

# LION



Lions Clubs International

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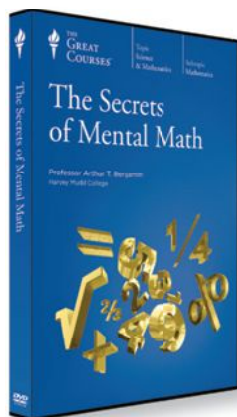
## Green Hands, Green Hearts

Lions are a Green Machine





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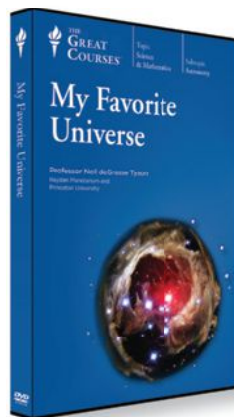
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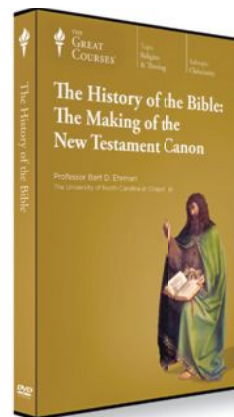
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# LION

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11 issues published yearly by  
Lions Clubs International  
300 W 22nd St.  
Oak Brook, IL 60523-8842  
(630) 571-5466 / Fax: (630) 571-8890  
[lionmagazine@lionsclubs.org](mailto:lionmagazine@lionsclubs.org)  
<http://www.lionsclubs.org>

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

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

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## POSTMASTERS

Periodicals postage paid at Oak Brook, Illinois  
60523 and additional mailing offices. Subscription  
price, US\$6.00 year, US\$12.00 year mailed outside  
North America; Single copies, US\$1.00.

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



## WE SERVE

### 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



President Tam helps plant a tree in District 0-4 in Argentina.

## Lions At Full Throttle as a ‘Green Machine’

A Chinese proverb advises us to keep a green tree in our hearts and perhaps a singing bird will come. As we reach the last few months of this Lions year, I can say with certainty that we Lions have planted millions of green trees, our hearts and minds are full of belief and good will toward others, and “singing birds” in the form of beautiful landscapes, purer air and protection of soil and wildlife will descend on all corners of the globe. The trees we have planted are the result of the power of “We Believe.”

We Lions have planted 6,786,015 trees this year as of March 1. In many instances, our plantings were especially meaningful and poignant to our communities. For instance, Prattville Lions in Alabama planted 250 seedlings at a mobile home park where four people were killed by a tornado, and San Bruno Lions in California replanted California black oak trees in a canyon where a fire destroyed nearly 40 homes. Lions are not planting trees to merely meet a goal or compile an impressive statistic but we are responding to the needs of our communities. We are planting seeds of healing as well as health and well-being.

April is the time of Earth Day, and in the Northern Hemisphere the earth reawakens and brings us the glory of spring. Now is the time to keep picking up our shovels and beautifying and healing the planet. How much can we do? The answer is in your hearts, and never underestimate the heart of a Lion. Our belief in our service mission and one another has propelled us into action. “I Believe” has become “We Believe.” Our target rests in the hearts of all Lions. Let’s see how high we can go!

We have been able to plant as many trees as we have because of our numerous partnerships. Lions in Kenya are partnering with the Aga Khan Development Network to plant 1.5 million trees, Lions in southern India planted 3.4 million trees with the help of several groups, and Lions in small towns and big cities in many nations are similarly working with others to beautify their neighborhoods. Lions roar loudest when we roar with others. That holds true not only with trees but also with our sight projects, disaster relief and youth programs. “We Believe” is so strong and powerful that it sweeps up others and channels their energies and resources to our goals. Let us continue to reach out to others and plant seeds of partnerships among goodhearted non-Lions.

Wing-Kun Tam  
Lions Clubs International President

# IN THE SPOTLIGHT

LIONS NEWS BRIEFS

## HOLD THE PICKLES, PASS THE COMPLIMENTS

Move over Big Mac—the Braille burger is here. The Wimpy burger chain in South Africa used sesame seeds on a bun to spell out “100 percent pure beef burger made for you” and sent the burgers to blind institutions. The special burger was a marketing ploy to publicize the restaurant’s Braille menus. It worked. The ad the company also created went viral on YouTube, and an estimated 800,000 people with vision impairments learned of Wimpy’s accessibility to the blind. As the video said: “This was a small gesture but for people who use their hands as their eyes this was the first time they could do more than just taste their food.”



The sesame seeds on the Wimpy burger read: “100% Pure Beef Burger Made for You.”

## LIONS PARTNER WITH WHO

Lions Clubs International is furthering its partnership with the World Health Organization (WHO) in fighting blindness by creating child-friendly eye care centers and preventing diabetic eye disease. Lions will invest more than \$3 million to help WHO develop 26 child-friendly eye care centers in lesser developed countries as part of the Lions-WHO Project for the Elimination of Avoidable Childhood Blindness. Lions will also provide more financial support to WHO to combat diabetic eye disease. Lions will support WHO in training health care workers in developing countries to better detect and treat diabetic eye disease, while the Lions themselves will increase their vision screening programs to raise awareness of the condition.

Lions and WHO will further prevent loss of vision among children. This photo of a Lions’ project was taken in China.



## SERVICE CAMPAIGNS DRAW LARGE NUMBERS

Lions’ Relieving Hunger Global Service Action Campaign in December and January was hugely successful. Lions fed 7.4 million people through 603,183 service hours. The combined numbers for Lions’ three service campaigns in 2011-12—Engaging our Youth, Sharing the Vision and Relieving Hunger—are 1.9 million service hours and 11.3 million people served. Lions’ campaign to preserve the environment is occurring in April.

Members of the Sacramento Golden State Lions Club in California feed 600 homeless people.



## INDIANA GIRL WINS ESSAY CONTEST

Mikaela Smith, 12, of Indiana, was named the 2011-12 grand prize winner of the Lions’ essay contest on peace for visually impaired students. She was sponsored by the Chesterton Lions Club. She was recognized on March 16 at Lions Day with the United Nations in New York City and awarded \$5,000. Mikaela wrote, “I believe that watching a child is the best example that shows children know peace. Although I am blind, I can hear and feel their laughter as they frolic together in the summer breeze. I can hear them suggest a food drive for a homeless shelter. I can hear them working together in unison.” To learn about sponsoring the 2012-13 essay contest or to read Mikaela’s essay, visit [www.lionsclubs.org](http://www.lionsclubs.org) and search for “essay contest.”



# IN THE SPOTLIGHT

LIONS NEWS BRIEFS

## ONE OF US

Sherry Welsh's sister, Karen, struggled with kidney disease from a young age. Karen had dialysis treatments three times a week, forcing her to always be near home and the hospital. After Welsh joined the South Brant Lions in Ontario, Canada, she found out about Lions Camp Dorset, a refuge on a lake where people on dialysis can enjoy outdoor recreation and time with family. Karen and her family created wonderful memories at Camp Dorset, along with thousands of other families who have visited since 1978.

After losing 34-year-old Karen 12 years ago, Welsh wanted to honor her sister's memory and help support the camp. In 2008 Welsh set out on "Karen's Quest," a 640-kilometer (398-mile) walk that ended at Camp Dorset. At that time, Welsh had no way of knowing that she would walk four years in a row and raise \$165,000—or that she would have such a flood of support from family, friends and Lions along the way.

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**WHY DID YOU WANT TO SUPPORT CAMP DORSET?** It has a very special place in my heart. I remember Karen saying how wonderful it was. It was the first time in many years that she could have a vacation and relax while on dialysis, because she knew her girls and husband were outside enjoying themselves instead of sitting in a hospital waiting room.

**HOW DID YOU COME UP WITH KAREN'S QUEST?** One day I was thinking about Karen and what she would have done, and it came to me. We both hated when people littered, and we both loved the outdoors. I thought I could walk to Camp Dorset while picking up garbage, and I would raise funds through donations, fundraising events and collecting recyclables.

**RECYCLABLES?** Ten or 20 cents per bottle or can doesn't seem like much money, but on the first walk we picked up \$4,000 in bottles and \$2,000 in cans along the road. Amazing, isn't it?

**WAS IT DIFFICULT TO PREPARE FOR THE WALK?** The first one took about six months to plan because I had no idea how to arrange such a trek. After a donated RV fell through at the last minute and we were going to have to travel in a van, Lions opened their homes and found hotels for us. Karen's Quest became a reality through generous Lions, Lionesses and Leos, and the friends and strangers who "believed."

**WAS THERE EVER A TIME WHEN YOU THOUGHT YOU MIGHT NOT FINISH?** I have to admit there were times I thought I should give up; some days were difficult. But I would think about the suffering Karen went through, as well as the sunshine we could bring for the patients and families now. These thoughts would get me through the day.



**WHAT HAVE THE FUNDS RAISED DONE FOR THE CAMP?** They have gone toward purchasing a water purifying system, 20 dialysis machines and making renovations to the cottages. Our next project is to build a non-denominational chapel and create memorial plaques for those who have passed.

**DID LIONS COME OUT TO SHOW THEIR SUPPORT?** The support was unbelievable. During last year's walk, Lions held fundraisers, pizza parties, barbecues. Lions gave me tours of their towns and dialysis units. They walked with me. I found the kindness and generosity absolutely amazing.

Just after crossing the Karen's Quest finish line, Sherry Welsh carries a donation and a gift from Lions. The stuffed Lion's shirt says, "We are walking with you."

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Know a Lion who you think deserves a bit of recognition?  
E-mail us a brief description of your Lion and the reason you're nominating him or her at [lionmagazine@lionsclubs.org](mailto:lionmagazine@lionsclubs.org). Please include "One of Us" in the subject line.

# IN THE SPOTLIGHT

LIONS NEWS BRIEFS

## CLUB OF THE MONTH

ELKHART LIONS CLUB, INDIANA

**YEAR FOUNDED:** 1923

**MEMBERSHIP AND MEETINGS:** At their weekly noon meetings, the 67 members enjoy guest speakers along with conducting club business. To stay informed about LCI news, they periodically view an LQ – Lions Quarterly video.

**LONG-DISTANCE LENSES:** The club's efforts to collect, clean and process used eyeglasses culminates each year in a trip to Mexico. On each five-day mission, they join forces with Mexican Lions to provide vision screenings and glasses for approximately 5,000 people.

**EXTRA, EXTRA:** The club's largest fundraiser is creating and printing an annual community newspaper, Lion Tales. The advertising revenue generated helps them conduct services like providing eyeglasses to those in need and supporting the Indiana Lions Eye & Tissue Transplant Bank (which the Elkhart Lions were instrumental in establishing).

**SERVING CHILDREN BETTER BY JOINING TOGETHER:** For the past two years, Elkhart Lions have partnered with the Elkhart Community Lions to distribute more than 1,200 dictionaries each year to all third-grade classrooms in the community. The Lions also look out for children by working with area clubs on Metro KidSight. Since 2004, the project has provided vision screenings for more than 3,600 preschool children and nearly 300 referrals for follow-up services. Recently the Lions caught a potential vision problem in a four-year-old boy who had not yet shown any symptoms. The Lions hold the thank-you letter they received from his family dear to their hearts.

**RAISING THE FLAG FOR VETERANS:** The club installed a flagpole on Main Street as a way to honor community veterans. Each month, a different veteran is honored as the U.S. flag and the flag of the appropriate branch of the U.S. military are flown. A special plaque displayed at the base of the flagpole profiles the individual being honored.

**WHY BE A LION?** "We impress upon prospects that membership enhances their commitment to be a part of the community, not just a member in the community." –Marty Juel, president

Third-grader Megan Nelson checks out her new dictionary as (from left) teacher Jennifer Winkelman, Elkhart Lion Marty Juel and Elkhart Community Lion Diann Hoyt look on.



## OVERHEARD

**"There's a lot of love in there."**

–Angie Duerden standing in the clubhouse of the Zionsville Lions in Indiana and referring to 4,500 white paper luminaria bags rescued from flood waters by Lions and others. The bags were saved for a Relay for Life fundraiser for cancer. From the *Zionsville Times Sentinel*.

**"I know I couldn't drive home if I didn't have my glasses. These people all must have another pair."**

–Holly Bengford, a box office clerk at the Tyson Events Center in Sioux City, Iowa, on the glasses left behind after events. Twice a year the center donates several dozen pairs to Lions clubs. From the *Sioux City Journal*.

**"Neither did I."**

–Mike Vrooman's reply to a newspaper reporter's comment that he did not see where his golf ball went after teeing off in the McCulloch Memorial Cup in Montville Township, Ohio. Vrooman was one of 20 blind golfers who competed in the tournament. From the *Beacon Journal*.

## ON THE WEB

Has your club joined President Tam's Million Tree Planting Campaign? Lions worldwide have planted close to 7 million trees so far. Check out the interactive map on the LCI Web site to see how many trees have been planted in different countries around the world. Go to [www.lionsclubs.org](http://www.lionsclubs.org) and search for "million tree map." You'll also find resources for getting involved, success stories and information about The Believer's award for tree planting.



# IN THE SPOTLIGHT

LIONS NEWS BRIEFS

## BY THE NUMBERS

**4**

Age of Juliet, a Border Collie therapy dog "accepted as an official member" of the East Hampton Lions Club in Connecticut.

**150**

Smoke alarms distributed to low-income households during National Fire Safety Week by the Dunkirk-Fredonia Lions of New York in collaboration with other groups.

**809**

Points won by the Hamilton Lions in New York in a Family Feud fundraiser against the Hamilton Rotarians, who had 408 points. The \$1,000 raised will be used for sight and hearing programs and for books for the library.

**100**

Denomination of a bill found in a collection jar for a White Cane drive of Fenton Lions in Michigan.

**350**

Monthly maintenance cost in dollars borne by the Palm Springs Lions Club for the field used by the Cathedral City Little League.

**22**

Charter members of the re-chartered Thorold Lions Club in Ontario, Canada; the club had disbanded in 2008 after 40 years as a club.

**3**

Cost in dollars for a professional appraisal at the Antiques & Appraisal Show of the Bedford Lions in New Hampshire.

**738**

Running races completed by Past International Director Franklin Mason, 87, of the Mullins Lions Club in South Carolina; his running, including 120 marathons, has raised more than \$105,000 for Lions' charities.



## 53 YEARS AGO IN THE LION APRIL 1959

Paul Settles of the Hagerstown Lions Club in Maryland offers fresh pancakes to a businessman on a special breakfast flight to promote the club's third annual Pancake Day.

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## SHOW LIONS IN ACTION

Record service activities with a camera. Compile an album to show prospective members how Lions serve their community.

## Bicycle Built for Two Doubles the Fun

Erin Scala, of Baldwinsville, New York, doesn't let being legally blind slow her down. Diagnosed with retinitis pigmentosa at four, she has since lost her sight but continues to go at life full speed. When she wanted to participate in an AIDS Ride for Life event, she turned to the Baldwinsville Lions Club for help in obtaining a tandem bicycle.

She explained to Lions that she and her guide, Megan Mack-Nicholson, wanted to participate in the 100-mile ride around Cayuga Lake, but needed a bike. Lions located a used bicycle built for two and purchased it for her.

