

LION



Lions Clubs International

JULY/AUGUST 2010

A Beacon of Hope

Sid L. Scruggs III
International President 2010-2011
and his wife, Judy

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CONTENTS

LIONS CLUBS INTERNATIONAL MAGAZINE

VOL. 93 NO. 1

FEATURES

16 High-Flying Lion

President to Take Lions to New Heights



23 Beacon of Hope

President Shines Light on Service

36 Out of the Country, Still in Lions

Expatriates find fellowship and fulfillment as Lions.



40 Returning the Joy to Birth

Swedish Lions Improve Infant Mortality in Tanzania



DEPARTMENTS



4 IN THE SPOTLIGHT

News Briefs

8 IDEAS THAT ROAR

School Aid
A Greener Park
Pillowcases for Patients
Lions on a Roll

12 LIONS ON LOCATION

Bridging Differences
Trolley Time
Helping a Child

COLUMNS



3 PRESIDENT'S MESSAGE

48 RECRUITING MEMBERS

49 CLUB BUILDING

50 RAISING FUNDS

ALSO IN THIS ISSUE

46 FOUNDATION IMPACT

47 VISIONARY WORK

51 ANNIVERSARIES/KEY AWARDS

51 INFORMATION

52 EXECUTIVE SUMMARY

56 LAST ROAR

LION

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

SERVING TOGETHER

MESSAGE FROM THE PRESIDENT

Rededicate Yourself to Lions



President Scruggs stresses the importance of eye screening in the countries he visits.

I know how life-changing Lions can be for the people we serve. But being a Lion also can change your life. One of my Lions friends is a retired medical doctor. Before he became a Lion, we took him to a Lions project involving children with emotional and physical challenges. For that day he was like a kindly grandfather, holding, feeding and caring for them. He was very emotional when he told me what a powerful experience it was to help the children. All his adult life he had attended to people's physical needs as a surgeon. He now knew the joy of meeting people's emotional needs.

This year I am asking Lions to rededicate themselves to hands on service as a Lion. Deepen your involvement. Take a greater interest in humanitarian service. Assume a new responsibility. Sponsor a new member. Be the best Lion you can be. Don't settle for just being one of the group.

To boost our Lions' involvement, I am urging Lions everywhere to participate in our four Global Service Action Campaigns (see page 26). Assist youth in August by planning an initiative in conjunction with the United Nations International Youth Day. In October, support World Sight Day by involving your club in sight-related project (an eye screening event, collecting used eye glasses, or aiding a visually impaired or blind person). Around the holidays, fight hunger through a food collection drive or a food distribution project. Next April, support World Earth Day with an environmental project.

You can also get involved in our exciting new essay contest for blind or visually impaired children ages 11 to 13. Similar to the Peace Poster contest, these children will write on the theme "The Power of Peace." For details, please visit our Web site at www.lionsclubs.org.

Since 1917, Lions have been a beacon of hope. This year, let us shine our light more brightly than ever. But to do so, we need you. We need every Lion to give their best. We can provide a better tomorrow for those in need. Our Beacon of Hope will shine the brightest when it includes your individual service.

We serve together today for a better tomorrow.

A stylized, handwritten signature in white ink that reads "Sid L. Scruggs III".

Sid L. Scruggs III
Lions Clubs International President



IN THE SPOTLIGHT

LIONS NEWS BRIEFS

MOBILITY CARTS GAIN FOOTHOLD

More Lions are adopting PETs. The Personal Transportation Vehicles, handcranked carts for people who lost the use of their legs, are made by PET International, a nonprofit group based in Columbia, Missouri. Since December of 2007, Lions clubs have partnered with PET to deliver 1,000 carts for children and adults in El Salvador, Honduras, India, Kenya, Nepal, Sri Lanka and Zambia. Altogether, PET has delivered 20,000 carts in 84 nations since 1996. The Mt. McKinley Lions Club in Alaska sponsored a booth for PET at the international convention in June in Sydney.



A girl in Honduras with her favorite pet.

15,130 AND COUNTING

R. Colin VanBlerk vowed he would collect 5,000 pairs of eyeglasses and bettered that by a single pair. "Don't sell a Dutchman short," a fellow Lion quipped. The Lion from the Okanagan Falls Lions Club in British Columbia now has collected 15,130 since June 2006 and plans to collect 20,000 before June 2011. "I'm a very fortunate individual," says VanBlerk, 70, retired

from managing the welding shop of a public transit operation. "Where would we be without eyesight? I want people to see the beauty of the world, the beauty of other people. Maybe somebody can get an education or read a book." VanBlerk sets up collection boxes in schools, stores, eye clinics and hospitals. He grew up in Rhodesia (now Zimbabwe) and traces his desire to serve to viewing *The Miracle Worker* when young and also assisting his mother in her health work with lepers.



R. Colin VanBlerk

OLYMPIC INFLATABLE BOUGHT BY CLUB

Remember the giant inflatable Mounties, moose, hockey players and beavers at the closing ceremony of the Olympics in Vancouver? Lions in Kitchener, Ontario, will help keep that memory alive. They purchased for \$7,500 one of the 16-foot-high beavers. The club will lease the inflatable for the local Oktoberfest, televised nationally. The club runs a popular festhall at the event. The

club also enters in the parade its 18-foot-high Lion inflatable and displays in its Santa Claus Parade a 26-foot snowman and a giant reindeer and Santa Claus.



LCI HAS BLOG

What's black and white and read all over—on the Internet? The Lions' blog. Lions Clubs International's blog features interesting stories, tips and photos (which actually are in vibrant color) of interest to Lions. The site is updated a few times per week. Go to www.lionsclubs.wordpress.com.



IN THE SPOTLIGHT

LIONS NEWS BRIEFS

WELCOME TO THE CLUB!

It's said that everyone is born with a hidden talent. Illinois resident Geoff Bevington, 47, of suburban Chicago has a not-so-hidden artistic gift, which he's put to use in a variety of creative ways. Whether he's designing signage for the Glen Ellyn Lions Club's annual Arts Fest or using cartoons to promote literacy and arts advocacy, this marketing and creative director's every sketch and creation is hard at work.

LION: Geoff Bevington, 47

CLUB: Glen Ellyn Lions Club, Illinois

HOW WOULD YOU DESCRIBE YOUR CLUB: We're a fun group of people who are passionate about our community – a group of true volunteers, committed to spending our time and energy to make Glen Ellyn a better place.

WHY YOU BECAME A LION: I was asked to help create artwork for the posters and advertising of our Glen Ellyn Lions Club Arts Fest, now in its 41st year. I really enjoyed lending my illustration and design skills to the club and was immediately welcomed. When I understood the Lions' mission of sight and sound, and how it related to the Arts Fest and other activities, I decided to become a member.

WHAT MY CLUB DOESN'T KNOW ABOUT ME: I once was a toy maker. A business partner and I came up with different moving, talking dolls that were manufacturer in China and sold to different stores. Some of our hits include Pull My Finger Fred, which we've sold 500,000 of. We also came up with holiday items like moving ghosts, Shake Your Booty Santa and Valentine's Day singing stuffed dogs.

FAVORITE TELEVISION PROGRAM: I don't often watch television, but when I get the chance I like to watch MythBusters to see things explode and Man vs. Wild on the Discovery Channel to live vicariously for a few minutes.

FAVORITE PLACE TO VISIT: Hong Kong. It's an incredibly complex, beautiful city with a blend of so many different cultures, foods, voices, art and music. When I'm in Hong Kong, I definitely know I'm not at home.

FAVORITE FOOD: If I had to pick just one food, it would be my wife Lisa's home-made carrot cake. It's so incredibly rich and thick, with more than one pound of icing and two pounds of carrots and nuts. It's something that we don't have often, but when we do, it disappears very quickly.

PROJECTS I'D LIKE TO SEE MY CLUB

TAKE ON: I'd like to see our club take on more projects that provide exposure for the Lions, possibly adopting a park, so that the community can see how much enjoyment and reward there is in serving.



Geoff Bevington uses his creative skills for the benefit of Lions.

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

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IN THE SPOTLIGHT

LIONS NEWS BRIEFS

CLUB OF THE MONTH

LIONS CLUB OF DARIEN, ILLINOIS

CLUB TITLE: Darien Lions Club

FOUNDED: 1971

COMMUNITY SERVED: Darien and surrounding communities. Darien is a Chicago suburb that's about six square miles with a population of 22,800.

MEMBERSHIP: 141 active Lions. All of this group's Lions are men, but spouses actively participate in fundraisers and the group has several meetings and meals for spouses. The club adds between five and 10 new Lions each year by remaining active in the community and inviting friends to join.

MEETING MATTERS: The club has monthly business meetings and board meetings, along with periodic dinner meetings, an annual steak fry meeting, a holiday dinner meeting with spouses and an annual golf outing. The group also gets together for a night at the races event in nearby Maywood Park.

FUNDRAISING EFFORTS: The club raises more on Candy Day in Illinois than any other club in the state. The club has a participation rate of about 90 percent and raises between \$30,000 and \$40,000 each year. Members collect money at 10 to 12 busy intersections during the course of three days, and older Lions who may not be able to participate collect donations at grocery stores or work on the logistics of the weekend. The Lions also hold various raffles along with a pancake breakfast, a Fourth of July Parade and Picnic, and a Bids for Kids Autism Fundraiser.

In 2009, the club packed holiday food baskets for 180 families in need. Families were identified by the Darien Park District and businesses as well as individuals contributed. Each family received some fresh food and gifts for their children, if applicable.

CLAIM TO FAME: Because of its success on Candy Day, the trophy awarded to the highest fund raiser each year has been renamed the Darien Trophy. Another trophy has been established for the second-place fundraiser.

WHY BE A LION: "The club is a great opportunity to give back to the community and make your community a better place to live." —Lion Mark Kiwiet.



The Darien Lions Club prepares 180 holiday baskets for families in need.

OVERHEARD

"You have turned one of the worst experiences of my life into the best."

—Patty Nesemann in the *Appeal-Democrat* newspaper after the Loma Rica Foothill Lions Club and others aided her following a medical crisis.

"When you live in a community you've got to participate in it. You just can't sit back and say, 'Let somebody else do it.' You've got to do it yourself."

—Edgar Dies of the Hays Lions Club in Kansas explaining his 44 years of service in the *Hays Daily News*

"If he shows up here, he's going to work."

—Tom Carson of the Bridgewater Lions Club in Massachusetts while working on a club project on the town common amid reports of an escaped inmate. From the *Enterprise*.

NEXT MONTH'S LION

Read about the 1962 bus journey that unlocked the potential of 24 blind teenagers from Southern California as they took a 10-week trip across the United States on an epic adventure.

IN THE SPOTLIGHT

LIONS NEWS BRIEFS

BY THE NUMBERS

37

Gallons of blood donated since 1949 by Charles Zuckerman, a member of the Winchester Host Lions Club in Virginia since 1953. He is believed to be one of the top donors in the nation.

128,500

Pounds of food recently distributed during two days to needy families by the Shelby Lions in North Carolina. The food was valued at \$102,628.

105

Bulbs and fixtures replaced on a hilltop star-cross structure by the Holmen Lions in Wisconsin. The club bought the property from the village in 2008.

75

Boxes of treats and toys for military dogs and personal items for their handlers packaged at the Lyons-Muir Lions Club in Michigan and sent to Iraq, Afghanistan and Kuwait. Michigan Search and Rescue and 4-H clubs coordinated the care packages.

13,000

Motorists served tea, coffee or sausage by members of two Lions clubs and other groups between Christmas and New Year's Day at the Mundoonan Driver Reviver Site near Yass, Australia.

73

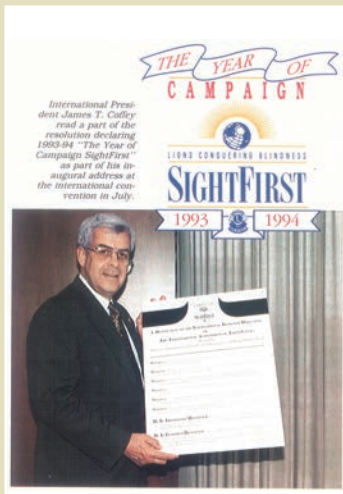
Age of Cheri Ann Schear, the winner of the Ms. Senior Sweetheart Pageant in Fall River, Massachusetts. Schear is a former symphony orchestra soloist from Missouri. The pageant began as a Lions' fundraiser in 1978, and Fall River Lions receive proceeds from the concessions.

42

Businesses represented on Abingtonopoly, a board game fundraiser based on Monopoly and produced by Abington Lions in Massachusetts.

17 YEARS AGO IN THE LION JULY/AUGUST 1993

Led by International President James T. Coffey, Lions launch the "Year of Campaign SightFirst."



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IDEAS THAT ROAR

BIG IMPACT WITH LIONS CLUB SERVICE PROJECTS

TAKE THE FIRST STEP

Extend invitations to people you believe could be assets to your club. Ask them to attend a “get to know you” event to learn about the club and its membership.

SERVICE IDEA HELP OTHERS SEE



Lion Joan Herner checks a parent's vision.

Children and Parents See Better Together

Tucson Downtown Lions in Arizona believe that one of the best ways to help children learn to love reading is making sure that they can see words clearly. Ensuring that their parents can see clearly, too, is important so that they can encourage and help their kids boost their reading skills.

Lion Karen Sell says, “Many students at Davidson Elementary School really struggle with learning—and we know that increased family participation tends to improve student performance. It seemed logical that parents who cannot see well would find it hard to help with reading or other homework lessons.

“Because the families at this school tend to be very low income, single parent and recent immigrants, we could see that parents likely were not apt to spend the time or money on a vision exam and new glasses would cost too much. We also know that many of these parents find it hard to keep appointments at school,” she points out. A total of 89 percent of the parents fall below the poverty level and at least nine different languages are spoken at the school.

“We decided to make them an offer they couldn’t refuse—free screening, free follow-up exams and glasses for those who needed them and had no insurance,” Sell says. “And we offered an incentive that the children themselves

would want. By offering free books, we allowed parents to feel that they were doing something valuable for their children since many of them don’t own any books of their own. We figured the children would help encourage their parents to show up to get the books.”

Books were donated to the children by Reading Seed and the local Friends of the Library contributed a book for each parent. Sixty parents made appointments to have their vision checked by Lions. Sell says that typically Lions see further testing required in 10 to 12 percent of those screened. “For this project, however,” she notes, “60 percent of those screened required follow-up care by a professional.” Ron Middleton, 2009-10 club president, says that the club’s annual budget for helping out at Davidson runs between \$4,000

to \$5,000 annually. The expense was higher this year because Lions paid for additional care and eyeglasses for Davidson parents with no insurance or means to pay. Local vision care providers discount services for Lions, who usually spend about \$20,000 per year to pay for services for the entire community.

Lions’ involvement with Davidson school goes far beyond vision screening for students and parents. They bring quarterly treats to celebrate birthdays for the entire school and they contribute time and donations before the holidays. They provide package wrapping assistance for the annual Davidson “holiday store,” where students can buy gifts for their parents and siblings with “Davidson dollars” earned for good grades, attendance and behavior.

