou Lions Club
District 335-D, Japan



Isamu Arino visits with several children during an LCIF grant project site visit.

How did you become a Lion?

About 15 years ago, I was relaxing in our bathtub when all of a sudden my eyesight started to look blurry. It was a cerebral hemorrhage caused by diabetes. It took 12 months and two operations to recover my sight. I heard that Lions focus on service to sight and I wanted to return my gratitude and happiness to society for having my sight back. I want to help as many people as possible.

Why did you begin donating a Melvin Jones Fellowship (MJF) to LCIF every month?

In 2004, I participated in an LCIF grant site visit with Japanese Lions. We went to India, and I visited several earthquake recovery project sites. I was very impressed with LCIF’s project results and seeing how the funds were used, so I immediately decided to donate US\$1,000 every month to CSFII and LCIF. I have 74 Progressive MJFs and hope that I live to be able to reach 100 PMJFs.

Why did you become a Campaign Sight-First II (CSFII) Major Gift donor?

I do my monthly MJF donation by scrimping my salary. Growing up, my family was poor and I was not able to go to high school. After finishing junior high school, I worked hard for many years. I am now happy that this once poor boy can now help people in need through LCIF!

CLUB BRIEFINGS

ACTIVITIES AND ANNOUNCEMENTS

Lions in District 11-B1 in **BATTLE CREEK, MICHIGAN**, sponsored their first annual Lions Roar motorcycle run to raise funds for building homes for disabled people in the community. The home-building is part of a partnership with Habitat for Humanity.

HUNTINGTON, NEW YORK, Lions honored city Councilman Mark Cuthbertson for his years of service to the community at the club's annual charity golf outing.

WASHINGTON TOWNSHIP, INDIANA, Lions sold nearly 25,000 ears of corn during the two-week long Indiana State Fair to raise funds for their vision-related projects.

LIONS IN WARWICK, NEW YORK, saluted Louis Tafuto, the winner of the Warwick Lions Labor Day 5K, after the 21-year-old's first place finish time of 16:28.

DANVILLE, ILLINOIS, Lions honored long-time Westville resident and Councilman John Barton as the parade marshal of the club's Labor Day parade.

ANNIVERSARIES NOVEMBER 2009

85 Years: Upland Host, CA; Davenport Host and Cedar Falls, IA; Cambridge, OH; Ellsworth, KS; Elmira and Binghamton, NY; Gillette and Worland, WY.

80 Years: Canton, OK; Napoleon, ND; Ogden and Madrid, IA; Somerset and Waynesboro, PA; Dodge City, KS; Takoma Park, MD; Stratford, CT; Racine, WI; Kanab, UT; and High Point Host, NC.

75 Years: Edison, GA; Charlottesville Host, VA; St. George, UT; Flomaton, AL; and Grapevine, TX.

50 Years: Ellsworth, SD; Gibbon and Plymouth, MN; Essexville Hampton, MI; Gowanda, NY; Bristol Evening, VA;

Kouts, IN; New Lisbon, WI; Hendron, KY; and Port Stanley, Ontario, CAN.

25 Years: Elgin and Area and Kelwood and Area, Manitoba, CAN; Georgetown, OH; Brooklyn Prospect Heights, NY; and Braymer, MO.

HIGHER KEYS JUNE 2009

Key of Nations (100 Members)

- Lion M. A. Matin Khan, Dhaka Pallabi, Rep. of Bangladesh
- Lion M. A. Halim Patwary, Dhaka Green Rajdhani, Rep. of Bangladesh

Key of State (75 Members)

- Lion M. A. Matin Khan, Dhaka Pallabi, Rep. of Bangladesh
- Lion M. A. Halim Patwary, Dhaka Green Rajdhani, Rep. of Bangladesh

Grand Master Key (50 Members)

- Lion M. A. Matin Khan, Dhaka Pallabi, Rep. of Bangladesh
- Lion M. A. Halim Patwary, Dhaka Green Rajdhani, Rep. of Bangladesh

Senior Master Key (25 Members)

