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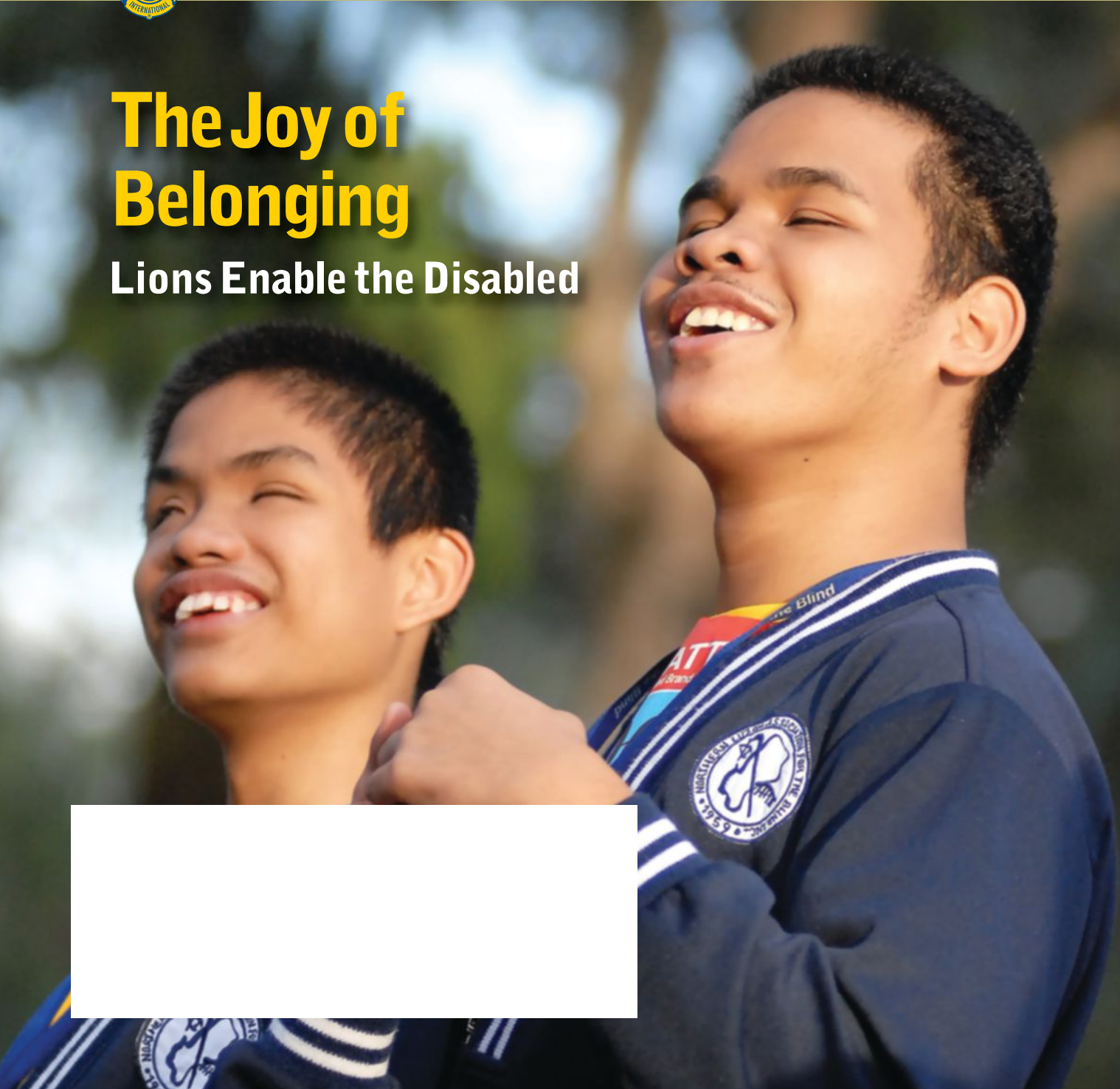


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MISSION STATEMENT OF LIONS CLUBS INTERNATIONAL:

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

SERVING TOGETHER

MESSAGE FROM THE PRESIDENT

Leadership Is Not About the Leader

As the owner of an international cargo company, I understand all the skills, resources and assets required to successfully compete in the marketplace and deliver goods on time. How it all comes together is the result of planning, communication and execution. It happens by design, not by accident. It takes many people working together. As the owner, I am the leader. But I understand that every employee is important. Every worker has a job to do. Everyone on the payroll has a skill to contribute.

As president of Lions Clubs International, I lead 1.35 million Lions. But I understand that leadership is about ensuring the full participation and encouraging the enthusiasm of all Lions. Every Lion matters. We've been able to save millions from blindness, deliver food and water to multitudes of disaster victims and teach millions of youth life skills because Lions have believed in service and believed in the necessity of action.

It's been said that a good leader inspires others with confidence in him while a great leader inspires others with confidence in themselves. This year I want club presidents to really step forward and inspire Lions to completely believe in themselves, to believe in the power of courage, commitment and action. I am asking Lions to step forward and take advantage of LCI's many valuable leadership training tools. Our online Leadership Resource Center can enhance the efforts of Lions leaders at the club, zone and district levels. We must identify leaders among us in our Lions family and then they must cultivate their potential through training.

This year I have been conducting many president-meets-the-presidents meetings. I want to listen to Lions, learn from you, motivate you and be motivated by you. As your international president, I have the duty to support Lions of the world, to listen to your needs, to show you I care, to make your service easier and to help your dreams come true. That's why I am meeting with presidents and why one of my themes is My Club, My Family.

If I am unable to visit your Lions family, I want you to know I believe in you and your capabilities as Lions. Together we can continue to change the lives of millions of people.



Wing-Kun Tam
Lions Clubs International President



Jim Groff of the Christiana Lions Club in Pennsylvania cleans up in Joplin, Missouri, after the devastating tornado in May. Excellent leadership enabled Lions to respond quickly and effectively.

Photo by Brian Wingert

IN THE SPOTLIGHT

LIONS NEWS BRIEFS

LIONS FEED FAMINE VICTIMS

Lions of Kenya delivered food in August to refugee camps in their country for victims of the devastating famine in Somalia. Under military escort, Lions also traveled to Somalia to give out food and water. LCIF mobilized funds, including \$77,000 from Swedish Lions, to aid the hungry. Somalia is suffering its worst drought in 60 years, and nearly 30,000 children under the age of five have died. Said Past International Director Manoj Shah of Kenya, "We have finalized our next relief activity with UNICEF, which is targeted at providing for the special needs of more than 6,000 affected mothers and children at the Dadaab refugee camp on the border of Kenya and Somalia. Fourteen Lions will travel to this area to carry out relief activity hands-on." Lions who wish to help can contribute to LCIF's Aid for Africa 2011 fund at www.lcif.org.

CLUB HELPS BURN VICTIM

Dallas Wiens of Texas received the first complete face transplant in the United States in March after suffering severe burns when his boom lift hit a power line. Now the Southlake Lions Club in Texas is raising funds to get him a Leader Dog. The club hopes to raise as much as \$40,000 by raffling off a motorcycle and through a motorcycle Ride for the Blind. Wiens, 25, spoke at the club earlier this year. After 22 surgeries, he had been left with a face nearly devoid of features. "The pain and trauma he went through ... he has a spirit like no other," says Ann Swindell, president. "He wanted to live for his daughter. He wanted to feel his daughter's kiss again." When his young daughter, Scarlett, recognized him after the surgery, Wiens cried.



Ann Swindell, club president, chats with Dallas Wiens.

LIONS SUPPORT EXTREME MAKEOVER

The cast of the Extreme Makeover: Home Edition television show descended on Madison, Georgia, in July to build a home for a girl and her family after the girl lost a leg saving the life of her sister. Madison Lions did their part, signing in the thousands of volunteers and driving shuttle buses to transport the volunteers. The Lions put in 250 hours of service in a week. Anaiah Rucker, 10, pushed her younger sister, Camry, out of the way of an oncoming truck. A bus driver then saved Anaiah's life by performing CPR. "Everyone knows everyone here," said Lion Brillo Jackson. "She's a delightful little girl." During the week Lions allowed the Red Cross to use their club house to teach CPR. The show was scheduled to air in October.



Hoyt Jackson, club president, and his wife, Brillo, park cars in Madison for volunteers.

IN THE SPOTLIGHT

LIONS NEWS BRIEFS

LIONS COUNTER HURRICANE IRENE

After Hurricane Irene roared through New Bern, North Carolina, in late August, Lions helped serve 1,700 meals and distributed vouchers for displaced residents to purchase supplies. Lions in other areas damaged by Irene set up and staffed shelters, donated relief kits and fed first responders. LCIF is mobilizing \$100,000 for relief assistance for several states. Lions who wish to help can donate to LCIF's Hurricane Irene 2011 fund at www.lcif.org.

BY THE NUMBERS

100

Evacuees from forest fires in north-western Ontario in Canada who were treated to a barbecue by Arthur Lions. Some two dozen of them later played bingo held by Mount Forest Lions.

300

Golf balls dropped from a tree service lift above a hole in a fundraiser of the Stow Lions in Massachusetts. In the hole or closest to the hole wins.

775

Volunteer hours tallied by the Clovis Evening Lion in New Mexico from working the admission gates of the Curry County Fair.

203,000

Dollars awarded in scholarships to high school students in the last quarter century by the Gresham Breakfast Lions in Oregon.

10,000

Pounds of produce grown and set to be delivered from inmates at the Leavenworth Federal Penitentiary in Kansas to tornado victims in Joplin, Missouri. The Leavenworth Lions donate seeds for the vegetables.

7,536

Hats, mittens, scarves and socks collected by New Hampshire Lions for the needy in the Warmth from the Millyard project.

13

Pigs cooked by Seaboard Lions at the Seaboard Barbecue Cookoff in North Carolina.



25 YEARS AGO IN THE LION NOVEMBER 1986

Retired U.S. Senator Jennings Randolph of the Tygart Valley Lions Club in West Virginia reflects on the 50th anniversary of the establishment of the blind vending stand program in federal buildings. Randolph was a co-sponsor of the Randolph-Sheppard Act.

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IN THE SPOTLIGHT

LIONS NEWS BRIEFS

ONE OF US

If you don't believe in Santa Claus, you haven't met Lion Rex Doty. For the past five years, Doty has been making toy cars out of donated scrap wood to show area children in need that somebody cares about them. "A needy child is not necessarily poor," Doty says. "We give toys to children with cancer, or whose parents are deployed." Doty started a woodworking group at his Las Vegas retirement community, and the same two men who made toys with him that first night are still with him today—92,000 toys later. Doty, a member of the Las Vegas Summerlin Lions Club in Nevada, established the nonprofit Toys 4 Smiles Las Vegas and recently secured a bigger workspace to make sure he'll reach every child in need.

WHY ARE YOU SO PASSIONATE ABOUT HELPING KIDS? I think kids need to know that there's somebody out there who cares about them. When they get that toy, they'll realize that somebody they have never met is willing to help them.

WHAT WAS YOUR CHILDHOOD LIKE? I grew up in a small farm town. We never had keys to lock our doors and would take a ride with anybody. Everyone in town knew each other, so if somebody got sick, everyone would chip in and help them. I didn't grow up with drugs or broken families or the other things going on today. No matter what's going on, I want kids to know people care about them.

ARE YOUR FELLOW LIONS INVOLVED IN TOYS 4 SMILES? A number of the Lions in the Las Vegas area are helping. They raise funds for Toys 4 Smiles, and their support has made a huge difference in getting to where we are today. Some also help make and distribute toys. Lions already have a good heart, so it's a perfect fit.

YOU SAID ANYONE CAN MAKE THESE TOYS. IS IT SOMETHING OTHER LIONS COULD REPLICATE? Yes, and I'd be glad to share the idea and how it works with anybody, anywhere in the world. It can be done for little or no cost. All you need is donated wood and people with a good heart. Through Lions, you already have the good people, so all Lions really need is the wood.



Editor's note: Rex Doty can be reached through his Web site: www.toys4smileslasvegas.org

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 "One of Us" in the subject line.

Photo by John Wayland

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IN THE SPOTLIGHT

LIONS NEWS BRIEFS

CLUB OF THE MONTH

NAPOLEON LIONS CLUB, MICHIGAN

YEAR FOUNDED: 1953

MEMBERSHIP AND MEETINGS: The club's 52 active members, ranging in age from 33 to 81, meet twice a month at a local church. When the Napoleon Lions vote, rather than saying "yes," they have a unique tradition of saying "bite 'em!"

CRABBY COMPETITION: For the past 20 years, when summertime arrives the club knows it's time for the annual Great American Crab Races. For this three-day friendly competition, community members (called "riders") pay \$10 each for a hermit crab and root for their crab to win a tabletop race. Winners from the first night's race move on to the semifinals, followed by a final race for a big prize such as a cruise to the Bahamas. But beware, riders must play fair—if they're spotted banging on the table or interfering with the race in any way, they'll receive a spray of water from a squirt bottle. The popularity of this event is undeniable: the Napoleon Lions and their partners have raised more than \$200,000 over the years to benefit youth in their community.

COMING THROUGH FOR KIDS: Napoleon Lions raise funds for the Michigan All State Band, run pinewood derby races for Boy and Girl Scouts and provide and maintain ball fields for the youth baseball leagues. An annual Mother's Day pancake breakfast gives the youth who have benefited from the Lions' efforts a chance to give back—by working as servers.

A YEAR OF GIVING: From an autumn punt, pass and kick competition to providing Thanksgiving food baskets to a Memorial Day barbecue and a summer golf tournament, the Napoleon Lions Club never slows down.

PROUDEST MOMENT: Without a doctor or dentist in the community, the club got to work raising funds to build a medical facility in 1971. The medical center is still operating today.

