

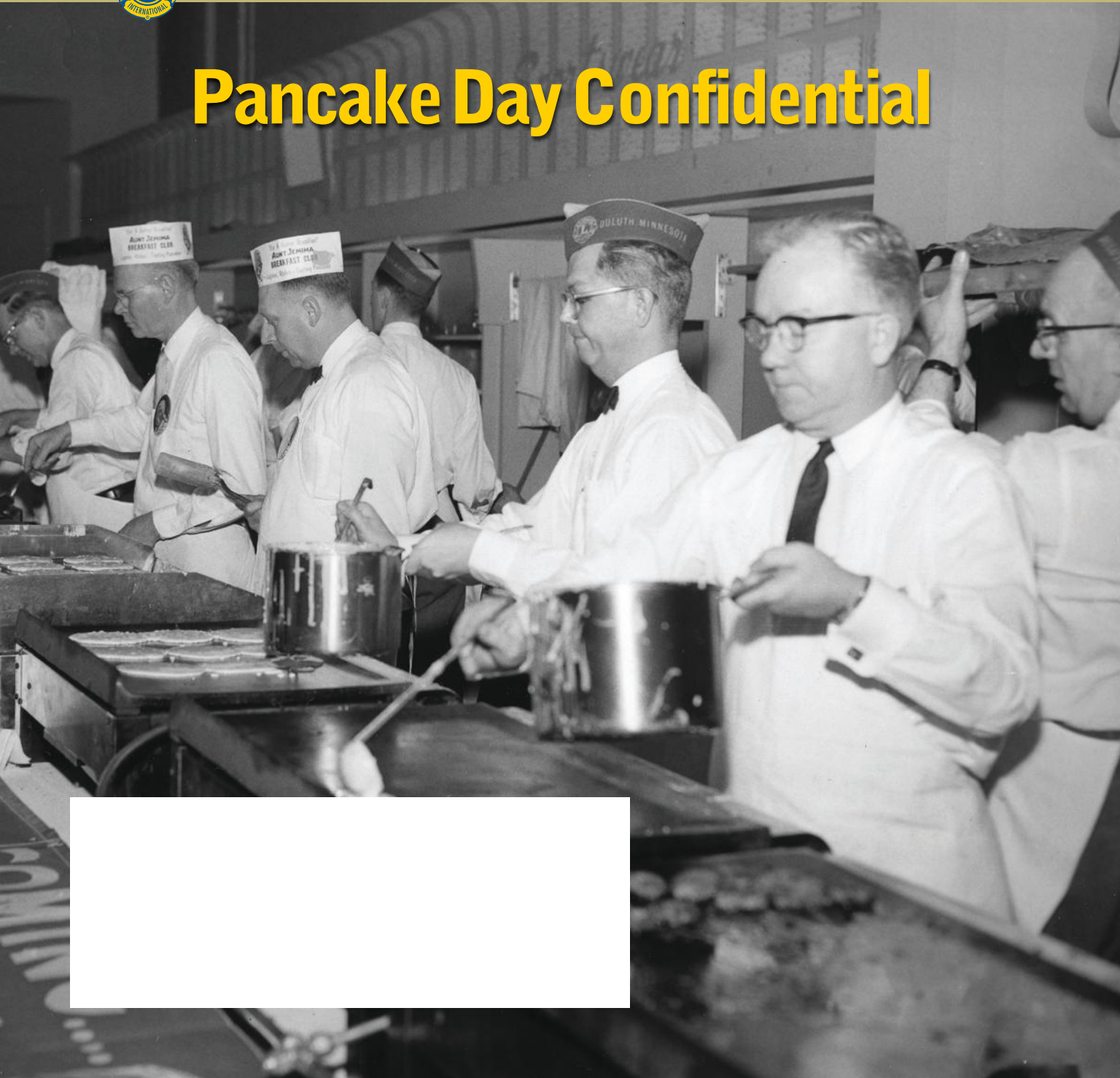
LION



Lions Clubs International

WWW.LIONSCLUBS.ORG APRIL 2011

Pancake Day Confidential



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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

Turn Off the Autopilot to Reach New Heights



The Tsawwassen-Boundary Bay Lions Club in British Columbia, Canada, met an important community need by spearheading the Vancouver area's first fully equipped playground for children with disabilities. The \$400,000 playground includes wheelchair ramps, a Braille alphabet and rubber-padded turf.

Photo courtesy of Ian Smith/Vancouver Sun

Flying an airplane with an autopilot has many advantages for the pilot. The autopilot can be your friend, but it can also lull you into a false sense of security. When the autopilot is engaged, the pilot becomes an observer. On a commercial airliner flying long distances, the autopilot helps carry the load of the pilot by easing the physical requirements of keeping the airplane on altitude and to some degree on course. The problem comes when it is time to change course or altitude. The autopilot needs the pilot to take control, or the airplane will continue on as before.

There is another problem with too much use of the autopilot. The pilot loses the “feel” of the airplane. When you lose your feel you lose your basic flying proficiency.

I wonder if some of our Lions clubs have been doing the same things for so many years they appear to be on autopilot. It's time to kick off the “autopilot”! It's time for us to take charge and maybe change course back to service. It's time to review community needs, to recruit new members for added service, to form a new club for a neighboring community and to reintroduce having fun.

As a professional pilot, I had recurrent training every six months. Maybe it's time for a checkup on our membership to ensure that our mission of service is not falling short of our potential because we have been on autopilot for too long. Our new Club Excellence Program is a great tool to give your club a checkup.

This month our service focus is on ecology. I hope your club will take part in this last global service project as together we continue to be a Beacon of Hope.

A handwritten signature in white ink, reading "Sid L. Scruggs III".

Sid L. Scruggs III
Lions Clubs International President



IN THE SPOTLIGHT

LIONS NEWS BRIEFS

LCI BLOG ROLLS ALONG

More and more people are reading the blog of Lions Clubs International (LCI). The site has recorded nearly 100,000 hits since it began in January 2010. Typically updated three times per week, the blog contains posts by International President Sid L. Scruggs III on his travels and initiatives and short summaries of noteworthy service projects. Recent posts describe Pennsylvania Lions fighting hunger, Lions' relief efforts in Haiti and Scruggs' visit to Panama, where Lions held a Little League tournament. The blog often includes short videos, some of which LCI obtains by sending video cameras to Lions. A blogroll has links to dozens of clubs' and districts' blogs. A link to the LCI blog is on the front page of the LCI Web site (www.lionsclubs.org). If your club has a story to tell and would like to borrow an LCI video camera, e-mail pr@lionsclubs.org.



OVERHEARD

"It shows me there is hope for the future and hope for my future. Maybe I can start getting clients and stop being a client."

—Nicholas Rosenberg, a down-on-his-luck attorney living in a homeless shelter in Ventura, California. Lions in District 4-A3 cleaned the shelter and created a covered patio there, and Rosenberg joined the Lions in the cleanup, according to the *Ventura County Star*.

"Boy, did it ever surprise me."

—John Macdonald of the Poulsbo Lions Club in Washington after an anonymous donor gave \$10,000 to the club's Bell-ringer donation drive, according to the *North Kitsap Herald*.

"They play hockey and they think they're pretty tough. We'll see."

—Michael Moan on his son and friends who came for the icy Pier Plunge on Jan. 1 at Narragansett Town Beach, Rhode Island. The Narragansett Lions Club sponsors the fundraiser. From *The Providence Journal*.

READING GLASSES FOR HAITIANS

The New Jersey Lions Eyeglass Recycling Center is distributing 47,000 pairs of non-prescription reading glasses to Haiti and other developing nations. FGX International provided the glasses, and EyeCare4Haiti will facilitate the donation. According to Lion Paul Berman, an optometrist and co-director of EyeCare4Haiti, "Non-prescription reading glasses can certainly help people not only to read but also to do tasks that require the ability to focus up close. I was amazed to learn that in some parts of Haiti it is thought that not being able to see close up was just part of the aging process and there is no solution."

LIONS PUSH HUMAN LIMITS

It appears being a Lion is good for your health. Bill Wewer, 92, did 59 push-ups in less than two minutes to win the Senior Olympics in Anaheim, California. The nearest competitor did 33. A retired school principal, Wewer joined the Buena Park Noon Lions Club in 1966. Last summer, Coloradoan Dorothy Snearly, 88, climbed 14,036-foot Mt. Sherman. Since she turned 65, the former school teacher has scaled 24 mountains in Colorado with an elevation greater than 14,000 feet. "My parents taught me I can do things. We weren't allowed to say the word 'can't,'" says Snearly, past president of the Glenwood Springs Lions Club.

ON THE WEB

The countdown to the 2011 International Convention in Seattle, Washington, is on. Don't miss your chance to march with Lions from all over the world during the Parade of Nations, attend seminars and hear from notable speakers including Bill Gates Sr. and Condoleezza Rice. Registration forms are available on www.lionsclubs.org. Simply search for "2011 convention," and all the details will be at your fingertips.

IN THE SPOTLIGHT

LIONS NEWS BRIEFS

SOMEONE YOU SHOULD KNOW

Scott Lebin is a busy guy. He runs his own financial planning business, serves as chairman of the board for his local Chamber of Commerce, chairs an association of financial planners, gives motivational speeches, studies photography, enjoys time with his family and even learns a new magic trick now and again. Oh, and he's also a member of the Geneva Lions Club in Illinois. We managed to catch up with him as he drove between business meetings.

FIRST, WE UNDERSTAND YOU HAD A BRIEF MOVIE CAREER? I was an extra in *The Ultimate Gift*, which is based on a book I give all of my clients. It's about looking at some of the big issues of passing on a legacy to children and what's really important in life. A number of financial planners are extras in the movie as the production received some of its initial funding from the financial planning community. There's a synergy between financial planning and the message of the movie.

WHO WAS IN THE MOVIE? Abigail Breslin, James Garner. It never got the box office play it should have gotten, but it's a very good movie and people who see it are moved by the message. It's based on the book by Jim Stovall, who went blind as a child and had to re-think his entire life. I know Jim through my work as a financial planner.

I UNDERSTAND THAT, LIKE JIM STOVALL, YOU'RE ALSO A MOTIVATIONAL SPEAKER? I do speak on financial planning, and photography is my hobby. I also give talks on the images of the world and what the world has for us to look at and appreciate. I think, because of our busy lives, we often don't take the time to just sit and appreciate we have. I'll speak to whoever will have me: retired teacher groups, financial planning agents, anyone.

TALK ABOUT YOUR LOVE OF MAGIC. That's another hobby. I've been doing that since I was young, too. Basically, I use magic as a tool to communicate a concept during my lectures. People like to be entertained.

CAN YOU GIVE AN EXAMPLE? Well, in 2008, I showed how money can quickly disappear.

HA, HA – BUT REALLY? I use magic to illustrate that if you wish something were there, you can make it happen if you have a plan for it and tie it into financial planning. I also helped organize a magic show with other Lions clubs in our region. We hired professional magicians and raised about \$30,000 to purchase wheelchairs for those in need throughout the world.

WHY DID YOU BECOME A LION? I joined Lions because I believe in giving back to the local community. I think it's wonderful what we do, not only in our communities but internationally as well. We have a great group of people, a nice cross-section of the community in Geneva.

(Editor's Note: Stovall received the Lions Humanitarian Award in 2000.)

Know a Lion 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 "Someone You Should Know" in the subject line.



IN THE SPOTLIGHT

LIONS NEWS BRIEFS

CLUB OF THE MONTH

ST. PETERSBURG LIONS CLUB, FLORIDA

FOUNDED: 1925

COMMUNITY SERVED: The residents of St. Petersburg and greater Pinellas County.

MEMBERSHIP: The club's 46 members come from "all walks of life," according to member Ken Barnes, and are of varied ages and professions. Meetings take place at their beach clubhouse.

BEACH-Y KEEN: The Lion's beach house is a special place not only for Lions but also for the Southeastern Guide Dogs organization. Nearly every month, handlers bring a class of guide dogs to the house while they train the dogs on the beach, teaching them in a unique environment. In May, the beach house is also the site of the club's annual Bluegrass Festival. Every Memorial Day bluegrass bands draw 200 to 300 people. Admission is \$15 and food (usually barbecue) is also for sale. Last year, the party netted the club about \$3,500.

SERVICE ON SAFARI: To better understand their impact, St. Petersburg club members took an eight-hour road trip to visit the organizations they work with or support. Stops along the way included the Lighthouse of Pinellas, which provides services for the blind, Southeastern Guide Dogs and the Lions Eye Institute, where many Lion-funded eye operations take place.

CLAIM TO FAME: "Our club is proud to work with the city of St. Petersburg to co-sponsor the annual Santa Parade, held the first Saturday morning in December," says Barnes. The club started sponsoring the parade in 2001 when a former co-sponsor did not wish to continue and the parade was going to be cancelled after almost 75 years. Club members couldn't watch the tradition die out from lack of community support so they stepped up and agreed to help sponsor the event to make sure that children (of all ages) would have a parade to introduce Santa Claus during the holiday season.

WHY BE A LION? "Being a Lion requires a Lion-sized heart!" – the club motto, printed on all brochures.



St. Petersburg Lions support Southeastern Guide Dogs by opening their beach clubhouse to handlers, who train the dogs on the beach.



St. Pete Lions raise a glass, and money, during their annual Bluegrass Festival.

IN THE SPOTLIGHT

LIONS NEWS BRIEFS

BY THE NUMBERS

10,000

Brochures about prescription drug abuse among teenagers distributed by an anti-drug coalition to pharmacies in and near Ashland, Massachusetts. Ashland Lions paid for the brochures.

51

Bags of trash filled during the biannual cleanup of a busy road in West Virginia by Scott Depot Scott Teays Lions and others.

20

Pounds lost by Mike Schmidt of the Perham Lions in Minnesota during his six-day, 230-mile journey on a foot-operated scooter. He raised \$6,000 for a 15-year-old girl with severe burns.

60

Junior lifeguards between the ages of 6 and 16 trained at Dewey Beach, Delaware. Dewey Beach Lions supported the training by Beach Patrol officials.

130

Card players who played in a poker tournament held by the Beeton and Bond Head and District Lions in Ontario, Canada.

55

Age difference between the oldest (63) and youngest (8) participants in the Boll Weevil bike ride and run sponsored by the Enterprise Lions in Alabama.

20

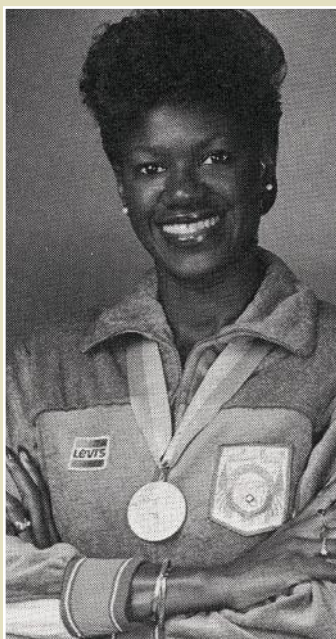
Restaurants involved in the Great Chefs' Night held by the Maplewood Lions in New Jersey.

58

Years Jim Lund has led the Lutefisk dinner of the Stanwood Lions in Washington. The club typically serves 800 to 1,000 people nearly 1,000 pounds of fish, 1,000 pounds of potatoes and 500 pounds of meatballs.

