

# LION



Lions Clubs International

WWW.LIONMAGAZINE.ORG MARCH 2014

## The Cool School

The Inside Story of Leader Dogs





**Perfect Choice HD™ is simple to use, hard to see and easy to afford...**

# The invention of the year is great news for your ears.

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Over the years, digital electronic technology has made the way we live easier, safer and more convenient. In many cases, it's even made many products more affordable... (remember how much the first VCR's used to cost?). Unfortunately, the cost of many digital products, including the hearing aid never seemed to come down. Now, a new option has been invented... it's called Perfect Choice HD™.

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# A Message From Our President



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

## Reinvent Yourself as a Social Media Star

I made my living selling homes. To be a success—and business was brisk for me—you had to use all the tools at your disposal. Newspaper ads in particular helped showcase homes and attract buyers. That was then. Today, as I am sure you know, the Internet is crucial to the real estate business. **The point is that you have to adapt or wither and die.**

Lions clubs don't sell a product, of course. But we do have to sell ourselves in the marketplace of perception, visibility and viability. Lions don't have to be hip. **But we need to be out there—on the web, Facebook, Twitter and so forth.**

Sometimes the smartest, most capable people fall behind the pack because of an inability to adapt and be flexible. "I think there is a world market for maybe five computers," Thomas Watson, chairman of IBM, famously said in 1943. "Who the heck wants to hear

actors talk?" said H. M. Warner of Warner Brothers in 1927.

"We don't like their sound and guitar music is on the way out," according to the Decca Recording Co. in rejecting the Beatles in 1962.

Well, conversely in 2014 you don't have to be a genius to promote Lions and in so doing add members, especially younger members, draw more people to events and improve club morale, communications and attendance. *You actually just need to turn to page 30 and discover 25 simple steps to get the most out of social media.*

I'm a convert myself to social media. I've been on this green earth for a number of years now and had to relearn my ways of doing things. I now write a blog for the LCI website, share photos on my Facebook page and watch funny and informative Lions videos on YouTube. I dreamt of a new Barry, one who was in tune with the times. **Follow Your Dream. Reach for the sky and zoom through cyberspace.** You'll enjoy the ride, and your club will shine like a shooting star.

A handwritten signature in black ink, appearing to read "Barry J. Palmer".

Barry J. Palmer  
Your Lions Clubs International President



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Leader Dogs in Michigan remains one of Lions' greatest treasures.

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Our foundation's annual report shows Lions at their best and their most effective.



## Also Featured

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#### *On the cover:*

Jodi Witthaus and Nika, her Leader Dog, cross a street in Royal Oak, Michigan, under the protective eye of Rebbie Seifers, a guide dog mobility instructor at Leader Dogs for the Blind in Rochester.



## 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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Connect with Us Online

## Convention Countdown

Toronto, Ontario, Canada  
July 4-8, 2014











## THE BIG PICTURE

### Didja-do- the-roo, too?

President Barry J. Palmer (left) is from Australia but he left the playing of the didgeridoo, a natural wooden trumpet, to Aboriginal Manny Ross (holding the instrument), who welcomed Lions in style when the board of directors met recently in Australia.

Photo by Brian Wingert









## THE BIG PICTURE

### Smile Aisle

Lions of Malaysia in District 308 put some teeth into their service by visiting remote towns to provide dental work, oral hygiene education and, of course, as with any visit to the dentist, packages of toothpaste.

# IN THE SPOTLIGHT

LIONS NEWS BRIEFS

## DONATION SAVES MAN'S LIFE

A defibrillator donated three months earlier by a Lions club in England saved the life of a 72-year-old man suffering a major heart attack. Malcolm Baker was unconscious and had no heartbeat when emergency medical worker Tony Smith raced to his home. "He treated Malcolm with the defibrillator, which we have since learned saved his life," his wife, Jenny Baker, told the Bexhill Observer. The Bexhill Lions Club donated the 1,200 pounds (US\$1,900) the South East Coast Ambulance Service needed to purchase the defibrillator.

