

LION



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the Annual Report



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COMPRESSOR**

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LOT NO. 67256

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ROLLER
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SUPER COUPON!



CHICAGO
Electric Power Tools
**10" SLIDING
COMPOUND
MITER SAW**

Item 98199 shown

\$79⁹⁹

LOT NO. 98199/90891/96697 REG. PRICE \$139.99

SAVE \$60

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SUPER COUPON!



**CENTRAL PNEUMATIC®
HIGH SPEED
METAL
SAW**

LOT NO. 113/91753

\$9⁹⁹

REG. PRICE \$29.99

SAVE 66%

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SUPER COUPON!



**9 PIECE HIGHLY
POLISHED COMBINATION
WRENCH SETS**
Pittsburgh

SAE - LOT NO. 42304
METRIC - LOT NO. 42305

\$6⁹⁹

REG. PRICE \$9.99

SAVE 30%

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SUPER COUPON!



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WIRELESS REMOTE CONTROLLED
PORTABLE WINCH**
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Brandish a whopping 50 carats of genuine South American emeralds in a handcrafted new necklace design for less than \$200..... and get a \$100 Stauer Gift Coupon!

Halfway into our ambitious trek through the rain forest I had to remind myself that "Nothing good comes easy." These days it seems that every business trip to Brazil includes a sweltering hike through overgrown jungles, around cascading waterfalls and down steep rock cliffs. But our gem broker insisted it was worth the trouble. To tell you the truth, for the dazzling emeralds he delivered, I'd gladly go back to stomping through jaguar country.

Now our good fortune is your great reward. Don't miss this rare opportunity to own an impressive 50 carat strand of genuine South American emeralds for under \$200. And for a limited time, we'll sweeten every necklace order with a **\$100 Stauer Gift Coupon!**

Faced with this embarrassment of riches, our designer transformed this spectacular cache of large stones (each is over 8 carats average weight) into a stunning 50 ctw necklace of faceted emeralds set into .925 sterling silver. Each emerald is surrounded by delicate sterling silver rope work and filigree in the Bali-style. The 18" necklace dangles from a sterling silver chain that fastens with a secure double-sided shepherd's hook clasp.

What is the source of our emerald's timeless appeal?

The enchanting color of the Stauer **Carnaval Faceted Emerald Necklace** comes from nature's chemistry. Our polished and faceted, well-formed natural emeralds are immediately recognized as something special. Indeed, when we evaluated these emeralds, color was the most important quality factor. Today, scientists tell us that the human eye is more sensitive to the color green than to any other. Perhaps that is why green is so soothing to the eye, and why the color green complements every other color in your wardrobe.

Emeralds are, by weight, the most valuable gemstone in the world.

Now you can wear genuine emeralds and feel great about knowing that you were able to treat yourself to precious gems without paying a precious price. A 100+ carat emerald necklace found on Rodeo Drive or 5th Avenue could cost well over \$250,000...but not from Stauer. Wear and admire the exquisite Stauer **Carnaval Faceted Emerald Necklace** for 30 days.

Special Offer
Receive a \$100 Stauer
Gift Coupon with the
purchase of this necklace.
**Yes, you read
that right.**

**"You will rarely find
an emerald necklace with
50 carats and certainly not
at this price!"**

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

If for any reason you are not dancing the Samba with pure satisfaction after receiving your faceted emerald necklace, simply return it to us for a full refund of the purchase price. But we're confident that when you examine this stunning jewelry, you'll be reminded of the raw beauty of the Amazon rain forests mixed with the flash and dazzle of the exotic Carnival in Rio de Janeiro. **Call Today. This cache of genuine emeralds is extremely limited.**

A.
50 ctw of
genuine emeralds.
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show details.

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Clinically tested to lose weight, which helps lower blood sugar and control type 2 diabetes.



Sweet Cinnamon Bun



Italian Herb Flatbread Pizza



Savory Lasagna



Decadent Fudge Brownie

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All for as low as \$3 a meal†

Clinical Study Shows††— On Nutrisystem D, people with type 2 diabetes who wanted to lose weight:

- ✓ Lost up to **16 times more** weight
- ✓ Lowered blood sugar levels **5 times more**
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- ✓ Lowered total cholesterol level by **20.9 mg**
- ✓ Lowered triglycerides level by **42.7 mg**

†† In a 3-month clinical study at Temple University School of Medicine and published in the *Journal of Postgraduate Medicine*, Nutrisystem program participants lost an average of 18 lbs., and lowered fasting blood sugar levels from 149.5 to 115.2, compared to those following a diabetes support and education program, who lost 1.3 lbs, and lowered fasting blood sugar levels from 151.4 to 144. Not all menu items were included in the study. Study funded through an unrestricted educational grant from Nutrisystem.

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Nutrisystem D is a comprehensive weight loss program. It does not treat, cure or prevent diabetes, and is not a substitute for diabetic medications. Consult your physician before starting this or any weight loss or exercise program.



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LCIF: Lions at Their Best

SERVING TOGETHER MESSAGE FROM THE PRESIDENT



Schoolchildren in a Lions Quest class in New Jersey learn about sharing. Lions Quest is a life skills program run by LCIF.

“Knowing is not enough; we must apply. Willing is not enough; we must do,” said the great German writer Goethe. Lions are people of action. We know we must do the service that no one else can or will do. Our service reaches its greatest heights through Lions Clubs International Foundation. On a massive scale, around the world and in or near your community, LCIF gives sight to the blind, helps victims of disaster get back on their feet, teaches youths invaluable life skills and does a multitude of other forms of service that transforms lives and communities.

I am immensely proud not only to be a Lion and of my club but take great satisfaction in the astounding achievements of LCIF. When Lions pool their resources and help each other help others, as they do through LCIF, we can and do provide services that governments and other civic groups are unable to.

In this issue we present a summary of the LCIF annual report. (The complete report is online at www.lionsclubs.org). Read it and be proud. But also continue to support LCIF through Melvin Jones Fellowships and Contributing Memberships. Both Margit and I are longtime Melvin Jones Fellows, and though gracious Lions on our visits are eager to present us with gifts, we ask them instead to contribute to LCIF. Yes, your service to your community demands your time and attention. But the world community also needs your generosity.

LCIF epitomizes Move to Grow, especially in its recent rebranding, which you will read more about in an upcoming issue. Suffice to say LCIF has rolled out a fresh and exciting new look in its publications, pledge cards, videos and other materials to capture its dynamic identity. Since its founding Lions have had reason to be proud of LCIF. The rebranding will add to that pride and enhance the connection Lions have with LCIF.

So, Lions, remember that LCIF is our way as Lions to achieve good on a vast stage and to channel our collective desire to serve into efficient and effective programs that bring health, opportunity and self-fulfillment to millions. Help LCIF help Lions help others! Move to Grow by moving your heart closer to LCIF and the Lions it supports.

A handwritten signature in black ink, reading "Eberhard J. Wirfs".

Eberhard J. Wirfs
Lions Clubs International President



IN THE SPOTLIGHT

LIONS NEWS BRIEFS

WALESA INDUCTED

Lech Walesa recently was inducted as an honorary member of the Gdansk Neptun Lions Club in Poland. The induction was part of the club's 20th anniversary celebration. During the ceremony Walesa



praised the Lions as "very open-hearted and strongly patriotic citizens who will support him in his endeavor to build a better future and promote Poland all over the world," according to Past District Governor Wieslaw Makarewicz. Walesa was a labor activist at the Gdansk Shipyard who helped form and lead communist Poland's first independent trade union, Solidarity. He received the Nobel Peace Prize in 1983 and served as president of Poland from 1990-95. Walesa has many ties to Lions. He hosted three Lions international presidents, spoke at the Annual Lions Day at the United Nations and in 2007 attended the Gdansk Lions annual charity concert.

DOWNLOAD DONOR

As a boy in Maryland with a district governor-father John Durkee Jr. sold Christmas trees and white canes. So when he helped develop an iPhone application related to vision he deemed it fitting to make a donation to Lions. Durkee and his partner donated \$1 for each



download between Dec. 15 and Dec. 25 of his Look Closer app, which turns the iPhone into a magnifier. "I've reached the age where reading glasses are a requirement. Often I forget my glasses but I always have my iPhone," said Durkee, a resident of Florida. Look Closer is a product of Freshminds, based in Hawaii. Durkee and his Freshminds partner, Bruce Benner, donated \$347 to LCIF from its "12 days of Christmas" promotion. That may seem small but "we haven't covered our costs to build the app yet," said Durkee, and Apple takes 90 cents from the \$2.99 download. He added, "Thank you for all the work Lions do and for all the wonderful memories of my dad and times as a little kid helping out at Lions' events."

SIGHT FOR KIDS SCREENS 10TH MILLION

Lions celebrated a milestone with the recent screening of the 10 millionth child through the Sight for Kids program. A program of Lions Clubs International Foundation (LCIF) and



Johnson & Johnson Vision Care, Sight for Kids is saving or restoring sight to children throughout Asia. The leading cause of blindness in children and adolescents is uncorrected refractive error. Sight for Kids screens children for refractive error and other vision problems. Vision loss can severely harm a child's development since learning is often visually based. Sight for Kids screens children in Korea, Thailand, China, India, Vietnam, Sri Lanka, Indonesia and the Philippines. More than 275,000 of those screened were referred to physicians for further evaluation, more than 75,000 received glasses and more than 55,000 were treated for various eye conditions.

CASH FOR CLUNKERS

A Florida optometrist put a new spin on cash for clunkers. Hollywood Eyes offered a \$25 discount on new eyeglasses if customers donated their old pair. The old eyeglasses were donated to local Lions.



A VERY GOOD SIGN

The street credibility of Lions in Miami is at an all-time high. Lions of District 35-A in Florida were honored for their service when SW 147th Avenue from SW 7nd Street to SW 88th Street was recently dedicated as Lions Clubs Avenue. A Miami-Dade County Commissioner led the naming ceremony.



GLASSES 'LIBERATED'

Since the end of World War II, 30,000 pairs of eyeglasses sat in a warehouse in Pennsylvania. The glasses are now finally being recycled thanks to the owner and local Lions. A man who wishes to remain anonymous bought the warehouse in the early 1990s. He recently contacted the Landisville Lions, who transported the glasses to the New Jersey Lions Eyeglass Recycling Center in West Trenton. Turns out that the man's relatives had run a government-surplus business at the site.



WELCOME TO THE CLUB!

LION: Lisa Porter

CLUB: Woodcliff Lions Club, Nebraska

OCCUPATION: Senior National Account Manager, North American Communication Resource

INTRODUCTION TO LIONS: Twelve years ago, we purchased a cabin at Woodcliff Lakes. I came to know the Woodcliff Lions during several events throughout our summer seasons. There's always a Pancake Feed in the spring to launch the season, another in the fall and a wonderful Fourth of July fireworks display. I always felt that donating money was a good contribution for all the events that my family looked forward to and enjoyed.

HOW I JOINED THE CLUB:

In 2008 my husband, Ned, and I built a new home at the lake and moved there full time. This is how we made many new friends and became much more aware of the true purpose of the Lions activities. At that time, president Gary Tews asked us to come to one of their monthly meetings. That meeting included an overview of the Leader Dogs for

the Blind with Puppy Raisers Lion Dr. Johnson and his wife, Lori. They brought their 8-week-old black Lab named Buddy to the meeting and explained what being a puppy raiser is all about. This is truly when it came to me that volunteering and supporting the fundraising means much more than simply donating to each event. We joined immediately.

THE CLUB DOESN'T KNOW THAT: My first fundraising event was at the age of five. My sister is four years older than me and she was a Blue Bird. She needed to go door to door to sell boxes of candy and raise money for her troop to attend a summer camp. She was too shy and really had a hard time, so I took over and sold all the candy for her. I then thought it would be a good idea to go door to door and sell my grandfather's carpenter pencils to raise candy money for myself. My grandfather did not think it was such a good idea and wanted me to give his neighbors their money back. The problem was that some of the men I sold his pencils to actually wanted them and didn't want to give them back even for a refund. I guess that's how I started my sales career and found a passion for fundraising for good causes!

THREE WORDS TO DESCRIBE ME: Hard working, energetic and family oriented.



Lisa Porter enjoys spending time with the family's two dogs.

IN THE SPOTLIGHT

LIONS NEWS BRIEFS

CLUB OF THE MONTH

PERRY NOON LIONS CLUB, OKLAHOMA

FOUNDED: Aug. 1, 1926

COMMUNITY SERVED: Established 60 miles north of Oklahoma City after the “great land run of 1893,” Perry has an official population of 5,230. Farming, banking, commercial and industrial activities are all central to the community, which also has convenient access to interstate highways, airports and railways.

MEMBERSHIP: 70

MEETING MATTERS: Noon on Thursdays at St. Rose of Lima Catholic Church Parish Hall.

CLAIM TO FAME: A Perry Lion named Bill Parker was instrumental in creating the Oklahoma Lions Eye Bank in 1957, which has made possible 15,000 successful corneal transplants. In addition to that achievement, Lion Sam Ebersole says, “This year we are helping the Oklahoma City Downtown Lions Club build a new playground for handicapped children to take the place of one that has seen better days by donating \$1,000 to that club’s ambitious efforts. This playground is in honor of those killed during the April 19, 1995, bombing of the Alfred E. Murrah Federal Building in Oklahoma City. Another member of our club, Lion Sheriff Charlie Hanger [at the time an Oklahoma State Highway Patrol Trooper] captured the bomber, Timothy McVeigh.”

Perry Lions regularly volunteer at the Oklahoma Lions mobile health screening unit.



KEEPING BUSY IN THE COMMUNITY: The club maintains a highly visible presence in Perry. Among many other projects, Lions provide free watermelon during the city’s annual Fourth of July celebration, cook and serve meals at a local soup kitchen, sponsor annual Farmer-Rancher Appreciation Days (the area is home to 739 farms), and hold a Children’s Pet Parade each year before Christmas. Ebersole points out, Each child who marches in the parade, with or without a pet, gets a shiny half dollar at the end of the parade. The Perry club also supports one of the state’s best known humanitarian efforts—the Oklahoma Lions Boys Ranch, which provides a nurturing and stable home for kids in need.

