

LION



Lions Clubs International

WWW.LIONMAGAZINE.ORG JANUARY 2013

Big Plans in the Big Easy

New Club Sounds
Like A Winner



NEW from Neutronic Ear
For the **FIRST TIME** ever...

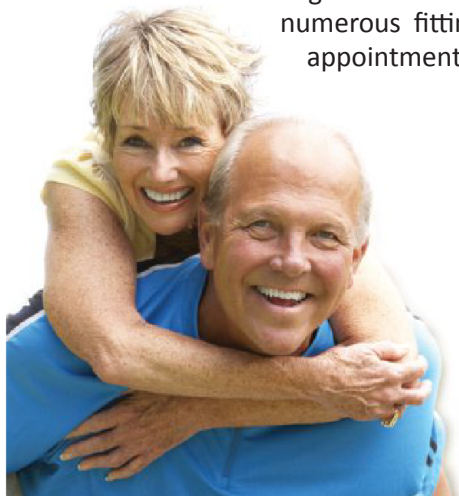
Introducing **Soundwave™**

**THE MOST AFFORDABLE AND DISTINCTIVELY
DIFFERENT HEARING SOLUTION IN THE
WORLD - AND IT'S RECHARGEABLE!**

No more constant trips to the store to buy expensive replacement batteries. No more fiddling endlessly to get them back in place, or having them die at the least convenient times. **Never change a hearing aid battery again!**

With over 20 years in business, Neutronic Ear has been the innovator in sound amplification technology. Neutronic Ear has done it again with the SOUNDWAVE, the world's first personal sound amplification product with a uniquely removable and rechargeable power tip.

The Neutronic Ear SOUNDWAVE provides the performance, savings and convenience, unmatched in the conventional hearing aid industry. And don't waste your money on cheap low quality imitators. SOUNDWAVE is delivered discreetly to your door, ready to use right out of the box. This eliminates the need to see a hearing specialist, have hearing tests and numerous fitting appointments.



These devices can cost up to \$5000 or more each! The high cost and inconvenience drove an innovative audiologist and speech pathologist, to develop an affordable solution that is simple and easy to use.

The SOUNDWAVE is so small and light weight that when worn it's invisible. With the greatest of ease you can turn the volume control down to cheer with the crowd at a sporting event, and turn it back up for the car ride home - no matter where your adventures take you, you are in control. With a full 28 hour charge life, you can recharge the patented power tip at your convenience and rest assured your SOUNDWAVE will always deliver clear crisp sound. Multiple tube and tip sizes are provided for proper personal fitting while leaving the ear canal open.

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



Simple to Use • Hard to See

**Affordable
...and RECHARGEABLE!**

100% Digital

Save \$100s per year and never deal with hard-to-handle batteries again.

Pull off one power tip and pop on the spare from the charger and you are ready to go!

Each charge lasts up to 28 hours!

**Call our Customer Care Specialists
TOLL FREE for lowest prices ever.**

*Please mention code
12SW035*

1-866-789-3119

NeutronicEar
The Sound Decision™

www.neutronicear.com

A Message From Our President



Wayne A. Madden
Lions Clubs
International President

The World's Most Powerful Tool: A Book

I heard once that smart people learn from their own experience, but wise people learn from the experience of others. In other words, our own life, however rich and varied, is a drop of water in the ocean of human experience. What others undergo and understand is definitely

worth our knowing, too. We can only sit down and talk to so many people, hence the great value of books—the compilation of human experience.

As you know, this year I am encouraging Lions to promote literacy. The ability to read is crucial to getting ahead in life. It's the key to a good job and a decent life. Every child is a reservoir of potential. Reading propels children and adults toward attainment, opportunity and enrichment.

Literacy gives us the tools to take our place in society as informed and active citizens. Reading also helps us cultivate a deeper and better appreciation of ourselves. “Think before you speak. Read before you think,” said the writer Fran Lebowitz. We learn about ourselves and form our ideas through reading. Literacy is the window to self-knowledge, the fulcrum for solid thinking and the lever to effective action.

Lions have responded to my Reading Action Program. Next month's LION will contain a roundup of outstanding literacy projects. In the next six months let's continue to donate books to schools and libraries, tutor and read to children, mentor illiterate adults and otherwise fill the world with books and stamp out illiteracy. In a World of Service, our roar as leaders among readers can be as powerful as any act of service we do.

Wayne A. Madden
Lions Clubs International President

Watch a video on Lions' literacy efforts.



Roselly Hernandez Gonzales of the Maracaibo Los Haticos Lions Club in Venezuela takes part in a Reading Action Program day to encourage children to read.

Contents

January 2013 • Volume 95 • Number 6

Features

14 Easy Does It

New Orleans club finds its mission in its city's soul.

20 Back from the Brink

A small club and its tiny town rebound together.

34 Secrets of Success

LCI's survey of Lions shows why clubs flourish.

38 The Elegant Eyeball

This wondrous human organ is astonishingly intricate and delicate.

Photo by Ricky Gilmore, Porter-London Co.



14

Also Featured

28 World Sight Day 2012

30 Champions of Change

On the cover:

Edward Reed plays for passersby along Royal Street in New Orleans. Reed has used the New Orleans Musicians' Clinic, supported by the New Orleans Uptown Lions Club.

Photo by Robert Giglio



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.

POSTMASTERS

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

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



Enhance your digital LION experience. Click on “HELP” in the toolbar above for instructions on how to make the most of the digital LION.

What's In This Issue

1 President's Message

Departments

4 News

10 Ideas That Roar

12 Lions on Location

44 Foundation Impact

45 Visionary Work

54 Thank You

48



News You Can Use

46 Recruiting Members

47 Club Improvement

48 Raising Funds

Miscellaneous

50 Anniversaries/Key Awards

52 Executive Summary

56 Last Roar

Convention Countdown

Hamburg, Germany
July 5-9, 2013



IN THE SPOTLIGHT

LIONS NEWS BRIEFS

LIONS MEET MEASLES GOAL

Thanks to generous donations, untiring fundraising efforts and unstinting dedication, Lions recently met the Bill & Melinda Gates Foundation's challenge to raise \$10 million for the fight against measles. Consequently, the Gates Foundation gave Lions Clubs International Foundation \$5 million to combat measles—the largest single donation ever given to the Foundation. Lions have been working hard to help protect children from measles and its terrible side effects such as blindness, brain damage, deafness and more. Through the One Shot, One Life: Lions Measles Initiative, Lions helped to vaccinate 157 million children in 2012.

LIONS' DOLLAR GAINS APPROVAL

The Lions' 2017 commemorative silver dollar is coming. President Barack Obama signed the Lions' commemorative coin act into law on Oct. 5 following Congressional approval. Lions throughout the United States had urged legislators to pass the bill. Congress approves only two commemorative coins for each year. The US\$1 coin will be available in 2017 to celebrate Lions Clubs International's centennial. LCI will collect \$10 for each coin sold. The estimated \$4 million raised will support Lions' programs that assist the visually impaired, those with disabilities and those affected by major disasters. International President Wayne A. Madden says, "This coin will provide greater awareness of our organization, encourage Lions to move forward with their selfless volunteer service and raise critical resources to continue to help those in need." For information, visit www.lionsclubs.org/coin.

Eli Manning with Pal, a Guiding Eyes dog.

Photo by John Vecchiolla



MANNING SCORES FOR GUIDE DOGS

Eli's coming—to the aid of New York-based Guiding Eyes for the Blind. Eli Manning, the Super Bowl-winning quarterback of the New York Giants, is featured on public service announcements for Guiding Eyes, which Lions in New York and elsewhere support. The 30-second spot airs during NFL games on CBS. Shown holding a future guide dog, Manning compares the trust he puts in his offensive line with the trust blind people have with their dogs. Manning has hosted the Guiding Eyes Golf Classic for six years. He became involved because champion blind golfer Patrick Browne Jr. of New Orleans is a friend of the Manning family.

SERVICE CAMPAIGNS DRAW LARGE NUMBERS

Lions embraced the first three Global Service Action Campaigns for 2012-13. The Engaging Our Youth Campaign in August served 907,466 youths and Lions from 2,439 clubs put in 286,889 service hours. The Sharing the Vision Campaign in October served 709,561 people and Lions from 2,067 clubs tallied 213,680 service hours. As of press time, the Relieving the Hunger Campaign served 674,339 people with Lions from 1,050 clubs compiling 144,915 hours. In April, Lions are encouraged to complete an environmental project.



The Jakarta Monas Lions Club in Indonesia led visually impaired children on a nature hike in October.

IN THE SPOTLIGHT

LIONS NEWS BRIEFS



38 YEARS AGO IN THE LION JANUARY 1975

International President Johnny Balbo greets Jamie Weaver, the 1975 National Poster Child for the March of Dimes, on her visit to Lions' headquarters. Jamie, 9, of Spokane, Washington, was born without eyes and wore plastic ones.

BY THE NUMBERS

9,006

Sandhill cranes counted by staff at a wildlife center not long after the Crane Cruise, a 50-mile bike ride through territory frequented by the migratory bird. The Medaryville Community Lions in Indiana sponsor the ride.

130

Typical number of participants at the free weekly ice skate at a local rink sponsored by the Parksville Lions in British Columbia, Canada.

3,022

Eyeglasses collected by Eagle Scout candidate Ryan Torrealday, son of Joe Torrealday, past president of the Narragansett Lions Club in Rhode Island.

200

Planes that usually visit Washington Island in Wisconsin during the fly-in

fish boil held by Washington Island Lions.

80

Age at which attendees to the Old Timers Picnic are treated to a free barbecue dinner by the San Miguel Lions in California.

950

Prints for sale of the Manheim Central High School football field in Pennsylvania by Manheim Lions. Profits fund a defensive driving course for teenagers; five football players were killed in two separate crashes.

125

Length in feet of the bog that trucks negotiate in the mud run of the Kearney Lions in Missouri.

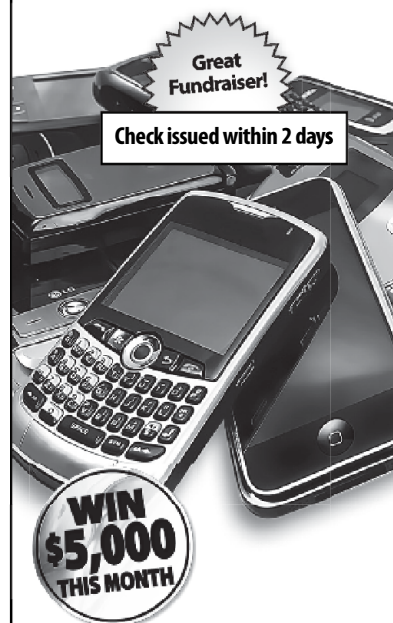
218

Savings in dollars by New Bedford Lions in Massachusetts by using coupons to buy food for a pantry. The food cost just \$49.71.

We Buy Used Cell Phones

& pay **\$150** for each
up to **phone!**

Some phones have no value. See current purchase price list for individual model prices at www.pacebutler.com



Here's how to do it!

- 1 Box cell phones
- 2 Ship **FREE** (prepaid label online at www.pacebutler.com)
- 3 We issue your check within 2 days!

**WE DONATE
AN EDUCATIONAL
BOOK!**
for EVERY cell phone
sold to PaceButler



PaceButler
since 1987 **corporation**



5915 NW 23rd St. Oklahoma City, OK 73127
www.pacebutler.com
1-800-248-5360 • (405) 755-3131



IN THE SPOTLIGHT

ONE OF US

MARIE WICKS

As Marie Wicks prepares to represent Mississippi in the Miss America Pageant on January 12, she has a lot on her mind. From practicing piano to keeping up on current events to perfecting her public speaking skills, Wicks is making the most of every minute. But this recent graduate of the University of Mississippi also has something else at the forefront of her thoughts: her mission as a Lion.

What is EyeS.T.A.R.?

Through my platform Eyesight to all Regions (EyeS.T.A.R.), I'm working to raise awareness on vision health. I give presentations to schools and civic groups, and I work closely with Lions clubs through eye-glass collection drives and free vision screenings.

Why did you choose vision health as a platform issue?

When I was 11-years-old I was diagnosed with severe nearsightedness. I remember putting on my first pair of glasses. The clarity of the world before me was astonishing.

I decided to make it my mission to bring eyesight to those in need.

How did you become a Lion?

My grandfather was a Lion for more than 50 years and my father is a Lion. In high school I helped with the Lions Sea and Sun Camp for the blind and visually impaired, where I was introduced to true courage. The campers gave me something invisible to the eye—a gift of the heart—that inspired me to continue service for sight for the rest of my life.

How did you get involved with pageants?

In high school I was very reserved, but I decided to compete in the Junior Miss program. I enjoyed the thrill of being on stage and the challenge of the competition. Over the five years that I competed for Miss Mississippi, I grew more comfortable with public speaking and performing; these skills have made an impact on every aspect of my life. The scholarship funds I received helped me achieve my undergraduate degrees, and now I plan to pursue a career in ophthalmology and global health policy.

Can you share a pageant secret?

Hand warmers are a perfect remedy for frozen fingers before playing the piano for the talent portion of the competition.

What are some highlights from your time as Miss Mississippi?

I've enjoyed visiting the Mississippi National Guard and spending time with patients at the Batson Children's Hospital. But some of my most rewarding experiences have been with Lions. I've visited clubs across the state, and I helped conduct two vision screenings. Mississippi is rich with the spirit of Lionism.

Watch a video about Wicks becoming Miss Mississippi.

Marie Wicks, moments after being crowned Miss Mississippi.

Photo by Susan Elderton

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.

Are you still paying retail price for your hearing aid batteries?

Now **SAVE 65% plus**

FREE Home Delivery

RAYOVAC

POWERED PREMIUM HEARING AID BATTERIES

Join the 259,000 smart shoppers who get their hearing aid batteries direct – and at a much lower cost – from Simply Batteries®.

NOW with this introductory offer you get the best value on premium hearing aid batteries. Xcell for just 39¢ each.

WANT PROOF? Here it is.

We trust you...

SEND NO MONEY!

YES – 39¢ each!
40 batteries just \$15.60



Typical Discount Store

\$44.80 – 40 batteries
\$3.14 7% sales tax
~~**\$47.94 TOTAL**~~
(\$1.19 each - ugh!)

Simply Batteries®

\$15.60 – 40 batteries
FREE Shipping
\$15.60 TOTAL
(just 39¢ per battery)

Limited to two orders per household

Limited time offer - Expires February 5, 2013

CALL TOLL-FREE

1-800-535-7014

PROMO CODE:
14-187

www.XCELLspecial.com

- **Most popular sizes made in the USA**
- **Money-back guarantee**
If you're not 100% satisfied (which rarely happens) keep the opened package as our thank you and return the rest.

Yes! Send me 40 Xcell™ hearing aid batteries powered by **RAYOVAC** with free shipping and invoice just 39¢ each. (Total \$15.60)

Battery Size & Tab Color: _____

Dr / Mr / Mrs / Ms _____

Address _____

City/State/Zip _____

Mail To: Simply Batteries, Inc.

Offer expires February 5, 2013

1318 South 7th St, Dept 14-187 • DeKalb, IL 60115-0948

Powered by **RAYOVAC**

IN THE SPOTLIGHT

LIONS NEWS BRIEFS

CLUB OF THE MONTH

POUCH COVE, NEWFOUNDLAND, CANADA



The Pouch Cove Lions serve up their annual holiday dinner for senior citizens.

YEAR FOUNDED: 1982

MEMBERSHIP AND MEETINGS: The 39 Pouch Cove Lions meet twice a month at their Lions club building, once for a board meeting and once for a dinner meeting prepared by volunteers. The Lions' ages span seven decades and their professions include a marine research analyst, captain of a Canadian Coast Guard ship and an advertising executive.

EARLY RISERS: As the most easterly situated club in Canada, the Pouch Cove Lions claim the honor of being the first Lions in North America to see the sun rise.

CHECK THEM OUT: Since 1985 the Lions have helped support the public library, working with the librarian to select books and magazine subscriptions that pique patrons' interest. They also sponsor a children's summer reading program.

HOLIDAY CHEER: The Lions show gratitude to senior citizens each year by hosting a holiday dinner for 150 attendees, complete with turkey and the trimmings, Christmas carols and the crowning of a king and queen.

LIONS IN ORBIT: Shortly after the club chartered, a Lion discovered that a former NASA satellite tracking station (active from 1971 to 1976) on a 15-acre site at nearby Shoe Cove was no longer in use and that the facility and land were owned by the Newfoundland government. The Lions worked with the government to acquire the buildings and land for a nominal fee. They refurbished the largest building, opening it as their club facility and community center in 1985.

FUN AND GAMES: From weekly bingo games to card games and darts tournaments, the Lions bring the community together for friendly competition, all in the name of supporting the clubs' community contributions.

WHY BE A LION? "To give back to the community in which I was raised and help insure my community prospers as a whole." – Lion Danny Connors

OVERHEARD

"A lot of Lions have been members for a long time. We have to show that we're not just elderly guys who meet for a beer and decide to clean a park."

–David Moen of the Burnsville Lions Club in Minnesota in a story on service clubs in the *Star Tribune*.

"It's not trash. It's resources."

–Kay McKeen, director of SCARCE in Glen Ellyn, Illinois, which collects unwanted items from households and finds a use for them (eyeglasses go to Lions clubs). From the *Chicago Tribune*.

"I'm going to go fast. Faster than a reindeer. Faster than a dinosaur."

–Davis Niccum, 4, on a race he entered at Kids Day at the Gaston Lions Club Fair in Indiana. From *The Star Press*.

ON THE WEB

Find frequent updates on the international president's travels, watch videos of Lions in action, see inspiring photos and connect with Lions clubs around the world on LCI's blog. Visit the recently redesigned blog at lionsclubs.org/blog to see the latest news. You can also access a list of featured Lion and Leo club blogs. Enter your email address to subscribe to the blog so you'll never miss a post.

GET BACK IN THE WATER SAFELY: A SAFE STEP TO COMFORT AND INDEPENDENCE



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



Safe Step Tubs have received the Ease-of-Use Commendation from the Arthritis Foundation

SAFETY NEVER FELT SO GOOD.™

A Safe Step Walk-In Tub will offer independence to those seeking a safe and easy way to bathe right in the convenience and comfort of your own home. Constructed and built right here in America for safety and durability from the ground up. Plus with more standard features than any other tub:

- Less than 4-inch step up***
- Built in 17-inch high seat for stability
- In-line Heater
- Ozone Sanitizer
- No-Strength Locking handle
- Gentle Jet™ System, 16 air streams and 10 water jets



- Lifetime warranty on the tub and door seal

A Safe Step Walk-In Tub also offers life changing therapeutic relief from all kinds of aches and pains. Featuring carefully engineered dual hydro

massage and air bubble jets—both strategically placed to target sore muscles and joints in your legs and back.

These tubs are designed to easily fit your existing tub space without a full

remodel. Installation is included in the package and our installers are insured and certified in walk-in tub installation- all work is 100% guaranteed.

Offering the highest quality and service while maintaining a low affordable price, there just isn't a better walk-in tub on the market.

So take your first step towards feeling great and stay in the home you love.

***On uninstalled tub, actual height may vary based upon installation

**Call now toll-free
1-888-535-0947
for more information and
for our Senior Discounts.**
Financing available with approved credit.

SAFE STEP
WALK-IN TUB CO.
www.safesteptub.com



\$750 OFF

when you mention this ad
for a limited time only

Call Toll-Free 1-888-535-0947

SAFE STEP
WALK-IN TUB CO.

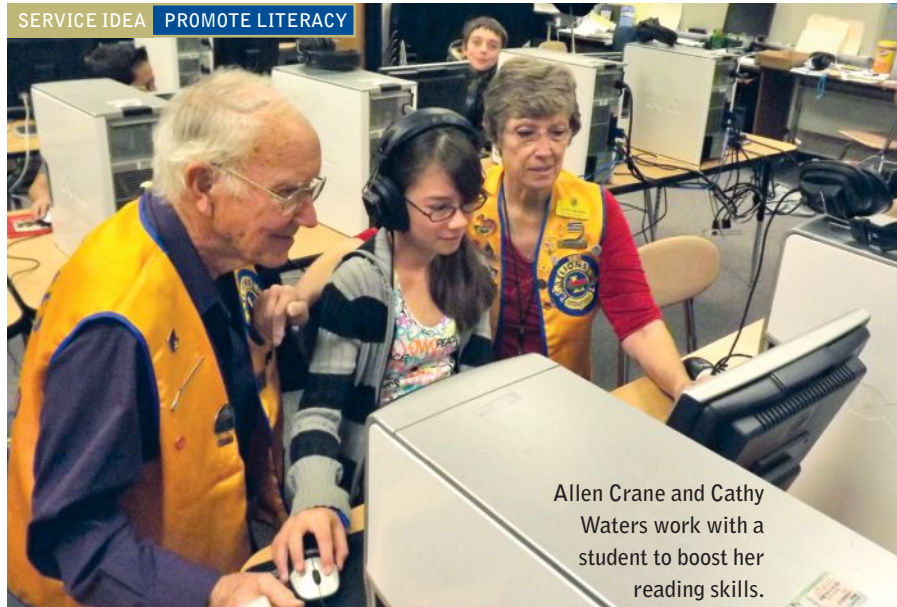
IDEAS THAT ROAR

LIONS CLUBS MAKE A BIG IMPACT WITH SERVICE PROJECTS

SPREAD THE SERVICE

By sponsoring a Leo club, you're modeling the importance of community service and being mentors to another generation of volunteers.

SERVICE IDEA PROMOTE LITERACY



Allen Crane and Cathy Waters work with a student to boost her reading skills.

Lions Lead the Way to Literacy

Allen Crane, a Las Cruces, New Mexico, Lion, recalls hearing his father talking about being a Lion. “My father joined the Lions in 1926 in Midland, Texas, and was a Lion when he died in 1999. His first three meetings were held on the courthouse steps,” he says. “Lions brought a sack lunch and the club furnished tea.”

