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A Message From Our President



Wayne A. Madden
Lions Clubs
International President

Reading is Fundamental

A few minutes ago you picked up your LION Magazine and began reading it. Congratulations. Your ability to read the LION Magazine qualifies you as not only literate but also highly literate. Nearly 1 billion people around the world are functionally illiterate. That's right. Twenty-six percent of the world's population can't even write their name. It's a problem not only in developing countries. In the United States alone, 21 million people can't read.

As former teachers, Linda and I personally can attest to the value of reading and writing and an education. Attending college helped make us who we are, and we stressed the im-

portance of education to our successful two daughters, both college graduates.

The ability to read can propel a person from poverty into a good job and a stable life. Books (and now the Internet) open up a world of possibility. The acquisition of knowledge is key to unlocking human potential, and reading is a fundamental skill needed to shape a successful life.

This year I'm asking Lions to expand our world of service by joining what I call the Reading Action Program (RAP). (See story on page 34.) It's something every Lions club can do because the lack of reading skills plagues every community around the world. There are many ways Lions can help: reading to children at local libraries, volunteering as tutors through your local school and donating books and computers.

Lions also are encouraged to make a short RAP video that shows how your club promoted reading. Videos can be submitted through the LCI YouTube channel. Visit the LCI website for information on the RAP video as well as literacy project ideas, literary partners and awards for clubs and district governors.

As children's author Dr. Seuss wrote, "The more you read, the more things you'll know. The more that you learn, the more places you'll go." I know you'll take up this challenge to fight illiteracy because no challenge is too great for Lions. In a world of service, helping children and adults learn to read will pave the way for a better world for all.

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

Wayne A. Madden
Lions Clubs International President



The Jodhpur Marudhara Lions Club in India teaches illiterate women to read.

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The China Disabled People's Performing Art Troupe performs at the convention.

Photo by Dan Morris



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WE SERVE

MISSION STATEMENT OF
LIONS CLUBS INTERNATIONAL:

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

CONTACTING THE LION

Have a story idea or photo? Want to comment on a story or make a suggestion for LION editors? Contact the LION at lionmagazine@lionsclubs.org or at 630-468-6909 or 630-468-7023. For change of address, non-receipt of the magazine and other subscription issues, contact 630-468-6982 or stats@lionsclubs.org. For all other inquiries call 630-571-5466.

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Convention Countdown

Hamburg, Germany
July 5-9, 2013

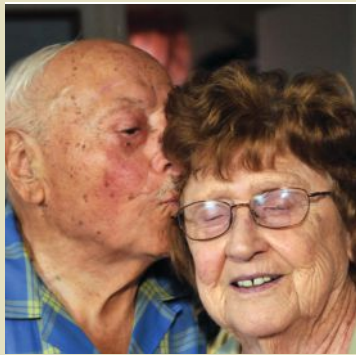


IN THE SPOTLIGHT

LIONS NEWS BRIEFS

NEVERTOO OLD TO BE PRESIDENT

Andrew Vireno will turn 100 in December—when he will be about halfway through his term as president of the Corte Madera Lions Club in California. A Lion since 1954, Vireno said he was asked more than a dozen times to serve as president. But he said he was too busy running his bar/restaurant in nearby San Francisco. Vireno wants the 42-member club to grow. “The No. 1 object is to get more members,” says Vireno, who golfs twice a month and lives with his wife, Aline, 88. Says Bob Bundy, club secretary, “He’ll do great. He’s still sharp. He always attends meetings, so he has a sense of how the club should go.” Vireno is finally following in the footsteps of his father, who was president of the Daly City Lions in 1926.



Andrew Vireno shows his love for Aline.

Photo courtesy of the
Marin Independent Journal



PAST PRESIDENT SOLIVA DIES

Past International President Augustin Soliva, of Brazil, has died. He was elected to the association’s highest office at the 1996 International Convention in Montreal, Quebec, Canada. Prior to his election as International President, he was an appointee to the International Board of Directors from 1976 to 1977 and was elected in 1980 to serve a two-year term as an international director. A Lion for nearly 50 years and a Melvin Jones Fellow, Past President Soliva was a Life Member of the Sao Jose dos Camp (Centro) Lions Club and a major contributor to Campaign Sight-First. Most recently, he served on the 2011-12 LCIF Steering Committee.

His presidential theme was Building Bridges, which reflected his desire to unite Lions in global humanitarian service efforts. Past President Soliva was actively involved with many projects to assist those in need, including working with the Onchocerciasis Elimination Program for the Americas and other agencies that shared the goal of the eradicating this sight-robbing disease.

In addition to many professional and civic recognitions, Past President Soliva was the recipient of 24 International President’s Awards and the Ambassador of Good Will Award, the highest honor the association bestows upon members.

SHARE THE VISION IN OCTOBER

Autumn is a time for Lions to do common service and to strive toward membership goals. Lions are asked to “share the vision” in October by fighting blindness. The initiative is one of the four Global Service Action Campaigns (a focus on youth was in August, feeding the hungry in December/January and preserving the environment in April). International President Wayne A. Madden also reminds Lions of the Fast Start Awards. District governors who achieve two new clubs or positive net growth by Oct. 31 will attain a Cruising Speed award. District governors who achieve five new clubs and positive net growth by Oct. 31 will attain the Passing Speed award. Madden also encourages clubs to do quarterly “pit stops,” or self-evaluations, and for Lions to achieve the Club Excellence Award and District Governor Team Excellence Award. More information on these programs is available at www.lionsclubs.org.

IN THE SPOTLIGHT

LIONS NEWS BRIEFS

BY THE NUMBERS

122

Years and counting for the Old Settlers Reunion in Missouri, also known as the Louisburg Picnic and run by the Louisburg Lions since 1971.

3,500

Weight in pounds of the Nautilus weight trainer donated by an athletic club to the Lakehead Lions Community Health Center in California, which the Lakehead Lions helped form.

1,500

Purchase price in dollars of the community's last log cabin by the Sandborn Lions Club in Indiana, which wants to move the cabin to the town park.

122

Bags of food collected by the Sandhills Lions Club in North Carolina for a local food bank.

16

Eating establishments that took part in the Restaurant Stroll of the Union City Lions in California. For \$15, 400 diners grazed on small portions of fare ranging from burgers and fries to pasta and crepes.

2,200

Pounds of smelt deep-fried in 80 gallons of vegetable oil for the annual smelt fry of the Brooklyn Park Lions Club in Minnesota. The fry began in 1963.

250

Students at six grade schools given a Canadian flag by Comox Valley Monarch Lions in British Columbia as part of Project Pride to encourage pride in country, province and community.

150

Community volunteers who helped construct the log-cabin style Dorris Community Center in a project spearheaded by Dorris Lions in California.



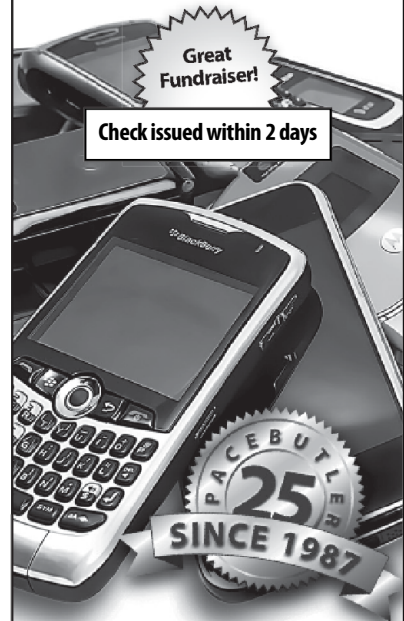
73 YEARS AGO IN THE LION SEPTEMBER 1939

Movie star Jimmy Stewart lays the cornerstone for the new health camp of the Indiana Lions Club in Pennsylvania. Lions built the 108-acre camp with their own labor.

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IN THE SPOTLIGHT

LIONS NEWS BRIEFS

ONE OF US

When she was 2 years old, doctors wanted to put a bar in Wendy Koenig's back to straighten it. But her father said all she needed to do was to play and be active and her back would correct itself. Not only was he right, but he helped send Koenig on a path that would lead her to becoming a champion runner. A native of Estes Park, Colorado, Koenig spent her teen years traveling the country for track and field competitions. The Lions helped her succeed, raising funds to enable her to travel to meets. With great support, Koenig (then known as Koenig Knudson) propelled herself to the Olympics, both in 1972 in Munich and 1976 in Montreal. Koenig, an audiologist, later became the Estes Park Lions Club's first woman president.

WHAT WAS IT LIKE BEING AT YOUR FIRST OLYMPICS AT JUST 17 YEARS OLD? It was so overwhelming—I kept a diary and it's like someone else wrote it! Mostly, I remember the camaraderie and sportsmanship shown by all athletes, and how lucky I was to be there.

DID YOU RECEIVE ANY ADVICE AS A NEWBIE? The first inside scoop was to arrive at the Opening Ceremonies lineup early enough to be in the lane closest to the TV cameras when we marched in. I arrived early to find many of my fellow USA teammates with newspapers. I realized I had a long wait, but really, bringing a newspaper to the Opening Ceremonies—how tacky! But I knew the real reason for the newspapers when the doves of peace were released. Messages of "good will" were spread over the heads and into the hair and clothing of many athletes!

UNFORTUNATELY THE 1972 OLYMPICS IS KNOWN FOR THE TERRIBLE MUNICH MASSACRE. When the Black September terrorist attack happened it was very scary. At the time it happened I was out sightseeing. When I returned my teammates were at large windows talking about seeing the helicopter fly right past our dorm with the hostages. I knew some of the athletes on the Israeli track team. Seeing the Israeli team's bravery was overwhelming.

WERE THE 1976 GAMES DIFFERENT FOR YOU? I was so much calmer and able to take in more. I remember every stride of my race and the 80,000 people cheering. But also the charm of the Munich Village was replaced with armed guards on the rooftops, fencing around the Village and underground walkways to the track. In the prelims I improved my lifetime best performance in the 800 meters, running just under two minutes—I had tried to do that for six years! Only one U.S. female athlete had run faster.

YOU STILL HOLD THE 800 METER (1:58.91) AND 1,500 METER (4:21.80) RECORDS AT COLORADO STATE UNIVERSITY. I didn't realize that until recently when my son pointed it out to me! I was shocked.

DO YOU USE YOUR AUDIOLOGY EXPERTISE FOR LIONS SERVICE? I've been donating my services since 1991 and I have a hearing aid bank at my office. For more than 20 years my club has helped an average of 15 people receive free hearing aids annually.

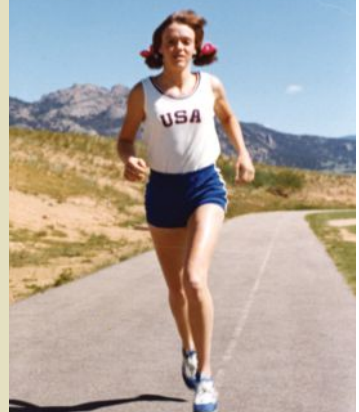
DO YOU STILL RUN? In 1984 I was training for the Olympics, but the torn cartilage around my hip sockets got so bad I couldn't even walk up stairs. So I decided it wasn't worth it to continue. These days I enjoy low-impact activities like hiking in Rocky Mountain National Park and swimming.

Click here to read more about Koenig's Olympics experiences, including personal accounts ranging from humorous to poignant.

(Right) Koenig conducts one of many hearing screenings for children in Estes Park.



Wendy Koenig trains in her hometown of Estes Park, Colorado, for the 1972 Olympics.



Know a Lion who you think deserves a bit of recognition? Email us a brief description of your Lion and the reason you're nominating him or her at lionmagazine@lionsclubs.org. Please include "One of Us" in the subject line.

Cell Phone Inspires Chicago Doctor to Design Affordable Hearing Aid

Outperforms Many Higher Priced Hearing Aids

Reported by J. Page

CHICAGO: A local board-certified Ear, Nose, Throat (ENT) physician, Dr. S. Cherukuri, has just shaken up the hearing aid industry with the invention of a medical-grade, affordable hearing aid. **This revolutionary hearing aid is designed to help millions of people with hearing loss who cannot afford—or do not wish to pay—the much higher cost of traditional hearing aids.**

**"Perhaps the best quality-to-price ratio in the hearing aid industry" – Dr. Babu, M.D.
Board Certified ENT Physician**

Dr. Cherukuri knew that hearing loss could lead to depression, social isolation, anxiety, and symptoms consistent with Alzheimer's dementia. **He could not understand why the cost for hearing aids was so high when the prices on so many consumer electronics like TVs, DVD players, cell phones and digital cameras had fallen.**

Since Medicare and most private insurance do not cover the costs of hearing aids, which traditionally run between \$2000-\$6000 for a pair, many of the doctor's patients could not afford the expense. Dr. Cherukuri's goal was to find a reasonable solution that would help with the most common types of hearing loss at an affordable price, not unlike the **"one-size-fits-most"** reading glasses available at drug stores.

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He evaluated numerous hearing devices and sound amplifiers, including those seen on television. Without fail, almost all of these were found to amplify bass/low frequencies (below 1000 Hz) and not useful in amplifying the frequencies related to the human voice.

Inspiration from a Surprising Source

The doctor's inspiration to defeat the powers-that-be that kept inexpensive hearing aids out of the hands of the public actually came from a new cell phone he had just purchased. **"I felt that if someone could devise an affordable device like an iPhone® for about \$200 that could do all sorts of things, I could create a hearing aid at a similar price."**

Affordable Hearing Aid With Superb Performance

The high cost of hearing aids is a result of layers of middlemen and expensive unnecessary features. Dr. Cherukuri concluded that it would be possible to develop a medical grade hearing aid without sacrificing the quality of components. The result is the MDHearingAid PRO®, starting well under \$200. **It has been declared to be the best low-cost hearing aid that amplifies the range of sounds associated with the human voice without overly amplifying background noise.**

Tested By Leading Doctors and Audiologists

The MDHearingAid PRO® has been rigorously tested by leading ENT physicians and audiologists who have unanimously agreed that the **sound quality and output in many cases exceeds more expensive hearing aids.**

DOCTORS AND PATIENTS AGREE: "BEST QUALITY SOUND" "LOWEST AFFORDABLE PRICE"

"I have been wearing hearing aids for over 25 years and these are the best behind-the-ear aids I have tried. Their sound quality rivals that of my \$3,000 custom pair of Phonak Xtra digital ITE"—Gerald Levy

"I have a \$2,000 Resound Live hearing aid in my left ear and the MD HearingAid PRO in the right ear. I am not able to notice a significant difference in sound quality between the two hearing aids."

— Dr. May, ENT physician

"We ordered two hearing aids for my mother on Sunday, and the following Wednesday they were in our mailbox! Unbelievable! Now for the best part—they work so great, my mother says she hasn't heard so good for many years, even with her \$2,000 digital! It was so great to see the joy on her face. She is 90 years young again."—Al Peterson

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IN THE SPOTLIGHT

LIONS NEWS BRIEFS

CLUB OF THE MONTH

WINNIPEG LIONS CLUB, MANITOBA, CANADA

YEAR FOUNDED: 1921

MEMBERSHIP AND MEETINGS: The 43 Winnipeg Lions meet weekly at noon. Their wide range of professions includes a travel agent, farmer, artist and former NHL hockey player Donald “Bones” Raleigh (who played 535 games and scored 101 goals for the New York Rangers in 1943-44 and 1947-1956).

A HOME WITH HEART: The Lions’ proudest moment was breaking ground for their first senior residence, Lions Manor, completed in 1965. They have since opened Lions Place and Lions View, and now have a total of approximately 1,000 residents. The facilities include housing and care for those with mental health needs and Alzheimer’s disease.