WHY BE A LION? “If an individual desires to be of service to his or her community, state, nation and world, then a membership in an active Lions club should appeal to that person,” emphasizes Ebersole. “One of our jobs is to let people know of the services we provide for our neighbors and around the world.”

OVERHEARD

“Nothing can bring back the mothers and fathers, daughters and sons, who were lost. But in the wake of the tragedy the community became another kind of family.”

—Referring to efforts by the **Windsor Lions Club**, who invested in a trust fund for victims, and others after 13 people died in a shooting at upstate New York immigration center almost a year ago. From the *Star-Gazette* in Elmira.

“The local Lions Club put up a new sign calling for support for the young dancer—and why wouldn’t they? Everett has done more to put the village on the map than anything that’s happened in 100 years!”

—Referring to **Everett Smith**, one of the four finalists on the popular reality TV show *So You Think You Can Dance Canada*. From the *Brantford Expositor* in Ontario.

26 YEARS AGO IN THE LION

MARCH 1984

Margaret Thatcher, prime minister of Great Britain, visits a Lions-supported home for disabled children in Zambia.



IN THE SPOTLIGHT

LIONS NEWS BRIEFS

BY THE NUMBERS

4

Age in weeks of the youngest entry in the Gulf Coast Royalty Pageant, open to “babies, beauties and beaus,” of the Pascagoula Noon Lions in Mississippi.



10

Books on diabetic education donated to the Marion County Library by the Marion Lions in South Carolina.



11

Hawaiian Lions who repaired sidewalks with quick-drying cement in Waikiki in areas frequented by tourists as part of a city beautification program.

666,666

Cans and bottles collected, sorted and redeemed annually by the Unionville Lions of Connecticut, raising about \$40,000.



65

Kilometers per hour (40 mph), the record-setting speed of Makayla Ellis in her pink car called Sweet Emotion in the soapbox derby sponsored by the Oshawa North Oshawa Lions in Ontario, Canada.

3

Hours after midnight (3 a.m.) that Lions in the Cayman Islands gathered to cook a fundraising breakfast consisting of ackee, codfish, bananas, eggs and bacon.



17

Ice cream makers who took part in the Brain Freeze Homemade Ice Cream Contest sponsored by the Canon City Royal George Lions in Colorado. (Cinnamon black walnut took home the prize while peanut butter chocolate chunk won the People's Choice honor.)



Shopping Spree Illustrates Joy of Giving



Lion Juanita Tijerina, a member of the San Antonio Ladies Lions Club, helps a little girl pick out the perfect dress.

A group of children in need were treated to a holiday shopping trip by the San Antonio Northwest Lions Club, which showed them the importance of giving as well as receiving. Lions and volunteers took children from nine families to a Target store, where they spent \$700 for gifts. Each child was encouraged to pick out gifts for siblings in addition for themselves, says Lion Harry Burney. "Yes, the kids were definitely happy during this event!"

GO GREEN

Environmental projects help your community and the planet. Think "green" when you plan your next club or district project.

ANTICIPATE NEED

By keeping LCIF strong, your foundation will remain a constant and ready force for good around the globe when urgent need arises.

OPPORTUNITIES AROUND

Family, friends, work colleagues— is there anyone whom you'd like to invite to join your club? Just ask.

Lions Paint the Town Red—and Yellow, Too

Marlin, Texas, may be located in Falls County, the 10th poorest county in the state, but it's rich in community spirit. A Lions club has existed in Marlin (pop. 6,000) since 1935, and while the area may have fallen on hard times, the 35-member club is still going strong. David Lawson has lived in the city for 10 years and says, "Marlin doesn't have the money to maintain all the things that it needs to, such as parks, playgrounds, painting and such, so we as a club wanted to do something in our community to help the city and county 'feel' better about itself." The Marlin Noon Lions stepped up with paint in hand and a project in mind.

"After looking at Marlin, we decided to start with the courthouse because it is the center of our community [and the county seat]." The city donated five gallons of paint and Lions got to work painting entrances around the courthouse square. "We didn't realize how much we had to paint," he says now.

County Judge Karen Meyer, who has since joined the Noon Lions Club, volunteered to find donated paint and people to help. "Through her, we've started a 'One Day, One Block' program that uses community service people—high school students, cheerleaders, clubs and any volunteer we can find—to target an area in town," Lawson says. "And then one Saturday a month, we paint, pick up trash, clean windows and anything else we can do to beautify our town. We just believe if you have something to be proud of, you will take better care of it."

Groesbeck Lions Jim and Jan Bohls were part of the painting crew, which was a tough job on a hot day. "We painted about five blocks of curbs before the heat got to us," Jan Bohls admits.

No matter how high the thermometer registers, Lions intend to keep painting the town red. Or yellow. "The plan is to completely cover the entire town in a year or less and then expand into the county," emphasizes Lawson.



Lions used five gallons of yellow and another three of red paint to designate "no parking" and "emergency vehicle only" zones in downtown Marlin.

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Dance Troupe Inspires Volunteer Spirit

The Cherry Hill-Pennsauken Korean Lions Club in New Jersey knows that it can always count on some younger members of the community. Dressed in traditional Korean attire, the 16 junior high and high school performers of the Saebit Korean Dance Troupe volunteer their talents freely when needed. They help Lions and other service-minded community groups raise money while also promoting Korean dance. "Our club is constantly looking for partnerships beneficial to both parties," explains Lion Min Elders.

"The young members of the dance troupe provide a beautiful image of what volunteering in a venue that interests them can produce," she says. "The dancers feel a personal sense of accomplishment and the audience experiences a cultural connection with their heritage. We want to attract the young members of that audience to volunteer and join the Lions so that they, too, can take part in experiencing personal accomplishment and spread the good word of Lions further in the community."

Lions stay highly visible in the area, collecting and recycling eyeglasses, cell phones, stamps, batteries and ink cartridges. They've donated a laptop computer to the Camden Eye Center, donated to Indonesian tsunami victims and regularly award scholarships to graduating seniors. One of those scholarships was given to a member of



the dance troupe.

Elders says she believes that community recognition and support is critical to membership growth. Not only does she hope that both the young men and women who perform will eventually become Lions, she's already found a new member. The troupe's director, Sun Young Park, plans to join the club.

Colorful and captivating as they move to the music, members of the Saebit Korean Dance Troupe embody youth and grace.

Photo by Sun Young Park

Santa Speaks Two Languages for Kids in Need



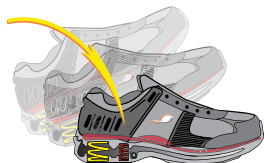
Warwick Lions in New York know that human need doesn't speak just one language. For that reason, when they organized their annual holiday party for disadvantaged children, Santa (a bilingual Lion) happily chatted with youngsters in both English and Spanish.

Lion Lon Tytell says that many of the youngsters are from migrant working families. Flyers in both languages explained that children ages 6 to 12 were invited to the event and were distributed at local agencies helping low-income families. They were also placed into the backpacks of children participating in a program that feeds them on weekends. Sponsored by local businesses and individuals, the youngsters were allowed to shop at no charge for holiday gifts for their families. Volunteers helped children wrap gifts and they played games and made crafts. The club has been sponsoring the party for children since the 1960s, and Tytell says it's the largest club project and the one that receives the most support from the community.

Santa chats with party guests in both English and Spanish.

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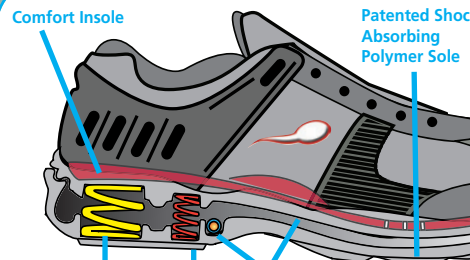
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LIONS ON LOCATION

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

1 ASIA INDONESIA

Surgery and Then Sight

The Indonesians were poor and blind or with severe vision loss because of cataract. But in one day, 67 villagers received their sight back. The free operations were done in October in Tangerang, a city of 1.5 million near Jakarta. The operations were sponsored by the Indonesian Lions Club Foundation and the Indonesian Eye Specialists Association.

Photos by Reuters/Beawiharta



Doctors conduct cataract surgeries at Qadr hospital's operation room in Tangerang.



A man has his eye examined by a paramedic as part of the cataract campaign.



A woman laughs while waiting to have her eye examined.



A box of new lenses is seen near a patient's feet as others wait for their turn to undergo cataract operations.



A man helps his wife walk after her cataract surgery.



LIONS ON LOCATION

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

2 EUROPE GERMANY

Rockin' for Good Causes

Five German Lions have combined their love of rock music with their passion for service. The band Löwenherz fills halls with fans of rock classics while donating all proceeds to their Lions club in northern Germany.

Lions Andreas Bettin (guitar, vocals), Peter Gesser (guitar, harp, vocals) and Horst Lehn (bass) started the band in 2006 and two years later drummer Andreas Wagner and keyboardist Dr. Ludgerus Kahlen joined. The five belong to the Marl-im-Revier Lions Club.

"Our musical tastes span a very broad spectrum, ranging from Stefan Stoppok to Pink Floyd, from U2 to Wolfgang Ambros and from Grönemeyer to R.E.M.," Gesser says. Adds Bettin, "German rock ballads about the Ruhr area are at the core of our three-hour concerts, and then we throw in rock



classics—some popular, some surprising, but always fun."

"Löwenherz" means Lion's heart, a nod to the band's charitable purpose. Recent performances have funded Recklinghausen, an outpatient children's hospice; a youth project in Marl; and a Lions elementary school project called Class 2000.

3 EUROPE IRELAND

Suicide Prevention in Ireland

More people in Ireland die each year from suicide than from car accidents and many of these are younger than 25. The nearly 120 Lions clubs in Ireland are working on a suicide



prevention program aimed at young people.

District leaders are planning a conference on the issue as well as asking clubs to appoint a suicide prevention officer. Clubs already have coordinated suicide prevention programs at schools such as the National University of Ireland at Maynooth and at the Institute of Technology in Carlow. At the latter, the Carlow Campus Lions Club sponsored a Beat the Blues Week that included a session on Laughter Yoga and a talk by Dr. Tony Bates, an official with the National Centre for Youth Mental Health and a columnist for the *Irish Times*.

Bates told the students that at any given time 20 percent of adolescents and young adults experience serious emotional distress and only a small number seek help. Mental health professionals can offer vital support and something as simple as a chat with a friend or classmate also can make a big difference.

Mountain Men for a Day

Lucius Dürr, president of the Zürich Lions Club, admits that residents of his sophisticated, well-educated city sometimes can shy away from interaction with others. "Zürich can be a little aloof at times, you know," he acknowledges. But members of his Lions club rolled up their sleeves and shattered the stereotype in helping a small struggling mountain village that dates from the 12th century.

Nestled on the the north slope of the Schanfigg mountain, Calfreisen was once a prosperous farming village. But its young people moved away to find work and its population shrank to less than 60. Town leaders sought to preserve the town by improving its water system, which included wooded water channels that ran down the mountainside.

Nearly two dozen Lions, town council members and others spent a day replacing the water channels and cleaning up the mountainside. The clubs wanted to do more than just donate money. "We don't want to be elitist, and our members think it's great," says Dürr. "This kind of community clean-up helps foster a sense of community in Switzerland."



Zürich Lions replace the water channel on the mountain.

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Lion Frantz Large, an ophthalmologist, and his wife are homeless. When the earthquake struck, with their two sons they gathered under this archway, saving their lives.

Cover photo by Brian Wingert.
Other photos by Carole Burke-Hallberg

Lions, LCIF Help Haiti

by Pamela Mohr





On a relief mission in Port-au-Prince 10 days after the earthquake, Lion Carole Burke-Hallberg awoke from an aftershock and heard cries of terror from the streets. “Pray for Haiti,” she thought she heard. Or was it “pity Haiti”? It didn’t really matter. “My heart sank as I realized the survivors were still living the nightmare,” Burke-Hallberg said.

The nightmare will continue for some time and people worldwide will not only pray for Haiti and pity it but also provide relief and recovery. Lions have been collecting and delivering supplies since the disaster occurred.

Burke-Hallberg of the Chicago area was part of a relief team of 40 Lions led by LCIF Chairperson Al Brandel. “In 35 years of law enforcement, I’ve seen a lot, including 9/11, the China earthquake, forest fires in Australia ... but I tell you, I’ve never seen anything like what we saw in Haiti,” Brandel said. “The border area between Haiti and the Dominican Republic was like the waiting room between heaven and hell. People were trying to flee Haiti with nothing. All they had was hope.”

The contingent, only some of whom were able to cross the border, consisted of Lions from the Dominican Republic and Puerto Rico including Past International Director Dr. Carlos Justiniano.

The devastation was heartbreaking. “Burned in my mind is a woman who was gesturing for food and water. The truckloads of water, food and medicine provided by Lions made a difference to her but so much more is needed,” said Burke-Hallberg, president of the Chicago Windy City Lions Club and a video producer who was in Haiti both to assist victims and to record events for Lions Clubs International.

As of press time in late January, more than one-fifth of Haiti’s population was homeless, 250,000 injured and 200,000 believed dead including at least 38 Americans and 13 Canadians. Three Lions were killed in Port-au-Prince and many others lost loved ones as well as their homes and possessions. Haiti has three Lions clubs with 80 members.

The 7.0 earthquake that struck Haiti on January 12 left a devastated nation, already one of the poorest in the world, suffering. By late January, more than US\$1.5 million had already been donated to Lions Hope for Haiti, the joint relief effort of Lions and LCIF, which provided a US\$50,000 Major Catastrophe Grant quickly after the earthquake.

Lions Alert Teams wearing bright lime green vests struggled to deliver aid in what Brandel describes as a “chaotic” environment, giving bottles of water to survivors in Port-au-Prince and enduring scorching high 90s temperatures with no shelter. “Our concerns for the people of Haiti were immediate,” he emphasizes. Desperately needed provisions were also distributed by Haitian Lions and Leos in a relief camp they established for survivors.