WHY BE A LION?: "The Napoleon Lions are a group of friendly, hardworking men and women who have a deep commitment to service within their community and that of the world. We treat our members as family and welcome all who have a desire to serve those less fortunate because we believe that one person can make a difference in someone's life."
—Dan Shepherd, immediate past president



The hopeful crowd at the Great American Crab Races watches in anticipation to see whose winning crab will move on to the next round.

IN THE SPOTLIGHT

LIONS NEWS BRIEFS

OVERHEARD

"Ask someone who wears glasses what would happen if you took away their glasses. That is the point."

—Chuck Mandelbaum, manager of the Lions Eyeglass Recycling Center of Northern Virginia and a Falls Church Lion. From the *Washington Post*.

"Reaching out to our neighbors and offering them a helping hand is real, and it doesn't take a committee or team of visiting experts to solve a problem. Someone needs a ride, give it. Someone needs food, bring it. Someone needs someone to talk to, go do it."

—The Rev. Michael Brecke of St. Paul Lutheran Church in Fish Creek, Wisconsin, commenting on his service as an Egg Harbor Lion. From the *Door County Advocate*.

"It sounds like an oxymoron to have a speed limit in a race. But you have to keep the drivers safe."

—Mark Lowe on the 48th annual Twelve Mile 500 Lawnmower Race in Indiana. Lowe belongs to the Twelve Mile Lions Club. From the *News-Sentinel*.

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from \$1348*

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Longtime Tradition Honors Veterans

SERVICE IDEA RECOGNIZE VETERANS



The Iliahi Elementary School Ukulele Band was one of the 85 units marching in the Veteran's Day Parade on Oahu.

Photo by Jack Kampfer

The Wahiawa Lions Club in Hawaii has not only kept a Veterans Day parade going for 65 years, but also has seen it grow into a massive, much anticipated event in Oahu each November.

There were nearly 7,000 spectators and between 1,000 to 1,500 marchers in 2010. Marchers included many veterans groups, Boy and Girl Scout troops, ROTC units and active duty military personnel. Along with each year's parade is a festival of approximately 30 booths selling food and crafts, activities and entertainment.

Lions feel a personal connection to servicemen and women. “Our small community is nearly surrounded by military bases,” explains Jack Kampfer. “We have veterans at these installations and living in our community. The Wahiawa Lions have always had members who are veterans.”

“In all modesty,” says Wahiawa Lion Tino Bagasol, “this is probably the most visible and popular Lions project in all of District 50.” The parade's success does have one small downside. Kampfer explains, “Because the Wahiawa Lions are engaged in all the activities necessary to manage the parade—reviewing stands, booths, parking, etc.—few of us are able to march in it.”

All in the Family

Five generations of families in Wheatland, a small rural community in California, have been able to show off their beloved pets during an annual parade, originally the idea of a local elementary school teacher. Members of the Wheatland Lions Club now serve as judges and support the school district's officially-sanctioned parade with security, traffic control, entry registration and awards. Lions adopted the pet parade as one of their first projects soon after being chartered in 1948.

“Since the very first parade in the spring of 1925, children have astounded parade-goers with a wide variety of pets,” says Lion Mick Shatswell. “Beyond your typical cats and dogs, pets have included snakes, turtles, fish, cows, goats, horses, donkeys, chickens, birds and rabbits.” Along with a pet rat or two, Shatswell says there have also been a selection of llamas, coyotes and bulls thrown into the mix. As the parade ends its promenade down Wheatland's Main Street, Lions distribute free popsicles to the young participants and provide water to their pets. Prizes are given to pre- and school-age children.

A pampered pooch is sitting pretty during the parade.



SERVICE IDEA PARADE FUN

FEED THE HUNGRY

Sponsor a food collection drive or start a food pantry to feed the hungry in your community.

EXPAND MEMBERSHIP

Extend invitations to others to join your club. Look around your neighborhood, workplace or among friends for those whom you believe could be assets to your club.

KEEP COMMUNICATION OPEN

All Lions should be aware of club activities, either through a club newsletter, e-mail or direct contact. Communication is key to keeping participation at maximum level.

SERVICE IDEA CREATE A PARK



Sebastian Vinci puts the final touches on a sign announcing the new Lions Park.

Photo by Curtis Lew

Lions Carve Out a Community Park

The town of Pound Ridge, located in upstate New York, is still rural enough to be surrounded by forests, but close enough to the New York City metro area that several stage and screen stars and other celebrities call the community home. "The town has a rural feel and only about 5,000 residents," points out Sebastian Vinci, an architect and one of the Pound Ridge Lions Club's 30 members.

Lions have earned approximately \$6,000 annually for the last 20 years by selling pumpkins in an area of Pound Ridge called Scott's Corner. Vinci credits the 2009 pumpkin sale with helping to plant the seed for one of the club's biggest projects yet—the creation of a half-acre park. Lions sold pumpkins from a stand across the street from the site where Vinci says he made two observations. "A lot of people were using the sidewalk in front of our pumpkin patch. I thought, 'Wouldn't it be nice if they had somewhere to sit?' and then I took a walk around the site and realized it was a unique piece of land, with a stream flowing through it and situated at one of the gateways into our community." Lion Ed Condon joined him and joked that the club should use the site to grow its own pumpkin patch for the annual sale. The idea seemed right, they both agreed—a fitting way to celebrate the club's 50th anniversary in 2012 by creating something beautiful and useful for the community.

The town removed storm-damaged trees, and also contributed soil for landscaping. Volunteers were everywhere. The local garden club designed and implemented landscaping. Restoration of an old stone wall was tackled by a club whose members are dedicated to rebuilding the area's historical stone structures, and Lions built a deer fence to encircle plants, carved out trails and paths, moved rocks and built a sign identifying the site as Lions Park. The sign held some significance for Lions. Two of the planks came from the floor Lions installed in their first big project—building the Lions Volunteer Ambulance Corps. "It housed a converted hearse, our first 'ambulance,'" he recalls. Benches, a gazebo and patio will complete the park.

Lions fell short of their pumpkin goal last year. "Actually our plants struggled to survive a drought, and then got a fungal disease. We ended up with about six pumpkins after all our hard work. Our goal is to grow our own not just for the crop value, but to create an experience for our city folk residents to actually pick their own pumpkins," Vinci explains. Lions figure they'll get it right next growing season. After all, they've already managed to carve out a blossoming new park for their community. Pumpkins are sure to follow.

IDEAS THAT ROAR

BIG IMPACT WITH LIONS CLUB SERVICE PROJECTS

INCLUDE YOUTH

Sponsoring a Leo club means that you'll be infusing your own club with helpers who are youthful and energetic. Show young people the way to service by example.

No Toys? No Problem for Lions



SERVICE IDEA HELP KIDS

Grand Junction, Colorado, Lion Brad McCloud accepts toys collected by "The Neighborhood Boys," Dakota Rush, 9, August Rush, 11, Noah Nickerson, 11, and Cal Hanlon, 11. They received a standing ovation from Grand Junction Lions at their presentation.

Photo by Gretel Daugherty/Grand Junction Daily Sentinel

When the community of Grand Junction, Colorado, learned that the local annual Toys for Tots drive had been discontinued last year, it came as a shock. "Although this bit of news was devastating to the entire community, the Orchard Mesa Lions decided it was time for our club to step forward and do something—fast," says member Shirley McGuiness. "There was less than two months to make a memorable holiday for so many kids and their families."

Orchard Mesa Lions approached the other seven clubs in the area—Grand Junction, Fruita, Fruitvale, Clifton, Collbran, Palisade and Redlands—to bring back the holiday spirit for families in need. Lions even inspired others. "Four young boys between the ages of nine and 11 calling themselves 'The Neighborhood Boys' decided to have their own toy run and canvassed more than 300 homes asking them to leave a new, unwrapped toy on their doorsteps for collection. Nearly two-thirds of those neighbors participated and over 200 toys were donated to the Lions' toy drive," McGuiness says.

All toys, money, clothing and food collected were given to the Salvation Army for distribution to families in need. McGuiness reports that 3,228 children received toys; 1,742 families were given boxes of food and 2,638 seniors and people with disabilities received gifts.

Shopping Spree Lifts Spirits

Nogales Lions in Arizona want to make happy memories for all families in their community. They keep busy throughout the year raising funds to take disadvantaged children on a holiday shopping spree. Last year, 100 children took home not only brand-new clothing, shoes and toys for themselves, but also food baskets brimming with \$350 worth of locally-raised beef and produce to feed their families.

Lions and other volunteers hosted children selected on the basis of need by schools. There were some tears—shed by the adults, not the kids—when they witnessed the joyful scene. Lion Dina Sanchez, who was one of nearly 70 volunteers that day, recalls, "When I arrived at their home to deliver 'my' child back to his parents with his new clothes, toys and a food basket, the mother burst into tears, expressing gratitude about

how much it meant to her.

"The family had no food at the time and the mother didn't know what she was going to do, so the basket of food was 'heaven-sent.' Clothed, fed and with the joy of a toy and food for the whole family, what more could we ask for?"

Lions schedule fundraisers throughout the year to help pay for the shopping spree as well as support their other service activities. They have been sponsoring the holiday shopping spree for 37 years, but David Ramirez says the project has expanded under the leadership of Lion Manuel Montano. As the economy worsens, more families need assistance.

Volunteer Alexis Amado Campbell (left to right) and Lions Bruce Bracker and William Stout, with wife Arecli, help brothers Sergio Rene and Carlos David Chavez wrap up their new shoes at Bracker's Department Store.

Photo courtesy of Manuel C. Coppola, Nogales International Newspaper

"Our neighbors, the Green Valley and La Canoa Lions Clubs, donated \$2,125, which was amazing," Montano says. "The public was especially supportive, and the total value of the items all the kids received was \$26,500." In addition to the money spent, Lions received more than \$5,900 in donated goods from businesses and individuals.

SERVICE IDEA MAKE HAPPY MEMORIES





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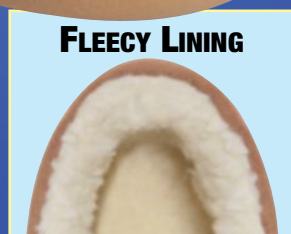
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LIONS ON LOCATION

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



THE POINT COOK LIONS CLUB IN AUSTRALIA HELD A FUNDRAISING BALL AND DONATED \$6,000 TO HELP FAMILIES WITH CHILDREN WITH CEREBRAL PALSY.

1 EUROPE ITALY

ATM Users Fund Prosthetics

Lions in Northern Italy found a novel and easy way to raise cash for prosthetics for children in Haiti: displays on ATMs appealing for a donation of 1 euro.

Lions in District 108 TA1 arranged for signs on 170 ATM machines at 120 branches of Sparkasse-Cassa di Risparmio di Bolzano, the oldest bank in the South Tyrol region. Lions raised 40,000 euros (\$56,000) in less than a year. Clubs also contributed funds on their own, bringing the total raised to 300,000 euros (\$420,000).

So far Lions have delivered 200 artificial legs to Haiti. The goal is to help 1,500 children who lost a leg in the devastating January 2010 earthquake. The high-quality prosthetics are made in Italy with carbon fiber.

Two non-profit groups in Haiti working with Lions will select the children and oversee the fittings. A religious order also is providing logistical support, and the district plans on sending Lions-doctors to assist with the fittings.



The prosthetics are high quality.



The ATM display asks for a 1 euro donation. (Some of the bank branches are located near the Austrian border, hence the appeal is in German.)

A Haitian child gets accustomed to his prosthetics.



IN EAST DEVON, ENGLAND, CHILDREN AT SIX SCHOOLS TOOK PART IN THE ANNUAL LIONS PEACE POSTER CONTEST ORGANIZED BY THE AXMINSTER & DISTRICT LIONS CLUB.



ALONG WITH HELP FROM STUDENTS, THE BANGA CITY SMILE LIONS CLUB IN INDIA PLANTED 100 TREES AT AN ELEMENTARY SCHOOL.



THE HARARE WEST LIONS CLUB IN ZIMBABWE SUPPORTED 150 CATARACT SURGERIES DURING ITS FIRST ANNUAL EYE CLINIC.



Willie Axford hunts for Lions in the air.

Fellowship Over the Airwaves

Surrounded by a magnificent forest and perched atop a hill, Eshowe is a picturesque small town with tree-lined streets in Zululand in South Africa. Ninety minutes away is a game reserve where lions roam the land. Each January Lions in Eshowe hunt Lions—in the air.

Members of the small Lions club in Eshowe fire up a barbecue, gather around a ham radio and over a weekend try to contact as many Lions as they can. Since 1970, Lions worldwide have taken part in the Hunting Lions in the Air event.

“It’s a wonderful way to exchange ideas and get help from other clubs and maybe other countries,” says Alice Walker, past president. “During our session [last year] one or two clubs offered to help with several of our projects, should we need it.”

Hunting Lions was once an official contest of Lions Clubs International. Five points were awarded for contact-

ing a ham station hosting Lions members and a point was awarded for contacting any other ham station. The contest angle faded away a few years ago and not as many clubs participate as once did. But Hunting Lions still is held the weekend in January closest to Melvin Jones’ birthday (Jan. 13), and those who take part still wax enthusiastic about the event. The event “allows Lions to exchange ideas and greetings. There’s the excitement of being able to speak on a radio to someone on the other side of the world,” says ham radio operator Willie Axford of Eshowe.

Lions gather at the home of Axford for the radio event. He’s past president of the Melmoth Lions Club and a retired member of the Eshowe Lions. Axford, 73, first became involved with amateur radio as a high school student in the early 1950s. He won the Hunting Lions contest in 2003.

Over the years different clubs have



Alice Walker, flanked by Christine Drews, takes to the airwaves.

coordinated the contest. Among them were the Rio de Janeiro Aeroporto Lions in Brazil, the Flen Lions in Sweden, the Bangalore North Lions in India, and, most recently, the Midrand Lions in South Africa. The worldwide scope of the event and the can-do spirit of participants underlie its appeal. “One of my own recollections is talking to a fellow Lion who was standing on the roof of his car, operating a mobile, by the Dead Sea [in Israel] and using a fishing rod as an aerial,” says Walker.