That tradition of community service was instilled in Crane early in life, and he continues to share it with his wife, Virginia. They started a reading lab with volunteers and five donated computers in a Las Cruces church in 2000, the same year they joined the club. “Lions from several Las Cruces clubs and around the state soon became involved, and in 2005, the New Mexico Lions Crane Reading Foundation became a not-for-profit,” Crane explains. Now supported by Lions clubs throughout New Mexico, the program has improved reading levels for 3,000 children and many adults.

It’s estimated that as much as nearly half the adult population cannot read at even a fifth-grade level in New Mexico. The Cranes’ experience teaching special education students strengthened their resolve to improve those numbers by seeking a different approach earlier in their career. “I had a teacher harassing me daily about why one of her students couldn’t read. We discovered she had a visual perception problem,” Crane says. “Watching TV, the eyes look straight ahead, not moving, converging or changing focus—all skills necessary for academic success. Body movement programs the brain, getting it organized and ready to learn.”

They investigated methods to help this one child but learned how to help many. An optometrist told the Cranes about a successful program developed by the Winter Haven

Lions in Florida in the 1950s that used templates of shapes—circle, square, triangle, diamond and rectangle—to improve dexterity and boost reading skills. They traveled there to learn more in 1974. “Since then, we have looked for ways to move students from the bottom group to the top and added them to our program,” he explains. “The oldest we have served is 75 and the youngest, 5.”

Cathy Waters, a Las Cruces Lion and director of the New Mexico Lions Crane Reading Foundation (www.nmlcrf.com), explains, “The program relies on several critical elements to improve literacy: desk height, eye examinations and prescription glasses, development of gross motor skills, reading practice using computer programs, allergy management, writing composition and proper skill-related placement of children in classes.”

The curriculum uses computer software that tests phonics skills, comprehension, vocabulary and fluency. It instructs users in grammar and writing; tests determine if a user is being instructed at the right skill level. In addition to Lions’ funding, the project also has received grants from other sources.

In 2012, the program moved to a Las Cruces middle school where the Cranes and volunteers use two school computer labs to teach. “After school, we use our own computers in another classroom where we continue our after-school program,” he says. “The program can be replicated in any school. Lions looking for ways to improve literacy skills can start with small, simple but effective projects. Sponsor jump rope contests around the world for those hibernating brains. It would be a great start for literacy.” — Pamela Mohr

DONATE TO LCIF

Keep Lions Clubs International Foundation a strong and viable vehicle of assistance to provide immediate assistance when disaster strikes; set aside a percentage of fundraising profits to help others.

ENCOURAGE YOUTH

Family-friendly Lions clubs encourage children to follow the examples of their parents and other Lions who give of themselves to help others.

KEEP A VISUAL RECORD

Appoint a club photographer to keep a photo album of community projects to show prospective members that Lions have fun working together to accomplish good things.



Lions regularly donate food to missions and homeless veterans, who show their gratitude with salutes.

Photo by Gwen Strain

Focus on Veterans

Members of the Bayview Hunters Point Lions Club in San Francisco are supporting homeless veterans not only with food donations, but also by initiating a “Bikes 4 Vets” program. Collecting donated bikes and giving them to the veterans not only facilitates transportation and exercise; the bicycles are also sometimes necessary to offset medical conditions that make walking long stretches difficult for disabled veterans. “If the bikes are in need of repairs, they’re sent to San Quentin Prison, where the inmates fix them and return to us,” says Lion Gwen Strain.

Strain personally delivers and distributes donated food to the Veteran’s Memorial Building every other Sunday. “Every Wednesday morning we distribute food to the San Francisco VA Medical Center. With the help of the San Mateo Lions Club and Amvets, we were able to give 55 homeless veterans plenty of new socks in a new program called Socks for Soul,” she adds.

Ski Service Breaks Barriers

As a skier for more than 40 years, Canandaigua, New York, Lion Dick Ernst is familiar with the feeling of freedom that comes with strapping on a pair of skis to make a run down a mountainside. He gladly represented Canandaigua Lions as one of many “mountain guides” for the Special Olympics of New York when its Alpine and Nordic competitions were held at Bristol Mountain last winter. More than 80 athletes participated.

Ernst, who served as District 20-E2 governor in 2010-11, also volunteers with OASIS (Outdoor Adventures for Sacrifices in Service), an organization that assists disabled military veterans in Central and Western New York. Ernst participated in a chairlift evacuation drill with OASIS and the ski patrol. “The training is invaluable,” he says. “If there’s a malfunction and a chairlift becomes inoperable, we need to know how to get disabled skiers down and out safely.” He’s hoping to turn more Lions into mountain guides by promoting the organization through a district-wide campaign. Canandaigua Lions are facilitating meetings with other area Lions clubs and representatives of OASIS, which also supports archery, sailing and equestrian programs.



Sitting on the far right, Canandaigua, New York, Lion Dick Ernst learns how to help safely evacuate a disabled skier from a chair lift using a rope and harness during a training exercise with the ski patrol and OASIS, an organization that promotes sports for disabled veterans and those suffering from PTSD.

LIONS ON LOCATION

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



IN PARTNERSHIP WITH
BRITISH AIRWAYS CARGO, THE
NAIROBI HOST LIONS IN KENYA
DISTRIBUTED NEW CLOTHING
AND SHOES TO 199 CHILDREN
IN NEED.

1 EUROPE ENGLAND



Lions Boost Christmas Spirit

An English market town that flourished in the 17th century when the wool trade took off, Tetbury at Christmas looks like you might imagine. Merchants decorate their shop windows with wreaths and candles. Subdued white lighting bathes the ancient streets. A torchlight procession escorts Father Christmas to the historic market house, and villagers sing carols and feast on mince pies and mulled wine.

The Tetbury Lions are one of the sponsors of “Christmas in Tetbury,” and their monthly publication, the *Tetbury Advertiser*, features an Advent calendar on its December cover and pages of information inside on Christmas events. Published since 1974 by the Lions, the *Advertiser* is the club’s biggest fundraiser. Sent free to 4,200 homes and businesses, each issue includes dozens of pages of community news and events and full-color ads from businesses.

Lion Barry Gibbs serves as editor. The club has 31 members. “The whole club is geared to making it [the *Advertiser*] work,” says Gibbs. The publication generates about a \$32,000 annual profit.



Christmas in Tetbury is a magical time.



The 78-page December issue of the Tetbury Advertiser features an Advent calendar on the cover.



ISLAMABAD CITY LIONS IN PAKISTAN COORDINATED A TWO-DAY CAMPOUT FOR LIONS IN DISTRICT 305-N2 AT A BOY SCOUT CAMP.



THE OHAI-NIGHTCAPS LIONS CLUB WORKED WITH THE NEW ZEALAND FIRE SERVICE AND EMERGENCY MANAGEMENT SOUTHLAND TO PROVIDE 650 HOUSEHOLDS WITH SMOKE ALARMS AND EMERGENCY KITS.



THE SHOMOLU LIONS CLUB IN NIGERIA BROKE GROUND FOR A NEW EYE CLINIC.

2 AFRICA BOTSWANA



Residents of Bethele enjoy their solar lamp, provided by Lions.

Lighting Up a Village

For a decade the mobile phone, fitting easily in the palm of a hand, has been hailed as the device most likely to quickly improve the lives of the poor in developing nations. Now another gadget that can fit in the hand and that has been technologically enhanced is expected to make life better for the impoverished: a solar lamp.

Solar lamps are a cheaper and safer alternative than kerosene lanterns, which are fire hazards. The lanterns emit fumes that cause serious respiratory ailments, especially in cramped quarters, and significantly damage the environment through carbon-dioxide emissions. The lanterns also are expensive: households without electricity often spend 10 to 25 percent of their meager income on kerosene, according to studies.

Also, the light from kerosene lamps often is too dim for reading. Solar lighting is a boon to education. In Sudan, school pass rates doubled after students used solar lighting for a year, the World Bank found.

Members of the Lobatse Lions Club in Botswana recently distributed solar lamps to 39 homes in Bethele, a village without electricity. The Lions Euro Africa Partnership, including Lions from Italy, underwrote the cost of the Lemnis lamps, which can shine for as long as 45 hours on low light and nine hours on its brightest level after an eight-hour charge. The lamp's battery lasts five years.

Past District Governor Tekemanangathe Ramkumar says the villagers are "very happy" with the lamps, which, as an added benefit, can charge cell phones.

3 SOUTH ASIA MALAYSIA

Malaysian Lions Train Teachers

Lions in a club in Malaysia aren't teachers, but they are helping teachers improve their classroom techniques. Tropicana Kuala Lumpur Lions sent to Sri Lanka hundreds of copies of a DVD titled "Teaching Made Easy." The DVD was made for teachers without formal training as educators, not uncommon in developing nations.

Longtime teacher Lim Teik Leong, the father of Lion Pepper Lim, made the video. Now retired, Leong trained aspiring teachers and also taught in rural and urban schools.

The 50-minute video warns against long lectures, provides tips on making interesting lesson plans and explains the different ways people learn. Leong is the chief presenter in the video, which also taps into the expertise of other teachers and educators at teacher colleges.

A longtime video enthusiast, Leong says videos are "a cheap way to teach and disseminate knowledge."

Lions posted the video on YouTube and Facebook in addition to distributing it. "All the feedback has been very positive," says Lim. "Young teachers said they have found it useful."



Tujague, a singer-songwriter, plays near Café Du Monde on Decatur Street in the French Quarter. The New Orleans Uptown Lions Club is focusing on meeting the health needs of musicians.

Photo by Robert Giglio

Easy Does It

New Orleans Club Finds its Mission in Its City's Soul

by Jake Clapp

Born and raised in the 9th Ward, Felice Guimont is a New Orleans original. An incisive poet and soulful vocalist, she fronts the rollicking, groove-driven Overtakers. Guimont's exuberant performances belie her ongoing health crisis.

A diabetic since she was 11, Guimont constantly battles problems brought on from diabetic retinopathy. In early 2011, she received a devastating prognosis: she would completely lose use of her right eye without immediate surgery.

Working as a registered nurse during the day, the band-leader fell into a gray area. At 48-years-old, she earned too much to qualify for government assistance, but too little to afford insurance. She was stuck.

That was until the New Orleans Musicians' Clinic stepped in. The health clinic specializes in affordable care for the city's musicians, and with its help, Guimont was able to save her eye.

So when a new Lions club chartered in the city with the main focus of working with the Musicians' Clinic, Guimont jumped at the chance to join.

"Going through that experience, getting to know the eye doctors and participating in my care, propelled me to become an active member of Lions clubs," Guimont says. "What we do as Lions is so valuable and essential. I'm now able to help those who are in the same spot as I was."



Photo by Emily Slack

Lions Felice Guimont (from left), Mauro Leiva, Bethany Bultman and "Deacon John" Moore meet in the solarium of Bultman's New Orleans home.

Easy Does It

The first club chartered in the city in the last 35 years, the New Orleans Uptown Lions hit the ground running in 2011 with 101 members, already making it the third-largest Lions club in Louisiana. Its basic mission: to aid and assist the New Orleans Musicians' Clinic in rendering eye and hearing care to needy musicians in the area.

"New Orleans culture is driven by the music," says Mauro Leiva, the chapter's charter president. "We want to continue to do traditional Lions projects, like eye screenings for children, especially looking for 'Lazy Eye,' but also give a big helping hand to the Musicians' Clinic."

Leiva said the club will focus on conducting free screenings for musicians at the city's various festivals, organizing health fairs and otherwise helping raise funds for the clinic whenever possible.

The club is off to a good start, often staging projects with a distinct New Orleans flavor. It held a health screening with the Zulu and Social Pleasure Club (famed for staging the Zulu parade on Mardi Gras Day), worked a Po' Boy Festival, raffled off quarterback Drew Brees' autographed helmet and worked the New Orleans Voodoo Music Experience festival. The city affords plenty of opportunities for Lions to piggyback on well-known, well-attended events.

New Orleans, of course, is iconic the world over for its culture. The city conjures images of trumpet players standing on the side of French Quarter streets busking for change, or parading brass bands leading the second line in celebration of a wedding or in memory of a loved one recently lost.

There's another side to the city that is frequently overlooked. While New Orleans is culturally rich, those who provide the culture are often poor.

"The musicians are often uninsured, they work in dangerous, very hazardous environments, and there's this myth of 'drugs, sex and rock 'n' roll,'" says Bethany Bultman, president and director of the New Orleans Musicians Assistance Foundation. "But the reality is more about poverty. It's a system that esteems a musician, but doesn't really want to know they took a city bus to the gig."

Organized in 1998, the Clinic offers affordable, comprehensive and preventative medical care to any musician in the city, whether or not they have health insurance. By extension, the New Orleans Musicians Assistance Foundation began in 2005 as a way to aid the clinic and promote New Orleans arts post-Hurricane Katrina. Musicians, DJs, social aid and pleasure club members, Mardi Gras



Photo by Robert Giglio

A woman receives a dental checkup at a Lions' health screening during the New Orleans French Quarter Festival.

Dr. John



Among the prominent musicians in the club are Dr. John, Benny Grunch and "Deacon John" Moore.



Deacon John

Photo by Dino Perrucci



Benny Grunch

Photo by Ricky Gilmore, Porter-London Co.

Easy Does It

Indians, gospel choirs and even soundmen benefit from the Clinic's services.

Bultman, herself an Uptown Lion, said the clinic regularly sees more than 2,200 patients and works to provide specific care to the type of musician.

"You don't normally have someone at a free clinic say, 'You're a horn player, you might have a higher risk of glaucoma because of the pressure you're putting on your eyes,'" Bultman says. "That's something we do. Let's see if we can get a research grant and look at all the horn players that could have glaucoma and let's make sure they don't get it, or see if we can arrest it to some extent."

The Clinic has become an important part of the city's music community, and it's one of the reasons why the Uptown Lions chartered with such a large number, said Robert Eichhorn, a past Lions Clubs international director.

"We wanted to bring excitement into this club," Eichhorn says. "And if you have a good purpose, the excitement will always be there. We know this is a good purpose."

The Uptown Lions' membership roster is as eclectic as the Crescent City, with ages ranging from 18 to over 60-years-old, 16 university students, four chefs, business owners, attorneys, doctors and any other profession you can find in the city.

Eleven musicians signed on with the Uptown Lions, as well. Performers such as Dr. John, "Deacon John" Moore, Irma Thomas, Walter "Wolfman" Washington and Benny Grunch stand out as not only traditions of New Orleans music but also as world-class staples of soul, jazz, funk and R&B. Eichhorn himself was a bassist for The Kingsmen, a New Orleans rock 'n' roll group, between 1957 and 1968.

Even where the club holds its monthly meetings—in the picturesque solarium of Bultman's raised plantation-style home in the middle of Uptown New Orleans—is distinctly reminiscent of the city around the club.

The friendship between Eichhorn and Leiva goes back to when they were kids growing up in the same New Orleans neighborhood. Years later, around 2004, Eichhorn would bring Leiva into Lions clubs.

Leiva said he was enthusiastic at first, but grew tired over time.

"I've seen and been in different clubs, and just wasn't

happy," Leiva says. "It got to the point that it was boring, and everything was the same. I was about to drop out, when this banker gave me the idea to start my own club. I looked at [Eichhorn] and said 'why don't you do the paperwork?' I hate paperwork. And here we go."

A new club hadn't been chartered in New Orleans since 1977, and it had since gone inactive. With the Uptown Lions, Leiva and Eichhorn hoped to have the chance to change the methodology and rebrand Lions for the city.

They wanted to make the club hip and exciting again by attracting a younger, eclectic membership that was socially active as well as service minded. With the Musicians' Clinic already in mind, Leiva and Eichhorn set out to attract a

wide variety of ambitious members, especially students. Eichhorn said they felt that the club should be well-connected to everything in the New Orleans community.

While their monthly meetings are still standard, the members regularly socialize outside the club and Eichhorn hopes the club's vitality will show through their events. The club dynamic promises to be less formal than most clubs, more jazz-like in its improvisational flair. That may become evident when the Lion-chefs host fundraisers or the Lion-musicians entertain at projects.

"Whereas most clubs charter with 20 or 30 members, we had over 100 enthusiastic members ready to

serve," Eichhorn says. "It's not your daddy's Lions club."

In a city with a high poverty rate, the Uptown Lions will have their work cut out for them, but they have the support of the city's musicians, said Lion "Deacon John" Moore, president of the New Orleans Musicians Union.

"It's vitally important to help keep these musicians alive and healthy," Moore says. "People come to New Orleans to hear the music, to feel what it's like to be a native. The Lions club is another arm to help in that."

In a career that goes back more than 50 years and crosses everything from classic R&B and gospel to jazz, the 70-year-old bandleader has seen the hardships that musicians face in the city chasing their passion. With low wages and often unhealthy lifestyles, organizations like the Musicians' Clinic grow ever more important.

Reminiscing about his life as a musician, Moore simply says: "It ain't easy in the Big Easy."

"We wanted to bring excitement into this club," Eichhorn says. "And if you have a good purpose, the excitement will always be there. We know this is a good purpose."

Inexpensive hearing aids THAT WORK

✓ You can trust our 33 years experience

✓ Choose savings AND quality... Don't settle for just low price!

- 45-day home trial
- 100% money-back guarantee
- NO restocking fee
- Extra protection – 1 year warranty, no extra charge
- Products praised by *The Wall Street Journal*

*Trusted by doctors.
Used by everyone!*

*Actual quotes from our customers.
Printed with their permission.*

"It's great. I can now hear all of my church service, TV, friends, conversations and the telephone. It's a miracle!"
Dr. Rex Bullington – Utah

"When I am out at the store I have people ask me about my hearing aid. I tell them how wonderful it works and then tell them the price. They almost faint as they have paid much more for theirs and it stays in the shop. This hearing aid has allowed me to keep working even at the age of 60." Dr. Daniel Keller – TN

**Call today toll-free:
premium hearing aids
HUGE SAVINGS
1-800-782-6316
ext. 14-185**

FREE Shop-from-home Hearing Aid Catalog

With so many to choose from we're positive you'll find the **PERFECT ONE** for you. Call toll-free today: **1-800-782-6316**



How to SAVE as much as 80%

Hearing aids have never been more expensive. But while others are paying \$3,000 to \$6,000 a pair, those heart-stopping prices don't have to be for you. Get your perfect solution from Hearing Help Express®, and you're guaranteed HUGE savings!

How do you SAVE as much as 80%? Easy... you order from home and your hearing aids are delivered to your door. You avoid big mark-ups, long waits, and salesmen. Your low price is based on high volume and low overhead. Quality is never compromised.

© Hearing Help Express®, Inc.

Improve your hearing Risk-FREE!

Improve your hearing risk-free for 45 days in your own home! Compare our hearing aids to those costing \$1,000 and more. Decide which works best for you. You won't be sorry. You order easily by mail from a family business with over 600,000 satisfied customers and 33 years experience selling hearing aids by mail.

100% money-back guarantee BBB rating: A+

SEND NO MONEY! Clip & mail this coupon today for your free catalog!

YES! I would like a free shop-from-home hearing aid catalog. I understand there is no obligation and I get FREE shipping. www.HearingHelpExpress.com/14185

Dr./Mr./Mrs./Ms. _____

Address _____

City/State/Zip _____

Mail to:

Hearing Help Express • 105 North First St., Dept 14-185 • DeKalb, IL 60115-0586



Dean Schmidt and Sherri Wedel work together for Potwin and serve together as Lions.



Back from the Brink

Small Club, Tiny Town Rebound Together

by Jay Copp

Walking to the post office in tiny Potwin, Sherri Wedel ran into Glen Crawford, who had taught at her high school. Crawford, nearing 90, had been an industrial arts teacher. He brooked no nonsense in class—a student could lose a finger to a power saw if not paying attention. But the teenagers respected him and knew he cared about them. Wedel, in her 40s now and the city clerk, was distressed to see him crying openly.

“What’s wrong, Mr. Crawford?”

“We’re turning in our charter. Tonight.”

A Lion since 1954, Crawford was one of just six active members in Potwin, Kansas, population 500. Besides himself, there was his wife, June, and then Dean Schmidt, the longtime town mayor, and his wife, Vera and a couple others. Members had grown older and then died or dropped out. For Crawford, losing the club was losing part of his identity. “To have it just die like that was a serious matter,” he said later.

Wedel chatted with Crawford for a few minutes and then hustled off, her mind spinning with an idea.

Twenty miles north of Wichita, Potwin has no stop lights and a single four-way stop sign. Nearly the whole town comes into view by driving a few blocks down its main street and peering left and right. On the main street or just off of it are a bank, a post office, a grocery store, a bar, a gas station, a library, a lawyer’s office, two churches and the unimposing city building, where Schmidt and Wedel occupy a cramped office adjacent to a dimly lit garage with the town’s fire trucks.

Not much ever happens in Potwin that makes the newspapers in Wichita or beyond. Pressed to recall a significant event, residents recount a natural event such as the 2005 ice storm, the 1998 wind storm or, from old timers, the epic 14 inches of rain in 1958 that flooded roads. The references to nature make sense, considering that vast swaths of farmland surround the Potwin and the land and the sky seem to be the overarching reality.

Potwin remains tied to the land. Maybe in Chicago or Los Angeles stock prices or the scores of ball games connect people. Here people are attuned to the fate of local farmers. “This might be the best wheat harvest in 20 years—maybe 60 bushels an acre unless a hail storm hits,” says Schmidt. “What’s good for farmers is good for everyone else.”

A few generations ago farmers shared the main stage with industry. Potwin’s heyday was in the 1950s when Vickers Refinery employed hundreds. Trucks, tank cars and pipelines carried the plant’s products across the United States, and the 265-foot refinery tower was both a landmark and symbol of prosperity. But after nearly 50 years of operation the refinery closed in 1964, and restaurants and stores shut their doors not long after.