"I was literally the happiest person in the world when I received the call that they purchased one for me," says Scala, 25. "I never thought that the Lions club was going to find me a bike, not because they didn't want to, but just because they're so expensive and hard to find. I was hoping for maybe \$50 toward a bike, but when they told me they bought me a bike, it was unbelievable!"

The bike was presented to her at the Lions Community Park with Lions and supporters cheering her on as she im-

mediately hopped on and went for a spin with her father, John. "I've probably ridden the bike with either my dad or friends every day since it was given to me. I can't sit still too often," she says, only half-joking. In addition to bike riding, Scala snowboards, runs and practices martial arts.

Baldwinsville Lions have been active in the community for 60 years, says Ron Schmidt. "When the club was young, it was instrumental in securing what became 45 acres of land along the Seneca River. Lions were allowed to take an old fishing shanty and convert it into their clubhouse. What started as a shabby old building with about 800 square feet has become a 2,000-square-foot modern facility. Members have done the majority of the construction, renovation and repair to the building." The village maintains much of the grounds, which include a boat launch, picnic and play areas and two softball fields, but Lions also pitch in with labor.

In addition to purchasing Scala's tandem bike, Lions donate scholarships, provide vision care and support Lions Camp Hickory, a day camp for diabetic children.

### SERVICE IDEA COMMUNITY SUPPORT



Erin Scala and her father, John, ride her new bike at Lions Community Park.



#### SPONSOR A LEO CLUB

If your club doesn't already do so, consider sponsoring a Leo club to introduce and involve students in humanitarian service at an early age.

#### KEEP LCIF STRONG

Donate a portion of your fundraising profits to LCIF so that it remains a viable vehicle of assistance when disaster strikes.

#### PROMOTE YOUR CLUB

Talk to your friends, neighbors and co-workers about the benefits of joining a Lions club. Offer to host them at a club meeting so they can learn more about Lions.

#### SERVICE IDEA WORK TOGETHER



Lions cover graffiti marring a park wall.

Photo by Cecilia Cadag

## Painting Project Covers Graffiti

A concrete park barrier that sustained significant graffiti by vandals was covered with a new coating by members of the Latte Stone Lions Club in Guam. Repainting the wall in a bright sky blue matching the horizon, Lions from the 23-member club worked all day to cover the damaged wall in the popular Mata'pang Beach park.

Lions purchased 25 gallons of paint and other materials to finish the project in only five hours. The park is a landmark in Tuman, one of only two in the area with covered pavilions. "It's used by beachgoers for barbecuing or just to get some shade from the hot tropical sun," says Lion Cecilia Cadag. "We know that we're making Guam a better place not only for ourselves and our families, but also for the thousands of visitors and tourists who come to enjoy and cherish this part of the island."

## Tourist Town Umbrellas are Tops

The port community of Prince Rupert in British Columbia, Canada, is surrounded by some of the most beautiful scenery in the area. To the north is the majestic Mount Morse, and the port has become a hub for land, sea and air travel. For that reason, Prince Rupert Lions have chosen a signature project that is geared toward the many people who visit their community of more than 12,000 every year. Since 2004 when a new cruise ship dock opened in the bay, Lions have strived to make their unique community a global destination for travelers.

"We've engineered and built large umbrella 'coffee bars,' placing them throughout the community in strategic tourist and gathering locations," says Lion Linda Wong. Several have been placed in the cruise ship public access area, and most of the red and white umbrellas, which have small attached tables, feature a prominent Lions logo. A big hit with the community, however, is a specially-designed, black-and-white "cow-bay"-themed umbrella that was recently installed.

The club provides annual scholarships to students to pursue traditional and non-traditional careers and educational pursuits, built playgrounds and collects food and provides services at a local soup kitchen. Another ongoing project is providing medical equipment and expenses for travel and

#### SERVICE IDEA SEEK OUT UNIQUE SERVICE



The "cow-bay" themed umbrella is placed by Prince Rupert Lions with precision for use and enjoyment by tourists and locals.

accommodations to residents in need.

A winter Coho fishing derby helps raise funds to keep projects going. Another unique approach to fundraising is that Lions are trained to help out at the many conventions and tourist gatherings, and have been licensed in first aid and security services in order to participate and host a wide variety of events.



1 AFRICA SOUTH AFRICA

## Mountain Climb Becomes a Peak Experience

Cancer stole her vision when she was 1, but Severine Renard of Belgium flew to South Africa on her own and set off with others to climb Mount Kilimanjaro, the highest point in Africa at nearly 20,000 feet. One of her guides was 57-year-old Lion Alec Collier, who held her hand, walked arm in arm with her or steadied her with the crook of his elbow. Collier fixed his gaze downward, telling Renard to step down or up and warning her of loose gravel, slippery boulders and low-hanging branches.

"I noticed that most of the blind persons lifted their feet higher than the sighted persons to avoid tripping over obstacles," says Collier, an architectural draftsman. "Severine was quite tiny but extremely fit. I was extremely impressed with her courage."

Lion Adrian Barnes guided Bryce Lindores, a blind Australian who won a bronze medal in cycling in the Beijing Paralympics. Barnes was struck by Lindores' resolute, fearless independence and yet his complete openness toward others. "He was always asking questions and was honestly interested in what you had to say. That will stay with me forever—his absolute honesty and trust." Their friendship blossomed despite a fierce sports rivalry. "We built up a good bond. You have to bear in mind that South Africa and Australia are bitter sporting rivals especially in rugby," says Barnes, 48, a chief of fire and emergency services.

The two Lions from South Africa were among a 24-person expedition that reached the summit of Kilimanjaro in Tanzania. The group included seven blind climbers, the most ever to reach the summit together.

The trek in 2009 was led by Stephen Hilton-Barber of Australia and his father, dauntless adventurer Geoff Hilton-Barber of South Africa, who once sailed solo from his country to Australia. The non-sighted climbers included those blind from birth and those who lost their sight later in life from accidents or illness.

Lion Alec Collier lives in Durban, as does the elder Hilton-Barber. Neither Collier nor Barnes was an experienced climber. But the two Lions spent six days on the mountain guiding the vision-impaired climbers upward and living cheek-by-jowl with them.

The ascent required teamwork.



During the ascent, paired with different blind climbers five to seven hours each day, the Lions vigilantly warned of ruts and tangled brush, gently steered them around slippery moss-covered rocks, discreetly escorted them to a private place when nature called and described the stunning scenery. "Severine asked a lot of questions about the scenery, plants, animals and birds. I had a great time trying to describe what I was seeing," says Collier.

At camp, the guides tended to the blind climbers' aches and blisters, helped them pack food and water and kept track of equipment. The guides had to take care of any and all contingencies. "We had to remove the toenail of one of the Australian blind climbers. We joked with him that he had kicked every rock off the mountain," says Barnes.

The blind climbers normally were self-sufficient. They





THE PETIT JUAN LIONS IN THE REPUBLIC OF TRINIDAD AND TOBAGO FORMED A NEW BRANCH CLUB CONSISTING OF LIONS WHO ARE VISUALLY IMPAIRED OR BLIND.



THE KAKAMEGA LIONS CLUB IN KENYA DONATED TRAINING EQUIPMENT TO A RUGBY TEAM.



AS PART OF THE SHARING THE VISION GLOBAL SERVICE ACTION CAMPAIGN, THE TABLE VIEW LIONS CLUB IN SOUTH AFRICA DONATED A TANDEM BICYCLE TO A BLIND CYCLIST.



The expedition climbs toward the peak.



Collier (left) and Barnes show their true colors at the summit.

used guide dogs or walking sticks at home and generally had families and jobs. They climbed mountains and traversed obstacles on a daily basis. But to climb Kilimanjaro was an altogether different challenge. They had to “step into the unknown, to give up their independence and rely on relative strangers for their daily needs,” says Collier. “Going on an expedition like this is daunting enough for a sighted person. It must have taken a tremendous amount of courage to say, yes, let’s do it.”

On the second day of the climb the group watched as a climber from another group, suffering from altitude sickness, was evacuated to safety, a drama that reinforced the seriousness of their undertaking. Near the summit the trail was so narrow that the climbers walked single file along a pass with a steep drop off and the sky was so dark that even some

of the blind climbers wore head lamps to help illuminate the path for the entire group.

Reaching the summit was a thrilling achievement for the two Lions. But the friendship they forged with those they guided represented a new height in their personal development. “We interacted on a very personal level,” says Collier. “We were able to ask questions and discuss subjects which in our normal day-to-day lives we would have avoided for fear of embarrassing ourselves or the person we were trying to interact with. This very personal interaction gave me a much better understanding of blind people, the problems they face in everyday life and how they see themselves.

“Like a lot of people, I have always been uncomfortable around people with disabilities. I did everything I could to avoid any situation in which I had to deal with them and I never really faced up to this shortcoming within myself. Sharing this time with them became extremely rewarding for me. I lost my discomfort around people with disabilities. I lost my fear of embarrassing myself or offending them. I learned how to treat them as individuals who existed outside of their blindness. I am now prouder of the person I have become.”

Barnes adds, “I think we were both a little uncomfortable around people with disabilities. After this experience I realize that people with disabilities are ‘normal’ human beings with a great attitude and we can all learn from them.”

The blind climbers spent three months in training with the Lions and the other guides. Collier needed to train, as well. “I was unfit, overweight and 55 years old,” he says. So he channeled his inner Rocky, South African-style. Each morning he awoke at 4:30 to climb hills, walk stairs, lift concrete boxes, dig holes, chop down trees and do countless sit-ups and squats.

“I realized that I could not allow myself to fail. If I failed the person I was guiding would not be able to summit,” says Collier. “I found a new mental and physical strength I did not know I had in me.”

Lions of District 410 C supported the climb, which took a team of 50 porters and two cooks as well as the guides. The climb benefited the Prevent Blindness Association in Australia and Horizon Farm Trust in South Africa.

The ascent gave Collier a new impetus to his life. He now takes overnight mountain treks. He also became a trustee at a home for mentally challenged adults, whom he escorts on climbs. Once he led a quadriplegic woman and a paraplegic woman, on the back of a special bike, to the summit of a mountain pass. Joining him on these treks have been more than 150 people, most of them Lions, who, too, want to push their boundaries and discover new ways of thinking, acting and relating.



THE TETBURY LIONS CLUB IN ENGLAND WAS ABLE TO HELP MANY IN NEED IN 2011 BY RAISING NEARLY £17,000 (MORE THAN \$26,000).

2 OCEANIA AUSTRALIA

## Parent Blitzed With Kindness

*Backyard Blitz* is a popular TV show in Australia, and what Lions did for a family over a weekend was compared to that show by local media. Nearly 30 Lions and friends descended on a home headed by a single parent and renovated it while the father and his three children spent the weekend at a beach resort, courtesy of the Lions.

Lions painted rooms, hung curtains and even carved out a secure area under the house where the father could safely store his tools. The father has two daughters and an autistic son.

Members of the Rockhampton, Rockhampton Fitzroy and Gracemere clubs did the work. Officials of the Family and Early Childhood Services agency had asked Lions to provide financial assistance to the family. Instead, Lions put in nearly 200 hours of volunteer labor.



Lions work at the home of a single parent.

When the family returned, “they were simply overwhelmed, overjoyed, blown away,” says Noel Baxter, who organized the service day. “In their words, ‘Lions are gods.’ What can we do to repay them?”

No payment was necessary. Instead, Lions planned to return to the home later to add a kitchen and put in a new floor.



Customers buy the Lions' bread.

## Bread Promotion Not Stale

3 EUROPE SWITZERLAND



YouTube spread the word about the Lions' sweet bread.

Baking and selling Grittibänzen (“sweet Santa bread”) is nothing new for Swiss Lions. But last year a club advertised its product on YouTube.

The Bachtel Lions Club made a three-minute video at the Schneider Quer Bakery in Rüti. Dressed in white baker's garb, four Lions kneaded, formed and baked Grittibänzen. President Andreas Haffter spoke briefly on the mission of Lions Clubs International.

The club didn't have to pay a production company to produce its professional video. Lion René Westermann, 43, is the CEO of fairMeetings AG, an event and trade show planning company that includes WebCom TV. Westermann's crew provided equipment and guided the Lions through the undertaking.

Lions e-mailed a link of the video to family members and friends, and the film got more than 400 hits. Proceeds went to SightFirst.





THE COLOMBO MEDIA CIRCLE LIONS IN SRI LANKA DONATED A WHEELCHAIR TO A DISABLED MAN AND A SEWING MACHINE TO HIS WIFE TO START A BUSINESS.



THE NEPALGUNJ BAGESHORI LIONS CLUB IN NEPAL IS LEADING THE CONSTRUCTION OF A MATERNITY HOSPITAL EQUIPPED WITH ULTRA-MODERN SERVICES.



IN INDIA, THE AMRITSAR LIONS CLUB HELD A MEDICAL CHECKUP CAMP DURING WHICH 530 PEOPLE RECEIVED A VARIETY OF MEDICAL SCREENINGS.

4 ASIA KOREA



## Monuments, Floods and Weddings: Korean Lions Step Up as Needed



Korean Lions will host tens of thousands of Lions worldwide at the 95th International Convention in June in Busan. Like Lions elsewhere, Korean Lions' service runs the gamut. Osoo Lions in District 356 C (lower left) shovel a trench to help rebuild a flooded area. They also distributed supplies and food to flood victims. Yungyang Lions in District 356 E (lower right) mow the lawn at a national monument. Demonstrating that they love service, Lions in the Gunsan area in District 356 C (top) hosted a marriage ceremony for 10 intercultural couples.



# Green Hands, Green Hearts

## Lions' Environmental Work Has Been Transformative— On Many Levels

by Jay Copp

They canceled Earth Day. That riled Lions and others in Gilroy, a small, tidy city in California with a dozen well-tended parks, a creek preserve and such a high concentration of trees that city boosters describe the landscape as an “urban forest.” So Earth Day happened anyway. “We told the club just because the city canceled [citing lack of funds] doesn’t mean it has to be canceled. That was not acceptable,” says Marilyn Mitri of the Gilroy Lions Club. “We pulled together our talents and resources.” So three years ago, continuing to today, hundreds gather in April at Christmas Hill Park to hike through nature, gaze at a Lion’s vast insect collection and build bird houses with materials provided by Lions.

In Prescott, Arizona, Lions have been saving trees since the late 1970s. Fourteen trailers and eight bins are parked at stores, the library and apartment complexes. People in Prescott, population 37,000, know what to do once they’ve finished reading the paper. “There’s a trailer at almost every grocery store. It’s ridiculous to throw a newspaper away,” says Lisa Fornara, a business owner. Recycling newspapers takes a lot of manpower but generates a lot of dough for charitable causes. The Prescott Noon Lions have collected 36,130 tons in the last 20 years and turned a profit of \$2.5 million.



Clear across the country, Bowie, Maryland, in the vanguard a half century ago when famed suburban developer William Levitt built vast tracts of homes here, once again leads a charge, this time one with a green hue. “Green Bowie,” the city’s wide-ranging environmental plan, includes stream cleanups, recycling, rain barrels, backyard habitats, tree plantings, alternative storm water management, a green expo and municipal LEED-certified buildings. Lions are in the thick of it. “I’d like to leave the planet greener and I’d like for people to be able to take care of it better than we are,” says Karl Taschenberger, 70, president of the Bowie Lions.