## VIDEO MAGAZINE SHOWCASES LIONS

The latest issue of Lions Quarterly (LQ) video magazine includes segments on Lions providing disaster relief to victims of Typhoon Haiyan in the Philippines, Wisconsin Lions holding a statewide "Stuff the Bus" to collect school supplies and books, Lions in Iceland planting trees and grass to make their environment green again, Lions worldwide curbing bullying and a sneak peek of the 2014 Lions International Convention in Toronto. Share LQ with your club members, project partners and community members. The video is available online at Lions News Network (LNN), YouTube and iTunes.



Wisconsin Lions filled a bus with school supplies.

## IMMUNIZATION WEEK CELEBRATED IN APRIL

World Immunization Week (WIW) in the last week of April focuses attention on the importance of routine vaccinations against diseases such as measles. Vaccines prevent 2 to 3 million deaths each year, yet one in five children worldwide are not up-to-date, leaving them at risk. LCIF will be supporting Lions participating in WIW activities from April 23-30. Learn more about helping children get measles vaccinations in next month's LION or go to [www.lcif.org/measles](http://www.lcif.org/measles).



Lions in Uganda help run an immunization clinic.

## WORLD LUNCH RELAY LAUNCHES APRIL 4

The Lions World Lunch Relay kicks off at noon on April 4. The event is part of Family and Friends Month to promote membership and interest in Lions. Clubs are asked to organize a service project, register their event with Lions Clubs International and then share what they did through social media. The relay will begin in New Zealand and move from time zone to time zone worldwide. Contests include most participants, best theme and biggest food drive. "Host your Lions Lunch on April 4th and join me in wishing my wife, Anne, a happy 70th birthday," says International President Barry Palmer. Entry forms and guidelines are at [www.lionsclubs.org](http://www.lionsclubs.org).

## LIONS QUEST TO BE IMPROVED

A new and improved Lions Quest is on the way. Lions' school-based life skills program, essentially unchanged for years, will be modernized. Information on drugs, bullying and other concerns of youth will be updated, and online resources will be added. Instead of being offered as an "all or nothing" product, schools will be able to take on individual program components. LCI's board of directors decided to revamp Lions Quest in the wake of slashed school budgets and new educational requirements that reduce time for optional programs such as Lions Quest. LCIF is partnering with Chicago-based Quarasan on the revision. Lions Quest has helped more than 12 million youths in 85 nations build social and emotional skills and shun drugs and alcohol.



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

## Remember when...

Think about the things you loved to do that are difficult today — going for a walk or just sitting comfortably while reading a book. And remember the last time you got a great night's sleep?

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So what's keeping you from having a better quality of life? Check all the conditions that apply to you.

Then read on to learn how a Safe Step Walk-In Tub can help.

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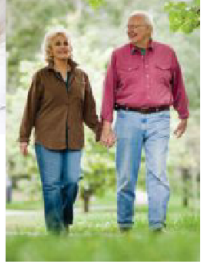
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| <input type="checkbox"/> Insomnia        | <input type="checkbox"/> Anxiety             |
| <input type="checkbox"/> Diabetes        | <input type="checkbox"/> Headaches           |
| <input type="checkbox"/> Lower Back Pain | <input type="checkbox"/> High Blood Pressure |

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# IN THE SPOTLIGHT

LIONS NEWS BRIEFS

## PAST PRESIDENT ÅKESTAM DIES AT AGE 89



Sten and Martha Åkestam (right) meet with King Carl Gustaf XVI and Queen Silvia of Sweden. The past president served as a member of the board of the King's Foundation for young people in Sweden.

His youngest daughter had died of kidney failure when she was 14, and Sten Åkestam of Sweden was a staunch advocate for health, particularly diabetes education, when he served as international president in 1986-87. He urged diabetes testing in a letter he wrote to popular syndicated columnist Ann Landers, and his appeal was printed in more than 1,200 newspapers. A Lion since 1956 and a groundbreaking leader as a club president, district governor and international president, Åkestam died in Stockholm on Dec. 18. "He will be remembered as a compassionate man with smiling eyes who touched many lives," read an email sent to LCI staff.

As president, Åkestam expanded Lions Quest beyond the United States and the United Kingdom into seven new nations. He also favored admitting women as Lions, and at his outgoing international convention in 1987, held not long after the U.S. Supreme Court ruled in a case involving Rotary that excluding women was discriminatory, Lions voted to admit women.

