

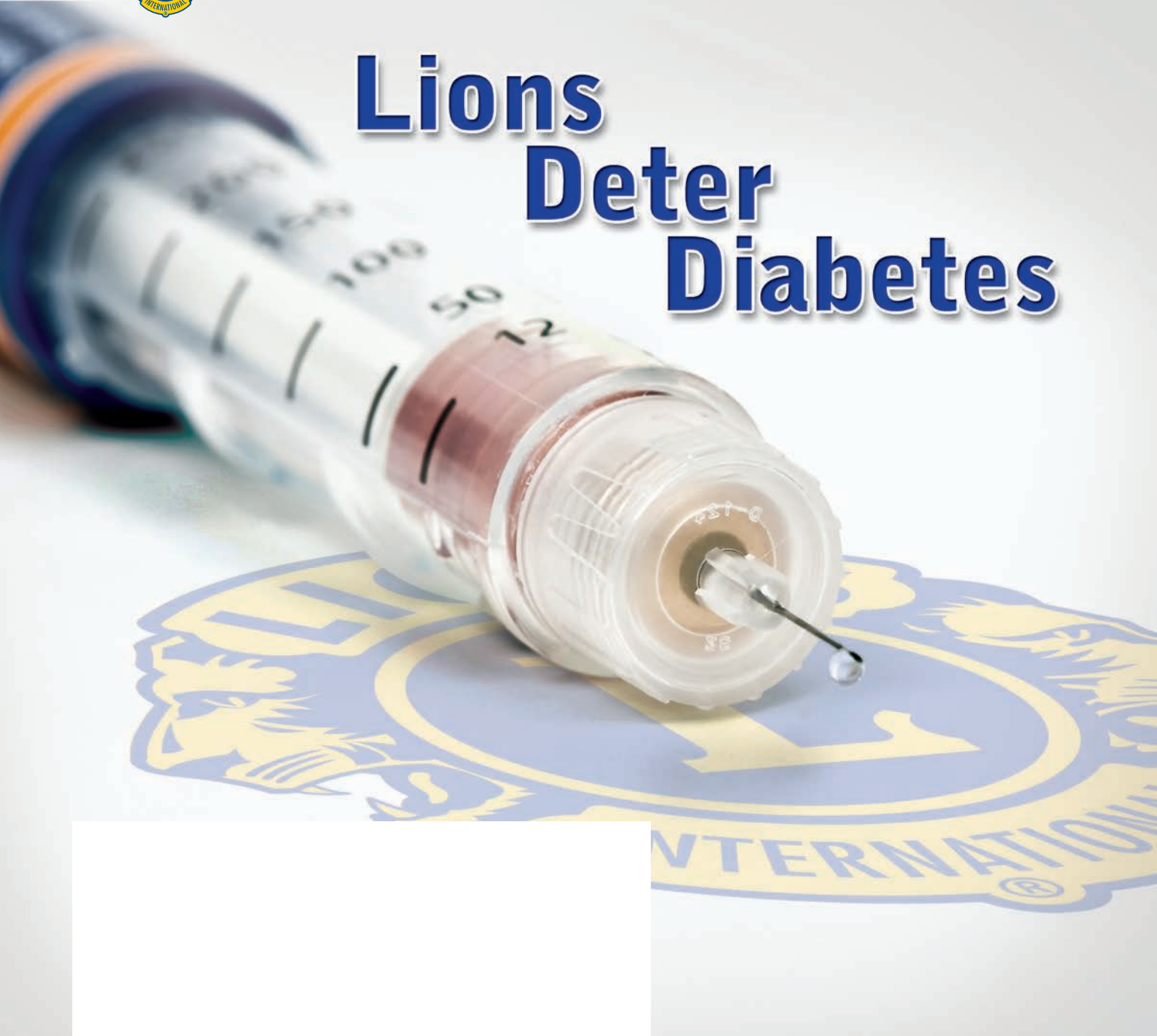
LION



Lions Clubs International

WWW.LIONSCLUBS.ORG APRIL 2010

Lions Deter Diabetes



"An exquisite 1 carat black diamond for under \$200—unbelievable!"

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



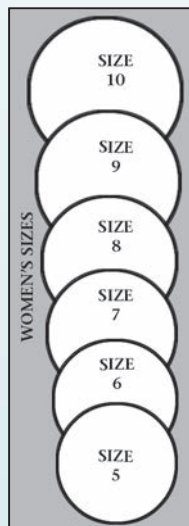
A.

**Less than
680 still available.
A genuine one carat
diamond ring at an
incredible price—
under \$200!**

Black is the New Black

Experience some of that old black magic at an unbelievable price: a genuine 1-carat Black Diamond Ring now under \$200!

When I strolled into the palatial lobby of the Grand Casino in Monte-Carlo, I headed straight for the roulette table to place my one bet for the evening. Of course, I bet it all on black. Black diamonds that is. I met our Belgian diamond dealer in the casino here and he pulled out a black suede pouch. He had almost 900 carats of rose cut black diamonds with him. When he told me the terrific price, I said that I'll take them all. Faceted one carat diamonds for under \$200 a carat—maybe this is one time you can leave a casino with a winning hand.



USING THE RING SIZE CHART
Place one of her rings on top of one of the circle diagrams. Her ring size is the circle that matches the inside diameter of the ring diagram. If her ring falls between sizes, order the next larger size.

Right now, black diamonds are the hottest precious stones in high-end jewelry. You see them everywhere, from the glitz and glamour of the French Riviera to the haute-couture fashion houses of London, Paris and Milan. And thanks to our priceless connections with the Belgium's top gem cutters, Stauer has found a way to make black diamonds even more attractive.

Introducing the Exclusive Stauer Rose Cut. Our **Black Diamond Ring** is a true stunner in classic black and white. But what really sets it apart from other black diamond jewelry is the exclusive Stauer Rose Cut. You'll see that we meticulously engineered the geometry to coax the best sparkle from the bold black stone. Every angle and edge catches and bounces back the light, setting the center stone on fire.

The **Black Diamond Ring** features a 1-carat, rose-cut genuine black diamond surrounded by 48 brilliant, lab-created white DiamondAura®. The gem-quality black diamond is prong-set in the finest .925 sterling silver and rises up from the concentric circles, like pond ripples that sparkle with dozens of fiery facets. The shoulders are adorned with their own glittering epaulets, radiant rows of DiamondAura® that draw the eye back to the diamond center.

Our buying power saves you thousands. You can find similarly designed black diamond rings that are selling for \$2,000, \$3,000 and even \$4,000 per carat! How is it possible that

Stauer can offer our spectacular **Black Diamond Ring** for less than \$200? It's simple, really. Since we buy literally millions of carats of precious gemstones every year, no one can touch our price.

Try our Black Diamond Ring. And, if for any reason, you find yourself looking like less than a million bucks, just return the **Black Diamond Ring** within 30 days for a refund of your purchase price. But, be warned. Once you've had a taste of the "good life", there's no turning back.

JEWELRY SPECS:

- 1 ctw genuine black diamond
- 48 scientifically-grown DiamondAura®
- .925 sterling silver setting - Ring sizes 5-10

A. Black Diamond Ring (1 ¾ ctw)

~~\$295.00~~ **\$195.00**

B. Black Diamond Earrings (1 ⅝ ctw)

~~\$495.00~~ **\$295.00**

C. Black Diamond Pendant (1 ⅝ ctw)

~~\$295.00~~ **\$195.00**

Black Diamond Set—\$1,085.00 ~~\$1,085.00~~ \$645.00

Save \$440

Call now to take advantage of this limited offer.

1-888-201-7659

Promotional Code BDR174-01
Please mention this code when you call.



Stauer 14101 Southcross Drive W.,
Dept. BDR174-01
Burnsville, Minnesota 55337
www.stauer.com

Smart Luxuries—Surprising Prices

Paul Fredrick
YOUR FIT. YOUR STYLE.®

Crisp, comfortable white 100% cotton pinpoint oxford dress shirts in Regular, Big & Tall or Trim Fit at a

SPECIAL INTRODUCTORY PRICE...

\$19.95

Reg. \$39.50-\$49.50

Plus, **FREE**
monogramming!
(an \$8.50 value)

Add this Silk Quilted
Herringbone Tie
for only \$19.95!

Item #TPE1580
(Regularly \$49.50)

Specify promotional code **TZRSLA**.

New customer offer. Limit four shirts per customer. Shipping charges extra.
Cannot be combined with other offers. **Free exchanges**. Expires 5/31/10.

More options than you'll find anywhere else!

Your Collar Style: Six Choices.

Your Cuff: Button or French.

Your Fit: Regular, Big & Tall or Trim.

Your Size: 14½" x 32" to 20" x 37".

Order Today! Call **800-247-1417** or visit **paulfredrick.com/try**

CONTENTS

LIONS CLUBS INTERNATIONAL MAGAZINE

Vol. 92 ■ No. 8

FEATURES

18 Lions Deter Diabetes



17 Hope for Haiti

28 Turning Sight into Sound



31 Take Them Out to a Ball Game

34 How Tweet It Is

37 Sydney to Sizzle with Fun

42 Lions To Roar in Milwaukee

DEPARTMENTS

6 IN THE SPOTLIGHT

Lions News Briefs

10 IDEAS THAT ROAR

A Day Unlike Any Other
Special Campers
Honoring Veterans
Hooking a Winner

14 LIONS ON LOCATION

Paraguay Project
Polio Push
Collecting for Kids
Croatia Concert

COLUMNS



5 PRESIDENT'S MESSAGE

46 RECRUITING MEMBERS

47 CLUB BUILDING

48 RAISING FUNDS

ALSO IN THIS ISSUE

44 FOUNDATION IMPACT

45 SIGHTFIRST

50 CLUB BRIEFS

50 ANNIVERSARIES

51 KEY AWARDS

52 DONOR PROFILE

53 THANK YOU

55 CALENDAR

56 LAST ROAR

INSURANCE | BANKING | INVESTMENTS | RETIREMENT | ADVICE



If you've honorably served,
YOU COULD SAVE WITH USAA.

- **Founded by military personnel** to meet the insurance needs of the military community.
- **Because we're member-owned**, you get money back when our property and casualty insurance companies have a good year. And that's been 86 out of 87 years.²
- **You can save even more** on auto insurance when you also have a homeowners policy with USAA (in most states).³

Average drivers
who switch to USAA
Auto Insurance

**SAVE
\$461¹**

Switch to USAA Insurance today.

800-634-8722 | usaainsurance.com/join

¹Average auto premiums/savings based on countrywide survey of new customers from 10/1/08 to 9/30/09, who reported their prior insurers' premiums when they switched to USAA. Savings do not apply in MA. ²There is no guarantee or promise of future Subscribers Account allocations or distributions or auto insurance dividends.

³Multiple Products savings not available in CA, HI, MA, NC, NY and PA. Property and casualty insurance products are available to military members and their former dependants who meet certain membership eligibility criteria. To find out if you are eligible, contact USAA. Underwriting restrictions apply. Automobile insurance provided by United Services Automobile Association, USAA Casualty Insurance Company, USAA General Indemnity Company, Garrison Property and Casualty Insurance Company, USAA County Mutual Insurance Company, San Antonio, TX, and is available only to persons eligible for P&C group membership. © 2010 USAA. 108609-0410



MISSION STATEMENT OF LIONS CLUBS INTERNATIONAL:

"To empower volunteers to serve their communities, meet humanitarian needs, encourage peace and promote international understanding through Lions clubs."

STAFF

Editor-in-Chief: Peter Lynch
Managing Editor: Dane La Joye
Senior Editor: Jay Copp
Associate Editor: Pamela Mohr
Assistant Editor: Kelly Janowski
Graphics Manager: Connie Schuler
Production Manager: Mary Kay Rietz
Circulation Manager: Troy R. Jewell

ADVERTISING SALES

Chicago

Mary Kay Rietz, Adv. Mgr.
THE LION, 300 W. 22nd St.
Oak Brook, IL 60523-8842
(630) 468-6880
Fax: (630) 706-9234

East Coast

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

Central US

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

West Coast

Melissa Austin
Melissa Austin Associates Media
2600 Ladybird Drive, Calabasas, CA 91302
(818) 225-0466 / Fax: (818) 225-0675

11 issues published yearly by
Lions Clubs International
300 W 22nd St.
Oak Brook, IL 60523-8842
(630) 571-5466 / Fax: (630) 571-8890
lionmagazine@lionsclubs.org
http://www.lionsclubs.org
© Copyright 2010
The International Association of
Lions Clubs.
2010 All Rights Reserved.
Printed in U.S.A.

(ISSN 0024-4163) (R-124397233)
(PRINTED IN U.S.A.)

Official publication of Lions Clubs International.
Published by authority of the Board of Directors in
21 languages—English, Spanish, Japanese, French,
Swedish, Italian, German, Finnish, Korean, Portuguese,
Dutch, Danish, Chinese, Norwegian, Icelandic, Turkish,
Greek, Hindi, Polish, Indonesian and Thai.

EXECUTIVE OFFICERS

President Eberhard J. Wirfs, Am Munsterer Wald
11, 65779 Kelkheim, Germany; Immediate Past
President Al Brandel, 14 Herrels Circle, Melville,
NY, 11747-4247, USA; First Vice President
Sid L. Scruggs III, 698 Azalea Drive, Vass, North

Carolina, 28394, USA; Second Vice President Dr.
Wing-Kun Tam, Unit 1901-2, 19/F, Far East Finance
Centre, 16 Harcourt Road, Hong Kong, China.

DIRECTORS

Second year directors

Bishnu Bajoria, Bankura, India; Ken Bird, Brisbane,
Australia; Kwang Soo Jang, Seoul, Republic of
Korea; Douglas A. Lozier, Indiana, United States;
Shyam Malpani, Mumbai, India; Art Marson, Wis-
consin, United States; Dr. Jeremiah Doc Myers,
Alaska, United States; Ellis Suriyati Omar, Kuching,
Malaysia; Eugenio Roman Jr., Arecibo, Puerto
Rico; Bojan Sober, Rijeka, Croatia; Drs. Ton
Soeters, Huizen, The Netherlands; Neil Spencer,
Florida, United States; Beverly L. Stebbins, Texas,
United States; Tadao Sugimoto, Hokkaido, Japan;
Prof. Dr. Hayri Ulgen, Istanbul, Turkey; Rosane
Jahnke Vailatti, Penha, Brazil; Debra Wasserman,
Minnesota, United States.

First year directors

Enrico Cesarotti, Rome, Italy; Luis Dominguez,
Mijas Pueblo, Spain; Gary B. D'Orazio, Idaho,
United States; Yasumasa Furo, Dazaifu, Japan;
K.P.A. Haroon, Cochin, India; Carlos A. Ibañez,
Panama City, Panama; Ronald S. Johnson, Maine,
United States; Byeong-Deok Kim, Seoul, Republic
of Korea; Horst P. Kirchgatterer, Wels/Thalheim,
Austria; Hamed Olugbenga Babajide Lawal, Iko-
rodu, Nigeria; Daniel A. O'Reilly, Illinois, United
States; Richard Sawyer, Arizona, United States;
Anne K. Smarsh, Kansas, United States; Jerry
Smith, Ohio, United States; Michael S. So, Makati,
the Philippines; Haynes H. Townsend, Georgia,
United States; Joseph Young, Ontario, Canada.

AUTHORS AND CONTRIBUTIONS

Address manuscripts and other material to Senior
Editor, the LION, 300 W 22nd St Oak Brook IL
60523-8842. The LION accepts no responsibility
for unsolicited material, nor for the opinions ex-
pressed, or coincidental names used, by the authors.

Contents copyrighted © 2010 by The International
Association of Lions Clubs. All rights reserved. Re-
production wholly or in part, except as brief quota-
tions, is prohibited except with written permission.

POSTMASTERS

LION Magazine published monthly, except
July/August, at 300 W 22nd St Oak Brook IL
60523-8842.

Periodicals postage paid at Oak Brook, Illinois
60523 and additional mailing offices. Subscription
price, US\$6.00 year, US\$12.00 year mailed outside
North America; Single copies, US\$1.00. EDITO-
RIAL, BUSINESS AND SUBSCRIPTION OF-
FICE, 300 W 22nd St Oak Brook IL 60523-8842.

Send notices of undeliverable copies on form 3579
to the LION, 300 W 22nd St Oak Brook IL 60523-
8842. "Canada Post Publications Mail No.
40029736 Return Undeliverable Canadian Ad-
dresses to: LIONS 2835 Kew Drive, Windsor, ON
N8T 3B7."



SERVING TOGETHER

MESSAGE FROM THE PRESIDENT



Great leaders can help clubs reach the next level.

Leadership Is Survival

Last year pilot Chesley “Sully” Sullenberger saved the lives of 155 people when he safely landed a jet in the Hudson River in New York. He acted quickly and decisively under tremendous stress. He had no time to plan. He certainly did not convene a committee to decide on the best course of action. He was the right person in the right place at the right time. He knew what to do and he did it. He was prepared and he was ready to act. He was the ultimate leader.

Great leadership can overcome any obstacle. Great leaders can take a group of determined, like-minded people and accomplish nearly any goal. We Lions have great leaders and we need to continue to groom even more. The desire to serve is in our hearts. Our leaders inspire us to take the next step, to reach the next level, to make the most of our spirit of service.

Our new district governor teams, consisting of a district governor and two vice governors, have given us a structure to take charge of our future. Lions Clubs International also is expanding and upgrading leadership training for Lions. So we have the structures in place to produce the leaders we deserve.

Every Lion can contribute to the effort to produce leaders. Lions can identify and then encourage leaders. We need to continue to generate club presidents and other club officers with the skills to make our clubs as effective as possible. We Move to Grow through the vision and guidance of our leaders. Just as we must induct qualified members, so, too, must we select Lions qualified to lead. As you may well know, an extraordinary club president can lift and energize a club as nothing else can.

Good leaders will light the way for Lions. Their importance can't be overstated: leadership is survival. Without good leadership, it's all too easy to founder on the rocks of discord, aimlessness and lethargy. With good leadership, we can continue to do an outstanding job of planning, working together and making sure our service conforms to what people need and what we can deliver.

We have broken new records in inducting qualified members because WE MOVED TO GROW successfully in the first half of the Lions year, and we will further MOVE TO GROW. While the world is shrinking we will extend our service.

Eberhard J. Wirfs
Lions Clubs International President



IN THE SPOTLIGHT

LIONS NEWS BRIEFS

WIRFS LEADS WEBINARS

International President Eberhard J. Wirfs recently led three Webinars on membership for district governor teams from dozens of nations. Wirfs shared positive membership results and heard the success stories of DG teams (district governor, two vice governors) and GMT (Global Membership Team) leaders. Altogether, 184 Lions from the United States, Canada, Japan and ISAAME (India, South Asia, Africa and the Middle East) participated. Wirfs encouraged Lions to further embrace his dual strategy of recruiting members/starting clubs and improving retention. He also reiterated his Move to Grow strategy. The low-cost Webinars, live presentations via the Internet, originated from LCI headquarters in Oak Brook, Illinois.