They give flags to first-graders and give each third-grader a dictionary. They also spend time with the students, giving classroom presentations on the flag and patriotism. After they donate the dictionaries, Lions stay with them to help teach them how to use the books. “The dictionary is often the first book these youngsters have ever owned. They are thrilled with the dictionary but we have to work to convince them that it’s all right to write their names in the book—that they won’t be punished for writing in it,” says Lion Lowell Fowble. “Some of these kids are a little short on fun at home, so whatever we can do to make their days at school more enjoyable just makes it easier for them to learn.”

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IDEAS THAT ROAR

BIG IMPACT WITH LIONS CLUB SERVICE PROJECTS

STAY BUSY

Plan social activities along with service projects—active members are involved members.

Focusing on Sick, Lions Extend Helping Hand

Marina Hoskins of the St. John's Health Care Lions Club in Newfoundland, Canada, describes her club as "hands-on." That may be an understatement because Lions use their hearts as much as their hands when deciding how to best serve the community. They've made hundreds of Vellux pillowcases for cancer patients not only in St. John's but throughout Newfoundland and Labrador. For those who have lost their hair to chemotherapy, the velvety soft pillowcases provide relief and comfort, says Marina Hoskins, a retired health care professional. The majority of members are current or retired health care professionals, which is a natural fit for their focus on helping those who are ill.

"We give hundreds of hours to cooking meals for shut-ins, hospital visitations, sponsoring bingo games, doing our pillowcase project, raising funds for diabetes, the children's hospital and LCIF," she points out. "We do practically everything any other Lions club does but our dealings with the sick and lonely make us rather unique," Hoskins points out. Chartered in 2001, Lions have received the district's Humanitarian Award three times.

SERVICE IDEA FILL A NEED



Rose Anderson works the sewing machine creating Vellux pillowcases for cancer patients while Marina Hoskins helps package the finished product.

Two years ago, she says, "The demand for pillowcases grew to the point where we found it difficult to finance the project, being a small club with limited funds." They needn't have worried. "All Lions clubs in our district came to the rescue and thanks to their generosity, our project continues."

SERVICE IDEA KEEP COMMUNITIES CLEAN



Lions work to remove weeds, mulch and dig holes for new shrubs as part of their Earth Day revitalization.

Club 'Greens' Up Park

Earth Day is a bit of a tradition in Wisconsin. Now it's its 40th year, the holiday began in Green Bay, Wisconsin, as an effort to increase awareness about the environment.

For more than a decade, the Janesville Noon Lions Club has celebrated this day by working on a riverfront park in town. The club teams up with Leos from Craig High School and invites their families to lend a hand. The project actually takes more than one weekend and 20 cubic yards of mulch to complete. Even young children help out where they can by sweeping the sidewalk and raking mulch. The youngsters learn how fun it can be to volunteer.

"The Lions motto of We Serve to me means that we need to be proactive," said Mike Payne, the club's 2009-2010 president. "We need to be involved in the community. We need to engage others to make this a better place for ourselves and our families."

The club cleans up the garden beds, removes weeds and mulches. They also planted new shrubbery this year. Located outside the library, the land is the only public riverfront property and is ready for a year of visitors after the Lions complete their annual work.

Watch a video of the Janesville Noon Lions Club in action on the Lions Reach Out Blog or learn more about their project on the Lions in Action Web page. For more information, go to the LION Magazine Web page on www.lionsclubs.org.

PROMOTE YOURSELVES

It's not bragging to tell others what you're doing. Be proud of your club and promote its record of community service.

DON'T FORGET TO HAVE FUN

Have a good time while doing good in the community. If you enjoy what you're doing, you'll keep doing it.

SERVICE IDEA PLAN ACTIVITIES FOR KIDS

Lions on a Roll with Popular Egg Hunt

More than 500 children shrieked and scampered through the historic and picturesque common of Templeton, Massachusetts on a quest for some of the 2,000 plastic eggs stuffed with candy by members of the Templeton Lions Club. "When the horn sounded at 10 a.m. sharp, these young and seriously efficient cleaning machines picked all 2,000 plastic eggs clean in a blistering 55 seconds flat!" says an amazed Keith Kent. "What took 10 Lions two hours to fill and package was immediately gone. The looks on the faces of the children were absolutely priceless. Our club wouldn't trade it for anything in the world."

Doing double duty as a Lion and the Easter bunny, Linda Columbus gives candy to youngsters during the annual egg hunt on the town's historic common the day before Easter.





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1 EUROPE NORWAY

Youth's Spirits and Hopes Soar at Norwegian Camp

Angela Kleine Schaars of the Netherlands returned home from a Lions' youth camp in Norway with new friends and skills. After she taught her camp mates the Klompendans, the Dutch clog dance, they reciprocated, and she now can do dance moves popular in Denmark, Turkey and Israel. She also knows a bit of half a dozen languages. "In the camp we all learned to say 'I love you' in the different languages. So now I can say "I love you' in Norwegian, Russian, Turkish, Danish and Finnish. That was really fun," she says.

Schaars was one of 23 youths from 16 nations who spent two weeks at the camp in Baerum and then one week with a host family. They swam in the ocean, kayaked in a fjord and hiked to the top of a mountain, where one-sixth of Norway lay before them. They descended into a silver mine, toured a museum with World War II artifacts and took part in a night hike and barbecue that ended at 3 a.m. with the brilliant sunrise of a new day. Most of all, they got to know and like one another.

"In the beginning everyone was a little uncertain because no one knew what was going to happen and you didn't know anybody. But because of all the activities we did get used to each other very well and quickly. It was a great experience," Schaars said.

Ece Kaptanoğlu of Istanbul, Turkey, said, "Coming together with people from all over the world, making strong connections with them, sharing thoughts and get the chance to know different cultures were absolutely so much fun and interesting for me."

Lions in Oslo and District 104 H sponsored the international camp. Countries represented included Austria, Belarus, Croatia, Italy, Germany, Mongolia and South Africa. The camp was one of 124 Lions International Youth Camps held in 40 nations in 2009-10.

Youths at the Norway camp had to know English, the camp's official language. "After three weeks most of them had improved their English-speaking abilities immensely—as well as their self-esteem," said Tron Kjoelstad, a Lion camp coordinator.

Many of the students had never been abroad before or even talked to a foreigner. Still, they had no problem finding common ground. "Music and movies as well as TV series, which seem to be available in every country," Kjoelstad said. "They quickly knew who plays the piano, who studies what and what are their hobbies and interests."

Helping the students get to know one another was a nightly ritual in which several stood before the rest to talk about themselves and their country. The piano and guitars on the premises also helped forge togetherness.

By the end of the camp, participants said they learned just how much they had in common. "Everyone from different countries had the chance of learning about other cultures and countries far better," said Kaptanoğlu. "We saved ourselves from stereotyping other people and got the chance to understand each other in every ways."

Added Schaars, "Of course, you can't solve all the world problems by organizing a few camps, but you can teach a lot of people international understanding by bringing them together and just let them focus on the people and not only on the country where they come from. I really appreciate the Lions Club for organizing the camp. All the people who made it possible are really caring, friendly and open-minded. I would be really happy when all people on the world are a little bit more like them."

Machurishvilli leans on a likeness of Kirsten Flagstad, a renowned Norwegian opera singer. (Right)

Seated on a Nazi motorcycle at the Resistent Museum in Rjukan are (from left) Noam Leichtentrirt of Israel, Erfrat Dim of Israel, Raj Patel of Kenya and Alessandro Manna of Italy. (Far Right)





THE WEXFORD LIONS CLUB IN IRELAND RAISED €10,000 (\$12,000) FOR HAITI RELIEF EFFORTS.



THE LIONS CLUB OF KINGSTON IN JAMAICA OPENED A PROFESSIONAL EYE CLINIC.



BATAAN HOST LEOS, SAN MATEO LEOS AND DIMALUPIG LEOS IN THE PHILIPPINES FED ALMOST 100 UNDER-PRIVILEGED CHILDREN. THE KIDS ALSO RECEIVED TOYS AND SWEETS AND PLAYED GAMES WITH THE VOLUNTEERS.



Campers celebrate after a three-hour climb to the top of Gaustatoppen, 6,200 feet above sea level. The youths are (from left) Noluthando Dyasi of South Africa, Natia Machurishvili of Georgia, Maria Kursnosova of Ukraine and Sara Greco of Italy.





THE LIONS CLUB OF
BERKHAMSTED, ENGLAND,
DONATED £1,000 (\$1,400) TO
THE ST. JOHN AMBULANCE
CADETS.

2 OCEANIA NEW ZEALAND

Trolley Time in New Zealand

Traveling as fast as 50 miles per hour down a steep hill in a homemade cart is not for everyone. But hundreds of people like to watch the spectacle, and more than 30 racers took up the challenge at the latest Eltham Lions Club Trolley Derby in New Zealand.

Trolley derbies are popular in New Zealand. The Waihi Lions Club also recently staged one. Two teenagers flew

down aptly named Haszard Street in a surfboard-based contraption. Eltham's derby included trolleys inspired by a hot rod, race car and spaceship.

The races are thrilling but the Lions take precautions. The trolleys needed brakes, and drivers had to wear a crash helmet, shoes and a long-sleeved shirt.



Two contestants roll down
Haszard Street in the Waihi
Lions Club's trolley derby

Photo courtesy of the Hauraki Herald

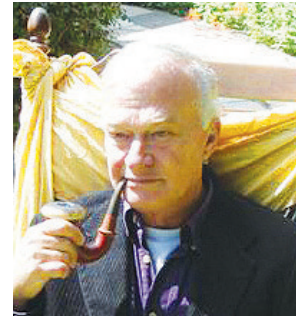
3 ASIA INDONESIA



Taking Care of Tumors

Indonesian First Lady Ani Yudhoyono meets Michael Tan, 13, at Husada General Hospital in Jakarta. Michael has undergone three operations to remove tumors. Dr. Lee Darmawan of the Jakarta Mangga Besar Lions Club performed the operations for free, and the Jakarta Jaya Sunter Agung Lions Club placed "charity boxes" in shops to pay for hospital charges. Yudhoyono visited the hospital as part of its 84th anniversary celebration.

Could this be... THE END OF FORGETFULNESS?



If You Struggle With... Remembering Names... Remembering Phone Numbers...
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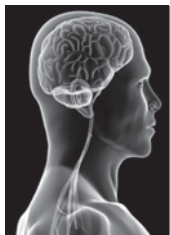
Steph Wexford, Staff Reporter

It's called age-related memory loss. And if you're one of millions who suffer from it, a new scientific advance promises to change your life. Using the latest advances in biotechnology, scientists have developed Lipogen PS Plus (phosphatidylserine) a breakthrough formula with a core ingredient so powerful, so effective, it has stunned and excited scientists all over the world.

Meir Shinitzky, Ph.D. one of the world's leading experts in the physiology and function of brain cell membranes, says it not only works, but works faster than anyone had dreamed possible.

"Lipogen PS Plus is a proprietary, state-of-the-art fusion of natural compounds that's 'pure memory fuel' for aging brains. In just 90 days, you'll actually feel more alert, absorb new information faster, and recall it with much less effort."

TURN BACK THE HANDS OF TIME



Phosphatidylserine
"Locks in
Fading Memories"

Like graying hair, memory problems are a normal part of aging. But other factors like alcohol, cigarettes, even emotional stress can affect your memory. That's why you can't remember names, can't find your keys, or can't concentrate like you did when you were younger.

Until now, nothing could be done to reverse this trend. "However, thanks to Lipogen PS Plus, virtually everyone with these age-related memory problems can be helped," says Dr. Shinitzky.

2 KEYS TO A BETTER MEMORY

Scientists have long known about the memory-boosting powers of phosphatidylserine and the vital role it plays in cognitive function. Unfortunately as you age, vital brain nutrients diminish and brain cells begin to malfunction. As a result, your memory and mental abilities suffer dramatically.

"LOCK IN" LOST MEMORIES

Lipogen PS Plus packs every capsule with a pure Phosphatidylserine complex to "lock-in" memories (that would ordinarily

fade with time) Your brain cells get the essential nutrients they need to function at peak performance.

CLINICALLY PROVEN*

In a double-blind clinical trial, researchers administered phosphatidylserine to 149 men and women suffering from age-related memory loss. After three months, some of the subjects had their memory problems reversed by a full 4 years!

PS is the **ONLY** brain
support compound
with a qualified brain
health claim for
effectiveness



reviewed

In another study, test subjects were noticeably sharper and they could remember more. But doctors noticed an added benefit. The mood of the test group was more upbeat and

happier than the other group who took only the placebo.

What's more, the phosphatidylserine in Lipogen PS Plus also helps you fight the rise in cortisol levels that often cause fatigue, depression and wild mood swings. The results published in the International Journal on the Biology of Stress (Volume 7, no.2), showed phosphatidylserine helps you stay calm and relaxed, even in stressful situations.

In both Europe and the U.S. the key ingredient in Lipogen PS Plus proved to boost memory, rev-up recall, improve the retention of information and even elevate your mood. The results were so sensational, they were reported by the most prestigious medical journals.

"Lipogen PS helps give you back a robust memory so you'll never again feel upstaged by people half your age", adds Dr. Shinitzky.

Phosphatidylserine is the **ONLY** natural brain health compound with an FDA "qualified brain health" claim for effectiveness.

DELIGHTED USERS

After two or three weeks, Linda R., of West Virginia, noticed she was remembering things, even if they weren't very important. "I'm also more alert and able to concentrate.

Hooray!"

Linda H., a 51-year-old from Flowery Branch, GA started taking the formula and "in approximately two months, I recognized a distinct difference in my memory and mental acuity. Now, my mind is razor sharp!"

SAFE AND EASY TO DIGEST

Lipogen's easy-to-swallow capsules are all-natural, well-tolerated and have no reported side effects. Lipogen PS Plus starts working in just 30 minutes.

TRY IT RISK-FREE!

Call now and you can experience the amazing memory-boosting power of Lipogen PS Plus with no risk or obligation. You'll be able to think faster, remember more, and feel happier than you have in years -- or it won't cost you a single penny.

GET 2 FREE BONUS REPORTS

Along with your risk-free trial, you'll also get two valuable bonus gifts valued at \$55.90 -- absolutely free.

FREE REPORT #1:

PREVENT Memory Loss & Improve Your Brain Even As You Age! This all-new FREE Report will uncover startling news you need to know... including the 1 drink you must avoid to protect your memory... 3 ways you can lock in fading memories... the daily exercise that reduces your memory loss by 13%... and more!

FREE REPORT #2:

What YOU Eat Controls Your Brain! This must-have FREE Report tells you which foods help energize your mind... the 1 food that actually increases your risk for Alzheimer's... the 5 foods that will reverse memory loss... and much more!

But hurry! This is a special introductory offer and supplies of Lipogen PS Plus are limited, so call now!