As a school boy, tall and fit, Åkestam was a champion sprinter and sports fanatic. He first learned of Lions while in his 20s when he saw the logo on car windshields in Stockholm. "At first, I thought it was some sort of organization of automobile owners," he told the LION. It didn't take long for Åkestam to get up to speed—and then zoom ahead as a trailblazing Lion. He organized the first International Youth Camp in 1961 and four years later initiated Sweden's First Red Feather Campaign. Lions smashed the non-Lion fundraising record in Sweden by raising 1 million kronor (\$183,000).

Lions who served under Åkestam's leadership cherished his willingness to lead by example. In his farewell message to Lions in 1987 in the LION, identifying himself as an intrepid Viking, he wrote, "It was my honor to have served as your helmsman during this voyage."



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# Affordable *New* Digital Hearing Aid *Outperforms* Expensive Competitors Delivers *Crystal -Clear* Natural Sound

Dr. Cherukuri was worried. As a Board Certified ear, nose, and throat surgeon, he saw hundreds of patients with hearing loss going home frustrated because they couldn't afford the cost of a quality hearing aid.

Even worse, he knew that if left untreated, hearing loss often results in depression, social isolation, anxiety, and symptoms consistent with Alzheimer's dementia.

After years of extensive research, Dr. Cherukuri has now created a ***state-of-the-art*** digital hearing aid that's packed with the features of those expensive \$3,000 competitors — at a ***fraction of the price.***

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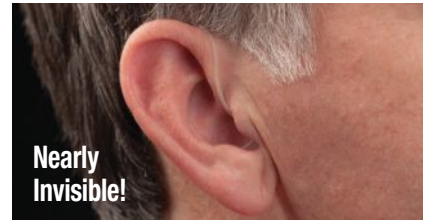
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## Can A Hearing Aid Delay Or Prevent Dementia?

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# IN THE SPOTLIGHT

ONE OF US

## LILY JAMESON

Lily Jameson might be a 15-year old Girl Scout who voraciously reads paranormal teen romance novels and loves to play with her dog Lexi, but a young leader emerged recently when she took a deep breath and spoke up to a room full of Lions that included the international president. As secretary of the Lago Vista Leo Club in Texas, Jameson wants everyone to know how valuable and active Leos are, even if it makes her blush. This spirited, friendly high school sophomore serves her community, excels in school and is already on her way to seeing the world. Can Lions look forward to a future International President Jameson?

### **Why did you want to speak at the Texas Lions Leadership Forum meeting?**

I went with my mom to a meeting of women Lions led by President Palmer. I was nervous and feeling out of my element, but I was surprised to hear that some Lions didn't work closely with Leos or didn't know if they had a Leo club in their area. I was practically sitting on my hands until finally I raised my hand. I wanted to tell everyone how dynamic our Leo club is and all of the useful, fun things we do for the community. We love to work with the Lions and want to touch lives and make an impact.

### **Did you receive a positive response?**

At first they were surprised. But then people stood and clapped! The next day while I was in a Leo meeting, President Palmer walked in and gave me a copy of his book, "Follow Your Dream." My face turned red, but it was really cool.

### **After this experience, do you think you'll want to speak out more?**

I think so because I recently joined my school's debate team and the coach already put me in varsity. I guess I talk a lot!

### **What else do you enjoy in school?**

I love to write, but I've also had fun making school projects out of cakes. I made a Tudor castle for history class and a volcano cake for science class. Magma oozed out when we cut into it!

### **You also serve as a student ambassador for President Eisenhower's educational travel program, People to People?**

I've traveled to six European countries so far, and I'll visit four countries this summer. We get to do more than an average tourist. Last year we made stained glass windows at a cathedral, rappelled down a castle wall and spent a school day with students in France. I love the sights, food and people, and I hope to travel more. My plan is to study abroad when I go to medical school.

### **You'll have no problem achieving that goal.**

If we know what we want in life, there's nothing stopping us but ourselves and we shouldn't settle for less! I learned that from the Lions.

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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.







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# IN THE SPOTLIGHT

LIONS NEWS BRIEFS

## CLUB OF THE MONTH

BOISE BENCH, IDAHO

Photo by Pat Kelley



Lions Jay Lugo (right) and Doug Beehler strategize before taking their turns in the putting contest during the Hit the Jackpot golf tournament.