A PRESIDENT, THEN A SENATOR

The Republican who won the late Ted Kennedy's Senate seat in Massachusetts is a longtime Lion. Sen. Scott Brown joined the Wrentham Lions Club in 1989 and served as president in 1995-96. Brown's win was particularly significant because it deprived Democrats of the crucial 60th Senate vote they need to pass



the healthcare bill. A Massachusetts state senator, Brown found time in the waning days of his historic, come-from-behind campaign to attend a Lions Christmas event for senior citizens and a New Year's Day run he began a few years ago. The Wrentham Lions Club is noteworthy because Helen Keller and teacher Anne Sullivan lived in Wrentham from 1904-1917.

LIONS GET VISIBLE

Two Lions clubs in Minnesota took a day to make sure the public knows what Lions do: they staged an exhibit of the most recent 25 merit award winners of the Peace Poster Contest and set up information booths on other projects in District 5 M9. The display at Parkers Prairie Event Center in January was a Lions in Sight initiative. International President Eberhard J. Wirfs asked clubs to publicize their service during the last two weeks of January. Numerous clubs worldwide responded by organizing screenings, doing other forms of service or setting up booths in public places. The Parkers Prairie and Parkers Prairie Pride clubs hosted the event in Minnesota.



LIONS HONOREE KILLED IN HAITI

A renowned Brazilian pediatrician who was awarded the 1997 Lions Humanitarian Award was among those who died in the Haiti earthquake.



Dr. Neumann receives the Humanitarian Award from President Soliva.

Dr. Zilda Arns Neumann, 75, was in Port-au-Prince to combat malnutrition among children. Augustin Soliva of Brazil, the 1996-97 international president, cited her work in helping millions of poor women and children with healthcare issues when she received the Lions award. She was the sister of Sao Paulo retired Catholic archbishop, Cardinal Paulo Evaristo Arns, who told reporters she "died a beautiful death because she died for a cause she always believed in."

WATCH LQ

In the April edition of LQ—Lions Quarterly video magazine, see Lions hit a home run in Alabama with the Miracle League. Other stories focus



on a healthcare initiative in Virginia, a drug rehabilitation center in Norway and literacy and vocational training for women and pre-school for their children in Morocco. View LQ online from the Lions News Network section of www.lionsclubs.org. A Podcast is also available to download from iTunes or watch LQ on YouTube.

NO FIGHTING ON PARK PLACE

Lions in Massachusetts honored two businessmen who broke up a knife fight—and had a little fun at the same time. Abington Lions presented trophies to the owners of a drug store and tavern for separating two men fighting in the drug store. Lions also gave them a “golden shovel” (one of the peacemakers grabbed a shovel to help him) and an Abingtonopoly game (a Lions’ version of Monopoly displayed for sale in the drug store near the fight), according to the *Patriot Ledger*.



WELCOME TO THE CLUB!

JUSTIN GERALD STECH is the kind of Lion every club wants. After being invited to join the Cromwell-Kimmell Lions Club while still an active Leo, the 20-year-old from Kimmell, Indiana, became a member in March 2009. But don’t let his age fool you – Stech has volunteered in various capacities and visited parts of the world many may never see. Recently, Stech spent three weeks in Southeast Asia working with Destiny Rescue, an organization committed to saving girls from child prostitution. He went undercover to identify girls who wanted to leave the sex trade at brothels in Thailand.

HOW WOULD YOU DESCRIBE YOUR CLUB: A fun-loving, but hardworking club. I've seen joy and fun in our members, no matter what the task or project is that we're working on.

FAVORITE FOOD: Thai food. I love very spicy food, but Thai food is the best because it can be very hot and yet you can still taste all of the flavor of the food. Delicious!

FAVORITE TELEVISION PROGRAM: *The Office*. I love comedy, and this show is non-stop. I feel like I know the characters well, and I look forward to it every week. It's the only show I watch.

THE LAST GREAT BOOK YOU READ: *Saint Ben*. It's my favorite book of all time and I read it quite often. I consider Ben and Jonathan to be good friends of mine at this point.

FAVORITE PLACE TO VISIT: Queenstown, New Zealand. It's the most beautiful place you could ever experience, and the culture in the town is electric. Kayaking on the lakes there is phenomenal. I would go back in a heartbeat!

WHY I BECAME A LION: I love the community of Lions. The reputation of integrity makes a huge difference to me as well. It's important to me that I'm involved with people and groups that have a positive reputation and that I know have integrity from the inside out. My local Lions invited me in when I was a Leo, which made a big impact on me. To be allowed to do projects with the Lions while I was still a teenager was really cool. I loved it!

WHAT YOUR CLUB DOESN'T KNOW ABOUT ME: My life dream is to become a comedian. I usually don't bust out my stand-up routine at meetings.

PROJECTS YOU'D LIKE TO SEE YOUR CLUB TAKE ON: Since I'm involved with Destiny Rescue, I would like to see my Lions join up with them at some level. I would also like to see Lions as a whole doing more to recruit Leos into the Lions club. We're losing so many potential members because they never get invited.



Justin Stech receives the Distinguished Hoosier Award.

IN THE SPOTLIGHT

LIONS NEWS BRIEFS

CLUB OF THE MONTH

LIONS CLUB OF SAVANNAH, GEORGIA

CLUB TITLE: Lions Club of Savannah

YEAR FOUNDED: 1922

COMMUNITY SERVED: Savannah, Georgia. Founded in 1733, Savannah was the first city in Georgia and is 75 square miles. Population: 133,000.

MEMBERS: 14 women and 38 men. They have Lions of all ages spanning from 35 to older than 80. It's a diverse group of attorneys, doctors, accountants, retired military personnel and teachers. They also have members employed in health care, utility, banking and public service who have a passion to serve their community.

MEETING MATTERS: The club meets for noon lunches the second and fourth Thursday of the month at the Savannah Golf Club. The annual St. Patrick's Day meeting features the Grand Marshal of the Savannah parade and his entourage with Irish songs provided by the St. Vincent's Academy Girls Choir.

FUNDRAISING: The club has been selling Christmas trees since 1977. This year, the 32nd Annual Christmas Tree Sale profits totaled more than \$17,000. Other club fundraisers include the Broom/Mop Sales, a staple since 1950, and Earth Day Food Sales.

SERVICE PROJECT: The club is involved in a new service project, Project Vision, a vision-testing program for sixth-grade children. This school year, Lions have tested 1,950 of the 3,600 sixth-grade students in the district. The club anticipates testing every sixth-grade student by the end of the year. It then purchases the eyeglasses for those who are not able to pay. Based on records since 1957, the club has collected 175,000 pair of used eyeglasses and has purchased 10,000 new eyeglasses.



Lion Bard Way (left) along with his grandson, Riley Way, help Lion Bob Lapsley unload Christmas trees at the 32nd annual Christmas Tree Sale.

PROUDEST MOMENT AS A CLUB: The club was honored with a visit by Past International President James E. Ervin, who was the keynote speaker for the club's 80th anniversary celebration in 2002. Since 1981, the club has maintained a marker and a flag pole on River Street in the historic district from which they fly the U.S., Georgia and Lions Clubs International flags 24 hours a day, constantly promoting Lions. The city of Savannah has hosted the state Lions Club convention 13 times.

WHY BE A LION: "Joining our Lions club puts people together who share a common interest in providing youngsters with opportunities to regain and maintain good vision health. Our club is especially proud of the group effort we make to support our fundraising programs and we are physically active in various ways to make our projects so successful each year. The camaraderie and good humor are cornerstones of our club, and we welcome new members who wish to share our spirit."

— Club President Chip Nedza

OVERHEARD

"Today a lot of business networking is done on the Internet. But you can't e-mail food baskets to the hungry. Or, in the case of Lions clubs, eyeglasses to the visually impaired."

— Story on the new **Seven Hills Lions Club** in Virginia in *The News & Advance*.

"I encourage everyone to do this. It will change your heart."

— **Ginger Payne**, an optician in Burlington, North Carolina, on a mission to Mexico helping 17,000 people with eyeglasses collected by Lions. From the *Times News*.

"This is what community is all about."

— **Mayor Ric McGee of Kawartha Lakes**, Ontario, Canada, on new soccer fields and a track for a public school made possible by the Oakwood & District Lions Club. From *Mykawartha.com*.

18 YEARS AGO IN THE LION

APRIL 1992

The Key Award program, which recognizes membership growth, is unveiled.



BY THE NUMBERS

6

Age in months of Leo, a miniature horse purchased for \$3,000 by the Whittier Host Lions in California for a local zoo.



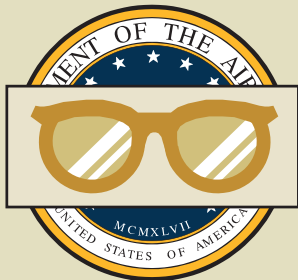
10

Acres of land converted into a 9-hole disc golf course in Ontario, Canada, made possible by a \$7,000 donation by the Sudbury Lions.



760

Eyeglasses shipped to an Air Force optometrist in Afghanistan by the Longview-Kelso Early Bird Lions in Washington for distribution to villagers.



300

Pounds of grapes donated by wineries squashed during the Grape Stomp for Stompin' Out Blindness held by the Jefferson City Host Lions in Missouri.



8

Patriotic holidays per year the Pomeroy-Middleport Lions in Ohio post U.S. flags on the streets of Pomeroy.



25

Cost in dollars of a raffle ticket sold by the Camarillo-Somis Pleasant Valley Lions for a chance to ride on the Lions' float at the 2010 Tournament of Roses Parade Jan. 1 in Pasadena.



160

Tons of food collected during the Walk & Knock food drive held by the Salmon Creek Lions in Washington.

We Buy Used Cell Phones

& pay up to **\$100** for each phone!

Some phones have no value. See current purchase price list for individual model prices at www.pacebutler.com

We'll issue your check within 4 days!



1. Collect inactive cell phones.
2. Box cell phone handsets and batteries only. (No accessories, chargers, etc.)
3. Ship FREE (with prepaid label)
4. Check issued in 4 days!

PaceButler corporation 

13915 Harvey Ave. Edmond, Oklahoma 73013

www.pacebutler.com

1-800-248-5360 • (405) 755-3131

WE BUY GOLD TOO!

Sell your unwanted or broken jewelry & gold today
PaceButlerGold.com

IDEAS THAT ROAR

BIG IMPACT WITH LIONS CLUB SERVICE PROJECTS

A Day Unlike Any Other



Mark Kowalczyk tends to the overgrown grass at Pittston Cemetery.

Photo by Fred Adams/ *The Times Leader*

It started out like any other work day, but then Mark Kowalczyk, president of the DuPont, Pennsylvania, Lions Club changed the game plan. The owner of a landscaping company, Kowalczyk, 44, told his two employees the day before Veterans Day on Nov. 11 that they wouldn't be going to their regularly scheduled jobs that day. Something "more important" had to be done. "My decision to do this was very spontaneous," he says. "I read that Pittston needed help with their cemetery and decided within a couple of minutes to help. My crew was not really surprised—they know me by now—but I couldn't have accomplished this without them because the cemetery is 42 acres." Volunteers worked all day to clear the high

grass and overgrown vegetation that made flags placed on the graves of veterans so hard to spot.

"The veterans buried there gave everything for us," he explained to *The Times Leader*. "The least we could do is to give them a day. I just thought something should be done to get the cemetery ready for Veterans Day."

With uncles and grandfathers who served in the military, Kowalczyk says he believes strongly in honoring those who have served their country. "The DuPont Lions work side by side with several veterans organizations already," he points out. "Our goal, like theirs, is to make our community stronger by working together."

EMBRACE TECHNOLOGY

Check out the Member Center online to view various resources available to clubs and districts.

ASK FOR HELP

Partner with other organizations to reach a common goal.

STAY CURRENT

Keep up with your local news to find new opportunities to serve.

LET 'EM TALK

Invite guest speakers to create interest in your meetings and attract new members.

Special Campers Make Special Memories

Collecting and rolling a million pennies may test the patience of some, but Canadian Lions are up to it. It's all part of the ongoing "Million Penny Challenge" to support the Max Simms Memorial Camp in Newfoundland. The camp, named after a past district governor who was a diabetic and double amputee, opened in 1981 and has since served several thousand campers with special needs. Last year, Lions, Lionesses and Leos in Districts N-3 and N-4 contributed more than \$123,000 to the camp's operation. Lions do much more than save pennies to help send adults and children to this unique destination located on the banks of the scenic Exploits River, says Twillingate Lion Leonard Small.

"We donate items such as picnic tables, game and craft supplies, barbecues, a lawn mower, a wheelchair-accessible pontoon boat, life jackets, an outboard motor and wheelchairs," he says. "We work hard to improve the camp in very creative Lions ways. That includes doing everything from cutting brush to widening the camp's road to conducting dart tournaments and serving roast beef dinners as fundraisers." An LCIF matching grant of \$14,000 was used to upgrade and refurbish the swimming pool, one of the most popular places for campers to congregate.

"The physical layout of the camp, the facilities and the organized activities are all designed around the needs of the physically and mentally challenged. There's even a set of wheelchair-accessible swings," points out Small. "Each summer activities are built around a theme, such as 'Christmas in July' or 'Luck of the Irish.'"

Lions hear many words of thanks as they volunteer at the camp, performing chores or helping with activities. Small recalls one repeat camper's happiness at once again being able to attend: "I love this place. It makes me feel like a real person." And that's just one reason Lions keep rolling those pennies, he says, because "this is where campers can build memories and friendships that last a lifetime."



Lions built a new base for the camp's signpost and then planted flowers in the box to welcome visitors.



**COMFORT!
SAFETY!
INDEPENDENCE!**

BATHE SAFELY
With A Premier Walk-In Bath!

NOW YOU CAN ENJOY A RELAXING BATH AGAIN Without Worrying About Slipping Or Falling!

Walk-in bathtubs from Premier are a blessing for seniors who want to take a bath safely, without climbing over a big ledge and risk slipping and falling. Our wide variety of walk-in bathtubs, accessible bathroom solutions, plus expert design and installation will give you back your freedom and independence! Plus contact us now for FREE Hydrovescent Therapy that soothes away your aches and pains!

Change Your Bath, Change Your Life!

*"Transform your bathroom and transform your life."
- Karen Grassle*




- Ease Of Use, Peace Of Mind!
- Walk-In Door For Easy Access!
- Extensive Models And Features!

Premier Care
in Bathing

The World's Largest Supplier Of Walk-In Bathtubs!

For further information or to receive your FREE brochure
CALL NOW TOLL-FREE **1-800-578-2899**
Log on to www.premier-bathrooms.com
Source Code 1181040

Please send me a FREE brochure on Premier Baths! Source Code 1181040

Name _____

Telephone (____) _____

Address _____

City _____

State _____ Zip _____

Send to: Premier Care in Bathing Inc.
2330 South Nova Rd., South Daytona, Florida 32119

Lions Lay Wreaths to Honor Veterans

Dixon Lions in California have been serving residents since 1954 when the club was chartered. Actively involved in helping the community, they've gone one step further with their efforts to honor deceased veterans at the Sacramento Valley National Cemetery in Dixon. Joining with Wreaths Across America, they collected funds to place 500 wreaths on gravesites prior to the holidays.

The wreath-laying project is an extension of one that began at Arlington National Cemetery in Virginia in 1991. According to Lion Scott Smith, the project was "relatively obscure until 2005 when a photo of the stones adorned with wreaths and covered in snow circulated on the Internet."



Red ribbons decorate the memorial wreaths Lions placed on veterans' graves.

Lions Hook a Winner with 65-Year Tradition

Nine-year-old Gage Hancock-Stevens may not be able to see, but he can certainly fish. He caught a 12.5-pound silver salmon and took home a prize for his trophy catch in a derby sponsored by Everett Central Lions in Washington. The other

big winner of the day was Ross Winde, a 94-year-old blind fisherman who reeled in a salmon the same size. And in between the youngest and oldest participants, another 39 blind and visually impaired people spent several hours on 31 boats captained by generous members of two local fishing clubs.

The 90-year-old Everett Central Lions Club has sponsored the fishing derby since 1944 and, points out Art Ruben, members consider themselves lucky that so many people pitch in to help out.

"This year, with the downturn in local business, we were fortunate to have the two major fishing clubs not only provide the boats and captains, but also give money for some of the prizes."

The derby has always had strong support in Everett, a community of more than 100,000 located about 25 miles north of Seattle. For the past five years, Lions have also been assisted by a local Boy Scout troop whose members earn community service badges for volunteering.

"One of the first things we do is coordinate with local mer-

chants to provide prizes and fishing licenses. We make sure that all the fishermen and women have rides to and from the event," says Ruben. The day starts at 5:30 a.m. with hot cocoa and coffee. Lions also provide snacks and juice on the ship.

When boats return around 11 a.m. Lions serve hot lunches. Scouts and other volunteers help weigh the fish and pack the catch in ice. "Then the fun begins," says Ruben. "Everyone—including the captains—wins something." Prizes include rods and reels, camping chairs, coolers and other sport-related items.

"We fish in rain or sun," points out Ken Beecher, who with wife, Linda, has organized the event for the past decade. "This year all but four boats reached their catch limit. The local skippers are very skilled, with great boats set up specifically for salmon fishing in the Pacific Northwest."

Many of the participants came from Seattle's Lighthouse for the Blind. "For many, it's the highlight of their year and ranks right up there with Christmas," says Ruben. "The boat captains get a kick out of doing something really special. And the Lions will do it over and over again—maybe for another 65 years."



Gage Stevens-Hancock grins proudly as he shows off his winning catch with skipper Dale Beecher and his wife, Roberta

Now you'll hear every word – Loud 'N Clear!

NEW

Ever wish you could turn up the volume on life – without wearing an embarrassing device? Now you can with **Loud 'N Clear**, the personal sound amplifier that's disguised as a cell phone headset!

Loud 'N Clear turns ordinary hearing into extraordinary hearing. It's so powerful you can hear a conversation from across the street! Best of all, it has dozens of everyday uses. Now you can:

- Listen to TV at a volume that's comfortable for you but doesn't disturb others.
- Hear better at Bingo, card games and other events where you can't afford to miss a word.
- Enjoy lectures, movies, shows and church like never before.
- Keep "an ear on" the children when they're playing out of range.
- Make the wildlife come alive during nature walks or hunting trips.

Loud 'N Clear is compact and portable, so it's always handy when you need a little extra volume.

Through this special offer, you can get **Loud 'N Clear** for only **\$19.99!** It comes complete with our 60-day Total Satisfaction Guarantee. And that's not all ...

For a limited time, you'll even get a **second Loud 'N Clear FREE** with your purchase (just pay shipping and handling). That's two for the price of one! Supplies are limited.

© 2010 Ideavillage.