Measured by population, Potwin is stable today. The head count had dwindled to about 400 from nearly 700 decades ago. In the last decade three new houses were built. Schmidt calls it a “bedroom community.” Residents who

Back from the Brink

work in El Dorado, the county seat, or Wichita like the quiet, the clean air and the absence of crime. The water and schools are good. “When we do our survey, people say they want two things: good streets, and, secondly, a good dog catcher,” says Schmidt.

In some ways, Potwin is a Kansas version of Mayberry. People look after one another, and adults admonish children, even if they aren’t their own. New to town, June Crawford once

gently corrected Glen for hollering at children roughhousing in a park. “I said, “You can’t do that,” she recalls. “He said, ‘Yes, you can.’”

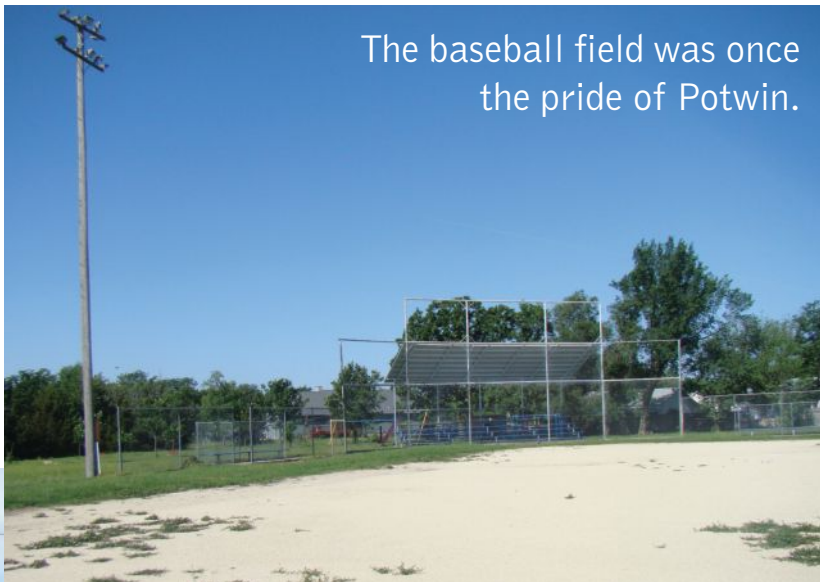
When Wedel drives around town, she knows the names of the children in the yards or on their bikes and yells out a friendly hello to each. The formal boundaries that normally separate people often melt away. When the ATM machine outside Emprise Bank is on the fritz, customers don’t think

twice about walking over to the home of Marcie Macy, a bank employee, to tell her of the problem.

Yet Potwin defies easy stereotypes. While it’s true that everyone knows everyone, it’s also true that some people are decidedly less social than others. The Methodist Church has 19 active members. The Scout troops disbanded when no one stepped forward to lead them. Baseball was once such a staple that the town’s centennial book in 1985 declared that “Potwin and baseball are inseparable.” But the ball diamond at the edge of town has not been used for years. Weeds mar the rutted infield.

“Most people in town are not joiners,” says June Crawford, who is quite familiar with small towns. She raised her five children in Alton, Illinois, and then worked in Athens, Georgia, as the secretary to the president of the University of Georgia.

The community impulse in Potwin



Potwin has no street lights and a single four-way stop sign.

Back from the Brink

swells at times and then subsides. In the early 1970s Potwin joined PRIDE, an initiative of the state's Department of Economic Development and Kansas State University to help towns stay strong. The town quickly won an award from PRIDE for its community cleanup and recreational programs. The town dropped out of PRIDE after three years but joined again a decade later. Interest has waned once more. Twenty-five residents once belonged to PRIDE but that's down to five. Schmidt is president and other Lions are involved.

The most visible sign of PRIDE is the 50-by-140-foot community garden. This year it's expected to yield 6,000 pounds of corn, tomatoes, potatoes, squash and other produce for the needy via the Salvation Army.

The Crawfords live a block or so from the community garden in a tidy frame home with an American flag flapping in the wind. During World

War II, Glen was in the Navy in Okinawa when the bullets were flying. A tuft of white hair sits atop his head. He gazes earnestly from wire-rimmed glasses and speaks forcefully when making a point. "She's been really good to me," he says of June.

They met serendipitously, neither having a clue at the time they would end up as a married couple. They were with their respective spouses in 1988 when the two couples met at the airport in New York on the way to Europe. The couples hit it off and became fast friends. June's husband died not much later, and Glen's wife passed away in 1992 after an agonizing illness.

Crawford taught at Frederic Remington High School in nearby White-water. The famed Old West artist once lived in the area. The Crawfords have first-rate copies of two Remington prints hanging in their living room.

Crawford is not exactly famous himself, but people in Potwin pay him

due respect. "Soon as they call me Mr. Crawford I know it's one of my students. I don't know half of them," he says with a smile.

Crawford, who grew up on a farm, has good memories of his long life in Potwin. He remembers the nifty community play called "Screen Door," an endearing tribute to Potwin written by a woman who had moved into town. Schmidt had a lead role. Crawford's first wife, Alta, directed the play. Crawford played an elderly man who carried a live piglet in one scene. "There was a sophisticated lady from Wichita [in the audience] who wanted to touch it," he recalls.

The Lions have been part of his routine decade after decade. He faithfully attended the meetings, worked the functions and cherished the friendships. "I really enjoyed the camaraderie," he says.

Schmidt, who lives on the other side of main street from Crawford, has



June and Glen Crawford have fashioned a good life together after their first spouses died.

Back from the Brink

been mayor since 1987. “He quit running about 20 years ago. He’s not even on the ballot. People just write his name in,” says June Crawford.

In a small town, Schmidt is especially valued for his general know-how and can-do spirit. He is a throwback to the resourceful pioneers of the plains who could make do. For 42 years he worked for the Haw Ranch Feedlot including as operations manager. He oversaw 25,000 head of

cattle and once worked 72 hours without a break when a technical problem disrupted the feeding of the cattle. The ranch is “a lot like a hospital. It runs 24 hours a day. Cattle don’t care if you are sick or tired,” says Schmidt, who projects confidence.

Schmidt also serves as Potwin’s unofficial—and unpaid—mechanic. In his basement is a wide assortment of tools and machine parts. “He’s the town’s handyman,” says June Craw-

ford. “If he’s fixing something and needs a part in El Dorado, I’ll say, ‘I’ll get it.’ He’ll say, ‘I’m going there anyway.’ You try to pay him and he says to make a donation to the church.”

Schmidt served as district governor in 1998-99. His front porch displays a small sign that says Lions Den. The club meets in his basement; a Lions’ bell sits on a long folding table and the club banner hangs on the wall. The walls of a spare bedroom are blanketed with Lions’ plaques and awards.

Lions are a family matter for the Schmidts. A local newspaper lauded Vera and Dean as “everyday heroes” for personally recycling a half million eyeglasses at their home (though Dean insists Vera did most of the work). For years Dean returned from district meetings with the trunk of his Crown Vic filled with boxes of eyeglasses, and Vera, who suffers from various eye maladies, meticulously sorted and washed them.

Schmidt is a person of many talents. He makes lures at his work table in the basement. The 100 pounds of croppie he catches over dozens of fishing trips make possible the club’s fish fry. In his backyard is a vineyard, where 180 pounds of grapes will eventually help keep Lions’ meetings light and lively. His backyard is a testament to his green thumb—row after row or clumps of corn, potatoes, raspberries, blueberries and pear and cherry trees.

But the one thing Schmidt could not grow was new Lions.

Membership dwindled. There were too few Lions for too much work. “This stuff turns white,” says Schmidt, grabbing the hair on his head. “We got too old. You’ve got to be visible.”

It’s not that Schmidt hadn’t tried to build membership. “I thought I had asked everyone in town,” he says.



Schmidt and Lions are woven into the fabric of community life.



Back from the Brink

Chartered in 1952 with 38 members, the Potwin Lions Club was typically active. It sponsored baseball teams. It sent students to the Kansas Lions Band. It installed street signs, rattled cans on Candy Day and held a variety show and a free watermelon feed.

Lions took a paternalistic interest in the town affairs. They successfully lobbied government officials to extend Highway 196 north into Potwin, and Lions made a number of renovations to Potwin Community House, the town's focal point. Built in 1917, the white-sided, stately building hosts school functions, community plays and meetings.

The official history of the town probably would have not changed much if the Potwin Lions Club had never chartered. But Lions enriched Potwin in a subtle way. The club succeeded in getting people out of their homes to interact, to identify with one another as members of the same small community. For a while, the Lions showed movies at Community House. Each year, children enjoyed visits from Santa Claus and the Easter bunny thanks to Lions. "The Lions offered something to do in the community. There's not much going on," says June Crawford.

The dearth of activities for youths was problematic. "There's nothing for them to do. You know what happens then. They do a lot of things they shouldn't," she adds.

Yet, curiously, the town seemed indifferent to the fate of the club. "Lions have done a lot for this town. People don't know about it. They say, 'What have the Lions ever done?'" says Glen Crawford.

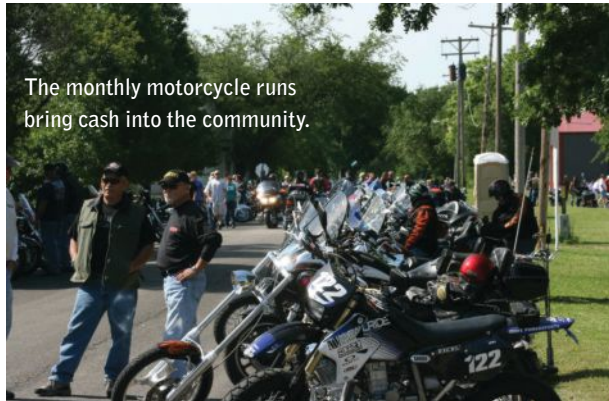
The Lions once met at Community House, which they had painstakingly maintained. But they switched to Schmidt's basement after the town council asked for a \$50 meeting fee.

The day after Wedel talked to a brokenhearted Crawford, the handful of remaining Lions glumly gathered at a restaurant to turn in their charter. Wedel showed up. She had been on the phone or met her friends in person since talking to Crawford. With her was Robert Spencer, the owner of the town's bar. There was Jimmy Howell, a mason, and his wife, Amber, the librarian. Samantha Smith, who was in sales, made it as did a farmer and refinery worker and others.

Most of Wedel's friends had children still at home, and she knew they wanted a strong Potwin for the sake of their children. "Let's do this for the future of the children," she told them.

Wedel dangled a proposition to the Lions. Sixteen of her friends, most of them in their 30s and 40s, would join on the spot if the club agreed to fix up the baseball diamond. Repairing the ball diamond was no easy task. The lights would cost \$80,000 or so.

But saving the club was paramount. Glen Crawford let out a loud whoop when he realized the club would continue. "I think he scared the other people in the restaurant," says June. Crawford cried when the 16 new Lions took the oath, and this time Dean Schmidt cried along with him.



The club was saved May 3, 2010. Since then, Lions have stepped up their activity and visibility. Their signature event now is the monthly motorcycle run. Bikers from hundreds of miles away converge around Community House the second Sunday of the month. A steady succession of loud rumbles, they ride into Potwin to hook up

with friends, buy motorcycle products from vendors and enjoy the ambience of a small town. Exact numbers are not kept but on some Sundays thousands of bikers show up.

The biggest day was Sept. 11, 2011. At least 3,000 bikers roared into town, which hosted a 9-11 commemoration. A nurse who was in one of the towers and a firefighter who hurried to ground zero from Kansas spoke movingly of their experiences. Tiny Potwin staged the largest 9-11 commemoration in Kansas, says Schmidt.

The visitors generate cash for the town and its businesses. Each biker spends about \$5, and 40 percent of that comes back to Potwin, says Schmidt. The No Fences bar is the biggest beneficiary. On a typical Sunday a dozen customers wander in. More than 1,000 crowd into No Fences on the day of the runs. Owner Robert Spencer, one of the 16 new Lions, hires a half dozen people to serve the throngs.

Outside the Community House, Lions sell biscuits and gravy to the motorcyclists. The Crawfords show up for duty at 6:30 a.m. June makes the coffee, and Glen runs back and forth from the Community House with provisions.



Among the new Lions who helped save the club were bar owner Robert Spencer (from left), Bobby Mayberry Jr. and Sammy Jo Smith.



Besides offering breakfast, the club puts out a large jar for donations for the baseball field. It's not unusual to find \$10 and \$20 bills in the jar. The club has raised \$18,000 for the lights so far. The magic number is \$25,000, a threshold needed to secure grants.

Other towns have hosted the motorcycle runs, not always to positive effect. The riders are not disheveled rebels. Many earn a good living as doctors, attorneys and business owners. They drink little, buying mostly soft drinks at the bar. But a sea of humanity descending on a quiet rural spot can be disruptive. "They've yet to leave a piece of trash," says Schmidt. "We have what's needed: seating, trees, shelter, a family atmosphere."

Schmidt and Wedel built 21 sturdy picnic tables to accommodate the visitors. "She learned to weld and drill press," says Schmidt admiringly of Wedel.

That's what the new Lions brought to the club: a solid work ethic. The club had a year's worth of cans that needed to be sorted and bagged for recycling. The new members tackled the task with gusto, quickly filling 98 55-gallon bags. "I thought it would take them two days to sort. It took three hours. They had fun. You should have heard

them. They want to do it again," says Schmidt. Adds Glen Crawford of new members, "They back it up. They don't give lip service—they give labor service."

Spencer, a large, bearish man, hosts the fish fry at his bar and came up with the idea to raffle off a hunting rifle for the club. He donated the rifle. When he won a rifle in a later auction, he donated it back to the club for yet another raffle. Being a Lion is a "good way to give back," he says.

The new members offered new ideas. Bobby Mayberry, who recently opened an auto repair shop, directs the mud run Lions hold at the edge of the baseball field.

The new members meant a new way of doing business for the club. In the past, attendance was required. That's why Wedel never joined, even though her mother, Lion Shirley Moore, had asked her to join. "Young people are too busy," says Schmidt. "Before you had to attend every meeting. Now it's attend the functions where you are needed."

The club adapted to survive. "When you have kids you have a vested interest in the community. That's what makes a good Lion," adds Schmidt.

Help Make This Holiday Season a Season of Smiles



Free cleft surgery which takes as little as 45 minutes and costs as little as \$250, can give desperate children not just a new smile—but a new life.

“...one of the most productive charities —dollar for deed — in the world.”
—The New York Times

Your support can provide free treatment for poor children with clefts.

\$250 Surgery. \$125 Half surgery. \$ 50 Medications. \$ _____

Mr./Mrs./Ms. _____ Zip _____

Address _____ City _____ State _____

Telephone _____ eMail _____

Credit Card # _____ Expires _____

Visa MasterCard AMEX Discover Signature _____

My check is enclosed. Z13011127ZFAF68

Smile Train, P.O. Box 96211, Washington, DC 20090-6211



Join our mobile community today! Receive mobile updates about our programs, success stories and ways to help by texting MOBILE to 877877*.



Donate online: www.smiletrain.org
or call: 1-800-932-9541



According to the U.S. Government, women should take sufficient levels of folic acid (400 micrograms/day) during pregnancy to help prevent neural tube defects and reduce the risk for cleft lip and palate. When folic acid is taken one month before conception and throughout the first trimester, it has been proven to reduce the risk for neural tube defects by 50 to 70 percent. Be sure to receive proper prenatal care, quit smoking and drinking alcohol and follow your health care provider's guidelines for foods to avoid during pregnancy. Foods to avoid may include raw or undercooked seafood, beef, pork or poultry; delicatessen meats; fish that contain high levels of mercury; smoked seafood; fish exposed to industrial pollutants; raw shellfish or eggs; soft cheeses; unpasteurized milk; pâté; caffeine; and unwashed vegetables. For more information, visit www.SmileTrain.org. Smile Train is a 501 (c)(3) nonprofit recognized by the IRS, and all donations to Smile Train are tax-deductible in accordance with IRS regulations. © 2012 Smile Train.

Msg&Data Rates May Apply. Reply STOP to opt-out. Reply HELP or contact 1.800.932.9541 for help. We'll txt you up to 3x/mo.

Not Just Another Day to Save Sight

Day after day, Lions do eye screenings, raise awareness of eye disease and save sight. On one day each year they make a special effort to preserve vision and highlight the role of Lions as Knights of the Blind. Lions World Sight Day in 2012 was held Oct. 10-11.

The central event was in Istanbul, Turkey. International President Wayne A. Madden led the 15th international celebration of World Sight Day. Over the two-day event, Lions Clubs International and LCIF partnered with the Lions of Turkey to focus attention on diabetes and diabetic retinopathy and their relationship to blindness.

Lions in Turkey conducted free eye screenings at Lions Bayrampasa Eye Care Hospital and presented important new equipment, made possible by a grant from LCIF. Screenings were also held at Idealtepe Eye Care Centers, and an updated facility was officially opened in Istanbul.

Madden detailed Lions' sight-saving efforts at a press conference. Also speaking were representatives from Bayrampasa Eye Hospital, Istanbul University, the Turkish Diabetes Association and Essilor, which sponsored the eye screening activities.

"Lions and Lions Clubs International Foundation are committed to preventing blindness, and Lions World Sight Day exemplifies this commitment," said Madden. "Lions in Turkey are also actively fighting diabetic eye disease and providing education to those in danger of losing their sight. By working together with the local Lions in Turkey, we can help more people and prevent blindness from diabetes-related eye diseases such as diabetic retinopathy."

Lions Clubs International launched World Sight Day in October 1988 to recognize the importance of eradicating preventable blindness around the world. Every year since then, Lions have held major events in October including vision, cataract, diabetes and glaucoma screenings, collections of used eyeglasses for recycling and distribution and educational programs.

Lions worldwide plan activities for World Sight Day based on their local needs. Lions in Chennai, India, screened 4,800 students and found that 10 percent of these students needed glasses or other vision services. In Jakarta, Indonesia, Lions provided free vision screenings to 5,000 students in 15 elementary schools. Lions in Nigeria also screened students and provided free glasses and medical assistance to students and adults.

A number of clubs in the United Kingdom organized community walks to call attention to the importance of maintaining vision and fighting against blindness. Blind walkers were assisted by their guide dogs while other walkers, who were not blind, wore blindfolds so that they could gain some understanding of what it is like to be blind.

In Saint Lucia, Lions visited classrooms to discuss the causes of blindness and what can be done to prevent blindness, and in Minnesota, Lions held their annual White Cane Day to educate the public and raise money for the Minnesota Lions Eye Bank.



Watch a PSA on Lions and sight.



A Turkish woman is examined at a Lions' screening in Istanbul as part of World Sight Day.

Photo by Brian Wingert

Lions Invited by White House to Celebrate Service

by Kelly Janowski



Photo by Dan Morris

The Champions of Change are (from left) Laura Rieg, Eme Nisnisan, Paul Berman, Nadine Nishioka, Karla Harris, Debbie Whittlesey, Doug Rodenbeck, Greg Jeffrey, Bob Massof, Brad Baker and Mike Buscemi.



A drizzly day in Washington, D.C., couldn't dampen the spirit of the nearly 200 Lions who descended on the nation's capital for the Lions Champions of Change event last fall.

At the invitation of the White House, 11 Lions from across the country were honored for their work. From environmental efforts to disaster relief and youth development, the men and women recognized represent the vast array of community service projects Lions around the world complete to improve the lives of others.

"All 11 honored champions represented very different Lion service activities," says Greg Jeffrey, a Lion from Indiana recognized for his medical mission trips to Central America. "This was truly a special group of Lions chosen to represent all Lions throughout the world."

The day included community briefings about health care and issues critical to Lions service projects. In the afternoon, the champions participated in panel discussions highlighting service opportunities and challenges within their community.

Debbie Whittlesey, who was recognized for her work following a devastating tornado in Joplin, Missouri, says the experience rattled her nerves.

"When I stepped off the plane, I was really nervous thinking to myself, 'How am I possibly going to put into words what Lions are doing and what Lions have done?'" Whittlesey says. "I remember looking out over the audience and seeing all the smiles and feeling the warmth from those in the room as each champion was interviewed. It was then that I realized I was with family."

The event was also broadcast around the world live. Thousands of people tuned in to view the panel discussions. Brad Baker, a Lion honored as the CEO of Mid-South Lions Sight and Hearing Service, Inc., says the video gave viewers a comprehensive look at service.

"When many people think of Lions, they unfortunately think of an old men's group selling pancakes and buying glasses," Baker says. "People who watched the webcast came away with information about the multiple, wide-ranging programs carried out by everyday heroes."

Whittlesley said she had a similar experience when her coworkers and friends watched the broadcast back at home.

"[My coworker] said, 'It is amazing what the Lions club is doing. I had no idea.' Hopefully, many others had the same reaction," Whittlesley says.

Emee Nisnisan, a Texas Lion recognized for her work developing family-friendly clubs and providing health care in her community, says being a champion of change has inspired her to do more for her community.

"My experience at the White House made me want to be a Lion forever, to serve more and be a mentor to my fellow Lions and the younger generation who will be the leaders of tomorrow," Nisnisan says.

Baker agrees that learning from his fellow champions invigorated him.

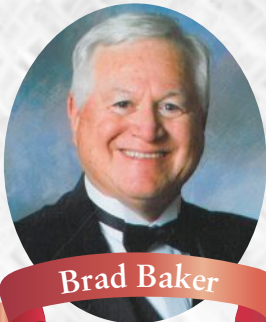
"Gaining information and inspiration from all the champions makes me want to expand our collective service," Baker says. "I am a better Lion and a better person for the experience."

Whittlesley says she looks forward to using the enthusiasm she gained at the White House in her community.

"Every time I think my Lion life cannot be topped, something new and wonderful comes my way," Whittlesey says. "Life is better when you are a Lion!"

Extraordinary Service to Others

They're all Lions—and Champions of Change, too. Honored for service in their own communities and beyond, the following men and women have been recognized by the White House for their constant commitment to helping others.



