

# LION



Lions Clubs International

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# LION

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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



An LCI rap video featuring Lions from Wisconsin went viral and raised awareness of Lions clubs.

## Tell the World Who We Are

Maybe you associate rap music with today's younger generation, but it's also a creative way to communicate information and to reach new audiences. For instance, a Lions club in Hong Kong held a popular anti-drug rap competition. The winner told Lions that before the contest he thought Lions helped only older people. The rap contest opened his eyes and also succeeded in publicizing our multifaceted service mission to many others.

Working with Lions Clubs International, Lions in Wisconsin produced a very funny rap video (see page 28). LCI wanted to show the fun side of Lions while showcasing our various service projects. The video works because it counters the stereotype that Lions are older and not hip to today's trends. The video is part of a larger public relations effort by LCI including public service announcements, roadside billboards and online advertising.

The rap contest drew attention to Lions, and the rap video went viral, as amused Lions and others used e-mail, Twitter and Facebook to spread it. Lions need to do more public relations. It works. Publicizing what we do and who we are results in more members, more partnerships, more support. Maybe a generation or two ago we could stand pat and let people come to us. Those days are gone. In the Internet age, amid a vast sea of information and groups vying for attention, success comes to those who pursue it.

Clubs need to reach out to traditional outlets such as newspapers and television but also should use social media and Web networking. Create or improve the club's Web site and Facebook page. Upload videos to YouTube. Tell LCI of your success stories using the new service activity reporting system.

You don't need to be an expert. LCI can help. On its Web site is a tutorial on setting up a Facebook page; our E-Clubhouse tool can help you design a Web site in minutes. LCI's Web site also has tips on developing key messages, writing press releases and placing LCI's public service announcements on television and radio.

You need to believe in the power of public relations and then act with courage and commitment. It won't get done unless you and your club do it. Tell our story, shout it out on the Web and in newspapers and get ready for new members and an increased level of service.

A stylized, handwritten signature in white ink.



Wing-Kun Tam  
Lions Clubs International President

# IN THE SPOTLIGHT

LIONS NEWS BRIEFS

## LIONS PARTNER WITH AGA KHAN

Lions Clubs International will partner with the Aga Khan Development Network (AKDN) on humanitarian work related to disaster relief, environmental preservation, blindness prevention and life skills training for youth. Lions in Kenya are already working with the AKDN and related agencies to plant 1.5 million trees. Based in Geneva, Switzerland, AKDN assists the needy particularly in Africa, the Middle East and Asia. The partnership will enable the two organizations to increase their visibility and maximize the use of resources on joint projects.

## LIONS' HUMANITARIAN DIES

Wangari Maathai of Kenya, a Nobel Peace Prize winner and recipient of the 2010 Lions Humanitarian Award, died in September of cancer. She was 71. Maathai was the founder of the Green Belt Movement, a grassroots group that reduces poverty and protects the environment. Maathai inspired women to plant 40 million trees on community lands. She also helped peacefully restore democracy to Kenya in 2002. She became the first African woman to win the Nobel Peace Prize in 2004. Speaking at the 93rd International Convention in Sydney in 2010, she exhorted Lions not to be discouraged in the face of daunting environmental and political challenges: "Even some Lions may be overwhelmed. So it is very important to tell you: do not feel overwhelmed."

## AIRLINES SCREEN LIONS' FILM

Keep your seat upright, fasten your seat belt and watch a video on Lions. A 90-second promotional video on Lions and LCIF has been airing on four airlines. The video is showing on Virgin Airways flights through January and was shown on Delta flights in December, and American Airlines and US Airways flights in November. A project of Lions Clubs International/LCIF, the film shows Lions doing service such as eye screenings, disaster relief and working in a food pantry. It concludes: "Join us in our humanitarian work. Be a Lion. Volunteer." An estimated 4.7 million people on 36,853 flights are expected to see the film.

## '69 MOON ALBUM STILL MAKING NOISE

It was one small step for a man; one giant leap for a Lions club. In 1969, the Spokane Central Lions Club in Washington put out a record titled *The Flight of Apollo 11*, a collection of historical speeches and sound bites. More than 40 years later, the album is back in the news. Doug Clark of the *Spokesman-Review* bought the album for a buck at a garage sale and wrote a column about it. Turns out Dick Shanks, now 88, was president of the club in 1968-69 and had the record made as a fundraiser. Stan Witter, now 83, used his own home recordings of TV and radio broadcasts as the basis for the album. Shanks still has boxes of unsold records. But at least the club took a chance, giving new meaning to "shooting for the moon."



Dick Shanks and the Spokane Central Lions made a space album as a fundraiser.

Photo by Colin Mulvany/*The Spokesman-Review*



# IN THE SPOTLIGHT

LIONS NEWS BRIEFS

## BY THE NUMBERS

5

Dollar amount of bounty for a bag of orange hawkweed, an invasive plant, placed by the Kodiak Chamber of Commerce and the Kodiak Lions in Alaska.

26

Hirsute men who raised \$25,000 for cancer care by participating in the Beards to Battle Cancer held by Portage la Prairie Lions in Manitoba, Canada.

100

Gallons of heating oil delivered to each household in need during the winter by the Granby Lions in Massachusetts.

56

Families who took advantage of the Medical Waste Collection Day held by the Lexington Lions and a board of health in Massachusetts.

5,000

Pounds of candy given to paraders by the Albany Lions in Indiana since they began sponsoring the town's Halloween parade in 1936.

30

Teams that competed in the 12th annual Tiddly Winks Tournament held by the Saukville Lions in Wisconsin.

10,000

Hamburgers cooked on a mega grill built in 2007 by Sterling Lions in Colorado.

11

Companies and government groups represented at a job fair put together by the Woodstock Lions Club in Georgia.

3

Weather alert sirens that Munith Lions in Michigan help maintain and repair, a project undertaken after a tornado killed a boy years ago.

## FIND A CLUB GETS EASIER

Looking for a Lions or Leo club? It's easier now that Lions Clubs International has improved the Find a Club search function on its Web site. The Google-like search function suggests close matches as letters are typed, and searches can now be done by city, district, and even the club president's (or adviser's) name. Users also can learn about the club's most recent service activity. The Find a Club button is in blue near the top of the home page of [www.lionsclubs.org](http://www.lionsclubs.org).

## 6 YEARS AGO IN THE LION JANUARY 2006

A Lion passes out toys to orphans in China. LION Magazine detailed the growth of Lions clubs in China. Membership had grown to 4,000 there since the first clubs were chartered three years before. (Membership now is 8,902.)



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# IN THE SPOTLIGHT

LIONS NEWS BRIEFS

## ONE OF US

Sponsors always play an important role for new Lions. But for Scott Dudley, his sponsor had an additional responsibility—he was Scott's father. After Ed Dudley became a Lion in 1984, Scott was inspired by the work of his dad's West Penn Township Lions Club in Pennsylvania—so much so that Scott became a Lion in 1989. Scott's mother, Judy, followed suit and joined the Lions in 1991. Scott was further encouraged as his parents became Lions leaders; both are past district governors. So it only seemed natural that the three shared in the experience of Scott becoming installed as district 14 U governor at the 2011 International Convention in Seattle.

---

**WHAT WAS IT LIKE ATTENDING THE INTERNATIONAL CONVENTION WITH YOUR PARENTS?** It was inspiring to have both my parents pull the "elect" ribbon off my district governor badge. I have actually attended five International Conventions previously with my parents. We usually have a one-week vacation after the U.S. conventions to explore the U.S.

**WHAT ARE THE BIGGEST BENEFITS (AND CHALLENGES, IF ANY) OF HAVING FAMILY MEMBERS WHO ARE LIONS?** One of the biggest benefits is networking. I have met many more Lions because of my parents and my younger brother [who is a Lion in Louisiana]. A challenge of having both parents in my club and district is the worry that I got where I am because of my parents and not because of my own ability. That is why I am doing things a little differently this year in our district. I am making some changes and if they fail it is my fault. If they are a success, it is due to all the great Lions in our district.

**YOU'VE HELD SEVERAL LIONS LEADERSHIP POSITIONS—WHAT MOTIVATES YOU TO BE SO INVOLVED?** It all started when a Lion friend gave me the metal Lion bank and said, "Lion Scott, it is your turn to be the tail twister." After that I was asked to move from tail twister to president. I accepted because club members asked me to step forward. I think leadership was modeled in my family. I do also have the altruistic belief of wanting to do all that I can in support of the mission of Lions. I also seem to be at the right place at the right time to do what is needed.

**WHAT DO YOU HOPE TO ACCOMPLISH DURING YOUR TIME AS DG? AND WHAT'S NEXT?** As DG I have a goal of chartering three new clubs in my district. After the term as DG is over for me, I am looking forward to being active on the MD level. I must also work diligently as district governor because both my parents were 100 percent district governors and I would like to continue the tradition. As Hank Williams Jr. sang, "It's a family tradition."

---

Scott Dudley's past district governor parents, Judy and Ed Dudley, enjoy the honor of pulling off his "elect" ribbon at the 2011 International Convention in Seattle.





# IN THE SPOTLIGHT

LIONS NEWS BRIEFS

## CLUB OF THE MONTH

### THURMONT LIONS CLUB, MARYLAND

**YEAR FOUNDED:** 1929

**MEMBERSHIP AND MEETINGS:** The club's 85 members are a mix of retired and younger people, and men and women are almost equally represented. The club meets at the Cozy Restaurant, which, because of its proximity to the Presidential Retreat at Camp David has hosted U. S. presidents, Cabinet members and foreign dignitaries over the past 82 years. The club's charter—framed and on display at the restaurant—was signed by Melvin Jones himself.

**RAILSTOTRAILS:** To mark its 75th anniversary, the club transformed an unused one-mile trolley route through town into a recreational trail. After three-and-a-half years of work and with the assistance of an LCIF grant, the Lions completed the Thurmont Trolley Trail. It has since been a popular spot for walkers, runners and bikers. The club has continued to make improvements with plantings, benches and picnic tables. An annual art festival along the trail brings the community out to enjoy the beauty of nature and the talents of local artists.

**FOODIE FUN:** Thurmont Lions raise funds through several food-focused events. With a spring fish fry, summertime pit beef, pork and turkey sales, a fall foods festival and food booths at many community events, these Lions are comfortable in the kitchen. They happily slice potatoes, knowing that every french fry sold helps them serve those in need.

**ENTHUSIASM FOR YOUTH:** At their annual Education Night, the Lions give scholarships to four students, honor a Teacher of the Year and present funds to each of the community's schools. A sponsor of two Leo clubs, the club also presents annual awards to the students with the most volunteer hours.

**RALLYING THE COMMUNITY:** When the Lions discovered that four members of one family had been struck with cancer, they held a community breakfast that brought out the whole town. After raising \$10,000 to help the family, the Lions set up funds to help community members with medical problems.

**WHY SERVE?** "Giving back to the community that I grew up in and that my children are growing up in is worthwhile on so many levels—that is why I am a Lion and my two daughters are Leos." – Lion Wes Hamrick



Community members enjoy the annual art festival along the Thurmont Trolley Trail.



Lion Gene Long, who was instrumental in the trail project, operates a steam roller to smooth out the stone.

# IN THE SPOTLIGHT

LIONS NEWS BRIEFS

## NEXT MONTH'S MAGAZINE

You'll want to register for the 95th International Convention in June when you learn about Busan, Korea, our host city. From where to eat and what to do, our cover story will whet your appetite for a full immersion in Lions for a week in enchanting Korea.



Join hundreds of Lions, UN leaders, and invited speakers to celebrate the historic partnership between Lions Clubs International and the United Nations (UN) during the 34th Annual Lions Day with the UN.

**March 16, 2012**

United Nations Headquarters in New York City

To learn more and register, visit [www.lionsclubs.org](http://www.lionsclubs.org) and keyword search "Lions Day"

(630) 468-6914 or [LDUN@lionsclubs.org](mailto:LDUN@lionsclubs.org)

## OVERHEARD

**"I sent it to the Lions club. And they sent it to everybody."**

—Police Chief Albert Erickson of Parma, Idaho, on a letter detailing the needs of a family with an 8-year-old boy with a malignant brain tumor and confined to a wheelchair. Volunteers rebuilt the family's home. From the *Deseret News*.

**When she asks him to "check," it may look like a simple kiss. But he's really jumping up to smell her breath.**

—From a KARE/NBC story on a woman from St. Louis Park, Minnesota, who has diabetes, and her assist dog, who can sense low blood sugar on her breath. Hamel, the dog, was named after the Lions club that donated the funds to train him.

**"Lions eat sharks."**

—Merv Mueller, one of the builders of a boat with a lion as its figurehead, on his lack of concern about another boat in the shape of a shark. Mueller's Twin Falls Monarch Lions Club took part in the Great Cardboard Boat Regatta in Idaho. From the *Times-News Magicvalley*.

## ON THE WEB

Lions can take advantage of year-round learning without leaving the comfort of home with LCI's webinars. Through these trainings that are generally one-hour long, groups of participants connect over the Internet and learn new ways to strengthen and grow their clubs. Upcoming webinar topics include Recruiting Members, Managing a Service Project and Club Secretary Training. Go to [www.lionsclubs.org](http://www.lionsclubs.org) and search for "webinar" to find the schedule, register and view an interactive tutorial.



## 25th Annual Lions International Peace Poster Contest

# Imagine Peace



*Sponsor a Lions International Peace Poster Contest and join clubs worldwide in sharing children's visions of peace with your community.*

### How the Contest Works

Lions clubs sponsor the contest in a local school or organized youth group. The contest is open to students 11-13 on November 15, 2012. Participating students are asked to create posters visually depicting the contest theme, "Imagine Peace."

One winner for each contest sponsored by a club is chosen to advance to the district governor for judging. On the district level, one winner is selected to go on to the multiple district competition and from there one winner is forwarded to International Headquarters for the final judging. Entries are judged at all levels on originality, artistic merit and portrayal of theme.

During the final judging, 23 merit award winners and one grand prize winner are chosen to represent the many entries submitted from around the world.

### Awards

Artists of posters advancing to the final international judging are recognized as follows:

- **International Grand Prize Winner** receives a trip to the award ceremony at Lions Day with the United Nations (subject to change). At the ceremony he/she will receive a cash award of US\$5,000 (or local equivalent) and an engraved plaque. Two family members (one being the winner's parent or legal guardian) and the sponsoring Lions club president or a club member (as designated by the club president) will accompany the winner to the award ceremony. The award ceremony is scheduled for March 2013.
- **23 Merit Award Winners** each receive a cash award of US\$500 (or local equivalent) and a certificate of achievement.

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3-Digit CVC code (shown on back of card) \_\_\_\_\_

### How to Enter

Lions clubs must order a Peace Poster Contest kit from the Club Supplies Sales Department at International Headquarters. Available in all 11 official languages, it costs US\$10.95, plus shipping, handling and applicable taxes. Each kit contains everything your club needs to sponsor one\* school or organized, sponsored youth group:

- **Official Club Contest Guide & Rules**
- **Official School or Youth Group Contest Guide & Rules**
- **Participant Flyer** may be duplicated and given to each participating student to take home
- **Sticker** to place on back of winning poster
- **Certificates** for contest winner and school or youth group

*\*Clubs can sponsor more than one contest in either the same or multiple school(s) and/or youth group(s) by purchasing more than one kit. Clubs will send one poster per each contest sponsored to the next level of judging.*



The Lions International Essay Contest entry form is included in this kit and on the LCI website.

**Kits are available January 15 – October 1, 2012.**  
Purchase your kit early to allow adequate time for shipment and contest planning.



To order the Peace Poster Contest kit (PPK-1) submit the form below, order through the online Lions Store (Item search: Peace Poster Kit) or call Club Supplies at (630) 571-5466 or (800) 710-7822 (U.S., Puerto Rico, U.S. Virgin Islands and Canada only).

Visit [www.lionsclubs.org](http://www.lionsclubs.org) for more contest information, deadlines, to send a Peace Poster e-card and view past finalists' posters.

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### Sales Tax:

We are obligated to charge sales tax in Illinois and Canada.

### COMMUNITY SERVICE IS FUN

When other people see how much fun Lions have in pursuit of service, they'll want to join your club, too.

## Horse Happy in Texas

Kingsville Noon, Texas, Lion Alton Remmers has loved his horses enough to give them a new home at the Texas Lions Camp in Kerrville as he became unable to saddle up the gentle equines and ride them. A Lion since 1944, the 92-year-old Remmers recently donated the, last of his horses, a palomino named Dandy B. Doc to the camp's riding program.

"He was born right here at my place," says Remmers. "I've got a picture of him as a colt and I'll be giving that along with some bridles and halters to the riding club. The kids will enjoy him." Dandy B. Doc may have been his last horse but wasn't his first donation to the camp, which serves physically handicapped and diabetic children throughout Texas at no charge.

At one time Remmers had eight horses at his home but made the decision to donate them after hearing someone from the Texas Lions Camp speak to Lions about starting a riding program. "I told him that my wife, Doris, and I would donate three of our quarter horses," he explains. "That helped start the riding program at the camp."

That was in 1980 and since that time Remmers has donated five horses to the camp. He grew up "in the saddle," as many youngsters do in Texas. At the age of six, he was riding. "I got bucked off as a kid, but I learned to stay on. My dad had land where he ran cattle and my older brother and I would work them." Remmers now uses a wheelchair to get around due to the wear and tear on his knees.