HITTING THE STREETS: Since 1942 the Lions have held their Rose Day Tag Day to raise funds; they raised \$3,000 this year. They don’t miss the opportunity to increase awareness by sharing pamphlets with each donor about Lions’ service.

A BREATH OF FRESH AIR: Along with five other service clubs, the Lions established Camp Manitou for disadvantaged youth in the 1930s. The Lions continue to support the camp that hosts nearly 5,000 children each year. Youths selected by social service agencies enjoy activities such as mountain biking, zip lining and canoeing at the 28-acre camp.

PAR FOR THE COURSE? The Lions’ golf marathon fundraiser is only for the most enthusiastic golfers. Contestants spend a long day (about 12 hours) golfing 100 holes. The Lions keep the golfers energized with beverages and snacks.

TAKING FLIGHT FOR THE FUTURE: Winnipeg Lions formed the Jim Whitecross Air Cadet Squadron—one of the first in Canada—in 1938 to help at-risk young people develop skills and character to prepare for their futures. The Lions remain committed to this group of 100 to 140 teen cadets enrolled each year. The cadets learn skills such as map reading, first aid and airmanship, and they have the option to enter the military upon graduation.

WHY BE A LION? “We have the opportunities to serve those in need and to continue the work of the Lions who came before and established such a wonderful and worthwhile history.”

—Lion Ernest Jones

Lion Walter “Bud” Wilk collects a Rose Day Tag Day donation from staff members of the Adult Day Club at Lions Place.



OVERHEARD

“Our daughter said, ‘If one good thing could come out of losing Dad, I think we should do it.’”

—Luella Miller on donating the eyes of her husband, Bob, to the Iowa Lions Eye Bank. From the *Boone News Republican*.

“It’s kind of neat to be part of a group that addresses needs locally but doesn’t stop there.”

—Christie Hall, a charter member of the Columbus Downtown Lions Club in Ohio. From the *Columbus Dispatch*.

“To be honest, pink is not my color. I think that a long, black dress would have made my hips look slimmer.”

—Jeff Lukken, mayor of LaGrange, Georgia, on his portrait in drag for the annual calendar of the LaGrange Lions. From the *LaGrange News*.

ON THE WEB

Have you visited the LCIF Lions Center yet? This great resource is available for Lions at www.lcif.org. Find grant applications and deadlines, download publications and learn the many ways to give. Multiple District or District Coordinators for LCIF can also visit the Coordinator Center to find a variety of tools and resources to make their jobs easier.



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

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

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

*BAKALAR, NICHOLAS. "Watch Your Step While Washing Up." New York Times 16, Aug. 2011, New York Edition ed., Section D sec.: D7. Web **CDC - Center for Disease Control and Prevention



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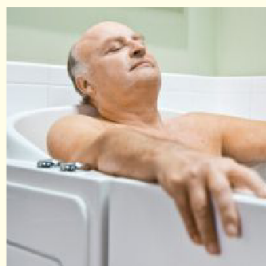
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IDEAS THAT ROAR

BIG IMPACT WITH LIONS CLUB SERVICE PROJECTS

SHARING THE CARING

If other civic and community groups sponsor similar projects as your club, consider occasionally combining efforts to appeal to a larger segment of the population.

Lions Ramp Up Community Construction

SERVICE IDEA **WHEELCHAIR ACCESS**



Lions (from left) Bud Ballard, Joe Smith, Bob Carbone, Mike Mock and John Ney build a new ramp.

Eight years ago Milton, Delaware, Lions built a wheelchair ramp. The work was tough, but Lions proved tougher. They kept on building ramps and were soon joined by members of the Lewes, Dewey Beach, Midway and Rehoboth Beach Lions Clubs. By the end of last year, 42 had been built, all compliant with state and local building codes. “The cost of a ramp typically would be between \$1,500 and \$2,500. Amounts vary depending on size,” says Milton Lion Carla Preston, who’s helped build several ramps.

Lions have become adept at working together. “Through the years, those working on the project have developed systems of construction to reduce construction, assembly and cleanup time, and project completion. When a request for a ramp is received and then approved, the site is viewed, measured for deck construction and ramp ascent-descent requirements,” Preston points out.

Pre-built sections are delivered directly to the ramp site and then assembled. After assembly, the deck railings are smoothly finished by Lions to prevent splinters. “This project requires not only the time, skill and commitment of Lions, it requires the generosity of others to provide materials

needed for construction,” Preston says. A local lumber company and church group have been their biggest contributors.

When a ramp is no longer needed, Lions disassemble it and if the sections are still usable, “recycled as much as feasible and safe,” she adds.

A construction project is a great way for Lions to interact and get to know one another, but Preston advises clubs to first familiarize themselves with local building codes. “Encourage the participation of new and inexperienced workers. Everyone can do something even if it’s cleanup or assisting a more skilled worker,” she says. However, she emphasizes, not lightly, possibly the most important point for clubs undertaking any building project: “Teach, stress and always use safety rules for handling power tools—especially power nail guns and chop saws.”

Lion Mike Mock believes ramp construction will become even more critical as the population ages, although he says Lions have also constructed them for children confined to wheelchairs. “It has taken all five clubs in our zone to keep up with the growing demand for ramps,” he says. “The rate of requests has been accelerating the last two years.”



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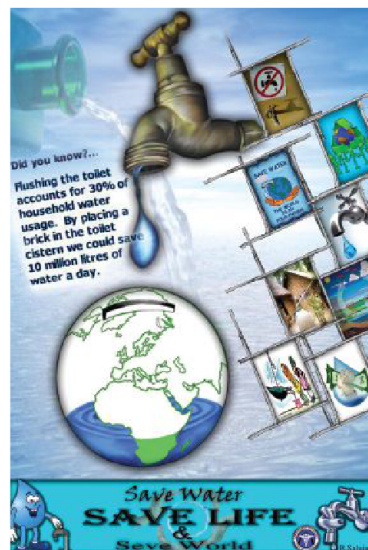
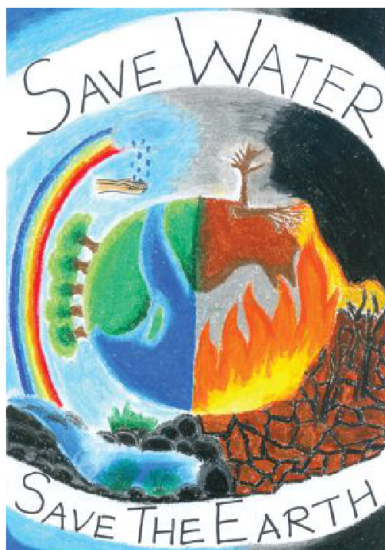
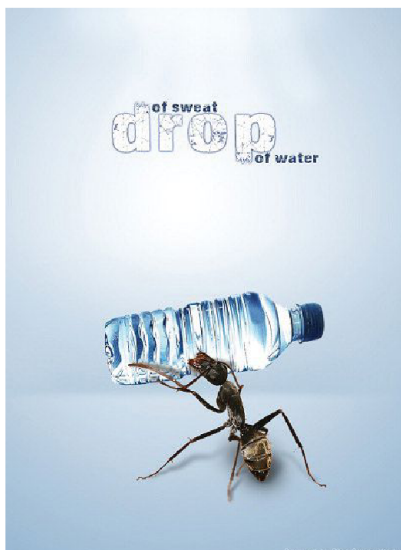
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LIONS ON LOCATION

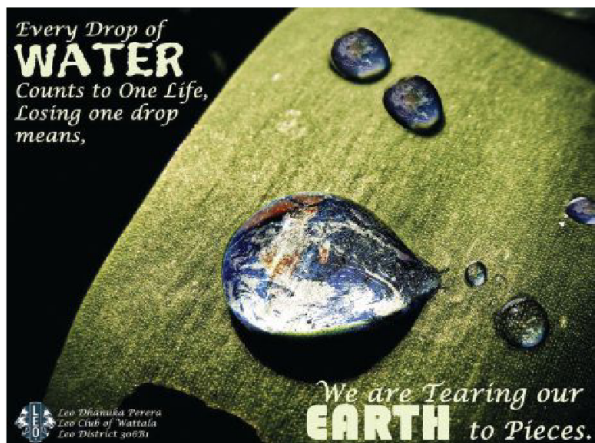
YOUR GUIDE TO THE GREAT WORK WE'RE DOING AROUND THE WORLD



THE NYANGA LIONS CLUB IN ZIMBABWE PLANTED 100 TREES ALONG THE MAIN ROADS OF NYANGA.



Contest Salves Thirst for Service



1 SOUTH ASIA SRI LANKA

The Kalubowila Leo Club in Sri Lanka took first place in the computer-designed category (from top left), and Namini Panchala de Silva of the Moratuwa Leo Club in Sri Lanka won first place in the hand-drawn category for this poster. Leo R. Salujan of Sri Lanka won second place in computer design, and Dhanuka Perera of the Wattala Leo Club of Sri Lanka won third place.

When the well is dry, we know the worth of water. Ben Franklin, the quintessential American, said that. But his sentiment is universal, and Leos from Sri Lanka posted that quote on their water poster contest website.

The contest for Leos in Sri Lanka, Bangladesh and Nepal drew 83 entries. The contest was held last year during World Water Week, Aug. 21-27. Thanks to Facebook and other digital tools, Leos from France, Argentina and other nations sent along messages of encouragement.

Three winners were chosen in each country in two categories: computer design and hand drawn. Winners received certificates.



ON INTERNATIONAL WOMEN'S DAY, LIONS IN DISTRICT 323 G2 IN INDIA CONDUCTED AN EDUCATIONAL HEALTH AWARENESS WORKSHOP.



THE SAN PEDRO SULA LEO 80'S LIONS CLUB IN HONDURAS HELD A DENTAL EVENT AT WHICH 200 ADULTS AND CHILDREN WITH DOWN SYNDROME RECEIVED FREE DENTAL SERVICES.



THE PLYMOUTH LIONS CLUB IN ENGLAND HELD A "KNIT-IN" TO RAISE MONEY FOR CHARITIES AND MAKE BLANKETS FOR AN ORPHANAGE IN AFRICA.

Telethon Draws Viewers, Donations

2 EUROPE GERMANY



Past Council Chair Jörg-Michael Kimmig appears on German television to appeal for funds for a children's center.

RTL is the most-watched German TV station, so German Lions were optimistic when RTL agreed to include a Lions' project in Brazil during its 16th annual telethon. The Lions were not disappointed. The program raised 579,000 euros (US\$760,000) from viewers for a center for blind and severely disabled children in Recife, Brazil.

Even better, RTL matched that amount, and the German government kicked in nearly the same amount. Understanding the leveraged value of any contribution, Lions clubs from Germany had made about 300 of the 1,600 donations from viewers for the children's center.

The telethon also provided Lions with unprecedented exposure in Germany. The charitable initiative began with the popular midday news magazine show, "Punkt 12," on which Past Council Chair Dr. Jörg-Michael Kimmig discussed Lions' service.

Says Wolfram Kons, the charity event coordinator who traveled beforehand to Brazil to learn about the Lions' children's center, "I experienced firsthand how committed the Lions are to improving children's lives in Brazil, and I am impressed how powerful the Lions in Germany are."

Australian Lions To the Rescue

Situated on a picturesque stretch of coastline 90 minutes by car from Sydney, Australia, Caves Beach draws legions of swimmers, surfers and kite surfers. They've been protected from harm since 1929 by the Caves Beach Surf Life Saving Club. No life has ever been lost at Caves Beach while members have been on patrol.

Swansea Lions want to keep that sterling safety record intact. Assisted by the Australian Lions Foundation, the club donated \$12,000 (US\$13,000) to the beach club for a new rescue boat. The club was making do with a 15-year-old vessel that needed constant repair.

3 OCEANIA AUSTRALIA



The new rescue boat is named the Pride of Swansea.

Blowout in **Busan**

Convention in Korea Energizes 55,000 Lions

by Jay Copp



Flanked by a calm sea on one side and glimmering steel towers on the other, Lions worldwide paraded down a wide boulevard of Busan with flair, friendliness and, above all, festivity. Row after row of Chinese Lions, resplendent in blue and white shirts, fervently chanted a slogan. A middle-aged Pennsylvanian Lion strayed from his pack and exultantly high-fived the jumble of Koreans lined up on the street to see what the fuss was all about. A female Korean Lion in a yellow vest watching the parade and excited to see the blue-jeaned, cowboy-hatted Texans ringing small cowbells, cried out, “I luv’ you!”

The gusto and camaraderie of the parade typified the 95th International Convention in late June in Busan. A

record 55,308 Lions, the vast majority of them Korean, registered for the annual Lions gathering. (Not all registrants came to Busan.) Conventioneers elected a new president and second vice president, cheered on the new district governors, listened attentively to thoughtful speeches by the head of the World Health Organization and other significant people, enjoyed rousing entertainment and partook in the omnipresent fellowship.

Lions didn’t let language or cultural differences hinder engagement. In the convention hall, a U.S. Lion made eye contact and smiled at a Lion from another nation and then thrust a pin into his pocket. “I don’t have any pins,” the Lion protested. “Think I care?” the Lion roared back.

[Click here to watch a video of convention highlights.](#)



Korean drummers start the opening plenary session with a bang.

The first plenary opened with an Idol moment, Korean-style. Sung-Bong Choi, homeless by himself for years since a young child and then a national sensation after his powerful, operatic voice was heard on an Idol-type TV show, welcomed the 21 past international presidents in Busan with a thunderous song. The 2011-12 president, Wing-Kun Tam of Hong Kong, China, detailed the many successes of Lions over the past year. He had asked Lions to believe in one another and our service mission and to care of one another like family, to involve youths in Lions and to expand participation in the four Global Service Action Campaigns.

“So how did we do? I think one word sums it up: Wow,” Tam said. The four service campaigns tallied nearly 5 million service hours spread among more than 50,000 service projects. Even more impressive: Lions planted 12,856,322 trees. Those trees, besides beautifying their surroundings, should produce 13.7 million metric tons of life-giving oxygen.

“I want everybody to take a deep breath now,” Tam said. “Yes, that breath and many, many more were made possible by Lions. Maybe we should do a TV commercial that shows a bright, shiny day and it says, ‘Today’s beautiful day brought to you by Lions Clubs International.’”



Lions cram into the exhibit hall in Busan.



New International President Wayne A. Madden of Indiana receives the presidential ring from Immediate Past President Wing Kun-Tam of Hong Kong, China.



Lions from two parts of the world find fellowship at the convention.

A few months prior to the convention Lions Clubs International and the World Health Organization renewed their long-standing partnership for another five years, and the keynoter in Busan was Dr. Margaret Chan, director general of the World Health Organization. Chan decried the vast disparity in wealth and access to healthcare in the world: “a profoundly unfair, lopsided world of vast privilege, hoarded by the billionaires, the multi-millionaires, indifferent to the misery, the poor health, the early deaths from entirely preventable causes, of the bottom billion, the people who live on less than a dollar a day.”

Chan vigorously praised Lions for preventing river blindness and trachoma and proudly noted that blindness is declining. “This is what happens when a posse of yellow vests, a pride of Lions, a family 1.3 million strong, roars into action,” she said.

Following Chan, 2011-12 LCIF Chairperson Sid L. Scruggs III summarized the wide, effective scope of the Foundation—from preventing measles and providing disaster relief to aiding youth through Lions Quest and curtailing childhood blindness. Ken Miyata, a council chairperson in Japan and member of the East Japan Tsunami Recovery Committee, sadly related that 30 Lions

died as a result of the disaster and many more lost homes and jobs. Yet Lions are persevering, as his nation is. “Japan is now on a steady road to healing and Lions in Japan are continuing to help with the recovery,” he said.