Call Now, Toll-Free!
1-800-530-4956

*[CENACCHI, ET AL, COGNITIVE DECLINE IN THE ELDERLY: A DOUBLE-BLIND, PLACEBO-CONTROLLED MULTI-CENTER STUDY OF EFFICACY OF PHOSPHATIDYLSERINE ADMINISTRATION. AGING (CLIN. EXP. RES.), 1993, 5:123-33] "MODELS ARE USED IN ALL PHOTOS TO PROTECT PRIVACY" THESE STATEMENTS HAVE NOT BEEN REVIEWED OR EVALUATED BY THE FDA. THIS PRODUCT IS NOT INTENDED TO DIAGNOSE, TREAT, CURE OR PREVENT ANY DISEASE. RESULTS MAY VARY. LIPOGEN PS PLUS IS NOT A MEDICINE BUT IF YOU HAVE A CHRONIC MEDICAL CONDITION SUCH AS DIABETES, HYPERTENSION OR HEART DISEASE, BE SURE TO CHECK WITH YOUR DOCTOR BEFORE TAKING THIS OR ANY SUPPLEMENT. DIETARY SUPPLEMENTS MAY NOT BE RISK-FREE UNDER CERTAIN CIRCUMSTANCES.



High-Flying Lion

President to Take Lions to New Heights

by Jay Copp

His club in North Carolina had adopted several families in need, so Sid L. Scruggs III and another Lion trod through the woods to a rundown trailer. The mother had terminal cancer. Her husband had abandoned her, leaving her alone with their two young children. When the Lions dropped off a large box of food, the mother quietly asked, "Do you have a few minutes?" Scruggs guessed they would be there most of the day fixing things.

It turned out the mother just wanted to talk. "She was having a really bad day. 'I have two small children and I can't do much for them. How will they remember me?' We had caught her at a moment when she was

questioning why she was born," recalled Scruggs.

Scruggs flew planes for a living. But he is a husband, a father and a Lion. So he gently affirmed her life. "I assured her they'll always remember you as their mom. They'll remember you loved them and cared for them," he told her.

Today, sitting in his office at international headquarters in Oak Brook a few weeks before being sworn in as international president in July, Scruggs knows those kinds of experiences will define his year as our Lions leader. He's given back as a husband and father, as a community leader and a Lion, and he wants Lions



Scruggs and Judy (far right) assist a Lions' project to feed the needy in Malaysia. (Inset) A former airline pilot, Scruggs plans to take Lions to the next level.



everywhere to take stock of their advantages and opportunities and rededicate themselves to hands-on service. "If you look at your Lions service as an obligation, you won't do everything you can do. If you look at it as an opportunity, you will do what is needed," he says. "We're blessed to be in this country. Most Lions, no matter where they are from, have had opportunities and advantages. I feel there is a need to pay back."

One of Scruggs' favorite Lions activities is the three-day Visually Impaired Person (VIP) Fishing Tournament in North Carolina. More than 500 people participate. They come to the Outer Banks to fish off the piers and

two deep sea fishing boats, mingle with friends they've made in prior years and learn how to better manage their lives at various workshops. Scruggs enjoys baiting hooks, seeing familiar faces and talking with the participants. He doesn't stand by or stand back; he jumps right in. "I think one of the reasons Sid has been so devoted to the visually impaired fishing persons tournament is because as long as I have known him he always has been the one who felt like he wanted to walk next to those he serves," says Gwen White, the executive director of the tournament and a district governor in North Carolina.

DRIVEN to *Succeed*

Scruggs has a drive to excel, a passion for reaching for the top. He knows where it came from: his sports-filled childhood and a parent who encouraged him. Scruggs grew up in Chattanooga, Tennessee. His father worked for the *Chattanooga Times* newspaper. He also played the piano, wrote music and championed the underdog. Years earlier, while in college, a professor made an anti-Semitic remark. In protest and in solidarity with his Jewish classmate and friend, Scruggs' father left the classroom with his friend. The professor retaliated by lowering his grade. His father's compassionate side also came out on his job. He learned sign language so he could communicate with a couple of hearing impaired workers.

His mother was a Sunday school teacher fond of working with youth. She also "was very competitive. She loved to win," says Scruggs. "It didn't matter if it was a board game or whatever. She never cut me any slack."

Neither did his coaches. In a city wide junior high track meet, his coach, Buddy Gedrun, walked away when Scruggs' initial broad jump was poor. "I am not watching if you are not putting your best effort in every jump," he explained to a stunned Scruggs. On the next jump Scruggs ran with great motivation. "I literally jumped out of the pit and set a record that was almost two and half feet further than the record at the time," he says.

But the importance of that day of triumph paled in comparison to a dismal defeat in high school on the wrestling mat. Scruggs was ahead on points but relaxed and suddenly found himself on his back. He had been pinned with one second to go. "The referee was

stunned. I was stunned. I quit with victory one second away. That one defeat has driven me all my life," he says.

Scruggs ran track and played halfback in football at Baylor School for Boys, a military preparatory school. His teachers and coaches left a lasting impression. "I feel a responsibility to share with others because so many people put their lives into me," he says. "Several defining moments in my life have been about teamwork. Even when victory slipped away, there was a coach around to say, 'OK, this was a learning experience.' "

Scruggs excelled in the classroom and was accepted to the Naval Academy in 1956. During his junior year, part of his aviation training was to fly a Stearman aircraft on floats. He was

hooked. "Getting up and feeling the wind in an open cockpit and wearing a leather helmet, it was great," he says.

After graduating, he entered the Naval Aviation program at Pensacola, Florida, and received his "Wings of Gold" in 1961. He was assigned to an aircraft squadron aboard an aircraft carrier and made cruises in the Pacific Ocean. He was an Admiral's Aide and flew during the early years of the Vietnam Conflict. In 1967, while serving as a flight instructor in the Advanced Jet Training Command and with a young family,

he decided against a military career and took a pilot's job with American Airlines.

Operating out of bases in New York, Boston, Chicago, Raleigh-Durham and Miami, he flew many different types of aircraft. During his airline career he served as a Flight Standards Flight Superintendent, flying with new Captains and First Officers as supervisor.

But flying wasn't all about technical skills or vigilance. Scruggs would stroll down the aisle to comfort an



Scruggs was a gifted athlete.



The newly married Scruggs receive a proper send-off.



The Scruggs raised two girls and two boys in the 1970s.

occasional nervous flyer. He was good at that. He knew how to say the right thing. But not everyone was consolable; Scruggs is comfortable enough with himself to admit that. "I'll never forget there was this one lady really afraid of flying," he recalls. "I told her, 'I've got four kids. I've got some grandkids now.' You know, the whole bit. And she says, 'Well, I'd feel a lot more comfortable if I saw some gray hair on you and if you didn't wear bifocals.'"

Family MAN

Scruggs met Judy the night he bought his first car. While at the Naval Academy, one of Scruggs' best friends set up a blind date for him. That evening Scruggs in his brand-new car made a wrong turn on a one-way street. Two police officers quickly "invited" him to the police station where he made a "donation" to the city. Scruggs called Judy to say he was at a police station and he would be a little late. When he arrived at her college she sent her roommate to check him out. She gave him a "thumbs up" and the date was on.

But Scruggs was a little short on cash on account of his earlier donation. "It turned out to be a cheap date," says Judy with a wide grin.

Judy discovered that the fearless naval officer she was dating wasn't so keen on certain carnival rides. "Once we went on the Ferris Wheel and when we got off, he got very quiet. I'm wondering, 'What happened?' He had turned a little green," she says.

None of those incidents really mattered much because the chemistry between the two was so strong.

"He's a very caring individual," says Judy. "I saw that early on even before we were married. When he was at the Academy and teaching sailing and instructing the new class of Midshipmen, he cared about the people with whom he was working."

Scruggs says, "It was Judy's quiet self-confidence. She knew who she was. There was more than a physical attraction. There was an inner beauty that I saw immediately. It's really funny because my mother had always said never get serious about somebody that you wouldn't want to be the mother of your children. When I met Judy I said, 'She'd be the perfect mother for my children.'"

The two were married in the Naval Academy Chapel. Sid was often away on Navy duty. They moved "eight or nine times" during his Navy days. (Altogether, including his tenure as a pilot, they moved "18 times," says Judy. "I'm a world-class packer.") They had three "Navy" children, Cyndi, Debbie and S. Lee, IV, and Kevin was their "civilian" baby.

The kids were their focal point in their family life. Their numerous sports, school and church activities kept them busy together. They opened up their homes to their children's friends and classmates. "It was just one of those things: 'our house is your house.' We had a philosophy that we had a big area and we provided entertainment," says Scruggs. "If our kids were in our home we never had to worry about where they were. It worked out great. It really did. We had a lot of 'adopted' kids."

Scruggs took an active interest in his children's education—even helping to found one school and run another. While living in Connecticut, his church opened

The Scruggs are immensely proud of their children and 16 grandchildren.



the Ridgefield Christian Academy. Scruggs helped raise funds and get the school going. In New Hampshire, after serving on the school board of a private school, he ended up serving as the school's president.

Judy volunteered for the Pioneer Girls and Scruggs spent time volunteering with various youth activities. "This was a time when marijuana was becoming more prevalent and kids were experimenting with drugs. I always felt if you could get them involved with athletics and other things, you could help them avoid some of the pitfalls of peer pressure," says Scruggs.

LION *Trailblazer*

After moving to North Carolina, Scruggs joined the Vass Lions in 1992. The club had 18 members on its rolls and a dozen active members. It was not particularly active in district activities. Scruggs volunteered to be membership chair. "We don't need any more new members," his sponsor (and club president) told him.

Scruggs found them anyway. The club expanded its service and became more active in the community. Scruggs helped start a Leo club and his club became more involved with the local schools. It sponsored a Boy Scout and Girl Scout troop and the Peace Poster contest. "The club was doing more fundraising than hands-on service. They supported several service activities but they were not ones to go to zone meetings, cabinet meetings or even to district conventions," says Scruggs.

Several parents joined the club when they saw how the club benefitted their students. Membership grew to more than 65. Scruggs sponsored many of the new

Lions. (Overall, he's sponsored more than 100 members.) Scruggs helped energize and transform his club. "Some club members are just happy to come to a meeting. It's the old story of eat and talk and go home," says Vass Lion Brad Logsdon, sponsored by Scruggs. "We got involved. We did things. We tried to get our club more involved not only in the community but stretching to the district."

Scruggs was a groundbreaker in other ways, too. His club was all male. A member warned him not to try to bring in a woman. Scruggs bided his time and then shrewdly and successfully proposed for membership Susan Corre, not only the Leo Club school adviser and mother of a Leo but also the teacher of the year in the state. She later became the club president.

Scruggs also had a hand in forming specialty clubs such as the Raleigh Elite Lions Club, comprised of people with vision impairments and employed at the Raleigh Clinic for the Blind, where Scruggs serves on the board. Scruggs believes that people, even those with physical challenges, can give back. Giving back is part of being a member of society. Not long ago, Scruggs visited a prison where inmates recycled eyeglasses. He thanked them for their service and told them that their work with the glasses would make a miracle in someone's life and because of their efforts they would be that person's hero. One of the inmates was emotionally touched.

"He said, 'Nobody has ever thanked me for anything. I've only been called a failure, not a hero,'" says Scruggs. "Thanking them seemed like the right thing to do."

BEACONS of *hope*

The Scruggs are immensely proud of their children. Kevin, the youngest son, is a minister, and on one of his mission trips to Mexico, Sid and Judy came along to dispense eyeglasses. S. Lee Scruggs IV, the older son, is a physical therapist who specializes with patients who have suffered brain injuries or other traumas. Cyndi once worked at a crisis pregnancy center and now home schools her children and teaches organic gardening. Debbie taught school and now home schools her children and is active in her community with music and sports. The service trait has been passed on to the grandchildren as well. Their oldest granddaughter learned sign language as a foreign language in high school and works as a nurse.

The Scruggs modeled service instead of requiring it from their children. "It makes me feel great. It really

does. When you think they saw something in what we were doing that was worthwhile, and now they want to do the same thing," said Scruggs. "Our family is indeed our treasure," adds Judy. "Each one is special. Each one is unique. We're so proud of all of them."

The Scruggs have shared a full life and Lions have been a big part of that. The people they've met and helped are memorable. "The difference for me with Lions is that it's hands-on. I can go back and recount the stories of the difference we made in people's lives," says Scruggs. "That's why I say our slogan—leadership, intelligence, our nation's safety [LIONS]—has little meaning to me. I use a new one: Loving Individuals Offering Needed Service."

Lions are beacons of hope, he says. For the next year Scruggs will bring his message of hope to Lions worldwide. "I don't think people see things as they are. They see things as they are," he says. "Lions are different. We see things as they can be."



The Scruggs observe a Lions' project in Borneo that provides a remote village with clean water.

THE SCRUGGS FILE

Leader Dog Raiser

“It wasn’t until we saw the union between the dogs and recipients that we saw the change we made in people’s lives. I’ll never forget that Bill Hadden from Virginia said the white cane gave him mobility but the dog gave him a connection because people would come up to him and say, ‘Oh, what a beautiful dog.’ ”

– Sid L. Scruggs III



Knight of the Blind

“I’ve been involved with the U.S. Blind Golf Association. I’m chairman of the board of the Governor Morehead School for the Blind. And then you see the challenges we have with diabetes and diabetic retinopathy. At screenings people don’t even realize they have a problem. It makes you feel good.” – Scruggs



Lions Leader

“I think Sid’s enthusiasm for life and for our association comes across in everything he touches. It has a way of drawing people in and motivating them to be better Lions and work harder.” – Past International Director Ed McCormick of Valley Center, Kansas

Membership Advocate

“You are I won’t be here forever. Every Lion should be responsible for two new Lions: one to replace yourself and one to grow the association.” – Scruggs

Hands-on Service Proponent

“If you do not have that personal satisfaction that you have made a difference in somebody’s life, then you might as well join a regular social organization, a dance or travel group. The difference for me with Lionism is that it’s hands-on. I can go back and recount the difference we made in people’s lives.” – Scruggs

Cribbage Competitor

Early in their marriage, Sid and Judy played cribbage against each other and the loser had to do the dishes. Judy was an expert from years of playing against her grandfather. Sid had a remedy for losing: “We bought a dishwasher,” he says.

10 Questions for Sid L. Scruggs III

I’ve always wanted to visit:
Mongolia

If I could eat only one food for the rest of my life, it would be:
Peanut butter and bananas

Favorite dessert of all time:
Ice cream

Favorite sport: Golf

Favorite pastime:
Taking a walk or reading

Best movie I ever saw:
Top Gun

Favorite book: The Bible

Three words that best describe me:
Caring, competitive, involved

A perfect day for Judy and me:
Time with the grandkids

If I had to do it all over again, I’d:
Slow down and enjoy more rainy days

2010-2011 PRESIDENTIAL THEME

a
BEACON
of hope



“When the raging storms of life rush in, bringing darkness
When the dream fades and despair takes its place
Then like a faithful lighthouse on the distant shore
A Lion stands as a ray of light to show the way.”

