

LION



Lions Clubs International

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Reason to Smile

LCIF Buys Lives Worldwide



Pioneering audiologist invents “reading glasses” for your ears.

Neutronic Ear is the easy, virtually invisible and affordable way to turn up the sound on the world around you.

“I think Neutronic Ear is a great product. I had a digital hearing aid that cost over \$2000, but I lost it in the supermarket. There’s nothing wrong with my hearing, I can hear sounds just fine, like a car door shutting or a plane going overhead, but when someone talks to me, I can’t understand the words. My daughter has what I call a “Lauren Bacall” voice—very low, and I just can’t hear her. It’s embarrassing to have to constantly say “Excuse me” and although people say they don’t mind repeating themselves, I think they are only saying that... With Neutronic Ear I can hear and understand her. If I need to, I can turn up the volume. I’m originally from Missouri, and Neutronic Ear has sure “Shown Me” that it works.

Thank-you.

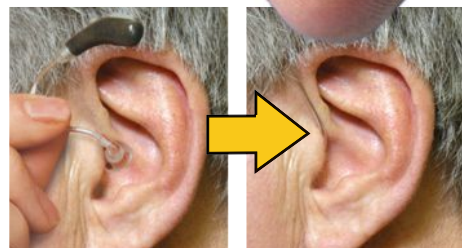
—
Georgia A., MA

For thousands of folks like Georgia, Neutronic Ear is an easy and affordable way to rejoin conversations and get the most out of life. Neutronic Ear is not a hearing aid; it is a PSAP, or Personal Sound Amplification Product. Until PSAPs, everyone was required to see the doctor, have hearing tests, have fitting

appointments (numerous visits) and then pay for the instruments without any insurance coverage. These devices can cost up to \$5000 or more each! The high cost and inconvenience drove an innovative scientist and audiologist to develop the Neutronic Ear PSAP.

Neutronic Ear has been designed with the finest micro-digital electronic components available to offer superb performance and years of use. Many years of engineering and development have created a product that’s ready to use right out of the box. The patented case design and unique clear tube make it practical and easy to use. The entire unit weighs only 1/10th of an ounce, and it hides comfortably behind either ear. The tube is designed to deliver clear crisp sound while leaving the ear canal open. The electronic components are safe from moisture and wax buildup, and you won’t feel like you have a circus peanut jammed in your ear. Thanks to a state-of-the-art manufacturing process and superior design, we make Neutronic Ear affordable and pass the savings on to you.

It works... but don’t take our word for it. Why pay thousands to make everything sound louder when what you really need is a Personal Sound Amplification Product? We’re so sure you’ll be absolutely thrilled with the quality and effectiveness of this product that we are offering it to the public at a low introductory price with our exclusive trial offer. If, for any reason, you are not completely amazed by how this product improves your life, simply return it for a refund of the product purchase price within 30 days.



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AND SAVE!**

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LION

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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



While visiting the Netherlands, President Tam tests an LCIF-supported white cane that uses GPS and surface-scanning sensors.

LCIF's Power Unites Us

As international president, I travel the world, and in making small talk with me, Lions and others I meet often comment on the many foods, customs and climates I must encounter. That is certainly true. The world is complex and multifaceted. But this year, although I knew it as a fact, I discovered firsthand a common thread among nations and in the world of Lions: the wonderfully effective presence of LCIF.

Our Foundation is everywhere. When I was in Mumbai, India, I visited Anjuman-I-Islam, a school that uses Lions Quest. It was clear Lions are helping these schoolchildren become productive, thoughtful citizens. In the Democratic Republic of Congo, I spent time at an eye hospital in Kinshasa. I was overwhelmed to see how SightFirst is changing lives for desperately poor people. In the Netherlands, I tested a prototype of an ultra-modern white cane that uses GPS and surface-scanning sensors. LCIF is giving the blind a new dimension of mobility.

LCIF is an incredible vehicle for Lions to serve both across borders and in their own communities. Our Foundation gives sight to the blind, helps victims of disaster and generally addresses needs that otherwise would go unfulfilled by governments and other civic groups.

The best is yet to come. Campaign SightFirst II and the Lions Measles Initiative, in particular, will help untold millions retain their health and vision. As Lions, we are eager to bring opportunity and happiness to others. LCIF allows us to do that on a massive scale.

The efforts of Lions through LCIF and our contributions to it make me proud to be a Lion. LCIF makes many people's dreams come true. It represents the power of We. When we believe, we can change the world. Our belief in the Foundation endows it with power and productivity.

For the past year, I have compared Lions clubs to families in which members must look after one another as in a family. LCIF is our precious family heirloom, given to us to grow and support. Please continue to support LCIF. Please continue to believe in it and treasure it. The family of Lions is as enriching and satisfying as it is in no small part because of LCIF.

A handwritten signature in white ink, appearing to read 'Wing-Kun Tam'.

Wing-Kun Tam
Lions Clubs International President



IN THE SPOTLIGHT

LIONS NEWS BRIEFS

UGANDA CURBS RIVER BLINDNESS

Uganda has eliminated river blindness as a threat for half a million people in three regions. The disease is endemic in 18 regions in Uganda. Led by the Ugandan government, the health effort has been supported by LCIF, The Carter Center, Merck & Co. and others. Uganda has set 2020 as its goal for nationwide elimination of river blindness, officially known as onchocerciasis. SightFirst has partnered since 1999 with The Carter Center to end river blindness in Africa and Latin America.

LIONS SAVE MISSION TRIP

Even before it officially opened, thieves broke in and stole six laptops in February from a Lions eyeglass recycling center in Moody, Alabama. The robbery imperiled District 34's upcoming mission to Mexico since the computers contained crucial prescription information on thousands of eyeglasses. But Lions lent their own computers and found a thumb drive with prescription data on 2,000 of the 7,000 eyeglasses. The mission was expected to distribute, as usual, from 2,700 to 3,500 eyeglasses. "I talked to them [Lions in Mexico on the mission], and everything is going well," said Past Council Chairperson Vernon Barker, who oversees the recycling center.

TORNADO VICTIMS HELPED BY T-SHIRT

A tornado tore apart tiny Pekin in southern Indiana in early March. The storm killed five members of one family and damaged or destroyed nearly 160 homes, churches and businesses in the town of 1,400. Based in Pekin, the East Washington Lions Club has sold more than 1,000 T-shirts at \$15 apiece to help those affected. The shirt reads: "Pekin, Indiana ... A small town with a big heart." The Ordinary Store in Pekin is providing the shirts to the club at cost. Information on the shirts is available at tshirtsforpekin.org.

PANCAKES APLENTY IN LUBBOCK

The Lubbock Lions Club in Texas cooked a few pancakes at its 60th annual pancake festival in February: the menu included 57,600 sausage links, 6,000 pounds of pancake mix, 18,200 orange juice containers, 21,000 milk cartons, 36,000 ounces of pancake syrup and 16,416 ounces of margarine. Oh, don't forget about the 6,840 bubble gum pieces. The club fed 16,469 people and raised \$88,818. The 1,069 volunteers included Lions, Boy Scouts, fraternity and sorority members from Texas Tech University and members of church and school groups. In 2009, Lubbock Lions set a world record by cooking 66,459 pancakes, more than doubling the previous record held by a Kiwanis club.

'MOON TREE' GETS ITS DUE

The 35-foot sycamore in Coudersport, Pennsylvania, is known as the "moon tree." In 1971 Apollo 14 astronauts had taken seeds to the moon to see how weightlessness affects growth, and Coudersport was given one of the seeds five years later as part of the Bicentennial. The unmarked tree, located behind the Coudersport Area Recreation Park, had languished in obscurity until Lion Lou Karija, Public Works director, learned of its significance. A year ago on Arbor Day the Coudersport Lions Club purchased a plaque and co-sponsored a dedication ceremony. NASA is expected to re-examine the moon trees with new technology.



Lou Karija meets Carol Patterson at the "moon tree." An arborist, Patterson had nurtured the tree back to health when it was diseased not long after it was planted.

IN THE SPOTLIGHT

LIONS NEWS BRIEFS

BY THE NUMBERS

302

"Leapers" (born on Feb. 29) who celebrated their birthday at the Worldwide Leap Year Festival in Anthony, Texas, thanks to the Anthony Lions Club across the border in New Mexico. Lions agreed to sponsor the party when the cash-strapped city of Anthony opted out.

87

Height in inches of the granite and basalt memorial to be erected for the 87 airmen killed in a crash on the way home for Christmas from Larson Air Force Base (since renamed) in Washington. Spearheaded by the Moses Lake Lions, the memorial will be 52 inches wide (the crash occurred in 1952).

3,200

Dog licenses issued last year in Salem, Virginia, population 25,000, and the site of a new, two-acre dog park partly supported by Salem Lions.

73

Age of visually impaired, first-time golfer Sally Lyles, who completed all 18 holes in a fundraising tournament put on by the Beaumont and Calimesa Breakfast Lions in California.

7

Men who donned dresses competing for the crown of Miss-ter Lion of the Year in a Seneca Lions Club's fundraiser in South Carolina.

95

U.S. Army soldiers from Ft. Drum, New York, serving in Iraq and Afghanistan who received birthday gift boxes made possible by the Boston Host Lions Club and a donation from Lion Bob Ryall's wife, Jeanne Cameron.

80

Pounds of spaghetti cooked in a fundraiser for employees of Giovanni's, a landmark restaurant in California destroyed by fire. Meadow Vista Area, Colfax and Auburn 49er Lions made the dinner, which raised \$27,000.

179,001

Value in dollars of coupons from Sunday newspapers collected in nine months by Brookline Lions in New Hampshire and shipped to U.S. military families in Germany.

21 YEARS AGO IN THE LION MAY 1991

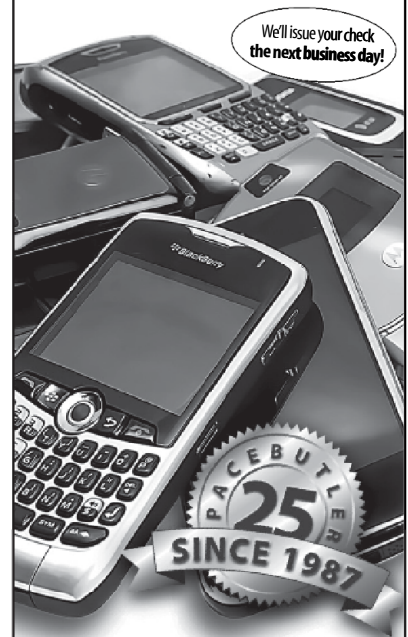
Then-Senator Al Gore of Tennessee views the winners of the 1990 International Peace Poster Contest displayed at the Russell Senate Office Building. "Truly moved" by the posters he saw in Nashville, Gore sponsored the exhibit in Washington.



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IN THE SPOTLIGHT

LIONS NEWS BRIEFS

ONE OF US

Jim Schiebel's enthusiasm for Lions is contagious—so much so that he's sponsored 131 new members over his 43 years as a Hilton, New York, Lion. A retired middle school science teacher, he modestly accepted an award in recognition of his sponsorships at the 2011 International Convention, but he has plenty to be proud of. Schiebel has held just about every Lions' leadership position. His biggest hobby is even Lions-related: Schiebel has been an avid Lions' pin collector and trader for more than three decades. He doesn't have an accurate count of the number of pins he has, but estimates them in the tens of thousands.

DO YOU HAVE A SECRET TO YOUR SPONSORSHIP SUCCESS? You just need to ask. I'll extend invitations to club dinner meetings to new people I meet. I stress the miracles that Lions perform. I developed role-play scripts for clubs in my district on how to approach (and how not to approach) prospective members. Sponsoring isn't hard when you believe in the product and ask. And mentoring is important—I was very fortunate to have a great mentor and believe that everyone should have one.

DOES ANYONE EVER TURN YOU DOWN? Yes. I've invited some people to join the Lions several times over a few years. You never know when they may be ready to get involved. I also realize that not everyone joins for life, so I ask if they can join for a few years.

HOW DID YOU GET STARTED COLLECTING PINS? At a state convention in the late 1970s, a few Lions were talking about their pins, and it looked like fun so I joined in. Since then my wife, Donna, and I have attended 22 USA/Canada Lions Leadership Forums and 27 international conventions, and we've had opportunities to trade pins at most of the events. We've also enjoyed attending pin swap events around the country.

WHERE DO YOU KEEP THEM ALL? We purchased a few acres behind our house and had a 42-by-60-foot barn constructed for our pins and other Lions collectables. There are walls of glass frames displaying all of the pins, organized by country, U.S. state and different themes. I also display Lions items like medallions, belt buckles, shirts, vests and hats.

HOW DO YOU SPEND YOUR NON-LIONS TIME? When I retired from teaching 11 years ago, I joined the local volunteer fire department; I'm currently a life member and lieutenant. I enjoy gardening and we grow apples, peaches, pears, cherries and English walnuts in our yard. Basically, my wife and I enjoy life!

Jim Schiebel stands in front of just some of his thousands of Lions' pins and collectibles.

Photo courtesy of Jamie Germano/ Democrat and Chronicle Media Group

Do you know a Lion who you think has a great story or deserves a bit of recognition? E-mail us a brief description of your Lion and the reason you're making the nomination to lionmagazine@lionsclubs.org. Please include "One of Us" in the subject line.



OVERHEARD

"God gave me a heart for service."

—Penny Smith, a volunteer with an adult literacy group and chairperson of the sight and hearing committee of the McMinnville Lions Club in Oregon. From the *News-Register*.

"When someone in Oden says they're going clubbin' they're coming here."

—Chris Miller of the 43-member Oden Lions Club in Indiana on the ubiquity of Lions' projects in the town of 1,400. From *wthitv.com*.

"There's really no strategy."