Brad Baker

The CEO of the Mid-South Lions Sight and Hearing Service, Inc., Baker is a member of the Jonesboro University Heights Lions Club in Arkansas. The organization provides sight and hearing care to people in Tennessee, Arkansas, Mississippi and Missouri. His club provides more than \$10,000 in eyeglasses to people in need annually.



Dr. Paul Berman

A member of the Hackensack, New Jersey, Lions Club, Dr. Berman is the founder and senior global clinical adviser of the Special Olympics' Lions Clubs International Opening Eyes program, now in 80 countries and 45 states. More than 90,000 Special Olympics athletes now have prescription eyewear because of this program.



Mike Buscemi

More than 12 million children worldwide have learned positive life skills partly because of Thornville, Ohio, Lion Mike Buscemi. His development of the 30-year-old Lions Quest program serves as a deterrent to drug use and teaches students the self-confidence needed to make the right decisions.



Karla N. Harris

A South Milwaukee, Wisconsin, Lion, Harris is a corneal tissue transporter, preschool vision screener and a volunteer on eyeglass missions in other countries. She supports BOLD Racing, in which the visually impaired get behind the wheel of a race car with the assistance of a sighted person riding with them.



Gregory L. Jeffrey

A member of the Fort Wayne Central Lions Club in Indiana since 1985, Jeffrey leads annual medical missions to Latin America. Each trip requires one year of planning, and some teams have included as many as 70 volunteers and medical professionals. He has led the missions to help thousands of people in need since 2004.



Robert W. Massof

Massof is a member of the Baltimore Brooklyn Lions Club in Maryland. A professor of ophthalmology and neuroscience, he is the founder and director of the Lions Vision Research and Rehabilitation Center, a division of the Johns Hopkins Wilmer Eye Institute. Massof is working on a pilot program to make low vision rehabilitation services more accessible.



Laura Rieg

A member of the Portsmouth Children First, Virginia, Lions Club and a special education teacher, Rieg focuses on providing early childhood development opportunities for families in need. The club buys adaptive playground equipment, glasses and hearing aids for children.



Nadine Nishioka

A member of the Honolulu Manoa Waioli, Hawaii, Lions Club, Nishioka is focused on beautifying the community and keeping the island's parks and recreation areas pristine. She also focuses on feeding families in need.



Douglas Rodenbeck

Rodenbeck is committed to Leo clubs. As a member of the Anthony Wayne Lions Club in Indiana, he led a Leo fundraising drive to provide accommodations for families of those undergoing treatment at a hospital's burn unit. A Lion for 33 years, he taught school fire prevention for 35 years.



Maria Eme M. Nisnisan

A registered nurse and medical practice administrator, Nisnisan puts her experience to good use to provide health care to the underprivileged. She and other Houston Royal Oaks Lions in Texas coordinate health fairs, free flu immunizations and breast cancer awareness and screening events.

Maria Eme M. Nisnisan



Debbie Whittlesey

A Lebanon Host, Missouri, Lion, Whittlesey quickly mobilized Lions to provide assistance to residents of nearby Joplin when an F-5 tornado cut a devastating path through the town. They distributed food, water, work gloves and pitched in to help people.

Secrets of Success

Survey of Lions shows why clubs flourish

by Jay Copp

Why are some Lions clubs growing and others shrinking? What are the characteristics of clubs with satisfied members? Why do some clubs have dissatisfied members?

Answers to these questions emerged from Project Refresh, a global membership study by Lions Clubs International. LCI coordinated results from a survey of 7,800 Lions in 134 nations with membership data, revealing why some clubs are stagnating or in danger of disbanding while others are flourishing.

LCI's membership records show that the size of a club matters in its long-term survival. Clubs with less

than 15 members are less likely to survive beyond 10 years. Fifty-seven percent of clubs in North America with 11 to 15 members last another decade; that number for clubs worldwide is 53 percent. In contrast, 71 percent of clubs in North America with 16 to 20 members survive beyond 10 years, and the chances of survival rises as membership increases. For example, 90 percent of clubs with between 31 and 35 members last beyond a decade.

The survival rates for new clubs improved for those that chartered with more than 25 members. In North America (figures were comparable worldwide), 61 percent of new clubs

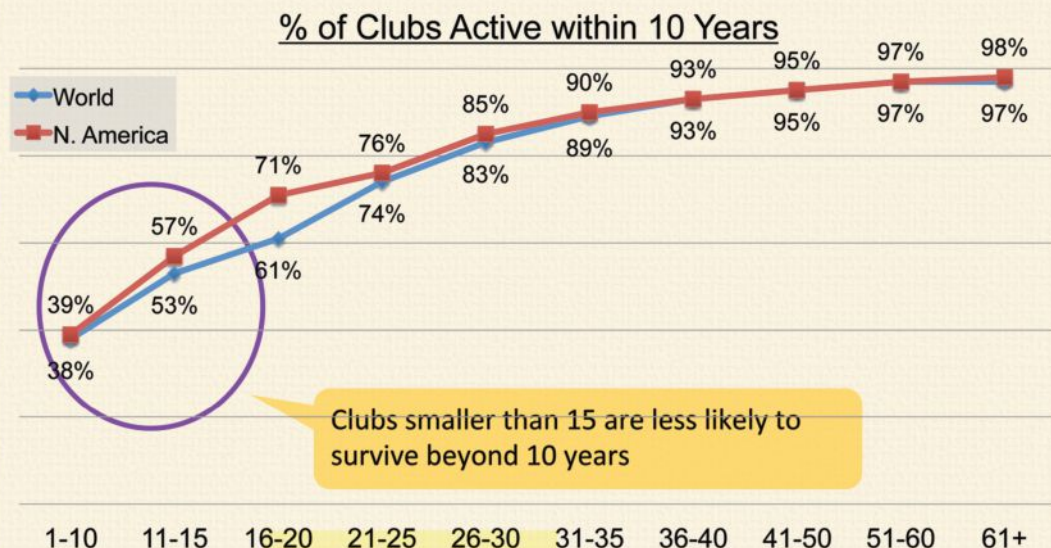
with 25 or less members when chartered survived a decade. That figure jumped to 70 percent for new clubs that began with 26 to 30 members and increased to 83 percent for clubs with 41 to 50 members.

LCI undertook Project Refresh because of stagnating membership: three of five clubs did not grow in 2010-11 and a third did not invite a single new member. Glass Box Research Company in Chicago undertook the survey.

North American clubs are doing relatively well in welcoming women. Just 14 percent of clubs in North America have no women, compared to 25 percent of clubs worldwide. Also,

North American club's success rates by club size trends with the worldwide average

- Clubs with more than 16 members are significantly less likely to close in 10 years
- One quarter of clubs with 21- 25 members will close in 10 years



Clubs smaller than 15 are less likely to survive beyond 10 years

Read the complete Project Refresh report.

43 percent of clubs in North America are more than 30 percent female, compared to 37 percent worldwide.

On the negative side, the location of clubs does not match the population grid. Seventy percent of clubs in the United States are in rural areas, where just 41 percent of Americans live. “Lions are particularly underrepresented in suburban areas. So this represents a big opportunity for Lions,” says Shad Thomas, president of Glass Box.

The membership data also reveal this unsettling demographic: Lions in North America have a uniform age profile regardless of their location. In rural areas Lions are predictably older, matching the population, yet Lions in suburban and urban areas also tend to be older, unlike the general population. For instance, about half of adults in urban and suburban areas are under 50 years old; however, only about 20 percent of Lions in these areas are under 50. (Underscoring the importance of this age discrepancy, a primary reason Lions quit is lack of

younger members, as reported in the Nov. 2012 LION.)

“We know from our survey that in larger cities half of those interested in volunteering are under the age of 44. So we need to find ways to make our clubs attractive to them,” says Ken G Kabira, group manager for Membership, Programs and Communications. Kabira suggests that district extension teams and Guiding Lions purposely target members under the age of 45 in populated areas to learn what kind of volunteering they want.

So why do Lions become Lions? Eighty-six percent of survey respondents said it was to serve their community. Fifty-seven percent said it was to participate in a specific service or cause, and 41 percent said it was to be with friends who were already members.

Matching membership data with survey results, LCI discovered that 27 percent of North American clubs showed both stable/growing membership and high member satisfaction. (The global average was 32 percent.) Lions were defined as satisfied if they

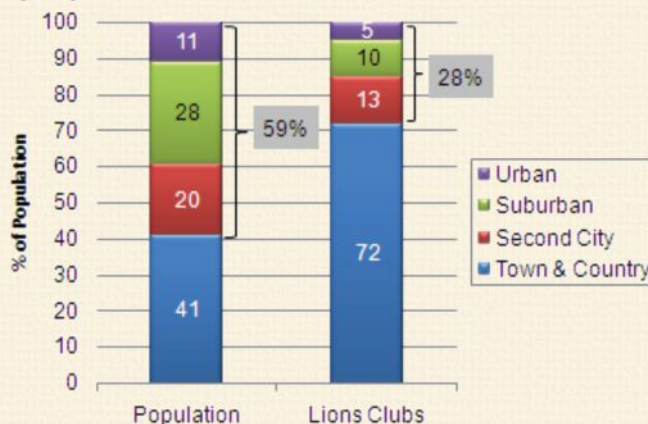
agreed that they enjoyed being a Lion, took pride in being a Lion, received a sense of accomplishment from service as a Lion and responded positively as well to six other assessments of their experience.

These successful clubs, called Gold Clubs, were then compared to the clubs, called Blue Clubs, that either showed member dissatisfaction or declining growth. Interestingly, the Gold and Blue Clubs differed in size, the former averaging 34 members and the latter 23, but were similar in terms of gender, age, marital status, presence of children, education, work status or income.

The survey further revealed that Gold Clubs broke down into three types, and Blue Clubs clustered around three separate frustrations. One type of Gold Club was family-oriented,

Lions do not represent the makeup of North America

- More than half the population lives in a Suburban area or Second City
- Vast majority of Lions are in smaller communities



Source: Project Refresh Phase 1 LCI DB, Claritas Prizim database



Service the #1 reason why members joined

Q: How well do each of the following statements describe the reasons why you became a Lion? (scored 5 or 6 out of 6)



wanting to involve the children and families of members in service (not to be confused with Family Membership clubs). The second type of Gold Club displayed a social orientation wherein members said their club has regular meetings that allows for socializing, is very welcoming and makes a member feel as though he or she belongs. The third type of Gold Club was the philanthropic: members said their club provides valuable services that directly help others and raises significant funds for charity, but their interest in the fellowship aspect of club life was not as strong as family-oriented or social clubs.

Members of the Blue Clubs identified their frustrations thusly: 30 percent generally indicated they wanted more support, 25 percent wanted better gender balance and 19 percent wanted improved openness. Those characterized as wanting more support wished their club had more members, wished they were more knowledgeable about services of other clubs, wished district leadership provided more support and inspiration and wanted to have a mentor.

Those characterized as wanting better gender balance did not necessarily say their frustration was about the number of women in their club but wanted their club to equally involve men and women and wanted more women to serve in leadership roles. “So this data about women is not just about quantity but more about the quality of the experience our female Lions have. It’s about leadership,” says Kabira.

Those characterized as wanting improved openness said they wanted more protections in place to ensure club funds were used properly and more protections to ensure

that club elections are run fairly. So the frustrations centered on transparency.

After completing the survey, LCI held focus groups with Gold Club members to assess how these clubs dealt with the issues that vexed Blue Clubs. In terms of finding support, the Gold Clubs tended to be proactive. “They actively used the internal and external support and resources they could access,” says Kabira. Clubs found support through strong leadership within the club, or members held district or international positions that lent support. Clubs also availed themselves of zone and district resources and LCI resources.

Gold Club members in focus groups showed a mixed attitude toward women and equitable behavior. Attitudes ran the gamut: some valued women highly, others somewhat valued women as Lions and some resisted gender equality.

Gold Club members distinguished themselves more in fostering openness. Regarding elections, nominations can be made by any member, positions are available to all and a “next-in-line” approach is avoided. Elections also involve advance notice, formal ballots and open results. In terms of governance, monthly financial reports are shared, books are readily available and multiple signing authority exists. Also, key decisions are made by a club vote, and officers change yearly.

The survey showed a gap between what’s important to Lions and what they experience, especially among Blue Clubs. The biggest gap was in finding ways to involve children and families of members: this was important to Lions

but relatively few Lions said their club did well on this score. The second biggest gap between desire and delivery was incorporating a sense of fun into service.

Gold and Blue Clubs members showed little difference in their regard of Lions’ rituals and practices such as the Lions vest, pin exchanges, Lions songs and cheers. Is wearing a vest important? Thirty-seven percent of Gold Club members said it was, 48 percent said it was practiced but is not important and 15 percent said it was not practiced. The numbers for Blue Club members were 33 percent, 55 percent and 12 percent.

Is a cheer/roar important? Nineteen percent of Gold Club members said it was, 50 percent said it was practiced but not important and 31 percent said it was not practiced. The numbers for Blue Club members were 19 percent, 51 percent and 30 percent. “Our customs and rituals are beginning to lose relevance to many of our members,” says Kabira.

The survey of Lions shows that ample opportunities exist for increasing membership, given what Project Refresh’s survey of non-Lions revealed (October 2012 LION). In fact, the preferences of non-Lions for service loosely match the three types of Gold Clubs. Nearly 40 percent of non-Lions surveyed are interested in volunteering. Some want to involve their family when volunteering—matching the family-oriented Gold Clubs. Some want a volunteer experience with networking opportunities—matching the social Gold Club. Some are interested in volunteering for specific causes—corresponding to the philanthropic Gold Clubs.

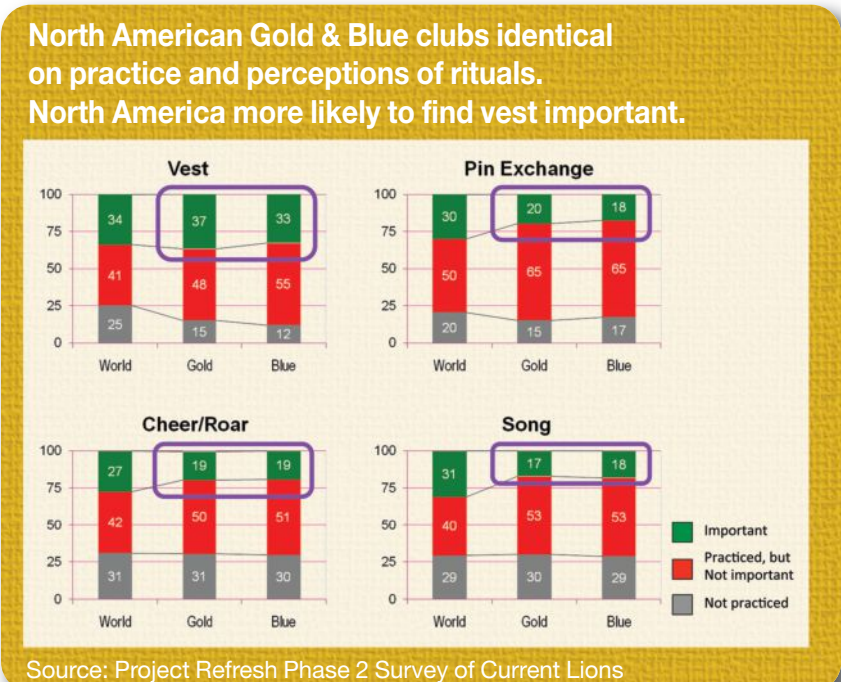
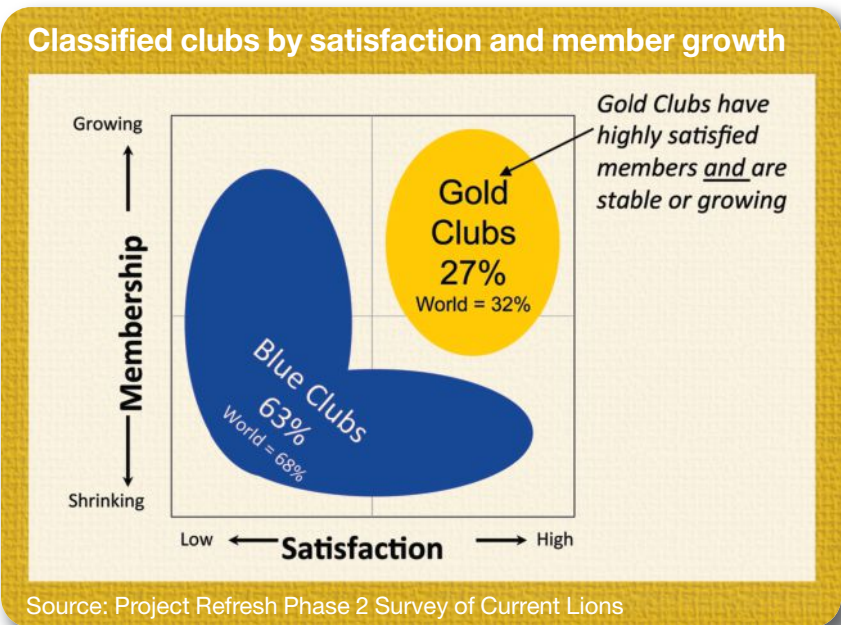
A major takeaway of Project Refresh is the need for clubs and district governor teams, as well for GMT and GLT teams, to be sensitive to member satisfaction, says Sue Haney, manager of LCI’s Extension and Membership Division. “Being a Lion is an experi-

ence. Clubs that offer satisfying community service to their members are our future,” she says. She recommends clubs use the tool “How Are Your Ratings?” on the LCI website to assess and improve the experience of members.

Making service central to clubs also is a lesson from the survey. The Community Needs Assessment tool, also on the LCI website, helps clubs more effectively serve their commu-

nity. Because the number two reason Lions joined was to participate in a specific service or cause, this tool can identify potential new members and valued hands-on projects.

Finally, LCI’s Club Excellence Process helps clubs get better by developing action plans. “CEP is not just for clubs with issues. In fact, chances are it will help even more clubs that are doing well,” says Haney.



The Elegant Eyeball

Lions know all about ways to save vision: screenings, eyeglass recycling and surgeries. But here is an eye-opening primer on the focus of our efforts—the wondrously complex, frighteningly fragile human eye.

by Dr. John Gamel

They aren't what most people think they are. Human eyes, touted as ethereal objects by poets and novelists throughout history, are nothing more than white spheres, somewhat larger than your average marble, covered by a leather-like tissue known as sclera and filled with nature's facsimile of Jell-O. Your beloved's eyes may pierce your heart, but in all likelihood they closely resemble the eyes of every other person on the planet. At least I hope they do, for otherwise he or she suffers from severe myopia (near-sightedness), hyperopia (far-sightedness) or worse.

Such uniformity is essential: for an eye to focus properly, its length and optical system must match to within a fraction of a millimeter. When a man and woman toss their genes together to make a baby, nature sets the focal point (determined by the optical power of the cornea and crystalline lens) at a standard distance, then adjusts the length of the eyeball to that same distance: twenty-four millimeters, or about one inch. Thus unlike livers and kidneys and hearts and brains—those ordinary, non-spherical organs—eyes tend to an impressive sameness all over the world. My spleen may be half again bigger than yours, our intestines can vary by five feet in length, but, with rare and often disastrous exceptions, eyes resemble so many peas in a pod.

Trust me. I've handled hundreds of eyeballs, removed from their owners for a variety of unpleasant reasons. One of my jobs—that of the ophthalmic pathologist—is to slice these globes into wafer-thin strips, stain the strips with vivid colors, then examine the results under a microscope. Given these credentials, I can assure you that your lover's eyes differ from those of your most despised enemy in only the most superficial ways—in the color and texture of the iris and in the size of its pupil. When we wax eloquent about “beautiful eyes,” we are usually moved more by the trimmings—the lids, the lashes, the brows, the prominence of the globe in its orbit—than by anything contained within

the eye itself. The Japanese sometimes refer to westerners as “big eyes,” an illusion caused by the lid position and orbital structure of Occidentals, while in truth Asians exhibit a collective tendency toward myopia that gives them, on average, larger eyeballs.