Wayne A. Madden of Indiana solemnly took the oath of office as the 2012-13 international president during the final plenary. Befitting his love of sports and support for local teams, the 15-minute celebration prior to the oath featured the University of Indiana and the Notre Dame fight songs piped into the vast hall as poster-carrying Hoosiers and others marched before the stage and the waving Madden family.

Madden urged Lions to promote literacy and to generally embrace service. “Service is what we do and who we are. It defines us as a revered, highly respected institution,” he said.

An Indy 500 auto race fan, Madden also encouraged clubs to do quarterly “pit-stops.” Said Madden, “It’s necessary to set aside a day to reflect, to review the status of membership plans and refocus efforts as needed. Take care of small problems before they become too big.”



A Korean children's choir sings "Let Peace Begin With Me" near the end of the final plenary.

Two participants in the Leo-Lion summit at the convention meet.

"Service is what we do and who we are."

Madden hit the ground running: at the end of his speech two officials from the United States Agency for International Development joined him on stage to partner on improving early childhood reading in developing nations. The partnership was "conditional" on Lions in attendance heartily assenting to the initiative. "Lions, on a count of three, let me hear you roar if you think Lions are up to the challenge," Madden said. The roar was sufficiently loud.

The crowd also roared in greeting the newly elected Second Vice President Joe Preston of Arizona. After Barry Palmer of Australia serves as president in 2013-14, Preston is slated to lead LCI in 2014-15.

Leading Lions this year will be 753 district governors, who just prior to the end of the convention saw a spouse or friend ceremoniously pull off their district-elect ribbons. After requisite picture taking, the district governors, along with thousands of other Lions, sped out of the hall and ultimately headed back to their communities, enthused, re-energized and more connected than before to other Lions and our mission of service.



Great Day for a Parade



Korean Lions display traditional dress.

Face it—Nigerian Lions came to Busan with one of the best costumes.



Chinese Lions drag—a dragon.



A German Leo brings her youthful high spirits to the streets of Busan.

Can you guess this proud Lion's country?



A Japanese Lion shows shoes are not needed to dance.



A band marches sharply.



Five Memorable Moments



Chan raps out praise of Lions.

Uncommon Rapper

Dr. Margaret Chan, the head of the World Health Organization, can not only bring sight and healing to the world but she also can rap. Leaving the speaker's podium for center stage at the plenary hall and then shaking her hips and gesturing with her hands, she rapped a poem of praise to Lions:

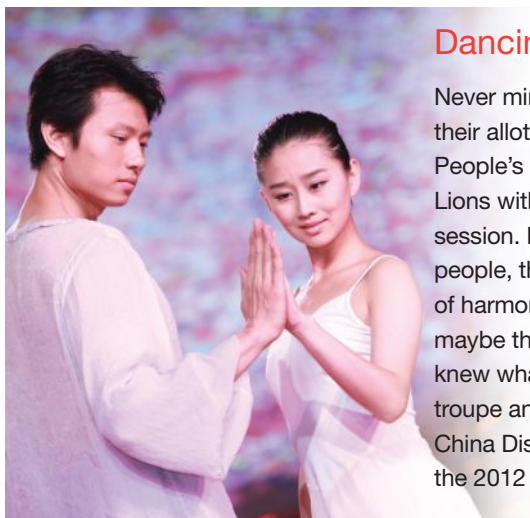
*I am speaking to a vast/posse of yellow vests
rappin' if you haft /to get the message out
Dressed to impress/in your yellow vests
Get the bad guys/save the eyes
Watch out, cataract/under attack
The lion sleeps tonight?/No way
No time to rest/in your yellow vests
Forget the "me"/it's "we"
Planting a million trees
Giving glasses to the kiddies/see?
Helping WHO/turn on the lights
Insight/foresight/all right!
Blind from bug bites/No more!
I hear a roar/philanthropic to the core!*



This Japanese Lion keeps his kimono but shares his good will.

Fair Trade; Currency is Respect

An example of the spontaneous international good will and camaraderie among Lions found over and over at a convention, Tom Lyle of Erie, Illinois, noticed a Lion from Japan motioning at him. The Lion wanted his red, white and blue ribbon. Fair enough. Next thing he knew the Lion gave him his shirt off his back, well, his colorful kimono anyway.



Dancing That Pierces the Heart

Never mind that they are disabled or that they went over their allotted 10 minutes by a half hour, the China Disabled People's Performing Art Troupe captured the hearts of Lions with a stunning dance sequence at the third plenary session. In precise movements too perfect for ordinary people, the troupe proved that dance evokes a language of harmony that surpasses the boundaries of words. But maybe the dancers were especially inspired because they knew what was coming: shortly after performing the troupe and Deng Pufang, honorary chairperson of the China Disabled Persons' Federation, were jointly awarded the 2012 Lions Clubs International Humanitarian Award.

Dancers from the China Disabled People's Performing Art Troupe communicate love.

Why Our Service Matters

Jong-Wook Jang told the Lions he once was a “miserable car accident victim.” Just 24 then, the accident robbed him of his dreams and put him in a wheelchair, he told district governors-elect. He remade himself at the Daegu Comprehensive Rehabilitation Center, supported by Korean Lions. He met his wife there and found within himself the confidence and motivation to eventually lead a wooden artwork company with 46 employees, 36 of them with disabilities. His life was a “miracle,” made possible by Lions.



Can't Lead Without Love

People and places: we serve the places we love and our service is often possible because of the people we love. After presenting flowers to his wife, Linda, brand-new president Wayne Madden brought old friend and mentor Past International Director Gene Rice to the stage to tenderly sing “Back Home Again in Indiana.” In his final speech as president, Wing-Kun Tam described how the death of his wife, Irene, drained him of his motivation until his children and his Lions family revived his faith in action and service.

(Top) Tam gives flowers to his three children, and later (bottom) Past International Director Gene Rice of Indiana croons “Back Home Again in Indiana.”



BENEDICT ANCAR
ROMANIA



JUI-TAI CHANG
MULTIPLE DISTRICT 300
TAIWAN



KALLE ELSTER
ESTONIA



JAIME GARCIA CEPEDA
COLOMBIA



STEPHEN MICHAEL GLASS
WEST VIRGINIA, U.S.



JUDITH HANKOM
IOWA, U.S.



JOHN A. HARPER
WYOMING, U.S.



SANGEETA JATIA
INDIA



SHERYL MAY JENSEN
NEW ZEALAND



STACEY W. JONES
FLORIDA, U.S.



TAE-YOUNG KIM
KOREA



DONAL W. KNIPP
MISSOURI, U.S.



SUNIL KUMAR R.
INDIA



**LEIF ÅKE
"KENNETH" PERSSON**
SWEDEN



DR. ICHIRO TAKEHISA
JAPAN

Lions Elect Directors in Busan

Delegates to the 95th international convention in Busan elected 17 international directors—two from the India/South Asia/Africa/Middle East constitutional area, one from Australia/New Zealand/Papua New Guinea/Indonesia and Islands of the South Pacific, three from Europe, three from the Orient/Southeast Asia, one from South America/Central America/Mexico/Islands of the Caribbean Sea and seven from the United States/U.S. affiliates/Bermuda/Bahamas. The directors serve two-year terms. (The names of the second-year directors are on page 54.)

Visit Lions Clubs International's website for biographies of the new directors as well as biographies and photos of the four international officers and second-year directors.



DR. H. HAUSER WEILER
VIRGINIA, U.S.



HARVEY F. WHITLEY
NORTH CAROLINA, U.S.



**Lions Clubs
International**

International Contest Results

NEWSLETTER (BULLETIN)

Lions Club

First Place: Mont Clare/Elmwood Park Lions Club, Illinois
Honorable Mention: Baguio Everlasting Lions Club, Philippines
Honorable Mention: Grand Cayman Tropical Gardens Lions Club, Cayman Islands
Honorable Mention: Loomis Lions Club, California
Honorable Mention: Wheeling Lions Club, West Virginia

District

First Place: District 107-G, Finland
Honorable Mention: District 107-E, Finland
Honorable Mention: District 300-A2, Multiple District 300 Taiwan

TRADING PIN

Lions Club

First Place: San Francisco Chinatown Lions Club, California
Honorable Mention: Monroe Lions Club, Wisconsin

District

First Place: District 30-M, Mississippi
Honorable Mention: District 323-A1, India

Multiple District

First Place: MD 25, Indiana
Honorable Mention: MD 21, Arizona

FRIENDSHIP BANNER

Lions Club

First Place: Otumoetai, 202-L, New Zealand
Honorable Mention: Picton, 202-E, New Zealand

District

First Place: District A-5, Canada

WEBSITE

Lions Club

First Place: Mont Clare/Elmwood Park Lions Club, Illinois
Honorable Mention: Lake Sumter Lions Club, Florida
Honorable Mention: Pickerington Lions Club, Ohio

District

First Place: District 16-B, New Jersey
Honorable Mention: District 16-C, New Jersey
Honorable Mention: District 300-A2, Multiple District 300 Taiwan

Multiple District

First Place: MD 35, Florida
Honorable Mention: MD 18, Georgia
Honorable Mention: MD 16, New Jersey

PARADE RESULTS

Division I Contests

Floats—None

Bands: Category I—High School Bands

First Prize: MD 354-356 Korea—Dong-Ju High School Brass Band

Bands: Category II—All-State Bands: NONE

Precision Demonstration Units

First Prize: MD 330-337 Japan—Japan Awa Odori Band Team

Uniformed Marching Delegations

First Prize: MD 330-337, Japan
Second Prize: MD 307, Indonesia
Third Prize: MD 404, Nigeria

Division II Contests

Bands

First Prize: MD 13, Ohio—Gyeong Nam Technical High School Band
Second Prize: District 303, Hong Kong/Macau—Sangju Technical High School Concert Band

Precision Demonstration Units

First Prize: MD 105, British Isles & Ireland—Iron Butterfly Pipe Band
Second Prize: MD 25, Indiana—Gangneung Green Silver Band

ENVIRONMENTAL

PHOTO CONTEST

Best of Show (Grand Prize)

Jerome W. Walter
Noonan Lions Club, North Dakota



Best of Category: Plant Life

Marcia Guthrie
Coon Rapids Lions Club, Minnesota

Best of Category: Weather Phenomenon

Diann Hoyt
Elkhart Community Lions Club, Indiana

Best of Category: Animal Life

Deb Mosier
Orrville Lions Club, Ohio

Best of Category: Urban or Natural Landscape

Bhavna Shodan
Northridge Lions Club, California
Best of Theme: Protecting Our Future with Trees
Curt Kelley
Boise Bench Lions Club, Idaho

SERVICE AWARDS

Lion of the Year

Jack and Wanda Tanaka
Diamond Bar Breakfast Lions Club, California

Leo of the Year

Julie Lym
Vancouver West Leo Club
British Columbia, Canada

Best Connection to Youth Program

Project—Focus on Youth
Istanbul Altıyol Lions Club
Istanbul, Turkey

Best Hunger Relief Program or Activity

Project—New Year Big Bowl Feast
District 303
Hong Kong, China

Outstanding Service to the Blind or Visually Impaired

Project—Leprosy Village SightFirst Action
District 381

Guangdong, China

Guangdong, China

Best Long-Term Environmental Project

Project—Rain Barrels
Bowie Lions Club, Maryland

The 2006-07 winner of the peace poster contest, Min-Ji "Mindy" Yi has strove for peace for North Korean refugees in Los Angeles.





Let Peace Begin With Them

by Cliff Terry

When Mostapha El Tawokji, 35, won the grand prize in the Lions International Peace Poster Contest in 1988-89, he remembers, “I was just a child who didn’t know the meaning of peace.”

“I was living in a country [Lebanon] where there was war,” adds the current resident of Beirut. “That’s why I was very happy because I won the award without knowing the meaning. I drew the poster to send a message how much we needed peace, how much it was vital to have it in the Middle East and my country especially.

“The meaning of peace changed a lot for me, especially in my country. Just after I won, peace prevailed over Lebanon and I felt that I was now living in peace. Winning it made a lot of changes in me. It made me more ambitious. It set for me higher goals and new ones, especially relating to peace in the world. My ambition now is to one day become an ambassador of peace to spread it all over the world.”

For 25 years, children from nearly 100 countries have taken part in the annual contest that encourages young people to express their visions of peace. More than 350,000 youths worldwide have participated. Each year, 24 finalists are selected, from whom one grand prize winner is chosen to receive \$5,000 and a trip to the United Nations.

On this 25th anniversary, several past grand prize winners were asked to reflect on their past and present experiences.

“Participating in the contest—wow!—was really just a great experience,” says Min-Ji “Mindy” Yi, who won in 2006-07 and is now a 19-year-old Los Angeles resident and a sophomore at Harvard University.

“For me to be able to go to the United Nations and talk to people from all over the world was really an eye-opening experience. I actually wrote about it in my college ad-

missions essay. And that could have been what got me in! It was an experience that’s really shaped who I am today.”

Did the contest change your life? “Going to the U.N. was my first time traveling for an extended period of time outside of California. I think it’s made me a more worldly person.”

“After winning the contest I had the honor of designing a badge for the 4th Lions All Africa Conference,” says Andre De Villiers of South Africa, the 1998-99 winner. “I also was flown to Johannesburg for the unveiling of 1 million phone cards with my poster printed on them.

“Being awarded the grand prize was certainly a great honor and an accomplishment that is hard to top. It even granted me the humbling experience of receiving a congratulatory phone call from South Africa’s president at the time, Nelson Mandela.”

“I think the Lions Club peace posters are important ways for kids to express themselves when often they don’t have the words or another way to do so,” says Barbara Schaffer, lecturer in English and women’s and gender studies at DePaul University in Chicago.

“And since they’re surrounded by so much conflict and violence, it’s important for them to focus on peace and the possibilities for envisioning an alternative way of life,” adds Schaffer, who takes students on study abroad programs in Morocco, Vietnam and Ireland, where they interact with families for cultural understanding and awareness.

“Winning the contest in 2001-02 was one of the biggest milestones of my life, and gave me some kind of drive, and sometimes pressure, to make me go much further, as people had high expectations of me,” says Hei Man Lau, a social media specialist in Hong Kong. “I also want to challenge myself to be better every day. The contest also reminds me that one shouldn’t underestimate dreams and



Mostapha El Tawokji of Lebanon survived a war in his country when he won the contest.

efforts. The experience gave me confidence that led me to my master's degree, another milestone.

"I'm now 24, and last year in London finished my master's degree in what is called applied imagination in the creative industries. The course aims to engage with a group of people from diverse countries and industries to help make the world a better place. I've never been in a real war, but I saw serious riots and violence in London. I never imagined it would happen there. Also, I've done a lot of research on virtual violence and bullying for my project."

Has she promoted peace in any way since the contest? "Yes. Three years later, I made another poster promoting peace."

Yi answers the same question: "I definitely feel I have promoted peace, doing the work I did this summer. You don't have to be involved in government or whatever. It's just something you do in everyday life, just your attitude, the way you deal with people."

"I worked for a nonprofit organization called the Korean American Coalition. We did a lot of community building projects and worked on some redistricting efforts to have their voice heard in government. We also worked on passing a bill called the North Korean Refugee Act. A lot of refugee orphans are defecting from North Korea, and because they're stateless they face the risk of being sent back to their countries, which is something we obviously don't want. It's really difficult. So we were trying to pass this bill in order to make the adoption process a lot quicker and a lot easier so that these kids can live in a place where they don't have to worry about disease and starvation."

So what were these winners' views on peace then, and what are they now? Have they changed at all?

