

LION



Lions Clubs International

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From Indiana to International

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LION

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MISSION STATEMENT OF LIONS CLUBS INTERNATIONAL:

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

SERVING TOGETHER

MESSAGE FROM THE PRESIDENT

Lions, Start Your Engines!



President Madden and Linda will cheer on Lions as they engage in service.

We just completed a most successful international convention in Busan, Korea. The convention will go into the books as the largest ever. Over 55,000 Lions and guests registered for the convention. A big thank-you to Past International Director Jung Yul Choi and his great host committee for all of the work they have done over the past five years to put this convention together.

As I begin the year as your international president I want to thank all 1.36 million Lions around the world for the opportunity to represent the world's greatest service club organization. This is a challenge I do not take lightly. With you giving your best, our association will have another banner year.

Now as we start another year in our Lion Legacy and we enter into "*A World of Service*" it is important for us to get off to a fast start. As many of you know I am from Indiana and we have the Indianapolis 500 auto race. As an avid fan of the race I will be making many comparisons to our Lions year and how the Indy 500 is run. To be successful in any race it is important to get off to a fast start and from time to time we will need a pit stop to evaluate our progress.

Teamwork is critical to our success, and so is having a road map and plan to get there. I ask that each club use the Club Excellence Award as their blueprint. It will ensure a club's success and it's easy to achieve with teamwork.

As you read through my presidential theme in this magazine you will notice a major emphasis on preventing or eliminating illiteracy. With one out of four people in this world considered to be illiterate, Lions can make a difference. We can sponsor reading contests, go to school for an hour a week and read aloud with a child, conduct after-school reading sessions at our local libraries and on and on. Don't forget to make those RAP videos (Reading Action Plan videos) of what your club is doing to promote reading. Just a two-minute video placed on our website can let the Lions of the world know what your club is doing to promote literacy.

I look forward to visiting with as many of you as possible this year as I travel to the various forums around the world, visit many multiple districts or see you on Facebook. I am always amazed by the various projects our clubs and districts are doing to better their communities. So keep up the good work. I look forward to visiting with our club presidents, too. LIONS—Start those engines NOW as we enter into *A WORLD OF SERVICE!*

A handwritten signature in cursive script that reads "Wayne A. Madden".


Wayne A. Madden
Lions Clubs International President



IN THE SPOTLIGHT

LIONS NEWS BRIEFS

DIGITAL LION PREMIERS

The new, improved digital LION debuts with this issue. The July/August online issue includes videos and bonus stories. Slide shows and other enhancements will be included in future issues. Many links take Lions to sites of interest and sites relevant to articles. Lions also can share articles they like on social networks. Lions can check out the digital version each month by searching for "LION Magazine" at www.lionsclubs.org. Or when a camera icon  appears in a story, Lions can go to the digital version to view a relevant video.

BANNER PATCHES FOR MEASLES

Clubs that contribute to the Lions Measles Initiative (see page 38) can receive a banner patch from LCIF. Clubs that donate an average of \$50, \$100 or \$250 and above per member will receive a corresponding One Shot, One Life: Lions Measles Initiative patch. Membership is based as of Jan. 1, 2012. Visit www.lcif.org to learn more.

TAJIKISTAN JOINS LIONS DEN

The Republic of Tajikistan is the newest Lions country. The mountainous nation in Central Asia saw its first club chartered in the spring, becoming the 207th Lions' country or geographic region. New Club President Zafarkhon Rizoiev was recognized in June at the 95th International Convention in Busan, Korea. Tajikistan was part of the Soviet Republic until it gained its independence in 1991. Its population is about 7.3 million.

LIONS FLAVOR G-8 SUMMIT

You work up a good appetite guarding the U.S. president and other world leaders. So Thurmont Lions in Maryland were happy to prepare their signature barbecue pork sandwiches, beef sandwiches and coconut cream pies and staff a food stand for U.S. Secret Service agents and other security forces at the G-8 Summit in May at Camp David. Thirty-five Lions worked around-the-clock from a Friday morning to a Saturday night to feed the agents, grateful for the hot food instead of the energy bars and snacks they often rely on. Thurmont is the nearest town to Camp David, and Frederick County officials recommended the Lions to the Secret Service. The Lions had to undergo background checks and proceed through multiple checkpoints to reach the food stand, across the street from Camp David. The agents often thanked the Lions for the "incredible food service" and began to recognize them at the checkpoints but still diligently carried out their security checks.



22-W District Governor-Elect Paul Cannada (left) and Donald Keeney, who coordinated the Lions' food stand with Doug Favorite, serve security agents at the G-8 Summit. The club made \$1,200 in 36 hours, even though the food stand was more of a service project than fundraiser.

SILVER DOLLAR GAINS SUPPORT

The Lions' 2017 commemorative silver dollar is closer to becoming a reality. As of late June, the coin had 262 of the 290 sponsors needed in the U.S. House of Representatives and 54 of the 67 sponsors needed in the Senate. The goal is to reach sponsorship requirements by September. The coin will help mark the 100th anniversary of LCI. Congress approves only two commemorative coins each year. LCI will collect \$10 for each coin sold, which typically sell for around \$30. The estimated \$8 million to be raised through the sale of the coins will be used by LCIF to help the visually impaired, youths, those with disabilities and those affected by disasters. Lions are asked to write or call their representatives to help secure the final sponsors needed. The LCI website has more information on the silver dollar campaign (www.lionsclubs.org/coin) as well as tips on contacting lawmakers.

IN THE SPOTLIGHT

LIONS NEWS BRIEFS

BY THE NUMBERS

140

Average number of entries in the Annual Loggerodeo Grand Parade in Washington on July 4. The Sedro-Woolley Lions have staged the parade for 63 years.

6

Duration in days of the Brownsburg Fourth of July Extravaganza in Indiana, sponsored by Brownsburg Lions.

90

Time in minutes Beaumont Lions in California can put up or take down 100 U.S. flags at businesses around town using a trailer custom designed to post and retrieve flags.

14

Consecutive years that L.C. Neel, a homebuilder, has purchased the bushel of best peaches at an auction at the Porter Peach Festival benefiting the Porter Lions in Oklahoma. Last year Neel's winning bid was \$1,350.

74

Barbecue teams from 14 states that competed in the Third Annual HAVA BBQ London Bridge Style, held at the London Bridge and hosted by the Lake Havasu City London Bridge Lions in Arizona.

180

Students given a "checkbook" and a pretend salary and expenses such as mortgage payments, groceries and car insurance as part of the Hudson High School Reality Store, sponsored by Hudson Lions in Wisconsin to teach money management skills.

22

Members of the Surfside Beach South Strand Lions Club in South Carolina after membership had dropped to three a few years ago.

30

Amount of donation in dollars suggested to the public by the Chowchilla Lions in California for the club's operation of the Berenda Reservoir, a water recreation area, after the city ceased its maintenance because of budgetary concerns.



23 YEARS AGO IN THE LION JULY 1989

Lion George F. Walter of Baltimore is profiled as the 20,000th Melvin Jones Fellow. He was given a complimentary trip to the international convention in Miami to receive the honor. Currently, there are 331,684 Melvin Jones Fellows.

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IN THE SPOTLIGHT

LIONS NEWS BRIEFS

CLUB OF THE MONTH

SPOKANE CENTRAL LIONS CLUB, WASHINGTON

YEAR FOUNDED: 1922

MEMBERSHIP AND MEETINGS: Meetings open with the Pledge of Allegiance and include a different program each week. The 115 members range in age from their 30s to 92. Many of the club's newest members are women.

RELIVING HISTORY: The district's oldest and largest club celebrated its 90th anniversary last spring in the same room at a historic downtown hotel where the Lions held their charter banquet.

BUILDING FUTURE LEADERS: The Lions give kids a leg up through awards for high school debaters, college scholarships and sponsoring a Leo club as well as a new campus Lions club at Washington State University.

SUMMER FUN: The club has provided support for a Girl Scout camp since 1937. After purchasing a beautiful 130-acre property, the Lions put it on permanent loan to the Girl Scouts. Each year a crew of Lions helps set up and take down the camp.

MAKING A SPLASH: Each August the Lions give low-income children a big treat by sponsoring a free day at a public swimming pool. More than 400 children and their families cool off in the pool and enjoy free ice cream provided by Lions.

AN AUDIBLE DIFFERENCE: For the past 40 years, the Lions have conducted hearing screenings for preschoolers. Each year they screen at least 350 children. And, if needed, refer them to the University Hearing and Speech Center.

PARTICIPATION PRIDE: After calculating how many members participated in 2011 by attending meetings, serving on committees, making donations, working at events or engaging in hands-on service, the Lions proudly discovered that 91 percent of their membership had made a contribution to the club mission in some way.

WHY BE A LION? "Lions are paying it forward because we serve and the community receives this 'payment.' It is a chance to serve the community while making great friends and learning more about yourself." –Lion Ed Brandstoettner



Happy children splash away during the free swimming day sponsored by the Lions each August.

Photo courtesy of Spokane Parks & Recreation department

OVERHEARD

"We can always throw money at people. But this fills a need."

–Bob Boeck of the St. Paul Park Newport Lions Club in Minnesota on the handicap-accessible van donated to a family with twin teenage sons with muscular dystrophy. From the *South Washington County Bulletin*.

"It made no sense. This is someone who can get back to work if we just get her over this hump."

–Ahad Mahootchim, who directs the Eye Clinic of Florida, on 54-year-old Karen Cole, whose cornea transplant was made possible by the Zephyrhills Lions Club and the Florida Lions Foundation for the Blind. From *The Tampa Tribune*.

"Doing good deeds is very cool."

–Larry Potash, co-anchor of the WGN Morning News in Chicago, commenting on the Lions' rap video (January 2012 LION).

ON THE WEB

Have you ever wondered how some Lions clubs get featured in the LION? Would you like to see your club's service project, fundraiser or accomplishment in print? Find out the "secrets" to what LION editors are looking for on LCI's website (search for "how to get in LION Magazine"). Our editors always welcome unique stories and great action photos to share with LION readers. Your story could be next! Please e-mail editorial-related questions to lionmagazine@lionsclubs.org.

U.S. GOV'T GOLD

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IDEAS THAT ROAR

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Cinderella's Closet Stocked by Lions

Some lucky young women in Maryland have a group of very enthusiastic “fairy godmothers”—only they know them as members of the Aberdeen Lioness Lions Club. Formerly a group of Lionesses who were chartered as a Lions club in 2003, these members know that every girl, no matter how economically challenged, deserves a chance to dance with her prince at the ball—or prom.

Lions collected more than 300 dresses, new and lightly used, from various drop-off sites. Donated frocks of any size, preferably less than four years old, were accepted. It was first-come, first-served at three “Cinderella's Closet” locations where girls could show their student identification and select the gown of their choice.

SERVICE IDEA DREAMS COME TRUE



A group of office workers show off dresses they collected for the Lions' project.

Food Collection a Community Effort

SERVICE IDEA FEED FAMILIES



Lions and others collected more than 1,800 pounds of canned goods during the “Food for Others” campaign.

Working in partnership with others, Lions in Northern Virginia helped collect more than 1,800 pounds of food to make meals for people in need in their communities. According to Fairfax Host Lion Dennis Brining, members of his club and the Tysons Corner and Merrifield Lions clubs participated with the Fairfax Education Association and Fairfax County Public Schools in the campaign to restock the community “Food for Others” pantry.

“The canned food collected has a wholesale value of approximately \$3,000 and will contribute to more than 1,800 meals,” Brining says. “We plan to make this an annual event and believe that it will grow in time to further help the local community in times of need.” The goal for 2012 is to top two tons of food.

“Even though Northern Virginia is considered one of the wealthiest jurisdictions in the country, we still face a poverty rate of five percent,” Brining points out. “This means, based on U.S. Census figures, that 90,183 persons are living in poverty—30 percent of whom are children. We’re trying to build a stronger, healthier community.”



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

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LIONS ON LOCATION

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1 EUROPE ENGLAND



Patrons browse the stacks.

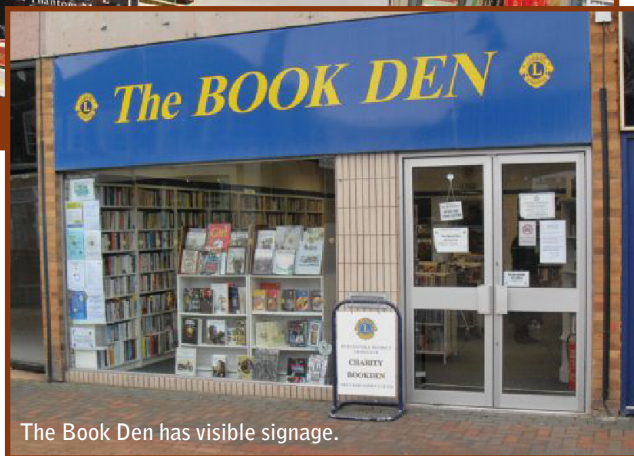
Lions Find a Lair in Book Den

Patrons of the Book Den in Burgess Hill say a planned five-minute visit there often turns into an hour-long browsing and ends at the cashier with a pile of books bought for a bargain price. The second-hand book shop sells 1,700 books per week. Whether it's cooking, gardening, history, biographies or sports, the Book Den has shelf after shelf of a wide range of books.

Burgess Hill District Lions in England began selling books 20 years ago at a couple of tables set up in a shopping mall. Business boomed, and Lions opened the current location in the town center three years ago.

"Selling books in the beginning we found what the public wanted was value for money. At the same time they wanted to support a charity that supports its local community," says Lion Tony Parris.

All the books are donated; some are donated back after being bought and read. The shop displays about 3,500 books



The Book Den has visible signage.

and stocks another 4,500 in the back room or in storage. The club estimates it needs about 300,000 books to take it through the end of its lease in five years.

Occasionally, the club comes across a first edition such as Leslie Charteris' "The Adventure of a Saint" or a James Bond book. Another good find was a fourth edition of Volume I of Samuel Johnson's "Dictionary of the English Language." The club sells its rare books through a book dealer, eBay or by auction.

Running a book store is labor intensive. Lions staff the shop for 38 hours weekly Monday through Saturday. The annual profit is about \$60,000, which the club has used to provide a greenhouse for a day center and a soccer field for disadvantaged children and to aid Help for Heroes, devoted to wounded military men and women.



THE **TORREVIEJA COSTA LIONS CLUB** IN SPAIN PARTNERED WITH AN OPTICIANS GROUP TO COLLECT 1,000 PAIRS OF EYEGLASSES AT A SPECIAL EVENT.



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IN ENGLAND, THE **HENLEY ON THAMES LIONS CLUB** DONATED COMPUTERS, CHAIRS AND OTHER EQUIPMENT TO A CHILDREN'S LEARNING CENTER.

2 EUROPE IRELAND



Declan O'Rourke and the Dublin Gospel Choir perform at the dinner.

501 Special Guests at Dinner



Irish President Michael D. Higgins speaks at Eric's Party.

Irish Lions not only host a festive annual dinner for hundreds of homeless people, but they also persuade the president of Ireland to attend and mingle with the guests.

The Dublin Lions Club has staged the dinner since 1960. The event is called Eric's Party in honor of Eric Webb, the club president who initiated the project. This year Michael D. Higgins, who became Ireland's ninth president last November, spent 40 minutes chatting with some of the 500 homeless diners at the Irish Life Centre.

A poet, sociologist, author and broadcaster, Higgins also spoke of the need to better meet the needs of the less fortunate. "Transformation will have to take place," he said.

Higgins followed in the footsteps of former Irish President Mary McAleese, who attended the event for several years.

The guests were drawn from the 30 or so day shelters in Dublin. The shelters have seen a dramatic rise in the use of their services over the past two years.

Farid Assouad, club president, said the homeless dinner was Higgins' first major charity event since becoming president. "President Higgins' attendance at Eric's Party reaffirmed the presidential commitment to inclusiveness in a very meaningful way," says Assouad.

Ireland's oldest Lions club, the 30-member Dublin club was chartered in 1955. Lions deliver tickets to the shelters two weeks prior to the dinner. But no one without a ticket is turned away.