**YEAR FOUNDED:** 1951

**MEMBERSHIP AND MEETINGS:** The 59 Lions gather every Wednesday at noon at a Mexican restaurant. Members take monthly turns as program chair and welcome a different guest speaker at every meeting. Ranging in age from 21 to 96, club members are a mix of retirees and professionals. The club has embraced its active website and Facebook page to attract younger members.

**SWINGING FOR SIGHT:** The Lions plan all year for their annual summer fundraising event, "Hit the Jackpot," held in Jackpot, Nevada. This golf tournament, banquet and auction has raised more than \$250,000 for the Idaho-Eastern Oregon Lions Sight and Hearing Foundation in the past 18 years. The event's jackpot hole-in-one prize—which was an airstream trailer last year—has gone unclaimed so far.

**A STRONG FOUNDATION:** Club members take pride in their support of the Idaho-Eastern Oregon Lions Sight and Hearing Foundation. Both the current board president and one of the foundation's founders are Boise Bench Lions. The Lions have donated many volunteer hours and dollars toward the foundation's mobile screening unit, eye surgery assistance, eye glass recycling and cornea and hearing aid bank programs. Two members recently traveled to Mozambique for a vision mission, helping to distribute several thousand pairs of eye glasses provided by the foundation.

**SPECIAL SERVICE OPPORTUNITY:** Already avid supporters of the Idaho Special Olympics, when the 2009 International Special Olympics Winter Games were held in Boise, the Lions jumped at the chance to help out. Throughout the games they could be found volunteering on the slopes and at Opening Eyes' vision screenings.

**WHY SERVE?** "Joining Lions was an excellent way of becoming aware of what is going on in our community and is a fantastic way of giving back and making a difference in the quality of life. Friendship and good fellowship are a bonus."  
— Lion Curt Kelley



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# IN THE SPOTLIGHT

LIONS NEWS BRIEFS

## OVERHEARD

**"I spent time all along the coast there. I know those people."**

—Fred Parrish, president of the Chubbuck Lions in Idaho, on his service as a missionary in the Philippines region hit hardest by typhoon Haiyan. His club raised funds for victims. From the Idaho State Journal.

**"The things we do—world-wide, in the country and even the community—if these things went away, it would be a pretty sad world out there."**

—Past District Governor Kay Metz of the Kennewick Lions in Washington on Lions clubs from knodo.com.

**"We have a need out here. When people tell me I can't do something, that's not the thing to say to me."**

—Larry Hudson, president of the Imperial Lions Club in California, on the club's Glasses for Kids event. From the Imperial Valley Press.

## ON THE WEB

Tune in to the new Lions Clubs International online radio, streaming free at [www.lionsclubs.org](http://www.lionsclubs.org). Choose a station from Lions Greatest Hits, Lions Oldies, Lions Country Hits or Lions Classic Country to enjoy music as well as Lions news and announcements. Look for the headphones in the upper right corner of the LCI website homepage and start grooving to Lions radio today.



## 38 YEARS AGO IN THE LION MARCH 1976

Members of the Monterrey Lions Club in Mexico, the world's largest with 1,480 Lions, "make it possible for the crippled to walk again" by completely funding and operating the Luis Elizondo Rehabilitation Center.

## BY THE NUMBERS

**60**

Bouquets of flowers delivered on Valentine's Day by Douglas County Lions in Georgia to benefit those with vision impairments. Frances Florist, co-owned by Lion Lori Cowie, donates \$5 for each delivery.

**12**

"Beeper eggs" for visually impaired children included in the Easter egg hunt of the Collegeville Lions in Pennsylvania.

**512**

Number of items donated to Mountain Home Lions in Arkansas for their annual radio/TV/Internet auction.

**107**

Charter members of the new San Diego Pathfinders Lions Club in California.

**75**

Newspaper stories that mentioned the Athol Lions Club in Massachusetts in 2012-13, leading to an increase in membership.

**32**

Bankers boxes packed with school supplies to be distributed to students thanks to a "stuff-the-bus" drive held by Louisburg Lions in Kansas.