26 YEARS AGO IN THE LION APRIL 1985

Benita Brown, former president of the Gar-Field High School Leo Club in Dale City, Virginia, is profiled after winning a gold medal in the 100-meter hurdles at the 1984 Olympic Games in Los Angeles.



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SERVICE IDEA HOCKEY GAME

Players face off during a hockey game.

Color the Ice 'Green'

Lakeshore Lions in Ontario, Canada, recently completed a 272,000-square-foot hockey arena that replaced an earlier, smaller facility the club built in 1951. The difference isn't only that it's much larger—but also that Lions built it "green."

Lion Bob Harris, chair of the board responsible for operations at the MasterCard Centre for Hockey Excellence, says that Lions have always been behind anything that's good for their community, and that includes the hockey arena. The lengths Lions went to keep the building environmentally friendly include using solar and wind technology to light the spacious parking lot. While a new type of heating recovery system cost \$3 million more than a conventional system, Harris says the cost of that expense will be recouped in 10 years with utility savings.

Maple Leaf Sports and Entertainment (MLSE), owner of the professional hockey team, is responsible for securing MasterCard's purchase of naming rights. The Toronto Maple Leafs practice at the centre and the team invested \$6 million in special equipment and training facilities. "Both female and male tryouts in Eastern Canada are held on site for the national Hockey Canada programs," says Harris.

"Lakeshore Lions are the owners and operators of the centre, subject to contract obligations with the city, MLSE and MasterCard," he explains. Lions spent three years bringing all partners to the negotiating table.

The arena is a star on and off the ice with its state-of-the-art design. "The age of our players ranges from 4 to 70 years old, but 75 percent of our prime time is allocated to minor hockey," he points out. "The local school board has 500 hours of free time each season for children that the Lakeshore Lions Club donated."

There are three NHL-sized ice rinks and an Olympics dimensional surface, which will eventually seat 5,000 spectators and is equipped to present "sledge" hockey for the disabled. The Etobicoke Dolphins, the second-largest female hockey association in Canada, skate at the arena along with other minor league hockey teams.

Building green is just one more conscious effort by Lakeshore Lions to contribute to their community. They haven't let a depression, recessions or even war stop them. Lions estimate that the club has raised and donated \$3 million to local good causes since being chartered in 1932.

SUPPORT LCIF

Keep LCIF in mind when fundraising. The foundation depends on your support to remain a viable vehicle of assistance.

PROMOTE AND PUBLICIZE

If you're planning a project, get the word out to area media. Publicity is free and it's a valuable way to promote your club's active community presence.

START A LEO CLUB

If you don't already sponsor a Leo club, do so. Leos can be the next generation of Lions if they are given an opportunity to volunteer alongside them now.

Lions Partner to Save Sight

Lions in Virginia's Multiple District 24 are jumpstarting sight conservation in children by helping to bring a vision screening program to 36 school systems, 285 schools and to date, more than 40,690 children and their families. Project: Construction Sight will eventually reach 400,000 children statewide.

Lions and volunteers from Prevent Blindness Mid-Atlantic joined together to bring enhanced vision screening and equipment to public schools. School nurses were specially trained and received national certification from Prevent Blindness in addition to being given a complete school vision screening kit for their schools. District 24-A Governor Dennis Brining, a Fairfax Host Lion who also serves as LCIF District 24-A coordinator, says that more than \$100,000 was given to support this joint partnership by LCIF and the Lions of Virginia Foundation that began in 2005.

He points out that the success of the program is "particularly important when one considers the major challenges that were faced during the year, all of which considerably affected scheduling and program implementation. This included the H1N1 flu virus scare, the severe winter weather across Virginia and the remoteness and isolation of some of the school systems serviced through this grant award." Lions spend 3,400 volunteer hours a year helping to bring the program to schools.



School nurses will be ready to carry out vision screenings after training.

SERVICE IDEA VISION SCREENING

Jumping [or not] for Joy



SERVICE IDEA CONTESTS

As Lion Howard Harriman watches, then-Ohio Governor Ted Strickland urges his frog to jump but it remains unmotivated.

Photo by Jane Hammond

It's known that some frogs can jump more than seven feet, or almost 50 times their body length. What's not known is why humans are fascinated by how far an amphibian can leap, but indeed they are. Mark Twain may have helped turn frog jumping into an American sport in 1865 with the publication of his first short story, "The Celebrated Jumping Frog of Calaveras County," a tale of a gambler and a frog that helps him win a bet.

Ontario, Ohio, Lions have been sponsoring a jumping frog contest for years. The event is free, but participants do have to bring their own frogs. Howard Harriman says the addition of Gov. Ted Strickland during a contest last year was a matter of just being in the right place at the right time. "I saw him walking across the grounds at the fair and asked him if he'd like to join us. Somebody gave him a frog and that was that." He praises the governor, a Democrat who lost the 2010 race for reelection, for being a good sport. "His frog didn't jump, so he got a lot of teasing about the frog being a Republican."



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LIONS ON LOCATION

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



LIONS DONATED 40 HOMES AND A THREE-MONTH SUPPLY OF FOOD TO FLOOD VICTIMS IN PAKISTAN.

1 EUROPE HUNGARY



Dining and Dancing for Others

The Szeged Elso Lions Club and Szeged University in Hungary held a charity ball to benefit several charities. Funds went to a children's clinic, an innovative children's playground and groups assisting those with eye injuries and disabilities. The Rolling Dancers entertained guests.

Photos by Tibor Illes/ITB Panorama Foto





2 OCEANIA AUSTRALIA

Record Floods, Then Waves of Aid

Australia's worst floods battered Queensland in December and January. Rushing waters tore children from their parents' arms. At least 35 people were killed. An area the size of France and Germany was submerged. The damage was estimated at 30 billion Australian dollars (US\$30.4 billion).

Australians responded quickly and generously with donations and volunteer labor. Lions filled sandbags, cooked for victims and rescuers and then expeditiously raised funds. "Whether rattling tins and buckets in shopping centres or selling sausage outside hardware chains, they were at work helping their flood-ravaged Australians to get back to something resembling a normal way of life," according to the LION Magazine in Australia.

Past District Governor Spencer Rose and his wife, Lion Jeanette, found themselves on the front lines in Theodore. Instead of taking refuge with family or friends, they cooked and served food to emergency workers before finally being evacuated to the clubhouse of a golf course, where they slept on mattresses on the floor. For days Spencer joined others in a boat to provide aid and comfort. The Rose's home was spared but their elaborate garden, the source of floral displays for district conventions, was destroyed.

Gary O'Dwyer, president of the Emerald Lions Club, moved a young couple with an infant into the Lions' clubhouse after the waters swamped their possessions. Part of O'Dwyer's home also was severely damaged.

Clubs used any means at their disposal to raise funds. Farming Lions from Yarram auctioned off cattle for fellow farmers to buy fodder and fencing equipment. Lions in Robe raffled off "two large and extremely fresh crayfish." The take was \$662. The annual Eel Bash of the Manning River Lions at the Taree Racecourse Dam drew 80 anglers, and the club donated \$20,000 to flood victims.

Lions took to the streets and stores with their distinctive yellow or red donation buckets. While harmonizing on "You Are My Sunshine," Hornsby Lions joined choristers from the Sydney Philharmonic in soliciting donations at malls. In Mooloolaba, Lions collected more than \$60,000 in donations. The young and the old gave generously. Some donors "had studs in their noses and pants down the backsides, the ones you might loosely call louts," marveled Fred Smedley. "It just goes to show, you can't judge a book by its cover."

The Australian Lions Foundation donated \$200,000 toward cleanup, food, clothing, bedding, medications, toiletries and children's school supplies. LCIF kicked in US\$40,000 in emergency grants and also established a fund for Lions to make donations.

The flood was devastating but the response was heartening, say Lions. "This is truly an awesome exercise in seeing Australians looking out for each other," says Bernadette Harris of Rockhampton. "I'm proud to say Lions are in the thick of it, going about their business in their quiet, unassuming manner and remembering to offer a smile of encouragement along the way."

Lion John Pearson canoes to his home in North Rockhampton.





SIX LIONS CLUBS IN AUSTRALIA DONATED A WHEEL-CHAIR ACCESSIBLE VAN TO A 5-YEAR-OLD BOY WITH CEREBRAL PALSY.



IN CANADA, THE VOYAGEUR LIONS CLUB RAISED MORE THAN \$13,000 DURING THEIR "POLAR PLUNGE."



IN MOMBASA, KENYA, THREE BLIND STUDENTS RECEIVED CORNEA TRANSPLANTS AT THE LIONS CLUB EYE CENTRE CLINIC.

Jessica Watson, (photo on right), 17, famous in Australia for being the youngest person to sail non-stop and unassisted around the world, helps Lions raise funds for flood victims.

Usha Hhadka (left) of the Sydney Nepal Himalaya Lions Club and Elvio Munzone of the Lugarno NSW Lions Club rattle their donation buckets.



201 V2 District Governor Max Oberlander (left) and Graeme Barr fill sandbags.



Pancake Day Confidential

The History, the Highlights, the Secrets of Success

by Jay Copp

The Duluth Entertainment Convention Center hosts concerts, trade shows and other popular events. Each May throngs of pancake eaters fill the spacious hall. Long lines form at 7 a.m., pick up again around noon and return in full force in the evening. Bolstered by 53 years of Pancake Day experience, Duluth Lions are well-equipped to handle more than 10,000 patrons. Hoppers on wheels slide down 11 custom-made grills and methodically squirt out three globs of batter; 480 pancakes cook at one time.

Two hundred miles south of Duluth, Lions in Wilton, Wisconsin, deliver a smaller, more bucolic pancake day. Every Sunday from Memorial Day to Labor Day, Lions fire up a grill in a small building at a village park. Wilton is a stop on the popular Elroy-Sparta Trail, and the dozens of customers each Sunday include bicyclists, campers and locals who relish paying only \$5 for a full meal. “They’re wonderful pancakes. They’re out of this world,” says Barbara Bendel-Sandvigen of Sparta. “They’re worth a 15-mile drive on a Sunday morning. We have to go a couple times a year. It’s a tradition.”

From Connecticut to California, since the first years of Lions clubs, pancake breakfasts and days have been reliable fundraisers for clubs, boosting club coffers, raising the visibility of Lions and enhancing camaraderie among members. The success belies the utter simplicity of a pancake, a mix of eggs and flour. Clubs start a pancake day and keep it going for 40 years, 50 years and more. Over

time it becomes something much more than a mere meal. In Duluth, “it’s a rite of spring,” says Lion Gail Tate.

In Cape Girardeau, Missouri, where Lions run the oldest continuous pancake day, the event is a cherished civic tradition. “It would be difficult to calculate all the civic leaders who have donned aprons and picked up spatulas for this event over the decades, how deep the river of maple syrup that has been served, how high the mountain of pancakes. It has moved out of the realm of just being a club fundraiser to that of being a time-honored tradition,” proclaimed the *Southeast Missourian*. That was way back



Duluth Lions Club members serve pancakes at their inaugural event in 1957.



in 1988. So in Cape Girardeau the river of syrup has grown that much deeper and the mountain of pancakes much higher.

So what is the secret? Why do Lions do batter better? Why do we possess such pancake panache?

Ingredients of Success

Lions and pancakes are not synonymous. But almost. A Google search of “Lions club and pancake” yields 320,000 results. Compare that to “cheese and crackers” with 420,000 hits or “biscuits and gravy” with 422,000. “IHOP and pancake” not surprisingly draws a robust 767,000. Yet “Kiwanis and pancake” results in a paltry 66,400.

Lions do pancakes and they often do them in vast quantities. Lubbock Lions in Texas served 66,549 pan-

cakes in eight hours in 2009, smashing the world record. Large or small, the pancake days generate a festive, got-to-be-there atmosphere. In Cape Girardeau, school jazz bands enliven the day. Hundreds of customers arrive clutching eyeglasses that they deposit in large collection bins. Sure to show up are the lieutenant governor, a state senator, a retired judge, former mayors—and that’s just some of the club members.

Lions are so entrenched behind their grills that friendly competitors operate at a disadvantage. The Newton Lions in Kansas began selling pancakes in 1947. They use two of the gyms at the city’s Activity Center. Kiwanians also use the Activity Center for a pancake breakfast. “Theirs is a lot smaller than ours. They use a meeting room,” Dick McCall sheepishly confides. McCall’s personal history lends credence to the notion that pancakes

Pancake Day Confidential



Cape Girardeau Lions in Missouri serve patrons in 1947. The pancake day was held at the Millikan Motor Company salesroom.



are wired into Lions' DNA. His father was a Lion, and as a boy he wolfed down Newton Lions' pancakes.

Even businesses with a financial stake in pancakes tip their cap to Lions. Patrick Lenow, a spokesperson for IHOP, says, "We think there is nothing better than pancakes. If anything can make pancakes better, it's a good cause like the Lions Clubs. We know all about the terrific work done by Lions Clubs. If pancakes in any form can be a part of that, we're all for it."

There was a time when Lions and pancakes were a novelty. That time lasted five years. Lions Clubs International began in 1917, and in 1922 the Ames Lions in Iowa held a festive "flapjack supper." Lions told LION Magazine that we "took our wives and Rotarians out into the woods by a circuitous route, where they found we had prepared to serve them flapjacks cooked on the open fire, fried ham, coffee, etc. in regular western style. ... It was called the most unique entertainment ever pulled in town."

It's unknown which club held the very first pancake day for the public. The Cape Girardeau Lions began their event in 1939. Yet they were copying another club. A transfer member from Poplar Bluff in Missouri introduced them to the concept, according to a yellowed newspaper story. No one among the Poplar Bluff Lions recalls a club pancake day.

Never shy about imitating a good thing, Lions clubs embraced the sticky fundraiser. The Los Angeles Griffith Park Lions in California started their pancake event in 1943, the Bowling Green Noon Lions in Kentucky in 1950, the Wichita Downtown Lions in Kansas in 1958 and the Austin Noon Lions in Texas in 1959.

The meals not only raised funds for clubs' charitable work but also built community bonds. That secondary goal dovetails with the history of pancakes. For centuries, people ate pancakes on festive occasions such as Shrove Tuesday (the equivalent of Mardi Gras) in England. "That tra-

In 1964, two young pancake lovers load up at a Lions pancake day in East Weymouth, Massachusetts.



dition was more or less carried on in the U.S. and picked up for fundraising events such as Lions. It goes back to sacrificial cakes: the plakounta of the ancient Greeks and libum of the Romans on some level,” says Ken Albala, author of *Pancake: A Global History* and a history professor at the University of the Pacific in California.

Arising from age-old traditions, pancake days continued to be influenced by historical events. During World War II clubs continued the fundraiser but discontinued the eating contests because of rationing. In 1942, Flat River Lions in Missouri took patriotism one step further. While selling pancake meals for 50 cents, they also sold \$9,000 worth of war bonds.

While half-dollar pancake days are long gone, the price remains one of the draws of pancake days. Six dollars is a common price, even more of a bargain today than in the past. In 1942, 50 cents had the same buying power as \$6.70 in 2011. Pancakes today can be pricey. An order of pancakes, sausage and juice at the Ritz-Carlton in New York adds up to \$40.