THE BAYBAY CRYSTAL LIONS CLUB
IN THE PHILIPPINES PLANTED
1,700 MANGROVE TREES IN A
MARINE SANCTUARY.

Lions, Children Wade into Conservation



A Lion leads schoolchildren in studying the Chigusa River.

The Chigusa River in Japan winds its way for 40 miles through tidy towns, meadows of wild flowers and groves of stately trees. The Japanese selected it as among the country's 100 greatest bodies of water. Since 1973, Lions who live nearby have monitored its water quality and enlisted schoolchildren to protect it from deterioration.

Sayou Lions began checking the water quality in 1973, just four years after being chartered. The population along the river had surged in the 1960s, and household wastewater polluted the river. In 1975, four other Lions clubs along the river joined Sayou Lions in staving off pollution. Today, six clubs are working with thousands of schoolchildren to conduct research at 63 spots along the river.

Instead of checking the quality of water itself, the Lions and children check the number, types and living space of organisms within the water. Guided by Lions, the children first measure the water's temperature, speed and other variables. Using nets and tweezers, they capture all living creatures within a 50-centimeter square. The samples are treated with alcohol, labeled, put in film cases and then sent to researchers.

A few years ago the Lions discovered that well-maintained woodlands in the upper river area are critical for the quality of water as well as to prevent flooding. The clubs created a "Lions woods" by planting 2,500 trees with roots that spread wide and deep and help retain water.



A child gazes at an exhibit at the Beijing Aquarium.

City Children Take In Wonders of the Sea

It was a day of wonder and learning for children of migrant workers in Beijing. Lions escorted 140 schoolchildren to the spectacular Beijing Aquarium, the world's largest inland aquarium.

Students from Mingyuan School in Beijing's Daxing District saw the dolphin and whale exhibitions and received small gifts from Lions.

Nearly one in three Beijing residents is a migrant, who often are unable to access healthcare, education and housing. Lions sponsored the aquarium visit to expand the students' horizons.

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.

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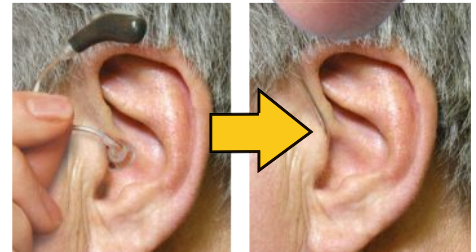
—
Georgia A., MA

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

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AND SAVE!**



Young Noesner receives his Braille writing tool from Lions including neighbor Max Hirdes (far left).

A Gift That Keeps Giving

Boyhood Friendship with a Lion Pays Dividends a Half-Century Later

by Anne Ford

After 40 years of friendship, there isn't much that buddies Frederick Noesner and Michael Marotta don't know about each other. Still, every now and then Marotta catches himself failing to recall one prominent fact about his pal from Philadelphia.

"There's times that I've caught myself poking him with my elbow and saying, 'Look at this, look at this,'" Marotta says. "Because just for a fraction of a second, I've forgotten that Fred can't see."

Noesner, 64, uses a cane or his Seeing Eye dog to get around. Born with malignant tumors of the retina, he lost his eyesight completely in childhood. A heck of a thing for a good friend to forget, right?

Or maybe not, once you understand how completely Noesner has refused to let his blindness quell his adventurous nature. With the support of family and friends, he

has not only jumped out of an airplane but also climbed one of the tallest mountains in the United States under perilous conditions.

"He's done so much with his life," says his colleague Jennifer Hoffmaster. "It's that fearlessness. He is a risk-taker."

Lions are partially to thank for two of the most recent and most rewarding risks Noesner has taken: getting married and authoring a book.

Flip the calendar back to the 1950s, to Noesner's childhood in Union, New Jersey. As young Frederick's mother was walking him to kindergarten on the first day of school, she started chatting with another mother. The Noesners and the other family, the Hirdes, including their daughter Margarete, soon became close, spending holidays and vacations together for many years.

Somewhere along the way, Margarete's father, Max, noticed that the blind youngster needed a way to write things down that was faster and more efficient than the slate-and-stylus tools co-invented by Louis Braille in the 19th century.

Max persuaded his Lions club to present Noesner with the best technology available at the time, a typewriter-like device for the blind known as a Braille writer.

"What a wonderful gift that was," says Noesner. While he has long since exchanged the Braille writer for more modern technology such as a talking computer, that gesture by the Lions "was the beginning of my learning to love to write," he says.

For several decades, that love laid dormant. After graduating from college in 1969, Noesner was unable to find a job in the field of his greatest passion—history.

Instead, he spent most of his career working in various capacities for organizations for the blind including the New Jersey Commission for the Blind and Visually Impaired. Along the way, he got the chance to participate in the adventure of a lifetime in 1981: climbing formidable Mount Rainier in Washington.

"I learned that there was a gentleman who wanted to find people with disabilities to climb Rainier," Noesner recalls. "There were 11 of us. One was an Army Ranger who had lost a leg, one was an epileptic, two had lost their hearing, and seven of us couldn't see."

Guided by James Whittaker, the first American to summit Mount Everest, the group successfully climbed the mountain, taking along a flag that they afterward presented to then-President Reagan.

"It was a blessed, wonderful day," Noesner says, despite the icefall that came within a few hundred feet of killing him and the rest of his rope team. The journey was chronicled in the HBO film "To Climb A Mountain."

On the trip, Noesner confessed to his Army Ranger companion that he'd always wanted to jump out of an airplane. "If that's what you want to do, do it!" the Ranger told Noesner. "Rangers jump at night. We don't know what we're coming down on, either." So, soon afterward, he did.

"I thought there'd be a sense of falling," Noesner says. "But once the chute opens, you feel like you're in cotton, kind of. I remember when I was about to jump out, the

instructor yelled in my ear, 'Don't worry about landing! Everybody lands!'"

Despite his adventures, Noesner eventually was nagged by the thought that something was missing from his life. By Christmas of 2000, he had realized that "I was most unhappy," as he puts it.

Walking outside one day in wintry weather, he found himself thinking about how he and his childhood friend Margarete had once played together in the snow. "I thought, 'I should send her a note,'" he says.

So he did. She wrote back, and romance bloomed. On Dec. 26, 2004, they married in a fairytale ceremony in Philadelphia's famous City Tavern, an establishment once

frequented by John Adams, Paul Revere and other historic Americans.

A lifelong colonial history buff, Noesner—along with his bride, the rest of the wedding party and many of the guests—dressed in clothing accurate to the period. "He was happier than I'd seen him in a while," says Marotta, who served as best man.

No, Max, Margarete's Lion father, was not alive to attend the wedding. "But maybe he arranged it from up high. We don't know," Noesner says with a smile.

Without a doubt, Max's generosity toward Noesner lives on. Half a century after Lions sparked the love of writing in a young blind boy by


giving him a Braille writer, their gift bore fruit in 2010 in the form of Noesner's self-published book, "The Fortunate Ones: 18th-Century Philadelphia As Seen Without Sight." Based on a true historical incident, the novel tells the tale of a gunsmith who loses his sight in an explosion during colonial times.

The book is a byproduct of Noesner's return to his first professional love, history. He now works seasonally as a historical reenactor in the courtyard of Philadelphia's Betsy Ross House, making powder horns and answering questions from visitors with his Seeing Eye dog, Juniper, by his side.

"I had heard about him, and I couldn't imagine how a blind man could do this kind of work," says Hoffmaster, who supervises Noesner at Historic Philadelphia, Inc. "Then I met him, and he was just absolutely amazing. He knows so much, and he's very approachable. Nothing holds him back."



Noesner regales visitors to the Betsy Ross House.

A photograph of a man with white hair and glasses, wearing a red polo shirt, sitting at a yellow table in a hardware store. He is holding and reading a newspaper. The store is filled with various hardware items on shelves in the background. A teal banner is overlaid on the top right of the image.

Madden catches up on the news at the hardware store in Auburn.

Photo by Dan Morris

From Indiana to International

New President From Small Town Brings Service Values and Neighborly Outlook to World Stage

by Jay Copp

Open since 1850, Auburn City Hardware in northwestern Indiana has witnessed a parade of customers but never has a patron made such a mark on the wider world. So owner Robert Kokenge proudly displays the postcards Auburn native and close friend Wayne Madden sends as he traveled the world first as an international director for Lions and now as an executive officer. Madden's insurance business is next to the store, and he drops in often when he is back home. In his postcards to Kokenge, Madden briefly writes about where he is, what he has been doing and, ever the jokester, ends with a simple plea. "On the back of the postcards he always says, 'send me money,' " says Kokenge with a knowing chuckle.

Longtime friends of Madden, the new Lions Clubs International president, say he may first come off as quiet and reserved but he is warm and engaging once you get to know him. And Madden rarely misses an opportunity to pull a prank or set up a stunt, whether it's ribbing old friends at the "Liars Club," a breakfast circle in Auburn, or, in the past, dishing out fines as Tailtwister to Auburn Lions for

daring to be mentioned in the local newspaper or, despite his six-foot, six-inch frame, delighting his two then-young daughters by attempting to disappear in a clothes rack as Mom shopped.

On the other side of that penchant for humor is a deep respect and admiration for what Lions do and a serious approach to his responsibility as president to lead and motivate. On the second floor of International Headquarters in Oak Brook are photos of all past international presidents including Dr. William Woods, the very first president in 1917-18, and Ed Pane, president in 1942-43 and a fellow Hoosier like Woods. Madden shakes his head in wonder that he has joined their ranks. "Who would have thought that a guy from small-town Indiana would have a chance to lead a worldwide organization?" says Madden. "I look at Dr. Woods and I look at Ed Pane and I wonder how they will feel about the way I perform on the job." Madden's voice catches and he cries, humbled at the opportunity at hand.



Madden assists on a cataract surgery on an Indiana Lions mission to Honduras earlier this year.

Photo by Dan Morris

Auburn counts 13,000 people. It's sleepy and down-home and typically American. It's also startlingly atypical in that once a year a classic car show swells the population to perhaps 20 times its norm. Cars produced here long ago were far ahead of their time with power steering and front wheel drive, and the centerpiece of the annual festival is the Auburn Cord Duisenberg Museum.

Still, folks in Auburn are under no illusions as to the glitz and glamour of their surroundings. What do you do for a night of fun in Auburn? "We drive up to Fort Wayne," responds Madden, not really joking.

Madden's father, scarred by the Depression, was a tireless laborer who stressed education for his only son and two daughters. Mom stayed at home, cleaning the house and fixing up meals for any relatives who happened to wander over. "We might be about ready to have dinner for the five of us and then maybe one of her brother's families would show up with an additional four. And, boom, all of a sudden there was food for everybody," says Madden. "Back then, at least in our family, we didn't invite people to each other's home. You just showed up and you were welcomed."

Madden played Little League baseball on a beautiful field built by the Auburn Lions. Like a good Hoosier, almost a foregone conclusion given his stature, he also played high school basketball. He knew everyone. They knew him. He stayed out of trouble, partly because he wanted to make something of himself and partly because he was savvy. "We'd be in the study hall and he and another guy would talk back and forth and the teacher would be in the back and would constantly look for Wayne. And could never

catch him," recalls high school chum Marty Van Leuven. "And probably I got blamed for it."

Even if Madden had a way of dodging trouble, Van Leuven and others looked up to him. "He was smart and he set a good example even for students like me," says Van Leuven. Adds Hugh Taylor, who played basketball with Madden, "Wayne had a wonderful reputation. Everyone seemed to like him. I can't imagine anyone not liking him."

Well, if you're a teenage boy, it's entirely possible to imagine someone not liking you, especially if she looks stunning in a red dress and you are not sure of her name or whether she was dating someone else. Madden first spied Linda while playing pool at a formal get-together for teenagers. His buddy said, sorry, she's taken. Six months later Madden sat in the stands at a basketball game and saw Linda sitting in the bleachers on the other side of the gym. This time the friend next to him was a girl. "Do you know her?" Madden asked. She did. "Well, can you ask her to meet me tonight at the sock hop at the Y?"

That was halfway through Madden's senior year. Linda was a year behind. They both attended Manchester College and married shortly after Wayne graduated. "She was just a very bubbly-type personality—easy to talk to, easy to get along with," says Madden. Linda was struck by how they shared the same values. "I knew almost instantly that family was an important thing to him. And it didn't make any difference if it was my family or his," she says.

At Manchester Madden began to see the world outside Auburn, to realize that the needs and wants of the wider world dwarfed the everyday problems that arose in a small Indiana town. In the spring of 1968, when Madden was a senior, the Rev. Martin Luther King Jr. came to campus to give a speech. Auburn had no African Americans. Madden had no direct experience of the civil rights movement or of the deprivations in the inner city. King gave parts of his "I Have a Dream" speech. He talked of the mountain top and being free at last. A month later he was dead.

King helped stir Madden's conscience. "Some of the great things that came out of that era were not only for the benefit of African Americans. As Lions we should know that everybody is entitled to an education. No one should suffer from preventable blindness. Every child should be able to sit in a classroom and see the blackboard. If they have a vision problem, if their parents can't fix it, we as Lions have to step in," he says.

Madden taught at a high school for five years after graduation, and then the day after receiving his master's in education he lay in bed, torn over his future. The lack of ef-

Wayne and Linda Madden are immensely proud of their family: (from left) son-in-law Tim and daughter Julie Babcock with grandsons Miles and Max and daughter Jennifer O'Hear with granddaughter Lauren and grandsons Daniel and Owen (in son-in-law Michael's arms).

Photo by Dan Morris



fort by some students frustrated him. He quit teaching. The next day he went to work for Prudential as an insurance agent. That changed his life.

"It was a good move, not just for me but for Linda and our two girls. It opened up opportunities that we never would have had. It was entirely different type of work dealing with people face to face, having to live off what you personally produced and not having a guaranteed paycheck," Madden says.

Madden sold insurance for Prudential for 11 years before buying an insurance agency in Auburn from a man who was retiring. "Selling insurance you have to have people skills," says Pete Smith, his former manager at Prudential. "You have to really care about people and it has to show. And that's what Wayne has. People know he's interested in them and not in a commission."

Life coalesced nicely for the Maddens in Auburn. Linda taught 2nd grade. Older daughter Jennifer and younger daughter Julie earned good grades in school, marched in the band and won awards in speech contests. The family rode the roller coasters at Cedar Point on vacation, swam together in Auburn and eagerly celebrated Christmas, other holidays and birthdays.

Tradition and ritual meant a lot to Madden, especially regarding sports. He traveled to Bloomington to cheer on the Hoosiers on the hardwood, to South Bend to watch the Fighting Irish on the gridiron and, since 1967 to the state's biggest city for the Indianapolis 500. "I like the people I go with. We got this thing down to a science. We get our cold drinks and maybe smoke

an occasional cigar. And, of course, just watching the people—to see how different people control themselves or fail to control themselves," he says.

The Maddens reveled in their children's lives." Any time there was any sort of event we were participating in, whether it was a sporting event or a band concert or a recital, they were there, always there," says Jennifer. "And not just usually them. They would bring along the rest of the family. So as I got older it got to be a little embarrassing that I would have like a whole fan section."

The Maddens stressed education. "My dad had this little saying: success only comes before work in the dictionary," says Julie, not able to suppress a smile.

When Jennifer, then in college, secured an internship in Washington, Madden, who was in Pennsylvania on business, surprised her. "When I got off the plane in D.C. there was my dad. I was never so happy to see him in my life. I really needed that little transition of getting safely to where I was going to be," she says. After college, Jennifer drove to Washington by herself. This was before cell phones. "My dad took

out the atlas and he literally marked everything, every turn, where to stop for gas, a good place to stop for lunch. He wrote a full narrative for me so that I would not miss a turn," she says.

Madden had caring for his family down pat. He also wanted to care for his community, to give back. Smith from Prudential had made it a point to talk up the Lions and other civic groups. Linda's father had been president of the Lions club in nearby Waterloo. So in 1984 when an unsigned letter from the Auburn Lions came in the mail asking him to join, Madden joined.