“The Lions and the people in Haiti were just so grateful that people cared about them and were there to help,” Burke-Hallberg said. “The Lions there were very emotional about it.”

Within hours of the quake, LCIF staff members at headquarters were handling calls and e-mails from people worldwide who wanted to help. Requests were received from Lion and non-Lion medical professionals who wanted to know how they could be of assistance. The response to the crisis was so overwhelming that LCIF established a special section on the Lions Web site devoted to news of Haiti

1. Lions and Leos unload relief supplies.



2

2. Lions and Leos helped quench the thirst of Haitians.



3

3. LCIF Chairperson Brandel (without vest) and Lions discuss relief plans.

and provided encouragement as well as the means to donate online.

Swedish Lions sent 200 tents (the same ones used by citizens and relief workers after the 2008 China earthquake) to shelter Haitians and Swedish relief workers. Vancouver Diamond Lions in Canada collected more than \$6,000 just two days after the quake struck. “We’re trying our best to help, but I know that Lions everywhere are working hard on this,” said club president Simon Tang. His club plans to donate thousands more for relief efforts.

District A-9, Ontario, Canada Lions were, in fact, already in the area volunteering to bring a clean drinking water system to a local orphanage. They established a Lions command post to render aid around the clock, tending to 600 earthquake victims.

Lions appealed to their countrymen and women for funds to keep relief efforts viable. On the Isle of Wight, the

Lions Club of Newport sent a donation of more than US\$1,600. Lions in Tennessee’s MD-12 donated half of the proceeds of a gift basket auction they sponsored just before the quake struck. In Whittier, California, Lions immediately collected \$500 among themselves and then took to the streets in their gold vests to ask citizens to donate to Haiti relief. They collected more than \$5,000 to send to LCIF.

Lions in China, who endured the Sichuan province earthquake that killed an estimated 68,000 people, quickly contributed US\$61,000 to LCIF and Norwegian Lions immediately pledged US\$86,000. Neighboring District 63 Lions pledged US\$100,000 in addition to sending supplies. Members of the Cedar Creek Lions Club in Indiana arrived in Haiti to work with a local ministry located just outside Port-au-Prince that supports an orphanage, school and helps the homeless. There were nearly 400,000 orphans in Haiti before the quake struck; international aid organiza-

tions say they now fear that number could more than double.

Sharing news of Lions Hope for Haiti efforts with fellow Virginia Lions, Past International Director Wayne Davis (2007-09) says that he stresses how critical support is to the people of Haiti. “Lions will be there for a long time, long after the camera crews go home,” he vowed. “We’ll still be in Haiti making things happen, helping out.” ■

To learn the latest on Lions and Haiti or to donate, visit www.lionsclubs.org.



(Top) Death was everywhere.

Haitians are barely surviving.



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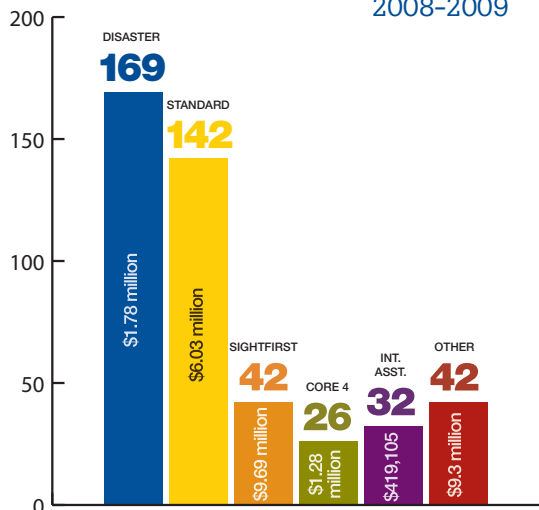
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*Donations include cash received and pledges.

GRANTS AWARDED 2008-2009



MESSAGE FROM THE CHAIRPERSON

Our 40th anniversary was a year of great achievement. Lions Clubs International Foundation continues to provide hope to millions of people in the world.

The Foundation continues to be the #1 non-governmental organization (NGO) worldwide for partnerships, according to The Financial Times study. The Foundation also recently received the highest rating from independent evaluator Charity Navigator.

I was proud to personally witness many great accomplishments this year, including mothers learning how to protect their infants against HIV/AIDS at our Lions clinic in Nairobi, Kenya and dedicating newly built homes in Jaffna, Sri Lanka. Following years of hardship and loss from the devastating tsunami, these families once again have a place to call home.

Over the next year, the Lions Quest program will mark its 25th anniversary with a number of celebratory events and special projects. I hope you'll join me in these planned celebratory events.

After reviewing all LCIF has achieved, I know you'll share my pride in what we have accomplished together. Your contributions continue to help us serve millions more.

Together "We Serve,"

Mahendra Amarasuriya
2008-2009 Chairperson

YOUTH

Lions Clubs International Foundation has been dedicated to supporting youth since its establishment more than 40 years ago. From supporting Lions Quest, LCIF's positive youth development program, to grants that fund school expansions, pediatric equipment upgrades, street children's homes, camps and playgrounds for the disabled, the Foundation has an unwavering commitment to youth.

Partnerships Advance Youth Development

A number of organizations work alongside LCIF to support youth initiatives, including Special Olympics, Community Anti-Drug Coalitions of America, Substance Abuse and Mental Health Services Administration and the Organization of American States. Continuing to foster relationships with organizations with like-minded missions of positive youth development increases the humanitarian support LCIF can provide.

Lions Quest

Improves academic achievement. Decreases problem behavior. Increases pro-social behavior.

Lions Quest, a life-skills program for children from kindergarten to 12th grade, teaches youth how to make responsible decisions, communicate effectively and avoid drugs. More than 11 million youth in 50 countries have taken part in a Lions Quest classroom, and 350,000 educators and other adults have been trained to implement the program.

First Year in Russia Great Success

In April 2008, LCIF began working with the Bureau of International Narcotics and Law Enforcement Affairs (INL) to fund Lions Quest implementation in Russia. More than 275 teachers were trained during the first year to implement the program at schools in the Moscow area. Lions Quest continues to expand throughout Russia, as local Lions develop opportunities to grow the program.

Program Gains Support in Mexico

During 2008-2009, the Lions Quest program gained significant momentum in Mexico. Twelve workshops were held, training 360 teachers to implement the program for the first time. Lions Quest is expanding into other districts throughout Mexico and the program is gaining support from state governments in a number of regions.

Lions Quest Selected for Comprehensive Approach

Lions Quest was recently selected by the Clear Water School District in Texas for its comprehensive approach to youth development, which is a growing trend among educators seeking to provide youth with skills beyond academic proficiency. The program replaces D.A.R.E, a U.S. drug-prevention education program.

Lions Quest – Looking Forward

Lions are working with schools and communities to introduce and expand the program. Lions Quest curricula updates and online trainings and lessons offer educators new resources. The program strives to add expand worldwide to add 10 new countries in coming years. As Lions Quest looks forward, extraordinary opportunities lie ahead.



SIGHT

SightFirst Provides Vision for All

Through the Foundation's SightFirst Program, Lions are preventing blindness on a global scale. Lions have restored sight to 7.6 million people through cataract surgeries, prevented serious vision loss for 30 million people and improved eye care services for hundreds of millions. SightFirst has been effective and efficient; on average, every US\$6 in donations results in one person with saved or restored vision.

Partnership Continues to Fight Childhood Blindness

The Foundation awarded a bridge grant of US\$879,000 in 2008 to continue the partnership with the World Health Organization to address the leading causes of preventable and avoidable childhood blindness. Since the partnership began in 2001, LCIF has provided US\$4.6 million in funding. Established on six continents, the need-based Lions eye care centers are aimed especially at delivering preventative, therapeutic and rehabilitative eye care services for 100 million children.

Saving Sight for Kids

Johnson & Johnson Vision Care has been partnering with LCIF since 2002 on Sight for Kids. Johnson & Johnson awarded LCIF US\$307,000 this year to continue the program, as well as expand the program to Sri Lanka. Johnson & Johnson has awarded more than US\$1.4 million for the program since it began. Now in eight countries, 9.8 million children have been screened.

SightFirst Continues to Grow

The SightFirst program continues to grow, adding several countries over the last year to bring the number of SightFirst project countries to 100.

Lions Celebrate NEI Anniversary

Lions, Lions' leaders and LCIF staff joined in celebrating the 40th anniversary of the National Eye Institute (NEI) in Washington, D.C. at a Capitol Hill event in June 2009. Clubs in all 50 U.S. states coordinated sending 100,000-plus telegrams and letters to support the creation of the NEI in 1969.



KHUN received glasses from the Preah Ang Duong Hospital in Phnom Penh, Cambodia, one of the 35 Lions' childhood blindness centers established in partnership with the World Health Organization. "Before I had glasses, I had so much trouble seeing. Now I can see everything. I use my glasses at school, to play football, to read and write, and especially when I watch TV and play games," he said. Nine-year-old Khun only needed glasses to improve his vision, but many other children require surgery or preventative medication. "I would like to give my deepest appreciation to Lions for helping my grandson," said Nget Hay, Khun's grandfather. "I hope that Lions continue to support this center and future research to help all children of Cambodia." With funding from Campaign SightFirst II, Lions will make Nget's hopes a reality.

Lions Clubs International Foundation
supports many other programs, such as

DISASTER RELIEF AND DISABILITY

Communities Impacted by Australian Bush Fires Receive Aid

In February 2009, wildfires in the Victoria province of southeast Australia resulted in nearly 200 deaths and destroyed more than 900 homes. To bring much needed aid to the impacted areas, LCIF awarded a US\$100,000 Major Catastrophe Grant in addition to US\$30,000 total in Emergency Grants. Lions collected, transported and delivered supplies to housing centers for displaced people. Lions collected additional donations for clothing and other relief supplies to distribute. Long-term reconstruction efforts are currently in process.

South Asia Tsunami Reconstruction Update

LCIF awarded more than US\$15 million for long-term reconstruction efforts. Since 2005, Lions have worked with the areas impacted to rebuild more than 4,000 homes, in addition, community and health centers, schools and orphanages have been constructed. Tsunami reconstruction efforts are now complete in Indonesia, Thailand and Sri Lanka, and projects are expected to be completed within the year in India.

Katrina Relief Funds Establish LSU-Lions Eye Clinic

The Lions Clubs International-Louisiana State University Eye Clinic, funded through an LCIF grant of US\$500,000, was dedicated and opened in December 2008. The clinic provides vision care for low income and for patients sponsored by the Lions Clubs of Louisiana. LCIF mobilized more than US\$5 million for relief and reconstruction efforts in the area.

LCIF Funds Disasters Worldwide

During 2008-2009, LCIF awarded nearly US\$1.8 million in emergency relief funds. In late summer and early fall of 2008, a number of hurricanes struck the Gulf States, damaging homes, flooding streets and causing people along the coastline to evacuate. LCIF issued several US\$10,000 Emergency Grants so Lions could bring food, water and medicine to people affected. In November 2008, floods in southern Brazil left more than 78,000 people displaced. A US\$100,000 Major Catastrophe Grant was awarded to fund long-term reconstruction of homes. A deadly earthquake that struck L'Aquila, Italy in April 2009 received immediate response from LCIF and local Lions. A US\$10,000 Emergency Grant was allocated for urgent needs. More than 165 other grants were issued by LCIF to fund Lions' disaster relief efforts around the world.





Partnership Celebrates Milestone

Since 2000, Lions Clubs have partnered with Special Olympics on the Opening Eyes Program, screening Special Olympics athletes at select games and providing glasses when needed. This year the partnership screened the 100,000th athlete. The Foundation has supported this partnership with more than US\$10 million in funding. In February 2009, Opening Eyes provided 450 prescription eyeglasses and sport glasses and 650 sunglasses to athletes at the Special Olympics World Winter Games in Boise, Idaho. Nearly 200 Lions volunteered nearly 1,600 hours for the event, screening 1,100 athletes.

Program Offers High Quality, Low-cost Hearing Aids

Lions Affordable Hearing Aid Project (AHAP) is a U.S. based pilot program of LCIF that provides high quality, low-cost hearing aids through existing Lions hearing health care networks. The Foundation works with Rexton, Inc., to offer two digital hearing aids at a reduced cost. Through AHAP, local Lions clubs have provided nearly 750 hearing aids since the program was re-launched in April 2007.

WE ARE COMPASSIONATE AND CARING

-enriching lives in communities
all over the world.



"I am leading a comfortable life with my new glasses. Please continue the Opening Eyes program, as many more athletes need it."

Irina, Romania, Athlete screened through the Special

Hoops Heaven

by Jay Copp

Massive glaciers, snow-capped peaks and towering forests dominate rugged southeast Alaska. On one of its thousands of isolated coastal islands is Hoonah, the state's largest Tlingit community with 823 people. Most villagers scrape a living out of fishing. The dreary, slate-gray skies emit steady showers of rain or snow and daylight dwindles to six hours at the peak of winter. Hoonah has one convenience store, no stoplights and no streets at all aside from hundreds of miles of rough-hewn logging roads. Yet Hoonah has three gyms and four outdoor basketball courts. The native Alaskans love their hoops.



Village pride is at stake, and the competition at Gold Medal is ferocious.