Yi: "I don't think my views of peace have changed. I think they've stayed pretty consistent. But now I have a less naive feel. Because I was involved in those [summer] projects that promote peace. I feel it's really hard to get people to actually care about these causes. While peace is something we should all strive for, it's really difficult to actually get to a place where we can achieve it."

De Villiers: "My views on peace were quite simple and pure then. 'The 'seeds of peace' I depicted in my poster were my idea of what peace in our societies should look like—celebrating diversity and accepting our different cultural beliefs and religions, having a quality education for all, sharing our resources to benefit all humanity and protection of all species of life on this beautiful planet."

And what did they learn from participating in the poster contest?

Lau: "Think big! Everybody can make a change!"

DeVilliers: "The recognition I received for creating the winning poster definitely influenced me to pursue a career in the creative field. I studied at The Animation School in Cape Town for three years and am an animator at Black Ginger, an animation studio in Cape Town."

El Tawokji: "This contest is very important for the whole world because the participating children are our new generation. They have to plan for the future. I would like to thank the Lions Clubs for giving children all over the opportunity to ask for peace that the whole world needs nowadays."



Andre De Villiers of South Africa won the contest in 1998-99.

Peace Poster Deadline Nears



Celebrate the 25th year of the Lions International Peace Poster Contest by participating in the 2012-13 competition. Kits are now on sale at Lions Clubs

International. Lions clubs can sponsor the art contest for children ages 11 to 13 as of Nov. 15 in local schools and youth groups. The art contest encourages youths to express their visions of peace. More than 4 million children from nearly 100 countries have participated. The grand prize winner will receive a trip to Lions Day with the United Nations and a cash prize of \$5,000. Each of the 23 merit award winners will receive \$500. For information, visit www.lionsclubs.org (search: Peace Poster), call 630-571-5466 or email peaceposter@lionsclubs.org.

“I still remember all the details of winning the contest, but the most important one was standing on the podium of the United Nations, holding my poster and showing to the whole world that someone from Lebanon, this small country that didn’t know anything about peace, could win this prize and put our country on the world map for peace.

“I have learned patience from this contest and have more ambition, because after winning I had a project: to make the poster into a stamp and send it all over, reaching far destinations. It has the peace pigeon on it. I think it reminds people about peace through a Lebanese child who won this award.

“Adults should learn from children the meaning of peace, because children are honest and know what real peace is. Personally, if I had the power to help spread peace the first thing I would do would be to ban the production of nuclear weapons.

“It’s very normal for a person who has won this prize to experience a life-changing event. That’s why I studied architecture and decoration, which needs a lot of drawings and colors. Because I did not want to end my goal to spread my message all over.”

Yi: “How often do you get to feel involved in something like the poster contest? It wasn’t like a one-time sort of deal. It’s connected me a lot with the Lions clubs in general. I was a Leo club member in high school and participated in the Lions Student Speaker Contest. Talking to the club members for extended periods of time helped me build long-lasting friendships as well as gave me the opportunity to expand my world view.”

As to what she’d say to the Lions today: “Thank you so much for the opportunity. The contest has opened up so many doors for me in my life. I just want to say to the Lions: Keep at it, keep providing this opportunity for a lot of deserving students and just keep up the good work.”



Tom Babinszki of The Hadley School for the Blind in Winnetka, Illinois, says his iPhone is an antidote to blindness.

The Eye-Phone

Think You Like Your iPhone? The Blind Love It as Life-Changing

by Anne Ford

What's not to like about the iPhone? It lights up, makes nifty noises, takes pictures and even plays music. But when you get right down to it, all anyone really needs is a plain ol' cell phone that makes calls, right?

Not if you're blind or visually impaired. For them, the iPhone represents much more than just a shiny indulgence. It's a currency identifier. A book reader. A street navigator. A color identifier. In other words, it's the closest thing technologically possible to a set of working eyes.

Sound like an exaggeration? Listen to the people who know firsthand.

"Since I got my iPhone, I'm half as blind as I used to be," says Tom Babinszki, the blind director of the Forsythe Center for Entrepreneurship at The Hadley School for the Blind in Winnetka, Illinois.

"Last Wednesday, my life changed forever. I got an iPhone," reads an entry from the online journal of Austin Seraphin, a blogger in Pennsylvania who has almost no vision. "In my more excitable moments, I consider the iPhone as the greatest thing to have ever happened to the blind."

"The things that I am able to do—it's unbelievable," says Gregg Pusateri, the executive assistant to the executive director of the Spectrios Institute for Low Vision in Wheaton, Illinois, who lost much of his vision to a retinal degenerative disease as an adult.

So what makes this particular piece of technology such a life-changer? The answer lies largely in a feature called

VoiceOver, which comes pre-installed on every iPhone at no additional charge.

VoiceOver is a screen reader, that is, a function that reads the contents of the screen aloud when the user touches it. When it's activated, the user hears what's displayed on the iPhone's screen—texts, email, applications, battery level, time of day, wireless signal strength—simply by tapping, double-tapping, dragging or flicking it.

In other words, a blind iPhone user interacts with the device the same way a sighted user does: by touching the screen. That's a revolutionary concept. As recently as 2008, a visually impaired Lion told this magazine, "Touch screens are a blind person's worst enemy." No longer, at least, not where Apple is concerned.

To be clear, the iPhone is not the only smartphone on the market with a screen reader. But unlike VoiceOver, the screen readers available on other phone operating systems are often sold as add-ons (requiring users to shell out additional money, in some cases considerable amounts of it). Experts say they aren't as reliable or as easy to learn as VoiceOver, and not all of them allow visually impaired users to access the Internet or use email.

"If you want a smartphone, you want an iPhone," David Flament, manager of adaptive technology services at Chicago's Guild for the Blind, tells his clients. He adds, "It is orders of magnitude better [than other smartphones on the market]."

The Eye-Phone



One of the advantages of the sleek iPhone is that it is not bulky or awkward like some other tools for the blind.

Strangely, it's not clear that charities, state departments of rehabilitation and other organizations that donate accessibility devices to the visually impaired are fully aware yet of the iPhone's unprecedented powers. "Even the professionals who serve the blind are on a learning curve," says Tom Perski, senior vice president for rehabilitation services at the Chicago Lighthouse. "They have some catching up to do as to the specific things an iPhone can do."

That's a shame, given how practical and cost-effective the iPhone is, particularly in its ability to provide a multitude of functions in a single device. "It replaces so much other technology," Seraphin says.

For example, since different denominations of paper currency are not distinguished by size in the United States, blind people have historically had to ask a sighted person for help in keeping track of their money—something that can be embarrassing for an adult. "The problem is not that I don't trust the person [identifying the money]; the problem is that I don't want to be different," Babinszki says. He could have purchased a stand-alone device that identifies money for the blind, but balked at its \$100-and-up price tag.

Instead, he downloaded an iPhone application called the LookTel Money Reader, for all of \$9.99. Now, to identify a piece of paper currency, he simply holds his iPhone over the bill, and the application speaks the denomination. An Internet connection is unnecessary.

Another application, Navigon North America MobileNavigator, turns the iPhone into an accessible mobile GPS unit. At \$59.99, the app might seem pricey until you consider that a separate handheld talking GPS system for the blind currently sells for \$929.

And then there's Color Identifier, a \$1.99 application that allows users to determine the color of an object by taking a photo of it. Compare that to stand-alone devices that do the same thing—for hundreds of dollars more. And consider how useful it would be for, say, a blind businessman who lives alone to be able to make sure that his tie matches his shirt or that he's sorted his socks correctly.

The Color Identifier application has even more practical uses, too. Before he got his iPhone, Seraphin had to switch his Internet service provider because the company wouldn't provide any help until he told them what color the light on his modem was. "I just got so mad," he says. Now he doesn't have to get angry. He just gets out his iPhone.

Two of the most potentially useful applications for blind iPhone users are completely free. VizWiz allows users to take a photo of an object, record a question about it, and email both photo and question to an anonymous sighted worker, who replies with an answer within seconds. "Imagine I'm in a hotel and I want to get a Diet Coke out of the vending machine down the hall," says Brian Charlson, director of computer training services at the Carroll Center for the Blind in Newton, Massachusetts, and a member of the Newton Lions Club. "Which button is the Diet Coke button? I have no way of knowing. So I go to the machine, I take the picture, I ask the question, I wait for 15 to 30 seconds, I get a text message back telling me it's the third button down. Huge value."

The Eye-Phone

The second, called oMoby, allows the iPhone user to identify an object by taking a picture of it. The application then uses pattern recognition to tell the user what the object is. Charlson recently used it to make sure that the cereal he was buying at the grocery store was, indeed, the Rice Chex he was after.

The iPhone can also be used to download audio books or e-books. “Reading books, for a blind person, has never been better than this moment,” Charlson says. “Even when you take into account all the Braille books ever produced in the world, it’s fewer than the number of books published this

month in the United States.” In other words, the number of books accessible to the blind has exploded exponentially.

From the perspective of a blind or visually impaired user, one of the most attractive features of the iPhone is that it’s so culturally recognizable. “Most appliances for the blind in the past made you look awkward or different,” recalls Perski, who is legally blind. He remembers using a complicated device that allowed people with low vision to read a newspaper by scanning over it with a mouse; the text was then displayed inside a special pair of glasses the user had to wear.

Helen Keller advocated the latest technology for the blind, even when costly. Photographed in 1924 at a meeting of the Uptown Lions Club in New York City, Keller launches a campaign to give radios to poor blind children. The radios cost \$75, the equivalent of \$950 today.



The Eye-Phone

"I would sit in a café in an airport and use this, and I can't tell you how many people came up to me and asked what I was doing," he says. "I was stopped on an airplane once because they saw all these wires and they were concerned. Now I can just stick my earphones in and read the *Chicago Tribune* [that is, have the iPhone read it to him] and not be bothered. Reading the newspaper, which I hadn't really done in 20 years—to be able to do that again is really nice."

Blind students in particular are likely to appreciate having the same device that many of their sighted friends have. "It's something that everyone recognizes," Seraphin points out. "When I was a kid, I had to jump through all kinds of administrative hoops to bring special technology to school. It definitely singled me out. When a blind person takes out an iPhone, it's just like, you know, cool."

iPhones aren't the only Apple products that feature VoiceOver. The feature is also available on Apple laptop and desktop computers, iPad tablets, iPod Shuffle music players, iPod Nano media players and Apple TV digital media receivers.

Another Apple feature for the visually impaired is Zoom, a built-in, full-screen magnifier. Braille users can use their Apple devices with a wireless refreshable Braille display. A touch-screen Braille keyboard is under development.

And for iPhone 4S users, there's Siri, a virtual personal assistant that recognizes natural speech and replies out loud—thereby allowing users to bypass the keyboard altogether.

"The Siri function is another revolutionary thing," Perski says. "I can ask Siri all kinds of questions that come up throughout the day," from "What's the temperature outside right now?" to "What meetings do I have scheduled today?" to "Do I have any new email messages?" (which VoiceOver will then read aloud). Siri can also schedule reminders, perform Internet searches and provide directions, among other things. (It also has a sense of humor. Tell it "I love you," and it responds, "I bet you say that to all your Apple products.")

Legally blind Lion Mary Lee Turner, 36 O district governor in Oregon, recently purchased an iPad, mostly as a means of keeping track of her many Lions-related duties

and appointments. Because she has some remaining vision, she initially used the Zoom feature. Since incurring a back injury that makes it impossible for her to lean over the device to the extent necessary to see the screen, she's switched to VoiceOver. While she's still becoming familiar with the technology, "there's lots of things I'm really looking forward to doing," she says.

"I used a large-print calendar in the past, and that was very inefficient," she continues. "A, it was heavy, and B, flipping from page to page wasn't very professional. I don't have time to not be full-speed. Computer skills really help level the playing field for folks who are visually impaired."

While white canes and similar low-tech devices will remain hugely useful to the blind, of course, she would like Lions to begin considering donating iPhones and iPads to the visually impaired community as well. "I don't know another Lion who has considered purchasing these tools for somebody who's blind or visually impaired," she says. As an incoming district governor, she hopes that will begin to change.

The Ottawa Lions Club in Illinois did recently donate seven iPads at \$500 apiece to local children with hearing loss. The iPads' text-to-speech (and vice-versa) capabilities

make it possible for children who use sign language to communicate with people who don't. "We're a small club, and we don't have a lot of money," says President Roberta McConnaughay. "But this was just the perfect opportunity to pay for something that was really needed."

iPhones begin at about \$200, with a monthly fee starting at \$59.99, depending on the carrier and plan selected. That means a Lions club could conceivably donate an iPhone and a year's worth of service for less than \$1,000. That's about the same amount that some clubs have donated in the past for a single stand-alone GPS device for a blind person.

In other words, if your club wants to make a significant impact on the life of a blind or visually impaired person, there's no reason not to give the iPhone serious consideration. Need one more bit of convincing? Consider this:

"I can give sighted people directions now," Seraphin says gleefully. "I can just pull out my iPhone and say: 'Let's see.'"

If your club wants to make a significant impact on the life of a blind or visually impaired person, there's no reason not to give the iPhone serious consideration.



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Every 8 seconds, someone in the world dies from the complications of diabetes. Raise awareness! Organize a **Strides: Lions for Diabetes Awareness** event.

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



CALL 1-800-710-7822

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

Literacy Projects Light Up the World

by Pamela Mohr

Kathy Zhao is proof that wisdom doesn't necessarily only come with age. At 17, the New Jersey high school senior is already a strong supporter of International President Wayne Madden's worldwide literacy campaign and is actively working to put books into the hands of young readers in Africa. As president of the East Brunswick Leo Club, Zhao led the new Edison and Highland Park Leo Clubs in a campaign to collect books and ship them to Africa. All three are sponsored by the Edison Metro Lions Club.

"I once saw big boxes of books being thrown into a dumpster at the public library and I thought it was such a waste. The books looked new and still had shiny covers," she says. "It was later while I was researching for a Model United Nations paper about child soldiers that I learned education in Africa was inadequate, with many students not having enough learning materials. I remembered those books at the library and how they were thrown away so carelessly, when there were children in other parts of the world who didn't have access to books." Zhao had previous experience when she organized a similar project for children in China.

President Madden's focus is literacy—for all ages. As a former educator, he says that both he and his wife, Linda, a career teacher, "know firsthand the importance of obtaining even basic reading skills—and the consequences of not doing so." In a world in which 1 billion people are considered functionally illiterate, Madden believes that Lions are critical in the fight against global illiteracy.

During the recent International Convention in Busan, Korea, Lions agreed to partner with the United States Agency for International Development (USAID) and World Vision on a two-year agreement to improve early childhood reading in developing nations. Members worldwide are expected to help USAID reach its target goal of improving the literacy rates of

100 million children in developing nations by 2015.

The initiative is called All Children Reading. "Lions can make a difference," President Madden emphasizes. Zhao shares that belief. "Each new library that is created impacts the lives of about 400 children. We want to help as many of them as we can," she points out. Edison Metro Lions were firmly behind the Leos once the book collection project got started. Lion Eddie Hui contacted the Dar Es Salaam Pwani Lions in Tanzania for



Leos pack donated books in a school hallway in New Jersey.

help unloading the books once they arrived.

Shipping costs skyrocketed because some companies refused to sail off the East coast of Africa where Somali pirates roamed. Lion Kirby Tan helped rescue the project with the assistance of a friend in the shipping industry, who agreed to ship the books at a discount. Several others, including Tan, donated to the cost and Lions paid the balance. The 1,600 books weighed more than 1,000 pounds.

Friends of Leos and teachers donated books. Zhao says after asking one library supervisor if there were any books available for donation, "She went into the storage room and packed three boxes for me. I'm glad that we were able to save so many books from being dumped and turn them

into brand new libraries.” A second large collection of books is expected to be sent to Tanzania in November.

