

# LION



Lions Clubs International

WWW.LIONMAGAZINE.ORG JANUARY 2014

## We Did It!

Lions and Lion Jimmy Carter  
Triumph Over Blindness





# Chicago Doctor Invents Affordable Hearing Aid

## Outperforms Many Higher Priced Hearing Aids

Reported by J. Page

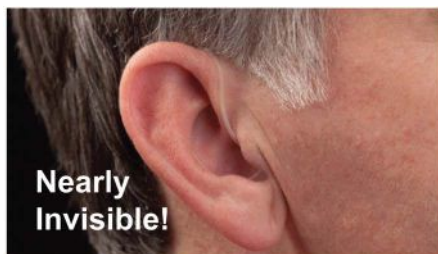
Chicago: Board-certified physician Dr. S. Cherukuri has done it once again with his newest invention of a medical grade **ALL DIGITAL affordable hearing aid**.

This new digital hearing aid is packed with all the features of \$3,000 competitors at a mere fraction of the cost. **Now, most people with hearing loss are able to enjoy crystal clear, natural sound—in a crowd, on the phone, in the wind—without suffering through “whistling” and annoying background noise.**

### New Digital Hearing Aid Outperforms Expensive Competitors

This sleek, lightweight, fully programmed hearing aid is the outgrowth of the digital revolution that is changing our world. While demand for “all things digital” caused most prices to plunge (consider DVD players and computers, which originally sold for thousands of dollars and today can be purchased for less than \$100), yet the cost of a digital medical hearing aid remained out of reach.

Dr. Cherukuri knew that many of his patients would benefit but couldn't afford the expense of these new digital hearing aids. Generally they are *not* covered by Medicare and most private health insurance.



Nearly Invisible!

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- ✓ Telecoil setting for use with compatible phones, and looped environments like churches
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The doctor evaluated all the high priced digital hearing aids on the market, broke them down to their base components, and then created his own affordable version—called the MDHearingAid® AIR for its virtually invisible, lightweight appearance.

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Of course, hearing is believing and we invite you to try it for yourself with our RISK-FREE 45-day home trial. If you are not completely satisfied, simply return it within that time period for a full refund of your purchase price.

### Can a hearing aid delay or prevent dementia?

A study by Johns Hopkins and National Institute on Aging researchers suggests older individuals with hearing loss are significantly more likely to develop dementia over time than those who retain their hearing. They suggest that an intervention—such as a hearing aid—could delay or prevent dementia by improving hearing!

### “Satisfied Buyers Agree AIR Is Best Digital Value!”

*“I am hearing things I didn't know I was missing. Really amazing. I'm wearing them all the time”*  
—Linda Irving, Indiana

*“Almost work too well. I am a teacher and hearing much better now”* —Lillian Barden, California

*“I have used many expensive hearing aids, some over \$5,000. The Airs have greatly improved my enjoyment of life”* —Som Y., Michigan

*“I would definitely recommend them to my patients with hearing loss”*  
—Amy S., Audiologist, Munster, Indiana



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# A Message From Our President



**Barry J. Palmer**  
Lions Clubs  
International President

## Hail to the Former President, a Proud Lion Like Us

How strong are we when we serve together? “Individually, we are one drop. Together we are the ocean,” wrote a Japanese poet. “The secret is to gang up on the problem, not on each other,” said an American businessman. “Alone we can do so little; together we can do so much,” insisted the great Helen Keller.

In this month’s LION former U.S. President Jimmy Carter explains to us in his own words the power of partnership. *The Carter Center and Lions have saved the sight of millions of people.* A Lion, former President Carter understands the value of serving together. We are proud of his accomplishments, proud of him as a fellow Lion and proud to serve alongside his center in preventing blindness.

**Lions clubs epitomize collaboration and partnership.** It’s easy to write a check. But effecting lasting change requires banding together with like-minded people to knock down barriers to opportunity and self-realization.

*Dreams mean little and amount to nothing if we keep them to ourselves and try to achieve them all on our own.* To Follow Your Dream necessitates going down the path of teamwork and collaboration. Your clubs are dream makers. You dream it, and your fellow Lions can achieve it.

Anyone who has accomplished great things realizes that family, friends or mentors paved the way. **We Lions have one another.** We must lean on one another to recruit and retain members, especially women, help the needy through microfinance and other means, and increase our visibility through social media. Remember that every great dream begins with a dreamer who has patience, passion and a preference for partnering.

A handwritten signature in black ink, appearing to read 'B. Palmer'.

Barry J. Palmer  
Your Lions Clubs International President



An Ethiopian girl demonstrates face washing to help prevent trachoma, which can cause blindness. The Lions/Carter Center partnership includes critical health and hygiene education.



# Contents

January 2014 • Volume 96 • Number 6

## Features

### 18 We Did It!

Former President Jimmy Carter talks with the LION Magazine about our progress against blindness and on his decades-long Lions membership.

### 24 Female Focus

Women in clubs gain a special satisfaction in helping women and girls.

### 32 Fun 2.0

The zany hijinks of the past are gone, but Lions still know how to have fun.

### 40 Decades of Devotion

Some Lions devote a lifetime to one project.

#### *On the cover:*

Former U.S. President Jimmy Carter joins Past District Governor Tebebe Y. Berhan of Ethiopia and John Moores, then board chairman of The Carter Center, during a visit to a remote village in Ethiopia affected by river blindness.



## Also Featured

30 Sight Day Observed

38 Mower Man

### 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

For change of address, non-receipt of the magazine and other subscription issues, contact 630-468-6982 or [stats@lionsclubs.org](mailto:stats@lionsclubs.org). For all other inquiries call 630-571-5466. 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](mailto:lionmagazine@lionsclubs.org) or at 630-468-6909 or 630-468-7023.

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# What's In This Issue

1 President's Message

## Departments

4 News

10 Ideas that Roar

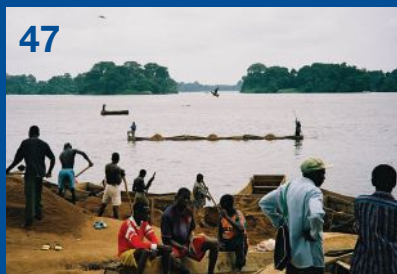
14 Lions on Location

46 Foundation Impact

47 Visionary Work

55 Thank You

47



## News You Can Use

48 Recruiting Members

49 Raising Funds

50 Online Guidance

## Miscellaneous

51 Executive Summary

52 Anniversaries/Key Awards

56 Last Roar

Connect with Us Online

## Convention Countdown

Toronto, Ontario, Canada  
July 4-8, 2014





# IN THE SPOTLIGHT

LIONS NEWS BRIEFS

## FEE WAIVER FOR VETERANS

A pilot program to waive the charter or entrance fee for U.S. veterans of all ages has been started by Lions Clubs International. The \$30 charter or \$25 entrance fee is waived for any qualifying veteran who joins a new or existing Lions club between July 1, 2013, and June 30, 2015. This is a U.S.-only pilot program for the first 5,000 qualified veterans who become Lions. Eligible veterans include retired U.S. military personnel or honorably-discharged members of the Air Force, Army, Coast Guard Services, Marines, National Guard, Navy or Reserves. Those currently serving in the National Guard or Reserves are also eligible. "Veterans have made so many great contributions and sacrificed so much to serve our country," read an LCI email to Lions. "As service members are honorably discharged from the military, let's offer them an opportunity to get involved in their communities." For information, email [memberprog@lionsclubs.org](mailto:memberprog@lionsclubs.org).

## LIONS RADIO NETWORK BEGINS

The Lions Radio Network is now operating from the home page of Lions Clubs International ([www.lionsclubs.org](http://www.lionsclubs.org)). The online radio station offers free streaming music and news and announcements for and about Lions. Four music stations are available: oldies, hits, country and classic country. The radio icon is located in the upper right corner.

## LIONS HELP THE PHILIPPINES

LCIF has gathered more than \$1 million in contributions and commitments to help those in the Philippines affected by Typhoon Haiyan in November. The funds were or will be used for food, water and medicine and for long-term needs such as rebuilding. Supported by Lions from England, Germany and Sweden, LCIF sent 575 tents and 190 water filtration units to the Philippines shortly after the disaster. The \$1 million includes a Major Catastrophe grant of \$100,000 from LCIF. Lions from OSEAL, meeting in Singapore when the storm struck, donated \$370,000. Called the worst storm to make landfall in recorded history, the typhoon killed at least 3,500 people, left a half million homeless and affected 11 million. There are more than 12,600 Lions in the Philippines in 380 clubs with four clubs in Cebu and one club in the disaster epicenter of Tacloban. Lions on the ground were already busy serving people affected by a major earthquake in nearby Bohol in October.

Lions from District 301 B1 in the Philippines assist typhoon victims.



## LIONS' PLAYGROUND SEEN BY THE WORLD

Matteo, who was blind and had cerebral palsy, died at age 11 in 2010. But before he died Lions helped build Matteo's Dream, a playground for disabled children in Concord, California. The Lions Clubs International float in the 125th Tournament of Roses Parade on Jan. 1 was modeled after the playground. An estimated 400 million people watched the parade. The \$750,000 playground was the idea of Lion Liz Lamach, Matteo's mother. Three thousand volunteers built it over eight days. Lions and LCIF provided major financial support and manpower. The playground has rubberized flooring, metal slides that do not disrupt hearing devices and xylophone-like instruments that permit children to hear and feel the vibrations of music.



The Lions' Rose Bowl float was built based on this drawing.

Watch an inspiring video on Matteo's playground.

## LION APP IS FREE

You now can read LION Magazine on an iPad or Android tablet. The free LION Magazine App can be downloaded from [www.lionmagazine.org](http://www.lionmagazine.org). The digital LION includes videos, archival stories, supplemental materials and links.



# IN THE SPOTLIGHT

ONE OF US

## GAIL HAMILTON

Just before she was crowned 2013 Ms. Colorado Senior America, Gail Hamilton asked to feel the tiara. The first blind woman to win the pageant, 60-year-old Hamilton wowed the judges with her performance of Puccini's "Nessun Dorma" — with beloved guide dog Juno at her side—an eloquent interview and her moving "philosophy of life" statement. Hamilton, an inspirational speaker and memoir author, wanted to uplift the audience through her triumphs over life's obstacles. Englewood Lion Hamilton says that after years of struggle, her desire to fly is now bigger than her fear of falling. Being of service is helping her spread her wings and soar to new heights.



### How did it feel to become Ms. Colorado Senior America?

It was so joyful, and I was in disbelief. When I won best talent I had hoped it wasn't just because I was blind. Sometimes it's either people think you're wonderful because you're blind, or they pity you. I didn't want to be viewed just as blind, but for who I am. When I won I realized that I really can create my destiny, and I just want to keep inspiring people to live their best lives.

### Have you always loved singing?

Yes, since I was young I've enjoyed the creativity of music, the emotional release and the connection with the audience. When I was a kid it was the only thing I could do by myself, so it gave me a sense of independence.

### How did you develop such a positive outlook on life?

For 50 years I lived as a victim, and then I decided to turn it around. I began by trying to think thoughts of gratitude every morning. I started to realize that it was my head stopping me, not my blindness. Once I changed my thinking, my life began to change for the better. It's not always easy, but I've learned to live in joy. When I speak to groups, I hope that my story can help them overcome challenges.

### What is your book about?

I tell my story of losing my sight [partially from complications from premature birth, then completely at age 11 due to cataracts] and what I've learned throughout my life. Because I'm blind, I'm able to see people from the inside out, not the outside in, and I can live guided by my heart, not my eyes. The working title is "Soaring into Greatness: A Blind Woman's Vision to Live Her Dreams and Fly On Her Wings."

### How do you like being a Lion?

When the Lions invited me to join I was excited, but I wasn't sure what I was getting myself into! I'm so happy I joined. I'm glad I can help with identifying the current needs of blind people like transportation, employment and technology. Lions can help the visually impaired live their dreams, just like I am.

Find out more about Gail Hamilton at [spreadyourwingstofly.com](http://spreadyourwingstofly.com).

Do you know a Lion who you think has a great story or deserves a bit of recognition? Email us a brief description of the Lion and the reason you're making the nomination to [lionmagazine@lionsclubs.org](mailto:lionmagazine@lionsclubs.org). Please include "One of Us" in the subject line.

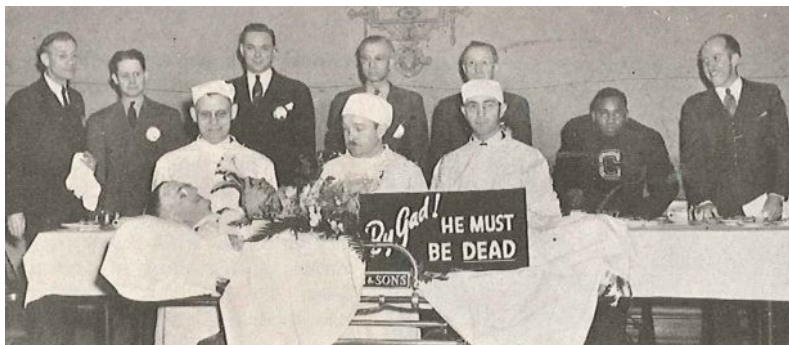
Watch a video of Hamilton singing  
"Nessun Dorma."

Gail Hamilton is crowned  
Ms. Colorado Senior America.



# IN THE SPOTLIGHT

LIONS NEWS BRIEFS



## 73 YEARS AGO IN THE LION JANUARY 1941

Tired of seeing vacant chairs at meetings, Fort Wayne Lions in Indiana decided to make a "horrible example" of someone. A posse of able-bodied Lions drove an ambulance to the home of unwitting Ed McBride when he failed to show for a meeting and had him "lay in state" holding a lily.

## OVERHEARD

**"It was a crime reminiscent of the 'How the Grinch Stole Christmas.'"**

—From a Cecil Daily story on thieves brazenly stealing the huge steel grill box including the stakes and poles of the canopy used by North East Lions in Maryland for their semi-annual chicken barbecue. Community members quickly donated materials to make a new grill.

**"You have to stick your tongue in it."**

—Jillian Forde, 6, on the best way to taste the locally produced maple syrup used by Paris Lions in Ontario, Canada, for their popular Maplefest pancake breakfast. From the Brantford Expositor.

**"My thinking is that it's like that book ['The Five People You Meet in Heaven'] where you find out about those people whose lives you affected. When you join the Lions, everywhere you turn, you find people who come up to you and tell you your club did something for them, for a family member or friend."**

—Ron Papa of the Sterling Heights Lions Club in Michigan in the Macomb Daily.

## BY THE NUMBERS

### 445

Fire hydrants painted by Carbondale Lions in Illinois during the summer and fall.

### 13

Charter members of the Hershey Lions in Nebraska, still alive a half century after the club was chartered, honored as grand marshals in a Hershey parade.