**Buy One,
Get One
FREE!**



**Earpiece
Adjusts To
Be Worn On
Either Ear**



**Discreet &
Powerful!**

Great For:

- **TV**
- **Bingo**
- **Church**
- **& More!**

HERE'S HOW TO ORDER

1. Call a friendly operator toll-free at **1-800-853-7295**.
2. OR visit our website at **www.getloudandclear.com/ln** (be sure to type the full address so you get the discounted price).
3. OR send your name, address and a check for \$34.97 (includes S&H) to:
Loud N Clear Offer LN, PO Box 4525, Pacoima, CA 91333.

(NJ & CA residents MUST add sales tax).

LIONS ON LOCATION

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

1 SOUTH AMERICA PARAGUAY

Vision Restored in Paraguay

A grass cutter in Paraguay, Nicholas Escobar injured one eye while working and a cataract in his other eye threatened him with blindness. His meager wages left him unable to afford the surgery he needed. Fortunately, he received a free cataract operation at the Lions-Vision Latin American Community Health Clinic in Asuncion, the capital.

Escobar's story is a common one since Lions helped build and equip the health clinic in 2008. "Because there's such poverty in Paraguay, people can't afford healthcare," said Dr. Miguel Benitez of the clinic.

The Lions-Vision clinic was funded by a SightFirst grant of \$647,150. It became the first comprehensive, regional eye care program dedicated to the poor and community eye health not only in Paraguay but also in Latin America. The clinic aims to treat nearly 300,000 more patients during the next three years, perform 40 percent of the cataract surgeries in Paraguay (which would be 6,000 per year) and double the size of its crucially important international residency program. Eye care professionals from Bolivia, Peru, Ecuador and elsewhere receive advanced training at the clinic.

The lack of access to eye care is especially acute in Paraguay.

Ophthalmologists are in short supply. Ninety percent of nation's 190 ophthalmologists live in Asuncion. Needless blindness is all too common. Nearly 150,000 Paraguayans can't see because of cataract alone.

The Lions-Vision clinic is part of the Fundacion Vision. Located near two main highways that stretch to the nation's interior, the eye health center is the lead-

ing eye care program in Paraguay. Day after day, Paraguayans with vision problems arrive from the countryside with just a little money in their pockets but with large hopes in their hearts. They leave with their vision restored and hopes fulfilled. "I'm so happy and thank you very much to the people who operated on me for free," said Escobar.



Through the Fundacion Vision and Lions-Vision clinic, Lions travel into the countryside of Paraguay to reach underserved people and to steer them toward follow-up care if needed at the Lions-Vision clinic (next page, bottom photo).

Photos by Dan Morris



KNUTSFORD & DISTRICT LIONS CLUB IN ENGLAND hosted its own Britain's Got Talent with singing waiters, dancers, singing and comedy sketches.



GRAND CAYMAN TROPICAL GARDENS LIONS CLUB served a Christmas lunch to children as part of a workshop promoting reading.



GRENFELL LIONS CLUB IN AUSTRALIA donated more than \$10,000 to a cancer treatment center.



2 ASIA INDIA

Polio Push in India

Polio almost has been wiped out. Even India, once ravaged by the crippling disease, has nearly eliminated it. But children remain at risk, and in January the Aurangabad City Leo Club in India saw to it that 533 children younger than five years old were immunized. The Leos held a rally to publicize the free immunization and went door to door to urge parents to protect their children.



A healthcare worker administers the polio vaccine.



THE LIONS CLUB OF MAZABUKA IN ZAMBIA raised money for hospital improvements by holding dog immunization clinics.

3 OCEANIA NEW ZEALAND

Collecting for Kidney Kids

New Zealand Lions are up to their ears in wine bottle caps. And pull tabs from cans. Their zeal for collecting and recycling is good news for kids with kidney disorders.

The Hastings Pioneer Lions Club has reached out to wineries, restaurants, bars and households to collect screw caps. Recycling 500,000 caps will produce US\$2,200 for the Kidney Kids Support Group. "People put them out with the rubbish or recycling but they are worth money to the kidney kids," says Lion Faye Nugent.

Founded in 1990, Kidney Kids provides re-



Past District Governor Ian Packwood and Hugh Brown pour some pull tabs. Kidney transplant recipient Katherine Paton (center) looks on.

Photo courtesy of Hawke's Bay Today



Hastings Pioneer Lions Michelle Bryant (from left), Lynne Hill and Faye Nugent display what they've collected.

sources for parents and organizes special camps for the children. The group is currently helping 1,250 children who need dialysis treatment or otherwise need support.

Other Lions are backing Kan Tabs for Kidney Kids. The tabs from soda, tuna and even cat food cans likewise produces funds for the non-profit.

Among those assisted by Kidney Kids was Katherine Paton, 16. Her mother donated a kidney to her. "Kidney Kids has been lovely and family and friends have been fantastic and supportive," says mother Sandra Paton.

4 EUROPE CROATIA

Croatia Concert Benefits Blind

It was a simple idea that grew to help many, explains Elvira Koic, of the Virovitica Vereucha Lions Club in Croatia. Lions sponsored a concert by noted blind pianist Perica Mihaljevic—with funds being used to help visually handicapped citizens of the region.

"In almost every city, there is a public library and reading room," she says. "In the east region of our District 126, there are 20 Lions clubs active and a large part of what we do is to help people who need aid. The concert raised enough funds to purchase speaking units so that blind people can use the computers."



Pianist Perica Mihaljevic used his musical talents to help Lions raise money.

Photo courtesy of Howick & Pakuranga Times

Hope for Haiti Drives Efforts

Nurse Teresa Wood volunteered to go to Haiti to tend to the sick and wounded and expects to come back a changed person. "Trips like this change you. I know I'll have a different outlook on life," says Wood of the Imlay City Lions Club in Michigan. "People have no health care there. There's so much disease. Cholera, very bad amputations, and now the rainy season is beginning and typhoid will be a big concern. Rabies is another one."

When her church received a call asking for volunteers for the mid-March trip, she says her only question was, "When?" Despite the dangers, Wood says, "I'm prepared for miracles. I know it can happen."

Her family, including husband Frank, a Lion, is supportive. The club donated money to help the medical team buy and bring supplies with them. All medications have to be in pill form since liquids aren't allowed on the plane.

Wood doesn't see herself as special. "I'm just one person. People everywhere are doing what they can."

Lions have been active in Haiti. Lions from the Dominican Republic transported two containers of relief supplies to Haitian Lions and Leos. Supplies were distributed to an orphanage, hospital and Lions tent cities in Delmas, Blanchard and Carrefour-Feuille. Each tent city can accommodate 300 families or 1,200 people.

LCIF is working with Lions of Haiti as well as Lions in neighboring countries to develop a long-term reconstruction plan. More than US\$2 million has been donated to LCIF by people who, like Wood, are doing what they can to give hope to Haiti. In Belgium, Multiple District 112 Lions have collected US\$190,000. Multiple District 44 Lions in

New Hampshire raised \$13,000 and the Crosslake-Ideal Lions Club in Minnesota gave \$5,000. Finnish Lions gave US\$57,000. In Florida, members of the Aventura North Miami Beach Lions Club are collecting and recycling used ink cartridges and cell phones, for which they earn \$2 each. Lions intend to donate all proceeds to LCIF for Haiti relief.

District 19-A Lions in Canada collected \$126,000 for Haiti, says Vancouver Cathay Lion Henry Ng. Wearing Lions vests, members set up collection sites in high traffic areas such as shopping malls and restaurants. "We have excellent public relations in the community. The public trusts us," he says of Lions' efforts. People gave freely, including Lions. Ng donated \$1,000. At 72, he says he considers

it "a blessing to be able to give. I can afford it and I have the health to donate. This is what is in my heart. This is why I became a Lion."

The immediacy of the Internet gives a face and voice to those who are suffering. It's also one reason that Lions were able to mobilize so readily. Lions used Twitter, Facebook and the Lions Web site to communicate with one another and headquarters. YouTube clips of

LCIF Chairperson Al Brandel and a team of volunteers he led to Haiti quickly received thousands of hits. From Jan. 12 when the quake struck to Feb. 9, the LCIF donation page received 7,196 visits, a huge leap in donations from the average.

There are currently nearly 11,000 "fans" on the Lions Facebook site, and many of them were sharing their concerns as well as news of their clubs' relief efforts. Marina Visser of the Tygerberg Hills, South Africa, Lions Club, told Lions, "We will light a candle for those lives lost."



Past International Director Dr. Carlos Justiniano comforts children in Haiti. Lions established three tent cities.

Detering Diabetes

LIONS COUNTER A RAPIDLY GROWING DISEASE

by David McKay Wilson

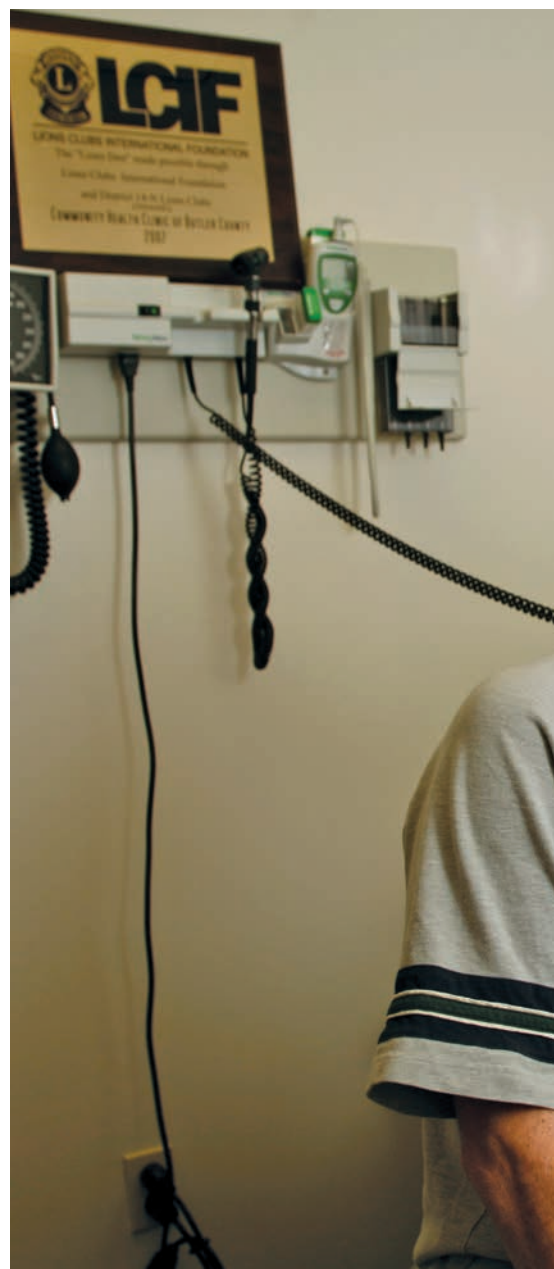
Through the cold of winter and the heat of summer, Laurie Richardson, 44, carefully descends the stairs from her second-floor apartment in St. Paul and hikes as many as 10 blocks to a bus stop. Leading her is Maple, her auburn Labrador-poodle guide dog provided by Lions. Richardson leaves home to speak on diabetes before community groups and at health clinic seminars. She urges her listeners to catch the disease early and to seek appropriate care once diagnosed. She knows full well the dangers of diabetes: it took her sight 20 years ago.

“People think blindness is hard, but living with diabetes is more than a full-time job. It never goes away,” says Richardson, a proud member of the St. Paul Diabetes Lions Club. “I’m always thinking about how I feel, what I’m eating. There’s no relief. If you are diabetic and don’t take care of yourself, your health can deteriorate very quickly. A great vacation for me would be a day without diabetes, to know what it’s like to be a normal person.”

Richardson is among an estimated 24 million Americans who have diabetes. Cancer and heart disease may strike more fear, but as Richardson and millions of others can attest, diabetes is a dreadful disease, too. It can lead to blindness, kidney disease and nerve and heart damage. It grievously harms many lives and ends others.

While rates of heart disease and cancer are stable or have slowed, diabetes is nearing an epidemic level. Its prevalence in the United States increased 50 percent just during the last decade. Sedentary lifestyles and fast-food diets will continue to exact a toll. One in three children born in the United States is expected to become diabetic in their lifetime.

The picture is just as bleak in Canada and worldwide. The number of Canadians diagnosed with diabetes is expected to double between 2000 and 2010. Even today one in four Canadians either has diabetes or prediabetes, a condition in which blood sugar levels are higher than



(Right) Diabetes is taking a toll on North Americans. Diane Discala in New York lost a leg to its complications.

Photo by Vincent Laforet/
The New York Times/Redux

(Below) Dr. Joseph Gribik examines Donald Osterling, a diabetes patient, in the Lions Den room at the Community Health Clinic of Butler County in Pennsylvania. The clinic helps diabetics manage their disease.

AP Photo/Andrew Rush



normal, but can be lowered by increased exercise and proper nutrition. The World Health Organization estimates the number of people with diabetes worldwide will grow an estimated 50 percent to 370 million by 2025.

In the popular mind, diabetes sometimes is seen as just a setback or nuisance. But besides the potential for devastating complications, the disease shatters the normal routines of families, drives up insurance premiums and strains the budget of health care providers. It's no wonder that the commissioner of health in New York City, where the disease is particularly prevalent, told *The New York Times* that "either we fall apart or we stop this."

The good news is that Lions are countering the disease in many ways. Lions hold screenings that have helped save diabetics from blindness, nerve damage, toe amputations, stroke and heart attacks. Research funded by Lions has led to treatment techniques that have helped arrest the degeneration of eyesight for diabetics. Lions camps give thousands of diabetic children invaluable skills to manage the disease.

"Blindness is our thing, and diabetes is

one of the major causes of blindness,” says Joseph Paparella, president of the Shrewsbury Lions Club in Massachusetts, which raised about \$15,000 for diabetes-related programs in 2009. “There has been so much progress in eye care since Helen Keller asked the Lions in 1925 to be the knights of the blind and lead the crusade against darkness. Supporting programs for diabetes is one way to help in that crusade.”

‘Such Need’

Clubs have battled diabetes for decades but their efforts received a new impetus in 1984 when Lions Club International (LCI) established its Diabetes Awareness and Action program. LCI coordinates district diabetes chairpersons, provides online resources and promotes awards. It also partners with the National Diabetes Education Program to disseminate materials that help diabetics manage their illness and works with the Diabetes Education and Camping Association to promote camps for children coping with the disease. International President Eberhard J. Wirfs said that the association “will continue to encourage its membership to become increasingly involved with diabetes-related projects and activities in response to this growing epidemic.”

Since 2006, LCI has backed Strides Walks. The Strides: Lions Walk for Diabetes Awareness program has organized events in 20 states and 10 countries. The events heighten awareness of diabetes, encourage physical exercise and often raise money for diabetes programs. The message in the Strides walks is clear: daily exercise, weight loss and a good diet can help prevent the development of Type 2 diabetes.

Lions Clubs International Foundation (LCIF) is helping Lions fight diabetes. LCIF has provided 100 diabetes-related grants totaling \$7.7 million. The grants support screenings, education programs, new equipment for clinics, summer camps for diabetic children and other efforts. Funds raised through Campaign SightFirst II will target diabetic retinopathy and other emerging threats to sight.

Clubs and districts throughout North America are countering diabetes. In southwest Pennsylvania, many



Dr. Usman Ahmad, medical director of the Lions Diabetes Center, works with a patient at the University of Pittsburgh Medical Center McKeesport in Pennsylvania. Lions in Pennsylvania support the center's diabetes program.

Photo by Jennifer R. Vertullo/Daily News



Lion Norma Callahan (left) and Ana Chaparro of the Orlando Hispanic Lions Club test a migrant farmer for diabetes at the Pierson Migrant Farmers Bureau in December. (Lions also distributed toys for 660 children and food and clothing.)

Photo by Karen K. Clark

people in Butler County scrape by as bus drivers or as convenience store and fast food workers, part-time jobs without health insurance. The Community Health Clinic provides free basic healthcare for low-income people. Two hundred diabetics receive eye and foot exams and receive nutrition and lifestyle counseling. A doctor, diabetes nutritionist and diabetes nurse are among the 150 volunteers at the clinic. Lions in District 14-N teamed with LCIF to fund setup costs and buy equipment and supplies for the Lions Den examination room, the focal point of the clinic's diabetes program.

“We teach them [diabetics] how to manage a chronic

illness,” said Cece Foster, executive director of the clinic. “We teach them to make better choices with nutrition, so if they are working they can continue to work.”

Some patients diagnosed with diabetes know little about it especially if they have no family history of it and have no access to the Internet. The clinic provides one-on-one lifestyle counseling and monitors glucose levels. The care is keeping the disease in check. “I can’t emphasize enough how important Lions were to getting us where we are,” said Foster.

Near Pittsburgh in Pennsylvania, the McKeesport Lions Club, with a \$50,000 LCIF grant, helped establish the Lions Diabetes Center at the University of Pittsburgh Medical Center McKeesport. Staffed by a physician, dietician and program director, the Lions Diabetes Center is an integral part of the hospital’s community offerings.

Since 1993, the McKeesport Hospital Foundation, chaired by Robert Mesher, the past governor of District 14 E, has raised more than \$200,000 to furnish medication and supplies for low-income diabetics in a region still reeling from the closure of local steel mills. District 14B and 14E hold an annual fundraising event to support the diabetes program here. Mary Jane Keller, first vice governor of District 14B in Allegheny County, has co-chaired the annual diabetes auction, which during the past 16 years has drawn up to 250 patrons each year to bid on such items as Pittsburgh Steelers memorabilia, a mountain bike, barbecue grill or tickets to the ballet. In 2009, for example, the foundation spent \$13,200 on 138 prescriptions and supplies for 78 diabetics at the hospital pharmacy.

“There’s such need,” says Michele Matuch, past president of the McKeesport Lions and executive director of the foundation. “People may have health insurance but may not have coverage for their medication.”

In Minnesota, the St. Paul Diabetes Lions Club was founded in 2007 to devote its community service to diabetes. The 25-member club includes a dentist, diabetes educators, other health professionals and diabetics. It’s a key club among 46 in District 5-M6 that have used a \$75,000 grant from LCIF for diabetes education and screenings. The clubs particularly focus on Spanish-speaking residents and Hmong immigrants from Laos, who disproportionately suffer from the disease. A DVD in the Hmong language is shown at community health centers in St. Paul. The clubs also pay for medication for those who can’t afford the cost of insulin or oral medications, which can run up to \$200 per month.

“We recognize that diabetes care needs to extend well beyond the health-care system,” says club founder Marsha Hughes, director of diabetes care at Healtheast in St. Paul. “The community needs to help out as well. If we can identify someone who is pre-diabetic, we can get them help to change the course of their health.”

In North Dakota, the Williston Lions Club helps sponsor the annual Diabetes Health Day at the Trinity Regional Eyecare Clinic. This year, 33 diabetics drove as much as three hours for the free diabetes education, dietary counseling, dental screening, dilated eye exams and foot exams. The Williston Lions donated \$350 to cover the cost of lab work for 18 patients. If the patients had obtained lab work privately, it would have cost them \$175 each.