"I had no idea what the Lions did other than seeing them working projects at the fair or selling fruit on the street. I knew they had a scholarship program for high school students every year. That was my extent of knowing," says Madden.

"When I became a member I kind of stumbled around for a few years. I didn't realize you were supposed to have perfect attendance," he adds.

Fellow club members remember it differently. "Wayne caught fire early on," says Hubert Stackhouse, an Auburn Lion since 1956. "The club had never been wildly enthusiastic

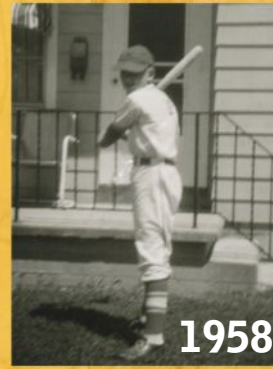
Path To The Presidency

Lil' Wayne

Wayne at age 4. He was "my mother's favorite son" —and only son.



1950



1958

Field of Dreams

Madden played Little League on a beautiful field built by Lions.

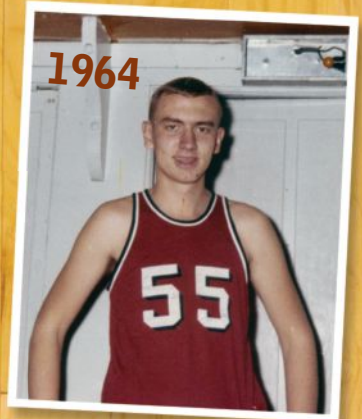


2002

A Hand Up

Madden enjoys helping others better themselves.

From Indiana to International



1964

Hoosier on the Hardcourt

Madden played the game beloved in Indiana.

1998



Roaring in Auburn

Madden joined the Lions in 1984 because he wanted to give back.

Family Matters

Madden grew up in a home with strong family ties. Pictured are (from left) Madden, sisters Debbie and Diane, and his mother and father.



1967

1987



Ladder to Success

Jennifer (in the red gown) and Julie both went on to college.



1968

Wedding Belle

Linda and Wayne tied the knot and never looked back.

Rock On

Madden sold insurance for Prudential for 11 years. Pete Smith, his manager, is on the left.

1975



Business Owner

Madden hung up his own shingle in Auburn.



1985



The Wayne Madden Story: The Film Version

A fun and engaging nine-minute video tells the life story of our new president, from his humble roots to his involvement with Lions. Find the video in the July/August digital issue of the LION (search "lion magazine" at www.lionsclubs.org).



In a World of Service

This eight-minute video details Madden's presidential theme including his emphasis on literacy, women's and family membership and teamwork. Find the video on this page of the July/August digital issue of the LION (search "lion magazine" at www.lionsclubs.org).

about district, state or international activities. Under Wayne's leadership we participated in SightFirst II much more extensively. Wayne encourages us and our club."

A defining moment for Madden as a Lion was an eyeglass mission trip to Honduras in 1995, a full decade after he became a Lion. A young man with a disability slowly made his way to the eyeglass tent. "He asked if I had a pair of sunglasses. I had these inexpensive, little fluorescent-type sunglasses with a bright yellow ridge and orange temples. As I'm digging around to try to find him a case he's got on this pair of sunglasses and this big smile on his face. When you see service actually do something for somebody is when you become a Lion," he says.

Another highlight as a Lion for Madden also involves vision. As an international director from 1999-2001, he traveled to Tennessee and learned of the success of Lions there in a children's vision screening program. So a few years later he brought Operation KidSight to Indiana. "Operation KidSight in my opinion is the perfect Lions club project," says Past International Director Dave Fiantdt of the Fort Wayne Central Lions Club. "It deals with kids. It deals with sight. It's a needed project and it's our project, a Lions project. It's due to Wayne Madden's vision and the fact he made sure it got off on a sound footing."

As international president, hearkening back to the sense of community he developed in Auburn, the fiery compassion for others espoused by a slain civil rights leader and the giving-back mentality of a small-town Lions club, Madden will keep service in the forefront. "In a world of service no child should go to bed hungry. We have people suffering from preventable blindness. In a world of service that should never happen. We have babies in Africa suffering from being born to HIV mothers. Those babies should be taken care of," says Madden.

Madden's travels have taken him far from Auburn, and he's learned that Lions in far-flung places share much in common with one another. "When you travel around the world you learn that our association is not a big association in one sense. It's just clubs like the one I belong to in Auburn. It's just that it's a compilation of us being in 207 countries," he says. "It is amazing the variety of projects you see. That shows that Lions are meeting the different needs of their communities."

The small-town boy will make good serving humanity. "His achievement still amazes me. It's beyond any conception that a member of ours could rise that high. It shows you what somebody with ambition and drive can get done," says Stackhouse, who taught high school English and cannot resist a little ribbing of his own. "And besides that he corrected the slice in his golf game."

The Maddens plan on keeping a home in Auburn, even when they are much older. That's a ways off. When his service as an executive officer ends, after he's done all he can to motivate and inspire Lions, he'll again join the Liar's Club for coffee and breakfast. "It's nice just to come home and be plain ole Wayne. When I come home they treat me just like they did 10 or 20 years ago and that's what I look forward to," he says "To be able to rib your buddies ... But yet appreciate what they've accomplished and be proud of one another."

2012-2013 Presidential Theme

International President Wayne A. Madden



In A World of Service

In a world of need, there is someone to help. In a world of suffering, there is someone who cares. In a world of destruction, there is someone to provide relief. In a world of illiteracy, there is someone to teach. And in a world of service, there is one name that stands out among others – Lions Clubs International. That's what we do. That's what we have always done. It is our motto, and the reason we exist.

I grew up in Indiana, in the Midwest region of the United States. It is an area of rivers and streams, of farms and villages, covered bridges and sycamore trees, schools and fine universities, where the fall harvest is still one of the most important events of the year. Most of all it is home to people who still care about their neighbor's welfare. It's where I learned the value of giving back to the community.



But as we can see all over the world, our communities are facing new challenges ranging from hunger to a growing lack of opportunity, especially for young people. And these needs seem to be getting bigger while resources are dwindling. Certainly our service is needed more than ever.

If you're from Indiana like me – or a dedicated Lion anywhere in the world – I know you wouldn't stand for it. Lions are simply too big hearted and too compassionate to let problems like illiteracy and empty book shelves exist – not when there is so much we can do about it.

So my theme for this year - "In A World of Service" - calls on Lions to not only celebrate our world of service but to expand our impact, rising up to meet new challenges.

Wayne A. Madden

To do that, we need to grow our membership and build stronger clubs. How? Well, another inspiration from my Indiana roots comes from the world famous Indianapolis 500 auto race. Whether you are a fan of auto racing or not, I think everyone can appreciate the dedication, preparation, and TEAM work involved to enable a car, often exceeding 200 miles per hour, to complete the race incident free and win!!

Successful race teams employ a well thought out strategy, and devise a formula for excellence. My winning formula is: Dedication + Preparation + Teamwork = EXCELLENCE.

From the club level to the district governor team, the Board and executive officers, we are a team of over 1.35 million, joining together for the purpose of serving others. In order for a team to be effective, each member of the team must work in unison, while fulfilling their individual role. No one team member is more important than the other.

Wayne A. Madden



It All Starts With Dedication To Service

Lions are dedicated to providing service. That renowned dedication will help us in everything we do – including our continued participation in the Global Service Action Campaigns of engaging youth (August), working with the blind and visually impaired (October), feeding the hungry (December and January) and working to improve the environment (April) to protecting 150 million children from measles in our new partnership with the Bill and Melinda Gates Foundation.

In addition, I am asking Lions to participate in a year-long initiative called the Reading Action Program – a campaign to improve literacy rates and promote reading.





Let's Remember Service Begins With Each of Us

Our members and our clubs are the backbone of our organization, and carry on our heritage of service.

We don't just serve, we serve with dedication and passion because we have compassion for others. Lions care about other people. Whenever possible, we lend a hand to those in need – not just through our multitude of service projects, but in our day-to-day activities.

WE SERVE because we comprehend that we have a responsibility to be of service to others. Compassion is trying to understand someone else's circumstances along with a willingness to reach out to them. Just feeling sorry is not compassion, and it's not the Lions' way. We look at the world from the other person's perspective, rather than our own.

Apart from our multitude of projects, it is also important to keep in mind that even small gestures, at the right time, can mean the world to someone. Making yourself available for someone to talk to, being patient, sharing what you've learned from overcoming similar problems, running an errand, or giving someone a ride, are just examples of what you can do.

It's not difficult to show compassion. All you have to do is listen to other people and be sensitive to their needs. You can bring a smile to a stranger. Hold a door open. Let someone in front of you when in line. Help carry packages. There is no act too small to be helpful.

When we show compassion, we help alleviate someone's suffering. It's that simple. Remember – the more you put in, the more you get back.

Celebrating Our Service – Join the Lions World of Service Photo and Twitter Relay

If you tally up the acts of service and kindness by our 1.35 million Lions in 46,000 communities where clubs exist, the impact is enormous. Few organizations could match what we do. But can the world see how we serve day in and day out?

Lions Clubs International NEVER sleeps. Like runners in a relay race, Lions Clubs around the world pass the baton of service from one club to another as we circle the globe each and every day.

To celebrate our around the clock and around the world dedication, there will be a special section on the LCI web site where Lions can post photos of their service activities.

But even as we celebrate our dedicated service, I'm challenging Lions this year to expand our impact, putting special emphasis on illiteracy.

Expanding Our Impact – Join The Reading Action Program

Education is the key to unlocking human potential. The acquisition of skills and knowledge enables people to overcome poverty, disease and other social ills. It empowers communities and gives individuals the confidence needed to shape their own future. The volunteer sector plays an important role in providing education –viewed by many experts – including the United Nations – as one of the root causes of the cycle of poverty.

As a former educator, married to a career teacher, I place a high value on education and I consider the ability to read as the foundation to an education. It is a gift Lions can give to children and adults around the world.

If you can read this sentence, then you are not only literate, you are considered highly literate. The basic definition of literacy worldwide is the ability to write your name, and read at a 10 year old level. Yet even using that basic definition, nearly one billion people worldwide are illiterate. That's 26 percent of the world's adult population, or one out of four people of reading age.

But illiteracy isn't a challenge just for developing regions. Even in the United States where I am from, one in seven persons can barely read a billboard sign or a recipe, which makes them functionally illiterate. Twenty-one million in my own country can't read at all.

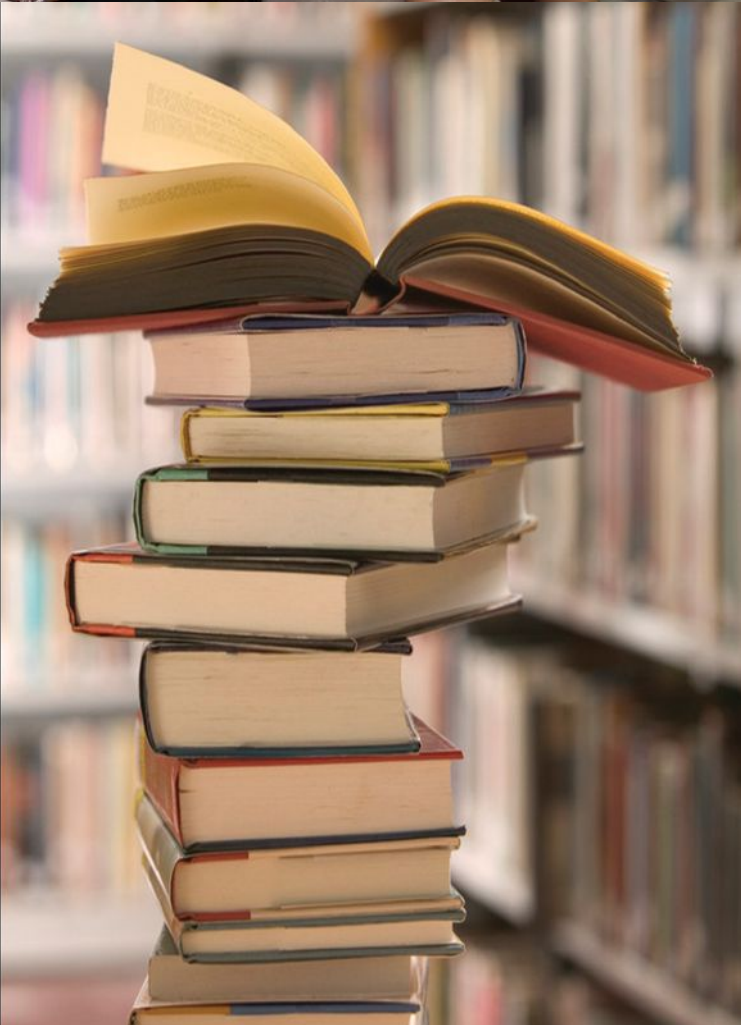
To reverse the situation we need to reach more children at risk. According to the Gates Foundation, children develop the skills they need to succeed in school and life, during their first five years. Many children lack basic language and behavioral skills—such as knowing letters and colors, following directions, getting along with others, and exhibiting impulse control. Unfortunately, when children start behind, they often stay behind, leading to an achievement gap in elementary school and beyond.



*“The more you
read, the more
things you’ll know.*

*The more that you
learn, the more
places you’ll go.”*

Dr. Seuss, author of children's books



Lions Can Help Through The Reading Action Program (RAP)

So Lions, are you ready to expand our impact by jumping on board the Reading Action Program?

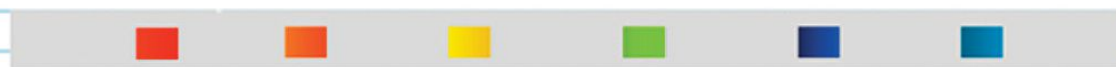
There are many ways Lions can help in their respective communities. Consider the following:

- Developing after school reading programs
- Reading to children at local libraries
- Contacting your local school and asking how you can help
- Donating books and/or computers to your local school or library
- Volunteering as tutors through a local school
- Working with local literacy experts and agencies
- Working to promote braille literacy

(See the Reading Action Program guideline for suggestions and ideas)

Or, perhaps your club can come up with its own program. However you choose to approach the problem of illiteracy, be pro-active, not reactive.

WORLD READING LITERACY

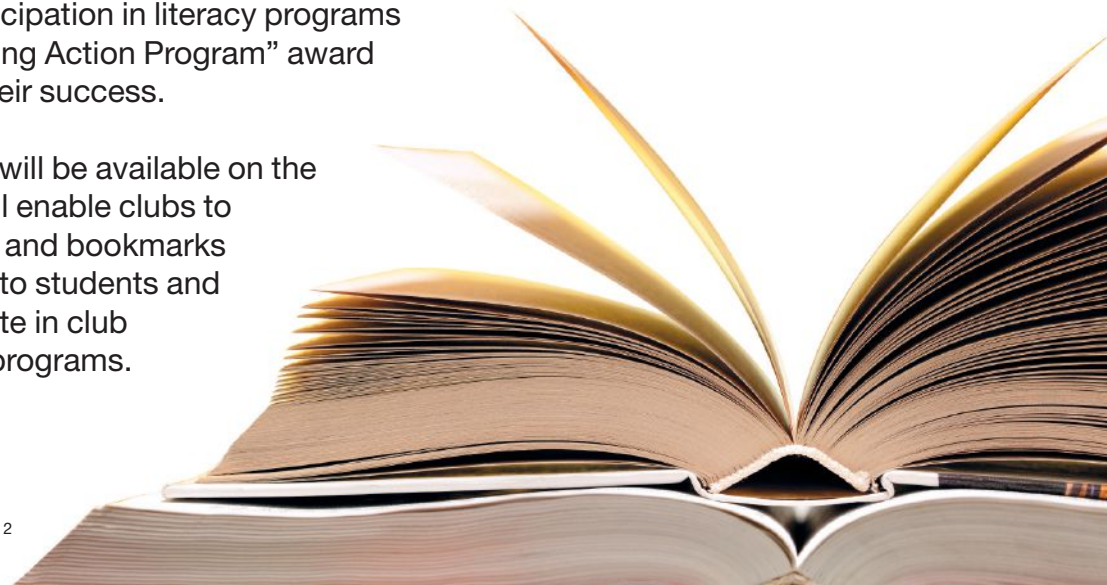


Reading Action Program Awards

Each club that documents a reading or other literacy activity through the online service activity reporting system will receive a specially designed “Reading Action Program” club banner patch.