### 255,018

Dollar amount of taxes paid by the Maple Grove Lions Club in Minnesota as it netted \$85,888 from gambling operations at two bars.

### 1,800

Miles of sidewalks in Honolulu needing maintenance, a project undertaken by Lions.

### 50

Vintage boats displayed at the 22nd Annual Antique & Classic Boat Show held by Bass Lake Lions in California.

### 2,515

Pounds of food collected by Evans Lions in Georgia in a food drive contest for a county pantry narrowly won by the Salvation Army.

### 12

Portraits of children in need of adoptive parents shown at the Cayuga Lions Club. The Indiana Heart Gallery is a traveling exhibit.

### 330

Pairs of slippers collected by West Maui Lions and then distributed to schools.

## ON THE WEB

Did you take a memorable photo on your summer vacation or over the holidays? Do you think it could stand out among other stunning shots in the Lions Environmental Photo Contest? Find out the rules, categories and deadlines on LCI's website. See last year's winners and purchase a 2014 wall calendar featuring many of the entries while you're at it. Visit [www.lionsclubs.org](http://www.lionsclubs.org) and search for "Environmental Photo Contest" to get the details.



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# IN THE SPOTLIGHT

LIONS NEWS BRIEFS

## CLUB OF THE MONTH

LANGLEY LEO CLUB, BRITISH COLUMBIA, CANADA

### YEAR FOUNDED: 2009

**MEMBERS AND MEETINGS:** The 82 Leos hold efficient meetings every Wednesday at lunchtime at R.E. Mountain Secondary School, alternating each week between junior members in grades 8-9 and senior members in grades 10-12.

**MUSIC TO THEIR EARS:** Residents at a home for senior citizens are treated to a concert once a month. Leos lend their musical talents and practice their singing and instrument skills by serenading the seniors.

**LITTLE THINGS MEAN A LOT:** Every holiday season the Leos fill 50 shoeboxes with a variety of everyday personal items. They deliver the boxes to the Salvation Army homeless shelter so that those struggling through hard times don't go without basic necessities.

**FESTIVAL FANS:** The Leos participate in community events such as the Cranberry Festival, Country Celebration, Apple Day and Langley International Festival. They smartly use their 209-member Facebook group page to recruit event volunteers, make announcements and share photos.

**THE BEST KIND OF SECRET:** During the stressful spring season of exams and college applications, the Leos decided to anonymously spread some happiness at their school. Called "Project Post-It," the Leos handwrote more than 1,200 uplifting messages and posted them on every locker in the school, as well as on staff mailboxes. On a Monday morning, the mood of stressed-out students quickly improved when they were met with personal messages such as "Note to self: you are awesome" or "It only seems impossible until it's done." (See a photo of the Leos in action on page 56.)

**DOUGH FOR DOUGH:** Teenagers have big appetites and sweet teeth, so the Leos design their fundraisers to make everyone happy. Funds raised through holiday candygrams, doughnuts and bake sales go to the Leos' charities of choice such as homeless shelters and animal welfare.

**WHY BE A LEO?** "We can be part of something big by contributing a little bit of time, ultimately creating an enormous positive impact on those who need it most." –Julia Chung

Watch a heartwarming video of the Langley Leos' Project Post-It.



Leos Sena Kim (left) and Jenny Chung help a child use an old-fashioned washboard at the city's Country Celebration.

## DIGITAL LION CLUB OF THE MONTH

MCGAHEYSVILLE-MASSANUTTEN LIONS CLUB, VIRGINIA

Visit the McGaheysville-Massanutten Lions' website, and you'll be greeted with a colorful checkerboard of photos and links. Recipients of a 2013 LCI International Contest honorable mention award, the Lions have created a fun and easy-to-navigate website. The club mascot, a cartoon lion named Mass McGahey, brings a cheery whimsy to each page. Visitors can get to know the Lions through thumbnail photos of all 58 members on the Members page and bios and photos of club leaders on the Leadership page. A helpful FAQ section for newcomers explains what the Lions are all about and sets a friendly and inviting tone.

# How a Safe Step Walk-In Tub can change your life

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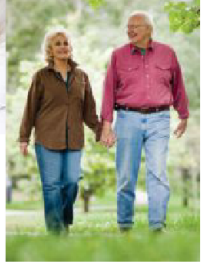
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# IDEAS THAT ROAR

LIONS CLUBS MAKE A BIG IMPACT WITH SERVICE PROJECTS

## GROW MEMBERSHIP

Growing membership helps your club remain a viable and vital force for good in your community.

## Shiloh's Second Chance

Krista Putnam loves dogs. She also loves being a member of the Grass Valley Host Lions Club in California. Luckily for Putnam and her community, these two passions easily meld into a club service project that brings a very special visitor into the lives of children to help them learn to read.

Shiloh, a border collie, is a rescue dog from a shelter that Lions support. His beginnings were inauspicious, says Putnam, a shelter volunteer who adopted him as a pup. "He was saved by some Good Samaritans after being dumped in a dumpster with some of his siblings and bound for certain death on a hot August day," she says.

Shiloh's affection for his two-legged friends is what made him a natural candidate for Therapy Dogs International training. "An agility dog, he's already starting to train for search and rescue," Putnam explains. "His calling is to people and kids in particular. He just loves them!"

Lions are making sure that Shiloh is right where he wants to be—in the center of the action. "We want to do something to make reading and learning fun," points out Putnam, whose husband, Michael, is also a Lion. "The time and patience necessary to help kids read isn't always available. Reading is an important life skill."

"Shiloh, who's in the Tail-Waggin' Tutors program, visits children in local schools to help out with reading, ABCs,

123s, rhymes, songs or whatever the teacher wants," she explains. "He's happiest in the middle of the class. His favorite is kindergarten, and he just loves being petted as the kids take turns stroking his soft fur and trying their hand at learning to read."

Shiloh turns out to be the best kind of friend to have in class. "He's patient, non-judgmental and calming to the children as the teacher kindly helps them with the pronunciation of words. He lays his head on their laps and listens," she says. "After a while, they get a 'border' smooch. And he is generous with the kisses, giving them just the perfect combination of rewards."

In addition to Putnam, other Lions dressed in the club's Lion mascot costume often accompany Shiloh on his rounds. "Children interact more after having a therapy pet visit a class and, in some cases, pets draw out children who wouldn't normally react," she adds.

Shiloh doesn't just reserve his affection for children. "He visits many retirement homes in the area and snuggles with residents," Putnam points out. "We promote Lionism and love wherever we go. He sports the Lions logo on his therapy coat and greets everyone equally with a wagging tail and doggie smile. Lions pay for the materials I hand out to the kids, including bookmarks."

### SERVICE IDEA A DOG'S TALE



Shiloh enjoys being a reading buddy.

#### PARTNER WITH OTHERS

If you think a project can benefit from more hands, consider partnering with other service or civic groups, churches, schools and even social agencies to make it work.

#### SUPPORT YOUTH

Leo clubs are the ideal springboard to future volunteer action. Lions illustrate how members positively and directly fill human needs.

#### KEEP LCIF STRONG

Supporting LCIF by setting aside a percentage of raised funds keeps the foundation a visible vehicle of assistance around the world.

## Sight Checks and Smiles

Approximately 10 percent of preschoolers tested for vision problems including amblyopia are discovered to have abnormalities that can lead to permanent sight loss if not corrected early. Screening fidgety, anxious preschoolers isn't easy, but Beavercreek Lions in Ohio have discovered the key.

"It's all about the kiddies!" says Eleanor Haupt. She reads to children from interactive books while they wait their turn for testing. "Some kids really just want to keep reading. I try to make sure every child got a chance to help me read," she explains. Lions often kneel on the floor to connect with kids at preschooler height.

Haupt brings along stuffed animals for the children to hold. She does this to "help the kids relax and have fun, which it does," she explains. "We also help them relax by calling them by their names or complimenting them on a piece of clothing or their smiles—'Great sneakers! Wow, are they sparkly!'"

After screening, Lions give the kids stickers to decorate shirts, hands or even faces. "Bottom line," advises Haupt, "try to make it as much fun as possible."



Photo by Paul Bales

Clutching a stuffed animal provided by Beavercreek Lions in Ohio, a preschooler has his eyesight checked by Lions Sue O'Rear (foreground) and Jane Cotterman.

## Hearing the Message Loud and Clear

Farmville Lions in Virginia were already serving their community as a club for a year before receiving an official charter in 1924. Inspired by a talk from Helen Keller at an early club meeting, Lions focused on helping the blind and hearing impaired. The 60-member club has now recently headed in a new direction—educating children on how to prevent hearing loss before it begins. A specially designed program called "Can You Hear This?" is bringing the facts to them in an interactive format.

"It presents experimental ideas and has demonstrations for students, teachers and parents," says Dr. William Schall. A former dean of Longwood's College of Education and Human Services, he facilitated the collaboration between Lions and the university's Center for Communication, Literacy and Learning. A \$5,000 grant from a community foundation helped Lions establish the hearing initiative. Graduate students Allison Chaplin and Andrew Hockenbery helped develop the pilot program targeting fourth-graders under the direction of professor Lissa Power-de Fur. She explains, "One of the highlights of the program is how it engages students in creating [sound] waves, 'smashing' hair cells and measuring sound levels. Longwood also sends a bookmark with noise levels to the teachers to distribute a couple of weeks after the class."

The club and university have a long-standing tradition of working together for the community. "One of the former presidents of Longwood was the prime organizer of the Farmville Lions Club, and we still have a very strong relationship with the campus," Schall explains. "Our membership is rather well-balanced, racially integrated, with both male and female members who range from their 30s to their 80s. Service projects focus on sight, hearing and diabetes awareness."



Photo by Gina Caldwell

Longwood graduate student Allison Chaplin demonstrates hearing prevention tips during a presentation.



# IDEAS THAT ROAR

LIONS CLUBS MAKE A BIG IMPACT WITH SERVICE PROJECTS

## SHOW YOUR EFFORTS

Appoint a club photographer to take candid photos of Lions working together on a club project so that prospective members can see Lions in action.

SERVICE IDEA FANCIFUL FUN

## Tooth Fairy Pays a Visit



Tooth fairy Lion Donna Upham brings a bit of whimsy to her presentations.

It's not easy being the tooth fairy, but Donna Upham manages just fine. Wearing a puffy white dress and tiara into classrooms, Upham, a member of the Overgaard Ponderosa Lions Club in Arizona, dispenses wisdom and fun with a wave of her wand. She's part of an ambitious project Lions have undertaken both to educate children about oral health and promote reading.

She may wear the dress, but Upham credits Lions Donna Harris and Jeri Kurtenbach with creating the tooth fairy program. "The dress was purchased at a thrift store. A seamstress added the sleeves, and we embellished the rest with ribbon and wings. It was a very minimal cost," Upham says.

Lions launched the project because "Arizona has the highest rate of children's tooth decay in the entire nation," explains Lion Doug Harris. Lions also wanted to inspire children to read. An \$8,675 grant from the Delta Dental of Arizona Foundation, the first ever given to a Lions club in its 17-year history, helped Overgaard Ponderosa Lions launch their educational campaign. The club also received 1,200 "smile bags" containing a toothbrush, toothpaste and dental floss to be given to children during the tooth fairy's visits.

An Arizona state agency donated more than 400 books for Lions to distribute and plans to donate more. "Donna

passes out the books and requests that the children take them home to mom and dad to help them read," says Harris. There are about 10 to 12 oral health books used in the education sessions. Children learn a variety of facts about keeping their teeth healthy as well as hearing other entertaining stories. The tooth fairy presentation program is in demand at preschools and 13 libraries throughout the county.

"We read a new book every time we meet," Upham says. "The children are so excited to see me, and the boys are just as giddy as the girls. Sometimes I see the children in the grocery store and they ask me if I can fly. I tell them that we have airplanes now and I'm just a normal girl during the day."

The 61-member club focuses many service activities on children, says Harris. Those include an annual Easter egg hunt, which attracted nearly 300 children in 2013 who searched for 3,600 eggs donated by a local egg farm, and eye screenings for children in preschool through sixth grade.

If Lions have their way, there will definitely be more magical thinking in their state. "We have a tooth fairy in training, Jeri's granddaughter, Cora, a seventh-grader from our own community. I'm so glad this is being shared with other clubs. You can bet I won't be the only tooth fairy out there," declares Upham.

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## Serving Without Even Trying To Serve In Japan

This past year Utsunomiya Chuo Lions in Japan traveled with people who have muscular dystrophy to Moka City, renowned for its pottery. Ceramic artist Moriyoshi Saeki, a club member, taught the group how to make pottery wares. The Lions and those with muscular dystrophy learned together and worked side by side. The Lions were serving by not serving. They befriended others by being friends.

That was the whole point of the outing: not giving or receiving service but having fun together spontaneously. That's how it's been for this club and those with muscular dystrophy since 1974. Each year Lions and people with the disease enjoy an activity together with no service strings attached.

It wasn't always so. For seven years Lions donated blankets, visited people at home or otherwise provided a tangible service. Then club members realized it was more beneficial to those not in the best of health to go somewhere and just have a good time. Over the years places visited include an aquarium, a hot springs and an azalea park.

The club works with the Tochigi Muscular Dystrophy Association in choosing a destination. "Lions made our request for pottery making come true," says Toshiyuki Ebinuma, the president of the Muscular Dystrophy Association.

"Many people don't know what to do when they interact with people with disabilities, and that awkwardness comes across through their words and attitude," says a longtime, non-Lion who volunteers on the outings. "Lions are different. They are so natural. It's probably because in their mind they are just having fun together rather than giving favors of some kind to the disabled."

Service projects for those with disabilities are a traditional Lions activity in Japan. Niigata Chitose Lions hold a festive Friendship Walk for people with physical or mental challenges. Last year's 14th annual walk was held at the Big Swan Stadium, where the 2002 World Cup games took place.

Participants completed a half-hour walking course with three check points before enjoying a hot lunch and fun games. A total of 334 people including caretakers, facility staff, Lions and other volunteers took part.

Lions began the walk because of a lack of affordable disability care facilities in Niigata City. "We have several participants whose physical disabilities are so severe they can

rarely take a walk, and this event gives them a good opportunity to exercise," says Director Aoki of the Yamashiro Local Activity Support Center. "Because Lions take care of organizing the event, we staff members can also enjoy the day, which we are very thankful for. It is also great that we can walk while talking and building friendships with people from other facilities."

1 ASIA JAPAN

The Friendship Walk involves fresh air and friendly interaction.







THE SAN ESTEVAN LIONS CLUB IN BELIZE HOSTED THE COUNTRY'S ANNUAL CONVENTION, WHICH HAD SEMINARS INCLUDING "UNDERSTANDING/NURTURING OUR BELIZEAN YOUTH."



AS A GROUP THE KOTTAYAM LIONS IN INDIA PLEDGED TO BE ORGAN DONORS.