The exams found that 24 of the 33 diabetics had significant

Taking it Personally

Often Lions’ personal experiences with diabetes inspired their service. Joe Paparella, club president in Shrewsbury, Massachusetts, recalls that his grandmother went blind from diabetes and was dead by age 61. Terry Ackley of Florence, Alabama, helped his daughter manage her diabetes growing up. He’s now executive director of Camp Seale Harris.

“I remember the first year after our daughter was diagnosed at 11 months of age,” recalls Ackley. “You are in a daze. It’s all you focus on. You make sure the shots are given on time. You make sure the meals are right. It takes over your life, and it becomes the family’s health condition.”

Dr. Norma Callahan, president of the Volusia County Lions Club of Deland, Florida, grew up caring for her diabetic sister, Susan. They shared a room, and Callahan would get up at night to fetch a snack if her sister’s blood-sugar dipped too low. By the time Callahan was 10, she was giving her sister insulin injections to help her break down carbohydrates in her blood.

Starting in 1983, Callahan worked with her local Lions club on diabetes awareness, speaking to local groups about the need to get their blood glucose levels checked. She knew that diabetes can damage the body’s organs long before any symptoms appear. She discovered that many primary-care physicians weren’t screening their adult or pediatric patients for blood glucose levels. Those without insurance had no way to pay for a doctor’s appointment to obtain the prescription for the laboratory test.

“It scared me,” says Callahan. “If people wait five years to find out they had diabetes, the damage to their kidneys or eyesight could have already begun. We really needed to do more.”

Like many diabetics, Callahan’s sister developed diabetic retinopathy and became blind. She died young—at age 52—from complications associated with the debilitating disease. As her sister’s health declined in 2007, Callahan was gearing up the statewide Lions diabetes screening program in Florida to help identify the growing number of Floridians afflicted with the disease (see main story).

changes in their vision and were referred for further treatment. One diabetic had retinopathy and was referred for laser treatment.

Among those referred was Duane Mork, 58, who was diagnosed with diabetes seven years ago. He drove 60 miles in November to have his eyes checked. Mork, a former mail carrier, can no longer perform that work because of circulatory problems in his feet caused by diabetes. He lacks health insurance, faces an \$8,000 bill for a recent two-day hospital stay and now finds he has trouble with night vision for his current job of delivering newspapers on a 100-mile route before the sun rises.

The dilated eye exam found deterioration of his retina. "I have a limited budget and can't afford an eye exam, so this is a great service," says Mork. "Now I know that if my eyesight gets any worse, I need to come in right away."

In Las Vegas, the Summerlin Lions are helping Type 2



What is Diabetes?

Type 1 diabetes, which typically strikes children, occurs when the body's pancreas won't produce insulin, and glucose builds up in the blood. Adults who come down with diabetes as they grow older typically contract Type 2 diabetes, which occurs when their pancreas can't produce enough insulin or the body becomes resistant to insulin.

Type 1 diabetics comprise about 5 to 10 percent of those with the disease. Twenty-three percent of Americans aged 60 and older are diabetic. African-Americans and Hispanics are more likely to have diabetes.

Diabetes can be a silent killer, lurking within a person's body, wreaking havoc on any number of organs. At times, a fatal heart attack is the disease's first symptom. Others may survive but develop debilitating illnesses.

Diabetic retinopathy can lead to blindness when elevated blood sugar levels cause blood vessels in the eye's retina to swell and leak fluid. The National Eye Institute estimates that 40 to 45 percent of all diabetics have some form of retinopathy.

"Irreversible vision loss can happen five years or later into the disease," says Dr. Jennifer Sun at Joslin Diabetes Center's Beetham Eye Institute. "And there can be changes in one's retina before vision is affected."

You may be at risk if you:

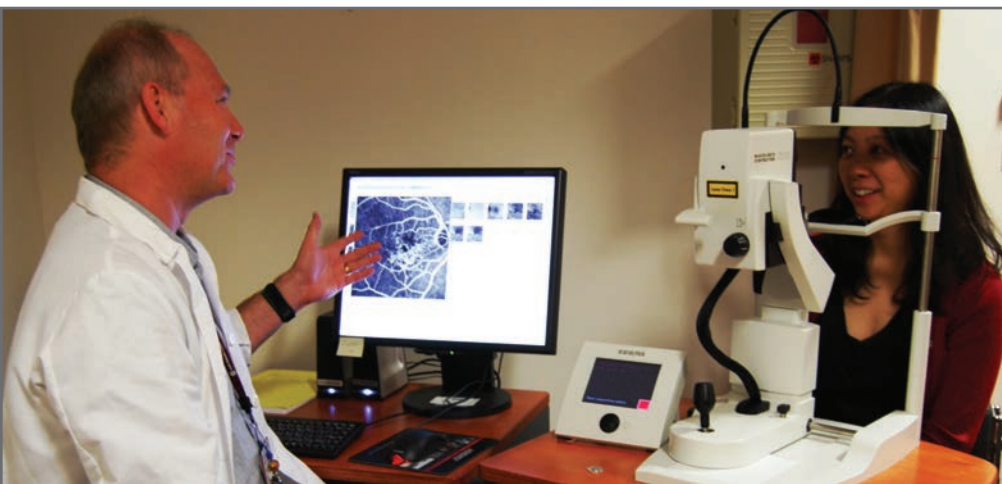
- have a family history of diabetes
- are overweight or obese
- are 45 years old or older
- have high blood pressure
- have high cholesterol levels
- aren't getting enough exercise
- have blood vessel problems affecting heart, brain or legs

Preventing Type 2 Diabetes

- Lose weight – studies show a loss of 10 to 14 pounds for someone weighing 200 pounds cuts the risk.
- Exercise for at least 30 minutes per day.
- Eat healthier foods such as vegetables, fruit and whole grain foods while avoiding chips, cookies and candy.

Source: National Diabetes Education Program

Dr. Larry Rubin (top photo, center and bottom photo, right) gives an instruction sheet on diabetic foot care. Lions in Las Vegas are preventing amputations through screenings. Photos by John Wayland



Joslin's Beetham Eye Institute in Boston use an eye imaging system, donated by the Lions, that gives exceptionally detailed cross-sectional views of the retina, where diabetes most commonly causes vision loss.

diabetics save their feet from amputation by providing free screenings. Lions are partnering with The Lower Extremity Prevention Alliance and the Nevada Podiatric Medical Association. Dr. Larry Rubin, a retired podiatrist and a Lion since 1983, told a newspaper: "This is my passion, because when you see a diabetic come in with serious problems, you know it all could have been avoided if they'd just had an exam."

During the screening, participants remove their shoes and close their eyes while pressure applied with a thin filament to the sole is measured. The nerve test with eyes closed forces them to rely only on their sense of touch. If people test positive during the two-minute screening, a follow-up visit to a doctor is recommended.

Role of Research

Lions play an important role in funding research into the causes and treatment of diabetes. The Massachusetts Lions Eye Research Fund alone has invested \$5 million in cutting-edge research at the Joslin Diabetes Center's Beetham Eye Institute in Boston. One Beetham study is looking at retinal blood flow in the eyes of diabetic patients. Dr. Jennifer Sun is studying the experiences of 335 diabetes patients who had their retinal blood flow tested in the early 1990s. They are now being retested to see how their medication regimen has affected their eyesight today.

"We're now looking at whether the results on blood flow in the early 1990s is associated with the current blood flow or predictive of what will happen 10 years later," says Sun.

She says preliminary research shows that faster blood flow may be associated with faster progression of diabetic eye complications. If that can be proven, Sun says physicians will be able to predict, in the early stages of the disease, who would be more at risk, and then manage the disease differently by targeting those patients they think need more aggressive treatment.

Another Beetham study funded by the Lions is track-



On its Diabetes Awareness Day the Greenup Lions in Kentucky provided eye screenings and blood sugar screenings for those without insurance.



Chartered in 2008, Volusia County Lions Club serves as the core group for the diabetes initiative in Florida. Shown are Danielle (Dani) Dilks (left) of South Orange County Lions Club and Norma Callahan.

Photo by Karen K. Clark



Strides walkers raise awareness of diabetes. Lions Clubs International (LCI) supports Strides and many other diabetes programs. LCI recently earned honorable recognition for its outstanding service in diabetes from the International Diabetes Federation.

ing diabetics who have lived with Type 1 diabetes for more than 50 years. The Lions provided the seed money that has led to an in-depth study of more than 500 diabetics who come to Joslin for a rigorous battery of tests. The study has found that about 40 percent of the diabetics living more than 50 years have remained free from complications. The study is using molecular, genetic, biological and physiological methods to determine what protects those with diabetes who remain healthy.

“A surprisingly high number seem to be protected from kidney disease, heart disease and eye disease,” says Sun. “We are looking at what makes them different from others who develop vascular complications.”

The latest technology, funded by Lions grants, can improve patient care. In 2009, Beetham purchased an eye-imaging system with a \$150,000 Lions Presidential Grant from the Massachusetts Lions Eye Research Fund and LCIF. The spectral-domain optical coherence tomography instrument gives detailed cross-sectional views of the back portion of the eye called the retina,

where diabetes most commonly causes vision loss. The device can very accurately measure the thickness of the retina, aiding efforts to treat the cause of vision loss known as diabetic macular edema.

“With this device, you can observe various changes in the retina that you can’t see with the naked eye or with other methods of evaluation,” says Beetham Director Dr. Lloyd Paul Aiello.

Screening Success

Some Lions districts have developed massive diabetes education and screening programs. Since 2008, Lions in Florida have screened more 16,000 people – at neighborhood bodegas in Hispanic neighborhoods, libraries, farmer’s markets, camps for migrant workers, car shows, or schools, where a growing number of children have been found with high glucose levels. The grassroots diabetes program was supported by a \$33,000 grant from LCIF.

An estimated 21 percent of those screened – almost 3,000 – were referred to their physicians for follow-up.

“If we can catch them before they become diabetics, you can intervene, get them to change their diets and exercise more. You can prevent someone from becoming a Type 2 diabetic,” says Dr. Norma Callahan, president of the Volusia County Lions Club of Deland. Callahan’s family experience with diabetes (see sidebar) spurred her to lead the statewide diabetes initiative.

Sometimes, it is too late to prevent Type 2 diabetes. A normal blood sugar reading is 70 to 110 mg/dL. At one recent screening, an adult’s blood sugar was so high it couldn’t be read by the glucose monitor. “Most of those we refer have no symptoms at all,” says Callahan. “It’s scary.”

Volusia County Lions, which Callahan helped start in 2008, serves as the core group for the diabetes initiative. A registered nurse and naturopathic physician, Callahan has helped train 600 Lions across the state to do the screenings. In addition, to continue the project once the LCIF funds run out, she also established the Lions Diabetes Awareness Foundation of MD35 to raise funds.

The training led by Callahan is a one-day workshop, which includes a healthy lunch for diabetics. The screeners are taught portion control, an important part of a healthy diet. Trainees take a written exam, and then carry out a screening on each other.

The volunteers learn to prick someone’s finger with a lancet to obtain a drop of blood, put the blood onto a detection strip and then have it read by the glucose meter. “The screenings appeal to Lions who are action-oriented,” says Callahan. “It’s hands-on, and we do it wherever we can put a table up.”

Carolyn Song, a vice district governor and a member of the Viera Lions Club, drove two hours with her hus-

band in July 2008 to be trained. Her club now has nine certified screeners, and they’ve conducted screenings at numerous events including the Cocoa Home Expo, where they referred 10 of 160 people screened for follow-up by their doctors.

At the club’s first screening, one man had a reading of over 500 mg/dL – more than five times the normal level. He was re-tested. The reading didn’t change. He was immediately referred to the local emergency room. “His wife called the next day and was very grateful,” recalls Song. “He had blurry vision, was always thirsty but had never been diagnosed. He knew he had problems, but didn’t know what was causing it.”

She says the screenings have also raised the visibility of the Lions in her community. Her club has trained screeners because so many other clubs in the region had seen their work and wanted to learn how they could help.

“A lot of people don’t know who the Lions are, and this project gets us out in the community,” says Song. “People get to meet us and see what we do.”

Camps for Kids

Growing up with diabetes has not been easy for Carrie Aultman, a 14-year-old from Gadsden, Alabama. There are finger-pricks for blood-sugar tests several times per day, and injections of insulin if her reading is too high, or the need of a carbohydrate snack if it’s too low. She also sometimes felt that she was only girl in northeast Alabama who bore the burden of living with diabetes.

Then her grandmother learned of the Rainbow City Lions’ involvement with Camp Seale Harris, where diabetic children come each summer for a week to enjoy the simple pleasures of a sleep-away camp and learn how best to manage the illness.



Camps such as Camp Seale Harris in Alabama teach diabetic children about managing their disease while letting them have loads of fun.





This is how a person with diabetic retinopathy views the world.

Photo courtesy of the National Eye Institute



Diabetics should monitor their blood glucose.

For the past nine years, Aultman has attended the camp through a Lions scholarship. The camp operates with major support from Lions across Alabama. “The first time I went, I was shocked that so many kids were diabetic,” says Aultman. “It was a big-time relief for me, and I so much look forward to coming back year after year.”

At camp, diabetic children do crafts, ride horses, go swimming and sit around the campfire. They learn about managing their disease through proper diet, exercise and medication. It’s also a break for the parents of diabetic children as well. For some, it’s the first time the parents have slept through the night since their child was diagnosed with diabetes because they had to get up in the middle of the night to check their child’s blood glucose level. At the camps, volunteer medical personnel do the nocturnal checks.

Camp Director Terry Ackley recalls that a Lion encouraged him to send his daughter to Camp Seale when she was 7 years old. “It’s unreal how hard it was to let her go away,” says Ackley. “No one else had provided her with care. She’d never spent a night away from home. But we

decided to trust them to care for her, and she had such a wonderful experience.”

Those weeks away at camp can have profound influence on diabetic children. Alicia McAuliffe-Fogarty, who was diagnosed with Type 1 diabetes at age 11, grew up in the suburbs of Albany, New York. When she was 16, her local Lions club gave her a scholarship to attend a summer camp for diabetic children in Sweden. “I’d never met anyone my age with diabetes,” she recalls. “It was really liberating. Every child with diabetes should have that opportunity.”

She returned from Europe determined to make a difference for other children with the disease. Two years later, in the summer after her freshman year at college, she founded the Circle of Life Camp and welcomed 22 diabetic campers. During the ensuing 15 years, during which time she has earned a doctorate in child psychology, McAuliffe-Fogarty has operated the camp in rented facilities, with the dream that someday the Circle of Life might have a home of its own.

Then in late 2009 McAuliffe-Fogarty forged a partnership agreement with Lions Camp Badger in

Spencer, a 400-acre complex in central New York with 20 cabins, a lake, in-ground swimming pool, chapel, dining hall and pavilion. For decades, the camp has provided summer experiences for children with intellectual disabilities, but as state services for that population have grown, the number of children attending the Lions camp has dramatically dwindled.

“We know that the times change, and it makes sense to use our camp to impact the lives of children with diabetes,” says John Rabideau, president of Lions Camp Badger and a past international director. “We were looking for a way to more fully use our camp, and now we’ve found it.”

For McAuliffe-Fogarty, the new partnership has brought her full circle, back with the Lions who sponsored her on that life-changing week in Sweden 16 years ago. “I started out with the Lions years ago, and it feels great to be connected with them again,” she says. “They have a facility and a small program, and we have a program and no permanent facility. So it’s a perfect marriage.” ■



LCI COPY

(Mail to LCI before May 1, 2010)

Lions Clubs International Convention – 2010 Sydney, Australia

Club Identification Number:

District:

Number of allowable delegates:
Members:

Club Name:

Address:

See the allowable delegate table.

Please select one:

☐

DELEGATE

OR

☐

ALTERNATE DELEGATE

Print Name: _____ Signature: _____

The undersigned hereby authorizes that the above named person is an active member and a duly selected Delegate/Alternate Delegate of said Lions Club to the stated Convention of The International Association of Lions Clubs.



Signature of Club Officer (Club President, Secretary or Treasurer)

Mail the above to LCI (Club & Officers Record Admin.) before May 1, 2010. After that date, bring it to the convention.
Lions Clubs International • 300 W 22nd Street • Oak Brook, IL 60523-8842 USA

EN



DELEGATE/ALTERNATE DELEGATE COPY

(Bring this copy to the Convention)

Lions Clubs International Convention – 2010 Sydney, Australia

Club Identification Number:

District:

Number of allowable delegates:
Members:

Club Name:

Address:

LCI stamp for
Alternate
Delegate
certification

See the allowable delegate table.

Please select one:

☐

DELEGATE

OR

☐

ALTERNATE DELEGATE

Print Name: _____ Signature: _____

The undersigned hereby authorizes that the above named person is an active member and a duly selected Delegate/Alternate Delegate of said Lions Club to the stated Convention of The International Association of Lions Clubs.



Signature of Club Officer (Club President, Secretary or Treasurer)

Turning Sight into Sound

Radio Broadcasts of Newspapers, Magazines Enrich Lives of the Blind

by Peter Barnes

Nadine Saffell's morning routine hasn't changed in years: she sips a cup of coffee or tidies up her home while listening to the *Houston Chronicle*. The newspaper is read live on the radio for two hours by volunteers. "So many other things for us [such as Braille books] are delayed. We get the newspaper the day it's published," says Saffell, 84, who lost her vision from spinal meningitis when she was 4.

For the last 42 years, Taping for the Blind in Houston has broadcast the written word for those who can't see. The readings of newspapers and magazines are transmitted on a special radio frequency, along with things like grocery ads that the sighted take for granted.

"I think information is such a valuable commodity," says Bob Bartlett, a longtime board member and past president of the non-profit. "Even with the ways computers are changing these days—I have a fairly up-to-date computer with a screen reader and everything. But still I prefer listening to the human voice if I have the choice."

Like more than 3,500 others in the Houston area with limited or no vision, Bartlett has a free radio that picks up the organization's low-frequency signal, broadcast on side bands of the local NPR and public television stations.

"I like to have my coffee in the morning and the newspaper just like everybody else," Bartlett says. "I can do that. I just have to turn the radio on."

Turning Sight into Sound Radio, as the programming is called, stays on the air 365 days a year thanks to more than 200 volunteers and donations from organizations that include many Houston-area Lions clubs. Founded as a custom recording service in 1967, Taping for the Blind started broadcasting local publications in 1978. Today, it's among more than 140 similar organizations worldwide, according to the International Association of Audio Information Services. In the United States these groups offer a resource to nearly 1.5 million who are legally blind, 90 percent of whom don't read Braille.

In Houston, one-channel radios to receive the broadcast also are available to those with learning disabilities and individuals whose physical limitations prevent them from turning pages.

"People trust that they can send things in to us, and we'll read what they need read," says Krista Moser, executive director of Taping for the Blind. Whether it's an obscure textbook or an instruction manual, volunteers will read and record any material clients send in if it's not already available in audio format.