"The doctor says I'm too old for a knee replacement," Remmers says. "I broke my right knee years ago, but I can still ride." He's not finished with riding yet, he vows. "I'm not going to say I may not ride again because I'm not giving up. I've got a special saddle and I could ride a buckin' horse. I'll go out in my special saddle."

Remmers maintains near perfect attendance at weekly Lions' meetings. He still maintains his membership in the Kleberg County Sheriff's Mounted Patrol—just in case.

—Georgia Wingate Thompson



SERVICE IDEA A GENEROUS GIFT

Alton Remmers Sr. watches as his son Alton Remmers Jr. calms Dandy B. Doc while David Deacon prepares to load the last of the elder Remmers's horses for transport to the Texas Lions Camp in Kerrville.



#### SUPPORT YOUTH

Sponsoring a Leo club gives young people an opportunity to serve as well as showing them how they may continue their humanitarian actions in the future as Lions.

#### GROW YOUR CLUB

It's a fact that the more we are, the more we can do. Invite prospective members to see how effectively they can serve their community by becoming Lions.

#### KEEP A RECORD

Appoint a club photographer to record your activities. Create a photo album to display both social and service sides of your club to potential members.



SERVICE IDEA COMMUNITY FUN

## Bug Invasion Keeps Lions Hopping

Terryville, Connecticut, Lions actually like to see the local fairgrounds covered in bugs. It means they're doing a good job. Of course, the bugs in question are mechanical and a feat of precision German engineering, not Mother Nature.

Every year, 300 to 400 Volkswagen Beetle owners participate in the Terryville Lions' Bug-a-Fair car show, attending from all over the Northeast, Midwest and Canada. Owners are thrilled to show off their "Bugs," ranging from models popular in the 1950s to current ones, says Lion Steven Daigle. The 40 classes of judging include dune buggies, water and air-cooled, Beetle buses and cars that can be driven in the water. There's even a class for the furthest distance traveled to enter the show. More than 100 awards are given out and each of the first 300 Bugs registered receives a dashboard plaque.

The club partners with a local Bug enthusiast, who, although not a Lion, is a big part of the show, Daigle explains. He says vendors, show cars and trophies all contribute to the exciting feel of the Bug fest. Lions sell food, which helps give a big boost to club coffers. A magazine devoted to Volkswagens sent a photographer in 2010 for a photo spread of the show cars.

Funds raised are used for a variety of community activities including a scholarship for a high school student who wants to pursue a career in education.

## Tons of Food for Families in Need

Lions in Hawaii aren't shy about promoting their projects to get the job done. When they sponsored their inaugural statewide food collection, more than three tons of canned food was donated during the first half of the day, says chairperson Nadine Nishioka of the Honolulu Manoa Waioli Lions Club. Their enthusiasm helped spark one of the biggest turnouts for a combined service project—over 9,000 pounds of food and cash donations of \$5,500.

"Many families have difficulty putting food on their tables," she says. "Besides serving a very good purpose, the food drive was also a good way to seize the opportunity to promote who we are as Lions. We wanted to educate and inform the public that Hawaii Lions care about the needs of our communities. We were overwhelmed by the support with all the donations."

"A total of 216 Lions and Leos throughout the state volunteered more than 812 hours collecting canned goods for the Hawaii Foodbank, Hawaii Food Basket and a number of food pantries on each island. For every \$10 donated, this translates into 25 meals for those in need. More than 13,750 meals were made available."

Pearl City Lion Paul Kudo says he was stopped by a "white-haired, senior gentleman in a faded aloha shirt," who asked why so many men and women in gold vests were waving signs. After explaining about Lions and the food collection, the man shook Kudo's hand to thank him for all the good Lions do to help people in need. "He pulled out a tattered wallet, took out a heavily wrinkled dollar bill and handed it to me. I said to him, 'Are you sure?' when I noticed his empty wallet. 'Yes!' he said, and again thanked Lions for helping."



SERVICE IDEA HELP THE HUNGRY

Lions and Leos enthusiastically wave signs in front of the Hawaii State Capitol, site of the Oahu's main food collection site.

# LIONS ON LOCATION

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



THE WELLESBOURNE AND DISTRICT LIONS CLUB IN ENGLAND HOSTED A CONCERT TO RAISE FUNDS FOR A CHILDREN'S HOSPICE.

1 GERMANY EUROPE

## German Lions Aid Pakistan

The historic floods that ravaged northwestern Pakistan in 2010 disrupted lives, destroyed schools and contaminated water supplies. After sending tons of food and medical supplies to flood victims, Lions in Germany set about rebuilding schools and ensuring clean water.

German Lions have rebuilt and furnished six elementary and secondary schools in five villages. Two of the schools are for girls and the rest are for boys. The reconstruction included new libraries and science labs.

Lions are partnering with Christoffel-Blindenmission (CBM) in its relief efforts. Schools are vital because they are “a way to escape poverty and radicalism,” says Solveig Koch of CBM, who visited the rebuilt schools. “When there is a lack of government schools, children are often exposed to radical elements. This is why building schools will help bring peace.”

Lions in Germany also provided clean water for 3,240 students at six girls' schools in Kyber Pakhtunkwa Province. The dirty flood waters contaminated water pipes. So Lions installed a “Paul” (portable aqua units for lifesaving) at each of the schools. Easy to operate, the filters don't require electricity or chemical supplements, and they prevent diseases such as cholera, typhus and dysentery.

Solveig Koch of a German non-profit group that partners with Lions tastes clean water in Pakistan made possible by Lions..







FIVE LIONS CLUBS IN **HOSUR, INDIA**, PLANTED 5,000 TREES IN THEIR COMMUNITY.



IN **AUSTRALIA**, THE **ALTONA LIONS CLUB** BEGAN A LITERACY PROJECT FOR AT-RISK STUDENTS AT FIVE SCHOOLS.



IN **IRELAND**, THE **SOUTH MEATH FINGAL LIONS CLUB** HELD A 150-KILOMETER BIKE RIDE TO RAISE FUNDS FOR CYSTIC FIBROSIS.

2 JAPAN ASIA

## Fire on Mountain, Hearts Aglow with Service



Lions and others plant trees on Kasamatsu Yama.

A sea of green, Kasamatsu Yama, a small mountain near Saij, Japan, caught fire in the hot, dry summer of 2008 because of a discarded cigarette. Rain finally extinguished the blaze, but by then the damage was substantial. The peak that residents affectionately called their "hometown mountain" was a heap of ash and charcoal.

The 53 members of the Imabari Higashi Lions Club set to work. They recruited Boy Scouts, students from a special education school, sports club athletes and others. The 150 volunteers have begun to restore the beloved mountain to its green glory. "We involved many groups," said Ryuichi Nagano, past president. "By sharing this experience, everyone gains a united feeling of protecting our mountain."



# LIONS ON LOCATION

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



THE ORIZABA CITLALLI LIONS IN MEXICO SPONSORED A DENTAL EDUCATION PROGRAM FOR 165 CHILDREN.

3 SPAIN EUROPE

Shoppers browse the Lions' bookstall.



## Novel Way to Raise Funds in Spain

The sun shines day after day in Teulada-Moraira, a small resort town on the coast in Spain. Crowds of tourists and locals, many retired, flock to the sandy beaches, where paperback books are de rigueur. That's why Lions staff a bookstall twice a month. In four years they've sold 20,000 books, some of them several times after thoughtful patrons return them.

"This has been a very good income stream for us, and it's popular year-round," says Peter Johnson, public relations chairperson for the Teulada-Moraira Lions Club.

Donated to the club, the books sell for 1 euro (about \$1.40). The club has 5,000 books in stock.

The funds raised buy food and clothing for needy families, eyeglasses, medical equipment and playground equipment. The club also supports guide dogs, a cancer support group, a domestic violence center and other causes.

Many members of the club are retired professionals including doctors, lawyers and pilots. Some relocated from England.

## Food for the Hungry

The 37-member Ndola Kansenshi Lions Club in Zambia delivered a lot of big packages to little ones in need. The club donated food, medicine and toiletries to a child care/adoption center with 22 young children. The club also fed more than 50 children at a school for the visually impaired, supported 38 cataract operations and serviced 120 patients at a medical camp in a rural area, said Ricky Banda, a past club president.



IN TRINIDAD AND TOBAGO, THE **PORT OF SPAIN CENTRAL LIONS CLUB** HELD ITS ANNUAL GOURMET EVENING FUNDRAISER FEATURING DISHES PREPARED BY MORE THAN 30 CHEFS.



THE **FRANKENTHAL LIONS CLUB** IN GERMANY AND THE **TABLE VIEW LIONS CLUB** IN THE **REPUBLIC OF SOUTH AFRICA**—ALONG WITH HELP FROM LIONS IN ENGLAND, IRELAND, DENMARK AND SOUTH AFRICA—DONATED 1,753 HEARING AIDS DURING THE WORLD CONGRESS OF THE WORLD FEDERATION OF THE DEAF IN DURBAN, SOUTH AFRICA.

4 SWITZERLAND EUROPE

## Lions Preserve Forest

Hikers and picnickers enjoy the scenic nature trail in Rotiholz bei Arni, Switzerland. Keeping the woods clean and safe are Worblental Lions. Each summer they clean the fire pits, repair wooden benches, post informational signs and even check the safety of the cable car.

“My day job is very mentally challenging. The physical work for the benefit of the public is a nice change of pace,” says Markus Lädach, past president.

The club originally created the trail from 1996-98 with the help of the Forest Service and residents.

The trail does more than provide recreation: it also imparts lessons on sustainability. A bowling pin game along the trail subtly illustrates the benefits of partial harvesting of trees. Placards in the woods recount how for years trees in the region were cut down judiciously to allow for the forest to replenish itself.



Lions get the trail ready for another year of recreation.



## Brushing Away Problems

Among its members are two dentists accustomed to working with children and a psychologist who knows how to prevent bullying. So the Orizaba Citlalli Lions Club in Mexico set out to improve the dental health and emotional well-being of schoolchildren in Nogales, an impoverished town a few miles away.

Club members distributed toothbrushes to 165 children, demonstrated their proper use, spoke on dental hygiene, tested for bacterial plaque and provided fluoride treatments. Leading the effort were dentists Rosa María Cervantes and Juan Francisco Mendoza, her son.

Psychologist María Elena Gonzáles spoke authoritatively on bullying. “It’s not a huge problem there but the teachers requested we give these talks for prevention purposes,” says Dr. Jesús Guapillo, the Lion who coordinated the service day.

“I felt a lot of joy in being there. The children were happy and enthusiastic, and the school and community invited us to do a follow-up,” he says.



A Lion in Mexico shows children how to brush.



# ONE SHOT,

## THE LIONS MEASLES INITIATIVE SAVES A LIFE FOR LESS THAN \$1

Randrianarisoa Hariliva, a midwife in Madagascar, recalls encountering an infant with a fever whose body was marred by red spots. His malady was unmistakable: measles.

“Without the proper care, he would’ve died,” she said.

Hariliva knows measles and knows how to prevent the dreadful disease: she vaccinated scores of children during Lions’ weeklong campaign. Among those vaccinated was nine-month-old Patrick Rasoanjanahary. Thanks to Lions and partners, he is just one of the nearly 41 million children who have an opportunity at life.

His mother, Pascaline, heard of the vaccination campaign through radio announcements created by Lions. “I’ve witnessed a child with measles. I do not want this for my son. This vaccination is very important,” she said.

Lions Clubs International Foundation is part of the Measles Initiative, founded by the American Red Cross, United Nations Foundation, U.S. Centers for Disease Control and Prevention, UNICEF and the World Health Organization. The initiative plans to vaccinate 157 million children this year at a cost of less than \$1 per child.

To expand on Lions’ pilot program, the Bill & Melinda Gates Foundation is challenging Lions to raise \$10 million. For every \$2 donated by Lions, the Gates Foundation will provide \$1 in matching donations, for a combined total of \$15 million. The \$5 million grant is the largest single grant in LCIF’s history. This historic gift from the Gates Foundation is a significant milestone for Lions and will ensure that many more children like Patrick will benefit.



### The Disease

A highly contagious virus, measles is spread quickly. Each day, 450 children die. On a crowded bus of 100 people, if there is just one person with measles, 90 people will become infected if not vaccinated.

Measles vaccinations are among the most cost-effective public health interventions today. For just \$1, a person can receive lifelong immunity. Then why doesn’t everyone get it? Vaccinations and other health care services are too distant, or people do not know the importance of a vaccination. While the cost may be inexpensive in developed countries, it is often the equivalent of a month’s or more wages in developing countries. The disease also exacts a heavy economic burden as family members suffer income loss during the days and weeks needed to care for sick children.



### THE DISEASE

**Measles can cause severe complications that can lead to death or permanent disability:**

- ▶ Blindness and hearing loss
- ▶ Encephalitis
- ▶ Pneumonia
- ▶ Vitamin A deficiency

**164,000 die annually.**

**450 people die each day, mostly children under age five.**

**90 percent of the people a measles-infected person comes into close contact with will become infected, if they are not immune.**



# ONE LIFE

This lapse in awareness of the need for the vaccine and advocacy efforts, combined with a \$59 million funding shortfall, could bring a resurgence of the disease. If none of the priority countries carry out measles vaccination campaigns from 2010-2012, all progress could be erased. Without a vaccination program, virtually everyone who is not immune will become infected.

“Lions’ role is raising awareness and attracting as many parents as possible to bring their children for the vaccination. It is very, very important,” said Lion Jose Bronfman of Madagascar.

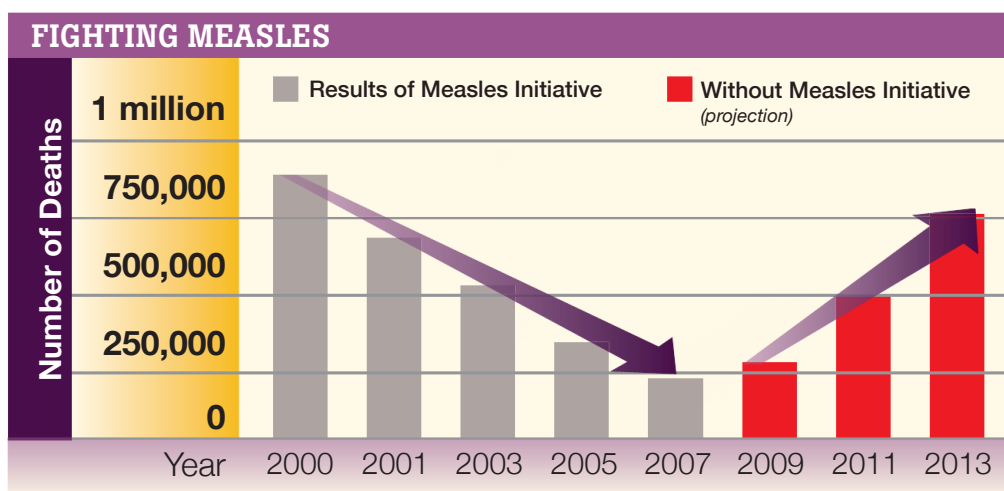
Bob Davis, now a measles delegate to the Red Cross, first fully understood the dangers of the disease when he traveled to Africa in 1979. “I visited a missionary hospital where they had a measles ward full of kids who had gotten the disease because they had missed the vaccination. The doctors were unable to do too much for them because there is no specific cure for measles once you get the virus,” he said. “The case fatality rate was very high in spite of their

efforts. The only way to get rid of the problem was to get rid of the virus transmission. And that requires very high levels of vaccination coverage—not only for the kids who are currently at-risk, but also for the kids who are born after this year’s campaign and who will become at-risk a few weeks after their birth.”

## Lions’ Successes

To fight this problem, Lions joined the Measles Initiative in 2010-11. The Gates Foundation awarded LCIF a grant for \$400,000, matched by \$300,000 from LCIF for vaccination campaigns in four pilot countries: Ethiopia, Madagascar, Mali and Nigeria. The campaigns targeted 41 million children under age five.

Lions played a key role in all levels of the program, from raising funds and promoting the vaccination campaigns to building partnerships with governments and health sectors to grow the programs nationwide.



*The Measles Initiative has helped to reduce measles deaths worldwide, but all progress could be erased if vaccination campaigns do not continue.*

**US\$1 = 1 Vaccination = 1 Life Saved**

“Because of the Lions advocacy program, we’re able to mobilize people from the grassroots to the highest level of the government,” said Past District Governor Tebebe Berhan of Ethiopia.

All four countries surpassed the program goal of vaccinating at least 90 percent of children under age five.

“It has to be the grassroots level. We have to go to the nooks and crannies of the country to get the villagers educated and mobilized for this program,” said Past International Director H.O.B. Lawal of Nigeria.

### Partnering to Stop Measles

The Measles Initiative was launched in 2001 on the premise that any death is one too many. At that time, measles was the single largest, vaccine-preventable cause of death among children. Partners provide technical, financial and grassroots support for vaccination campaigns. By combining resources, the Measles Initiative achieves great results. Last May, the 1 billionth child was vaccinated. Children in more than 80 countries have received vaccinations, reducing measles deaths by 90 percent in nearly all countries. In India, Lions are helping to open doors to increase vaccinations and gain governmental support for a measles campaign.