IN NICARAGUA, A HIGHLIGHT OF THE RIVAS LIONS CLUB'S 60-YEAR HISTORY HAS BEEN CONSTRUCTING TWO RURAL PRIMARY SCHOOLS.



Lions and those with muscular dystrophy make pottery together.



Lions befriend those with disabilities on the Friendship Walk.







## Unmasking Melvin Mascot

Meet Melvin Mascot. Many South Africans have. He shows up where crowds gather—at festivals, bingo games and fundraising walks, golf outings and wheelchair races. Active on Facebook, he has 2,995 friends and counting. According to his Facebook profile, he was born on January 13—not coincidentally at all, the same birthday of Lions' founder Melvin Jones. His Facebook relationship status: "It's complicated." Such is the life of a Lions mascot with four fingers, a furry body and a fervent desire to publicize Lions.

Melvin's alter ego is Carl van Blerk, 45, a former school-teacher steeped in Lions. His wife, Debbie, is a Lion, and Jade, their 12-year-old daughter, is a proud Leo. (Son Tyler, 9, is a Leo in waiting.) Van Blerk joined the George Lions Club in 2006, chartered the Eden Lions Club three years later and dreamed up Melvin not long afterward. What do you expect from a gregarious person who attended the College of Magic when he was 10 and earned pocket money as a teenager by performing at birthday parties and schools?

Van Blerk says Melvin leaves an impression. "I can confidently say there is not a club in our country who is not aware of the Eden Lions," he says. The average South African also gets exposed to Melvin by virtue of his frequent appearances on TV and radio stations and in newspapers.

Van Blerk's enthusiasm for public relations does not flag when it comes to club projects. Lions were prepared to launch a Tip-A-Ton food drive. "Why a ton?" he challenged them. They raised 10 tons. His club's Christmas party for needy children included volunteer pilots flying more than 60 children over the city.

Van Blerk has become a kind of franchise operator. Melvin Mascot now has three look-alike "brothers." There is Swellvin of the Swellendam Lions, Rex of the Port Rex Lions and Mufasa of the Fort Beaufort Lions. Van Blerk dreams of further extending his role: "to have Melvin recognized in some form by LCI as an official Lion mascot and to be seen, not necessarily as a suited character, but as a Lion."

2 AFRICA SOUTH AFRICA



Melvin Mascot  
jumps at the chance  
to promote Lions.

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\*Price per person, based on double occupancy. Plus \$159 tax/service/government fees. Add \$200 for August 8<sup>th</sup> departure date. Alternate departure dates available June-September. Seasonal rates may apply. Airfare is extra.



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\*Per person, based on double occupancy. Price based on outside porthole, upgrades available. Plus \$299 tax/service/government fees. Airfare is extra.

Lions Clubs International not responsible for losses incurred.



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# TRIUMPH OVER BLINDNESS

LION Magazine talked with former U.S. President Jimmy Carter on our progress against blindness, his decades-long Lions membership and on staying active as you age.

***LION Magazine: River blindness has been eliminated in Colombia. How were we able to accomplish that?***

Carter: Let me first say I'm very proud of my relationship with Lionism. I'm still considered to be a full-fledged Lion. I'm very grateful for the partnership The Carter Center has with Lions Clubs International. We couldn't do it without Lions. Everywhere I go I brag about what Lionism has meant to me.

The achievement in Colombia was a tremendous milestone, not only in the Lions-Carter Center partnership but in the larger effort to eliminate river blindness from Latin America and Africa. [LCIF] Chairperson Madden attended the ceremony in Bogota, and his remarks on the work of Lions Clubs around the world to prevent blindness and illiteracy reminded me of why I wear my pin with pride.

River blindness is a disease caused by worms that originated in Africa and was likely brought to this hemisphere by the slave trade back in the 1700s and 1800s. When The Carter Center adopted river blindness as one of our targeted diseases, it existed in six countries in Latin America: Brazil, Colombia, Ecuador, Guatemala, Mexico and Venezuela. We began to see this as a relatively milder form of onchocerciasis than existed in some places in Africa for several reasons. One of the most important is that the little black fly that transmits the disease in Africa is much more efficient than in Latin America. Another is that only about 600,000 persons in six countries were at risk for river blindness in Latin America, compared to millions in Africa. So we saw Latin America is a good region to try new ideas that could lead to elimination.

Some of our experts at The Carter Center have worked at the Centers for Disease Control and Prevention, which is next door to us in Atlanta. They thought we should try to get rid of the adult worms, which concentrate in lumps in the skin called nodules, where they breed the microfilaria that cause itching and discoloration of the skin and blindness.

So we thought, how can we fight this more aggressively? We began working in close partnership with the Ministries of Health, distributing in endemic areas doses of an oral tablet called Mectizan,<sup>®</sup> donated by Merck. In some places the program gave two doses a year and in some places four doses a year. We found to our pleasant surprise and gratification that it worked over a period of many years to completely eliminate the worms. So that's what we've done. It's taken us a long time. We've been working with local Lions for more than 20 years in the Americas, and they have provided important advocacy and technical expertise. Together with the Ministries of Health, we've now gotten rid of the disease in almost all six countries.

There's one small area on the border between Venezuela and Brazil where the disease still occurs. We're working on that now. I've been fishing in that particular area and have met with some of the indigenous



A Guatemalan health worker provides Mectizan<sup>®</sup> to a child. Guatemala announced that it had interrupted river blindness transmission in 2011 and stopped all treatment activities in 2012.

(Opposite) Former U.S. President Jimmy Carter, International President Jim Ervin (Lions hat) and Amadou Toumani Touré, later president of Mali, mark the official launch of the Lions-Carter Center SightFirst Initiative in Mali in 1999.



Yanomami people there. They move freely back and forth across the river, the border between the two countries. The Brazilian side of this remote region is much more easily accessible. So we can get helicopters to transport the medication to their side of the border. But we need to get permission from both countries simultaneously to fly these Brazilian helicopters to the Venezuelan side to administer the dosages.

***What will it take to eliminate river blindness in the rest of the Americas and Africa? How close are we?***

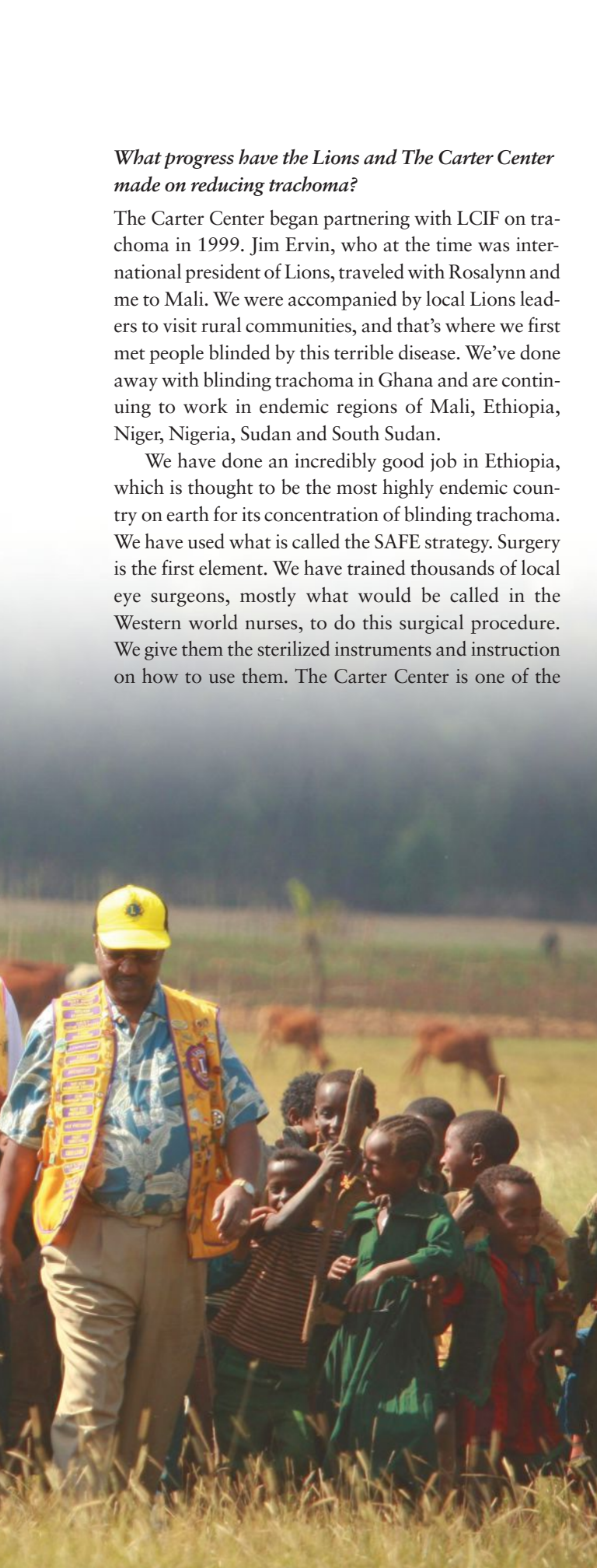
When we found out about seven or eight years ago how successful the program was in Latin America, we decided we would try it in localized regions of Africa. We decided to first try it in North Sudan and Uganda. As always, working with the Ministries of Health, we've been successful in interrupting transmission in eight of our 18 locations in Uganda and one location in North Sudan, which is now the Republic of the Sudan. We are making very good progress as assessed by our scientists.

So The Carter Center has urged the World Health Organization and other organizations that deal with sight saving to do what we have done, that is, target onchocerciasis to be eliminated instead of just controlled. Twenty-six years ago the CEO of Merck, Dr. Roy Vagelos, told us he had a veterinary medicine that would prevent river blindness. But you had to give it every year. Merck produced Mectizan,<sup>®</sup> a formulation of the medicine for people, and pledged to donate it for the control and elimination of onchocerciasis as long as needed.

So that's what we've done, and many other organizations have joined The Carter Center to change—this is a very dramatic and profoundly important change—from controlling river blindness by giving them one dose a year to giving them more than one dose of Mectizan<sup>®</sup> in order to eliminate the disease completely in that particular region of a country. The Lions Clubs and LCIF are important partners of this river blindness work and have provided wonderful support in the Americas, Cameroon, Nigeria, Sudan, Uganda and Ethiopia.

Enthusiastic children from Amhara, Ethiopia, run to greet Ethiopian Lions and Carter Center staff in April 2009.





*What progress have the Lions and The Carter Center made on reducing trachoma?*

The Carter Center began partnering with LCIF on trachoma in 1999. Jim Ervin, who at the time was international president of Lions, traveled with Rosalynn and me to Mali. We were accompanied by local Lions leaders to visit rural communities, and that's where we first met people blinded by this terrible disease. We've done away with blinding trachoma in Ghana and are continuing to work in endemic regions of Mali, Ethiopia, Niger, Nigeria, Sudan and South Sudan.

We have done an incredibly good job in Ethiopia, which is thought to be the most highly endemic country on earth for its concentration of blinding trachoma. We have used what is called the SAFE strategy. Surgery is the first element. We have trained thousands of local eye surgeons, mostly what would be called in the Western world nurses, to do this surgical procedure. We give them the sterilized instruments and instruction on how to use them. The Carter Center is one of the

## Lions/The Carter Center Save Sight of Millions

The Lions Clubs International Foundation is an important partner of The Carter Center, pledging \$42 million in grants since 1994. The partnership has led to 136 million Mectizan® treatments for river blindness, 100 million Zithromax® treatments for trachoma, and 334,000 trichiasis surgeries. Local Lions clubs help mobilize communities to participate in drug distribution, eyelid surgery campaigns and latrine construction. Lions provide technical support, monitor progress and meet with influential leaders in their countries to advocate for continued attention to river blindness and trachoma.

### PARTNERSHIP HIGHLIGHTS

- 1994 The first SightFirst grant is awarded to The Carter Center for a river blindness control program in Nigeria.
- 1999 The Lions-Carter Center SightFirst Initiative is launched thanks to a \$16 million grant from SightFirst for river blindness activities in six countries in the Americas and in Nigeria and Uganda as well as for trachoma control in Ethiopia and Sudan.
- 2004 SightFirst provides a \$2 million grant for river blindness elimination in the Americas. "We are overjoyed that, in cooperation with The Carter Center, we've been able to save the sight of millions of people," says Dr. Tae-Sup Lee, 2004-2005 LCIF chairperson.
- 2007 International President Jimmy Ross travels with former President Carter to Sudan. Past International President Jim Ervin visits the River Blindness Program in Uganda shortly after the country announces its new policy of river blindness elimination by 2020.
- 2009 Carter dedicates the "Gift of Sight" statue at Lions' headquarters in Oak Brook, Illinois, to honor the organizations' collaborative efforts to fight preventable blindness.
- 2009 The 100,000th trichiasis surgery is done, the one millionth household latrine built, and 30 millionth dose of Zithromax® distributed as the Lions-Carter Center-assisted trachoma program reaches full scale in Amhara, Ethiopia.
- 2010 International President Sid L. Scruggs III and Past President Ervin participate in MalTra Week in Ethiopia during which more than 10 million people are treated with Zithromax® for trachoma.
- 2012 The Sudan Federal Ministry of Health, with assistance from The Carter Center and LCIF, announces that the isolated desert area of Abu Hamad has stopped transmission of river blindness. It is among the first areas in Africa to demonstrate that intensified mass treatment with Mectizan® can interrupt transmission of the disease.
- 2013 LCIF Chairperson Wayne Madden joins Mr. and Mrs. Carter in Colombia to congratulate President Juan Manuel Santos and the people of Colombia for becoming the first country in the world to be verified by the World Health Organization to have eliminated river blindness with support from The Carter Center and LCIF. LCIF awards \$3.1 million to further fund The Carter Center for river blindness and trachoma programs in Ethiopia, Mali, Niger and Uganda.



Ojok Charles, 16, of northern Uganda is blind due to river blindness. LCIF, The Carter Center, and local Lions are assisting Uganda to eliminate the disease nationwide by 2020.

world's leading facilitators of eyelid surgeries for advanced-stage trachoma.

Distributing an antibiotic is the second part of the strategy. I went to the Pfizer corporation headquarters a number of years ago and got Pfizer to agree to donate the medicine Zithromax®. We're now distributing the antibiotic, and this November we celebrated a major milestone with our Lions Clubs partners in Ethiopia and with Pfizer: the 100 millionth dose of Zithromax® distributed with Lions-Carter Center-assistance.

The F part of the SAFE strategy is face washing. We go in and teach school kids and parents the advantages of having their children wash their faces to prevent the spread of trachoma bacteria. We were getting reports from schoolteachers in the area on what percentage of the children wash their faces in the morning, and occasionally we and the Lions organization would give a modest prize to the schoolkids who did the best jobs of washing faces.