Longtime Alaska Tournament Unites Friends and Foes



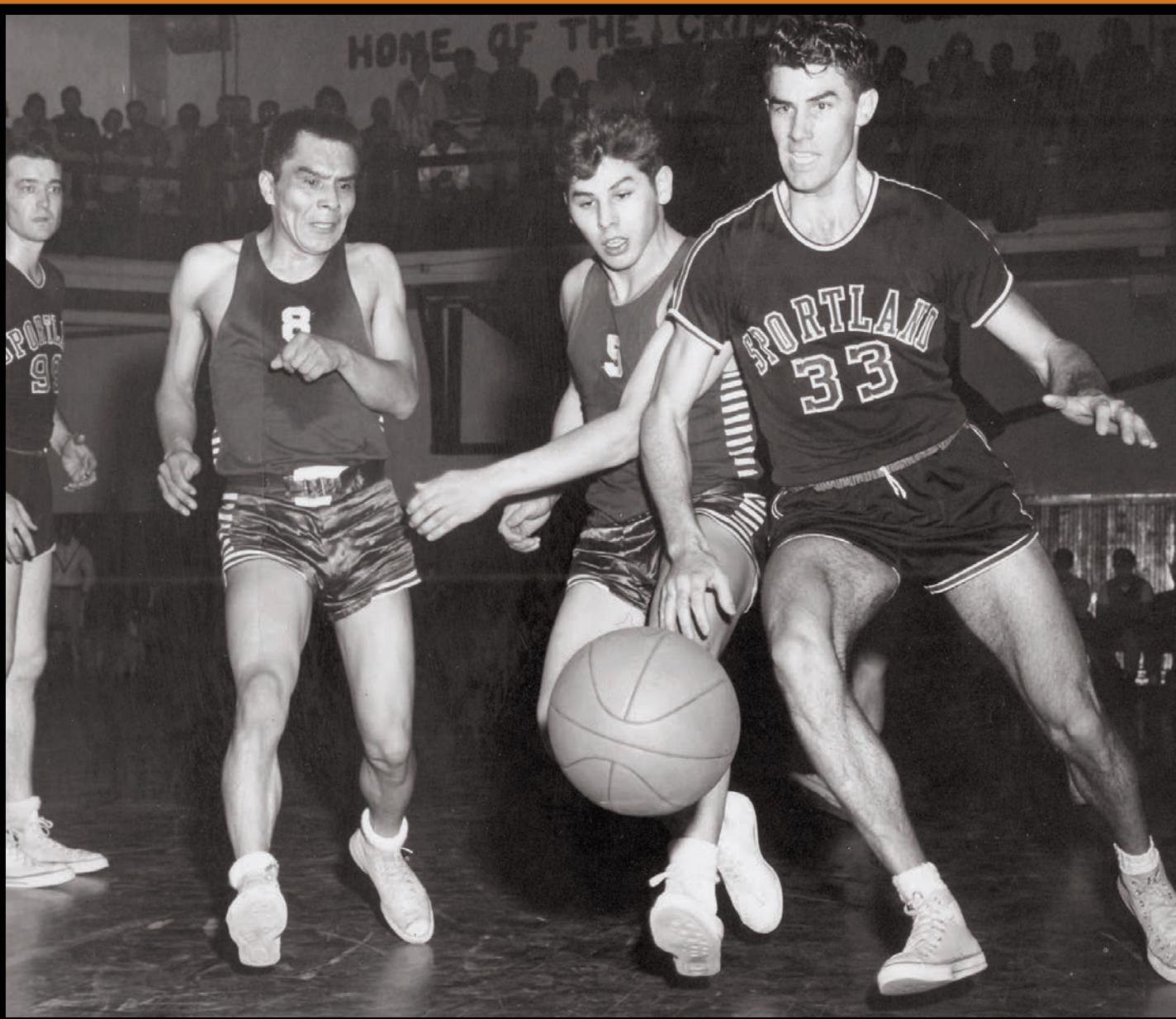
Winning at Gold Medal is joyous.

Photos by Michael Penn/Juneau Empire

The gyms and courts are especially packed in the late fall and winter. Crowds gather to watch the young men rush up and down the courts. A sense of urgency grows as the days pass. The villagers know that in other southeast Alaskan communities young men also are working on their jump shots, conditioning and team strategies. In March, nearly all of Hoonah will empty out and take a ferry or fly to Juneau. There they will join other villagers to fill a large gym and cheer raucously as they have done for 60 years. The Gold Medal basketball tournament is a rite of spring for southeast Alaska. “Every community has lots of pride,” says Dennis Gray, 68, who first played in Gold Medal in 1960. “There’s just a lot of strong competition. We grew up together [playing other villagers in school]. There’s a powerful rivalry on the court. That’s just how it is in sports.”

In the 1940s Lions in Juneau went door to door selling light bulbs and brooms to raise funds for their charitable projects. Then a Boy Scout official named Del Hanks who had traveled throughout southeast Alaska spoke at one of their meetings. Hanks knew that Alaskans in remote villages were basketball fanatics. Driven indoors by the intemperate weather and lacking any sort of entertainment, villagers played hoops with a passion. He proposed to the Lions, “Why not hold a tournament here in Juneau?” Thus in 1947, the Gold Medal tournament, named after the company that initially provided the gleaming trophies, began.

Gold Medal was an instant hit and remains deeply woven into the fabric of life of many communities in southeast Alaska. Schools schedule their spring vacation to coincide with the March tournament. Parents take off work. Communities hold bake sales, raffles and seafood dinners and schedule games against other villages to raise funds for the costly trip to Juneau. Family members who moved away from their village, often in search of work, travel to Juneau to reunite with relatives and to cheer on their village. Gold Medal combines the edge-of-your-seat drama of a do-or-die sports competition with the warmth of a family reunion and reassurance of a tradi-



Sitka takes on Fairbanks Sportland in 1955.
Photo courtesy of Juneau-Douglas City Museum

tional community event. For small villages spread out over 43,000 square miles, the annual trek to Juneau is “like a religious journey,” according to one fan.

“It’s a blast. It’s electric. It’s like the Final Four. I don’t think one person is left in the community when Gold Medal is going on,” says Greg Indreland of Yakutat, a sleepy village of 800. The fans are as invested in the game as the players. Says Ted Burke, president of the Juneau Lions and two-time co-chair of the tournament, “It just blows you away. Hoonah is beating its drum and running with its flag. Yakatuk has its own 10-foot-high flag.”

The whole city pulses with a special beat. Groups like Rotary hold their boat show and otherwise capitalize on the extra people in town and the charged-up atmosphere.

“You’re bowled over by how much is going on besides what’s going on in the gym. ‘I haven’t seen you in three months.’ ‘I’m here for Gold Medal,’” says Ross Soboleff, a Lion whose father, Walter, has been part of the tournament since the beginning.

The tournament encapsulates and embraces the contradictions of Alaska. The region is vast, isolated and barren of roads. Yet villagers somehow know one another. Community pride makes the games ferocious. Yet after the game the warriors become friends. “Even though there are no roads everybody is related to everybody,” says Burke. “Alaska is an enormous place. But when you come here there is no such thing as distance.” Indreland, 46, recalls a tense game against the always formidable Hoonah



It's trophy time in 1949.

squad. "There was a loose ball and Stu Miller and I dove for it. There were some wrestling after the whistle. They separated us. There were 80-year-old ladies in the stands giving me hell. Stu and I became friends because of that. That defined our relationship."

'We Had Sports'

Gray worked for three decades in Hoonah fishing salmon until regulations hampered him. He also logged for nearly 30 years but the logging industry was curtailed by environmental concerns. He now teaches truck driving. Basketball has been a mainstay. A clever 5-9 point guard, he styled his play after Bob Cousy of the Celtics. When his Gold Medal days ended, he instructed first his sons and

administrator and coach. He still attends Gold Medal. "It creates community pride. It's a great social event. You see old friends," he says.

The open bracket of Gold Medal welcomes the most competitive teams and two brackets exist for older players. Thus villagers who played on school teams against other villagers can continue the competition at Gold Medal. "You get to compete against them for the rest of your life," says Indreland, a self-described Army brat who married a local girl after moving to Alaska from Montana.

Indreland worked the "slime line" at a fish processing plant before becoming an owner of a plant. As a non-native, he especially appreciates the lure of basketball. "It's

then his grandsons. His own father had signed him up for a "pins and diapers" league when he was 7.

Basketball was part of Gray's daily routine. The older kids in town commandeered the better outdoor courts so he and his friends used the beat-up court by the tidal flats. "The tide changes every six hours. Then we couldn't dribble any more so we became shooters and passers," he says. "We were running all the time so our feet were OK. But our hands got awful cold."

Gil Truitt, 80, is from Sitka, which counted 1,200 people in the 1940s when he was a kid. He and six siblings lived in "a shack. We were very poor. We didn't know it." Basketball was in his blood. "It was the only game in town. There was no TV. We had no money. We had sports." At his first Gold Medal game in the 1940s, when high school-age players were still allowed and the tournament was single elimination, his team from Sitka dropped its first game and was out of the tournament. "We played against men all the time but it was frightening to play against them at Gold Medal. They didn't take pity on us because we were in high school," he says.

The next year, his team was more prepared and they took third. Truitt became a teacher, ad-

the one thing that ties a community together,” he says. “It’s the sport you do when you are old enough to dribble a basketball. It’s what you do when it’s snowy and gloomy every day.”

Life can be harsh in Alaska. Jobs disappear. Prospects are bleak. Prices keep rising. “Nobody can understand what it’s like to live in Alaska until you’ve lived here,” says Indreland. “It’s \$10 for milk. \$4.75 for a loaf of bread. \$9 for a block of cheese.” Young people especially are susceptible to losing a sense of purpose. “Going three nights a week to the gym keeps kids out of bars. You run around for two hours and you’re too tired to get arrested. You may be frustrated but when you run around like that your anger goes away,” says Indreland.

Billy Bean, 71, played in Gold Medal for 10 years for Kake, a village of 900. A logger, he devoted his non-working hours to sharpening his game. “We’d run and run and run. I was in the gym from 7 to 11 in the morning and then from 6 to 9. We knew we had to get ready or they’d eat us up and spit us out.”

Then, as now, there were no roads to Juneau. Nor did the “blue canoes,” the Alaska state ferries, exist then. Some villagers flew to Gold Medal in rickety “puddle jumpers.” Many hunkered down in the smelly, frozen holds of fishing boats for the trip of 18 or more hours over the rough seas. Getting to Juneau was victory all its own. “There were a lot of super-nasty storms,” recalls Bean. Boats sometimes were forced to tie up to a dock midway and players, anxious about missing their game, hurriedly chipped off the sheet of ice that encased the ship.

In Juneau, players slept in the hold for the week on makeshift bunks made from two-by-fours. Or they stayed with relatives or in the homes of Lions.

In the first decade some teams slept and ate at Presbyterian Memorial Church, where Lion Walter Soboleff was a minister. There wasn’t extra cash. That holds true today with the average family income in many villages hovering below \$15,000, necessitating the fundraisers to help defray the cost of attending the tournament.

Alaska can be a seat-of-your pants proposition. Even Lions working the tournament find themselves in a bind. Years ago a Lion who took the ferry to Juneau to work the tournament had hocked his transistor radio pay for his fare. He came with empty pockets. So a Lion gave him \$20 for food and friends took him in.

The biggest trophy awarded is the one for sportsmanship. “I’ve never seen a fistfight,” says Indreland. Adds Grey, “The Lions club really emphasizes sportsmanship. Hats off to them for that.”

More Than Hoops

Two dozen or so teams typically play in Gold Medal. Each year tournament officials must decide what villages will be allowed to compete in Gold Medal. They decide based on team competitiveness, fan base and equity such as last appearance. Lions must break the unpleasant news. “The guys that can handle that have skills I can’t even begin to understand,” says Ross Soboleff.

This night two longtime rivals, Hoonah and Kake, play each other. The listings for Kake in the phone book run a little more than a page. Hoonah runs two pages. Yet the 2,000-seat high school gym is sold out and the noise is deafening. “Kake!” shouts one side of the gym. “Hoonah!” shouts the other. A grinning man in the stands sports a shirt that reads: “Last one out of Hoonah going to Gold Medal turn out the lights.”

Gold Medal is a happening. The games are broadcast on radio. The *Juneau Empire* newspaper publishes a special section and offers blogs and video highlights on its Web site. Merchants reap a windfall. Spectators crowd the stores and restaurants, especially pizza parlors, which are rare in villages. Villagers who transported their vehicles on the ferry load them to the hilt with groceries, clothes, furniture and other items they can buy once a year in Juneau.

More than a basketball tournament, Gold Medal is part of the social landscape with shared memories, rituals repeated each year and well-known, highly regarded figures. Each tournament includes a memorial service, selection of players, coaches, referees, announcers or Lions to the Gold Medal Hall of Fame, and familiar entertainment such as the blanket dance by native children. The stands are filled with adults who as children listened raptly to Gold Medal on the radio, later played in the tournament and now bring their own children. Without hesitation, fans can dive into their memory bank and recall their favorite team, player or Gold Medal moment.

The level of play always has been high. The squads have included players from first-tier college programs such as the University of California, Santa Clara and New Mexico State.

"It's phenomenal play. It's fast-break, fast-paced basketball. It's as good as basketball as you'll see," says Indreland.

Some players have not lived in their native village in years. The "descendancy" rule, in line with the village-pride spirit of the tournament, preserves their eligibility. Bringing back former residents also enhances the reunion-like atmosphere in the gym and city. "That's one of the highlights of Gold Medal. You see so many old friends and rivals who are now lifelong friends. We all get together at Gold Medal," says Gray. Adds Bean, "We get a cup of coffee and

talk about those days. We talk about what the young bucks are doing."

The spirit of competition holds sway on the court; the bonds of friendship unite villagers after the final buzzer. "We were ferocious rivals on the floor," says Gray. "Everyone wants to win. Nobody wants to lose. Once the game is over we sit in the stands and watch the other games." Teams often consist mostly of members of one tribe such as the Tsimshian or Haida. But "our ethnicity doesn't enter into it," says Gray, a Tlingit. The biggest trophy awarded is the one for sportsmanship. "I've never seen a fistfight," says Indreland. Adds Grey, "The Lions club really emphasizes sportsmanship. Hats off to them for that."

Hats off to the Lions of Juneau as well for boosting the opportunities of young people through education. Each year with proceeds from the tourney Lions provide at least 10 scholarships of \$500. The communities select the student to receive the funds. The tournament also allows Lions to give more than \$15,000 annually to local groups.

The scholarship money comes in handy in a region torn by unemployment and dwindling prospects for young people. "It helps people with their education. That's incredibly important. There's not much hope for kids today if you don't get out and go to college," says Indreland.

The Juneau Lions Club has 33 members. Taking tickets, sweeping floors and providing crowd control, they typically work nearly 1,200 hours on the tournament. Tournament week is a blur of tasks, putting out fires and catching up with old friends. Members of the Juneau Mendenhall Flying Lions also help at the tournament.