In one sense, Lions are the original recyclers, refurbishing unneeded eyeglasses for the needy for decades, long before environmentalism entered the mainstream. But since 1972, when Lions Clubs International first officially encouraged Lions to care for the environment, Lions have been fully engaged in common environmental activities such as cleaning rivers, planting trees and sponsoring environmental contests at schools. Lions are a green machine.

This year, working together globally, Lions have taken their green commitment to another level. International President Wing-Kun Tam asked Lions to plant 1 million trees. As of late February, Lions already had planted nearly 7 million trees.



The decades of green projects amount to more than just an aggregation of completed projects. There has been a profound shift of thinking—as well as a wistful realization of the possibility of doing more.

Lions who take part in environmental activities often take to heart the need for lifestyle changes. Unthinkingly wasting resources becomes unthinkable. Old ways are reconsidered. Hopelessness at the idea of what one person or what one club can do turns into hope. “Growing up I didn’t think of the environment. We burned trash in the backyard. We swept coal dust from our front porch every morning. I didn’t think much about it. It would be different today,” says Lion Bill Hensley, 77, who grew up in West Virginia near a steam engine plant.

Hensley’s club, the Scott Depot Scott Teays Lions, does roadside cleanups and recycles ink jet cartridges and cell phones. Bins and old mailboxes, painted Lions yellow, fill up at the library, the Kroger grocery store, a bank, an optometrist’s office and at the motor vehicle office. Waiting for proper disposal at Hensley’s home are four egg container boxes stuffed with ink jet cartridges. (“My wife wants me to get rid of them!” he admits.) A small club with 22 members, the Scott Depot Lions do what they can to roll back waste. “Just think what it would be like if all clubs did this?” Hensley ponders.



## Recycling Royalty

The first capital of the Arizona Territory, Prescott was part of the Old West. Men like Wyatt Earp and Doc Holliday hitched their horses here and frequented saloons on Whiskey Row. The city still retains a western and cowboy feel thanks to its restored buildings in its historic districts. Last year *True West Magazine* named Prescott as its top Western town.

Prescott Noon Lions chartered their club in 1949. Their newspaper recycling is one of the oldest and most successful Lions’ environmental projects. It almost failed miserably. The club began collecting discarded newspapers in fits and starts in the 1970s. It was hard to find a buyer. The club even got stiffed by an unscrupulous business person.

A transplant from Texas where he had worked in aircraft certification for the FAA, Billy Parker joined the Prescott Noon Lions in 1990. Club leaders put him in charge of recycling. He found a reputable broker. A plant in Snowflake would pay \$25 a ton to recycle what the Lions collected as newsprint. The club had been getting a measly \$5 a ton. “The first shipment was in 1991. We were on our way,” recalls Parker, a folksy, easygoing retiree.

Prescott Lions have recycling down to a science. Twice a week two dozen or so Lions get behind the wheels of



Lions in Prescott, Arizona, have newspaper recycling down to a science.

Photo by Ken Gantz

Prescott Lions log 10,000 hours each year on their recycling.

Photo by Ken Gantz



their pickups early in the morning to transport the trailers and the bins of newspapers to a city yard, where other Lions await. A Lion-traffic director guides the incoming rush of vehicles. Two Lions hop into the trucks (“guys without knee problems,” observes Parker) to load the papers onto a conveyor belt system that leads directly into a 53-foot trailer.

A few years ago, when the Lions were younger and not wiser, they lifted the paper, armful after armful, from the trucks to trailers. Then they looked around and noticed Lion Adrian Langhus, a retired dairy farmer from Wisconsin who knew a thing or two about conveyors. The seven conveyors enable Lions to load the trailer in two to two-and-a-half hours.

The whole operation is almost cost-free. The club leases the yard for \$1 a year. The Lions don’t pay for the trailer nor for the trip to Snowflake.

The newspaper recycling concept may be simple, but the execution requires careful planning and loads of volunteers. “The biggest challenge is making sure the trailers are scheduled for pickup,” says Parker. “We do this in all kinds of weather—ice, snow. The mailman has nothing on us.” The club has 103 members, and about 55 of them either work the yard or do a pickup. “We average 10,000 volunteer hours a year on this. I talk to other Lions at conventions and so on, and they can’t believe we do this—in a town of 37,000. But it takes manpower,” says Parker.

The recycling has been around so long and the trailers are so conspicuous that it’s a given that people in Prescott know about it. Just to make sure, the club advertises twice a year in the local newspaper. (The ad was once free. But “times are tough now” for newspapers, concedes Parker.) The ad thanks the community for its support and reminds them that funds are returned to the community.

Lisa Fornara is an avid—and valuable—supporter of the Lions’ recycling. She owns Brochure Works. She stocks 60 racks with brochures and magazines of hotels, restaurants, casinos and art galleries. When the materials are updated and replaced, she dumps the old publications in a Lions’ bin, even though she could use the city’s recycling program. “By dropping it off [with the Lions], I know folks are getting glasses,” she says. She also appreciates the responsiveness of Lions. She once told a friend, Angie McElfresh, that it was hard to maneuver her vehicle near the trailer she used. McElfresh happens to be Parker’s daughter. Parking was not an issue the next time Fornara drove up to the repositioned trailer.

The decline of newspapers in the Internet age has hurt the club’s bottom line. In 2006, it recycled 5.4 million pounds and that dropped to 2.9 million in 2009. That’s still a lot of papers. “It’s a good fundraiser and helps the environment. We get paid for it and can give money to charities,” says Parker.





Environmentalism may have entered the mainstream in the 1970s, but Parker and other older Lions can attest they actually learned the value of reducing and reusing in their boyhoods. “I was a Cub Scout during World War II. I got used papers, cans of grease, to help the war effort,” he says with a grin.



## 40 Years of Work

Rachel Carson’s *Silent Spring*, a searing examination of the dangers of pollution, launched the modern environmental movement in 1962. Envi-

ronmentalism took another huge leap forward with the first Earth Day in 1970. A broad spectrum of people began to become concerned about the degradation of the planet.

Lions Clubs International jumped aboard the green movement 40 years ago. In October 1972 the International Board of Directors issued a policy statement that encouraged Lions to embrace environmental aims. The policy statement cited “the profound impact of man’s activity on the inter-relations of all components of the natural environment, particularly high-density urbanization, industrial expansion, resources exploitation and new and expanding technological advances.” LCI’s policy will be “to help create and maintain conditions under which man and nature can exist in productive harmony.”

Subsequent to the statement, LCI published materials detailing the deterioration of the planet and suggested ways people and clubs can preserve the earth. Today, LCI continues to encourage clubs to protect the environment. Its website has links to Lions experts on cleanup projects and tree planting campaigns. Lions also can request “Green Team” kits that include tote bags, tip sheets, event flyers and press releases. Many clubs have taken their cue from LCI and initiated debris removal, river and road cleanups and recycling of cell phones, medications and even shoes.

Occasionally, in the last few decades, clubs or districts have undertaken large-scale or particularly noteworthy environmental projects. Two clubs in Uruguay spearheaded the planting of—this is not a misprint—50 million trees; Lions in Georgia and Florida donated pine seeds compatible with growing conditions there. Canadian clubs in Multiple District A compiled statistical data on the effects of noise pollution and shared their findings with clubs in other nations. Lions in Germany played a key role in improving a river’s ecosystem by altering its path.

Lions have developed green technologies or advocated for change. The Eugene Bethel Lions in Oregon created an experimental solar unit to provide energy for their commu-

nity recycling center. A French Lion, Michael Baury, helped build an electric traction car and then raced it in 1990 in a Grand Prix event. Lions in Italy developed an international court to preserve the Mediterranean Sea. Eventually, 18 member countries sat on the court, based in Rome.

More commonly, clubs set their sights on incremental change within their own communities. Twice a year, Scott Depot Lions assemble other volunteers, obtain gloves, bags, safety vests and pickup tools from the state and rigorously clean a two-mile stretch of busy Poplar Ford Road. Residents let them know they are making a difference. “People roll down their windows to say thanks,” says Hensley.

In Gilroy and nearby towns, 25 miles south of San Jose, green spaces are treasured. “We’ve been careful to maintain green areas. The towns aren’t running into each other,” says Mitri. For Earth Day, Lions pre-cut wood that children use to construct birdhouses, intended for smaller, more vulnerable species whose nesting sites are grabbed by larger birds. Saving a tiny bird is a small but vital step in saving the earth. “If we are not careful, we will lose everything,” says Mitri.

Lions have tackled huge environmental projects for decades. A Lion in Italy played a key role in submerging barriers to prevent erosion (see page 25).





## Green Mind-Set

In Bowie, Karl Taschenberger's 55-gallon water barrel catches the rainwater from his downspouts. A five- or 10-minute rain is enough to fill the barrel,

hooked up to his soaker hose. "I open the spigot and it takes 15 to 20 minutes to water the flower and garden," he says approvingly.

Just like that, Taschenberger has reduced his water use, helped put organic food on the table, and prevented pesticides and other contaminants from degrading nearby Chesapeake Bay, a linchpin of the regional economy.

He's saving the earth. But don't call him a tree hugger. He's a 70-year-old retired school principal. And a loyal Lion since 1969. The Bowie Lions made that barrel and 300 others they've sold in a partnership with the city.

Lions also co-sponsor a Green Expo with the city and chamber of commerce and provide a cadre of volunteers for the city's frequent cleanups of the 50 miles of streams in the city. Green Bowie is the city's 12-part comprehensive plan to protect the city's natural resources, and Bowie Lions provide an instrumental small army of volunteers supporting the ambitious plan.

Bowie has one cloddish foot in the past—post-war suburbia and its environmental shortcomings—and one green foot in the future—a community committed to conserving resources. The prototypical suburban home builder, Levitt built about one third of Bowie's homes, hardly paragons of insulation and utterly tied to the car culture. Yet, slightly ahead of his time, he dug detention basins. Flash forward to the present. The mammoth shopping complex Bowie Town Center relies on a retention pond, which gradually shakes loose pollutants from the water column.

The prevailing mind-set is not yet as green as other, typically more affluent, regions in Maryland, according to Tiffany Wright, the city's watershed manager. But the city is moving quickly ahead in that regard. The city has reached a 46 percent tree canopy coverage, topping its 40 percent goal, reduced landfill use per household by 24 percent and built a new 79,500-square-foot city hall/police department for which city officials applied for a LEED silver rating.

Another sign of Bowie's progressive bent is that it even has a watershed manager employee, a "not common at all" position, says Wright. Lions and other residents clean the city's streams twice a year. Since April 2008, 1,775 volunteers have plucked 13,320 pounds of trash and 12,025 pounds of recyclable materials.

The rain barrels help protect economically critical Chesapeake Bay, 20 miles from Bowie, from storm water

runoff that invariably contains engine oils, pesticides and a host of noxious chemicals. Wright, along with the Lions selling barrels at farmer's markets for \$75 (they cost the Lions \$35 to make), prudently emphasize the practical, personal benefits of the barrels. Rain water is superior to tap water for plants and flowers. And clean streams could mean healthier children. "We make the connection to people's backyards. The Bay is so important to the economy, such a critical resource. But it's a little hard for me to stand up at the mall and say 'save the Bay.' The streams go right behind your homes. It's where your kids play. They make that connection," says Wright.

First held last year, the Green Expo is held at the Parks and Grounds facility, a LEED-certified building that features rooftop gardens. Last year close to 40 vendors hawked electric cars, solar panels, wind power systems, energy-efficient windows and siding, organic food and non-toxic household cleaning products. Did Bowie residents show interest? "I sent out the forms to the 39 vendors. Gave them two and half weeks to respond. They're all coming back. Must have been worth their while," says Taschenberger. The expo this year will feature a new vendor—goats that eat away hard to reach growth in yards.

Wright is pleased with Lions' green touch. "All I knew about Lions was they collected eyeglasses. I was amazed when I learned about all the other things they do for their communities," she says.

The synergy between Bowie Lions and Bowie officials shows how a spark of green can lead to a shower of green: over time and in fits and starts, people change, clubs change and cities change. One element influences another until a confluence of shared purpose builds and grows. And even an older principal can be taught new lessons. Growing up in the post-war era, Taschenberger was typical of his times. "Back then we turned on the spigot and let it run. Gas was 17 cents a gallon. We didn't think about the cost or how far your drove," he says.

He didn't become interested in green issues until he was in his late 40s. "The city was doing a lot and that got me interested," he says.

Last year Taschenberger installed 20 solar panels on his home. "One month's kilowatt usage went from 1,032 to 668. I'm really looking forward to June, July and August," he says.

Next on his list of environmental projects may be solar panels on the Lions clubhouse. The club may be able to secure a state grant. Eventually, the club likely will be able to sell electricity back to the grid, a real savings and an apt symbol of how Lions, with green hands and hearts, can give back to the community.





Karl Taschenberger of the Bowie Lions Club in Maryland is green at heart, evidenced by his rain barrel and his home's solar panels.

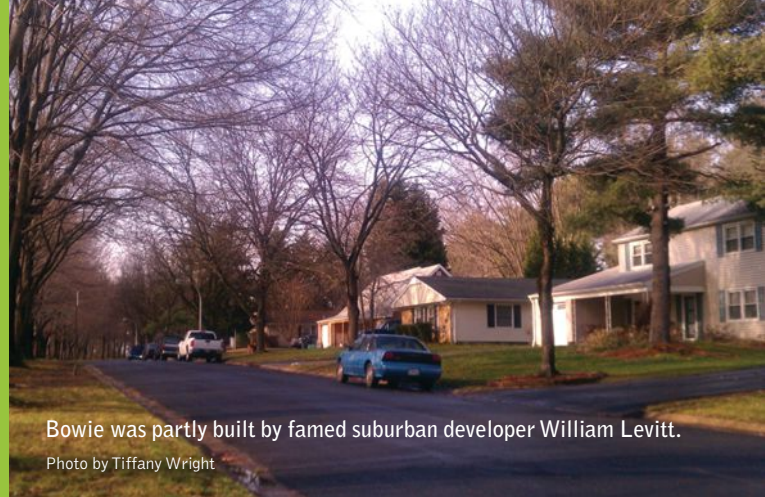


## Making a Difference

What can one person or one club do to help the environment? Plenty. That's the well-informed opinion of Adil Najam, who directs Boston University's Frederick Pardee Center for Study of the Longer-Range Future. Najam shared the 2007 Nobel Peace Prize with former U.S. Vice President Al Gore for their work on climate change, and he was the keynote speaker at Lions' 91st International Convention in Bangkok in 2008.

"I think people can do a lot and people can do everything," says Najam. "And what that means is that it is our everyday small decisions. And small inefficiencies that have landed us into this trouble of climate change. And the only way to solve it is for people to change their habits, not in ways that make them uncomfortable, but make their lives more efficient in terms of climate. That means how we drive. That means how we live. That means how we heat our houses. That means the clothes we wear. Everything we do has a small impact on the environment. And the good news is small actions can make big change."

Lions clubs are uniquely suited to tackle environmental problems. Says Najam, "Climate and environment are the quintessential global problems. And the Lions Clubs is really the quintessential global organization. It's an organization that has members everywhere. The type of challenge that we face requires that type of global action which an organization like the Lions Clubs can pull together. It is this sort of network that can pull ideas in from all over the world and bring small change in each community, in each country, in each little club. That's what's required and that's why Lions Clubs is such a great organization to think about this."