LIONS ON LOCATION

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



EVERY MONTH, THE **NORTH DURBAN LIONS CLUB IN SOUTH AFRICA** COLLECTS FOOD DONATIONS AT SEVERAL GROCERY STORES AND PUTS TOGETHER 120 BAGS OF FOOD FOR THOSE IN NEED.



Lion Andrea Aitchison, the organizer of the event, rappels down the cliff.

3 EUROPE SPAIN

A Lions' Cliffhanger

The promotional posters put up by Lions in Spain dared would-be participants: "How Brave Are You?" Turns out that nearly three dozen people were brave enough to rappel 100 feet down the steep cliffs of Moraira toward the sea.

The Jalon and Orba Lions Club organized the abseiling (rappelling) event. Participants secured sponsors, raising 5,719 euros (\$8,239) for hospital equipment and other good causes.

Moraira is a small town on the

Costa Blanca ("White Coast"), 120 miles of coastline in the Province of Alicante. Most members of the Lions club are retired expatriates from England.

Lion Andrea Aitchison, the organizer of the event, rappelled. "It was terrifying and exhilarating at the same time," she says. "The first step over the edge of the cliff when you could not see what was beneath you was very scary. But once the descent got under way it became really enjoyable and the sense

of achievement on reaching safe ground at the bottom was absolutely great."

The club contracted with a business called Adventure Experiences to provide equipment, guides and insurance. A financial adviser firm, Blevins Franks, underwrote the club's expenses.

This year the club has upped the ante: a tandem sky dive will be held. Strapped to experts, 19 people will jump from a plane at 10,000 feet. "Wish us the best," says Aitchison.



IN TURKEY, THE YENI HARBIYE LIONS CLUB IS SUPPORTING A THERAPY PROGRAM USING HORSES FOR 10 CHILDREN WITH MENTAL AND PHYSICAL DISABILITIES.



THE SIALKOT EDEN LIONS CLUB IN PAKISTAN PLANTED 20 TREES IN A PARK.



THE BINANGONAN LIONS CLUB IN THE PHILIPPINES BROUGHT SCHOOL SUPPLIES TO ELEMENTARY SCHOOL STUDENTS.

Colombian Lions Help the Poor

4 SOUTH AMERICA COLOMBIA

An hour west of Bogota in Colombia is La Vega, where since 2001 Lions have focused on helping disadvantaged children and those with disabilities.

San Juan de La Vega Lions pay monthly visits to poor neighborhoods to distribute food, clothes and toys and to promote recreation and crafts. The 20 members of the club also make breakfast and provide a keepsake gift for children making their First Communion. Last year, the club hosted a Special Olympics. Eighty participants enjoyed sports, dancing and a parade.

The club's goal is to build and run a job training center for those with disabilities, says Wilson Rodriguez, 2010-11 president.



A child treasures his gift from Lions.



A child entertains at an event of the San Juan de La Vega Lions.

Happy Ending to A Boy's Sad Story

Bright and determined, Marcelo, 12, struggled in school in Sergipe, Brazil, because of vision problems. His family was too poor to pay for an eye exam. The Aracaju Atalaia Leo Club worked with the Aracaju Nova Geracao Lions Club to have him see an ophthalmologist at a university hospital. Marcelo received treatment, his first pair of glasses, and finally the opportunity to succeed in school. "The joy of Marcelo is our greatest reward," says Jose Iroito Rego Leo, club secretary.



5 SOUTH AMERICA BRAZIL

6 ASIA INDIA

Sweet Way to Promote Blood Donation

Three thousand students in India pledged to donate blood and memorialized the commitment by creating a logo out of 550 pounds of toffee. Students at Dolphin Matriculation Higher Secondary School in Madurai pledged to donate blood once a year and to ask five others to give blood. The 270-square-foot multicolored toffee logo contained the words "Give Blood, Give Life." The logo won the students a place in the Limca Book of Records, an Indian version of the Guinness World Records. Lions in Madurai helped sponsor the donation pledge and logo creation.



A family runs together in the Lions' race.



Everyone's A Winner

Photos courtesy of The Baguio Photographers Club

by Jay Copp

The clock at the finish line flashed the times of the runners in the 16K race in Baguio City, Philippines. Some competitors smiled with delight when seeing their time. Others grimaced in disappointment. For the elite runners especially, satisfaction could be parsed and measured, a function of time, space and speed.

But it was a different story with another group of runners, who drew loud cheers not for their speed but for their spirit. Nearly two dozen children with vision impairments navigated a 400-meter course. Lions and other volunteers held the hands of the runners or jogged next to them and whispered encouraging words in their ears.

"They may not have been able to literally see the finish line but you could sense they knew in their hearts they were about to finish a race," says Jeff Ng, co-chair of the Lions' run.

The runners with disabilities make Jingle Melanie Ku Marquez's heart swell. Co-chair of the run, Marquez is a recreational runner. Her 14-year-old daughter, Danielle Llouise, was born with a heart defect, vision in only one eye and hearing loss. Danielle stood near the finish line whooping it up for the runners. "Seeing the faces of the children adorned with genuine smiles and a feeling of accomplishment and self-worth made me feel so proud," says Jingle Marquez. (Her parents were music lovers, hence her first name.)

The first-ever Eye Run 'coz I Care event drew 700 runners. The Baguio City Host Lions Club raised PHP60,000 (US\$1,380) for the Northern Association for the Blind, the Philippine National Red Cross, a medical/dental mission of the club and the repainting of a massage center owned by blind masseurs.

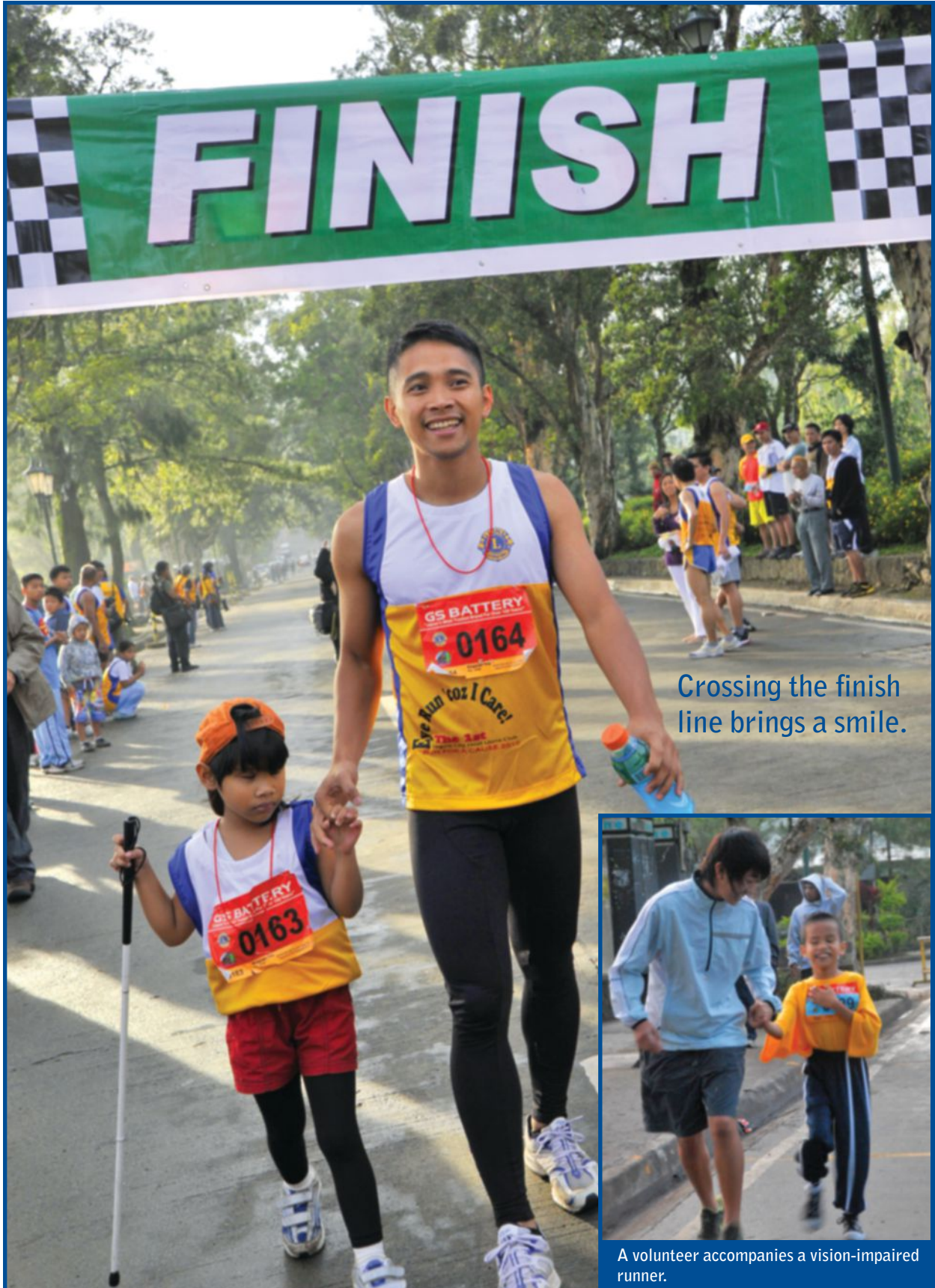
The excellence of the event was confirmed in July in Seattle at the 94th International Convention: 2010-11 International President Sid L. Scruggs III announced that the Baguio City Host Lions Club won a Beacon Award. The run was cited as the outstanding service project for the blind or visually impaired.

Chartered in 1950, the Baguio Host Lions Club was the second club in the Philippines. A few of the club's 90 members ran, but most worked the race.

The course ran past some of Baguio City's most scenic and well-known spots such as the Botanical Garden, Wright Park and the Mansion House.

Baguio City Lions capitalized on the growing popularity of running in the Philippines. "Races are held almost every weekend in varying places," says Marquez. The starter for the 16K race was Roy Vence, a six-time national distance running champion. Runners also competed in 5K and 3K races.

Everyone's A Winner



Crossing the finish line brings a smile.

A volunteer accompanies a vision-impaired runner.



A participant comforts a runner.



A participant wears a T-shirt with the words of Helen Keller.



Two veteran runners sprint to the finish line.



A runner cools off.

Everyone's A Winner



Finishing the run is a moment of triumph.



It's official: these two participants completed the race.



Valley Forge, Pennsylvania,
Lion Joseph McCardle
delivers a basket of newly
harvested produce to
Carol Berger, PACS
executive director.

Join the Fight Against Hunger

by Pamela Mohr

Lions are proving creative when it comes to meeting the challenges posed by world hunger. International President Wing-Kun Tam urges Lions to recognize the difference between thinking they can accomplish something and believing they can do it. That difference is defined in three words, he explains: courage, commitment and action—ideals that Lions illustrate every day in their quest to feed the hungry.

A food bank in Phoenixville, Pennsylvania, is now able to offer fresh produce to put on clients' tables because of a Lion's strong belief in going green when it comes to food. Joseph McCardle, 2010-11 president of the Valley Forge

Lions Club, supports using locally-grown fresh produce through a community-based agriculture program (CSA).

"A CSA is created when farmers sell shares of a field of assorted crops. Shareholders are entitled to their portion of the yield each week for 30-plus weeks," he says. After McCardle promoted the idea in his club, Valley Forge Lions sponsored a fundraiser to buy one share for the Phoenixville Area Community Services (PACS) food bank. McCardle and Lions show their commitment by continuing to raise money to support the fresh food incentive.

The food bank provides canned goods and other non-perishables to create meals for a family for three to five

days. Carol Berger, PACS executive director, calls the use of locally-grown produce to help feed families “a tremendous resource.” Nearly 400 people rely on PACS because they can’t afford to buy enough food themselves. “This will add fresh food to their diets every week, nourishing them and keeping them healthier.”

As one of four global service action campaigns, Relieving the Hunger resulted in feeding more than 7 million men, women and children during December 2010 and January 2011. In these two months, Lions reported 2,000 projects and more than 150,000 volunteer hours spent fighting hunger around the world. Every single day, however, finds Lions and Leos invested in projects that provide sustenance to those in need.

Members of the Fresno Unlimited Lions Club in California realized that when homeless children were on a school break, their nutrition suffered because they weren’t being fed breakfast and lunch by the school district.

They stepped in during school breaks to bring meals not only to the kids, but also their parents. Lions visit local hotels catering to the homeless and people in need where they serve meals in the parking lots, says Kerry Holguin, 2010-11 club president. She coordinates with the Fresno Unified School District to locate hotels with a large number of children in residence. “Since these families have no cooking facilities, we always take at least one hot side dish to accompany the entrée,” Holguin says. Meals can range from hot dogs and hamburgers to a full turkey dinner with all the trimmings. “We try very hard to always have some type of fresh fruit—not too hard since we *are* in California,” she points out.

“For all the years we have been serving, the hotels always seem to be filled to capacity. So it’s hard to tell if the economy is making a big difference or this is a very sad, ongoing situation. We don’t use any club funds. Each member volunteers to bring a specific dish or item—if they are unable to attend the feeding, they graciously donate money to purchase whatever is needed,” she explains.

Lions also provide warm clothing and bedding and

plan to add toiletries and school supplies soon. “It’s not unusual to see Lions and residents in conversations discussing what has happened in their lives since Lions last visited the hotel,” she says.

Holguin says that the interaction benefits everyone—including Lions. “It’s during these visits that I observe club members most at ease with each other. They are laughing, relaxed and thoroughly enjoying each other’s company without the rules and protocol of a meeting. I honestly believe that the 50 percent of our club members who repeat-

edly participate in this activity receive as much gratification out of the few hours they donate as the hotel residents themselves.”