Each district governor whose district achieves at least 50% club participation in literacy programs will receive a “Reading Action Program” award to commemorate their success.

In addition, artwork will be available on the LCI web site that will enable clubs to download diplomas and bookmarks for clubs to present to students and adults that participate in club sponsored literacy programs.





The “World of Service” Awards

Our world of service is as large as the number of communities we serve. I will be honoring Lions service across a range of service priorities through the World of Service Awards.

The World of Service Awards, to be given at the International Convention in Hamburg, Germany, will recognize achievement by clubs and districts in the area of service. Categories include:

Best Long-Term Reading Action Program Project
(club, district or Leo club)

Best Reading Action Program Rap Video
(club or Leo club)

Best Youth Engagement Project
(by club or district)

Outstanding Service to the Blind or Visually Impaired
(club, district or Leo club)

Outstanding Environmental Impact Project
(club, district or Leo club)

Best Hunger Relief Program or Activity
(club, district or Leo club)

Lion and Leo of the Year

See the World of Service Awards flyer on the LCI web site for more information.

Make A RAP Video

And here's one way to have fun while doing something meaningful. Each club has an opportunity to make a RAP video. If your club sponsors a Leo club, this would be a fun joint venture. The video can be no longer than 2 minutes, and the subject must be about how to get children to read. Videos can be submitted via the Lions Clubs International YouTube channel. The top winning video will be played during one of the plenary sessions at the International Convention in Hamburg, Germany, and the club will receive a special recognition award.



Preparation Is A Key Element of Our Formula For Excellence

Dedication alone does not equal success. Our clubs and districts must continually be prepared. Preparation means planning, and that requires self evaluation.

Did you ever watch an auto race in person or on television, and ask yourself why a car in the lead pulls off the track for no apparent reason? It's called a "pit stop." It's a time to refuel, change tires, and perform quick maintenance to ensure the car can finish the race at a high level of performance.

Our clubs and districts around the world maintain a very busy yearly calendar. It's easy to get caught up in our day-to-day club activities and forget that from time to time, it's necessary to set aside a day to reflect, review the status of membership plans, and refocus efforts as needed.

Building Stronger Clubs, Growing Membership – Join The Pursuit of Excellence

As we work toward building stronger clubs, consider whether your club has the right mix of talent represented.

Women are the single fastest growing segment of our membership, and an important part of our Lions team. But we still have a long way to go. Our race is far from over.

So I will be continuing The Women's and Family Membership Development Task Force, which was introduced last year, to chart our road ahead in growing women and family membership, and more importantly, to be sure we are engaging them as key team members.

To further our ability to strengthen clubs and districts and grow our membership, I am encouraging all clubs and districts to make four “pit-stops” throughout this year – one per quarter. Use this short time to assess and then continually reassess your club's needs, and your members' needs. Set goals at the beginning of the year. Maybe you have a new member or members. This would be a great time to make sure they are fully integrated into club activities, and to listen to their concerns and suggestions. Take time each quarter to evaluate your club and district progress.

I have developed “pit stop” checklists for clubs and districts, which are available on the LCI web site, and have also been produced in an easy pocket guide design. As the year progresses, determine whether you are on track to meet your goals. Self evaluation is both enlightening and productive as you race toward excellence.

I am also challenging all our club officers and district governor teams to focus on achieving The Club Excellence Award and the District Governor Team Excellence Award. Both of these established award programs have criteria that, if followed and achieved, will drive you to achieve success. I found it extremely helpful when I was both a club president and district governor to use excellence awards to point me in the right direction.

*“Most people have the will to win.
Few have the will to prepare to win.”*

Bobby Knight, retired basketball coach

Fast Start Awards

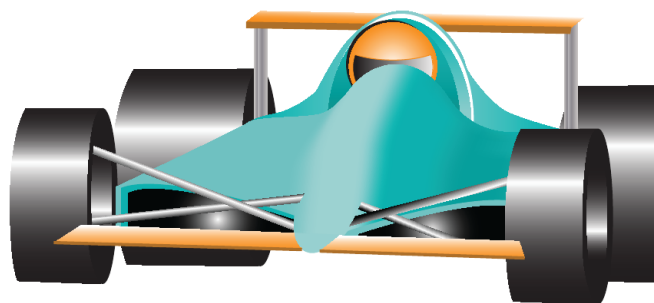
A key to finishing strong is to have a strong start whenever possible. The 2012-2013 World of Service Fast Start Awards will recognize district governors who achieve strong membership results in the first four months of their year. The awards will consist of two levels. Qualifications for the awards are:



CRUISING SPEED LEVEL:
Two new clubs or positive
net growth by October 31



PASSING SPEED LEVEL:
Five new clubs AND positive
net growth by October 31



Calling On All Lions To Be Agents of Change

In our pursuit of excellence, I want all Lions to embrace our heritage of service. From our founder Melvin Jones, to Helen Keller's call to be "Knights of the Blind" service to others has been our foundation. That heritage continues 95 years later and has been paramount in our ability to expand our service to areas such as disaster relief, fighting

poverty and hunger, taking care of the environment, and working with the blind and vision impaired, and adopting new challenges like measles and childhood mortality. Service is what we do, and who we are. It defines us as a revered, highly respected institution. We will always be true to our heritage.



But embracing our heritage does not mean we should not be open to change. The world is changing. The world is evolving. We must evolve with it if we hope to keep pace and continue to make a difference in the lives of millions of people in need. I challenge clubs this year to seek self-improvement and always be receptive to new ways of doing business and new traditions. One excellent way is to go through the Club Excellence Process (CEP) workshop in your district.

Club Presidents – I want also to hear from you. A new tradition started last year is the "presidents meet the president" program. I can think of no better way to understand the needs of our clubs – and how they are adapting to a changing world – than by directly communicating to club presidents in person. It's one tradition that truly works, and I intend to meet with as many club presidents as possible this year.

Bright Future

The Future Is Now

As we strive for success, remember that our future is NOW. Our next generation of leaders is all around us – in our Leo clubs, high schools and universities, and we need to identify and nurture them. I'm encouraging all clubs to get involved with the youth of your communities – celebrate their achievements. If you don't currently sponsor a Leo club – make that part of your club's goals this year.

Engage the youth of your community. Invite young people to participate in your service activities, and let them take an active role in the planning process. Promote community service in your local schools.





*“Coming together
is a beginning.
Keeping together
is progress.
Working together
is success.”*

Henry Ford,
American Industrialist

In A World of Individuals, Lions Know The Value of TEAMwork

Finally, we must work as a team. Teamwork encourages creativity, allowing everyone an equal opportunity to contribute. Even in seemingly individual sports like car racing, a driver without a well-organized support crew will never successfully finish the race. Each member of a team has his or her own strengths and when all of these are used together as one, you form an unbeatable entity. A Lions team should be about giving, listening, fellowship and achieving.

Poet John Donne wrote "no man is an island" and this is true. We are social beings. We must strive to get along well with other people in order to achieve desired results.

So Why Work As a Team?

Have you not noticed that it's more fun to work when you're working with others? It alleviates the pressure, and makes work fun and faster to finish. Teamwork also encourages creativity, allowing everyone an equal opportunity to contribute. More importantly, teamwork helps get the job done!

But are we doing enough to use the teams we have? Consider doing the following:

- Work with the Global Membership and Global Leadership Teams which include members of the District Governor Team
- Encourage club officers to work together in pursuit of the Club Excellence Award
- Strive to achieve the District Governor Team Excellence Award
- Continue reaching out to women and family members



In A World of Followers, Lions Lead The Way

To grow our organization and to guide our teams forward through this changing world, we need to identify leaders to whom we can pass the baton.

The most effective leaders are committed to the process of growth, and, over time, their personal investment in training and development is rewarded. Consider the most successful Indianapolis 500 drivers. They didn't prepare for victory all at one time – they recognized that preparation is an ongoing process. In addition, they understand that the race always favors the driver who is thoroughly prepared. The better prepared a driver is at the start of the race, the better his or her chances for success at the end, and that a strong daily focus on preparation can make each day a successful part of the overall race.

Good leadership is just too important to our future to leave it to chance. Instead, Lions can help the process along by taking advantage of LCI's many leadership development opportunities. Visit the online Leadership Resource Center. And remember, our Global Leadership Team (GLT) leader is always available to help. Your dedication to leadership development will position our association to continue to provide needed, effective service around the world. Just like the well-prepared Indianapolis 500 driver, your investment in training and development may be rewarded with a visit to the Victory Circle!

Teamwork and leadership in LCI are now linked together more than ever with The Global Membership Team (GMT) and Global Leadership Team (GLT) who together provide a structure for ongoing membership growth and development of new leaders.

It's a team that connects the international level, to the constitutional area level, the multiple district level, and to the district level for the benefit and success of the club. Members of the GMT and GLT work together to identify, develop and encourage opportunities for present and future Lions leaders, and to increase membership through service and engagement.

Lions Clubs International is made up of many teams – from the club level, to the district and multiple district, all the way up to the Board and executive officers – all working together to enhance our ability to serve others.

Tap into other team members' knowledge and be willing to share your special skills as well. Perhaps there is a member of your club or district team that has a particular interest and knack for computers. What better way to enhance your computer skills!!

“Leadership and learning are indispensable to each other.”

John F. Kennedy, Former U.S. President

Two More Keys to Success

In A World of Instant Communication, Lions Are Connecting To Others

Nothing is changing faster in our world than our ability to communicate. No club or district can be successful today without effective communication, and effective communication requires preparation. I can think of no other aspect of our lives that has changed more in the past 10 years. Communication in the new millenium is fast paced, and ever changing. We must be agents of change – open to new ideas and open to strategies for connecting to others if we hope to communicate in a changing world.

It would be a mistake to assume that only young people are communicating online via emails, Facebook and other social media models. New studies have shown that the age group that spends the most amount of time communicating online is actually 45 to 54 year olds. Electronic communication provides the most effective means to connect with people around the world in real time.

Increasingly, Lions members, clubs, districts and multiple districts are online. Our ability to project our image and increase public awareness online is vital.

Last year, Lions Clubs International undertook a comprehensive study of the online community – how to engage both an internal and external audience via most frequented social media sites. The study showed that more and more Lions around the world are using social media in their lives to connect with others and also to promote their club's service work. We have now made tremendous strides forward connecting with our members online, and with potential new members by engaging them in online conversation.

This year LCI will continue to expand our methods of connecting to members and the general public as we expand our worldwide impact.



LCIF – The “Foundation” of Our World of Service

As the official charitable organization of Lions Clubs International, Lions Clubs International Foundation (LCIF) supports Lions' compassionate works by providing grant funding for their local and global humanitarian service efforts.

We're also working with partner organizations to do even more. The Bill and Melinda Gates Foundation is challenging Lions to mobilize US\$10 million to rescue children from measles by donating US\$1 for every US\$2 raised by Lions – a total matching contribution of US\$5 million. This would be the largest single donation in LCIF's history.

In addition to the millions of dollars given annually through grant programs, LCIF actively supports the Lions mission of working with young people around the world. The Lions Quest program is LCIF's most comprehensive program for youth. Since 1984, more than 12 million youth have been taught positive life skills through this program. Lions Quest unites the home, school and community to cultivate capable



and healthy young people from kindergarten through 12th grade, allowing them to grow into successful adults.

Thanks to Lions Quest and LCIF, parents around the world can be confident that their children will have the tools needed for success and growth to deal with the complex issues they face every day.

Lions – Start Your Engines

One of the highlights of the Indianapolis 500 is just prior to the start of the race when the announcer says “drivers, start your engines.” The crowd begins to cheer in anxious anticipation of the start of the race.

Like an auto race, it is important we get a good start as we begin our 95th year of service. But it’s also important to remember that our year, and our service to others, is not a one lap race. It will take endurance, stamina and careful planning to succeed.

As Lions, we are recognized around the world for service to others. Lions don’t close their eyes to the fact that millions of people can’t read and/or don’t have access to books or other reading material. We live in a world where children go to school hungry, and many don’t go to school at all. We live in a world

where disaster strikes at a moments notice. We live in a world where preventable blindness is not being prevented. And we live in a world where over a billion people live in poverty.

That’s why it’s crucial that Lions continue to lead the way “in a world of service,” and expand impact.

Can we do it? Are we up for the challenge? WE ARE!!! But we will need our entire team of over 46,000 clubs around the world, each team working at a high rate of efficiency, in order to continue to make a real difference in our respective communities. We may come from different backgrounds and different cultures, but we share a common purpose – WE SERVE. That’s what I call TEAMWORK!! And that’s why in a world of service, Lions lead the way.



Photo by Dan Morris

Rose Parade, Las Vegas, Grand Canyon & Arizona Tour

Sedona & Red Rocks – Phoenix & Scottsdale

11 Days

Join other Lions departing December 29, 2012

from \$1548*

Get away from the colder weather during the first week in January and enjoy the best New Year's Eve and New Year's Day you have had in years! Start in Los Angeles (four nights) with a city tour of L.A., Hollywood, Beverly Hills, and an exclusive, pre-parade, after public hours, float building and viewing at the Rosemont Pavilion with included dinner. Watch the artists put the "finishing touches" on the floats unencumbered by public crowds! On Tuesday, January 1, 2013, **enjoy your reserved grandstand seats at the Rose Parade!** On Wednesday, January 2, depart for Las Vegas (two nights). The following day, travel to the **Grand Canyon** for your overnight stay in the park with an opportunity to marvel at the ever changing colors during the *sunset* and *sunrise*, with included breakfast. Then depart to another astonishing landscape - the **Red Rocks** of Sedona. You will also visit Montezuma's Castle enroute to Phoenix and Scottsdale where you will spend your final two nights with an included city tour.

Caribbean Cruise

Plus...New Orleans Tour

11 Days

Travel with other Lions departing January 11, 2013

from \$1798*

AIRFARE INCLUDED FROM OVER 60 US CITIES

Start in New Orleans for two days and nights and tour 'The Big Easy,' including the French Quarter, St. Louis Cathedral, Bourbon Street, the Ninth Ward devastated by Hurricane Katrina, Lake Pontchartrain, the new flood gates and rebuilt levees, plus travel on St. Charles Avenue, following the Mardi Gras route. Then before boarding the **NCL Star**, visit the museum "Living with Hurricanes: Katrina and Beyond." Aboard ship enjoy the renowned **Norwegian Freestyle** cruise experience with 10 different dining rooms with no assigned seating. In the Western Caribbean visit the exciting ports of: Costa Maya, Mexico, with Mayan Ruins and unspoiled coastal paradise; Belize City, Belize (in Central America), an English colony as late as 1963; Roatan, Bay Islands, Honduras, a peaceful, eco-tourist's dream, teaming with marine life and pristine reefs; and Cozumel, Mexico, an isolated island with a laid-back charm. After seven nights at sea, spend a final night in New Orleans to tour two, pre-civil war mansions and plantations. *Seasonal rates may apply. Air supplement from some airports.

Hawaiian Kings Tour

15 Days

Join other Lions departing February 18, 2013

from \$1998*

"Carefree" best describes your vacation starting with your Polynesian tour director meeting you at the Honolulu airport. Spend 5 nights in Waikiki Beach (Honolulu) on **Oahu**; 3 nights on **Kauai**; 2 on **Mau**; 1 night in Hilo and 3 in Kona, on **Hawaii** ("the-big-island"). Escorted sightseeing includes a city tour of Honolulu, Punchbowl Crater and Pearl Harbor, the Wailua River Boat Cruise, The Old Whaling Capital of Lahaina, the Iao Valley, Hilo Orchid Gardens, Rainbow Falls, Black Sand Beaches, Volcanoes National Park and more. Includes: hotel accommodations, taxes, inter-island flights, baggage handling, escort, & sightseeing. We specialize in Hawaii and have had our own office in Honolulu since 1967!