**209**

Eyeglasses collected for recycling for the Benton Lions in Illinois by Benton Grade School students.

**130**

Pounds of venison received anonymously by Olivet Lions in Michigan for the local food bank that had to be stored temporarily in multiple locations after the food bank's freezer died.



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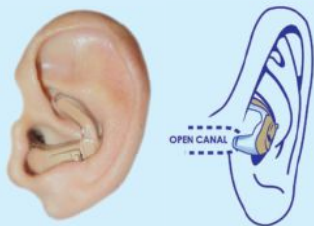
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Marrero Lions in Louisiana harvest a crop of fruit for a food pantry.

# Fruits of their Labor Benefit Others

A son's solemn vow to his father is helping to feed those in need in Louisiana.

Lionel Boudreaux of the Marrero Lions Club once promised his father, also a Lion who is now deceased, that he would never sell any fruit picked from trees on the family's farm. Boudreaux allows Lions to harvest the crop of oranges and grapefruits from fruit trees planted 14 years ago and then donate it to the Gretna Food Bank.

Before the donation to the food bank, Boudreaux donated fruit to local schools and senior centers. The food bank, managed by Lion Eileen Kush, received enough fruit in the second year to give to 50 families.

The Marrero Lions Club's first priority remains sight and hearing conservation. But in these tough economic times Lions have expanded their service. "If we hear of any person in the community who's having a hard time, we'll give them a donation," says Bernadette Hines.

The club raises funds from bingo games, fruitcake sales and poker tournaments. They pay for disabled children to attend the Louisiana Lions Camp, serve free refreshments at senior centers and sponsor a Policeman's Day where officers receive a dinner and a Family Day for community members.



## Painting the Playground

Lion Jean Lawton repaints a teeter-totter at a local playground.

Members of the Strathroy-Caradoc Lions Club in Ontario, Canada, took up their paintbrushes—and an assortment of other tools—to give a new look to some old playground equipment in Alexander Park in Strathroy. With paint donated by the municipality, Lions got to work quickly alongside a sign identifying the club and proudly proclaiming, "Men, women and families—Together We Serve."

Chartered in 2009, the club isn't much older than the community it serves. The town of Strathroy and the township of Caradoc merged in 2001 to form a new municipality of 20,000 people. Lions collect eyeglasses and hearing aids for recycling, support Camp Dorset for families of kidney dialysis patients, Leader Dog and Lions Quest, and sponsor beautification and cleanup projects.



# Lions in Tennessee Aim High, Hit Mark

The Grist Mill Trail that climbs upward for nearly a mile on a steeply wooded hill provides an unparalleled view of the forest and Clinch River in Tennessee. The observation point at the pinnacle features a welcoming pavilion where backpackers and hikers can relax and enjoy the cooler sheltered air.

Norris Lions regularly braved the climb and undertook the tough task of rebuilding the pavilion's 20-year-old shake roof. "There was a hole up there so big you could have dropped a cat through it—a good-sized cat," says Lion Susan Daniel.

Lions replaced the old shake roof with metal for longer life. The Norris Watershed Board paid for materials, and city workers helped haul materials to and from the trail's peak. The job began in the fall and ended in the spring.

"The shake shingles had deteriorated to the point that only moss was holding them together in many places," says Steve Painter. "In many places the underlying decking was rotten." Lions took down the old roof with reciprocating saws. Painter's workshop was crammed with not only wood, but also Lions as they built fascia boards, rafters and plywood decking.

Putting up the new metal roof, steeply sloped, proved a bit trickier. For support, Painter used a harness tied to an eye bolt at each end of the structure. The harness held tight while he drilled and riveted the hip cap in place.

The observation point is a favorite destination of area hikers. The vistas are gorgeous. Says Daniel, "Don't lose track of all that might and majesty, but look up at the rafters overhead. Consider how that roof got there. If you have even the slightest fear of heights, catch your breath again."



Steve Painter and Bill Daniel carefully remove rafters from the old roof.

## Roadside Cleaning Earns Award



Lion Falguni Patel and her daughter, Shriani, fill bags of trash during a cleanup of Highway 43 in California.

For the past 30 years, members of the Hanford Breakfast Lions Club in California have diligently been keeping the roadside along busy Highway 43 clean and clear of trash and debris.