—Cole Christianson of the Swamp Donkeys, a team in the Big Lake Lions Club Mud Volleyball Tournament in Alaska. From the *Frontiersman*.

ON THE WEB

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Best of Italy

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

Start in Rome and enjoy three days this Eternal City. You will see the Roman Forum and the Colosseum, visit Basilica Santa Maria Maggiore and tour 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 13 breakfasts, 9 dinners & English-speaking escort throughout.

NORWEGIAN CRUISE LINE

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5-Day Tour featuring: Boston - Cape Cod - New York City

15 Days *Travel with other Lions departing September 26, 2012* from **\$1798***

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Arizona + New Mexico

Hot Air Balloon Fiesta

15 Days *Join 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.

***Price per person. Based upon double occupancy. Airfare is extra.**



For details & itinerary call 7 days a week:

1-800-736-7300

IN THE SPOTLIGHT

LIONS NEWS BRIEFS

CLUB OF THE MONTH

SANFORD LIONS CLUB, NORTH CAROLINA

YEAR FOUNDED: 1935

MEMBERSHIP AND MEETINGS: The 107 Sanford Lions meet weekly at the Lions' Den at the Sanford Lions Fairgrounds, where members enjoy a home-cooked meal prepared by Lions. Each meeting closes with either a roar and saying "We Serve" or singing "Smile Awhile."

A FUN FUNDRAISER: Since 1938, the Lions' central project and fundraiser has been the Lee Regional Fair, the region's largest agricultural fair. The event takes place on the club's 42-acre fairgrounds and welcomes more than 30,000 visitors each year. Activities include an ice cream "churn-off," bird and animal exhibits, a battle of the bands, tractor and truck driving competitions, a "diaper derby" (where the first baby to crawl across the finish line wins) and an antique farm machinery display.

TOP-NOTCH CITIZENS: The Lions were surprised and honored to be the first civic organization to receive the area's Citizen of the Year award in 2011, presented by the local newspaper.

ON A MISSION FOR VISION: Lions hit the streets twice a year with the Lions Vision Van, providing vision screenings and referrals for hundreds of people in need. They have also conducted vision screenings for thousands of schoolchildren. Sanford Lions collect and process more than 2,000 pairs of eyeglasses each year and work with the medical community to distribute them.

LAND THAT MULTITASKS: When the Lions' fairgrounds and facilities are not busy with the fair, the property is put to good use. The grounds are offered free-of-charge for purposes such as the youth soccer league and Relay for Life for cancer. If disaster strikes, the fairgrounds are transformed into an emergency services staging area.

WHY SERVE? "I'm a Lion because we help make a difference in people's lives. We enjoy great fellowship with others who want to make Lee County a better place to live and work while giving back to our community." –Lion Phil Bradley



Sanford Lions and Miss North Carolina are all smiles on opening day of last year's Lee Regional Fair.



The MOST DANGEROUS room in your home... the bathroom

According to The New York Times, the bathroom can be the most dangerous room in the home. Hundreds of thousands of falls and accidents happen each year.*

FACT: 1 in 3 adults 65+ fall each year, and falls are the leading cause of injury death as well as the most common cause of nonfatal injuries and hospital admissions for trauma.**

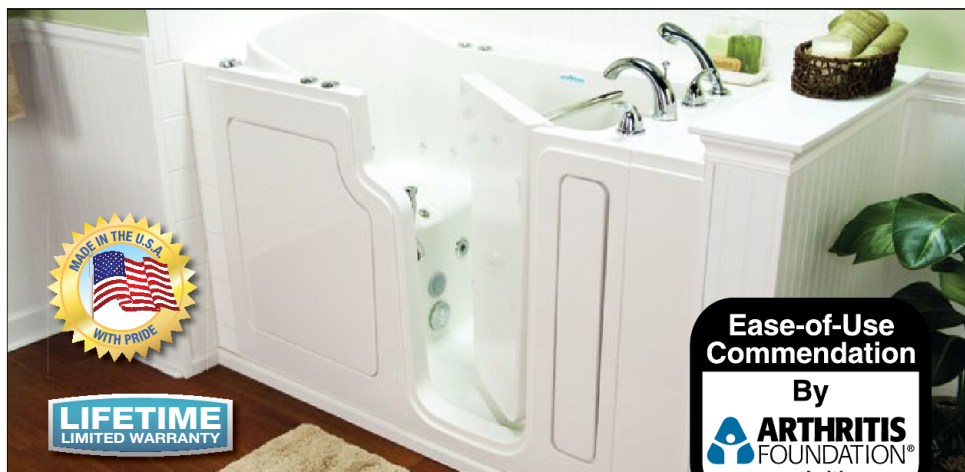
*BAKALAR, NICHOLAS. "Watch Your Step While Washing Up." New York Times 16, Aug. 2011, New York Edition ed., Section D sec.: D7. Web

**CDC - Center for Disease Control and Prevention

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HELPING CLUBS GROW

Membership growth is essential to keeping pace with community needs in a challenging economic environment.

Alaska's Shining Star

It was 11 years ago that District 49 Lions in Alaska tackled a new challenge. A presentation by Alpine Alternatives founder Lauren Lieberman served as the spark for creating Camp Abilities in Anchorage, one of 13 camps in and outside the United States. In the audience that evening was Spennard Lion Margaret Webber, who knew that her district could replicate a weeklong camp in Alaska for individuals with sensory impairments such as blindness or deafness or a combination of both.

"It was an easy fit," she says. "There is no other camp of this type in the state for blind and visually impaired youth. Before Camp Abilities, many children residing in Alaska rural villages thought they were alone. They were isolated from other children like themselves. These children have itinerant vision teachers who fly to villages a few times a year."

Webber, executive director of Camp Abilities, points out, "The land mass is vast, the terrain unpredictable. Remote villages depend on the land for survival. Doctors, vision teachers and necessities must be flown, driven, come by boat or a combination to reach their destinations."

Alaskan Lions raise \$40,000 each year to make Camp Abilities possible for an average of 20 youths a year ranging in age from 9 to 19. Fundraisers are often unique to Alaska—a helicopter ride over the capital city of Juneau to view the panorama of Christmas lights is just one activity. Profits are used to cover campers' housing for a week, food, facilities and transportation between venues—"absolutely everything and every need," points out Webber. "One round trip from a rural Alaskan village just off the Bering Sea for one child is close to \$900. It's cheaper to fly to New York." Campers stay in dorm rooms at the University of Alaska-Anchorage and use sports facilities around the city.

The week is life-changing not only for campers, but for staff members as well, says Justin Haegele. A full-time adapted physical education teacher in New York City, he has spent most of July in Alaska working at Camp Abilities since 2008 and is a co-director. "Camp Abilities is my favorite week of the year. What this camp gives to the kids—the self-determination, the knowledge that they can participate in sports, the friendships, the passion—is the reason I entered the field of adapted physical education."



SERVICE IDEA CAMP FUN

Kids receive individual guidance and attention from counselors who help them accomplish new feats.

Photo by Clark James Mishler

A typical day with the kids may involve beep baseball, track and field, goal ball, swimming or tandem biking. "We usually have a 20-minute break before a nighttime activity, which could be hiking, archery, a talent show or Lions Night, where Lions provide pizza and ice cream for the kids and interact with them," Haegele says.

Webber agrees that lives can be transformed in a single week. "What comes out of these efforts is magical: Children meeting other children who experience the same problems, children sharing what works best for them, children learning new sports. Camp Abilities teaches children 'I Can' and they do."

LCIF NEEDS YOU

Remaining strong is key to LCIF's humanitarian agenda. Donate a percentage of your profits to the Foundation to keep it strong.

SHOW YOUR CLUB'S EFFORTS

Show what your club is doing by alerting media to service projects or appointing a club photographer to take photos of Lions in action.

LEOS LEARN FROM LIONS

Leos who are inspired by community service in their clubs are more likely to continue helping others as Lions when they reach adulthood.

Butterflies and Beyond

A butterfly garden on the grounds of a school in Ontario, Canada, had been tended by a teacher, a junior kindergarten class of four- and five-year-olds and second-graders, but had fallen into disrepair. Butterflies would be released into the garden by children to flit about the chrysalis and other plants designed to attract them.

Walden Lion Diane Tait, who helps youngsters in a French immersion class learn to read, discovered that a member of the teacher's family was ill and she had no time to tend the garden. Tait volunteered her help and other members of the Walden Lions Club pitched in to bring the butterflies back to the garden.

Lions spent \$100 for topsoil, fertilizer and new plants. Families of students donated perennial plants and the kids' enthusiasm grew. "Members of the Walden Lions Club spent many days in their spare time weeding and preparing the soil for planting," says Claire Hobden. "The children were so happy to be out there digging in the soil, laughing and getting dirty. We Lions loved every minute of it, helping and watching the children take pride in their work."



Junior kindergarteners and second-graders tend to the butterfly garden at the Walden Public School with the assistance of Lions.

SERVICE IDEA GARDENS



Selfridge North Macomb, Michigan, Lions relax after the work is done.

SERVICE IDEA HELP SHELTER

Playground Gets a Pickup

Members of the Selfridge North Macomb Lions Club in Michigan not only think of others, they also put those thoughts into action. When they learned that a playground on the grounds of a community domestic violence shelter could use a major cleanup, Lions got busy.

Lions took action, says Tammi Graber, "so children in crisis could have a safe, fun place to play. On the hottest night of the summer, the club came together to spruce up the overgrown area. With tools in hand, we weeded, edged, laid donated mulch, cleaned tables and raked the sand clean. We provided bikes and playground toys and games."

President Vikki Gray points out, "Our members are all unique and have favorite projects they'd like to be involved in, but this particular project was one that everyone was excited about. When you talk about helping children who have witnessed or experienced domestic violence, it just pulls at your heart." Lion Cheryl Hauler agrees. "Not even a heat index in the 100s could stop us from serving," she says.



1 JAPAN ASIA

Extra Lessons for Japanese Students

Japanese Lions take a keen interest in schoolchildren, sponsoring days focused on traditional paper-making and tea, lessons on foreign cultures and customs, and woodworking with parents.

Okabe in Fujieda City, Shizuoka, is one of the top three areas producing Gyokuro, a fine green tea. The town also once made washi, traditional Japanese paper used to hold and transport the tea. The Shizuoka Fuyo Lions Club invited 40 students from an elementary school to experience the art of making paper and then to take part in a tea ceremony.

The schoolchildren used washi-making techniques to produce postcards. They became so adept by the end of the session that they giggled when their teachers clumsily took a turn at it. “No, that’s not the way you do it,” a student chimed in. At the tea ceremony class, students frowned when tasting the bitter traditional tea and struggled to sit on the floor Japanese-style with their legs beneath them. But their discomfort served a higher purpose.

“We want them to have pride and understanding of being Japanese in a globalized society, so they can tell people from other countries about Japanese traditions with confidence when they grow up,” says Takashi Konagai, club president.

Nagayo, a bedroom suburb of Nagasaki, was once a farming area with tangerine orchards. The town remains peaceful and idyllic with swaths of green land framed by mountain peaks. Nagayo Lions spur schoolchildren to dream of other places and lofty ambitions by sponsoring a Kid’s International Day.

Ninety students from third to sixth grades met with 12 foreign college students fluent in Japanese who told them about their own countries.

The students from China, Korea, Vietnam, Malaysia, the Philippines, Nepal, Bangladesh, Turkey, Germany and Kazakhstan described the food, weather, religion, customs and so on.

“The children’s eyes were shining. I hope the interaction they had with foreign students will inspire them to dream big,” says Mitsuaki Tsujida, club president.

In Yamanashi, Enzan Lions have partnered for 16 years with a construction business league to co-sponsor a parent and child craft workshop. This past year 100 children built book shelves. “Working together with your parents to make something becomes an unforgettable summer memory for children,” says Takaaki, club president.



A child works with his mother to make a book shelf.



EIGHT BLIND OR VISUALLY IMPAIRED PEOPLE CAME TOGETHER TO FORM THE NEW BRANCH CLUB OF THE **PETIT JUAN LIONS CLUB** IN TRINIDAD AND TOBAGO.



THE **LIONS CLUB OF MOMBASA ISLAND** IN KENYA HELD A VISION SCREENING EVENT DURING WHICH NEARLY 2,000 PEOPLE WERE SCREENED AND 800 PAIRS OF EYE-GLASSES WERE DISTRIBUTED. PARTICIPANTS ALSO RECEIVED DENTAL, HEARING, DIABETES AND BREAST CANCER SCREENINGS AND SERVICES.



Students make postcards using traditional Japanese paper.



A foreign college student shows Japanese students images of his country.



2 DENMARK EUROPE

Lions Feed Hunger for Olden Days

The old rudimentary tractors that once plowed Danish farmland are long gone, replaced by shiny, modern, more efficient tractors. Even longer gone are the horse-drawn plows that crudely carved up the soil. But once a year devotees of the past gather for Plow Day in Langeland, and Danish Lions play a role.

Last year, 28 vintage tractors attempted to plow ruler-straight furrows. Most succeeded. Three horse-drawn plows competed, too, and they proved equal to the task.

Langeland Lions duly staffed a "Plow Tavern," which provided morning coffee, sandwiches and Danish pastries before the competition started and then dinner after it ended. The house specialty was pan-fried fish fillet on rye bread with a salad, tartar sauce, roasted onions and sliced cucumber.



A plowman with his two horses shows his skills.



Zone Chairperson Hans Henrik Knudsen focuses on his task.



AS PART OF THE MILLION TREE PLANTING CAMPAIGN, THE **SEBAKWE LIONS CLUB** IN **ZIMBABWE** PLANTED 500 TREES IN ONE DAY.