The effort pays off in a big way, Lions believe. Walter Soboleff, 101, known as the "Lion Monarch" and a witness to the first Gold Medal tournament, maintains that suicide rates have dropped and alcoholism declined in villages because of Gold Medal. "Alcoholics quit drinking and became new people so that they could be the best they could be on the court, which carried on into life," he said in an interview. Other Lions take the same stance. "I truly believe Gold Medal has been the saving grace of young men and women. It keeps them away from drugs and problems," says Burke.

No one can quantify the effect of Gold Medal on young people. But those who have been a part of the tournament know it's more than just a sporting event. In a region blanketed with cold and darkness much of the time, Gold Medal has provided the warmth and light of community. "I love Gold Medal. Everybody loves Gold Medal. It's one of the best things Lions clubs has even done," says Gray. "It brings all the communities of southeast Alaska together." ■



Fly It at Half Staff

Designer of U.S. Flag Dies

by Jay Copp



In a 2007 photo, Heft holds the original 50-star flag he designed for a class project as a high school student in 1958.

AP Photos/ The Saginaw News, Jeff Schrier

The grand old flag gave Robert Heft a grand life.

The Michigan Lion, who died in December, designed the 50-star flag in 1958 as a 17-year-old high school junior in Ohio for a U.S. history class. The teacher gave him a B- but later changed the grade to an A after his design was selected out of more than 1,500 others submitted to Congress as Hawaii and Alaska neared statehood.

Heft cleverly and frugally took his family's 48-star flag and used \$2.87 worth of blue cloth and white iron-on material to create the 50-star flag. It took him 12 hours to arrange and sew the stars. Many other designs also alternated rows of five and six stars and at least three designs were identical to Heft's. But he apparently was the only one to stitch together a flag.

Heft's congressman, U.S. Rep. Walter Moeller, took the flag to Washington, D.C., the U.S. Flag Selection Committee and eventually the desk of President Dwight Eisenhower. Congress accepted his design on July 4, 1960.

Heft was something of a rags-to-riches American success story himself. Born in Saginaw, Michigan, he lived with his grandparents in Lancaster, Ohio, after his parents separated when he was about 1 year old. He taught high school for 10 years before becoming a professor in Ohio for 22 years. He also served as mayor of Napoleon, Ohio.

Never married, Heft traveled the world for decades telling his own

Betsy Ross saga. He visited all 50 states and nearly 60 countries.

"He was the greatest patriot I ever knew," said Wil Hufton, a fellow member of the Saginaw Downtown Lions Club. "He'd visit schools and VFW halls giving speeches for free."

Heft's teacher told him he would change his grade if the flag was accepted by Congress. That promise was central to Heft's motivational speeches. "His message was don't lose sight of your dreams. There is no challenge that you can't overcome," said Hufton.

Heft's original flag has flown over the White House, every state capitol building and 88 U.S. embassies. Heft was well-traveled, too. He visited the White House as a presidential guest more than a dozen times and flew on Air Force One nine times with six presidents. He toured with celebrities and appeared on their TV shows. "Bob Hope, Dolly Parton, Johnny Carson, Regis Philbin—ask him who he met and he'd say, 'Give me a name,'" said Hufton.

Despite his fame, Heft did not

take himself too seriously. "He was a large man. He'd say, 'My name is Heft. Just look at me. But you can call me Bob,'" recalled Hufton.

One thing Heft was serious about was Lions. He served as district governor and took a special interest in Lions Bear Lake Camp and the Special Needs Vision Clinic, both of which serve disadvantaged children. Hufton, who was cabinet secretary when Heft was district governor, said Heft's interest in children with challenges stemmed from his own family. Imitating the benevolence of his grandparents, Heft raised a nephew. Some of his relatives grew up in abject poverty and abused drugs, said Hufton.

Heft died at age 67 of congestive heart failure. His will, filed by Hufton, stipulated that a grand-nephew receive the proceeds of his assets and his four grand-nephews and grand-nieces get the cash from the sale of the flag he designed, as long as they remain drug free. Heft once received an offer of \$250,000 for the flag but declined the bid. "He had it insured for a million," said Hufton. ■



Members of the honor guard from Fort Custer National Cemetery in Augusta, Michigan, participate in a graveside flag-folding ceremony for Heft on Dec. 17 at Holy Cross Lutheran Cemetery in Saginaw Township.



Gale Pollock prepares to test the BrainPort device with Marine Cpl. Mike Jernigan.

Blind But Seeing

Lion-Researcher Tests Revolutionary Device

by Erin Perry O'Donnell

Blinded by a roadside bomb in Iraq, Marine Cpl. Mike Jernigan sat with a “lollipop” in his mouth at the University of Pittsburgh Medical Center. The rectangular high-tech device was connected to the pair of dark glasses he wore that were outfitted with a tiny video camera. Jernigan was ready to test, not exactly his vision, but his ability to make out shapes and, ultimately, the chance to move about a room without a white cane, reach for a can of soda or pick up a dollar bill or keys that fall to the ground.

Gale Pollock, a Lion and the executive director of the medical center's Louis J. Fox Center for Vision Restoration, placed ordinary white felt shapes on a black felt screen. Jernigan paused for a few seconds each time and described what he thought he saw. “Circle.” “Horizontal line.” “Diagonal line pointing up.” He was right each time.

The BrainPort device he wore used his tongue to stimulate his visual

cortex and sent sensory information to the brain. “Users can tell the shape of objects and recognize letters and numbers,” said Pollock. “The device allows them to have about an 80 percent grainy black-and-white ‘picture’ of their environment—not what you and I enjoy for sight but a huge improvement after having no visual input at all.”

The few people who have tested the BrainPort compare it to having pictures drawn on their tongues with champagne bubbles—like the childhood game of drawing on someone's back. It's called sensory substitution: the brain converts what you feel to an image for your mind's eye.

Pollock has embarked on a research study of BrainPort, made by Wicab in Middleton, Wisconsin. The study's goal is to establish methods for visual function testing in visually impaired people and to see to what extent the BrainPort can help them maneuver around obstacles and per-

form other everyday tasks.

“I know that the biggest desire verbalized to me by the vision impaired community is to improve their mobility and independence,” says Pollock. “One of the things we don't know is how quickly will their interpretation of this information accelerate? Is it like learning the alphabet before we learn words and start to read sentences and paragraphs?”

“We start with single pieces of information and then build upon it to read more and more rapidly as we develop that skill. Will they be able to process larger and larger chunks of information so that they can actually read without processing a single letter at a time? We don't know.”

The project combines two of Pollock's passions: giving sight to the blind and helping injured veterans. She retired two years ago as a major general in the Army Nurse Corps, where she spent 36 years treating the nation's war injured and ill veterans.

Now, she wants to make the BrainPort available to veterans by including them in the study.

"The people I know who are the most aggressive and will try new things are service members," Pollock said. "Giving them an opportunity to help others who are vision impaired seemed like a good way to use their talent."

Pollock saw a demonstration of the BrainPort while serving as acting surgeon general for the Army. She asked two sightless servicemen to test it out. "They both said it's an incredible thing and to please get it. As an Army nurse, when one of my patients asks me to do something, I'm going to move mountains to get it."

Right now, the mountain in her way is funding. Because the BrainPort is still experimental and has not been approved by the U.S. Food and Drug Administration, the researchers must purchase the units outright. The total bill comes to just under half a million dollars.

But that hasn't stopped Pollock from getting started. The Center for Vision Restoration will train people to use the BrainPort and chart their progress with visual acuity tests and MRI and PET scans. Pollock hopes to have 30 testers during the next few years, mostly servicemen and women if possible.

It would be cruel, she says, to give them access to even a simulation of sight and then take it away. So Pollock is mobilizing the resources of her fellow Lions to help buy 30 devices for the study's participants to keep.

Pollock first joined Lions in 2001 while stationed at Fort Benning, Georgia. At the time, she was serving as the 22nd chief of the Army Nurse Corps. Commanders at her level were asked to set an example by joining a civic organization.

"Lions really resonated with me because I'm interested in taking care

of people who are struggling," Pollock said. "That's what I do as a nurse."

In 2004, Pollock learned she was going to be promoted to major general, and she thought it would be a good idea to sit in on congressional testimony—something she'd never done. At the hearing she selected, three military surgeons general testified about early figures on war casualties in Iraq and Afghanistan. Sen. Daniel Inouye of Hawaii had a question for

"Lions really resonated with me because I'm interested in taking care of people who are struggling," Pollock said. "That's what I do as a nurse."

them: what were they doing for blinded troopers? The surgeons general said it wasn't that big of a problem.

"The senator recoiled as if they'd struck him, and then finally he said, 'Oh, really?'" Pollock recalls. "All my nursing antennae went wild."

Pollock did some digging, and learned that 10 to 13 percent of injuries in the war were eye injuries. She and her staff put their findings into a white paper, which became the basis for legislation that established the Vision Center of Excellence for the Veterans Administration and the Department of Defense.

It was only the beginning. Pollock seemed to find her calling in helping the blind, especially those who were losing their sight on the battlefield. "If an IED [Improvised Explosive Device] is powerful enough to rip off an arm or leg," she said, "why not a pool of water on your face?" But she also learned that eye trauma is only the tip of iceberg. More than 34 million Americans suffer either blindness or severe vision impairment that affects their quality of life, she said, and

seven out of 10 vision-impaired people stop leaving their homes altogether.

Pollock eventually realized that assistive devices for disabled limbs get more sophisticated every day. For example, those missing limbs have benefited immensely from advances in robotics. But resources for the blind have remained frustratingly low-tech in the 21st century. Not much progress has been made beyond white canes, guide dogs and Braille.

In 2007, Pollock became the first woman named Commander of the U.S. Army Medical Command, and later that year she added the title of Deputy Surgeon General for Force Management. But retirement was on the horizon. With only a few months left on active

duty, she traveled to Pittsburgh to make a presentation and met Alan Russell, director of the McGowan Institute for Regenerative Medicine at the University of Pittsburgh. Russell asked Pollock what she wanted to do after the Army. She said she wanted to run a vision restoration program.

She knew that the center was investigating the nascent BrainPort, which looks a little like spy gear. A cable on one side of the dark glasses connects to a small pad, about the size of a postage stamp, that rests on the tongue. On the other side, a second cable connects to a handheld controller that allows users to zoom and adjust contrast.

Wicab explains how it works: "The base unit translates the visual information into a stimulation pattern that is displayed on the tongue. The tactile image is created by presenting white pixels from the camera as strong stimulation, black pixels as no stimulation, and gray levels as medium levels of stimulation, with the ability to invert contrast when appropriate."

What the researchers in Pitts-

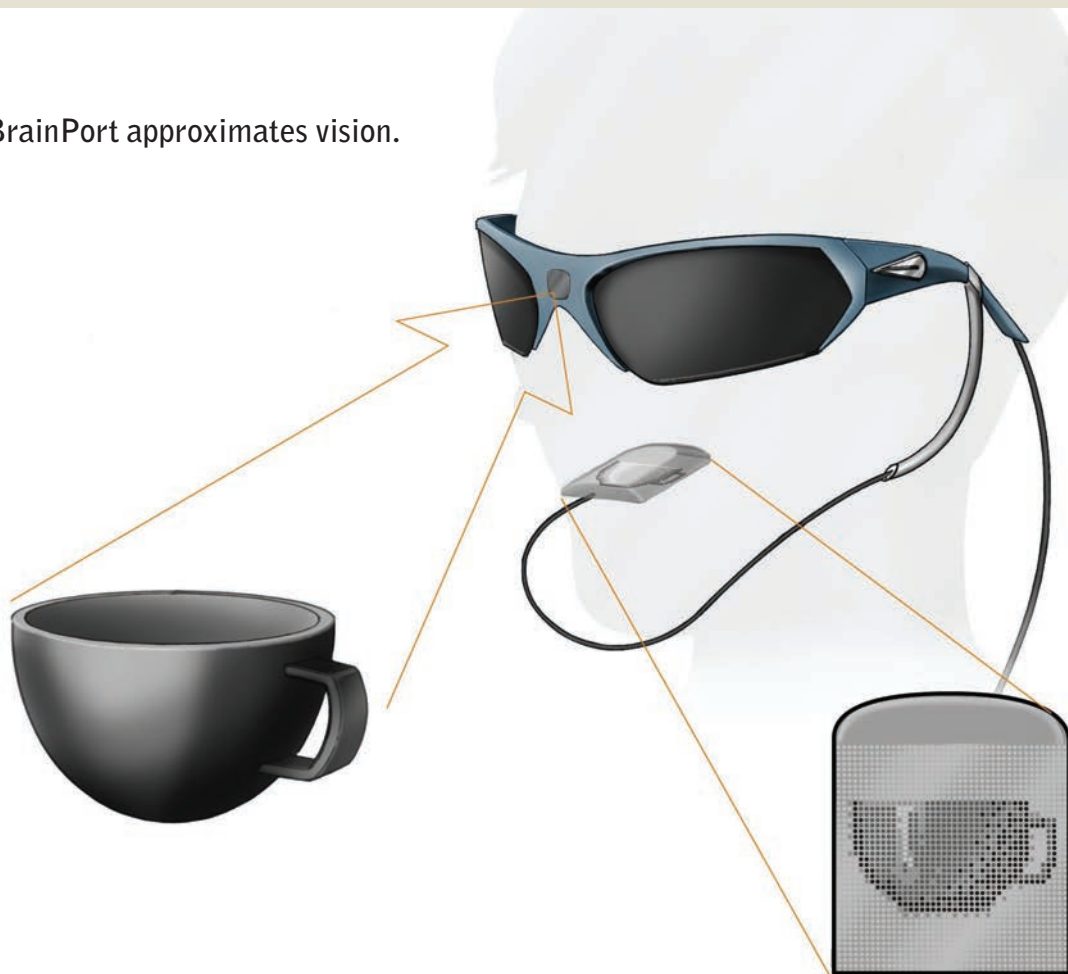
burgh want to know is whether users improve over time at interpreting the images they receive. Participants in the study will be asked to navigate an obstacle course at various intervals to gauge their fluency with the BrainPort—and provide some of the first evidence-based research into assistive devices for vision impairment.