Lions know the low price works in their favor. Lewiston Lions in Michigan don’t even set a price; they set up a punch bowl in a church hall and let the customers de-

cide how much to pay. The club is located in a resort area, and its pancake day on Memorial Day weekend attracts many vacationers. “Most people give \$4 or \$5. Sometimes we get \$20,” says John Righi. “We don’t want to discourage large families. We’ve found that people are generous.” Patrons know they are contributing to a good cause: members distribute index cards showing the projects the club supports.

Cape Girardeau Lions charged just \$3 for their pancakes until last year when Melvin Van De Ven, club treasurer, finally prevailed and coaxed the club into raising the price to \$4. “Our profit went up \$4,000,” he chortles. His next plea is to raise the price of sausage from 50 cents to a \$1.

Most patrons don’t starve themselves before coming to pancake day and eat up a club’s profits. But it does happen. In the early ‘60s Cape Girardeau Lions were forced to limit the number of pancakes per person after college students ate as many as 30. Cape Girardeau has had a history of big eaters. In 1941, Homer Sheppard, a college student, packed away 35 flapjacks and then told astonished Lions he intended to be a dietician.

“They’re light. They’re fluffy. They’re great.”

You can’t sell pancakes that taste like hockey pucks, not if you expect repeat customers year after year. Lions pass the grade. Often a closely guarded recipe is passed through generations of grillers, giving the pancakes a mystique as well as flavor. “We have a secret recipe,” says Righi. Well, what is it? “I can’t reveal it. I’d get in a lot of trouble,” he says with a grin. “A Lion had the original recipe in his wallet.” Before he passed away he passed it on to another club member.

Experience helps in a kitchen. Bob McCune, 92, has been flipping pancakes for nearly 50 years for the Wichita Downtown Lions. “You are going to get me in trouble but Lions make the best pancakes,” he says. “The secret to a good pancake is to cook them in a hurry. Make sure the grill is hot enough. The batter should bubble up.” And please avoid a common rookie mistake. “Never pat a pancake. That lets the air out. You want a lighter pancake, not a heavier one,” he says.

McCune likes to have fun on the job. When children are near, he makes the figure of a Lion or turtle out of a pancake or spells out L-I-O-N with the dough. McCune is a bit of a pancake celebrity. He still works, making banners for a grocery store, and the store’s recent anniversary celebration featured McCune on the premises grilling pancakes.

The Meyersdale Lions in Pennsylvania serve pancakes that match the peerless quality of Somerset County

maple syrup. The maple syrup festival began in 1948 after singer Kate Smith, extolling the virtues of Vermont syrup on the radio, was sent Somerset County syrup and then raved about that. Open during the festival, the Lions Club Pancake House serves 32,000 pancakes to 8,000 customers over seven days in a typical year. More than 200 people at a time crowd into a community center, formerly a school, to chow down. “People come to Meyersdale just to eat the pancakes and sausage. They drive for hours,” says Matt Caton, festival president. “I eat there three times myself.”

What makes the pancakes so delicious? “They’re secret recipe pancakes,” says Dean O’Neil, chair of the Lions pancake project. “They’re light. They’re fluffy. They’re great.” O’Neil is willing to talk in detail about the Lions’ addictively-good sausage. “It’s whole hog sausage. In the store, you get the scraps. Here you get the ham, the pork chops,” he explains. Lions arrive early each day to cut the sausage in pieces, brown it to get the grease out and then roast it to make sure it’s cooked.

Sometimes it’s not the pancakes that make pancake days a success. For more than 40 years Waynesboro Lions in a rural area in Pennsylvania have sold pancakes in wintry February. “Because of the sausage [spoiling] the event has to go on. We’ve never cancelled. We had 18 inches of snow once. When the roads were clear, people were here. I think when the weather is band, the attendance is even better,” says Marty Schorn, event chair for a dozen years.

Lions hold their pancake project at a high school in conjunction with a lifestyle expo in which a few dozen businesses participate. Pancakes can be topped with cherry and blueberry pie filling or chilled peaches. Best of all is the “pudding.” Says Schorn, “That’s the remains of the pig that people love. It looks like hamburger. It has its own unique taste. People like to put horseradish on it.”

The patrons at the Waynesboro pancake day are no different from other pancake customers: they enjoy sitting down for a communal meal. People just like the whole idea of “social engagement” while being charitable, says Emily Barman, a sociology professor at Boston University



Meyersdale Lions in Pennsylvania prepare their popular sausage.

“I run 30 miles a week to get in shape for pancake day.”

and an expert on charitable giving. “Think of the growth of fundraising walks and fun runs. My sense is that Lions’ pancake days exemplify this approach to fundraising—what could be better than feeling philanthropic and getting a delicious, convivial breakfast,” she says.

Behind the Curtain

Wearing cross-trainer gym shoes and a Lions hat, Bob Howe carries a three-ring binder and clipboard during Pancake Day in Duluth. “I run 30 miles a week to get in shape for pancake day,” he says half-jokingly. He refers himself to the “man behind the curtain.” Near him is the day’s inventory: cases, cartons and containers of sausage, batter, juice, plates and napkins. In his binder are spreadsheets showing how many supplies were used in prior years. Every hour starting at 6 a.m. a Lion reports the number of patrons who come into the hall. His goal is to use enough food and supplies to quickly feed patrons without unnecessarily opening boxes that cannot be returned.

Duluth Lions strive to maximize profits and minimize waste, ultimately to increase their charitable activity. “We don’t know how many people will come. Labor is not an issue. One thing we can control is inventory of product,” says Howe, an employee benefit specialist.

Howe uses his 25 years of experience in his role to gently rein in the enthusiasm of younger pancake volunteers. “Sausages are \$20 a case. You don’t want to waste it. We get very busy between 4:30 and 6:30 p.m. The members get excited. They start to cook sausage like there is no tomorrow. You don’t want to end up with hundreds of pounds of cooked sausage,” he says.

From the other side of the curtain, pancake days may seem like an impromptu, seat-of-the-pants operation. What can be complicated about grilling pancakes? But experience and expertise help ensure the food is good and revenues are large. Minor costs add up. “I keep track of corn oil used. If we’re using way too much they’re too generous with it. The pancakes will weigh a ton,” says Howe.

Nerves can get frayed behind the curtain. The club’s 50th Pancake Day smashed the attendance record: 11,600 customers came. Howe had planned for 11,250. At one

point, concerned that those who had pre-purchased tickets would have empty plates, Howe unprecedentedly closed sales at the door for 10 minutes. It proved to be a wise decision. “We use Rubbermaid pails. By the end of the night we had three inches of batter left on the bottom of three pails. The Lions in the back were ready to run out the back door if we ran out,” he says.

Duluth Lions are not only savvy stewards of resources but also shrewd entrepreneurs. In the morning the mayor and radio and TV personalities pour coffee, guaranteeing media coverage. Ads are sold on the back of tickets and the placemats. Diabetes screening takes place in a hallway. Volunteers for Pancake Day include the 80 Lions members, corporate teams and even troubled teenagers. The convention center requires green events, so the Lions gladly recycle the cups, plates and syrup bottles and scrape the half-eaten plates into compost bags. Any extra sausage and pancake batter is given to a shelter. “The homeless like our Pancake Day, too, because they know what’s coming,” says Jenny Miller, club president.

Bowling Green Noon Lions in Kentucky at a pancake day in 1969.



Service with a Smile

Cotton, sweet potatoes and peanut farmers surround Edenton, long ago the capital of North Carolina but now a small town of 5,000. Even in an area where everyone knows everyone else, those with disabilities can remain hidden and unattended. So the Edenton Lions hosted a breakfast for them in 2009—a pancake breakfast. Fifty people with vision impairments received a hot meal at a church hall, and 700 residents enjoyed the pancakes, too, while generating \$5,000 for the club. Lions served their special guests. “The response you get from them ... you see the appreciation on their faces,” says Blair Currie.

Lions are adept at combining pancakes with other causes and events. The Wichita Northwest Lions serve pancakes to fans of an annual amateur baseball marathon; ESPN once reported that the first pitch is not thrown until the pancakes are consumed. The Berlin Lions in New Jersey host a breakfast for volunteer firefighters and city workers. The Williamstown Lions in West Virginia kick off the town’s Fourth of July festivities with an outdoors pancake feed.

Lions like working the breakfasts. “This is our best project for getting workers,” says Schorn of Waynesboro, Pennsylvania. Righi of Lewiston, Michigan, seconds that notion: “This is not our project that makes the most money. The best part of it is that we work together and it builds camaraderie.” Adds Gail Tate of the Duluth Lions, “After you do it, you’re hooked. You love it. The people you work with are happy to be here. You have the sausage team, the OJ team. You work as a team.”

Charitable experts agree that literally serving the public is an attractive endeavor. “Fundraising events allow volunteers to enact or strengthen their philanthropic identities. They allow Lions to feel good in a public setting about their volunteering,” says Barman of Boston University.

Lions not only gladly work the event but assiduously sell advance tickets. A farmer, Ed Miller, 86, is usually the top seller for the Waynesboro pancake day. As he describes it, his 100 tickets fly out of his pocket. “I know 90 percent of the people that have lived here for 30 or 40 years. It’s a matter of asking. I don’t really have a strategy. People see me coming and they start to reach for their



Edenton Lions in North Carolina put on a pancake breakfast for those with disabilities in 2009. Attending were (from left) Jack Drage, guest Bill Goodwin, past president Bob Taylor and Police Chief Ray Fortenberry.

pocketbook. It might be at a church, restaurant or on the street.” He wears his pin and a Lions hat or vest. “Lions have a good reputation,” he explains.

Tate of Duluth typically sells 125 books of ten. The club keeps track of tickets sold to companies and other bulk ticket sales. If a Lion responsible for that sale has died or left the club, she makes the sale. Duluth Lions don’t miss a trick: they wear buttons around town that read: “Ask me about May 6.” Says Tate, “It works great. It works at the grocery store, at church.”

Tate supplanted Chuck Puchreiter as the club’s top seller. She still marvels at his sales ability. “He’d just walk down the street and plunk them on a desk. I’m not that forward,” she says. Puchreiter was a World War II veteran who worked in the wholesale grocery business. When he became seriously ill, he made his sales by phone from this nursing home bed. After he died in 2001, the headline for his glowing obituary in the *Duluth News Tribune* was

“Lions Club Mr. Pancake Dies of Cancer.” Members recall his sales skills each year when the club’s top salespersons are presented the Puchreiter Award.

Rubbing Elbows

Decades ago, Lions made a good choice. Pancakes instead of, say, pig’s feet. They are easy to prepare and perfect for a mass gathering. “In the western world, pancakes are among the most cherished and quintessential of comfort foods,” writes Albala in his pancake book.

So pancakes are tasty and inexpensive. Lions know how to make them, organize a mass feeding and offer the kind of extra touches and attractions that turn a meal into an occasion.

The social element can’t be underestimated. After all, why slog through mountains of batter and rivers of syrup, endure the sting of hot grease, stand on your feet for hours and then scrub dirty grills, pots and pans? Van De Ven of Cape Girardeau says, “We could ask each active member [there are 90] to write a check for \$100 and make the same amount of money. But that’s not the Lion way. We get together and have fun.”

That still doesn’t explain it from the patron’s point of view. Why plunk down cold, hard cash to eat in a less than elegant atmosphere shoulder to shoulder with neighbor and stranger? Why, yes, that’s it. Listen to the tale of Betty Bartlotta of Los Angeles. She went to her first Los Angeles Griffith Park pancake breakfast in 1948 when she was nine and living in New York. She visited her sister in Los Angeles and they went to the pancake meal. When she moved to Los Angeles in 1956, she went back to the breakfast. She’s missed only one since.

It’s not the pancakes. “I never eat them. I’m not a pancake person,” she says. “It’s a local event. It’s a community event I supported and liked to be at.”



The Newton Lions in Kansas have held a pancake day since 1947.

Griffith Park Lions are part of Atwater Village, a close-knit neighborhood a few miles from downtown. Bartlotta joined the club a dozen years ago. An active member, she has made sure the project retains its community focus. It’s held in a bank parking lot. The pancakes still are grilled in a vintage mobile kitchen Lions built after World War II over a Lockheed people mover used to ferry workers building B17s.

So it’s pancakes with a side of history and a heap of community. Local police in Atwater Village mingle. Cub Scouts volunteer. Firefighters from two firehouses form a rough-hewn chorus and belt out “Getting to Know You.”

The patrons eat, converse and then eat and talk. Realizing for a half century the secret of a pancake day, Bartlotta says, “People sit around the tables and talk to each other.”

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Meeting, Greeting, Healing in Sri Lanka

Lions in Sri Lanka played the role of gracious hosts recently when visited by International President Sid L. Scruggs III and his wife, Judy. Then they simply did what they do best—play the role of Lions by serving those in need.

Lions held a medical camp. They oversaw cataract surgeries and a blood donation drive. They provided dental care and eyeglasses. Forty students from low-income families received school books. Sri Lankan Lions also treated the Scruggs to native dance, music and cuisine.

The Scruggs spent five days in Sri Lanka. There are 464 Lions clubs and 11,528 Lions in the nation of 20 million. One of the Lions greeting the Scruggs was Mahendra Amarasuriya of Colombo, 2007-08 international president.

Each year, the international president travels to dozens of countries to promote and strengthen Lions.

Sri Lankans thank Lions for providing cataract surgeries.



Multi Service Project Celebration of International President's Visit



President Sid L. Scruggs III
responds to applause.



A clown plays to the crowd.

Two Lions check blood glucose levels.



Lions provided wheelchairs to those in need.



Ethnic dancers entertain the Scruggs (Judy is to the left of her husband).



The Scruggs give eyeglasses to a boy.



Blind herself, Gail Cox knew a support group for the visually impaired would be valuable.

Super Support

Blind Lion Spearheads Support Group for the Visually Impaired

by Maria Blackburn

Gail Cox knows how lonely living in darkness can be.

For many people who are blind or losing their sight, life is defined by “I don’t.” Many don’t drive, work, take a walk or go shopping. They don’t read newspapers, cook dinner or go through their mail. They don’t do many of the things sighted people take for granted. No one understands their depression and loneliness; no one offers practical solutions to their challenges. “A lot of blind people just sit in the corner and twiddle their thumbs,” says Cox, who began losing her sight in 1969 and became totally blind in 1995. “They become hermits.”

The 71-year-old Marriottsville, Maryland, great-grandmother, a Lion since 2000, believed for years that a low vision support group could help address some of the social, emotional and practical needs of the blind, but she never found one. Last year, while attending the Freedom District Lions Club’s holiday social at the farm of Lion Roger Wolfe, she mentioned her idea to then-president Carl Livesay during a conversation about possible ways the club could assist the area’s blind community.

“For years I’ve had this dream of starting a support group for the blind,” she told him. Standing amid the clusters of Lions and their family members enjoying the party, Cox explained how no such group existed despite the great need.