IN THAILAND, THE **PATTAYA TASKIN LIONS CLUB** PRESENTED A REVERSE OSMOSIS WATER FILTRATION SYSTEM TO A SCHOOL, ENSURING THAT THE STUDENTS WILL HAVE CLEAN DRINKING WATER.

3 MALAYSIA ASIA

Taking Steps to Improve Vision

What's it like to be blind and walk crowded city streets? Malaysian Lions let hundreds of people experience blindness while raising funds for their sight work.

Since 2004 hundreds of blindfolded people, escorted by a friend or colleague, walk three kilometers through Petaling Jaya, a city of 638,000. Thanks to corporate sponsors, the walk last year was expected to raise nearly \$85,000 for the Petaling Jaya Lions Club's sight programs.

Last year nearly 2,000 people participated in the Blind Leading the Blind Walk. A hundred blind people walked; many guided a blindfolded friend. A brass band led the way, and gymnasts performed for the crowd.

Petaling Jaya Lions have made possible vision screenings for 12,000 people and free cataract operations for 1,000 people over the last decade. Lions work with the Tun Hussein Onn National Eye Hospital, which has a mobile eye clinic and mobile eye operation theatre.

The Lions' presence is unmistakable at the walk.



Four people take part in the Blind Leading the Blind Walk.



IN PAKISTAN, THE SIALKOT EDEN LIONS CLUB DISTRIBUTED FOOD PACKAGES CONSISTING OF COOKING STAPLES TO 100 FAMILIES.

4 SLOVENIA EUROPE

Trees to Blossom with Good Works

Slovenian Lions planted trees that contain the seeds of charity and good will. Joined by International President Wing-Kun Tam, Lions planted 58 olive trees in the village of Popetre. In time, the proceeds from the sale of the olive oil will benefit the needy, and the olive branches will be used for religious services.

The trees represent the 55 Lions clubs in Slovenia. Each tree has a name tag with a club's name. The other three trees were for Tam, District 129 and the Leos of District 129. The trees were planted on land owned by Lion Vladimir Razman, who will take care of them.

Tam kept a busy schedule in Slovenia. He met with Blaž Kavčič, the president of the National Council Slovenia, attended the charter night of the Izola Isola Lions Club, met with club presidents and members of the Proteus Lions Club and visited the stunning Postojna Caves.

The first Lions club in Slovenia was chartered 20 years ago. Slovenia has a high ratio of Lions per capita with 1,501 Lions among a population of 2 million. Slovenian Lions particularly help the blind, youths and those with disabilities.

President Tam reacts upon seeing a plaque in Popetre, Slovenia, commemorating his goal to plant 1 million trees.





THE BINANGONAN LIONS CLUB IN THE PHILIPPINES BROUGHT SCHOOL SUPPLIES TO NEEDY STUDENTS AT A LOCAL ELEMENTARY SCHOOL.



THE DONNYBROOK LIONS CLUB IN AUSTRALIA HELD A FREE SKIN CANCER SCREENING EVENT.

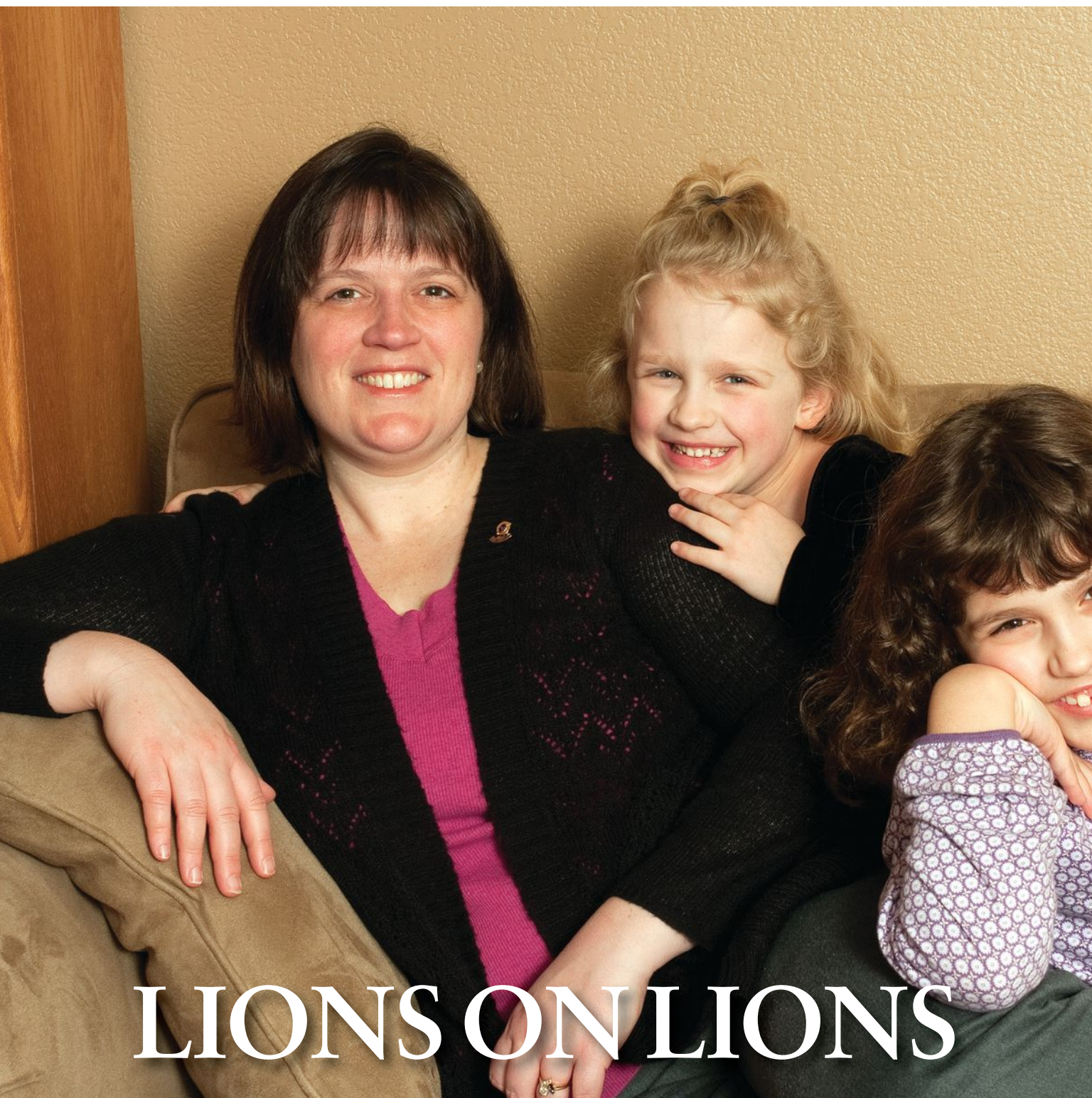
Photos by Rok Ražman



Lions plant 58 olive trees on land owned by a Lion.



Ethnic music was part of Tam's visit with Slovenian Lions.



LIONS ON LIONS

So what's it really like to be a Lion? It's usually rewarding, sometimes joyful and even occasionally frustrating. Just ask these six Lions. We did.



by Cliff Terry

Katie Breuel, 39

Fairwood Lions Club, Renton, Washington. A Lion since 1995 and past club president and district chairperson. Former teacher, now a stay-at-home mom. Daughters are 9 and 6.

My father had been a Lion when I was growing up. In '95 I was teaching in a middle school, and its Leo club adviser got me to join the Lions. My husband, Brett, became a Lion about three years after I did. When we started dating, he went to meetings with me and the club gave its approval (laughs). We had a group of Lion members who made the trek to our wedding. Later, when we welcomed our first child, there was a surprise baby shower after one of the meetings.

When I got involved in District 19 B, I was looking for something that would really be hands-on for the clubs to become involved with children. I went to clubs and asked if they would collect books, and we set up something called the "Lions Giving Library." It started in my garage, and we collected thousands of books. We'd take them to Head Start programs, Boys and Girls Clubs. We'd put the books on display, and the kids could pick out books that interested them. We'd put a little sticker in the front that said it was a gift from the Lions. We also went to domestic abuse shelters.

Some 20 clubs in the district became involved. For the 2011 International Convention in Seattle, we put together a larger scale event called "Destination: Reading!" We brought in Lions Giving Library books and also designed hands-on activities.

Katie Breuel involves her children, Christiana, 6 (blonde hair), and Rebecca, 9, with Lions.

Photo by Jeff Malet/Western University of Health Sciences

We had a teenager who didn't like reading, but he was curious, and looked through the books. He was kind of a rough kid, and I wasn't sure he would find something. But he found a book that got him really excited, because it would help him write his poetry. I was moved by that.

At another event, a girl about 10 or 12 was so excited, she said, because she'd never had her own book. She went to each volunteer and asked us to sign her book, like a yearbook, because it was her first.

It's neat to see these things and know you've been a part of it. There also was an event for kids with disabilities, and this boy had autism. He apparently was just an avid reader. His mom wasn't sure there was anything he'd be really drawn to because he'd read everything, but he found a book and was so excited because it was about dinosaurs. Autistic children don't show a lot of emotion, especially around strangers, but he was smirking because he knew what that book was about. It was called "Dino Poop." He thought that was pretty cool.

And one very-expectant teen mom picked out a book for herself, and then wanted something that she could read to her baby. It's so satisfying to do something so simple with a book that otherwise might end up in recycling. You know, books can have a second life. They can be something very loved and very treasured.

For me personally, Lions has been part of our family. I remember pushing the stroller as I was picking up litter and I was wearing the orange vest, and a passing motorist hollered out, "Oh, that's great! They're letting you serve your 'time' with your kids!" (laughs) It was kind of a joke with our club that a lot of people look at community service as some sort of consequence. My kids, at least, really see it as a kind of honor. They come to book giveaways and interact with the other children, making recommen-

dations about books they had read. And they're learning about what it is to serve. I feel that my children want to help, they want to be involved with what Lions are doing because they've seen that positive effect. They know the different members. My daughter refers to one Lion's wife as "my grown-up friend, Janet."

Once I decided to stay at home, there was sort of a disconnect where I didn't have a professional life and colleagues, so I poured myself into Lions a little more and built something that I'm really proud of. I don't think I would have had that opportunity in many organizations.

You have your seasons of life, and there are definitely

times when I've had to step back a little bit from Lions because of the challenges of having a young family. So it's finding that balance between how much leadership I can take on without compromising the needs of my family. Another challenge is getting new members involved, instead of the same volunteers. Although there are certainly some super heroes in our district whose name is on everything.

Advice for younger Lions? When I became involved at the zone and district levels is when I really got a better sense of the power of Lionism and felt

that I could grow from the leadership training. So any opportunity you have to attend conferences or training at a higher level is very beneficial. You begin to be a "known person." And that's where you really feel you can get something done.

Advice for Lions clubs? Definitely welcome families. Be creative to make it a part of the family. If my club wasn't so supportive, I wouldn't be able to attend.

So now I can go to meetings with the kids, and my husband can meet us there when he gets home. It really makes a difference if the club is flexible.

I remember pushing the stroller as I was picking up litter and I was wearing the orange vest, and a passing motorist hollered out, "Oh, that's great! They're letting you serve your 'time' with your kids!"

Richard (Grover) Cleaveland, 59

*Member of Hilton Head Island Noon Lions Club in South Carolina and a Lion since 1984.
Retired as an Air Force colonel after 30 years of service.*

My nickname? In 1979 I was in training with the Air Force in Florida, learning to fly an F-15. Everybody had to have a "call sign." Remember, in the movie "Top Gun", Tom Cruise was "Maverick" and others had call signs like "Iceman" and "Goose." The scheduling board didn't have my real name, but "Grover" instead. And those names stick, because if you tell them you really don't like it, you'll have it forever.

My father was a 60-year Lion. In fact, the day he died they already had his 60-year pin ready, and if he had made one more meeting it would have been presented.

Around Christmas one year I was in Alamogordo, New Mexico, and a friend who was a Lion told me, "I'll pick you up at 6:40 a.m. for the Alamogordo Breakfast Lions." I remember they had really strict procedures for new persons. You had to attend three meetings before being invited to join and your sponsor had to pay for your three meals, and if he didn't, he'd be in big trouble. Anyway, I joined in 1984.

I was in the military, so I attended meetings all over. I attended meetings in Bitburg, Germany, but didn't want to transfer from New Mexico because their dues were \$8,000 a year. They were mostly doctors because they started

the club in a hospital. At their Dance Festival, they ran the champagne booth. I commented that half the product we were selling was to our own members, so if we just chipped in \$100 each, we wouldn't have to work and would still have the same amount of money. They said, "Yes, but then our wives wouldn't let us stay out until 3 a.m."

In Iceland, at the Keflavik Lions meeting, I noticed a sign telling the amount of kroner that each member owed. I discovered it was close to \$300. I thought it really must be an expensive dinner. Turned out it was for yearly dues. Incidentally, they take off three months in the summer because they finally have good weather then.

In Poland, I transferred my membership to the Warsaw Lions. The focus of the club is different. In fact, European clubs are quite different. When they had a flood, instead of a fundraiser, they went to their own companies and other companies and asked for donations on behalf of the Lions. And they got \$1 million. So I couldn't argue with the business model, but they're missing what I like to talk about: You really become a Lion when you sweat next to the Lions.

Then I had lunch with a guy who said, “We’re going to charter a new women’s-only club, the Warsaw Arka Lions, and we’d like you to be one of the speakers at the charter ceremony.” They said my English was easy to understand because I didn’t use hard words and spoke slowly. I asked the president if I could transfer into her club, and she said, “No, we don’t take men.” I knew that. I was just being a little humorous. However, she later said, “We’ve taken a vote and you may transfer into our club. But there’s only one reason: we know you’re not staying forever.” I said, “Thank you, but I’ll stay where I am.”