From the song “Beacon of Hope”

a BEACON of *hope*

On the Outer Banks of my home state of North Carolina, stands the world's tallest brick lighthouse. The Cape Hatteras lighthouse, built in 1807, has stood as a symbol of hope for mariners for over two centuries. Atlantic currents in this area made for excellent travel for ships, except in the area just offshore at Cape Hatteras. Nearby, the warm Gulf Stream ocean current collides with the colder Labrador Current, creating ideal conditions for powerful ocean storms and sea swells. The beacon at Cape Hatteras has been credited with guiding ships to safe harbor - pointing the way for thousands who thought all hope was lost.

In spite of modern navigational aids and onboard satellite systems, lighthouses still dot the shores of oceans around the world. They have stood the test of time, and remain symbols of hope for those who have lost their way or are in need of assistance. The lighthouse keeper who used to manually light a lamp at the top of the lighthouse has long been replaced, but the light is still relevant.

Helen Keller asked the Lions to help her bring light to others. We answered that call as no other organization could, and our light of service is more relevant today than ever before. Yes - technology has added convenience to our lives, and we are all thankful for medical advances that have improved quality of life, and in many cases have made it possible to eradicate diseases that have plagued humankind. But in spite of advances far too numerous to mention, that have made our lives better, nothing has replaced the need for human interaction. There is no substitute for an outstretched hand offered in service.

Built on a solid foundation of volunteer service, Lions Clubs International has been providing hope to those in need since 1917. Throughout our history, Lions have been shining a light, highlighting health and happiness for millions

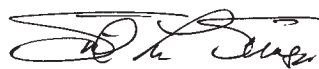
of people living in darkness and despair. There is a light that emanates from each and every Lion member. You can see it in their eyes, you can see it in their smile, and you can see it in their actions.

"a ray of light from another soul touched the darkness of my mind and I found myself...and broke through the dark, silent imprisonment which held me."

Helen Keller

As we navigate our way through this year, there may be unforeseen obstacles along the way, rugged shorelines, storms and rough seas. But there are over 1.3 million lighthouses in 205 countries - Lions members who will continue to light the way, and continue to serve as beacons of hope.

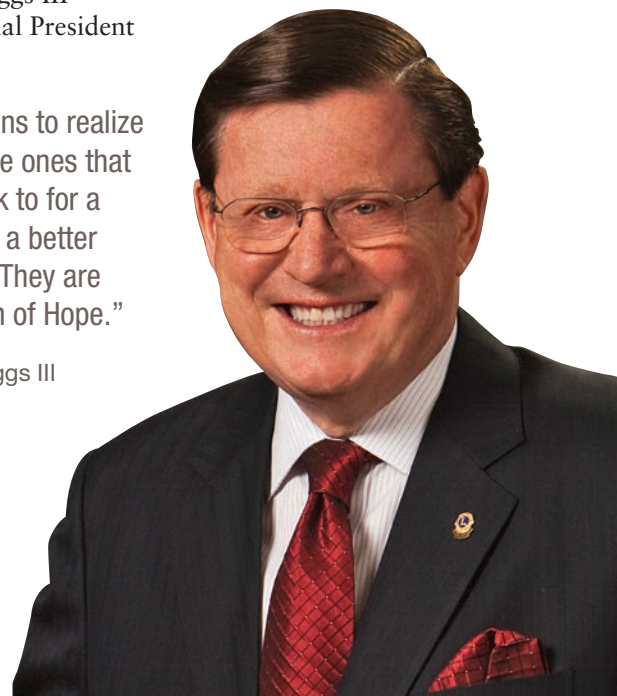
As your president, I ask of you to let the light of service shine brightly. Together, let us continue to be a symbol of light and hope for those who are in need, and for those who are searching for a safe harbor and a better tomorrow.



Sid L. Scruggs III
International President

"I want Lions to realize they are the ones that people look to for a promise of a better tomorrow. They are the Beacon of Hope."

Sid L. Scruggs III



be a BEACON *of service*

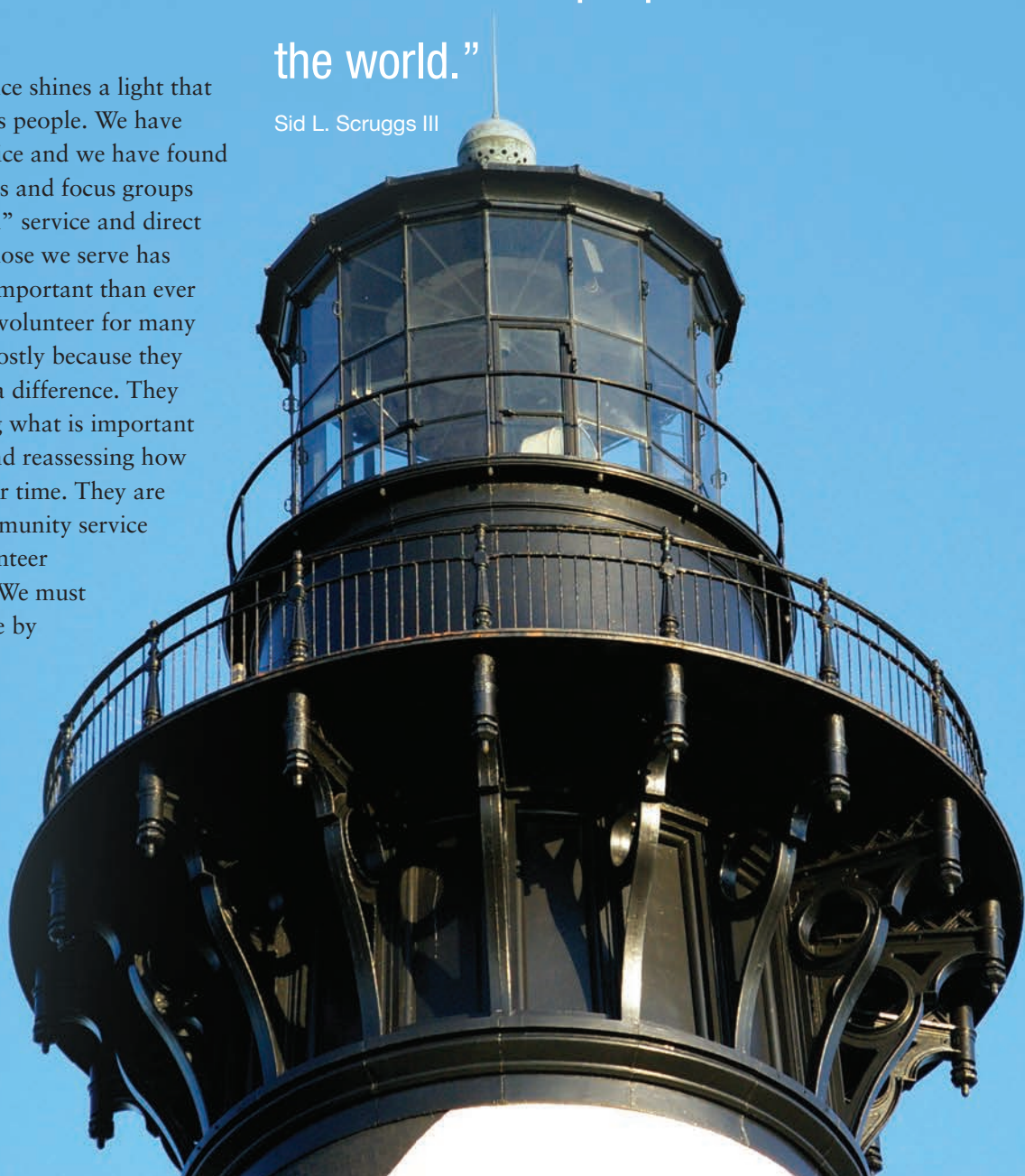
The Key To Our Success Is Through Service and Impactful Service Projects

Our motto “We Serve” defines our mission, and is the core principle of our organization. This year, we are rededicating ourselves to service. Service will, in fact, be the focal point of my 2010-11 Presidential Theme. As people increasingly seek ways to volunteer, the time has never been better for Lions to shine a light on service.

Hands-on service shines a light that directly touches people. We have seen it in practice and we have found through surveys and focus groups that “hands-on” service and direct contact with those we serve has become more important than ever before. People volunteer for many reasons, but mostly because they want to make a difference. They are questioning what is important in their lives and reassessing how they spend their time. They are turning to community service and other volunteer opportunities. We must value their time by ensuring it is used to make the greatest difference possible.

“If we could get **1.3** million Lions to recommit to service it would make a huge impact on the needs of people around the world.”

Sid L. Scruggs III





Key Service Strategies In 2010-11

Global Service Action Campaigns

As an extension of the highly successful “Lions In Sight” program, this year Lions will be encouraged to participate in four Global Service Action Campaigns. Lions will be asked to shine a light on youth by planning programs in conjunction with the United Nations International Youth Day in August. Other opportunities include shining a light on preventable blindness with projects in support of our own World Sight Day in October; shining a light on hunger by holding food drives to coincide with traditional holidays such as Christmas, Hanukah, Id Al-Fitr, Diwali, or other befitting occasions; and finally, Lions will be asked to shine a light on the environment by conducting environmental projects and activities in support of Earth Day in April. Global Service Action Days will give Lions an opportunity to expand their own vision of how they can help in their community, and bring more attention to the service that we are providing.

Lions Global Service Summit

We are the global leader in community service. As such, who better to host a global service summit than Lions Clubs International? During the third quarter of this year, leaders from other service and volunteer organizations will be asked to convene a summit at our headquarters to discuss and share ideas about emerging trends in service.

Enhanced Reporting Tools

The redesigned Lions Clubs International Web site has made communicating easier, from the top down and from the bottom up. The newly enhanced service and mission database has now made it easier for clubs to report their signature projects, and record their impact. This information can now be shared with other clubs. You will be just a click away from connecting to other clubs. We will also be producing a “State of Service” report, using data from our clubs around the world. This report will provide us with an instant snapshot of the impact we are making.



Reporting Live From...

Lions' use of social media, such as Facebook, Twitter, and MySpace has grown tremendously this year. More Lions are linking up with each other, and using social media to promote their events and projects. Something new this year will be the International President's blog. That's right. I'll be writing a weekly blog –

a first- hand account of what Lions are doing around the world. During my official visits, I am asking Lions to hold a service project in connection with my visit. I'm going to be your “in the field” reporter, connecting you and your projects to other Lions around the world and their projects and activities.



telling OUR *story*

Let it shine, let it shine, let it shine!

We've all heard a Lion say at one time or another "we're the best kept secret." That's a self-fulfilling prophecy, and simply isn't true. I'm asking Lions to erase that phrase from their vocabulary.

Why is it important for us to share our story with others? Because needs continue to escalate around the world. In order to continue to meet those needs, it is important that we grow our membership. To do that, we must increase public awareness of the Lions Clubs International brand – who we are, what we do, and what we stand for.

Lions Clubs International has the most extensive and successful public relations program of any service club organization. Last year alone, there were over 8,000 newspaper articles around the world reporting Lions activities, and over 700 television news features. Countless numbers of clubs are now getting onboard with active PR programs with innovative TV and radio public service announcements, billboard advertising, and use of social media to project their message. But an extremely successful global program can only define part of the association's overall image.

People do not join "The International Association of Lions Clubs." They join a Lions club – YOUR Lions club. While a positive

image will encourage prospective members and supporters to think well of your club, only a vigorous and successful local public relations program will move them to donate time and money, and accept an invitation to membership.

To assist clubs and districts, we have created a new electronic library of PR tools – a "one stop shopping" section of the web site that has everything needed to run a successful public relations program.

With the number of visitors growing each month, the redesigned Lions Clubs International Web site is now the fastest way to find information and connect with others. Browse the Web site. Become familiar with it. Use the search engine to find what you are looking for expeditiously.

For more information about how you can create a successful public relations program, go to www.lionsclubs.org.

Service projects and public relations go hand in hand. Engage your local media by inviting them to one of your signature service projects, and engage your local community by promoting projects via social networking sites and on YouTube.



"If your actions inspire others to dream more,
learn more, do more and become more, you are a leader."

John Quincy Adams

effective LEADERS *light* the way

Through service projects, members develop skills they can put into practice. While improving the lives of many, each project provides an opportunity for our members to practice and develop their leadership skills. We have been extremely successful developing new leaders, and we will continue to focus on opportunities for leadership training. We must ensure our association's future vitality by taking responsibility for the development of our next generation of leaders.

Keys To Successful Leadership Development

- Communicate opportunities for leadership development with new and prospective members
- Encourage a variety of Lions to take leadership responsibilities
- Enlist new Lions in the Lions Mentoring Program
- Implement practical job training for zone chairpersons, 1st and 2nd vice district governors and district governors-elect
- Promote participation in local training programs, Lions Leadership Institutes and Faculty Development Institutes
- Focus on online development opportunities
- Recognize the efforts and accomplishments of Lions who demonstrate leadership excellence
- Develop innovative training and education programs at the district and multiple district levels

You may be a new Lion, or a Lion who has already served in a leadership position. In either case, I urge you to participate in and promote our leadership development programs. Volunteer to attend zone and regional meetings as well as club officer schools. Attend district and multiple district conventions and Area Forums. Signal your willingness to assume

leadership positions. If you are already a club or district officer, encourage other Lions to do the same. And encourage participation in Lions Leadership Institutes and Faculty Development Institutes. Put more emphasis on online development opportunities. The Lions Learning Center offers an array of interactive online courses, and is a great way to build your knowledge while building your Lion resume'.

Seek out new opportunities to lead, and let your leadership qualities shine through!

"At the end of the day, it's not what I learned but what I taught, not what I got but what I gave, not what I did but what I helped another achieve that will make a difference in someone's life, and mine."

Sid L. Scruggs III



our FUTURE *shines* brightly

Today's young people are tomorrow's leaders. We must do a better job of communicating with teen-agers and young adults. No light shines more brightly than the one lighting the way toward the future. Our future.

There has never been a generation of young people more involved in their community. In the United States alone, 15% of people aged 17 to 25 are volunteering their time – giving back to the community. In other areas of the world that percentage is even higher. How we communicate our message to them will help determine whether they choose to volunteer as Lions.

Contrary to popular belief, young people don't speak a different language. But they DO use a different mode of communication. This is the generation of computers, iphones, texting, instant messaging, and every means of social networking. Let's bring our message to THEM.

We've already started. Lions Clubs International now has Facebook, MySpace, Twitter, an iPhone application, our own YouTube channel, LinkedIn, and Flickr. And don't forget my new International President's blog. Don't know what those are? Find out! Have you ever watched a podcast? Did you know many of LCI's videos are now podcast?

But our ability to interact with young people goes beyond communicating. We need to engage them with programs they can relate to, and encourage their input and participation.

Clubs have many ways to brighten young lives. One of the best is to team with local schools or

youth organizations. At a school, your club might organize a Leo club or join together with an established Leo club for a joint project. But let the students take the lead!!!!

You can also sponsor students in a Lions international youth camp, exchange program, or introduce a Lions Quest program. What about sponsoring a Peace Poster contest at your nearest school? Last year over 360,000 children ages 11-13 participated in the Peace Poster contest.