Visit Cuba - Its People & Culture

9 Days

Travel with other Lions departing March 5, 2013

from \$2598*

Discover Cuba's colonial history and vibrant culture! YMT's fully-escorted Cuba program is operated under U.S. government people-to-people license # CT-18935 issued to YMT Vacations, and the itinerary will include a full-time series of educational exchanges and interaction with local people. You'll never forget the scenery, history and culture of this beautiful island nation!

Join us on this unique cultural and educational program to legendary Cuba. From Miami, you'll fly to Havana to begin your exploration of the rich heritage of this island nation. Highlights include five nights in Havana, two nights in Santa Clara, Old Havana, Revolucion Plaza, Ernest Hemingway's farm, and visits to the scenic towns of Remedios, including the Che Guevara Museum and Cienfuegos. Witness Cuba's picturesque rural life and agriculture in Vinales and go to a tobacco farm to see the growing, drying and cigar rolling process of Cuba's most famous export. Learn about authentic daily Cuban life and the island's history and culture through meaningful interactions with the local people throughout the itinerary. Musical and artistic performances along with interactive painting and dance lessons will give you unique insight into the colorful island culture. This fully-escorted program includes eight nights hotel accommodations, round-trip airfare from Miami to Cuba, a full-time schedule of activities per the itinerary, a professionally-trained Cuban guide and 15 meals. US law requires that all participants of this program adhere to the full time schedule of people-to-people activities. Deviation from this itinerary, even in part, is not permitted. Specific itinerary inclusions, visits, meetings with individuals and organizations, home visits are dependent on outside factors and it may sometimes be necessary to substitute with alternatives of equal relevance and interest. *Airfare to/from Miami is extra.

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

Lions Clubs International not responsible for losses incurred.



For details & itinerary call 7 days a week:

1-800-736-7300

Trust in Lions Spurs Measles Campaign

by Michael Hardy

When Snehlata Shrestha heard that local Lions Club members were helping organize a measles vaccination clinic in her village in Nepal, she immediately signed her son up to be vaccinated. Not all of her neighbors were so willing. They remembered a recent health campaign that included a treatment for an infectious disease

after which some of the children who received vaccinations had adverse reactions. Rightly or wrongly, Shrestha said, the people in her village attributed the complications to low-quality medicine. But when she heard that the Lions were involved, Shrestha knew the measles rubella vaccine would be safe.



Nepalese children await the measles shot.

Photo courtesy of C. McNab/Measles Rubella Initiative

“I was looking for some reliable and recognized organization or company handling such activities,” she said. “Then I heard that the Lions club was supporting a measles rubella camp for the children. It was good news for all the mothers like me. I took my son to the nearby school where the camp was. I have also encouraged my neighbors to get the vaccination for their children.”

Shrestha’s son was just one of an astonishing 1.8 million children to receive vaccines in the first phase of the Nepal government’s measles and rubella campaign, which was made possible in part by a \$5 million challenge grant from the Bill & Melinda Gates Foundation. Since being founded in 2001, The Measles and Rubella Initiative has delivered more than 1 billion vaccinations worldwide against measles. Although originally focused on Africa, the initiative has recently spread to countries around the world. In Nepal, the program was co-organized by the Lions Clubs International Foundation, the World Health Organization (WHO), UNICEF and the Nepalese government. The first phase of the campaign, which ran from February 14 to March 28, targeted 15 of Nepal’s poorest districts, mostly located in the underdeveloped western part of the country.

Shrestha knew how important the measles and rubella vaccine was because of the many people she had seen who had been disfigured or even disabled by these “terrible diseases.” Worldwide, measles is one of the leading causes of death among young children, even though a cheap, effective vaccine is widely available. According to WHO, in 2010 more than 139,000 children died from measles alone (about 15 deaths every hour), mostly in low-income countries. Fortunately, the Measles and Rubella Initiative has helped reduce these deaths by a remarkable 74 percent since 2000.

Despite its wide availability, however, 10 million Nepalese children still haven’t received the vaccine. These are the people targeted by the Nepalese government and partners, which uses comprehensive marketing and data collection to try to ensure that every child in every village gets vaccinated during the campaign. Reasons vary for why so

many children don’t get vaccinated. Some remote Nepalese villages lack access to a medical clinic, and some parents are frightened by rumors of unsafe or untested drugs.

To overcome these difficulties, the Lions helped organize a massive media blitz to promote the measles rubella campaign. Invitations to receive the vaccine were mailed to every household in the targeted districts. Television and radio commercials starring Nepalese celebrities spread awareness of the campaign. Vans with loudspeakers drove through villages and towns, announcing the dates of the campaign. At a widely publicized event inaugurating the campaign, representatives from Lions Clubs, WHO and UNICEF spoke.

Nepal’s Secretary of Health noted that there were more Lions at the event—150 members from 14 local clubs, all in yellow vests and hats with the Lions logo—than representatives from any other organization. With 11,500 mem-

bers, the Lions are easily Nepal’s largest service club organization. About 1,000 Lions from 45 clubs volunteered in the first phase of the campaign. Throughout Nepal, Lions have become the public face of the measles and rubella campaign.

Even after the ubiquitous social mobilization work, some Nepalese people still resisted allowing their

children to be vaccinated. Sanjay Khetan, Lions’ country coordinator for the Nepal Measles and Rubella Initiative, cited cultural barriers to the campaign’s goal of 100 percent immunization.

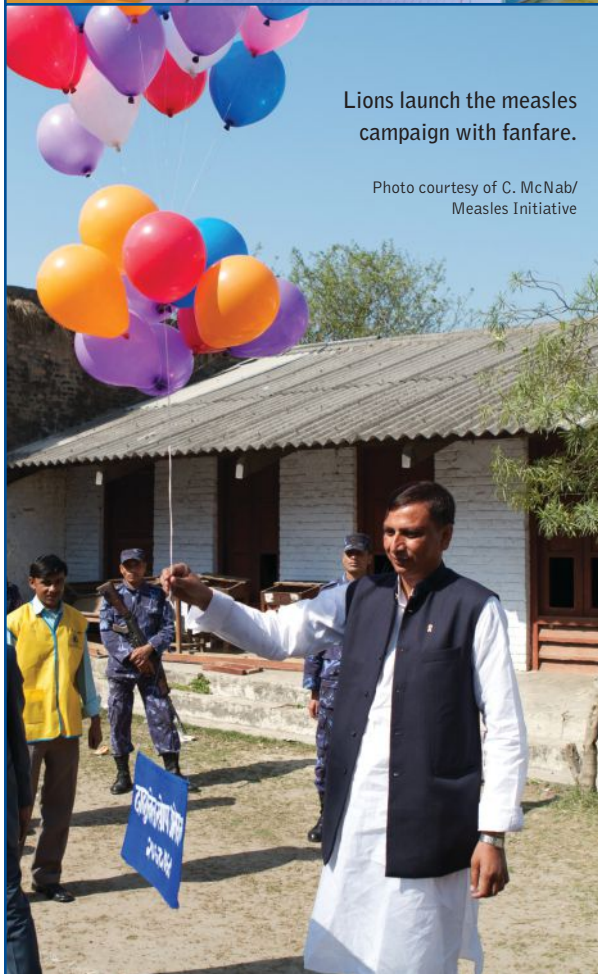
“We had the most problems in the urban areas, especially with certain ethnic communities, such as the Muslim community,” Khetan said. “The Muslim community is a bit conservative, and the local mullahs have a lot of power over them, so we cooperated with the mullahs and set up our clinics in mosques and masjids.”

Rumors spread in some Nepalese villages that U.S. drug companies were testing a new drug in Nepal. To quash the rumor, the Lions brought in local doctors to tell community leaders that the vaccine used by the government in the campaign was the same measles-rubella vaccine given in their clinics.





Lions and healthcare workers register children for the shots.



Lions launch the measles campaign with fanfare.

Photo courtesy of C. McNab/
Measles Initiative

“So slowly they got convinced,” Khetan said. “We covered the same areas once, twice and even three times, and we finally made our vaccination targets.”

Lions monitored the turnout at vaccinations sites. When the turnout was less than expected, they carried out additional social mobilization work. Thanks to this kind of persistence, the first phase actually achieved a 103 percent vaccination rate, which was possible because local populations have grown since the last census.

Because their involvement was crucial to the Measles and Rubella Initiative’s success in Nepal, the Nepalese government has asked the Lions to help support all of the country’s vaccination campaigns.

“The government told us, ‘We cannot motivate and mobilize the people to get the vaccine. But you can because you are the leaders in your communities. You come from civil society, and you can motivate people,’” Khetan said.

The second phase of the campaign had been scheduled to start soon after the completion of the first phase. However, Nepal’s Department of Health has been unable to procure enough vaccines, so the campaign has been put on temporary hiatus. Khetan said that as soon as the drugs are available, the campaign will resume its efforts to vaccinate another 8 million Nepalese children. The entire campaign will cost about \$10.8 million, according to William Schluter, a WHO medical officer in the Nepal Country office.

The View From Nepal

“This campaign demonstrates the best of what can go right when there is an effective working relationship between the government, U.N. organizations, NGOs [non-governmental organizations] and civil society,” Schluter said. “Each partner had a role and each contributed to the success that was achieved during the first phase of the campaign. On behalf of the children of Nepal, I would like to express my very sincere gratitude to Lions Clubs International Foundation for choosing to support the campaign in Nepal.”

**With 11,500 members,
the Lions are easily
Nepal’s largest service
club organization.**

Perhaps no individual has been more critical to the campaign’s success in Nepal than Sanjay Khetan, who has been directing the Lions’ involvement in the measles rubella campaign for the last six months. Khetan said that being asked by LCIF to lead the Nepalese Lions involvement was “the opportunity of a lifetime.” Khetan recalls meeting with Maha Jodi, a famous comedian in Nepal who agreed to appear in advertisements promoting the Measles and Rubella Initiative.

“When I met Jodi, he asked me if I had ever had measles in my life,” Khetan said. “I said that I was fortunate and never had it. He told me that because he came from a small village he was never vaccinated, and suffered greatly from the disease. That’s why this campaign is so important. Ten million children in my country will now be spared these diseases.”



Dr. William Schluter **WHO Nepal medical officer**

This is the first time that the rubella vaccine has ever been used in Nepal. The importance of rubella is that when a mother is infected during the first trimester of pregnancy, she can develop what’s called congenital rubella syndrome. And so the baby will be born with blindness or deafness, congenital heart abnormalities or mental retardation and sometimes dies. If we can vaccinate mothers against rubella during this campaign, then we can prevent all of those children from being born with those devastating birth defects.

So if I could pass one message to the Lions it’s that we need your support. No matter where in the world you are, no matter what your vocation or your occupation is, even if you can’t be here on the ground administering vaccinations, we can definitely use any financial support that you can give to Lions.



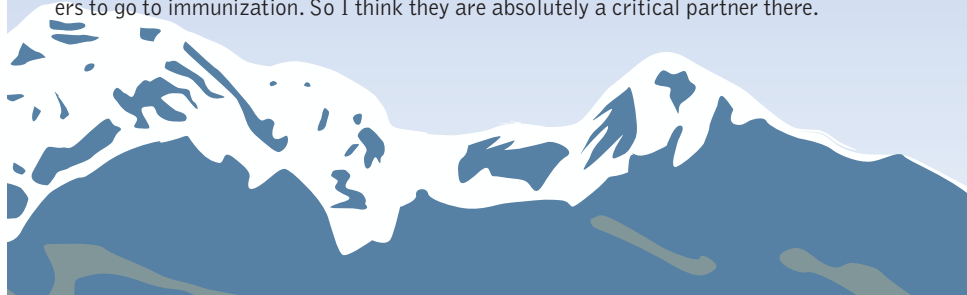
Hanaa Singer **UNICEF representative in Nepal**


The world can be safe only when all the children in the world or at least over 90 percent of the children in the world are vaccinated. This is where we can kill the virus. So long as the virus is alive it can reach anywhere, anywhere where a child has not been vaccinated. So it’s really by vaccinating the children in Nepal and in other parts of the world you really protecting yourself. You’re really protecting your own child in your own country, in your own constituency.

There is this campaign called One Thousand Days. The first 1,000 days, from conception to two years old, is what really develops and marks a child for the rest of his life. If you take care of a child, by the right immunization, the right nutrition and the right healthy environment, you can increase the GDP of a country by 80 percent. Can you imagine—just by these 1,000 days.

So of course it is very critical that we take care of the children during this time. And we know if you really take care of them during this phase you know that you make their life so much better. And once you make their life so much better you make the lives of the country so much better by a really minimum investment. It is so much better to invest now with this minimum investment rather than later when you have to invest in a hospital to cure them from diseases that could have been prevented much earlier on.

Organizations like the Lions in Nepal—you have something like 11,000 members. It’s magnificent. They really have the ears and heart of the population here. So they can work not only on a national level but they can also be on a village level. They really can encourage parents and caregivers, and go door-to-door to encourage mothers to go to immunization. So I think they are absolutely a critical partner there.





The tornado struck this home in Moscow, Ohio.

Photo by Chris Blake

'Something Needs to be Done'

by George Rooks, as told to Jay Copp

Ruth Ann and I were at our home in Bethel watching the updated weather reports on TV when the tornado touched down on March 2. The eye of the storm was just two miles from us. When I later drove over and saw the terrible damage, it brought back some bad memories. My mother's farm in Newtonsville, another small Ohio town, was hit by a tornado on April 24, 1968.

I was 35 then, working not far from her farm. I had seen the storm clouds and hurried over there. They had already taken Mom to the hospital. She had seen the storm coming outside her window but wasn't able to protect herself. She had woken up in the yard. Her cast-iron double-bowl sink pinned her down. She broke her ribs, shoulder, arm and collar bone. Parts of the floor punctured her thigh.

God bless her. My mother, Martha, was a hardworking, resilient woman. But she was severely injured. She nearly didn't make it through the second night. She somehow survived, regained her strength and lived almost another three decades. I guess the good Lord was not ready for her.

In my family, tornados are not just something you hear about on TV or read about in the newspaper. Back in 1974, Ruth Ann's brother, a farmer in Indiana, saw his home and farm smashed to pieces by a tornado. Yes, we're familiar with this kind of stuff.

So after the tornado in March our district governor, John Tolos, called us at 6 a.m. on a Saturday and said something needs to be done to help these folks. On Monday morning we drove with Tolos through Moscow and Tate Township to get a firsthand look at the damage and to talk to people to see what they needed. Three people had died. Nearly 200 homes, barns and other buildings were damaged or destroyed. A lot of these poor folks had no insurance.

I'm 79 now and retired after working as a state park ranger. I have plenty of time to volunteer and serve as president of the Bethel Lions. Jim Rees and Bill Bick, also of the Bethel Lions Club, and other club members also got busy real fast. Rees and his son even took six horses from a man with a damaged horse farm and agreed to look after them for a while.

We received a \$10,000 Emergency grant from LCIF. Lions in Ohio sent us \$5,000. We passed out \$100 gift cards from Kroger, Wal-mart and Home Depot. You'd be surprised how that could lift someone's spirits. "All right!" said a man who had lost his home. "Now I can get a wheelbarrow."

I know it sounds kind of corny but within a few days I saw neighbors and crews from Home Depot and Lowe's helping families repair their homes. The response from the community was overwhelming.

The area hit by the tornado is not that big, but Ruth Ann and I have put more than 600 miles on our truck checking in with people. Bethel Lions tell us who needs help and off we go. I know what happened was a tragedy for many people. I don't want this to sound wrong. But for the Bethel Lions, what came after the tornado departed was a blessing. We got to do our job as Lions and help others.

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My Neighbor, Melvin Jones

by Mary Ann Lieser

I have known about the Lions since I was a little girl and helped my mom gather up all the unused eyeglasses in our house to take to the local hardware store, where I had the privilege of dropping them through the slot in the top of the cardboard donation box. Since I come from a large family of nearsighted people, there were quite a few pairs, and I imagined each one going to a distant place, to be recycled and worn by African villagers, Indian city-dwellers or Central American farmers.