My biggest challenge is being a mobile Lion. The real heart of who we are came about between 1946 and 1965, because all those WWII veterans were coming back. And they developed a model: one working parent, one parent at home, people living in the same area. We’re still using that model in a lot of places, even though a majority of people today don’t stay anywhere very long.

I’ve talked to International about this. It’s frustrating. In order to get my membership transferred, I ended up calling International and having it done manually.

What’s my club up to? We partner with the Hilton Head Island Lions Club and the Sun City Lions Club to do Camp Leo. Every summer 25 to 30 legally blind children come there for a week of fun in the sun, and that’s been very successful. We’ve had a Camp Leo event called the “Greens Keeper’s Revenge Golf Tournament.” (The publicity says, “Being legally blind is always a challenge for the children who attend this camp. So it is only fair that we add some challenges to our tournament. You will laugh more than you cry!”) This one guy finds the weirdest places to put the pins.

You’ll find equipment out there sitting where you don’t expect it. He put one pin six inches off the front of the green and parked a trailer in front of it. So you either had to roll it under the trailer or go over it and come back.

We’re facing the same challenges many Lions clubs face: aging membership. I do a whole seminar on that. One of the things that I’m finding is that there are two directions to go—forward and back.

There’s no such thing as standing still. If you’re standing still, you’re moving backwards. Well, I feel that a lot of our clubs have gotten caught in that syndrome. I read an article that said, don’t be on autopilot. Right now,

some Lions are on autopilot. Have been for years. So our current president and I are trying to stir that pot. We have a lot of people unhappy with us, but we’re trying to do things with the same people without thinking about replacing folks. But if we don’t turn the corner, we’re going to eventually get ready to shut down because we’re aging.

It took 18 months to convince Lions we needed a website. Why? Because most of us don’t have a computer, you know, so we don’t “need” a website. A friend gave us a program on social media—Facebook and YouTube and all—and several of our members came to me after and said, “I hope you understood what she said, because I don’t have a clue.”

Well, we have a website now through Lions International, and we’re going to open a Facebook page. You have to do those things. People want electronic media. But we’re having a hard time getting some of the older, more established members to go down that road.

I also think we assume that everybody on Hilton Head is like our club members—retired. We had a great opportunity for a fundraiser, the Harlem Ambassadors, who are like the Globetrotters, and one of the board members told me, “Nobody plays basketball on Hilton Head, everybody here’s retired.” Well, there actually are a lot of young people on this island.

The biggest thing is sweating beside another Lion and accomplishing something. I always love it when a project ends and it’s been successful. I tell people how much we worked at a Christmas tree lot with the Arlington South

Richard "Grover" Cleaveland enjoys his retirement on Hilton Head Island but still keeps busy as a Lion.



Lions Club of Virginia. When I was off the schedule, I'd go home, turn on the TV and think, what am I doing sitting here? So I'd get in the car and go back to the lot. Because that was what we did. A lot of 80-year-old members were out there with me, lifting up those trees, sawing off the bottoms.

Then there was the time at Camp Leo when one of the young (blind) guys said, "Wow, it's so neat to be here for a whole week and not be different." And this year one of the campers said to me, "I've never seen a beach before." One of the others said, "You can't see a beach." And the other answered, "You know what I mean." I thought, he was really excited. Those are the kinds of things you remember.

At the Alamogordo club, we helped sponsor a home for young girls who were coming out of bad home situations. Every Halloween we'd take them to a "haunted house" in one of the downtown stores and then have pizza.

Our son, who was in about 4th grade, went with me. I told him, "Sometimes the girls get a little anxious or angry, don't worry about it." Well, we didn't have any incidents, and on our way home our son said to me, "Dad, they were just like anybody else." I said, "You're right. They were a good group." He didn't say anything for a minute or two and then said, "Maybe they're different on the inside." I thought, Oh, my. A major moment.

Murray Silver, 58

Vice president of Savannah Lions Club in Georgia and a Lion since 2007. Author of “Great Balls of Fire: The Uncensored Story of Jerry Lee Lewis,” made into 1989 film; co-owner of Bonaventure Books publishers; former rock concert promoter, writer and photographer.

My friends in the entertainment business are very surprised to find out that I’m a Lion and how involved I am. They want to know, what is it about Lionism? What does it do for me that the book, music, movie and TV businesses don’t? What I tell them is this: There have been many times during luncheons, service projects, work days and social occasions that I am constantly reminded how much I enjoy being in the company of my fellow club members. I do not have any children; my wife goes home to Brazil half the year. I think of the Lions as family. We are good friends, having a good time, doing good works. It is no more complex than that.

I’m 58 years old and all my life I’ve been a one-man show. The great thing about joining the Lions is that I don’t have to be that anymore. Not only do I have a club, I have an international organization, and I see that it’s possible to change the world by working with this organization.

The club was founded in 1922. My great-great uncle was a charter member. So the club became the most important thing because it was my legacy.

I was raised in a unique environment. My father was Martin Luther King’s lawyer and Coretta King’s lawyer. I became a speechwriter for Mrs. King when I was in college. My father was on the front line of the civil rights movement, and that’s all about poor black people. So growing up in this environment in the Deep South in the ’50s and ’60s taught me compas-

sion not only for poor people but also poor people who were forced into crime because of their lot in life. My father was a criminal lawyer, and he represented these people. For 10 years I worked in his firm after school. These are the people I encountered every day. My father taught me that people had rights.

My most satisfying project? We have a new project called Project Vision, which links Lions clubs with local YMCAs to do vision screening for children. Because YMCAs have become daycare centers and summer camps, and some of these children we don’t reach through the elementary schools. So this is the first time in 2,000 years that we have put together the Christians and the Lions. And in doing so, what we’ve done is been able to help both organizations. What I’m trying to is take this model for these two great international organizations not only statewide and nationwide but globally.

A friend and I started this thing. He and I were the Guiding Lions for a new club in Pooler, Georgia. A woman walked in and said she managed the local YMCA and was thinking of joining our club but only if we could help her. All of a sudden it just hit me like a brick. I said the first thing we can do for you is a vision screening and it would be the club’s first service project.

I’m trying to take Project Vision to the state level and to Lions Clubs International, but I have to admit that I’m having a very difficult time. One

of the problems in Lionism is that this is not only a multilevel organization, but it has so many levels that get in the way of each other. This is an organization of volunteers, and at a certain point dealing with them is like herding cats.

Advice for clubs? Being a Guiding Lion, when I canvas for members, I start at the mayor, city council, police chief, fire chief and the principals of the schools to look for members. Then I go to every single business owner and their staff. I tell them, “This is a terrific way for you to help your community directly without you having to shoulder all the burden with your time or finances.”

Secondly, I find other local nonprofits that are having a problem. For example, when I was putting together the Garden City Club, I found a black minister who heads up a program called Savannah Feed the Hungry. I saw he was having a shortfall and told him he should join the new Lions club and put it to work for him. He joined the club, which helped him feed the hungry as its first project. So my advice to clubs is don’t think of your club as a self-contained unit. Find other people who are already in the business of helping society. A lot are experiencing a shortfall because of this economy. Link your club to these other organizations. Help them do what they do. Ask them how they can be helped. You don’t have to reinvent the wheel. Help other wheels keep spinning.



Murray Silver plays guitar, writes and publishes books and saves vision as a Lion.

Photo courtesy of Nancy Heffernan

The thing I tell young people I've brought into the club is this: this is a difficult time on this planet. God knows it's very difficult on young people trying to enter the business world. I tell them that to join the club is a wonderful way to network. There are 60 of us, and a number are prominent business owners. Some are retired but have held important positions. These are people you would not meet in any other condition. Your lives would not cross paths. This is a great place to find mentors. Whether they help you find a job or not, these people combined have thousands of years of experience. We've got several veterans from the armed forces, men and women, black and white, all religions. Bottom line: you've got like the "Supreme Court" when it comes to wisdom. You can sit down at lunch in this informal setting and pick their brains. I tell them: this is old school, small town, Southern stuff.

This is a very effective means for a young professional to get along in this world. When you're a member of the Lions club, it says something about you that you do not have to say about yourself. When the world sees that purple L on you, it knows that you're one of the good guys.

You don't have to tell people that you're caring and concerned and civic-minded. We say that for you. This is one of the surest ways I know to help you take your rightful place in this society.

Advice for older Lions? Listen, whether or not you become zone chair or governor, that's not the most important thing. What's important is this: before you are gone, before you stand down, before you quit or you die, the only thing I urge you to do is pass along what you know to someone else. Pick young members and mentor them, and not only pass along what you know, but your love of Lionism. If something happens to you today, all of that experience goes with you. My hope is that these younger members today will be here 40 or 50 years from now and continue our rich tradition.



Jen Buell is a Knight of the Blind not only as a Lion but also in her chosen profession.

Photo by Jeff Malet/Western University of Health Sciences

Jennifer (Jen) Buell, 27

*President of the WesternU Campus Lions Club of Pomona, California, and a Lion since 2011.
In her third year at the College of Optometry, Western University of Health Sciences, Pomona.*

My father has been a Lion longer than I've been alive. I've been exposed to Lions my whole life. You know how Lions clubs try to steal the bell and gavel from club presidents? Well, when I was a kid, I remember going into the refrigerator and being puzzled to find a giant block of JELL-O with a "hammer" in it. Actually, it was the gavel my father had stolen from his president.

As president, I have yet to get through a meeting without losing my gavel (laughs). I've had my gavel stolen at every meeting so far by other members. So I have to buy it back.

My parents have always been very big on community service. They've been great role models. One of the reasons I went into optometry is to help people in need. I like the Lions because they're really compatible with my profession. I can relate to the people we serve because they're very much like the patients I deal with.

Growing up, I always dreamed of wearing a yellow vest like my dad. I think our young club members are starting to get excited about the vests. We might go ahead and order them.

When I was 16, I did the Lions Clubs International Youth Exchange program in Japan for the summer. I also worked one summer in Jilotepec, Mexico, with the Northern California Friends in Sight group. So for me, it's been not just about serving the underserved, but also exposing youth to cultural experiences, helping them

become active members in the community. It plays a big role in my drive to travel and help people.

I had two different host families. They took me traveling all over. I went golfing at Mt. Fuji. That was pretty cool. One host mom owned a sushi restaurant, so I would help there. I also went to several Lions clubs meetings. My host mom helped me write a speech in Japanese for one of them. They also bought me a Yukata, a traditional summer kimono, and took me to the meeting in Ginza, Tokyo. I had to walk through town from the sushi restaurant to the meeting at a hotel. Imagine a white, 5-foot-seven-inch girl walking through a crowded city in traditional Japanese clothing! I was quite the spectacle.

Challenges as president? Getting people involved. We have 68 members, a very good size, but I'd say on average we have maybe 20 people at our meetings. So to get them more involved, we're slowly setting up committees, and I'm trying to delegate more. Our goal has been to do at least one community service event a month, which we've been successful doing. They mostly involve vision screenings. But we're going to try to do one or two very large health fairs per year and other vision screenings that are interdisciplinary so we can get more members from other medical professions at our school—medicine, dental, podiatry, physical therapy.

Advice for younger Lions? Getting involved early is really important. Not only for the experience and the passion that it gives you for helping other people, but also for networking. We have a lot to learn from our older Lions members.

There's a lot of wisdom that can be passed down, and if we don't take advantage of that, then this club could be lost. And I think that would be really sad. With the economy these days, networking is very important. We have older Lions, faculty, and also we work very closely with the Pomona Host Lions Club.

I'm outgoing. And organized. When I was helping organize the club, I was also planning my wedding, finishing my second year in optometry school and volunteering at vision screenings. I'm also very reliable. So I tend to take on too much, because I want to make sure it gets done. I'm a young adult who has a lot of values that are similar to the older population. I try really hard to uphold those values and teach my peers.

I'm also a bit of a perfectionist. It's frustrating wondering why people aren't getting more involved. Probably one of my weaknesses, with all the leadership positions I've had over the years, is learning how to delegate and let go. Being president has been great for that. I really have to delegate. It's a great learning experience.

Art Ruben, 69

*Member of the Everett Central Lions Club in Washington and a Lion since 1984.
Past club president and zone chair. Retired, last 14 years employed by Allstate Insurance.*

Satisfactions of being a Lion? Oh, my goodness gracious! Do you have an hour? Our club does a salmon derby for the blind. We take anywhere from 35 to 40 fishing in Puget Sound. We've been doing it for 67 years. One of the most inspirational moments was working with a 9-year-old boy, who caught the biggest salmon and tied with a 93-year-old gentleman who also had a 13-pounder. That was so great to see that boy's smile!

We also sponsored an evening with the symphony. I arranged with the conductor for the blind to come to a special session. He stopped and talked to them about what was going on. Afterwards, he invited them on stage, especially the kids, to "see" the instruments. I remember a young girl standing next to the kettledrum and putting her hands on it so she could feel the vibration and what was making that kind of noise. It was terribly inspiring. You kind of get a feel for actually what being blind is all about.

Challenges? We call them "opportunities" (laughs). The biggest one is getting people to understand why they should become a member. I like to think I can sell it to everybody, but I know that I can't. It's simply a matter of showing them the benefits for themselves and their community. But not everybody is going to join when you ask them.

You know, my mother became blind with macular degeneration. She really became frustrated and angry at the world. She had to give up her job, and she couldn't drive or enjoy reading or sewing. She had been very active, worked practically every day since she got out of the 8th grade. My father was disabled and she tried to support the family.

What brought her out of her shell, she started to take a GED course at the local community college and finished in short order. She was about 66, the college's oldest graduate ever. She went on to get an associate's degree in social work, working with community services, and just totally blossomed. She developed the Evergreen Association for the Blind, and helped develop a bowling team for the blind.

I didn't become a Lion because she was blind, but because of her inspiration. I remembered the work she had

done so I joined Lions, which was a natural because of their work with eyesight.