This year I'm introducing a new initiative – an essay contest for blind or visually impaired children ages 11-13. It will be run similar to the Peace Poster contest. Students will have the opportunity write an essay, no more than 500 words, using the theme "The Power of Peace." For more information about how your club can sponsor a student, go to www.lionsclubs.org.

I'm also putting increased emphasis this year on our Young Leaders In Service Award. The Young Leaders In Service Award program is part of the Lions Opportunities for Youth initiative. The mission of Lions Opportunities for Youth is:

To provide the young people of the world with opportunities for achievement, learning, contribution and service, individually and collectively, through sponsorship of activities identified as best practices in the field of youth development.

Again – for more information consult the LCI Web site.



“We cannot and must not stand still, for of necessity we must exercise our influence and exert our efforts to expand and grow, not particularly to maintain leadership as the largest organization of its kind in the world, for that is unimportant in itself, but to be the best – to be the best in service to mankind – the best in caliber – to add luster and prestige to the privilege of being a Lion.”

Past International President John L. Stickley, 1956 acceptance speech

find the *light* within YOURSELF

The image of a lighthouse is but a symbol. But the light that shines through each and every Lion member is real. Along with my family, being a Lion has brought a bright light to my life. The light it has shone not only helped me to better understand my own community, but also has given me a greater perspective on my nation and the world.

Our biggest challenge is to remain the world's premiere service organization, and attract a new generation of service-minded men and women. How? Through our mission of service. Expanded service equals expanded membership. It's that easy. Lions members are never happier – their light shines the brightest – when they are serving others. Engage a Lion in conversation, and the one thing they want to talk about is the projects their club is doing, or a memorable moment when they made a

significant impact on someone. Lions are proud of what they do. Give Lions a reason to stay by making a difference in someone's life. Accomplish that, and they will be Lions for life.

We have seen the positive impact that the Global Membership Team (GMT) has made over the past two years. A strong GMT, extension workshops and retention will remain central to the membership successes we have recently achieved, but with a slant toward service. This year, I will be emphasizing service and how clubs can attract new members and retain members by engaging in signature service projects. I'll be appointing a special coordinator to GMT to promote service relative to membership.

The light of service shines brightly in all of us. Keep that light shining brightly, and share it with others. Like the Olympic torch, pass the light from one person to another.

Bright Start Awards

“Unless you try to do something beyond what you have already mastered, you will never grow. Some people dream of success... while others wake up and work hard at it.”

Unknown

The Bright Start Awards will recognize District Governors who achieve strong membership results in the first three months of their year. The Bright Start Awards will consist of two levels. District Governors will be eligible for only one of the awards. The qualifications for the awards are:

FIRST LIGHT AWARD:

two new clubs OR positive membership on September 30, 2010

BRIGHT LIGHT AWARD:

five new clubs AND positive membership on September 30, 2010

All new club applications must be completed and received by the LCI New Clubs and Program Marketing Department by the close of business on Thursday, September 30, 2010.

To be considered as a qualifying new club, a completed charter application, all documentation/forms and fees must be received by LCI by close of business on September 30, 2010.



The Beacon Awards

The Beacon Awards, to be given at the International Convention in Seattle, will recognize outstanding achievement by clubs and districts in the area of service. Only clubs and districts that participate in the Global Service Action Campaigns, and send their respective report back to Lions Clubs International Public Relations Division, will be eligible for the Beacon Awards. Sending your report (a narrative of your activity, with photos if available), will automatically enter your club or district. Categories include:

- Best Environmental Project (by club or district)
- Most Creative Youth Program Activity (by club or district)

- Outstanding Service to the Blind or Visually Impaired (by a club or district)
- Best Hunger Relief Program or Activity (by a club or district)
- Lion That Best Exemplifies The Spirit of Service

For the last category, nominations must be sent to the Lions Clubs International Public Relations Division no later than April 1st, 2011. Nominations can only be made by Executive Officers or International Directors.

“The best way to find yourself is to lose yourself in the service of others.”

Mahatma Gandhi

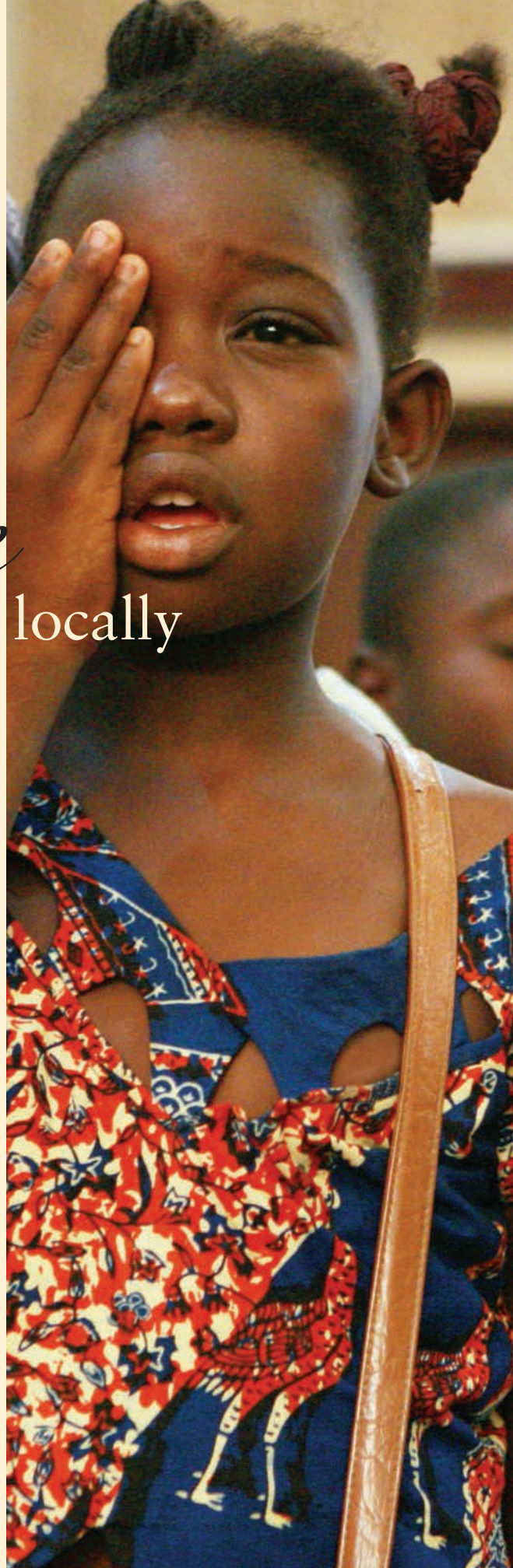
INSPIRING *hope* globally and locally

What better way to make our light shine even brighter than by supporting our Lions Clubs International Foundation?

This year my goal is to increase understanding of LCIF's programs and the importance of our impact on individual lives, and to increase the number of clubs and individuals donating to LCIF.

Lions and LCIF sprang into action to assist victims in Haiti and Chile, and we are still providing assistance to the victims of the 2004 tsunami. We have shown time and time again our ability to not only be involved in first response, but also to provide long-term solutions. This is what sets us apart.

Generous support by Lions has enabled LCIF to establish new programs, such as the Special Olympics Opening Eyes Program and other programs that have transformed people's lives.



The background of the entire page is a photograph of a sunset. The sun is low on the horizon, creating a bright orange and yellow glow that reflects on the water. In the foreground, there is a small, green, leafy bush. The sky is a mix of orange, yellow, and light blue.

you are a BEACON of *hope*

“I do not know what your destiny will be, but one thing I know, the only ones among you who will really be happy are those who will have sought and found how to serve.”

Albert Sweitzer

Every 7.5 seconds, a flash of light emanates from the Cape Hatteras lighthouse. Every 7.5 seconds, a Lion provides some measure of hope to someone in need.

There are 1.3 million flashes of light serving in 205 countries or geographic locations around the world. Individually, we may only be a flicker. Collectively, we are a powerful beacon of hope for people looking for light in their lives.

We are the world's global leader in community service. We are the example of how one organization, with members working together, can sustain communities. We are a beacon of hope for all the world to see. We are Lions.

Serving together, our light is shining brighter than ever.

People who know recognize that this planet and its inhabitants are controlled by the laws of creation, and when enough other people know that fundamental fact, a new society will emerge. Who are the people who know? They are those whose lives were changed by adhering to creation's law of behavior, calling for right thoughts, words, and action.

There is no plan conceived by mankind that has ever or will ever resolve people's myriad problems and trouble. What follows explains why.



Richard W. Wetherill
1906-1989

Whoever or whatever is the creator that many call God created a law of behavior for people to obey. But unknown to them, *their motives* to do, be, have, and get all contradict **nature's** behavioral law.

Over the years that law was also unknown to the caring people, trying to help the needy who also unknowingly often victimized themselves. Such human help, while compassionately intended, ultimately added to society's misunderstood misbehavior.

A little-known fact is that in the 1920s **the creator** that had formed this planet and its inhabitants, revealed the behavioral law of absolute right to the mind of Richard W. Wetherill, then a resident of suburban Philadelphia.

However diligently Wetherill tried to tell people about this natural law, his efforts were ridiculed and rejected by the very persons who should have helped him to inform the public.

In the meantime, Wetherill's obedience to the law gave him talents for successful careers as an author of management books and consultant to industries: training employees, resolving business problems, and negotiating fair labor contracts.

After retiring, Wetherill formed several groups of ordinary folks who gave careful attention to his teachings. But despite his explanations and help, it took them years to change from their self-centeredness to become rational and honest instead of reacting emotionally.

The writer of this message is asking people who are concerned for their nation's freedom and liberty to visit our Website. There they can learn about the creator's law that when adhered to eliminates troublesome situations and problems much the same way

as toddlers learn to obey the law of gravitation from their tumbles and other hurtful results.

Everybody's ideas about how best to protect the planet and its people keep changing and failing. **But this law of right action when adhered to will put an end to all that is wrong in human affairs.**

Wetherill used words to define the law's right action such as rational, moral and honest; but words are only symbols, pointing to the reality. **This law judges our actions by its standard of right action, as self-enforcing natural laws always get their way.**

Newcomers adhering to nature's principles of right action enthusiastically exclaim, **"It works!"**

We cannot know precisely what the future holds, but whoever or whatever created mankind provided this law of absolute right so that when obeyed gives people a meaningful, productive, trouble-free life, and keeps the planet safe.

*Visit our colorful Website www.alphapub.com where there are essays and books, describing the changes called for by whoever or whatever created nature's law of absolute right. The material can be read, downloaded, and/or printed **free**. Also press a listen button where indicated to hear the site's pages being read aloud with the exception of the texts of the seven books.*

This public-service message is from a self-financed, non-profit group of former students of Mr. Wetherill. We are putting this information where it is available free worldwide. Please help others by directing them to our Website so that they, too, can learn to express the attributes of creation's law of right behavior, thus making their lives meaningful, productive, trouble free, and keeps the planet safe!



Lion Christina Eyre, director of the eye clinic of the San Miguel de Allende Lions Club, fits a child with glasses.

Out of the Country, Still in Lions

Expatriates find fellowship and fulfillment as Lions

by Maria Blackburn

The first time she saw the town of San Miguel de Allende, Mexico, Annette Maguire knew she was home. She loved the narrow cobblestone streets, the 16th- and 17th-century Spanish colonial architecture and the rich culture of the historic, hillside town. The weather – mild and warm – was appealing too, especially compared to the rainy, coastal climate of the Vancouver, Canada area, where she and her husband Michael lived for more than 35 years.

Three years ago Maguire retired from her job as a government accountant, and she and Michael moved to San Miguel, joining the ranks of the 10,000 Canadian and American expatriates who have settled in the charming town of 80,000 people. Maguire, who is still learning Spanish, didn't just want to live in San Miguel in some sort of English-speaking expat bubble. Upon learning that the area was teeming with people who were living in extreme poverty and lacked jobs, education and health care, she yearned to become part of the community and connect with her new hometown and her fellow citizens in a meaningful way.

So she became a Lion. The Maguires joined the San Miguel de Allende Lions, an English-speaking club founded in 1987 by expatriates who wanted to serve their community. Now on Thursday mornings you're likely to find the couple at work in the club's weekly eye and diabetes clinic, assisting some of the more than 18,000 patients who have received free screenings, eye-

glasses and diabetes testing since the all-volunteer staffed clinic opened in 1992. "These eyeglasses are essential to the young people and children who receive them," says Maguire, the club's treasurer. "They open doors. If they can't see, they can't read, and they can't get an education. These glasses mean jobs and opportunities and an end to the cycle of poverty."

Annette also discovered the thrill of working alongside others who share the same vision. "With the Lions we are all on the same page," says Maguire, who is 61. "We have had a lot of different experiences in life. We've all had great careers, so we have this extraordinary skill set among us. But what we share is this social awareness that brings us together and anchors us here. You are in the company of like-minded people."

The San Miguel Lions are just one of a small but active group of English-speaking Lions clubs in foreign countries that are bringing together like-minded people to serve. Comprised primarily of young professionals from around the world whose jobs in business, telecommunications and other fields have led them to relocate overseas, the expat clubs make up a small number of the 45,000 Lions clubs worldwide. But they are having a huge impact on their communities. Whether it's planting rose bushes at a Denmark hospice, establishing the first bone marrow treatment center for children in Ukraine, addressing diabetes as the leading killer of adults in Mexico or building new schools for disabled children and

adults in Brussels, the clubs are exhibiting a unique brand of Lionism that crosses boundaries of language, culture and country.

“A lot of expat networks focus on national identity but Lions does not,” says Melodie Karlson, a Wisconsin-born human resources assistant with the World Health Organization and charter member of Bellevue Multinational Lions Club in Copenhagen, Denmark. “Lions goes across all national identity boundaries. When we’re in the club together we are all Lions. It doesn’t matter if you are from Denmark or Turkey or Nepal or wherever. We are all there as Lions.”

For Terry Davidson, a British public relations executive who has been a member of the Brussels Heraldic Lions Club in Belgium for more than two decades, the experience has brought him together with a wide variety of people from diverse backgrounds. Currently Lions Club Heraldic has 22 members of 12 nationalities. “You meet people that you wouldn’t normally meet and develop lifelong friendships,” says Davidson, club president.

Whether it’s in Central America or Eastern Europe, the expat clubs usually form in the same way: A Lion relocates to a new country and upon finding no English-speaking Lions Club, decides to start one. That’s what happened to Bellevue Lions Club founder Hilke Panzner Fredheim when she moved to Denmark from Germany in 2006 for her husband’s work. Fredheim and her family moved four times when she was growing up in Germany, and every time they settled in a new town her father transferred his membership in the Lions. A Lion in Germany since 2005, the Microsoft marketing manager decided to transfer her Lions membership from Dusseldorf to Copenhagen as a way to develop a social network in her new city. “What I like is to have friends and people around me who have kind of the same attitude for life and what they want to achieve in life,” she says. “For me Lions is using some of your spare time and doing something good for others.”