- Lion Kenneth Irvine, Amboy, Minnesota
- Lion Richard Craft, Maize, Kansas
- Lion Tae-Joo Choi, Vancouver Korean, British Columbia, Canada
- Lion Gene Cravens, Mansfield, Missouri
- Lion Bess Owen, Asheville Greater, North Carolina
- Lion Scott Linnerooth, Bozeman Gallatin Empire, Montana
- Lion Md. Rabiul Haque, Dhaka Grand Capital, Rep. of Bangladesh
- Lion Wahidul Hasan, Dhaka Grand Capital, Rep. of Bangladesh
- Lion Md. Abdul Mojumder, Dhaka Green Rajdhani, Rep. of Bangladesh
- Lion Anil Paul, Dhaka Agnibina, Rep. of Bangladesh
- Lion Bhagchand Bajaj, Amravati Indrapuri, India
- Lion T. Bakthavathsalem, Madras Golden City, India
- Lion Prince Imo Bong Enang, Itu Unique, Nigeria

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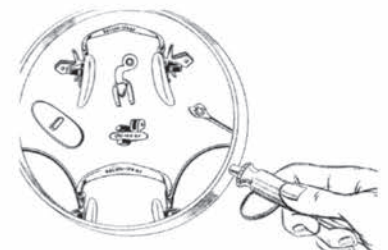
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Lions Join Call to Service

Lions in Liberty City, Iowa, a small city of 11,000, recently screened 21 children for vision problems, normally an admirable, routine day of service. But one of those children turned out to be the 1 millionth child screened through LCIF's Core 4 grant program supporting screening. Yet the real stars of the day were a mother and child from last year's screening.

Janan Rustan came to thank Lions for screening her son Grant, 4. A follow-up screening revealed that Grant was at risk for amblyopia (lazy eye), the leading cause of blindness in children. After wearing a patch over his left eye for a few months, doctors expect he will have 20/20 vision.

"I cannot thank the Lions enough. We simply had no idea; he never complained of any problems. He would've been blind in the eye by age 9 if it had gone untreated and undetected," his mother said.

Screenings are a way of life for Lions. Lions nationwide held vision and health screenings and education campaigns in connection with United We Serve Health Week, August 10-16. A public call for community service from President Barak Obama and the Corporation for National Community Service, United We Serve concluded Sept. 11.

Although the economy is down, volunteer efforts are up, according to the 2009 Volunteering in America report. Nearly 62 million Americans volunteered with an organization in 2008, up one million from 2007.

"Through Lions' example in service this summer, we hope to encourage more Americans to make an ongoing commitment to volunteering throughout the year," said Al Brandel, LCIF chairperson, who attended the screening in North Liberty.

Last year, the average Lions club provided 739 volunteer service hours to the community. This represents an estimated worldwide total of 33 million volunteer service hours provided by Lions.

Brenda Nichols, a 53-year-old Raleigh Bartlett, Tennessee resident, has been volunteering more with the Mid-South Lions since she was laid off by in May. Vision screenings became especially important to Brenda after she almost lost her sight to keratoconus, a disease of the cornea, and underwent double cornea transplants.

"The work that Lions do is so important," says Nichols. "I encourage people not to take their sight for granted. After almost losing mine and living func-



Shown with his parents Janan and Dan, Grant Rustan enjoys normal vision and being a typical boy.

tionally blind for seven years, I realize that the gift of sight is something that often goes unnoticed until it is gone."

Lions in Memphis, Tennessee recently screened 102 needy adults and children for refractive errors, glaucoma, diabetic retinopathy and low vision in the Lions mobile sight van, and complicated cases were referred to the Mid-South Lions Clinic at the Hamilton Eye Institute. LCIF also provided funding for seven surgeries for low-income patients including a cornea transplant, a cataract surgery and multiple diabetic retinopathy laser treatments.

In Reston, Virginia, Lions partnered with the Jeanie Schmidt Free Clinic to screen 99 people without insurance or who were underinsured, testing for glaucoma and hearing loss in the Lions' two mobile screening vans. Community members joined Reston Lions call to serve that day, and five new Lions members were recruited.