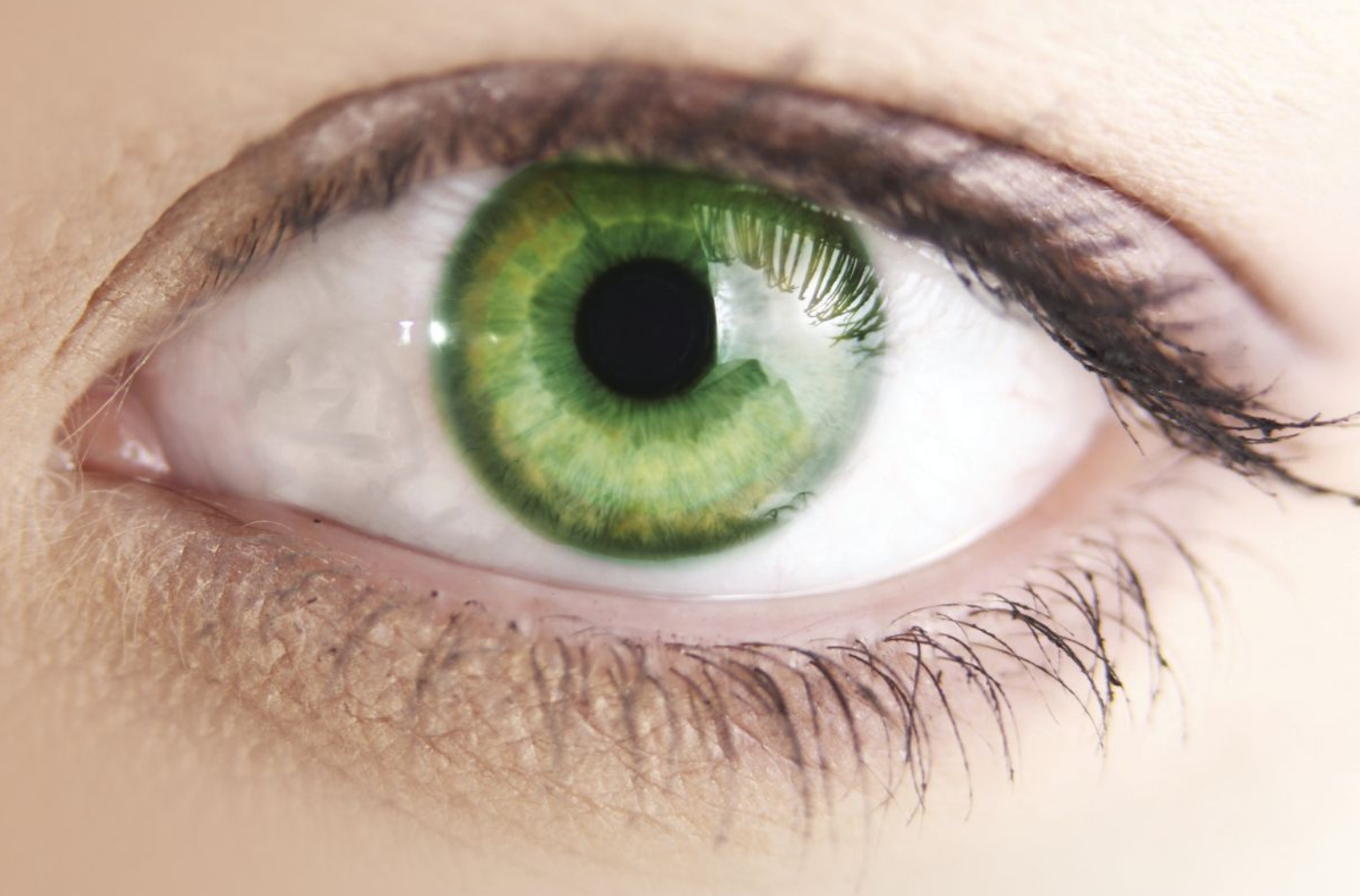
* * *

A crisis came upon me during my fourth year of medical school. This was the crucial moment, the ultimate decision: to what specialty would I devote my life? Should I tend to phlegmy children who wriggle and scream and scratch my face when I thrust an otoscope into their ear? Should I slice open bellies, wander among livers and spleens and gallbladders, grope my way through greasy omental fat pads to explore coil after coil of diseased intestines? Or should I tend to the human heart, throbbing in its nest between the foamy pink lungs?

I flirted with cardiology, then settled on neurology. Nothing rivals the complexity of the human brain, I reasoned, and no goal is more noble than curing its various ailments. The ultimate dialectic: using the skilled synapses of my own brain, I would diagnose and cure the diseased brains of others. Fortunately, before it was too late, a six-week elective in neurology revealed the terrible truth: almost every patient on the ward suffered from a stroke, a seizure, or an incurable brain tumor, and they almost never—NEVER—got better. Worse yet, the rare patient with a curable lesion was snatched up by the neurosurgeons, the most arrogant species on earth. By the end of the elective I felt like a zombie myself.

How about ophthalmology? Clean, precise, offering its own dialectic: with my intact eye I would diagnose and cure the diseased eyes of others. It didn't take long, only one good look into the ocular depths through a dilated pupil, and my quest was finished. There before me lay a stunning panorama—a delicate lacework of arteries and veins

“However beautiful the human eye, it serves a



more important purpose than romantic allure.”

The Elegant Eyeball

spread on a burnt umber palate swirled and streaked with shades of ocher. Most spectacular of all was the retina, a transparent wafer that gleamed like polished glass under the light of my ophthalmoscope. In the center the optic nerve shone like a risen sun. I was in love.

* * *

In 1977, at the age of 33, I got my first real job. It had been a long slog: 13 years through high school (I flunked the first grade), four years of college, five years of medical school, one year of internship, three years of residency and two years of fellowship. At last, briefcase in hand, I entered my new home: the Kentucky Lions Eye Research Institute fondly referred to as “KLERI,” or “The ‘Tute,” which had been built in 1968. This well-designed building houses the University of Louisville’s Department of Ophthalmology, the Kentucky Lions Eye Bank and numerous research laboratories. In the Eye Clinic, the faculty care for patients referred from private ophthalmologists in the greater Louisville area and adjoining counties. Lions clubs across Kentucky also refer indigent patients here for treatment at no cost.

One of my most satisfying roles was staffing the Lions’ laser clinic. Here I soon met a man who had been referred by his local club because he couldn’t afford treatment for the diabetic retinopathy that would soon have blinded him without proper intervention. This charming man apologized again and again for not having insurance, though I reassured him our clinic was established for just such a purpose. Ten years later, when he brought his diabetic son for treatment of his retinopathy, he proudly announced, “Now I can pay you back. He has the best health insurance money can buy.”

During my time at KLERI, the success of our department continued to grow with every passing year. In 1985 the Lions raised a million-dollar trust fund, and with this they established a research professorship. Chris Paterson, our first director of research, hired several new scientists who brought with them their grants from the National Eye Institute. As a result, we became one of the most heavily funded research departments at the Medical School. In 1997, because of an ever-growing need for more space, especially laboratories, the Lions funded a new addition to the original building. This almost doubled the available footage for research, administration and patient care. When I finally retired as a professor emeritus in 2001, I felt my career could not have been spent in a better place!

* * *

Since every normal eye displays a clear cornea and a white scleral coat, any notion of special beauty attributed to the globe itself must derive from the iris, the dynamic

membrane that contains the pupil and rests in front of the crystalline lens. The iris comes in many colors, but if one trusts the obsession of poets and novelists, the most beautiful ones are always blue: light-blue, velvety-blue, sloe-eyed, peacock, midnight, cobalt, ice-blue. In overblown love stories, green gets an occasional nod—“she had jewel-bright emerald eyes, so lustrous and fetching they pierced my heart”—but most of the time blue runs the show. The rankest discrimination and a bit ironic, since blue irises contain no intrinsic pigment, showing only the raw color of the tissue itself. In Caucasians, the iris often plays a trick by suppressing its pigment during gestation. This breaks the heart of many a parent when the gorgeous blue eyes of their newborn turn muddy-brown as the months go by.

The texture of the iris is all but invisible to the unaided eye, but the ophthalmologist’s slit-lamp microscope discloses a panorama of crypts and valleys, diaphanous spokes, flecks and spots and strands that dance about with each twitch of the pupil. Dark irises tend toward a tight weave, while light irises fluff up like a shag rug. And there’s the all-important pupil: squeezed into a dot by morphine and bright light, enlarged by fear, darkness, sexual arousal, and death. Yes, the coroner’s final measure, the mark of a departed soul—enormous black pupils that give nary a twitch to even the brightest light. Despite this morbid sign, many cultures regard large pupils a sign of beauty. “Belladonna,” Spanish for “beautiful lady,” is also the name of a pupil-dilating poison extracted from the plant *Atropa belladonna*, more commonly known as deadly nightshade.

A note on cosmetics: under the ophthalmologist’s microscope, false lashes look like mutilated telephone poles, while mascara shows up as greasy black lumps that squiggle across the corneal tear film with every blink. For the efficiency-minded woman there is permanent eyeliner, a dark line tattooed along the lid margin. It works beautifully, provided styles don’t change, and provided the tattooist, working millimeters from the cornea, doesn’t inject ink into the eyeball.

About myopia—if you have it, be happy. Numerous studies have shown that near-sighted men and women boast a higher average intelligence than their non-myopic cohorts. The precise cause of this association remains unknown, but there are two popular theories: nature and nurture. Those who support nature argue that during embryologic development, the eyes develop from the same neural tube as the brain itself. Since large eyes tend to be myopic, big eyes and big brains might go together in much the same fashion as long arms and long legs.

Those who favor nurture insist that myopia leads to high intelligence because of its effect on childhood devel-

The Elegant Eyeball

opment. Most near-sighted kids wander around undiagnosed for several years, and during this formative period—unable to see the baseballs, Frisbees, and rocks thrown at them by their playmates—they spend a lot of time indoors. Those who take up reading get high scores on their SATs, while those who take up eating give us claustrophobia by overflowing the adjacent seats on airplanes. Nearsightedness also exerts a powerful influence on career choice: it affects 85 percent of my fellow ophthalmologists, an incidence far greater than that of the normal population. Pathology breeds preoccupation.

* * *

However beautiful the human eye, it serves a more important purpose than romantic allure. Forty percent of the brain is devoted to vision, which provides us with more information than our other four senses combined. The optic nerve transmits millions of impulses to the brain every second, impulses that specify the location, color, and intensity of light for all the points in our visual space. More remarkable yet, our visual cortex fuses the slightly disparate images from each eye to give us the three-dimensional miracle known as depth perception. A stunning feat, given that video cameras, arguably the benchmark of modern technology, can muster only two dimensions.

Certain ocular tissues stand on the pinnacle of evolution. How does nature, so crude in claw and fang, create a surface that brings light to a pin-point focus? This surface must be perfectly curved, perfectly transparent, perfectly smooth. It must be—water! Which is to say, the cornea owes its optical precision to a tear film whose dissolved salts, lipids and proteins allow it to maintain a flawless wetted surface. A man who has no tears stands on the threshold of blindness. That man will also writhe in agony: a bone-dry cornea responds to each blink with a tormenting jolt, a jolt so painful it has been compared to rubbing shards of glass on the eye.

Another evolutionary triumph: for light to reach the retina unimpeded, the cornea and lens must remain transparent, and yet, like all living tissues, they must be nourished by oxygen. More than 99.9 percent of all human cells obtain their oxygen from capillary blood flow, but capillaries lacing through the cornea and lens would veil our vision with an opaque net. To remain crystal clear, the outer portion of the cornea must survive on oxygen absorbed from the surrounding air, while the lens and the inner cornea depend on aqueous, a colorless fluid that flows through the chambers of the eye. Since normal aqueous contains neither hemoglobin nor cells of any sort, it carries only a tiny fraction of the oxygen contained in blood. And the rate of aqueous flow must be precisely controlled: a deficiency shrivels

the eye into a useless spitball, while glaucoma, caused by a blockage of the trabecular drainage channels near the base of the iris, leads to throbbing pain and blindness. Thus pain-free vision, the presumed birthright of every newborn, demands an arrangement as delicate and wondrous as that achieved by any space-age gadget.

* * *

Of all the ugly things in this world, I would argue that diseases top the list: cancer, syphilis, leprosy, gangrene, fungating ulcers. Even the pictures lying flat and odorless on the pages of a textbook bring a surge of nausea. And let us not forget elephantiasis, an infestation by filarial worms that wriggle through the lymphatic system, causing such severe edema the legs often swell to the size of tree trunks.

But surely the eye, the most delicate of organs, is afflicted by only the subtlest diseases. Or so one might think. I soon discovered the fallacy of this logic. Indeed, some of the most grotesque diseases known to medicine are those that disfigure the eye. Ophthalmology did not prove the sanitary refuge I had hoped for. On the second day of my student elective in the Stanford Eye Clinic, I examined Justine Jewell, a tall, slender diabetic in her late teens. She was accompanied by a tall mother who carried twice her daughter's bulk.

Justine complained, "My eyes are full of floaters." Good, I thought. Floaters. No problem. Everything looked fine from the outside—white sclera, clear corneas, pale blue irises. Then I shined my ophthalmoscope through her dilated pupils. "Excuse me," I said, and stepped out of the room.

By that time in my career, I had seen the interior of a few dozen eyes, each a breath-taking panorama of amber and brown, yellow and pink, shading through a delicate lace-work of arteries and veins. But Justine's eyes were filled with tangles of angry red spiders. Dark clots rose into the vitreous gel, trailing streamers of blood in all directions. I rushed into the hall to grab Doug Jacobson, the retinal specialist in clinic that morning. It took only an instant. He focused the beam of his ophthalmoscope on the patient's right eye, then her left, removed the ophthalmoscope from his head and hung it on the wall.

"You have diabetic retinopathy," he said. "And I'm sorry to say it's very severe."

The mother burst into tears. "Oh, doctor," she sobbed, "my grandmother, my cousin Ernest, this woman across the street—so many people I know went blind from diabetes! Can't you do something?"

Justine said nothing. Her eyes were dry, wide open, the irises stretched into pale blue rims around the blackness of her dilated pupils. Later, in private, Jacobson gave me her diagnosis in the vernacular—jungle-osis. Jungle-osis meant dense black clots, arching streamers of blood, a traction

The Elegant Eyeball

retinal detachment bound with scars so dense they defy the reparative efforts of the most skillful surgeons.

It meant blindness, both eyes, and soon—weeks, perhaps a month or two. The victim, not yet twenty years of age, was doomed to stumble through the remaining decades of her life with a white cane or a guide dog. Worse yet, she might develop absolute glaucoma, a devastating rise in pressure that causes so much pain and nausea that the victims often beg to have their eyes removed.

But—perhaps not. Her only hope was a treatment so recently developed we had no proof that it worked, a treatment whose promise was based on the crudest evidence. For decades ophthalmologists had noted a strange phenomenon: when one eye of a diabetic showed widespread retinal scars from an old injury or infection, that eye often retained vision long after diabetic hemorrhages had blinded the unscarred eye. Apparently, by a mechanism no one understood, these scars protected the surviving portions of the retina from the ravages of diabetes. And so, by a logic that might impress a blacksmith or a witchdoctor, the new treatment called for obliterating much of the nonessential peripheral retina in an effort to save the central portion that gives us our sharpest vision. Since there was no other option, we advised Justine—a young girl speechless with fear, poised on the brink of blindness—to let us experiment on her.

Just months before her arrival, our clinic had acquired the Coherent Radiation Model 800, one of the first lasers used to treat the human eye. Its console, six feet long and three feet high, looked like a coffin on legs. When activated by a foot switch, a glass tube buried deep within its circuitry gave off a high-pitched whine and emitted an eerie, bluish-green beam of light. Shown against a wall, the beam formed a circle of shimmering motes that scurried about like atoms in a nuclear furnace.

A fabulous instrument, more precise than any razor, but now its tightly focused beam would serve a crude purpose—destroying retinal tissue. By the hundreds, by the thousands, the laser emitted tiny flashes that lasted one-tenth of a second, each flash the space-age equivalent of a magnifying lens burning a hole in a leaf. When the treatment was complete, lifeless white scars obliterated more than half of the patient's peripheral retina. Care was taken to avoid the vital central portion, assuring that, if the treatment worked, the patient would maintain the acute vision needed to read and drive a car.

Justine suffered. To dull the pain from those hundreds of burns, we injected Xylocaine deep behind her eyes. The contact lens used to deliver the laser beam sometimes caused a painful corneal abrasion. For several days after every treatment, fluid leaking from the burns seeped into

the central retina, blurring and distorting her vision. Her mother was always there, wringing her hands and squeezing her eyes shut when her daughter moaned under our long needle. But after six treatments the vitreous hemorrhages began to clear. The tangle of spiders melted away. Nine months after her first visit, Jacobson announced, "That's it. All the hemorrhages are gone."

The mother burst into tears, dropped her purse on the floor, and threw her arms around him. His face blushed fiery red as he struggled against her grip, muttering, "No, no, it's too soon to tell for sure," but he was a small man, a few inches shorter and many pounds lighter than the joyful mother.

Four years later, during the last months of my residency, Justine's vision was still 20/20 in both eyes. There was no trace of the hemorrhage or spidery vessels that would signal a recurrence of her disease. Over the next three decades, recoveries like this would number in the hundreds of thousands as laser surgery became the gold standard for treating diabetic retinopathy. A study published in 1976 showed a fourfold reduction in visual loss among treated patients, but modifications to the original method have reduced total blindness among diabetics to a tiny fraction of the original incidence.

By the turn of this century, the Lions, together with other agencies, had sent improved versions of the Coherent Model 800 to developing nations across the globe, allowing hundreds of thousands of patients to enjoy its benefits. Unfortunately, there remains a dark side to this story: many diabetics slip through the system, seeking care only after rampant hemorrhages have obliterated all hope of treatment. In addition, a few patients suffer an attack of retinopathy so fulminant and destructive, even the most timely therapy cannot sustain good vision.

Despite these limitations, laser surgery has proved a medical triumph of the first order. Here is something crude in principle, simple to perform and easily learned, but it works! In the miracle that defeated jungle-osis, my role—treating thousands of patients, plus teaching the procedure to almost a hundred residents—has been the greatest privilege of my career.

Watch a video on diabetic eye disease.

Adapted from an essay that originally appeared in the Alaska Quarterly Review and also in "The Man Who Lived in an Eggcup: A Memoir of Triumph and Self-Destruction."

26th Annual Lions International Peace Poster Contest

Our World, Our Future



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

How the Contest Works

Only a Lions club can sponsor the contest in a local school or organized youth group. The contest is open to students 11-13 on November 15, 2013. Participating students are asked to create posters visually depicting the contest theme, "Our World, Our Future."

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

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

Awards

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

- **International Grand Prize Winner** receives a trip to the award ceremony at Lions Day with the United Nations (subject to change). At the ceremony he/she will receive a cash award of US\$5,000 (or local equivalent) and an engraved plaque. Two family members (one being the winner's parent or legal guardian) and the sponsoring Lions club president or a club member (as designated by the club president) will accompany the winner to the award ceremony. The award ceremony is scheduled for March 2014.
- **23 Merit Award Winners** each receive a cash award of US\$500 (or local equivalent) and a certificate of achievement.

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

Peace Poster Contest Kit (PPK-1) _____ Qty. @ US\$10.95/each \$ _____
Language Required _____ Tax \$ _____
(Available in all official languages.) Postage & Handling \$ _____
Total \$ _____

Method of payment

Club/District Acct. # _____
Lions Club Name _____
Officer's Signature (Required) _____

The protection of your payment data is important to us. Your credit card* purchases of Lions merchandise must be made directly online at www.2lionsclubs.org. Please do not include your credit card number in any written communication or correspondence. *Visa, MasterCard, Discover.

PR 785 11/12

How to Enter

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

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

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



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

Kits are available January 15 – October 1, 2013.

Purchase your kit early to allow adequate time for shipment and contest planning.



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

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

Ship order to:

Name _____

Address (No P.O. Boxes) _____

City _____ State/Province _____

Zip Code _____ Country _____

Daytime Phone # (Required) _____

E-mail Address _____

Postage/handling Charges:

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

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

Sales Tax:

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

The Elegant Eyeball

Part II

Despite laser surgery and a host of modern devices, the blind are still with us. If we live long enough, our eyes will always fail us. Healthy six-year-olds can count the legs on an ant, while only the rare nonagenarian can see the ant itself. Sooner or later our eyes, along with our knees and hearts and hair, will surrender to the vile duo of Father Time and Mother Nature. During the early years of our lives, the sclera is snowy white, the ocular media—composed of the cornea, lens, and vitreous gel—remain crystal clear, while the retina shimmers like beaten silver under the light of an ophthalmoscope. Indeed, the sparkle we see in children’s eyes is no illusion. But by our twenties, the shank of young adulthood, the luster has begun to fade, foreshadowing the greenish cataract and rheumy yellow sclera of senescence.

When Father Time lets fly his first cruel arrow, the target is often our crystalline lens, a lentil-shaped tissue that hangs behind the iris, suspended by a thousand translucent filaments. Tension on these filaments allows youngsters to focus their eyes from near to far with the ease and precision of a Nikon camera, but in order to sustain its marvelous clarity, the lens must survive without capillaries, nourished only by oxygen-poor aqueous fluid.

Such metabolic tenuousness leaves the lens vulnerable to every biological assault. Like the canary in the mine, it is often the first tissue to fall victim when radiation, toxins, or aging assaults the body. During our fifth decade, our lenses begin to lose the elasticity that allows them to alter their focus from distance to near, bringing the curse of bifocals or reading glasses. Then, over the following decades, inexorable as an unloved

season, cataracts appear, diffracting light into haloes, casting an odd tint on familiar objects, and drawing a dark veil over our world.

If granddaddy lives long enough, he won’t be able to read, but if he’s lucky—should cataracts be the only cause of his impairment—then twenty minutes at the hands of a skillful surgeon will do the trick: voilà, the opaque lump is gone, sucked out through a vibrating needle and replaced by an acrylic lens the size of a cornflake. The next morning he will pour over his morning newspaper as happily as he did in his twenties.

* * *

“It’s macular degeneration, isn’t it, doctor?”

“Yes, I’m afraid so.”

To see clearly, we need more than a clear cornea, vitreous, and lens. Much more: a tissue that transforms light into nervous impulses (the retina), plus a cable to transmit these impulses to the brain (the optic nerve) and a sentient organ to receive and process them (the visual cortex). Of the tissues in this chain, arguably the most complex and vulnerable is the retina, a delicate, multi-layered, altogether wondrous membrane. But alas, against the retina, as against the lens, Mother Nature and Father Time marshal their terrible forces. Among those patients who live beyond their sixth decade, an ever-increasing proportion show degeneration of the macula, the central portion of the retina and the site of its most active, densely-packed neurons. First the macula begins to lose its silvery sheen, then it fades slowly into a ragged, lusterless wasteland known as dry macular degeneration—an insidious progress akin to the inexorable wrinkles and liver spots that transform a baby’s face into the face of a crone. Year by year, line

by line on the acuity chart, victims lose their vision. Over time this disease expands its roster of victims until, among the few who reach the century mark, none are spared its cruel devastation.

“Doctor, when I got up this morning there was a black spot in my right eye. It blocks out everything I look at.”

This was Sister Maria, an 84-year-old nun. I have heard similar words from a 69-year-old railroad engineer and an 86-year-old former prizefighter with a crooked nose. A colleague of mine, a 73-year-old professor of pathology at the University of Louisville School of Medicine, spoke more bluntly. One afternoon he got up from his microscope, walked across Muhammad Ali Boulevard and barged into my clinic at the Department of Ophthalmology and Visual Sciences. “Dammit, Gamel,” he said, “what the hell is going on with my right eye?”