That was the extent of my knowledge of the Lions until recently, when I made the acquaintance of my neighbor, Melvin Jones. Or, rather, of Kenneth Hammontree, a historical impersonator who portrays 28 different characters including Melvin Jones. Hammontree makes Melvin Jones come alive as he tells Jones' story in the first person, focusing on the transformation of Chicago's Business Circle into Lions Clubs International.

As he has done for each of the characters in his repertoire, Hammontree spent almost a year researching Jones in order to get all his facts lined up and then move beyond the facts to delve more deeply into the personality of the character. In the case of Melvin Jones this involves capturing his energy, charisma and appeal as well as his signature friendly smile. Hammontree acquires the clothing and accoutrements for his characters as well. For Melvin Jones this includes a 1950s suit, shoes and necktie. Hammontree even has a 60-year-old Lions pin, similar to one Jones would have worn.

Hammontree began portraying historical characters 40 years ago when he was a junior high history teacher. He surprised his Ohio history students one day by showing up for class as Johnny Appleseed, in costume and character, bringing to life that icon of the American frontier. That day in the classroom was a rousing success and Hammontree began receiving invitations to speak to other schools and community groups. He also began adding new characters,

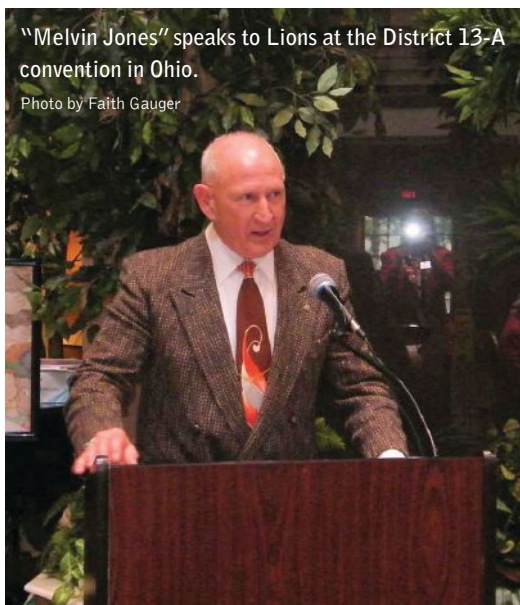
from Mozart to George Washington, from Oskar Schindler to Shawnee chief Tecumseh, and Founding Fathers George Washington, Thomas Jefferson and Benjamin Franklin.

How does Melvin Jones fit into that illustrious lineup? According to Hammontree, he fits just fine. Hammontree has a set of criteria he considers when choosing new characters to develop for performance. Besides looking for men with whom he shares a passing physical resemblance—for instance he is too short to portray Abraham Lincoln, too thin for Teddy Roosevelt—he looks for men of integrity that young people can look up to and learn from, as well as characters with compelling stories who can be both inspirational and motivational. Melvin Jones, with his outgoing personality, his high values and ideals and his lasting impact on the world, is an ideal subject.

Hammontree especially enjoys exploring the parallels between Melvin Jones and America's Founding Fathers. The vision and ideals Jones used as guiding principles in the

"Melvin Jones" speaks to Lions at the District 13-A convention in Ohio.

Photo by Faith Gauger



Besides looking for men with whom he shares a passing physical resemblance, he looks for men of integrity that young people can look up to and learn from, as well as characters with compelling stories who can be both inspirational and motivational.

formation of the Lion's Objects and Code of Ethics make a close match with the vision and ideals of Franklin, Jefferson and Madison. "Not many 20th-century men have shared the core beliefs of our Founding Fathers as closely as Melvin Jones did," Hammontree told me, "and it is fortunate for all of us that those core beliefs—Jones' sense of duty and responsibility and his emphasis on active service to others—continue to change the world through the thousands of active Lions around the globe today."

"You don't get very far until you start doing something for somebody else," was a sentiment shared by all the Founding Fathers, although Jones' wording, pithy and down-to-earth, more closely echoes Benjamin Franklin.

Hammontree has performed Melvin Jones to evening and noon Lions groups and district and state gatherings throughout Ohio. He enjoys seeing Lions make a more

solid personal connection with their founder as a result of hearing his story vividly retold in the first person. His most memorable experience as Melvin Jones was meeting an elderly woman who had heard Jones speak at a district gathering 60 years before and who was moved to have that experience recalled to her.

I myself was moved to learn more about the man who began the group behind that cardboard donation box I used for my family's outdated eyeglasses all those years ago. As Melvin Jones knew so well, the more people who are actively involved in any service project, the better. As a child, I was touched by the act of donating the glasses, as were countless others like me, as were all the recipients around the globe. Which is just how Melvin Jones knew it would work.

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Lions Quest Partnerships Stretch Worldwide

Lions Quest is changing lives around the world, and the world has taken notice. The U.S. State Department and the United Nations Office on Drugs and Crime (UNODC) have recognized that the school-based youth development program is an effective way to teach life skills related to character education, service-learning, bullying and substance abuse prevention to students around the world.

The State Department gave LCIF a \$150,000 grant to expand Lions Quest in five African countries: Kenya, Uganda, Tanzania, Malawi and Botswana. Lions Quest launched the expansion in Tanzania in January. Lions from the five African nations, as well as Lions from Zambia and Nigeria, met to discuss ways to involve Lions, parents, schools and government agencies with Lions Quest.

African Lions learned more about the Lions Quest program and realized its potential to bring positive, meaningful change to young people. “The program focuses the students to be more committed to the real purpose of their lives,” said a Ugandan Lion. After two days of immersion in Lions Quest, Lions returned home with a purpose of their own.

Lions Quest training workshops were held in each of the five countries to prepare teachers to implement the program. Lions didn’t just approach the workshops as opportunities to educate—they used them as moments to celebrate. Lions made banners, invited district leadership to give speeches and invited key community members to attend. As a result of their collective efforts, 25 workshops were completed, 750 teachers were trained and 30,000 students are now benefiting from Lions Quest.

The expansion of Lions Quest in Africa has created believers like Past District Governor Abdul Majeed Khan of Tanzania. “The invention of Lions Quest is a milestone in human progress,” said Khan.

Progress is still being made. New workshops are being planned, another African Lions Quest summit is in the works and the Lions Quest curriculum is being adapted to local African languages and cultures. Nigeria recently took the first step toward building its own program when it received an LCIF grant to help Lions create public awareness of Lions Quest.



In Malawi, Lion Venunadhan Pillai presents Dr. George Chaponda, the Minister of Education, with Lions Quest materials.

“The future of our country lies with the youth,” said a Ugandan Ministry of Education official. “It is therefore gratifying to know that the Lions Quest intervention in Uganda is aimed at helping the youth live their lives responsibly.”

The UNODC is partnering on an initiative to help the young people of southeastern Europe live healthier and more responsible lives through Lions Quest. LCIF provided a \$100,000 grant to translate, adapt and implement Lions Quest in Serbia and Montenegro in collaboration with the UNODC. The two entities will work together to implement family skills training programs to prevent drug use, HIV/AIDS, crime and delinquency among young people. The UNODC has embraced the Lions Quest curriculum, “Skills for Adolescence,” because it is an evidence-based program that has proven effective in reducing behaviors that put young people at risk.

“We are enthusiastic about the possibility of aligning Lions Quest with UNODC’s Family Life Skills Program,” said Piero Bonadeo, a UNODC deputy representative, at Lions Day with the United Nations in March. “It will be the beginning of a strong, solid and fruitful relationship.”

—Chris Bunch



Lions Clubs International
FOUNDATION

No Lion Left Behind

Tap Into an Often Overlooked Population

At Tri-Village Lions Club meetings in Ohio, it's OK to talk during a presentation. During a recent guest program, Lion Jane Jarrold relayed what was appearing on PowerPoint slides to the club's six blind members. "A speaker was not making his slideshow presentation inclusive, so I sat at a table with the blind members present and did a running commentary, describing all of the slides for them," Jarrold says.

The Tri-Village Lions do a lot to ensure their visually impaired members are included. They help in cafeteria lines, offer rides to meetings and provide club mailings in a readable format, and they continue to learn how to become more accessible. Perhaps most importantly, the Lions welcome new members with disabilities who may normally be thought of as solely service recipients. The truth is, there are many potential Lions out there ready to be active, contributing members. They may just need to be invited and properly accommodated.

Jarrold, who is a disability services consultant and the District 13 F Accessibility Committee chair, thinks part of the answer to why more people with disabilities aren't invited to join the Lions lies in stereotypes: "They may think of people with disabilities as needing to be taken care of. It may be hard to imagine someone with a disability taking care of someone else. As Lions we can combat that stereotype and take every opportunity to highlight the disabled as the productive, contributing citizens they are. They have the same desire to give back to the community as do Lions everywhere."

After receiving help as a child from the Lions including a gift of a Braille typewriter, Gayle Adams knew she wanted to be a part of the organization. When she joined the Tri-Village Lions, within no time she was given a special job. "When they found out I have a good singing voice, they gave me the job



Tri-Village Lion Gayle Adams works hard, but enjoys every minute of a yard cleanup service project.

of song leader right away," Adams recalls. Even so, when it came to service projects, Adams was hesitant. "When I found out about a yard cleanup project I was thinking how cool it would be, but I wasn't sure if I could do it. But, I thought, what the heck, I'll try it. Jane picked me up and in the yard she directed me where to pull weeds and where not to. It was great, but we were worn out afterward," Adams says with a laugh.

Adams stresses that when those with disabilities are encouraged to serve and find their talents, they will gain confidence to do more. "Encourage them to speak up and voice their needs and ideas; help them

get out of their shells," she adds. It takes some thinking ahead and will require changes, both large and small, to be effectively inclusive. "All it really takes is thinking about how everyone will access an opportunity. Someone has to take responsibility for making sure that no one is left out," Jarrold says.

For instance, most Tri-Village Lions receive their club newsletter as a PDF, but the visually impaired Lions cannot read that format. So Jarrold emails them a version that is compatible with their screen readers. Accommodations like this mean a lot to Adams, and they help her to look toward her long-term future as a Lion—she hopes to develop her leadership skills and become a club officer.

—Jennifer Gilbert Gebhardt

Did you know the LION is available in audio format? Visit www.lionsclubs.org and search for "LION audio recordings."

Strength in Small Numbers

Lions Clubs of Any Size Can Thrive

The Lisbon Lions Club in New York is busy. Hosting a 5K run, cleaning up roadsides, holding an annual hayride, participating in a school reading program, coordinating a parade and conducting children's vision screenings are just a sampling of the club's extensive service. And they do it all with just 19 members.

The Lisbon Lions are like many clubs around the world that are small but mighty. These energetic clubs prove that although building membership is important, Lions can do a lot with a little. By harnessing some key principles that Lions clubs of any size can benefit from, smaller clubs are quietly making big impacts.



Make the Most of Members

"With a small club everyone realizes the importance of their participation," says Lisbon President Marsha Snyder. There's no getting lost in the shuffle in a small club and that closeness can help members step up to engage in club activities as well as support one another. "We all know each other well and are not afraid to ask each other to help out on a project," Snyder says. Also of high priority to the Lisbon Lions is staying well-connected through consistent contact and semi-monthly meetings every month of the year.

Work Efficiently

Being part of a small group of highly dedicated members brings with it camaraderie and opportunities for leadership, but North Pole, Alaska, Lions Club President Sheila Leppert points out, "It also means that each active member is busier and more involved in more projects than in larger clubs." So clubs must find ways to get things done efficiently. "We make it work by planning ahead and being

organized. And we don't have separate board meetings," says Leppert of her club with about 15 active members. The Lisbon Lions forgo time-consuming committee meetings, instead making decisions and planning projects collectively.

Be Adaptable

Small clubs learn quickly that to be successful, they must respond flexibly to the changing needs of members and their communities. The North Pole Lions made it easier for some members to participate by creating a welcoming family atmosphere, with spouses and children participating together. "I bring my nine-year-old son to just about everything we do. He helps with the lensometer when we recycle eyeglasses and does homework during meetings," says Leppert.

Find Equilibrium

Clubs like the North Pole Lions take seriously the need to strike a balance between the projects they take on with the capabilities and busy schedules of members. "I think the size of our club fits well with our meeting space, the size of our community and the size of our projects," says Leppert. The young Nora Springs Lions in Iowa have the "problem" of reeling in enthusiastic new members from taking on too much too soon. "We have a wonderful, energetic club. If it was up to some members we would have a big event every month! The enthusiasm and energy of our club is contagious," says club President Sarah Avery of her two-year-old club.

Ultimately, no matter what size the club, it's about the energy, teamwork and drive to serve that matters. Avery says, "I don't really think it matters how big or small your club is; you can still be successful if you have open hearts and minds. As long as club members are supportive of each other the possibilities are endless. You could have a club of 10 or 110 but the support of one another is the key to success."

—Jennifer Gilbert Gebhardt

"Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has." —Margaret Mead

Dragons & Lions a Perfect Partnership

The sport of dragon boat racing has a storied history, and now Lions share it as they support what may be the first team of blind and sight-impaired rowers in the Washington, D. C. area. This ancient tradition has been celebrated for more than a decade with a festival and race on the Potomac, says Palisades-Georgetown Lion Lee Wilson, who also serves as secretary/treasurer of the Lions Foundation of Washington, D. C.

Local Lions help support the “Out of Sight” dragon boat racing team. Rowers on the long, narrow wooden boat sit two abreast with a sighted person in the back of the boat to steer and a drum player beating out the rowing rhythm in front.

Visually impaired paddlers from Washington, D.C., Maryland and Northern Virginia are on the team, which has a mix of ages ranging from the 30s to the 80s. Organized in 2010, they competed in last year’s festival. “They didn’t win any of the races, but they did improve their time with each race,” says Wilson, who with several other Lions, provides snacks and bottled water paid for by clubs at team practices. “There are 22 people in the boat—one person on the rudder, who is sighted, one drummer at the front and 20 paddlers. There are about 25 team members at the present time,” says Wilson, adding that the goal is to eventually have two teams.

The Lions Foundation of Washington, D.C. and members of the Palisades-Georgetown club are pledging funds and volunteers to support the team with food, tables, tents and T-shirts bearing the Lions logo at competitions. Volunteers from the Special Olympics Lions Club have also pitched in to help out. “Lions were there at the practices and both festivals to help the paddlers to and from the boats, with transportation, meals and the setup and tear down,” Wilson points out.

The Out of Sight team was organized by Maybelle Nagy, a counselor at Lions Camp Merrick in Maryland for deaf and visually impaired children and adults. She realized that blind campers were largely excluded from team sports, but could easily paddle while seated in a boat. “I could see the possibility!” says Nagy. “They can coordinate because they paddle to the beat of a drum.”

She recruited team members with help from the D.C. Council of the Blind. Paddlers include social workers, lawyers, federal government workers and retired persons. “Any sight impaired person who is able to paddle is welcomed on the team,” Wilson points out. “Our hope for this year is to expand the list of volunteers.”

Watch a Video of the Out of Sight Team in action.

Out of Sight dragon boat team members paddle smoothly through the water on a practice run.