I'm outgoing. Coming from a sales background, one of the things I've done is taking on the role of public relations for our district and my club. I was honored in 2008 with a public relations award by Lions International. Just having the fun of wanting to tell others is why I'm driven to work with public relations and driven to bring in new members.

Advice for Lions? Figure out what you want, and then do it. Lions represents a tremendous opportunity to bring your ideas and energy and enthusiasm. You've got the support of an international organization behind you. Younger Lions don't have as much time to devote, with younger families and all. They're being stretched, especially in this economy. The younger people have a lot more to gain through Lions, but they don't have the extra funds it might take, or the time.

I'm outgoing. Coming from a sales background, one of the things I've done is taking on the role of public relations for our district and my club.



Art Ruben's mother inspired him to become a Lion.

Photo by Anne Garber

Bob Taylor, 76

Past President of Edenton Lions Club in North Carolina and a Lion since 2007. Retired after a career in advertising and sales on the agency, client and media sides.

I had been president of the Rotary Club in Windsor, North Carolina, where I worked. They were big on fundraising, which is my expertise that I brought to the Lions. But Rotary members basically meet and eat and don't do anything. They're a business club, as opposed to a service club. Our Lions club is very active, with a lot of different projects.

We have a 93-year-old neighbor who has macular degeneration and is legally blind. My wife and I are caregivers for her. So we know firsthand what some of these people are going through, and what some of their needs are. Then we work with the social services department in the county government. I think there are 30 or 40 legally blind people in our county. I also drive a friend who also has macular degeneration to his eye doctor in Norfolk. One eye is gone, and he's getting shots in the other eye to keep from losing sight in that one.

In 2009 I got the Outstanding Membership award. One of my big projects was recruitment. We did very well, increasing membership by 20 percent one year and 15 percent the other. I got a lot of satisfaction out of getting younger members. We're trying to focus on new young blood.

I also started a fundraiser pancake breakfast, and I had the satisfaction of getting it organized and doing the advertising. It was a good team effort. One of our members handled the operational and food service side. The first year we raised about 3,500 bucks. One of the rea-

sons we started the breakfast was another fundraising project just died. It wasn't generating the revenue, so we had to come up with something different.

Also, the club had a \$1,000 scholarship program for students going into medical careers—nursing, diabetic medicine, that kind of thing—and needed someone to give it a boost, and I've taken that over. I was also chairman of the White Cane Drive this year. We put an extra emphasis on giving by members and friends, and direct mail to businesses—increasing our giving by 24 percent in a bad economy.

Our clubs could probably do a better job of communication to their communities, whether it be advertising or whatever. Most clubs don't have an ad budget, but you could find some nonprofit rates from newspapers. For example, I could buy a strip on the front page of our local newspaper for 50 bucks. You could also do PR. But you've got to make it interesting, and supply the photographs. These small town papers don't have the staff to do the writing. So if you've got a good writer and/or a good photographer, give them that responsibility.

We haven't lost members to other clubs and not too many have moved away. But this is a retirement community and we've lost probably half a dozen members to death since I've been here. That's hard to deal with.

There's also a lot of competition—nonprofits raising money from

the same people at the same time. With more jobless and more working part-time and lower re-entry salaries, there is less giving.

I recruited a young fireman, whom I'm kind of mentoring. What you try to do is become a mentor so that they get involved and just don't become a number. The problem with the younger men or women is that they have kids who are in middle school or high school and they have so many competing activities. So we're trying to generate more interest in the club. We have good programs, like a recent one by a pediatrician on child abuse and sex abuse, which was timely. Programs like that will keep younger folks interested, get them away from the tube. Also, with the economy, they can benefit from networking with the older members.

My advice for older Lions is don't get burned out. Stay young. Most of our guys are very active, but we have a few who have kind of faded away.

I'm not afraid of burning myself out. That's why I've retired and "un-retired." I just can't sit around the house and do nothing. I try to keep an active mind. I go to McDonald's every morning for a coffee club, with a group of peers. By the way, did you hear about the guy who was 105 years old? A television reporter asked, "What's the greatest thing about being 105?" The man answered, "No peer pressure."



Bob Taylor is mentoring a firefighter he recruited as a Lion.

Photo by Blair Currie

Punya Lakhe knows the
burden of measles all too well;
her toddler suffered from the disease.





LCIF: Lions Changing Lives

Lions know a few things about teamwork. Working together can produce beautiful results. “No one can whistle a symphony. It takes a whole orchestra to play it,” someone once wisely said. When the goal is good and the means are selfless, the sky is the limit. “It’s amazing how much you can accomplish when it doesn’t matter who gets the credit,” a sage put it.

Teamwork and uncredited accomplishment—that’s Lions Clubs International Foundation (LCIF). Since 1968, LCIF has awarded more than 10,000 grants totaling more than \$730 million. Millions of people have been able to work and see their grandchildren for the first time, received life-saving vaccinations, learned skills that led to a better future and regained their footing after disaster struck.

“When we do the best we can, we never know what miracle is wrought in our life, or in the life of another,” Helen Keller observed. Here are a few miracles wrought by Lions in the lives of others.

Meeting Humanitarian Needs

Punya Lakhe of Bhatapur, Nepal, will never know how or why her two-year-old son, Bipul, contracted measles. Life happens. He was very ill for weeks before treatment saved his life.

Sometimes the bolt out of the blue is a knock on the door and it’s fortuitous and even life-saving. Community volunteers including Lions went door-to-door in Lakhe’s neighborhood in February to publicize a weeklong measles vaccination campaign. Other mothers were spared her ordeal.

Started as a pilot program last year, the One Shot, One Life: Lions Measles Initiative is growing this year through a challenge grant from the Gates Foundation. For every \$2 donated by Lions, the Gates Foundation will donate \$1, up to \$5 million. It is the largest single donation in Lions’ history.

In Nepal, 10 million children will be vaccinated this year, thanks to Lions and partners. “Health and social services are neglected areas in my country and we are happy to have your help. I am very happy for your service and helping us to help our people,” says Nepal President Ram Baran Yadav.

Measles vaccinations are one of the most inexpensive health interventions available today, costing less than \$1 per vaccination. Yet measles outbreaks are on the rise worldwide, including recently in Indiana and other parts of the United States. Each day 450 children still die from measles. Lions are committed to eliminating the disease so that no mother will share Lakhe’s distress.



Vision for All

One family: two cases of vision impairment. Jelbert and his brother, Jericho, in the Philippines both grapple with loss of sight. But they are in school and learning. Jelbert benefits from a personalized educational program that promotes pre-speech and communication skills and emphasizes learning activities that improve his playing skills.

LCIF and SightFirst partnered with the Perkins School for the Blind in Massachusetts (where Helen Keller was educated) to ensure children in the Philippines can attend school. Through expanding educational opportunities and empowering parents as advocates for their children, the SightFirst Philippines project will lay a foundation for broader social inclusion.

Since Helen Keller's challenge to Lions in 1925, Lions have been saving sight. Through the SightFirst program, Lions have committed more than \$415 million and countless hours as Knights of the Blind. New programs made possible by Campaign SightFirst II include low vision services, rehabilitation and training, educational programs and research initiatives.

This year LCIF awarded the first SightFirst grant in the United States for a statewide low vision program in Kansas. Funds will expand the Kansas State School for the Blind infant and children's low vision program.

"This grant will immediately benefit visually impaired students throughout Kansas. In a state with a largely scattered, rural population, providing quality low vision services using the outdated centralized approach was not effective in reaching the majority of visually impaired Kansas students," says Dr. Kendall Krug, a participating optometrist in this program.

In India, Lions in District 321-E and the All India Confederation of the Blind are providing vocational training to 500 blind people. Two-hundred-fifty blind entrepreneurs will receive small, interest-free loans to begin industries. Loan repayments will be deposited into a revolving fund that will make it possible for additional blind entrepreneurs to start their own businesses.

Supporting Youth

Forget about the arithmetic and grammar. Fifth-grade can be rough socially. The temptation is to isolate others and gain safety in a closed circle of peers. But that's not right. And it's not what Lions Quest teaches.

More than 12 million students worldwide have learned social and emotional skills through Lions Quest. Says fifth-grader Elyse Mackenzie, who participated in Lions Quest in New Jersey, "I've learned from Lions Quest that you should always do the right thing, even if it means doing something you don't like to do."

Lions Quest has a proven track record of improving academic and behavioral issues. The program unites the home, school and community to cultivate capable young people.

Lions Quest continues to expand. LCIF is piloting the new Lions Quest Skills for the Adolescence Out-of-School-Time program in six community schools in the Chicago

Public School system in partnership with the YMCA of Greater Chicago, Illinois.

New Community Partnership grants are available from LCIF for Lions clubs to begin or expand Lions Quest. This grant allows Lions to fund teacher workshops, conduct promotional activities, create partnerships and translate curriculum and materials. One of the first Community Partnership grants was recently awarded to District 24-E in Virginia.

Lions Quest expanded to Burkina Faso, Guatemala and Multiple District 300 Taiwan this year, bringing the total participation to 72 countries. Nearly 280 teachers will become trained facilitators. "The things that the Lions Quest program offered were awesome," says Rosalind Blackwood of the Sunnyside Lions Club in Canada. "To be a good citizen you have to be able to make good choices ... and be able to get along with others. That's what Lions Quest is all about."

Students in New Jersey participate in group activities during a Lions Quest class.



“I am so very proud to say that LCIF has been with us every step of the way!”



Lions clean up debris after the tornado in Joplin.

Mitigating Disasters

No one in Joplin, Missouri, will ever forget the deadly tornado that tore through the city last May and left 50,000 people homeless. But many, like Lion Debbie Whittlesey, will also remember the Lions on the ground providing immediate aid with LCIF support. “We knew we had emergency help within hours of the tornado. It is great to know in the midst of a tragedy like this, you are not alone,” says Whittlesey, 2010-11 District 26 M6 Governor.

Lions in Joplin cleared 45 home sites, kept a shelter’s groceries stocked and provided school supplies to children so school could begin on time. A year later, LCIF and Lions re-

main committed to rebuilding Joplin. “I am so very proud to say that LCIF has been with us every step of the way! With the additional funding from Lions and LCIF we have been doing some amazing things in Joplin,” says Whittlesey.

LCIF recently provided aid to districts in the United States affected by the March storms. For more than two years LCIF has been aiding Haitians after the earthquake. The aid gives people a new resolve. Says Yves Pheterson Georges of Haiti, “After the quake, I was completely discouraged. I thought all was lost. Today, I have new hope, and I am ready to fight for the future.”



Culture & Convention: Adventure Awaits in Busan

Busan, Korea, is indeed a busy, bustling place, but that just might be because there's so much to do and see in this intriguing city by the sea. When nearly 50,000 Lions and their families arrive to attend the 2012 International Convention from June 22-26, they'll find a jam-packed schedule of events and exciting activities in which to participate. Awaiting registrants is also a bevy of tourist attractions, from beaches to shopping to ancient temples. With 85,000 Lions in Korea, this promises to be one of the biggest and most spectacular international conventions ever held.

Located about 40 minutes away from the city's business district and the Busan Lotte, LCI's headquarters hotel, is the Busan Exhibition & Convention Center (BEXCO). The majority of convention events and activities will be held at this site in Haeundae, and visitors to BEXCO will enjoy a modern convention facility located near subways for convenient transportation, beaches, restaurants, shopping and plenty of hotels to host registrants. Both the exhibit hall and auditorium are new and designed with amenities sure to please convention-goers.

This year, an expanded section will be open to registrants to meet staff members from each division of Headquarters. Have questions? Friendly and knowledgeable staff members are there to help. If you'd like to see local attractions and sights, Lee Convention will have a desk at BEXCO to book area day tours.

Goway Travel Ltd. is again partnering with LCI as a preferred North American travel operator for those attending the international convention. Pre-and post-travel can be arranged to discover Korea's greatest sights. To learn more, contact Special Events by Goway Travel through their dedicated "Lions only" telephone and e-mail: 877-469-2914; lions@goway.com. Or visit www.goway.com/specialevents/lions-club.

Convention Highlights

As part of International President Wing-Kun Tam's 2011-12 Presidential Program, a Leo Lion Summit will be held Friday, June 22 in lieu of the annual Global Leo Conference. This special event will bring Leos and Lions together from around the world for an interactive day.

The International Parade of Nations kicks off at 10 a.m. on Saturday, June 23 in Busan with an estimated 10,000 marchers from more than 120 countries.

Later that evening, the International Show at BEXCO stars a number of entertainers who will mesmerize and amaze the audience with an array of talented performances.

There will be three plenary sessions and events held during convention week:

- Sunday, June 24, 10 a.m. to 1 p.m.—The opening plenary session features an address by International President Wing Kum-Tam, flag ceremony and International Parade results.
- Monday, June 25, 10 a.m. to 12:30 p.m.—The second plenary session includes the Memorial Service, nominations for second vice president and international directors and the keynote address by Dr. Margaret Chan, Director-General of the World Health Organization (WHO).
- Tuesday, June 26, 10 a.m. to 1:30 p.m.—The final plenary session features election results, installation of 2012-13 International President Wayne A. Madden of Auburn, Indiana, installation of new district governors and presentation of the Lions Humanitarian Award.

BEXCO exhibition hours are Friday through Monday, 10 a.m. to 4 p.m., and Tuesday, when voting takes place, from 7:30 a.m. to 10:30 a.m. The hall includes a complimentary Internet café and is the site of the Environmental Photo Contest competition where all photos can be purchased through a silent auction. Funds will benefit LCIF. Or purchase a 2013 photo calendar featuring many of the contest entries. Certification and voting are also at BEXCO, as are many other seminars and activities.