I'd say the most notable and interesting achievement is with the E or environmental component of the strategy, which is to get rid of flies—just plain houseflies similar to those I lived among as a child. At the end of 2012, the Lions-Carter Center project in Ethiopia had been directly responsible for the building of 2.9 million latrines, which is very interesting. We were successful beyond our wildest imagination because it became a women's liberation movement. In many parts of the Africa, it's completely forbidden or taboo for a woman to relieve herself in public. So the women and girls, instead of going behind a bush, have habitually relieved themselves in the house or around it, which contributes tremendously to the spread of trachoma. The flies carry the infection from one person to another.

We taught people how to create a latrine for less than a dollar. We taught them how to dig a hole in the ground and fix the top of the ground so it won't cave in as you squat over it and put a screen around it to provide some privacy. We thought we might have 10,000 latrines built at the end of the first full year. But we had 86,500 latrines built, because women adopted this as a way to give them more freedom to use the bathroom whenever they need to. Now we've passed 2.9 million latrines, and the local people have continued the practice and are building latrines on their own.



*You told Lions in 2007 at our international convention that other than your marriage your Carter Center's partnership with SightFirst was the most important of your life. Please explain.*

I was referring to Lionism in general. When I came home from the Navy, I had no awareness at all of public service. I had been a submarine officer concentrating exclusively for the previous 11 years on my naval career. When I came home, what opened my awareness of the outside world was my involvement as a Lion. I began to work on small projects like giving blood or collecting eyeglasses and selling brooms from the factory for the blind. I ultimately became a district governor, and I was elected chairman of all the district governors in Georgia. I had 208 Lions clubs in Georgia. I visited as many as I could. I became aware of the outside world and an opportunity to serve other people. That was a transforming event in my life and led me to go into politics and to establish The Carter Center after I left the White House.

Thanks to the Lions Clubs International Foundation's partnership with The Carter Center, millions of people already have been protected from infection with trachoma and river blindness, and hundreds of thousands have received eyelid surgery. These accomplishments would not have occurred without LCIF's early investments and the constant support and advocacy of Lions clubs on the ground.

*How is Mrs. Carter? You've been married 67 years. It's been, as you say, a great partnership, hasn't it?*

It really has. We're still getting to know each other. We have four children, 12 grandchildren and nine great-grandchildren. A lot of the older grandchildren are married. We have 34 members of our family now. She is a full partner with me in everything at The Carter Center. She founded and guides the Center's Mental Health Program to continue a fight for good mental health care, which is so important to her. We're still getting along fine with each other.

*Like everyone else, some Lions are getting older. You maintain a remarkable schedule. How do you do it? What advice do you have for staying active as you age?*

As long as you do things that are exciting, unpredictable, adventurous and gratifying, you will stimulate your mind and stay healthy. If certain activities are gratifying to you then you want to continue to be able to do them. That encourages people to be more conscious about what they eat and about how much exercise they get. Working on projects with the Lions and The Carter Center has given us this kind of personal reward.

*The LION Magazine interview with former U.S. President Carter was edited for length and clarity.*



Trichiasis patients display their intake forms while awaiting eyelid surgery during an outreach campaign in Guidan-Roundji, Niger, in 2012. The Carter Center has facilitated approximately 40 percent of all trichiasis surgeries globally, and LCIF is a primary funder.

**A Lion and a Champion of Sight:**

- "The man from Plains"—a club president becomes a U.S. president (March 1977 LION)
- "Lions have changed my life"—a feature on the former president (April 2009)
- Lions curtail river blindness (September 2009)



Safia Koumare cradles her young child in their home in Soukara village, Mali. The trachoma bacteria spread easily from person to person, most frequently from child to child and to the women who care for them. The Lions/Carter Center partnership facilitates eyelid surgeries for people with the advanced, potentially blinding stage of trachoma known as trichiasis.



# Female Focus

Women in clubs gain a special satisfaction in serving women and girls in need.

by Marsha Mercer

An empty sock drawer is not a big deal in tropical Hawaii. The ability of girls to get an education also is not an abiding concern.

It's a far different story in Afghanistan.

Christine Nguyen, a high school senior in Honolulu, has taken this to heart. Only 17, she has already been part of an international aid effort to make life a little brighter for schoolgirls in Afghanistan, one of the world's harshest places for girls to get an education.

Nguyen is president of the all-girl Sacred Hearts Academy Leo Club in Honolulu which, with two other Leo clubs, collected and sent backpacks, school supplies, balloons and socks to Afghan girls.

The "Socks for Sisters" program began after the Leos learned that schools in Afghanistan are unheated. The girls first wanted to send bright, striped and patterned socks but decided that plain white socks were more appropriate for the conservative country.

"When you live here in America, socks and school supplies are so trivial. But there it's so important," Nguyen says. "It's pretty amazing."

Teresa Bryan began the process of chartering Leo clubs when she was president of Kamehameha Lions in 2008-2009. After girls at Sacred Hearts Academy asked Jim Bryan, Teresa's husband, to sponsor a Leo club, La Pietra Hawaii School for Girls wanted a club and then Kalani High School did too. The three clubs now have 350 Leos.

Socks for Sisters is just one of many service projects in which female Lions and Leos are making a difference in the lives of women and girls. If, as former Secretary of State Madeleine Albright once said, "There's a place in hell reserved for women who don't help other women," these women Lions need never fear the hot place.

Samantha Fukushima (from left) of the La Pietra Leo Club, Leo Adviser Teresa Bryan of the Kamehameha Lions Club and Christine Nguyen of the Sacred Hearts Leo Club feel uplifted about collecting socks for girls in Afghanistan.

Watch a video on Socks for Sisters.

Photo by Whitney Miyahira









Women-designed projects tend to be hands-on and personal; women typically work one-on-one or in small groups. Women Lions help homeless women in Michigan get back on their feet. They mentor kids in California, share their love of reading with children in West Virginia and drive sick children in Oregon to airports.

And here's something else that women-centric Lions projects often share: creative financing.

"One of the things we try not to do is write checks," says Diane Wehby, past president of the Thornapple Valley Lions Club in the Ada-Cascade area of western Michigan. "We say, 'How can we help you?'"

When she was club president, Wehby began hearing a recurring theme in conversations with women friends and colleagues.

"Many of my friends had a huge interest in helping women and children," she says. About that time, Wehby was also trying to grow the club, but some women members couldn't make it to the Monday night meetings.

**Lightbulb moment:** How about a Thornapple Valley *Lady* Lions Club? The branch club held its first meeting last May, and all its projects target women and children.

"We have a member whose dream was to help homeless women. For me, the issue of domestic violence was near and dear to my heart," says Wehby, a registered nurse and hospital administrator.

"One of the cool things about Lady Lions is if it works for you, we can do it," says Wehby. The branch club meets right after work, and some members bring their children.

"If somebody's baby's crying, that's OK," Wehby says, adding diplomatically that a crying baby might not be as welcome at a traditional Lions meeting.

Members of Thornapple Valley Lady Lions drive 25 miles to inner city Grand Rapids to work with the women's unit at the Degage Ministries homeless shelter. They crocheted scarves for Valentine's Day gifts for shelter clients and donated more than 200 business outfits, complete with accessories, for women returning to the work force after job retraining.

"Our specialty," says Wehby, "is doing what we can do with little or no money."

For example, the women hosted a baby shower for two domestic violence shelters. The Lady Lions made refreshments and invited friends and family to bring baby gifts. The night of fellowship and fun brought in \$2,000 worth of donated baby goods.

For shelter clients about to "graduate" to their first apartment or home, the Lady Lions prepared about two dozen "bathroom in a bag" kits—shampoo, conditioner, towels, toilet paper and a bathmat in a duffel bag.

Sometimes the Lions hear indirectly about their impact. Wehby said a shelter volunteer told her about complimenting a homeless woman wearing a pretty scarf. The woman proudly explained it had been a Valentine's gift from the Lady Lions and that was the last time she would wear it. But why? The volunteer asked.

"I'm going to be using my scarf as part of the valance in my new apartment to remind me of the kindness of strangers," the woman said.

In her day job, Carol Shipley, president of the Modesto 500 Lions Club in California, is a Stanislaus County assistant district attorney. She knows that mentoring can be an important tool to help kids stay in school and out of trouble.

This is the sixth year she and

other Lions have mentored fourth-graders at Shackelford Elementary. Lions work one-on-one to develop reading skills.

For the kids, having an adult mentor "makes them feel important, even if it's just half an hour twice a week," she says. "It's the boost they need to realize they can succeed."

Modesto 500 also supports the Family Justice Center, a local nonprofit that helps victims of domestic, child and elder abuse, and Without Permission, a nonprofit that helps victims of human sex trafficking.

"It's pretty frightening out there," Shipley says. Girls are being recruited into prostitution between the ages of 11 and 14. "It's crazy right now."

She also hopes to get her club involved in a new summer camp for children of domestic violence.

The news media often focus on the need to mentor boys, but guess what?

"Girls need mentors for the same reasons boys do," says psychology professor Jean E. Rhodes, director of the



Lion Diane Wehby (right) has helped this woman and others at the Degage Ministries homeless shelter in Grand Rapids, Michigan.

Center for Evidence-Based Mentoring at the University of Massachusetts Boston.

A single mother raising a son alone may realize her boy needs a strong male role model and get a male mentor, but, Rhodes says, few single moms raising a girl would see the need for another woman to mentor her daughter—even if mom and girl can't communicate or the working mom has no time.

Research shows that when a child has one good relationship with a caring adult outside the family it helps the child build resilience. A mentor also can show a child another life path, Rhodes says.

Adult mentors benefit, too. They often connect with people outside their social network and become more aware of problems in the community. They can develop deeper appreciation for teachers and schools, Rhodes says.

Lura Watkins, a great-grandmother and a member of the South Charleston Lions Club in West Virginia, has made a lifelong commitment to sharing her love of reading in schools. She was a volunteer reader decades ago when her own three children were young. Now she's among the Lions who read to younger students in West Virginia's Read Aloud program. Last year, Watkins read weekly in a third-grade class for half an hour. She's about to start again.

"The kids hear somebody's voice other than the teacher's, and they know somebody in the community is interested in them," Watkins says. "It's good for Lions and other organizations to get involved, and it gives the teacher a few minutes' break."

Kathryn Jo Clark of South Charleston, a retired school teacher and mother of three, was recruited for Read Aloud by her husband, Dick Clark, a Lion for 44 years.

"I just loved being there," Kathryn Jo Clark says of the third-grade classroom where she recently read from a book of scary folktales.

Reading is not the only seemingly modest task Lions do for others: driving is another.

After a 2-year-old girl in southern Oregon tumbled headfirst off a picnic table and suffered a serious brain injury, Lion Sue Jagers got a call. The child needed medical treatment in Portland, 300 miles from her home. A free flight was arranged, but could Jagers provide ground transportation?

That's where Earth Angels, a Lions service project Jagers created, comes in. An Earth Angel—in this case, Sue's husband, Jim, picked up mom and daughter at the airport, drove them to the hospital and back to the airport for their flight home.

Photo by George Brown III



Kathryn Jo Clark of South Charleston reads to a student as part of the Lions' participation in the West Virginia Read Aloud program.



“The families save thousands of dollars in airfare and rental cars, and they know someone cares,” says Sue Jaggers. She and Jim, a past district governor, belong to Canby Lions Club near Portland.

Earth Angels works in partnership with Angel Flight West, a nonprofit group whose volunteer pilots provide free flights for seriously ill patients. Since 2009, Earth Angels have driven more than 900 missions in Oregon, and the program recently started in Washington state. Sue Jaggers’ goal is to take the project nationwide.

The Lions provide more than a car service. Every Earth Angel who picks up a sick child gives the girl or boy a stuffed animal—a lion, usually—and a Lion-made quilt, thanks to Sue Jaggers and her family.

“It’s the moms who really appreciate it,” Jaggers says. “They have tears running down their faces.”

The Lions and Leos can get teary-eyed, too. But often, despite the stakes, the actual service is anything but serious and somber. Schools in Hawaii have service requirements for students, but teenagers are glad to be Leos, says Teresa Bryan. “They have fun. That’s our key,” she says.

Jim Bryan, first vice district governor, risked his life making two trips to Afghanistan in 2009 and 2011 to

personally deliver 15,000 pairs of eyeglasses along with backpacks, school supplies and socks. The Leos have more shipments ready to go, but it’s too dangerous for Bryan to return. Afghanistan lacks postal service, FedEx and UPS, and the U.S. military no longer accepts aid packages for delivery after a package bombing last year killed three American troops. Bryan hopes to find a way to resume the shipments.

Until then, the Leos in Hawaii aren’t standing still. After cases of bullying came to light and a girl at La Pietra committed suicide, local teens flooded Facebook with condolences. The three Leo clubs wanted to do something to fight bullying, but what? They decided on a scholarship and an anti-bullying dance with signs that carried messages like “Keep Calm and Say No to Bullying!” Applicants for the Kamehameha Lions Club & Foundation’s \$1,000 scholarship will write an essay about efforts to fight bullying at their school. The first dance last January was so successful that the Leos are planning another.

“We’re trying to target teen awareness about bullying in a way that appeals to them,” says Nguyen, the 17-year-old Leo.



Lion Sue Jaggers created Earth Angels in Oregon to transport sick children to airports.



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President Barry Palmer does a vision test at a school in Mossman, Australia, on World Sight Day.

Photo by Dan Morris



# Lions Celebrate World Sight Day

A small town in Australia, Mossman has quaint country stores, historic pubs and tree-lined streets. What it lacks is eye care. The closest ophthalmologist is nearly 60 miles away. Many residents don't own cars and lack the time and money to travel to see vision specialists.

But on Oct. 10, Lions brought vision care to Mossman. The town was the focus of Lions' World Sight Day. International President Barry J. Palmer is an Australian, and he and the LCI's board of directors met nearby in Port Douglas. President Palmer and board members were part of the vision screenings held by Mossman Lions and other Australian Lions.

Lions screened 80 students aged 5 to 6 at Mossman State School and at St. Augustine School. Parents of 20 students were told that their sons or daughters need follow-up care. Lions were assisted by the Mossman Community Health Services and Coral Sea Eyecare in Port Douglas.

Lions also partnered with others in screening more than 80 residents, including a number of indigenous villagers, at the Mossman Community Centre. "The need for this screening was clear," says President Palmer. Between 25 and 30 percent of those screened were found to have vision problems and referred for follow-up care. Of those referred, 50 percent had significant problems which, if untreated, could lead to loss of sight.

Mossman Community Health Services workers previously had told many of them that they needed see an ophthalmologist. But they had not sought treatment, probably because of the cost of transportation. One couple, advised that they were at risk of glaucoma, tried to treat the symptoms with "liquid tears."

Through a grant from LCIF's SightFirst, Lions presented a large van to the Mossman Health Facility to be used for free trips to see a specialist. LCIF also provided funds for specialized ophthalmology equipment to the Cairns Hospital Foundation.