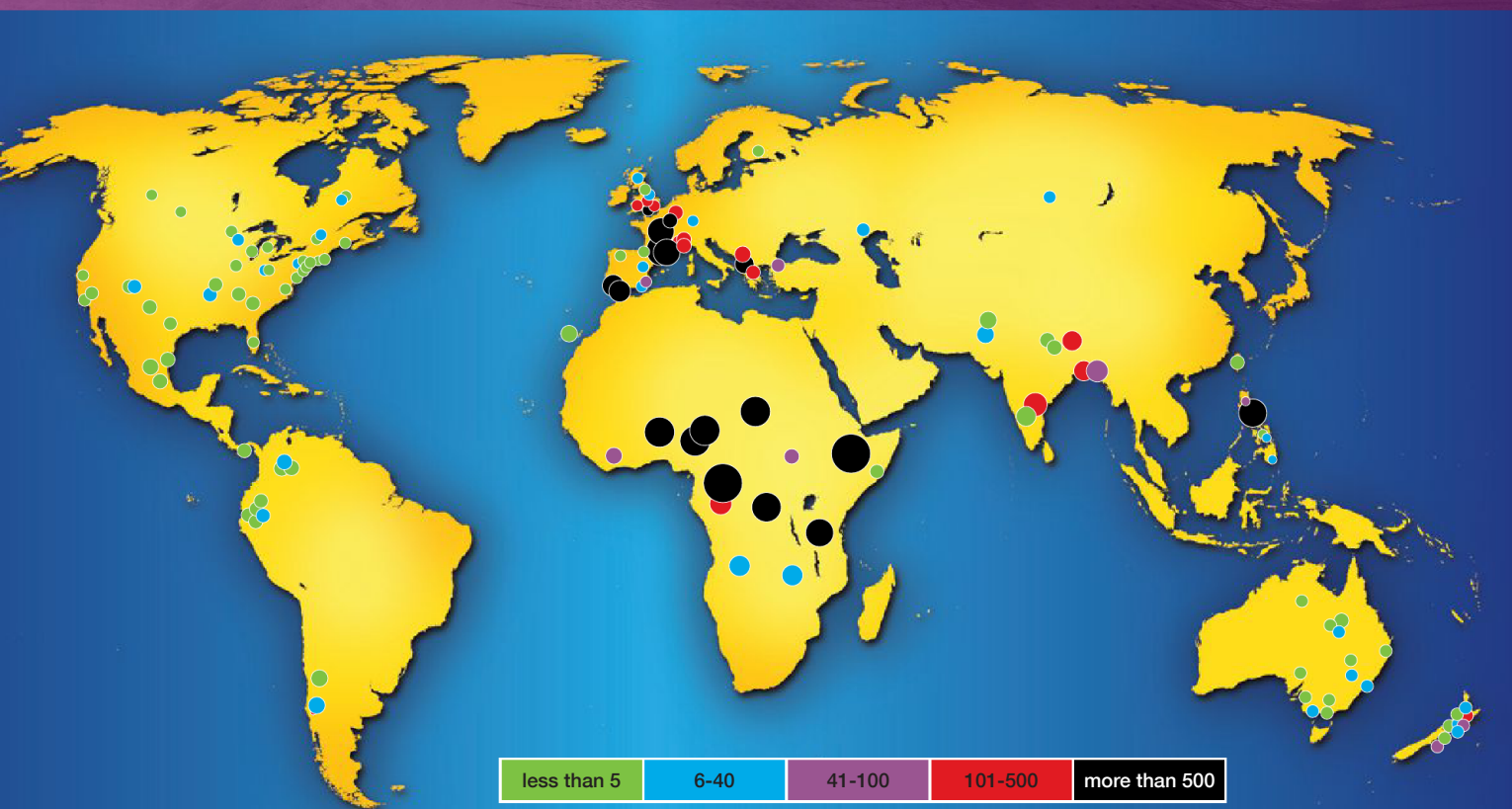
This year, the Measles Initiative will coordinate vaccination campaigns in 31 countries. Many of these are campaigns that will also provide vaccinations against other serious diseases.

To date, the Measles Initiative has invested more than \$700 million in measles control activities, helping to save an estimated 5 million lives.

The measles elimination strategy is proven to work, as the disease has already been eliminated from The Americas as of 2002.



## Measles Outbreaks in 2011





# Lions + Gates + partners = 157 million lives saved

## Building on Our Successful Pilot Year

Lions have a long history of advocating for change and improving health worldwide particularly with blindness prevention. Now, Lions have the opportunity to help eliminate a disease.

“We will never be safe from measles as long as there is even one case of measles anywhere on the planet,” said Davis. “But, we already have in place all of the resources in order to put a stop to measles for all. We can stop transmission in Madagascar, in Africa, and in the world.”

In a survey of nearly 1,700 Lions, 90 percent expressed support for the measles program, and 90 percent expressed personal motivation to contribute to this program. Comments included: “This is an amazing opportunity to help eradicate a disease!” and “Measles affects children and sight, so it’s a logical extension of what we already do.” Lions also said the initiative is a great opportunity for membership growth and that partnerships with Gates and others in the Measles Initiative are valuable long-term.

Addressing attendees at the 2011 International Convention, Bill Gates Sr. highlighted the importance of working with Lions: “The Gates Foundation is very proud to have been a partner in your early measles projects, and we’re excited to continue working together. ... If you want to go fast, go alone. If you want to go far, go together. With Lions in the lead, there is no telling how far we will go together.”

Lions in the four pilot countries and several new countries will help lead measles vaccination campaigns locally; however, every Lion can be involved in the program. By contributing to LCIF, Lions have the power to help children in all countries where measles remains a heavy public health burden. Lions donations will be combined with all donations to the Measles Initiative in order to have a greater, leveraged impact worldwide and reach a targeted 157 million children. Additionally, in many of the measles priority countries, Lions will sit on the



**The initiative plans to end the disease in Africa and India by 2020, which effectively would mean worldwide eradication of the disease.**



national advocacy committees and plan for upcoming vaccination campaigns.

“The Measles Initiative is very important for LCIF. We can do so much more with worldwide partnerships as we take their expertise and ours to have a greater impact,” said LCIF Chairperson Sid L. Scruggs III. “Now we’re joining forces with other agencies that recognize measles

as a major contributor to loss of sight and loss of life. This grant from the Gates Foundation is motivating us to do even more.”

## On the Path to Elimination

In the first eight years, the Measles Initiative helped to reduce measles deaths by 78 percent. The initiative plans to end the disease in Africa and India by 2020, which effectively would mean worldwide eradication of the disease.

Dr. William Foege, a global public health expert who worked in rural Nigeria in the 1960s, can remember when measles was “the single most lethal agent in the world.” He said, “When the history of measles elimination from the world is written—when it’s possible to paraphrase Thomas Jefferson’s quote that ‘the world will know by history only that this disease has existed’—it will describe a global effort of continuous quality improvement in vaccine programs.... It will marvel at the speed at which the program improved. But it will marvel even more at the speed at which the measles virus disappeared.”

There remains much work. “There are still a lot of children in Madagascar who are not vaccinated against measles, so that’s why it’s very important to have this program, to increase the number of children here and worldwide who are vaccinated,” said Lion Anja Ramilison.

To support this program, donate online at [www.lcif.org/donate](http://www.lcif.org/donate) or learn more at [www.lcif.org](http://www.lcif.org). Contributions are eligible for Melvin Jones Fellowship recognition. Additional materials including a video highlighting Lions’ pilot year successes are also available online.

Lions can help make this dream a reality by meeting the goal of providing \$15 million for the measles program. Doing so ensures that many more children, like Patrick, will have a future. ■

*Statistics from the Task Force for Global Health, World Health Organization, the Bill & Melinda Gates Foundation and the Measles Initiative.*



"Seeing  
Beyond  
Borders"



# Picture Perfect

Award-Winning  
Film Shows  
Exactly What  
Eyeglass Missions  
Are All About

by Maria Blackburn

Marva Murphy, a public relations specialist, has logged hundreds of hours collecting unwanted eyeglasses in Burbank, California. As a volunteer with Lions in Sight of Nevada and California, she's traveled on a dozen missions to countries including Mexico, Sri Lanka and Venezuela. On weekends and vacations, she has worked in these temporary clinics distributing recycled eyeglasses to adults and children in need, enabling them to attend school, earn a living and take care of their families.

Yet when people ask her about the missions and she tries to describe what it means to her and those she serves, the normally effusive member of the Burbank Noon Lions Club finds herself stumbling to sum it up.

"It's hard to explain unless you've actually been on one of the clinic trips," says Murphy. "It's very easy

The film captures the entire mission process from collecting and sorting glasses to fitting them and seeing the joy on the faces of recipients.

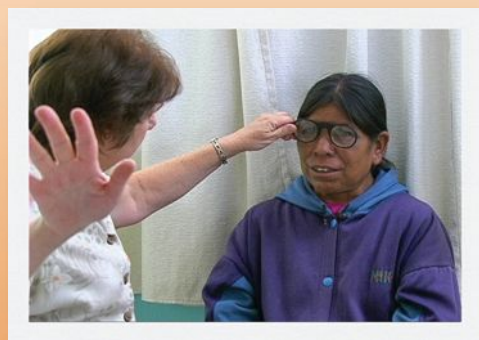
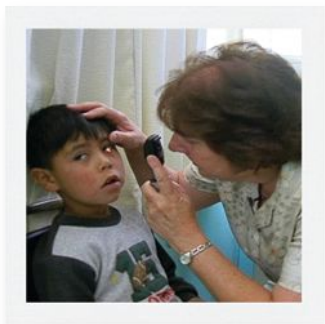


to sit back and write a check or drop your glasses in a box, but you never really get the sense of what you are doing and how you are changing the lives of others until you are actually there and you're the one putting a pair of glasses on somebody's face and they are looking back at you with so much appreciation and emotion."

Now she no longer has to struggle to explain what it's like. She can show them. Thanks to a new film by award-winning filmmaker Peter Musurlian called *Seeing Beyond Borders*, Murphy can share details of what Lions in Sight does by simply forwarding a link. The film chronicles a June 2006 mission to San Juanito, Mexico, that served about 1,000 people including Tarahumara tribe members, many of whom live in caves nestled throughout Copper Canyon. Although only 12 minutes long, the film tells the whole story of what the group does—from eyeglass collection to transport, processing to dispensing, and it shows how these devoted volunteers use discarded glasses to transform the lives of people thousands of miles away. Faces light up with joy when Murphy and other Lions slide their "new" glasses onto their faces and they can see clearly at last.

"The film really captured who we are and what we do," says John Demshar, the clinical director of Lions in Sight of California and Nevada and an optometrist in Stockton, California. "This kind of volunteerism is what the Lions are all about."





Musurlian, the station manager and senior producer for the City of Burbank, became interested in Lions in Sight's international missions in 2004 when Murphy asked him to edit some video from a mission she made to Nepal. Musurlian knew Lions collected eyeglasses, but had little understanding of the group's devotion to service. As the seasoned journalist watched the raw footage and Murphy told him more about the missions, he became intrigued. "I knew this was a natural story that was going to be visual and emotional and interesting and important," says Musurlian, who decided to make a documentary at his own expense about the group for his film company, Globalist Films. "I really wanted to bring the story of what Lions in Sight volunteers do to a larger public."

He filmed Murphy collecting donated eyeglasses from boxes around Burbank. He also captured Lion Walter Griffin loading his truck with 80,000 pairs of donated eyeglasses bound for processing at the Lions in Sight warehouse in Vallejo and talking about how other highway drivers always beep when they notice the Lions sign on his truck. After a 4-hour flight and an 8-hour drive to the village of San Juanito, Mexico, Musurlian spent three days documenting how Lions like optometrist Lynn Parrish of the Walnut Creek Lions Club and volunteer technician Brenda Lantieri work to assess and fulfill the vision needs of as many as 500 patients per day.

Their days are packed with activity and the line of patients waiting to see them in the clinics can at times seem endless, but Parrish calls the work a "labor of love." "This is one of the greatest experiences I've ever had in my life," he says of the 25-plus missions he's been on. "I just love meeting people and working with them."

And the impact of their efforts is almost immediate. One elderly man in the film told Musurlian that his new glasses made it possible for him to contribute to his household by husking corn and cutting wood. A little boy spoke about how his new glasses keep him from having the headaches his old prescription caused. And volunteers like W.J. Fields, a past district governor and member of the North Las Vegas Host Lions Club, confided that the volunteers get something out of the clinic missions, too: inspiration. "There's a tremendous need here, and Lions throughout the world help fulfill that need," he says.

"It is the most marvelous feeling," adds Lantieri, a Burbank Noon Lions Club member. "Patients are practically in tears the first time they are able to see their family's faces, do intricate needlework or read a newspaper—things we take for granted. You see it and it makes you want to help more and more and more."



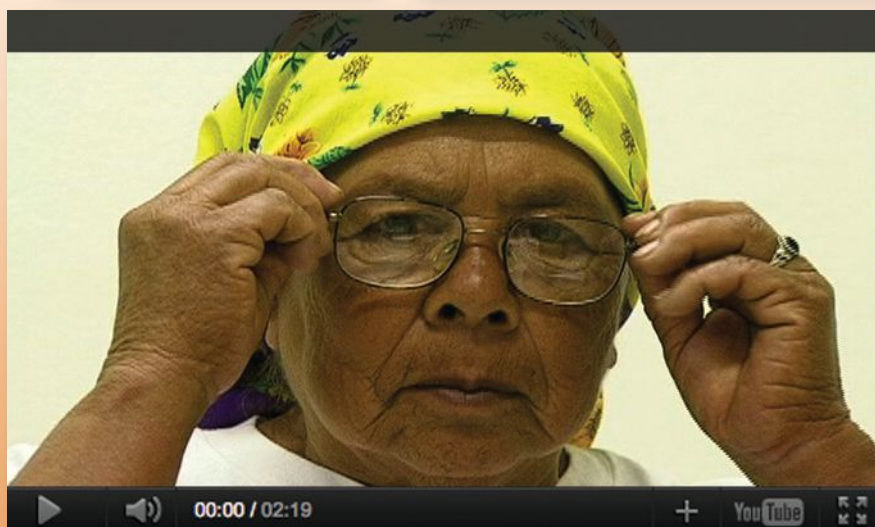
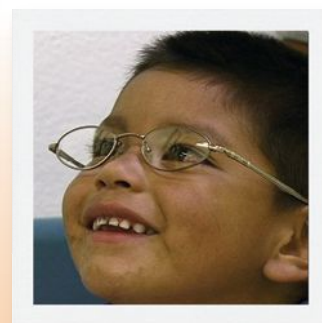
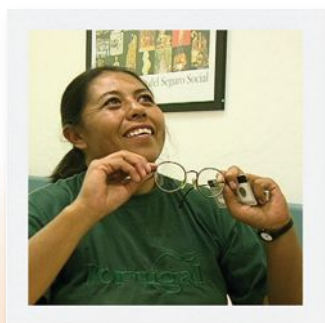
After the San Juanito clinic ended, Musurlian returned to Burbank and the Lions in Sight volunteers ran a second clinic in Mexico before heading home. Once he was back in the United States, life and work got in the way of Musurlian completing the film. The tapes from the mission sat on a shelf in his living room for several years. When Murphy, who serves on a variety of city boards, would encounter Musurlian around town, he would always tell her, “I haven’t forgotten about Lions in Sight.” Murphy remained confident the story would be told.

Then last summer, Musurlian got approval from his employer to edit the six hours of footage he had collected into a segment for the television magazine he produces for the City of Burbank. Within days *Seeing Beyond Borders* was complete. It aired for the first time on the city’s government access channel in September 2010 and the response was overwhelmingly positive. Donations of eyeglasses have increased, and Murphy and Lantieri have fulfilled numerous requests to speak about Lions in Sight

to groups in town. And Musurlian, competing against entries from major networks in his region, earned a “Golden Mike” award from the Radio & Television Association of Southern California for “Best Serious Feature Reporting” for the film. *Seeing Beyond Borders* was lauded by judges for its “complete storytelling.”

Murphy, though impressed and pleased by Musurlian’s award, wasn’t surprised. “What we do is a major act of love and goodwill on the part of so many people and Peter captured that,” she says. “What’s really important about the film is that people get to see what it takes to get those glasses to someone else and that there are people willing to put in their personal time to make it happen. All you have to do is get the glasses out of your drawer and drop them in the box.”

*Seeing Beyond Borders can be viewed on YouTube. Search “Seeing Beyond Borders.”*





Alan Tilton and the Boothbay Region Lions in Maine are trying to sell their clubhouse after using it for nearly 60 years.





# Sell Or Keep?

## Clubs Grapple with Clubhouse Ownership

by John R. Platt

In the summer of 1953, 25 members of the Boothbay Region Lions Club in Boothbay Harbor, Maine, pooled their money and purchased for \$1,100 an old one-room schoolhouse on Lakeview Road that many of them had attended as children. It would serve as their clubhouse for the next 59 years.

In January of 2011, as club president, it became my job to put that building up for sale.

It was a tough decision for the club, and one that took three years of occasionally heated debate. Many members identified themselves with the clubhouse, but the aging edifice required more work than the club could handle or afford. The roof, furnace, stairs and kitchen all need major upgrades. Fixing it all up would require, according to the estimates we received, at least \$50,000—and that was if the members did most of the labor.

That just wasn't feasible. Our membership is getting older, and the money we bring in from our fundraisers all goes back out into the community. Our dues, meanwhile, barely cover our international and district fees, leaving nothing for administering or repairing the clubhouse.

And so it fell to me to seek out a real estate agent and put the clubhouse on the market.

Across the country, other Lions clubs are also feeling the pinch, wondering if their buildings are worth keeping. On the other hand, some clubs are doing well with their clubhouses. Both situations offer lessons for clubs facing the same struggles as we faced in Boothbay Harbor.