These were the unlucky ones. Most patients with macular degeneration suffer the “dry” form, which steals vision slowly, but a small percent suffer an abrupt hemorrhage or leakage beneath the retina that marks the onset of the “wet” form. From that point on, every object they look at disappears into a black hole. Fate makes only one concession: though the blind spot tends to enlarge over time, and though it quickly destroys the ability to read or drive, it rarely obliterates all sight, allowing most sufferers to navigate a familiar environment.

“Doctor...please...tell me—is there a treatment?”

Dry-eyed or weeping, motionless or wringing their hands, clear-voiced or choked with fear, sooner or later every patient with this disease will ask the same question. Theory offers two potential cures: transplanting the eye, or replacing the retina and its supporting structures. For the moment both procedures remain well beyond the reach of science. The complexity of the retina rivals that of the brain itself. To transplant either organ, the surgeon must reconnect millions of axons—micro-

scopic neural tubes so fragile the subtlest trauma destroys them forever. I suspect this achievement will elude the best surgeons for generations to come.

Thus at the moment we can boast only paltry progress in treating macular degeneration. For patients with the dry form, the only proven remedy is a regimen of vitamins and antioxidants that delays—but does not stop—the insidious loss of vision. On a more positive note, advances in molecular biology have given us a panoply of new drugs for treating the wet form.

Though vastly more effective than the therapies available earlier in my career, these miracle drugs remain an imperfect cure: they must be injected repeatedly into the eye, they improve vision in only a small proportion of patients, and only a lucky few of these sustain the improvement for the rest of their lives. Despite the triumphs of modern medicine, Father Time

and Mother Nature will eventually have their way with us. Decay is written into our genes. It is our destiny.

* * *

Of all my patients with macular degeneration, Hans Bergerman proved the most astute observer. No surprise, given his curriculum vitae: professor emeritus, former chairman of Stanford’s department of anthropology, editor of five books and author of two hundred scientific articles. His bushy brows and bald, sun-darkened head gave him a gnomish look. Born in Brazil of German parents, he spoke with a crisp accent and sat stiff as a soldier in the exam chair. He never took his eyes off me for a moment.

“Let’s see how this matches yours,” he said, handing me a sketched outline of the dark blur he had noted in his right eye. I had just finished my exam and was drawing my own picture of the lesion lurking beneath the macula of that eye. Both drawings resembled a childish doodle of a wolf’s head, but in my doodle the snout and ears were drawn with a red pencil to show streaks of blood beneath the retina. The wolf’s bulbous

“Doctor...
please...tell me—
is there a
treatment?”

The Elegant Eyeball

jowl was formed by a tangle of pathologic vessels that threatened to hemorrhage at any moment, destroying forever Bergerman's central vision. The diagnosis was crystal clear—"wet" macular degeneration. Several years before, the same disease had destroyed the central vision in his left eye.

Bergerman was lucky. Wet macular degeneration usually strikes in the central portion of the retina, where laser therapy, the only option available at the time, would cause instant blindness. His lesion lay a fraction of a millimeter removed from the center. A shiver of anxiety ran down my spine. I had to treat the poor man by cauterizing the tangle of vessels with a laser beam. The zone that divided success from disaster was devilishly narrow, no greater than the width of a few human hairs. Doug Jacobson, the faculty attending who watched my every move through the viewing tube on the slit-lamp microscope, could not have guessed the quantity of sweat that soaked my armpits as I fired dozens of blue-green flashes into the Bergerman's eye.

Three months later, Bergerman said, "Thank you, doctor." His vision was 20/30. The tangle of vessels had shrunk to a dry, flat scar. He thanked me again two years later, the day he awoke to find a huge black spot in the center of his vision. My treatment had failed. I knew it would fail—treatment of that disease always failed unless the patient died first—but the sight of the dark, ugly clot mounded beneath his retina broke my heart.

"Thank you so much," he said. "You let me read for an extra two years." On his way out of the exam room he stopped to shake my hand and give my shoulder a friendly squeeze. With a rueful smile he said, "You sound so sad doctor, like you just lost your best friend. Who do you think you are—a magician, a god who makes old men young forever?"

* * *

Boris Osterhaus was a gray-haired farmer from Cecelia, Kentucky. His potbelly stretched the bib of his denim overalls tight as a drum. Minutes after arriving in my office, he pulled a pouch of Red Man Chewing Tobacco from the pocket of his shirt, but then, remembering this was neither the time nor place to tuck a wad into his cheek, he grimaced and stuffed the pouch back

in his pocket. An optometrist in Cecelia, Kentucky, had referred him to an ophthalmologist in Elizabethtown, the ophthalmologist had referred him to me, and now, after a hundred miles over back-country roads, Boris learned from my lips that he would never read or drive again. A dry, pock-marked wilderness had destroyed the macula in both of his eyes.

When I finished my gloomy spiel—a diplomatic version of "Mother Nature is cruel, Father Time is cruel, and there's not a damn thing I can do about it"—Boris leapt out of his chair to grip me in a knuckle-cracking handshake.

"Thank you, doctor, thank you so much. I just can't tell you how good it is to finally hear the truth straight up and down. Now I can get that confounded woman"—he gestured toward the stern-faced daughter who had brought him—"to stop dragging me all over the county. She keeps saying that now you doctors can fix everything. What a load of rubbish! I've lived 83 hard-bit years, and ain't nobody in my family been able to read much past 75 or 80. That's just the way it is. I knew it all along, but she wouldn't listen."

* * *

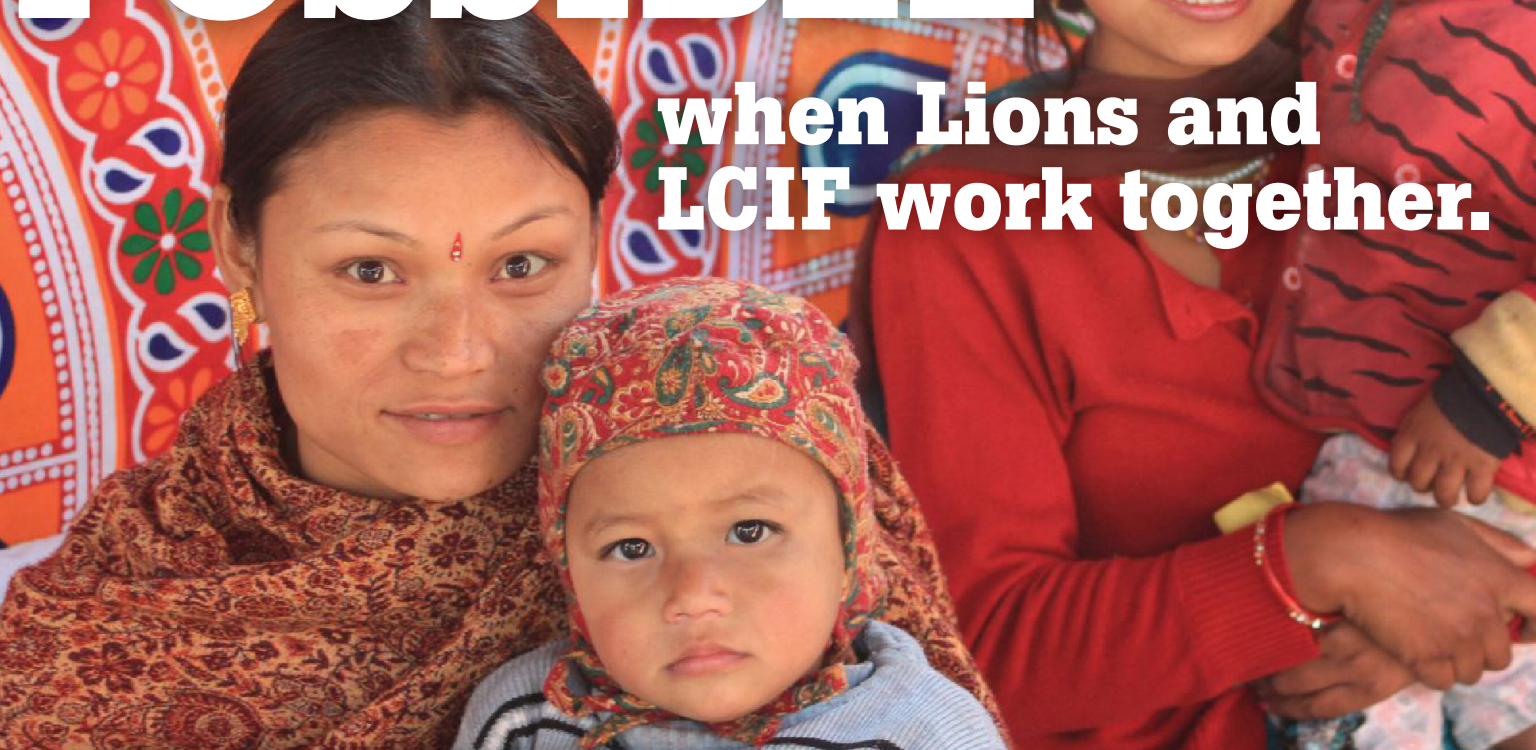
Patients are more than the sum of their failing parts. The wisest among them know that life cannot be cured, but even they need someone to inform them, and—when healing fails—accompany them on the lonely road to disability and death. I did not learn this truth in a book or a laboratory or a lecture hall. My patients taught it to me. They came in desperation, returned year after year to share their struggles, and, as the years passed, they died. One way or the other I always lost the battle, but they gave me many precious moments.

The eye begins as a perfect thing, a miraculous organ, but its luster, mortal and doomed as life itself, fades with each passing year. I watched it all through my slit-lamp microscope. I watched my patients grow old, and slowly, decade by decade, they taught me how to do it.

This essay was adapted from an essay that originally appeared in the *Alaska Quarterly Review* and also in "The Man Who Lived in an Eggcup: A Memoir of Triumph and Self-Destruction."

ANYTHING is POSSIBLE

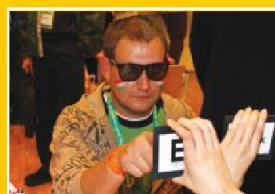
when Lions and LCIF work together.



THANK YOU FOR HELPING TO SAVE THE LIVES OF 157 MILLION CHILDREN THIS YEAR THROUGH THE ONE SHOT, ONE LIFE: LIONS MEASLES INITIATIVE. YOUR DONATIONS TO LIONS CLUBS INTERNATIONAL FOUNDATION NOT ONLY IMPROVE THE HEALTH OF CHILDREN IN NEED, BUT ALSO DO SO MUCH MORE.

Lions and LCIF work together to:

Save **SIGHT**



Support **YOUTH**



Provide **DISASTER RELIEF**



Meet **HUMANITARIAN NEEDS**



Lions Clubs International
FOUNDATION

To make a difference, visit www.LCIF.org/donate.

Entire School District Adopts Lions Quest

by Allie Stryker

Bullying. Substance abuse. Dropping out. The challenges facing students today are significant.

In Wood County, West Virginia, an entire school district is getting a boost in tackling these challenges. Through a \$100,000 NoVo Foundation grant, leveraged with Lions Clubs International Foundation (LCIF) funds, Lions Quest is being implemented in 21 schools over three years.

Lions Quest, LCIF's life skills and

youth development program from kindergarten through grade 12, unites school, home and community. The program focuses on social and emotional learning, as well as bullying and drug prevention, service-learning and creating a positive school climate.

“Wood County Schools is extremely excited to have been chosen by Lions Clubs International to receive a grant that will provide an opportunity for our students to participate in the Lions Quest program,” says Patrick Law, superintendent of Wood County Schools. “A school should be a warm and inviting place where students feel comfortable and free to learn. The Lions Quest grant will allow the Wood County School System to progress toward this goal.”

More than 500,000 teachers have been trained in Lions Quest in 75 countries. Teachers in Wood County now can be added to that number. In October, more than 280 teachers received Lions Quest training and 700 more personnel attended a program orientation.

This was the largest Lions Quest training event in LCIF's history, and it will impact more than 12,000 students.

The school district in Wood County was chosen after an extensive nationwide search. Implementing Lions Quest will help the school district meet the West Virginia Department of Education standards for student conduct and the development of safe and supportive schools free of drugs, violence and harassment. Additionally, this partnership supports LCIF's Clinton Global Initiative commitment to expand Lions Quest across one large U.S. school district. It also supports NoVo Foundation's goal of advancing social and emotional learning programs in schools nationwide.

“We are thrilled to partner with LCIF to scale Lions Quest in Wood County Schools. This important project is part of a national movement taking place to foster a system of education that will help our young people become caring, collaborative citizens,” says Jennifer Buffett, president and co-chair of the NoVo Foundation.

Tips for Implementing Lions Quest

- **Network with Schools:** Consider introducing Lions Quest to Lions who are teachers, principals and superintendents in your community. Thanks to local Lions, the district administration in Wood County knew about the program for several years; it was being implemented on a smaller scale before this partnership.
- **Demonstrate Value:** Show that Lions Quest can help meet state or national curriculum requirements. Correlation guides can be found at www.lionsquest.org.
- **Expand the Program:** If a school is using the program in your district, ask implementers to recommend that school to the district; use the implementing school as a referral for neighboring districts to show the program's effectiveness.
- **Collaborate with LCIF:** LCIF staff are ready to assist you in your efforts to begin or expand Lions Quest in your community. Contact Lions Quest staff at 1-800-446-2700, info@lionsquest.org or visit www.lionsquest.org.



Lions Quest helps students get along and furthers their learning.



Lions Clubs International
FOUNDATION

Saving Children's Vision, Saving the Future

by Allie Stryker



“Ruma needed to be escorted more frequently,” says Amal Roy, Ruma’s father, who earns just \$2 per day as a part-time carpenter and rickshaw puller in India. “We had no idea where to take her, and our financial condition was so weak that we could not even think of taking her to any local doctor.”

With Ruma’s condition continually worsening, one of Amal’s friends suggested taking her to the Siliguri Greater Lions Eye Hospital, where a Pediatric Cataract Initiative grant was helping the hospital treat children like Ruma.

Ruma was diagnosed with pediatric cataract in both eyes. Similar to the disease in adults, pediatric cataract is a clouding of the lens of the eye, impeding the passage of light. Cataract occurring in children can be caused by genetic or pre-natal infections such as measles, influenza, rubella and other diseases.

Pediatric cataract is one of the primary causes of childhood blindness worldwide, especially in developing countries. According to the World Health Organization, 1.4 million children worldwide are blind, with three-fourths living in Asia and Africa.

That is why Lions Clubs International Foundation (LCIF) and Bausch + Lomb partnered in 2010 to create the Pediatric Cataract Initiative. Led by a global advisory council of pediatric and eye health experts, the initiative identifies, funds and promotes innovative methods of overcoming pediatric cataract. Together, Bausch + Lomb and LCIF provide capacity building grants to organizations and facilities interested in improving their service to children and communities.

Through the Pediatric Cataract Initiative, Siliguri Greater Lions Eye Hospital received a \$150,000 grant to build a dedicated early detection and treatment program for pediatric cataract and children’s eye health. This includes the training of local ophthalmologists, as well as eye health education for

local teachers, primary care givers and other community health workers.

The grant allowed the Siliguri Greater Lions Eye Hospital to invest in new optical equipment and conduct outreach events in the area to screen the vision of 130,000 underserved children in West Bengal. Sight-restoring cataract surgery and long-term follow-up care was also provided for 200 pediatric cataract patients such as Ruma.

“Identifying children afflicted with pediatric cataract requires close partnerships between community health officials and ophthalmologists because children often cannot realize or report when they have any visual problems,” said Kamalesh Guha, chief executive officer of Siliguri Greater Lions Eye Hospital. “This grant will make a huge difference in the lives of children afflicted with cataract and other eye diseases.”

The positive impact of the Pediatric Cataract Initiative grant is already being felt both at Siliguri Greater Lions Eye Hospital and within the Roy family. “Ruma is now independent and she says that she is able to see much better,” says her father. Thanks to her surgery and the Pediatric Cataract Initiative, Ruma and many more children are seeing a world of difference.

Learn more about LCIF’s partnership with Bausch + Lomb by visiting www.lcif.org or www.pediatriccataract.org.



Through the Pediatric Cataract Initiative, Ruma Roy has her eyes examined at the Siliguri Greater Lions Eye Hospital in India.

Get in the Game

Fun Competition Can Result in New Members

The McGregor Lions in Minnesota had long been a strong presence in their small community of about 400 residents. But recently the club's membership was dwindling—so much so that they had difficulty staffing their annual Corn Feed. The Lions needed a new plan to breathe life back into the club before it was too late.

Lion Don Pearson remembered an idea his brother, a Lion in Arkansas, had shared with him, and brought the concept to the McGregor Lions. Soon the Lions were divided into three teams, each with the goal of recruiting the most members. The incentive? The winning team members would have dinner served to them by the second place team and cleaned up by the third place team. “Basically, the prize was bragging rights,” Pearson explains.

The Lions must have really wanted those bragging rights, because when the contest year concluded, they had welcomed 24 new members. Sometimes a little friendly competition is just what a club needs.

Find the Right Reward

For the McGregor Lions, winning the VIP seat at dinner was the right prize. But for the Denver Lions the sought-after award is a twice-yearly drawing for a weekend at a mountain vacation home. And clubs in West Kauai, Hawaii, are vying for a quarterly zone trophy. “Rewards are at the heart of competition, be it bragging rights, giveaways or public recognition. Think about what you can offer to make a challenge something members will want to take part in,” says Robert J. Rosenthal, vice president of Communications and Marketing at VolunteerMatch (www.volunteermatch.org).

Track Progress

To keep the competition at the forefront of Lions' minds, it's essential to have a tracking system and regular reporting. Rosenthal warns that without clear tracking, clubs could run into conflicts or confusion as the challenge goes on. “The important part is getting and keeping the focus. Our secretary kept official records, and I would occasionally put together reports for meetings,” says Pearson. “We kept the pressure on by giving updates and having the captains rouse their teams.”

Remove Barriers

What factors might keep your club members from participating in a contest? The McGregor Lions' usual policy is for the sponsor to pay for prospective members' meals, which could have been a prohibitive cost for some. “We decided that the club would pay for all prospective member meals during the contest. Our secretary sponsored several new members. This would have been a significant expense for her if we had not covered the meal cost,” explains Pearson.

Remember the Real Prize

While members may get caught up in the excitement of competition, don't forget that the real goal is making new Lions feel welcomed and valued. “The important part was to get the focus on new members and keep it there,” says Pearson. The Lions developed a “New Member Quick Start Guide” with information on club history, service projects, meetings and finances, to bring new members into the fold more quickly than in the past.

Did the winning McGregor team claim their prize? Pearson reports, “Yes, and there was some good-natured ribbing and some comments about thumbs in the gravy, but the dinner, like the contest, was fun.”

—Jennifer Gilbert Gebhardt



Win the Race to Excellence

Sometimes being a Lion feels like you're a driver in an auto race, going at top speed to reach the finish line of a service project, event or meeting. But a key part of many auto races is a pit stop—a time when a car pulls off the track to refuel and receive maintenance to make sure it will continue at its best for the rest of the race. Lions can get caught up in busy schedules and heavy workloads, but “it's necessary to take some time to reflect, review and refocus,” stresses International President Wayne A. Madden. That's why this auto race fan developed the pit stop program for Lions to follow throughout the year.

Start Your Engines

Taking a pit stop is easy to do by using checklists provided by LCI. Each quarterly checklist is divided into three areas: service, membership/public relations and operations. “The specific items give busy Lions an easy-to-follow guide of what is most important each quarter. And by working a quarter or two ahead, a club can have a more organized and productive year,” says Karen Sell, District 21B governor and a Tucson Downtown Lion in Arizona.

Set the Pace

No time to add a pit stop to an already packed schedule? You may have more time for it than you realize. “A good board meeting probably already looks a lot like a pit stop with each board member or chairperson reporting on their area of interest,” points out Sell. Completing pit stops will ultimately save valuable time and help clubs stay organized and focused.

Stay On Track

“What we measure is what gets done,” says Sell. “If a club takes the time to measure its results through a pit stop, they're going to accomplish more of what they want to do. There's less opportunity to get off track, to fail to meet those important interim goals that lead to success.” Taking this vital time to review and look ahead helps clubs monitor progress, take stock in achievements and get energized to move forward. “Take pride in your accomplishments but also assess how your club can do better,” says Madden.

Are you ready to rev your engines? It's time for the third pit stop of the year. Find the club and district checklists at www.lionsclubs.org (search for “Pit Stop”).

Get In Pole Position

Doing something as simple as taking pit stops may have some unexpected positive side effects for your membership. “Having that scheduled time to review gives all Lions a voice in running the club. Empowered Lions who feel like they have some control over the club is a very powerful retention tool,” says Sell. And a strong, happy membership naturally attracts new members. “By demonstrating to potential members that the club is well run, with many members having an active voice and responsibility, clubs give themselves a better chance to grow,” explains Sell.

Wave the Checkered Flag

When the end of the year rolls around, Lions can examine how the pit stop process assisted with club goals, strengthened membership and will continue to help with moving forward. There might be a Club Excellence Award at the finish line too. But another important result, Sell notes, is that clubs will “have more of an impact, meet more needs and become a more relevant force in their community.”

— Jennifer Gilbert Gebhardt





Lions from Massachusetts joined Lions from New York to assist those in New York affected by Superstorm Sandy.

Photo by Dan Morris

Sandy Strikes; Lions Swiftly Respond

by Pamela Mohr

As Superstorm Sandy cut a vicious, 1,100-mile-swath through parts of the Caribbean and the Mid-Atlantic and Northeastern United States during the last days of October, it was already historic in its epic proportions—considered to be possibly the most brutal, unrelenting and damaging storm to ever make landfall in the United States. More than 200 lives were lost and an estimated \$20 billion in property loss is expected. Homes, vehicles and possessions were carried away by winds or flood waters. People only had each other.