This was the first vision screening that the local Lions had sponsored for some years. It was so successful that the Lions and Mossman Community Health Services plan to hold the screenings annually.

Besides the screenings, President and Mrs. Palmer read with students at both schools and presented a check for new books for each school library. The president and board members also planted trees at the schools.

Lions around the world marked World Sight Day with various activities. The Lord Mayor of Leeds in England took part in a Lions blindfold walk, assisted by a guide dog, to raise awareness of issues faced by those with sight impairments. Lions in Avallon, France, worked with local health professionals to provide free screenings and distributed information. Lions in Hyderabad, India, conducted a free eye camp and provided cataract surgeries.

The Lions Club of Grand Cayman in the Cayman Islands screened children and adults. And in the United States, the Coon Rapids Lions Club in Minnesota set up information booths throughout town and collected used eyeglasses and donations for the Minnesota Lions Eye Bank.



# FUN 2.0 |

The boisterous, over-the-top hijinks of the 1950s and earlier may have faded into history, but Lions still have plenty of fun while doing good.

by Marsha Mercer



Lions have always liked to have fun. In 1926, officers of the Salt Lake City Lions Club in Utah were "sentenced" to one year of hard labor for "forwarding the aims" of Lions.



Photo courtesy of the Daily News of Newburyport

The bed race of Newburyport Lions in Massachusetts brings out the zany side of residents.

George Keens took his seat as the newest member of the San Pedro Lions Club in 1959 and wet his pants.

It's not what you think. Keens sat in a puddle of water left intentionally for him. While Keens was standing, a playful Lion had surreptitiously poured water onto the chair's concave leather seat.

That was how Lions in one club in Southern California welcomed new members in the age of Ike and Elvis.

"They had to take it—like an initiation," recalls Keens, 97. "It was all in fun."

Times change, and so do Lions. The San Pedro club has women members now, and the soggy, seat-of-the-pants welcome has gone the way of the transistor radio. Fun evolves, though it's still as important to Lions clubs as H<sub>2</sub>O is to the human body.

Surveys done by Lions Clubs International show men and women become Lions primarily to serve their communities, and Lions truly enjoy service. Whether they're sorting old clothes for a flea market, flipping chicken on the grill or playing baseball with special needs kids, Lions have fun helping each other while they're making their communities better.

"The 'We Serve' philosophy resonated with me," says Kathryn Scott, who joined the Orcutt Lions Club in California in 2010 and quickly rose to president. Lions' work with Angels Foster Care and Royal Family Kids Camp,

which help foster and abused children, touched her heart. She also loves the Lions-sponsored Christmas parade.

With a background in sales and marketing, Scott sees stoking enthusiasm as key to retaining and recruiting members. She brings in small prizes—lion candy, fuzzy lion toys, Beanie Baby lions—because, she says, busy members face a decision: "Am I going to go to this meeting or stay home and watch 'Survivor'?"

Bottom line, says Past District Governor Bill Newyear in Pahrump, Nevada: "It's a volunteer organization that does a lot of work. You're not paid for it. If you can't have fun, why bother?"

Fun is not trivial. It serves an important role in groups, says Vanessa Druskat, an expert in organizational behavior at the University of New Hampshire.

"The more you understand and appreciate the uniqueness of one another, the more you listen to each other, trust others' views and make smarter decisions," she says.

Groups can achieve their goals without having fun, but fun actually boosts performance, says Druskat, whose dad is a Lion in Massachusetts. Bringing members and spouses together for social events like barbecues and golf tournaments helps people learn about, understand and trust each other.

Taking five minutes at the start of a meeting for silliness is also smart: "People think more clearly when they're



relaxed,” she says. Plus, fun engages people. “When we’re engaged, we learn more,” she adds.

Fun is not quantifiable, the way meeting a fundraising goal is, but creative fundraising can be fun, make a community take notice and energize members.

Pam Burton of the Darlington Lions in rural Maryland compiled YouTube videos of Lions fundraising events around the globe—from elephants playing soccer in Nepal to Wiener Dog Races in Buda, Texas—for a presentation last year at the USA/Canada Lions Leadership Forum.

Lions Clubs are all about experience, and what’s fun varies from club to club and even Lion to Lion. Age and gender affect someone’s notion of fun, as does geography. Clubs need to know their communities and their members.

Even in a world of instant tweets and global CNN, people retain rich geographical differences that shape their ideas of fun. The Chilliwack Stellers Jay Lions Club in British Columbia, Canada, finds fun in catering memorial teas and other foodie events.

“We were the first all-ladies Lions club chartered in Canada 25 years ago,” says Joan Maxwell, club secretary and a 19-year member. Men can join now, but, she says, “We wear pink vests.”

At their meetings, Stellers Jay Lions get a kick out of tossing Loonies (the Canadian dollar) into a toilet seat.

“It’s a game that livens things up,” says Maxwell. The tail twister places a toilet seat in the middle of the group, and members take turns tossing dollar coins. If yours goes in, you get it back. A miss and into the Lion bank it goes. Mostly, the Lions win.

Don’t underestimate the fun potential of a member who’s a character. He or she might turn ordinary tasks into legend. David Carlock of the Boynton Lions Club, near Chattanooga, Tennessee, recalls the amazing sales skills of the late Harry McCauley.

“He could sell Eskimo pies in the Antarctic. He wouldn’t take a no,” says Carlock. Decades ago when Lions sold light bulbs door to door, McCauley sold a box of bulbs to an elderly fellow who didn’t even have electricity.

“People don’t believe it, but it’s true!” says Carlock, 75.

Longtime Lions often relish old stories, traditions and rituals more than newer, younger members do. Conflict sometimes results.

In Bridgewater, Massachusetts, Sharon Audette is helping new Campus Lions clubs. College students often don’t like raising money, but most are interested in volunteering, she says. Younger Lions want hands-on projects such as cleaning up a beach or running in a charity race, not selling tickets.

Audette, who joined the Bridgewater Academy Lions in 2005, wants to bring in fresh, fun activities—maybe a road race (a scavenger hunt in cars), a chili cook-off or a hot wings cooking contest. Older members push back with the five words that murder change: “We’ve never done that before.”

Audette perseveres. “You’ve just got to keep pushing, very delicately,” she says.

Lions Clubs International recognizes that clubs have different needs. Only a little more than a third of non-Lions say they would appreciate regular meetings, and just one



Brown County Lions in Indiana take part in an outhouse race.

Photo by Brown County Democrat



Deep Creek Lake Lions in Maryland award prizes for Most Likely to Sink and Best Use of Duct Tape in its build-your-own-boat race.

in 10 non-members say they like the idea of a cheer, roar or song, according to LCI surveys.

The tail twister is now “totally optional,” says Becca Pietrini, a manager in Membership at LCI.

Pranks can be fun, or not. Take cutting off neckties—please!—says Past District Governor John Youney of Skowhegan, Maine.

“Cut your tie off? That’s not acceptable to me,” says Youney. A tail twister’s tail twister, Youney has presented talks on how to accentuate fun. He’s all for competitive nerf basketball but losing one of his beloved Jerry Garcia silk neckties to a “fun” snip of the scissors? Never.

Youney’s region is one of the country’s top maple syrup producers, and Skowhegan Lions naturally think they know syrup-making. He recently sprang a surprise pop quiz—\$1 each—and offered syrup products as first and second prizes.

“That got people going, because when there’s a prize, they compete,” Youney says. And they laugh.

There’s scientific evidence to back up the power of laughter, says Professor Druskat, who notes that brain research shows people are never more in sync than when they are laughing together. Their brains light up in the same area.

Greg Stahl of the Wrentham Lions Club in Massachusetts could surely get a good-natured argument from other Lions when he declares, “We’ve got the most fun club on the planet!”

In March, Wrentham Lion J.R. McDonald and a partner dressed up as Barney and Betty Rubble from “The Flintstones” and danced to “The Lion Sleeps Tonight” in the first “Dancing with the Wrentham Stars” competition.

“Our guy was hilarious,” says Stahl. “Barney” brought home the award for raising the most money among the participating charities.

“We’re good at playing jokes with and on other clubs in the area,” says Stahl, a 20-year member who once impersonated another member and got inducted into another

club so he could razz his friend at district conventions. They also enjoy stealing other clubs’ gongs and gavels.

Regional differences dictate fun, and in Alabama there’s a saying: “If it’s not football, it’s wrong.” The Montgomery Lions Club, which meets every week for lunch, frequently invites football coaches as guest speakers.

An all-stars high school football game is among the club’s fundraisers. Members also enjoy Lion Alva Lambert’s uncanny impersonations of famous Alabama sports stars and politicians including the late Gov. George Wallace and Sen. Howell Heflin.

“It’s good fellowship, with some frivolity and joviality,” says Lambert. Montgomery Lions once were known for lobbing dinner rolls at each other.

“We’re more civilized now,” he says. “We ball up cloth napkins and throw them. Much more refined.”

Fun is intangible, but it’s not hard to find solid proof of the power of fun in accomplishing big goals. The Fort Kent Lions in northern Maine constructed a gym-sized pavilion with a covered stage and restrooms in Riverside Park.

This is remarkable in a town of 4,000 residents. The Fort Kent Lions Club has 90 members, all men. About 60 show up for meetings every other week at a restaurant where they can have a couple of drinks while they discuss their latest projects. The club even has a house band of members, called Boomerang.

Club fundraisers include an ATV Poker Run, in which all-terrain vehicle drivers pick up playing cards at various checkpoints on a predetermined route with the goal of getting the best poker hand. Five years ago, members posed in the buff—carefully, so as not to scandalize—for a calendar. Sales went through the roof, and the club made \$30,000. A variety show every other year is a reliable money-maker.

“I can’t say it’s a family event,” President Charlie Ouellette says of the show. “Some of the skits are a little racy, but it raises a lot of money to do the things in the community we want to do.”



Fort Kent Lions contributed to a mural that depicts the region's history of potato farming. They gave a ski tow to the town. They support a Boy Scout troop and pay for golf lessons for kids among other projects.

Ouellette says his members enjoy some rituals—singing Lions songs and doing the roar and toast. As for yellow vests, some older members wear them, younger ones, not so much.

“When we travel out of town, we wear polo shirts with the Lion logo and pins,” Ouellette says.

Newyear and his wife, Past District Governor Marcia Newyear, who lived in California until earlier this year, say the vests are such a sticking point for younger members that the Newyears once had denim vests made with the Lions logo on the back.

The Newyears believe in making serious, if routine, occasions like the induction of members or installation of officers into fun celebrations.

“We do things that help a lot of people, and we should celebrate those who take time to do the work and become officers,” says Marcia Newyear.

She turned one installation into a “Jeopardy” episode, complete with questions for the new president. Another time, she created an Academy Awards show—a red-carpet “walk of fame” and a roving TV “reporter,” all against a backdrop with Lions logos.

Any club could produce a faux “Jeopardy” or Oscars, but what made these events special was that they grew organically from the members and locale. The incoming president worked on the “Jeopardy” TV show and the venue of the actual Academy Awards is located just 20 miles away.

In Lemont, Illinois, where John Goushas's dad has been a Lion for 45 years, the younger Goushas thought Lions were “an old man's thing”—until he saw younger people getting involved. He joined 11 years ago. As

president, “I'm trying to step it up a notch—bring in some variety.” He changes seating so members meet new friends, rotates meetings among restaurants and is open to new ideas.

When a woman member suggested that male Lions dress as women and perform in a cabaret show, the men agreed. The next year, though, the club auctioned a Harley-Davidson motorcycle. An annual pork chop dinner features a popular “Wheel of Meat” raffle. Lemont Lions support

three local food pantries. They give scholarships and iPads to high school seniors and work with a local optometrist and ear, nose and throat doctor so children get free glasses and hearing aids.

The camaraderie is so strong that whenever Goushas, 51, has a problem or needs something, he turns to fellow Lions.

“It's always, ‘I know a guy who knows a guy.’ We'll find a way. That's the way Lions are,” he says. That's fun.

Pine Bush Lions in New York sponsor the UFO Festival Parade. Pine Bush has been the site of numerous UFO sightings.



Photo by Sue Wland

#### Those Crazy Days of Old

- Nebraska Lions cage human Lions (December 1923 LION)
- Pennsylvania Lions punish tardiness in a highly unusual way (October 1934)
- Wisconsin Lions play snowshoe baseball at 15 below (March 1951)

# 27th Annual Lions International Peace Poster Contest

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### How the Contest Works

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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 an award ceremony where 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.
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### 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\$11.95, 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
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*\*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 also included in this kit and on the LCI website.

**Kits are available January 15 – October 1, 2014.**

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).

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# Crossing Minnesota— Slowly but Surely

## This Lion is a Cut Above

Bob Harms, 67, doesn't mow his own yard, but he did ride a lawn mower nearly 500 miles across Minnesota to prevent hearing loss among children.

A Kingston Lion, Harms rode a Toro Zero-Turn lawnmower from the Canadian border to Iowa. The motor home that followed him displayed a banner with a photo of two-year-old Maren, who was treated at the Lions' Children Hearing Center at the University of Minnesota. A board member of the Lions Hearing Foundation, Harms raised \$42,000 for the hearing center through a raffle of a Toro and donations.

The remarkable thing about his 10-day ride was how uneventful it was. Harms sped away from chasing dogs, got wet from heavy rain and road spray from trucks and changed three flats on the garden trailer he pulled. And a grinning jogger once overtook him. "That was kind of disheartening," says

Harms. But overall the ride was smooth. "I was expecting more adventure," says

Harms, who is the executive secretary for Multiple District 5M. Helping to ward off trouble was Past District Governor Jim Aasness, who drove the motor home accompanying Harms.

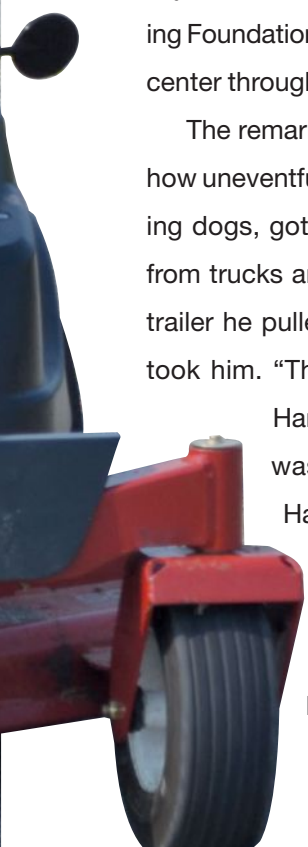
The souped-up mower, donated by Toro, puttered ahead at 7 miles per hour on state highways. Harms had secured a permit to ride on the shoulder. Several times curious drivers pulled off the road ahead of him. "One semi-driver asked me, 'What in the world are you doing?' He ended up giving me \$20," says Harms.