Her timing was perfect. Livesay, who had been exploring ways to increase his club’s community service efforts, was struck by the simplicity and elegance of her idea. Their club was involved in several vision-oriented projects sup-

porting everything from screenings for children to raising money for guide dogs for the blind, but they had yet to reach out directly to the blind. Livesay was speechless. “I felt as if I had been slapped in the face with a cold fish,” he says. “Why didn’t we think of that?”

Everyone he spoke with loved Cox’s idea and the club pledged its operational and financial support for such expenses as transportation, assistive devices for members and a post-meeting meal. Cox was appointed the group’s co-chair with Lion Joe Wisniewski and they assembled a committee. In July after six months of planning, the SeeMore Support Group met for the very first time. Nine people came to the first meeting, and with each month the group has grown by a few more people.

“Blind people don’t have to say ‘I can’t,’ ” says Cox. “I never did. I just want to equip them and educate them about what’s out there. There’s always a way of accomplishing things and if they can connect with other blind people they can learn so much.”

Finding Support

On a brisk, sunny morning, 20 people crowd into a small conference room at the South Carroll Senior Center for the third meeting of the SeeMore Support Group. The group’s members range in age from 12 to 90. Two people were born blind. Others lost their sight through macular degeneration and other maladies. This morning the majority of people present are over 50. About eight people in the

Tom Rothrock (far right) of the Maryland Office for Blindness & Vision Services talks at a meeting of the SeeMore Support Group. Listening are (from left) Phyllis Ginski, caregiver Ruth Ann Rousey, Lion Jay McCamant, Jackie Baquol and driver Millie Wilson.



room are blind or visually impaired, the rest are caregivers and Lions.

Cox, dressed in a tailored navy pantsuit and spectator pumps, her bright blue eyes hidden behind dark glasses, sits at the head of the table and introduces today's guests. Two representatives from the local public library and one person from the Maryland State Library for the Blind and Visually Handicapped are on hand to talk about their services for the visually impaired.

The monthly agenda is always determined by SeeMore members. Topics covered in previous meetings included transportation services for the blind, a huge issue in this sprawling rural area near Baltimore that has no taxis or public transportation. "Our agenda is driven by your needs," Lion Susan Krebs tells the group. "Tell us what you want to do, what you are interested in and we can help to address that in upcoming meetings."

The representative for the state library demonstrates a portable digital player for books and magazines and then passes it around the table. Few in the room are familiar with the device, and people express surprise over how easy they are to use. Gary LeGates, a retired Westminster schoolteacher who has been blind since birth and is an avid user of the digital players, offers his firsthand experiences. "The neatest thing about the machine is it remembers your place in a book

the next time you hit play, even if it is six months later," he says. "Plus the battery life of these players is just fantastic."

Sandy Krause, a member of the Taylorsville Winfield Lions Club and a SeeMore member with very low vision, marvels over the free service in which digital material and large print books could be mailed directly to her home. "I'm between a rock and a hard place right now," she tells the group, explaining she is awaiting a corneal transplant and her vision is so affected by corneal dystrophy that she must sit outside on her deck on bright sunny days just to read. "Getting those large print books mailed to me would be really helpful."

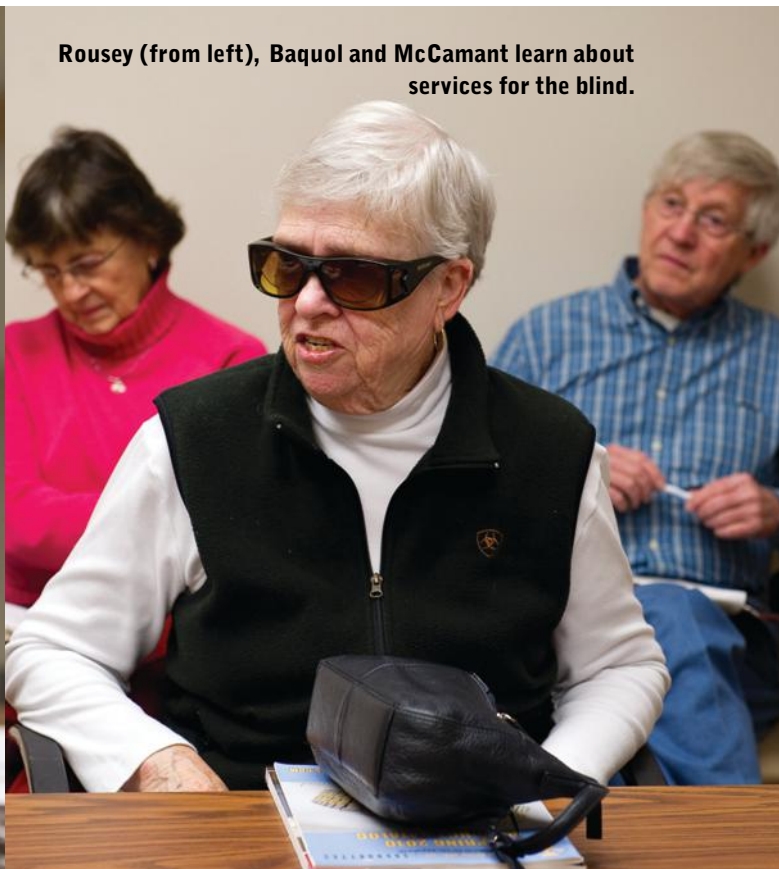
As the demonstration comes to a close, members linger to discuss what they might like to cover in future meetings. Someone mentions mobility and vocational training, another brings up handicapped accessible voting. Then the meeting ends and Lions step in to assist SeeMore participants in filling out applications to use the state library for the blind. "This isn't just about letting you know what's available, we want you be able to access it," Krebs explains.

LeGates and his wife, Ninette, gather up their things. With his guide dog, Arrow, leading the way they walk the short distance to the dining room for lunch and more conversation. "I really look forward to these meetings because this group really helps us to get to know each other,"

Cox and Joe Wisniewski, co-chairs of SeeMore.



Rousey (from left), Baquol and McCamant learn about services for the blind.



LeGates says. The socializing is important, especially for people who are just losing their sight, he explains. “We want them to know this is not the end of the world.”

A Full Life

Cox isn’t just the group’s founder and chair, she is its driving force. Her energy is unparalleled and her can-do attitude is infectious, says her SeeMore co-chair and friend Wisniewski. “Gail is a delightful person who has been there and back,” agrees Lion Jay McCamant, who serves on the SeeMore committee. “She has a great attitude and she passes it on.”

Although Cox’s vision has always been a problem, she refuses to be cowed by it. When she was 1 year old, she had three kinds of measles in two months, which damaged her eyes and forced her to wear thick glasses. In 1969 when she was 30 and living in Frankfurt, Indiana, her doctor told her he wasn’t sure when it would happen, or why, but she was going blind.

“What’s happening tomorrow?” she responded.

“Didn’t you hear what I told you?” he asked.

“Yes,” she remembers saying. “But I have a 4-year-old and a newborn and I’m not going to let this stop me. I have to keep pushing.”

Cox, who would later be diagnosed with retinitis pigmentosa, glaucoma, cataracts and macular degeneration, learned Braille so she could read to her daughters, Kimberly and Lucinda. She took mobility training and learned to use a cane. Many afternoons when her housework was done she would plop one of her girls in a wagon, put the other one on her back, and walk the mile to town. She laughs now when she thinks about how strange they must have looked, but she never would have thought of staying home. “I don’t give up,” she says. “I just keep plugging away.”

Over the next three decades she worked in radio, went on the road doing publicity for several gospel bands, worked for Big Brothers of America and raised her children. She won bowling tournaments, kept house, cooked dinner every night, spoke to schoolchildren about blindness and knit a mountain of hats and socks and sweaters for family members and for charity. She never stopped living her life, never said “I can’t” even after she became totally blind. Ten years ago when she was no longer able to work, she became a Lion because she knew she had more to give.

“I want people to have the life I’ve had,” says Cox, who moved to Maryland in 2004. “I’ve never known the meaning of the word ‘no.’ I’m no different than other people. I just can’t see.”



Rothrock (left) and Allan Sullivan of the Maryland Division of Rehabilitation Services discuss aids for the blind.

“I want people to have the life I’ve had,” says Cox. “I’ve never known the meaning of the word ‘no.’ I’m no different than other people. I just can’t see.”

Future Vision

From the time she started working on SeeMore, Cox’s goals were modest. “If we can help one person, just one, I will feel as though this has been a success,” she told Wisniewski.

The group has had its share of challenges. Federal privacy laws have made it difficult for Lions to collect the names of blind people in the area from doctor’s offices and social service organizations; as a result many of the members have been recruited to the group via word of mouth. “This is my

life right now,” Cox says. “I’m living for digging for people.”

The group has already made an impact. Because of a SeeMore request, the county transportation agency established a recording that people can call to learn the shuttle schedule. A few area grocery stores have agreed to provide helpers so SeeMore members can shop for themselves. And the five members who signed up for services from the Maryland Library for the Blind are already receiving reading materials in their homes. “This is helping quite a

bit,” says SeeMore member Phyllis Gienski, who has macular degeneration. “I’m learning things I can’t get from other people.”

Krause agrees. “I’ve learned so many things in such a short time,” she says. “Probably the biggest thing is to never give up.”

Sighted members of SeeMore also benefit from the group. “I feel really privileged to be involved with this,” says McCamant. “Learning about blindness in the abstract is one thing, but talking to people who are coping with it and surviving is really wonderful. This is what being a Lion is all about.”

SeeMore has proven to be such a success that the Freedom District Lions believe it can be replicated by other Lions clubs. They hope that SeeMore will go international. “Not only was this a void in our program but we believe it’s a void in Lions Club International as well,” explains Wolfe, the club’s current president.

“We want this to be as big as it can be,” Wisniewski adds. “If Lions are to be ‘knights of the blind’ then we must be doing more hands-on work with the blind.”

And after this goal has been achieved, Cox says there is another issue in the county that requires attention: the lack of sidewalks. It’s frustrating not to be able to walk places and to have to ask her husband, Larry, to drive her everywhere, she explains. Visually impaired and handicapped people shouldn’t have this barrier. Neither should anyone else. “One of these days I’m going to tackle those sidewalks,” she says. “I just have to wait until the time is right.”

National Parks Tour of the Golden West

15 Days

Join other Lions departing July 30, 2011

from **\$1248***

NATURAL WONDERS ...You'll visit landmarks in six National Parks including the Redwood trees in **SEQUOIA**; the rock needles at **ZION**; **BRYCE CANYON'S** sculpted cliff faces; **YOSEMITE'S** waterfalls; **ARCHES'** unique rocks shaped by wind, water, sun and frost; and **CANYONLANDS**, with enchanting vistas carved by the Colorado and Green rivers. You'll also visit Salt Lake City, Utah; Fresno, CA; Reno, Carson City, Pyramid Lake, Virginia City, Lake Tahoe, and Las Vegas, Nevada!

Ireland

12 Days

Travel with other Lions Departing September 8, 2011

from **\$1558***

Visit the best of Ireland on this comprehensive tour of both Northern and Southern Ireland, visiting all the major highlights.

Start in Dublin with an included city tour including Trinity College (housing the Book of Kells), Dublin Castle, St. Patrick's Cathedral, Rock of Cashel, Cork, Blarney Castle, Blarney Stone, Killarney (boat cruise), Kenmare, and Tralee. Drive the "Ring of Kerry" and tour the restored Guinness Mansion, and Bunratty Castle, built in 1425. Travel the coast of Galway, tour the Bunratty Castle (built in 1425), Limerick, visit the Cliffs of Moher, Kylemore Abbey, and Sligo. Tour Belleek Pottery, Enniskillen, Ulster, Belfast, The Giant's Causeway and more. Fly home from Dublin. Includes 16 meals.

New Mexico Hot Air Balloon Fiesta + Arizona

14 Days

Join other Lions Departing October 4, 2011

from **\$1448***

Start in Phoenix, AZ and take the scenic drive north to Sedona, Oak Creek Canyon and Flagstaff. Tour the Grand Canyon, Painted Desert, Petrified Forest, and spend two nights in Albuquerque. Witness the famed hot air balloons' "Mass Ascension" opening Albuquerque's Hot Air Balloon Fiesta, plus the evening's "After Glow", and spectacular fireworks. Next, tour more of New Mexico including Pueblo archeological sites; Manhattan Project's Los Alamos; Santa Fe; Roswell; the International UFO Museum & Research Center; Carlsbad Caverns National Park; Ruidoso; Alamogordo; White Sands National Park, Missile Range and Museum; and Las Cruces, NM. Travel east, back into Arizona, and visit Wyatt Earp's Tombstone (see the OK Corral), and spend a night in Tucson touring the Mission as part of your city tour. Travel back to Phoenix for your final two nights, and city tour, and optional Hot Air Balloon Ride or visit to the famed Desert Botanical Garden.

North East Tour + French Canada Cruise

Autumn Colors in... New York – Cape Cod – New Hampshire – Vermont – Montreal – Quebec – Maine – Boston

14 Days

Travel with other Lions departing October 9, 2011

from **\$1698***

Start in New York City (two nights) with an exhilarating city tour and Harbor cruise. Travel via your comfortable motor coach to "Old Cape Cod" with "sand dunes and salty air." You'll also visit Chatham & Provincetown and overnight in the Hyannis area. Next, a scenic drive to Montreal via New Hampshire and Vermont with vibrant fall colors, apple orchards and cider mills, pumpkin patches, and spectacular views in the mountains. There's two nights in Montreal with a full day city tour including the cosmopolitan downtown as well as "Old Montreal" with cobblestone streets, charming shops and imposing Notre Dame Cathedral. Then travel beside the St. Lawrence River to Quebec City. Your city tour includes "Old Quebec City with its remaining fortified city walls and a visit to the Château Frontenac. On Saturday October 15, board the modern MSC Poesia for a seven day cruise during fall peak color season. Sail through the scenic Gulf of St. Lawrence, Saguenay Fjord, and stop in the ports of Saint John, New Brunswick, Bar Harbor, Maine; Boston, MA; and New Port, RI. Disembark in New York for your flight home.

Rose Parade Tour + Vegas

10 Days

Join other Lions departing December 30, 2011

from **\$1298***

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 (4 nights) with a city tour of L.A., Hollywood, Beverly Hills, and an exclusive, pre-parade, after public hours, float building and viewing at the Floats and Flowers Expo. Watch the artists put the finishing touches on the floats unencumbered by public crowds! On Monday, January 2, 2012, enjoy your **reserved grandstand seats at the Rose Parade!** On Tuesday, January 3 depart for Laughlin for two nights. On Wednesday take the included YMT tour to the **Grand Canyon** with included lunch. Spend your final three nights in Las Vegas at leisure with an optional tour to Death Valley National Park. This unique tour includes baggage handling, motor coach sightseeing first class hotels, taxes, and 10 meals.

*Prices per person; double occupancy; includes taxes; airfare is extra. Lions Clubs International not responsible for losses incurred.



Call for details and itinerary 7 days a week:

1-800-736-7300



Christmas in April



Elves don't take extended time off, but they do slow down a bit in the off season. Tommy Boyd still regularly comes to the Lions Club Toy Shop in Denison, Texas, but he'll kick it into a higher gear when the weather warms and he can work on the donated bicycles in the garage.