Armed with the motto “Feeding the Nation—One Plate at a Time,” members of the Eden Lions Club of George, Republic of South Africa, struck their own blow against hunger nearly two years ago. The simplicity of selling a plastic picnic plate emblazoned with the Lions emblem to help feed many thousands of hungry men, women and children is working well, says Carl van Blerk, 2010-11 club president.

Working in conjunction with Stop Hunger Now (www.stophungernow.org), each plate sells for approximately US\$1.37 (SA Rand \$10). The plates not only help provide meals but also serve as a usable utensil. Stop Hunger Now can provide four meals for every US\$1 spent. Ten thousand plates were sold in just three months, and over 2,000 plates have been donated to soup kitchens and nursery schools as utensils as free meals are given to children and adults.

Twenty clubs in South Africa so far are participating in the Feed Me campaign and van Blerk says more are joining Eden Lions in packaging meals provided by Stop Hunger Now. Each food pack consists of only dry products including rice, soya, soup mix vegetables and a sachet of essential vitamins and minerals, he explains. “These meals can be kept for reasonably long periods of time and are cooked by the simple process of adding boiling water.” If fresh ingredients and meat are available, they can be added to the mix.

Keeping Food Banks Filled

Want to pitch in and help your local food bank? Visit the Global FoodBanking Network (GFN) site (www.foodbanking.org) to either locate one in your community by using the “Find a Food Bank” tool or learn how to provide assistance. GFN works with food banks in 19 different countries and this is one viable arm of assistance Lions clubs can use to fight hunger. Many Lions clubs already participate in GFN projects and that number is growing after GFN representatives attended the International Convention in Seattle to meet with Lions.



Helping feed homeless kids and adults is a major focus of the Fresno Unlimited Lions Club in California.

"I have personally seen the project's success in the eyes of the many people we have fed. We recently held a soup kitchen for the Phelophepa Train of Hope [a mobile hospital for people in need], which spent a week in our city. We used the Stop Hunger Now food packets and provided meals for hundreds, perhaps thousands, of people who came to the train for medical assistance," says van Blerk.

The joint cooperation between Stop Hunger Now and Lions has led to another opportunity to serve for Rod Brooks, president and CEO of Stop Hunger Now, headquartered in Raleigh, North Carolina. Sponsored by 2010-11 International President and current LCIF Chairperson Sid L. Scruggs III, Brooks is a new member of the Raleigh Host Lions Club. "I can say that their commitment to fighting hunger most definitely influenced my decision to become a Lion," he explains.



Carl van Blerk and children at the Sonstraaltjie Crèche, a nursery school, happily wave their "Feed Me" plates.

Brooks believes Lions Clubs International's worldwide efforts to feed a global population in need has led to a significant army of supporters in this critical battle. "I had the opportunity to witness an event in which Leos from around North Carolina packaged meals through Stop Hunger Now's meal packaging program," he says. "Their youthful enthusiasm reflects a new generation committed to ending hunger."

American soldiers advance near
Valognes, France, in June 1944.

Getty Images



Nearly 50 Lions from Tacoma, Washington,
gather downtown at a hardware store on
May 10, 1950, to pick up tools for Tacoma's
Clean-Up, Paint-Up, Fix-Up Week.

Photo courtesy of the Tacoma Public Library,
Richards Collection



The Greatest Generation

Trading swords for ploughshares,
veterans carved out a great society

by Marsha Mercer

Luis Armijo was one of the veterans profiled in Tom Brokaw's bestseller *The Greatest Generation*. The New Mexico native joined the Air Force during World War II and helped guide bombers toward their targets. After the war he taught at a high school in Orange County in California. He joined the Lions and tested children's vision. "I live a good life. Not with riches or money," he told Brokaw. "I love to help people."

Brokaw praised the World War II generation as the greatest not only for defending freedom but for

winning the peace. The men and women who won the war built better lives for themselves, their families and their communities. After the war, "they immediately began the task of rebuilding their lives and the world they wanted," Brokaw wrote.

For many in the Greatest Generation, citizenship has always meant far more than voting. It's giving time and energy to coach Little League and ring the Salvation Army bell, collect old eyeglasses, raise money for scholarships and hundreds of other things. This generation took civic engagement to a new level. "The two decades following 1945 witnessed one of the most vital periods of community involvement in American history," wrote Robert Putnam in *Bowling Alone*. "People born between 1910 and 1940 constitute a 'long civic generation'—that is, a cohort of men and women who have been more engaged in civic affairs throughout their lives—voting more, joining more, trusting more and so on—than either their predecessors or their successors in the sequence of generations."

The civic engagement helped make society healthy, wealthy and wise, argues Putnam. Of course, as Lions, we know that volunteering is invaluable. But as we reach the 70th anniversary of Pearl Harbor, we might not realize that only about 2 million U.S. World War II vets remain. We are losing hundreds every day. So here are the stories of five veterans. They triumphed in war and in peace.



Bill Daniel, Doylestown, Ohio

Ask Bill Daniel what he did in the war, and he tries to duck the question.

“I didn’t see any action in World War II,” he says.

But when he reluctantly tells his story, Daniel, 84, could be speaking for millions of men and women who served their country during the World War II and afterward built their lives on the rocks of patriotism and service.

He lives just two blocks from where he was born in Doylestown, a village of under 3,000 people, whose logo is the “doughboy” statue erected in the center of town in 1920 to honor World War I veterans.

Daniel grew up with that statue, and after he graduated high school in 1944 couldn’t wait to go in the service. His cousin had survived the Japanese attack on Pearl Harbor, and Daniel, who had never been on a ship, wanted to follow him into the Navy.

But men had to be 18 to enlist and Daniel was just 17. He needed parental permission.

“I talked Dad into signing for me to go into the Navy,” he says, but it wasn’t easy. He was an only child. “It was hard on both my parents.”



Daniel served his country like the “doughboy” in his town.

Young Daniel headed to boot camp, to electrical school and to Seattle where he waited for his minesweeper ship to be repaired and reconditioned. “Japan had planted lots of mines in the ocean, and it was up to the Americans to get rid of the mines. We had destroyed their fleet,” he says.

His job was to cut the moored mines anchored to the bottom of the Pacific. “You cut and they pop to the surface,” he explains, making deadly mines sound like Ivory soap in a bathtub. “You’re all right as long as you don’t hit one.”

In August 1945, the United States dropped atomic bombs on Hiroshima and Nagasaki, and the war was over. But mine cleanup wasn’t. Daniel kept at his task another six months.

Home in 1946, he easily found work as an industrial electrician at Ohio Brass Company, which made brass fittings and glass insulators for power lines and substations. In 1952, he married a girl from a nearby town. He and Dorothy, a teacher, had two girls. Each of them had a son.

By 1954, Daniel had a steady job, a family and a split-level home. He sang with a barber shop chorus. After a neighbor invited him to a Lions meeting, Daniel didn’t miss a meeting. Ever. He has a 57-year perfect attendance record. He’s “pretty proud” of his streak—even making up meetings when he had heart surgery some years ago.

He has been there for the broom and light bulb sales, the donut wagon, pie and candy sales. He sorts and packs eyeglasses to send to the medical society. He delivers roses. At Doylestown’s annual carnival, Daniel mans a charcoal grill for the Lions, flipping chicken pieces.

The Lions have plowed the money they earn back into Doylestown, helping with sidewalks and lights on the town square, a village library and park pavilion.



Bill Daniel

The Greatest Generation

And that doughboy statue Daniel grew up with? The Lions refurbished it and installed a flood light so people can't miss it.

Through it all, Daniel never forgot his military past. He flies the American flag every day and still wears his World War II uniform in village parades.

After 39 years at the factory, he retired—and kept working. He has part-time jobs as a greeter at a funeral home and a landscaper at the cemetery. At home, he still mows the grass, washes the windows and walks the dog. It's a good life.

"I wouldn't change much at all," he says.

Norman Dale Smith, Palm Coast, Florida

On a cold, rainy, autumn day in 1944, fire from a German artillery gun hits a B-24 over Italy. Among the crewmembers who parachute to earth is a kid from Virginia. He runs for his life.



Lost behind enemy lines, he begins a snowy trek across the Alps, relying on the kindness of Italian partisans who share their food, clothing and shelter. Five hundred miles and 99 days later, he finally reaches Yugoslavia. Safe!

What sounds like a Hollywood movie plot was the World War II experience of Norman Dale Smith.

"I got lucky," says Smith, 87.

Smith was lucky, but he also endured more than three harrowing, heart-pounding months.

He grew up in Harrisonburg, joined the Air Force Reserves while attending Bridgewater College and got called to active duty in late 1942. Stationed at Lecce in southern Italy, he was the co-pilot of a B-24, a four-engine, long-range bomber that could carry up to six tons of bombs.

On Nov. 12, 1944, a group of U.S. bombers was on a bombing run to the Brenner Pass, a German supply line across the Alps. Smith's plane was fourth in line. Ack-ack fire blasted Smith's bomber, taking out two engines and damaging another. As the plane lost altitude, the crew bailed.

Smith says he got lucky because the first people he met were two Italian teenagers who went for a priest. The priest helped the Americans ditch

their uniforms for "civvies" and passed them on to friends who helped them on their journey. Smith's American companion was frail and physically exhausted, but he ultimately got home too.

Stopping at farmhouses, Smith frequently met someone who had rel-



Norman Dale Smith

atives in the States or had visited there. They wanted to help.

He suffered blisters from borrowed boots and endured fleas and lice from sleeping in barns and farm animal huts, but amazingly he never got sick.

"Every morning we had to go out in the cold, strip naked and get rid of the fleas," he recalls.

Smith volunteers at a library for the blind. Photo by Dorothy Minor

He finally met up with British forces in Zara, Yugoslavia, on Feb. 19, 1945. They doused him with DDT.

After his ordeal, Smith got a plum assignment at Washington's National Airport, flying VIPs for the State and Defense Departments.

After the war, he enrolled at the University of Virginia, earning bachelor's and master's degrees in economics. During a 30-year career in anti-trust work at the Federal Trade Commission in Washington, D.C., he and his late wife raised three children.

In 1979 he retired and moved to Palm Coast, and Smith's third phase of service evolved. A friend who helped the Smiths get settled was charter president of the Palm Coast Lions. He encouraged Smith to join, which he did in 1980.

Smith co-chaired the Lions' sight conservation committee for many years. He also got involved with the VFW, the Elks, his church and other groups.

He had been married 53 years when his wife died. At church and Lions' events, he got to know Ronnie, a widow who had lost her husband after nearly 50 years of marriage. They married in 2002, and Ronnie joined the Lions.

On the last Saturday of the month, he still helps with the Lions' paper and aluminum drives. On Tuesdays, he and Ronnie volunteer at the Bureau of Braille and Talking Books Library in Daytona Beach, where he works in the re-wind section and she in cassettes.

"It's been a great second marriage," Smith says. Their blended family includes 19 grandchildren and 12 great-grandchildren, with one on the way.

The man who walked across the Alps still likes to travel. He and Ronnie recently flew to San Diego and took a cruise to Vancouver and San Francisco.

"I've been pretty fortunate," he says.

Lloyd L. "Hot Dog" Simpkins, Princess Anne, Maryland

In his long, illustrious career as a public servant, Lloyd L. "Hot Dog" Simpkins, 91, has been state legislator, chief of staff to the governor and secretary of state in Maryland.

He has presided over state district and circuit courts, earning a reputation as a fair judge with great common sense in 13 death penalty cases.

Before any of that, though, Simpkins put his life on the line for his country.

He was 21 and had spent two years at the University of Maryland, studying the quiet sciences of horticulture and agriculture and enjoying the hopeful art of baseball, when the Japanese attacked Pearl Harbor.



Simpkins presided over state and district courts in Maryland.



Lloyd L. "Hot Dog" Simpkins

The day after the attack, Simpkins quit college and went to his Navy recruiting station.

"I was the first person in Somerset County to enlist," says the man known far and wide as "Hot Dog," a nickname he got as a toddler.

In the South Pacific, Simpkins was the "second man" in a dive bomber in the hard-fought campaign to capture the island of Guadalcanal from the Japanese. But he dreamed of being a pilot. He kept applying for flight school until he got his wish.

Dismissing the risks of his missions, he says mildly, "I was trying to stay alive." He got "nicked" and "banged up a little"—that's all.

Discharged in February 1946, Simpkins enrolled at the University of Maryland, finishing his undergraduate studies and earning a law degree.

Like many other World War II vets, Simpkins had only just begun to serve his country. He has deep roots on the Eastern Shore, a peninsula between the Chesapeake Bay and the Atlantic Ocean, where his ancestors settled in the 1670s. His farm on the Wicomico River is near where his father, grandfather and great-grandfather were born.

As he practiced law with his late brother, Simpkins cultivated his community. He became a charter member of the Princess Anne Lions Club in 1948 and later served as president.

"The Lions Club does a lot of good," he says. "Every damn penny it raises it gives away."

"I joined the Lions when I was in my 20s and I enjoyed doing the work."

Simpkins married a local girl, Betty Wilson, in 1957. Their daughter, Betsy Simpkins Schrock is judge of Somerset County Orphans' Court, a probate court.

He served in the Maryland House of Delegates in the 1950s. In the 1960s, he became executive assistant to the governor and then secretary of state.

Once again, though, he dreamed of the next step. In the 1970s, he became judge of the county district and circuit courts.

Being a judge is the "easiest job in the courthouse," he says jovially. "It's not hard to be fair to a person. Be kind to 'em—that's all. You listen to 'em and do what's right."

The judge's kind temperament—his sailboat was called "Good Intent"—and legendary sense of humor belie the raw cruelty of the crimes he heard in court.

In one case, a man killed six people; in another, four. Of Simpkins' 13 death penalty cases, not one convict has been executed, he says. Maryland has had a de facto moratorium on the death penalty.