Harms met with Maren and her family near the end of his ride at a celebratory ceremony at the Toro plant in Windom. Her hearing loss wasn't diagnosed until she was 21 months. In Windom her family gave Harms a plaque with a quote from Mark Twain: "Kindness is the language which the deaf can hear." Maren, now 4, is "catching up to her peers," says Harms.

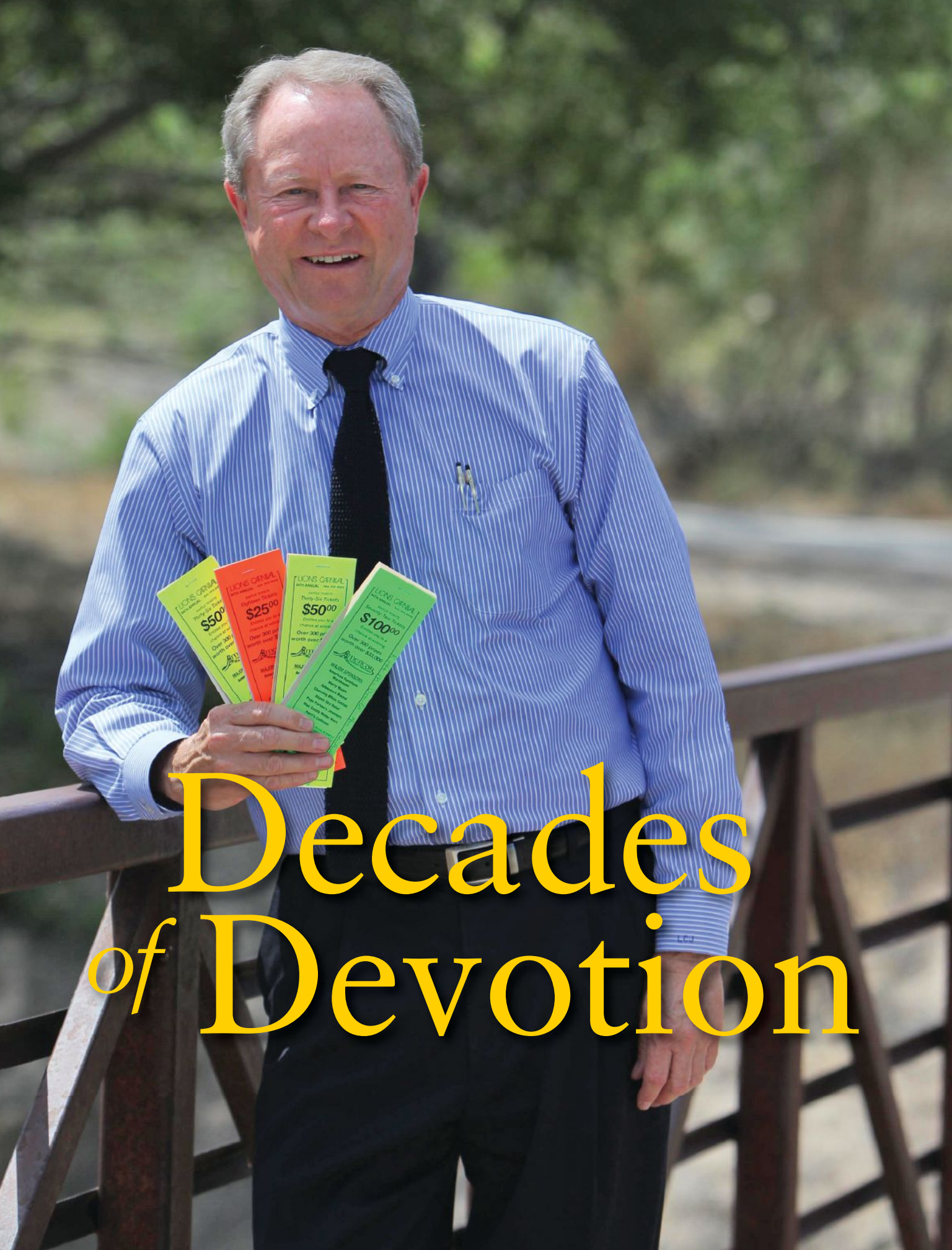
Harms takes a personal interest in those with hearing impairments. He's had hearing problems since he was young. A few years ago, when his hearing loss began affecting his job as city clerk, he received a bone-anchored hearing aid (known as a BAHA).

Harms has 3.5 acres of land to mow at home. "My wife [Past Council Chair Debbi] does the mowing. She really likes it," he says. After the ride the couple bought the same Toro model that was raffled off.

—Jay Copp







# Decades of Devotion

Club projects take the time and talents of many members.  
Yet some Lions are so dedicated to a duty that the  
community itself comes to know and appreciate their role.  
These Lions grow older and lose hair, stamina and  
loved ones yet answer the bell year after year.

by Cliff Terry

### No. 1 Fundraiser

The Grand Junction Lions Club in Colorado is one of world's most successful clubs in raising funds through a single project, and Larry Jones (photo) is easily the club's most successful fundraiser. Since 1983, he's sold \$135,000 in raffle tickets. (A member since 1975, he's actually sold more, but records were not kept until 1983.) The next closest Lion has sold about \$75,000 worth.

Some Lions are reluctant to hit up friends, acquaintances and strangers. Not so Jones. "I do it every day. I'm in investments. So I have no qualms," says Jones, 71, a registered investment adviser. "I just call and say, 'It's that time of year again, and you've been very generous in the past in buying our raffle tickets. You can win up to \$35,000 worth of prizes. And I'd appreciate your support again this year. Quite frankly, we've got some really good projects going, and I want you to give more than you did last year.'"

Raffle prizes include trips to Las Vegas and resorts like Aspen, Breckenridge and Glenwood Springs. But it's the push, not the prize, that counts. "I always start at the top end," says Jones. "I say, 'I want you to buy a \$100 book.' They'll say, 'Oh, I can't afford that. All right, I'll buy a \$50 book.'" Still, he sold \$100 books to 35 people last year. "I refuse to sell \$5 books," he says. "I didn't sell any \$10s either. And I try to avoid \$20s. My theory is, it takes just as much time to sell a \$100 book as it does to sell four \$25s."

The raffle is held in conjunction with a parade and a free carnival, held on a Saturday night in February. The club has raised more than \$5 million from the raffle/carnival, which made possible the 26-mile Lions Club Riverfront Trail. The club's latest project will be a \$300,000 donation to the city to develop a new riverfront park. The 10,000-seat amphitheater and an area for kayaking and rafting will be named after the club.

Jones enthusiastically passes along his skills to younger Lions. "We do have a lot of new, young, vibrant members, so it's not an aging club. We made a concerted effort to get

young people into the club. I'd say 30 percent of our club members are 40 or under. There's a Rookie Breakfast before ticket sales begin, and they ask me to talk about how to sell tickets. I think it's fairly effective. We had 20 new rookies this year, and one lady sold about \$2,500."

### Stage Star Now A Backstage Star

The show must go on in New Bloomfield, Pennsylvania, and it must involve Norman Harrison (photo next page). The New Bloomfield Lions began the Lions Community Theater in 1971, and Harrison hasn't missed one yet.

"I'd done plays in high school and enjoyed them. I was too stupid to realize how much work the Lion project would be, and I produced and acted," he says. "One year I even parked cars. We were lucky. We had a lady, Grace Swan, whose husband was a Lion and she was the drama coach at the high school. She said she'd love to direct, to work with adults. She got us off to a really great start. The first play was 'Send Me No Flowers.' I played the lead, who was a hypochondriac."

Harrison, 75, taught music for 13 years, ran a greenhouse with his wife for 26 years and carried the U.S. mail for another 25. He's retired but works part-time in tax preparation and at car shows. "Everything I do is limited by whether or not I can get enough air. But you have to keep busy. It's good for you when you have COPD [chronic obstructive pulmonary disease] to keep doing things," says Harrison, a Lion since 1961.

Harrison has acted in all but a few plays. "It was because there were no parts for old farts. Just two years ago I did the lead in 'On Golden Pond,'" he says. He produced "The Wizard of Oz" last April. "I didn't get tired of acting, but there aren't many roles for a man who has to carry his oxygen around. It keeps banging into the furniture and other actors," he says.

The plays' four performances draw around 2,000 to the school auditorium. "We think we do a wonderful job for a









little town. We make between \$7,000 and \$10,000 every year. That doesn't sound like a lot, but for us, it's wonderful," he says. The profits are used for the community library, pool and the blind.

Why has the theater been so successful? "We'd like to think it's because we're professional," he says. "Of course, we're not—we're amateurs. But we strive for the quality that appears to be professional."

## The King of Pop (Corn)

He served in the Air Force and worked in Venezuela, but now a lot of folks around town point him out as "the popcorn guy." Gerald Leach (photo) chuckles. "Yes, I've been referred to as that. But I don't get tired of it. It's just three nights a year. Everybody's having a good time, and we make a little money for the club."

For almost 50 years Leach has been in charge of the popcorn machine at the annual rodeo of the Duncan Noon Lions Club in Oklahoma, where he has been a member since 1964. "I really don't remember how I got started," Leach says modestly. "That's just what I began doing. Everybody had their job, something to do. We kind of spread stuff around."

Now 83 and retired, he attended high school in Granite, Oklahoma, and Southwestern Oklahoma State University in Weatherford. He served four years in the Air Force in the finance division and began working for Haliburton as an accountant including a stint in Venezuela.

The rodeo in June is the club's biggest fundraiser. The \$15,000 or so in profits fund eyeglasses and scholarships. People come for the horses, the cowboys and cowgirls, and, of course, the popcorn. Leach uses a packaged brand with the oil and salt premixed with it. "It's kind of a one-man operation," he says. "We also have a young ladies social club here in Duncan that carries the popcorn and drinks to the stands." Years ago he used a massive popcorn machine. "What we do now is get a smaller one from a rental agency in town. The old machine is kind of an antique now. It would probably take several thousand dollars to get it up to where it looks good and works good. But the new one is probably more efficient," he says.

Ironically, Leach doesn't get to see much of the rodeo himself. "I probably haven't seen 30 minutes of a rodeo all put together," he says. "It's a pretty busy job, once I get going. I'm not much of a rodeo person anyway."







## Neither Rain, Sleet, Snow nor Age and Arthritis

The small town of Powder Springs, Georgia, has 15 eyeglass collection boxes. Each has the name and phone number of Melvin Couey (photo) on the back. When the boxes are full, he gets a call. He's received countless calls in the last decade and a half. A member of the West Cobb Lions Club in Marietta since 1965, Couey has collected 40,200 eyeglasses, from bifocals to horn rims to tortoise shells.

"I have a box at the town's water department and at a center for senior citizens. Then I have boxes in city hall, Kroger grocery store and one in Wal-Mart. I have one in the office of the doctor who checks my eyes. Oh, I also have one at a funeral home." Couey laughs. "People are dying every day to get in there!"

Couey can joke about aging and dying. He's 90. Neither his age nor his terrible arthritis stop him from making his rounds. So why work so hard for people you'll never ever meet? "Well, friend," he replies patiently, "somebody has got to help people. And I enjoy helping people. If I can help you in any way, I'll do it. My wife, Lois, and I both help people. She's a big deal in this collection. She helps me count them and everything like that."

Couey delivers the glasses to Lester Dean, the club secretary, who takes them to the Georgia Lions Lighthouse.

Couey has been retired for more than 20 years. He was a plumber for the Cobb County schools and a welder for Lockheed. Recognition came later in life for him. Three years ago the Atlanta Journal-Constitution saluted him as a "Holiday Hero." The newspaper honors those who "often at their own expense and without fanfare, do what they can to help others." "Some of my friends put me up for that," says Couey sheepishly. "I didn't know a *thing* in the world about it until an Atlanta Journal reporter came to the house and talked to me and took some pictures. It was quite an honor. I've got two or three copies of it here."



## Kitchen Royalty

Jim Meservy (photo opposite page) is not a cook by trade. He owned gas stations. But he's the secret weapon in the fundraising wars for the Tracy Breakfast Lions Club in California. Armed with a spatula or spoon, he can barbecue, bake or simmer with the best of them.

He's donned a white apron for Lions for more than 30 years. He flips flapjacks for the club's half dozen pancake breakfasts every year, boils Dungeness crabs for its crab dinner and cooks hundreds of pounds of tri-tip seasoned beef for its high school scholarship dinner.

He learned to cook by trial and error at home. Maybe it's in his genes. His sister owns a restaurant in Idaho.

He started cooking for others with the Elks.

"I started cooking for them for quite a few years, then I started cooking for the Lions club," says Meservy, still an Elk. "It kind of went from there. I also help one of the guys at the Rotary on their Shrimp Feed every year."

An equal opportunity volunteer, he also cooks tri-tips on Friday nights for the Tracy High School football team. Besides the tri-tips, Meservy is heralded for his pasta. "I make my own sauce. It's sort of evolved over 30 years," he says. "I keep all the recipes in my head. I don't write them down."

Meservy estimates his Lions club makes about \$14,000 or \$15,000 on the two dinners. "We save a lot of money because we don't have to bring in caterers. Most of our Lions projects go to local charities and activities like Little League football," says Meservy, who still works part time for Enterprise Car Rental.

Why is he so in demand as a cook? "I don't really know why—except that no one else will do it, I guess," he says modestly.

When he cooks, he typically starts at 8 a.m. and finishes at 10 at night. Whew. "Oh, yeah, I get tired," he admits. "I'm getting kind of old. I'm going to try to get rid of it. But there's no one to pass it on to. I turned 83 in September. But you know, if I'm not active, I'd *die*, I guess."



# LCIF, Lions Continue Helping Haiti

by Allie Stryker

In a world rocked by frequent disasters, an earthquake that happened four years ago far away can fade from memory. But it's a different story for those in the disaster area. Some people who lost their homes in Haiti, devastated by an earthquake in January 2010, still reside in tents.

But thanks to an initiative of Lions Clubs International Foundation (LCIF), the Lions of Multiple District 111 in Germany, Lions of Haiti and HELP, a German nongovernmental organization, 600 Haitian families moved from tent cities into temporary homes. LCIF, HELP and ECHO (the humanitarian aid department of the European Union) also are building permanent homes and latrines for families in need.

With contributions from Lions clubs, districts and individuals, \$6 million was donated to LCIF for earthquake relief efforts in Haiti. Lions have helped people regain a sense of normalcy. A key partner has been HELP, which provides disaster relief and encourages communities to take charge of the improvements needed.

The three people profiled here are among the many thousands of people Lions and LCIF have assisted in Haiti. LCIF also helps Lions provide disaster relief all over the world, from the Philippines and Oklahoma to Japan, India and wherever help is needed. If you would like to contribute to LCIF's disaster relief fund, please visit [www.lcif.org/donate](http://www.lcif.org/donate). Thank you for your support.



Guirlande Jean-Baptiste

Because of the earthquake, Jean-Baptiste, 37, lost her job and had to move to Camp Cospic with her two children. It was hard to find work, but she eventually found a job providing cleaning services for an NGO.