Photo by Lee Wilson





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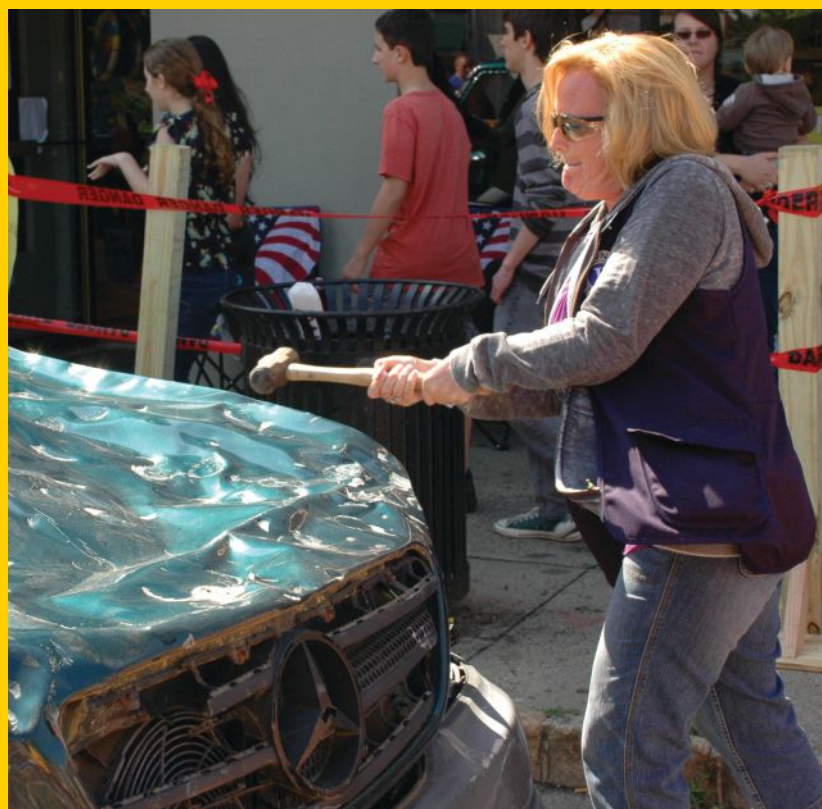
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Car Takes a Beating, Doesn't Keep on Ticking



Westfield, New Jersey, Lion Kirsten Zellner takes a whack at a Mercedes SUV.

Beating up a former luxury automobile may not seem like an ideal way to promote Lions clubs, but in New Jersey it proved to be exactly that. "It was better than paying for therapy," a patron told a Lion. For \$1 for a single swing or three swings for \$5, visitors to the Lions Whack a Car attraction at the town's Spring Fling were able to presumably take out their aggression on the hapless sheet metal.

"We are lucky that one of our members owns an auto repair and parts business so he had many contacts with auto salvage yards where a car could be obtained," explains Douglas Schembs Jr. of the Westfield Lions Club. "Safety goggles were mandatory for anyone taking a swing and gloves were optional. All glass and plastic had to be removed from the car as well as having the fluids drained." A safety fence was also installed to keep others safe from any flying parts.

"Hammers and sledgehammers of all sizes and weights were available so everybody could feel comfortable with their weapon of choice to beat on the car," he points out. After paying for the safety fence and other essentials, Lions made a profit of more than \$800—and apparently helped a lot of people relax. The first-time fundraiser was so successful that Lions now plan to make it a yearly event with all funds going to meet eye and hearing needs for people in need in Westfield.

Photo by Douglas Schembs Jr.



EXECUTIVE SUMMARY

INTERNATIONAL BOARD OF DIRECTORS MEETING

SAN FRANCISCO, CALIFORNIA, USA

APRIL 13-17, 2012

CONSTITUTION AND BY-LAWS COMMITTEE

1. Granted authority to the Chairperson of the Constitution and By-Laws Committee, or if he is unavailable, the Vice Chairperson of the Constitution and By-Laws Committee, in consultation with the International President and the General Counsel and Secretary, with respect to the matters in District 301-A1 (Philippines).
2. Approved engagement to proceed with the formation of a Section 25 company in India and to continue to pursue approval of a branch office application from the necessary government authorities in India.
3. Revised the trademark policies in Chapter XV of Board Policy Manual, including provisions related to foundations and digital media authorization.
4. Revised Chapter III and Chapter XV of the Board Policy Manual with respect to the distribution of board materials and board voting by electronic means.
5. Revised Article III of the Standard Form District By-Laws in the Board Policy Manual related to the appointment of zone and region chairpersons.
6. Revised Chapter VII and Chapter XV of the Board Policy Manual to correct a typographical error and remove unnecessary internal citations.
7. Adopted a resolution to be reported to the 2012 International Convention to amend Article XI, Section 7 of the International By-Laws by removing the membership obligations and rights and privileges charts from the International By-Laws and, contingent on the approval of this resolution, to move these charts to the membership classifications section of the Board Policy Manual.

CONVENTION COMMITTEE

1. Rescinded Resolution 1., from the June/July 2011 Convention Committee Report and approved a US\$25 rebate for every paid Busan Convention registration above 30,000, which will be issued on a pro rata basis to the three multiple districts of Korea, based on the final paid registration report.

DISTRICT AND CLUB SERVICE COMMITTEE

1. Cancelled twelve clubs from District 321 C2 due to non-existence.
2. Resolved to keep club vice presidents better informed. All mass communications sent to club presidents that are appropriate and informative in nature will be copied to the recorded club vice presidents. A process to record vice presidents will be set in place early next fiscal year.
3. Approved district governor elects who were recommended by provisional districts.
4. Appointed Past District Governor Mitsukazu Imai, from District 330-A Tokyo, to serve as Coordinating Lion for Mongolia for the 2012-2013 Fiscal Year.
5. Approved the redistricting proposal submitted by Multiple District 16 (New Jersey). This change is scheduled to take place at the adjournment of the 2014 International Convention.
6. Renamed multiple districts and districts from 324C, 324D, and 324E, to 316, 317, and 318, respectively.
7. Resolved to keep zone chairpersons and region chairpersons better informed. All mass communications sent to the District Governor Team that are appropriate and informative in nature will also be copied to the recorded zone and region chairpersons within the district.
8. Revised the cancellation policy of the Board Policy Manual to allow for more timely cancellation of clubs that have committed a serious infraction, when cancelling the club would be in the best interest of the association.
9. Amended the Rules of Audit Governing Reimbursement of Expenses for District Governors to make it easier for district governors to delegate club visits to members of the district cabinet.
10. Amended the redistricting policy to clarify the requirements needed for redistricting and to require that a copy of the certified minutes of the conventions for which the proposal was approved be submitted when the proposal is submitted.
11. Revised the policy for provisional districts to clarify the process for recommending district governor elects to the board of directors.

FINANCE AND HEADQUARTERS OPERATION COMMITTEE

1. Approved the fiscal year 2011-2012 Forecast, reflecting a small deficit. However it should be noted, cash in bank is sufficient to fund the deficit.
2. Approved an additional day for the 2012-2013 October/November board meeting.
3. Approved a provisional suspension policy for clubs in Zimbabwe. This policy will be based on unpaid balance in excess of US\$10 per member or US\$500 per club, whichever is less. The policy will be in effect from July 1, 2012, to July 1, 2014.
4. Approved Chapter IX, Paragraph C.4. through C.10. of the Board Policy Manual be deleted in its entirety and replaced effective June 26, 2012. The major changes are as follows:
 - Increased automobile – Reimbursement will be US\$.41 per mile (US\$.25 per kilometer)
 - Increased lodging - Reimbursement will be made for actual costs only, not to exceed US\$75 per night.
 - Increased meals - Reimbursement will be made for actual costs only, not to exceed US\$25 per meal. Original itemized receipts must be attached to the Travel Expense Claim.
 - Simplified office expense reimbursement - An office allowance of US\$20 plus US\$1 per Lions club per month may be claimed.
 - Increased automobile reimbursement for executive officers, speaking engagement and in-district budgets to US\$.41 per mile (US\$.25 per kilometer).

LCIF

1. Increased the annual SightFirst grant approval limit to US\$13 million.
2. Revised the Emergency grant criteria to include that concerned districts are eligible for one grant per disaster.

Continued on page 50

3. Revised the International Assistance Grant criteria to include that projects must have strong Lions involvement and identity and that funds are not available solely for the transport of goods.
4. Amended the LCIF Operations and Policy Manual as follows: included the roles and responsibilities of the LCIF Steering Committee, updated the language regarding the selection of the chairperson and vice chairperson of the LCIF Steering Committee, and deleted references to the Lions Quest United States Steering Committee.
5. Approved recognition for One Shot, One Life: Lions Measles Initiative.
6. Approved new designs for Progressive Melvin Jones Fellows (PMJF) pins for donations of US\$50,000 – US\$90,000.
7. Approved a SightFirst grant in the amount of US\$400,000 to support diabetic eye disease activities as outlined in the Memorandum of Understanding between the World Health Organization and Lions Clubs International.
8. Approved supplemental budget funding in the amount of US\$130,000 to support the technical services contract with the World Health Organization.
9. Named Mr. Deng Pufang, the Honorable Chairman of China Disabled Persons' Federation and its performing arts troupe, as the 2011-2012 Humanitarian Award recipient.
10. Increased the annual Humanitarian Award amount from US\$200,000 to US\$250,000.
11. Approved 92 Standard, International Assistance and Core 4 grants totaling US\$4,519,644.
12. Tabled two grant applications and denied one grant application.
13. Reallocated a grant previously approved to support the purchase of an ultrasound machine at the Weesang Sanitary Hospital, Korea.
14. Approved a Core 4 Board-directed grant in the amount of US\$100,000 to support Lions Quest activities as outlined in the Memorandum of Agreement between Lions Clubs International and the United Nations Office on Drugs and Crime.
15. Approved four projects to support rebuilding/recovery efforts, with the funding (US\$3.18 million) to be provided from the designated funds from the Japan earthquake/tsunami fund.
16. Authorized the engagement of consultants to set up a Section 25 company in India and requested further review of corporate documents for proposed Section 25 company at the June LCIF Board of Trustees meeting.
17. Updated signatories to the foundation's Scottrade account, in order to facilitate donations of securities.
18. Updated language in Chapter XVI of the Board Policy Manual regarding LCIF Multiple District and District Coordinators, in anticipation of new appointments.

LEADERSHIP COMMITTEE

1. Instituted a registration fee in an amount equivalent to US\$95 for participants attending Emerging Lions Leadership Institutes, Advanced (Senior) Lions Leadership Institutes and Faculty Development Institutes beginning with the 2012-2013 schedule.
2. Approved implementation of the proposed District-Governors-Elect training program, pending approval of requested funds.
3. Made completion of all required LCI-sponsored district governors-elect training components mandatory for all DGEs in order to qualify for LCI to cover expenses related to their attendance at the DGE Seminar.
4. Revised the eligibility requirements for GMT and GLT leaders at the international level (constitutional area leaders, area leaders and special area advisors) to prohibit endorsed and certified candidates for international office and members of the International Board of Directors. In addition GMT and GLT leaders shall not hold any other position concurrently that will compete for the time, effort and energy required to execute GMT or GLT duties.
5. Amended Board Policy Manual by deleting the words, "in route or," in Chapter XIV, Paragraph D.11.a., line 5.

MEMBERSHIP DEVELOPMENT COMMITTEE

1. Determined that the entire Life Membership policy should be reviewed at a minimum of every 10 years.
2. Decided that the Lions of Zimbabwe should transition to full dues payment over the next two years. Eligible clubs in Zimbabwe will receive a credit for half of the yearly international dues for the next two years starting on July 1, 2012, and concluding on June 30, 2014. As of June 30, 2014 the Lions of Zimbabwe will be expected to pay full international dues.
3. Amended the Board Policy Manual to include French Guiana; Republic of Kyrgyzstan; Zhejiang, China; Laos; Republic of Gambia; Republic of Guinea Bissau; Mayotte; and Sint Maarten (Netherlands Antilles). For the purpose of clarification, it was recommended that the Hellenic Republic be modified to include "Greece" in parenthesis after its listing.
4. Amended the Board Policy Manual to reflect the correct form to submit, so that Leo-Lions may receive their years of service as a Leo. The Leo to Lion Certification and Years of Service Transfer Form (LL-2) must be submitted to Lions Clubs International.
5. Amended the Board Policy Manual to reflect that Leos who are becoming Lions and want to receive the Leo to Lions entrance fee and dues rate, must have been a Leo for at least a year and a day.
6. Amended the Board Policy Manual to reflect Lions newest country, the Republic of Tajikistan. This officially brings the number of countries in which Lions are able to serve to 207.
7. Amended the Board Policy Manual to reflect the current distribution of Charter Monarch and Monarch Milestone Chevrons.1.
8. Amended the Board Policy Manual to reflect the current distribution of Membership Keys and medallions.
9. Amended the Board Policy Manual to reflect the change of title and recipient of the District Extension Chairperson Award to the GMT District Coordinator Award. This change was necessary since the District Extension Chairperson is no longer an official position and the GMT District Coordinator is responsible for chartering of new clubs.

PUBLIC RELATIONS COMMITTEE

1. Decided to require multiple districts to provide 10 percent matching funds for public relations grants.
2. Eliminated the International Trading Pin Contest.
3. Eliminated the International Friendship Banner Contest.
4. Eliminated the requirement to submit a hard copy of a website for the International Web Site Contest.
5. Determined to allow individual Lions members within Lions Clubs in India to receive either a Hindi or English version of LION Magazine India.

SERVICE ACTIVITIES COMMITTEE

1. Named the 2010-2011 Top Ten Youth Camp and Exchange Chairperson Award recipients.
2. Clarified Board Policy Manual language regarding the Leo Years of Service Transfer Program. Added eligibility requirement that current and former Leos must have been a Leo for at least one year and one day to receive credit for their Leo years of active service as part of their Lions club membership histories.

For more information on any of the above resolutions, please refer to the LCI website at www.lionsclubs.org or contact the International Office at 630-571-5466.

INFORMATION

ANNIVERSARIES JULY 2012

95 Years: Chickasha, Okla.

90 Years: Augusta, Ga.; Brea, Calif.; Colorado City, Texas; Douglas County, Colo.; Eastland, Texas; New Britain, Conn.; Ontario Host, Calif.; Worcester Host, Mass.

85 Years: Brownsville Downtown, Texas; Saint Cloud, Minn.

80 Years: Harrisonburg, Va.

75 Years: Antioch, Ill.; Ashford, Ala.; Fairfax, S.C.; Fort Fairfield, Maine; McAdoo, Penn.

50 Years: Escalante, Utah; Jekyll Island, Ga.

25 Years: Denver Rocky Mountain Korean, Colo.

ANNIVERSARIES AUGUST 2012

95 Years: Chicago Central, Ill.; El Reno, Okla.

90 Years: Dalhart, Texas; Goderich, ON, CAN; Greenville, S.C.; Kennett, Mo.; Lorain, Ohio; New London, Conn.; Owatonna, Minn.; Pittsfield, Mass.; Van Buren, Ark.

85 Years: Brownstown, Ind.; Fillmore, Calif.; Harlingen, Texas; Many, La.; San Benito, Texas; Washington, Penn.; Wauchula, Fla.

80 Years: Flemingsburg, Ky.; Hanover, Penn.; Highland, N.Y.; Liberty, N.Y.; Wilton, Iowa

75 Years: Blountstown, Fla.; Gladstone, Mich.; Granite Falls, N.C.; Keene, N.H.; Kitchener, ON, CAN; Orilla, ON, CAN; Warrensburg, Mo.