"We do two highway cleanups a year," says Lion Chiragkumar Patel. Lions collect approximately 40 bags of trash each time. Bags are supplied by the California Transportation Department, which named the club a "Volunteer of the Year" for the area in 2012. A prominently displayed sign on the highway identifies Lions as participants in the Adopt-a-Highway program.

# Sight and Service Guide Lion's Mission



Dr. Jim Weyrich examines a patient.

There have been many defining moments during Dr. Jim Weyrich's 16 vision missions to the Philippines. During a recent trip, a 93-year-old woman received eye care for the first time in her life. She was thrilled to finally see clearly the faces of her children and grandchildren.

Two adult brothers, both legally blind, could finally see the world without blurriness after receiving eyeglasses. "You can't beat that," says Weyrich.

Weyrich, an optometrist, and his wife, Ellen, belong to the Aberdeen Lions Club in Washington. They and other volunteers help the poor in the Philippines through the EyeCare WeCare Foundation, founded by Weyrich.

For the past eight years, the Weyrichs have gone twice yearly to the Philippines, where the foundation has established a branch office and mobile clinic. A 40-foot bus equipped with vision care equipment and supplies is housed in the Philippines to facilitate travel between many of the country's 7,107 islands. Thanks to the missions, more than 23,000 men, women and children have received eyeglasses and 500 cataract surgeries have been done.

The missions involve many Lions and partners. More than 50 Lions from the Olango/Subic Bay area helped during a recent five-day mission. An LCIF International Assistance grant and the generosity of District 19 G Lions, including the Weyrich's own club, helped fund a recent mission.

Organizing trips is never an easy task even with local Lion coordinators. "After arriving in Manila, it was a 6-hour

ride to Olango," Weyrich says of the latest trip. "Just to get the mobile clinic to Olango, the 25 EyeCare WeCare volunteers had to endure a 48-hour ferryboat ride from Negros Island to Luzon Island. It's worth it because so many lives are changed."

Recycled glasses are donated by the Northwest Lions Eyeglass Recycling Center in Olympia, the Oregon Sight and Hearing Foundation in Portland and the Northwest Kiwanis SOS (Save Old Spectacles) program. Bausch & Lomb donates provisions including intraocular lenses and medications. SEE International provides surgical supplies. U.S.-based Resources for the Blind assists with medical staffing.

Hawaiian Air transports for free many surgical supplies from the United States to the Philippines, helping conserve the foundation's shrinking budget. It had averaged \$40,000 a year, but with the economy's downturn its budget was nearly halved last year.

Volunteers such as the three primary physicians and their friends who went on a mission last year pay their own way. The budget may be down, but the need is definitely up. When missions first began, the average number of patients seen daily was around 70. Now it's as many as 400. The joy of patients is priceless. "No one can put that experience into words," says Weyrich.



## Lions Ease Burdens of Pilgrims

Lions in Nepal give new meaning to “roadside assistance.” Members of a club in Kathmandu set up a health camp at the midpoint of a grueling one-day, 40-mile, barefooted religious walk in which 100,000 pilgrims visit 131 shrines and temples.

One of the world’s largest religious walks, the Dipankha Yatra dates from the 17th century. It is observed when five astrological events coincide on the same day: a full moon, a lunar eclipse, the first day in the solar calendar and the Rewati Nachetra and Harshan Yoga, two astrological events. The walk occurred in October 2013 and in 2005 before that.

Both Hindus and Buddhists do the walk and visit each other’s shrines. “This is very important to maintain peace and solidarity in our country,” says Binaya Ratna Shakya, secretary of the Kathmandu Samriddhi Lions Club. A walker told a Nepalese newspaper, “We believe we will get blessings from God.”

Partnering with the Red Cross, 17 Lions provided first aid, foot massages and water to walkers for eight hours.

Chartered last July, the club also organizes blood donations, distributes wheelchairs, sponsors cataract surgeries and will establish a library.



Lions from Nepal aid a pilgrim from the religious walk.

## All-Couples Club Thrives in Jordan

International President Barry Palmer has a dream of a Lions membership with an equal number of men and women. A club in tiny Jordan already exemplifies that goal. The Amman Rabbet Amoun Lions Club is an all-couples club. Eight sets of husbands and wives comprise the club.