"This shelter means a lot to me," says Jean-Baptiste, who moved into her new house a year ago. "I don't have the means to build a house on my own ... The life conditions in the camp weren't good. The tent didn't protect us from rain, heat or strong winds. It was terrible living there—imagine, with two teenagers—especially during the hurricane seasons and through the terrible storms of last year, including hurricanes Isaac and Sandy. I don't know how to thank you."



Louis Amalia

Amalia, 80, moved into a house in November 2012 after living in Camp Franck Hector following the earthquake.

"Before the earthquake I sold soap and biscuits as my livelihood. Even in the camp I continued with this activity but it was very hard because my stock was destroyed by the earthquake," says Amalia, who loves the intimacy of her house. "In the camp you were never alone, except inside the small, dark tent. With age, you need time for yourself, a quiet place where you can repose."



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Jean Felix Rosélie

A mother of four, Rosélie, 48, moved to Camp Cospic with her children after the earthquake. For three years, they lived in a tent that was too small, too hot and offered little protection. Rosélie made a living by selling second-hand clothing. Her family moved into a house in November 2012.

"One year ago, my husband died and I was alone with my four kids. It is very hard for me to carry all the sorrows about the future of my kids on my own shoulders," she says. "I was very happy to move into the new house. Air goes through the windows, and there is intimacy. I quit selling clothes and am now selling cold drinks and omelets from my house."

# Onchocerciasis in Cameroon: The Way Forward

by Mohama Tchatagba

In her late 70s, widow Claire Ngon Mongo has been blind for more than 25 years. Still, she found a way to attend a local river blindness meeting one rainy morning in October.

Born in the village of Metounga in Cameroon, Mongo currently lives in Edea, a coastal city located upstream of the fast-flowing Sanaga River. Like all small cities located on the banks of the river, Edea does not escape the bites of the black fly. Because of this, the parasite that causes onchocerciasis (river blindness) is carried from one person to another, transmitted through the tiny black fly.

Onchocerciasis causes extreme itching and eye lesions. After long-term exposure these lesions may lead to low vision or irreversible blindness.

Mongo is completely blind, and her body shows the signs of “leopard skin,” a permanent mark of river blindness and its impact in this remote area of Africa. She became blind before treatments for river blindness were available in her community. Even though Mongo cannot be healed, the younger generations of Cameroonians in this region can have hope for a future without river blindness.

In Edea, a city of approximately 120,000 people, almost everyone knows about the Onchocerciasis Control Program, a SightFirst project that has been funded by Lions Clubs International Foundation (LCIF) since 1995. In Cameroon, Lions and LCIF work to control onchocerciasis through ivermectin medication. Four other non-governmental development organizations also assist in the control and treatment of river blindness in Cameroon. Medication is also distributed to control lymphatic filariasis, or

elephantiasis, a disease transmitted by mosquitoes.

Thanks to Lions and LCIF-supported distribution of Mectizan® (donated by Merck), the rate of onchocerciasis prevalence has dropped drastically in certain regions covered by the program from 1995 to 2012. In six regions of Cameroon the prevalence of the disease has fallen from 90 percent in 1987 to 20 percent in 2013.

Achieving these impressive reductions in river blindness was made possible through the distribution of more than 36 million doses of Mectizan® to more than 5.8 million people over the years. However, 20 percent of the population in the endemic regions remains threatened by blindness through onchocerciasis.

“I haven’t seen light for a very long time. I am currently able to survive thanks to generous people around me, those who are able to see and work to make money,” says Mongo, in a stuttering but determined voice. “Mectizan has helped them avoid my fate. We need Mectizan for those who can still avoid being blind.”

Through funding provided by Lions during Campaign SightFirst II, LCIF has the ability to support local Lions with sight-saving initiatives. Lions will continue to be involved in planning, monitoring, community awareness and mobilization campaigns, as well as advocacy efforts to promote the importance of treatment for onchocerciasis in Cameroon.



The banks of the Sanaga River in Cameroon are fertile breeding grounds for the black fly that causes river blindness.



# Get the Inside Scoop

## Experts Share Their Top Six Tips for Great Press Releases

Huntington Downtown Lion Lee Ann Welch wants Lions to let the secret out. “Lions clubs are the best-kept secret around. But you want your community to know the good things you’re doing. That’s a powerful recruiting and fundraising tool,” says Welch. She knows one excellent way to spill the beans: writing a great press release.

As a newspaper reporter as well as publicity chairperson for District 29 O in West Virginia, Welch understands the ins and outs of news releases from both sides. “I hate to see a good project go unnoticed or a fundraiser poorly attended due to a badly written or timed news release,” she says. Follow these top six quick fixes from pros and go from the best-kept secret to the talk of the town.

### 1. Make It Newsworthy

“Ask yourself: is this the type of story I’ve ever seen in a newspaper or online publication? If the answer is no, you don’t have news,” says Karen Grava, director of media relations at the University of New Haven in Connecticut. That doesn’t mean your news needs to be earth-shattering, points out Kay Paumier, founder of the communications marketing firm, Communications Plus ([www.CommunicationsPlus.net](http://www.CommunicationsPlus.net)). Make news out of announcing an event or anniversary by presenting it as different, important, local, timely and having human interest. “The more of these characteristics, the better. Without them, nothing else matters,” says Paumier.

### 2. Get the Timing Right

Give editors a heads-up well before an event or project. “Don’t wait until one or two days before an event to contact the newspaper or TV station. At that point, it’s too late because reporters and photographers are already assigned,” explains Welch. Send news releases two weeks before an event and follow up a couple of days before with a phone call, advises Welch.

### 3. Draw Them In

Improve a release’s chances of being read with a catchy headline. “If an editor doesn’t see value in the first few seconds, they will discard it without even reading the rest,” says Grava. Craft a headline that will build interest and capture the content. “Something like ‘Thirty Children See Clearly Now, Thanks to Lions Club’ summarizes a vision screening in a compelling way,” says Paumier.



Read Kay Paumier’s “The Killer News Release” for many more fantastic tips.

Read LCI’s PR Guide.

### 4. Get to the Point

Explain the who, what, where, when, why and how quickly and succinctly. “I received a three-page, single-spaced release from a Lion that wasn’t tied to an event or project. I handed it to an editor; I don’t believe it was ever read,” says Welch. She recommends that a release have no more than five paragraphs of three sentences each, with the most important details at the beginning and boilerplate club information at the end.

### 5. Add Some Oomph

“Think visually. TV stations and newspaper photographers are always interested in great visuals of people doing things,” says Grava. Including action photos or indicating the great photo ops there will be at an event will catch an editor’s eye. Including relevant quotes will also add to a release’s impact.

### 6. Send It with Care

Make sure the right person receives the release. “Check with the publication for the reporter who covers nonprofits or community-related news,” advises Paumier. To send it, email is usually the way to go these days. “Never attach something. The media don’t open attachments due to viruses,” warns Grava. Simply paste the text into the email. If all the key elements are in place, your club’s secret will soon be out and new members may be on their way.

—Jennifer Gilbert Gebhardt

Find sample press releases and download a template by searching for “sample press release” at [www.lionsclubs.org](http://www.lionsclubs.org).

# Recycling a Team Effort

There are times when Medway, Massachusetts, Lions are so busy with their monthly recycling project that Dawn Rice-Norton says “it’s like a small elves factory that gets set up and taken down each month.” The club maintains two sheds where community members can donate their recyclables to Lions, who each month sort and process anywhere between 35,000 to 60,000 pieces. “It takes Lions, Leos, friends, families and Peer Counselors [a teen group] to carry it out. We do this for 11 months of the year, missing just December because our other huge fundraiser is selling more than 1,000 Christmas trees,” she explains.

The club averages profits of \$1,700 to \$2,000 a month by recycling and raises another \$10,000 from its annual tree sale. “We’ve been doing this for 20 years. It’s one of our first and most long-lived fundraisers,” says Linda Reynolds. Lions recently began a partnership with the Wrentham State School for people with developmental disabilities. “We do levels of sorting and they earn additional money by further separating the glass bottles by distributorship,” Reynolds explains.

One recent \$20,000 donation helped fund a 300th anniversary celebration for the whole community. Rice-Norton

says that there is, in fact, so much good that Lions are doing with profits that it inspires them to do more. “There are so many things—it really makes the freezing/sweating and sorting through nasty bottles and cans worthwhile.”



Medway Lion Dan Sullivan sorts bottles according to size.

# Big Game is a Big Fundraiser

Rockland, Massachusetts, Lions call themselves “The Club That Has No Fun.” It’s a “tongue-in-cheek” reference, explains Brian White of the 35-member club located 22 miles south of Boston. “We have tons of fun.”

A Beast Feast featuring big game cooked and served by Lions at turn-of-the-century, lakeside Camp Kiwanee raised \$3,600 to help victims of the 2013 Boston Marathon bombing. On the menu: wild Russian boar, great elk, Vermont moose, red stag, buffalo and venison.

White explains that local sportsman Reid Cunningham donated the meat, estimated to cost \$2,000 if purchased. “He’s a friend of the club who is an avid hunter. The tickets sold themselves; we could have sold 50 more easily. There is a huge demand for big game dinners.”

Moose, elk and wild boar were the favorites. Lions showed off their creativity on and off the grills. “We made the chili from a three-meat combo as well as small burgers known as wild game sliders. We have several great cooks and even our own chef—me,” says White, who joined the club in 2008. “I do it for a living. At our breakfast events, I work the omelet station cruise-ship style.”

Lions keep a busy schedule round the year with a service activity or fundraiser scheduled nearly every month, including a 50-mile Ride for Sight motorcycle run in July. Since being chartered in 1956, the Rockland Lions Club has donated more than \$100,000 to the Massachusetts Lions Eye Research Fund.



Lions Pat Foley (left) and Jay Leahy work the grills to keep up with demand at the Rockland Lions Club’s Beast Feast.



# Training Resources Make a Difference

“The success of clubs, districts and even Lions Clubs International depends on the volunteers who have taken on duties and responsibilities necessary for the well-being and successful management of their described tasks,” says Felice Lomangino of Multiple District 34 C in Alabama. Having served as a leader in many capacities including club president, zone chairperson, vice district governor and district governor, Lomangino knows from experience what it takes to be a leader. “It is important that Lions club officers have the knowledge and the resources to fulfill their defined responsibility with minimum pain and confusion,” he adds.

Among the many tools in the online Leadership Resource Center (LRC) that are available to Lions, Lomangino finds that the Club Officer Orientation modules are invaluable for current and future officers. During a recent multiple district conference, he pointed out the numerous training tools available for club treasurers to encourage them to use resources that include self-study modules, training curriculum materials and interactive webinars—all specifically created for club secretaries and treasurers.

For both new and experienced Lions, the “All About Lions” slide presentation is an all-encompassing, educational and entertaining resource that reviews LCI’s history, organization structure and service programs. Like all of the materials in the LRC, the presentation is available to Lions 24/7. The Leadership Resource Center is where Lions will also find training curriculum for the Regional Lions Leadership Institute program. Used at the multiple and single district level, this component builds the skills of Lions in preparation for

leadership opportunities at the club level. Valuable materials include instructor guides, participant manuals, PowerPoint slides and other materials. Subjects range from motivating club members to public speaking and effective teamwork.

Not only does the LRC contain materials for newer Lions, it also has training materials and resources for more

experienced members, points out Elaine Fisher, manager of Electronic Learning. “More than one Lion has asked me how to best make use of the skills and experience of past district governors for the benefit of the district,” she says. “I recommend they conduct a training session at their multiple district convention for past district governors. To prepare for this session, I suggest downloading the slide presentation with speaking notes titled ‘Lead and Serve as Past District Governor.’ It can be found in the Training Materials section of the Leadership Resource

Center and is easily adaptable for their own multiple districts.”

When it comes to the availability of training resources, Past District Governor Dr. Charles Uhlman of Mahne Bay Nova Scotia agrees that Lions should visit the resource center to discover exciting new learning tools. “As a training facilitator for many years at the district, multiple district and international levels, I regularly refer Lions to the programs in the Leadership Resource Center. There’s an abundance of excellent training programs and materials to assist them in their understanding of LCI,” he says. For more information, contact [LLC@lionsclubs.org](mailto:LLC@lionsclubs.org) or visit [www.lionsclubs.org](http://www.lionsclubs.org) and search for “Leadership Resource Center.”



Whatever the leadership position, Lion leaders need access to training to sharpen their skills.



## EXECUTIVE SUMMARY

### INTERNATIONAL BOARD OF DIRECTORS MEETING PORT DOUGLAS, AUSTRALIA OCTOBER 6 - 10, 2013

#### AUDIT COMMITTEE

1. Approved the audited financial statements for Lions Clubs International and Lions Clubs International Foundation for the year ended June 30, 2013.

#### CONSTITUTION AND BY-LAWS COMMITTEE

1. Reviewed two pending disputes in District 317-E (India) and approved the following actions: found that the district previously amended its constitution and by-laws in 2009 and 2011 to allow for the filling of vice district governor vacancies; declared the printed version of the constitution and by-laws in August 2013 as the official and valid constitution and by-laws of District 317-E until such time as it may be further amended; denied the district dispute resolution complaint filed by Lions Club of Piler as moot; denied the district dispute resolution complaint filed by Lions Club of Bangalore MindTree; overturned the decision of the majority of the conciliators; concurred with the dissenting opinion and deemed the special cabinet meeting held on or around May 4, 2013, as proper; appointed Lion Dr. TVSRKV Prasad as First Vice District Governor in District 317-E for the remainder of the 2013-2014 year; and declared the special cabinet meeting held on or around September 10, 2013, of no force and effect.
2. Revised Chapter XV, Paragraph L.2. of the Board Policy Manual to make it consistent with other provisions in the Board Policy Manual.
3. Revised Chapter VII, Exhibit E of the Board Policy Manual to update internal citations.
4. Revised Chapter XV, Paragraph A.1.c. of the Board Policy Manual with respect to trademark registrations.
5. Revised the Club Dispute Resolution Procedure in Chapter VII, Exhibit B of the Board Policy Manual to provide that the district governor team (district governor, first vice district governor and second vice district governor) review any objections to the selected conciliator and appoint, by a majority decision, a substitute conciliator in the event the objections have merit.

#### 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 Toronto convention.

#### DISTRICT AND CLUB SERVICE COMMITTEE

1. Appointed Lions to serve as coordinating Lions for Somalia and the Republic of South Sudan for the remaining months of the 2013-2014 fiscal year.
2. Approved the redistricting proposals submitted by District 1-B and District 1-K (Illinois), Multiple District 31 (North Carolina), Multiple District 17 (Kansas), District 403 B (Africa) and District 404 B (Nigeria).
3. Amended Chapter IX of the Board Policy Manual to include the region chairperson (when applicable) and the zone chairperson as a member of the district GMT and GLT.