Madden explains that the basic definition of literacy throughout the world is a person’s ability to write his name and simply read at the level of a 10-year-old. And yet, globally one out of four people of reading age are illiterate. Literacy is a challenge in the United States, too, where 21 million people are unable to read. “Lions are simply too big-hearted and too compassionate to let problems like illiteracy and empty bookshelves exist—not when there is so much we can do about it,” he emphasizes.

Lions in Russellville, Arkansas, don’t like to see empty bookshelves, either. In fact, for the past five years they have not only built 50 bookcases annually for children who are enrolled in a Head Start program, they also give each child a collection of 10 books—launching them on what they hope will be a lifetime love of reading. The bookcase project was the idea of Conway Lion Jim Davidson, a newspaper columnist whose club started a similar endeavor in his community 46 miles from Russellville.

Lion Jim Wescott and two helpers build the two-shelf oak cabinets from donated wood. Each piece is then stained and lacquered by Lion Steve Wiman in his air-conditioned and dust-free shop. “We do get a splinter or two in our hands,” says project chair Gerald Hook. Wiman, a used book store owner, also purchases and donates books to the children.

Books are collected year-round by schools, churches and businesses and stored along with the finished bookcases at a car dealership owned by Lion Gene Daughtry. Books not considered in optimal condition are donated to shelters or missions.

“The need greatly exceeds the club’s ability to supply,” says Lion Lori Kamerling, who is employed by the company that administers the Russellville Head Start program. The ages of recipients range from 3 to 5, and each bookcase they receive bears a brass nameplate donated by a local business.

Some of the project’s biggest supporters are also the smallest. One recent donation for \$700 to buy books was collected by K-5 students at St. John Catholic School. “The children brought in pennies on Monday, nickels on Tuesday, dimes on Wednesday, quarters on Thursday and dollars on Friday,” Hook says. “We’ve had book collections in the Russellville Middle School handled by an art teacher. Each of her classes competed with one another to collect the most books. That yielded several hundred.”

Kamerling recalls one child, a Hurricane Katrina evacuee, whose mother died shortly after becoming ill with cancer. Since his father wasn’t a part of his life, an aunt became the boy’s guardian. “His bookcase was one of his most



A mother reads to her children after receiving the gift of books from Russellville, Arkansas, Lions.

prized possessions,” Kamerling says. “We like to think we were a bright spot in all that tragedy.”

Tiny Advance, Indiana, is a town with a single stop light that Zionsville Lion Tom Melind, 79, and his son, Andy, visited one day in 2007. They learned that the community of 500 could use a little Lions TLC. “Eighty years ago Advance had 500 people and 30 businesses. Now it has 500 people and three businesses,” Melind says. He led the charge to give residents a library.

With a \$20,000 grant, Melind, Lions and a crew of helpers turned a former bank into a library. Located just steps from the only school bus stop in town, the building is informally called the “Bus Stop Library,” quips Melind. It also serves a dual purpose. He says, “The kids not only check out books, they also use the library as a warming center when they’re waiting for the bus in winter.

“We raised money 500 ways to build the library,” he says. Fundraisers helped, but the generosity of the public was overwhelming, he points out. “Probably half the books were donated by people in the Zionsville Lions Club.” A friend of Melind’s who owns a carpet store donated the library’s floor coverings. Local woodcrafters volunteered to build and stain shelves and people donated books from their home libraries. “We also have several publishing companies in the area and they donated books, too,” he says. “Everybody helped. Books are everywhere.” The library is still a work in progress, he adds—another grant will soon help the library acquire computers and gain Internet access.

Launching a literacy project can begin by simply reading a book to children at a preschool or day care center. Learn more about International President Wayne Madden’s literacy initiative by searching for “Reading Action Program” at www.lionsclubs.org.

Tim's Miracle

Novel Treatment—and Energetic Fundraising—
Restore Young Man's Sight

by Anne Ford



Glasses with a prism in one lens
led to Tim's miracle.

[Click here to watch a video about Tim's journey to regain his sight.](#)

One day about five years ago, Mary Peterson of Carmel, New York, wanted to know how her son was recovering from his latest migraine. Tim, 16, had been suffering for a few years from recurring debilitating headaches that left him flat on his back in a dark room, eyes squeezed tight against the painful light.

“He would lose days sometimes,” she says. That down time was especially annoying for Tim, a handsome, energetic honor student who—between keeping up his grades and working at McDonald’s—seemed always on the go. “Tim wanted to become president to change the law so kids could work 12-hour days, because he was one of those kids.”

Peterson tiptoed in, flicked on the wall switch, peeled the cold compress away from his face, and said, “Open your eyes slowly and tell me how bad it is.”

“You can turn the light on now, Mom,” he replied.

That’s when Peterson knew: This was no migraine.

Though Tim’s eyes were wide open, he couldn’t see a thing: not her worried face hovering over him, not even the light flooding the room. “At that point, I rushed him to the car,” she remembers. “I wasn’t waiting for an ambulance.”

At the hospital, doctors performed an MRI and discovered that Tim had an enormous cerebral arteriovenous malformation, or AVM. An AVM is a tangle of abnormal arteries and veins that forms in the brain. It often goes undetected for years until, as was happening with Tim, it grows large enough to put severe pressure on the brain (causing pain that can be misdiagnosed as migraines).

Tim couldn’t see because his AVM was embedding itself like a corkscrew into the part of his brain responsible for sight. But more than his vision was at stake: If the AVM ruptured and hemorrhaged, it could kill him.

A 16-hour operation saved Tim’s life, but left him with neurological deficits including short-term memory loss. The surgery did preserve his vision, but only partially. “Tim does not have a left visual field, which means he does not see anything on the right,” his mom explains. “It’s 100 percent neurological. There’s nothing wrong with his eyes themselves.”

That was small consolation. Before the AVM attacked, Tim had been looking forward to getting his driver’s license. Afterward, even after seven months of rehabilitation, just reading a page of a book was a struggle for the former honor student. He tried to keep his spirits up by attending his younger sister Sarah’s dance performances, always jokingly telling her what a great job she’d done—even though they both knew he could no longer see well enough to spot her on stage.

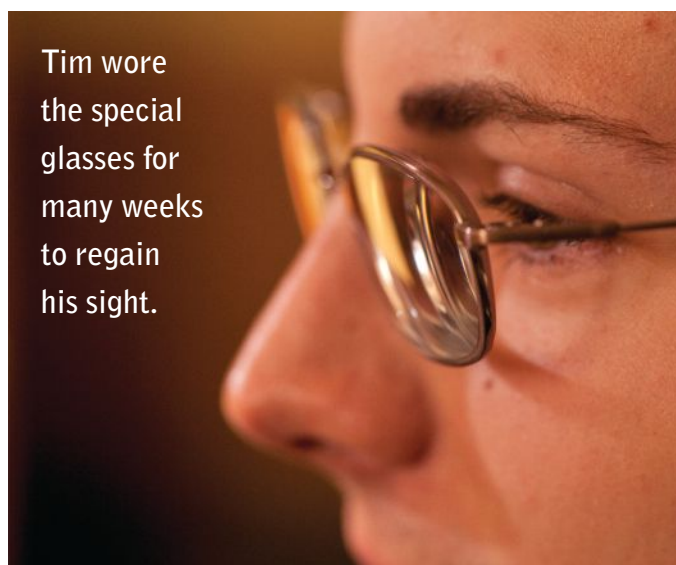
At the same time, Peterson was discovering that few

doctors in their area specialized in neurological blindness. She began combing the country for specialists who might be able to help her son regain his full sight. “I promised Tim that if he would fight, I would fight,” she says.

Hope finally dawned when she learned about Dr. Daniel Gottlieb, a Georgia optometrist who has developed a method of retraining the brain to widen its field of vision.

Gottlieb’s method uses a pair of glasses that have a prism in one lens. That prism reflects images from one side of the visual field to the opposite eye. Eventually, the brain learns to perceive items in the missing visual field, but only with weeks and weeks of therapy—a \$52,000 treatment that Medicaid wouldn’t cover.

“The question now became: How do I get him there?” Peterson says. “I’m a single mom. How do I get my son the help that could change his life?”



Each Lions Lens and Screen Cleaning Kit contains a bottle of Zeiss lens cleaner, a micro-fiber cleaning cloth and six pre-moistened lens cleaning cloths. For each \$10 kit a Lions club sells, the club receives \$4, and the manufacturers donate \$1.50 to the Lions Club International Foundation. Kits are sold by the case, and each case costs \$216 (shipping included). The kit will be displayed at the USA/Canada Lions Leadership Forum Sept. 13-15 in Tampa. Kits can be ordered by visiting www.lionslenscleaner.com or calling (866) 560-1727.



In response, friends and family members began to fundraise. Their efforts were Herculean, but a year later, she found herself still a few thousand dollars short of her goal.

Then someone told a Lion about Tim.

Glen Karoglanian, a member of the Somers Lions Club of Somers, New York, learned of the Petersons' predicament through his wife, who works at the high school Tim attended. By pure coincidence, the Somers Lions were about to launch a fundraising effort: selling eyeglass lens-cleaning kits.

Another club member, James Sharp, is president of Carl Zeiss Inc., the German manufacturer of optical products, and he had worked with the lens-care company Nanofilm to create a small lens-cleaning kit that Lions clubs everywhere could sell to raise funds. (See sidebar for details.) Because the Somers Lions' fundraiser would serve as a pilot program for kit sales around the world, members felt themselves under greater pressure to make their efforts a success.

The Somers Lions knew that people would be more likely to purchase the kit if there were a specific cause attached to it, says Gary Forbes, past club president and finance committee chair. "When we have a cause, it seems to not only result in better sales to the public, but also in a tremendous amount of enthusiasm for the local Lions," he says. "And Tim's story pulled on your heartstrings so much."

So the Somers Lions inserted into each kit a small card that told Tim's story. "Anybody who read that story said, 'Give me six of 'em,'" Forbes says. "It was unbelievable. When you went to business owners, you'd say, 'Would you like to buy one?' and as soon as they read his story, they'd say, 'Give me a case of 'em.'"

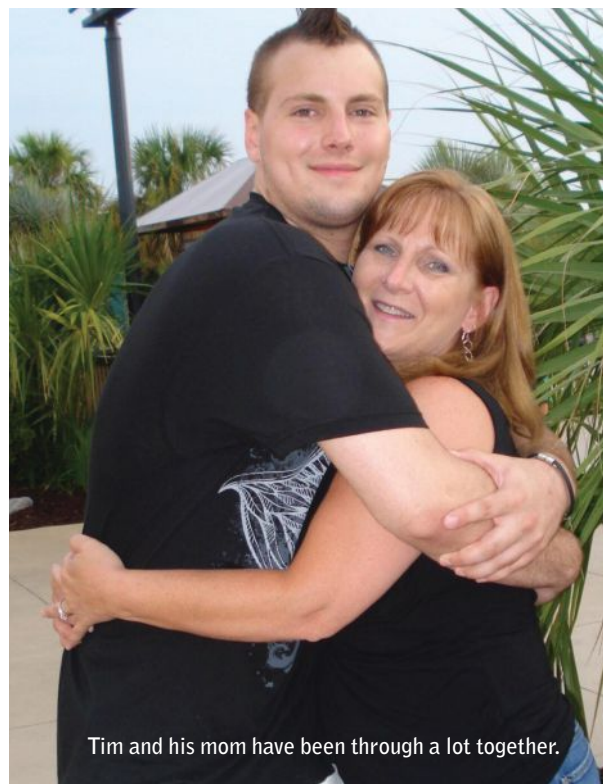
The club aimed to sell 500 of the kits within 30 days. "Well, we blew the doors off that 500 within two weeks," Forbes says. "Ultimately, we sold over 700 kits." The \$3,800 they raised was enough to finish paying for Tim's treatment.

“If five people can see because of Tim’s story, and five more people can be helped by the Lions via their kit...we’ve helped other people.”

“I have to tell you, prior to this fundraiser, I had no idea who the Lions Club was,” Peterson says. “I just didn’t know. I got a phone call that they had raised some funds for Tim. I didn’t realize what they had done, so at that presentation when they gave me the check for \$3,800, which took me to my goal . . .” She trails off. “If five people can see because of Tim’s story, and five more people can be helped by the Lions via their kit, even if Tim doesn’t end up ever driving in his lifetime or can’t ever read the way he should, we’ve helped other people.”

After several weeks of visual therapy at Gottlieb’s clinic in Georgia last winter, Tim has made great strides toward regaining his sight. While reading remains difficult for now, he’s completed an associates degree in culinary studies, and is working toward his bachelor’s in culinary administration.

He returned from Georgia just in time for his sister’s performance as a dancing toy soldier in “The Nutcracker.” “He could get almost the whole stage in view,” Peterson says, “and he was able to locate Sarah. When she got off, she came running to him. He took flowers out from behind his back. And he said, ‘Well, Sarah, for the first time, I can actually tell you that you danced really well.’”



Tim and his mom have been through a lot together.



Dr. Daniel Gottlieb works with Tim.

Campaign SightFirst II Funds in Action



With funds raised through Campaign SightFirst II, cataract patients in Argentina and many other people around the world have a brighter future from improved vision.

Have you made a difference in the world of sight? If you or your club donated to Campaign SightFirst II, the answer is a resounding yes! Many personal stories of people helped by Lions through Lions Clubs International Foundation (LCIF) involve the diminishment or loss of sight, fear and dependence on others. Then Lions help through an LCIF grant. Sight is restored or improved, fear is gone and freedom is regained.

This is exactly what happened to Gomez Patricio, a cataract patient in Argentina. “Before the operation, my head was always hurting. I felt bad because I could not see. I was scared of falling down,” Patricio says. “The surgery changed my life. Now I see well from far away, and I do not fear that I will fall like before. I am very grateful for Lions.”

As the flagship blindness prevention program of LCIF, SightFirst has helped improve or restore sight for more than 30 million people around the world since 1990. This has been done through training eye care professionals, delivering services and improving facilities. Campaign SightFirst II

(CSFII) was launched in 2005, raising more than \$200 million for SightFirst thanks to the efforts of nearly 8,000 volunteers and generous contributions from individuals, clubs and districts worldwide.

With funds from CSFII, Lions continue to help control and eliminate avoidable blindness including cataract, trachoma and onchocerciasis (“river blindness”) while combating other threats to vision such as childhood blindness, diabetic retinopathy and uncorrected refractive error. For the first time, SightFirst will address threats to vision by supporting education and rehabilitation for those who are blind and have low vision, as well as vital public health research.

Lions’ donations have helped millions of people like Patricio regain their lives. A donation gives low vision services to children in Kansas. It provides sight to Piyadasa Hewavithana in Sri Lanka. It helps Jelbert overcome vision problems so he can participate in school in the Philippines, and it does so much more.

Low Vision Initiative

In Kansas, a largely rural state, many children must travel far if they need an eye exam. The distance to eye health providers can be an obstacle. Even if a family is close to a city, they may not be able to afford the pediatric eye care that is currently available. This is where Lions step in.

A statewide low vision program for children is being strengthened by the Kansas Lions Sight Foundation, the Kansas State School for the Blind and individual providers of the Kansas Optometric Association. With SightFirst support, the low vision program will serve more than 400 children and educate 1,400 key community stakeholders about low vision needs by next year.

"Kansas Lions are honored and excited to be the recipient of the first SightFirst low vision grant in the United States. We've been actively involved in vision screening events for years; this project takes us to a new level of involvement," says Lion Beverly Nichols.