Remington Lions in Virginia set aside funds for repairs for their clubhouse.



## Advantages

First, let's get into the reasons why clubhouses can be of value.

One of the biggest advantages to owning a clubhouse is that it can increase the visibility of your club. "There's a sense of ownership and identity for the community," says Leroy Wise, immediate past president of the Lydick Lions Club in South Bend, Indiana. Lynda Haskin, immediate past president of the Innisfil Lions Club in Ontario, Canada, agrees: "The Lions Hall here is very well known. It's a landmark in this town because it's been here for so long."

A clubhouse can also be conducive to club morale. "I think many people have a stronger sense of belonging to a club when there is a clubhouse that is theirs," says Ted Smith, immediate past president of the Rockford Lions Club in Minnesota, who says his club members work hard to maintain their building and keep the club going.

Most importantly, clubhouses can also help with your fundraising, giving you a central location to host all kinds of activities. But as we'll see, that can also lead to further costs that make maintaining a building even harder.

## Disadvantages

Owning a clubhouse can also be a burden to many clubs. "The main disadvantages are overhead and maintenance," says Frank Carr, president of the Camden Lions Club in Maine. "In our case, routine maintenance is completed by club members." But he warns that anything beyond painting the walls and mowing the lawn might require expensive contractors.

Hosting fundraisers at your building or renting it out generates revenue, but at the same time creates wear and tear. It also tends to require a higher standard for upkeep, since many functions want amenities that a basic clubhouse might not provide.

A clubhouse might also be a tax liability, depending on the rules in your local community. "We pay just short of \$4,000 a year [in property taxes]," says Carr. "Because the building is not used exclusively for Lions club purposes, we do not fit into any categories that would make it an exempt property."

All of those costs can add up. "It's a struggle every day," says Haskin. "You have to depend on your mem-

bers and hope that they are generous enough to put in their own time and some of their own money." She says her club's building is facing expensive repairs soon which might be hard to finance.

## Advice

All of the clubs I spoke with agreed that the best way to help a building pay for itself is to keep it active. Rent it out, lease the space to other groups and cooperate with other organizations in your area that also need a place to meet.

Some clubs maintain a separate fund to address repairs. "When we built our building in 1984, our club set aside a building fund of \$10,000 for upgrades and repairs," says Eric Behrens, a past president of the Remington Lions Club in Virginia. They keep the money in high-yield CDs and plan ahead for repairs needed five or 10 years down the line.

Take special care with your accounting. "We have to be careful to keep the building money separate from our club administrative money," says Wise. They also keep the money from their fundraisers in a different account.

Behrens also suggests making your buildings as efficient as possible. He has been upgrading their building's lighting to compact fluorescent bulbs and keeping it in use more than one or two days a week. "If a clubhouse is rented Friday, Saturday and Sunday, that's fine, but what about Monday through Thursday?" he asks. The Remington club also has an extra incentive for its members: once they have belonged to the club for a year, they can rent the building themselves for no cost.

Most of the clubs I spoke with suggested renting a space long-term rather than buying. "You don't have the overhead," says Haskin. "You don't have to put on a new roof. You don't have to worry about upgrades, changing laws or insurance."

When making your decision, Carr suggests considering a few factors, such as the age and energy of your members, the income potential of a property and your fundraising track record.

Of course, sometimes it's best not to have a building, or to get rid of the one you have.

That's a decision the O'Leary Lions Club in Prince Edward Island, Canada, recently came to when their building started to cost too much. "We had a fairly big



## Sell Or Keep?



William Tauro of the Somerville Lions in Massachusetts (whose clubhouse is shown) recommends keeping a clubhouse if the club can afford it.

building," says Paul Arsenault, club president. "Our membership had started getting old and tired and up there in years. We didn't want to put in as much effort into maintaining the clubhouse."

Arsenault says that the club had the building on the market for three or four years with no buyers. So they took a different tactic: they donated it to a group called Community Inclusions, which converted it to low-income housing for people with disabilities. "It's going to a good cause," says Arsenault. "It's not going to someone who's going to make money off of it." The revamped structure opened to residents in July 2011. The club, meanwhile, kept a room in the building for its meetings.

"We got out of a bad situation," says Arsenault. "If we had kept it, eventually we would have lost it. The taxes and insurance and heating costs were too high."

### Moving Forward

As of this writing, the Boothbay Lions clubhouse is still for sale. We have received a few nibbles, but it's a weak real estate market. We'll probably be able to meet there for another year or two before repairs are absolutely necessary. In the meantime, we are talking to local restaurants and other clubs to have some alternatives in our pocket. It will be sad to see the old building go. But we serve a fairly small community, so we don't really need it. For other clubs, maybe a clubhouse is a better decision. "Look to the best interest of your club and the charities you support," says William B. Tauro, a past president of the Somerville Lions Club in Massachusetts. "If you can afford a clubhouse, go for it."

# We Serve and We Rap, Too

by Jay Copp

A new online video shows Lions providing eyeglasses, staffing a pantry, planting trees—and rapping about their exploits while dancing hip-hop style.

*Rockin' the Vest* shows a “yellow-vested posse” swaying their arms, cruising in a low-rider convertible and doing service, proving Lions are “philanthropic to the core.” The lyrics have a lot of attitude—in a nice way:

*See I'm more than a guy selling raffle tickets.*

*I feed the hungry, help the helpless, tell the selfish where to stick it.*

Lions Clubs International commissioned the video to gain exposure for Lions and to explode the stereotype that Lions clubs are for elderly white men. LCI aims to “recruit the next generation of Lions members by getting their attention where they spend the most time, which is increasingly online, and to show people in a fun, entertaining way what our members do,” says Peter Lynch, LCI executive director.

The video has tallied more than 70,000 views on YouTube. Viewers weighed in with 462 likes and only 11 dislikes. Marketing professionals also rated it favorably. The video left “me laughing and crying with tears of amusement at a video of old men rapping. This marketing has it going on all over just about anything I've seen in awhile,” Vicki Flaughter, CEO of a social media training company, wrote in an online review. (Flaughter happens to be a Lion; her review was not solicited by LCI.)

The two-minute video actually features Lions of various ages, men and women, and different ethnic groups. More than 80 Lions from 15 clubs in District 27 A1 in Wisconsin took part. The South Milwaukee, Oak Creek and South Shore clubs provided the most volunteers.



The video tells it like it is:

*Ballin' in my driveway, I might look pretty lame.*

*But I'm a mac-daddy neighbor, volunteering is my game.*

*I can mend a broken sump pump, know how to dig a stump up.*

*Pruning shears in my hand, I make yo' rhodo-dendron jump up.*

Milwaukee-based Serve Marketing, a non-profit ad agency that specializes in public service marketing, made the rap video, as well as the new public service announcements featured here and other forthcoming marketing tools.

“We hope this rap video and our new PSAs, along with online and outdoor billboards and a radio PSA, will help us reach the younger generation and show them we are not their father's or grandfather's Lions clubs,” says Dane LaJoye, an LCI spokesperson.

The video has succeeded in attracting new members. “We've heard from friends of friends who saw the video that they had no idea Lions could be so much fun. They've joined,” says Karla Harris, who locally organized the video productions as 2010-11 district governor in 27 A1.

The rap video took six days of shooting at five locations. The smoothness of the finished product belies the difficulty of getting “amateurs” to act in a professional





Rapping about Lions are (front) Chris Dannenmann of the Oak Creek Lions Club and (back, left to right) Past District Governor Jordan Chadwick of Oak Creek, William Fenger of the South Milwaukee Lions Club, Gary Posorske of the Cambridge Area Lions Club and Tim Sommers of Oak Creek.

video. "We could not get them to rap! It was a challenge," says Harris with a smile.

Chris Dannenmann, 52, a semi-retired security consultant, is featured prominently in the video (he's in the middle of the photo). A fan of classical music and opera, he said he received some pointers on rap from the video's producers. "They gave me a fair amount of input. The rest was improvisation," says Dannenmann of the Oak Creek Lions Club. His wife, children and grandchildren enjoyed his performance. "They laughed a lot. It's like any family—if you can't stand the heat, get out of the kitchen," he said.

Dannenmann and other Lions don't pull any punches:

*See I got skills to amaze you.*

*Fall down I'm gonna raise you.*

*You got a dry turkey sandwich?*

*I mayonnaise you (Oh yeah...I'm making your sandwiches).*

The video can be viewed on the LCI Web site as well as on YouTube. Lions are encouraged to share it via Facebook, Twitter and e-mail.

Four new public service announcements playfully show Lions in action. LCI's Web site has tips on how to place these with local TV stations.

#### **Airport PSA**

**Plot:** Surly security personnel grill a man whose hidden Lion identity is uncovered by an airport screening machine.

**Length:** 30 seconds and 60 seconds

**Stars:** Lions from seven clubs in District 27 A1 Wisconsin

**LION Magazine Rating:** ★★★★★



#### **Safari-Hunting PSA**

**Plot:** "Nothing can stop a ferocious Lion from capturing its prey"—litter and rubbish.

**Length:** 30 seconds

**Stars:** Mostly South Milwaukee and South Shore Lions

**LM Rating:** ★★★



#### **Safari-Feeding PSA**

**Plot:** Lions feed other creatures—at a food pantry.

**Length:** 30 seconds

**Stars:** Mostly South Milwaukee and South Shore Lions

**Lion shown in frame:** Casey Harris, a South Milwaukee Lion

**LM Rating:** ★★★★★



#### **Safari-Vision PSA**

**Plot:** "Lions sense of vision is so powerful it actually enables nearby creatures to see better."

**Length:** 30 seconds

**Stars:** Mostly Muskego Lions

**Lion shown in frame:** Terry Tomaszewski, a Muskego Lion

**LM Rating:** ★★★★★



# Mercy, Mercy, Mercer

Genial Dog Helped Girl Cope with Rare Disease

by Jay Copp



Mercer was a ray of sunshine for Shea.

A debilitating disease robbed Shea Megale, 16, of a normal childhood. But a beloved dog rescued her from loneliness and propelled her into fame.

Five years ago, Shea Megale of Virginia wrote *Marvelous Mercer*, an adventure tale about her faithful companion dog. Robust sales put the young author in the spotlight. Sitting in her black wheelchair with a calm Mercer at her feet, Shea told her remarkable story to Meredith Vieira on the *Today* show. A few years later, jazz

legend Dave Brubeck wrote a heartfelt song to memorialize the loyal Labrador and help ease Shea's bitter grief.

Shea suffers from Spinal Muscular Atrophy (SMA), a rare disease that causes muscle degeneration. Mercer changed her life. He was more than a companion. The gentle, genial dog was the key to her well being.

"It's very difficult to envision your child going through any difficulty. Progressive medical care—we did everything we could for Shea," says her mother Megan Megale of



**"Mercer filled a gap. He was so much more than a friend. He was the missing puzzle piece."**

Centreville, Virginia. "Mercer filled a gap. He was so much more than a friend. He was the missing puzzle piece."

"The two were inseparable. She had such an emotional tie to him," says Jim Purton of the Greater Falls Lions Club in Virginia. Along with his wife, Michelle, also a Lion, Jim raised Mercer as a puppy for Canine Companions for Independence (CCI). They befriended Shea and her family, and Purton, a jazz devotee, was the one who approached Brubeck to immortalize Mercer in song.

Dog lovers, the Purtons are now raising their sixth dog for Canine Companions. They use their own dog as a therapy dog at hospitals and nursing homes. A retired police officer, Jim, 64, speaks to Lions clubs on behalf of the Lions Project For Canine Companions for Independence, which has raised close to \$3 million.

Helping Shea, raising puppies, serving his community—it's all come together for him, says Purton. "My retirement is the Lions," he says.

Shea got Mercer in 2004 when she was 8. Megale knew right away Mercer was special. On Megale's drive home for Mercer's first sleepover, a car cut her off. When Megale swerved, Shea tumbled forward. Mercer quickly but carefully nudged her back up with his head. "That's not something they teach him at school. Tears came to my eyes. It was so mind-boggling," says Megale.

Purton, too, had seen Mercer's perceptive ability. Once, at a party at his home Mercer bounded away from a group of dogs playing in the grass when he noticed a girl with a limp walking toward the house.

At home, Shea had siblings willing to open doors, turn on lights and grab objects for her. But it was far better that Mercer did those tasks. "With a disability, independence is very important," says Shea.

Mercer carried Shea's purse at the mall. Lying beneath her desk at school, he picked up her pencil when she dropped it. He vigilantly stayed with her when she was sick. "Mercer was my sun. He lit up everything," says Shea.

Shea secretly wrote stories about Mercer's fantastic adventures. Mercer sneaks away in the evening and ice skates. Or he sleds. He does what Shea wishes she could. "That's why he has two sets of legs," Shea explains.

While cleaning, Megale found Shea's diary in the closet and read the stories. She was impressed—and eventually so was FAO Schwartz. Megale had her brother-in-law, a designer for a clothing firm, illustrate the book, which she self-published and then submitted to the New York store's toy audition. It won. The three Mercer books she wrote and related toys have raised \$800,000 for CCI and for SMA-related causes.

In 2009, at age 8, Mercer became ill with cancer. While Shea happened to be in Europe, Purton took him to a veterinarian to be euthanized. Shea was devastated. She has so far resisted getting another dog. "She thinks she would dishonor him by getting another dog," says Purton. "I've told her it would be a way to honor him."

Says Shea, "Eventually, I might."

Purton has 1,000 jazz records, and perhaps 50 are Brubeck albums. "I was searching for a way to memorialize Mercer," he says. So he wrote Brubeck. Purton did not know that as a teen-ager Brubeck moved with his fam-

ily to an isolated ranch in California and his dog, Fritz, was basically his sole companion.

Glad to help, the 90-year-old musician crafted "Marvelous Mercer." It goes, in part, "Oh, what a dog! No longer alone since he came into our home. He knew I loved him. I knew he loved me. And we were as happy as any two can ever be."

Today, Shea stays busy working on her GED and writing young adult novels. She's written three that she wants to publish. But she wasn't so busy last spring that she couldn't attend a Brubeck show at the famed Blues Alley in Washington D.C. The two met before the concert, and Shea proudly showed him the keepsake she always carries—the beaded leather dog collar once worn by marvelous Mercer.



Shea shows Dave Brubeck Mercer's collar. With them are Jim Purton and Megan Megale, Shea's mother.

# Early Childhood Education

## Children's Book Tells Who Lions Are

by Elizabeth Blackwell

Cynthia Bercowetz believes in the power of the written word. Throughout her career as a consumer advocate, she shined a light on deceptive business practices and Ponzi schemes, helping others avoid financial swindles. Now, in her retirement, she's guiding readers of all ages into a deeper understanding of Lions.

Bercowetz, a member of the Bloomfield Lions Club in Connecticut and associate member of the Naples Lions Club in Florida, wrote *Oliver: the Lion Who Wants to Be a Lion*, a recently published children's book. By following the adventures of a lion cub who meets real-life Lions, Bercowetz hopes to make children aware of the many ways Lions impact a community. "People ask me questions when they see my pin," she says, "but they don't know much about what we do." She remembers coming out of a meeting once and having a passer-by ask, "You're Lions? Are you from the zoo?"

A former newspaper journalist, Bercowetz wrote a popular consumer-help column. "Get Help! Tell It To George" ran in Connecticut newspapers for more than 30 years. At times, she received up to 1,000 letters a week. The column made her an expert in the many ways con artists take advantage of their victims; it was a natural outlet for her longstanding interest in justice. "In second grade, I remember the teacher asking all of us what we wanted to be when we grew up," she says. "The other girls were all saying 'a mommy' or 'a teacher.' I raised my hand and said I wanted to work for the FBI."

She still gives lectures to community groups on scams and consumer fraud. Does it ever surprise her that otherwise intelligent men and women continue to fall for such

schemes? "People are greedy," she says. "They think they can make a bundle of money, but it's only the people at the top who ever get rich."

Bercowetz, a grandmother of six, had written a few other children's books when she came up with the concept of a real lion interacting with human Lions. In the book, Oliver wanders down from his mountaintop home, curious about the "Lions Building" in a nearby village. Along the way, he meets some friendly men and women in yellow vests who tell him about Helen Keller, take him to a vision screening and show him all the ways they help others in their town.

Oliver asks if he can join, but sadly, he's told the club is for humans. It's only after he performs a heroic rescue that a solution is found: since Oliver clearly embodies the spirit of Lions, he is installed as a mascot for the Good Samaritan Lions Club.

Oliver may be a fictional character, but the Lions portrayed throughout the book are real people including Dr. Howard Freedman, the immediate past president of the Naples club; International Director Carolyn Messier of the Windsor Locks Lions Club in Connecticut and Past District Governor Len Johnson of the Terryville Lions Club in Connecticut. She had to get written permission from every person portrayed and forward their pictures to her illustrator, Erik Pflueger. What do these real Lions think about the book? "They love it," Bercowetz says. "The illustrator made them all look younger and thinner!"

Bercowetz's research didn't end there. To make sure her portrayal of a lion cub was accurate, she consulted with experts at the Naples Zoo. She also traveled to

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### ORDER INFORMATION

*Oliver: the Lion Who Wants to Be a Lion* (\$14.95) is available from Amazon.com and BarnesandNoble.com.

To order bulk copies, contact Barringer Publishing at (239) 514-7464 or [www.barringerpublishing.com](http://www.barringerpublishing.com).

For information about Bercowetz, visit [www.cynthiabercowetz.com](http://www.cynthiabercowetz.com).