An up-to-date listing of seminars, activities and events scheduled during the International Convention will be posted at www.lionsclubs.org. Check it out to discover what's in store throughout this action-packed week.

First Responders— Since 1951

Connecticut Club Has Provided Ambulance Service Since Its Charter

by John R. Platt

Nestled in the mountains of northwest Connecticut, the quintessential New England town of Norfolk is home to 1,600 year-round residents, the famous Yale Summer School of Music, three beautiful state parks, an annual chamber music festival and an occasional fall off a ladder, a heart attack and a car accident with injuries.

That's where the town's unique Lions club comes in.

The Norfolk Lions Club was founded in 1951 with the sole purpose of creating a local ambulance service for this isolated community, which sits 10 to 15 miles away from the nearest hospitals. More than 60 years later, the Norfolk Lions Ambulance Association, a separate organization funded by the Lions club, remains the primary provider of emergency medical services for Norfolk and portions of the surrounding towns.

"The ambulance runs on Lions' money," says two-time club President John Funchion, who also volunteers as one of the ambulance drivers. "We provide almost all of the necessary operating funds." The club funds 97 percent of the association's annual budget; the rest comes from grants and the governments of Norfolk and neighboring towns.

The help of the Lions distinguishes the ambulance in another way. "We're one of only nine all-volunteer ambulance services left in this region of Connecticut," says Marc Tonan, chief of the ambulance service. "There's no charge from us for any of our rescue operations, or from any of the paramedics that come out to help through us."

In 2011, the ambulance went out on a record 270 calls,

handling more than 99 percent of the emergencies in Norfolk, covering everything from heart attacks and broken bones to traffic accidents.

The original 25 members of the Norfolk Lions Club not only got the service started with its first ambulance—a converted old black Cadillac hearse—they also built a garage to house it. That building was intended to be temporary. "We didn't even have a bathroom until about eight years ago," Tonan says. But it lasted until 2010 when the association's new emergency services building

opened after nearly five years of planning.

More than twice the size of the original garage, the new building contains a full basement for storage and a large training room. It also includes a communications center, privacy-protected records, two bathrooms and a shower, a laundry for soiled linens and an office for the resident state trooper. The building also serves as a storm shelter for emergencies such as the unexpected Hal-

loween 2011 snowstorm, which knocked power out in the region for six days. "People plugged in their phones and laptops, as well as personal medical equipment, and it gave residents a place to get warm and have meals," Tonan says.

The \$750,000 facility was funded through a \$400,000 Small Town Economic Assistance grant from the state of Connecticut. The town of Norfolk, which also covers the building's utilities and insurance, paid the remaining \$350,000. "That gave us an empty building," says Funchion's wife, Susanne, who served on the building committee. The Norfolk Lions Club pledged an additional

"When you're
hurt and scared
and someone you
know walks
through the door,
it makes a huge
difference."



The ambulance handles nearly every emergency in Norfolk.

\$107,000 for furnishings and other necessary equipment. Careful shopping stretched that budget and the Funchions report the club still has around \$40,000 left. That money will soon be put toward buying a new ambulance to replace the current one, which has been in operation since 2000.

Although volunteers are on duty 24/7, the building itself is not usually staffed. “We have many first-responder kits around town,” Tonan says. All volunteers carry emergency radios, so when a call comes in the nearest EMTs can head directly to the site, often arriving before the driver with the ambulance.

The service currently has a core team of about 50 volunteers, nearly all of whom were trained through Lions’ funds, Tonan says. In addition to EMT training and other medical certifications, the association holds monthly training sessions covering new equipment and other skills that need to be periodically reviewed. They also host emergency medical responder and emergency medical technician courses and well as regional training.

With its high elevations, icy winter roads and aging community, the association plays an important role in Norfolk. “Most people in this town know the person who comes to their aid,” Tonan says. “When you’re hurt and scared and someone you know walks through the door, it makes a huge difference. It helps keep their anxiety level down and it helps in their recovery. We’re not a bunch of strangers. That’s rare in ambulance work these days.”

Meanwhile, “the community is incredibly supportive of the ambulance,” John Funchion says. The Norfolk Lions Club hosts apple sales, pancake breakfasts, Valentine’s Day chocolate sales, spaghetti dinners and an annual auction to

raise money for the ambulance service. They also mail an annual appeal letter, which is their biggest fundraiser.

While the ambulance remains their main focus, the Norfolk Lions also support other local causes as well as Lions Clubs International initiatives. They provide funds for eye examinations for needy children, support an alcohol-free high school graduation party, send two students to the United Nations every year, and offer scholarships to Norfolk students heading off to college.

Lions also supply the flags that are given out at the annual Norfolk Memorial Day parade, one of my most important childhood memories. My father—a Norfolk native, veteran and former Lion—took us back to his hometown for this parade every year while I was growing up, which is where I first saw the ambulance and the words “Lions Club.”

The Norfolk Lions also host an annual appreciation dinner for the Ambulance Association, which boosts the sense of camaraderie between the two organizations, Tonan says. While only four members of the Ambulance Association are currently also Lions, there has been quite a bit of crossover through the years. And the number of people involved is impressive: out of the 1,600 people living in Norfolk, 50 volunteer for the ambulance and another 30 belong to the Lions club. “That’s a huge part of the town that’s involved with this effort,” Tonan says. “That really puts it into a neat perspective.”

For information on the Norfolk Lions Ambulance Association, visit www.norfolkambulance.com.

Filipino Girl Illustrates That Children Know *Peace*

For Trisha Co Reyes, a 13-year-old girl from the Philippines, peace begins at home. Her family's support has inspired her in everything she does, including spreading her message of peace in her neighborhood and worldwide. Sponsored by the Manila Centennial Lions Club, Trisha's peace poster advanced to the district, multiple district and international levels and was chosen as the grand prize winner of the 24th annual Lions International Peace Poster Contest with the theme "Children Know Peace."

"In my painting, the hidden child is me," Reyes says. "I hope I can make people see the important role children have in spreading peace throughout the world—make them see that we children are the future leaders."

Chosen for its originality, artistic merit and portrayal of this year's theme, Reyes' poster depicts "children from all over the world who have love, freedom, unity and peace." Reyes says that in addition to participating in the Peace Poster Contest, children can do their part to create a harmonious world by "studying hard and planting trees to save and protect Mother Earth."

As the grand prize winner, Reyes received US\$5,000 and a trip to a special awards ceremony at Lions Day with the United Nations in New York City. She was accompanied by her mother, sister and sponsoring club President Dennis Go.

"I am very proud and excited for Trisha Reyes being this year's grand prize winner and I believe that she is destined to

leave her mark in the world of art," Go says. "Through her poster, we see how children envision peace through their minds and this gives us hope for a brighter tomorrow."

Annually, more than 350,000 entries are drawn by children ages 11 to 13. In addition to the grand prize winner, each of the 23 merit award winners received certificates and US\$500. This year's merit award winners live in Brazil, China, Colombia, England, Guam, Iceland, India, Japan, Panama, Peru, Portugal, Romania, the Republic of South Africa, Taiwan, Thailand and the United States (Arizona,

Connecticut, Georgia, Kansas, Minnesota, New Hampshire and North Carolina). The 24 finalists' posters will be featured prominently at the international convention in Busan, South Korea.

"Lions around the world believe in promoting peace and the importance of encouraging young people to think creatively," says International President Wing-Kun Tam.

LCI created the Peace Poster Contest 25 years ago to foster a spirit of peace and international understanding in young people worldwide. Since then, nearly 10 million boys and girls in more than 75 countries have shared their visions of peace with their classmates, families, friends and others. Whether this is their first time participating in the contest or their 25th, Lions can get involved by sponsoring the contest. Visit lionsclubs.org (search: Peace Poster).





25 **IMAGINE PEACE**



1988-1989

Moustafa Tawoukji
Lebanon, Beirut Lions Club



1989-1990

Ugo Ciocchetti
Italy, Biella Bugella Civitas
Lions Club



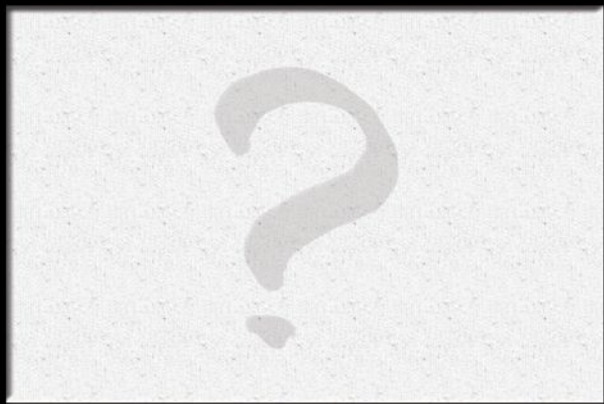
1994-1995

Zeynep Güleç
Turkey, Sirinyer Lions Club



1995-1996

Danielle Hernandez
Arizona, USA,
Phoenix Phil-Am Lions Club

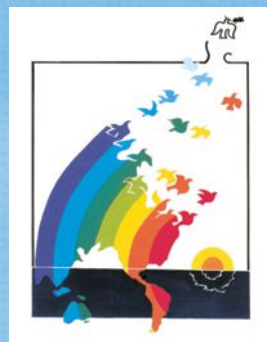


2012-2013



2000-2001

Delphin Tiberge
Guadeloupe, Ile de Saint-
Barthelemy Lions Club



2001-2002

Hei Man Lau
China Hong Kong, Hong Kong
Mandarin Lions Club



2006-2007

Min-Ji Yi
California, USA,
Tarzana Lions Club



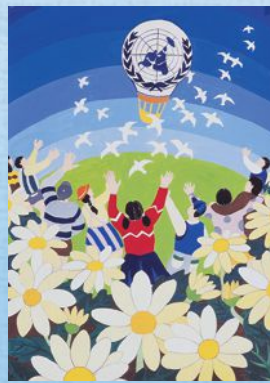
2007-2008

Ming Yang Soong
Malaysia, Bidor Lions Club



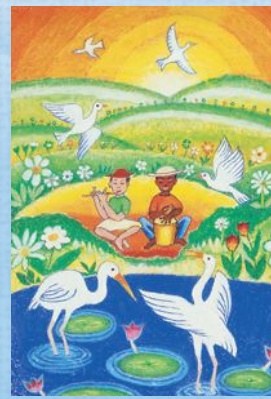
1990-1991

Jean-Michel Pain
Martinique,
Fort De France Madinina Lions Club



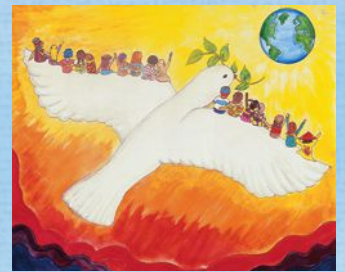
1991-1992

Yuki Nakajima
Japan, Miki Chuo Lions Club



1992-1993

Niken Ayu Murti
Indonesia, Jakarta Dian Mas
Purnama Lions Club



1993-1994

Jill Giovanelli
Pennsylvania, USA,
Scenery Hill Lions Club



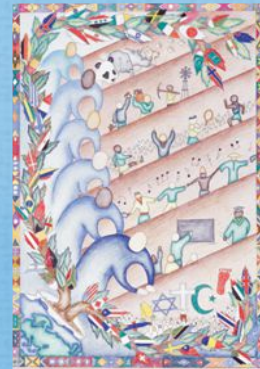
1996-1997

Don Nemesio Miranda III
Philippines,
Taytay Pag-Ibig Lions Club



1997-1998

Cinthy Vanessa Villacorta Ulfe
Peru, Tumbes Miguel Grau
Lions Club



1999-2000

Satoko Nakadate
Japan, Tokyo Ebara Lions Club



2002-2003

Sittichok Pariyaket
Thailand, Sakornburi Lions
Club



2003-2004

Vittoria Sansebastiano
Italy, Novi Ligure Lions Club



2004-2005

Cheuk Tat Li
China Hong Kong, Hong Kong
Metropolitan Lions Club



2005-2006

Cleverson da Silva Rosa
Brazil, Cidade Gaucha
Lions Club, LD-6



2008-2009

Yennie Shyu
California, USA,
Milpitas Executive Lions Club



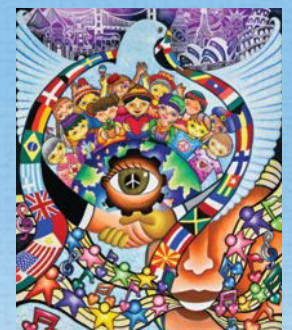
2009-2010

Yu-Min Chen
Multiple District 300 Taiwan,
Taichung Kuang Hua Lions Club



2010-2011

Raj Phairembam
India, Moirang Lions Club



2011-2012

Trisha Co Reyes
Philippines,
Manila Centennial Lions Club

Why Did You Become A Lion?

Remembering Helps Inspire New Members

When Jodi Burmester attended her first Madison Central Lions Club meeting in 1993, she was impressed. She was impressed by the large number of members present, as well as how organized and active they were. She got caught up in the high-energy talk about upcoming fundraisers, elections, projects and the international convention. “All this activity and discussion was very exciting and it was inspiring to see what the group was doing,” she says.

But Wisconsinite Burmester really caught Lion fever when she got more engaged. “The club got us all [new members] involved right away. Getting involved in service projects and participating in social events is what hooked me in. But what kept me being a Lion was when they sent me to a Lions leadership institute. I thought, if Lions were going to invest those resources into my development, I wanted to stick around to give back to Lions,” Burmester says.

Nineteen years later, when Burmester talks about the Lions she lights up and her genuine enthusiasm comes through clearly. She has recruited several new members, but usually not by asking them to join—instead, she talks about Lions’ service. “People want to be part of a team that does something right. If you can start out with getting people fired up about what we do, they’re more likely to become long-term members.” How does she keep this enthusiasm going? She



continues to take part in directly serving those in need. “We all need to get out there and serve. Sometimes members forget why they joined. Getting out there and doing some hands-on service will remind you of your enthusiasm for the Lions when you joined. It really makes a difference,” Burmester says.