Karlson, who has lived outside the United States since 1989, saw joining the Bellevue club as a way to satisfy her desire to not just write checks but to do hands-on service projects for local charities. It’s a concept she found somewhat foreign in Denmark. “I wanted to have the opportunity to fundraise and to do the kind of volunteer activities where can get your hands dirty and you can do it in a way that makes a difference,” she says. As a Lion she’s planted rose bushes and installed a swing at a local hospice and spent Saturday mornings collecting food donations from supermarket shoppers and delivering them to area charities that operated cafes to feed the hungry. She hopes her club’s hand-on approach will not

only be effective in reaching those in need also but in introducing Danes to a new way of charitable giving. “It’s a consciousness raising thing,” Karlson says. “We are getting the community involved and empowering them. We are also hoping that this is a way to get people interested in joining the Lions.”

Ken Nachbar, a management consultant based in Kyiv, Ukraine, decided to join the Lions in 2005 upon learning that the infant mortality rate in Ukraine was several times higher than in countries with better, more advanced infant care. Through the Kyiv Lions Club, Nachbar has helped with efforts to improve conditions for patients at elderly care centers, purchase equipment for pediatric surgical units at hospitals and fund the first bone marrow treatment center for children in the country. “This community suffers a great deal so there’s a tremendous amount of work to be done,” says Nachbar, a past president of the club who is from California. “The Kyiv Lions Club has a high profile as a successful organization here. That means that we have the ability to be more successful working together than I would be working on my own.”

The expat clubs, which typically have between 20 and 40 members, tend to be young and dynamic because professionals and expats are constantly relocating. Their meetings are held in English, but because their members hail from around the world, their focus is international. “We speak English but we never actually like to say that we are an English club because people might take that to mean that if you aren’t English you can’t join,” says David Zaruk, a Canadian expat living in Brussels, Belgium, who is the past president of the Brussels Heraldic Lions Club. “We like to say that we are an international club that speaks English. That distinction is important.”

Because the type of the projects these clubs do often reflect the international backgrounds of their members, their work has a decidedly global flair. Take the Kyiv Lions Club, for example. A fundraising powerhouse, the club raises as much as \$300,000 per year through events such as Burns Night, which celebrates the Scottish poet Robert Burns with haggis and bagpipes, and Kozak Night, which honors Ukrainian culture by showcasing traditional embroidered costumes, horseback riding and horilka, a local vodka. “The personality of our club is that we like to work hard and we like to play hard,” Nachbar says.

In Brussels, a city that’s a mix of French, Dutch and other European cultures, the Brussels Heraldic Lions Club follows suit by being multicultural, too. The idea for their most popular fundraiser, the Swimathon, came from founding member Bill Collin, who hailed from the United Kingdom; their annual Christmas Mar-



Volunteer Optometrist Dr. Alberto Carerra examines a child at the eye clinic of the San Miguel de Allende Lions Club in Mexico.



The Swimathon of the Brussels Heraldic Lions Club in Belgium has a carnival-like atmosphere.



A Kyiv Lion in Ukraine paints a children's hospital ward.

ket is German in origin and was started by several German members. With funds generated from a CD of Christmas carols performed by local international school students singing in their native tongues, the club was able to build a new school in Pakistan to replace the original structure destroyed by an earthquake.

And in San Miguel de Allende, the eye and diabetes clinic the Lions club runs takes advantage of an unusual international source for its support: tourism. Every year thousands of people from around the world travel to Central Mexico to experience the region's beauty, arts and history. For the last decade Lion Jean Schickel has taken groups of about 40 people on tours around colonial Mexico and showed them the sights as a way to raise money for the clinic. Schickel, a retired sales representative from the Chicago area, volunteers her time and runs about six tours per year, which generate enough money to pay the 5,000-peso-per-month rent for the club's clinic in town. "We use first-class buses, stay at great hotels and do the trips at cost plus a small donation to the Lions," she says. "People love them because they are so reasonable and they like to help out."

Liking to help is enough to get someone volunteering for a good cause. But it's that feeling that you are actually making a difference that gets them to return again and again.

When asked how he knew the Brussels Heraldic Lions Club was having an impact, Davidson immediately recalled a project from 1990 in which the club, upon learning that a children's home in Warsaw, Poland, needed a bus to transport its charges, bought and refurbished a bus, stuffed it full of supplies and drove it more than 700 miles to Poland in a weekend, visiting Lions

clubs along the way and gathering donations for the children. "Remember that Warsaw was behind the Iron Curtain, so this was a massive logistics job," he says.

What surprised Davidson the most when they arrived at the children's home was that waiting to greet them was a busload of children from Chernobyl, Russia, who had heard about the donation and spent two days traveling to meet the Lions and ask for help. He doesn't know how they found out about the bus donation. To him, that's not important. "When times are hard, people are desperate to find help," he says. What was important was their reaction. Even 20 years later, he can't forget how they responded when the Lions shared the contents of the bus with them. Davidson considers it his best moment as a Lion. "There was a magic to seeing their faces light up, knowing that someone was caring about them."

The interesting thing about doing good work is that news of it spreads quickly. Before long, it seems, everybody knows. That's something Annette Maguire learned not too long after she began volunteering in the eye clinic in San Miguel de Allende. Her Spanish may need work, but whenever she gets in a cab in her hometown and tells the driver that she is going to Club de Leones at Correo 63, his response needs no translation.

"Ah, Club de Leones, si," the driver says, and gives her a wide grin.

That smile tells Maguire everything she needs to know. "It's the instant dropping of a wall," she says. "He knows we have done good things for the Mexican people, that we treat them with kindness and respect, that we care. It's a proving of the Lions."

Returning the Joy to Birth





The Moses quadruplets (from left) Idda, Willy, Stella and Theo, play at the Berega orphanage. They are 2 1/2 years old and their mother died while delivering them. Their father died one year later in a bus accident.

Photos by Beatrice de Gea/The New York Times



Two to three pregnant women must share a single bed in the maternity ward in the Mawenzi Hospital in Moshi.

Sten Jansson traveled down a mud road 25 miles from a regional capital city in Tanzania and crossed the mountain range of Uluguru. The other side of the mountain meant stepping back in time. No electricity flowed here. There were no phones, no taxis and no ambulances.

Too often, there was no life just after birth.

Jansson, a Swedish Lion, has been to Tanzania multiple times. On this visit he met Ahmed Kassim, who told him the story of his daughter. Bahati, 18, had given birth at night when the dispensary was closed and no midwife was available. She lost a lot of blood in the delivery and by morning she and her newborn were dead.

“It was an ordinary day in Tanzania. There was nothing special about all this,” says Jansson ruefully.

In Sweden birth is almost always an occasion of life. Its infant mortality rate is not only low but so also is its maternal mortality rate. Only two mothers per 100,000 births die, the lowest percentage in the world.

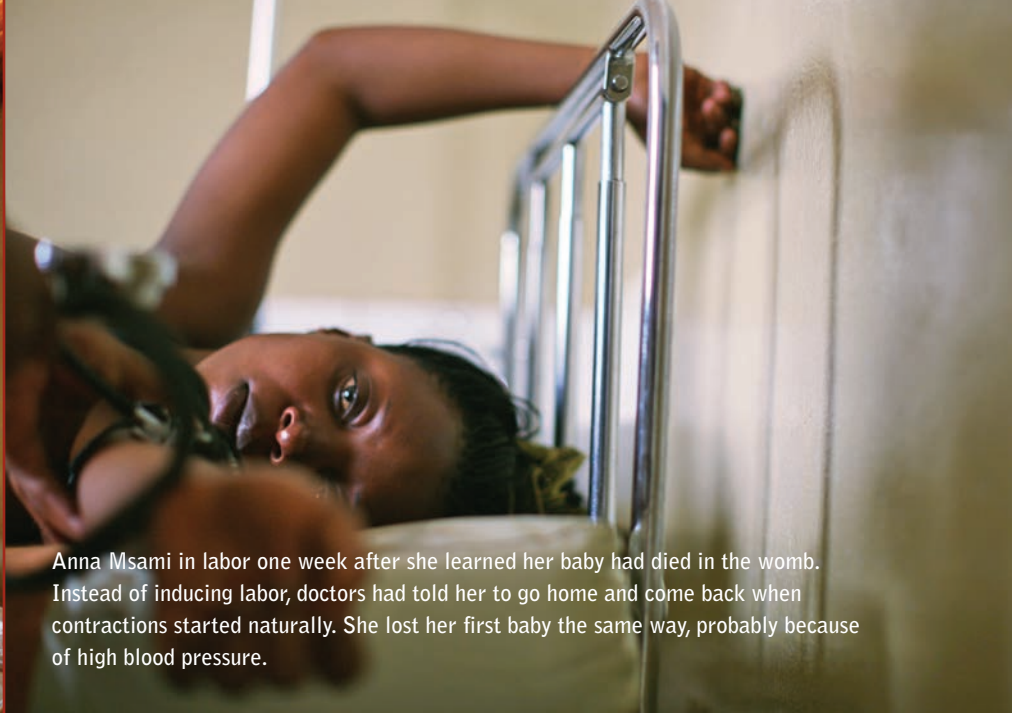
It’s far different story in Tanzania, where skilled healthcare workers often are not present at birth. Its Ministry of Health says the maternal death rate is a star-

ling 578 per 100,000 births. The World Health Organization puts the rate even higher at 950.

For years, Swedish Lions have provided eye care services for Tanzania. Working with SightFirst and other sight groups, they’ve built clinics, purchased equipment, trained personnel and sponsored surgeries, saving the sight of multitudes of children and adults. But appalled by the lack of adequate medical care for pregnant women Swedish Lions are laboring to preserve the lives of mothers.

Swedish Lions are working with health officials and local Lions in the Morogoro region to upgrade health centers with new equipment, clean water and electricity, train staff, provide maternal waiting homes and improve the referral system. On this last visit, Jansson was with medical specialists who were providing obstetrics training to healthcare workers at remote clinics.

Most of the maternal deaths in Tanzania are preventable with basic obstetrical care. Women typically die from bleeding, infection or high blood pressure. Time is rarely on their side. They delay in traveling to a clinic. It



Anna Msami in labor one week after she learned her baby had died in the womb. Instead of inducing labor, doctors had told her to go home and come back when contractions started naturally. She lost her first baby the same way, probably because of high blood pressure.



A woman waits her turn for a Caesarian section in the middle of the night.

takes a long time to get to a clinic, and health care workers, overworked, underequipped and sometimes lacking necessary medical skills, delay in starting treatment.

The Swedish Lions are being advised by Dr. Staffan Bergstrom, who works in Africa for the Karolinska Institute of Stockholm and also is associated with Columbia University in New York. Bergstrom calls the maternal mortality crisis “the scandal of our time.” In a paper, he wrote, “Twenty thousand daily deaths globally due to pregnancy complications are more than all the deaths from AIDS, malaria and tuberculosis combined. ... There should be no ‘competition’ in misery statistics but there is clearly a need of much more attention to a non-recognized and ignored, crucial challenge of maternal ill-health and death.”



Emmanuel Mkanza after performing several Caesareans during the night at Berega Hospital. He is an assistant medical officer, not a doctor.



Anna Msami's son is buried by his grandmother and neighbors behind the grandmother's house after being delivered stillborn at Berega Hospital in Tanzania.



Hamadi Khalidi with his son, Ibrahim. His wife bled to death after the birth of Ibrahim, her sixth child, at a neighborhood health center in Moshi.

Rose Parade + Vegas

9 Day Tour Travel with other Lions departing December 30, 2010 from **\$1048***

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

Costa Rica

11 Days Travel with other Lions departing January 15, 2011 from **\$1558***

Visit the highlights including wildlife preserve, rainforest, cloud forest, rivers, coastlines, and working farms!

Start in San Jose, then head east through the mountains and rainforests through Braulio Carrillo National Park. Take a riverboat cruise through Tortuguero National Park, and tour a banana plantation. Travel from the Caribbean coast to the Pacific coast and visit the Alma Ata Archaeological Park and Arenal, an active volcano with thermal mineral pools, waterfalls and hot springs. Tour a family-owned farm with pineapples, orchards, grasslands, cheese making demonstration, and farm-style lunch. Visit the Monteverde Cloud Forest Reserve with a naturalist-guided tour, enjoy a boat tour on the Tempisque River by the Palo Verde National Park with an amazing variety of birds and animals. Delight in the beaches on the Pacific coast before driving back to San Jose. In route stop at the Doka Coffee Estate, then gather for a farewell dinner including a Folkloric Show.

Morocco

12 Days Travel with other Lions departing February 17, 2011 from **\$1158***

Includes Casablanca, Rabat, Mohammed V Mausoleum, the UNESCO World Heritage Archaeological Site at Volubilis with ancient Roman mansions, monuments and mosaics. Discover Fes; Mellah (ancient Jewish quarter); Azrou; Ifrane (Morocco's Switzerland); Todra Gorge (Morocco's Grand Canyon); and Dades Valley. Explore Ouarzazate, a city with such typical Kasbah-style architecture, it's been the setting for many movies including *Cleopatra*, *Gladiator* and *The Mummy*. Next, Marrakech with a full day city tour, and Essaouira, then back to Casablanca with an optional farewell dinner at Rick's Place!

Hawaiian Kings Tour

15 Days Travel with other Lions departing February 28, 2011 from **\$1928***

Spend 5 nights in Waikiki Beach on Oahu; 3 nights on the garden isle of Kauai; 2 nights on the valley isle of Maui in Kaanapali Beach; and on the "Big-Island-of-Hawaii" you'll have one night in the orchid capital in Hilo, and on the other side of the island, where the sun shines almost every day, 3 nights in the sleepy fishing village of Kailua-Kona. Escorted sightseeing includes a city tour of Honolulu, Diamond Head, Punchbowl Crater and Pearl Harbor; on Kauai the Wailua River Boat Cruise & Fern Grotto; on Maui, The Old Whaling Capital of Lahaina, and Iao Valley Excursion; in Hilo a city tour including an Orchid Nursery, Rainbow Falls, a Giant Fern Tree Forest and Banyan tree Drive. And on a scenic drive across the island to Kona, you'll visit the Black Sand Beaches, Volcanoes National Park, Kilauea Crater and more! Includes first class resort hotels, interisland flights, transfers, baggage handling, sightseeing on every island, and a Hawaiian escort.

Ancient Egypt

10 Days Travel with other Lions departing March 13, 2011 from **\$1716***

Tour Cairo (city tour); visit the Egyptian Museum; explore Giza; the Pyramids of Giza, Sphinx, the Great Pyramid and Memphis, Sakkara, and more. Take a first class sleeper train to Aswan, plus a 4-day Nile Cruise aboard the *ms Crown Jewel*. Visit temples at Kom Ombo, Isis, Osiris, cross the locks on the Nile in Esna, and sail to Luxor. Visit the West Bank, Thebes, Karnak area, and stay at a Hurghada beach front resort on the Red Sea. Spend your final night in Cairo for a last day of shopping or sightseeing before your flight home from Cairo. 18 meals included.

* Per person, double occupancy. Airfare is extra, call for details. Lions Clubs International not responsible for any losses incurred.