Lions Clubs International headquarters in Oak Brook, Illinois, for official approval of the text and pictures.

The book's publication is bittersweet for Bercowetz, for it came a year after the death of her husband Herman, who was a member of the Broomfield club for 49 years. She remembers discussing her idea for the book with him shortly before he passed away: "He loved the name Oliver," she says. The book is dedicated to Herman, and in many ways, is a testament to his work as a Lion.

"I don't think Lions get enough publicity for what they do," says Bercowetz. "I wrote this book to show young people all the ways that Lions are involved."

Dan Uitti, a past district governor and member of the Watertown Lions Club in Connecticut, has known Berkowetz and her husband for many years. "When Cynthia takes up a cause, she becomes an expert in it," he says. "Whenever the club is looking for volunteers, she's got her hand up." Because Lions are a natural market for the book, Uitti is working with Berkowetz to encourage clubs to buy copies in bulk for a reduced price, then sell them as a fundraiser.

Looking ahead, Berkowetz would like to continue writing books with a resonant message. She is currently writing a children's book called *Tiger and the Bullies*, addressing an issue prevalent in many schools. But she hasn't put aside her consumer advocacy, either. Her dream project would be an interview with disgraced financier Bernie Madoff. (She has called the prison where he is being

held, but so far has gotten no answer.) Most of all, she wants to ask him the question he has never satisfactorily answered: Why? "Did he ever think it would end this way?" she wonders. "Would he have done this if he knew how it would turn out?" Cynthia Bercowetz may be retired from the newspaper business, but her quest for the truth continues.

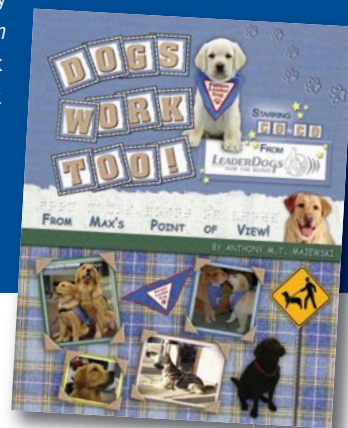
## Book Features Leader Dogs

Max is a 6-year-old English Labrador who goes on adventures and learns about working dogs including Leader Dogs. That's the plot of a new children's book, *Dogs Work Too! From Max's Point of View*, written by Lion Anthony M.T. Majewski of Sterling Heights, Michigan.

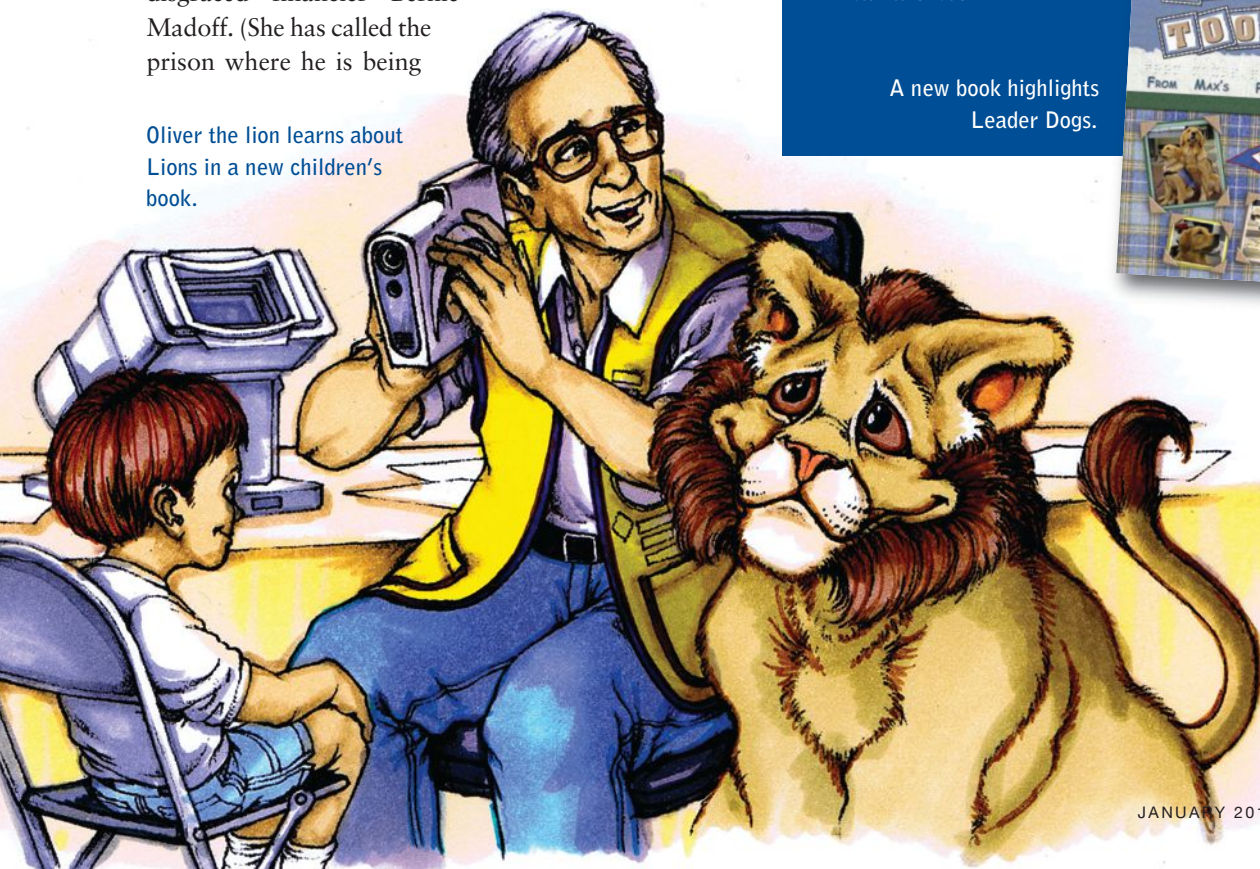
A CD titled *Look at Me Now* was released in conjunction with the book. The music tells the story of a young puppy learning to become a leader. Child actor John Coleman Demers, 10, of *The Rusty Bucket Kids* TV show sings the voice of Max. Emmy-nominated composer Craig Brandwynne wrote the music.

A portion of the book and CD sales will be donated to Leader Dogs for the Blind, based in Rochester Hills, Michigan. Majewski previously wrote *Dogs Move Too! From Max's Point of View*. The book and music are available at [www.amazon.com](http://www.amazon.com)

A new book highlights  
Leader Dogs.



Oliver the lion learns about  
Lions in a new children's  
book.







Dottie Smith looks at the postcards sent to Erin, her daughter.



# Postcards For Erin

## Mysterious Missives From Lions Raised Spirits of Sick Child

by Michael Hardy

In early 2003, the Smith family of Rockaway, New Jersey, began receiving mysterious postcards in the mail. The cards came from strangers and bore exotic postmarks—Spain, Israel, Thailand, Hong Kong, Canada. They were all addressed to Greg and Dottie’s 9-year-old daughter, Erin, who had been battling cancer for most of her life.

“Hi, my name is Segá Fairweather,” a card mailed from England began. “I am 12 years old. I go to Ivanhoe College. I ski for Great Britain and go to ski in lots of places, including France, Switzerland, Austria and Italy. At the weekend [sic] we normally go to many places to ski race on a dry ski slope (plastic). I live here, in Ashby. Luv, from Segá.”

“I am 10 years old and live in Vermont,” another read. “My favorite food is pizza and my favorite color is pink. What is your favorite food and color?”

Over the next two years, Erin would receive more than 60 such postcards from every corner of the world. She began looking forward to the postman’s daily visit so she could race to the mailbox to see if another card had arrived.

“All of a sudden, they just started coming,” remembered Dottie. “There could be days when no cards came, then days when she would get two or three. A lot of the time Erin would get to the mail before I did, so I didn’t even realize how many she had gotten until I saw them all in Erin’s book.”

Erin would carefully place each new card in a photo album with a drawing of Mickey Mouse on the cover. She loved collecting things—from American Girl dolls to costume jewelry. Now she had something more personal to collect.

Greg and Dottie quickly figured out that the postcard campaign was being organized by Lions clubs. One card from Hong Kong read: “We are here for a Lions convention. It is very hot and rains every day.” The club in Whittlesey, England, was the most active: its members sent almost a quarter of all the cards Erin received.

Identifying the Lions as the invisible hand behind the postcards was easy, but finding the person who

actually started the project proved more difficult. Greg and Dottie didn’t know any Lions, and the Lions of Rockaway Township didn’t know anything about the cards. Meanwhile, the postcards kept coming and Erin kept filling her photo album.


### Long Ordeal

In 1997, a month after Erin’s fourth birthday, Greg and Dottie first noticed a strange bump on her neck. A neighbor thought it was a swollen gland, but Erin’s parents took her to the hospital just to make sure. The doctors quickly identified the swelling as a tumor, and a biopsy confirmed that Erin had neuroblastoma, a cancer that forms in the nerve tissue. Another large tumor was discovered in her abdomen.

The doctors informed Greg and Dottie that Erin had only a 25 percent chance of survival, but after six grueling months of surgery, chemotherapy and radiation, Erin was declared cancer-free. Three years passed as Erin progressed through kindergarten and first grade. Her hair grew back. Then, during a routine screening, Erin’s doctors found another tumor and the tortuous cycle of treatment began again.

Despite her almost constant battle with cancer, Erin managed to make it through elementary school. In 2004 she was on the cusp of entering Brooklawn Middle School in Parsippany, New Jersey, when her illness took a turn for the worse.

“She was looking forward to middle school, because it was a big step up,” Dottie said. “I remember that at



“All of a sudden, they just started coming. There could be days when no cards came, then days when she would get two or three.”

## Postcards For Erin



picture day we asked if Erin could go to the front of the line. Her legs were really hurting, because the chemo affected her whole body. She did have her picture taken, but she never made it through that first year.”

By the following May, Erin’s doctors had exhausted the remaining treatment options. The only thing left to do, they said, was to make Erin as comfortable as possible.

“We asked the doctors how long it would be—do we have a week? Six months?” Dottie said. “They said that they couldn’t tell us that.”

Greg and Dottie decided to take one final vacation with Erin and the rest of their family. Erin’s doctors gave her a massive blood transfusion, which temporarily relieved her pain, and the family flew to North Carolina, where they had rented a big room by the shore. They also rented a special motorized wheelchair with balloon tires that Erin could ride along the beach.

“We had a great time,” Dottie said, smiling at the memory. “Erin had a big hat on, because she had no hair. Her skin was very sensitive to the sun, so we had to be careful. But she was out there rolling along the water, bending down, picking up shells, putting them in a big basket. She was still collecting things.”

On the third day of the trip Erin’s legs began to hurt, so the family packed up and flew back to New Jersey, where the doctors helped Greg and Dottie set up a hospital bed in their living room.

“She was crying the last couple of days,” Dottie remembered. “We just kept her comfortable. There were a lot of drugs. One morning it was Greg’s watch—we took turns by her side—and he noticed that her breathing was shallow, so he called me in to say goodbye to her.”

Although many people and organizations gave support to Erin during her long battle with cancer, Dottie still remembers the Lions’ postcards. She keeps the photo album with the cards just as Erin left it.

“It gave Erin something to look forward to every day,” Dottie said. “My husband’s pretty smart, and he would tell her about the countries the cards were coming from. So she got a little history lesson each time.”

Even seven years after Erin’s death, the Smiths still don’t know who first put out the word about their daughter’s illness.

“We would love to know who organized this whole thing,” Dottie said. “We just want to say thank you.”





Fire rescue personnel evacuate families from the Naval Support Activity Mid-South base housing in Millington.

Photo courtesy of *The Bluejacket*

# Lions Rise Above Flooding and Fear

Millington Lion Edith Glenn, a past district 12 L governor, contacted LCIF and the club received a \$10,000 emergency grant. Three days after the flooding began, Lions were dispensing meals and food vouchers to weary families. Shelters were set up in several local churches and Lions delivered hot chicken dinners to more than 100 people who took refuge in one church basement. Rewalt estimates that Lions directly helped more than 1,000 people.

A month later, LCIF gave an additional \$50,000 grant to help Tennesseans. Lions from 14 clubs donated more than 25,000 pounds of food and cleaning supplies to 16 food pantries. Glenn and her daughter, current club president Vicki Green, were both affected. Green, an attorney, kept busy after the waters receded by helping neighbors and others determine insurance coverage and apply for federal assistance.

Glenn was part of a group of Lions providing meals to those who suddenly found themselves homeless, but emphasizes that recovery help was a team effort. "Other Lions assisted in locating the affected families for assistance with vouchers. They helped friends and neighbors with cleaning up and drying out their flooded homes so utilities could be restored," she says.

"It was physically very taxing," says Rewalt, 76. The town again experienced some flooding last year, and she fears that it could be a more common threat because of new construction and fewer building restrictions.

Rewalt says that despite natural disasters, Lions refuse to be deterred from caring for their community. Whether it's handing out food vouchers or screening small children for vision problems, "We always have to be ready," Rewalt insists. "We're a small group, and we just have to keep moving forward.

"We had a yard sale and made only \$184. That means we can buy eyeglasses for two people."

Members of the Millington, Tennessee, Lions Club are still planning pancake days, pecan sales and club meetings. Lions remain committed to vision screening and buying glasses and hearing aids for those who can't pay for them, says Jeanette Rewalt. She believes that after the 19-member club battled to bail out their community when floods struck nearly two years ago, Lions became stronger as a team. "It was terrifying and intense," she says of the disaster. "The whole town pulled together to face the floods. We never worked harder."

The effects of what has since been called a "1,000 year flood" are still visible in Millington, a few miles outside Memphis. Abandoned or boarded up homes occasionally dot the neighborhood landscape. In fact, Rewalt says, another club member was only recently able to move back into her home. "We're still working on our projects, but frankly, money is hard to find. I don't know if it's the flood or the economy, but people are not giving as much."

Battered by torrential rains and winds, two levees couldn't contain water and it spilled into the town in May 2009. "Flood waters rushed into the U.S. Naval Base, YMCA, surrounding homes and businesses, as well as areas outside the town limits. Residents were notified by the fire and police departments to leave their homes," she explains.





Malcolm Calhoun painstakingly creates the canes by carving, sanding and finishing.



# Carved with Love

## Craftsman Gives Back By Making Canes

by Tim Huffman

About a decade ago while on vacation, Malcolm and Yvonne Calhoun of Arkansas received distressing news: their 43-year-old daughter, Sarah, was going blind with optic neuritis. “The feeling is something you can’t explain,” recalls Malcolm.

Sarah was 70 percent blind within a month. Her vision was completely gone within a few years.

Sarah was a secretary and bookkeeper. She and her longtime partner, Jeff, had three children. The adjustment was tough.

“My daughter and her family struggled for a long time after she lost her sight,” says Calhoun. “What changed her life was her Leader Dog. Many thanks go to the help and generosity of the Lions clubs in the St. Louis area. After she got her dog her life has been better and she’s doing many things.”

Calhoun, now 87, decided to give back to those who had helped his daughter. He used his talent in working with wood. He doesn’t keep count but in the last six years he has carved dozens upon dozens of beautiful, sturdy canes. Each one is different. But each has the same result: increasing the mobility and independence of those who are blind or infirm.

“I’ve always liked to work with wood,” says Calhoun. “After moving to Holiday Island, a friend of mine talked me into making canes. I had heard about a northern wood called diamond willow.”

Sarah found out more about diamond willow wood while at Leader Dogs for the Blind in Michigan. She had some of the wood shipped to her father’s house. “It was beautiful and I knew it was one of the woods I wanted to use,” he says.

Calhoun begins by peeling off the bark with a carving knife. At every place where a branch was removed is a spot that forms the eye-catching diamonds for which the

wood is named. He cleans and works the depressions. “The wood starts talking and all I have to do is listen to it. When it’s just right, there is a diamond-shaped spot that is deep red. It has a major contrast with the white wood surrounding it,” he says.

Calhoun sands the wood for hours and supplies three coats of finish. He adds handles to the canes while the longer walking sticks are left straight.

Calhoun will not even venture to guess how many hours it takes to finish a cane. He does it because he loves his hobby and likes doing something to help others.

“I give my canes and walking sticks to those who need them. I give them an envelope for Leader Dog School and ask them to make a donation in honor of Sarah. That’s all I ask. I don’t want to know how much—just that they donate,” he says.

He has given many canes to residents of a local retirement community. A few have been for special friends and relatives. Measuring and fitting is required so it’s easier when donated locally. He cannot offer the canes to the general public. “I make a handmade cane, not a production line product,” he says. “I make all I can at my age so I don’t want people calling to order. There are plenty of people here who need the ones I make.

“It was a tremendous shock for us to learn Sarah was going blind. We could do little to help her, but Leader Dogs has kept her alive and living and allowed her to do so many things. She has her life back and is working hard to help others who have disabilities. The canes are my little way to give back.”

Sarah became a Lion in 2008; she now serves as president of the Brentwood Lions Club in Missouri. She also volunteers with the St. Louis Lions Leader Dog group. She speaks at other Lions clubs, schools, churches and youth groups.

“I’m happy and living positively again,” she says. “Dad’s canes are just like life—each one with a different shape, curve, color and personality.” Each cane is “created with great warmth and care,” she adds.