Joe Flowers (left) and Roy Adams of the Bellaire Lions Club read the *Houston Chronicle* in a recording booth.



Every morning, including holidays, a reading of the *Houston Chronicle* is broadcast live, usually followed by a recording of the *Wall Street Journal*. An entire wall in the front office displays magazines as diverse as *Rolling Stone* and *The New Yorker* read on the air throughout the week.

“When it comes to technology, blind people are always playing catch up,” says radio manager Jim Martinez. For example, he says that until its third generation, the iPhone could not be adapted for users with limited vision. While digital media competes with radio for listeners among the general public, specialty radio stations remain a sought-after resource for people with limited vision.

That’s not to say the Martinez’s facility is behind the curve when it comes to new technology. Even the name Taping for the Blind had been outdated for awhile, as custom recordings are almost always sent on CD. In the studio, volunteers read in 15 state-of-the-art booths where the recordings are edited and stored digitally. Many broadcasts are archived and available 24/7 in MP3 format on the group’s Web site.

Hear the *LION*

LION Magazine is available free of charge on CD and cassette tape for the vision impaired. Recording for the Blind and Dyslexic (RFBDB) in Oak Ridge, Tennessee, offers a CD. Call 865-482-3496. Books Aloud in San Jose, California, offers a cassette tape. Call 408-808-2613. Both groups are funded by Lions. Additionally, courtesy of the RFBDB, soon an audio file of the *LION* can be downloaded from the Web site of Lions Clubs International. Go to www.lionsclubs.org and search for Lion Magazine.



Bernice Klepac, who is blind, has listened to the special radio broadcasts for 23 years.

In addition to readings, Taping for the Blind also produces original radio shows by and for blind people on topics like home repair and cooking with adaptive technology.

“What you and I might take five minutes to do, they take an hour to do. But they still do it,” Martinez says.

Beyond how-tos, programs also feature blind artists, musicians and a recent interview with best-selling author Charles Shields.

Outside the studio, Taping for the Blind offers description of about 25 events each year including theater productions and the Houston Livestock Show and Rodeo. Through a wireless receiver, specially trained volunteers help blind audience members take in the action, background and nuance behind the dialogue.

In *Fiddler on the Roof*, for instance, the dialogue doesn’t even begin until minutes into the performance. Other times, a theater fills with laughter from the actors’ action on stage rather than their words.

“It is just rather amazing what a difference that makes when you don’t have to say ‘what happened? what happened?’ ” Bartlett says.

Like professional performers on the radio, volunteers with Taping for the Blind go through a rigorous audition that requires them to pronounce some 40 words like faux pas and asphyxiated.

“You have to know what you’re doing,” says board member Bill Tarver, the organization’s liaison with Houston Lions. Many don’t make the cut. Tarver can joke about his own failed audition: “I guess it was pronunciation, enunciation and clarity.”

Those who have the skills, though, often are exceptionally devoted to the program. Many spend hundreds of hours reading alone with a computer for people they likely will never meet. Some have volunteered for more than 30 years.

In his deep, rich voice, Allan Kohlwes reads the *Wall Street Journal* once a week and occasionally pitches in to do the *Chronicle*. “Reading aloud is different than reading to yourself. You have to break out the thought patterns. You read to make sense,” says Kohlwes, retired after working “behind the camera” in television production and doing some voiceover work.

With a paid staff of five, the organization is able to keep its budget trim. Still, it is reliant on donations from foundations, fundraisers and smaller groups such as local Lions clubs to stay on the air.

Tarver is the secretary and a longtime member of the Bellaire Lions in Houston, where his club has donated to Taping for the Blind for the last eight or nine years. Tarver also makes the rounds among 60 Lions clubs in the Houston area, explaining what the program does and how they can help. In turn, many clubs list Taping for the Blind among the charities they support, with additional donations going toward specific projects like technology upgrades and antenna repair following Hurricane Ike.

After raising money with old standbys like pancake suppers and sales of the Entertainment Book, fruit and pecans, clubs often find that donating to Taping is squarely in line with Helen Keller’s charge for the Lions to be “knights for the blind.” Says Tarver, “The idea of changing sight into sound is just fantastic.” ■

Take Them Out to a Ball Game

The Mississippi Braves battled the Mobile Mudcats on the field, but in the stands, under the stands and on the scoreboard, Lions were omnipresent.

Photos by Chris Jenkins



Lions fill a section of the ballpark.

Nearly 170 Mississippi Lions gathered for Lions Night at Trustmark Park late last summer in Pearl, near Jackson. They watched some baseball, ate some hot dogs, did some service and basked in the pride of being Lions. Before the game started, Lions screened for visual acuity and diabetes and collected eyeglasses. (Radio ads in the weeks before the game publicized the recycling effort.) Past International Director Howard Jenkins threw out the first pitch. During the game the screen beyond the outfield wall displayed the Lions logo and between innings



(Top) Past International Director Howard Jenkins talks baseball.



(Left) The Braves battle the Mudcats.

(Below) Lions sing during the seventh-inning stretch.

the larger video screen ran Lions' promotional videos. Roving the stands taking snapshots was photographer Chris Jenkins, son of Howard.

If all that wasn't enough to get people's attention, maybe the singing and fireworks did the trick. Lions from Brookhaven sang "Take Me Out to the Ballgame" and the dazzling post-game fireworks was sponsored by Lions.

The Braves are the Class AA affiliate of the Atlanta Braves. A public relations grant from Lions Clubs International made the Lions' night possible. ■





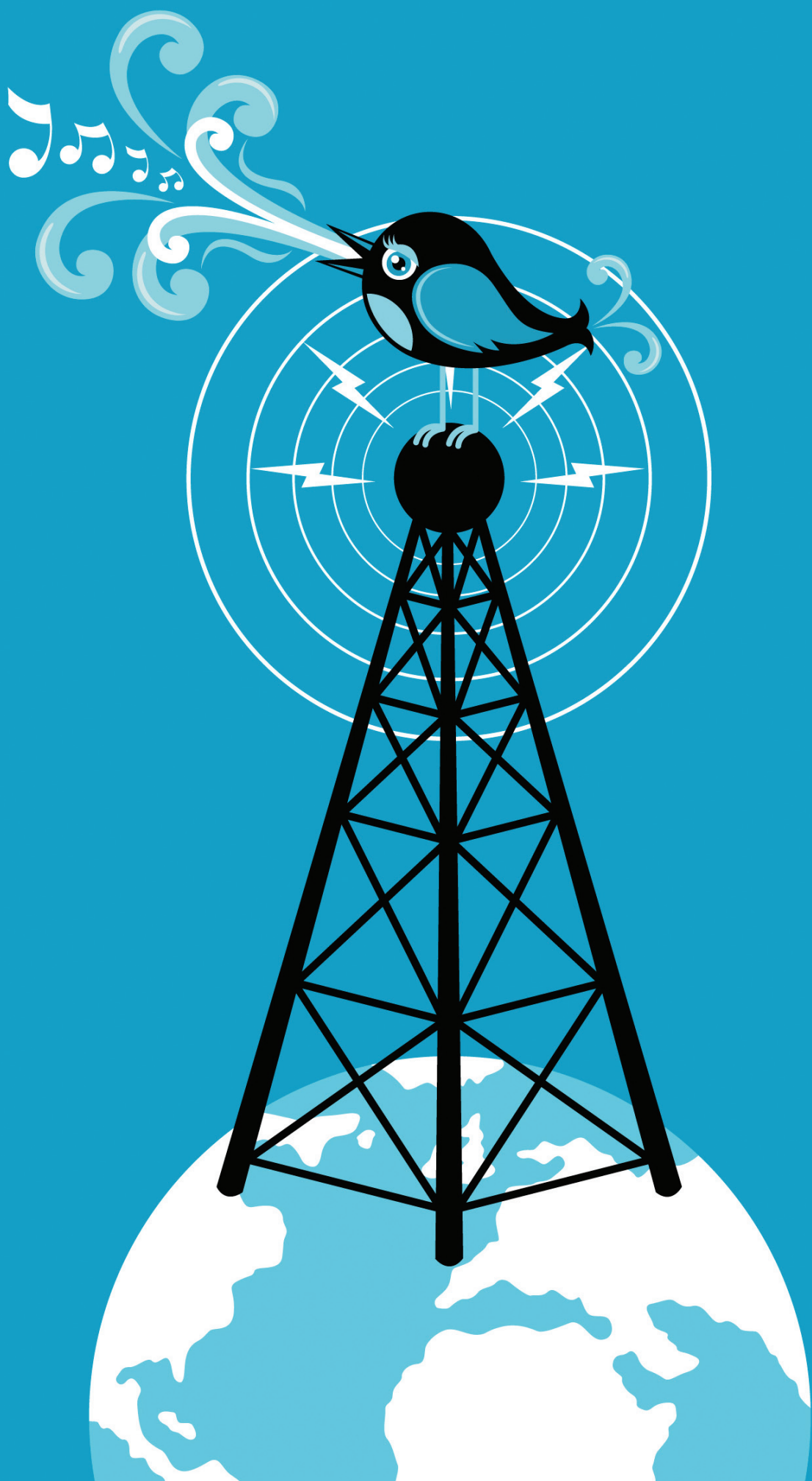
The scoreboard welcomes the Lions.

Even the entertainment between innings has a Lions twist.



Lions watch the game.





How Tweet It Is

LIONS FLOCK TO SOCIAL NETWORKING SITE

by Anne Ford

When Carolyn Schriber, president of her Lions club in Germantown, Tennessee, recently posted a quick message on the social networking site Twitter—"Distributing pecans for Lions holiday sale"—she thought she was just making an offhand remark, sort of the online equivalent of "Hot enough for ya?"

What she was doing, it turned out, was some low-key but effective marketing. Within one day, "I got messages from people on Twitter saying, 'How can I get some pecans? Can you send them to me?'" Schriber says, surprised. "These were non-Lions—just people on Twitter who had seen it."

Her experience wasn't a fluke, as Hugh Donagher can attest. "This past year, our club was having a corned beef dinner, and just as a lark, I posted [on Twitter] that we were having a dinner and mentioned the price and time," says Donagher, president of the Silicon Valley Lions, Mountain View, California. "I got responses from my neighbors saying, 'Is it too late to come?' That blew my mind."

The profits from those pecan and corned beef sales are helping the Germantown and Silicon Valley Lions provide much-needed vision services. And Twitter, it happens, is helping Lions clubs across the country gain publicity, connect with current and potential members and even advance fundraising efforts.

Tips for Twitterers

- Follow other Lions and Leos on Twitter including Lions Clubs International (LCI). Just search for "Lions Clubs" in Twitter's "Find People" search box. "There are new Lions coming on all the time," says Web Editor Eileen O'Connor, who manages LCI's Twitter account.
- If your club already has a Facebook page, consider having its status updates feed automatically into Twitter. There are several ways to do this, but the easiest is to go to <http://apps.facebook.com/twitter/> and install the Twitter application on your club's Facebook page.
- Think you don't have time to tweet regularly? "Twitter has applications that allow you to schedule your tweets," says Wendy Richardson, board member of the Eastpointe Lions Club in Michigan. "I sit down once a week and schedule tweets out in advance." Those applications include Twuffer (<http://twuffer.com/>) and TwitResponse (<http://twitresponse.com/>).
- Remember that the best way to establish an online presence for your club is with an easy-to-navigate, up-to-date Web site. "It's about driving users back to your Web site, because that's where the bulk of your content is," says Hugh Donagher, president of the Silicon Valley Lions, Mountain View, California. LCI's free e-Clubhouse service makes it easy to create and maintain a club site; visit <http://lionwap.org/eclub> to learn more. Then when you set up your club's Twitter account, be sure to include the Web site address in your profile.
- Don't expect all your members to embrace Twitter—and don't expect that your older members will necessarily be the holdouts. "Some of our oldest members are some of our most active online members," Donagher says. He recommends offering training sessions as needed, as well as reminding yourself that "change is incremental."
- Don't be intimidated. "You don't have to be a master of these things," Donagher says. "Just sign up, follow other Lions clubs, and just sit there and read. At some point, you'll be inspired to jump in."

Foolproof Tweets

Twitter is still such a novelty that it works even when it doesn't.

The Mid-Valley Lions in Oregon put out a message on Twitter on its annual chocolate sale. Three days before Christmas, the club was saddled with 8,000 worth of Sees chocolates. Friends of Skip Volkmann, club president, placed a notice on Twitter for him ("I don't Twitter," says Volkmann.)

It was "not effective at all," he says. But "the use of Twitter caught the attention of a newspaper reporter," says Volkmann, a former journalist. "We're in a community where people still read the local news. People who bought the chocolate didn't say they found out about us through Twitter. They mentioned the newspaper article."

The brief story in the *Gazette Times* enabled the club to sell \$3,000 worth of chocolate just during six hours on Christmas Eve. "That's \$1,000 per column inch," says Volkmann. All together, the club sold all but \$800 of its chocolates by Christmas.

Lions App for iPhone

You can stay in touch with Lions Clubs International (LCI) with your iPhone by downloading the new Lions Clubs App. The App accesses daily news updates from LCI on Twitter, videos from LCI and Lions worldwide on YouTube, LCI's Facebook page, photos from clubs on Flickr, Lions Quarterly Video Magazine podcasts and the LCI Web site. To download the App from iTunes, go to www.lionsclubs.org and search for iPhone.

Launched in 2006, Twitter is a free online service that allows users to send and receive short messages known as "tweets." Subscribing to a user's tweets means that you are "following" him or her. Users can read tweets on a computer or a Web-enabled phone. It's also possible to post links to photos, as well as to other Web sites.

When Twitter made its debut, many dismissed it as merely a way for users to blather on about boring personal minutiae—"I'm eating a ham sandwich!" and the like. And it's true that some Twitterers use it that way.

But the technology's potential for spreading information to thousands of users in real time has been realized as well. For example, witnesses to tragedies such as the 2008 bombings in Mumbai, India, have used Twitter to get out information about the disasters as they were happening. More recently, public health departments have begun using Twitter to spread alerts about the availability of flu vaccines.

So how are Lions using this powerful technology? In a bouquet of ways: sending out information about fundraisers, as Scriber and Donagher have done, reminding members of upcoming meetings, publicizing service opportunities, networking with other service organizations, announcing birthdays or awards, sending out inspirational quotes and reposting (or "retweeting," as it's known) items from the Twitter updates of other clubs and of Lions Clubs International.

Jen Cordio, president of the Ayer-Shirley Lions Club in Ayer, Massachusetts, opened a Twitter account for her club in July as part of her efforts to increase Lions' visibility in the community. "It seemed like a good, easy way to put our name out there and generate more interest, and to get some people to come to our events who are different than the people we'd maybe reach through a newspaper [ad], because so many people don't read newspapers anymore," she says. And, unlike a traditional print ad, Twitter is free, she points out. "It's hard to turn down an opportunity that's just sitting there," she says.

In addition to being free, Twitter, which limits messages to 140 characters, offers the advantage of conveying information in quick, to-the-point sound bites that are easily digestible by busy people. Or, as Scriber puts it: "It makes you get your point across and shut up."

Can Twitter help Lions attract new members to their clubs? Sort of. "Twitter is a nice first introduction to the Lions," says Wendy Richardson, board member of the Eastpointe Lions Club in Michigan. "It's very noninvasive."

But, she cautions, don't expect to set up a Twitter account, tweet a few times and expect the new members to beat down your clubhouse door. "You still have to have that one-on-one attention to people," she says. "People are going to come to a dinner because they've been asked personally. But at least this way you have people who have already shown an interest in what you're doing. When they come to a meeting, it's not 'I don't know what you guys do.' It's 'I already understand what you do, and I want to be involved.' " ■

Sydney To Sizzle with Fun

Imagine a week in a beautiful, friendly city filled with entertainment, talks and gatherings of great interest to Lions. It's not imaginary at all. It's the 93rd international convention in Sydney, Australia, June 28-July 2.

Sydney is considered one of the world's "dream destinations," a place with a distinct culture and sights, customs and cuisine not found anywhere else. Even better, the "Lions Precinct" at the convention is located smack-dab in the city's top tourist area. A variety of superb restaurants, shops and sites are at hand or nearby.

During the convention the area will buzz with more activity than usual. Throngs of Sydneysiders will flock there at night to watch the World Cup live on gigantic screens on barges in the harbor.

The convention will be full of inspiring moments, epitomized by the keynote speaker: Chesley "Sully" Sullenberger, the pilot who safely landed a jet in the Hudson River in New York.



Chesley "Sully" Sullenberger

Each day of the convention is packed with activity. On tap are an official welcome to Australia from Aborigines, the grand parade, the presentation of the Humanitarian Award, music-themed plenary sessions, inspiring addresses by the current international president and new president,

nominations for second vice president and international directors, the first-ever Global Music contest and the lavish Gingko Awards banquet.

The complimentary events make the convention a real bargain. These include the Global Youth Music contest, brimming with world-class talent, and the always entertaining International Show.

Lions can meet old friends, make new ones from around the world and truly appreciate what it means to be a Lion. Lions attending the international convention invariably return home with memories that last a lifetime and renewed pride in being a Lion.

Early registration is May 1 (see form on page 41). More information is available at www.lionsclubs.org. But here is a summary of the tours and seminars of the 93rd international convention.



Lions can revel in—Lions—at the international convention.

Variety of Tours

Lions Clubs International has partnered with **arinex** (architects of **inspiring experiences**) to offer all Lions and guests a variety of specially priced escorted local tours to enjoy during the 2010 convention in Sydney. Both day and evening tours, ranging from a few hours to all day in length, are available. Avoid having your favorite tour sell out by reserving your space today using the secure online link. Search *International Convention Tours* from the LCI home page to find the booking link and detailed tour descriptions. A Lions Tour Desk will also be available in the lobby of the Sydney Convention and Exhibition Centre (SCEC) during convention week. To design a custom local tour for your group, e-mail: lions2010groups@arinex.com.au.

Day Tours

Introducing Sydney

Explore the vibrancy and style of cosmopolitan Sydney, one of the world's most beautiful harbour cities. Discover colonial buildings

and cobbled lanes in The Rocks. Enjoy views of the Harbour Bridge and Opera House from Mrs. Macquarie's Chair, a waterfront seat carved into the rock for the wife of visionary colonial governor, Lachlan Macquarie. See Sydney's fashionable eastern suburbs, renowned for their elegant homes and harbour vistas, on the way to world-famous Bondi Beach, a haven for surfers and sun lovers.

Sydney Harbour Coffee Cruise

A shuttle bus from the SCEC will take you near Sydney's centrally located Circular Quay to board the Captain Cook Main and Middle Harbour Coffee Cruise that departs daily at both 10 a.m. and 2:15 p.m. Onboard, take in all the splendid Harbour attractions including the Opera House, Harbour Bridge and Fort Denison. This award-winning cruise also explores the upper reaches of Middle Harbour with its natural parklands, inner harbour beaches, marinas and waterfront homes. This discounted LCI tour package includes a light morning or afternoon tea and live English-speaking commentary.