The \$71,000 grant will equip 10 regional clinics and a mobile outreach program, reaching children in rural parts of Kansas. It will also create training and public education activities. Establishing a low vision device lending library will benefit the students and school districts of Kansas.

"The recent SightFirst grant from LCIF will immediately benefit visually impaired students throughout Kansas," says Dr. Kendall Krug, a participating optometrist. "In a state with a largely scattered, rural population, providing quality low vision services using the outdated centralized approach was not effective. With support from Kansas Lions and this grant, we are assured the continuation of this vital program."

Cataract Surgeries

In Sri Lanka, Piyadasa Hewavithana is one of thousands who have Lions to thank for regained sight through cataract surgery. Once nearly blind, he now enjoys reading the newspaper and works again. "My sincere thanks to the doctor and staff of the Lions Hospital for providing free vision for poor people who would otherwise go blind. I have a new life," says Hewavithana.

LCIF has given more than \$1 million in grants for sight-related projects in Sri Lanka. In addition to surgeries, eye care wings were constructed or upgraded at seven government hospitals and three Lions eye hospitals received infrastructure development, human resource training and cataract subsidies.

Lions continue SightFirst projects in Sri Lanka by working with partners to build eye care systems in more regions of the country. This includes addressing cataract surgical backlogs. A newly-constructed Lions eye hospital in Ratnapura, financed through a SightFirst grant and a generous donation by the Lions of Finland and their government, will address even more eye care needs. Through these efforts, Lions are able to help even more people in Sri Lanka regain their sight.



Dylan Ferguson has his color vision tested by Dr. Kendall Krug as part of the Kansas Children's Low Vision Initiative while his sister Sierra watches.

Education in the Philippines

Jelbert, a visually disabled child who has congenital cataract, was referred to the Resources for the Blind, Inc. (RBI)-Davao Medical Coordinators for cataract surgery. When he first arrived, he could not participate in preschool activities because he lacked communication and play skills. While awaiting surgery, he was enrolled in RBI's Early Intervention and Rehabilitation Program to develop motor, cognitive and communication skills.

The Philippines needs educational services for children who are blind with additional disabilities. LCIF and SightFirst are joining with the Perkins School for the Blind to ensure all children like Jelbert have the opportunity to attend school. The Philippines project is the first SightFirst grant awarded for education and rehabilitation. Through expanding educational opportunities and empowering parents as advocates for their children, the SightFirst Philippines project is laying a foundation for broader social inclusion. When communities witness what children with disabilities can achieve when they are given the opportunity to attend school, stigmas and discrimination will begin to dissolve.

Jelbert is now learning pre-speech and communication skills and improving his playing skills. Because of this, Jelbert is now participating in group activities at school.

In addition to these examples, CSFII funds have been approved for many other projects including support for refractive error centers in Cameroon, Ethiopia, Kenya, the Philippines and the United States. CSFII achievements also include 881,557 cataract surgeries, 5,230 diabetic retinopathy treatments, 147,057 trachoma surgeries and 37,141,374 onchocerciasis (river blindness) treatments.

Lions' donations to CSFII have had a lasting impact on sight around the world. The expansion of SightFirst into new areas such as education and rehabilitation for the blind ensures that the program continues to benefit people in need worldwide. Thank you for your support.

Standard Grants Improve Local Communities

by Allie Stryker

Millions of people in the world lack access to basic items and services that many of us take for granted. Thanks to Standard grants given by Lions Clubs International Foundation (LCIF), Lions provide these basic items and services for their communities, and the impact is enormous. Just ask Joseph. Abandoned at the age of 6, he lived on the streets for nine years until he was given a home in the Lions Street Children Home in the Philippines.

“Every day, my biggest problem was how to get my food,” said Joseph. “Sometimes I would have to beg or get food from my friends, who were other kids on the street.”

Lions in the Philippines partnered with LCIF and the Department of Welfare and Social Development to establish the Lions Street Children Center through a Standard grant. The center provides food, clothing and shelter, as well as counseling and schooling. Then Lions partnered with LCIF again to build a vocational training center for children in connection with the Lions Street Children Center. This ensures that young people like Joseph will not have to beg for food anymore. Instead, they are given the skills to succeed in their community.

“I feel very grateful to the Lions not only for myself, but for the other children as well who have benefited from this program. Now we are equipped to go out and face the world,” said Joseph, who now mentors young students.



Youths learn vocational skills at the Lions Street Children Center in the Philippines.

Through Standard grant projects, communities gain access to education, technology, health care and many other improvements. Lions identify what is needed most for a community and make it a life-changing reality through LCIF.

Providing matching funds up to \$75,000, Standard grants are approved for large-scale Lions' humanitarian projects involving construction and equipment. The most common type of grant awarded by LCIF, they must serve a large number of people. Typical projects include mobile health units, hospices, nursing homes, major medical equipment, orphanages for vulnerable children, centers serving the blind and

disabled, eye clinics and schools in developing countries.

Because projects are large-scale, individual Lions invest many hours of their time in fundraising, planning and volunteering their professional skills at the project site to make the grant a success. Such support greatly extends a project's impact, making it possible to help more people than would otherwise be possible.

Through Standard grants, Lions can truly make a difference in their local communities. For information about applying for LCIF grant funding, contact LCIF at lcif@lionsclubs.org. Grant applications are also available online at www.lcif.org.



**Lions Clubs International
FOUNDATION**

Membership Can Flourish with Families

It's 6:30 p.m. on a Tuesday at the IHOP in Loganville, Georgia, and a gregarious group of adults of various ages has convened around a table. Along with them, children are eating dinner, drawing and sometimes joining in with the adults. When strangers approach the group to inquire who they are—which happens often—they gladly tell them all about the Loganville Legacy Lions and invite them, along with their families, to the next meeting or event.

Chartered in summer 2011 with the goal of including women, families and children, the Loganville Legacy Lions Club is among a growing number of family-friendly clubs. This approach is working—they already have 91 members. But you don't need to start a new club to get these results; Lions clubs can bring in new energy, ideas and vigor with some family-friendly fine-tuning.

Timing is Everything

The Loganville Legacy Lions know that not only meeting location, but meeting time is a key to success. With two choices for their monthly meetings—11:30 a.m. Friday or 6:30 p.m. Tuesday—members attend the meeting that works best for them. And it's no coincidence that both meetings fall at meal times. "We found that we could increase attendance by giving our members a choice. Some even attend both! We share pictures and information with the whole club via email, our website or Facebook," says Kim Moore.

The 76-year-old East Dubuque Lions Club in Illinois also made some adjustments when it recently shifted to a more family-oriented focus. In addition to moving their meeting time to the 6:00 p.m. dinner hour, the Lions also streamlined their meetings. "We honed down our meeting time and tightened up the agenda, and we make sure to begin and end on time," says Casey Klein.

Family-Style Service

When planning service projects, family-oriented clubs make room for everyone's unique strengths, needs and interests. "I love that we can bring real community issues to the attention of our youth and work side-by-side to address them," says Loganville Legacy Lion Cyndi Simmons. Moore adds, "To have a truly family-friendly club, we have to have volunteer opportunities that are versatile for all members. For instance, at events we try to pair up parents with others who have children so they can rotate supervision."

Having a crew of younger members also means that clubs that are aging, like the East Dubuque Lions, can benefit from



For the Loganville Legacy Lions, volunteering at the Fourth of July parade is a family occasion.

youthful energy. Says Klein, "We're a passionate group, but we're getting older. Younger people can give our older members some relief and help keep our club strong."

Same Mission, New Strategies

Becoming family-friendly requires members to be flexible, open-minded and lighthearted. "The overall attitude of 'How do we make it work?' as opposed to 'Will it work?' makes everything run better," says Loganville Legacy Lion Chuck Bagley. This outlook also helps attract new members. "More people will join a club knowing that families can be involved, kids can come to meetings and events and couples can volunteer together," says Moore.

Recruiting families may be easier than you think. For the East Dubuque Lions, Klein explains that it just came naturally for existing members to invite family members. "It's great that we now have fathers and daughters who are serving side-by-side." But those new members aren't always from the younger generation. Moore explains, "One of our families invited their 99-year-old mother to join so she could be involved with them—now that's what I call 'family-friendly'!"

—Jennifer Gilbert Gebhardt

Did you know that families can receive a dues discount? Search for "Family Membership program" at www.lionsclubs.org to find out more.

Pay It Forward

Sponsor a Leo Club and the Rewards are Limitless

Pam Tidrow has fond memories of her time as a Leo at Centerville High School in Indiana. She recalls, “One of our projects was a senior citizen’s dance. I still remember how a couple of Leo girls taught some of our guests to do the cha-cha slide, and then they returned the favor by teaching the Leos the Charleston!”

Fast forward several years, and Tidrow became a proud Centerville Lion. When the opportunity arose to become the Leo club adviser, it was an obvious fit. She knew the positive effect the Leos would have, not just on their community, but on their sponsor club. “The Leos bring a new excitement and energy to the Lions. They challenge the status quo and help us to see needs we may not have noticed without the Leos’ help,” Tidrow explains.

When young people bring their enthusiasm to serving, they’re unstoppable. It may take some planning and work, but any Lions club can launch a Leo club. And you just might learn something from the young Leos in the process.

Jump Right In

A new member of the Crockett Lions Club, Ellen Brooks learned that the Lions had always wanted to sponsor a Leo club. After attending a Leo seminar at the Texas state convention, Brooks was inspired to lead the formation of a club. “There were a lot of things I didn’t know before we started, but we hit the ground running when the school year started. Things I wasn’t sure of fell together,” she says.

Have Patience

It takes perseverance to build a Leo club, but success can go beyond expectations. Brooks had to put in more work initially for the Piney Woods Leo Club, but after some time she saw amazing things happen. “The first two years it was harder to get input from the kids, but by the third year they grew and became more confident. They came up with most of the ideas and took on leadership roles. And now that the community knows us, we don’t need to search for service projects because they’ll call us,” says Brooks.

The Payoff

The rewards come in many, sometimes surprising, ways. “They’ve impressed me with their dedication. Even if they don’t really enjoy a project, they recognize the value in it and they’re ready for the next project,” Brooks says. The Leos



Piney Woods Leos Matthew Clark and Will Brannen assemble a bicycle for a holiday gift program for children in need.

have become integral to the Crockett Lions’ annual county rodeo. “We joke that the Leos make the Lions look good,” Brooks laughs. Piney Woods Leo Jace Skalicky stresses that they get just as much out of the experience: “We’re happy to help the event become even more successful, and the Lions give us a great opportunity to learn communication and teamwork skills.”

A Future of Service

Will Leos become Lions? Only time will tell. Leo club advisers know that they will continue to serve. “If we are supportive of our Leos, encouraging them to serve and participating alongside them, we are helping them to become the kind of people that fit the Lions’ mold,” says Tidrow.

Skalicky plans to become a Lion, but for now he’s getting all he can out of being a Leo. He encourages Lions to give other young people the opportunity he’s been given. “Starting a Leo club will only do well for your community and teach teenagers to set excellent examples for their peers. Go for it!”

—Jennifer Gilbert Gebhardt

Visit www.lionsclubs.org to find resources on how to get started (search for “Leo club sponsorship”) or email leo@lionsclubs.org.

The Spudman Scores in Idaho



Idaho may be famous for its spuds, but you won't find any couch potatoes in Burley on the last weekend of July. That's when the Burley Lions Club sponsors its world-famous triathlon, a four-hour event that began 25 years ago when Lions decided to try a new fundraiser. The name was easy to choose—the Spudman Triathlon—because, after all, it was being held in the heart of southern Idaho's agricultural community.

Not only was it fun, it proved to be spectacularly profitable. After a race several years ago that drew 800 participants, Lions did a survey to learn how much money “the Spudman” brought into the community from lodging, food and shopping. The result shocked Lions: the weekend tally was more than \$1.5 million. “Now,” Scott Bloxham says, “It's easily more than twice that amount for each year's triathlon. We have 2,000 registrants and probably another 5,000 people in the crowd.” So many people want to enter the competition that seven years ago, Lions had to cap the number at 2,000 for safety's sake. Individual and team entries are now chosen by a lottery. Last year, nearly 2,400 people tried for a spot in the Spudman. Winners in each category receive a small ceramic spud statue.

“For the first few years, I was the director, and I also raced until it grew so big that I was unable to do both,” Bloxham says. He has now handed off race director duties to Lion Cade Richmond. “I think the reason the Spudman is so popular is the course itself,” he points out. Triathlons are difficult, but the Burley Lions Spudman is a little different. “There's a 1-mile swim on the Snake River, 25 miles of bik-

ing and a 6-mile run. Swimming in the Snake River is easy,” Bloxham says. “It's got a 4-mile-an-hour current. Some could float it faster than swim it.” The biking and running portion, too, is relatively easy since most of it is on fairly flat terrain.

“It's a lot of fun. We've had people from 32 states and Australia, Japan, Hong Kong, England and Ireland compete. A large number of athletes seem to come from Utah, and a lot of families with 10 or 12 people register together. It's a great course for first-timers,” Bloxham believes. The Spudman gets a lot of press. A national magazine for triathletes has featured the Spudman as one of the best 10 competitions to enter. It costs \$5 to enter the lottery, and \$80 if chosen as a registrant; teams of two pay \$120 and a three-person team costs \$160.

“We get a lot of help every year from different organizations, and we pay them a stipend,” Bloxham says. Last year, 18 groups including the Burley Leo Club received \$18,000 for their assistance. In the 25 years since the Spudman started, Lions have netted more than \$700,000, Bloxham says.

The money has been recycled back into the community, including donations to the Idaho Lions Sight & Hearing Foundation, school vision screenings, Leader Dogs, park upgrades and many other service projects. “We took in \$175,000 last year, but it cost \$70,000 to run it,” he reveals. Another bonus: several of the athletes who compete in the Spudman have joined the Burley Lions Club, bringing membership to 48. “That's good for us,” Bloxham says. “We can use the help.”

Fundraising Fun at Lions' Garage Sale

Cook, Minnesota, Lion Mark Eyre believes there's truth to the saying that one man's trash is another's treasure. Every year he watches as lines three blocks long start forming at least five hours before the doors open for the Cook Lions' "Million Dollar Garage Sale." The three-day event held on the grounds of a school has averaged about \$20,000 in profits for the club for the past 14 years. "The name came about because it was catchy. We kept it because it worked and we do get so much stuff," he explains.

The sale is more popular than ever. Eyre says there are several good reasons to keep the garage sale going—promoting the club, keeping landfills from clogging by recycling used merchandise and helping the local hospital auxiliary by giving volunteers donated clothing to sell ("We got four new members by doing that," he points out). Cook Lions also recruited new members from their high profile event in a community of 620—"at least six," Eyre says.

"All 47 members are involved in either the collection of donated items, setting up and pricing for several days before the sale, working as cashiers, helping to sell all the items and the cleanup after the sale ends," he explains. Members of the nearby Orr Lions Club sell raffle tickets from a booth as their own fundraiser, and many other volunteers are needed to help the sale go smoothly. A women's fraternal organization operates a food stand as a fundraiser—good for shoppers and bet-



Boats always attract a large group of lookers.

ter for Lions since two of their members joined the Cook Lions Club.

There are always a number of boats that draw attention, appropriate in a state that bills itself as "The Land of 10,000 Lakes." Storage of small and bulky items is not a problem for Lions, who collect items throughout the year for the sale. Lions are able to use an old house they purchased for \$1 and three donated storage facilities at no charge.

"We've sold just about everything," Eyre says. And that includes the kitchen sink—plenty of them—along with toilets, cars, boats, snowmobiles, six-person hot tubs and lots of new and used construction items. "We had a metal tool two years ago and when the po-

tential buyer asked what it did, no one knew. He bought it for \$5 anyway and said it would look good hanging in his garage." The most expensive sale Lions made was a boat that sold for \$3,000. Profits support a food bank, scholarships and community beautification projects, as well as donations to LCIF, Leader Dogs, Minnesota Lions Eye Bank and cancer research.