In Gaithersburg, Maryland, Lions held nine days of vision and hearing screenings at the state fair. More than 100 Lions volunteered, screening approximately 500 people, including 136 preschool-aged children. Lions also garnered 24 potential new members.

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THE LIONS CHANGED MY LIFE

Home At Last

Life can be tough and privacy hard to come for a family of seven living in an apartment, as **Arlean and Derrick Russell-Amos** know from experience. Raising their five children in modest accommodations in Independence, Missouri, the couple decided to apply for a home with the Truman Heritage Habitat for Humanity program in October 2007.



The dream of a home became a reality for the family this summer after nearly two years of planning, reviewing and working—not to mention some funding from LCIF and plenty of volunteer hours from Missouri Lions. Lions contributed plenty of elbow grease, as well as \$12,500, which the foundation was happy to match.

Q&A: Arlean Russell-Amos

LION Magazine: What made you decide to apply for a home through Habitat?

Arlean Russell-Amos: It was something Derrick and I discussed together, and we both thought we owed it to our children to at least try to give them something they hadn't had yet. We're like everybody else and we don't expect a handout, but everybody needs help sometime. Derrick is disabled, and one of our daughters has scoliosis. It was a tight fit, and we weren't asking for the world, just a place to call home that we can make our own. Life in the apartment was cramped and we were running out of options.

LM: Were there any setbacks? What was it like having to wait?

ARM: The process is so long, but you understand because they want to make sure you're the right family, that you need this. But as the months go on you start to wonder, 'Is this really going to happen for us?' Derrick kept saying, 'We gotta be patient, we gotta be patient, this is new for us.' And he was right. They actually had to stop work on it for while with the economy being so bad, but the Lions stepped in with the extra fundraising. We were so thankful when this happened.

LM: What were your thoughts when the Lions stepped in to help?

ARM: I was shocked, just really surprised. I kept saying to myself, 'They do that? I didn't know they do that.' And it wasn't just the money for the house. The Lions and Habitat people, and some other volunteers came to help out on it all the time. When you see other people offer that kind of help, it just moved me. When we had the blessing for the house, I remember it looked like it meant as much to them as it did to us. We were so thankful."

LM: The big question—how do you like the house?

ARM: It's our home, so what more can I say? My kids are going to have a place of their own now, and that means so much to me and Derrick. For a while I was thinking our own home was just going to be a dream, but it happened. You thank God and those kind people for this."



STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION (Required by 39 U.S.C. 3685)

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h. Total (Sum of 15f and g)	405,929	404,163
i. Percent Paid (15c divided by 15f times 100)	99.7%	99.7%

16. This Statement of Ownership will be printed in the November 2009 issue of this publication.

17. I certify that all information furnished on this form is true and complete.

(Signed)
Dane La Joye, Managing Editor

A Special Membership Campaign Between September and December 2009

The goal of this campaign is to increase the average size of existing clubs within a district.

- Bring in new members
- Solve retention problems where they exist
- Revive clubs at risk of suspension
- Energize clubs

All clubs can grow if given the right encouragement and helpful advice. In fact, there are many ways they can **MOVE TO GROW**.

- Invite more spouses and women through the We Need You campaign
- Organize recruiting campaigns utilizing LCI's best practices
- Form club branches
- Identify areas in need of special assistance

TAKE UP THE CHALLENGE!! We know there are Lions ready to respond. All we need to do is ask. If we are successful in growing our clubs in the next few months, we will not only be making history for LCI, but we'll also make a brighter future for millions of people who need our service.

Award Criteria

The program will run between September 1st and December 31st 2009. During this period, neither the addition of new charter members from new clubs or cancelled members from dropped clubs will count toward the district's goal attainment. Only clubs in existence and chartered before September 2009 and still active through December 31st, 2009 are included in this award criteria.

To qualify for the award, a district needs to increase its average club size according to the targets indicated in the below chart. In addition to a specially engraved plaque, recognition will be made on the LCI web site and a special mention in the January 2010 email to Lions leaders worldwide. But there's more!