Recently, the Princess Anne Lions dedicated an honorary plaza with commemorative bricks, a granite monument and flagpole in Simpkins's honor at the restaurant where the club meets. More than 80 bricks sold at \$100 apiece, enough to pay not only for the plaza but to establish a scholarship named for Simpkins. Simpkins' nephew and grandnephew have both been club presidents.

As for what he'd like his legacy to be, "Hot Dog" Simpkins is typically modest—and humorous. "What am I—91? I'd like to be 92."



Small was a longtime Little League volunteer.

Cecil Small, Amherst, Nova Scotia, Canada

Cecil Small was hanging a door on the sun porch when the phone rang. His wife Louise said he'd take the call in just a minute.

No matter that he's 89. Small won't let something as insignificant as age get in his way—whether he's volun-



Cecil Small

teering with the Amherst Lions Club or making home repairs. He was barely more than a boy when he went off to World War II, and like millions of vets, he hasn't stopped trying to make the world better.

"I try to help out everybody I can," he says, "but I don't like talking about it."

Dozens of plaques honoring his community service cover an entire wall at his home—"my ego wall," he jokes.

Born in 1922, the Newfoundland native joined the Canadian military after the Germans invaded Poland and the British declared war in September 1939. After about a year, he re-mustered to the British Royal Air Force for a year and a half.

Discharged by the RAF, he came home and promptly tried to re-enlist. No go. A couple of weeks later, he enlisted in the U.S. Air Force. He spent 1943 to 1945 in the U.S. Air Transport Command, in charge of an aircraft maintenance crew in the Canadian Maritimes.

After the war, he attended aviation school in New York and went to work for Sears. The department store chain moved him to Moncton, New Brunswick, where his love of flying led to his first volunteer activity. In 1950, he and some friends started a flying club with a Cessna and a couple of Piper Cubs.

When he was 28, a friend introduced him to a young woman. Within five minutes, he told Louise, "I'm going to marry you."

"You're crazy," she said.

Not long after that, he went to supper at her parents' house. "Louise and I are getting married, you know," he announced. Her father just laughed.

"I try to help out everybody I can," he says, "but I don't like talking about it."

Three or four months later, Cecil and Louise were Mr. and Mrs. Small. Their 60th wedding anniversary is next year. They have three children, 16 grandchildren and eight great-grandchildren.

When Sears had a store that wasn't performing, it transferred Small there. "I had a good rapport with people," he says. He retired after 25 years as store manager.

He and his family had just moved to Amherst in 1960 when a friend said, "Why don't you join the Lions Club?"

Small soon learned there was no place locally for poor children to have their eyes examined, but there was a clinic in Moncton about 40 miles away.

"So, every Monday morning, I'd pick up four or five kids whose teachers said couldn't afford to have their eyes examined," he says. He drove the boys and girls to get their eyes checked, treated them to hamburgers and brought them home. Then he'd go to Sears. It meant taking half a day off, but he made it work.

"After that, I volunteered for anything and everything," he says.

President of the Amherst Lions three times, Small received his 50-year pin earlier this year. His club has only about three dozen members in a town of 9,500 and yet for years has donated \$100,000 or more annually to town projects and events.

The Cecil Small Bantam Baseball Park recognizes his years as Little League coach, umpire and president. He led the push to renovate the field and build a clubhouse and canteen.

When it comes to volunteering, though, Small maintains that Louise does much more than he. A retired nurse, Louise is a former president of a Lioness club. She was active in school drug awareness programs for three decades. Their son Robert, mayor of Amherst, joined the Lions Club 32 years ago when he was 18. Daughter Shawnie is a Lioness.

Louise is "the one that's kept me going," says Cecil Small. "We've had a great life together."

Charles “Bill” Rogers, Rye, New Hampshire

Bill Rogers likes to say he rolls with the punches.

Resilience seems embedded in the DNA of the World War II generation, and it has helped Rogers, 89, weather life’s blows including, for the last 22 years, total blindness.

His early years in Maine, where he spent summers working on his grandparents’ farm, sound like Norman Rockwell’s America. But when he graduated from high school in Old Town in 1941, he couldn’t find a job.

Rogers took a test for federal government work, and a few weeks later received a job offer as a file clerk with the Internal Revenue Service in Washington, D.C. The salary was a princely \$1,620 a year.

“Of course, I accepted!” he says.

Turning 20 amid the turmoil of World War II, he knew he likely would be drafted into the Army, so he enlisted in the Navy in 1942. After training as a sonar operator in Anti-Submarine Warfare, he was assigned to the destroyer escort USS Edgar G. Chase, which went after German U-boats along the Atlantic Coast.

“It was all sea duty,” says Rogers. “I was never in combat. It was a lot of convoys. It was a lot of fun—and we’d always have liberty.”

Mustering out in December 1945, Rogers enrolled at the University of Maine on the GI Bill. In that post-war era of new beginnings, he ran into a girl named Geraldine

from his high school class. “She grew up while I was away!” Six months later, he and Geraldine got married. Three babies arrived—a girl and two boys.

Geraldine stayed home with the kids. Only when they were in high school did she get a job using her secretarial skills. Bill graduated with a business degree in 1949 and began working his way up the management ladder at J.C. Penney. After five years, he asked when he could manage a store. Ten years, he was told. That wouldn’t do.

He became a sales rep for the Kirsch curtain rod company. After 17 years, Rogers was among the reps let go when the company was sold.

He tried house painting, retail management and sales before finding a good fit with the Portsmouth Housing Authority. As he says, “I roll with the punches.”

He retired in 1984 at 62. “It’s a good thing,” he says, “because at 65, I was totally blind.” He had lost his vision in one eye decades earlier. A strep infection after cataract surgery resulted in the loss of his good eye.

“Day or night, now it’s the same,” he says.

Rogers had to give up his favorite outdoor activities—hunting and fishing, and he now “reads” books on tape. But he says it didn’t occur to him to sue the hospital where he contracted the infection.

A decade ago, he joined the Rye Lions Club. It had nothing to do with the Lions’ sight programs, he says, although his blindness was a plus for the annual raffle.

“The Lions used to sell raffle tickets for a brand-new car at \$100 a shot, and one of the members came to my house and said, ‘Since you’re blind, we want you to pull the winning ticket out of a hat.’”

Reaching into the trash can full of thousands of tickets, he pulled out one belonging to the Lion sitting right next to him. “I couldn’t believe it!” he says.

Rogers has worked with the horse show and antique car show. He serves on the scholarship committee, selecting five \$1,000 scholarship winners a year.

He lost his beloved Geraldine to dementia in 2009. His younger son Timothy, 54, who is disabled, lives with him. But Bill Rogers does the grocery shopping on Tuesdays, thanks to a seniors’ van. He’s the only man in the group, and the ladies are happy to help him.

He rolls with life’s punches.



Rogers’ club gives scholarship to students at Portsmouth High School and other schools.

Face Time

Facebook allows clubs to easily connect with members, the community and clubs worldwide

by Lauren Williamson

Albert Baker, past secretary of the Crosby Lions Club in Texas, has friends across the United States, throughout Europe and all around Asia.

They share good news, give one another tips for successful club events and otherwise share in the camaraderie of being a Lion.

But there's one catch—Baker and his friends have never met each other.

Baker made these friends through Facebook, the social networking Web site that now boasts more than 500 million active users globally.

Lions clubs around the world are engaging in the network by creating Facebook pages that serve as a means for them to promote their events and connect with like-minded volunteers, whether they are down the street or thousands of miles away.

Much like a Web page, a Facebook page lets people post pictures and information to spread the word about their activities. But Facebook pages, unlike most Web pages, are free to create and maintain. They also are interactive, serving as a social conduit. When another Facebook user “likes” a Facebook page, it's like a subscription—the user will automatically see any updates to that particular Facebook page in their news feed when he or she logs on.

“[Looking at the page] will give you a pretty good sense very quickly of what's involved with the club,” says Lisa Garcia-Ruiz, a consultant near San Diego who helps nonprofits raise money and gain exposure through social networking.

That quick but thorough introduction to club activities is a great way to spread the word about club events, learn from other Lions and recruit volunteers—and possibly new members.

Facebook has proven to be an exceptional outlet for engaging people with the New York West Side Lions Club's activities, says President Ingrid Leacock.

Leacock has built her club's Facebook following to more than 2,000 fans over the course of just about 15 months. Its fans include everyone from local club members to people in Egypt to the archbishop of New York City.

“So many people who are not Lions tell me, ‘Oh, you Lions do such good work,’” she says. “Without lecturing, Facebook is showing people what Lions do.”

When people approach Leacock about membership after having spent time on the Facebook page, as at least two people have, she says she knows they're genuinely interested because no one has pressured them to join. They've done their research on the club and like what they've seen.

The Facebook page has also generated free publicity for the club's activities. To Leacock's surprise, a local radio station recently announced locations where West Side Lions were collecting eyeglasses after producers read about the drive on Facebook. Also, the organization Fight for Sight approached Leacock about partnering on a grant after reviewing the club's page.

“The main thing is you're putting good stuff out there,” Leacock says.



Crosby Lions get noticed through Facebook. Pictured are (bottom row from left) Jerry Walter, Marcus Narvaez, Julie Gilbert, Benny Beck, Wendy Bailey, Cora Thomas, Carol Thompson, Lee Holden, (middle) Leah Baker, Chris Caporale, (top) Mike Godsey and John Gilbert.

Photo by Julie Narvaez



Facebook also provides clubs with an outlet for sharing stories about events after the fact. For the past 30 years, the Dublin Lions Club in Ireland has hosted a dinner for as many as 500 homeless people, says Fred Crowe. It has become a tradition for Ireland's president to attend the dinner, which draws tremendous press attention to the event.

Crowe gathers all of that publicity—radio interviews with the president, photos of the dinner and more—and posts it on Facebook. He links the Facebook posts back to the main club Web site for double the exposure. Whether people visit the Dublin club's Facebook page or Web site, they have equal access to all the media surrounding the event.

Facebook All-Stars

Club: Crosby, Texas

Friends: 572

Memorable Moment: The Crosby Lions Club used Facebook to sell raffle tickets for a trip to the Super Bowl this year. Albert Baker said the Lions made a \$2,500 profit on the raffle.

"If [the raffle] wouldn't have been through the Internet, we would have made nowhere near that kind of money," he said. "That buys 75 pairs of eyeglasses for local kids, so that's fine by us."

Club: New York West Side

Friends: 2,200

Building a Network: Club President Ingrid Leacock realized early on that if she was going to build a solid following of Facebook fans, she had to make the club's page about more than just the Lions activities. So in addition to posting Lions' pictures and events, she posts other feel-good stories and photos, and initiates discussions about lighthearted topics such as last April's royal wedding of Prince William. She also welcomes posts from her Facebook friends.

"I make it a conversation," she says. "I let people know that I'm interested in them. People want to be appreciated and get the word out there [about their interests]. I did that for them."

Club: Dublin, Ireland

Friends: 1,029

Getting to Know You: Often meetings of the Dublin Lions Club are busy affairs with little time left for socializing. But with the help of Facebook, Fred Crowe said the club's members get to know each other on a deeper level.

"I get to see another dimension of them that I wouldn't normally see," he says. "On Facebook you can see photos of their children or grandchildren, what they're up to and pictures from when they go on holidays."

Club: Saraland, Alabama

Friends: 2,957

Standing Out: As of recently, the Saraland Lions Club was the only Lions club in Mobile County to have a Facebook page. But by spending just 30 minutes a day updating the page and seeking out new friends, Nikhil Patel has built a mini online empire with friends from far and wide.

Patel recommends encouraging your members to make good use of Facebook's "like" option—which basically allows users to endorse a photo or other posting with the click of a mouse. That post then appears on the user's own Facebook page, in addition to the Lions club's page.

"That really sends a message out to a lot more people because it shows it to everyone you know, plus everyone they know," Patel says. "It really puts your name and page out there."

Club: Penbrook, Pennsylvania

Friends: 490

Learning from Each Other: Kathy Fouse makes a point of befriending as many clubs outside the United States as possible—and it's paid off in tangible ways.

From a District 308 club in Malaysia, Fouse learned of a test that teenagers need to pass to become a Leo. Fouse made copies of the test and set them out on the tables at a Leo Appreciation Night. The club then held a trivia contest where the Leos looked up the answers to the questions in the booklet. The teenagers had a good time and learned a little bit more about what it means to be a Leo.

"It's a good way of letting people know what we're doing," Crowe says. "We hope to greatly expand the number of fans we have on the site so when we go looking for helpers [for events like this] we'll get more attendees."

Just as Facebook helps Lions connect with the community, many clubs are also using it to reach out to those they hope will become the next generation of Lions.

Leos from the local high school routinely communicate with one another as well as with Lions through the Penbrook, Pennsylvania, Lions page, says Lion Kathy Fouse. And the Leos aren't the only ones who gain something through those Facebook-built relationships.

"I'll get on there and chit-chat with them," Fouse says. "I've probably learned a whole lot more from being friends with them."

There's a practical side to connecting with Leos on Facebook,



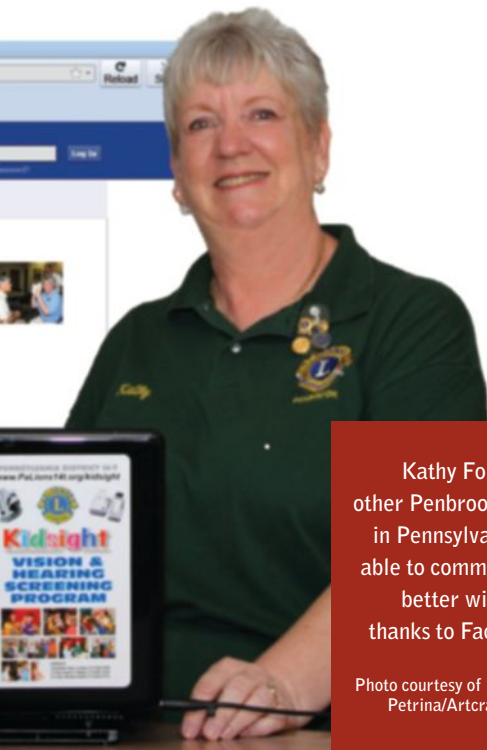
too—Fouse says if she has to send a reminder about something, there's no better way to ensure the Leos get it than to send it on Facebook.