The toy shop has been a longtime fixture in Denison. The town's Goodfellows Project dates back to 1931 when the owners of the newspaper and funeral parlor decided to make Christmas merrier for folks hurting in the midst of the Depression. The Denison Lions took over the toy program in 1952 and then the holiday food giveaway in 1971.

Throughout the year, residents donate new and used toys to the toy shop, and Boyd, a retired electronic technician for the Federal Aviation Administration, uses his know-how to clean, fix and restore them. "We get everything—bikes, stuffed animals, dolls. Anything kids outgrow is brought in," he says.

Boyd, 77, grew up during the Great Depression and knows how much the toys mean to kids. "When I was 3, I got a top and a chocolate candy for Christmas. The top was 15 cents and the candy was a dime. My dad had 25 cents to his name," he recalls. So for 21 years Boyd has toiled in the toy shop.

Located in northeast Texas near the Oklahoma border, Denison counts 24,000 residents and claims former President Dwight Eisenhower as its own. He was born in Denison in 1890 and his birthplace is a historic site. But at Christmas attention is focused on the Toy Shop. "It gets pretty crowded in here," says Boyd, a Lion since 1989.

Last December Lions distributed toys to 298 children and food to 140 families. Lion Stan Keese does the paperwork for the shop and many of the 50 Lions in the club handle the distribution of the goods. Good fellows, indeed.

Denison Lions Goodfellows (from left) Leonard Leviston, Bonnie Scranton, Stan Keese, Jerry Easter, Gene Ramey, T G Hawkins, Dan Long, Sam Perez, Duray Hilliard, Jessie Riddle, Tommy Boyd, Tom Redwine, Ivan Banfield and Robert Heck

Lions in the Land of the Midnight Sun

by Pamela Mohr

It was called “Seward’s folly” when Secretary of State William H. Seward urged the United States’ acquisition of Alaska from Russia, but it may just be the shrewdest property purchase ever recorded. For \$7.2 million in 1867, the transaction price came out to approximately two cents an acre—for an area more than twice the size of Texas. In 1959, Alaska became the 49th state. It is, however, unlike any state you’ll ever visit in the “lower 48.”

Lions visiting Anchorage Sept. 22 to 24 for the USA/Canada Lions Leadership Forum will find a big city of nearly 300,000 people at its cosmopolitan best. And, oh yes, they may catch a few glimpses of something not ordinarily seen wandering the streets of other big cities—the occasional moose. These big, burly beasts can weigh as much as 1,200 pounds and are known to like city life, wandering neighborhoods, parks and public grounds and stopping traffic as they cross streets and highways. They generally ignore humans as they search for available plants and trees to munch, but it’s advised to give a wide berth if you come face-to-face with a moose—at least 50 feet is recommended. Natural wildlife is abundant in Alaska, where it’s estimated that there’s one bear for every 21 humans in the state. About 80 black bears wander around the outskirts of Anchorage, but still within city limits. Keep in mind, however, that Anchorage is indeed large, stretching across 50 miles and is roughly the size of the state of Delaware.

Forum attendees should expect temperatures in the mid to high 50s. Because of the city’s proximity to the Pacific Ocean and shelter from the mountains, September is considered fairly mild but rain is a possibility. Bring an umbrella and dress like an Alaskan by layering clothing

for warmth for outdoor sightseeing—there’s plenty to see and do in Anchorage.

Attractions include museums, hiking and walking trails, botanical gardens, wildlife, parks, Native Alaskan arts and crafts, and the spectacular aurora borealis, sometimes called the Northern Lights. Fortunately for forum-

goers, this dazzling display lighting up the night sky is most often seen in March and September. Activity varies, but the news is good for night owls: peak viewing time in September is from 12:30 to 4:30 a.m.



Surrounded by six mountain ranges, the milder climate of Anchorage has helped create a thriving metropolis.

Forum Facts

With a theme of “I Believe in Lions Leadership,” the 2011 forum promises to be inspiring, exciting and packed with great ideas for Lions to take home to their clubs and districts. Four main speakers and 64 seminars and workshops are part of the activities at the Dena’ina Civic & Convention Center or the William A. Egan Center, where all forum activities will be held. If you haven’t already registered, you can do so online at www.usacanadalionsforum.org, which has the full schedule for the forum and pre- and post-travel opportunities. There is a discount for early registration.

Four-time winner of the famed Iditarod sled dog race, Martin Buser, 52, known for his endurance, competitive nature and championing the humane care of animals, is a scheduled presenter. Other speakers include motivational trainer and author M. K. Mueller and Dan Bigley, blinded and left for dead after being mauled by a grizzly bear in 2003. He now serves as a counselor to children and families dealing with trauma, and was named Alaskan of the Year. A highlight on September 24 will be an address by 2011-12 International President Wing-Kun Tam, who will present his international program.

There are many workshop and seminar choices for forum attendees, who are asked to choose seven when registering. Included in this wide mix of topics is information you can use to spark growth and keep members. You'll also learn about youth exchange, effective communication, mentoring, leadership tools, using social networking to promote Lions clubs and a host of other pertinent topics.

Accommodations in Anchorage

Nine affordable downtown hotels are conveniently located from one to seven blocks from the convention centers. There's also the Anchorage Ship Creek RV Park, just a little over a mile away from the forum. Local bus service is available to and from the RV park and for those staying in more distant hotels. The luxurious Captain Cook, located five blocks from the convention centers, is the headquarters hotel. Offering views of the Chugach Mountains, Cook Inlet, cityscape or Mt. McKinley, the hotel is value-priced for Lions and conveniently centered near many downtown attractions.

Exploring Anchorage

Interested in panning for gold, fishing for salmon, shopping, fine or casual dining, hiking, biking, dog sledding, viewing glaciers in all their majesty? Anchorage has it all. You can even relax at many of the art galleries, libraries, theaters and museums that dot this multicultural city. From fine dining establishments, microbreweries and street corner cafes, you can have anything on the menu from caribou stew to sourdough pancakes (try Downtown Deli on 4th Street).

Some of the best fresh fish in the world comes from Alaska, where 47 percent of private sector jobs are in the fishing industry. King salmon is the state's official fish, and

it's not uncommon to find a 10-pound king crab on your dinner plate. Try Simon and Seaforts Seafood restaurant on L Street, or Phyllis's Café and Salmon Bake on D Street for casual dining and a unique menu that includes buffalo and reindeer in addition to fish. Sushi and Asian restaurants are plentiful (chain restaurant Benihana is one) since Anchorage has a large population of Japanese immigrants.

The city is a true melting pot, evidenced by the fact that there are 105 different languages spoken in the city's school system. Downtown Anchorage is loaded with restaurants, shops and attractions to fit every palate and pocketbook, and most are easily within walking distance of forum hotels.

Alaska has often been called the Last Frontier, but for Lions attending the forum, Anchorage will just be the starting point for a new set of leadership skills. Past International Director and Forum Chairperson Bud Wahl, of Streator, Illinois, promises that Lions will be "moved, entertained, motivated and experience a renewed sense of pride in being a Lion."

Meet up with old friends and make some new ones. Explore Alaska and see the sights. Touch a glacier up close. Catch a salmon or just a glimpse of wandering wildlife. Learn about Native Alaskan culture. Who knows? Maybe you'll even see the famed Northern Lights dancing brightly over the night sky. Anchorage promises to be filled with exciting possibilities to experience the extraordinary. Register now for the USA/Canada Lions Leadership Forum and be part of the Alaskan adventure.

To learn more, become a fan on Facebook, follow the forum on Twitter or visit YouTube.



Photo courtesy of Cathryn Posey/ACVB



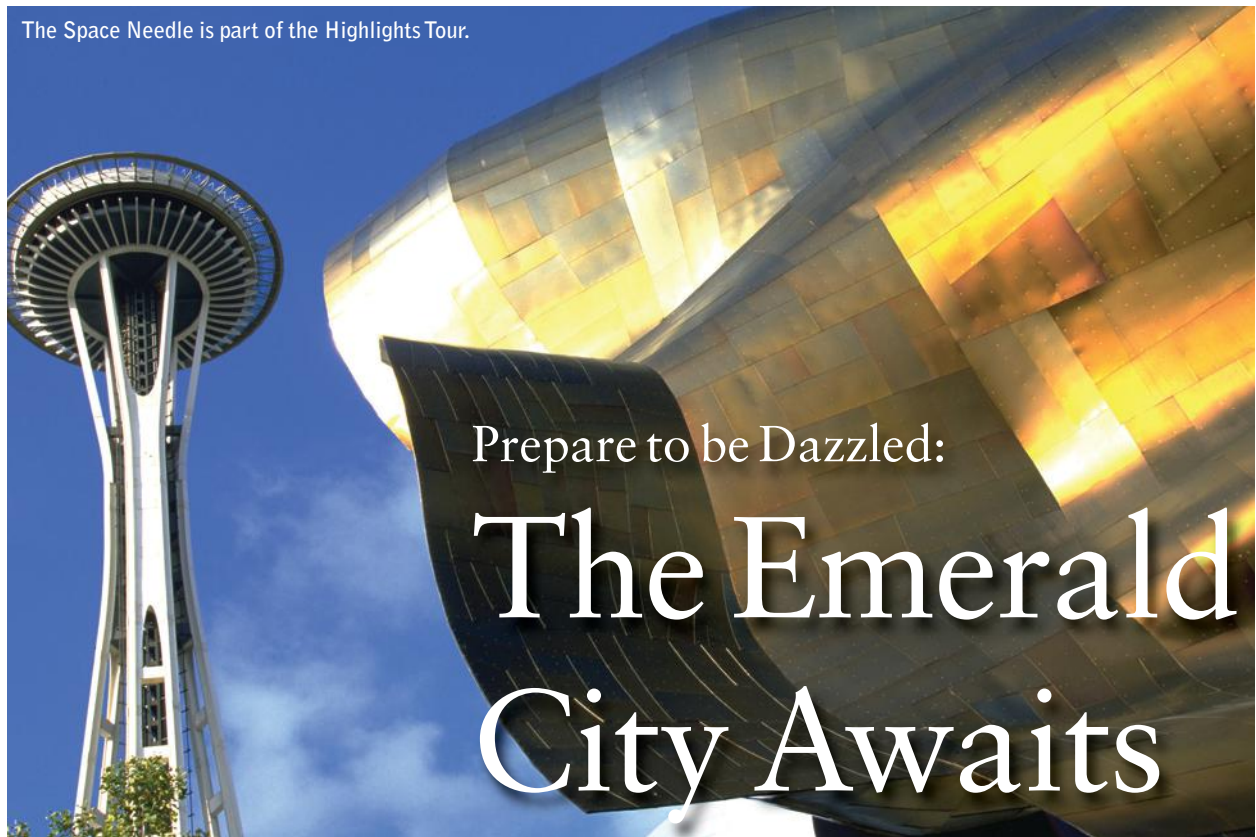
Photo courtesy of Wayne Carroll

Majestic views are waiting around every corner in Alaska.

Anchorage

With many different cultures and subgroups that use more than 20 different languages and dialects, Native Alaska cultures can be identified through their traditional form of dress, spectacular handwork on beading and basket making, traditional carvings and forms of storytelling.

The Space Needle is part of the Highlights Tour.



Prepare to be Dazzled:

The Emerald City Awaits

Whether you visit Seattle for one day or many, you'll be sorry to leave. Its lush landscapes stand out as a dazzling testament to why Seattle is often referred to as the "Emerald City." The moisture-rich, marine West Coast climate helps Seattle maintain its vivid, high-def colorful accents in a "metro-natural" mix of urban and outdoors living.

Visitors to Seattle for the 94th International Convention from July 4 to 8 will find a beautiful, bustling city with a claim to fame as the home of talented, creative, forward-thinking people. One of them is William Henry Gates Sr., father of Microsoft co-founder Bill Gates and a noted philanthropist and retired attorney. Now serving as co-chair of the Bill and Melinda Gates Foundation headquartered in Seattle, he will speak to convention registrants on July 7 at the second plenary session.

It's not just Seattle's scenery and sights that will amaze Lions and their families. Inside the Key Arena-Seattle Center, registrants will find much to grab and keep their attention during the International Show and plenary sessions. A spectacular music and laser light show opens

the first plenary session at 9 a.m. on Wednesday, July 6. Performer LaDonna Gatlin will sing a duet with Kevin Scruggs, son of International President Sid L. Scruggs III, who will give his farewell address that day.

A USO-type show bursting with 1940s big band music will have the audience keeping the beat in their seats before the second plenary session begins. In addition to hearing Gates address the crowd, singer/songwriter and pianist Gordon Mote, blind since birth, will perform during the Beacon of Hope Awards. Presentation of the annual Humanitarian Award will be given onstage to Franklin Graham of Samaritan's Purse, an international relief organization.

Friday's final plenary session will feature a tribute to the Broadway hit musical, *Million Dollar Quartet*, with singers performing covers of songs made famous by the great legends of rock and roll. Keynote speaker Condoleezza Rice, former Secretary of State, will give a speech and attendees will see Dr. Wing-Kun Tam, of Hong Kong China, officially sworn in as 2011-12 international president.



LaDonna
Gatlin



Condoleezza
Rice

The exhibit hall of the Washington State Convention Center is where the action will be when registrants aren't at the plenary sessions. Special exhibits, workshops, voting, seminars and offices are located at the WSCC, a convenient and easy one-mile walk from the plenary sessions at the Key Arena. In fact, location is everything in Seattle. Not only does the center feature parking, but it's also within easy walking distance of businesses and restaurants.

Music is woven throughout convention week, which is fitting since Seattle is the birthplace of '60s guitar legend Jimi Hendrix and where rock-alternative grunge music started in the 1980s. The Global Youth Music Competition will showcase world-class young talent performing classical guitar pieces. The spectacular International Show includes a variety of show-stopping professional singing and dancing acts. The Ohio School for the Blind Marching Band will be the lead marching band when Tuesday's exciting, fun-filled International Parade steps off at 10 a.m. in downtown Seattle. Tours and seminars top off this exhilarating week of fellowship in Seattle. Learn more at www.lionsclubs.org.

Ready to Register?

Register online by visiting the LCI international convention page. Discounted airfare to Seattle is available through the Star Alliance Network, which includes United Airlines, Continental Airlines, Air Canada and more. Use LCI's Convention Code UA04S11 when booking online or provide this code to the airline representative or your travel agent when making flight arrangements. For Lions planning to take the train to Seattle, LCI has secured a special discount with Amtrak. Call Amtrak at 1-800-872-7245 or contact a travel agent. Mention LCI's convention fare code X47F-920 when making your reservation to obtain the discount.

Connect at the Convention

International Convention Mobile Phone App: Download the 2011 International Convention mobile phone app to have access to all of the latest convention news. The app works on all major smart phone platforms including the iPhone, Droid and Blackberry. Search "International Convention" on the LCI home page to access the exclusive mobile phone app link. App users can review the convention schedule, delegation event information, the list of exhibiting companies/organizations, shuttle schedules and international parade details and easily connect to social media tools like Twitter.

Social Networking Lounge: Debuting in Seattle, convention attendees who speak different languages will be able to communicate with each other at the Social Networking

Lounge inside the exhibit hall. For the first time, convention attendees will be able to break through the language barrier to connect with Lions around the globe. Staff at the Social Networking Lounge will be on site to assist Lions posting their candid convention photos on LCI's Flickr photostream. Your photos will be displayed on monitors throughout the convention center as well as on LCI's Web site.