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New Image Advances Foundation

by Alecia Dimar

Lions Clubs International Foundation has a new look, which is receiving positive reviews from Lions worldwide. The refreshed look, including a repositioned brand image and updated logos, better defines the mission of LCIF and its programs.

For more than a year, LCIF has undergone an image update to complement the new look and messaging of Lions Clubs International. Enhancing the LCIF brand is also part of a larger initiative to develop a long-term marketing strategy for increased visibility and awareness. Repetition and consistency of the new image will further strengthen the brand. Over the next two years, LCIF will incorporate the image update into all new materials. Additionally, updates to all existing materials will give a consistent look across the foundation, from banners to letterhead to publications.

Maintaining LCIF's status as a leading humanitarian organization is central to future advancement. Through the new image and messaging, Lions and the general public are given an increased understanding of LCIF's work and impact. As people become more aware of LCIF, the humanitarian impact increases, enabling more communities around the world to be helped.

New LCIF Tagline

We care. We serve. We accomplish.

New LCIF Messages

We deliver humanitarian programs, primarily to preserve sight, support youth, provide disaster relief and combat disability – by mobilizing resources and securing funds.

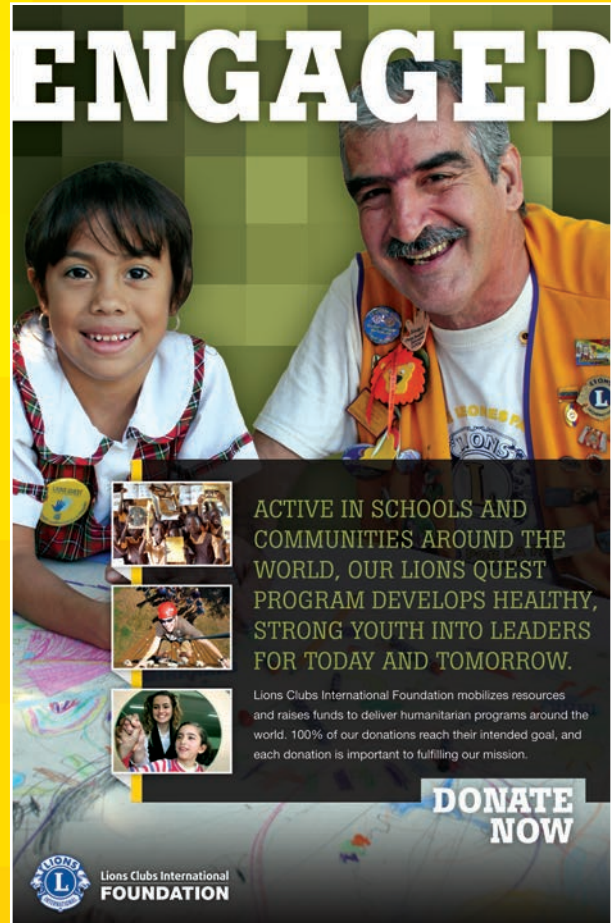
We enable Lions to improve lives in their own communities, and, collectively, have a remarkable global impact.

Each donation is important to fulfilling our mission.

Our successful results inspire us to achieve more.

We are compassionate and caring, enriching lives in communities around the world.

We are efficient and accountable as a good steward of funds.



New posters reflect the updated LCIF image through engaging design and refined messaging.



Lions Clubs International
FOUNDATION

New and Expanded Partnerships for SightFirst

Lions Clubs International Foundation strives to leverage Lions' funding through partnerships with companies and organizations that share a common mission. A new partnership with Bausch + Lomb and an expanded partnership with Essilor will help Lions and LCIF continue and expand their sight services through SightFirst.

LCIF is partnering with Bausch + Lomb Early Vision Institute. The Pediatric Cataract Initiative will prevent and treat cataract in infants and children and promote early childhood vision screenings. Bausch + Lomb is contributing US\$350,000 in the pilot year to launch the partnership program. The program was formally announced June 30 during the International Convention in Sydney.

Pediatric cataract is a clouding of the eye's natural lens that can cause childhood vision loss and blindness. This new partnership program will help treat and prevent pediatric cataract.

"Too many newborns afflicted with pediatric cataract have a lifetime of vision loss and blindness ahead of them – an untenable prospect in today's world," said Paul Sartori, corporate vice president of Bausch + Lomb. "With more funding and attention placed on research, prevention and treatment, we'll be making an impact in the lives of children worldwide."

The rate of pediatric cataract in developed nations is one to four children per 100,000 births. However, in underserved countries, the rate can be

10 times greater. As such, during its first year, the Initiative will primarily focus on aiding children in China, where an estimated 40,000 children suffer from pediatric cataract.

For additional information, visit www.TheirVision.org.

LCIF also is launching a new partnership with Essilor International to support comprehensive uncorrected refractive error (URE) services. The partnership will develop, expand and strengthen sustainable systems that target underserved populations through high-quality, low-cost programs as well as branch into other areas of joint interest.

The World Health Organization estimates that more than 158 million people worldwide are visually impaired and 8 million people are blind due to URE. Refractive error can be corrected with a pair of eyeglasses, contact lenses or surgery.

Lions and Essilor will identify institutions in areas with significant blindness prevention needs and a lack of URE service capacity. Action plans will be developed in consultation with local Lions. The plans will be pre-



sented to SightFirst for funding; Essilor will provide access to low-cost equipment and on-staff expertise, with initial pilot programs over the next year in select African countries.

"Essilor International is excited to embark on a new long-term partnership with LCIF. Essilor's corporate mission, helping mankind 'See the World Better' fundamentally complements the core mission of LCIF to fight against blindness," said Hubert Sagnières, CEO of Essilor. Essilor will also offer Lions Clubs International an exclusive brand-quality lens at an affordable price that can be used for Lions' humanitarian purposes worldwide.

The Lions Eyeglass Recycling Centers will also benefit, as Essilor will provide the centers with guidelines, technical assistance and funding to implement up-to-date, effective recycling practices to improve efficiency and sustainability.

Lions have a long-standing relationship with Essilor including in-kind product donations for Opening Eyes, Lions' partnership program with Special Olympics.

A new partnership with the Bausch + Lomb Early Vision Institute will treat and prevent pediatric cataract.



**Lions Clubs International
FOUNDATION**

In It to Win It

Friendly Competition Spurs Membership

Even a small prize can be a powerful motivator when clubs compete against each other. In District 39W in southern Idaho and eastern Oregon, clubs added 60 new Lions in two months by competing against one another to see who could add the most new members.

“The enthusiasm was just tremendous,” said District Governor Pat Brown.

Brown said they started the endeavor because the district realized they were a bit behind on their recruiting goals for the Lion year. District leaders wanted a way to jumpstart recruiting, so they decided to offer two expense-paid trips to their district convention. The district would cover the registration and hotel for the person who recruited the most new members, and the person from the club with the highest percentage of net gain.

International Director Gary D’Orazio served on the membership board that propelled this campaign. He said the board spent less than \$100 communicating the competition and then about \$500 on the prizes.

“We were addressing the spirit of the Lions and rivalry,” D’Orazio said. “When you stir the pot and put everyone into the frying pan, people keep popping.”

Brown said they got the word out to each of their 48 clubs.

“We mailed a flyer to all of the individual club presidents,” Brown said. “We had some clubs that had not even thought about doing anything with membership.”



Each club participated with varying degrees of success. The Boise Special Olympics Lions Club experienced a net gain of 68 percent, besting other clubs for the top spot. President Shanna Endow said the group took the advice of Guiding Lions and Sponsoring Lions and offered membership to all their acquaintances.

“If you don’t ask, you’re not going to get new members,” Endow said. “It’s been great for our club because the people are all interconnected. So everybody knows somebody and it’s really strengthened our club. It’s made us more productive and it’s just a really strong, core group of people.”

Brown said the club was enthusiastic in its efforts.

“It’s hard to compete with these young kids because they have such great ideas,” he points out.

Brown said it was a great learning experience not only for clubs but also for district leadership.

“We’re realizing that we need to spend a little more time in educating our clubs on recruitment. The tools are available,” Brown said.

Most importantly, each club had fun cheering on and competing with their fellow Lions.

“It’s amazing how something simple like a membership drive with a small incentive increases enthusiasm because they see it coming from a different level,” Brown said. “It was fun with clubs competing with each other.”

Variety is the Spice of Lions

Take Your Members on a Culinary Tour

If a multicontinent excursion is out of the grasp of your club, offer your members the next best thing: experience the culture of Lions across the globe by sampling their delectable dishes.

It's a monthly activity for the Billerica Lions Club in Massachusetts, which invites the community to join them in tasting ethnic cuisine from Cambodia, Korea, Poland and Ethiopia, to name a few. Lion Mike Kiskiel started the outing as an effort to expand the horizons of the club and get the members together for fun. While ethnic cuisine is the focus, Kiskiel said he'd like to incorporate different regions and styles of food as well, such as vegan dishes.

"I'm willing to try anything so I made kind of a crazy offer and said why don't we do something new every month for as long as we can without any repeats," Kiskiel said.

Kiskiel is always on the lookout for new place to share with Lions. He relies on the ethnic cuisine in his own town, as well as places within a 20-mile radius. Before he sets the date in stone, he'll do a dry run of the evening to make sure it's suitable and the restaurant can accommodate the Lions' requests.

"Once in a while I'll spend a Sunday afternoon scouting the Web for things we haven't done yet and just keep a long list," Kiskiel said. "My wife and I will go and audition the place."

Kiskiel lets his club know far in advance of the eatery as well as facts about the food they'll consume. He also invites anyone from the public to join them for the evening.

"A month ahead of time I'll prepare a handout that describes the country involved, the politics ... typical ingredients," Kiskiel said.



The meals are served family style while Kiskiel talks about the food and the country of origin. While some of the foods such as fermented fish from Cambodia or kidney stew served on a sourdough pancakes from Ethiopia are foreign to the members, everyone learns something.

"There's a few that say 'Oh, I would never go to a place like that.' There's one guy that has never missed an evening," Kiskiel said. "I'm proud of them. They try everything. Quite often, though, not everyone eats everything, but everything gets eaten."

Todd Baldwin has been to nearly every gathering.

"I'm actually a really picky eater and I guess this is my way of forcing myself to get out there and try something new and try something different," Baldwin said.

He said he's learned a great deal about food, and about his own palate.

"Ethiopia was utterly fascinating but I completely disliked the food," Baldwin said. "They have these different mushes, they stew just everything. It was very, very neat, but it's not something that I'd like."

This fun gathering has been a way for existing Lions to bond and invite new potential members. Kiskiel said it's a great way to think about how other Lions across the world live.

"Any club that has a food enthusiast and some access to variety is a candidate for doing this," Kiskiel said. "We're blessed to be by Boston ... and these small cities that are rich with ethnic neighborhoods. There are a lot of cities like that throughout the United States and the world."

Raceway a Winner for Michigan Lions

Bark River, Michigan, Lions had their “best year ever” in their 34 years of sponsoring off-road races in 2009. “We’re just elated with the numbers,” says Lion Roger Charbonneau, marketing director of the Bark River International Raceway. Lions were able to donate nearly \$45,000 back to the community from just two racing events held during the summer. Each three-day event attracts between 5,000 to 6,000 spectators per day. He credits the jump in sales partly to the

number of pro drivers who came to Bark River, a result of the racing series being combined again to bring many of the racers back to the Midwest after a two-year split.

“Now we have the pro drivers back, plus more with this series. And the spectators are following them,” Charbonneau points out. “The Bark River Lions Club also made changes to the track that created excitement among racers and fans.” Lanes were widened to allow more passing, better banking was created and more jumps were added.

When it comes to the raceway, “Lions don’t sit still,” he emphasizes. The 98-member Bark River Lions Club owns the 150-acre raceway and members take care of all maintenance and repairs. Drivers appreciate the constant attention to detail Lions give to the track. “These guys at Bark River



The new tabletop jump Lions added last year boosts the thrill for spectators.

do a phenomenal job,” said driver Chad Hord after winning a Pro Light Truck race in a 2009 race that aired on ESPN2.

“We had an outstanding year in comparison to most other events, as well as taking into consideration the economy,” Charbonneau says. Food sales, in fact, were up 67 percent from 2008, which was also a good year for Lions, who made 54 contributions totaling \$33,000. Dr. Scott Kwarcianny, a past president, says, “It’s impor-

tant for us to see that money go back into our community. Race fans can also see that the money they’ve spent with us supports programs and organizations locally.”

Charbonneau explains, “We do everything around here. We have a 40-40-20 split with profits. We donate 40 percent back to the community; use another 40 percent for improvements and 20 percent goes for annual maintenance. A lot of different things are on the drawing board right now as far as more track changes.”

Lions keep busy year round, but all the positive publicity generated from the raceway has helped boost membership, according to Charbonneau. “There’s definitely a renewed interest in our Lions club. Word is getting out there about what we do and who we are.”

CLUB BRIEFINGS

ACTIVITIES AND ANNOUNCEMENTS

ANNIVERSARIES JULY 2010

85 Years: Pendleton and Fortville, Ind.; and Childress, Texas.

80 Years: Gadsen, Ala.; Palisade, Colo.; Iowa Falls, Iowa; Oneonta, N.Y.; and Moab, Utah

75 Years: Manistique, Mich.; Great Neck and Amityville, N.Y.; Pittsburg Oakland, Penn.; Belton and Edgefield, S.C.; Brady, Texas; and Luray, Va.

50 Years: Wright City, La Plata and Hamilton, Mo.; Wayne Township, N.J.; Mc Leansville, N. C.; Yankton, S.D.; Culpeper Mid Day, Va.; and West Bend, Wis.

25 Years: Rossville, Ind.

AUGUST 2010

85 Years: Lake Elsinore, Calif.

80 Years: Gunter'sville, Ala.; Wood River, Ill.; Hermann, Mo.; Germantown, N.Y.; Dumas Noon, Texas; and Mount Hope, W. Va.

75 Years: Jackson County, Colo.; Swampscott, Mass.; Sault Ste. Marie, Mich.; Tupper Lake, N. Y.; Greensburg, Penn.; Lake Chelan, Wash.; and York, Ontario, CAN.