Golf Outing

If you have a passion for golfing then you won't want to miss your chance to hit the links at The Lakes Golf Club, one of Sydney's most prestigious private golf clubs. Established in 1928, The Lakes has the Australian Open and Australian PGA. The final nine holes bordering the Botany Aquifer and wetlands area makes a round of golf at The Lakes a memorable experience.

Australian Wildlife Discovery

Walk through a spacious, open koala enclosure and discover why the cuddly koala is a unique and beloved native Australian animal. The name is an Aboriginal word meaning "no water," referring to the koala's ability to meet its moisture requirements from a diet of gum leaves. Meet other native animals including emus, wallabies, wombats and echidnas.

Aboriginal Insights & Botanic Gardens

Experience the world's oldest living culture on a guided walking tour of the Gardens where the original inhabitants of Sydney gathered plants, seeds and roots for food and medicine. With an Aboriginal education officer, discover how Aborigines produced a honey drink from the Banksia, roasted seeds from the Moreton Bay Chestnut and made fishing line from the bark of the Bolwarra tree.

Discover the Sydney Opera House

Designed by controversial Danish architect Jørn Utzon, the Opera House is an icon of Australia not just for its unique design and spectacular setting but also for the world-class program of opera, ballet, contemporary dance, theatre and classical music.

The Colonial Quarter Walking Tour

Journey back to the 19th century when The Rocks was Sydney's colorful commercial and maritime quarter. This tour includes leisure time at The Rocks to enjoy this historic precinct's shops and restaurants. The tour covers about 1.2 miles at a relaxed and easy pace with consideration given to any participant's special needs.

BridgeClimb

Climbing the Sydney Harbour Bridge is an exhilarating experience. Rendezvous at the BridgeClimb office for a safety briefing and prepare for your adventure. Accompanied by an experienced leader, your small team will cross the catwalk to the pylon and walk up to the summit of the Bridge's upper arch—425 feet above sea level. Harnessed to a static line for the duration of the climb, be treated to spectacular 360-degree views across one of the greatest harbours in the world. BridgeClimb covers a distance of 1.08 miles on the Sydney Harbour Bridge. Anyone older than 10 who can sustain moderate physical exertion should find the climb a once-in-a-lifetime experience!



The Sydney Harbour Bridge is showcased on many tours.

Photo by Hamilton Lund/Tourism New South Wales

Blue Mountains Tour

A two-hour drive from the city, the Blue Mountains offers spectacular scenery. This majestic World Heritage area includes sandstone cliffs, gorges and valleys of eucalyptus trees. Discover the Aboriginal legend of the Three Sisters, giant sandstone rock formations in the Jamison Valley. Descend the world's steepest railway on a thrilling ride via rock tunnels to the fern-filled forest on the valley floor.

After lunch explore the quaint village of Leura, home to charming antique shops and boutiques. This discounted LCI full-day tour package includes lunch with one glass of wine, beer or soft drink and entry into Scenic World.

Hunter Valley Wine Tour

A two-hour drive from the city, picturesque Hunter Valley is Australia's premier wine region. Tour a large established winery and a smaller boutique vineyard with experts who explain the wine-making process from vine to bottle. Savor award-winning Hunter classics including Chardonnay, Semillon and Shiraz varieties. Enjoy a delicious lunch, stroll through sun-kissed vineyards and learn why Hunter Valley wines are receiving worldwide acclaim on this very relaxing full-day tour. The tour includes lunch with one glass of wine and wine tastings.

Australian Bush & Beaches

Discover where Sydneysiders escape to when they need to recharge their batteries. North of the harbour you'll find miles of golden beaches, untamed bushland and the beauty of the Hawkesbury River. After cruising the river aboard a local ferry, the group will enjoy a relaxing lunch in idyllic surrounds. Travel through Ku-ring-gai National Park and along the coastal road with sweeping vistas of Sydney's best surf beaches. On route back to the city, stop at the vibrant beach resort of Manly and enjoy dramatic views from North Head of the harbour entrance and city skyline. The tour includes a public ferry ride on the Pittwater and lunch with one glass of wine.



A vendor at The Rocks Market sell wares. The Rocks neighborhood is part of the Introducing Sydney and Colonial Quarter tours.

Photo by Sally Mayman/Tourism New South Wales

Evening Tours

Lions Sydney Harbour Dinner Cruise

No visit to this vibrant city is complete without a dinner cruise on Sydney Harbour. This evening promises stunning views of the harbour aboard one of Sydney's finest vessels. Enjoy a spectacular night of contemporary Australian cuisine against the glittering backdrop of Sydney by night. This three-hour dinner cruise tour includes a two-course Australian buffet dinner and a three-hour beverage package including beer, wine and soft drinks.

A Night at Sydney Opera House

The deliciously sophisticated *A Little Night Music* is set in Sweden at the end of the 19th century. Australia's own Sigrid Thornton, as Desirée Armfeldt, sings the show's biggest hit, *Send in the Clowns*. The song is the dramatic turning point of a musical that mixes action, words and music in equal parts. Premium A and B Reserve tickets will be assigned.

Independent Touring

Sydney Attractions Pass

Great for families or anyone wanting to see the best Sydney has to offer, this pass include entry to Sydney Aquarium, Sydney Wildlife World and Sydney Tower and OzTrek, an amazing virtual reality ride across Australia. See more than 11,500 Australian aquatic animals at the Sydney Aquarium, visit Australia's wildest new attraction Sydney Wildlife World to view Australia's unique and bizarre flora and fauna and enjoy some of Sydney's best views from Sydney Tower, the tallest building in Sydney. This pass is designed for the independent traveler so transport is not provided.

Pre- and Post-Convention Tours

There is so much to see and do in Australia and the surrounding area. The travel experts at **Goway Travel**, **Pacific Holidays** and **arinex** have designed some great specially priced pre- and post-convention tours.

- Explore key Australian destinations like the Great Barrier Reef, the famous Outback, beautiful Tasmania, sophisticated Melbourne and the western gateway city of Perth. Travel options by air, train or caravan.
- See New Zealand's amazing landscape that includes volcanoes, mountains, lakes, beaches, bubbling mud pools and geysers.
- Travel to the South Pacific Islands of Fiji. Enjoy their famous welcoming hospitality while relaxing at this beautiful island paradise.

For additional information, search *International Convention Tours* from the LCI home page and scroll down to the Pre- and Post-Convention Tours links.

Seminars, Other Events

MONDAY, JUNE 28 – THURSDAY, JULY 1

Lions Clubs International Foundation Booth

Be sure to stop by to learn more about LCIF's initiatives and how the foundation can help your club or district further its humanitarian service goals. Staff members will be on hand to answer questions about donating to LCIF and the grant application process as well. Publications, forms and DVDs will be available.

6th Annual Lions Environmental Photo Contest

View photos of exotic birds, breathtaking landscapes and flowers in bloom. Vote for your favorite photo in each category. Purchase

a (\$5) 2011 photo contest calendar or enter the photo silent auction that benefits LCIF.

MONDAY, JUNE 28

4th Annual Global Leo Conference, 8:30 a.m. – 5 p.m.

Leos can meet other Leos from around the world, participate in skill-building workshop and hear from Lion leaders. For more information, visit the Leo Zone at www.lionsclubs.org. Or call the Youth Programs Department at International Headquarters at (630) 571-5466.



(Top) Gape at the Three Sisters, giant sandstone rock formations, on the Blue Mountain tour. Photo by Sally Mayman/Tourism New South Wales



(Left) Meet a wallaby or two on the Australian Wildlife Discovery tour. Photo by Paul Matthews

TUESDAY, JUNE 29

Membership Key Award Ice Cream Social, 2-4 p.m.

Have you earned a Membership Key Award in your Lions career? Celebrate your efforts at this special ticketed event. Purchase your \$25 tickets when registering for the convention. You may also purchase tickets onsite at the registration desk in Sydney.

Diabetes Camps Workshop: Lions Make a Difference, 3:30-5 p.m.

Enhance your knowledge about diabetes camps and learn how your club or district can get involved with service activities for children and adults living with diabetes. Professionals and experienced Lions will lead this interactive session.

10th Annual Lions Performance Festival, 3:30-5 p.m.

Bring your cameras to this memorable convention highlight. Talented Lions from around the globe will present musical and dance performances.

WEDNESDAY, JUNE 30

Melvin Jones Fellow Luncheon (ticketed event), 1-3 p.m.

All Melvin Jones Fellows and Progressive Melvin Jones Fellows are invited to this annual recognition luncheon event, chaired by Chairperson Al Brandel. The LCIF video will be shown and awards will

be presented to 100 percent MJF clubs and Humanitarian Partners.

Lions Bringing Help & Hope to Children, 1:30-3 p.m.

Learn how your club or district can make a difference in the lives of underprivileged children and adolescents through hands-on service projects. This interactive session will feature enthusiastic Lions sharing their experiences in organizing successful projects for children in need. Learn more about the new Lions Children First Program.

The Club Excellence Process (CEP), 1:30-3 p.m.

Is there something your club would like to improve on in 2010-2011? Would you like to serve your community in a better way, make club meetings more interesting or more effectively promote your club's good works to the community? You can—come to the Club Excellence Process (CEP) Seminar to learn how.

Ibero-American Seminar, 1:30-3 p.m.

Learn more about implementing LCI programs and improving the functioning of districts and clubs in Spanish and Portuguese-speaking countries. Discuss opportunities and challenges for Lions in the Ibero-American region with current international directors from the area.

2010 Zone Chairperson Training, 1:30 - 3 p.m.

Your role as zone chairperson is key to maintaining healthy clubs. Learn about your responsibilities as zone chairperson and get the resources to help you lead with confidence and purpose. Be a key member of your successful district team and help your team earn the District Team Excellence Award.

Council Chairperson Seminar, 2:30 - 4:30 p.m.

Complete your preparation for a successful year as council chairperson. Learn about the 2010-2011 international theme, goals and priorities. Discuss elements of successful teamwork and potential leadership challenges. Share ideas about maximizing your positive impact as the key leader of your multiple district.

Membership and Activity Reporting on the Web, 3:30-5 p.m.

Learn tips on using the Web to submit monthly membership and activity reports, run reports and access valuable information for a club and district. We'll also unveil the new activity report, which will be coming to a Web site near you in July 2010.

Celebrating 25 Years of Lions Quest, 3:30-5 p.m.

Celebrate the 25th anniversary of the Lions Quest Program and learn how to implement or expand the program in the local schools. The seminar will be led by a panel of Lions Quest Lions leaders.

The Extension Workshop Experience: A Focus on Forming Traditional, Special Interest and Campus Clubs, 3:30-5 p.m.

Learn key strategies on how to form new clubs in your district, whether it is a traditional, special interest or Campus Lions Club. This seminar will focus on how to determine a location, choose a club type, recruit and set up the first and second meeting.

Certified Guiding Lion Program, 3:30 - 5 p.m.

Guiding Lions are vital part of new club development. This session will explain the special training that gives guiding Lions a better understanding of their role and the ability to develop a step-by-step plan to assist the new club as well as the tools available to help the new officers manage their club.

Get Involved in Lions Global Missions, 3:30-5 p.m.

Lions optical, healthcare and other missions have a strong impact on communities throughout the world. If you want to get involved with Lions missions or learn more about this rewarding service opportunity, don't miss this outstanding seminar. Professionals and experienced Lions will share best practices, mission guidelines, the mission team experience and more.

Leo Club Adviser Training, 3:30-5 p.m.

Whether you've been a Leo club adviser for years or are newly appointed, join us for an interactive session including tips, best practices and networking opportunities.

THURSDAY, JULY 1

The Lions Mentoring Program, 1-3 p.m.

Do you want to be a mentor to someone in your club? Would you like to prepare for club level, district level or higher level leadership? Come to the revised Lions Mentoring Program Seminar to learn how.

Your Service Projects Can Attract New Members, 1-3 p.m.

Hands-on, high-visibility projects and activities such as Lions ALERT, Lions Green Team, Lions Crew at Work, Lions Strides Walk for Diabetes Awareness, Lions Recycle



Seminars enhance Lions' ability to serve.

For Sight and involvement with Leo clubs can motivate your members and increase membership. Experienced Lions will share their successes with these popular service programs.

E-Clubhouse – Create a Free Web Site for Your Club, 1-3 p.m.

Create a new professional, functional Web site or update your existing site by using the template and tools offered through the E-Clubhouse program. The E-clubhouse template features message boards, a club calendar, photo gallery and additional customizable pages. And it's free!

Move to Grow Membership and New Clubs, 1-3 p.m. (Presented in Chinese, French, Korean and Spanish/Portuguese)

Learn about the extension and membership programs available to increase and retain membership within a club or district.

Youth Camp & Exchange Chairpersons Forum, 1:30-3 p.m.

Youth Camp and Exchange chairpersons will discuss the program and share practical information to promote successful camps and exchanges.

THE LEADERSHIP EXCHANGE, 1:30-3:30 p.m.

Plot your course for the LEADERSHIP EXCHANGE as we celebrate sailing, one of Sydney's favorite activities. This fast-paced, interactive session invites participants to share ideas, challenges and successes with fellow Lions. An all-star crew of Lions leaders will facilitate four rounds of lively discussion focused on various leadership skills.

Lions Insurance Programs, 1:30- 3:30 p.m. Discuss protection available to Lions by the LCI Global General Liability Insurance Program as well as additional insurance coverage available to Lions in Australia.

Lions Clubs International-Special Olympics Opening Eyes Screening, 1:30-5 p.m.

Celebrate the 10th year of this successful partnership program by witnessing the LCI-



**93rd Annual Lions Clubs International Convention
JUNE 28 - JULY 2, 2010 • SYDNEY, AUSTRALIA
Convention Registration and Hotel Reservation Form**

Deadline for Advance Registration is May 1, 2010. See <http://www.lionsclubs.org/EN/news-and-events/international-convention/for-attendees/news-conv-register.php> for details.

REGISTRANT INFORMATION. Please type or print name as it appears on passport/photo ID.

First Name _____ Last Name _____ Badge/Call Name _____
Address _____ City _____ State/Province _____
Postal Code _____ Country _____
Daytime Phone _____ Fax _____ E-mail _____

☐ Lion: Club No. _____ District _____ Title _____ ☐ Leo ☐ Lioness

SPOUSE/GUEST:

First Name _____ Last Name _____ Badge/Call Name _____
☐ Lion: Club No. _____ District _____ Title _____ ☐ Lioness ☐ Non-Lion

CHILD: First Name _____ Last Name _____ Age _____
CHILD: First Name _____ Last Name _____ Age _____

PACKAGE A: Includes convention registration for each name listed above plus one (1) hotel room serviced by shuttle buses during convention.

- ☐ Before December 31: Reservation in delegation hotel
☐ After December 31: ☐ I prefer my delegation hotel
☐ Prefer hotel based on: ☐ room rate of _____ ☐ location near convention center

Arrival date _____ Departure date _____

Number of Guests in Room: _____ Number of Beds Needed ☐ 1 ☐ 2

Special Requirements ☐ Non-smoking ☐ Wheelchair Accessible ☐ Other _____

Indicate special needs _____ Subject to hotel availability.

* Hotel deposit is not the rate but reserves the room. Deposit will be credited to hotel bill at checkout.

PACKAGE B: ☐ NO ROOM REQUIRED.

OPTIONAL TICKETED EVENTS I/we are registered above and request tickets to the following event(s):

EVENT	DATE/TIME	FEE	QUANTITY	AMOUNT DUE
Membership Key Award Ice Cream Social (key holders only)	June 29/ 14:00-16:00	US \$20	_____	\$ _____
Melvin Jones Fellow Luncheon	June 30/ 13:00-15:00	US \$60	_____	\$ _____
The Ginkgo Awards Banquet	July 1/ 18:30-22:30	US \$120	_____	\$ _____

Meal Preference: ☐ None ☐ Vegetarian ☐ Indian Vegetarian ☐ Diabetic ☐ Gluten Free

PAYMENT • Full payment is required with this form. • US currency only. Checks and money orders must be drawn on US banks.
Credit card must be in the name of the registrant. • Contact LCI for wire transfer instructions.

REGISTRATION FEES		Adult	Child (17 and under)
Early	(before 31/Dec/2009)	US\$100	US\$10
Regular	(1/Jan-1/May/2010)	US\$130	US\$10
Late	(2/May/2010 – onsite)	US\$150	US\$10

Package A:

Registrations: US\$ _____
Ticketed Events: US\$ _____
Hotel Deposit: US\$ \$200.00
Total Due: US\$ _____

OR

Package B:

Registrations: US\$ _____
Ticketed Events: US\$ _____
Total Due: US\$ _____

☐ Check ☐ Bank transfer/deposit (copy must be attached to this form)
☐ Visa ☐ MasterCard ☐ American Express ☐ Discover ☐ Diners Club ☐ JCB
Your name as it appears on the card _____

Card Number _____ Exp. Date _____ Security Code (3 digits) _____

Signature _____

Mail form and payment to: Attn: Convention Division • Lions Clubs International • 300 West 22nd Street • Oak Brook, IL 60523-8842 USA
Credit Card and Bank Transfer Payments can be faxed to: (1-630) 571-1689 (If you fax, please **do not mail original**)

• Allow 4 weeks for processing and mail delivery of your confirmation.

Please note: Lions Clubs International will be documenting the international convention for promotional purposes. Your participation may be filmed or photographed at this event. Your registration is your consent for use of these images by Lions Clubs International.

Lions To Roar in Milwaukee

Attend the USA/Canada Lions Leadership Forum Sept. 23-25

by Kelly Janowski

American classics such as the Miller Brewing Company and Harley-Davidson call Milwaukee, Wisconsin, home, but this fall, the city will welcome Lions from across North America as it hosts the USA/Canada Lions Leadership Forum.

Invigorate your club Sept. 23-25 as you listen to fantastic speakers and attend seminars and workshops designed to help you develop leadership skills. This event is for any Lion who wants to learn more about every facet of being a Lion. And in a town that boasts big-city attractions at small-town prices, Milwaukee offers a convenient and cost-effective option for getting the training you need.

But that doesn't mean you can't splurge. Milwaukee offers world-class accommodations, exclusive dining and eclectic entertainment for every Lion.



The Milwaukee Riverwalk is a popular spot to take a stroll or grab a bite to eat.

About the Forum

Join like-minded Lions for three days of growth and development centered on the theme of "A Beacon of Hope Through Leadership and Service." You'll hear from International President Sid Scruggs III and listen to professional speakers. Best-selling author Ross Bernstein will deliver a keynote speech about team building, leadership and motivation. He'll also lead a workshop about ethical lessons learned from the sports world.

Captain Patricia Murray, a pilot instructor for the California Air National Guard who has flown 75 combat sorties, will provide a keynote address and workshop about personal branding.

The forum features more than 70 seminar choices on topics such as attracting younger members, women in

leadership, fundraising, teamwork, youth exchange programs and problem solving. You'll benefit from the wisdom of other Lions who have been in your shoes.