Bowie was partly built by famed suburban developer William Levitt.

Photo by Tiffany Wright

The Bowie city hall has a green roof and recycled materials in its brick, steel and concrete.

Photo courtesy of Ken Wyner and Grimm+Parker Architects



Bowie Lions clean up one of the town's many streams.

Photo by Mark Trendel





# Yellowstone + Rocky Mountain Tour

**14 Days** *Travel with other Lions departing August 15, 2012* from **\$1648\***

Your tour begins in the "Mile High City" of Denver, followed by Cheyenne, WY. The next two days you will visit Fort Laramie; Mount Rushmore and Crazy Horse Memorial in South Dakota. Then return to Wyoming with a stop in Deadwood, continuing through the Black Hills to Little Big Horn Battlefield and the Buffalo Bill Historical Center. Then you will depart for Yellowstone National Park (2 days) with extensive sightseeing, including Old Faithful and Hayden Valley. Your journey continues to Grand Teton National Park with spectacular landscape; Jackson Hole, WY; Salt Lake City, UT with a city tour including the Great Salt Lake and opportunity to witness the Tabernacle choir rehearsal. Then travel West visiting the Utah Field House Museum; Dinosaur National Monument and explore the vast variety of fossils and Rocky Mountain National Park including a drive through the park on Trail Ridge Road.

## Best of Italy

**+ Salzburg & Vienna, Austria**

**15 Days** *Join other Lions departing September 12, 2012* from **\$2398\***

Enjoy three days in Rome with an included city tour of Ancient Rome and tour of the Vatican and Sistine Chapel. Two nights in Sorrento allows included sightseeing of the excavations of famous Pompeii and a tour of the beautiful coastal drive of Amalfi and the cliffs. Your next two nights are in the Tuscany region with included sightseeing in Florence, Pisa and Verona followed by two nights in Venice with sightseeing. Next, Austria with two nights in Mozart's birthplace Salzburg with a Sound of Music excursion and two nights in Vienna, Austria with a city tour and Danube River Cruise. Includes 12 breakfasts, 9 dinners & English-speaking escort throughout.

## Arizona + New Mexico Hot Air Balloon Fiesta

**15 Days** *Travel with other Lions departing September 26, 2012* from **\$1548\***

Your Southwest tour begins in Phoenix where you may visit the beautiful famed Desert Botanical Garden or take an optional Hot Air Balloon Ride! Then travel to Tucson with a stop at Casa Grande National Monument and then into New Mexico visiting famous Tombstone with an overnight stay in Las Cruces. Tour more of New Mexico including White Sands National Monument, Carlsbad Caverns, Roswell and the International UFO Museum & Research Center, Santa Fe and then Albuquerque (2 nights) where you will witness the famed Hot Air Balloon Fiesta, plus the evening's "After Glow," and spectacular fireworks. Then travel Route 66 through the Petrified Forest, Painted Desert and spend two nights Flagstaff. Then tour the magnificent Grand Canyon before your scenic drive back to Phoenix exploring Oak Creek Canyon, and Sedona along the way.

## Autumn Leaves Tour

**14 Days** *Join other Lions departing October 5, 2012* from **\$1548\***

Start in Philadelphia with a city tour. Then your scenic journey begins offering spectacular and colorful vistas through Amish Country to Gettysburg where you will see the most important battlefield of the Civil War. Travel north with a stop at the Corning Museum of Glass into Ontario and awe-inspiring Niagara Falls. Then head back to upstate New York where you will board a cruise through the 1000 Islands. Next, drive through the six-million-acre civilized wilderness of the Adirondack region, with a stop in Lake Placid and then into the forest area of New England: The White Mountains, including Franconia Notch State Park, New Hampshire and Flume Gorge. Then drive along the New England coast to Boston, with a city tour; Cape Cod, exploring Chatham and Provincetown with coastal scenery and village shops; view the gorgeous Mansions of Newport, Rhode Island; drive along the Atlantic coast through Mystic Seaport and New Haven, Connecticut; and New York City seeing all the major sights of the "Big Apple."

***Save on this Repositioning Cruise***

## Tour Spain ~ Cruise to Miami

**21 Days** *Travel with other Lions departing October 14, 2012* from **\$2198\***

Your tour of Spain begins in Madrid for four days and nights. Enjoy a panoramic sightseeing tour that includes the beautiful 16th century square, The Royal Palace and the historic Habsburg quarter. Enjoy full-day excursions to Toledo; the former capital of the Spanish Empire, the Roman City of Segovia and El Escorial. Then travel to Zaragoza; Spain's fifth largest city en route to Barcelona. Spend two days and nights exploring this cosmopolitan city known for its art, architecture and style. See The Basilica and visit the Joan Miro Museum and Poble Espanyol; a unique open-air museum. Then board **NCL's** newest ship the **Epic** for your 13-day **FreeStyle** cruise. As you sail, enjoy the many onboard facilities and entertainment choices. Ports include Ponta Delgada, Azores; with miles of sandy beaches and majestic white houses and St. Thomas, the capital of the U.S. Virgin Islands. Then relax during your final days at sea and disembark in Miami on November 3.

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

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



**Call for details & itinerary 7 days a week:**

**1-800-736-7300**

# Trees Sprout Across the Globe

Maybe worldwide sales of shovels and spades jumped a bit this year. Around the globe Lions planted trees, beautifying communities, cleansing the air and soil, and responding in overwhelming numbers to International President Wing-Kun Tam's goal to plant 1 million trees.

Lions in Liberia planted 200 trees, symbolizing each club member. Members of three Saipan Lions clubs in the Commonwealth of the Northern Mariana Islands planted three dozen trees at the Lao Lao Bay, a valuable marine ecosystem endangered by erosion. Rededicating the Melvin Jones Memorial in Fort Thomas, Arizona, Lions improved the grounds with six saplings. Scarborough Lions in England planted a beautiful ornamental cherry tree to cheer patients and visiting families at Scarborough Hospital.

Two of the most notable tree-planting efforts involved Lions in Kenya and India. Kenyan Lions are partnering with the Aga Khan Development Network to plant 1.5 million trees. In southern India, in a mammoth one-day blitz in August, Lions in Multiple District 324 planted 3.4 million trees.

As of late February, Lions had planted nearly 7 million trees. President Tam will reveal the final tally in June at the 95th International Convention in Busan, Korea. Lions then can breathe a little easier, knowing they fulfilled this service mission and because, well, it will be easier to breathe thanks to the trees' oxygen production.



International President Wing-Kun Tam (far left in back) joins Lions in Kenya as they embark on an effort to plant 1.5 million trees.



Mobilized by the Hyderabad East Lions Club, schoolchildren get ready to plant 1,450 saplings.



India



China

Lions in District 381 in China plant one of 10,000 trees.



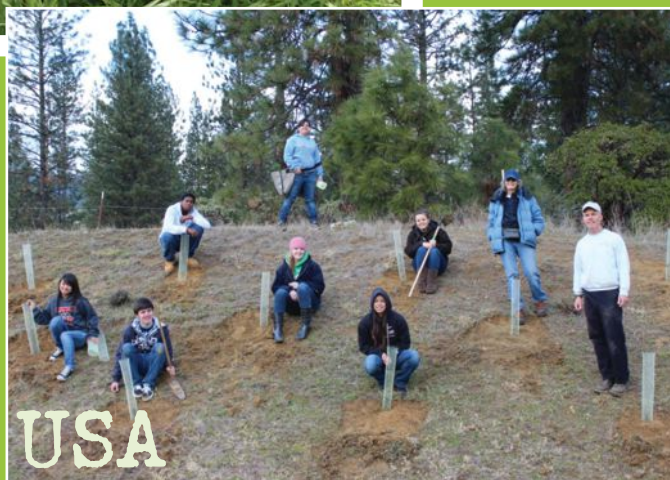
Brazil

Umuarama Lions Club members in Brazil plant a tree, an action they take for every child born in the city of 100,000.



Philippines

A Baggao Lions Club member in the Philippines plants a tree with the help of a child.



USA

John Knight (white sweatshirt) and Mary Trancho (blue parka) of the Weaverville Lions Club in California helped Trinity High School students plant 82 pines to beautify the outskirts of a soccer field and to provide shade for the crowds.



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# A Greener Globe

Lions worldwide are saving the earth in projects as wide as the sea and as small as a light bulb.

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## Bright Idea

Balla Balla Lions in Australia are replacing as many as 6,500 regular light bulbs in homes with energy-efficient ones.

## Waste Containment

Trujillo El Boqueron Lions in Peru transform corroded metal containers into bright, shiny waste cans.



## Learn While Playing

Mihama Lions in Japan name their event "Let's Play in Lake Kukuji!" The schoolchildren do get to splash around in the lake, but the real purpose of the day is to teach them about the lake's fragile ecosystem. The children attend an eco-study workshop, catch clams, make soup and clean the lakeshore. They finish up by writing an essay on the environment.



## Flower Power

Wyndham Way, the road that leads into Portishead, England, bursts into a ribbon of yellow each year thanks to Lions, who for 20 years have planted 250 pounds of daffodils. After a typically dreary wet winter, “Everyone enjoys seeing the daffodils in the spring,” says Lion Keith Fuell. Lions also visit schools to help children make birdboxes.



## Grease Release

Restaurants, homes and schools in Thailand routinely and unthinkingly dump cooking grease in waterways, resulting in clogged pipes, unsightly conditions and unsafe water. Lions in District 310-B devised a simple, inexpensive method to trap the grease and collect it in a bin. The grease is then buried near trees as fertilizer or dried in the sun to become charcoal.



## Sea Savers

Lions in Italy including the Agrigento Lions drew up a plan to save the Mediterranean Sea in accordance with United Nations' guidelines. Lions sponsored lectures and seminars on safeguarding the sea from pollution and held fundraisers to support the plan. In a state-funded project in which a Lion played a key role, three 250-meter barriers, made from rock, were submerged in the sea near Realmonte to protect the coast from erosion. Giuseppe Vella, an architect and past president of the Agrigento Lions, helped lead the effort to preserve especially the area's famous white coast. "To be a Lion surely helps him to be strong and conscientious about the environment. He brought his 'Lions values' to his work," says Natalia, his wife.

# Earth Days

## Clubs Recycle, Reuse and Reduce in Myriad Ways



### A Case of Novel Thinking

Lions are renowned for recycling eyeglasses. But has anyone ever thought to recycle eyeglass cases? Jo Hallum did. For several years his club, the Stayton Lions in Oregon, has made personal hygiene kits out of old eyeglass cases. Leos at Woodburn High School and students from Regis Catholic High School meticulously fill the cases with toothbrushes, toothpaste, hand sanitizers, Band-Aids and other necessities. Lions have distributed 5,000 cases to the homeless in Portland, Salem and other towns. Hallum learned the hard way to make sure the cases go to the hardcore homeless—people living on the streets and under bridges. The needy who had been receiving the cases at drop-in centers and soup kitchens sometimes discarded items they apparently could obtain elsewhere. A side benefit of the project is the lesson in volunteerism received by the Leos, most of whom are first-generation Hispanic-Americans. “They’re learning the local culture. It’s a great experience for them,” says Hallum.

### Trash into Treasure

Drive up Route 4 into the western mountains of Maine in August and on a hill in Strong, population 1,259, you’ll find a neat white ranch home with a yard full of second-hand goods and bargain hunters milling about. Mary and Steve White and other members of the Phillips Strong Lions Club collect leftover treasures and convert them into cash. The Whites’ lawn sales began a decade ago before they were Lions and the Whites asked around for donated items to sell to help friends whose son was seriously ill. Each year proceeds are for a specific good cause: a headstone for a young person who died, an animal shelter, a volunteer fire department, a park, an autism camp. Except for furniture and a few other items, most of the goods have no price tag. That adds to the sense that the whole enterprise is not a commercial transaction but about helping others. The Whites certainly don’t worry about the money: they’ve bought two large tents and constructed storage buildings for the annual project. Maybe the best part of the yard sale is that the recycling does not end when the sale does: what’s left is given to other groups for resale or reuse.



### Tsk, Tsk: Disc upon Disc

Like an alien invasion, an estimated 4.3 million plastic discs, twice the diameter of a quarter, washed up last spring all along the Merrimack River and then on the beaches of New Hampshire and Massachusetts. The culprit: a wastewater treatment plant in Hooksett, New Hampshire. The solution: Lions, who were among the many volunteers who picked up the unexpected beach litter. The white plastic discs with a screen mesh are used to encourage the growth of bacteria that helps process waste materials. Officials at the plant, located along the Merrimack River, said heavy rains let loose the disks and 300,000 gallons of raw sewage. The discs were not considered hazardous.



## Lions Serve Up Lionfish



The unfortunately named lionfish, with no known predators, has ravaged whole reefs of native fish in parts of the Bahamas and Caribbean. Hopkins Lions in Minnesota held an “Eat for the Ecosystem,” serving \$5 lionfish kebabs that included tomatoes, peppers and seasoning. An environmental lesson also was served: the club played a DVD for patrons that detailed how the invasive species, now ravaging South Florida waters as never before, threatens the environment, the livelihoods of indigenous fishermen and even the tourist industry. Patrons contributed to a good cause and enjoyed “a very tasty” fish that is “a cross between a snapper and crab,” says Lion Chuck Ryan, a co-owner of a fishing company that secures lionfish from spear-wielding fishermen from Mexico and Belize (spearing is the only way to catch the fish). The lionfish derives its name not for its ferocity but because of its mane-like appearance.

## Animal Havens

From the spacious windows of her Virginia home Sally Kenavan and her mother, Millie Baden, watch in delight the wild animals that descend on their backyard. Turkey buzzards, Canadian geese, ground-hogs, squirrels, mallards, herons, crows, blackbirds, cardinals and thrush come and go. The home is one of six belonging to members of the Aquia Evening Lions Club that have been recognized as Certified Wildlife Habitat sites by the National Wildlife Federation. To qualify, the properties must provide wildlife with food, water, cover and places to raise young. Thirty-five miles from Washington, D.C., Kenavan’s home sits on a creek off the Potomac River. “Wild geese walk past the side of the house to the front yard to the bird feeder. They waddle around. It’s entertaining,” she says. Certified habitats also must protect the environment, which Kenavan has taken to heart. “When I first got the home the yard was a mess. I got a fertilizer service. A neighbor said, ‘You can’t do that. It will get in the creek.’ So I stopped the service,” she says. The animals are not a nuisance: “I have an abundance of plants. The fact they nibble on some leaves is no big deal.”



## Operator Assistance

A women’s shelter and a homeless shelter in Yankton County in South Dakota supply patrons with recycled cell phones. Officials program the phones so they can dial only 911. But first the phones have to be sorted and checked for problems after they are left for donation at a Yankton County building. Members of the Yankton Lions Club perform that chore. It’s busy work, a task the county is glad to “outsource” to Lions. The shelter officials are “so appreciative that the ones we checked can be used right away,” says Carol Becker, past club president.