Eyre says that despite the large crowds, Lions have never had any trouble at the sale. There was, however, one slight mishap. "A boy rode his bike to the sale. He parked it—a Lion put a price tag on it and we sold it," Eyre reveals. "We did recover it later for him, though."

CLUB BRIEFINGS

ACTIVITIES AND ANNOUNCEMENTS

The **Hampton Area Lions Club** in **New Hampshire** held an eyeglass sorting session during which they sorted through more than 4,000 pairs of eyeglasses for recycling.

The **Hazen Lions Club** in **North Dakota** prepared and served its annual meal to senior citizens.

Members of the **Germantown Lions Club** and the **Memphis Southern College of Optometry Lions Club** in **Tennessee** worked together to plant 450 trees in a park.

The **Western Harnett Lions Club** in **North Carolina** partnered with other nonprofit groups to hold a turkey shoot for people who are blind or visually impaired. The Lions supervised and coached the contestants who shot at targets for prizes such as frozen turkeys and chocolate rabbits.

In **Ohio**, the **Dover Noon Lions** held a food drive at two grocery stores and collected more than 29,000 pounds of food as well as \$1,400 in donations.

The **Lincoln Hills Lions Club** in **California** held a "Friendship Day" which enabled them to showcase Lions' service to the community.

In **California**, the **Ventura Downtown Lions Club** planted a magnolia tree in a memorial park in honor of former club member and Past International President Fred W. Smith.

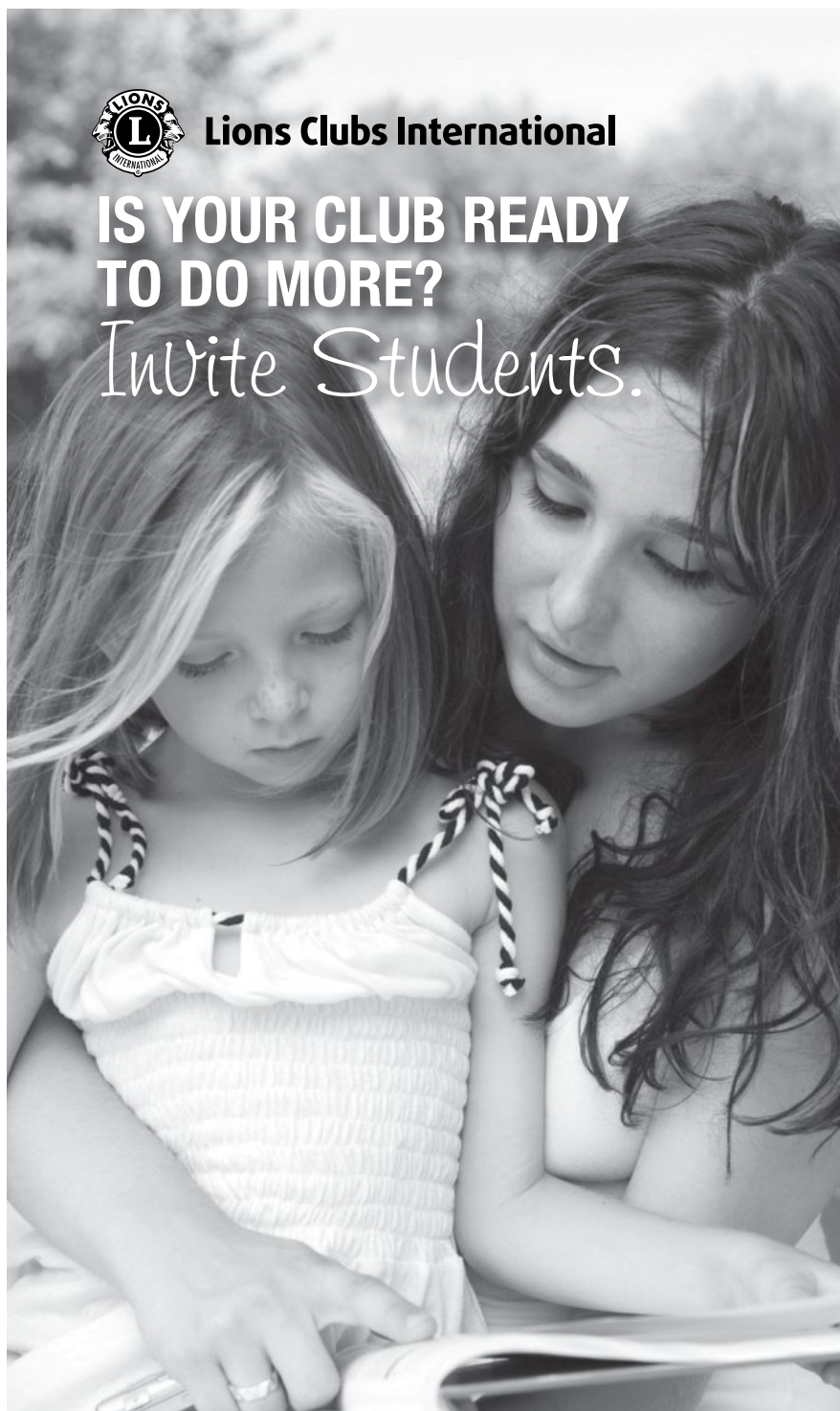
Multiple District 4 A-2 Lions in **California** celebrated their 50th anniversary of Operation Friendship with **District B1 Lions** in **Ensenada, Mexico**. California Lions have helped Ensenada's children by building schools, funding school projects, donating school supplies and providing vision and dental checkups.

Continued on page 48



Lions Clubs International

IS YOUR CLUB READY TO DO MORE? *Invite Students.*



Students frequently look for volunteer opportunities and when they join your Lions club, students under age 30 pay only half international dues and no entrance fee.

Benefits to your club include:

- More hands for service
- New ideas and energy to meet community needs
- Growth of community-minded individuals

DIABETIC FOOT PAIN?

If you suffer from diabetic neuropathy, or pain in your feet and legs due to nerve damage, you should know that help is available. Over 20 million Americans suffer from diabetic neuropathy and put up with painful, tingling sensations because they are not aware of this proven treatment.

MagniLife® Diabetic Neuropathy Foot Cream contains key ingredients, such as eucalyptus oil and yellow jasmine, known to relieve tingling, numbness, and discomfort while also restoring cracked, damaged, and itchy skin. Results are so fantastic, long-time sufferers are seeing improvements for the first time in years. *"This is one product that lives up to what it*

says. This foot cream is amazing and immediately took the pain away. PRICELESS!!! Thank you again MagniLife." - Dan B. MD.

MagniLife® Diabetic Neuropathy Foot Cream has been so successful, it is now **available at Rite Aid Pharmacies**. It can also be ordered for \$19.99 (plus \$5.95 S&H) for a 4 oz jar. Get a **FREE** jar when you order two for \$39.98 (plus \$9.95 S&H). Send your name and address with payment to MagniLife, Dept. NC-L, P.O. BOX 6789, McKinney, TX 75071 or call **1-800-495-1229**. Satisfaction guaranteed or return your product within 90 days for a full refund. Order now at **www.MDFootCream.com**.

SHINGLES PAIN AND ITCH?

If you suffer from shingles outbreaks and experience pain, tingling, or burning on one side of your body followed by a blistering skin rash that often results in long-term pain even after the rash is gone, you should know that help is available. Many people are putting up with the discomfort and itching because they are not aware of this new advancement in shingles care.

MagniLife® Shingles Recovery Cream contains 16 powerful ingredients such as arnica and tea tree oil that help restore the skin and relieve the itching and discomfort. *"I have been using your product for my rash and saw results almost*

immediately. The MagniLife Shingles Recovery Cream helped soothe the pain, itching and redness. This is the only product I've found that really helps." - H Reaves, Huntington Beach, CA.

Try it risk free. MagniLife® Shingles Recovery Cream is available for \$19.99 (plus \$5.95 S&H) for a 4 oz jar. Get a **FREE** jar when you order two for \$39.98 (plus \$9.95 S&H). Send your name and address with payment to: MagniLife, Dept. SH-L, P.O. Box 6789, McKinney, TX 75071 or call **1-800-495-1229**. Satisfaction guaranteed or return the jars within 90 days for a full refund. Order now at **www.ShinglesRecovery.com**.

LIVER SPOTS?

Are unsightly brown spots on your face and body making you uncomfortable? Age spots, also known as liver spots, affect the cosmetic surface of the skin and can add years to your appearance. Millions of people live with the dark spots and try to cover them with makeup, or bleach them with harsh chemicals because they are not aware of this new topical treatment that gently and effectively lightens the shade of the skin.

MagniLife® Age Spot Cream uses natural botanicals, such as licorice root extract, to naturally fade age spots, freckles, and other age-associated discolorations. Other ingredients are proven to help protect skin from harmful

external factors, and emollients soften and smooth the skin. *"I've been using MagniLife Age Spot Cream for several months, and I can testify that it works! Thank you for this really wonderful natural product."* - Ella D., FL.

MagniLife® Age Spot Cream is available for \$19.99 (plus \$5.95 S&H) for a 2 oz jar. Get a **FREE** jar when you order two for \$39.98 (plus \$9.95 S&H). Send your name and address with payment to: MagniLife, Dept. AC-L, P.O. Box 6789, McKinney, TX 75071 or call **1-800-495-1229**. Satisfaction guaranteed or return the jars within 90 days for a full refund. Order now at **www.AgeSpotSolution.com**.

TROUBLE BREATHING?

If you experience shortness of breath due to bronchitis, colds, asthma, emphysema, or smoker's cough, you should know that help is available. Many people are putting up with wheezing, coughing, and difficulty breathing because they are not aware of this new effective treatment.

MagniLife® Lung Cream is a powerful formula with ingredients known to control cough and phlegm buildup, thin mucus, and open airways to restore normal breathing. Simply rub onto chest and breathe easier in minutes. *"I have suffered from asthma for over 30 years.*

I have used the lung cream for two days and have noticed a drastic improvement. I do not gurgle as much and sleep much better." - C Stover, Albuquerque, NM.

MagniLife® Lung Cream is available for \$19.99 (plus \$5.95 S&H) for a 4 oz jar. Get a **FREE** jar when you order two for \$39.98 (plus \$9.95 S&H). Send your name and address with payment to: MagniLife, Dept. LC-L, P.O. Box 6789, McKinney, TX 75071 or call **1-800-495-1229**. Satisfaction guaranteed or return the jars within 90 days for a full refund. Order now at **www.LungCream.com**.

CLUB BRIEFINGS

ACTIVITIES AND ANNOUNCEMENTS

Continued from page 47

The **Aitkin Lions Club** in **Minnesota** works with an elementary school to collect soda can tabs to raise funds for the Ronald McDonald House. Almost every business and home in the town has a collection container for the tabs.

The **North Park Lions Club** in **San Diego, California**, held its annual luncheon to honor elementary school principals.

The **Frewsburg Lions** in **New York** held a recognition event for a group of Junior Firefighters at a high school. Each of the eight youth volunteers received an appreciation citation and a gift certificate for their work in assisting the fire department.

Fargo Lions from **North Dakota** held a vision screening in **Puerto Vallarta, Mexico**, in conjunction with the Puerto Vallarta Lions Club. More than 500 residents received screenings and eyeglasses, and 70 people were referred for free cataract surgery.

The **Chester Lions Club** in **New Jersey** supports youth through awarding college scholarships to 20 high school students each year, recognizing Boy and Girl Scouts and assisting visually impaired children attend camp.

To observe Arbor Day, the **Barboursville Lions Club** in **West Virginia** gave close to 100 Northern Spruce seedlings to fourth-grade students.

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

CALENDAR

2012 UPCOMING EVENTS

SEPTEMBER 2012

SEPT. 2-5:

Senior Lions Leadership Institute –
Constitutional Area IV:
Europe (Brussels, Belgium)

SEPT. 3:

Standard, Core 4 and IAG Grant
application deadline for review at
November 2012 board meeting

SEPT. 6-8:

EUROPA Forum
(Brussels, Belgium)

SEPT. 13-15:

USA/Canada Forum
(Tampa Bay, Florida, USA)

SEPT. 17-20:

Emerging Lions Leadership Insti-
tute – Constitutional Area I: USA,
its affiliates, Bermuda and the
Bahamas
(Tampa Bay, Florida, USA)

SEPT. 30:

Deadline for the Club and District
Team Excellence Awards

Annual District/Multiple District
Youth Camp and Exchange Report
Form (YCE-510A) due

Caribbean Cruise Plus...New Orleans Tour

11 Days *Travel with other Lions departing Jan. 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. *Air supplement from some airports.



Save on this Repositioning Cruise

Transatlantic & Europe Cruise Plus...Tour Germany

24 Days *Join other Lions departing April 19, 2013* from **\$2198***

Start in Ft. Lauderdale for one-night with a city tour, including Miami. The following day, you will board the magnificent **MSC Poesia** where you will discover comfort and luxury cruising at its best! Sail to ports in: "The Big Apple," New York City; Ponta Delgada, in the Azores, with miles of sandy beaches; Lisbon, Portugal, filled with cobblestone streets; La Coruna, Spain, known for spectacular inland scenery and seaside towns and Dover, England, famous for its amazing white cliffs. Disembark in Kiel, Germany and travel to Hamburg for the start of your five-day tour of Germany including: Berlin, Dresden, Weimar, Nuremburg and Munich. Fly home May 12th. *Add only \$600 for Superior Balcony Stateroom.

Celebrity X Cruises

Alaska Cruise & Canadian Rockies Tour

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Visit the last of the wilderness-like areas in North America all from the comfort of your deluxe motor coach and cruise ship. Fly into Calgary starting your scenic six-day motor coach tour to Vancouver, B.C. You'll visit Calgary, Bow Falls, Canada's "Diamond in the Wilderness," Lake Louise, Banff and Banff National Park, Athabasca Glacier, take a "SnoCoach" ride over the Columbia Ice Fields, visit Jasper National Park and Kamloops, B.C. Then you will board your 4-STAR cruise ship the **Century** for your seven-day **Celebrity X Cruise**. Travel the inside passage including: Icy Strait, with pretty woodland walks; Hubbard Glacier, the largest tidewater glacier in North America; Juneau; and Ketchikan. Disembark and travel to Seattle for one day.

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



For reservations & details call 7 days a week:

1-800-736-7300

INFORMATION

FOR THE RECORD

As of June 30, Lions Clubs International had 1,347,454 members in 46,318 clubs and 753 districts in 208 countries and geographic areas.

IN MEMORIAM

Past International Director **Sterling C. Diaz**, of Thibodaux, Louisiana, has died. He joined the Thibodaux Lions Club in 1959 and was elected to a two-year position on the International Board of Directors in 1983. A veteran of the U. S. Army Air Force who served during World War II, Diaz was also the Lafourche Parish Registrar of Voters and a past president of the Louisiana Lions League for Crippled Children.

Past International Director **K. P. A. Haroon**, who served on the international board from 2009-2011, has died. A member of the Cochin South Lions Club in India since 1974, he was active on many levels of the association as well as numerous professional and community organizations.

Past International Director **Dr. Chritobal Alarcon Falconi**, of Quito, Ecuador, a member of the International Board of Directors from 1982 to 1984, has died. An attorney, he had been a member of the Quito Central Lions Club since 1963.