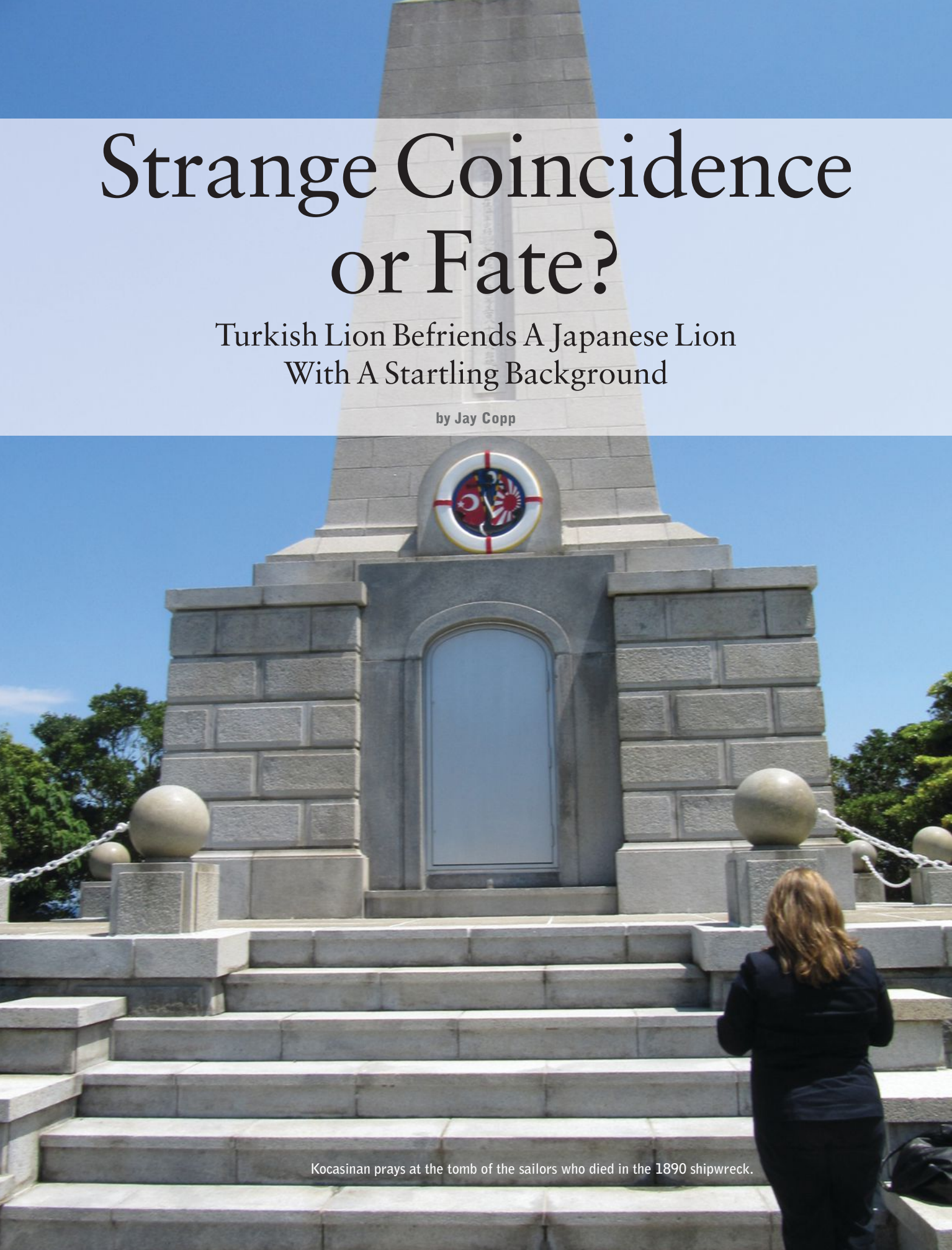
The diamond willow wood is unmistakable.

Photos by Tim Huffman

# Strange Coincidence or Fate?

Turkish Lion Befriends A Japanese Lion  
With A Startling Background

by Jay Copp



Kocasinan prays at the tomb of the sailors who died in the 1890 shipwreck.



In 1890 the Turkish frigate Ertuğrul sank off the coast of Japan in a typhoon while on its way back to Turkey after a successful goodwill mission to Japan. More than 530 crew members died. Japanese rallied around the few survivors who staggered ashore covered in blood and with serious injuries. Widely reported in the press, the tragedy served as the catalyst for a longstanding friendly relationship between the two nations.

Two years ago Zeynep Kocasinan, a 41-year-old Turkish Lion, visited the monument in Japan dedicated to the doomed sailors. All day, goose bumps ran down her arms, and she sobbed again and again. She had felt drawn to Japan her whole life. She visited the country multiple times, eagerly made Japanese friends while there and in Europe and learned to speak some Japanese. That day was the culmination of her years of warm feelings toward Japan because her host on the trip was Seiji Mukaiyama, a 66-year-old CEO of a gas company. Kocasinan had long wanted to befriend a Japanese Lion, and sheer coincidence had brought the two Lions together.

Born near where the Ertuğrul sank, Mukaiyama was more than just acquainted with the tragedy. He was part of a nationwide celebration of the relationship between the two nations. The governments of Turkey and Japan had designated 2010 as the “Year of Japan in Turkey.” The goodwill that long existed between the nations was solidified in 1985 when Turkey saved Japanese citizens trapped in Iran during the Iran-Iraq war. Mukaiyama, an accomplished musician, recently had composed two symphonic pieces to honor those who had died in the shipwreck and the friendship between the two nations.

“He had no connection with Lions in Turkey. He was a Japanese Lion who felt very strongly connected to Turkey. He had Turkey in his heart,” says Kocasinan, an engineer who studied at Cornell University in New York.

Kocasinan met Mukaiyama after two years of asking friends in Japan if they knew any Japanese Lions. A friend of a friend knew Mukaiyama. “Among the hundreds of thousands of Lions in Japan, my friend had found Mukaiyama for me,” says Kocasinan. “I believe that the universe has its strange and interesting ways of bringing people together.”

As for Mukaiyama, the differences in age, gender and nationality between him and Kocasinan proved to be inconsequential. “She showed me respect as an elder. Respect is important in both cultures. We both respect Lions. All this helped us create a connection,” he says through a translator.

The friendship between Kocasinan and Mukaiyama led to a series of exchanges and gatherings between Japanese Lions and Turkish Lions. Then International Director Prof. Hayri Ulgen attended Mukaiyama’s Turkish-Japanese Friendship Concert in Tokyo in 2010, and Kocasinan’s Fethiye Lions Club received a substantial donation for its charitable work from the concert proceeds. A couple of months later, Turkish Lions hosted one of Mukaiyama’s four friendship concerts in Turkey. One of the concerts raised funds for victims of the devastating earthquake and tsunami in Japan last

spring. Following the last song, Mukaiyama and the musicians received a 10-minute standing ovation.

After the tsunami, six clubs and District 118-R in Turkey sent 52,000 liters of bottled water to Japan. Kocasinan was the liaison for the aid in Turkey, and Mukaiyama, who did not live near the affected area, was the liaison in Japan. The irony of the relief was not lost on Kocasinan, a devotee of “nonviolent communication and complementary healing” who has studied Japanese techniques in those areas.

“Water has the power to destroy and it has the power to give life,” says Kocasinan.



Zeynep Kocasinan and Seiji Mukaiyama exchange flags upon meeting in Turkey.



Mukaiyama leads an orchestra.

# Lions, LCIF Help Those with Hearing Loss

by Jennifer Gilbert Gebhardt

Recent college graduate Kathryn AnnMarie Harer, 22, of Arkansas always felt disconnected from those around her. She was born with poor hearing and had worn hearing aids since she was a toddler. Unable to afford the high cost of quality hearing aids, Harer was using one ineffective aid, and the other had stopped working.

That's when the Harrison Noon Lions Club stepped in. Through the Lions' Affordable Hearing Aid Project (AHAP), the club helped her obtain new, high-quality hearing aids. An ecstatic Harer can now communicate with her family, friends and co-workers with newfound ease. Feeling

the possibilities in life open up to her, she now has the courage to interact more with people and make new friends.

Harer was one of five people who received hearing aids last year thanks to the Harrison Noon Lions. Jeff Laur, chairperson of the club's Hearing Aid Program who has hearing loss himself, says, "I have always emphasized to our club the famous quote by Helen Keller in which she said that if she had a choice between being able to see or hear, she would want her hearing restored because the ability to hear connects people to their friends and loved ones."

Seven million Americans are not able to afford quality hearing aids, which cost an average of \$3,600 each and often are not covered by insurance. Instead, they are left in silence or with poorly functioning hearing aids. Through AHAP (currently a pilot program available only in the United States), Lions provide high-quality, low-cost hearing aids.

Lions have a long-standing commitment to serving those with hearing loss; LCIF has awarded 124 grants totaling \$5 million for hearing-related projects around the world. AHAP brings Lions' commitment to serving those with hearing loss to a higher level.

In AHAP, Lions clubs partner with local hearing care professionals and Rexton, Inc., a hearing aid manufacturer. AHAP's continuum of care model involves not only providing hearing aids to those who need them but also giving them comprehensive care including testing, fitting and follow-up care. The three types of hearing aids currently available cost \$200 each.

Because individuals cannot participate without the involvement of Lions, the role of Lions in AHAP is crucial. Lions identify individuals in need, determine if they meet eligibility requirements, recruit partner health care professionals, complete paperwork and provide financial assistance.

Too many people are resigned to living with hearing loss. With AHAP, Lions now have a new way to make a remarkable difference for this underserved group. Harer can attest to the difference Lions made in her life: "The Lions club has made the impossible possible," she says.

Visit [www.lcif.org](http://www.lcif.org) for information and materials. Lions may contact AHAP at [LionsAHAP@lionsclubs.org](mailto:LionsAHAP@lionsclubs.org) or (630) 203-3837 for guidance with getting started.



Kathryn AnnMarie Harer has the Lions Affordable Hearing Aid Program and Harrison Noon Lions Club to thank for her new hearing aids.



**Lions Clubs International**  
**FOUNDATION**



# Lions, United Nations Celebrate Partnership

New York City in March has shaken off its winter mantle and warmly beckoning are the bright lights of Times Square, the footlights of Broadway and the incandescent torch of the Statue of Liberty. Any time is a good time to be in New York, but March offers one more reason: Lions will gather once more with the United Nations.

Lions have assembled for the Lions Day with the United Nations since 1978 to celebrate the long-standing partnership between LCI and the U.N. and the shared commitment to address humanitarian needs around the world. Lions' collaboration with the United Nations dates back to 1945 when Lions' founder Melvin Jones and Past International Presidents Fred W. Smith and D.A. Skeen were asked to help develop the non-governmental organization (NGO) charter for the United Nations. Since that time, the two organizations have cooperated on many humanitarian ventures including Sight First and the School-in-a-Box program.

Lions Clubs International maintains a general consultative status under the United Nations Economic and Social Council (UNESCO), which provides a means for Lions representatives to participate in U.N. meetings, conferences and other functions. The Lions in-

ternational president annually appoints Lions to represent Lions Clubs at U.N. offices in New York, Geneva and Vienna. The president also appoints several representatives to various United Nations and related agencies including UNICEF, UNESCO, UNEP, the World Health Organization, the Food and Agricultural Organization, UNA/USA and the Council of Europe.

The 2012 Lions Day with the United Nations will take place on Friday, March 16. International President Wing-

Kun Tam and Past International President Joseph Wroblewski will welcome Lions, ambassadors and U.N. speakers to share insights about humanitarian service and highlight some of the key accomplishments of working together. The program will also include a presentation to the grand prize winner of the Lions International Peace Poster Contest.

Registration for the Lions Day with the United Nations will be on a first-come, first-serve basis. The registration fee is \$65. It costs an additional \$55 to attend the luncheon with U.N.

ambassadors. To learn more, please visit the Lions Web site at [www.lionsclubs.org](http://www.lionsclubs.org) or contact [ldun@lionsclubs.org](mailto:ldun@lionsclubs.org).



International President Wing-Kun Tam views the peace poster of merit award winner Hilary Asobara of Nigeria at the 2011 Lions Day with the United Nations in Nairobi, Kenya. The 2012 grand prize winner will be honored in March at Lions Day with the United Nations.

# Five Tips to Get Noticed

by Jennifer Gilbert Gebhardt

Your club serves your community every day. But do you really get “noticed” as much as you’d like? Lions often quietly and consistently make a difference, but making efforts to build curiosity and become more recognizable can result in new members—you just might need to think outside the box a little bit to get there.

**1 Try Something New** Simple changes can create big results. The Murrieta Lions Club in California had always held its meetings at a senior living facility, but the new membership chair, Georgia Myers, realized the club needed to shake things up. “My mind ‘clicked’ that we needed to enhance our surroundings and be more inviting to others by holding meetings in public places,” she says. The club agreed to go for it, and invited friends and family to attend a meeting at a pizza restaurant. The more jovial and relaxed atmosphere helped result in three new potential members at the first meeting alone.

**2 Think Big** Setting your sights high is a risk, but the payoff for making an impression just might be worth it. When the Wauconda Lions in Illinois planned their winter festival, they decided to “go big” by aiming to break

the record for the world’s biggest snowball fight. More than 3,000 people convened to set the new Guinness World Record, having a rollicking fun time while doing it. The Lions not only met their goal and boosted their image, but this unique event brought them a flurry of impressive local, national—and even international—news coverage.

**3 Stand Out in a Crowd** Get creative with new and innovative ways to not only be seen at community events, but also be remembered. The Georgetown Lions in South Carolina are popular for serving ice cream at events, but people might remember them more for *how* they serve it: club member Mack McClary designed and constructed a unique ice cream trailer that looks like an ice cream cone. He explains, “We have found that our ice cream trailer has had a great impact on the community. We have even recruited new members because of the trailer!”

**4 Join Forces** Consider partnering with like-minded groups to learn from one another, pool resources and maybe even share members. The Bracebridge Lions Club in Ontario, Canada, holds an annual All Service Club Social where representatives of local organizations fill each other in on their activities and discuss working together to recruit members, hold fundraising events and share resources. The event not only fosters a sense of camaraderie, but President Chris Tonge points out, “It also helps to put a face to the Bracebridge Lions within the community.”

**5 Create a Buzz** Get your community talking about you, and members will be easier to find. The Seal Beach Lions in California have held their popular annual fish fry for 67 years, but beginning in 1991 they added some excitement by raffling off a brand new car as the culmination of the event. “For weeks leading up to the event, all the buzz in town is about the Lions Fish Fry,” President Mike Haley says. And that buzz turns into action: 14 new members joined as a result of the 2011 event.



Children line up for free ice cream at the Georgetown Lions Club’s ice cream trailer during a fall festival. The Lions served close to 900 ice cream cones that day.

Photo by Mack McClary

*What does your club do to get noticed?  
Let us know on the LCI Facebook page!*



# Join the Family

## Five Ways to Help New Members Feel Connected

by Jennifer Gilbert Gebhardt

When Paula Mosqueda went to her first meeting with the Auburn 49er Lions Club in California two years ago, she didn't know much about Lions and wasn't sure what to expect. Little did she know, she would become part of a special group that she would hold as dear as family.

Her first hint came when, after warmly greeting her, the club serenaded her with "Welcome, Guest."

But what happens after the warm welcome that Lions are so good at providing to newcomers? With 50 percent of new members dropping out within the first three years, helping them feel like part of the family might be the difference between losing them or gaining lifelong Lions. According to International President Wing-Kun Tam's program, My Club, My Family, there are five crucial steps to building a club with lasting and strong bonds.

### Effective Orientation

New members need to understand club history and operations so they can feel comfortable participating in meetings and projects. Providing a thorough orientation that inspires involvement and excitement is key to building this understanding. Making it fun helps: occasionally Mosqueda's club holds a New Member Social to give newbies a chance to learn from and get to know long-term members.

### Involvement from Day One

One of the top reasons clubs lose members is lack of meaningful involvement, so don't miss out on the energy that new Lions have. Make them part of the team right away. It might mean more to them than anyone might imagine.

As a new resident in the Detroit area, Elizabeth Washington joined a Lions club at the suggestion of a friend. When the club put her right to work, her transition to living in a new place was eased. "Right away I was introduced to several serving opportunities. Selfridge North Macomb Lions Club was a big part of overcoming my homesickness," says Washington.

### Leaders Who Listen

Do your club's leaders create an atmosphere of open communication where everyone's input is welcomed? Club leadership sets the tone and has a strong influence on whether members feel accepted and comfortable. When leaders conduct team building exercises, hold brainstorming sessions and listen responsively, they can help bring the club together—while also developing future leaders.



Auburn 49er Lions (from left) Marty Bauman, Ray Arnold and Al Albertazzi share a fun moment at a club meeting.

Photo by Valerie Buonincontri

### Bond through Service

Countless Lions have "that" memory of the first time they realized what it means to be a Lion, and it often happened while engaging in service alongside other Lions. When members work together, they develop trust and rapport, and build bonds that can last a lifetime.

Sponsors can play an important role in helping new members have positive first service outings. "My sponsor advised me to just jump in and get involved. He drove me to the event and worked alongside me the entire time, watching over me," Mosqueda explains.

### Be Like Family

The "little things" matter the most in caring families. Showing compassion, appreciation and respect for one another can transform a club into a solid family unit. Saying thank you, remembering a birthday, pitching in to help each other and enjoying social occasions can help members feel like they belong.

The Auburn 49ers are much like a big, happy family. They even may have disagreements like any family does, but they accept and value one another—imperfections and all. "With this group, the quirks are accepted and the talents are appreciated and often praised," says Mosqueda. "There is no nicer family."