Average Club Size Increase Targets per Constitutional Area

Constitutional Area	I	II	III	IV	V	VI	VII
Districts increasing average club size by this target will earn the award	2	2	2	2	4	4	2

INTERNATIONAL RECOGNITION IN SYDNEY, AUSTRALIA

Districts that reach the December 31st 2009 targets and maintain or increase that achievement through June 2010 will be honored onstage at the International Convention in Sydney, Australia and receive bonus coverage in Lion Magazine.



Determining the Average Club Size Starting Point

For the purpose of this award, the average club size for each district shall be the total number of clubs in a district, divided by the district's total membership, based on the August 31st, 2009 LCI Membership and Club Summary Report.

Example for CA's I, II, III, IV, and VII

If a district had 42 clubs and 1400 members on August 31st, 2009 its average club size is 33.33 (or 33 rounded down (i.e. 1400 divided by 42).

To achieve the award target, the average club size needs to increase by 2 members (to 35 members). The district would need a net district membership increase of 84. Some clubs will grow more, some less. The overall net growth figure (84 in this example) is what is needed to satisfy the award criteria.

Example for CA's V and VI

If a district had 68 clubs and 2,091 members on August 31st, 2009, its average club size is 30.75 (or 30 rounded down (i.e. 2,091 divided by 68).

To achieve the award target, the average club size needs to increase by 4 members (to 34 members). The district would need a net district membership increase of 272. Again – it's the overall net growth figure that is needed to increase average size, thus qualifying for the award.

For more information, contact the LCI Membership Division by email at: memberops@lionsclubs.org



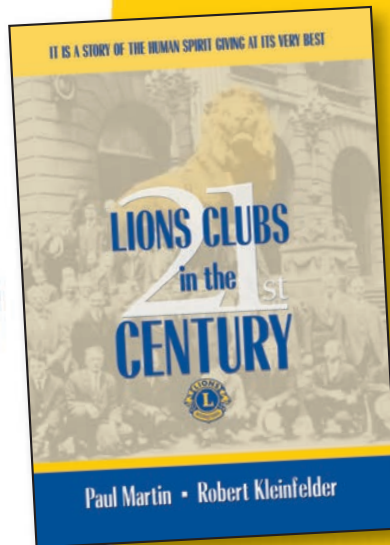
LAST ROAD



Photo courtesy of Marty Dennis

TYKE SAFETY

"Safety Village" in Stow, Ohio, is a miniature town complete with streets, stores and stop signs. Preschool children learn to be safe while walking and biking at the village. The Stow-Munroe Falls Lions, among other groups, sponsors the village. Among the street names are Lions Lane, Eye Care Road and Lions Club Way.



JUST PUBLISHED

The History of Lions
Clubs International

These and more topics are addressed in *Lions Clubs in the 21st Century*, the history of the association from 1917 to the present. This updated version of the book first published in 1991, traces the growth and programs of The International Association of Lions Clubs and contains chapters on subjects not published in the earlier book (*SightFirst*, *Campaigns SightFirst I and II*, new types of Lions clubs, the positive effect of women in Lions clubs...). More than 60 photos depicting the service and fellowship of Lions worldwide are also included.

The hardcover edition of *Lions Clubs in the 21st Century* is available for US\$29.95. It is currently available in English only with publication in other languages pending.

In reading the pages, filled with the story of the association spanning more than 90 years, and learning of the activities of clubs and districts, you will understand fully why Lions Clubs International is the largest and most active service club organization in the world. Not only is this book an invaluable resource for the individual members, but a copy should be in the possession of every Lions club for study and reference.

Also, by providing new members with a copy at induction ceremonies, they will recognize the effect that their membership will have for their personal leadership growth and for their communities and people in need throughout the world. In order to spread the understanding of "We Serve," clubs should see the value of donating a copy of the book to their local libraries and the elected officials of their communities, towns and cities.

The proud history, services and humanitarian philosophy of Lions Clubs International—and it's all contained in one volume.

- How did Lions Clubs International begin?
- What has been the effect of projects on the lives of communities and people in need?
- How did Helen Keller motivate Lions around the world to adopt sight-related endeavors as a primary objective?

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