If your club has older members who are wary of joining Facebook, Leos can also be an excellent resource for teaching them how to use it, which in turn becomes a great opportunity for building relationships across generations.

"You may get hooked on it, even if it's just to share your children's or grandchildren's pictures," Garcia-Ruiz says. "Then you'll say, 'Oh, you can go to the Lions' Facebook page and see what's going on.'"

While Internet trends come and go, Leacock says she believes Facebook, or at least something like it, is here to stay.

"It's created for people the 'buddy' they didn't have," she says. "I love it, and I'm so glad Lions have entered the social media."



Kathy Fouse and other Penbrook Lions in Pennsylvania are able to communicate better with Leos thanks to Facebook.

Photo courtesy of Lion John Petrini/Artcraft Studio



Ingrid Leacock of the New York West Side Lions Club says her club's Facebook page is rapidly gaining fans.

LCI Uses Facebook

While pages for individual Lions clubs are still a growing trend, the page for Lions Clubs International is already a full-blown Facebook destination.

With more than 48,000 fans, the page provides a way for LCI to connect with its members during the course of their everyday activities. As Becca Pietrini, a marketing assistant manager at LCI, says, Lions may not seek out the LCI Web site on a daily basis—but if they're web savvy, they're likely to be on Facebook every day.

That means posts about Lions projects or events automatically appear in the news feed when the page's fans log onto Facebook, injecting information about the organization into their daily routine.

Pietrini posts messages from President Wing-Kun Tam, the photo of the week and links to the LCI blog, among other Lions-related information. While Lions form the primary audience, Pietrini says there's tangible evidence that, through Facebook, the Lions' message is spreading further.

"One thing that is fantastic, at least weekly we're getting people saying, 'How can you join?'" she says.

But perhaps most importantly, the page provides a forum for Lions to share in the pride of their common mission.

"The thing you see posted most often is, 'We serve,'" Pietrini says. "There's just a pride in the page and seeing what Lions are doing, thinking, 'Yeah, I'm part of this great organization.'"

Lions for Lions

by John R. Platt

In northwestern India, in the state of Gujarat, lies one of the most beautiful and ecologically important sites in Asia: the 550-square-mile Gir Forest National Park.

“You must come to Gir one day. I am sure you will fall in love with it,” says Kishore Kotecha, a member of the Rajkot Midtown Lions Club.

Kotecha has been visiting the Gir forest for more than 15 years, not only to see its trees, but to witness—and help—a rare animal that lives nowhere else: Asiatic lions.

One of the world’s six wild lion subspecies (the rest are all in Africa), Asiatic lions (scientific name *Panthera leo persica*) once lived throughout India, the Middle East and the Mediterranean. But poaching, habitat destruction and polluted water took a devastating toll on their population. The subspecies was almost extinct at the beginning of the 20th century, right around the time that Melvin Jones was choosing the name of the organization they embody.

Today, despite more than 100 years of legal protection, Asiatic lions aren’t much better off. Only 411 of these critically endangered animals live within the borders of the Gir forest. They are now often called “Gir lions” because they live nowhere else.

The Gir lions still face many threats, including poaching and electrocution on crudely built electric fences used by local



A female lion lies next to her cub in Gir Forest.

Photos by Kishore Kotecha

villagers. But those threats pale in comparison to the danger posed by the region’s tens of thousands of manmade wells.

These “open wells” are not much more than large pits, says Kotecha. Dug by farmers as a source of water for irrigation or their livestock, the open wells are 60 to 100 feet deep and are often surrounded by vegeta-

tion, which hides them from view. Lions chasing their prey frequently find these wells in their paths, fall in and either drown or suffer crippling injuries.

Between 2001 and 2008, 28 Gir lions were killed after falling in these open wells, more than twice the number that died from all other threats combined. With so few lions in Gir to begin with, these deaths put the entire species at risk.

But Kotecha had an idea. Five years ago, he founded the Wildlife Conservation Trust of India (www.asiaticlion.org), an organization devoted to protecting the lions. The goal: build walls around the wells to protect the lions. Each life-saving barricade—made from economical, earthquake-resistant materials—would cost just \$250. India's forest department agreed to pay \$100 toward that cost, but funding the remaining amount was not easy.

In June 2008, Kotecha approached Mona Sheth, who was just beginning her term as governor of District 323 J. Even though she had lived in the region for many years, Sheth said she was unaware of the plight of the Gir lions. “One photograph of a lion which was hurt in a well and later turned blind moved me,” she says. “It was painful to think that the king of jungle would live helplessly for the rest of his life. I decided I would take the cause.”

She dubbed the project “Lions for Lions.”

“I thought this was the right way of paying royalty to the name ‘Lions,’ which we use before our names, and which has given us pride and a name in society,” she says.

Sheth took the message of the Gir lions throughout the region, giving presentations, distributing pamphlets and interacting with local members, business leaders and other citizens.

The efforts paid off. “Lions for Lions” received enough donations from local Lions to barricade 350 wells. Corporate donations paid for another 100.

Although the Lions did not continue the program after her term ended, Sheth looks at it as the “landmark proj-

ect” of her tenure. “What satisfied me the most was that there has been a drastic decrease in the number of deaths due to open wells in Gir forest during the past year.” In fact, just one lion died in a well in all of 2010.

The problem hasn't been completely solved. With their population now growing, lions are starting to drift out of their previous habitat, putting them into risky contact with the more than 9,000 additional wells in the surrounding area. Kotecha is still working to barricade those wells, which he says could take several years.

Meanwhile, wells aren't the only problem Gir lions face. Because they live in only one location, the species is susceptible to being wiped out by fire or another natural disaster. And since their gene pool is quite small, they have less immunity to disease than their African cousins. The Indian government has proposed relocating some lions to a second location to increase their long-term chances of survival, although that could be years away.

But for now, Asia's last lions are safer, thanks to the hard work and dedication of some human Lions who stood up for them.

“I thought this was the right way of paying royalty to the name ‘Lions,’ which we use before our names, and which has given us pride and a name in society.”

A Gir lion roars.





Then Tools for Living
nearly 150 adaptive



Calvin Madsen, who has macular degeneration, and his wife, Kay, talk about the latest visual aids with Tom Perski of the Chicago Lighthouse.



ing store at the Chicago Lighthouse sells devices for the visually impaired.



Vision Quest

Chicago Lighthouse Helps Gritty Retired Firefighter Handle Dispiriting Vision Loss

by Jay Copp

A few years ago Calvin Madsen woke up, climbed into his van to fetch his morning coffee and nearly hit a jogger as he drove. "I couldn't see him," he told his wife. Lips pursed, Kay took a long look at him. "That's it. I'm done," he said as he threw his keys on the table.

Madsen spent 30 years running into burning buildings as a Chicago firefighter. He clambered onto the roofs of homes he owned to do repairs. He cooked sumptuous meals, told wickedly funny stories and raised two children who went on to become Hollywood stars. But he could not slow the deterioration of his vision. Macular degeneration had taken its toll on his right eye.

With a heavy heart, Madsen donated his car to a charity. "Giving up driving—that was one of the hardest things I've ever done," he says. At least he had the satisfaction of seeing who received his vehicle. "He had one leg, three kids," says Madsen, who donated his car to the Purple Hearts. A Purple Heart recipient, Madsen's older brother died in the Philippines during World War II.

Despite his disability, Madsen has two things going for him. His wife of 26 years patiently helps him with daily routines, driving them to their favorite pizza place on Thursdays, looking up phone numbers for

him and finding his glasses. "The caregiver always has it tougher," says Madsen, smiling at Kay.

The other advantage is the Chicago Lighthouse, a social service agency a dozen miles from their condo in a Chicago suburb. The Lighthouse provided Madsen with a sophisticated magnifier to read the newspaper, books and even prescription bottles, special telescopic glasses to watch television and handy products such as a talking watch. Vision impairment is no picnic. But since he hooked up with the Lighthouse, he's taken back part of his life.

"They're great," Madsen says of the Lighthouse. He learned of the agency when he visited his local library and talked to a staffer he calls "the Wizard of Oz" for his technical knowledge. The Wizard showed Madsen the library's closed-circuit television video magnifier. "Where do you get one of those?" Madsen asked him. "Call the Chicago Lighthouse. They'll help you out," the Wizard replied.

Madsen spends hours and hours on his magnifying machine reading World War II histories. His family has had a few brushes with history. Emigrating from Denmark, his father and mother planned to pay for their passage from England by working on a ship.

“The glass is half-full today. More companies are understanding that as Baby Boomers reach 65 there is a market [for low vision products].”

He would shovel coal and she would make beds. But the ship sold out. “The rich people filled it up,” says Madsen. So the Titanic sailed without them. His parents eventually made their way to America, and, incredibly, a few years later his father was supposed to be on the Lusitania, which the Germans sunk and helped plunged America into World War I. “I’ve been lucky twice,” says Madsen.

Madsen could say the same about his two children, Virginia and Michael. Virginia was nominated for an Oscar for her role in the 2004 film *Sideways*. Michael has appeared in *Donnie Brasco*, *Kill Bill* and *Free Willy*. A poster of his film *Reservoir Dogs* hangs in Madsen’s den. On a coffee table in the living room is a magazine with a cover story on a gorgeous, gleaming Virginia.

While in Chicago shooting a film, Michael raved to co-star Dolly Parton about the deli sandwiches at Manny’s. So Parton sent a driver to pick up 50 sandwiches. “I was a real big shot there [Manny’s] for a while,” says Madsen.

Virginia sends her father letters on fancy, colorful stationery. His magnifier shows the swirl of colors. She worries about him but has come to terms with his condition. “She accepts it. It’s old age,” he says.

Madsen’s association with Hollywood glamor did nothing to diminish the difficulty of adjusting to life with low vision. “There was anger, frustration,” says Kay. “It’s not easy. But it’s like anything else in life: you better adjust to it.”

A former condo neighbor was a Lion. Years ago, before Madsen had trouble seeing, the neighbor “spent two and a half hours to tell me how people get a guide dog. He was a Lion of the Year. He really loved being a Lion.” His enthusiasm rubbed off on Madsen, who placed Lions eyeglass donation boxes at firehouses.

His vision problems were hardly noticeable at first. “I thought it was a cataract,” says Madsen. Many people with vision loss similarly dismiss the reality of their situation. “With the loss of central vision you can still walk OK and see where you are going. You have a hard time recognizing faces. You go by the voice; you don’t even know you’re doing that,” says Tom Perski, senior vice president

of rehabilitation services at the Lighthouse.

Lighthouse staff met with the Madsens, and Perski visited their home to determine Madsen’s most pressing needs and the best way to meet them. Perski says his approach is to find out “what are the things you want to do that you can’t do. Maybe when you get up in the morning you want to read the thermostat. Maybe you want to be able to use the microwave to heat up the coffee. What is your top ten list? Our research shows that for nine out of 10 things that bug you there is a solution.”

The Lighthouse has a new state-of-the-art, 1,200-square-foot Tools for Living store that sells desktop magnifiers, talking clocks, silicon



Madsen watches television with the aid of special glasses.

kitchen tools, GPS receivers, health and beauty items, and games. The five-ounce miniMAX, a \$399 portable magnifier, allows those with low vision to read bank statements, menus, letters, magazines and books. Held up to paper currency, a device announces whether it is a one dollar bill or a ten. A cell phone company allows a user to talk to an operator who has a list of the subscriber's commonly used phone numbers. Simple dimpled dots placed on a phone or a microwave enable a visually impaired person to understand what buttons to push. Hand-held devices convert text to audio.

Even better, the latest technology is now accessible to the blind. "Buy an Apple computer, iPhone or iPad and a totally blind person can use it straight out the box. It has settings that make that possible," says Perski. "The glass is half-full today. More companies are understanding that as Baby Boomers reach 65 there is a market [for low vision products]."

Perski himself is testament to the power of adaptive technology. Now legally blind, he began to lose his sight in college because of an inherited eye condition. He grew "mad at the world" and quit school. But he stumbled upon a magnifier that enabled him to read a 700-page textbook. He convinced officials at Northeastern Illinois University in Chicago ("I advocated for myself") to buy a magnifier for the campus and he eventually earned two advanced degrees. Before working for the Lighthouse, he began and ran a technology company in Arizona that offered products for people with vision loss.

The Madsens still meet with Perski occasionally when they browse at the Tools for Living store. Arriving at the entrance to the Lighthouse, Madsen still bristles at the tag line for the agency: "for people who are blind." His wife gently corrects him by reminding him of the second part of the tag line: "and for the visually impaired."

The couple strolls through the store. Her hand at his elbow, Kay gently guides Calvin. Madsen asks her if she has the credit card. "It's amazing the things they have," says Kay in wonder. "How do they think of these things?"

Chicago Agency Brings Light, Warmth

The Chicago Lighthouse is most known for its reliable clocks, made by the blind and visually impaired and sold to federal agencies and the general public. Its 25 employees adroitly assemble as many as 250,000 clocks a year inside the Lighthouse's headquarters in Chicago.

The Lighthouse's clock factory is just one facet of the busy complex. Down one corridor visually impaired adults are learning office skills. In another area those with vision impairments answer phones as part of a call center for a health products company. Perhaps the centerpiece of the 110,000-square-foot complex is the recently expanded vision clinic where patients receive exams, psych-social support services and occupational therapy.