50 Years: Sun City Host, Ariz.; Perryville, Ark.; Sierra, Calif.; Ledyard, Conn.; Independence Eastview, Mo.; and Jackson Township, Ohio

25 Years: Town of Greenfield, N.Y.; and Eldorado and Easton White Creek, Wis.

HIGHER KEYS MARCH 2010

Ambassador Key (150 Members)

- Lion Noorus Sayyam Noor, Karachi Laureates, Pakistan

Key of Nations (100 Members)

- Lion Robert Armbrust, Anchorage Racing, Alaska
- Lion Noorus Sayyam Noor, Karachi Laureates, Pakistan

Key of State (75 Members)

- Lion Noorus Sayyam Noor, Karachi Laureates, Pakistan

Grand Master Key (50 Members)

- Lion Marilyn Sijera, Quezon City Chancery, Philippines
- Lion Noorus Sayyam Noor, Karachi Laureates, Pakistan
- Lion Mohmed Yusuf Sabugar, Himatnagar, India

Senior Master Key (25 Members)

- Lion William Vickers, Waukegan Little Fort, Illinois
- Lion J. T. Binstead, Bala Cynwyd Narberth, Pennsylvania
- Lion Peter Twill, Summit, New Jersey
- Lion Rose Marie Spatafore, Seymour, Connecticut
- Lion Stephen Eaton, Taftville, Connecticut
- Lion Glenn Ryburn, Berkeley Springs, West Virginia
- Lion Leroy Horseley, Keizer, Oregon
- Lion Ralph Zuar, Calgary Mountainview, Alberta, Canada
- Lion Michael Sarin, Toronto Doctors, Ontario, Canada
- Lion Kanwal Sachdeva, Jalandhar, India
- Lion Sanjay Agarwal, Renukoot, India

- Lion Sunil Patodia, Mumbai Lokhandwala Galaxy, India
- Lion P. Arjun Reddy, Hyderabad Lion City, India
- Lion Suchind P. N., Edamuttam, India

INFORMATION

IN MEMORIAM

Past International Director **Beauford W. Robinson**, of Jefferson City, Missouri, has passed away. He served as an International Director from 1980 to 1982, and was a member of the Jefferson City Host Lions Club. A retired State Director of Education, Robinson received numerous professional and community awards, including two Distinguished Service to Education Awards. The B. W. Robinson School for the Severely Handicapped in Rolla, Missouri, was also named in his honor.

Past International **Director Dr. Mikio Ishibashi**, who served on the International Board of Directors from 2004-2006, has passed away. He was a member of the Otaru Green Lions Club in Japan since 1967. A psychiatrist, Dr. Ishibashi was active in many professional and community associations.



EXECUTIVE SUMMARY

INTERNATIONAL BOARD OF DIRECTORS MEETING

HAMBURG, GERMANY

APRIL 10-15, 2010

1. Honolulu, Hawaii, USA was chosen as the site for the 2015 International Convention
2. Chicago, Illinois, USA was chosen as the site of the 2017 International Convention for the association's centennial celebration.

CONSTITUTION AND BY-LAWS COMMITTEE

1. Reviewed a constitutional complaint filed by the Lions Club of Chennai Ashok Pillar and Lions Club of Madras Greater in District 324-A1 (India), affirmed the final decision issued by the Multiple District Conciliation Committee, upheld the complaint and rejected the District 324-A1 redistricting proposal. Deemed all matters raised and relating to this complaint concluded and that this decision is final and binding on all parties, District 324-A1, and all clubs in District 324-A1.
2. Removed Wichaidid Chalin from the office of district governor in District 310-B (Thailand) for failure to comply with the final and binding decision of the majority of conciliators in a Multiple District Dispute Resolution complaint and for supporting litigation involving Lions matters. Declared that Wichaidid Chalin shall not be recognized in the future as a Past District Governor by Lions Clubs International or any club or district, and that he shall not be entitled to any privileges of such title. Declared that the vacancy created in the office of district governor in District 310-B shall not be filled and that the district governor elect of District 310-B shall serve as the acting district governor until the 2010 International Convention.
3. Canceled the Krabi Lions Club in District 310-B (Thailand) due to the failure of the club's members to comply with the directives of the Association's Legal Division and comply with the final and binding decision of the majority of conciliators in a Multiple District Dispute Resolution complaint. Declared the former club and its former members are no longer recognized by Lions Clubs International, Multiple District 310 and District 310-B, that the former members have no membership rights or privileges within the Association, the multiple district or the sub-district, and that any and all previous rights and privileges of the former members to use the name "Lions," the Association's emblem, or any other insignia of the former club or the Association, including any previously held Lions offices or titles, are forfeited.
4. Revised Chapter III and Chapter XV of the Board Policy Manual to replace the term "spouse" with "one adult companion" as deemed appropriate.
5. Adopted resolution to be reported to the 2010 International Convention to transfer Article IX, Fees and Dues, of the International Constitution in its entirety to the International By-Laws as a new Article XII and renumber the remaining Articles of the International Constitution and International By-Laws.

CONVENTION COMMITTEE

1. Established convention registration fees for the 2011 Seattle Convention. The fees will remain the same as the 2010 Sydney Convention. The regular convention registration deadline was changed to March 31. The late registration fee will begin April 1 through on-site in Seattle.
2. Modified Chapter VIII of the Board Policy Manual to replace the term "spouse" with "adult companion" or other appropriate variations.

DISTRICT AND CLUB SERVICE COMMITTEE

1. Canceled the charter of the Onteora Lions club (District 20-0) with 10 members.
2. Filled three vacancies for the position of District Governor Elect.
3. Approved the redistricting proposal for District 324-C5 to take place at the close of the 2010 International Convention.
4. Approved the redistricting proposal for District 324-A5 to take place at the close of the 2010 International Convention subject to the payment of all past due club accounts more than US\$50 by May 15, 2010.
5. Recognized Ukraine as a provisional region with nine clubs and 229 members.
6. Agreed to include the names and contact information for Coordinating Lions and Lions who serve as provisional region and zone chairpersons in the International Association of Lions Clubs Vital Information and the International Association of Lions Clubs International Directory.
7. Recognized the undistricted clubs in Beijing, China, as Provisional District 385 at the close of the 2010 International Convention.
8. Appointed Lion leaders recommended by the local Lions of provisional districts to serve as District Governor for the provisional district for the 2010-2011 Fiscal Year.
9. Revised the 2009-2010 Excellence Awards to make the award more attainable. The 2010-2011 Excellence Awards were redesigned to further support team work and make the award more flexible.
10. Revised Chapter V of the Board Policy Manual to clarify and streamline the status quo and reactivation process.
11. Revised Chapter IX of the Board Policy Manual to replace the term "spouse" with the term "companion," clarify that a provisional district reaches full district status when the district has a minimum of 35 clubs and 1,250 members in good standing at the close of the year and clarify the process of reapplication when a redistricting proposal is rejected or found incomplete.
12. Revised Chapter X of the Board Policy Manual to encourage Guiding Lions to become certified and to eliminate the previous Guiding Lion Award.

FINANCE AND HEADQUARTERS OPERATION COMMITTEE

1. Approved the 2009-2010 Forecast, reflecting a surplus.
2. Approved Charles Schwab Trust Company as Corporate Trustee of the Retirement Income Plan.
3. Approved an additional US\$50,000 for the 2010-2011 March/April board meeting.
4. Approved use of "one adult companion" to replace "spouse" in Board Policy Chapter XII International Office & Staff, Chapter XXII Speaking Engagements, Travel Rules and Reimbursement and Executive Officer Travel and Expense Reimbursement Policy.
5. Approved revisions to Club Suspension and Cancellation Policy in Board Policy Chapter XI as follows:

Club Suspension and Cancellation

A club which has an unpaid balance in excess of US\$20 per member or US\$1,000 per club, whichever is less, outstanding past 120 days will be suspended, including the suspension of the club's charter, and all the rights, privileges and obligations of the Lions club.

In the event the club does not acquire good standing, as defined by board policy, on or before the 28th day of the month following suspension, the club's charter will be automatically cancelled. The cancellation of a club for financial suspension may be rescinded within 12 months from the date of the cancellation, in the event the club has paid their account balance in full and a completed reactivation report is received.

Any club that has been approved for a payment plan by the Finance Division will not be suspended, so long as it continues to fulfill its obligation per the approved payment plan.

6. Approved revisions to Chapter XXII Paragraph B.2. of the Board Policy to include Australia, New Zealand, Papua New Guinea, Indonesia and Islands of the Pacific Ocean forum to be scheduled the fourth full week of August or first full week of September.
7. Approved housekeeping revisions to the Executive Officer Travel and Expense Reimbursement Policy.

LCIF

1. Updated the language in the Investment Policy Statement regarding charitable gift annuities held in California.
2. Approved that implementation begin for the formation of a LCIF Steering Committee, an advisory body, with appointments to the first committee and policy changes to be considered at the June 2010 meeting in Sydney, Australia.
3. Approved changes in the materials used to manufacture Progressive Melvin Jones Fellows (PMJF) pins.
4. Authorized staff to request the return of LCIF grant funds and, if necessary, pursue legal action, from the project management of several seed grants with reports that are significantly past due.
5. Renewed membership in the amount of US\$56,560 to the International Agency for the Prevention of Blindness (IAPB).
6. Transferred US\$1.5 million in unobligated funds of the SightFirst annual grants budget to the next fiscal year.
7. Approved 64 Standard, International Assistance and Core 4 grants totaling US\$2,504,948.
8. Tabled two grant applications.
9. Denied one grant application.
10. Approved membership in the amount of US\$7,500 to the World Wide Hearing coalition.
11. Approved a US\$50,000 grant to the Hear Us Roar program to support a one-year pilot project for hearing care services.

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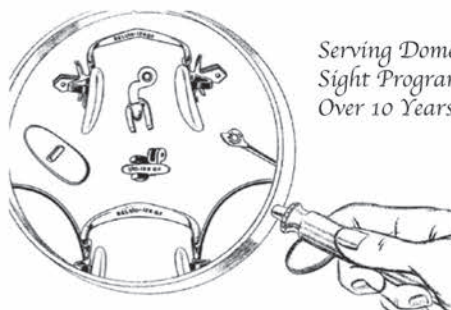
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12. Selected three finalists for the 2010 Humanitarian Award.
13. Approved membership in the amount of US\$20,000 to the Clinton Global Initiative (CGI).
14. Updated signatories at the foundation's Scottrade account, in order to facilitate donations of securities.
15. Revised LCIF's Rules of Audit in the Board Policy Manual.

LEADERSHIP COMMITTEE

1. Added one Senior Lions Leadership Institute to the 2010-2011 Institutes/Seminars schedule to support the development of Lions leaders on the African continent, contingent upon approval of requested funds.
2. Added one Faculty Development Institute to the 2010-2011 Institutes/Seminar schedule to support the development of Lions faculty on the African continent, contingent upon approval of requested funds.
3. Changed the Multiple District Leadership Development Funding Program to include a funding provision to support local training of second vice district governors.
4. Endorsed concepts presented by the Joint Committee on MERL related to increased integration of local membership growth efforts and Global Membership Team efforts and an enhanced focus on and support of leadership development at all levels of the association.
5. Revised Chapter XIV of the Board Policy Manual replacing the term "spouse" with "one adult companion" for expenses incurred by the incoming president, chairperson and vice chairperson of the District Governor-Elect seminar.
6. Revised Chapter XIV of the Board Policy Manual replacing the term "spouse" with "one adult companion" concerning District Governor-Elect seminar faculty members.
7. Revised Chapter XIV of the Board Policy Manual moving policy related to an orientation session for adult companions during the DGE Seminar.
8. Revised Chapter XIV of the Board Policy Manual related to availability of District Governor Team Manual.

LONG RANGE PLANNING COMMITTEE

1. Approved a recommendation from the Finance and Headquarters Operation Committee for a dues increase proposal of US\$4 projected to be introduced over two years beginning in 2012-2013 when projections show cash flow will no longer be sufficient despite ongoing cost saving measures.

MEMBERSHIP DEVELOPMENT COMMITTEE

1. Established that, effective immediately, the continental area of Africa, inclusive of its Lions districts and undistricted countries, shall be a distinct area within the association and be afforded administrative and operational support similar to that of other constitutional areas in the association.
2. Concurred that once Africa exceeds a qualified and verified total membership of 30,000, the Constitution and By-Laws Committee shall draft and present a constitutional amendment recognizing Africa as its own constitutional area in the association, subject to approval by the LCI Board of Directors in office at the time, for consideration by the delegates at the next international convention thereafter.
3. Denied the Lions Club of Hod Hashron's protest regarding a new club.
4. Agreed to support the MERL restructuring recommendations and work to integrate membership, extension and retention into the District Governor Teams and the Global Membership Team.
5. Accepted the requirement that 75 percent of cyber club members reside or work in the same multiple district.
6. Approved a change to Board Policy for returning charter fees to clubs that are still pending at the end of the fiscal year.
7. Deleted language in the Board Policy Manual concerning the field operation manager's spouse travel as referred to in another section of Board Policy.

23rd Annual Lions International Peace Poster Contest



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).

8. Concurred with updating the Board Policy Manual to reflect the Membership Programs and New Clubs Marketing Department's recently-designated name change.

PUBLIC RELATIONS COMMITTEE

1. Amended criteria for multiple districts/single districts and districts application for consecutive year public relations grants after January 1 of each year.
2. Established an essay contest for blind and visually impaired children beginning in Lion year 2010-2011.
3. Established a new Lion Recognition Award Medal beginning in Lion year 2010-2011.
4. Amended the Lions Clubs International Vital Information to include personal contact information for surviving spouses and partners of deceased past international presidents and past international directors, beginning in Lion year 2010-2011.
5. Approved posting of the International Directory on LCI's Web site and discontinuation of printed copy, beginning in 2011-2012.
6. Clarified that once a Lion announces his/her candidacy for district governor, vice district governor, council chairperson, international director, or international executive officer, neither the candidate nor a member of his/her immediate family (mother, father, spouse, siblings, children or in-laws) may serve as editor or on the magazine committee of any official edition of Lion magazine and concluded that a candidate is considered announced when endorsed by his/her club, district (sub, single, multiple, whatever the case may be).

SERVICE ACTIVITIES COMMITTEE

1. Changed the name of the International Activities and Program Planning Division to Service Activities Division.
2. Approved a cooperative alliance between Lions Clubs International and the International Guide Dog Federation.
3. Named the recipients of the 2008-2009 Top Ten Youth Camp and Exchange Chairperson Award.
4. Modified board policy related to the nomination criteria for the Leo Club Program Advisory Panel.

For more information on any of the above resolutions, please refer to the LCI Web site at www.lionsclubs.org or contact the International Office at 630-571-5466.

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INFORMATION

FOR THE RECORD

As of April 30, 2010, Lions Clubs International had 1,343,007 members in 45,740 clubs and 743 districts in 205 countries and geographic areas. There were 309,330 Melvin Jones Fellowship recipients and 56,175 Progressive Melvin Jones Fellowship recipients as of March 31.

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LAST ROAR

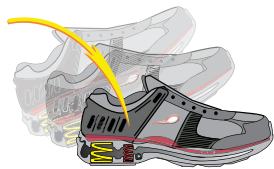


BIRTHDAY BASH AT BUSH'S

Uncle Sam meets an admirer at a Lions club's July 4th celebration at the George Bush Presidential Library and Museum in College Station, Texas. The College Station Noon Lions Club has hosted the free "fun-raiser" for half a century. Texas A&M University is the co-host of the celebration.

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Great News for the Overweight?

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Ease Joint Pain!

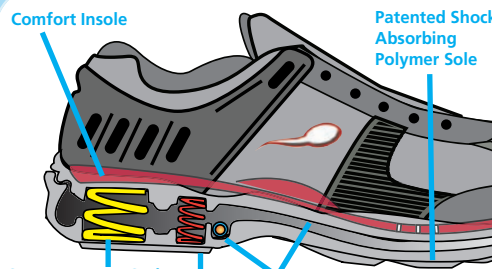
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