## A Green Dream Home

For nearly 60 years Edmonton Host Lions in Alberta, Canada, have sold a “Lions Club Dream Home.” Two years ago they once again commissioned a builder to construct a home for the fundraising lottery, but for the first time it was a green home. Valued at \$850,000 (Canadian dollars), the fully furnished, 2,000-square-foot bungalow featured triple-glazed windows, an energy efficient heating system and appliances, above-standard insulation, non-carbon-based siding and floors made with wood not in short supply. “We wanted to make a statement. We looked at what we put into the home and made it as reusable as we could,” says Terry Kozma, chair of the home committee. The icing on the cake was that the lottery winner “was thrilled. They wanted a green house,” says Kozma.

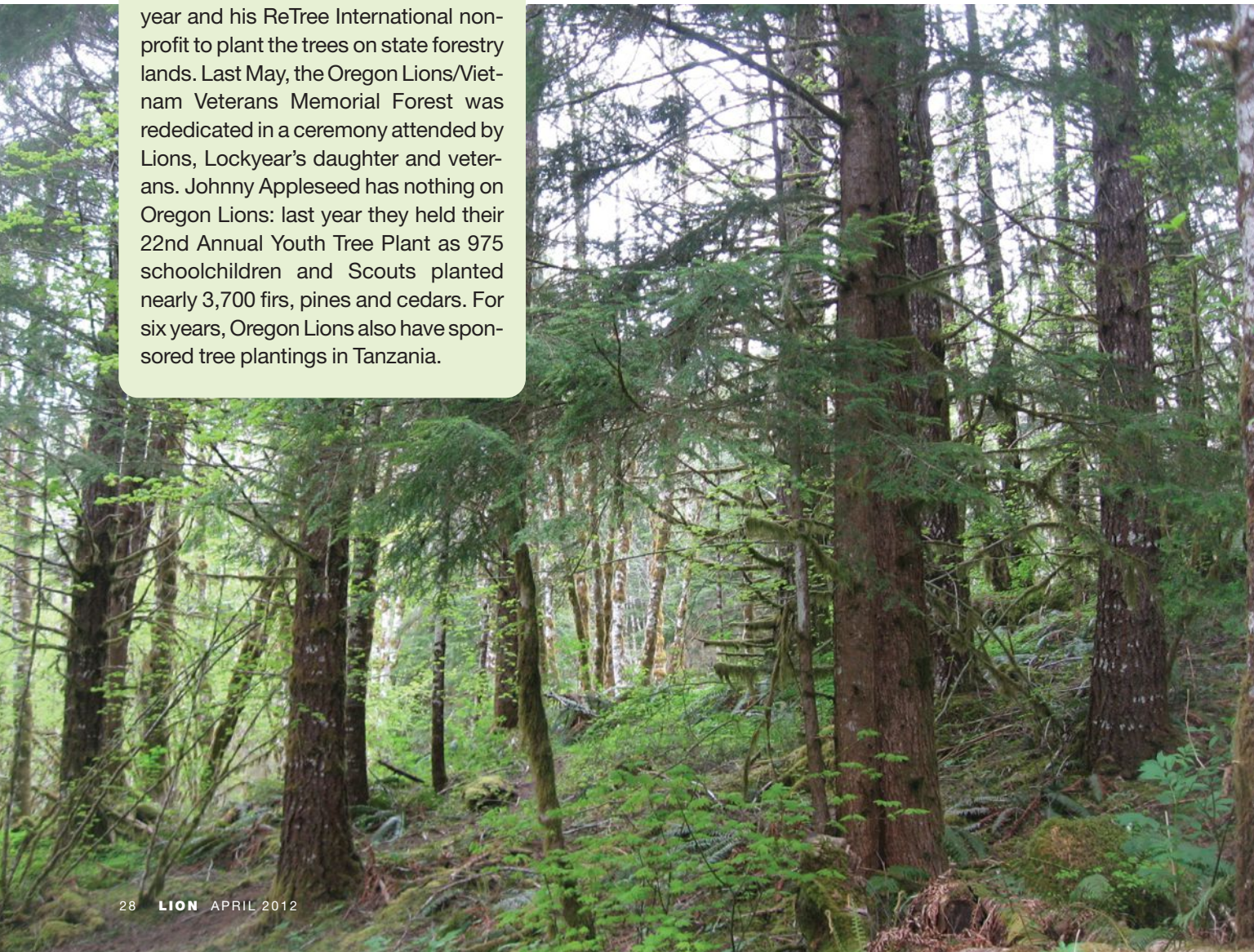
## Tree-mendous Focus

Lions in densely wooded Oregon found a way to honor fallen soldiers and to beautify the earth: they planted 61,000 trees to memorialize U.S. soldiers who died in the Vietnam War. In the early 1990s Lions worked with Frank Lockyear and his ReTree International non-profit to plant the trees on state forestry lands. Last May, the Oregon Lions/Vietnam Veterans Memorial Forest was rededicated in a ceremony attended by Lions, Lockyear’s daughter and veterans. Johnny Appleseed has nothing on Oregon Lions: last year they held their 22nd Annual Youth Tree Plant as 975 schoolchildren and Scouts planted nearly 3,700 firs, pines and cedars. For six years, Oregon Lions also have sponsored tree plantings in Tanzania.



Twenty years later, the Veterans Memorial Forest thrives.

Photo by Lee O. Webb





# Leos Unlike Any Others

## Young Men in Corrections Facility Form Club

by David McKay Wilson

A secure corrections facility for young men locked up for crimes that range from murder and rape to aggravated assault and petty larceny might seem an odd location for a Leo club bake sale.

But on a balmy afternoon a week before Thanksgiving, members of the Jamesburg Leo Club baked 500 cookies, decorated them in three distinctive designs and wrapped them up nicely for those wanting holiday sweets.

The New Jersey Training School has a campus setting with cottages and a school. Yet there are guards, high fences around the perimeter and a locked gate.

The Leos—all residents of the school—owe a debt to society. Yet they are still young, still full of promise, still perfectly willing to engage in something fanciful like baking gourmet holiday cookies. They made chocolate-chip cookies with Reese's Peanut Butter cups resembling Pilgrims' hats, chocolate-chip cookies with candy corn that look like turkeys and sugar cookies with "Give Thanks" written in frosting.

The goal was not to just raise funds for charity (the sugar cookies were \$2 each) but to touch a soft spot in their hearts.



A training school resident works in the print shop, using the embroidery machine donated by the Cranbury Lions Club.

"It feels good to help," says James, a 20-year-old Leo with close-cropped brown hair, who is taking community college courses to become a personal trainer. "We're waiting to see how it all goes. We may try to do a Christmas sale next."

The nearby Cranbury Lions Club chartered the Jamesburg Leo Club last May.

"These kids are in trouble and we wanted to do what we could to help," says Fay Kobland, an adviser to the Jamesburg Leo Club and the Leo Committee Chair for District 16 D, which has eight Leo clubs and 45 Lions clubs. "We hoped the Leos could learn that giving back was important and that they had things that they could give."

Three Cranbury Lions—Christine Thompson, Elaine Homoky and Frank Vesce—diligently baked the cookies alongside the Leos in the facility's kitchen. The Lions say they felt safe—the Leos were respectful and staff was present—but the work was tiring.

"It was grueling. We didn't stop for four hours," says Thompson. "It was so positive, working with these boys who were doing a good thing for everybody else. And it's good for them to interact with 'Joe Public,' who just gives a damn."

The Leos donated the proceeds, expected to reach about \$600, to the Muscular Dystrophy Association. Club members learned of the charity from a school employee, whose grandchildren are fighting the disorder that attacks the body's musculoskeletal system.

Florinda Canale, the school employee whose grandchildren have muscular dystrophy, said she was

stunned that the young men would think of her grandchildren. They'd seen pictures of the kids on her desk.

"You pray that God will open doors for you," says Canale, a secretary in the school's business office. "It's amazing how God opened up a door for these boys here."

The Leos' bake sale marked its first fundraising effort. The Cranbury Lions Club is located in a township six miles west of the school. The charter ceremony drew Lions statewide.

The Cranbury Lions Club dates from 1932. The club sticks to what works. It recently held its 64th annual pancake breakfast. The club's involvement with the school extends back to 1933, when it was still called the Jamesburg School for Boys. In recent years, the club donated the computerized embroidery machine in the school's print shop, which publishes the annual directory for the Lions of District 16 B.

The chartering of the Leo club deepened the involvement of the Cranbury Lions with the facility. This spring Leos will provide saplings, as part of the Lions Green Team Tree Planting Project, on the sprawling campus through the school's horticultural training program. Leos are designing a T-shirt for the Cranbury Lions' 80th anniversary celebration. And Lions attended the annual graduation ceremony on the lawn in late spring. "It was a memorable experience for me," says Kobland. "It was very uplifting."

School Superintendent Lionel Henderson, who arrived in Jamesburg this fall after many years running another state facility, says the involvement of the Lions provides a community connection that can pay

real dividends. Giving back through the Leo club reconnects them with the community at large.

"It puts a stamp of humanity on these kids," says Henderson. "It brings a great deal of therapeutic value. They know that they have helped somebody. That's a very holistic and deeply spiritual act. If these kids learn they can help someone else, you have made a difference in their lives."

New Jersey Lions statewide assist the school. Equipped by Lions, the school's optical lab produces eyeglasses for residents there as well as employees and inmates throughout New Jersey's corrections system. The lab has churned out nearly 3,000 pairs of glasses over the past several years. The residents learn how to grind lenses and fill specialty orders including bi-focals. These glasses are made under state contract, so quality control is high.

"It's the real deal," says Henderson. "They make the lens, fit the frames. And it's not just about the glasses. It's about these boys getting trained in an industry that's buoyed up by health insurance programs. There are jobs out there for these boys who get trained."

Becoming a Leo brings the Jamesburg residents into the Lions Club circle, that network of civic-minded citizens across the region and country. One of the residents, due for release soon, says he has a contact with a local Lion in the town to which he will return.

Establishing the Leo club at the Jamesburg facility took some effort. The teenagers can't leave the grounds, so all activity must take place within the school's confines.





Cranbury Lions Christine Thompson (left) and Fay Kobland stand by the Wilson School, built in 1912, where the young men take classes.

Lions who volunteer with the group need pre-approval to enter the facility. The transient nature of the school's population, meanwhile, can create issues with continuity.

Nevertheless, the first year of the Jamesburg Leo Club has gone smoothly and holds great promise for development. About 20 of the facility's 280 residents are members. At first, membership was limited to residents assigned to the honors cottages—a privilege they earned through good behavior and performance on the jobs they do around the campus.

But the club's popularity, and its positive influence on those participating, has led the facility's leadership to offer membership to a broader spectrum of Jamesburg residents.

"Now we'd like to open it up," says Mark Myers, the school's education supervisor and adviser to the club.

The Leos' first project was sending greeting cards to residents at The Gardens at Monroe Nursing Home, five miles away in Monroe Township. It was a way for the young men to reach out to the broader world, which had been closed off to them since they entered the gates.

"Everybody filled out two or three cards," recalls Ryan, 19, who plans to return to his home community in January, after spending more than two years in Jamesburg. "We got to design the cards ourselves. I did mine for a lady in lots of different colors. I wrote, 'Have a Wonderful Day!'"

Deciding on their next project took more brainstorming. At first, they considered a car wash—a surefire

fundraiser for other Leo clubs across the country. But such a fundraiser was deemed too difficult to pull off at Jamesburg.

"It was going to be too hard to get the cars inside the fence to wash them," recalls James, a Leo.

Then they decided upon the bake sale. The facility's social worker, Astrid Stevenson, dreamed up the cookie designs. Issues still remained. Leos had to decide where their profits would be sent. They also had to decide who would be involved in baking the cookies. They all wanted to do it.

After baking, the Leos had to sell the cookies. They put up flyers across the sprawling campus. They also paid sales calls to offices around the school, selling to secretaries, grounds staff, teachers and administrators.

"Once we had it all together, we really got the snowball rolling," James says. "And once it got rolling, it didn't stop."

Leo member Damien, who works in the school's masonry shop, says the staff there placed orders.

"They were all supportive," he says.

Superintendent Henderson bought a half-dozen. Members of the Cranbury Lions stepped up and did their part, ordering some cookies for their Thanksgiving celebration.

"I bought six sugar cookies," says Kobland. "Establishing this club has been great for the boys and very eye-opening for Lions members. I'm hoping our collaboration continues to grow."



Charles Mills of the Austin Noon Lions Club in Minnesota caulks a window at the home of Norene Sundal.

Photo courtesy of Matt Peterson/*The Austin Daily Herald*



A hand is shown applying white paint to a window frame using a paintbrush. The brush has a blue handle and a white head. The window frame is white, and the background shows a view of green trees outside. The title "Small Acts of Kindness" is overlaid in a large, brown, serif font.

# Small Acts of Kindness

by Marsha Mercer

Lions' service often is big and dramatic. We save lives through the measles initiative, save sight through screenings and save youth through Lions Quest. But more often our service is smaller and quieter, almost unnoticed. Yet the impact is no less meaningful. Lions save a house and the precious memories of an elderly mother. Or Lions read books and open minds, plant flowers and open hearts, and hold a multicultural festival, building bridges between people otherwise separate and often wary. Here are a half-dozen wondrous ways clubs stepped into a gap and filled a hole that made lives richer and more complete.

## Stay-At-Home Mom

Friends in Austin, Minnesota, helped Orin Sundal build the six-bedroom, tri-level home that he, his wife, Norene, and their four kids moved into in 1971.

Forty years later, new friends—Lions clubs members—are helping Norene Sundal, 88 and a widow, stay in the home she loves. Three clubs in Austin, a town of 24,718 in south-central Minnesota, joined together to spruce up the house with a fresh coat of cream-colored paint.

"It looks real nice now that the Lions painted it for me," says Sundal, a self-described perfectionist. "They even did the trim around the windows."

In 1969, Norene played violin in the community symphony orchestra she helped start, Orin worked in agricultural construction and the kids were in high school. They had outgrown their old house when they found a vacant lot on 19th Street. With house plans ordered from a magazine, Orin and his friends set to work.

A lot happens in 40 years. The kids grew up, moved out and started their own families. Orin Sundal died in 1997, and daughter Karen moved home to help her mom. Norene Sun-

dal has eight grandchildren and six great-grandchildren.

Through it all, one constant remained. "It's home," Mrs. Sundal says. "I'm going to live to be a hundred and stay right here."

The Austin Noon Lions Club asked the local senior center to choose someone who needed help to keep living independently. "People in a small town like this have more of a focus on the community," says Charles Mills, president.

A paint store donated nine gallons of paint, a donut shop provided breakfast and a deli chipped in sandwiches for lunch, says Jim Dunlop, zone chairman. Austin's Morning and Evening Lions clubs joined the Noon Lions, and in just over a day, about 15 Lions caulked windows, repaired downspouts, scraped rust and painted.

"We're getting more and more people wanting to do things locally," Dunlop says.

Norene Sundal, who still works in her son's print shop five days a week, sent the Lions a thank-you card she designed herself on the computer. It began:

"Dear friendly Lions members! It's time to dance and sing and say thank you for your wonderful gift of time and labor!"



Frances Scott of the Forest Lions Club reads to a kindergarten student at New London Academy Elementary School.