Opened in 1896, the Lighthouse is one of the nation's most comprehensive social service agencies. "Our mission is to improve the quality of life for people who are blind or visually impaired in terms of education, employment and rehabilitation," says Dr. Janet Szlyk, Lighthouse executive director and a Lion. Other Lions work at the Lighthouse and serve on its board, and Lions clubs have supported the Lighthouse for many years.

In the 1940s and 1950s Helen Keller supported the Lighthouse by speaking at its annual dinners. The agency remains relevant today as Baby Boomers age and suffer vision loss. Boomers are among the clientele of the new, 1,200-square-foot Tools for Living Store that sells nearly 150 adaptive devices for the visually impaired. "Most agencies for the blind have stores that are as small as closets. I've been to some, and they actually are a closet," says Tom Perski, who dispenses advice and expertise at the store at "Tom's Corner." He also is a regular guest on the Lighthouse's radio show, broadcast from the complex.

The well-lit store was designed for ease of use for the visually impaired by Jennifer Nemec of Ideation Studio and Keven Wilder, who helped design the Oprah store. Contrasting colors make browsing easier, and staff is on hand to demonstrate products and answer questions.

The Lighthouse bustles with activity. Comprised of blind musicians, Vision Quest rehearses here. The 100,000-volume Lighthouse library circulates large-type and Braille books to classrooms with visually impaired schoolchildren. A legal clinic headed by a retired judge who is blind helps the visually impaired gain access to entitled rights. Beyond the practical services, the Lighthouse also is a place of fellowship where the visually impaired can feel at home and at ease.

Lions Save Children from Measles

In the pilot year of the Lions-Measles Initiative, Lions and LCIF supported the immunization of more than 41 million children in four countries.

LCIF joined the Measles Initiative, a collaboration of the American Red Cross, the Centers for Disease Control and Prevention, the United Nations Foundation, UNICEF and the World Health Organization. During Lions' pilot year, the Measles Initiative vaccinated its 1 billionth child, preventing an estimated 4.3 million deaths.

Measles remains a highly contagious, heavy public-health burden in many developing countries. In fact, 450 children die each day from measles-related complications, and nearly one-third of all cases result in complications including blindness, particularly among malnourished children. The World Health Organization estimates that waning support could result in 500,000 more deaths each year.

"This program is a natural extension of Lions' dedication to preventing blindness and improving health," says LCIF Chairperson Sid L. Scruggs III.

Measles vaccinations are one of the most cost-effective health interventions available; \$1 provides a vaccination for one child. Yet in many developing countries, people do not have access to the immunizations or are unable to afford them.

To support LCIF and Lions, the Bill & Melinda Gates Foundation awarded LCIF with a matching grant of \$400,000. In addition to vaccinations, Lions provided advocacy at the local, regional and national levels, conducted social marketing and mobilized financial support.

Bill Gates Sr. addressed Lions at the 94th Lions Clubs International Convention: "The Gates Foundation is proud to have been a partner in your early measles projects. We are excited to continue working together with you to battle this awful disease and build up immunization for all children. You're making sure that immunization systems are functioning efficiently, and then you're mobilizing people in those communities to use those systems to protect their children."

In Mali, Amadou Toumani Touré, president of the country, gave the first measles shot and Lions were active in every region of the country, helping to

ensure 95 percent of children under age five were vaccinated. In Madagascar, the Minister of Health, Gen. Pascal Jacques Rajaonarison, joined Lions in launching the campaign.

"Because of the Lions advocacy program, we're able to mobilize not only the population, but also from the grass roots to the highest level of the government," says Past District Governor Dr. Tebebe Berhan, Measles Project chairperson in Ethiopia.

Lions now hope to build on their successes and continue to improve health globally. To learn more about this program and grant, visit www.lcif.org.



Lions raise awareness of the need for measles vaccinations through a public demonstration in Nigeria.



Lions Clubs International
FOUNDATION

Lions Make Progress Against Diabetes

Lions are increasing their efforts to fight diabetes through Core 4 grants and diabetic retinopathy projects. World Diabetes Day in November is an opportunity for Lions to reaffirm their commitment to these programs.

It is expected that the current number of 346 million people with diabetes will double in the next 20 years. The United States has the third largest number of people (19.2 million) with diabetes worldwide.

The diabetes program of the Lions of District 5M 6 in Minnesota promotes screenings and provides support to the underinsured and uninsured. In 15 years, the program has screened 15,000 people. LCIF awarded a \$75,000 Core 4 grant to expand the district's efforts.

"The funding from LCIF helped us to reach hundreds of people in our community by providing resources to help manage diabetes and perhaps more importantly, to spread the word about diabetes prevention," says Lion Marsha Hughes, project chairperson and director of Diabetes Care at Healtheast Care System. "It has also allowed us to form partnerships with community members, such as the YMCA, which has enabled us to leverage our resources and reach even more people."

The Lions are arranging targeted screenings, hosting culturally appropriate trainings for diabetics and those at high-risk and purchasing a digital retinal camera to test patients on the diabetes registry who have not been tested for diabetic retinopathy. The LCIF grant will also fund the creation of Hmong and Spanish education materials and nine certified diabetes educators.

Since 1995, SightFirst has approved \$2.7 million for 21 diabetic retinopathy projects in 11 countries.

The comprehensive projects range from public education and professional training to targeted screenings, treatment and low vision services.

Once diabetic retinopathy is diagnosed, progression of the disease and loss of vision can be reduced by 90 percent with improved control and ongoing diabetic retinopathy treatment. Rehabilitation and regular eye exams are critical to maximizing treatment benefits.

In Algeria, Lions and Leos operate and support an efficient diabetic retinopathy screening and referral program through a mobile unit. "I am thankful to the Lions for providing this free care," says Falsa Abdelaziz, a 78-year-old diabetic. "Without this free clinic, I would not be able to afford the

necessary medication and checkups to properly manage my diabetes." She is one of the nearly 30,000 people in Algeria who have benefited from Lions' diabetes projects.

Lions in Algeria received a SightFirst grant for \$185,000 to equip four diabetes centers with screeners and surgical lasers. Their goal was to provide 15,000 annual retinal exams and 8,800 laser treatments in one year, but they have far surpassed this goal.

"Our efforts have drawn the attention and support of the Ministry of Health," says Lion Dr. Malika Bouri, a diabetologist. "What began as a small dream has grown to a nationwide program that will help many more people."

For information on LCIF's diabetes grant programs, visit www.lcif.org.

With funding support from LCIF, Lions in Minnesota are increasing their community outreach and education programs.



Are We Having Fun Yet?

Hijinks Help Retain Members

When is whipped cream in a pie tin worth \$100? When you get a chance to throw it at your club president—with respect, of course.

That's just what Oak Cliff Lions call fun in Dallas, Texas. The tradition started years ago as a way to raise money for the club with a little friendly ribbing.

"Six months after a president's term ends, our club has a 'roast' of the president," explains club member Charlie Tupper. "It's always quite funny. We normally will have between 80 and 100 people in attendance." The whole tongue-in-cheek event culminates with the pies. For a \$100 donation, anyone can throw a pie at the former president. The event typically raises between \$1,000 to \$2,500 for the club.

"When I was president, I liked to have fun and poke fun at people, so a lot of people wanted to throw a pie when my year ended," Tupper adds.

Another mischievous club president started bringing a squirt gun to club meetings.

"We have a St. Patrick's Day meeting, and anyone who didn't wear green got a squirt," says former club president Anita Moran of the Blind River Lions in Ontario, Canada.

"People still ask me if I'm 'packing,'" she laughs. That fun-loving spirit helped Moran attract three new members into the club during her year—two co-workers and her daughter.

Tupper also credits his club's fun-loving attitude for its longevity and successful growth into a 130-member club. When they aren't throwing pies, they're swinging golf clubs to raise money or putting on a comical "talent" show to raise money for local charities.

"We certainly pride ourselves on having fun and that seems to work pretty well for us as far as retaining members," Tupper adds.

Jeff Francis of the Dallas Oak Cliff Lions Club pummels Charlie Tupper, a past president, with a whipped cream pie at the Immediate Past President's Roast.



Club Conflicts

How To Deal With *That* Person

Difficult people are a fact of life. For Melba Benson, they are also a part of her job.

Benson regularly deals with difficult people and difficult situations as a Texas-based mediator and coach. In fact, she recently spoke to Lions in San Antonio on how to bridge generational differences, so we caught up with her to get her take on how to deal with that one person who just rubs you the wrong way.

“Difficult people aren't necessarily difficult because of what they do, but it's how we react to them,” Benson says. “I always remind people that someone I consider difficult may well consider me difficult.”

Benson says the first step is to automatically give everyone the benefit of the doubt.

“There are many reasons people can come across as difficult. One of the most common is that they are tired, frustrated or ill,” Benson explains.

Benson suggests asking yourself how well you really know this person and trying to understand what he or she may be going through that has soured their attitude. If you understand someone better, you're less likely to have a conflict, she adds.

She also suggests not reacting to a difficult person if you don't have to deal with them regularly. “It doesn't mean we excuse their behavior. It just means we give the person the benefit of the doubt that there may be something else going on.”

If the difficult person is someone you do see often, however, Benson suggests several approaches to deal with him or her.

The first is to respectfully request a behavior or attitude change in the other person. “We look at a person and say surely that person knows he or she is difficult, but often, they don't.” Benson suggests approaching the person in a calm, private setting and asking him or her if they are aware of the



behavior that is bothering you. “Think in advance how you'll word it,” Benson cautions. “And know specifically what you want them to change and suggest what you will be willing to do if they do so.”

In some cases, Benson suggests addressing the entire team or club and setting common goals to eliminate the bad behavior of a few. “It helps people change their attitude if they think in terms of the whole organization and focus on the ideals of what we're supposed to be all about.”

Finally, Benson says the most effective method is often to change our own behavior. “Ask yourself, what does this person need from me? What could I do differently to make our interactions more pleasant? Then try to focus on the person's positive traits.”

Adapted from a presentation by Past International Director Lowell Bonds at the 2010 USA/Canada Lions Leadership Forum in Milwaukee, Wisconsin

Talent is Tops at Variety Show

Cold Spring, New York, Lion Tim Greco juggles several responsibilities. He's a pastor and actor and has also served as club president. His multi-tasking talents came in handy when the club planned a variety show as a fundraiser to support its scholarship program. Just an hour's train ride from New York City, the area is home to many creative and talented residents who make their living as professional performers or in the arts.

"This was our first year doing the show, and some people thought it couldn't be done because of the short period of time we had to organize it," he says. Teamwork helped. "One team of Lions sold tickets and I got the talent. I asked them and most people said, 'Anything for the Lions.' One person even said, 'As much as the Lions do for our community—yes!'"

Lions and Leos sold the majority of the 350 tickets at the door and raised more than \$3,000. Thirty-two acts, including Lions and some professional musicians, served as the onstage entertainment.

Cold Spring Lions sponsor other fundraisers with an artistic edge. High school bands provide music and Lions cook hamburgers and sell programs as the musicians put on shows.



Cold Spring Lions Rich Ferguson, Melissa Carlton and Sylvia Wallen dance a hula onstage during the variety show.

Walking with the Blind

Navigating without sight is difficult, but many people in Utah chose to be blindfolded for a day to understand what it's like for those who can't see. The idea of West Valley Lion Karen Barton, the first Walk with the Blind project sponsored by 12 Salt Lake-area Lions clubs raised \$10,500. The funds were evenly split between the Utah Foundation for the Blind and the Utah Lions Foundation.

"The Utah Lions Foundation's chief recipient is the Lions Eye Bank, which is responsible for helping 400 people receive the gift of sight every year," says West Valley Lion Bill Barton, Karen's husband. The eye bank transports corneas and tissue for transplantation throughout the mountainous West. "The Utah Foundation for the Blind works year-round to bring recreation and sports programs to blind youth as well as teach them independent living skills."

Originally conceived as a West Valley Lions project, it grew to include the Magna, Rose Park, Red Butte, Bountiful, Draper, South Salt Lake, Bluffdale, Bingham Canyon, Bennington and Smithfield clubs as word spread. Several representatives of the Foundation for the Blind served on the project committee and sponsored blind students on the walk.

"One of the great things about this project is that it brought several clubs together. The underlying advantage of

a project of this sort is that some of the smaller clubs can be a part of a large project," Barton says. "We hope to involve even more clubs next year."



Maneuvering around obstacles using only a cane demonstrates for the sighted the difficulties the blind encounter daily.

It's a Dog's World, After All

When Lakemont Lions in Pennsylvania welcomed Scott and Karlene Hite into their club, they not only inducted two new Lions but also found a signature project that would benefit Leader Dogs for the Blind.

Karlene, a graduate of Leader Dogs, has a dog guide named Tamone. The Hites believed a walk involving pets could benefit Leader Dogs as well as promote Lions in the community. Club members agreed, and the first Dogs Helping Dogs walk sponsored last year raised \$3,300 for Leader Dogs. A total of 38 walkers and 26 dogs walked the two-mile route through a park with donations pledged by sponsors.

A rest station with water was provided halfway through the walk and participants were greeted by McGruff, the “dog” known for fighting crime, as well as Diesel Dog, the mascot for the local minor league baseball team, the Altoona Curve. Local companies supplied dog treats, water, food and contributions including T-shirts advertising Dogs Helping Dogs. Police escorted walkers and their pets across a busy street, and Lions handled all other responsibilities, including cleanup.

“A longtime club member, Retta Rettburg, who has macular degeneration and uses a walker, inspired all of us by raising \$900 for the event and walking the first mile in her walker,” says Larry Edwards, a Lakemont Lion and 2010-11



Photo by Larry Edwards

The mascot from the Altoona Curve, a Double A minor league baseball team, makes friends with a real dog during the walk sponsored by the Lakemont, Pennsylvania, Lions Club.

District 14-L Governor. “Our club learned many lessons from this event. The most important was to not give up on a possible service project and to listen to ideas and suggestions from new members.”