50 Years: Bramalea, ON, CAN; Cape Coral, Fla.; Francis Creek, Wis.; North Enid, Okla.; O'Leary, PE, CAN; Ryley, AB, CAN; Toronto Colombo, ON, CAN

25 Years: Giddings New Horizons, Texas; La Merced, P.R.; Treasure Lake, Penn.

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 MARCH 2012

International Key (200 Members)

- Lion Edward Tan, Manila West Tondo, Philippines

Key Of Nations (100 Members)

- Lion Anton Wong Lim, Manila Achievers, Philippines
- Lion Laxmipat Lodha, Shibpur, India
- Lion Dr. Daya Shankar Jangid, Nawalgarh, India

Key Of State (75 Members)

- Lion Lewis Martin, Vinalhaven, Maine
- Lion Vijay Agarwal, Hapur Supreme, India

Grand Master Key (50 Members)

- Lion Dr. Sudesh Gupta, New Delhi Bengali Market, India
- Lion Vijay Agarwal, Hapur Supreme, India
- Lion Chandahas Shetty, Pune 21st Century, India
- Lion P. R. Murugappan, Chidambaram Cosmopolitan, India

- Lion N. R. Dhanapalan, Madras Chetpet, India
- Lion P. Raghuvaran, Kodaikanal Town, India
- Lion D. S. Sreekumaran, Trivandrum Cotton Hill, India

Senior Master Key (25 Members)

- Lion James McGinley, Akron, Colorado
- Lion David Caplan, Alexandria, Louisiana
- Lion George Pickard, Chinook Pass, Washington
- Lion Barbara Chuck, Nanuet, New York
- Lion Klaus Nieder, Danbury, Wisconsin
- Lion Dorothy Vasquez, Bethel, Florida
- Lion Sattar Faheem, Multan Punjnad, Pakistan
- Lion Dr. Sudesh Gupta, New Delhi Bengali Market, India
- Lion Pardeep Kumar Gupta, Hapur, India
- Lion Uday Shanker Jha, Deoghar Baidyanathdham, India
- Lion Santosh Ramanna Shetty, Bombay Seven Bungalows, India
- Lion Narendra Patel, Naroda, India
- Lion Sunil Arora, Bhiwadi, India
- Lion R. Rajan, Madras Royapuram, India
- Lion A. Kanaga Kumaravel, Madurai Golden Jubilee, India
- Lion N. Vasu, Madurai Host, India
- Lion R. Thangapazham, Coimbatore Anna Nagar, India
- Lion N. Satchidanand, Secund Seethaphalmandi, India
- Lion V. Rajappa, Bangalore Prajwal, India
- Lion Padmakumar Nair, Calangute, India



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INFORMATION

HIGHER KEYS ISSUED DURING APRIL 2012

Key Of Nations (100 Members)

- Lion Franz Norman P. Sy, Manila Virtue, Philippines
- Lion Marissa Paz Sy, Manila Virtue, Philippines

Key Of State (75 Members)

- Lion Franz Norman P. Sy, Manila Virtue, Philippines
- Lion Marc Angelo Sy, Manila Image, Philippines
- Lion Marissa Paz Sy, Manila Virtue, Philippines
- Lion R. Srinivasan, Chennai Golden Fort, India
- Lion Christine Muumbi, Makueni, Kenya, Africa

Grand Master Key (50 Members)

- Lion Joseph Doerfler, Crosslake Ideal, Minnesota
- Lion Ruth Chua, Manila Image, Philippines
- Lion Franz Norman P. Sy, Manila Virtue, Philippines
- Lion Marc Angelo Sy, Manila Image, Philippines
- Lion Marissa Paz Sy, Manila Virtue, Philippines
- Lion Vanessa Gayle Sy, Manila Image, Philippines
- Lion Saravanan A.K.S., Chennai Abhimaann Thandalaam, India

Senior Master Key (25 Members)

- Lion Richard Walworth, Encinitas, California
- Lion Dave Hughes, Brandon Wheat City, Manitoba, Canada
- Lion Phillip Moudy, Danville, Arkansas
- Lion Edward Grumelot, Stockbridge, Michigan
- Lion Clare Crawford, Knox County North, Tennessee
- Lion Paul Ernst, Middleton, Wisconsin
- Lion Raymond Crowe, Bonita Springs, Florida
- Lion Larry Wainwright, Ariss And District, Ontario, Canada
- Lion Ruth Chua, Manila Image, Philippines
- Lion Jesus Marquez, Manila Barangay, Philippines
- Lion John Siy, Manila Allied, Philippines
- Lion Frank Ching Solay, Manila Acme, Philippines
- Lion Franz Norman P. Sy, Manila Virtue, Philippines
- Lion Marc Angelo Sy, Manila Image, Philippines
- Lion Marissa Paz Sy, Manila Virtue, Philippines
- Lion Vanessa Gayle Sy, Manila Image, Philippines
- Lion Sumith Chandrasiri Senanayake, Gampaha City, Rep. of Sri Lanka
- Lion Nazrul Islam, Saidpur, Rep. of Bangladesh
- Lion Hasan Hasanuzzman, Dhaka Banophool Green, Rep. of Bangladesh
- Lion J. P. Singhi, Calcutta Heritage City, India
- Lion Ravi Agarwal, Bombay Mulund, India
- Lion M. C. Karuppiah, Chennai Beach City, India
- Lion Cyril Fox, Merriman, Rep. of South Africa
- Lion Suresh Lavingia, Dar Es Salaam Simba New Century, Tanzania

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

INFORMATION

IN MEMORIAM

Past International Director **William D. "Bill" Moody** of Mount Forest, Ontario, Canada, has died. A Lion for 53 years and a member of the Mount Forest Lions Club, he served on the International Board of Directors from 1993 to 1995. Past Director Moody was a presenter at many USA/Canada Lions Leadership Forums and International Conventions and formed 27 new clubs as District Extension Chairperson.

Past International Director **Bunya Matsubara**, 88, who served on the International Board from 1994-96, has died. He had been a member of the Sapporo Clark, Japan, Lions Club since 1975 and a Lion for more than 44 years.

CORRECTIONS

In the photo with Dr. Oz on page 16 in the June LION, Lion Yvonne Kantola stands to the left of Dr. Oz. Kantola was chair of the Lions' Women and Family Development committee that initiated the health symposium and should have been identified in the story. LION Magazine regrets the omission.

In the May 2012 issue, a club was incorrectly identified in Club Briefings on page 51. Rather than the Vancouver Arbutus Lions Club, the **Vancouver Evergreen Lions Club** partnered with the Vancouver Chinatown Lions to hold their annual Medal of Merit Dinner. We regret the error.

CALENDAR

2012 UPCOMING EVENTS

AUGUST

ENGAGING OUR YOUTH GLOBAL SERVICE ACTION CAMPAIGN

AUG. 8-10:

New Directors Orientation (Oak Brook, Illinois, USA)

AUG. 13-17:

Executive Committee Week Meetings (Oak Brook, Illinois, USA)

AUG. 15:

Leo Club Excellence Award applications due

AUG. 27-30:

Senior Lions Leadership Institute – Constitutional Area VII: Australia, New Zealand, Papua New Guinea, Indonesia and Islands of the Pacific Ocean (Queenstown, New Zealand)

AUG. 31 – SEPT. 2:

ANZI-Pacific Forum (Queenstown, New Zealand)

ROAR OF APPROVAL

A Lion for 64 years, **Dale Juergens** belongs to the Clearfield Lions Club, the largest in Iowa with 155 members. He served as district governor in 1956-57, the year the state's eye bank was begun. "I'm proud to be a part of Lions. It's just a wonderful organization that does so much good," says Juergens, the senior cabinet adviser for District 9 SW.

World Blood Donor Day held annually on June 14 recognizes heroes who donate blood. Lion **Arjun Mainali**, of Hicksville, New York, has been one of those heroes for 24 years. Mainali has donated blood 102 times and was publicly recognized by the American Red Cross and his community for his outstanding contribution. He started donating blood in his homeland of Nepal, and continued when he moved to the United States in 2000. He has organized more than 150 awareness campaigns in Nepal, India, Switzerland and the United States.

The Sutter, California, Lions Club recently had its 52nd anniversary, but charter member **Ray Frye** surpasses that impressive number by almost twice in longevity. He celebrated his 102nd birthday on March 7. Until recently, say Lions, he rarely missed a Lions event. Club members had a small celebration at his home to mark the occasion.

North Salem, New York, Lion **Janice Hellwinkel** is one of 30 women throughout Hudson Valley who recently were named to State Senator Greg Ball's Women of Distinction Hall of Fame. The award recognizes women who are extraordinarily committed to volunteer service and civic commitment. She was the first woman to serve as president of her club and is also involved in numerous other activities that benefit her community. She has also received a Certificate of Special Congressional Recognition for her exceptional spirit of volunteerism.

THANK YOU

THE LIONS CHANGED MY LIFE

A Gift That Helps a Young Girl Blossom

When Kaylin Lynch, 10, was introduced to the iPad last year by her special education teacher, she was instantly captivated. At the cognitive development age of a two-year-old and blind in one eye, Kaylin, who has Down's syndrome, has had her share of difficulties learning and communicating with others. But when her mother, Cindy, saw the magic the iPad was working with Kaylin and discovered its teaching capabilities, she knew this was the tool that could make a world of difference for her daughter. Lynch's requests for assistance were turned down by several organizations until she contacted the Bay City, Michigan, Lions. She quickly received a response from Lion Ivan Miller, and within three months an iPad was in thrilled Kaylin's hands.



Kaylin Lynch actively learns with her iPad while her former teacher Audrey Sochacki looks on.

Photo courtesy of MLive.com/MLive Media Group/Yfat Yossifor

Q&A: Cindy Lynch

LION Magazine: Were you surprised at how Kaylin responded to the iPad?

Cindy Lynch: Yes. I had no idea it could be a learning tool. When her teacher let Kaylin use her iPad, she absolutely fell in love with it. In fact, she didn't want to give it back at the end of the day! Once I learned about all of the apps [downloadable software programs] for special education teaching, I couldn't believe it.

LM: How does Kaylin use the iPad?

CL: There are all kinds of apps that are designed perfectly for her learning level. There are games where she learns shapes, colors and numbers, fantastic audio books, music that she sings along with. She even learns about things like brushing her teeth or household dangers. It's just amazing. We can always download new apps, so the possibilities are never-ending and there's always a new activity for her. The iPad will grow with her as she grows.

LM: Has the iPad helped Kaylin with communicating?

CL: You would have to know her to really realize just how much she's learned in the year that she's had the iPad. I've seen the positive change in her when she started realizing that people could understand her better. Before, if her stomach or throat hurt, she couldn't tell me and I would have to try to figure it out. But now she can use the iPad to tell me what's wrong—that alone is well worth it!

LM: Do you see any other changes in Kaylin?

CL: Since she's been able to communicate better with people, I see her becoming more independent and gaining confidence. I can tell she feels more involved with everything. We interact so much more, singing songs and reading stories on the iPad together. I just can't describe the difference it's made; it's such an awesome feeling. This is the best thing that could happen for her, and I can't thank the Lions enough. I wish every special needs child had an iPad.

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. Email a brief description of your correspondence to lionmagazine@lionsclubs.org. Please include "Thanks and Appreciation" in the subject line.

IN THE SPOTLIGHT

LIONS NEWS BRIEFS

Since 1983 the **La Porte Lions** in **Indiana** have coordinated the Lions Alert program that provides medical alert units to 250 community members at a very low or no cost. By enabling people to press a button in case of emergency and be connected to the hospital, the Lions provide peace of mind and save lives.

The **Morganton Lions Club** in **North Carolina** established a scholarship fund to assist those with sight impairments obtain a college education.

Lions from **District 4 L4** in **California** made their 65th annual visit to Ensenada, Mexico. Over the years, the Lions have built schools, eye clinics and donated medical equipment there.

The **Natoma Lions Club** in **Kansas** held their annual St. Patrick's Day celebration, which included green pancakes and Irish music. The event raised funds for the Lions' scholarship program.

The **Lakeland Dixieland Lions Club** in **Florida** is partnering with a bank to collect aluminum cans to raise funds for Lions' programs.

Chester Lions in **New Jersey** joined the American Legion in providing a fun day of bingo and gifts for injured and disabled veterans at a hospital.

The **Penn Valley Hi-Graders Lions** in **California** made a donation to the fire department for an emergency telephone to be placed outside the fire station.

After a tornado in February hit Harrisburg, **Illinois**, home of the **Harrisburg Town and Country Lions**, 84 Lion clubs and members provided relief in many ways including donating \$28,349.

Athol, Massachusetts, Lions helped raise funds for the Massachusetts Lions Eye Research Foundation through a fundraiser at a hockey game. Those who purchased a \$5 bag of soft hockey pucks threw them onto the ice; the person whose puck landed closest to the center of the ice won a prize.

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

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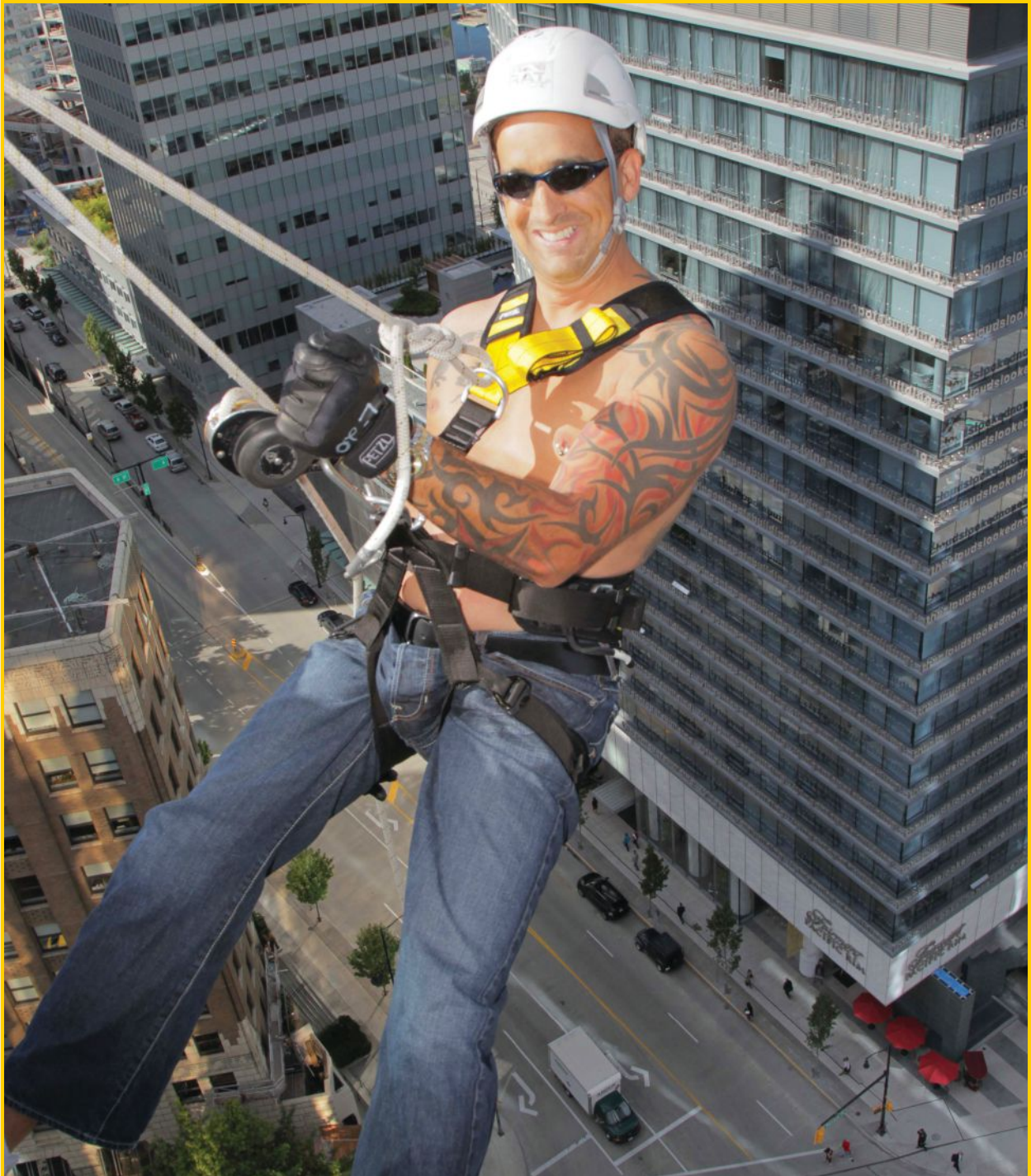
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LAST ROAR



NEW HEIGHTS IN FUNDRAISING

Clayton Ingle, president of the Abbotsford Lions Club in British Columbia, Canada, rappels down a 20-story building as a fundraiser for Easter Seals and the B.C. Lions Society for Children with Disabilities. The Easter Seals Drop Zone event takes place in cities across Canada. Lions are longtime supporters of Easter Seals. In Canada, Easter Seals Houses provide homes for children and families needing medical treatment.

Photo courtesy of Easter Seals BC

IT'S TIME TO GET INVOLVED



Every day, hundreds of children die from a disease that is easily prevented – measles. Lions Clubs International Foundation joined with global partners in the Measles Initiative to save these children and eliminate measles. You have a chance to make a difference. It costs just US\$1 per vaccination. By making a donation, you not only help LCIF to meet the Gates Foundation challenge grant to raise US\$10 million, you also help children across the globe. Isn't it time you got involved?



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