And make sure to add the forum to your Internet bookmarks list. You can follow the forum on YouTube, Twitter and Facebook.

About Milwaukee

The city's name is believed to derive from a Potawatomi word meaning council ground. It isn't a surprise that the city's name comes from Native American language as the area was well-known to several tribes long before it was settled.

The first immigrants to the area were French and French-Canadian traders and trappers. In the 1830s, the city grew rapidly as families began to call Milwaukee home. A city charter was adopted in 1846 and in the 1860s German immigrants poured into the city, making up 27 percent of the population by 1880. They brought with them the art of making beer, and by the turn of the century, Milwaukee was the leader of beer production in the United States.

Accommodations

Forum attendees can choose from seven different hotels such as the affordable Best Western located two blocks from the forum or the luxurious Intercontinental four blocks from the forum. The Milwaukee Hilton, adjacent to the forum, has recently been restored to reflect its original 1920s glamour. RV parking is also available at the Wisconsin State Fair RV Park, which is near Interstate 94 and minutes from a variety of Milwaukee attractions.

Dining

Whatever you're craving, Milwaukee has a place that will hit the spot. While four designated meals are included with your forum registration fee, the city's many offerings may tempt you to venture out. Umami Moto, 718 N. Milwaukee St., is an upscale Japanese establishment praised by locals and critics alike. The nearby Carnevor Steakhouse Moderne, 724 N. Milwaukee Ave., boasts juicy steaks and a wine list so impressive they've earned a Wine Spectator



Take a tour of the Miller Brewing Company during your visit.

The Bronze Fonz welcomes visitors to Milwaukee.



In Milwaukee, you'll enjoy big-city sophistication with small-town prices.

Award of Excellence.

The Lakefront Brewery, 1872 N. Commerce St.; Three Brothers Bar and Grill, 2414 S. St. Clair St.; and The Knick, 1030 E. Juneau Ave., have all been featured in *The New York Times* as delicious places to get your fill of Milwaukee's finest.

Entertainment

Whatever your style, Milwaukee has an attraction for you.

Sports enthusiasts can take in a Brewers game, with home games scheduled Sept. 20-26. Harley-Davidson and the Miller Brewing Company both offer free factory tours — check their Web sites for available times and dates. Art lovers should check out the Milwaukee Art Museum and history buffs will want to stroll through the Historic Third Ward between the Milwaukee River and Jackson Street. The Mitchell Park Horticultural Conservatory, referred to as “the domes” by locals, blends beautiful architecture with impressive plant life.

For any “Happy Days” fans, you can't leave Milwaukee without visiting the Bronze Fonz. The Riverwalk is also a place you shouldn't miss as it highlights the beauty of Milwaukee during the

summer. But located on the west side of the Wells Street Bridge in the Riverwalk section of the city, this life-sized statue of the King of Cool makes a great photograph to remember your time at the forum. ■



Hearing Aids Help the Needy

by Alecia Dimar

Ruby Thompson of Moberly, Missouri, and Emma Iverson of Sioux Falls, South Dakota, have a lot in common. Both women are more than 100 years old and both have received hearing aids on behalf of the Lions Affordable Hearing Aid Project (Lions AHAP), a program of Lions Clubs International Foundation (LCIF).

Lions AHAP assists the old and the young alike, as Albert Holt of the Rolla Lions Club of Salem, Missouri, can attest. He recently shared a story about a girl named Brittany with a severe hearing problem.

"She was in the first grade. The school informed the mother that she would be promoted, but she would be placed in the special needs section due to her inability to hear. The mother, who was in tears, came to the Rolla Lions Club and requested assistance. The family was well within the income level set by the National Board for assistance. Shortly after getting her hearing aids, Brittany showed a marked increase in her grades. She has progressed very well in her school work and is now in the 5th grade, still getting As. The ear molds (due to natural physical growth) have been replaced and the aids adjusted as necessary."

"The Lions Affordable Hearing Aid Project enables Lions to help people suffering from hearing impairments in their local communities," said Al Brandel, LCIF Chairperson. "Without the LCIF-based program, thousands of people in the U.S. would be dealing with their hearing loss unassisted."

A 2008 survey found that 35 million Americans, or more than 11 percent of the U.S. population, are hearing impaired. Of those 35 million, 25 million do not have hearing aids. This is in large part due to the high costs of hearing aids, which average around \$2,000. Yet through Lions AHAP, LCIF and Lions are providing high quality hearing aids to



A young girl suffering from hearing loss is fitted for a hearing aid during a Lions' mission.

low-income people.

Supporting hearing-impaired populations was first urged by Helen Keller in 1925 and remains a primary commitment of Lions and LCIF. In 2005, Lions averaged \$1.8 million in donations, collected more than 25,000 hearing aids and volunteered 91,200 hours to hearing-related service projects.

LCIF partners with Rexton, Inc., a subsidiary of the Siemens company, to provide two digital hearing aids for low-income individuals through Lions hearing programs and Lions clubs. The hearing aids are not offered directly to individuals from LCIF; instead, clubs screen those in need and assist those who meet the criteria. Reviews from hear-

ing care professionals have been very positive about the price, durability and quality.

"The program is easy to use," said Lion Robert Simmons of the Windham, Maine, Lions Club. "It has a step-by-step process that makes it simple, and LCIF is there by phone and e-mail."

Currently, Lions AHAP is a pilot program available only in the United States. Lions clubs collaborate with audiologists and hearing aid dispensers. Clubs then order hearing aids from LCIF, which are shipped to the hearing care professional for distribution to the recipients.

Lions AHAP determines eligibility for aids by income level. The federal government's poverty guidelines provide a framework for the club's determination.

The lives of many people with hearing loss have been improved through Lions AHAP. Yet millions of people with hearing impairments are still in need of hearing aids. By supporting LCIF, you support Lions' continued commitment to serve those with hearing impairments.



**Lions Clubs International
FOUNDATION**

SF Lays Groundwork for Success

Since its inception in 1990, the Lions' SightFirst program has helped restore sight to more than 30 million people around the world. SightFirst builds comprehensive eye care systems to fight the major causes of blindness and to care for blind and visually impaired people. The program has invested more than \$200 million to support high-quality, sustainable projects that deliver eye care services, train personnel, develop infrastructure and/or provide rehabilitation and education in underserved communities.

Lions orchestrate SightFirst projects in partnership with local health authorities, eye care professionals and other non-governmental organizations. Lions are actively involved in project management, fundraising, organization of outreach events and publicity. In some communities, Lions also advocate for increased government support of blindness prevention efforts.

Through the work of Lions and their partners, SightFirst aims to improve the performance of eye care systems in underserved communities.

Despite the extraordinary success of SightFirst, much work remains. Experts predict that by 2020 the world's blind population could double to 75 million and those with low vision may grow to nearly 250 million. In response, Lions have raised an additional \$200 million to continue and expand SightFirst. These funds enable the program to maintain its effort to control and eliminate avoidable causes of blindness



such as cataracts, trachoma and river blindness while broadening its reach to combat emerging threats to vision including diabetic retinopathy, uncorrected refractive error, low vision and childhood blindness. SightFirst will also support vision rehabilitation, education for the blind and visually impaired, and vital public health research.

The SightFirst Advisory Committee (SAC), the Lions leadership body responsible for the review and recommendation of SightFirst grant applications, is currently engaged in the development of a long-range plan for the second phase of SightFirst.

"The setting of goals and operating

within them in a long-range plan assists SightFirst in maximizing the use of its financial resources for its self-identified priorities, such as reducing the cataract backlog or correcting eye problems in kids," said Edward McManus, chairperson of the SightFirst Long-Range Planning Committee and former deputy director of the National Eye Institute. "It is the first step in responsible stewardship of the funds donated by the Lions membership. Planning ensures that SightFirst will continue its high level of performance as one of the world's leading non-profit programs in the health arena, and it has identified new areas that can and should be addressed by SightFirst."

Policy position papers have been developed and approved by the SightFirst Advisory Committee on trachoma, cataract, childhood blindness, onchocerciasis, diabetic retinopathy, eye health education, uncorrected refractive error, low vision, glaucoma, directed research, advocacy and comprehensive eye care. These policies will help guide future grant funding in these areas and are available on the Foundation's Web site at www.lcif.org/sightfirst. Additional long-term policies are being developed in the areas of technical assistance, rehabilitation and training with expected roll out in late 2010.



Recruiting on the Road

Use a Glove Box Kit to Enroll New Lions Anywhere



We've all heard that life is tougher in Alaska. Rugged landscapes and vast unpopulated areas make finding new Lions in the 49th state a challenge.

District 49 B Governor Eleazar "Bill" Baker said it's nothing for Lions to travel 600 miles for a district convention.

"We are a traveling group of Lions," Baker said.

Baker said the district came up with the idea of a Glove Box Kit as a way to recruit new members in this on-the-go atmosphere.

"I continually saw Lions run into prospective members and they didn't have the tools to connect with these people," Baker said. "They didn't have any paper, they didn't have any pen, they didn't have any notebook. These connections would be dropped."

Each Glove Box Kit contains the Lions Constitution and Bylaws, membership applications, a complete list of the seven different membership positions at the club level, a brochure put together by the club that includes contact information, brochures ordered from LCI, a copy of the mission statement, business cards of the recruiting Lion, a notepad and

pens. The district also provides tips for recruiting. All of the contents fit into a zip-top bag and remain in members' glove boxes.

"It was a tool that we wanted to give to our members because when they meet Lions, they're usually on the road. All that training material is left at home," Baker said. "It's a beefed-up communications tool for bringing in new members."

Baker said the district assembled about 250 of these kits during the past three to four years. He said because most Lions print articles at home and they have a Lion who prints materials for them, the kits only cost about \$1 each.

When all the tools are together and within reach, Baker says it's easier for Lions to provide quick information whether they're attending an event or flipping pancakes at a fundraiser.

"We can't really quantify that this brought in so many member per week, per month or per year," Baker said. "It's a good tool for your Lions to have in their recruitment."

Speak Up

Public Speaking Skills Keep Members Interested

The fear of public speaking is so common that most people would rank it above their fear of death, spiders, heights and small spaces. But whether you're talking about your club's finances at a meeting or delivering a welcome speech at a service project, public speaking skills will go a long way in building a thriving club.

Past International Director Ed Lecius of Merrimack, New Hampshire, said that despite working in radio, public speaking wasn't always his specialty.

"There was no Internet back then, so I did some research at the local library," Lecius said. "Over time, I've been fortunate to progress to the point where I feel very comfortable and it comes naturally now, but it wasn't always that way."

Lecius said regardless of the size of your club, being comfortable speaking in front of people is an important life skill. "In Lions at the club level, that's where you're going to win or lose, especially with new Lions, but any Lion member," Lecius said. "You have to be passionate about what you're talking about; you have to be knowledgeable about the subject matter in order to relay that to Lions."



A Lion inspires his audience.

Harrison Monarth, co-author of *The New York Times* bestseller *The Confident Speaker* and founder of the GuruMaker, agrees. "It's public speaking where you're actually have the opportunity to connect with an audience and make sure your message sinks in," Monarth said. "It doesn't matter whether your passionate about public speaking, be passionate about a cause or a message. Public speaking is only the vehicle to get it across."

Monarth says a detailed script or outline isn't necessary for most public speaking tasks.

"Figure out what it is that you would like to achieve in your speech," Monarth said. "That has to come first and then you can sort of work your way back. What are the top three things I need to get across in order to make

that happen?"

Planning and a little research are the keys to a great speech.

"Anticipate the questions beforehand," Monarth said. "You need to know who your audience is."

Lecius says he recommends taking advantage of resources such as Toastmasters International or simple exercises to refine your skills.

"You can start by speaking to some of the more veteran members of your club that you see participating regularly in the meeting," Lecius said. "I know one of the things we have done from time to time in our club to try and break the ice for the new members is to ask them to get up and do a two- to three-minute speech about what they've done and where they're from."

The most successful speeches, Monarth said, are ones that give value to the listener.

"I wouldn't go to a meeting because someone is speaking — what I want is a message," Monarth said. "Always try to provide value to whichever audience that you're speaking with."

A Double Whammy to the Taste Buds



It's said that everything is bigger in Texas. When it comes to pancakes, Mexia Lions just might hold the title to the biggest and best. Their "Double Whammy" is an eagerly awaited local tradition that kicks off the start of the high school football season in Mexia. Since 1994, Lions have been serving up the Double Whammy with plates loaded with pancakes, sausage and bacon, cooked and served by Lions for just \$5 a ticket. And it gets even better: the price includes all you can eat.

The grills are fired up at 4 a.m. in readiness for hungry diners who begin arriving at 7 a.m. for the one-day event each September. The club is locally famous for its Double Whammy days, so called because the meal is served in the morning and again in the evening. Lions surrender their spatulas before the game begins. Football is a huge sport in Texas, and people want to root for their home team without distractions. "The Double Whammy allows the community to concentrate on the game and not worry about cooking," says Linda Flatt.

"The early 'Whammies' were learning experiences. All of the cooking was done in the den and everybody involved smelled like pancakes and bacon all day. Small electric grills were used and fuses blew all day long. The batter was mixed in small batches with conventional mixers and the stuff got over everything and everybody," Flatt points out. "Nowadays all the cooking is done outside under an awning on propane-fired grills that make for delicious food. The batter is mixed in a five-gallon bucket using a custom paint mixer and an electric hand drill."

Lions raise between \$1,400 and \$2,000 annually to fund eye exams and glasses for students who can't afford them. The sale is so popular that not only do people line up for these platter-sized pancakes, more than 100 take-out meals were also sold and delivered by Lions in 2009—setting a new record.

Moving?

We need 5 or 6 weeks to change your address. Please give us your old address as well as your new, attaching a label from a recent issue of LION in the space shown.

Mail entire form to:
Circulation Manager
LION Magazine
300 W 22nd Street
Oak Brook, IL 60523-8842

**Attach Your Address Label or
 Print Your Old Address Here:**

(Include All Code Numbers)

Name (print) _____

New Address _____

City _____ State _____ Zip Code _____

Date of Change _____

Club _____

'Pies for Eyes' a Tasty Fundraiser

Lions in Ottawa, Illinois, know their way around a kitchen as well as a good fundraising project. Carol Downey, a Lion and Realtor, proposed that Lions take advantage of the 2009 holidays to raise some money to support the club's sight activities. She says she's long enjoyed baking with her mother's family recipes, and the catchy "Pies for Eyes" name was ideal to describe the club's latest project to the community.

Known for baking pies to take to sick friends, Downey decided that Lions could make money by selling pies to community members too busy to bake their own holiday pies. "Everybody really likes the idea of homemade pies but lots of people don't bake or have the time," she reasoned. With Thanksgiving approaching, Lions quickly set to work creating the perfect pie with assembly line precision at their Lions Club Hall, which, fortunately, comes equipped with a complete kitchen. Their first baking session netted 118 pies in four hours. Keeping costs down by using bushels of donated apples that Lions peeled themselves, club members were able to make an average net profit of around \$4.50 for each apple, pumpkin and cherry pie sold.



A little wayward flour dust can't deter Ottawa, Illinois, Lions Sandra Marlatt and Charlotte Caputo as they prepare "Pies for Eyes."

Photo courtesy of The Times/Carlee Drendel

"Our club is really good this way," she says, "Everybody pitched in. All Lions—men and women—worked." In fact, she says, not only did the men help produce the pies, "three of them even graciously offered to serve as quality control inspectors," she laughs. There were plenty of people waiting in line to sample Lions' pies, however, judging from the orders that quickly came in from door-to-door sales and local radio and newspaper coverage.

Pies sold at \$8 apiece for frozen and \$12 for ready-to-eat. By the time the holiday season arrived, 440 had been sold. They were boxed in attractive containers emblazoned with the Lions emblem. "One of our oldest Lions, who's 80-something, sold more pies than anyone else. He got the prize—a pie, of course," Downey jokes. She says the pie sale will turn into a yearly event for Ottawa Lions, who plan to buy a freezer just to store all the pies they anticipate baking and selling next year.

Build Awareness with Buttons

ON SALE
Save 60%!!

- Increase membership
- Promote programs
- Get others involved
- Raise funds



Increase support of community and humanitarian endeavors by putting your message on a button. It's so easy with our Starter Kit. For only ~~\$75.00~~ \$29.95, receive everything you need to make ten 2 1/4" buttons.

Request your **FREE** catalog or order your Starter Kit today!

800.223.4103

www.badgeaminit.com

Badge-A-Minit™

✓ **FREE Catalog** ✓ **FREE Shipping**

**Badge-A-Minit, Dept. LI410,
345 N. Lewis Ave., Oglesby, IL 61348**

- ☐ Please send me my **FREE** catalog.
☐ Send me a Starter Kit for only \$29.95
 (IL residents add \$1.95 tax).
☐ Check/M.O. ☐ VISA ☐ MasterCard

☐ Discover ☐ AMEX Exp. Date _____

Card No. _____ Name/Title _____

Address _____

City _____ State/Zip _____

FREE shipping on all UPS Ground orders.

Relief with No Side Effect Grief

Hyland's Restful Legs is a gentle, natural medication with a powerful formula that safely calms agitated legs.



Free 2-day Sample

1 877 573 7966
restfullegs.com

Hyland's®
HOMEOPATHIC

CLUB BRIEFINGS

ACTIVITIES AND ANNOUNCEMENTS

Sponsoring an ongoing cribbage tournament helped **EAST ROYALTY, PRINCE EDWARD ISLAND, CANADA**, Lions raise more than \$4,000. The money was donated to a local hospital.

GROVE CITY NOON Lions in **OHIO** sponsored an Ohio State University/Michigan Tailgate Party prior to the game as a fundraiser with the Ohio State alumni band, cheerleaders and drum majors performing. A silent auction, tailgate food and raffle completed the fun. Last year, Lions raised more than \$10,000 from a similar event last year.

The Lions Learning Center, established in 2003, by **GRANDE PRAIRIE, ALBERTA**, Lions in **CANADA**, provides an outreach school that helps students complete graduation studies and programs for pre-schoolers, pregnant and parenting teens and adults. Built to provide a permanent home for community programs, the facility's \$4 million cost is nearly paid for.

A couple and their three-year-old son in Bethlehem, Pennsylvania, are finding that life is easier since **DISTRICT 14-K** Lions and Lionesses sponsored a new Habitat for Humanity home for them. The child has cerebral palsy and the new home is wheelchair accessible. The district received a \$21,000 LCIF matching grant to help build the open floor plan residence.

ALEXANDRIA, LOUISIANA, Lions sponsor their Cubsight program to detect vision problems in children as young as one to five. They screened more than 1,100 children

last year. Typically, 6.5 percent of the pre-schoolers who are screened need further evaluation.

The **HARTFORD HOST, CONNECTICUT**, Lions Club has contributed to Oak Hill School for the disabled for years. The school refurbished a conference room and named it the "Lions Den" in their honor. Displayed in the room are the many awards Lions have earned and other memorabilia, including the club's original charter from 1922.