CONVENTION COUNTDOWN

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

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Advertorial

INFORMATION

ANNIVERSARIES SEPTEMBER 2012

90 Years: Bridgeport, Neb.; Caldwell, Kan.; Columbus, Ga.; Greensboro, N.C.; Montreal Central, QC, CAN; San Pedro, Calif.; San Rafael Host, Calif.

85 Years: Baton Rouge, La.; Bossier City, La.; Danbury, Conn.; Konawa, Okla.; Roswell Downtown, N.M.; Santa Fe Host, N.M.; Savanna, Ill.; Sumas, Wash.; Taos, N.M.

80 Years: Cornwall, N.Y.; Dahlonga, Ga.; Jesup, Iowa; Martinez, Calif.; Nashua, Iowa; Salisbury, N.C.; Sarnia, ON, CAN; Thorntown, Ind.; Truckee Host, Calif.

75 Years: Ambridge, Pa.; Bessemer, Mich.; Bradford, ON, CAN; Cohase, N.H.; Dalton, Ga.; Hanover, N.H.; Pico Rivera, Calif.; Pittsboro, N.C.; South Milwaukee, Wis.; Sulphur Springs, Texas; Wallace, N.C.; Waukesha Noon, Wis.

50 Years: Anderson Clear, Alaska; Crest Hill, Ill.; Harrah, Okla.; Jackson, N.J.; Port Cartier, QC, CAN; Shakopee, Minn.

25 Years: City of Industry, Calif.; Santa Maria Valley, Calif.; Houma West Houma, La.

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 MAY 2012

Key Of Nations (100 Members)

- Lion Tapan Roy, Katwa, India

Grand Master Key (50 Members)

- Lion Brij Gupta, Panipat Supreme, India
- Lion Kuldeepsingh Saluja, Secunderabad, India

Senior Master Key (25 Members)

- Lion William Hooten, Irving Noon Day, Texas
- Lion Norrell Thomas, San Augustine, Texas
- Lion Arthur Enzenauer, Santee Rancho, California
- Lion Janis Mundy, West Point, Ohio

- Lion Jackie McGahan, Kenai Peninsula Racing, Alaska
- Lion Ernesto Rivera Cedeno, Higüey, Dominican Republic
- Lion Mobarak Hossain, Dhaka Paradise, Rep. of Bangladesh
- Lion Ashoo Gupta, Delhi Ipex, India
- Lion G. D. Kundra, Jalandhar, India
- Lion V. S. Bhatnagar, Allahabad Adarsh, India
- Lion Om Agrawal, Ahmedabad Greater, India
- Lion Vinod Jaiswal, Satna, India
- Lion Prabhatsinh Baria, Godhra, India

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

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Date of Change _____

Club _____

THANK YOU

THE LIONS CHANGED MY LIFE

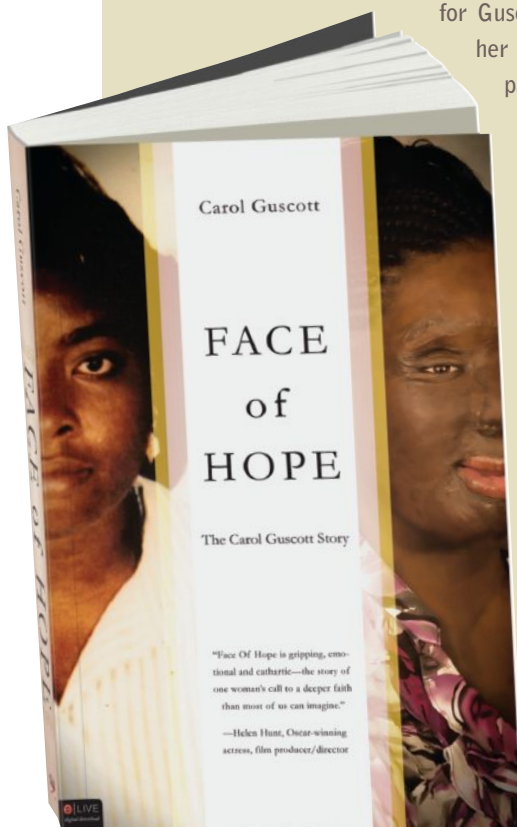
Uplifted After Tragedy

Life was never easy in Jamaica for Carol Guscott, but she was determined to make a good life for herself. In her early 30s Guscott started her own lumber business, and success was near. But everything changed on July 27, 1994, when a group of menacing-looking men showed up at her office claiming to be selling lumber. Her instincts told her to flee, but when she tried she was held at knifepoint and robbed. The men tied her hands and feet, and then the unthinkable happened: Guscott felt the piercing pain of acid being poured on her face.

Blind and disfigured, Guscott began a long journey to not only survive but also to find healing, forgiveness and hope. Her memoir, "Face of Hope," tells her story. One source of great kindness for Guscott was the Fullerton Breakfast Lions Club in California, which did everything from finding medical care to providing financial support. And most importantly

for Guscott, they provided her with love and compassion she never thought she would receive.

In "Face of Hope," Carol Guscott takes readers on her journey of tragedy, perseverance, faith and gratitude. The book is available for purchase at www.carolguscott.com or www.amazon.com.



Q&A: Carol Guscott

LION Magazine: How did you survive such a brutal attack?

Carol Guscott: I just knew I didn't want to die. It took hours to get to a hospital. The conditions there were horrible. It was dirty; there were roaches. I wasn't healing there, so I traveled the country seeking eye care, hoping I would regain my vision. I had an inner strength that kept me going.

LM: How did you make your way to the U.S.?

CG: A Lions doctor from the Bahamas gave me hope that I could get better care in the U.S. I went to Florida where I had my first of four cornea transplants. I thought, if I can see, I'll be OK. But my eyelids wouldn't close properly, so each of the surgeries failed.

LM: When did you meet the Fullerton Breakfast Lions?

CG: I traveled to Orange County, California, for eye surgery. After I was there for about six months, I was in desperate need of help. I told a woman at church about this, and she told the Lions. That day two Lions showed up at my home with fresh oranges and canned food. The Lions found a doctor who would treat me for free. They sent me to school to learn to use a computer. I'm forever grateful that the Lions came into my life at my worst point.

LM: And the Lions helped you financially?

CG: Yes, they created the Carol Guscott Fund. They told the local paper about me. The story was picked up by a larger paper, then TV news, and I received more generosity and mercy than I ever thought possible.

LM: Was writing "Face of Hope" a difficult process?

CG: It was, but I had a story to tell—a story about courage, never giving up and service. So many people like the Lions touched my life and I couldn't have made it without them. I also wanted to turn my story into something that could help people who are hurting. My message is that hope is alive, even in difficult, tragic, puzzling circumstances.

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.



EXECUTIVE SUMMARY

INTERNATIONAL BOARD OF DIRECTORS MEETING BUSAN, REPUBLIC OF KOREA JUNE 17-21, 2012

AUDIT COMMITTEE

1. Modified the Audit Committee Charter regarding the review and evaluation of the independent auditor.

CONSTITUTION AND BY-LAWS COMMITTEE

1. Declared that the district governor, first vice district governor and second vice district governor elections in District 301-A1 (Philippines) for the 2012-2013 fiscal year cannot be affirmed, appointed Lion Ruth Chua as district governor in District 301-A1 for the 2012-2013 fiscal year, and declared vacancies in the offices of first vice district governor and second vice district governor for the 2012-2013 fiscal year, which shall remain vacant until further action by the International Board of Directors.
2. Upheld the second vice district governor election complaint filed in District 118-R (Turkey), declared the second vice district governor election in District 118-R for the 2012-2013 fiscal year null and void and of no force and effect, declared a vacancy in the office of second vice district governor for the 2012-2013 fiscal year and that the second vice district governor vacancy shall be filled in accordance with the International and District Constitutions and By-Laws, and declared that the filing fee less US\$100 shall be refunded to the Complainant.
3. Denied second vice district governor election complaints filed in District 321-F (India), District 324-A1 (India), District 335-B (Japan) and District 403-A2 (Togo) and declared the following as second vice district governors in their respective districts for the 2012-2013 fiscal year:
 - Lion Rajeev Goyal - District 321-F (India)
 - Lion V.S.B. Sunder - District 324-A1 (India)
 - Lion Hideki Kitahata - District 335-B (Japan)
 - Lion Diamilatou Aka Anghui - District 403-A2 (Togo)
4. Approved resolution to establish a legal entity in India to be called "The International Association of Lions Clubs (Secretariat Office India)."
5. Revised the Standard Form District and Multiple District By-Laws in the Board Policy Manual to reflect the newly established language for membership dues.

CONVENTION COMMITTEE

1. Decreased the room requirement for bidding cities from 6,000 to 5,000 rooms.

DISTRICT AND CLUB SERVICE COMMITTEE

1. Reinstated the San Diego Brotherhood Lions Club into good standing.
2. Recognized the Republic of Georgia and the Kingdom of Cambodia as provisional zones following the adjournment of the 2012 International Convention.
3. Included the Republic of Guinea Bissau in the territory of District 403-A1 and the Republic of Angola in the territory of District 403-B, in order to provide greater assistance to the further development of new countries, following the adjournment of the 2012 International Convention.
4. Deferred the redistricting of Multiple District 354 until the close of the 2013 International Convention, unless a new proposal is submitted and approved by the International Board of Directors during the October 2012 or April 2013 board meetings.
5. Revised the Board Policy Manual to approve a hotel room for nine (9) days and meal expenses of up to seven (7) days for DGEs attending the DGE Seminar starting in the 2012-2013 fiscal year.
6. Appointed Lion Isamu Sakamoto to serve as the district governor of District 332-D for the 2012-2013 fiscal year.

FINANCE AND HEADQUARTERS OPERATION COMMITTEE

1. Approved Northern Trust as the custodian for the International Association of Lions Clubs General Fund and Emergency Reserve.
2. Approved the 2011-2012 4th Quarter Forecast, which is projecting a modest deficit.
3. Approved the 2012-2013 Budget, reflecting a surplus.
4. Approved modifying speaker engagement policy to limit the number to one official speaker in the event that sub-district conventions are held in conjunction with the multiple district convention.
5. Modified policy regarding vice president travel to area forums.
6. Housekeeping modifications to accounting procedures.
7. Made a housekeeping modification to district governor reimbursements clarifying Rules of Audit.
8. Modified board policy to clarify past international directors eligible for an in-district budget.

Continued on page 55

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ROAR OF APPROVAL

Name Honors Lion's Sacrifice

The United States Department of Veterans Affairs has dedicated its new Blind Rehabilitation Center in Long Beach, California, to Dr. Charles "Rob" Soltes, an optometrist who was a member of the Garden Grove Lions Club. The 36-year-old Major had served only two weeks in Iraq in 2004 as an Army reservist in the Civil Affairs Battalion when he was killed by a bomb as he returned to base from Mosul after helping equip a hospital for civilians. He is the first optometrist killed in action while serving on active duty with the United States military. The new Charles Robert Soltes Jr. Blind Rehabilitation Center is part of a seven-building, \$100 million complex that took three years to complete. The U.S. Department of Veterans Affairs reports that there are 50,000 blind or visually impaired veterans in their system.

Service Still Given with a Smile

On March 20, 1937, Joseph Celona Jr. celebrated a birthday. On April 1, he joined the North Providence, Rhode Island Lions Club, chartered the previous year. Since then he's celebrated a lot more birthdays—a whole lot of them, in fact. He's still proudly serving his community 75 years later as one of the world's oldest and longest serving Lions at the age of 104. "He still attends monthly meetings and is in inspiration in our district due to his enthusiasm and dedication to service," says District 42 RI First Vice Governor Rosa Branco. Lions had better start saving their pennies—75th anniversary gifts are traditionally diamonds and gold, although Celona would probably decline such fanciful gifts. He recently told *The Valley Breeze & Observer*, "Just the comfort of having somewhere to go and to keep learning new activities in your life as you go along—what more do you want?"

LION

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Continued from page 53

LCIF

1. Approved corporate resolutions in order to establish Lions Clubs International Foundation (Secretariat Office India), as a Section 25 company in India.
2. Renewed Core 4 funding priority status for the diabetes prevention and control program for one year, until June 30, 2013, and for Lions Quest for three years, until June 30, 2015.
3. Increased the humanitarian grants budget for the current fiscal year by an additional US\$2.5 million.
4. Approved 34 Standard, International Assistance and Core 4 grants totaling US\$1,790,025.
5. Denied one grant application.
6. Expanded the Lions Quest Advisory Committee to include additional Lion leaders with strong experience in supporting Lions Quest and technical experts.
7. Approved four projects to support rebuilding/recovery efforts, with the funding (US\$2.2 million) to be provided from the designated funds from the Japan earthquake/tsunami fund.
8. Approved a contract in the amount of US\$181,000 with Service Learning Life Skills Network for consulting services for a one-year period.
9. Amended the LCIF Operations and Policy Manual as follows: replaced the phrase "per capita" with "per member basis," updated qualifications for the LCIF Steering Committee and revised the exhibit which outlines forms of recognition.
10. Amended Chapter 16 of the Board Policy Manual as follows: updated the foundation's bank account signatories and updated mileage reimbursement rates.

LEADERSHIP COMMITTEE

1. Rescinded Resolution 3 from the Leadership Committee report from April 2012. Established a new policy that will begin in 2012-2013, whereby only those DGEs who complete the required training components will be eligible to receive the DGE meal per diem related to their DGE Seminar attendance.
2. Rescinded Resolution 4 from the Leadership Committee report from April 2012 related to the GMT and GLT appointments at the International level (Constitutional Area Leaders, Area Leader and Special Area Advisors).
3. Adjusted board policy related to the DGE Seminar group leader hotel and meal expense reimbursement from 11 to 10 days.
4. Made housekeeping revisions to the Board Policy Manual, Chapter XIV related to ongoing leadership programs.
5. Revised the Board Policy Manual to accurately reflect the application submission for Regional Lions Leadership Institutes.

LONG RANGE PLANNING COMMITTEE

1. Approved updated charter for the Centennial Planning Committee, which will take effect at the beginning of the 2012-2013 year.

MEMBERSHIP DEVELOPMENT COMMITTEE

1. Determined that the GMT/GLT Rules of Audit be amended to reflect changes made to the automobile mileage allowance of US\$.41 per mile (US \$.25 per kilometer) and air fare approvals for international travel fares under US\$1,000.

2. Determined that the Regional Rules of Audit for Extension representatives and CEEI be amended to reflect changes made to the automobile mileage allowance of US\$.41 per mile (US\$.25 per kilometer) and a new meal allowance limitation of \$25 per meal.

PUBLIC RELATIONS COMMITTEE

1. Restructured the Public Relations Division by splitting the Public Relations Department into Audiovisual & Events, Corporate Communications, and Online Communications.
2. Determined that the Service Activities Leo of the Year Award recipients will automatically qualify for the presidential Leo of the Year Award.

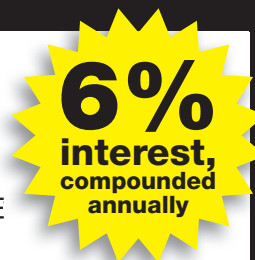
SERVICE ACTIVITIES COMMITTEE

1. Named the 2011-2012 Leo of the Year Award recipients.
2. Changed the Leo of the Year Award application deadline to April 1 of each fiscal year.

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.

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LAST ROAR



JUNE MOON

We look skyward and see the moon, perhaps the stars, perhaps the glimmer of possibility of a new day and a fresh start. The China Disabled People's Performing Art Troupe performed in June at the international convention in Busan, Korea, and through dance and song re-imagined the normal limits and expectations of society. The troupe also picked up the 2012 Lions Clubs International Humanitarian Award. Deng Pufang, honorary chairman of the China Disabled Persons' Federation, was the co-recipient of the award.



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