## Book Buddies in Virginia

Lion Bill Henderson, who is 80 and a grandfather, climbs the stairs to the third floor of New London Academy in Forest and takes a seat in a big, double rocking chair.

A kindergartener crawls up, Henderson opens a picture book about an octopus, and Book Buddies begins.

"Most of us don't have children this young at home," Henderson, immediate past president, later says. "They're just learning their ABCs, and we point out small words like hat, cat, rat and bat. It's a lot of fun."

About 10 Forest Lions Club members volunteer in this second year of the program in central Virginia. For about 40 minutes every week, a Lion reads to two pupils in kindergarten or first grade.

Principal Tammy Parlier says the Lions are a blessing during these tough economic times. They're the only organized group that volunteers at the public school, which has 378 students and no male teachers.

A first-grade class ideally would have about 20 pupils, she says, but one first-grade class at New London ballooned last fall to 28.

"When they're one in 28, they have to wait their turn," she says. "We just don't have the time to do one-on-one."

George Mohrmann is president of Forest Lions. In his 21 years as an Army officer, Mohrmann saw young soldiers who were hampered by their lack of reading skills. Now he and his wife, Cindy, also a Lion, are helping children get off to a good reading start.

"My motivation is that in today's environment reading is essential," he says. "A student's ability to read is critical for their future."

Their young buddies' personal stories sometimes tug at Lions' heartstrings. Mohrmann recalls a boy he befriended last year who showed great promise.

"A student's ability to read is critical for their future."

"Then in April his family moved from their home for economic reasons, and he had the difficult task of telling his classmates he wouldn't be there for the rest of the year," Mohrmann says. "The teachers were incredible. They tried to help the family stay, but it was too late. They moved away."

Book Buddies are so popular that all the kids want to spend time with them, reading specialist Mandy Simpson says, adding, "It's something special."



## Small Acts of Kindness

### Flower Power for Seniors

Jane Braxton took care of her husband and seven children, her house and her job as a custodian for the District of Columbia government. Gardening was not on her to-do list.

At 87, though, widowed, retired and living in a nursing home in the Washington suburbs, she discovered a new passion.

“I’m a flower lover. It doesn’t matter what kind,” she says.

A resident of the Charles County Nursing and Rehabilitation Center, Braxton is a beneficiary of the En-

abling Gardens project of the La Plata Lions Club.

Last spring, Lions built two raised garden beds—one for flowers and one for vegetables—in the center’s courtyard. Each white cedar box is 12-foot by 4-foot, lined with rubber pool material and filled with rich topsoil. Most important, each box stands 3 feet high.

“They can’t get down on their knees anymore,” says Lion Ed McKenzie, the driving force behind the gardens. “This is dirt they can get to.”

McKenzie, 73, was visiting a friend in New Harmony, Indiana, when he saw an Enabling Garden at a nursing home. He was touched by the happy faces of the residents who lined up after lunch, eager to put their hands in the dirt.

“I watched the enthusiasm of the patients there, and I thought it would be a wonderful thing for us to try,” he says. “It really struck my heart, and I wanted people in my own community to experience the same thing.”

The topsoil was donated by Marie’s Diner, where the La Plata Lions meet. The Lions provided the plants, and residents and staff dug, planted, watered and harvested. They enjoyed the colorful flowers and gave away the bounty of vegetables, as only food purchased from vendors can be served.

Cynthia E. Parker, vice president of marketing at the center, says nursing homes today strive to create a home-like atmosphere, and gardening helps.

“It’s about the experience of growing,” she says.

McKenzie, a volunteer fireman who helped Hurricane Katrina victims rebuild, says the gardens were his most rewarding volunteer project, and he wants to build more.

“People smiled ear to ear and just loved it,” he says. “They were so happy.”

Jane Braxton can’t wait to garden again. To see her through the winter, she put a new vase of red, yellow and white plastic flowers in her nursing home window.

Virginia Stone plants a flower in a flower box La Plata Lions built and donated to the Charles County Nursing and Rehabilitation Center. Edith Washington, activities assistant, looks on.

*Photo courtesy of the Maryland Independent*



## Small Acts of Kindness

Lion Kristi Amaral mentors Kristi Lopez, a student at Shackelford Elementary School.



### Mentors in Modesto

The fourth-grade boy in Modesto, California, was bright but withdrawn. In class, he'd put his jacket over his head and lay his head on his desk.

"He doesn't speak," the other kids said.

Rocio Flores-Solorio, instructional coach at Shackelford Elementary, paired the boy with a team of mentors from the Modesto 500 Lions Club. Twice a week at lunchtime, a Lion met one-on-one with the boy for about 30 minutes to read, look at maps or math problems, or just talk.

Modesto Lions are in their fourth year of volunteering with the Stanislaus County Employee Mentors Program.

The club has adopted Shackelford, one of the district's lowest achieving schools. Its 600 students are mostly Hispanic English learners who qualify for free or reduced-price lunch.

"The attention gives the students self-esteem. It encourages them to do their studies," says Lion and mentor Carol Shipley, a county assistant district attorney.

Shipley knows well what can happen to a youngster who gets off on the wrong track in school. Modesto leads the nation in car theft,

has gangs and is called the Meth Capital of the World.

"I do think [mentoring] helps," she says. "Any time you can give a kid an option in life, he'll usually choose the right one. If he doesn't know the option is out there, he'll go with his peers."

Lions provided Shackelford with \$700 in school clothes—white shirts and blue pants—and school supplies last fall. They give nearly 80 third-graders brand-new, hardback dictionaries every year and adopt families during the holidays.

"These are very busy people, and they make a sacrifice in coming," says principal Cecilia Franco-Ball. "At the end of the year, we have a celebration tea and always give them the data on how their students' scores have improved. They really do make a difference."

Keith Boggs, deputy executive officer for Stanislaus County, started the mentoring program in 1998.

"The number one statistic of improvement that we have seen over the years is attendance," he says. "Kids who are truant and struggling with structure start coming to school. That's half the battle."

And the fourth grader? He gradually came out of his shell.

"He's smiling. He's having friends," Flores-Solorio reports. "He's not a social bumblebee, but he is playing on the playground."

"Any time you can give a kid an option in life, he'll usually choose the right one."



## Seashells on the Seashore Once More

Post-polio syndrome kept Joan Richardson of Baton Rouge, Louisiana, off beaches for upwards of 15 years—until last winter.

“I love the beach and the water,” says Richardson, 66, but the sand had been too much for her crutches.

Richardson’s day at the beach came last March while she was visiting an old friend, Lion Eleanor Callon, in Ormond Beach, Florida. Richardson got to the ocean’s edge and even stuck her toes in the surf and sand, thanks to an all-terrain wheelchair donated by the Ormond Beach Lions Club to the Volusia County Beach Patrol.

“I enjoyed myself,” says Richardson, who collected seashells for the first time in years on that mild, sunny afternoon. “It was a beautiful day.”

Marget Toth was president of Ormond Beach Lions in 2010 when she learned about “surf chairs” during a local run in support of those with disabilities. A lifeguard told Toth about the need for the all-terrain wheelchairs and the local man who manufactured them.

Ormond Beach Lions usually focus on vision and hearing projects, but Toth embraced the “surf chair” as a club project.

“It was a good thing to do for our community,” she says, noting that disabled “snow birds” appreciate being able to get on the beach.

The wheelchair is made of PVC pipe with 23-inch rubber tires that are 6-inches wide so they move easily on the sand. The club paid \$1,200 for the chair, which has gold seat cushions and the Lions’ emblem on the seat back and umbrella.

Donated in September 2010, the chair is housed at Cardinal Lifeguard Station in Ormond Beach, where those with disabilities can check it out free, year-round, first-come, first-served, says Capt. Tamra Marris of the Volusia County Beach Patrol.

Sixty-three people checked out the Lions chair from Dec. 1, 2010, to Dec. 1, 2011, says Marris, who loves seeing disabled children using it.

“It’s really nice that the Lions donated the chair,” she says. “Handicapped children who can’t normally get down through the sand to the water get really excited.”

Kids aren’t the only ones who get excited. Joan Richardson says she hopes to go back to the beach when she visits Ormond Beach again.

Joan Richardson sits along the edge of the Atlantic Ocean in Ormond Beach, Florida, accompanied by Lion Eleanor Callon, a friend.



## Small Acts of Kindness

### Hello Friend, Goodbye Hate

Someone they knew wanted to check out the Pelham Lions Club Multicultural Festival, so John and Alejandra Ocampo went along.

The Ocampos, naturalized American citizens originally from Colombia, sometimes feel like outsiders in Birmingham, Alabama. Their son has been bullied, and a stranger at a department store once demanded that Alejandra stop speaking Spanish on her cell phone. The couple felt harassed by police in a neighboring town.

But Ocampo, a retired U.S. Army captain who works as a family counselor, and his wife, a social worker, were happily surprised that Sunday afternoon two years ago. People from various countries wore traditional dress, played folk instruments, danced, talked about their

home countries and shared favorite foods.

The Ocampos met Pelham Lions President Dianna Murphree and her husband, Melvin, Alabama natives eager to talk about Lions and the festival, which was Dianna's idea.

While Melvin was district governor in 2008, Dianna, Ms. Senior Alabama 2006 and no stranger to pageants, read a mailing that encouraged clubs to sponsor an international fair.

"We used to have an international festival in Birmingham that spotlighted a different country every year," she says. "It was so nice, because when you get to know people from different cultures, you get a wonderful understanding."

To jumpstart the festival in 2009, Dianna Murphree reached out to her church's ministries for Chinese, Japanese, Korean and Spanish congregations. The festival has grown each year, and the Murphrees are looking for a larger venue for 2012.

The festival did more than warm the Ocampos one afternoon. In November 2010, the Birmingham Hispanic Lions Club, the first Hispanic Lions club in Alabama, was chartered, with John Ocampo, president, and Alejandra Ocampo, first vice president.

Among the 15 countries represented at last year's festival were Guatemala, Colombia, Mexico and Cuba, with tables manned by Hispanic Lions. Wearing native dress, the Ocampos talked about Colombian culture, and the couple passed out coffee and rice pudding.

Alabama's new immigration law has cost the Hispanic club members, says John Ocampo. Half have either resigned or moved out of state.

The festival this spring may help with recruitment.

Says Melvin Murphree: "You can't hate someone when you're learning about their culture. The festival is a great thing for relations in our community."

Four children draw with markers on a collaborative quilt square at the Pelham Lions Club Multicultural Festival in Alabama.





# 2012 USA/Canada Lions Leadership Forum:

## Leadership in a World of Service

by Pamela Mohr

Visiting Florida is a lot like going hunting for treasure. The difference is that in Florida, you'll never come up empty-handed. In fact, Lions attending the USA/Canada Lions Leadership Forum from Sept. 13 to 15 in Tampa will hit the jackpot—taking home a wealth of knowledge, leadership skills and experience.

Tampa Bay, discovered by Spanish explorers early in the 16th century, was once home to some of history's most legendary buccaneers—including Captain Kidd, Jean Lafitte and the notorious José Gaspar. Cutthroat pirates weren't the only hazard encountered by sailors on the high seas. The remains of sunken ships litter the Atlantic's coastal waters, a testament to centuries of fierce hurricanes blowing through. Treasure hunters still mine the sea and sand for lost fortunes in gold, silver and gems.

### Forum Facts

Much of Florida's magic lies beyond the fabled sunny shores of Miami. See Tampa Bay's gorgeous deep blue waters and feel those balmy breezes while you mingle with as many as 3,000 Lions from all over the United States and Canada at the 36th annual forum. Visit [www.usacanadalionsforum.org](http://www.usacanadalionsforum.org) for discounted early registration, and learn about pre- and post-travel opportunities, accommodations and events. You can also follow the forum on YouTube and Facebook.

The Marriott Waterside Hotel & Marina, adjacent to the Tampa Convention Center, is the designated head-

Mascot Leon invites all Lions to attend the 2012 forum.



quarters hotel. Located along the scenic Channel Riverwalk in the trendy Channelside District, the hotel features more than 700 newly renovated rooms and suites, a spa and a rooftop pool. Several other hotels are located within easy walking distance of the convention center and there are also two RV parks approximately 12 miles away.

The Tampa Bay skyline is impressive.



The 600,000-square-foot, modern bayside convention center is where attendees will focus on “Leadership in a World of Service.” This theme is central to the many seminars, speakers and activities designed to heighten and sharpen the service experience for all Lions.

Organizers have created new, unique seminars and opportunities to mingle and learn this year. “Lions will be entertained, inspired and educated,” vows Forum Chair Polly Voon, of Burnaby, British Columbia, Canada. “This is a great opportunity for self-improvement and enhancement of knowledge and leadership skills for greater service within Lions and beyond.” Redesigned opening and closing ceremonies are just part of the exciting new differences rolled out for 2012.

Seminar Chair and Past International Director Dr. Beverly Roberts shares some other changes debuting at this year’s forum: “For the first time, attendees will have an opportunity to view a live webinar and how it works and even participate in some of them. In addition, there will be a live Internet-connected seminar on social media sites.”

Participants will be able to choose several of the 65 seminars to attend, and enjoy lunch with 2012-13 International President Wayne Madden to learn about his presidential program. Four past international presidents will also share their experiences, and Lions will observe ways in which to conduct more meaningful and dynamic new member inductions and officer installations.

The forum is the ideal setting to provide an open exchange of ideas, learn more about Lions Clubs International’s programs and goals and be motivated in a beautiful waterside setting. Most of the seminars are designed to be interactive, during which questions or comments will be addressed in a “round table” format.

Three motivational speakers, including James Malinchak, who appeared on a 2011 episode of ABC’s “Undercover Millionaire” television show; Steve Fulmer, called a “human strategist;” and Mary Feeley, a motivational humorist; are on the program for the meal events as well as breakout seminars.





## Lions Leadership Forum

### Fun in the Sun

This is a family-friendly, value-packed venue where spouses are free to attend seminars with Lions. In fact, there's even a seminar on the family membership program. Tampa, ranked three years ago as America's fifth-best outdoor city, is a perfect springboard to other attractions and sights.

The Florida Aquarium ([www.flaquarium.org](http://www.flaquarium.org)) is located in the Tampa Channel District where the Port of Tampa, the state's largest seaport, is based. With over 20,000 species of aquatic plants and animals, visitors can spend the day viewing inhabitants of the 250,000-square-foot aquarium, or paying a visit to the SS American Victory, adjacent to the aquarium. The former World War II ship is now a museum.