The **KENNETT, MID SOUTH** and **MALDEN MISSOURI** Lions Clubs united to provide sight-saving retinal surgery for a man with no insurance. Lions not only funded the surgery but drove him to and from doctor's appointments.

HOPE, INDIANA, Lions sponsored a watermelon seed spitting contest at their community's old-fashioned Independence Day celebration. Ninety-four adults and children entered the contest, and Lions also sold donated watermelons and slices as a fundraiser.

ANNIVERSARIES APRIL 2010

85 Years: Lake Worth, FL; Malden and St. Louis Carondelet, MO; Medford Host, OR; Millersburg, PA; and Dunville and Burlington, Ontario, CAN.

80 Years: Marked Tree, AR; Pleasanton, CA; Dimmitt, TX; Philadelphia Roxborough Manay and Saxton, PA; and Everson, WA.

75 Years: Etna, CA; Panama City and Macclenny, FL; Tifton, GA; Jonesville and Sheridan, MI;

Winona, MN; Rolla, MO; Seminole, OK; Orwigsburg and Schuylkill Haven, PA; Gatesville, Llano and Alto, TX; Clifton Forge, VA; Gran Coulee Dam, WA; and Bowmanville, Ontario, CAN.

50 Years: East Granby, CT; Old Trails, PA; Fort Valley, GA; Thompson, IA; Witt, IL; Goodland and Milan, IN; Robinson, KS; Hamilton, MI; Jackson, Forest Lake and Lake Bronson, MN; Laredo, MO; Mexico, NY; Camuy, Puerto Rico; Miller, SD; and Burquitlam, British Columbia, CAN.

25 Years: Sun City Center, FL; Miles and Osage, IA; Westfield, IL; Lake Winnebago, MO; Candler Upper Hominy, NC; Raymond Central, NE; Rushsylvania, OH; Luxemburg, Warrens and Gleason and Area, WI; Summerside, Newfoundland, CAN; New Germany and Area, Nova Scotia, CAN; Fort Augustus, Prince Edward Island, CAN; and Montreal Est and Pointe-aux-Trembles, Quebec, CAN.

CORRECTIONS

The Sun Lakes Lions Club in Arizona celebrated its 25th anniversary in February.

The Hamilton Lions Club in Montana celebrated its 80th anniversary in January.

Captions were not included for two photos on page 31 of the March issue. The captions were: Villagers cheer loudly for their team, and "Monarch Lion" Walter Soboleff and his son, Ross, also a Lion, post the tournament brackets. Photo by Michael Penn/Juneau Empire

LION Magazine regrets the errors.

continued from page 40

Special Olympics Opening Eyes program in action. Special Olympics athletes will be screened during this demonstration event and information will be provided on to get involved with this program. LCIF Chairperson Al Brandel will formally launch the screening.

LCIF Reception, 2:30-3:30 p.m.

Donors who contribute US\$1,000 to become a Melvin Jones Fellows and next level of Progressive Melvin Jones Fellow during the convention will be presented with pins by LCIF Chairperson Al Brandel.

5th Annual Convention Strides Walk, 3:30-4:30 p.m.

Join us for this popular annual event to raise awareness about diabetes and promote a healthy, low-impact activity. Gather friends and family for an enjoyable walk through the Convention Center. Cross the finish line and receive a free "We Stride" lapel pin. The walk begins after the Your Service Projects Can Attract New Members seminar.

HIGHER KEYS DECEMBER 2009

Grand Master Key (50 Members)

- Lion Wesley Lessard, Narragansett

Senior Master Key (25 Members)

- Lion H. Turner Frost, McKeesport, Pennsylvania
- Lion Vernon Pautz, Mishicot, Wisconsin
- Lion Dora Mattox, Jacksonville, Alabama
- Lion J. Malik Fernando, Negombo Orient, Rep. of Sri Lanka
- Lion Anuj Attrey, Delhi Anant Sagar, India
- Lion Rajendra Bhanadare, Vita, India
- Lion V. N. Natarajan, Madras Metro East, India
- Lion Thalla Anjaiah, Kandukur, 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.

ON THE WEB (www.lionsclubs.org)

Get the word out about your club. If you're doing something interesting, innovative and visual, the *LION* wants to know. Submit your story and you could be featured in an issue or online. Go to the Member Center and click on Online Community. Select "Submit Your Story" and fill out the form online.

Roundtable for Building Family-Friendly Clubs and Women Lions, 3:30-4:30 p.m.

This roundtable seminar will not only teach and encourage Lions to reach out to families and women for new membership but participants also will have the opportunity to share their own ideas, successes and challenges.

Lions Clubs International Foundation Update, 3:30-5 p.m.

This seminar targeted at LCIF Coordinators will provide an update on LCIF's development plan and programs and initiatives of the Foundation.

Leo Club Program Advisory Panel Town Hall, 3:30-5 p.m.

Leos and Lions can talk with members of the board-approved Leo Club Program Advisory Panel about the Leo Club Program.

Past International Presidents/Past International Directors Seminar, 3:30-5 p.m.

6th Annual Lions Environmental Photo Contest Ceremony, 4-4:30 p.m.

Gather at the photo contest display to hear the winners of the 2009-2010 Lions Environmental Photo Contest. All photos can be purchased through a silent auction for a minimum bid of \$25. All proceeds will benefit LCIF. Photo Contest Calendars can also be purchased for \$5.

Especially Noteworthy

International Show, 6:30-8 p.m., Tuesday, June 29

This lively rollicking show will celebrate Australia through film, dance and music. Popular local performers will revel in Australian culture and display its vibrancy and originality. The show will include a film montage, a dance troupe and an upbeat sing-along.

Global Youth Music Competition, 7:30 p.m. Wednesday, June 30

Finalists in the Lions Clubs International Global Youth Music Competition will perform at a concert open to convention registrants. The young musicians worldwide will individually perform on violins. A qualified panel of jurors will select first place (\$10,000 prize), second place (\$7,000) and third place (\$3,000). The winners will be announced at the end of the concert.

Ginkgo Awards Banquet, 6:30 p.m. Thursday, July 1

International President Wirfs' theme, Move to Grow, means that all things need momentum in order to progress. The adaptable ginkgo tree represents this idea and symbolizes hope and peace. Join in recognizing your fellow Lions who have planted the necessary seeds for our future. This is a ticketed event. ■

More than the BEST Trading Pins...
NOW... CUSTOM Patches & Banners



Lionism blooms through service
DG Rose Ellen Skodacek
2008-2009
District 14-H



Free Ground Shipping!
Extra Fast Delivery!
Free Design Assistance!



we Belong
by Recognition Services, Inc.

TOLL FREE **877-808-9400**
team@we-belong.com
See Lions custom emblem images at
www.we-belong.com



KILL LAKE WEEDS

New Re-sealable bag!

Proven **AQUACIDE PELLETS**
Marble size pellets. Work at any depth.
"Spread it and forget it!"



10 lb. bag treats up to 4,000 sq. ft. \$77.50.
50 lb. container treats up to 20,000 sq. ft. \$299.00. **FREE SHIPPING!** Certified and approved for use by state agencies. State permit may be required. Registered with the Federal E.P.A.

800-328-9350
www.KillLakeWeeds.com/472

Write for **FREE** information:
AQUACIDE CO.
Our 55th year
PO Box 10748, DEPT 472
White Bear Lake, MN 55110-0748



Everybody ♥ Loves Barbecue!

Top off your fundraising goals with professional equipment from Meadow Creek®.

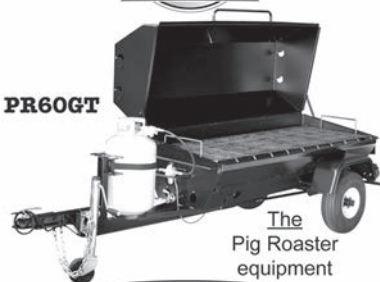
BBQ144



Perfect chicken, every time!



PR60GT



The Pig Roaster equipment

Meadow Creek

Locate your nearest dealer at:

www.meadowcreekbarbecue.com

Quality Products for Better Hearing



Request a catalog!

Check out our large selection of products that help you hear in a variety of situations.

Amplified Phones
Cellphones and Accessories
Personal Amplifiers
TV Amplifying Devices
Loud Alarm Clocks
Signaling Systems
Loud Smoke/CO Detectors

HARRIS
COMMUNICATIONS

www.harriscomm.com

Call about our special discount for Lions members! 1-888-476-9581

DONOR PROFILE

Name: Bonnie Popowich, club president

Profession: Employment assistance counselor

Club Name: Lac Du Bonnet Lions Club, Manitoba, Canada

Club Established: 1963

How does your club raise funds?

"One of our major fundraisers is during Canada Days festivities. In Lac Du Bonnet, for more than 45 years, our club has overseen the local fireworks show with our fire department," says Popowich. "This helps us fund service projects like our annual Christmas dinner where we feed more than 400 local seniors."

When did your club choose to donate funds to LCIF for Haiti relief?

"We had our mid-winter convention the weekend following the earthquake, so I called our club treasurer. We decided to donate US\$1,000 for Haiti relief and have the club call a motion at the very next club meeting," says Popowich. "With the Lac Du Bonnet Lions, we see a demand or a need and hop to it and then seek out further details later. Since then, our club has learned more about LCIF's disaster relief efforts in Haiti, and we're getting ready to send another US\$1,000."

Why does your club usually support LCIF?

"As a club, we have more than 13 Melvin Jones Fellows (MJFs), and we usually name one or two MJFs each year. But following a disaster like Haiti, our club members are first to say we have got to give. We responded in the same way for the tsunami and Katrina," says Popowich. "At our core, we are a group of individuals who like the feel-good feeling of giving to others. As a club, that is the common thread that keeps us all together."



Lac Du Bonnet Lions (from left) Bonnie Popowich, Daryl Hyslop and Pat Woodworth raise funds for good causes.

THANK YOU

THE LIONS CHANGED MY LIFE

Lions Help a Neighbor in Dire Need

Tracee Johnson had been aware of the Olympia Capitol Lions Club near her Washington home for years. She packed backpacks with food and dropped them off at her daughter's high school so the youth in her community who receive free lunches would have food each weekend. But as a single working mother of three teenagers, she didn't have time to join the Lions.



Lion Roger Bryant of the Olympia Capitol City Lions Club digs a post hole for Tracee Johnson's deck.

When Johnson broke her back in a devastating car accident only to see her son incur the same injuries in a similar accident less than a year later, local Lions were there to help. Tracee spent four and a half months out of work and underwent several surgeries. When a tree fell on the front porch of her home and made it impossible to use the front door, Lions Roger Bryant and Tony Gunn spent a weekend rebuilding the deck. The club is known locally for building wheelchair ramps and Gunn says they spent \$200 and about 20 hours reconstructing a porch for the Johnson family.

Q&A: Tracee Johnson

LION Magazine: How did your porch get damaged?

Tracee Johnson: I was sleeping in my bedroom and all of the sudden I heard this big thud. My sons were sleeping on couches in the living room. I went out there and looked and they were OK. Everything seemed to be OK. When I opened up the front door, there was nothing but tree. You couldn't get out of the front door. The Lions came out and removed the tree, then Lion Tony Gunn said, "You know, the Lions do wheelchair ramps. Maybe the Lions would be willing to rebuild your porch." Besides not being physically able to do the work, I was also not financially able. My last back surgery wiped out all my savings.

LM: What happened after you applied for assistance?

TJ: I think I got an e-mail that said I had been accepted. I figured they were just going to put some steps down and stick the railing back up that was knocked off, but they did a beautiful job. I cannot tell you how much it means to me and the kids to be able to use our front door again! I never really went out on that porch before and now I've got a chair out there. We can go out and sit on the steps and there's sun in the evening on that porch. I couldn't have done it on my own even if I didn't have a broken back. God bless all concerned and please keep up the excellent work you do!

Document Preparation Agency

Establishing Foundations for
Non-Profit Organizations

- 501c3 For Your Lions Club
- Complete & Fast Service
- Experienced & Reliable
- Reasonable Cost

Visit my web site for more
information:

www.documentpreparationagency.org

Lion Bill Ringelstein
941 637-9979
biljeanr@embarqmail.com



Show your pride!

Wear the new Lions Logo on
your customized club shirts
for sport, work and leisure.

Available at

www.ShirtsHappen.net

CLICK ON

Online Apparel



Official Licensee of Lions Clubs International

23rd Annual Lions International Peace Poster Contest

Vision of Peace

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

Start now. Purchase a 2010-11 Peace Poster Contest Kit (PPK-1), which contains all the materials needed to sponsor one contest.

Kits are sold through the Club Supplies Sales Department, January 15 - October 1, 2010, at International Headquarters. A kit must be purchased for each contest sponsored. Allow 2-3 weeks for delivery; outside the U.S. may take longer.



CALL 1-800-710-7822

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



APRIL IS LEO CLUB AWARENESS MONTH!



Leo advisors and chairpersons: Spread the word about the Leo Club Program—work with your Leo clubs, districts, or multiple districts to organize a joint Leo-Lion community service project.

- **START A TREE PLANTING PROJECT**
- **REPAIR A PLAYGROUND**
- **ORGANIZE A RECYCLING PROGRAM**

Leo clubs prepare young people for a lifetime of leadership. Visit the **Leo Zone** for more information at www.lionsclubs.org.

Youth Programs Department
leo@lionsclubs.org • 630-571-5466 • www.facebook.com/leoclubs



CALENDAR

2010 UPCOMING EVENTS

APRIL

LEO CLUB AWARENESS MONTH

APRIL 10-15

International Board of
Directors meeting
HAMBURG, GERMANY

APRIL 22

Earth Day

APRIL 23

Standard, Core 4 and IAG grant ap-
plication deadline for review at the
June 2010 board meeting

APRIL 23-26

Faculty Development Institute/India,
South Asia, Africa, the Middle East
GOA, PANAJI, INDIA

APRIL 24

Lions Worldwide Induction Day

CONVENTION COUNTDOWN

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

Join Other Lions Departing September 21, 2010

Hawaii Cruise & Tour

12 Days: 7-Day Cruise from **\$999***

Visit All Four Islands – Fabulous Package – Fabulous Price!

Spend four nights in a hotel in Waikiki Beach, followed by a 7-day cruise. Includes a city tour of old and new Honolulu, Punchbowl Crater, Diamond Head and more. Board NCL's "Pride of America" and sail to Kahului, Maui; Hilo, Hawaii; Kona, Hawaii; Nawiliwili, Kauai; and cruise Kauai's Na Pali Coast. Your vibrant, Americana themed ship offers Freestyle Cruising and a variety of activities, in a casual-relaxed atmosphere. Debark in Honolulu and depart for home. *Per person, double occupancy; plus \$299 tax, service, gov't fees. Add \$250 for balcony. Airfare is extra.

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.

Save on this 26-Day Repositioning Cruise and Tour!

Tour Paris & London

Then Cruise the Mediterranean, Atlantic Ocean, & Caribbean

26 Days Depart September 28, 2010 from **\$2447***

NCL has to get the **NCL Sun** from Dover to Florida. Built in 2001 the 78,309 ton **Sun** will give you the elegance, style and luxury you deserve! With NCL's Freestyle Cruising there are no rules to follow; no fixed times for dinner; and you don't have to dress up if you don't want to. Take advantage of this exclusive, one-time, YMT vacation package. You'll have three nights in Paris with a full day of sightseeing plus free time. Take the Chunnel (Eurostar) to London for two nights with an included city tour. Take a scenic drive to Dover where you'll board your deluxe ship. Your exciting ports include: Lisbon, Portugal; Ponta Delgada, Azores; Port Canaveral, FL; Cozumel, Mexico; Santo Tomas de castilla, Guatemala; Belize City, Belize; Key West, FL; fly home from Orlando October 23. *Prices start at only \$2447 (per person, double occupancy) based on limited cabins in category J. Includes the cruise, the tour, taxes, gov't fees & port charges. Add \$350 for outside and \$700 for balcony staterooms. 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

America's Best Choice for Affordable Travel since 1967!

LAST ROAR



AP Photo/Sakchai Lalit

LENDING A HELPING TRUNK

Mahouts steady their elephants in Bangkok, Thailand, as they ask tourists and business owners to donate money to a relief fund to help earthquake victims in Haiti. Lions and others organized the parade with three elephants, a brass band and a fire truck in the Khaosan Road area. Lions worldwide are helping Haitians.



“VISION for All”

CSFII can save the sight of more than 33 million people



\$200 million

Help LCIF Bridge the Gap

Lions surpassed Campaign SightFirst II's challenge goal of US\$200 million raised in cash and pledges. Today, nearly US\$150 million of these funds have been received by LCIF. The need for the SightFirst program continues. On average, US\$6 will restore the sight of one individual. Funds raised through CSFII can save the sight of more than 33 million people. Your help is needed to make “Vision for All” a reality. Please help LCIF bridge the gap by fulfilling your pledge.



Lions Clubs International
FOUNDATION

www.lcif.org • lcif@lionsclubs.org

The World Famous —

Machine
Wash
& Wear!

Windbreaker®

3 - Season JACKET

Yellow

Now
Only

19⁹⁹ each

5 Pockets!
2 Two-Way Pockets
PLUS
Inside Chest Pocket!

Don't Pay
\$35 for
no-name
imitations!

Navy

Slate

Oyster

Khaki

Rain or Shine, Day or Night.

Classic Windbreaker™ Jacket.
Polyester/cotton poplin.

No Iron Wash & wear.

Repels wind and rain. Zip
front, rib knit collar, cuffs
and hem. FIVE pockets,
smooth polyester lining,
and handsome shoulder
spanning chest seam that
makes your shoulders
look broader!

Order here: →

1-800-543-4810

Haband!

Duke Habernickel
#1 Bargain Place
Jessup, PA 18434-1834



Shop Online: Haband.com

Windbreaker®
3 - Season
JACKET

only **19⁹⁹*** each
2 for 37.97
3 for 54.95
4 for 70.87

Haband #1 Bargain Place, Jessup, PA 18434-1834

Send _____ jackets. I enclose \$ _____ purchase price plus \$5.99
toward postage. In GA add sales tax.

On-Line Quick Order

☺	7M9-31K50	WHAT SIZE?	HOW MANY?
30	YELLOW		
03	NAVY		
2E	KHAKI		
9F	OYSTER		
8A	SLATE		

Sizes: S(34-36) M(38-40)

L(42-44) XL(46-48)

*Big Men (just \$5 more each):

2XL(50-52) 3XL(54-56)

4XL(58-60)

Imported



☐ Check

Card # _____ Exp.: ____/____

Mr. Mrs. Ms. _____

Address _____ Apt. # _____

City & State _____ Zip _____

100% Satisfaction Guaranteed or Full Refund of Purchase Price at Any Time!

When you pay by check, you authorize us to use information from your check to clear it electronically. Funds may be withdrawn from your account as soon as the same day we receive your payment, and you will not receive your check back from your financial institution.