Tammy Rockenbach, an Oregon-Brooklyn Lion in Wisconsin since 2004 (and Lioness since 1992) agrees. When she joined, she wanted to impact the lives of others in a positive way, and she has kept that feeling alive by staying engaged in service. Because of this, her commitment as a Lion has grown over the years and she believes that when it comes to prospective members, Lions’ service can speak for itself. “New mem-

bers have to see the service projects. That instills why we do what we do. Take someone along on a cornea transport, to deliver food to someone who is hungry or to build a wheelchair ramp to make someone’s life easier—all of these experiences can build excitement,” says Rockenbach.

By staying active with service yourself, that “newlywed” feeling you had when you joined will stick around—and by sharing your passion with others, that just might result in new members. Burmester stresses, “Invite prospective members to a hands-on project, not a meeting. We have to share our story, and people will join because they want to give back.”

—Jennifer Gilbert Gebhardt

What's the Plan?

Think Strategically for the Future

If it ain't broke, don't fix it. We've all heard this age-old saying, and many Lions clubs operate based on this belief. It's good logic much of the time. But even a club that isn't "broken" can still benefit from a tuneup now and then.

Any club has much to gain from stepping back and taking a comprehensive, critical look at its past, present and future. Engaging in a long-range strategic planning process can result in improved focus on mission, enhanced communication, renewed excitement and motivation among members, innovative ideas and creating a baseline from which to measure progress. Through planning, many clubs are expanding their potential and ensuring their viability.

After being inspired at the Colorado state convention last year, Denver Lions Club First Vice President Flossie O'Leary introduced the idea of long-range planning to her club's leadership team. They soon held a half-day planning retreat to create the framework for a five-year plan. They asked questions such as: "As a club, how could we better integrate things so each year's leadership could leverage their skill sets but the club would still move forward on a shared agenda?" explains O'Leary, now president. Two key answers were: 1) making their goals broad enough to allow for different ways of meeting them based on members' talents and 2) integrating the goal areas into the club's existing committees.

Also important was giving plenty of time for the plan to take shape and gain momentum, says O'Leary. "When you're trying to effect and sustain change, it's a lot of baby steps in the beginning. ... Our first year is about infrastructure, thinking, engaging members. If you build something members are



a part of, then you've really facilitated something worthwhile."

As a thriving and large club, Denver Lions are able to take a slower, integrated approach to planning. But Dr. Billie Blair, president/CEO of international consulting firm Change Strategists, Inc. (www.changestrategists.com), stresses that if clubs are facing dwindling membership, decreased fundraising and questions about their future survival, more drastic measures may be in order. "Lions clubs should engage in strategic planning if there is a sincere desire to change in dramatic ways. The biggest benefits will ultimately be in figuring out how to be relevant

in the 21st century. The planning process will result in a possibly very different future and club structure."

Clubs can get started by seeking out a planning expert who can facilitate. Assistance may be found at local nonprofits, foundations or state agencies. The process may take time, energy and willingness to change, but the rewards could mean taking your club to new heights. "The real benefit is we're all working toward the same goals and everyone is talking to each other. As opposed to a band-aid, surface approach, our plan will help us think in a more integrated fashion," says O'Leary.

No matter what comes out the planning process, Blair believes you'll be glad you did it: "It will be well worth your while to take the time to step back, take a deep breath, and look carefully at what you want to be like in five to 10 years—this will force you out of the present and into the future—and to the point where the real work begins."

—Jennifer Gilbert Gebhardt

Dogie Days of Summer

Dogie Days in Dumas, Texas, has grown from a celebration of the small calf known as the dogie—"as in 'Get Along, Little Dogie,' " quips Dumas Noon Lion Bill Lackey—to a four-day event that attracts thousands and has netted more than a million dollars since 1946 when Lions first hosted a barbecue on the courthouse square. There are three or four class reunions during

Dogie (pronounced dough-gie) Days and a carnival that has a quarter-mile of rides and game booths.

Lackey says as many as 50 causes benefit from the event, including the Texas Lions Camp, Meals on Wheels, Leader Dogs for the Blind, scholarships and vision screening and eyeglasses for people in need.

Lines start forming early for de-

voted fans of the Lions barbecue. "The preparation for the barbecue begins the week before with the mixing of the seasoning, the digging of two ditches approximately 100 yards long and wrapping the meat," Lackey points out.

"We don't use brisket, but shoulder clod. The seasoning is in four wash tubs. The meat is tossed into the tubs and coated, wrapped in white butcher paper, then wrapped in foil and tossed into a refrigerated trailer to soak up the seasoning until the Wednesday of the actual celebration when it's put in the pit," he explains. "The 'experts' tell us that after 12 hours, it's done. The rest of the time it soaks in the juice and seasoning. This is authentic pit barbecue." An average of 7,600 pounds of meat is grilled this way along with nearly 15,000 hamburgers grilled and sold by Lions.

It takes nearly all of the club's 237 members to run the barbecue operation with typical Lions precision. "With the two ditches dug, about four feet deep, the wood is thrown into the ditches the night before and lit," Lackey says. Lions place the packages of wrapped meat directly onto the burned-down wood and cover it all with steel plates that are eight feet long. And then the plates are covered with dirt.

Long lines have already formed by the time the meat is ready to be unwrapped and unveiled, along with plentiful side dishes also served by Lions. Last year club members fed more than 6,000 people, roughly half the population of Dumas.



Lions prepare several thousand pounds of barbecued meat for fans of the club's signature dish.

Handy Lions Tackle Trailer

It took more than 2,500 hours and one year, but when the dust finally settled, members of the Fraser River Valley Lions Club in Colorado had a new food trailer. The 79-member club raises between \$8,000 to \$10,000 a year by selling pancakes and sausages at local events. Funds are used for community assistance and help support the club's scholarship program.

"The old trailer, rapidly deteriorating, had been in use for over 25 years," says Frank Watts. "It was first gutted and appliances with value were sold." It had been built in 1954 and converted by Lions in 1981.

Lions invested in a 33-foot Shasta Roadmaster house trailer built in 1989, but renovating it into a rolling restaurant on wheels took some innovation and teamwork. Watts says contractors donated some services and the club received a \$9,500 grant from a local foundation. In addition to new doors and serving windows, new sub-flooring and linoleum were installed. "New cabinets and counters were made in members' workshops and new water and gas lines were installed. A new sink, refrigerator, two cook tops, a steam table and a full-sized stove were purchased and installed," he adds. Roof repair, new wiring and exterior work were also done.

After the redo, Watts points out, "The windows and microwave were about the only features left untouched. One Lion spent so much time on the roof that we threatened to put a bed up there." Another member rebuilt the hitch on his ¾-ton truck specifically to handle the bigger, heavier food trailer as it's hauled to various fundraising events. A yellow and "Lions blue" paint job with a large Lions logo completes the trailer, says Watts.



Volunteers of all sizes pitched in to help Lions renovate their new food service trailer.



An appraiser discovers whether an antique piece of jewelry is worth big money or is simply of sentimental value to its owner.

Finding a Fortune

Hidden treasure isn't hard to find. Burnsville Lions in Minnesota realized they could make money by sponsoring a version of "Antiques Roadshow," the popular television series where appraisers tell stunned families they've inherited a fortune in that old vase or homely painting that's been cluttering the attic for decades. Lions decided to sponsor their own show after an appraiser friend of a club member mentioned the idea as a potential fundraiser.

Some people discovered they did indeed hit an unexpected jackpot when they paid a visit to a local church where the Lions Antiques Appraisal Fundraiser was staged. Lion Mark Moen says, "We had people lined up outside the doors two hours before we were to open. We managed to get every item reviewed and appraised."

Using word of mouth, newspaper ads, fliers, posters and online social networking sites to advertise the event, Lions anticipated only 100 people but nearly 300 showed up for the four-hour event. They charged \$10 for appraisal of two items and served refreshments to the patient crowd.

"The appraisers volunteered their own time and it was a great way for them to see new items and advertise their services as well," says Moen. "Several items appraised at nice amounts for their owners, including an old duck sprinkler for \$10,000, a vase appraised at \$10,000 and an Andre Gisson painting worth \$25,000." The vase, declared "ugly and old" by the owner's wife, who relegated it to the basement for years, now sits in a safe deposit box after its true value was discovered.

Lions plan to keep turning trash into cash. They made a profit of \$2,500 after expenses and people ask when they'll sponsor another appraisal event. The answer is soon, says Moen. Unlike some people, Lions know a good thing when they see it.

ROAR OF APPROVAL

Lions moved by the sudden passing in January of Past Council Chairperson **John Barnett** of Arkansas have funded a scholarship in his name. To date, 59 clubs and people have donated more than \$3,300. Admired for his quiet, easygoing manner, Barnett served as a new club consultant for Lions Clubs International and helped lead the way for many new clubs. He is survived by his wife, Wanda Barnett, the Arkansas Lions state secretary and a past district governor.

Robert F. Dale became a Lion in 1950 in Anchorage, Alaska, and served as a Lion in San Francisco; Ames, Iowa, and now in Lafayette, Indiana. The Lafayette Lions Club recently awarded him a Progressive Melvin Jones Fellowship.

After hearing about a family who lost everything in a fire just before Christmas, Grand Junction, Colorado, Lion **Steve Stewart** spearheaded an effort to collect donations of furniture, clothing and household items to replace what was lost. The family was surprised when they visited what they thought would be an empty storage unit to store what was left of their belongings, only to find it full of necessities as well as Christmas presents.

The Central Berks Lions Club in Pennsylvania held a celebration for the 100th birthday of one of its members, **Marie H. Kline**. Kline joined the Lions when she was 97; her husband, Norman, is a founding member of the 63-year-old club.



Delegate Form Instructions for the International Convention

Are you serving as the Delegate or Alternate Delegate for your club? If yes, please complete the following form and return the top half of the form to Lions Clubs International Headquarters, to the attention of the Club & Officer Record Administration Department before May 1, 2012. Bring the bottom half of the form to the convention and present it when you arrive to certify at the Credentials area in the convention center. Before sending the form, be sure a club officer (Club President, Secretary or Treasurer) signs both halves as indicated on form.

The address to mail the form is:
Lions Clubs International
300 W. 22nd Street
Oak Brook, IL 60523-8842

- In order to certify for the election, you will also need to bring:
- Passport, Lions Membership Card, Visa or Master Card (charge card), Driver's License, Social Security Card, National Identification Card or some other acceptable identification showing your signature.
 - Please be sure your club number is clearly printed on the delegate form for quicker processing.

If you have any questions regarding this certification request, please contact the Club & Officer Records Administration Department via email at stats@lionsclubs.org or by calling 630-468-6938 or you can fax your form to 630-706-9295.

Allowable Club Delegates

Membership and delegates allowed

Delegate count is based on the club's membership as shown by the records

1-37: 1	213-237: 9	413-437: 17	613-637: 25
38-62: 2	238-262: 10	438-462: 18	638-662: 26
63-87: 3	263-287: 11	463-487: 19	663-687: 27
88-112: 4	288-312: 12	488-512: 20	688-712: 28
113-137: 5	313-337: 13	513-537: 21	713-737: 29
138-162: 6	338-362: 14	538-562: 22	738-762: 30
163-187: 7	363-387: 15	563-587: 23	
188-212: 8	388-412: 16	588-612: 24	

of the international office on the first day of the month last preceding the month in which the convention is held as provided in Article VI, Section 2 of the International Constitution and Chapter XVII – Membership, Paragraph B.3., of the Board Policy Manual.



LCI COPY

(Mail to LCI before May 1, 2012)

Lions Clubs International Convention – 2012 Busan, Korea

Club Identification Number:

District:

Number of allowable delegates:
Members:

Club Name:

Address:

See reverse side for the allowable delegate table.

Please select one: ☐ DELEGATE OR ☐ ALTERNATE DELEGATE

Print Name: _____ Signature: _____

The undersigned hereby authorizes that the above named person is an active member and a duly selected Delegate/Alternate Delegate of said Lions Club to the stated Convention of The International Association of Lions Clubs.



Signature of Club Officer (Club President, Secretary or Treasurer)

Mail the above to LCI (Club Officer & Record Admin.) before May 1, 2012. After that date, bring it to the convention.
Lions Clubs International • 300 W 22nd Street • Oak Brook, IL 60523-8842 USA

EN



DELEGATE/ALTERNATE DELEGATE COPY

(Bring this copy to the Convention)

Lions Clubs International Convention – 2012 Busan, Korea

Club Identification Number:

District:

Number of allowable delegates:
Members:

Club Name:

Address:

LCI stamp for
Alternate
Delegate
certification

See reverse side for the allowable delegate table.

Please select one: ☐ DELEGATE OR ☐ ALTERNATE DELEGATE

Print Name: _____ Signature: _____

The undersigned hereby authorizes that the above named person is an active member and a duly selected Delegate/Alternate Delegate of said Lions Club to the stated Convention of The International Association of Lions Clubs.



Signature of Club Officer (Club President, Secretary or Treasurer)

THANK YOU

THE LIONS CHANGED MY LIFE

A Dream Comes Into Focus

In 1989 Nancy Sheldon left the comforts of home in Michigan for an impoverished, remote area in eastern Guatemala. She was unsure what the future held, except that she was on a mission to serve people in need. Sheldon founded the non-profit Servant Ministries and has been tirelessly working to help Guatemalans through services such as teaching job skills, building homes, providing access to clean water and offering medical care. Sheldon had long dreamed of having an optical clinic, but had not been able to secure the equipment and expertise needed. Friends connected her with the Graham Lions Club in Texas, and within eight months volunteers—led by Graham Lion Charlie Bazan—were in Guatemala to set up the clinic. Servant Ministries now provides vision care to people who have never had it before.