Take a Tour

SH Worldwide is offering Lions and their guests a variety of specially-priced escorted local tours. A variety of day and evening tours, ranging from a few hours to all day in length, are available. From land tours to boat cruises, there's much to see—fine arts to modern industry, historical treasures and natural wonders. Search "Local Tours" on the LCI home page to access the secure booking link and detailed tour descriptions. SH Worldwide will also have a tour desk at the WSCC beginning July 2. For those interested in designing a custom local tour for a group or who have special requests or questions, contact janil@shworldwide.com.

Day Tours

Highlights Tour

Enjoy a relaxing ride in a private coach bus as you're guided through the city's must-see attractions, famous landmarks and sights. Learn about Seattle's history and culture and get inside tips on shopping and sightseeing. You'll see Seattle's waterways and get to travel to the top of the city's famed Space Needle to see some amazing views. Your final stop will be at Pike Place Market, a local shopping treasure for locals as well as tourists. Easy-to-read maps will be given to those who want to linger a bit.

Lifestyles and Lakes Cruise

During this luxurious, two-hour cruise through Lake Union and Lake Washington, you'll view the best Seattle sites from the water. You'll be able to see majestic Mt. Rainier and the Seattle skyline and the stunning waterfront estates of Seattle's rich and famous residents.

Historical Seattle Tour

No visit to Seattle is complete without the Underground Tour—a visit to the unrestored city that lies beneath Pioneer Square. You'll learn how Seattle began and hear some interesting stories about the first settlers. The tour begins at Doc Maynard's Public House, a restored 1890s saloon. You'll cover approximately three blocks of the Underground. After the most destructive fire in Seattle's history destroyed 32 city blocks in 1889, the roads were raised, essentially reducing old Seattle to an underground basement.

Cruise through the Locks

On this 2-1/2 hour cruise, you'll travel between the salt water of Puget Sound and the fresh water of Lake Union via the Hiram Chittenden Locks. Hear a live narration of Seattle's history while viewing the historic waterfront, one of the world's largest shipping terminals. You'll see the spectacular Cascade and Olympic mountain ranges and Seattle's houseboat community.

Boeing Plant

Enjoy an in-depth peek at the many facets of the airplane industry. See airplanes in various stages of assembly. The assembly plant covers 472 million cubic feet of space, with a footprint that covers 98.3 acres. The entire complex is recognized by the Guinness Book of World Records as the largest building in the world by volume. You'll also visit Boeing's newest addition: the Future of Flight Aviation Center.

Duck's City Tour and Cruise

Take this 90-minute tour of Seattle by land and water on a WWII amphibious landing craft. The Coast Guard-certified captains will take you on an adventure tour of Seattle while narrating historical facts and local folklore and entertain you with music and comedy.

Northwest Winery Tours

You'll visit two of Washington's notable and award-winning wineries, Chateau Ste. Michelle and Novelt Hill/Januik, where you can tour the facilities and taste the wine.

Seattle Glassblowing Tour

Seattle is an internationally recognized center for glass art, second only to Venice. There are numerous art galleries, public glass collections and studios throughout the city. You'll visit a complex with public glass art as well as a gallery where you'll observe artists creating new works.

Harbor Cruise and Lunch at Tillicum Village

Tillicum Village provides the perfect seaside location to celebrate the Northwest Coast Native American culture.

Guests will enjoy a scenic 60-minute cruise to Blake Island with a narrated tour of Elliot Bay. Upon arrival, appetizers of freshly-steamed clams and hot clam nectar await visitors, who will then feast on salmon cooked in traditional Northwest Coast Indian style and enjoy Native American songs and dances.

Shopping at Seattle Premium Outlets

You'll travel to Seattle Premium Outlets to enjoy time on your own to shop. Locals visit to find amazing deals on designer items from Coach, Adidas, Tommy Hilfiger, Kenneth Cole and even Restoration Hardware, among many other outlets featured.

Waterfalls, Chocolate & Wine Tour

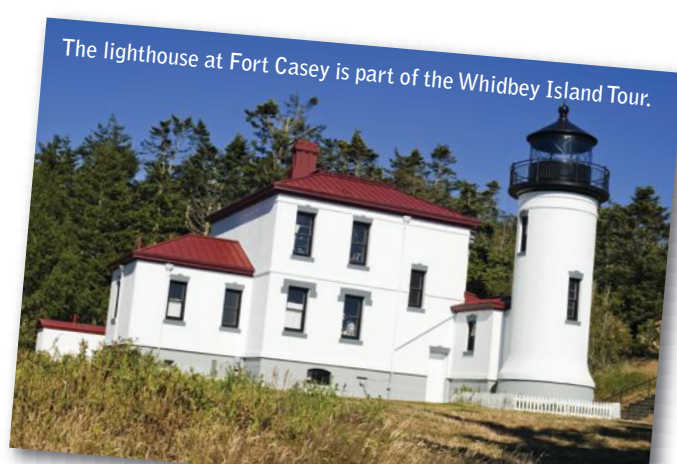
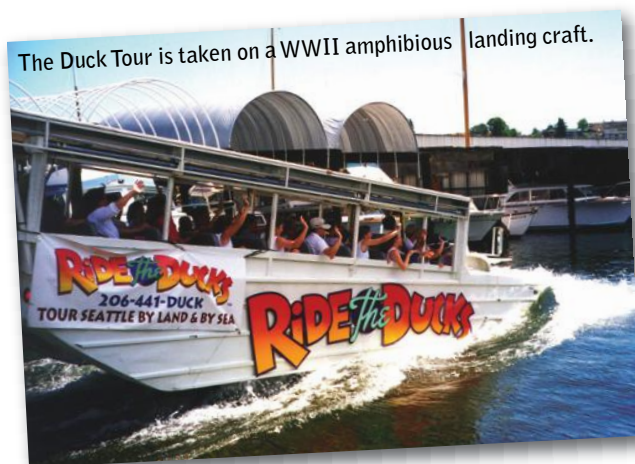
Discover one of Washington's most scenic attractions, Snoqualmie Falls. The Snoqualmie River cascades 270 feet through a spectacular rock gorge into a 65-foot deep pool. After the falls, you'll visit Boehm's Candy Kitchen, known throughout the Northwest for its Swiss chocolates. View the candy-making process while sampling the delectable confections and then continue on to Chateau Ste. Michelle Winery.

Mt. Rainier Day Trip

Mt. Rainier National Park encompasses 235,625 acres ranging in elevation from 1,610 to 14,410 feet above sea level. You'll see pristine forests, wildflower meadows, spectacular waterfalls and amazing alpine scenery. The day begins at Longmire Hotel, which has a museum and gift shop. Take a brief walk on the Trail of Shadows and travel to the Paradise Visitor's Center for a box lunch picnic and then visit Box Canyon.

Whidbey Island Tour

Located in Puget Sound with old growth forests, sand dunes, 174 species of birds and spectacular shoreline views, Whidbey Island is a favorite with visitors. Walk across Deception Pass Bridge and photograph the amazing views before heading to Fort Casey State Park in the town of Coupeville. Visit the town's gift shops, galleries, historic buildings, restaurants and museum.



From land tours to boat cruises, there's much to see—fine arts to modern industry, historical treasures and natural wonders.

Evening Tours

July 4th Fireworks Cruise

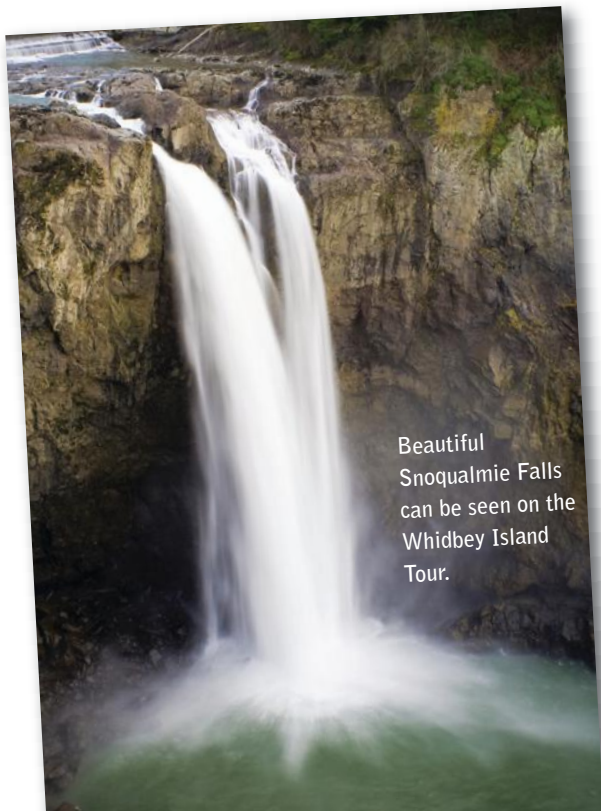
Enjoy breathtaking views of the city skyline and mountain ranges while savoring an Italian pasta buffet dinner—all before the night ends with a spectacular fireworks display. The cruise features live narration of Seattle's history and you'll see many waterfront attractions, such as the city's famous houseboat community and the historic Hiram Locks.

Dinner Cruise on the Royal Argosy

During this dinner cruise, you'll go through Elliot Bay and Puget Sound to see the city's fabulous shoreline sights. Stroll on the outside decks to enjoy the sunset, stargaze and relax. Enjoy the spectacular sights of the Pacific Northwest by water.

Harbor Cruise and Dinner at Tillicum Village

Similar to the day tour, you'll enjoy the 60-minute cruise to Blake Island's Tillicum Village. In the main hall, you'll see a whole salmon cooked on cedar stakes over a fire for dinner and enjoy Native American song and dance performances.



Beautiful
Snoqualmie Falls
can be seen on the
Whidbey Island
Tour.

Independent Touring

Seattle CityPASS

For the independent traveler, the Seattle CityPASS will save you more than 45 percent on admissions to the city's most popular attractions. Current CityPASS prices are \$59 per adult and \$39 per child (4-12 years). Search "Local Tours" on the LCI home page and scroll down to access the CityPASS booking link and additional information. Transportation is not included in the cost.

Pre- and Post-Convention Lions Tours

Travel experts at E-Z Travel, Clipper Vacations and Pleasant Holidays have designed pre- and post convention tours. Information is also available online by searching "Post Tours" on the LCI home page.

- E-Z Travel—Cruise to Alaska with E-Z Travel and select from a wide variety of cruises ranging from seven to 12 days in length. See breathtaking glaciers, mountains, forests and wildlife while enjoying activities onboard. Contact a tour specialist at 1-888-303-3959 for assistance.
- Clipper Vacations—Enjoy the high-speed, comfortable and scenic Victoria Clipper Ferry to Victoria or Vancouver. Search for whale sightings at San Juan Island. Clipper Vacations offers pre- and post-tours to these popular destinations and many more. Contact Clipper Vacations at 1-800-888-2535 to design your special vacation package today. Don't forget to mention the promo code LIONS to receive your special 2011 convention discount.
- Pleasant Holidays—With more than 50 years of experience, Pleasant Holidays specializes in vacations to the Hawaiian Islands, Las Vegas, California, Arizona, Mexico, Costa Rica and Caribbean islands and more. To book your custom vacation travel, contact 1-800-625-8831.

See page 48 for a list of convention seminars and other events.

Lions Quest Grows Worldwide

A school-based life skills program, Lions Quest has changed the lives of youth around the world. Like Ivan Villaverde from Paraguay, formerly a poor student who was disobedient and rarely paid attention. Thanks to Lions Quest, Ivan and hundreds of other students in Paraguay are excelling in the classroom. Lions Quest addresses the major issues confronting youths today and provides them with the skills necessary to lead a healthy life not only in Paraguay but also worldwide.

A program of Lions Clubs International Foundation (LCIF), Lions Quest is active in more than 60 countries, benefiting 12 million youth. To date, more than 500,000 educators worldwide have been trained to implement Lions Quest.

In January, the Lions Quest Advisory Committee (LAC) approved 14 new grants totaling \$540,000. Four new countries received funding at the meeting including Egypt, Indonesia, Moldova and Uruguay. New countries implementing Lions Quest for the first time this year include Bulgaria, Malawi, Mauritius and the Philippines.

With tremendous growth occurring in the last year, the future has never looked brighter for Lions Quest. Through support from LCIF and Lions, the program will continue to achieve great success. Join the Foundation in its commitment to supporting youths and ensuring a better future for them. Learn more about Lions Quest at www.lions-quest.org.



As a member of the Clinton Global Initiative, LCIF is committed to supporting Lions Quest in the **United States**. LCIF will raise awareness of Lions Quest and the benefits of social and emotional learning and support the program in at least one U.S. school district by 2013.

A \$50,000 grant will expand Lions Quest throughout the state of **Arkansas** over the next two years, benefiting 17 schools from elementary through high school.



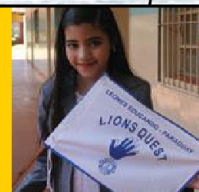
The prime minister and education and youth minister in **Belize** recognized Lions Quest as a leading youth development program.

In **Bolivia**, Lions received a \$50,000 grant to implement Lions Quest for the first time, hosting seven workshops to train teachers.



Lions in **Argentina** plan to host 30 workshops over a two-year period beginning in 2011 through a \$50,000 grant from LCIF. They will train more than 1,000 teachers.

Over a two-year period, the Lions of **Uruguay** plan to expand Lions Quest through a \$25,000 grant. They plan to train 194 teachers and 30 Lions, introducing the curriculum in 15 new schools and increasing local school participation to 38.

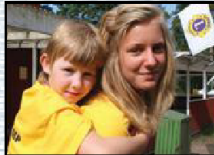


Lions Clubs International
FOUNDATION

Lions Quest in **Norway** received the highest marks possible for having a documented effect in preventing problem behavior and improving the social skills in children throughout the country, according to a government report.



In **Lithuania**, Lions Quest has been implemented in 55 schools, benefiting more than 5,000 children. The European Union recently provided funding to support additional growth.



Moldova received a \$25,000 grant to introduce Skills for Adolescence, the Lions Quest middle school program, in five schools in Tiraspol for the 2011-2012 school year.



Nearly 13,500 students will benefit from \$125,000 awarded to Lions in **Japan** to expand Lions Quest.



Lions Quest is taught in schools at hospitals in **Italy**. The lessons are modified to keep their attention and not interfere with medical care.



A grant of \$25,000 to the Lions of **Egypt** will support implementation of the Skills for Adolescence program in 48 preparatory schools.



Lions Quest will be implemented for the first time in **Indonesia** through a \$25,000 grant from LCIF. The materials will be translated and adapted to the local culture.



A \$40,000 grant to Lions in **Brazil** will support a reactivation of Lions Quest by preparing new trainers.



A grant of \$100,000 will expand and develop the Lions Quest Skills for Adolescence program throughout **India**. More than 65,000 students will benefit both in traditional and non-traditional settings such as military schools and schools for the hearing impaired.



Lions on Parade

Rose Parade Watch Party Bolsters Club's Recruitment Strategy

In January, 47 million Americans ushered in a new year by tuning in to the 2011 Rose Parade in Pasadena, California.