Paddling for Profit

It was anything goes on the Lamprey River when the Epping, New Hampshire, Lions Club sponsored its annual canoe race, raising \$2,900. While canoeists were invited to dress in costume, it wasn't mandatory. “We had Smurfs, guys in dresses, duct tape suits, Mohawks, Tweedle Dee and Tweedle Dum and girls dressed in suits,” says Lion Pamela Tibbetts.

All profits are designated for sight and hearing community needs. “This will allow us to help so many people in Epping,” she says. “We expect because of the economy that we will be getting even more requests this year.”



The Smurfs, who won for best costume, enjoy a few last minutes ashore before the canoe race starts.

CLUB BRIEFINGS

ACTIVITIES AND ANNOUNCEMENTS

In **Alabama**, the **Cullman Lions Club** won the local newspaper's holiday food drive challenge, donating 26,000 pounds of food and helping the drive double its goal.

The **Elizabeth Portuguese Lions Club** in **New Jersey** presented a local high school with a certificate of appreciation for collecting more than 10,000 pairs of eyeglasses for developing countries.

Pinetops Lions Club members in **North Carolina** have been dedicated to serving their community: over the past 65 years the club has collected and delivered \$200,000 in food to those in need.

The **Avon Lions Club** in **Ohio** took part in a safety fair where they gave away four dozen pairs of safety eyeglasses.

At the **District 22 C** Eyeglass Recycling Center in **Maryland**, Lions sort, clean, calibrate and pack eye glasses for shipment to communities in need such as rural Timis County, Romania.

The **Lions Club of Burr Ridge, Hinsdale and Oak Brook** in **Illinois** donated \$1,600 to its Senior Citizen Project. The donation sponsors two senior citizens in need for an entire year and provides each senior with 90 pounds of groceries every month.

The **Falconer Lions Club** in **New York** has collected 3,536 pairs of eyeglasses for Lions Eyeglass Recycling Centers since 1955.

Leo District 306 C2 in **Sri Lanka** held its three-day Annual International Leo Youth Camp where Leos developed leadership skills while hiking, canoeing and whitewater rafting.

District 31 G Lions Clubs in **North Carolina** used a \$10,000 LCIF Emergency grant to work with community partners to provide food, clothing, bottled water, blankets and medicine to tornado victims.

The **Reio Piedras Lions Club** in **Puerto Rico** is providing a scholarship to a low-income university student for his freshman year.

The **Auburndale Lions Club** in **Florida** has raised \$250,000 for community projects over the past five years.

With the help of a \$5,000 grant from the Walter Payne Foundation, the **Farmville Lions Club** in **Virginia** supported Longwood University graduate students in providing a hearing education program to fourth-graders. The club also collects and distributes hearing aids to those in need.

The **Nicholasville Lions Club** in **Kentucky** installed shelves, painted and planted flowers at a Head Start center for low-income preschool children.

In the **Philippines**, the **Quezon City Cubao Lions Club** provided food and school supplies for 300 elementary school children.

The **Ojai Valley Lions Club** in **California** has raised \$90,000 selling Christmas trees over the past few years.

In 2010, the **Millbury Lions Club** donated close to \$20,000 to the **Massachusetts Lions Eye Research Fund**.

The **Elgin Evening Lions Club** in **Texas** awarded \$15,000 in college scholarships to 12 high school seniors. The funds were raised from sales at the club's downtown thrift shop.

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INFORMATION

ANNIVERSARIES NOVEMBER 2011

90 Years: Anthony, Kan.; Brainerd, Minn.; Bristow, Okla.; Canon City Noon, Colo.; Carthage, Mo.; Checotah, Okla.; Delta, Colo.; Eveleth, Minn.; Green Bay Downtown, Wis.; Hillsboro, Texas; Joplin Host, Mo.; Lynchburg Host, Va.; Mexia, Texas; Rapid City, S.D.; Red Bank, N.J.; Tacoma Downtown, Wash.

85 Years: Alpena, Mich.; Bartow, Fla.; Bend/Sunrise, Ore.; Bridgton, Maine; East Prairie, Mo.; Minot, N.D.; The Dalles, Ore.; Willits, Calif.; Winnsboro, La.

80 Years: Berlin, Md.; Dillsburg, Pa.; Hartland, Wis.; Imperial, Neb.; Miamisburg, Ohio; North Little Rock, Ark.; Wink, Texas

75 Years: Alliston, Ont., CAN; Arlington Host, Va.; Boone, N.C.; Cadiz, Ohio; Caribou, Maine; Claypool, Ind.; Ottawa, Kan.; Sylva, N.C.; Valdesa, N.C.

50 Years: Goodridge, Minn.; Green Lake, Wis.; Grovespring, Mo.; Hanover Park, Ill.; Hayden, Colo.; Moca, Puerto Rico; Naicam, Sask., CAN; New York Mills Whitestown, N.Y.; Oakman, Ala.; Pulaski, N.Y.; Westport, Mass.

25 Years: Alton, Mo.; Athens, Ill.; Fenwick Island, Del.; Hamilton, Ill.; Jamestown Community, Ind.; Kiester, Minn.; Little River, S.C.; Milano Evening, Texas; Moweaqua, Ill.; Pine River, Man., CAN; Raleigh Southeast, N.C.; St. Elzear de Beauce, Q.C., CAN; Toronto Hong Kong, Ont., CAN

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Higher Key Awards Issued During July 2011

Senior Master Key (25 Members)

- Lion Fran Higginbotham, Denison Texoma, Texas
- Lion Ronnie Martin, Freeport Host, Texas
- Lion Virginia Gibson, South Grand Lake of Langley, Oklahoma
- Lion Harlen Barker, Crestline, Ohio
- Lion Kenneth Cring, Malone, New York
- Lion Tim Wilbers, Wardsville, Missouri
- Lion Mark Lacke, Edgar, Wisconsin
- Lion Robert Walden, Seneca, South Carolina
- Lion Myrna Diaz Servando, Bacolad City Sampaguita, Philippines
- Lion J. M. Boob, Jodhpur, India
- Lion Balkrisham Maheshwari, Ratlam, 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 Awards Program at www.lionsclubs.org.



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(Signed)
Dane La Joye, Managing Editor

THANK YOU

THE LIONS CHANGED MY LIFE

'Gave Us Our Life Back'

Before her fifth birthday, Kate Harrington was diagnosed with autism. Her mother, Ann, says Kate was self-abusive, wouldn't carry on a conversation and was scared of nearly everything. After she left the house in the middle of the night during a snowstorm, her mother knew something needed to change. Kate's therapist suggested a service dog. The black Labrador Kate received was partially sponsored by the Truro & District Lions Club in Nova Scotia, Canada, and his assistance completely changed the 10-year-old's life.

Q & A: Ann Harrington

Lion Magazine: Explain how the dog has helped Kate.

Ann Harrington: Before the dog, Kate was on the maximum amount of anti-psychotic medication and sleeping pills at night. Now she's on the minimum amount of anti-psychotic drugs and doesn't need the sleeping pills anymore. She'll talk with people who ask her about her dog, and she doesn't hurt herself anymore. Any time she gets upset, she'll call the dog and go in her room and lay with him.

LM: What is the dog trained to do?

AH: The dog, Viper, is trained to help calm her. He is always there for her. If the fire alarm goes off, she'll grab him and sit. She's more concerned for him now. She looks out for him, rather than worrying about what noise is coming next. We hitch her directly to him, so if she panics and bolts, he lays

down on the floor. If she gets upset in the car, he'll go to her and lay across her lap. It's like he's saying, "Don't worry, I'm here."

LM: I understand you made it a point to track down the Lions who sponsored Viper?

AH: I knew the Truro Lions donated \$12,000 of the \$20,000 cost for the dog. A few months ago, I learned the Lions were having a convention here in

Yarmouth [Nova Scotia, Canada]. So we got a thank-you note together and marched over and stood in the lobby with the dog. A guy came by, and he said to us "Hey, we just sponsored a service dog." I asked where he was from, and he said Truro! He invited us to go the next day and tell our story to his club. It was a lot of tears and hugging. The Lions are awesome people. They gave us our life back.

After Lions sponsored a service dog for 10-year-old Kate, who suffers from autism, her mother says the family's stress levels "plummeted."



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.

INFORMATION

IN MEMORIAM

Gary Tschache, who served on the International Board of Directors from 2003 to 2005, has died. A member of the Bozeman Gallatin Empire Lions Club in Montana since 1975, Past Director Tschache was active in numerous professional and community organizations including the Bozeman United Way, Special Olympics and the Montana Petroleum Board.

Past International Director **A. Charles "Chuck" Weir**, elected to serve on the International Board of Directors from 1995-97, has died. A member of the Bretton Woods, Michigan, Lions Club since 1971, he was a retired teacher and administrator in the field of education for the visually impaired and had received many honors for his contributions to the field.

CONVENTION COUNTDOWN

- 2012 Busan, Korea
June 22-26
- 2013 Hamburg, Germany
July 5-9
- 2014 Toronto, Ontario, Canada
July 4-8
- 2015 Honolulu, Hawaii
June 26-30
- 2016 Fukuoka, Japan
June 24-28
- 2017 Chicago, Illinois
June 30-July 4

FOR THE RECORD

As of August 31, 2011, Lions Clubs International had 1,343,599 members in 46,085 clubs and 747 districts in 206 countries and geographic areas.

CALENDAR

NOVEMBER 2011

LIONS DIABETES AWARENESS MONTH

NOV. 10-13

Senior Lions Leadership Institute
Constitutional Area V—The Orient & Southeast Asia
FUKUOKA, JAPAN

NOV. 11

Lions Quest grant application deadline for review at the January 2012 board meeting

NOV. 14

World Diabetes Day

NOV. 15

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

NOV. 15

Top Ten Youth Camp and Exchange Chairperson Award applications due (YCE-110)

NOV. 17-20

Senior Lions Leadership Institute, Constitutional Areas I & II—USA, Affiliates, Bermuda, The Bahamas, and Canada
OAK BROOK, ILLINOIS, USA

NOV. 24-27

OSEAL Forum
MANILA, PHILIPPINES

NOV. 30

Deadline for family membership certification forms
Leo October Membership Growth Award nominations due

BUSAN KOREA

**Pre & Post Tours
Lions Clubs Convention
Jun 22-26, 2012**



KOREA IN-DEPTH SEUL GYEONGJU
6 DAYS/5 NIGHTS MT. GAYA
\$1675 LAND ONLY DAEGU & DMZ

CHINA YANGTZE RIVER.....12 DAYS
MALAY PENINSULA..... 12 DAYS
IDYLIC BALI ISLAND..... 6 DAYS
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LAST ROAR



MASSES OF GLASSES

Katherine Savas, 7, of Racine, Wisconsin, scoops up some of the 235 pairs of eyeglasses she collected for the Racine Lions. Katherine collected the glasses for her school citizenship unit for second-grade students. The glasses were processed by the Wisconsin Lions Foundation Eyeglass Recycling Center.

Photo by Gregory Shaver/The Journal Times

HELP ALLEVIATE HUNGER



Our next global action campaign will help relieve hunger.
Plan events in December and January involving the collection and distribution of food.
For ideas on how your club can get involved, go to:
www.lionsclubs.org

No
Contract

Price
Reduced
by \$48

Finally, a cell phone that's... a phone

with rates as low as \$3.75 per week!

"Well, I finally did it. I finally decided to enter the digital age and get a cell phone. My kids have been bugging me, my book group made fun of me, and the last straw was when my car broke down, and I was stuck by the highway for an hour before someone stopped to help. But when I went to the cell phone store, I almost changed my mind. The phones are so small I can't see the numbers, much less push the right one. They all have cameras, computers and a "global-positioning" something or other that's supposed to spot me from space. Goodness, all I want to do is to be able to talk to my grandkids! The people at the store weren't much help. They couldn't understand why someone wouldn't want a phone the size of a postage stamp. And the rate plans! They were complicated, confusing, and expensive... and the contract lasted for two years! I'd almost given up when a friend told me about her new Jitterbug phone. Now, I have the convenience and safety of being able to stay in touch... with a phone I can actually use."

The cell phone that's right for me.

Sometimes I think the people who designed this phone and the rate plans had me in mind. The phone fits easily in my pocket, and flips open to reach from my mouth to my ear. The display is large and backlit, so I can actually see who is calling. With a push of a button I can amplify the volume, and if I don't know a number, I can simply push "0" for a friendly, helpful operator that will look it up and

even dial it for me. The Jitterbug also reduces background noise, making the sound loud and clear. There's even a dial tone, so I know the phone is ready to use.

Affordable plans that I can understand – and no contract to sign! Unlike other cell phones, Jitterbug has plans that make sense. Why should I pay for minutes I'm never going to use?

Monthly Minutes	50	100
Monthly Rate	\$14.99	\$19.99
Operator Assistance	24/7	24/7
911 Access	FREE	FREE
Long Distance Calls	No add'l charge	No add'l charge
Voice Dial	FREE	FREE
Nationwide Coverage	Yes	Yes
Friendly Return Policy ¹	30 days	30 days

More minute plans available. Ask your Jitterbug expert for details.

And if I do talk more than I plan, I won't find myself with no minutes like my friend who has a prepaid phone. Best of all, there is no contract to sign – so I'm not locked in for years at a time or subject to termination fees. The U.S.-based customer service is second to none, and the phone gets service virtually anywhere in the country.

Call now and get a FREE Car Charger and FREE Leather Carrying Case – a \$43.99 value. Try Jitterbug for 30 days and if you don't love it, just return it¹.

Why wait, the Jitterbug comes ready to use right out of the box. If you aren't as happy with it as I am, you can return it for a refund of the purchase price. Call now, the Jitterbug product experts are ready to answer your questions.



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Graphite and Red.

Order now and receive a **FREE Car Charger** and a **FREE Leather Carrying Case** for your Jitterbug – a \$43.99 value. Call now!

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