Lions mobilized as the storm was still raging. Dodging downed trees and power and phone lines, Hillside, New Jersey, Lion and District 16-E Vice Governor Nancy Jakubczyk was one of the many trying to render assistance. “Gas was hard to get so driving was impossible for the first week after the hurricane. District Governor Joseph Kika had no power, no home phone and limited cell phone service, but still led us during this disaster,” she says. Since Jakubczyk had power and phone service, she was designated to apply for an Emergency LCIF grant. “We used our credit cards until the money was deposited in our district account. We started out by calling and emailing the clubs, but without power there was no response. We loaded up the car and drove to cities with Lions clubs. We gave out my card and told them to contact me by email or cell phone.

Any town that had a shelter received food that day,” Jakubczyk explains.

Lions continued their missions of mercy to devastated areas by bringing more food to shelters, senior centers, churches and community centers that were acting as food pantries for stricken families. “They knew who the Lions were and were so happy to have the supplies,” she says. In addition to food, Jakubczyk and a team of Lions delivered chain saws, generators, appliances, trash bags, cleaning and electrical supplies and gloves to towns in need. “This was a lesson in how to work together,” she emphasizes. It was also an example of how widely Lions are known. “As we gave out aid, our vests were recognized by everyone. Workers from other states told us their stories—how one’s son’s eyesight was saved in Georgia by Lions, and we heard about the glasses children and adults received from Lions in Delaware. We are tired, but there is still more work to be done.”

Communication was so sketchy that many clubs in hard-hit regions set up charging stations for electronic devices. In Sayreville, New Jersey, Lions Kevin Kosobucki and Dawn Myatt turned their front lawn into a neighborhood gathering place. Since the pair store District 16 D’s eyemobile at their home, they used the vehicle’s generator to help those without power. “Many residents wanted contact with the outside world. Most had no power and heat was also lacking.” Lions built a fire pit to keep waiting people warm. The pit also served a dual purpose as Lions kept the fire going with fallen branches.

“While neighbors sat around keeping warm and meeting each other, some for the first time, others brought things like hot soup, sandwiches and beverages, even hot dogs and marshmallows, to share,” says Kosobucki. “As word spread, more people came. The American Red Cross and Sayreville Fire Department dropped off supplies to be handed out to those in



Sayreville, New Jersey, Lions Dawn Myatt and Kevin Kosobucki opened their home to help people keep in touch with family and friends during the power outage.



Lions who assisted storm victims gather at the home of Lion Rosemary Joiner (green hat) of the Far Rockaway Lions Club in New York.

Photo by Dan Morris

Sandy Strikes

need,” adds Myatt, club president. The charging station operated for 10 days with as many as 150 to 200 people arriving daily. “Many said it was this togetherness that the community needed the most that made a lasting impression.” Lions didn’t stop serving the community when the power came back on for most of Sayreville. “There are still 129 families living in shelters and volunteers are helping clean up,” Myatt says. The club joined with other organizations to purchase, cook and serve a communal Thanksgiving dinner for displaced families and volunteers helping the community recover.

By early November, more than \$240,000 in grants had been immediately distributed by LCIF to help clubs render aid in Connecticut, Maryland, New Jersey, New York and North Carolina. Several clubs in Massachusetts trucked in provisions and supplies for those who lost their homes. The Amesbury Lions collected warm coats and jackets to be sent directly to the Neptune Township Lions in New Jersey for distribution. The South Attleboro Village Lions Club sent two truckloads of supplies for Hurricane Sandy’s victims in Long Beach, New York. Mattapoissett Lions Club President Donald Bamberger, who led an effort to truck in supplies to the Rockaways area of New York, says one woman stopped him as he was walking and pressed \$40 into his hand to help Lions’ efforts. In addition to bringing food for hot meals, Lions also brought brooms, garbage bags, bleach, ammonia and disinfectant wipes. Help came from as far away as Lions in Mosinee, Wisconsin,

who filled a semi-truck loaded with relief supplies for New Jersey, and from Lions clubs in Nebraska, Louisiana and other states.

Lions in North Carolina quickly helped people stranded on Hatteras Island off the Outer Banks. While Hatteras is known as a vacation destination, there are an estimated 4,000 year-round residents. Stranded with no power and severe flooding, it was a dire situation for those living there. District 31-J Governor Chris Hardee says he began planning for a catastrophic event shortly before the storm struck. He intended to use his personal boat to transport supplies over to the island after roads were destroyed and ferry service suspended during the storm. After experiencing Hurricane Irene in 2011, he knew the devastation that followed in its path in coastal communities. “Irene caused flooding that hadn’t been seen in multiple generations. I wanted to be prepared,” he emphasizes. “In less than 24 hours, we had an Emergency grant from LCIF and started buying food and supplies.”

The state restored emergency ferry service and Lions loaded up a large truck three times to bring food to a Hatteras Island food bank for distribution. “What should have

been an hour-and-a-half trip from the grocery store to Hatteras took more than five hours each way. People are still trying to get their lives back from Irene in 2011, and then this happens,” Hardee says.

Lions delivered more than 5,000 pounds of food and also donated cleaning supplies. “This area is basically a sandbar so it’s not buckets and mops people need—it’s shovels and rakes. There’s so much sand that has to be cleaned out after the water recedes. It will be some time before the roads are repaired and life gets back to normal,” Hardee points out. “Volunteers from clubs came out of the woodwork to help. Lions are great during a crisis.”

A Long Beach Lion in New York assists people affected by Superstorm Sandy.

Photo by Dan Morris



ROAR OF APPROVAL

Support Swells for Lion's Mission

When Lions in District 11 D2 in Michigan learned that Yale Lion Edith Hendrick, an optometrist, was collecting eyeglasses for another planned mission to the Philippines, they wanted to help. Hendrick was offered eyeglasses from the Almont, Marlette and Emmett Lions Clubs, and Almont Lions also contributed money to help cover some of the mission's expenses. Emmett Lions not only donated \$200 to cover shipping costs for donated eyeglasses, member Jim Healey also served as a volunteer during the "Gift of Sight" mission. More than 8,500 glasses were shipped to the Philippines for use by Hendrick and volunteers in the rural, mountainous regions. "We as a district are doing more to help her both with volunteering and monetarily," says Almont Lion Bruce Bronson.

Civil Rights Pioneer Honored

Arlington Host, Virginia, Lion Joe Macekura has been awarded the Arlington chapter of the NAACP's highest honor for his efforts to smoothly integrate the community's first public school in 1959, the first in the state to do so. At the time, Macekura was serving as guidance director at Stratford Junior High School; the retired educator later became a principal in the county school system. After receiving the Charles P. Monroe Civil Rights Award, Macekura told the audience of more than 300 people that winning the award brought to memory "the faces of all those people who had served and struggled in obtaining civil rights for us all."

CLUB BRIEFINGS

The **Climax Lions Club** in **Saskatchewan, Canada**, donated \$20,000 to a community aquatic center, enabling the swimming pool to remain in operation and receive renovations.

In **Indiana**, the **Schererville Central Lions Club** donated 390 dictionaries to the three public elementary schools.

The **Cecilton Lions Club** in **Maryland** joined students to plant 10 trees at an elementary school.

The **Oakland Lions Club** in **Maine** planted 537 trees.

The **Charlottesville Lions** in **Indiana** donated 78 dictionaries to third-grade students. They also held a fish fry and donated \$2,000 to the District 25F Tornado Relief Fund.

In **Michigan**, the **Calumet Lions** planted 100 hemlock seedlings at the Calumet Lake Lions Club Park.

In **Indiana**, the **Warren Township Lions Club** donated 48 dictionaries to third-grade students.

In **California**, Lions in **District 4-L4** planted a tree during their district convention.

For the fifth consecutive year, the **Sarasota Lions** in **Florida** awarded three graduating high school seniors \$4,000 scholarships.

The **Somers Lions Club** in **Connecticut** donated \$2,000 for repairs to the high school baseball field.

In **Colorado**, the **Centennial Airport Lions** hosted their 11th Charity Golf Tournament. Last year the club raised more than \$25,000 divided among 14 charities.

The **Duluth Lions** held their 55th Annual Pancake Day, serving more than 9,000 people and raising more than \$65,000.

(Continued on page 49.)

CALENDAR 2013

UPCOMING EVENTS

JANUARY 2013

RELIEVING THE HUNGER GLOBAL SERVICE ACTION CAMPAIGN

GLAUCOMA AWARENESS MONTH

JANUARY 1:

New Peace Poster Kits available through Club Supplies Sales

JANUARY 13-19:

LCIF Week

JANUARY 13:

Melvin Jones' birthday

JANUARY 11-14:

Advanced (Senior) Lions Leadership Institute – Constitutional Area V: The Orient & Southeast Asia (Bangkok, Thailand)

JANUARY 15-19:

FOLAC Forum (Antofagasta, Chile)

JANUARY 15:

Deadline for districts to submit a single Lions Environmental Photo Contest entry to multiple districts

JANUARY 21-25:

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

Fishing Fun in Oregon

A fishing dock that Rockaway Lions in Oregon helped build 25 years ago has been torn down, and a stronger, longer and bigger one has replaced it. Storms had battered the old dock on Lake Lytle, one of the area's most popular fishing sites, until it was too weathered to repair and too dangerous to stand.

Once again collaborating with the city of Rockaway Beach and the Oregon Department of Fish and Wildlife, Lions secured \$70,000 in grant funding and donations for the building project. The project came in \$1,700 under the estimated cost because Lions pitched in to help, says Lion Marilyn Karr. They tore out the old dock, moved the walkway, built forms and poured concrete, cleared brush and installed railings for disabled visitors. Lion Gerry Siegmann built a shed to house life vests, and Sioux Dempster, whose husband, Bob, was a project co-chair, stocked it with vests she found at garage sales.

The 126-foot-long dock is made of aluminum sections held together and is supported by a plastic flotation system to better support the dock during severe weather. "Originally the dock extended 85 feet," points out Karr. "The new, longer dock will provide better access to water five feet in depth rather than three feet." To boost the chances of hooking a big one, the lake was recently stocked with 3,200 trout.



Photo by Marilyn Karr

A little boy fishes from the new dock.

Golfers are Game in Wisconsin



Snow has been plentiful in previous years golfers have participated in the Cedar-Ice-Burg Open.

Last year was notable for two reasons for Cedarburg, Wisconsin, Lions. The first is that 2012 was the 25th anniversary of the club's first Cedar-Ice-Burg Open, a winter golf event played in the snow. The second reason? There was no snow.

"We've played in every kind of weather," says Lion Darrel Blank. "We've had piles of snow to bare ground, like 2012. We've had 60-degree weather and also played in minus 20 degrees. And yes, the weather affects the game. If we have light, fluffy snow, the golfers tend to lose the balls as they get buried in the snow."

The golf tournament coincides with Cedarburg's Winter Festival in February and usually raises \$3,000 to \$4,000 each year. "We generally have 100 to 120 golfers, although we've had as many as 240 golfers," says Blank. The \$40 entry fee includes 18 holes of golf in a local park, golf gloves, a spaghetti dinner and raffle prizes.

Golfers use one club, usually a 5-iron, and hit a fluorescent green tennis ball, a challenging feat in the snow, ice and on the frozen creek in the park where the game is played. Each hole consists of a tire marked with a flag. "It usually takes six to 10 people to set up and take down the course," says Blank. "Since we had no snow this year, the setup was very easy. If we have lots of snow, we have to plow or blow a path from the tees to the greens. If we don't have a path to follow, golfers have a hard time trudging through the snow."

CLUB BRIEFINGS

ACTIVITIES AND ANNOUNCEMENTS

The **North Battleford Bonaventure Lions Club** planted 2,000 trees with high school students in **Saskatchewan, Canada**.

Niantic Lions and **Shoreline Leos in Connecticut** donated 150 tree seedlings to the town's newly acquired open space area, Darrow Pond.

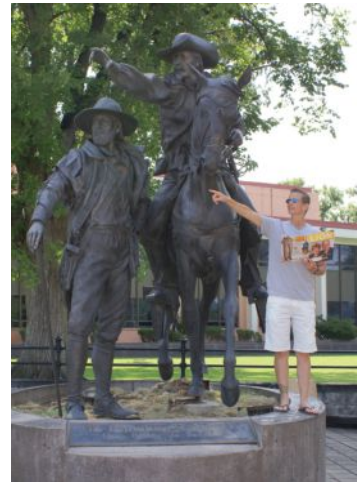
The **South Elgin Leos** in **Illinois** raised funds to plant a tree in Lions Park. Wing-Kun Tam, 2011-12 international president, joined them to plant the tree.

The **Georgetown, South Carolina, Lions** received a new trailer for aluminum can recycling from an anonymous donor. The trailer replaced one that was stolen.

The **Redwood Empire Lions** in **California** have been busy over the past year with six spaghetti dinners, a pancake breakfast and crab feed, raising more than \$64,000 for individuals and organizations in need. The club also recently installed a wheelchair ramp at a school for disabled children.

In **Montana**, the **Kalispell Lions** coordinated a shopping spree raffle at a grocery store, with funds from ticket sales going to a food bank. The winner of the raffle gave the five-minute spree to the food bank, and the food bank director collected more than \$1,200 of groceries.

Since 1934 the **Buckingham Lions Club** in **Quebec, Canada**, has delivered Christmas baskets to families in need. The Lions' spring golf tournament raised \$15,000, allowing them to deliver close to 300 baskets.



THIS WAY FOR GOOD READING

The Murrieta Lions in California are a traveling pack of Lions. Ruth Sharp (right) didn't let a trip to Santa Fe, New Mexico, get in the way of reading the LION. Jon Hansen cruised Alaska. He goes the extra mile on his trips: he takes with him a club flier and a membership application form. "You just never know when you will meet a prospective new member," Hansen says. He also has on his mind his club newsletter, which includes a "come travel with us" feature.

Want to be in the LION? Just send us a photo of you with the LION, whether you're at the pyramids in Egypt, the Great Wall of China, a café or street scene somewhere overseas or even an interesting location close to home. Send the picture along with your name, Lions club, hometown and photo description to lionmagazine@lionsclubs.org.

Change of Address

We need 5 or 6 weeks to change your address. Please give us your old address as well as your new, attaching a label from a recent issue of LION in the space shown.

Mail entire form to:
Circulation Manager
LION Magazine
300 W 22nd Street
Oak Brook, IL 60523-8842

or e-mail your information to: stats@lionsclubs.org

**Attach Your Address Label or
 Print Your Old Address Here:**

(Include All Code Numbers)

Name (print) _____

New Address _____

City _____ State _____ Zip Code _____

Date of Change _____

Club _____

INFORMATION

ANNIVERSARIES DECEMBER

90 Years: Allentown, Pa.; Asheville, N.C.; Cody, Wyo.; Craig, Colo.; Great Falls, Mont.; Lynn, Mass.; Neodesha, Kan.; New Castle, Pa.; Orange, Calif.; Steamboat Springs, Colo.; Yakima, Wash.

85 Years: El Cerrito, Calif.; Hackensack, N.J.; Los Angeles Griffith Park, Calif.; Oak Grove, La.; Pensacola, Fla.; Rye City, N.Y.; Springhill, La.

80 Years: Glasgow, Ky.; Portsmouth Host, Va.; Stewartstown, Pa.

75 Years: Beloit, Kan.; Coupeville, Wash.; Cuyuna Range, Minn.; East Troy, Wis.; Exeter, ON, CAN; Frankfort, Ind.; Granite Falls, Wash.; Leavenworth, Kan.; Monterey Park, Calif.; Robbinsville, N.C.; Royersford, Pa.; Stouffville, ON, CAN; Talladega, Ala.; Yauco Ruben Roura Torres, P.R.

50 Years: Conway Evening, Ark.; Palmer, Alaska; Meadow Lake, SK, CAN; Goodrich, Mich.; Lafayette, La.; Pound Ridge, N.Y.; Van Horne, Iowa; McFarland, Wis.; Colo, Iowa; Dimondale, Mich.

25 Years: Altoona Walnut Grove West End, Ala.; Harrisburg Town & Country, Ill.; Kiski Township, Pa.; Lincoln Star City, Neb.; San Francisco Hispanic, Calif.; Wappapello, Mo.

ANNIVERSARIES JANUARY

90 Years: Heavener, Okla.; Mount Vernon, N.Y.; New Rochelle, N.Y.; Santa Rosa Host, Calif.; Warren, Ohio

85 Years: Auburn, Ala.; Chowchilla, Calif.; Downingtown, Pa.; Glendale Evening Longhaven, Ariz.; Grants Pass, Ore.; Hattiesburg, Miss.; Madison, Kan.; Meridian, Miss.; Mesa Host, Ariz.; San Jacinto, Calif.; Simi Valley/Moorpark, Calif.; Woodward, Okla.

80 Years: Lebanon, Tenn.; Newport News Host, Va.; Spring Grove, Pa.; Wakefield, Neb.

75 Years: Alexander City, Ala.; Arlington, Mass.; California, Mo.; Clarksdale, Miss.; Detroit Northeast, Mich.; Galt-Cambridge, ON, CAN; Hawthorne Imperial, Calif.; Heard County, Ga.; Inman, Kan.; Lake Station, Ind.; Marshall, Mo.; Millbrae, Calif.; Munster, Ind.; Osawatomie, Kan.;

Palmyra, Pa.; Piedmont, Ala.; Rio Vista, Calif.; Sedalia, Mo.; Upper Marlboro, Md.; Vancouver Burrard, BC, CAN; Wadley, Ga.; Waterloo, ON, CAN; West Allis, Wisc.

50 Years: Brooklyn Bensonhurst, N.Y.; Clio, Mich.; Colby, Wisc.; Fairhaven, Minn.; Fulda, Minn.; Half Way, Mo.; Iron River, Wisc.; Longmont Columbine, Colo.; Morganza, La.; Santa Isabel Juan Hurtado, P.R.; Sedgwick, Colo.; Slippery Rock, Pa.; Terrace Heights, Wash.; Union City, Calif.; Ville St. Georges, QC, CAN

25 Years: Brooklyn New Lots, N.Y.; Middletown Township, Pa.; St. Vincent's, NL, CAN; Valley Center, Calif.; Wesleyville Cabot, NL, CAN

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 AUGUST 2012

Key Of Nations (100 Members)

- Lion Ganpat Salecha, Jodhpur Boranada, India

Key Of State (75 Members)

- Lion Ganpat Salecha, Jodhpur Boranada, India
- Lion Sunil Patel, Nadiad, India
- Lion M. S. Velu, Madras Golden City, India

Grand Master Key (50 Members)

- Lion Girija Dash, Baripada, India
- Lion Ganpat Salecha, Jodhpur Boranada, India
- Lion Sunil Patel, Nadiad, India
- Lion M. S. Velu, Madras Golden City, India
- Lion J. Ganesh, Sivakasi Cracker City, India

Senior Master Key (25 Members)

- Lion W.V. Isham, Premont, Texas
- Lion Earl Culberson, Adairsville, Georgia
- Lion Sue Applewhite, Jacksonville New River, North Carolina
- Lion Jean Halle, Repentigny La Seigneurie, Quebec, Canada
- Lion Gary Davies, Crawley, England
- Lion Abdul Sikder, Dhaka Annesha, Rep. of Bangladesh
- Lion Gazi Kalam, Dhaka Greater, Rep. of Bangladesh
- Lion A.S.M. Atiqur Rahman, Dhaka Heaven, Rep. of Bangladesh
- Lion Rahul Verma, Sasaram East, India

INFORMATION

Continued

- Lion Ashok Gupta, Calcutta Cosmopolitan, India
- Lion Basant Todi, Kalunga, India
- Lion Nandkumar Vartak, Saphale, India
- Lion Gyan Jain, Ajmer Aastha, India
- Lion Ganpat Salecha, Jodhpur Boranada, India
- Lion Sunil Patel, Nadiad, India
- Lion Irshad Sumra, Nairobi Peponi, Kenya

HIGHER KEYS ISSUED DURING SEPTEMBER 2012

Key Of State (75 Members)

- Lion M. Lakshman, Hassan, India

Grand Master Key (50 Members)

- Lion Ronnie Martin, Freeport Host, Texas

Senior Master Key (25 Members)

- Lion Major H. M. Benge, Eagle Lake Noon, Texas
- Lion Wayne Swanson, Crookston, Minnesota
- Lion Francis Romsdal, Jamestown, North Dakota
- Lion Agnelo Alcasoas, Majorda CansaulimVelsao, India
- Lion Anand Kamalapur, Dharwad, India
- Lion Nitin Kansal, Agra Mavericks, India
- Lion Suresh Purohit, Mumbai Western Suburbs, India
- Lion Shyam Dahal, Kathmandu Fulbari, Nepal

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.lionclubs.org.

Travel with other Lions in 2013 on one of these exciting Vacations!

Romantic Rhine River Cruise Including Dutch Windmills & Germany's Highlights

14 Days from \$2098*

Departs April 10 & Sept. 4, 2013



Start in Berlin, Germany for a four-day tour including east and west Berlin; Checkpoint Charlie; Potsdam; Dresden; Weimar and Düsseldorf. You'll tour the Rococo Castle (Sansoucci), drive the German Autobahn, and visit many historic sites. Then board the 4-Star **TUI Allegra** for your cruise of the Rhine's highlights including Rotterdam; Amsterdam; Nijmegen; Düsseldorf; Cologne; Bonn; the Lorelei passage to Rüdesheim and Frankfurt. Your tour will continue for two more days and nights visiting Heidelberg and Munich, with included sightseeing, before flying home from Munich. Your "brand new" ship the **TUI Allegra**, constructed in 2011, offers a state-of-the-art, experience!

***Per person, based on double occupancy. Price includes (very limited) outside Porthole, upgrades available. Airfare is extra. Add \$300 for September 4 departure date. September departure date will also embark/disembark in Frankfurt and visit ports in alternate pattern.**



Pacific Coastal Cruise & Tour

13 Days from \$1298*

Departs April 24, 2013

Unique package includes two nights in Los Angeles; one night in San Diego; eight night cruise and one night in Seattle!