Q&A: Nancy Sheldon

LION Magazine: Why is being able to provide vision care so important?

Nancy Sheldon: It was always our desire to one day offer optical services because if you look around, almost no one wears glasses...and it isn't because they all have perfect vision! It's just because they cannot afford to do anything about their impaired vision.

LM: How did the training go?

NS: By the time the group arrived in Guatemala, they had made a concise and easy-to-understand manual that walked us through the steps. We started out practicing on our workers, pastors and their families. Having the Texas team here made all the difference in the world for making the clinic materialize and become "doable."

LM: What equipment and supplies did you receive to get started?

NS: The Lions [via the Texas Eyeglass Recycling Center] sent us 3,800 pairs of glasses. We now have our eye charts, focometer and machine to adjust the glasses. The equipment



Two Guatemalan women practice using a focometer during the Lions-led eye clinic training.

Photo by Doris Bazan

is portable so we hope to provide vision services out of town and even reach people up in the mountains.

LM: Will the Lions stay involved with your clinic?

NS: We'll be keeping the Lions informed on our progress. When we use a few hundred pairs of glasses we'll let the Graham Lions know and they'll replace the inventory.

LM: Do you hope to expand your services?

NS: Lion Charlie Bazan is overseeing a fundraising effort to add to our equipment—we would like to offer eye care to children, but we'll need to make our own glasses. This is another dream we hope to fulfill in the future!

LM: What does it mean for the people you serve to receive this care?

NS: It means seeing the joy on someone's face when they realize how much better they can see. It means helping someone to read again who hasn't been able to for years. It means giving a woman back the ability to thread a needle and sew. I am so very thankful to all who have made the clinic a reality.

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

CLUB BRIEFINGS

LIONS NEWS BRIEFS

The **Oak Harbor Lions Club** in **Washington** has had a successful flag project since 1983: local businesses and individuals sponsor more than 320 flags that are displayed throughout the community during holidays and special events.

The **Vancouver Chinatown** and **Vancouver Arbutus Lions Clubs** held their annual Medal of Merit Award Dinner. With matching funds from LCIF, the clubs raised more than \$70,000 for cancer research.

The **Brigantine Lions Club** in **New Jersey** held its annual murder mystery fundraising dinner.

The **Saratoga Springs Lions Club Foundation** in **New York** delivered more than \$5,000 in food, supplies and gift cards to the areas affected by floods in Schoharie County.

In **California**, the **San Diego Downtown Lions Club** donated \$10,000 to support the Alex Smith Foundation, a program that helps foster youths transition to successful adulthood.

The **Northeast Richland Lions Club** in **Texas** is partnering with Wal-Mart and a school district to collect and distribute eyeglasses to those who need them in Texas and developing countries.

After hearing about a family whose home was destroyed by Hurricane Irene, the **Warren Township Lions** in **New Jersey** provided them with a donation to assist with replacing basic needs such as school clothing.

Since 2008, the **Morden Lions Club** in **Manitoba, Canada**, has collected 5,094 pairs of eyeglasses for the Canadian Lions Eyeglass Recycling Center.

Members of the **Seattle Biutin** and **Lake Stevens Lions Clubs** in **Washington** joined other volunteers for a health screening event in Jamaica where they provided 1,800 eye exams, distributed 2,700 pairs of glasses and referred 175 patients for eye surgery.

The **Tallahassee Lions** in **Florida** raised more than \$3,600 through their Lions for the Blind Golf Tournament.

The **Battle Ground Lions Club** in **Indiana** has been participating in the federal program Reading is Fundamental for 40 years. They provide books to approximately 440 children each year through three distribution events.

The **Lutz-Land O' Lakes Lions** in **Florida** and a partner organization presented a donation to a family with a disabled son so they can make disabled-accessible updates to their home. The Lions also planted 1,000 trees in one hour with the help of community volunteers.

For the past three years, **Leos in District 4-L4** have visited Veterans Affairs' hospitals and delivered hundreds of cards and letters from Leos in southern **California**.

In 2011, the **Fayetteville Lions Club** in **Tennessee** provided eye exams and new glasses for 96 people in their county.

The **Junction City Sundowners Lions Club** held its 9th Annual Coronation of the Snow King and Queen as part of an event that recognizes senior citizens who enjoy monthly dinners together at a senior center.

Continued on page 55

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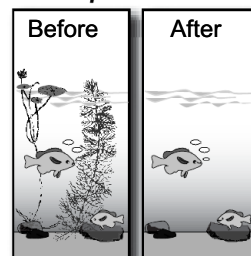
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NEW WEBSITE FOR MEMBERSHIP AND SERVICE ACTIVITY REPORTING ...

In July WMMR and LeoMMR will be combined into a single new website called "My LCI." Suggestions from club secretaries and district governors and international directors are being incorporated into the design of My LCI, helping us to make it a tool that will be easier to use and more relevant to club and district officers around the world.

NEW FEATURES COMING IN JULY AND AUGUST 2012

- ✓ Your Home Page – As soon as you log on to My LCI you will be presented with a custom home page that includes a snapshot of information tailored to your needs.
- ✓ Your Tasks – As an officer, we know you have a lot to do so we've organized your tasks for you. They're now all just one click away.

MY LCI IN BUSAN

If you will be at this year's international convention in Busan, there will be an opportunity to see My LCI demonstrated and to meet with members of the development team.

The screenshot shows the My LCI website interface for the SUNSET COMMUNITY LIONS CLUB. The page is organized into several sections:

- Header:** Includes the Lions Club logo, the title "My LCI", and a navigation bar with links for Home, My Leo Clubs, My Club, My District, and My Multiple District.
- Home Page:** Displays a welcome message for Club Secretary William Anderson and a "Print & Share | Logout" link.
- My Tasks (click to complete):** A list of tasks for the user, including correcting member information, entering officer reports, and entering membership reports.
- My Club:** A section for club information, including the club name (SUNSET COMMUNITY LIONS CLUB), founding year (1945), meeting schedule (Every 1st and 3rd Tuesday at 12:15PM), and contact information (Happy Joe's, 9567 Main Street, Oak Brook, IL 12345-1234).
- My Info:** A section for user information, including the user's name (William Anderson), member mailing address (1234 West Summerdale, Oak Brook, IL 12345-1234), officer mailing address (P.O. Box 1234, Oak Brook, IL 12345-1234), and contact information (Home: 1-630-555-1234, Mobile: 1-312-555-1234, Email: test1234@testmail.com).
- My Members:** A section for membership reporting, including a table for the 2011-2012 Club Secretary's report and a table for the 2011-2012 Service Activity Summary.
- My Service Activities:** A section for reporting service activities, including a table for the 2011-2012 Service Activity Summary.
- My Officers:** A section for reporting officer information, including a table for the 2011-2012 Club Secretary's report and a table for the 2011-2012 Service Activity Summary.
- Reports:** A section for generating reports, including Club Roster, Monthly Membership Report, Membership Cards, Family Unit Report, and Club Officer Reporting Form (PU-101).
- How Do I...:** A section for finding help, including links for "Add a member?", "Record no membership changes?", and "Add a service activity?".
- Resources:** A section for finding resources, including a link for "Create a free website for your club (e-Clubhouse)" and a link for "Download the prospective member form".

INFORMATION

IN MEMORIAM

Past International Director **Philip Daubeney**, who served on the International Board of Directors from 1986-88, has died. A Lion since 1968, he was a member of the Jersey Lions Club in the Channel Islands, served as president of Jersey Cancer Relief and was a national/multi-national coordinator for Campaign SightFirst.

Past International Director **Dr. Luis Murad**, a member of the International Board of Directors from 1980-82, has died. He served as editor of the Argentina edition of LION Magazine for many years and published several books and nearly 300 Lions-related articles. Dr. Murad was a member of the Fatima-Pilar, Argentina, Lions Club since 1961.

CONVENTION COUNTDOWN

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

FOR THE RECORD

As of February 29, Lions Clubs International had 1,355,133 members in 46,178 clubs and 747 districts in 208 countries and geographic areas.

CALENDAR

2012 UPCOMING EVENTS

MAY

RECYCLE FOR SIGHT MONTH

MAY 1:

Deadline to cancel convention registration with full refund of registration and hotel fees

Deadline for advance convention registration and hotel room requests to be received

Deadline for International Friendship Banner, Newsletter, Trading Pin and website contest entries to be received at International Headquarters

MAY 7-11:

Executive Committee Meeting (Oak Brook, Illinois, USA)

MAY 11-17:

White Cane Week

MAY 14:

SightFirst grant applications due for review at the August 2012 SAC

MAY 15:

Annual Leo Club Officers and Membership Report Form (Leo-72) due

Deadline for filing Officer Reporting Form (PU101)



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25th Annual Lions International Peace Poster Contest

Imagine Peace



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

How the Contest Works

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

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

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

Awards

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

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

**Mail or fax your order to: LIONS CLUBS INTERNATIONAL
CLUB SUPPLIES SALES DEPARTMENT, 300 W 22ND ST.
OAK BROOK IL 60523-8842 USA; Fax 630-571-0964**

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Officer's Signature (Required) _____

B. Visa/Mastercard/Discover # _____ Exp. Date _____
Cardholder's Signature (Required) _____
3-Digit CVC code (shown on back of card) _____

How to Enter

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

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

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



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

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



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

Visit www.lionsclubs.org for more contest information, deadlines, to send a Peace Poster e-card and view past finalists' posters.

Ship order to:

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United States/Canada - Postage/handling charges will be added at the time of processing your order. An additional charge will be added if second day service is required.

Overseas - Postage/handling charges will be added at the time of processing your order. Duty/taxes may be required upon receipt of your order. Lions Clubs International is not responsible for payment of these duties or taxes.

Sales Tax:

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

CLUB BRIEFINGS

LIONS NEWS BRIEFS

The **Harrison Noon Lions** in **Arkansas** held a Veterans Banquet where they honored more than 140 World War II and Korean War veterans. The event included a video presentation about the construction of the National World War II Memorial and a flag presentation ceremony conducted by Boy Scouts.

Does your club have an accomplishment to share? E-mail your announcement to lionmagazine@lionsclubs.org. Please include "Club Briefings" in the subject line.

ANNIVERSARIES MAY 2012

90 Years: Carrollton, Mo.; Carterville, Ill.; Cooper, Texas; Danville Host, Va.; Dubuque Noon, Iowa; Erie, Pa.; Frederick, Md.; Hartford Host, Conn.; Janesville Noon, Wis.; Madison Central, Wis.; Ottawa Vanier, ON, CAN; Raleigh Host, N.C.; Riverton, Wyo.; Salem Downtown, Ore.; Savannah, Ga.; Shelbyville, Tenn.; Spartanburg, S.C.; Wahoo, Neb.; Whittier Host, Calif.; Wilburton, Okla.; Wilmington, N.C.; Yonkers, N.Y.

85 Years: Batesburg Leesville, S.C.; Monroe, Utah

80 Years: Aberdeen, Md.; Concord, N.C.; Garfield Heights, Ohio; Pennington Gap, Va.; Rush Springs, Okla.; Wakeney, Kan.

75 Years: Andalusia, Ala.; East Syracuse, N.Y.; Fallon, Nev.; Montrose, Colo.; Munising, Mich.; Orange, Texas; Tamaqua, Pa.

50 Years: Bernards, N.J.; Camdenton, Mo.; Crystal, Minn.; Cuba City, Wis.; Florida, N.Y.; Hazelton, N.D.; Schuylerville, N.Y.

25 Years: Cherry Hill Pennsauken Korean, N.J.; Concho Valley, Ariz.; Denver Community, Ind.; Flushing Central, N.Y.; Lebanon, Ky.; Lovell, Maine; Ocala On Top of the World, Fla.; Tama Toledo, Iowa; Unionville, Mo.; Van Buren, Mo.; Verdun, QC, CAN

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 JANUARY 2012

Key of Nations (100 Members)

- Lion D. S. Kumar, Nellore Pinakini, India

Key of State (75 Members)

- Lion K. S. Kannan, Chennai Padi Heaven City, India

Grand Master Key (50 Members)

- Lion Rajan Arora, Delhi Angels, India
- Lion Girish Malpani, Sangamner Sapphire, India
- Lion Ajay Sengar, Indore Happy Couple, India

Senior Master Key (25 Members)

- Lion Walter Holden, Skokie, Illinois
- Lion Carolyn Dunnigan, Dallas Oak

Cliff, Texas

- Lion Farhan Kaiser, Karachi Alliance, Pakistan
- Lion Usha Jaiswal, Lalitpur Neelkanth, India
- Lion Krishan Mohan Gupta, Malerkotla Vishal, India
- Lion Partha Chatterjee, Serampore Town, India
- Lion N. Muralidhar, Mumbai Ghatkopar Metro, India
- Lion Kinner Bhalavat, Ahmedabad Fort, India
- Lion Mohanlal Chopra, Ahmedabad Rajnagar, India
- Lion T. Nithyakumar, Kancheepuram Host, India
- Lion M. Bhoja Rajan, Kotagiri, India
- Lion Dr. M. Sivanandan, Thrikkakara, India

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

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Club _____

LAST ROAR



FOOT LOOSE

Summer nears, and that means festivals and carnivals and Lions providing old-fashioned fun while raising funds for good causes. These three children flew through the air at a carnival held by the Holliston Lions in Massachusetts.

Photo by Marshall Wolff/Courtesy Metro West Daily News

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We Accomplish.



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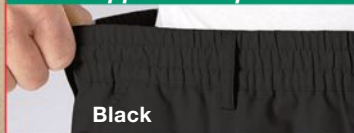
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