## Lions Keep Good Rap[port] Going with Audiences

Music lovers have helped the 85-member Fort Vancouver, Washington, Lions Club raise \$25,000 in support of the blind. A large portion of the funds has gone directly to the Washington State School for the Blind as a result of yearly concerts.

Roy Pulliam says he proposed the concerts in 2006 as a way for the club to fund Campaign SightFirst II donations. Lions also had a fruit sale and netted a \$20,000 donation to the sight initiative. The concerts, featuring local talent, have proven increasingly popular. Two years ago, the concert was hastily moved to a larger auditorium at

the Washington State School for the Blind in downtown Vancouver after Lions sold too many tickets.

A highlight of last year's concert was Lion Al Rhyasen, who took to the stage to rap a song written by Pulliam. "The song touted all the great things Lions do and mentioned some historical facts about Lionism," Pulliam points out. He laughs that he never misses a chance to promote Lions. He's not kidding. Rhyasen rapped rhapsodically about Lions: "They help the blind, they help the Scouts, they also help the poor. They help feed the hungry by going door to door. If you need

a hearing aid or need help with your sight, come see a Lions club and they'll treat you right." A drummer who's a staff member at the school for the blind provided the catchy beat for the tune.

"We keep busy helping the community," Pulliam says. The club has adopted an "at-risk" elementary school, supports a Cub Scout pack, funds and conducts a track meet at the school for the blind and provides eyeglasses and surgeries for people who can't afford them. "In these tough economic times, many citizens desperately need help."



Lion Al Rhyasen, AKA Rapper Rhyasen (second from left), raps about Lions as musicians play.





Minersville, Pennsylvania, Leos wave signs to alert motorists to the shocking statistics of homelessness during their 24-hour project.

## Helping the Homeless

Leos in Minersville, Pennsylvania, didn't mind enduring a little discomfort because they knew it was for a good cause. That cause was promoting awareness of homelessness, and 18 Leos spent 24 hours camped out on a busy street corner to raise money for people in need.

Waving signs printed with statistics on how many men, women and children live without shelter, Leos raised \$3,500 from passing motorists that will be donated to local food pantries and a soup kitchen. "They had no food or drinks, except donations from passersby, who thought what they were doing was impressive," says Albert Barnes, club adviser.

"On Saturday at 5 p.m., they found themselves tired and hungry, wondering how anybody could live like this. Not only was this an informative project for passing motorists, but it was an eye-opening experience for the young people."

## Community Scholars Trust in Lions

Smith Mountain Lake Lions in Virginia are so steadfast in their support of continuing education for high school graduates that the club established a trust to ensure funding for future deserving scholars. The club, chartered in 1982, established the scholarship trust in 1990 and just five years later the fund reached \$100,000. Since then, 55 scholarships have been awarded and the trust's investment portfolio has reached \$465,000.

Jim Miller says that the number of scholarships distributed varies year to year. "The first determinant is the amount of earnings from the trust fund since only these earnings are used to fund scholarships. The principal remains in a 'lock box.' Some individual donors [including corporations and local businesses] choose to donate a full scholarship, a set amount for four years." The current scholarship is \$1,500 per year for a total of \$6,000 given to each individual. Last year, five graduating seniors were awarded scholarships at a special club presentation. Recipients are chosen based on volunteerism, need, extracurricular activities and grades. Some students complete their degrees in less than four years. "Yes—some kids are actually doing this!" says Miller. They still receive the full \$6,000 of financial assistance.

Elizabeth Castaneda, the daughter of a Mexican immigrant farm laborer, comes from a family where little English is spoken. In 2011, she wrote Lions to tell them of her first year accomplishments—including a 4.0 grade point average. "I truly would not be able to dream and plan my future without the generous financial help I receive from you. I am truly thankful," she wrote. She plans to become a medical research scientist.

Hannah Wray, another recipient, proudly invited Lions to attend her college graduation ceremony. "I will be forever grateful for the love and support that I received from your organization," she told Lions.

Raising money is a year-round activity. A 21-year golf tournament tradition is the biggest moneymaker for Smith Mountain Lake Lions. The club's 81 members have hosted bridge tournaments, sold plants and raffle tickets and even specially crafted community license plate holders.

"Certainly the tough financial times have made it harder to obtain gifts for the trust," says Tom Fansler, treasurer. "Many very generous Lions, former Lions and their families, as well as local non-Lions, have continued their support, but we have had to work much harder to continue to grow the trust. Only one corporate sponsor has discontinued support because of its tight financial picture."

In 1997, a local model train enthusiast pitched in to help raise funds. He made his large and elaborate model train display available for public viewing. The price of admission was a minimum \$10 donation to the trust.



Recent college graduate and past scholarship winner Adrian Mack (right) shows off his new diploma with the help of another recipient, Tri Nguyen, at a Lions' dinner for new and past scholarship winners.

# Wheels Keep Turning for Athletes

Lions in Minnesota may not spin their wheels, but they support others doing it as long as it's for a good community cause. Members of the Tracy, Balaton and Milroy Lions Clubs helped organize a wheelchair basketball game in a high school gym to raise money to build a wrestling/weight training room addition at the school. Lions raised \$2,500 to donate to the building fund for the \$350,000 room. The three clubs decided to take a collaborative approach to fundraising for the project since students from all three communities attend the school. Tracy Lions also sponsor a medical equipment lending program in their community.

The Southwest Minnesota State University (SMSU) Mustang's wheelchair basketball team challenged past and current high school athletes who volunteered to play in wheelchairs for the high school's Panther's team. It was no contest. They were whipped easily by the wheelchair-bound athletes.

No Lions competed against the wheelchair athletes, but Tracy Lion Dan Snobl says they recruited heavily from a wide pool of family members—the sons, daughters and

grandchildren of Lions. His 40-year-old son, Scott, was one of the players on the Panther's team. "The SMSU wheelchair basketball team scored 184 points in 40 minutes. What else can you say?" Scott Snobl asks.



Mary Jo Hmielewski and Scott Snobl (center) have a pass intercepted by SMSU players.

Photo courtesy of The Tracy Headlight-Herald

## Ice Golf Rules in Minnesota

prepared with putters and clubs to help Lions raise money. The course is a frozen pond, but Lions and their guests are enthusiastic as they chip and putt on the "greens." Shakopee Lion Bob Greeley asks, "What do you do for fun in Minnesota when there's nothing but snow and ice outside?"

Lions and, in fact, most of the population, have learned to not let a little thing like inhospitable weather put a damper on hospitality. They've been hosting ice golf tournaments on a frozen pond and raising an average of \$21,000 since 2003. "Even below-zero temperatures have not stopped this event from being successful," Greeley points out.

As temperatures plummet and the winds pick up, Lions start planning. Each ice golf event attracts around 600 hardy participants. Tournament chair Chip Menke, a Lion since 1992, has organized ice golfing for 18 years, but

the tournament only became a Lions fundraiser eight years ago.

Putting in the snow is the easy part. Lions carve out two 18-hole mini courses on a local frozen pond. "Golfers using only one club navigate around the snowy course," says Greeley. They key to a successful round, one golfer advises, is to "play the wind."

The fun doesn't end there. Lions sell refreshments including several hundred brats and burgers, sponsor live music and hold an auction of handicrafts. A portion of the funds raised are donated to the Juvenile Diabetes Research Foundation. "We attribute our success to having the entire club's membership participate in pre-selling 500 tickets to the event, along with selling 'hole' sponsorships and other marketing avenues," Greeley emphasizes. With 102 members in the Shakopee Lions Club, that amounts to considerable marketing muscle.

Photo courtesy of Kristin Holtz/ Shakopee Valley News



Paul Beckius of Prior Lake chips out a shot from a snow bank at the Shakopee Lions Ice Golf.

Snow shoes are optional, but you'd better bring your boots when Shakopee, Minnesota, Lions sponsor their annual Ice Golf Tournament every February. The average snowfall is more than 40 inches each winter in Shakopee, southwest of the Minneapolis/St. Paul metropolis. Dedicated golfers come





# EXECUTIVE SUMMARY

## INTERNATIONAL BOARD OF DIRECTORS MEETING

### HONG KONG, CHINA

### OCTOBER 4-7, 2011

#### AUDIT

1. Reviewed and approved the Lions Clubs International and Lions Clubs International Foundation June 30, 2011, Audit Reports.

#### CONSTITUTION AND BY-LAWS COMMITTEE

1. Denied constitutional complaints filed by the Manila Absolute Lions Club and the Manila Virtue Lions Club in District 301-A1 (Philippines) regarding the election of the district's candidate for council chairperson, upheld the election held during the special district cabinet meeting on or around April 16, 2011, and declared Lion Robert B. Roque the council chairperson of Multiple District 301 for the remainder of the 2011-2012 year.
2. Revised the trademark policies in the Board Policy Manual with respect to foundation names, Web sites and domain names to help clarify and simplify these policies.
3. Revised the membership categories in the Board Policy Manual to specify the membership categories that are included in the club delegate formula calculation.

#### CONVENTION COMMITTEE

1. Revised the Official Schedule of Events for the 2012 Busan Convention.
2. Established the per diem for the 2012 Busan Convention.

#### DISTRICT AND CLUB SERVICE COMMITTEE

1. Approved redistricting proposals for the following areas at the adjournment of the 2012 International Convention.
  - District 111-R (Germany)
  - District 111-SW (Germany)
  - Multiple District 354 (Korea)
  - District 356-B (Korea)
  - District 307-B (Indonesia)Approved the redistricting proposal submitted by Multiple District 18 (Georgia, USA) to take place at the adjournment of the 2013 International Convention.
2. Approved the list of Coordinating Lions for the Central-Eastern European Initiative for the 2011-2012 fiscal year.
3. Revised Chapter IX, Paragraph F.2. of the Board Policy Manual to define transitional districts as districts that are not provisional districts and have fewer than 35 active clubs or 1,250 active members as reported on the association's monthly cumulative report.
4. Changed the border for the badge worn by adult companions of current and past international directors from gold to green so their badges match the badges of other adult companions and that board

appointees receive a badge appropriate for and displaying their non-appointee title with the words "Board Appointee" and the year of service as an appointee printed below their non-appointee title.

5. Updated Chapter V, Paragraph B.1. of the Board Policy Manual titled "Good Standing" to replace the terms "per capita tax" with the term "dues" and to remove obsolete terminology. The change will take place at the close of the 2012 International Convention,
6. Revised Chapter IX, - Rules of Audit Governing Reimbursement of Expenses for District Governors to include reimbursement for attending district GMT, GLT and CEP meetings without prior approval.

#### FINANCE AND HEADQUARTERS OPERATION COMMITTEE

1. Approved the fiscal year 2011-2012 Forecast, reflecting a surplus.
2. Agreed that an analysis regarding board meeting cost for fiscal year 2013-2014 will be finalized and forwarded to the Executive Committee for consideration at the January 2012 Meeting.
3. Modified the award banners policy as follows: LCI Emblem - D3DS & D110 - A41556 21" emblem; D150 - A43674 10.5 inches emblem.
4. Modified Chapter XI, Page 6, Paragraph E3, of the Board Policy Manual regarding banking authorization.

#### LCIF

1. Revised the Major Catastrophe grant criteria regarding: eligibility of other grant programs in affected areas, time limits for completion, assistance to individuals and approval procedures.
2. Expanded eligibility for Melvin Jones Fellowship and progressive levels recognition to include donations made to the following named categories: a) area of greatest need, b) disaster, c) humanitarian need, d) sight and e) youth.
3. Approved a Core 4 disability grant in the amount of US\$1,193,253 to extend the Lions-Special Olympics Opening Eyes program.
4. Approved a Core 4 Board-directed grant in the amount of US\$300,000 to support Lions involvement in immunization activities within affected countries of the Measles Initiative.
5. Approved 53 Standard, International Assistance and Core 4 grants totaling US\$2,595,761.
6. Tabled one grant application.
7. Authorized LCI President Wing-Kun Tam and LCIF Chairperson Sid L. Scruggs III to allocate Japan designated funds upon submission and review of project proposals.
8. Approved a SightFirst grant in the amount of US\$30,000 for World Sight Day 2011.
9. Updated the foundation's fiscal agents in India.

## LEADERSHIP COMMITTEE

1. Approved Past International Director Byeong-Deok Kim and Past Council Chairperson Rajinder Pape Sembi to serve as 2012 District Governors-Elect Seminar group leaders, facilitating learning for the Korean-speaking classroom group and an English-speaking classroom group respectively.
2. Approved the schedule and curriculum plan for the 2012 District Governors-Elect Seminar in Busan, Republic of Korea.
3. Revised reimbursement policy for District Governors-Elect Seminar group leaders to include 11 days hotel and meals expense.

## MEMBERSHIP DEVELOPMENT COMMITTEE

1. Approved the Republic of Tajikistan as the 207th approved country of Lions Clubs International.
2. Approved the Republic of Guinea-Bissau as the 208th approved country of Lions Clubs International.
3. Amended Board Policy to change the spelling of Macao to Macao.

## PUBLIC RELATIONS COMMITTEE

1. Awarded a contract to BVK Advertising to facilitate online banner and search advertising.
2. Approved a stipend not to exceed US\$2,000 to area Forums for conducting social media seminars.
3. Canceled the Global Youth Music Contest.
4. Deleted Paragraph A.4.(h) in Chapter XVII of the Board Policy Manual regarding the report of revenue and expenses for the LION Magazine as this information is available online.
5. Revised the Order of Precedence to include GMT/GLT members into position 23.
6. Approved the International Leadership Award and Presidential Certificate to be given to Leos.

## SERVICE ACTIVITIES COMMITTEE

1. Confirmed alliance between Lions Clubs International and the Aga Khan Foundation.
2. Named Leos and Lions who shall serve as members and alternates of the Leo Club Program Advisory Panel for fiscal years 2011-2012 and 2012-2013.
3. Approved a two-day Lions Eyeglass Recycling Center meeting at International Headquarters near the time of a 2012 Executive Committee Meeting.
4. Approved revisions to the Board Policy Manual regarding the Lions Environmental Photo Contest.

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

# CLUB BRIEFINGS

## ACTIVITIES AND ANNOUNCEMENTS

The **Little Fort Lions** in **Waukegan, Illinois**, presented a \$2,500 check to a special education school district nursing department to support the purchase and updating of CPR equipment and materials.

In **North Carolina**, the **Sparta Lions Club** served a Thanksgiving dinner to community members with visual impairment and delivered meals to those who could not attend.

The **Cranbury Lions Club** in **New Jersey** raised nearly \$1,300 selling 50/50 raffle tickets at a Trenton Thunder minor league baseball game.

**Wisconsin Lions** provided vision screenings to more than 270 athletes as part of the Special Olympics-LCI Opening Eyes program.

In **Oregon**, **Lions of MD 36-0** and **MD 36-R** helped organize Challenge Air Oregon Fly Day—an event that provided airplane flights to children with special needs.

The **Carpinteria Lions Club** in **California** prepared and sold more than 5,000 tri-tip sandwiches at a three-day Avocado Festival.

The **Coldbrook and District Lions Club** in **Nova Scotia, Canada**, has been successful with unique fundraising projects: the club has held a demolition derby for the past 13 years and has operated a drive-in theater for 11 seasons.

The **South Forks Lions Club** in **North Dakota** helped make a young girl's dream to have an accessible playground come true. The Lions donated \$5,000 and assisted with installing the equipment.

In **Illinois**, the **South Elgin Lions Club** participated in the Fourth of July parade, using a flag commemorating Sept. 11 created by a Lion.

The **Chester Lions Club** in **New Jersey** held its 13th annual Oktoberfest event, raising funds for a variety of local charities.

The **Kalamazoo Downtown Lions Club** is using a new state-of-the-art digital camera to provide vision screenings to children ages one through five in **Southwest Michigan**.

---

## LEOS OF THE YEAR NAMED

Twenty-three Leos received the Leo of the Year Award in 2010-11. Leos honored from the United States and Canada were Maria Aleman, Valley Mills Leo Club, Texas; Atharshna Singarajah, Diamond Bar High School Leo Club, California; Nathanael Thompson, SALSA Leo Club, South Dakota; Zachary Slay Cecil, Anacoco Leo Club, Louisiana; Kenna Mae Reynolds, Muskingum Valley Leo Club, Ohio; Emily Elizabeth Vasko, Bentleyville Leo Club, Pennsylvania; Johnelle Simpson, Seminole County Leo Club, Georgia; Hannah Barth, Thurmont Middle School Leo Club, Maryland; Kousanee Chheda, E.O. Smith Leo Club, Connecticut; Kalyssa Yoder, Students Sharing Hearts Leo Club, Indiana; Ryley Hales, South Central Utah Leo Club; Utah; Dan Luu, Woburn High School Leo Club, Massachusetts; and James Abbott, Port Dover Leo Club, Canada. The Lions Clubs International Board of Directors names the honorees.



# England, Scotland & Wales

**13 Days** *Travel with other Lions departing May 3, 2012* from **\$1998\***

Your vacation begins in London visiting some of the most renowned sights including Westminster Abbey with a guided tour, Buckingham Palace and Trafalgar Square. Then travel to Bath and visit the Roman Baths, St Fagan's National History Museum in Wales and Cardiff with a city tour. The following day you will visit Stratford; (the birthplace of Shakespeare) for one night. Then travel to Liverpool where you will visit *The Beatles Story*; The Lake District, England's largest national park; Hill Top, once home to Beatrix Potter; Edinburgh; Durham and Castle Howard. Return to England, visiting York with a city tour; Sherwood Forest; Oxford; Blenheim Palace and the Cotswold villages known for their local limestone cottages. Spend your final day with a panoramic and walking tour of Oxford, viewing Carfax Tower and Bodleian Library with a drive to the oldest and largest occupied castle in the world - Windsor Castle.