Forty-two of those millions gathered at Lion Dave Roberts' house in California for a lively viewing party and family-friendly recruitment event.

"We cheered and took pictures of the TV as the Lions float went by," says Roberts, who worked a five-hour shift decorating the float.

Roberts is charter president of the Del Sol Lions Club in southern California. It's a young club, barely a year old, but already boasts 68 members. The club grew so quickly in its first year that it is already the third-largest group in San Diego County.

"Our club members are younger," Roberts says. "People bring kids, so we promote events and recruitment activities that people can bring family to."

A brunch and party to watch the Rose Parade fell right into the club's winning formula to recruit members and involve families.

"I got this idea from a political process that I knew about. When political events are going on they encourage people to have 'watch' parties," Roberts says.

"It provided the group who worked on the float an opportu-

nity to continue our fun time together and include friends who might join our club," adds member Mary Jane Boyd.

Once the club banner was hung and brochures distributed, Del Sol Lions said a few words to welcome people and educate them about the club. However, the highlight of the event came when the Lions Clubs International float passed by on TV, sandwiched between a blind precision marching

unit and blind marching band. The "Backyard Fun"—themed float drew cheers as International President Sid Scruggs III and his wife, Judy, waved to the crowd.

For the past 19 years, Lions Clubs International has participated in the Rose Parade and gained international exposure.

"The whole parade has been a great way to promote Lions," Roberts says. In addition to the watch party, 27 Del Sol Lions, their friends, and family volunteered for a five-hour shift to decorate the float.

And the Del Sol Lions may soon be the second largest organization in its county—a party-goer already joined the club and several others expressed interest.



A Del Sol Lion climbs the scaffolding to work on the LCI float.

Need Direction When Marketing?

The Right Timing Can Make or Break Your PR Strategy

Everything you say and do is public relations. Leo Burnett, the advertising genius who created the Jolly Green Giant, Marlboro Man and Charlie the Tuna, said: “Advertising says to people, Here’s what we’ve got. Here’s what it will do for you. Here’s how to get it.”

When do Lions need public relations? The answer is simple – at fundraisers, community service projects, membership drives and when partnering with other organizations.

Brochures, newspapers, radio, television and signs are the traditional way to mobilize community members and get the word out about Lions. They still make up the majority of the public relations pie, but social media is garnering a larger and larger share. If your club is new to social media, consider recruiting a member with technology savvy to the public relations committee. Facebook, Twitter and Flickr accounts are a free, powerful tool to mobilize supporters; however, make sure to appoint a club member to maintain these accounts.

So what works? What should Lions do when a major event is coming up?

Like many things, effective publicity depends on timing. Consider this step-by-step guide when promoting your club’s next major event.

Six months ahead: Send a press release to local media. Try to arrange on-site broadcasting on the day of the event. Consider asking a local celebrity to be the honorary chairperson of the event.

Five months ahead: Promote the event on your club’s Web site and community Web sites.



Four weeks ahead: Submit information to cable access and local TV stations. Post signs and flyers in public locations in compliance with zoning regulations.

Two weeks ahead: Try to arrange an interview with a local newspaper reporter to promote the upcoming event.

One week ahead: Run a paid advertisement in the entertainment section of the local paper. Post the event on your club’s Facebook page and send out a tweet if your

club maintains a Twitter account.

Two days ahead: Promote the event on local radio. Tweet again.

After the event: Take out a newspaper ad to publish a thank-you to the community for supporting the event. Thank supporters on your club’s Web site, Facebook and Twitter. Post the photos on Flickr and a video on YouTube.

After every event, record the progress – what worked and what didn’t? How efficient was the PR campaign? Was the end result worth the cost and time? Create a timeline and resource book with contact names and a publicity schedule for each event.

The long-term benefits of great publicity are many. You’ll educate the public about Lions, enjoy better retention of current members and increased support for fundraisers and service projects. So, above all, be persistent. Club visibility takes time but it’s worth the wait.

Adapted from a presentation by Past District Governor Eric C. Jacobson at the 2010 USA/Canada Lions Leadership Forum in Milwaukee, Wisconsin

Riders Compete, but Lions Win



Photo by Keith Kent

Dirt bike riders leap over the moguls that dot the three-quarter mile track.

Lions in Templeton, Massachusetts, like to keep busy. And when they get busy, they stay busy. They operate the concessions stand at Crow Hills MX track, a dirt bike race track that opened in 2006. Things are, in fact, so hectic as they try to feed the 2,000 hungry fans who visit for track events that “it’s complete and total insanity until 5:30 p.m.,” says Lion Keith Kent. “To tell you that we are busy there would be a major understatement. In our first race of the 2009 season—at just one single race—we sold 650 cheeseburgers, over 600 orders of fries, over 300 orders of chicken nuggets and/or patties, over 400 hot dogs and more soda and Gatorade than most good citizens could imagine. The line was 30 deep until the time we ran out of food and shut down the grill.”

Lions don’t own the stand, but are responsible for purchasing, picking up and delivering all food, drinks, condiments and supplies. They first approached the track’s owners to operate the stand as a club fundraiser.

Members handle the three days a week the stand is open during the season, but for the seven big races held a year, they get some help from the nearby Gardner Lions. “Since we need more Lion workers than our club can provide at these races, we also share the work and profits with them. We could share this with any club that we want to, but since our clubs border each other, we have a great relationship that

benefits both our clubs,” Kent says of the clubs’ collaboration. In 2010, the Gardner Lions Club made \$5,300 and the Templeton Lions raised more than \$11,100 after the profits were tallied at season’s end. Kent says the cooperation between clubs is helpful to the communities they serve. “In this poor economy, we understand that it takes teamwork to make money.”

Lions recently installed a new front door and new tile floor at the stand for easier cleaning. “Green behind the counter and tan in the seating area,” Kent says. Tan was chosen, he says, because Lions are practical: “The racers obviously track in dirt and mud when they get off their dirt bikes.” The building seats 25 diners with tables outside for additional seating at busy times.

Serving food started out as a “project in motion and experimentation” when the track first opened, Kent explains. “It went from people cooking outside under a canopy, to a thin wooden press box donated by the local community college, to a heated and air-conditioned building that’s a frame on wheels.” Lions operate the concessions building for three days a week plus race days on Sundays to maximize profits. “We are about as active as you can get for a Lions club in a small town,” Kent points out.

RAISING FUNDS

Festival Funds Eye Bank Unit



Central Ohio Lions Eye Bank technician Mike McMasters uses the new refrigeration unit purchased by Bellbrook Lions.

Bellbrook Lions and Lionesses in Ohio plan such a successful three-day festival that the profits are used to fund service activities throughout the year. One recent charitable act was donating nearly \$3,300 to the Central Ohio Lions Eye Bank in Columbus for the purchase of a new refrigeration unit. It was needed to replace an older unit in need of repair. Maintaining a cool temperature is critical for corneas that must be kept at between 35 and 46 degrees Fahrenheit to protect the delicate tissue and keep it viable for surgical transplant. Bellbrook Lion Ernie Josche points out this latest donation is just one among many in the club's 63-year support of eyesight preservation and research.

Lions also support two summer camps for children with physical challenges, provide annual college scholarships, donate fruit baskets during the holidays and clean up a stretch of local highway as a continuing project. Josche explains that Bellbrook Lions sponsor many youth sports activities to help kids learn skills and good sportsmanship.

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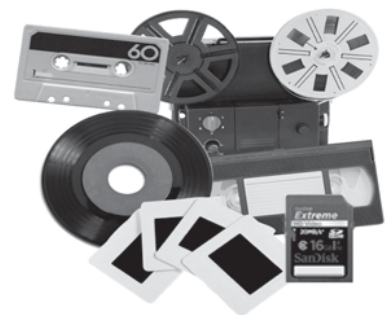
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Seattle Convention Offers Many Seminars, Events

Lions' 94th International Convention is in Seattle, Washington, July 4-8. Here is the list of seminars and other events.

SUNDAY, JULY 3

Seattle Mariners Game

1:10 p.m.

The Seattle Mariners welcomes Lions Clubs International convention-goers to Seattle. The Mariners will play the San Diego Padres at beautiful Safeco Field. Tickets are specially discounted for Lions and their families. Details of the game and ticket purchase are available by visiting www.mariners.com/lions.

MONDAY, JULY 4 — FRIDAY, JULY 8

Lions Clubs International Foundation Booth

Be sure to stop by the LCIF booth to learn more about LCIF's initiatives and how the foundation can help your club or district further its humanitarian service goals. Staff members can answer questions about donating to LCIF and the grant application process. Publications, forms and DVDs will also be available. All donations made at the LCIF booth during convention will result in a free gift.

5th Annual Global Leo Conference

8:30 a.m.-5 p.m.

Join in this exciting day-long event where you'll have a chance to meet other Leos from around the world, participate in skill-building workshops and hear from Lion leaders. For more information, visit the Leo Zone at www.lionsclubs.org or contact the Youth Programs Department at international headquarters at leo@lionsclubs.org.

MONDAY, JULY 4 — THURSDAY, JULY 7

Environmental Photo Contest

View photos of colorful landscapes, rare weather phenomena and wildlife captured by Lions photographers from around the world. Vote for your favorite photos. Purchase a 2012 photo contest calendar or enter the photo contest silent auction benefiting LCIF.

TUESDAY, JULY 5

International Parade

Step-off time: 10 a.m.

Join thousands of parade-goers and participants as the International Parade steps off at 10 a.m., beginning in downtown Seattle at the intersection of Fifth Avenue and Denny Avenue. The parade will proceed down Fifth to Pine Street.

Membership Key Award Ice Cream Social

2:30-4:30 p.m.

Have you earned a Membership Key Award in your Lions career? Come celebrate your efforts at this special ticketed event. Purchase your US\$25 ticket when registering for the convention. Tickets may also be purchased at the registration desk in Seattle.

WMMR—Membership and Activity Reporting on the Web for District Officers

3:30-5 p.m.

This seminar is a demonstration for district officers on how to use the Web to see how their clubs are doing, set service activity goals and run reports. District officers will also be introduced to the new password registration process and MyLCI, the new WMMR. Participants can ask questions and provide feedback.

Lions Showing of Film: *Going Blind*

3:30-5 p.m.

Join us for a viewing of the compelling documentary film *Going Blind* by award-winning producer/director Joe Lovett. You'll "meet" individuals of all ages who have lost their sight through a blinding disease like glaucoma, diabetic retinopathy, macular degeneration, infection or accidents.

GMT & GLT Meet 2011-2012 District Governors

3:30-5 p.m.

Incoming governors will meet with their GMT and GLT area leaders to share membership growth and leadership development challenges and opportunities. Incoming council chairpersons, first and second vice district governors are also welcome to participate.

ALERT Chairperson Forum

3:30-5 p.m.

This interactive panel discussion will focus on developing disaster preparedness and relief plans at the club, district or multiple district level. The panel will feature experienced Lions who have been involved in planning for and/or providing assistance during emergencies. Information on how Lions can partner with other organizations that are involved in disaster relief will also be discussed. The forum is specially designed for ALERT chairpersons and Lions interested in disaster preparedness.

International Show

6:30-8 p.m. at Key Arena

Attend the International Show to enjoy performances by a variety of top professional performers. Show-stoppers include Canadian Brass; Quick Change (dance and quick-change artistry); Bella Rumore, a rock group seen in Las Vegas and throughout the country; Cobu, a live rhythm performing arts group; and Ishaara, a "Bollywood" style dance troupe.

WEDNESDAY, JULY 6

Melvin Jones Fellow Luncheon (ticketed event)

1-3 p.m.

All Melvin Jones Fellows and Progressive Melvin Jones Fellows are invited to this Lions Clubs International annual recognition luncheon event, chaired by Eberhard J. Wirfs. An LCIF video will be shown and awards will be presented to 100 percent MJF Clubs and Humanitarian Partners.

Shining a Light on Membership through Service Seminar 2-3 p.m.

Presented in Chinese, French, Korean and Spanish/Portuguese, the seminar will discuss extension and membership programs available to increase and retain membership through service in a club or district.

The Club Excellence Process (CEP): An Information Session for Club Members 2-3:30 p.m.

Is there something your club would like to improve upon? Come to the Club Excellence Process (CEP) Seminar to learn how to participate in a CEP Workshop, which can provide your membership with renewed enthusiasm for service and club activities.

Making Sound Insurance and Risk Management Decisions to Protect your Club 2-3:30 p.m.

Discuss the protection available to Lions by the LCI Global General Liability Insurance Program as well as supplemental insurance now available to U. S. Lions.

LCI Sight and Diabetes Partnerships Can Impact Your Service Projects 3-4:30 p.m.

How can LCI partnerships enhance your service? Sight and diabetes program partner representatives will provide you with information and resources to help with your service projects.

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

Have suggestions or questions about the Leo Club Program? Join us for this forum-type event where Leos and Lions will have an opportunity to share an open dialogue with members of the board-approved Leo Advisory Panel about issues concerning Leo clubs. For more information about the panel, visit the Leo Zone at www.lion-clubs.org.

Today's Youth, Tomorrow's Leaders: Learn How to Provide Valuable Life Skills by Beginning and Expanding Lions Quest in Your Community 3-5 p.m.

Led by a panel of educators and Lions leaders, this seminar explains Lions Quest, the life skills program of LCIF for kindergarten through high school students. It will be followed by an advanced session on the next steps to implement or expand the program in local schools.

WMMR — Membership and Activity Reporting on the Web for Club Officers 3:30-5 p.m.

See a demonstration for club officers on how to use the Web to manage membership and service activity information and run reports. Club officers will also be introduced to the new password registration process and MyLCI, the new WMMR. Participants will be able to ask questions and provide feedback.

E-Clubhouse — A Free Web Site for your Club and District 4-5 p.m.

Create a new professional-looking, functional Web site for your club and district by using the template and tools offered through the E-Clubhouse program. The E-Clubhouse and E-District house templates feature message boards, a club calendar, photo gallery and additional customizable pages. The program is free.

CEP Facilitator Training for GLT Leaders 4-5 p.m.

GLT leaders are invited to learn how to effectively facilitate CEP workshops in their areas. Attendance at the Club Excellence Process (CEP) Seminar immediately preceding this training is highly recommended.

LCIF Reception 4-5 p.m.

Donors who contribute US\$1,000 to become a Melvin Jones Fellows or next level of the Progressive Melvin Jones Fellows program during the convention will be presented with pins by LCIF Chairperson Eberhard J. Wirfs.

6th Annual Convention Strides Walk for Diabetes Awareness 4:30-5 p.m.

Join us for the Annual Convention Strides Walk—a fun and visible way to promote diabetes awareness and meet Lions from around the world. Gather your family and friends for an enjoyable, low-impact walk through the Convention Center. Add your club's or district's name to one of our "Strides Walk" signs and carry it across the finish line to receive a "We Stride" lapel pin and certificate of participation. This event follows the "LCI Sight and Diabetes Partnerships Can Impact Your Service Projects" seminar.