“How can we certify that someone is getting better?

losing his sight 40 years ago, first in one eye and then both. His form of blindness was sudden, rare and never explained.

Schultz’s response was to enroll in the Louisiana Center for the Blind and develop the skills to live independently. Twice widowed, he now lives alone, takes care of his own household and walks several miles a week. “I

BrainPort approximates vision.



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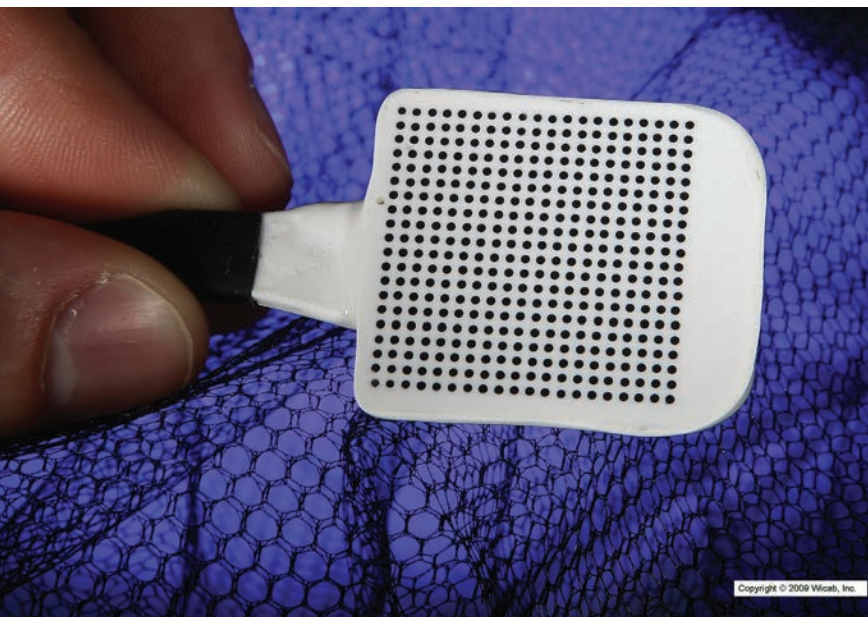
Can we say it improves people’s capabilities enough that it should be funded by an insurance company? That’s what our researchers are trying to do,” Pollock said.

In February, she will join 75-year-old Navy veteran Butch Schultz on a walk from his home near Tampa, Florida, to Pittsburgh, where he will join the BrainPort study. Trekking between Tampa and Pittsburgh should take eight to 10 weeks.

The idea for the walk came from Schultz, who used to ride in cycling marathons. That was before he began

was always a very positive, active individual. [Losing my sight] was a challenge but it made me a stronger person,” Schultz said. “That was one of my goals for doing this walk. I learned what a good attitude can do, and I want to present the same attitude.”

Schultz and Pollock met through a mutual friend after Schultz, a Navy veteran, got some local publicity for being the first blind vet in central Florida to receive a KNFB-Mobile reader. It’s a Nokia cell phone that scans printed material and reads it back in seconds. In June, Pollock



The lollipop-device uses the tongue to stimulate the visual cortex.

BrainPort is made by Wicab in Middleton, Wisconsin.



announced he would also be the first veteran to receive a BrainPort.

Raising funds for the device is Schultz's motivation. But so is raising awareness for the blind, whom he feels are overlooked among the disabled. It doesn't help that many blind people isolate themselves. Schultz co-founded a support group in his area, but says "it's hard to get people to meetings. They really feel self-pity, that their life is over, and we cannot get these people out. So I'm hoping maybe this walk is going to help. The help is there for them, but they need to know where to go and how to do it."

Pollock has been contacting Lions clubs and district

governors in the eight states along their 1,050-mile walking route, plus the District of Columbia, to ask for fundraising help. The duo will make presentations along the way in an all-out public relations blitz including potential appearances on *Good Morning America* and *Oprah*.

Raising the total needed for the BrainPort study will probably take two years, Pollock said. Already, she's received pledges from two districts for about \$55,000. "If we're all working together, we're going to be able to make the organization more visible, attract more members, raise funds and raise awareness. It's a win-win-win, no matter how I look at it," Pollock said.

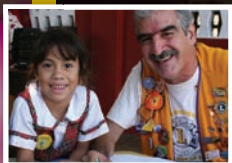
Pollock's goal was to create an information clearinghouse for vision-impaired people and their families, especially as more young people come home from the war without their eyesight. With more support, they may not become housebound and sedentary, leading to other health problems, some of which are life-threatening. "Our cities are not supportive of the visually impaired. No wonder they stay home. It's scary out there. I want to find ways to decrease that fear. We want people to know they don't have to stop living as their sight decreases," Pollock said. "But the information for people struggling with vision impairment and their families is so piecemeal."

In addition to the BrainPort study, Pollock said about two dozen researchers are working on other projects at the Center for Vision Restoration, including tissue regeneration, stem cell therapy to repair corneas and eye transplants.

Pollock said she often reflects on Thomas Edison at work on the light bulb, and the countless hours of refining he must have done on his invention. She's confident that the center's work will be just as revolutionary for the visually impaired.

"God sowed a seed that day I heard Senator Inouye. The more I heard, the more concerned I became. Why isn't there an advocate for these people? They're struggling," she said. "I learned over my years in the military that—as a woman, as a nurse—I can be pretty stubborn. I can overcome barriers. I'm just going to help make your life better. I'm a nurse and that's what I've always done." ■

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Together we are improving lives dramatically in local communities, generating a remarkable global impact for millions in need.

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SURGE STRATEGY



Clubs Grow Membership in Innovative Ways

by David McKay Wilson

When Julie Crawford joined the Encinitas Lions Club in suburban San Diego in 2002, she discovered it had just seven members and met at a single table in a crowded restaurant. That disappointment, however, did not discourage her. She became the club's membership chairperson and embarked on a recruitment effort. Seven years later, the club has 55 members and meets twice monthly at the well-appointed Encinitas Ranch Golf Club.

Crawford has boosted membership by raising the club's profile on social-networking sites and in the local media, sponsoring events to showcase the club's commitment to community service and offering chances for prizes to those who bring in new members.

"You have to get new people to your meetings. And when they come, if they see you are having fun, have good service projects, have good meetings where members like to see each other, you will get them hooked."

Crawford's campaign to build the Encinitas Lions is one of hundreds of efforts across North America to recruit new members. Interviews with Lions from Calgary, Canada, to Somers, New York, found a broad range of strategies to re-energize local clubs by recruiting new members, forming alliances with other organization and developing programs to address local needs.

Many successful clubs are also focusing on recruiting both men and women. Since Lions Clubs International



The Encinitas Lions Club near San Diego has grown to 55 members from 7.
AP Images/Sandy Huffaker

Each quarter, the club sponsors a raffle for such items as a weekend at a member's fabulous oceanfront cottage. Tickets for the raffle are \$10 each, three for \$25. Members who bring in a new member receive three free tickets for the drawing.

"We make membership our top priority," says Crawford, now first vice president of the Encinitas Lions Club.

began accepting women members in the 1987, about 21 percent of the Lions worldwide are women. In Edgar, Wisconsin, where membership rolls have recently grown by one-third to 45, Mark Lacke says recruiting both sexes has been a crucial part of the club's strategy.

"We recruit women as much as we recruit men," says Lacke, the Edgar schools superintendent who has been a



Edgar Lions in Wisconsin visit Camp Rosholt, a Lions camp for the blind.

Lion since the late 1970s. “We recruit couples. We’ve found it very important to include spouses. If the husband is too busy to help on one event, that doesn’t mean his wife isn’t available. And if she’s busy, he could be able to help out. You really limit yourself if you just go after one gender.”

The effort to build the club in Edgar, a small rural village with a population of 1,500, has picked up steam in recent years. Lions have done it by developing a fundraising and charitable-giving program that focuses on local needs but includes consideration for the Lions statewide and international programs.

The Edgar club supports the Wisconsin Lions Camp on Lions Lake in Rosholt, which has been serving disabled children from around the state for more than 50 years. And they contribute to the Lions Eye Bank of Wisconsin, supporting the organization that links donors with the visually impaired across the state.

The club’s local program, however, is the glue that holds the Edgar Lions together and serves as the foundation for growth. The Edgar Lions support the local Boy Scouts. They provide scholarships for seniors graduating from Edgar High School. They hold a free dinner for the village’s senior citizens. They support Edgar parks projects, the post-prom party at Edgar High and the local food pantry.

“We knew that if our organization was going to be viable going into the future, we needed to get new people in the club,” says Richard Wirkus, the club’s secretary and a member since the 1970s. “We needed to change its personality. We were getting to be known as an old people’s club.”

The recruitment effort was led by Lacke, a longtime Edgar resident and an established local leader, having served in the Edgar School District for 37 years including 21 years as high school principal and the last eight years as schools superintendent. Two years ago, he convened a breakfast meeting with four other Edgar Lions to brainstorm about who they thought would like to join. When the club had an interesting speaker scheduled to appear at an upcoming meeting, he wrote letters to prospective members, sent them by mail and then followed up with a phone call.

One such meeting featured a woman from South Carolina who had gone blind while raising several children and felt like her world was spiraling out of control. Then the Lions club in her town provided her with a guide dog, and her life turned around. Her tale detailed the reach of Lionism, and served to inspire residents of Edgar to join.

“It doesn’t take much,” says Lacke. “It seemed like



Bill Henderson of the Forest Lions in Virginia sells Lionism to prospective Christmas tree buyers

some of the people I invited were waiting to be asked but just hadn't thought about it."

Personal Touch

The personal touch is key to recruitment campaigns. George Mohrmann, a retired lobbyist for the defense contractor Lockheed Martin, moved to Forest, Virginia, four years ago and joined the Forest Lions Club after a neighbor invited him to a meeting. Now he's heading up the effort to build a club with 17 members. He launched the fall membership drive with press releases to local newspapers inviting people to attend an upcoming dinner meeting.

The club had hoped to double its membership by Christmas, when the club sponsors its annual Christmas tree sale. The club quickly added one member and Mohrmann was still talking with three others who had shown interest.

Meanwhile, the club is promoting affiliated memberships, which allow membership with a much lower expectation of participation. Affiliated members need only attend a few monthly meetings and can't serve as a club officer. But they are encouraged to participate in club activities, such as the tree sale, and the club's annual club raffle, when the club sells 250 tickets at \$100 each and the winner gets \$10,000.

As the tree sale approached, the Forest Lions were working with the parents and players of two high school sports teams that were to benefit from the sale. In return for filling some of the tree-selling slots, they'd receive funding for the sports programs. The parents would also be approached about joining the Forest Lions.

Getting the high school students and parents to help on the tree sale was essential. The trees are between eight- and 10-feet tall. "Some of our members are getting older, and they can't haul those trees and put them up on top of a van," says Mohrmann. "So the students help with the trees, and the older Lions collect the money and promote Lionism."

Ethnic Connections

The Calgary Northeast Lions Club, located in Canada's fifth-largest metropolitan area, has grown its membership from 50 to 70 in recent years by appealing to young professionals interested in becoming involved in their community. Christina Pond, immediate past governor of District 37-0, says younger members of the club have challenged one another to reach out to friends and colleagues.

Club meetings, which include dinner, are limited to two hours, and speakers are chosen to appeal to a broad audience. The club, which has many members from the city's Filipino immigrant community, also stresses its work with the elderly at the Carewest-Dr. Vernon Fanning Centre, a long-term care facility for seniors.

It's the club's signature local project, and the work has resonated with the Lions volunteers. "We go there twice a week," says Pond. "It keeps us together. It keeps us grounded. And it gives us a way to serve our community."



Somers Lions in New York remodeled the home of the Anderson family and paid off the mortgage after the father of eight died in an accident.



Rebecca Snukal of the Calgary Northeast Lions assists a resident of the Carewest Centre.

High Profile

In the northern suburbs of New York City, the Somers Lions Club has long been one of the town's strongest organizations. But just after the turn of the century, the club's roster began to dwindle as older members passed on. When it got as low as 60 members eight years ago, the club began to recruit new members.

But it didn't do it through a recruitment campaign. The Somers Lions grew their club by doing what the Lions do best: taking a leadership role in the community.

Today, the club's membership is up to 103 and climbing as the club continues to take a leadership role in many community events. It runs an annual carnival on Fireman's Field, organizes the pancake breakfast for 1,500 at Somers High, runs a regional high school track meet and heads up the town's July 4 celebration at Reis Park, which attracts up to 5,000 residents.

The club was also responsible for building the pavilion, band stand and children's playground at Reis Park. In 2006, the club raffled off a Mercury Mountaineer to support the family of Glenn Anderson, a father of eight who died that August in a motorcycle accident. The club raised enough to pay off the family's mortgage and helped complete the home renovation that was underway

before his death.

"Your membership drive is what you are doing in your community," says Vinny Liscio, president of the Somers Lions Club. "You do these things, you wear your Lions shirts and people see that you, their neighbor, is having a great time raising money for the community, the extended community and for an international charity. The most important this is that we are visual. We aren't just a check-writing club. We do hands-on projects that help in big and small ways."

On the Saturday after Thanksgiving the club scheduled a "Brush with Kindness" day at the home of a woman who had adopted children with disabilities. She had lost her full-time job teaching math and her home was in disrepair. "I sent out an e-mail on a Monday at 11:30 in the morning and by Wednesday I had 20 guys [and women] who wanted to help. Another eight or 10 will just show up. One guy heard about it and wanted to come and join [the Lions]," says Liscio. "That's how you build membership. If you're not showing yourself, when you do a fundraiser or raffle, why should people support you if they don't know what you do?"

The club's high profile in the community is augmented by its Web site, which lists its twice-monthly meetings at the Heritage Hills Country Club and includes a photo gallery from Lions events and links to Lions Clubs International programs. You can buy a \$100 ticket to the club's Corvette raffle online and download a membership brochure to learn more about the Somers Lions Club.

Among its newest members is Michael Ross, an executive coach from nearby Mahopac. Ross attended a couple of Lions meetings with his friend Dan Sullivan, who invited him to join. He has been interested in vision issues and said he wants to get involved in the club's support for vision programs.