The club has been an all-couples club since it chartered in 2009. The family bonds “add to the cohesion of the club,” says Gaby Haddad, a retired aeronautical engineer for the Royal Jordanian Airlines who attended college in the United States. The couples attend the club activities together and tend to agree on club matters, he adds.

The members range in age from 37 to 72. Randa Akra, Haddad’s wife, is a retired social worker. Other members include a banker, contractor, businessman, teacher and housewife.

The club does a wide array of service: distributing jackets and school bags to schoolchildren and food to the poor and orphans, supporting Mother Teresa centers for the elderly and disabled, providing dental care, planting trees, holding medical and cultural lectures and promoting organ donations. Its service projects are funded by donations from members and their families and friends as well as fundraisers such as dinner parties.

Jordan has 13 Lions clubs with 291 members. One of the world’s oldest continuously inhabited cities, Amman is the capital and most populous city with 1 million residents.



Randa Akra and her husband, Gaby Haddad, are charter members of the all-couples Amman Rabbet Amoun Lions Club in Jordan.

# The Ultimate Donation: Legos

Lions in Estonia provided a mini-bus to an orphanage, renovated its rooms, bought furniture, replaced a lawn mower and even donated bicycles. But what really delighted the children were the two pallets of Lego sets given to them.

The donation came about because of a chance meeting between the club's vice president and a Lion from Denmark, where the Lego company is based, at breakfast at a hotel in Hamburg, where the two Lions were last July for the international convention.



Children at Tudulinna orphanage in Estonia play with the donated Legos.

Simo Mark, vice president of the Tallinn EEST-I Lions Club, says the children, who have few toys, spend countless hours with the Legos. "The feedback from the orphanages has been very good as Legos are really developmental toys. I was told that even children with big difficulty in concentrating can play with the Legos for hours," says Mark.

His club has supported the Tudulinna orphanage in eastern Estonia and its 22 children since 2011. The region suffers from high unemployment and myriad social problems. Many of the children's parents are actually alive, but they ended up in the home because of their parents' addiction to drugs or alcohol.

The bus enables orphanage staff to take the children to doctors, psychologists, school and summer camps. The Lions pay for many of these activities.

The Lions use their business connections to help the children. Toomas Sarelaid, second vice president and manager of a car dealership, called a supplier of his company when he discovered the home's lawn mower was broken. "Of course, they wanted to help, and the orphanage got an absolutely new and powerful one for free," says Mark, who owns three companies with his wife. "Toomas took his car, drove 120 kilometers and after two and half hours delivered the new lawnmower. Done. No big fuss. That's the spirit of our club."

Mark's chance encounter with Past District Governor Jimmy Nonbo of Denmark led to the donation through LEGO Charity, which gave away more than 55,000 sets or boxes of Legos in 2012. "It helped that I can speak Swedish and understand a bit of Danish. Danes understand Swedish," says Mark.



## Project Warms the Heart—and Body

Nearly every Finn loves the cleansing warmth of a sauna. That includes those with disabilities. So to celebrate its 50th anniversary the Oulu Sillat Lions Club built a first-rate, freestanding sauna to accommodate those with special needs. The 25-member club spent nearly US\$40,000 on the unusual sauna, which has a ramp on the outside and three interior levels without steps.



# Lions Stunned by Record Donation

An astute businessman who parlayed \$610 in savings into a retail empire in Australia and then launched a dashing career as an adventurer and national figure has donated \$1 million (US\$950,000) to Lions.

Dick Smith, who co-founded Dick Smith Electronics, donated the funds to the Australian Lions Foundation. The money is being used for the foundation's compassionate grants program, which helps everyday Australians who may need urgent medical treatment or otherwise face a family crisis.

Smith was named Australian of the Year in 1986. Australians admire his business sense, daring and outspokenness. His success began in 1968 when he and his fiancée, Pip, whom he married a few months later, built a retail electronics business. They sold it to Woolworths for more than \$20 million in 1982. The windfall underwrote years of adventuring and enabled him to pursue his love of the outdoors. He flew a helicopter around the world, becoming the first solo pilot to do so, and founded Australian Geographic magazine with Pip.