## National Parks Tour of the Golden West

**14 Days** *Join other Lions departing June 8, 2012* from **\$1348\***

Visit landmarks in **NINE NATIONAL PARKS**. Witness the giant Redwood trees in **Kings Canyon** and **Sequoia National Parks**, then be amazed at the rock formations and waterfalls in **Yosemite National Park**. Visit majestic Lake Tahoe and stop in historic Virginia City, Reno, Winnemucca and Elko, Nevada. In Utah tour the world's largest man-made excavation - the Kennecott Copper Mine plus the Great Salt Lake! Next tour the unique rocks **Arches' National Park**; and **Canyonlands**, with enchanting vistas carved by the Colorado and Green Rivers. Next visit **Capitol Reef and Bryce Canyon National Parks** and drive through the Dixie National Forest. Then it's the grandest of all National Parks, **The Grand Canyon**, for both a day and night. Finally, try your luck in exciting Las Vegas with an included day excursion to **Zion National Park**.

**NORWEGIAN CRUISE LINE**

## Alaska Cruise

**Plus...Amtrak Coast Starlight Train Tour**

**13 Days** *Travel with other Lions departing July 13, 2012* from **\$2298\***

Start in Seattle with a city tour. Board the **NCL Jewel** for a 7-night Alaska cruise to Ketchikan, "The Salmon Capital of the World;" Juneau, Sawyer Glacier, with incredible colors; Skagway, where you can stroll the weathered boardwalks; and Victoria, BC on Vancouver Island. Next board the Coast Starlight train to San Francisco. Travel by day through Washington and Oregon's spectacular scenic vistas. Enjoy your Amtrak sleeper-roomette at night (includes VIP lounge). Arrive in Napa and visit two of the area's premier wineries. Spend two nights in San Francisco (stay near Fisherman's Wharf) with a city tour including the Golden Gate Bridge and Pier 39.

## Romantic Rhine River Cruise

*Enjoy the YMT chartered, 4-star ship, the "TUI Allegra"! Cruise from Frankfurt to Amsterdam... PLUS tour Germany!*

**14 Days** *Join other Lions departing July 15, 2012* from **\$2398\***

Start in Berlin, Germany for a 4-day tour including east and west Berlin; Checkpoint Charlie; Potsdam; Dresden; Weimar and Frankfurt. You'll tour the Rococo Castle (Sanssouci), drive the German Autobahn, and visit many historic sites. Your cruise includes the Rhine's highlights including Rudesheim, the Loreley passage to Cologne, Dusseldorf, Rotterdam, Amsterdam, Nijmegen, and Bonn. Your tour will continue for two more days and nights visiting Heidelberg and Munich, with included sightseeing, before flying home from Munich. Your "brand new" ship the *TUI Allegra*, constructed in 2011, offers a state-of-the-art, experience! Price includes (very limited) outside Porthole. \*Add \$300 per person for French Balcony.

**NORWEGIAN CRUISE LINE**

## Hawaii Cruise & Tour

**12 Days** *Travel with other Lions departing October 12, 2012* from **\$1798\***

Start in Honolulu, Hawaii and exciting Waikiki Beach for one night. The following day board **NCL's Pride of America** for the start of your Hawaii Cruise Experience. Sail upon the big, blue, Pacific to ports in Kahului, Maui (2-days), offering beautiful sea vistas; Hilo, the flower capital of Hawaii; Kona, Hawaii and take a walking tour through one of the many island coffee plantations. Continue to Nawiliwili, Kauai, nicknamed the 'Garden Island' with glorious stretches of palm-fringed beaches and cruise the Na Pali Coast. Disembark in Honolulu and enjoy a city tour including, the Punch Bowl Crater, Pearl Harbor and the USS Arizona Memorial. Spend a final three days and nights in Waikiki with an included city tour of Honolulu and Pearl Harbor.

**\*Price per person, based on double occupancy. Airfare is extra.**

**Lions Clubs International not responsible for losses incurred.**



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# CLUB BRIEFINGS

ACTIVITIES AND ANNOUNCEMENTS

## ANNIVERSARIES DECEMBER 2011

**95 Years:** Memphis Downtown, Tenn.

**90 Years:** Bay City, Mich.; El Dorado, Kan.; Elgin, Ill.; Glenwood Springs, Colo.; Grand Rapids Cap Baker, Minn.; Marysville, Calif.; Passaic-Clifton, N.J.; Portland Downtown, Ore.; Vancouver Central, B.C., CAN; Washington Host, D.C.; Weatherford Noon, Texas; Wellington, Kan.; Winnipeg, M.B., CAN

**85 Years:** Bridgewater, Mass.; Decatur, Ind.; Holland, Mich.; Morgantown, Ind.; Ukiah Host, Calif.; West Hollywood, Calif.

**80 Years:** Euclid, Ohio; Oklahoma City Capitol Hill, Okla.

**75 Years:** Anacortes, Wash.; Littleton, N.C.; Plymouth, N.C.; San Juan, P.R.

**50 Years:** Central Mohawk Valley L C, N.Y.; Edwards, N.Y.; Lakeshore, Mich.; Lualualei, Hawaii; Pembroke, N.C.; Storm Lake, Iowa

**25 Years:** Douglastown, N.B., CAN; Endeavour & Dist. L C, S.K., CAN; Hugo, Colo.; Grafton, W.Va.; Palm Harbor #11, Fla.; Potosi Tennyson, Wis.; Saddle Brook Main, N.J.; Sargent 2nd, Neb.

## ANNIVERSARIES JANUARY 2012

**90 Years:** Anderson Noon, Ind.; Fort Morgan, Colo.; Galveston, Texas; Little Falls, Minn.; Manitowoc, Wis.; Mitchell, S.D.; Richmond Host Tuckahoe, Va.; Santa Ana, Calif.; Sheboygan Evening, Wis.; Wadena, Minn.; Wheeling, W.Va.

**85 Years:** Auburn Host, Calif.;

Marlow, Okla.; Palo Alto, Calif.; South Boston, Va.; Westville, N.J.

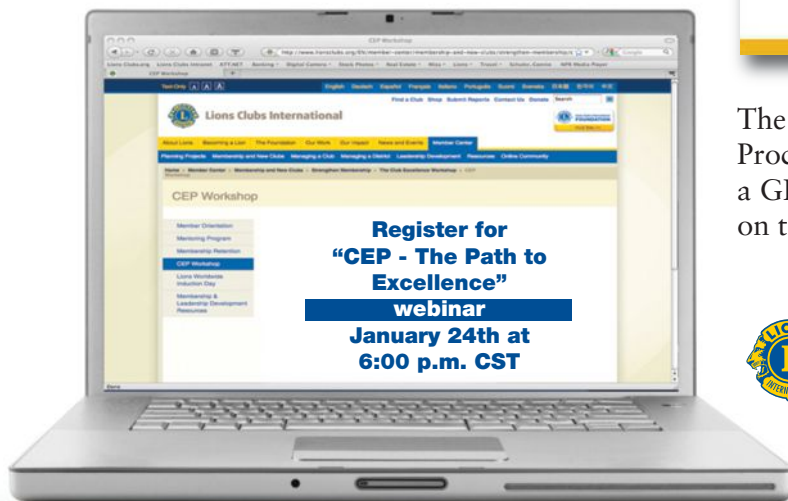
**80 Years:** Crawfordsville, Ind.; La Fayette, Ga.; Langhorne, Pa.; Muhlenberg, Pa.; Plainville, Kan.; Scott City, Kan.

**75 Years:** Bad Axe, Mich.; Crosbyton, Texas; Edenton, N.C.; Geneva, Ill.; Greeley, Colo.; Hobbs Downtown, N.M.; Palm Springs, Calif.; Silver Lake, Ind.; Norwich Otterville, Ont., CAN

**50 Years:** Chicago Hegewisch, Ill.; Daisy-Dallas, Tenn.; Harwinton, Conn.; Hormigueros, P.R.; Macon, Miss.; Mansura, La.; Marion Evening, Ohio; Nobleton, Ont., CAN; Wentzville, Mo.

**25 Years:** Bay City Evening, Texas; Boston Chinatown, Mass.; Browerville, Minn.; Freelon, Ont., CAN; Hillsboro, Wis.; Hinton, W.Va.; Hudson, Wis.; Merrifield, Minn.; Minnesota Lake, Minn.; New London,

## Can your club be doing more? How satisfied are you with your Lions experience?



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www.lionsclubs.org (Search CEP Workshop)



# CLUB BRIEFINGS

ACTIVITIES AND ANNOUNCEMENTS

Minn.; Newburg, Wis.; Pearson-Pick-  
erel, Wis.; Vercheres, Q.C., CAN;  
Verona, Wis.; Villisca, Iowa

#### Editor's Note:

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

## HIGHER KEYS ISSUED DURING AUGUST 2011

### Key of State (75 Members)

- Lion Ashok Randhir S. Kanungo,  
Surat Mid West, India
- Lion Thomas Chinnappa Chinnappa,  
Bangalore Aravindnagar, India

### Grand Master Key (50 Members)

- Lion Anton Wong Lim, Manila  
Achievers, Philippines
- Lion Ashok Kalanauria, Calcutta  
Cultural City, India
- Lion Shrikrishan Havelia, Bombay  
Malad Dindoshi, India
- Lion Suresh Shrinarayan Sarda,  
Sangli City, India
- Lion K. S. Kannan, Chennai Padi  
Heaven City, India
- Lion N. Balakrishnan, Coimbatore  
Victory, India
- Lion Thomas Chinnappa Chinnappa,  
Bangalore Aravindnagar, India

### Senior Master Key (25 Members)

- Lion Thomas Greenwell, Shabbona,  
Illinois
- Lion Arnie Romanello, Grass Valley  
Foothill, California
- Lion Donald Crawford, Mishawaka,  
Indiana
- Lion Helene Doucette, Charlton,  
Massachusetts
- Lion Soma Edirisinghe, Thimbiri-  
gasyaya, Rep. of Sri Lanka
- Lion Rajni Acharya, Bombay  
Willingdon Crescent, India
- Lion Jana Iyengar, Bombay Kandi-  
vli East, India
- Lion Kamal Ruia, Malad Borivli,  
India
- Lion Shreya Bhatt, Ahmedabad  
Asapalli, India

- Lion Gopal Bajaj, Sangli City, India
- Lion Suresh Shrinarayan Sarda,  
Sangli City, India
- Lion K. Velmurugan, Panapakkam,  
India
- Lion J. Gopalkrishnan, Erode Mid  
Town, India
- Lion Srikrishna Kamineni, Eluru  
Helapuri Gems, India
- Lion Thomas Chinnappa Chinnappa,  
Bangalore Aravindnagar, India

## HIGHER KEYS ISSUED DURING SEPTEMBER 2011

### Emissary Key (350 Members)

- Lion Glenn Portis, Cuero, Texas

### Ambassador Key (150 Members)

- Lion Rajan M., Coimbatore R. S.  
Puram East, India

### Key of Nations (100 Members)

- Lion Manibhai Patel, Vijapur  
Kantha Vistar, India
- Lion Rajan M., Coimbatore R. S.  
Puram East, India

### Key of State (75 Members)

- Lion Rajan M., Coimbatore R. S.  
Puram East, India

### Grand Master Key (50 Members)

- Lion Dr. Daya Shankar Jangid,  
Nawalgarh, India
- Lion Rajan M., Coimbatore R. S.  
Puram East, India

### Senior Master Key (25 Members)

- Lion James Graves, Sun City-  
Huntley, Illinois
- Lion Keith Pontius, Fairfield  
Glade, Tennessee
- Lion Duane Geitner, Horton-  
Brockway Area, Pennsylvania
- Lion Kae Pohe, Nevada Council of  
the Blind, Nevada
- Lion Sunil Nigam, Ghaziabad  
Sarvottam, India
- Lion Mohinder Luthra, Rajpura,  
India
- Lion Dr. Vikrant Jadhav, Nasik

### Panchavati, India

- Lion Mohan Lal Maheswari,  
Bharatpur Diamond, India
- Lion Sanjeevkumar Kankariya,  
Aurangabad Waluj, India
- Lion Rajamuthiyalu, Coimbatore  
R. S. Puram East, India
- Lion Rajan M., Coimbatore R. S.  
Puram East, India
- Lion Abdullah Khan, Sankhali,  
India
- Lion Jayakar Shetty, Udupi-  
Indrali, India

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

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# THANK YOU

THE LIONS CHANGED MY LIFE

## Changing Lives through Listening

More than three years ago, JaneAnn Linger Fucci, principal of Northwestern Primary School in the small western Pennsylvania community of Darlington, received a phone call from the Little Beaver Lions Club. The club wanted to “adopt” her school and provide financial and volunteer support. After close to 20 years as a school principal, she knew there had to be a catch, or they would surely soon lose interest. But with many low-income students in need at her school, she agreed to their proposal. As the Lions began—and continued—showing up for regular volunteer visits, making personal connections with the children and providing much-needed financial support, Fucci was gladly proven wrong. The primarily retiree Lion Listeners—one was even the school’s librarian—give back to the school where many of them have had children and grandchildren attend.

## Q&A: JaneAnn Linger Fucci

**LION Magazine:** How do the Lions help out when they visit your school?

**JaneAnn Linger Fucci:** Our “Lion Listeners” pick up their name tags and head to the classrooms. Once there, they each have a student in grades K-2 who they work with every week. The students are excited to see them! The children read books out loud, and the Lions sit with them and give them positive feedback, offer a kind ear, ask questions and then discuss the story. They stay for 15-20 minute sessions, and then they might go visit another student or two. They often visit two or three times a week. The Lion Listeners have become mentors and role models, spending more than 700 one-on-one hours with the children.

**LM:** What impact do the Lions have on the students?

**JLF:** These are typically students with parents who are not at home in the evening, aren’t able to help or have no interest in reading. Seeing another adult—and one who is not a teacher—who finds reading important turns their attitudes around and makes them feel successful. Just know-



Lion Listener Tom Hinds learns about Clifford the Big Red Dog from his first-grade friend.

ing somebody cares about them today, tomorrow and next week makes a big difference. It can be the difference in being successful this year or not.

**LM:** What does the Lions’ yearly financial support of \$1,000 go toward?

**JLF:** Some of the funds are discretionary for our health room for things like a change of clothes. Children will come to school with no socks, no jacket or shoes that are falling apart, so we can purchase those for them. We use the money for positive programs for at-risk children to encourage them to come to school. We also use the funds for families in need during the holidays; we give them grocery gift cards and gifts for the children like pajamas and other necessities.

**LM:** So you’re glad the Lions decided to call you on that day more than three years ago?

**JLF:** They have just been wonderful. Whatever we’ve needed, they’re very quick to help us. For instance, when we have Grandparent’s Day at the school, they will be “surrogate grandparents” for the day. I know that the whole club is very supportive, even if they can’t come during the school day. I really just can’t say enough about them.

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](mailto:lionmagazine@lionsclubs.org). Please include “Thanks and Appreciation” in the subject line.



# INFORMATION

## IN MEMORIAM

Past International Director A. S. "Bud" Ozark, of McLeod Hill, New Brunswick, Canada, has passed away. A Lion for 53 years, he served on the international board of directors from 1971-73. He was a president of the Newfoundland School for the Deaf and was also a member of the Canadian Press Club.

Colin C. Ringer, who served as an international director from 1972-74, has died. A charter member of the Unley Lions Club in Australia, he was a retired accountant. The recipient of several awards recognizing his service as a Lion, he was the first international director to be elected from South Australia.

## CORRECTION

In the October 2011 issue, a member of the Bel Air Lions Club in Maryland was incorrectly identified on page 10. The correct name is Pat Hogan. We regret the error.

## CIRCULATION CHANGES

All change of address notifications or subscription problems can be handled electronically by contacting [stats@lionsclubs.org](mailto:stats@lionsclubs.org).

## FOR THE RECORD

As of October 31, 2011, Lions Clubs International had 1,355,532 members in 46,355 clubs and 747 districts in 208 countries and geographic areas.

## CONVENTION COUNTDOWN

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

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# LAST ROAR




## A LONG, DRAWN-OUT DAY

A baby takes a breather at the Capital City Art and Craft Fair in West Virginia. Since 1968, the Charleston Kanawha City Lions Club has sponsored the event, held in late November. More than 160 artisans display their wares, and Lions offer free glaucoma screenings. Patrons get a head start on holiday shopping, and the club generates thousands of dollars for its charitable projects.

*Photo courtesy of the Charleston Daily Mail*



A young boy with dark hair, wearing a white shirt, is smiling and looking towards the camera. He is sitting at a desk, and his hands are resting on an open book. The book has a colorful illustration of a landscape with a river and trees. In the background, there are bookshelves filled with books.

# Bringing **hope** and **help** to children...



Children all over the world suffer from poverty, homelessness, disease and illiteracy, among other hardships. Today, children need Lions more than ever. You can make a difference.



## Lions Clubs International

### LIONS CHILDREN FIRST

For more information or project resources, visit the *Lions Children First* program Web page at [www.lionsclubs.org](http://www.lionsclubs.org) or contact HEALTH AND CHILDREN'S SERVICES at [children@lionsclubs.org](mailto:children@lionsclubs.org)

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