"I met Dan and his wife five years ago, we've slowly gotten to meet their friends, and the common denominator has been the Lions club," says Ross. "The meetings and dinners have been enjoyable, and it's a way for me to get involved on the vision issue."

Community Leader

Becoming a major community presence has helped as well in Tigerton, Wisconsin, where the Embarrass River Lions Club has become a major player in the tiny community of about 800 residents since it was founded in 2001. The club now has 37 members including five new members inducted in October and two more in November. That's close to 5 percent of the town's population.

The club holds a Christmas party for local children, runs the funnel cake stand at the Old Car Show, raises money for residents facing huge medical bills and helps



Encinitas Lions cook a pancake breakfast on the beach as part of a car show. Funds supported a blind surfing day and an audible traffic signal for the blind.

The Christmas party of the Embarrass River Lions helps raise the club's profile.



sponsor turkey dinners for a dozen Tigerton families who are scraping to get by. The club collects eyeglasses and pays for eye exams for children whose parents can't afford it. The club cleared brush and debris from the overgrown Forest Home Cemetery, helped restore Morris Town Hall and hosted the recent Lions District 27 B-2 convention, with more than 200 Lions coming for a three-day gathering.

"Our motto is that anything we take from the community, we give back to the community," says Cathy Jensen, president of the Embarrass River Lions Club and one of the club's founding members. "People like to join when they see people actually doing something. We're not a club that just gets together. We get together to get things done. And that keeps us moving forward."

Among her new recruits is the Rev. John Hielsberg, pastor of Emmanuel Lutheran Church in Morris. As he became increasingly aware of the club's involvement in helping the less fortunate, he decided he wanted to be part of the community effort.

"I saw that the Lions club members were living and walking the faith that they professed on Sunday," says Hielsberg. "It's a group that gives without any anticipation of being repaid. This is good stuff. And I decided to become part of it." ■

Generation Next

Invigorate Your Club by Attracting Younger Lions



Times are changing, and so should your club. When you look around, do you see the same faces? Are you doing the same projects you've always done?

Bringing in younger members is an excellent

way to break out of a rut and breathe life into your club. Attracting and retaining younger Lions is vital to perpetuating your club. Lions Al Blumenberg of Missouri and Peter Anderson of Iowa give their tips for revving up your recruiting efforts.

Assess your club's effectiveness: Blumenberg says an honest look at your club's membership, service and activities is essential.

"It's a deep dive into how they currently think, how they currently operate as a club," Blumenberg says. "It has to be a thorough analysis of all of the club members, preferably with someone outside of the club performing the analysis."

This information will help a club form an idea of why younger people would be interested in joining and what the Lions can do for them.

Know how to market your club's strengths: "Lions need to be able to promote 'this is what we're about, this is what we do,'" Blumenberg says. "[Younger people are] really looking for some kind of a project that has some global impact, but is performed on a local basis."

Use technology: Anderson says a club Web site is essential because younger Lions will search online for a club before they ever attend a meeting.

"The club Web site is mandatory, but don't have a club Web site that's 10 years out of date," Anderson says. "It's a show piece for your club."

Partner with younger groups and families:

"Reach through the family network itself, such as children and grandchildren of Lions," Anderson says. "Find out what the church youth group is doing, find out what the Boy Scouts are doing, find out what the high school service project is doing and see what you can do to partner with them."

He said he believes younger people with families are more likely to join if you provide a family atmosphere, such as hiring the local Leos Club to babysit during your meeting. This can increase the likelihood of a spouse joining as well.

"Why leave half the membership at home?" Anderson points out.

Be flexible: Younger people are more likely to show interest in episodic volunteering, such as building a home with Habitat for Humanity, than attending regular meetings, he said. "Start looking at other ways we can meet -- can we meet on a Saturday morning while we're setting up for the blood drive?," Anderson said.

It's also a good idea to find a way to let Lions be in good standing without attending every meeting. Make your meetings meaningful and more younger Lions will attend.

"Give me a reason to be at the meeting," Anderson emphasizes. "Make sure that it's run quickly, efficiently and well."

Approach Projects Pragmatically



Several years ago when the club president left our town for a new job, I suddenly found myself as the new club president. Coming up was Prairie Days, an old-time community fair with a carnival, entertainment and food. Nearly the entire town turned out and more than a dozen police officers directed the crowds and traffic. Think I was a little nervous? To make matters worse, our longtime vendor that ran the carnival retired without notice. When I learned that, I felt the collar on my neck tighten.

It gets worse. At the next meeting the Lions were quiet and unresponsive. I'm actually a professional project manager. But I knew when I was licked. "This is never going to work," I muttered as I left out clubhouse. "I can't do this all by myself." The club secretary, older than 80, heard me and smacked me lightly on the back of the head.

"You need to delegate, dummy," she said.

"Exactly who am I going to delegate to? They were stone silent in there."

She glared right back. "You read them wrong. They were just waiting for you to ask them to help. Some big project manager you are."

In my anxiety about a new role, I had forgotten a few basic rules of project management. People execute the project work and people get the job done. Leaders need to identify human resource needs early on. Begin delegating when a good project team is in place.

I've managed projects of all types and sizes in both the public and private sectors for more than two decades and been a Lion since 1999. Without a doubt, the guidelines, rules and planning that lead to successful projects in the work world also will help Lions be successful with their service projects. Project management can be complex but every club

can do well with its projects if it follows five basic principles:

1. Write a project charter.

Describe your objectives clearly and in detail.

2. Build the project team. Define critical roles, responsibilities and communication methods.

3. Plan the project. Understand how the project will move from initiation to successful delivery.

4. Manage project issues. This is key. Every project has issues. Manage them or be managed by them. Unresolved issues often evolve into risks that threaten the project's success. Most issues are fairly easy to resolve. Only a small percentage deserves a great deal of attention.

5. Track and report the progress of the project. Keep the project on target by indentifying its progress against the plan. Keep Lions and other stakeholders informed.

After I calmed my nerves and realized I need to practice what I preached, the planning for Prairie Days went well. I called another meeting and made a point of including everyone in the discussion and asked who would be willing to help. A few minutes later four committees were in place and not long afterward Prairie Days went off without a hitch.

May your Prairie Days or whatever events or projects your club holds go well. But remember that a detailed, pragmatic plan greatly increases your chances of success.

District 19C Governor David Pratt of Yelm, Washington, is the author of Pragmatic Project Management: Five Scalable Steps to Success.

Holiday Magic Helps Food Banks



A light snow can't keep Frosty the Snowman from having fun with the enthusiastic crowd waiting for the Holiday Train.

For the last seven years, it has been the most eagerly anticipated event in the rural community of Whitemouth, Manitoba, Canada: the arrival of the Canadian Pacific Railway Holiday Train. The Whitemouth and District Lions organize a community celebration for the train's stop, part of an arrangement they made with railroad officials to put their community on the destination list.

The 14-member club uses the occasion to collect canned goods and cash for people in need. Since 2003, the train has stopped in Whitemouth, where Lions have collected 9,245 pounds of non-perishable food items and nearly \$13,000 from residents and businesses. The railway line also annually donates to Lions; in 2009, they gave \$1,000 to boost the club's collection.

Lion Amy Kirby says it looks like a scene from an action movie when the train comes to this town of about 300. Its population swells as families converge from nearby areas to greet the train. "For many, it's the thrill of having a beautifully decorated train with thousands of lights stopping in our town. For our youth, it's the performances of some of Canada's best musicians who volunteer their services. For the organizers, it's the joy of seeing several community organizations pull together," she explains.

After the train pulls out and the party ends, Lions get busy. They weigh the food, tally donations and then deliver it all to several food banks in the region to ensure happier holidays for people in need.

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Run Caps Campaign SightFirst II Pledge

For three years in a row, residents of Waterman, Illinois, a town of about 1,000 residents 70 miles west of Chicago, know to put on their running shoes a week before Thanksgiving. The 5K Gobbler Gallop is sponsored by Waterman Lions to raise money to pay off their \$10,000 pledge to Campaign SightFirst II, which was accomplished with the \$5,000 Lions raised in 2009. Lions distribute prizes and serve apples and bagels to the hungry runners after they cross the finish line.

"The weather was great, which I think helped make the turnout so huge," says Karen Fenske, whose husband, Mark, is club president. "The club is fully committed to the event and everyone helps from parking cars to getting food ready to directing participants, manning the gear check area. You name it, they do it! We also have the support of the men's basketball team—the best course marshals any race director could ask for—and the women's basketball team—a great finish line team."

Runner Amy Affelt calls the race "awesome!" She told



Nearly 300 men, women and children take to the streets of Waterman, Illinois, to help raise money for Campaign SightFirst II.

Lions later, "All of the little touches like the cute balloon arch with the turkey balloon at the finish, the band, the great door prizes ... I had a great time and will be back next year for sure. But I really want to win a pie or turkey next time!"

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HOMEOPATHIC

CLUB BRIEFINGS

ACTIVITIES AND ANNOUNCEMENTS

The **VANCOUVER DIAMOND LIONS CLUB** in **BRITISH COLUMBIA** was chartered just three years ago, but raised more than \$188,000 for the Canadian Cancer Society from its "We Serve as One" gala. Four hundred participants attended the evening of modern dance performances, karaoke and a fashion show starring the 2009 Miss Vancouver Chinese Pageant finalists.

PALM BEACH GARDENS, FLORIDA, Lions played Santa's helpers at a party held at the Florida Outreach Center for the Blind. Visually impaired and blind children and their families were hosted by the center and Lions helped wrap individual gifts, set tables, serve food and beverages and clean up.

HOUSTON ROYAL OAKS Lions in **TEXAS** sponsor an annual educational, health and community resources fair. Lions provide free medical, dental, vision and cancer screening to children and adults.

Lions in **MD 36-0**, located in the Portland, Oregon, area, joined together to raise funds for the Marysville Elementary School after it was damaged in a fire. Lions set up three locations to accept cash donations and supplies, raising \$3,275 and \$625 in supplies for the school.

SCOTTS VALLEY Lions in **CALIFORNIA** adopted a stretch of Highway 17 that runs through their community. They regularly pick up roadside trash and debris as a way to keep the area looking more attractive.

Former Senator Robert Dole met with 38 Lions from **MIAMI VALLEY, OHIO**, who are veterans. Lions came to Washington, D.C., to visit the war memorials and presented Dole with a set of Troy/WACO Lions Clubs pins. Troy Lion Paul Holt explained to the former senator that WACO was the aircraft company that produced the wood and canvas gliders used in the WWII invasion of Europe.

The **PHOENIX DOWNTOWN LIONS CLUB FOUNDATION** in **ARIZONA** has received \$1.6 million from Greyhound Parks to support its programs during the last 45 years. The corporation recently ceased operations and Lions must rely on a golf tournament for its major source of revenue but are looking for other revenue sources.

TAMAQUA Leos in **PENNSYLVANIA** raised more than \$7,000 in one year through their Art of Caring project at the St. Luke's Miners Geriatric Center in a local hospital. There are 100 pieces of framed artwork hanging on walls at the center that are available for sponsorship. Leos affix a small plaque to the piece acknowledging the \$100 donation.

The **FRANKLIN TOWNSHIP** Lions Club in **PENNSYLVANIA** sponsored a month-long holiday Festival of Lights that featured more than 400,000 lights in a walk-through outdoor display. Lions made golf cart tours available for those who needed assistance.

The 28-member **SLEEPY EYE, MINNESOTA**, Lions Club gave a \$10,000 donation to a local hospital for building improvements. One of the club's biggest fundraisers is an annual pancake brunch.

TOMBSTONE Lions in **ARIZONA** brought home-cooked Thanksgiving meals to border patrol agents. Lions served 35 agents who were protecting the border near Tombstone on the holiday.

The **HUNTLEY PROJECT** Lions in **MONTANA** presented a \$38,000 donation to the local school district. The donation was part of the proceeds from the annual Homesteader Days celebration during which Lions sponsored a dinner dance and auction.

In **UTAH**, members of the **PRICE LIONS CLUB** renovated a park pavilion that they built 13 years earlier. Lions removed the deteriorating exterior wood and replaced it with a long-lasting cedar tongue and groove design and sealed the entire structure.

Lions in **MAGRATH, ALBERTA, CANADA**, purchased and installed additional equipment for the Lions Park playground. More landscaping is also planned.

The **WAUSEON, OHIO**, Lions Club brightened a nursing home for the holidays by providing \$100 to have a Lion and another member's wife create individual wreaths. A total of 15 handcrafted, decorated artificial wreaths were then delivered to the home by Lions.

CLUB BRIEFINGS cont.

ACTIVITIES AND ANNOUNCEMENTS

Members of the **LESAGE, WEST VIRGINIA**, Lions Club rang the bells to raise money for the Salvation Army. Several Lions volunteered their time as bell ringers at different locations, but all wore Lions' apparel, displayed the Lions logo on banners and distributed information about the association to passersby.

HYDERABAD COSMO Lions in **INDIA** sponsored a Strides Lions Diabetes Walk that attracted 100 walkers who promoted the importance of diabetes awareness during this annual "signature" project.

More than 200 Lions gathered in **ARIZONA** to rededicate themselves to the principles of Lionism. International Director Dick Sawyer, Past International President Bill Biggs and Past International Director Dana Biggs joined the Lions at **FT. THOMAS**, where Melvin Jones was born while his father served in the United States Army in 1879.

CHESTER Lions in **NEW JERSEY** sponsored an Oktoberfest that also marked the 40th anniversary of the club. Proceeds from the event were donated to The Soldiers' Angels, an organization that supports servicemen and woman and the Lions Eye Research Foundation to aid glaucoma treatment.

Members of the **LEAD-DEAD-WOOD** Lions Club in **SOUTH DAKOTA** have had a busy year since the club was chartered: highway clean-ups, donations of cash and canned goods to a local food pantry, collecting more than 400 eyeglasses and helping purchase a hearing aid

for a 2-year-old were among the many activities they pursued.

ANNIVERSARIES MARCH 2010

85 Years: Blacksburg, VA; Wau-paca, WI; Abilene, KS; Overland, MO; Yreka Host and Roseville Host, CA; Edgeley, ND; Honesdale, PA; Belleville, NJ; Bremerton Central, WA; Floral Park, NY; and North Bay, Ontario, CAN.