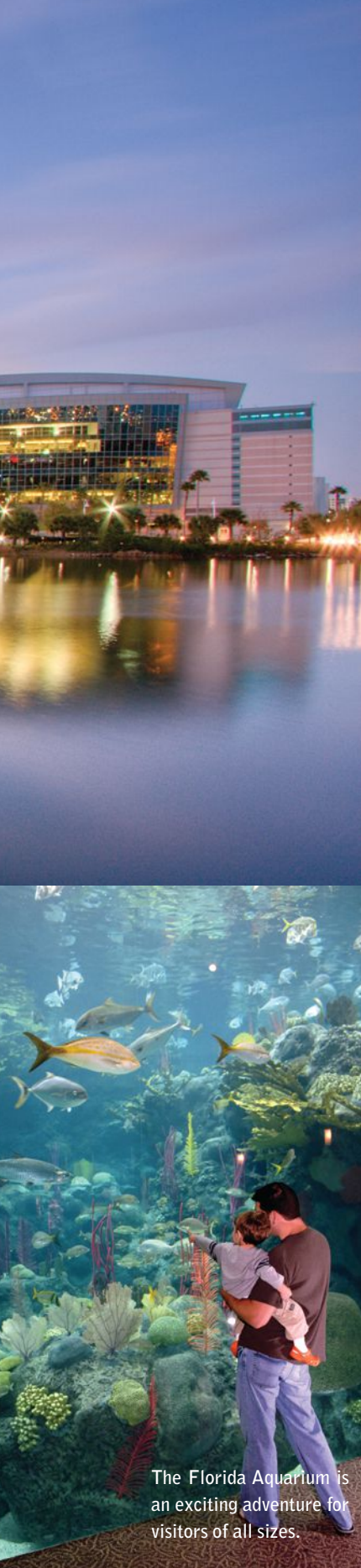
With more than 900,000 people annually embarking on cruises from ships leaving the Port of Tampa, transportation is key to navigating the downtown area. An electric streetcar system moves people easily between downtown, channelside and the historic Ybor City area, a 2.7-mile stretch. Tickets are sold at the Tampa Bay Convention Center, the Marriott Waterside Hotel's concierge desk and other outlets around the city.

If you want to embrace your inner pirate, visit Gaspar's Grotto on bustling 7th Avenue, easily navigated from the convention center's central location. Be adventurous with your food choices wherever you go. Try some spicy paella at one of the area's many Cuban and Spanish restaurants, or if you prefer, dine at one of the numerous bistros that dot the waterside.

Fresh seafood is obviously a good choice with abundant daily catches and "raw bars" serving just-caught oysters, clams or mussels. You can start your day out with a hearty American-style breakfast (with a side of Canadian bacon, of course) or have a cup of café con leche and a bite of Cuban bread. Restaurants range in price from budget to budget-busting, so you're sure to find whatever you want—from American cuisine to Vietnamese—in the Tampa Bay area.

If it's shopping you want, there are several big retail and outlet malls, quaint shops and boutiques. And in Ybor City, you'll find plenty of cigar shops. The cigar industry was a booming business there in the 1890s and it's still the place to find a fine hand-rolled stogie. Check out the King Corona Cigar Factory on East 7th Avenue—part cigar shop, social club, bar, coffee shop and, yes, barbershop—an eclectic atmosphere, for sure, but one that's enormously popular with both locals and tourists.

Florida boasts that it has more theme parks and attractions than any other state. It's probably true. Besides Disney World, Sea World, Universal Studios, the Kennedy Space Center and Busch Gardens (handily located in Tampa), it's tough to choose where to go first. The Gulf of Mexico is only 45 minutes away, but if the only attraction you want to see is the 18th hole, Florida is a golfer's paradise. With courses designed by golf greats Arnold Palmer and Chi Chi Rodriguez, plus more than 50 in the Tampa Bay region alone, all you need to bring are your clubs and your best game. Tampa is a great place to begin your Florida treasure hunt after spending three exhilarating and action-packed days at the 2012 USA/Canada Lions Leadership Forum. Maybe you'll even see the ghost of pirate José Gaspar, who's rumored to occasionally haunt his favorite lair. Lions will have a gem of a good time—and it's [almost] certain that no one will be forced to walk the plank.



The Florida Aquarium is an exciting adventure for visitors of all sizes.



Max Herzel helps collect eyeglasses and aid the needy as a Lion, a deliberate attempt to counter the hatred he grew up with in Europe in the 1940s. This photo is part of an exhibit at the Birmingham Holocaust Education Center. "Darkness to Life: Alabama Holocaust Survivors Through Photography and Art" features the work of photographer Becky Seitel and painter Mitzi J. Levin.





# Doing Good After Evil

by Jay Copp

In lots of ways, Max Herzel, 9, was fortunate. His father, Oscar, was a diamond cutter. His mother, Nachama, was a seamstress. The family, including an older brother, huddled around the sewing machine often until midnight helping his mother fill her orders. The work was hard, but the family was together.

But this was 1940 in Europe, and Max was Jewish. When the Nazis invaded Belgium, his family crowded into a dirty boxcar and after seven long days arrived in France, where they were swept up by police and dispatched to a work camp. Max's mother had a breakdown and tried to kill herself. Older brother Harry joined the French Underground. The Nazis captured Oscar. At age 44, Max's beloved father died at Buchenwald, three months before the war ended. Max had gone into hiding. He somehow survived the war and the Nazis by posing as a Catholic orphan and living with a family on a remote farm in the Alps.

After the war, eventually settling in Birmingham, Alabama, Herzel desperately sought a normal life. He also wanted to refute the horrors he knew, to stand as a personal testament to the goodness of the world.

He joined the Lions.

"I saw evil and wanted to do good," he says modestly. "I wanted to prove something to myself by doing good. It was a reversal. I wanted to prove the world was not all about evil and has lots of good people."

A Lion since 1978, he has served as district governor. Today he is president of the Home-

wood Metro Lions Club. "I've met a lot of good people. I've made lifelong friends," he says.

One of his favorite memories as a Lion was visiting a recycling center and seeing the mounds of glasses, a stark contrast to the piles of glasses and shoes the Nazis plundered from their victims.

Herzel's wife, Cecille, also is a Lion. They have two children. After coming to the United States in 1948, Herzel served in the U.S. Air Force and then enjoyed a long career with the Veterans Administration.

In France as the war raged, he spent several years shuttled from orphanage to orphanage before finding safer haven with the Catholic farming family. "I left all my friends. It was a small town. I didn't know anybody. It was lonely," he says. But it was not unbearable. "I was well treated. I was never abused. I was part of the family," he says.

Two dozen or so times a year he speaks about his experiences at schools, churches and even Lions clubs. Reliving those days is hard. But he wants his story to show the resiliency of people. "I'm trying to work against hatred, bigotry, injustice. I'm trying to change the world in a small way.

"I tell the kids that it was only four-and-a-half years of my life. It was a painful part of my life. But you have to take everything in context. I'm blessed to be a senior citizen. It's been a blessing to be in the United States."

He knows his time is running out. He has a simple goal. "I came into an evil world," he says. "I would like to leave a good world."

# Family Health Forums Begun

by Allie Stryker

Lions are champions of vulnerable populations, providing them with many needed services. Lions span the globe in their service, from children living on the streets of Brazil to athletes at Special Olympics games in South Africa.

For the past 12 years, Lions and Special Olympics have been working together to ensure health and quality of life for Special Olympics athletes through the Opening Eyes partnership, which provides free vision screenings.

The need for vision screenings for these athletes is great. Research has shown that among Special Olympic athletes, 68 percent have not had an eye examination in three years, 37 percent are in need of eyeglasses and 18 percent wear clinically incorrect eyeglasses.

Recently, Aphiwe Qonya was one of the 250,000 athletes who can thank Lions and LCIF for a future with better vision. Aphiwe, a farsighted Special Olympics athlete and student in South Africa, was unable to read in class due to his vision impairment. His teachers were not even fully aware of his vision problem. Thanks to Opening Eyes, Aphiwe had his vision screened and tried on glasses for the first time. His classmates all clapped when he put on his new glasses, and he was finally able to read all the words and numbers in his school books rather than guessing at what was written. Aphiwe now has the opportunity to learn more in school.

Aphiwe was screened as part of a Family Health Forum, an expansion of the partnership between LCIF and Special Olympics. Over the last few months, the Family Health Forums have been piloted in Aphiwe's home

country of South Africa, as well as in Namibia, Nigeria and Tanzania.

Lions helped coordinate the forums, where over 250 families learned about Lions Clubs, Special Olympics and the Opening Eyes program. The forums were also a venue to help families and caregivers learn ways to overcome the challenges that athletes and their families face, while exploring ways to help facilitate better access to health care, education, social services and inclusion in their communities. This initiative helps Special Olympics carry out a global goal of building communities through the participation of families and caregivers.

Families also received information tailored to specific community needs. In South Africa, the forum educated families about malaria, safe drinking water and the importance of physical activity in the lives of children and adults with intellectual disabilities. Malaria education, as well as information on the importance of keeping a clean environment around schools and social centers, was shared in Tanzania.

The community-tailored information in the Family Health Forums came with a much-needed benefit—vision screenings for the athletes. Untreated vision problems can add to the challenges of the athletes, whose vision needs can often be overlooked. The Opening Eyes program, through the support of optic industry leaders, Essilor International and Safilo, SpA, makes it possible for athletes to receive free vision screenings and eyewear, if needed.

Opening Eyes events and screenings rely on thousands of volunteers, particularly Lions. LCIF has provided \$13 million in support of this partnership program, and more than 15,000 volunteer Lions along with more than 10,000 trained doctors have participated in vision screening events worldwide.

With the recent expansion of Lions' partnership with Special Olympics through Family Health Forums, athletes like Aphiwe and their families can now benefit in more ways, receiving vision screenings, eyewear and health education.

An Opening Eyes volunteer tests a boy's vision in South Africa.



**Lions Clubs International  
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# Lions Restore Sight in Sri Lanka

Cataract is the leading cause of blindness in Sri Lanka. Piyadasa Hewavithana, 63, is one of 16,500 Sri Lankans who have the Lions to thank for regained sight through cataract surgery. Once nearly blind, he now enjoys reading the newspaper and is able to work again. “My sincere thanks to the doctor and staff of the Lions Hospital at Panadura for providing free vision for poor people who would otherwise go blind,” he says. “I have got a new life. I pray that Lions will help many more poor people to get their sight back.”

About 18 million people worldwide are blind from cataract, representing 48 percent of all cases of blindness. In developing countries surgical services are often inadequate or inaccessible. Or there are long waiting periods for operations, shortages of supplies and transportation problems that impede access to the underserved.

Sri Lanka emerged from a 26-year-long civil war in 2009. Resources that would have otherwise been available for health care had been diverted to military spending. However, even during wartime, SightFirst prevented vision loss. Between 1993 and 2008, SightFirst provided nearly \$1.8 million. In addition to surgeries, eye care wings were constructed at three government hospitals, four government eye wings were upgraded and three Lions eye hospitals were supported through infrastructure development, human resource training and cataract subsidies.

Dr. S. Chandrashekar Shetty, SightFirst technical advisor for Sri Lanka, says, “Lions of Sri Lanka have joined hands with national and provincial governments of Sri Lanka, other national and international NGOs, voluntary organizations and civil society in providing need-based, comprehen-

sive, quality eye care services in the underserved population of Sri Lanka in the last two decades.”

As cataract remains the leading cause of blindness in Sri Lanka and many other developing nations, Lions continue to focus on cataract surgeries. One of the indicators used to determine the degree to which the cataract issue is being addressed is the cataract surgical rate, or the number of cataract surgeries being carried out by all eye care providers, per million population. The Sri Lankan average is 3,804, but this number fluctuates wildly among the 25 districts of Sri Lanka, with figures ranging from 571 to 8,889. These new figures will help guide Lions eye hospitals to reach the underserved.

Specifically, the Lions seek to expand their outreach beyond the greater

Colombo area in Sri Lanka and have started working with the ministry of health and VISION 2020, a global initiative to eliminate blindness, to play a proactive role in building the eye care systems in other parts of the country. They have explored partnering with government hospitals in Jaffna, Trincomalee and Batticaloa for upgrades to help address the areas’ cataract surgical backlogs. A new Lions eye hospital in Ratnapura, financed through a SightFirst grant and a generous donation by the Lions of Finland and their government, will address eye care needs in another underserved part of the country.

Through these efforts, the Lions can answer Hewavithana’s prayer to “help many more poor people to get their sight back.”

A nurse prepares a patient for a cataract surgery in Panadura, Sri Lanka.





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# Go Green and Save Green

## Help the Earth and the Club Piggy Bank

For decades, the Dupont Lions in Pennsylvania brightened their community every holiday season with a light display along the city's roadsides. The Lions loved providing this service, but the electricity bill could run up to a hefty \$2,500 each year. In 2010, they began discussing ways to cut costs and discovered that switching to energy-conserving LED lights could mean big savings.

The Lions' power bill is now just a few hundred dollars for a whole season of festive lights, and they're conserving about 75 percent in energy. The new LED lights look a little different, but Lion Mark Kowalczyk explains, "Ninety-five percent of the feedback we've received has been compliments. Even for those who didn't like them at first, when you explain about the cost savings, they understand and now they're happy."

Whether it's a big switch like the Dupont Lions made or a simple change like recycling, there are many ways Lions can—and already do—go green and save money. Nationally recognized environmental expert and author Diane MacEachern ([www.biggreenpurse.com](http://www.biggreenpurse.com)) recommends starting small: "Since we all use energy every day, it's the easiest place to start. Make it simple: change a light bulb to a compact fluorescent, turn down the heat a bit, carpool."

Opportunities can arise as club projects develop. When the Sasquatch Lions in British Columbia, Canada, embarked on remodeling their 60-year-old community hall, they seized the chance to make some smart updates—one was installing on-demand water heaters. "The cost was about double over a traditional water heater, but with 60 to 75 percent savings in annual water heating costs, we'll break even in about three years and be able to put money into our pockets—or more rightly the pockets of the charities we donate to!" says Lion Al Stobbart.

To make the biggest bang for your club's buck, look at the big picture. Any change will require some research, planning and possibly new ways of thinking. "Look at your whole budget and figure out where the biggest opportunities for savings are given the way you currently operate. Sometimes, savings in one area can offset increased expense in another," MacEachern stresses.

Even with the seemingly smallest changes Lions can make a big impact on the earth. "And don't forget the 'ripple' effect you'll have, as the example you set for your community begins to catch on. You could truly change the world!" says MacEachern.

—Jennifer Gilbert Gebhardt



### Money-Saving Green Tips:

- Save on paper costs by distributing club documents electronically. The United States uses about 27 pounds of paper per person annually.
- Keep your vehicle's tires properly inflated. Americans could save 2.8 billion gallons of gas a year if everyone had properly inflated tires.
- Use reusable coffee filters. You'll save about \$15 a year based on a daily pot of coffee.
- Use cloth towels and napkins. Many United States households spend more than \$260 annually on paper towels and napkins.
- Lower your clubhouse thermostat in the winter. For every degree lowered, you'll save between 1 and 3 percent of your heating bill. Do the reverse with air conditioning for the same result.

*Statistics from Earth911.com and thedailygreen.com.*

# Bluegrass Music in the Park



The Mississippi Sawyers have the audience clapping and dancing.

Photo by Mark S. Leathers

Lions in Rolla, Missouri, know how to pack a park with happy people. Offer free bluegrass music and some great food, and it's a sure thing that the community will turn out by the hundreds to enjoy themselves. For the fourth year, Lions' "Bluegrass in the Park" captivated music fans and helped raise money for club service.

"The weather was perfect, complete with a big ol' moon overhead," says Mark Leathers, one of the club's 139 members. "More than 300 hamburgers and 100 hot dogs were served up by the club. The featured hamburger was the 'doughnut burger.'"

He explains, "Yeah, that's right, a hamburger served between sliced glazed doughnuts, lightly toasted on the griddle. It was quite the rave among patrons."