Relax and unwind on board the 5-Star **Celebrity Century**. Sail to **Santa Barbara**, with great Spanish architecture; **Monterey**, with an incredible offshore kelp forest and **San Francisco**, offering many landmarks to explore such as Lombard Street and Alcatraz Island. Continue to **Astoria**, one of America's oldest settlements and **Victoria, B.C.**, on Vancouver Island.

Exciting sightseeing tours in **Los Angeles; Hollywood; San Diego** and **Seattle**. Plus you will also visit the **Space Shuttle Endeavour** exhibit at the California Science Center; **Mission San Juan Capistrano** and Cabrillo National Monument.

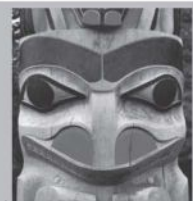
***Per person, based on double occupancy. Price based on inside cabin, upgrades available. Airfare is extra.**

Alaska Cruise

Plus...West Coast Train Tour & San Francisco

13 Days from \$2298*

Departs July 26, 2013



Seven night Alaska cruise on the **NCL Jewel** through the scenic Inside Passage. Visit **Ketchikan; Juneau; Sawyer Glacier; Skagway; Victoria, BC**, on Vancouver Island.

Sightseeing tours in Seattle and San Francisco with opportunities to see the Golden Gate Bridge and Fisherman's Wharf. Plus Napa where you will visit two of the area's premier wineries.

Scenic **Amtrak Coast Starlight** train trip from Seattle/San Francisco or reverse pattern. Relax in your Amtrak sleeper-roomette at night (includes VIP lounge).

***Per person, based on double occupancy. Price based on inside cabin, upgrades available. Airfare is extra. Alternate departure dates available May - September 2013. Seasonal rates may apply.**



For reservations & details call 7 days a week:

1-800-736-7300



EXECUTIVE SUMMARY

INTERNATIONAL BOARD OF DIRECTORS MEETING INDIANAPOLIS, INDIANA, USA NOVEMBER 1-5, 2012

AUDIT COMMITTEE

1. Reviewed and approved the Lions Clubs International and Lions Clubs International Foundation June 30, 2012, Audit Reports.

CONSTITUTION AND BY-LAWS COMMITTEE

1. Granted authority to the Chairperson of the Constitution and By-Laws Committee and the Chairperson of the District and Club Service Committee, in consultation with the Executive Officers and the General Counsel and Secretary, with respect to the matters in District 301-A1 (Philippines).
2. Confirmed the decision of the majority of the conciliators in the district dispute resolution complaint filed by Lions Club of Singapore Shangri-La in District 308-A1 (Singapore); declared the international director endorsement of Lion Tommy Choo Tuck Soon issued during the District 308-A1 convention invalid, null and void and of no force and effect; and denied the constitutional complaint filed by the Lions Club of Singapore Chatsworth in District 308-A1 as moot.
3. Denied the constitutional complaint filed by the Lions Club of Jamnagar City in District 323-J (India) and confirmed the first and second vice district governor appointments previously accepted by Lions Clubs International.
4. Revised the contract provision in Chapter XV of the Board Policy Manual to include a reference to the purchasing policy.
5. Revised Chapter XV of the Board Policy Manual with respect to the use of trademarks in connection with projects of clubs/districts and by sponsors of such projects, and also revised the trademark policies concerning non-dues revenue programs offered by the Association.
6. Adopted a resolution to be reported to the 2013 International Convention to amend Article XI, Section 7 of the International By-Laws to increase the one-time fee payable by Life Members to US\$650 and, contingent on the approval of this resolution, to revise the corresponding provisions in the Board Policy Manual.

CONVENTION COMMITTEE

1. Established per diem allowances for appointed Credentials Committee members serving without other reimbursement, District Governors-elect, District Governors-elect faculty and headquarters staff attending the Hamburg convention.
2. Revised policy to permit headquarters staff to assist the Elections Committee in the voting area.
3. Revised policy to allow site inspections as warranted, at the discretion of the committee chairperson.

*“Last week we were strangers,
now we’re friends.”*

Give youth the opportunity to
experience life in another country.

The Youth Camp and Exchange
Program offers unique learning
opportunities:

- Traveling to another country
- Living with a host family
- Participating in a camp
- Experiencing another culture

Learn more about the program or how to sponsor or host a youth www.lionsclubs.org | youthexchange@lionsclubs.org | 630-468-6759

DISTRICT AND CLUB SERVICE COMMITTEE

1. Approved the redistricting proposals from Multiple District 25 (USA), District 111-NB (Germany), District 317-E (India) and District 322-C2 (India) and postponed the previously approved proposal submitted by Multiple District 354.
2. Amended the Coordinating Lion Program to expand their assistance to support districts that have ongoing district governor vacancies and mentor struggling district governor teams.

FINANCE AND HEADQUARTERS OPERATION COMMITTEE

1. Expanded the definition of administrative officer to include the secretary in the General Fund and Emergency Reserve Fund Investment Policy statements.
2. Approved the fiscal year 2012-2013 Forecast, reflecting a surplus.
3. Approved an additional US\$3 million from the General Fund Investments to fund operations.
4. Modified Chapter XXII, Paragraph A.2.b. (2) to increase the number of past international directors eligible for an in-district budget to five (5) for multiple districts with membership in excess of 40,000.
5. Modified Chapter XXII, Paragraph A.1.e. and E.1.a.(2.) to include the phrase "unless otherwise required by local regulations." This change is only effective for officers in India and requires a receipt for all transactions to comply with local regulations.
6. Modified Chapter XI, Paragraph A.2. of the Board Policy Manual regarding banking authorization.

LCIF

1. Approved a Core 4 disability grant in the amount of US\$1 million to extend the Lions-Special Olympics Opening Eyes program.
2. Approved a Core 4 Board-directed grant in the amount of US\$15,260 for a pilot sanitation project.
3. Renewed a SightFirst technical services contract with the World Health Organization in the amount of US\$2,499,560 for a four-year period.
4. Appointed LCIF's representative to the Pan American Ophthalmological Foundation.
5. Approved 80 Standard, International Assistance and Core 4 grants totaling US\$3,921,404.
6. Tabled one grant application.
7. Approved a US\$100,000 major catastrophe grant for areas affected by Superstorm Sandy.
8. Approved a corporate document necessary to apply for a permit for Charitable Gift Annuities.
9. Amended the LCIF Operations and Policy Manual as follows: revised the exhibit which outlines Standard grant criteria and regulations, revised the exhibit which outlines forms of recognition, and revised the chapter on LCIF operations to reflect changes in banking, investments and the annual audit.
10. Amended Chapter XVI of the Board Policy Manual as follows: added the Audit Committee and LCIF Finance Committee to the section on committees, updated the humanitarian grants spending policy, updated the rules of reimbursement, updated the foundation's bank account signatories and deleted redundancies in the investment and internal audit sections.

LEADERSHIP COMMITTEE

1. Approved the curriculum plan and schedule for the 2013 District Governors-Elect Seminar.
2. Approved the replacement of Past International Director Phil Nathan with Past Council Chairperson Mark Miller as a 2013 District Governors-Elect Seminar group leader.
3. Determined that the 2014 District Governors-Elect Seminar in Toronto, Canada, will consist of three days of training.

LONG RANGE PLANNING COMMITTEE

1. Approved the creation of an Ad Hoc Committee on Board Representation for the 2012-2013 and 2013-2014 fiscal years, and determined that President Wayne Madden be authorized to appoint a committee chairperson and up to seven (7) additional committee members.

MEMBERSHIP DEVELOPMENT COMMITTEE

1. Determined that multiple districts and/or districts may apply for a Family and Women Symposium grant once in any two-year period.
2. Decided that in order to enable the Association to continue providing valuable services to the Lions, starting in fiscal year 2013-14 (July 1, 2013), new family members shall pay full entrance and charter fees. Qualifying family members, after the listed head-of-household, shall continue to be eligible for half (1/2) international dues.
3. Determined that any changes to a new members sponsor shall be made within 90 days of join date, effective immediately.
4. Updated the Founder award to be issued to the Multiple District and District GMT Coordinators, instead of the Membership Chairperson. District GMT Coordinators shall achieve a two percent increase in their district to receive the award. The Multiple District GMT Coordinator shall achieve a one percent increase in membership to be recognized. Because the GMT Coordinator position is a three-year position, this is a progressive three-year award issued each year based on achieving the net growth.
5. Revised the extension awards for new club organizers. This change will provide recognizable awards for being an organizer of a new club. This award will not be issued retroactively. The revised awards will be effective July 1, 2013.
6. Changed the department titles in chapter XVIII to reflect the correct name of the department where materials are sent.
7. Requested that the one-time fee payable for Life Membership be increased to US\$650 to be in keeping with inflation over the years and no adjustment has been made since 2005.

PUBLIC RELATIONS COMMITTEE

1. Amended the Board Policy Manual, Chapter XVII, page XVII-1, Section A., Paragraph 4.a., by adding the sentence, "No regularly scheduled messages other than from the International President shall be printed," at the end of the paragraph.

SERVICE ACTIVITIES COMMITTEE

1. Extended the Reading Action Program for a minimum of 10 years, based on the tremendous response by clubs worldwide and the importance of further expanding the Lion commitment to literacy and education.
2. Selected Lions and Leos who will serve as panelists and alternates of the Leo Club Program Advisory Panel for the term of November 2012-October 2014.
3. Approved the formation of an ad hoc committee to review current Lions Eyeglass Recycling Center (LERC) board policy and report its recommendations for possible policy changes to the Service Activities Committee at the April 2013 board meeting. In accordance with board policy, the international president will select the committee members. Funding for the committee, which is expected to be minimal, will come from the Service Activities Division.

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.

The 96th Lions Clubs International Convention Hamburg, Germany



July 05 - 09, 2013

Exclusive Lions Tours with some very special features...



Western European Wonders
June 25 - July 04, from \$2949*

Eastern European Explorer
July 10 - July 22, from \$3469*

Wunderbar Germany
June 28 - July 4, from \$2029*
July 10 - July 16, from \$2039*

**For 10
or more
passengers...**

**we will personalize
an itinerary, just
for your group!**

TURN YOUR CONVENTION INTO A VACATION!

CALL GOWAY TRAVEL - your EUROPE EXPERTS

1 877 469 2914 (Toll free for Lions)

Email: lions@goway.com

For more info visit www.goway.com/lions2013

*prices are per person based on twin share, land only

Goway.com

Preferred Agent 2013 Lions Clubs Convention

Feasts for a Pharaoh

Traditional Egyptian Cuisine
With a Modern, Healthy Touch

 Nagwa Elfayoumi 

Embark on a culinary tour of Egypt, from the era of the Pharaohs to the modern Egyptian kitchen. In *Feasts for a Pharaoh*, author Nagwa Elfayoumi reveals techniques and ingredients the ancient Egyptians used in their cooking. More than **500 recipes** highlight distinctive regional dishes from different parts of Egypt, and give the reader a deeper understanding of authentic Egyptian food and its tradition, passed down from generation to generation.



Feast like a Pharaoh!

Learn more, and order your copy of this unique cookbook by visiting

www.feastsforapharaoh.com



THANK YOU

THE LIONS CHANGED MY LIFE

A Chance to Be a Kid

Nine-year-old Frankie Palladino has done his best to adjust to life with type 1 diabetes since his diagnosis at age 6. But each day brings more responsibilities than a young boy should have to face. Frankie interrupts schoolwork or play time multiple times a day for blood sugar tests and insulin injections and carries with him the weight that he is “different.” He also shoulders a fear that something will go wrong with his health—at least he did before he attended Lions Camp Hickory for children with diabetes in Baldwinsville, New York, last summer. Frankie’s mother, Patty Palladino, is overjoyed at the change she has witnessed in her son thanks to the Baldwinsville Lions.



Frankie Palladino enjoys himself at Lions Camp Hickory.

Q&A: Patty Palladino

Lion Magazine: Why were you excited to find out about Camp Hickory?

Patty Palladino: Frankie handles his diabetes well on a daily basis. He’s learned to take it on the chin. But kids ask questions. People who don’t know him don’t understand. We went to a baseball game, and Frankie had a bag of supplies with him. A guard said he couldn’t bring food in, so Frankie had to explain about diabetes. It’s hard on a kid to have to do that.

LM: What did Frankie do at camp?

PP: He did things like crafts, games and yoga. His favorite activity was fishing. After trying all week, he finally caught something on the last day. He received a certificate for diligence in fishing—he was so proud!

LM: And he didn’t have to feel different.

PP: All of the blood sugar testing and insulin injections were scheduled into the camp. At school Frankie has to stop to do this while the other students keep going. He loved camp because it was the one place he didn’t have to explain anything or miss out on anything. He could just have fun. I would send him again in a heartbeat just for that.

LM: What else made camp special?

PP: The great thing was that the theme present in all of the games and activities was learning to live well with diabetes, but the kids may not have even realized that. The counselors were older kids who also had type 1 diabetes, so it was great for Frankie to see them enjoying life.

LM: What was the biggest takeaway for Frankie?

PP: His confidence has soared. I’ve really noticed the change that’s developed after camp. He used to worry a lot when it came to sports. He was scared that something bad would happen. At camp, he played sports, he did things he had never done before, and he saw that he was fine. Now he may worry a bit, but he thinks, “I did it at camp, so I can do it now.”

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.

LION

STAFF

Editor-in-Chief: Peter Lynch
Managing Editor: Dane La Joye
Senior Editor: Jay Copp
Associate Editor: Pamela Mohr
Assistant Editor: Jennifer Gilbert Gebhardt
Graphics Manager: Connie Schuler
Graphic Designer: Christina Jacobs
Graphic Designer: Lisa Smith
Production Manager: Mary Kay Rietz
Circulation Manager: Troy R. Jewell

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

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

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

Contents copyrighted © 2013 by The International Association of Lions Clubs. All rights reserved. Reproduction wholly or in part, except as brief quotations, is prohibited except with written permission.

EXECUTIVE OFFICERS

President Wayne A. Madden, Auburn, Indiana, United States; Immediate Past President Wing-Kun Tam, Hong Kong, China; First Vice President Barry J. Palmer, Berowra, Australia; Second Vice President Joseph Preston, Arizona, United States. Contact the officers at Lions Clubs International, 300 W. 22nd St., Oak Brook, Illinois, 60523-8842, USA.

DIRECTORS

Second year directors

Joaquim Cardoso Borralho, Linda-a-Velha, Portugal; Marvin Chambers, Saskatchewan, Canada; Bob Corlew, Tennessee, United States; Claudette Cornet, Pau, France; Jagdish Gulati, Allahabad, India; Dave Hajny, Montana, United States; Tsugumichi Hata, Miyagi, Japan; Mark Hintzmann, Wisconsin, United States; Pongsak "PK" Kedsawadevong, Muang District, Petchburi, Thailand; Carolyn A. Messier, Connecticut, United States; Joe Al Picone, Texas, United States; Alan Theodore "Ted" Reiver, Delaware, United States; Brian E. Sheehan, Minnesota, United States; Junichi Takata, Toyama, Japan; Klaus Tang, Wied, Germany; Carlos A. Valencia, Miranda, Venezuela; Sunil Watawala, Negombo, Sri Lanka.

First year directors

Benedict Ancar, Bucharest, Romania; Jui-Tai Chang, Multiple District 300 Taiwan; Jaime Garcia Cepeda, Bogotá, Colombia; Kalle Elster, Tallinn, Estonia; Stephen Michael Glass, West Virginia, United States; Judith Hankom, Iowa, United States; John A. Harper, Wyoming, United States; Sangeta Jatia, Kolkata, West Bengal, India; Sheryl May Jensen, Rotorua, New Zealand; Stacey W. Jones, Florida, United States; Tae-Young Kim, Incheon, Korea; Donal W. Knipp, Missouri, United States; Sunil Kumar R., Secunderabad, India; Leif Åke "Kenneth" Persson, Vellinge, Sweden; Dr. Ichiro Takehisa, Tokushima, Japan; Dr. H. Hauser Weiler, Virginia, United States; Harvey F. Whitley, North Carolina, United States.

ADVERTISING SALES

Chicago
Mary Kay Rietz, Adv. Mgr.
LION, 300 W. 22nd St.
Oak Brook, IL 60523-8842
(630) 468-6880
Fax: (630) 706-9234
marykay.rietz@lionsclubs.org

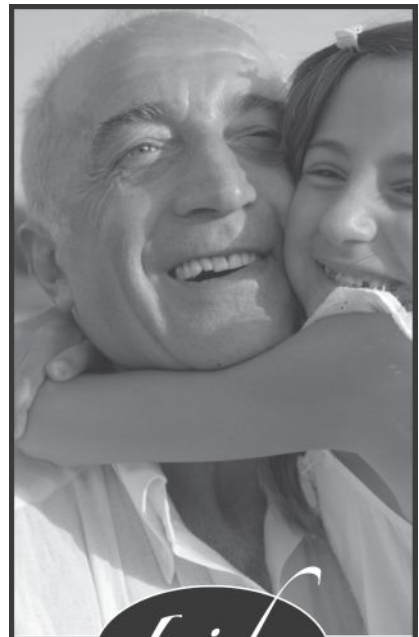
East Coast

Robert Bernbach
Robert Bernbach Advertising
Representatives, Inc.
677 Commerce St., STE 200
Thornwood, NY 10594
(914) 769-0051 / Fax: (914) 769-0691
bob@rbadvertisingreps.com

Central US

Tom Rickert
Rickert Media, Inc.
1745 Wazee Street
Denver, CO 80202
720-524-4859
tom.rickert@rickertmedia.com

Pat Rickert
Rickert Media, Inc.
6710 Garfield Avenue South
Minneapolis, MN 55423
612-861-1991
pat.rickert@rickertmedia.com



Life
after vision loss

Living with
Macular Degeneration
or another vision-limiting condition?

*Find out if special micro-
scopic or telescopic
glasses can help you see
better.*

*EVEN if you've been told
nothing more can be done,
you owe it to yourself to
seek the second opinion.*

.....
**Call today for a FREE
phone consultation
with a doctor in your area.**

888 - 778 - 2030

 **IALVS**
International Academy
of Low Vision Specialists

www.IALVS.com

*Prices from \$500.
Financing available at some offices.*

LAST ROAR



NIGHT GALLERY

An artist completes a painting by candlelight during Energy Savings Day in Italy. The Agrigento Chiaramonte Lions Club enlisted artists to paint in dim light to draw attention to the creative energy of Lions clubs. The eight paintings became part of a traveling gallery. "We were looking for a new message that could give energy and interest to our association," says Giuseppe Vella, a past president and an architect. "Many people regard art as useless. But we believe it can be an 'engine' to drive Lionism."



Lions Eye Health Program

Empowering communities to save sight

You can help fight vision loss in your community!



Participate in the Lions Eye Health Program (LEHP) to raise awareness about common eye diseases that can cause vision loss:

- Age-Related Macular Degeneration (AMD)
- Cataract
- Diabetic Retinopathy
- Glaucoma



Lions Clubs International



For more information about LEHP resources, visit www.lionsclubs.org and keyword search LEHP or email programs@lionsclubs.org.



LAST CHANCE SAVINGS!

POWER PANTS

WOW! Now Only

\$12 per pair in lots of 2 or more!
Reg. 2 for 29.95

For ALL Waists 32 - 60!

High-Quality, No-Wrinkle Fabric!

Your favorite premium quality dress pants, **IMPROVED** with invisible Fit-Forever® Expansion Waist! Guaranteed to be the Best Fitting, Best Feeling pair of pants you ever owned! Tailored in excellent dress fabric that feels and drapes like wool, but is 100% woven polyester — machine wash & dry with no shrinking, no wrinkling, and **NO IRONING!**

Styling Appointments: Trim flat front, 4 pockets, button close, nylon zipper.

LAST CHANCE at this Low Price!

BIG GUYS, Same Low Price!



4" of Hidden S-t-r-e-t-c-h! (It's there, we swear!)

100% Wash & Wear!



Now Available In Extra Short Inseams!



POWER PANTS

\$12 per pair in lots of 2 or more!
2 for \$24
3 for \$36
4 for \$48

Haband #1 Bargain Place, Jessup, PA 18434-1834

Send ___ pants. I enclose \$ _____ purchase price plus \$5.99 toward shipping. In GA add tax.

FOR MAXIMUM COMFORT, ORDER YOUR USUAL WAIST SIZE!

Waist: 32 34 36 38 40 42 44
Big Men (SAME LOW PRICE): 46 48 50 52 54 56 58 60

Inseams: XS(25-26) S(27-28) M(29-30) L(31-32) XL(33-34)

- Famous Maker Set of 3 Belts! Even sizes. 32 to 58. Genuine Leather. Black & Brown assorted colors.
- Add Just \$10 per set! 70R93 (31) assorted

What Size: _____
How Many Sets: _____

- Haband Blair Visa
- MC Discover® Network
- AmEx Check

On-Line Quick Order		Imported		
SMILEY	72Y-01V3P	WHAT WAIST?	WHAT INSEAM?	HOW MANY?
03	NAVY			
02	TAN			
8A	SLATE			
6B	PEWTER			
N7	CORDOVAN			
01	BLACK (not shown)			

Card # _____ Exp.: ____/____/____

Mr. Mrs. Ms. _____

Address _____ Apt. # _____

City & State _____ Zip _____

Phone/Email _____

100% Satisfaction Guaranteed or Full Refund of merchandise purchase price.

When you pay by check, you authorize us to use information from your check to clear it electronically. Funds may be withdrawn from your account as soon as the same day we receive your payment, and you will not receive your check back from your financial institution.

Haband!

#1 Bargain Place
Jessup, PA 18434-1834

For Faster Service Call: 1-800-543-4810 or visit www.Haband.com/bestdeals