Global Youth Music Competition 7:30 p.m., ACT Theatre

Located adjacent to the convention center, you'll find the intimate confines of the Falls Theatre (located inside ACT) a perfect venue for the classical guitar pieces performed by finalists in the second Global Youth Music Competition. No seat is further than 30 feet from the stage. Tickets may be pre-ordered online or purchased onsite for a \$20 donation to LCIF.

THURSDAY, JULY 7

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

Celebrate more than 10 years of a successful partnership by witnessing this program in action. Special Olympics athletes will be screened during this demonstration event and information will be provided on how to get involved. You can even volunteer your time during the screening. LCIF Chairperson Eberhard J. Wirfs will formally launch the screening at 1 p.m.

Extension Strategies to Light the Path for New Club Development 1-2 p.m.

Learn key strategies on how to form new traditional, campus and special interest clubs in your district.

2011 Zone Chairman Training 3:30-5 p.m.


Your role as zone chairperson is key to maintaining healthy clubs. Join this seminar to learn your responsibilities as zone chairperson and get the resources that will support your ability to lead. Be a key member of your successful district team and help your team earn the District Team Excellence Award.

Sight Programs: From Saving Sight to Serving the Blind 1-3 p.m.

You can help prevent vision loss through community projects, such as promoting corneal donation, eyeglass recycling, vision screening and eye health education. Through special projects and assistance, you can enhance the quality of life for persons with impaired vision.

Environmental Chairperson Forum 1-3 p.m.


This forum will focus on engaging Lions in environmental service projects. A panel of experienced chairpersons will discuss challenges and best practices in the planning and implementation of projects that address local environmental needs. Key global issues affecting the environment and opportunities to take action will also be discussed. The forum is specially designed for current and incoming environmental chairpersons, as well as district and club officers interested in environmental issues.




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Leadership Exchange 1:30-3:30 p.m.

Don't miss the Leadership Exchange, celebrating the best of Seattle's professional sports scene. This fast-paced, interactive session invites participants to share ideas, challenges, successes and fun with other Lions. Our all-star team of Lions leaders will facilitate four rounds of lively discussion focused on leadership skills.

Plain & Simple, Your Constitution and By-Laws 2-3 p.m.

Review recent amendments to the Standard Form Multiple District, District and Club Constitution and By-Laws and learn how these documents provide the framework to guide your club and district.

Council Chairperson Seminar 3-5 p.m.

Complete your preparation for a successful year as council chairperson. Learn about the 2011-2012 international theme, goals and priorities. Discuss elements of successful teamwork and potential leadership challenges. Share ideas about maximizing your positive impact as a key leader.

Start Earning your Certified Guiding Lion Certificate 2:15-3:45 p.m.

The Certified Guiding Lion program has been redesigned and enhanced to incorporate on-line training, the development of a mentor

team and an extensive training outline for new club officers. The new CGL workbook will be distributed and reviewed to give you a head start on your certification.

Lions Trademarks: It's More than Just a Logo 3:30-4:30 p.m.

Discuss how to use the Lions registered trademarks in your club and district operations in accordance with the LCI Trademark Policy.

Youth Camp and Exchange Chairpersons' Forum 3:30-5 p.m.

Youth Camp and Exchange Chairpersons will discuss topics of interest related to the program and share practical information to promote successful camps and exchanges.

The Lions Mentoring Program 3:30-5 p.m.

Do you want to be a mentor to someone in your club? Would you like to prepare for club, district or higher level leadership? Come to this seminar to learn how.

Giving Hope through Lions Clubs International Foundation: An Update for Our Supporters on the Future of Our Foundation 3:30-5 p.m.

Learn how you can help grow LCIF and receive an update on grants, donations and programs over the past year as well as a look ahead to our future initiatives and partners.

Shine a Light on Service: A Workshop for Recruiting Young Adults 3:30-5 p.m.

Recruiting younger members is an excellent opportunity to bring new energy and diverse skills into your club. This seminar will teach key strategies to effectively recruit young adults and debut the *Be Part of Something That Matters* video.

Lions Showing of Film: *Going Blind* 3:30-5 p.m.

If you couldn't make the Tuesday viewing, join Lions for the compelling documentary film *Going Blind* by producer/director Joe Lovett.

How to Host a Successful Certified Guiding Lion Course 4-5 p.m.

The Certified Guiding Lion program can be hosted by any district interested in retaining new clubs. Learn how to host and facilitate this interactive course so that the program is meaningful and fun.

Environmental Photo Contest Ceremony 4-4:30 p.m.

Gather at the photo contest display to learn the winners of the 2010-11 Environmental Photo Contest. All photos can be purchased through a silent auction. Or you can purchase a 2012 photo contest calendar featuring more than 30 photo contest entries. Funds will benefit LCIF.

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CLUB BRIEFINGS

ACTIVITIES AND ANNOUNCEMENTS

Lions from **Oregon** evaluated more than 2,000 patients on their 11th trip to Mexico to perform vision and health screenings.

The **Clinton Lions Club** partnered with the **Cayuga Lions Club**, both in **Indiana**, to screen 1,120 elementary- and middle-school students for vision problems.

The **Sunshine Lions Club** in **Guam** donated turkeys and other holiday dishes to a senior center so residents could enjoy their annual holiday luncheon.

The **St. Augustine Lions Club** in **Florida** donated \$5,000 to The Players Championship Boys & Girls

Club of St. Augustine, which serves children who are at a greater risk of poverty, school failure, poor health and risky behavior.

The **Batavia Lions Club** in **New York** served a holiday dinner to more than 320 area residents, a record turnout. Toys were also given to the 140 children at the event.

The **West Linn Lions Club** in **Oregon** gave 161 children new footwear as a part of their ongoing Shoes for Kids program.

Lions and Leos in the **Dominican Republic** planted 500 trees as part of a reforestation project in Laguna Yuna, Monte Plata.

The **Spokane Central Lions Club** in **Washington** treated 78 second-graders to lunch, a magic show and a visit from Santa during their annual holiday party.

Members of the **Fairview Township Lions Club** in **Pennsylvania** repaired used bicycles, donating 105 refurbished bikes, along with helmets, to children and adults in need.

Lions in **West Chester, Pennsylvania**, constructed a wheelchair ramp for a blind woman suffering from diabetes and kidney disease. The ramp made it possible for her to get to a car to transport her to regular dialysis.



The banner features a bright orange background with a sunburst effect on the left. In the top left corner is the Leo Club logo, which includes a lion's head and the word 'LEO'. On the right side, there is a silhouette of a person jumping with arms raised. In the bottom left corner, a woman with curly hair is smiling while holding a large recycling bin filled with plastic bottles. The text 'APRIL IS LEO CLUB AWARENESS MONTH!' is prominently displayed in the center in large, bold, orange letters. Below this, there is a paragraph of text and a bulleted list of activities. At the bottom, contact information for the Youth Programs Department is provided.

APRIL IS LEO CLUB AWARENESS MONTH!

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

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

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

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CLUB BRIEFINGS

ACTIVITIES AND ANNOUNCEMENTS

The **Amherst Lions Club** in **New Hampshire** offered free diabetes screenings and vision tests at a health fair.

Members of the **Knowlton Lions Club** in **Canada** donated \$1,000 to the Pettes Library, the first free rural public library in Quebec.

ANNIVERSARIES APRIL 2011

90 Years: Breckenridge, Texas; Burlington Host, Iowa; Clear Lake, Iowa; Columbus Noon, Neb.; Cushing, Okla.; Eaton, Ohio; Fairfield,

Iowa; Richmond, Calif.; Sioux Falls Downtown, S.D.; York Downtown, Pa.

85 Years: Healdton, Okla.; Highlands, N.J.; Lakeland, Fla.; Mission, Texas; Oakes, N.D.; Plainfield, Ind.
80 Years: Coos Bay, Ore.; Kilgore, Texas; McDonald, Kan.; Napa, Calif.; Pacific, Mo.; Plains, Kan.; Richmond, Ky.; Vinita, Okla.; Woodstock, Ont., CAN

75 Years: Berrien Springs, Mich.; Carmel, Ind.; Chester, Ill.; Decatur, Mich.; Dixon Noon, Ill.; Lebanon, Ind.; Savannah, Tenn.; West Point, Ga.; Windsor, Colo.; Woodbury, Conn.

50 Years: Alliance, Neb.; Ann Arbor Evening, Mich.; Charvill Thomas

24th Annual Lions International Peace Poster Contest

Children Know Peace



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

Start now. Purchase a 2011-12 Peace Poster Contest Kit (PPK-1), which contains all the materials needed to sponsor one contest.

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

CLUB BRIEFINGS

ACTIVITIES AND ANNOUNCEMENTS

Jefferson, Va.; Chehalis, Wash.; Chicoutimi, Quebec City, CAN; Chocolay Township, Mich.; Clay City, Ky.; Costa Mesa Orange Coast, Calif.; Fillmore District, Saskatchewan, CAN; Forsyth County, Ga.; Grand Canyon, Ariz.; Hanover, Mass.; Hillsboro, Kan.; Kenaston, Saskatchewan, CAN; Kirkwood, N.Y.; La Grange Highlands, Ill.; Lansing, N.Y.; Laytonville, Md.; Leeton, Mo.; Repentigny, Quebec City, CAN; Rimouski, Quebec City, CAN; Schaumburg-Hoffman, Ill.; Sonora West Side, Texas; St. Eleanors, Prince Edward Island, CAN; Two Hills, Alberta, CAN; Venedocia, Ohio; Wichita Falls South West, Texas

25 Years: Bond Head & District LC, Ontario, CAN; Brookville Ell Saline, Kan.; Brownfield, Maine; Bryan North Bryan, Texas; Coulee City Coulee Hartline, Wash.; Covert Township, Mich.; Dallas Filipino, Texas; Franklin Rocky Grove, Pa.; Glace Bay, Nova Scotia, CAN; Kansas City South, Mo.; Knottsville, Ky.; Lewiston, Calif.; Orford, N.H.; Portland Nob Hill, Ore.; Rankin, Mich.; Shippagan, New Brunswick, CAN; Trumansburg, N.Y.; Vevay Switzerland Co, Ind.

Editor's Note:

Anniversaries are based on the official records of Lions Clubs International. The recorded charter date at LCI sometimes differs from local club records.

HIGHER KEYS ISSUED DURING DECEMBER 2010

Global Key (250 Members)

- Lion Jagdish Gulati, Allahabad City, India

International Key (200 Members)

- Lion Jagdish Gulati, Allahabad City, India

Grand Master Key (50 Members)

- Lion Frank Voigt, Pierz, Minnesota
- Lion Subhash Udaipuri, Mumbai Lokhandwala Galaxy, India

Senior Master Key (25 Members)

- Lion Susan Williams, Detroit, Michigan
- Lion Larry Quimby, Rathdrum, Idaho
- Lion Vincent De Simone, Rocky Point, New York
- Lion Donald Bain, Kenosha Noon, Wisconsin
- Lion Jack Johnson, Waldo, Wisconsin
- Lion Dr. Eugene Spiess, Spartanburg, South Carolina
- Lion Forrest Powers, Franklin Area, New Hampshire
- Lion James Bryan, Honolulu Kamehameha, Hawaii
- Talukder Farid Ahmad, Dhaka Ashulia Orbit, Rep. of Bangladesh
- Lion Vijay Agarwal, Hapur Supreme, India
- Lion K. P. Maheshwari, Indore City, India
- Lion Sudhir Kumar Shrivastav, Gadchiroli, India
- Lion A. Venugopal, Coimbatore Global, India
- Lion C. Francis, Secunderabad Ramakrishnapuram, India

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



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THANK YOU

THE LIONS CHANGED MY LIFE

The Gift of Life

About 300 people live on tiny Saturna Island in British Columbia, Canada. Like anywhere else, those people need emergency services. John Wiznuk is the volunteer fire chief, in charge of the volunteer crew that provides all emergency services for the island. After freeing a man from a car crash one evening, Wiznuk began to think about purchasing a hydraulic rescue tool, commonly known as the "jaws of life." Saturna Island Lions learned about the need and donated the \$5,000 needed to purchase the life-saving equipment.

Q & A: John Wiznuk

Lion Magazine: You have a tremendous weight on your shoulders in that you keep all your neighbors safe. How will this device help you?

John Wiznuk: We didn't have any power hydraulic tools. We used smaller hand tools. So if there were a serious car crash with people trapped inside the vehicle, it would take longer

than we'd like to get someone out. The Holmatro hydraulic rescue tool is a general all-around rescue tool. You can use it to lift, too. You can lift a bit, put a block underneath, lift more, put another block until you can get the person out. It is a multipurpose rescue tool.

LM: You'll be able to use this for more than just car accidents?

JW: We hope not, but yes, the possibility is there. It can be used for entry into a building as well, if it has a steel grate or steel shutter.

LM: Since the entire fire crew is made up of volunteers, did you have a budget to buy this tool?

JW: We have a budget, but we're stressed because we've built two new fire stations. While we pay off these two buildings, our budget is reduced. Also, we have no mutual aid. We're on our own here, so having the proper tools for the job is a really important thing. I can't say thank you enough to the Saturna Island Lions. The donation came just around Christmas time, which was a wonderful gift.



Lion Grant Dickey, Lion Brent Sohler, Lion President Barb Ropars and Fire Chief John Wiznuk gather around the "jaws of life" that the club provided to Saturna Island's volunteer fire crew.

Lions: have you heard from a beneficiary or a recipient of your kindness, service or charity? Tell us about the feedback you receive from those whose lives you've changed for the better. E-mail a brief description of your correspondence to lionmagazine@lionsclubs.org. Please include "Thanks and Appreciation" in the subject line.

CALENDAR

2011 UPCOMING EVENTS

APRIL

LEO CLUB AWARENESS MONTH

APRIL 8-11

Faculty Development Institute/
India, South Asia, Africa and
the Middle East
AGRA, UTTAR PRADESH,
INDIA

APRIL 9

Lions Worldwide Induction Day

APRIL 15-18

Faculty Development Institute/
South America, Central
America, Mexico and Islands
of the Caribbean Sea
QUITO, ECUADOR

APRIL 16-19

Board of Directors Meeting
CARY, NORTH CAROLINA

APRIL 22

Earth Day

APRIL 29

Standard, Core 4 and IAG
grant application deadline for
review at the June 2011 board
meeting

INFORMATION

FOR THE RECORD

As of January 31, 2011, Lions
Clubs International had
1,337,746 members in 45,774
clubs and 743 districts in 206

countries and geographic areas. As of
that same date, there were 318,070
Melvin Jones Fellows and 58,126 Pro-
gressive Melvin Jones Fellows.

CORRECTIONS

Danilo P. Ortega, the president of the
Manila Sta. Mesa Lions Club in the
Philippines, was the photographer who
took one of the 10 runner-up photos in
the LION Magazine photo contest. His

photo in the November 2010 issue was
of the mother carrying a child.

Past International President Kay K.
Fukushima is a member of the Sacra-
mento Senator Lions Club in California.

The Olympic Mountains are west of
Seattle and the Cascade Mountains
are east of the city.

The LION regrets the errors.

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Advertorial

LAST ROAR



Photo by Tibor Illes/ITB Panorama Foto

DANCEABLE

The Rolling Dancers group takes to the dance floor at a charity ball held by the Szeged Elso Lions Club and Szeged University in Hungary (see story on page 11).

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