Lion Ray Heniff, chair and organizer of the festival, believes that Rolla, located in south central Missouri, is fortuitously home to some of the area's most talented bands and performers. From his perch in the sound board control area, he saw the crowd's exuberant reaction. "People clapped and tapped along [during the five-hour stage show]. You could tell they were enjoying themselves." Next year Lions plan to mix it up a little by including rockabilly music to entice younger music lovers to attend.

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# Community Teamwork Sets Example



A toddler is tantalized by neon-colored game booth prizes at Elburn Days.

Members of the Elburn, Illinois, Lions Club never have to second-guess themselves about how they can top the previous year's biggest fundraiser. They found a winner a long time ago and they're sticking with it. Located approximately 45 miles west of downtown Chicago, the small town of Elburn, Illinois, has a rural feel and a population of less than 5,000. When Lions sponsor Elburn Days during a long weekend in late summer, the population temporarily swells to more than five times that number as people visit 25-acre Lions Park for the festivities.

"It's a collaborative effort utilizing all our members, their families and friends," says Lion Pam Hall. Lions may sponsor Elburn Days, but they know that it's as much of a town team effort as it has been a tradition for 82 years.

The 171-member club recruits other members of the community to keep things running smoothly. Everybody works together—local Boy Scouts help with grounds maintenance and cleanup and are rewarded with a donation, as are other organizations that provide volunteer labor. "Many volunteers put in hundreds of hours in the months and weeks before the annual festival," Hall says. Even though Lions have been sponsoring Elburn Days for so many decades, she emphasizes that they leave nothing to chance.

Each component of the event has a chairperson to organize volunteers who work on the details of only their particular project. Monthly meetings are held to share progress reports and ideas or concerns. "Once Elburn Days arrives, we all work in our separate areas with our volunteers to run each area as efficiently as possible. By utilizing everyone in the community instead of just members, we can spread the word about volunteerism," she explains.

A parade, craft show, library book sale, rummage sale, dance show, and even an "Elburn Idol" competition, are part of the fun. A 5K run, battle of the bands and live music, tractor pull and the usual carnival rides, games and food stalls, one run by Elburn Leos, are other attractions.

"We offer family fun at an affordable price," says Hall of the festival's phenomenal eight-decade-long success. "We have something for everyone with no cover charge. We're a small community with strong family ties." Hall says she's struck by how many people tell her that they attend the festival because "it's a great way to reconnect with folks you've lost touch with over the years." Connect they do—that's how families in Elburn help keep one tradition alive in changing times.

# River Race Brings on the Excitement



Canoes and kayaks jam together as they vie to be the first to reach the finish line in Orange.

The River Rat Race, an annual event sponsored by the Athol and Orange, Massachusetts, Lions Clubs in early April draws participants from all over New England.

The six-mile race begins in Athol and ends at Hachey's Landing in Orange. With a parade and carnival held in conjunction with the canoe race, it's a way for New Englanders to celebrate the arrival of spring. The only problem, says Athol Lion Keith Kent, is that sometimes Mother Nature doesn't take the gentle hint that it's time for the warmer weather to make an appearance. "There've been times when there are tiny chunks of ice on the river because it's still so cold."

Regardless of weather, the race has been on for nearly 50 years. Lions usually earn about \$5,000 from entry fees and by selling concessions during the festivities. Canoes and kayaks—around 300 annually—are paddled furiously by participants who are often dressed in the most outlandish outfits they can find as they tackle the fast-flowing river.

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# CLUB BRIEFINGS

ACTIVITIES AND ANNOUNCEMENTS

The **Freistatt Lions Club** in **Missouri** helped the Missouri Lions Eye Research Foundation purchase a new vision screening device. The new equipment was used in screening 38,000 children last year.

The **Kendal Lions Club** in **Ontario, Canada**, raised more than \$5,200 for breast cancer research through its Bra Line for the Cure campaign. The club collected approximately 1,200 bras, along with \$2 per bra, and created a nearly mile-long awareness display.

The **Pinchot Lions** in **Pennsylvania** baked 434 pies for their fall bake sale.

The **Suffolk County Lions Diabetes Education Foundation** in **New York** donated \$50,000 to Stony Brook University Hospital for ophthalmology equipment that enables doctors to give more accurate diagnoses to patients. In return the doctors provide free eye exams to needy individuals, referred by District 20 S Lions.

In **Delaware**, the **New Castle Hundred Lions Club** transformed an old mailbox into an eyeglass collection container and placed it at a pharmacy.

The **Stockton Lions Club** in **Kansas** donated a SureSight Vision Screener to the county health department.

The **Knowlton Lions Club** in **Quebec, Canada**, distributed more than 70 Christmas food baskets, toys for 85 children and 102 poinsettias for seniors.

The **Wilsonburg Lions Club** in **West Virginia** set up a hat and mitten holiday tree for children in need.

The **Harbor Mesa Lions Club** in **California** planted 20 trees in different community parks.

The **Sebastian Lions Club** in **Florida** held a 60-mile motorcycle poker run to benefit the Special Olympics.

The **Key Peninsula Lions Club** in **Washington** distributed 192 dictionaries to middle school students and 336 dictionaries to elementary school students.

To celebrate the town's Green Day, the **Hammonton Lions Club** in **New Jersey** unveiled a new sign and planted a tree in Hammonton Lions Leo Park.

Along with help from the **Middletown Lions Club** in **Kentucky**, students in the Lions Green Team at Klondike Elementary School planted two trees at the school. The students are also collecting eyeglasses and shoes for those in need.

The **Auburn 49er Lions Club** in **California** won first place with their motorless vehicle in the Funk Box Derby event. The win was based on creativity and humor.

The **Arkansas City Lions Club** in **Kansas** installed a stone sign honoring all veterans at the entrance of Veterans Memorial Lake.

The **New Maryland Lions Club** in **New Brunswick, Canada**, provided holiday food baskets for 150 families.

In **Florida**, the **Venice Lions Club** held its annual Halloween parade as it has done for more than 50 years.

The **Manitoba Lions Club** in **Canada** installed a Manitoba Lions Memorial in Warren Lions Park.

The **Jackson, Middletown, Neptune, Oceanport** and **West Windsor Lions Clubs** in District 16 B joined together to pot more than 800 seedling trees for the **New Jersey** State Forestry Nursery.

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# THANK YOU

THE LIONS CHANGED MY LIFE

## An Unforgettable Adventure

As she departed her home in Ontario, Canada, for Norway last summer, 22-year-old Kaitlin Clark was a jumble of excitement and nerves. As one of three disabled recipients of a Lions International Youth Camp and Exchange opportunity from District A-2 Lions in Ontario, Clark knew she was in for something big. Each year, 109 camps in 41 countries offer exceptional experiences for youth ages 16 to 22 from around the world that include hands-on cultural education, outdoor activities and fellowship with new friends.

When Immediate Past District Governor Joyce Harvey noticed a lack of disabled youth taking part in the program, she led efforts to reach out more to young people like Clark, who is deaf and has cerebral palsy. The result was a life-changing experience that Clark, an aspiring documentary filmmaker, will never forget, and one that her father, Dana Clark, appreciates just as much.

### Q & A: Kaitlin and Dana Clark

**Lion Magazine:** Dana, how did you feel about Kaitlin going to camp so far away?

**Dana Clark:** I was a bit nervous at first but after meeting the Lions who were organizing the trip I realized that Kaitlin was going to be well looked after. I encourage Kaitlin to be as independent as possible, so I didn't feel I should go with her. Because she's deaf my main concern was communication; that issue was solved by the Lions sending an interpreter along with Kaitlin.

**LM:** Kaitlin, what were your favorite things about the camp?

**Kaitlin Clark:** I loved horseback riding and dog sledding. One of my favorite memories was driving in the bus on a sightseeing trip and seeing a moose on the side of the road. Also, it was so interesting to learn how people with disabilities live in different parts of the world. But probably the best part of the trip was that at camp we all felt like we were just like everyone else and we weren't treated like we were disabled.

**LM:** Dana, how do you think this experience affected Kaitlin?

**DC:** This was an incredible, once-in-a-lifetime opportunity for Kaitlin. The chance to travel and meet people from all over the world who have similar day-to-day struggles was a very enlightening experience for her. I think the opportunity for any young person to broaden

their horizons by traveling can only be positive. For a young person with a disability, I believe the benefits can be even greater. The sense of independence and acceptance offered through the Lions Youth Camp unfortunately are not always found in their daily lives.

**LM:** Kaitlin, do you have the travel bug now?

**KC:** I love to travel. I would love to go to Norway again because it's a beautiful country and I made some wonderful friends, but I would welcome the chance to visit any other country.

**DC:** I operate a small charity that collects, refurbishes and distributes wheelchairs and other mobility devices primarily for Peru. On my next trip to Peru, Kaitlin will join me. She plans to film a short documentary about the lives of deaf people there.

Kaitlin Clark holds an adorable puppy at a sled dog training center while at the Lions International Youth Camp in Norway.



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

## ANNIVERSARIES APRIL 2012

**95 Years:** Houston Downtown, Texas; Port Arthur Founders, Texas

**90 Years:** Albemarle, N.C.; Bluefield, W.Va.; Casper, Wyo.; Clairton, Pa.; Columbia, S.C.; Cookeville, Tenn.; Gibson City, Ill.; Independence, Kan.; Perth Amboy, N.J.; Port Colborne, ON, CAN; Ranger, Texas; Sonora, Calif.; Wausau Stettin, Wis.

**85 Years:** Choteau, Mont.; Exeter, N.H.; Lexington, S.C.; Pampa, Texas; Sausalito, Calif.

**80 Years:** Canton, Ga.; Laurel, Md.; Jackson, Ohio; Marion, S.C.

**75 Years:** Austin, Nev.; Calhoun Falls, S.C.; Coalville, Utah; Kamas Valley, Utah; Mississauga Credit Valley, ON, CAN; Portland, Ind.; Southbridge, Mass.

**50 Years:** Alameda Breakfast, Calif.; Alburnett, Iowa; Bonita Springs, Fla.; Borrego Springs, Calif.; Dos Pinos, P.R.; Dublin Host, Calif.; Elkland, Mo.; Galt, Mo.; Glasgow, Mo.; Glenford, Ohio; International, Texas; Lima Westside, Ohio; Marion, Wis.; Phillips, Wis.; Standard, AB, CAN; Torrington, AB, CAN; Tucson Sunrise, Ariz.; Walnut Creek Diablo Valley, Calif.; Weatherford, Okla.; Wishek, N.D.

**25 Years:** Alexandria, Tenn.; Burnaby Loughheed, BC, CAN; Fairland Triton Community, Ind.; Follett, Texas; Franklin Noon, Wis.; Goodman Armstrong Creek, Wis.; Kokomo & Area, Ind.; Manvel, Texas; Mary's Harbour, NL, CAN; Moscow Mills, Mo.; Seneca, Wis.; St. Joseph de Sorel, QC, CAN; Superior Evening, Wis.; Tipton, Kan.; Vernon, Conn.

Editor's Note:

*Anniversaries are based on the official records of Lions Clubs International.*

*The recorded charter date at LCI sometimes differs from local club records.*

## HIGHER KEYS ISSUED DURING DECEMBER 2011

### International Key (200 Members)

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

### Key of State (75 Members)

- Lion G. Ahmed Shariff, Chennai Periamet, India

### Grand Master Key (50 Members)

- Lion Mei-Ha Cheng, Sydney Chinese, Australia

### Senior Master Key (25 Members)

- Lion Scott Newton, Seal Beach Host, California
- Lion Leigh Murphy, Stewartville, Minnesota
- Lion Harry Fulwiler III, Park West, Virginia
- Lion Marvin Scott, Farmville, Virginia
- Lion K. Vijay Anand, Hyderabad Greater Anand, India
- Lion Manish Chavda, Arusha New Century, Tanzania

*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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# INFORMATION

## IN MEMORIAM

Past International Director Shiro Yabe, of Tokyo, Japan, has died. He was elected to the International Board of Directors in 2002 at the international convention in Osaka, Japan. A Lion since 1960, Past Director Yabe received numerous awards and was recognized as an LCIF Humanitarian Partner for his contributions to Campaign SightFirst.

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Advertorial

## CORRECTION

Lions SEE Inc., a Multiple District 20 project involving more than 400 trained Lions, has screened the eyes of more than 31,000 preschool children in New York state since 2008. A story about the Fairbanks Goldstream Valley Lions Club in Alaska incorrectly identified the agency providing grants to build a park. The correct agency is Alaska State Parks. LION Magazine regrets the errors.

## LEO LION SUMMIT PRE-REGISTRATION

As part of International President Wing-Kun Tam's 2011-12 Presidential Program, a Leo Lion Summit will be held in lieu of the annual Global Leo Conference at the international convention in Busan, Korea. This special event will bring Leos and Lions together from around the world for an interactive day from 10 a.m. to 4 p.m. on Friday, June 22. Pre-registration for the summit is required by May 1. Highlights will include traditional opening and closing ceremonies, a formal luncheon, breakout sessions and a town hall meeting. For more information about the Leo Lion Summit, visit the Leo Zone "News and Events" section at [www.lionsclubs.org](http://www.lionsclubs.org) or e-mail: [leo@lionsclubs.org](mailto:leo@lionsclubs.org).

## FORTHE RECORD

As of January 31, Lions Clubs International had 1,347,278 members in 46,135 clubs and 747 districts in 208 countries and geographic areas. There were 332,965 Melvin Jones Fellowship (MJF) recipients and 61,872 Progressive Melvin Jones Fellowship (PMJF) recipients.



# INFORMATION

## CALENDAR

### APRIL 2012 UPCOMING EVENTS

#### LEO CLUB AWARENESS MONTH

#### ENVIRONMENTAL PROJECTS GLOBAL SERVICE ACTION CAMPAIGN

#### APRIL 13-18

Board of Directors Meeting (San Francisco, California, USA)

#### APRIL 13-16

Faculty Development Institute, Constitutional Area III – South America, Central America, Mexico & Islands of the Caribbean Sea (Montevideo, Uruguay)

#### APRIL 16

Standard, Core 4 and IAG grant application deadline for review at the June 2012 board meeting

#### APRIL 20-23

Faculty Development Institute, Constitutional Area VI – India, South Asia, Africa, the Middle East (Kathmandu, Nepal)

#### APRIL 21

Lions Worldwide Induction Day

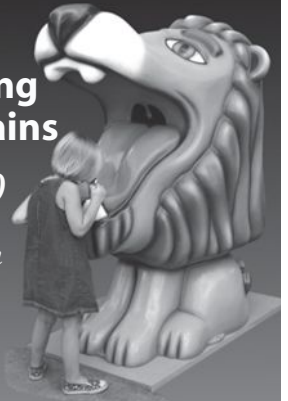
#### APRIL 22

Earth Day

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Kits are sold through the Club Supplies Sales Department, January 15 - October 1, 2012, at International Headquarters. A kit must be purchased for each contest sponsored. Allow 2-3 weeks for delivery; outside the U.S. may take longer.



**CALL 1-800-710-7822**

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

# LAST ROAR



## DUCK!

About 4,000 toy ducks take to the water—all at once—as part of the Great Pootatuck Duck Race, run by the Newtown Lions Club in Connecticut since 2000.

*Photo by Jay Weir/The News-Time Freelance*





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