*Continued on page 52*

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## FINANCE AND HEADQUARTERS OPERATION COMMITTEE

1. Approved the 2013-2014 1st Quarter Forecast, reflecting a surplus.
2. Revised Chapter XXII Speaking Engagements, Travel Rules and Reimbursement, Paragraph B.3. to amend the policy for forum liaison as follows: In the event there is no first-year international director from the constitutional area in which the forum is to be held, the international president may appoint any past international director from the constitutional area in which the forum is to be held.
3. Revised Chapter XXII Speaking Engagements, Travel Rules And Reimbursement, Paragraph E.1.a and Chapter IX District Officers & Organization, Paragraph C.2.c. to include a chart outlining the date submission requirements for expense claims for international directors, past international presidents, past international directors and district governors.
4. Approved the removal of Past International Director Octavio A. Botello Fernandez as fiscal agent. Past International Director Octavio Botello Fernandez was fiscal agent for the association until his death in October 2012. As the banking requirements in Mexico no longer necessitate the position of a fiscal agent no replacement will be required.

## LCIF

1. Revised the Investment Policy Statement by increasing the allowance for the percentage of domestic equity investments in American Depository Receipts and foreign securities to 50%.
2. Amended the LCIF Operations and Policy Manual to include criteria for LCIF fundraising awards for District Governors.
3. Amended the LCIF Operations and Policy Manual to reflect changes in the Standard grant criteria to include: setting a minimum grant request in the amount of US\$7,500 and adding language clarifying the funding for projects in the developmental stages.
4. Approved a Core 4 disability grant in the amount of US\$1,321,400, which represents the 2014 budget for the Lions-Special Olympics Mission Inclusion program.
5. Awarded a contract to Quarasan in the amount of US\$777,370 for the revision of the Lions Quest curriculum.
6. Selected Dr. William McLaughlin as a voting member of the SightFirst Advisory Committee.
7. Approved 51 Standard, International Assistance and Core 4 grants totaling US\$2,443,541.
8. Tabled two applications, and denied one application.
9. Requested District 321-C2 to make satisfactory progress on resolving issues related to grant 10907/321-C2 or repay to LCIF grant funds in the amount of US\$50,000, on or before December 31, 2013. Failure to do so will result in a moratorium on all grant applications from District 321-C2 which will remain in effect until June 30, 2016.

## LEADERSHIP COMMITTEE

1. Approved the proposed curriculum plan and schedule for the 2014 District Governors-Elect Seminar for Toronto, Ontario, Canada.

## MEMBERSHIP DEVELOPMENT COMMITTEE

1. Approved that effective immediately, the Africa Zone Challenge be implemented to support the chartering of additional new clubs in countries with less than four clubs.
2. Approved, effective immediately, the Japan Pilot Program to encourage the growth of family membership in Lions Clubs in Japan be implemented.
3. Approved, effective immediately, the U.S. Veterans Pilot Program be implemented for a period of 2 years. The pilot is designed to encourage United States of America Lions clubs to invite recent veterans to participate in community service activities sponsored by the local clubs.
4. Revised Chapter X of board policy regarding procedures for a multiple district to petition to change to a different constitutional area. The policy was aligned to meet current customs and norms.
5. Revised board policy regarding Ensuring Viable New Clubs. The policy was revised to allow the GMT Area Leader to be the second approval (from July 1 through December 31 of each fiscal year) for charter applications that exceed 10 or more new clubs within a district.
6. Revised policy to reflect the correct title of Branch club officers.
7. Determined that the title of Club Membership Director be changed to Club Membership Chairperson.

## PUBLIC RELATIONS COMMITTEE

1. Determined that beginning in FY 2014-15, preference will be given to MD/single district grant applications asking for grants for online banner advertising.
2. Decided that LION magazine surplus funds can be used for purposes other than improving said magazine, as long as expenditure is approved by the Senior Executive Administrator in advance.
3. Clarified that item #24 in Order of Precedence included LCIF Coordinators.

## SERVICE ACTIVITIES COMMITTEE

1. Named Leo Evan Jenkins as a 2012-2013 Leo of the Year Award recipient.
2. Selected members and alternates of the Leo Club Advisory Panel for the term of November 2013-October 2015.
3. Modified board policy related to the Leo of the Year Award to decrease the number of signatures required for nominations. Effective this fiscal year, nomination forms for single districts (not part of a multiple) require the endorsement of the Leo club advisor of the nominee's Leo club and the district governor in office during the fiscal year in which the nomination is made. Nominations at the multiple district level will require the signature of the Leo club advisor of the nominee's Leo club and the council chairperson in office during the fiscal year in which the nomination is made.

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

# INFORMATION

## ANNIVERSARIES DECEMBER 2013

**90 Years:** Charleston, S.C.; Corpus Christi Downtown, Texas; Elkhart, Ind.; Florence, S.C.; Frankfort, Ky.; Ironton, Ohio; Jefferson, Iowa; Lawrence, Mass.; Stoughton, Wis.

**85 Years:** Antlers, Okla.; Chicago Lake View, Ill.; Clay Center, Kan.; Conrad, Mont.; Denton, Texas; Gibsland, La.; Grosse Pointe, Mich.; Idabel, Okla.; Missoula, Mont.; Pendleton, S.C.; Wabeno, Wis.

**80 YEARS:** Buchanan Galien, Mich.; Midland, Mich.

**75 Years:** Akron, Pa.; Bensenville, Ill.; Burley, Idaho; Camas, Wash.; Campbellsburg, Ind.; Centerville, Tenn.; Fairfield, Ill.; Forest City, N.C.; Galax, Va.; Garnett, Kan.; Hendersonville, N.C.; Huntingdon, Pa.; Ingersoll, ON, CAN; Leeward Oahu, Hawaii; Rockton, Ill.; St Albans, W.Va.; Staples Host, Minn.; Story City, Iowa; Strathmore, AB, CAN; Tri Town, Colo.; Vega Baja, P.R.

**50 YEARS:** Agassiz Harrison, BC, CAN; Appleton Evening, Wis.; Franklin Township-Warren County, N.J.; Georgetown, PE, CAN; Metter, Ga.; Nordon Hills, Ohio; Parkers Prairie, Minn.; Rosalia, Wash.; Sherborn, Mass.

**25 Years:** Brookston, Ind.; Chino Valley, Calif.; Kingston, Minn.; Mur-ray-Beaver Lake, Neb.; Orangeburg, Ky.; Oxford, Ala.; Toronto Doctors, ON, CAN

## ANNIVERSARIES JANUARY 2014

**95 Years:** San Antonio Founder, Texas

**90 Years:** Alice, Texas; Clarksburg, W.Va.; Gettysburg, Pa.; Henderson, Texas; Mount Vernon, Ill.; New London, Wis.; Pawtucket, R.I.; Payson, Utah; Red Lion, Pa.; Westfield, N.J.

# INFORMATION

**85 Years:** Brownsburg, Ind.; Calgary, AB, CAN; Dallas Park Cities, Texas; Deming, N.M.; Farmerville, La.; Greer, S.C.; Jonesboro Hodge, La.; Manila, Ark.; Morton, Miss.; Regina Central, SK, CAN; Richmond, Utah; Waterloo, Ind.; Westbrook, Maine; Wolcottville, Ind.

**80 Years:** Bluffton, Ohio; Coldwater, Ohio; Cordele, Ga.; Hennessey, Okla.; Hopewell Prince George Inc., Va.; Rockville Centre, N.Y.

**75 Years:** Belle Glade, Fla.; Boonville, Mo.; Camden, Tenn.; Chester, Va.; Cold Spring, N.Y.; Cranston, R.I.; Detroit, Texas; Duchesne, Utah; Glenwood, Iowa; Hartford, Wis.; Leaside, ON, CAN; Molokai, Hawaii; Pontiac, Ill.; San Juan, Texas; Seal Beach Host, Calif.; Teutopolis, Ill.; Titonka, Iowa; Top-ton, Pa.; Trion, Ga.; Vancouver Mount Pleasant, BC, CAN; Wood-land, Wash.; Yorkville, Ill.

**50 Years:** Bird Island, Minn.; Bragg City, Mo.; Fair Water, Wis.; Madison West, Wis.; Maxville & District, ON, CAN; Maynard, Minn.; Missoula South Side, Mont.; New Underwood, S.D.; Shattuc, Ill.; Shields, Mich.; Sunshine Coast, BC, CAN; Twin City, Ga.; Vesper, Wis.

**25 Years:** Kimberly, Idaho; Los Angeles Wilshire, Calif.

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 AUGUST 2013

### Key Of Nations (100 Members)

- Lion Murasoli Singaram Velu, Madras Golden City, India

### Key Of State (75 Members)

- Lion G.H. Prasada Rao, Venkatarayapuram, India

### Grand Master Key (50 Members)

- Lion Chin Hang Lau Tang, Miri Mandarin, Malaysia
- Lion K. Bhakthavatsala Reddy, Bangalore Greater Koramangala, India
- Lion J.K. Babla, Mumbai Carter Road, India
- Lion Manish Chavda, Mount Meru Arusha, Tanzania

### Senior Master Key (25 Members)

- Lion Thomas Carey, Coal Grove, Ohio
- Lion Lucille De Haven, Trafford, Pennsylvania
- Lion Edward Gursky, Grindstone, Pennsylvania
- Lion Earl Requat, Wright City, Missouri
- Lion Ann Messar, Wausaukee, Wisconsin
- Lion Lacy Presnell, Raleigh Host, North Carolina

- Lion Peggy Foley, Fernley Wadsworth, Nevada
- Lion John Trautner, Girdwood Turnagain Arm, Alaska
- Lion Boon Chuan Leslie Yong, Singapore Bedok, Singapore
- Lion Lakshmi Vasantha Kumari Grandhi, Rajahmundry, India
- Lion Sudhakar Mulupuri, Gud-lavalleru, India
- Lion Yadagiri C. Sunki, Secunderabad West Marredpally, India

## HIGHER KEYS ISSUED SEPTEMBER 2013

### Key Of State (75 Members)

- Lion Russell Sarver, Durand, Illinois
- Lion Subhash Udaipuri, Mumbai Lokhandwala Galaxy, India

## Change of Address

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# LION

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## INFORMATION

### Grand Master Key (50 Members)

- Lion William James, Brazoria, Texas
- Lion Belinda Bartolome, Bulakeno Executive, Philippines

### Senior Master Key (25 Members)

- Lion Ted David, Pointe Coupee False River, Louisiana
- Lion Jerry Smith, Wauseon, Ohio
- Lion Enrique Bernal, Linden Cafeteros, New Jersey
- Lion Reubin Olson, Larsen Winchester, Wisconsin
- Lion Michael Baillargeon, Exeter, New Hampshire
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- Lion Devaki Nandan Agrawal, Birganj Millennium MJF, Nepal
- Lion Okoro Osadebamwen, Benin Royal, Nigeria

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

# THANK YOU

THE LIONS CHANGED MY LIFE

## Newfound Freedom

Four-year-old Zade Kooistra loves playing with his toy tractors and Legos. But getting down on the floor to play with them was an unwieldy challenge. Zade was born with myelomeningocele spina bifida and is paralyzed from the hips down. When Zade's parents, Shannan and Josh, found out about the ZipZac® chair, they knew it would help him gain independence and engage in life more fully. Designed for young children with mobility needs, the ZipZac® sits low to the ground and is easy to maneuver, making it a breeze for children to play, interact and explore. Shannan wrote to the Stanton Lions in her Michigan town hoping they might assist with the steep \$1,000 cost. Lion Larry Beardslee then asked other area clubs to help out, making this gift a group effort by the Greenville, Lakeview, Carson City, Crystal, Edmore, Sheridan and Stanton clubs. These days, energetic Zade can be found happily zipping around, keeping up with his two sisters and delighting in his toy tractors.

## Q&A: Shannan Kooistra

**LION Magazine:** How did you find out about the ZipZac®?

**Shannan Kooistra:** We found out about it from other parents with children with spina bifida. To move around, Zade would "army crawl" or we would carry him, so we knew if he could get one it would give him a lot of freedom to get around. But we couldn't afford it. Josh is recovering from a work injury and I'm a full-time student. It's awesome how kind and generous the Lions were.

**LM:** How did Zade react when he received the chair?

**SK:** His reaction was priceless! He knew it was a mini wheel-chair just for him. When he realized how easy it was to use, he was ecstatic.

**LM:** What do you appreciate most about the ZipZac®?

**SK:** One thing is that it's safer for his back and it's easier on his body for him to use. That helps him conserve energy he would otherwise use for getting around to play with more enjoyment. He just learned to get in and out of it himself, so he uses it as much as possible at home.

**LM:** What impact does the ZipZac® have on Zade's development?

**SK:** We're instilling in Zade that despite his different abilities he can do anything he puts his mind to. He's been through eight surgeries, has a shunt in his brain and has frequent doctor appointments, but he's so full of life. Everyone he meets is his friend. The ZipZac® brings more freedom, hope and normalcy to his life. The Lions' gift was such a blessing for our family.



Photo courtesy of The Daily News/Mike Taylor

**Zade Kooistra plays with his toys on the floor in his ZipZac® chair.**

Lions, has your club heard from a recipient of your service or charity? Tell us about the feedback you've received from those whose lives you've changed for the better. Email a brief description to [lionmagazine@lionsclubs.org](mailto:lionmagazine@lionsclubs.org). Please include "Thank You" in the subject line.



# LAST ROAR



## PASSING NOTES IN SCHOOL— AND TEACHERS LOVE IT

With exams looming and seniors worried about college plans, Leos at R.E. Mountain Secondary School in Langley Township in British Columbia, Canada, spread a little random kindness. After a school day with students gone, Langley Leos stuck 1,200 Post-it notes with inspirational messages on lockers and the mailboxes of teachers and staff. Pictured distributing the notes are Tianna Sihota (foreground) and Brian Lee. (The Langley Leo Club is featured on page 8.)

Watch an inspiring video of the  
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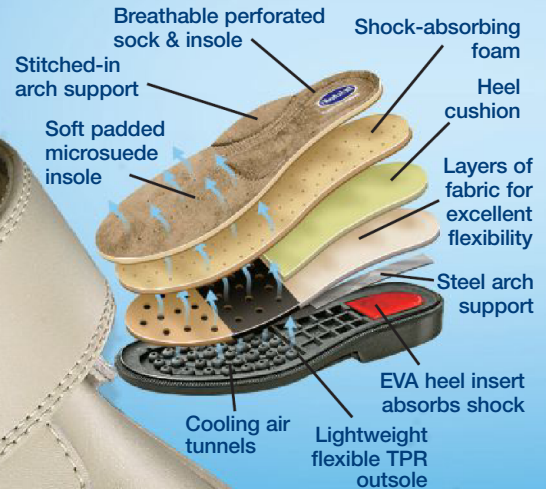
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