80 Years: Watertown, WI; Clarksville, IA; Norton, KS; Perryville, MO; Lone Pine, CA; Lemmon, SD; Medicine Bow, WY; and Wenatchee Central, WA.

75 Years: South Hill, VA; Fort Myers and Fort Lauderdale, FL; Bloomfield, KY; Brewton Greater Brewton, AL; Benton, IL; Crescent, OK; Rifle, CO; Mount Clemens, MI; Honey Brook and Nanticoke, PA; Taber, Alberta, CAN.

50 Years: Washington Chi-Am, D.C.; Winsted, CT; Dayton Bridge-water and Virginia Beach Aragona Pembroke, VA; Brussels and Coon Valley, WI; Satellite Beach, FL; Portland Lloyd, OR; Monadnock, NH; Valley, MO; Grant Park and Flanagan, IL; Austin Northeast and Santa Fe, TX; Tracy Breakfast, CA; Blue Earth and Le Sueur, MN; Little Rock SW Little Rock, AR; Mona Shores and Houghton Lake, MI; Mossleigh, Alberta, CAN; Riverview, New Brunswick, CAN; and Sillery Ste Foy, Quebec, CAN.

25 Years: Clyman, WI; Man, WV; Olathe Noon, KS; Lake in the Hills, IL; Sidney, Cut and Shoot Family and Houston Chinese American, TX; Los Angeles Forerunners, CA; Detroit New Center and Schoolcraft, MI; White Haven Center, PA; New York Eagle, NY; Mont Laurier,

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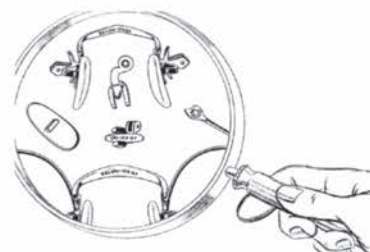
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- Lion James Conner, Pittsburg, Ohio
- Lion John Lee, Soperton, Georgia
- Lion Ronald Weber, Comox Valley Monarch, BC, Canada
- Lion William O'Riley, Maryville Host, Missouri
- Lion George Fernandez, Brookings Harbor, Oregon
- Lion Jed Patrick Mabilog, Iloilo Host, Philippines
- Lion Subhash Nandi, Comilla Greater, Rep. of Bangladesh
- Lion Prithvi Jairath, Ludhiana Skipper, India
- Lion Manab Das, Krishnagar, India
- Lion Kailash Khandelwal, Calcutta Maansarovar, India
- Lion Atma Ram Soni, Calcutta Brabourne Road, India
- Lion Nirmalendu Basu, Barisha

South Suburban, India

- Lion Shantanu Lahkar, Dibrughar, India
- Lion Girish Kuriyakote, Bombay Adarsh Nagar, India
- Lion G. S. Manasawala, Bombay Malad East, India
- Lion Subhash Udaipuri, Mumbai Lokhandwala Galaxy, India
- Lion Parimal Vyas, Surat North, India
- Lion J. Subba Reddy, Secunderabad Samaritans, India
- Lion Bhaskara Vakkalagadda, Vijayawada Mahanagar, India

Because of early publication deadlines, LION Magazine does not include the most current list of Higher Keys. To view the most current list, search for Membership Key Award Program at www.lionsclubs.org.

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DONOR PROFILE

Name: Ron and Betty Jean (BJ) Finlay, both past council chairpersons

Members of: The Huron Shores Lions Club, District A9, Ontario, Canada

Lions since: 1959 (Ron) and 1982 (BJ)

Professions: Veterinarian (Ron) and elementary school teacher (BJ)

How did you become Lions?

"I had been a Lionness for more than 25 years when I chartered our club last summer," says BJ. "Years ago, as a young professional in Erin, Ontario, Ron was requested to donate the cost of a bag of concrete for the new floor of the local arena, and then an invitation to come out to a meeting led to him joining the local club."

In what ways do you support LCIF?

In July, 2008, we celebrated our 50th wedding anniversary with family and friends, but to make it even more special, we asked for donations to CSFII instead of any gifts," says BJ. "We were amazed at the amount donated, and with the help of International Director Beverley Stebbins, we proudly presented three Melvin Jones Fellowship recognitions to deserving Lions."

What has inspired you to donate and serve through LCIF?

"LCIF has always appealed to us because we are able to do so much for so many and every cent we send to LCIF goes to doing just that."



Betty Jean (BJ) and Ron Finlay

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THANK YOU

THE LIONS CHANGED MY LIFE

'No Christmas' Without Lions

Christmas was approaching and single mom Janet Greene didn't know where to turn. She'd lost her job twice during the year and had two children to care for: daughter, Rayne, 9, and Zeke, 13, who has cerebral palsy. Then James Newsome, president of the Myrtle Beach Socastee Lions Club in South Carolina, learned of the family through his neighbor Lisa Trimby, a paraprofessional assigned to Zeke's middle school special needs class. Lions adopted the family for Christmas. They went shopping and bought gifts from the family's "wish list" and also gave them food, clothing, money and gift cards. The family, which includes Greene's mother, Debbie Benedict, was invited to an early Christmas party complete with a holiday dinner and a pile of presents under a lit and decorated tree.



Zeke, 13, enjoys the party Lions gave for his family.

Q&A: Janet Greene

LION Magazine: Did you know who the Lions were?

Janet Greene: I knew about them when I was young, but was surprised to learn they were still around. I grew up in California and the Lions used to hold meetings at my school in the evenings. I knew they did a lot of good stuff, but didn't know that someday they'd do something good for me.

LM: How did your children like the party?

JG: There wouldn't have been a Christmas for us without the Lions. The kids had so much fun at the party—they loved it. Zeke's favorite present is a Jeff Gordon NASCAR cap they gave him. He won't wear it to school because he's afraid he'll lose it and he won't take it off at home. He wears it all night long. [Lion Richard Phenegar says, "Zeke's face beamed brighter than all the lights on the Christmas tree when he opened the package containing that cap." Rayne's favorite was an artist's kit]. The Lions have been an absolute blessing. They're wonderful and I thank them so much. This has been such a horrible year for us, but the Lions really helped. I don't think even they know how much they helped us.

INFORMATION

IN MEMORIAM

Past International Director Al A. Schock, of Sioux Falls, South Dakota, has passed away. A veteran of World War II and the recipient of a Bronze Star and a Purple Heart, he was elected to serve on the International Board of Directors from 1958 to 1960.

Past International Director Shinobu Toneshima, who served on the International Board in 1990-92, has passed away. A member of the Osaka East Lions Club in Japan, he also served as a board appointee from 1994-95 and was active on many levels of the association and in his community.

FOR THE RECORD

As of Dec. 31, 2009, Lions Clubs International had 1,330,491 members in 45,834 clubs and 743 districts in 205 countries and geographic areas.

CALENDAR

2010 UPCOMING EVENTS

MARCH

MARCH 1

Deadline for multiple districts to submit a single Lions Environmental Photo Contest entry to International Headquarters

MARCH 12-15

Faculty Development Institute/
The Orient and Southeast Asia
[KAOSHIUNG, TAIWAN](#)

MARCH 26

Lions Day with the United Nations
[VIENNA, AUSTRIA](#)

Join Other Lions Departing September 26, 2010

Australia & New Zealand

21 Days from \$2299*

Start in Melbourne (3 hotel nights) with included city tour. Sightsee in route to Albury (1 night) and Canberra (1 night). Depart for Sydney (4 nights) with included sightseeing and cruise of Sydney Harbor. Sydney sits on the Pacific Ocean shore, surrounded by spectacular beaches and the soaring Blue Mountains. Sightsee in route to Coffs Harbour (1 night), Gold Coast (1 night), and Brisbane (2 nights) including the Australia Zoo tour. Brisbane is in a semi-tropical climate, gateway to tropical rainforests and premier tourist resorts. Depart for Auckland, New Zealand (2 nights) with included sightseeing and harbour cruise; Totorua (2 nights) with sightseeing including Waitomo Caves, Te Puia, Rainbow Springs, Maori Cultural Exp.; travel back to Auckland via a local Farm Tour! *Price per person, based on double occupancy, plus \$259 tax, service, gov't. fees. Airfare is extra.

Join Other Lions Departing October 1, 2010

Northeast Cruise & Tour

15 Days from \$1399*

**NOVA SCOTIA – PRINCE EDWARD ISLAND – NEWFOUNDLAND
MONTREAL – QUEBEC CITY – NEW ENGLAND – CAPE COD**

Start in New York City for an included city tour including the Empire State Building, UN, Wall Street, Ground Zero, Chinatown, Little Italy, Greenwich Village, Harlem, Fifth Avenue, Rockefeller Center, and more! Board your deluxe ship, the newer state-of-the-art Poesia, part of MSC Cruise Lines deluxe fleet. Enjoy all the amenities this modern, elegant 2500 passenger ship offers. Your exciting ports include Halifax, Nova Scotia; Charlottetown, PEI; Corner Brook, Newfoundland; and Quebec City, Quebec. You'll also cruise the scenic Gulf of St. Lawrence past Gaspé Peninsula and Saguenay Fjord. After a day and night in port in Quebec, YMT will take you on a scenic drive along the St. Lawrence River to Montreal for two nights, complete with sightseeing. Visit "Old Montréal", Mount Royal, and Notre Dame Cathedral. You will also drive into the French Canadian countryside to see the colors of fall and explore the charming provincial villages in the Eastern Townships. View the fall foliage in New England, through Vermont and New Hampshire en route to Boston for even more sightseeing. Tour Boston, Plymouth, Cape Cod, Chatham, Provincetown, Newport mansions and Connecticut. Fly home from Newark, New Jersey. *Price per person, based on double occupancy, plus \$299 taxes, services, gov't. fees. Airfare is extra.

Rose Parade

Laughlin & Las Vegas – 9 Day Tour from \$899*

Depart December 30, 2010. Travel with other Lions on this popular Rose Parade Golden West Vacation. Get away from the colder weather during the first week in January, avoid the post-holiday blahs, and enjoy the best New Year's Eve and New Year's Day you have had in years! Start in Los Angeles (3 nights) with a city tour of L.A., Hollywood, Beverly Hills, and pre-parade float building and viewing at the Floats and Flowers Expo; and on January 1, 2011, enjoy your **reserved grandstand seats at the Rose Parade!** Travel on your comfortable motor coach to Laughlin, NV (2 nights) and end in Las Vegas for your final 3 nights. Fly home from Las Vegas. This unique tour includes baggage handling, motor coach sightseeing, eight nights in first class hotels, and optional tours including the *Glory of Christmas* at the Crystal Cathedral in Garden Grove, CA; the Grand Canyon and more. *Price per person, dbl. occ., plus \$149 tax, government fees and services. Airfare is extra.

Lions Clubs Int'l. not responsible for any losses incurred. Friends and family welcome.

For Information, Reservations & Brochure Call 7 Days a Week:

YMT Vacations 1-800-736-7300

LAST ROAR



Photo by Mikko Ruuhola

FINLAND'S FROZEN FUNDRAISER

The Kokemäki River is frozen over, but when the ice breaks and the Lions sign floats away a lucky Finn will win a nice sum of money. The Pori Juhana Lions Club sell tickets to the guessing game with proceeds benefiting SightFirst and other causes.

Exhausted, But Just Can't Fall Asleep?

New breakthrough will help you fall asleep faster, sleep deeper and awake more refreshed.

Sleep is the only way we can recharge our brain and restore important neurotransmitters. Sleep is also the time when the body does most of its repair work including rebuilding and restoring muscle tissue. This is because growth hormones are secreted during sleep, which is essential to rebuilding tissues.

Consequences Of Too Little Sleep

There is a growing body of evidence indicating that chronic sleep deprivation increases risk of early death. In addition, one of the fastest growing areas of research is the link between chronic sleep deprivation and the risk of becoming overweight and obesity. Sleep deprivation can lead to:

- Greater risk of heart disease
- Increased risk of illness
- Thinking impairments, like slower reaction time, memory loss & confusion
- Poor work performance
- Mood problems like depression, anger & irritability
- Risk of unhealthy weight gain & loss

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Results not typical.

Lack Of Sleep Impacts 1 In 6 Adults

The National Sleep Foundation's Sleep in America polls reveal that over a six year period only about half of adults get a good night's sleep every night. Sleep deficit is frequently related to too much caffeine, nicotine and alcohol. It is also related to stress, long hours at work, night shifts and working on home computers before going to sleep.

New Non-Prescription Breakthrough

Before resorting to expensive prescription sleeping pills with potential negative side effects, try RestAid®. RestAid® is an all-natural sleeping supplement that will help you fall asleep faster, sleep deeper and awake more refreshed.

RestAid® utilizes a Patented Cysteine Milk Peptide® that is clinically proven

"I used to lie in bed for hours and...toss and turn...I would only get 4-5 hours of sleep per night...which just wasn't enough for me. RestAid® has seriously helped me. I can sleep without a problem and sleep soundly all night long. It has improved my life in so many ways."

—Maggie R.

Results not typical.

to break down natural stimulants, toxic substances, alcohol and caffeine – all known to interrupt your sleep cycles. Its delivery system gets the nutrients into the blood stream much quicker than other supplements.

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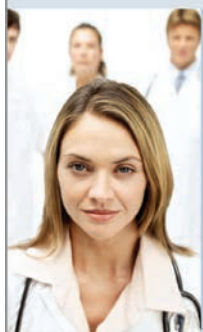
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Cysteine Milk Peptide® – Shown in clinical studies to immediately boost levels of Glutathione, which is a substance produced by the body that is needed to break down toxins such as caffeine and alcohol that disrupt our natural sleep patterns.

Vitamin B12 – is proven to cause an earlier release of Melatonin at night, which resets the sleep-wake cycle.

Melatonin – is a hormone produced by the body that naturally increases sleep efficiency.

Lemon Balm Extract – is a natural sedative that soothes and relaxes your mind and body.

Hops Extract – is used as a natural treatment for tenseness & restless sleep.

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