Smith is a fierce environmentalist. Those who disagree with him often still admire his candor. "Dick, thanks for telling it how it is," he hears. His philanthropy also endears him to others. Inspired by actor Paul Newman and his food company, Smith formed Dick Smith Foods. All profits go to charity.

The donation was the largest ever received by the Australian Lions Foundation, which normally raises \$1.4 million annually. Donating to Lions was an easy choice for Smith. Pip's father, Peter McManamey, was a Lion for 30 years and once served as a district governor.

After the donation, Smith spoke at the Lions' national convention in Canberra. He devoted most of the speech to criticizing Australian media mogul Rupert Murdoch for not donating enough to charity. He closed with thanks to Lions for "the way you roll up your sleeves and help others. To use a unique Australian expression, 'I dips me lid' to all of you."



Dick Smith (far right) meets with Australian Lions Foundation trustees (from left) Past District Governor (PDG) Ken Hallam, Alan Pretymann (partly hidden), Past Council Chairman Ian Kelly, and PDG Glenn Herbert, foundation chairman.



## Family Day Helps Other Families

Two Lions clubs in Switzerland gave parents of younger children a welcome respite from their parental duties with an action-packed Family Day. Aarau and Aarau Kettenbrücke Lions read to children, held balloon and painting competitions and served refreshments. Lions accepted donations from grateful parents for a charity that operates specially modified wheelchair-friendly minibuses.



# Leader of the Pack

Founded 76 years ago,  
Leader Dogs continues  
to enrich the lives of the  
blind—thanks in large  
part to Lions.

by Anne Ford







Gretchen Preston, warm and quick to smile, is a happily married woman from Chocolay Township in Michigan. But that didn't stop the visually impaired children's book author from going on what she calls "the ultimate blind date" a few months ago.

Mr. Preston can rest easy: His wife's "date"—a sleek, amiable black Labrador retriever named Floyd—was a perfect gentleman.

"He just came in and gave me a big lick, like, 'Hi, Mom, here I am,'" Preston (shown on page 29) remembers of her first meeting with Floyd, a trained guide dog who was given to her by Leader Dogs for the Blind in Rochester Hills, Michigan. "It was so heartwarming; I wept with happiness. It was like meeting your true love."

Floyd is just one of the more than 14,500 guide dogs for the blind and visually impaired that Leader Dogs has bred, trained, and donated since 1938. Started by three Detroit-area Lions club members, the nonprofit serves clients from 21 countries and nearly every U.S. state. Clients meet and learn to work with their dogs over the course of a 26-day stay at Leader Dogs' residential campus, aided by professional instructors who help them practice maneuvering in everyday situations, from navigating an escalator to crossing a crowded street.

Meticulously bred for temperament, intelligence and good health and trained from birth to act as calm, trustworthy and helpful guides to people with low or no vision, Leader Dogs are much, much more than particularly well-behaved animals. Their potential to change the lives of the people they assist is so great it is almost unquantifiable.



Phil Griffin, a guide dog mobility instructor, introduces Leader Dog Gavin to his new partner, Laurie Scott of Canada. Dogs are issued to clients three days after they arrive at Leader Dogs for the Blind.

(Opposite) Marlyne "Bunny" Tabatt of the Little Falls Dandee Lions Club in Minnesota trains with her sixth Leader Dog, Dixie, at Leader Dogs for the Blind. Dixie was raised by Lions Susan and Bob Kulbeik of the Elbow Lake Lions Club in Minnesota.



“When you give a person mobility, the change in their lives is just tremendous,” says Bill Hansen, a Leader Dogs volunteer and past president of the Rochester Lions Club. He remembers one long-ago client who, at the time he received his first Leader Dog, was overweight, lonely, and living on welfare. The instructor who worked with him told him, “If you want this dog to change your life, it can.” By the time the client’s dog retired seven or eight years later and he returned to Leader Dogs for another one, he had gotten married, found work, and begun running marathons.

And then there’s the less dramatic, but certainly no less welcome, change that Floyd has brought about in Preston’s life: “I’ll never get lost in my own yard again,” she says happily. “‘Floyd, find the door.’ That’s all I have to say.”


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It’s an unseasonably warm late-autumn day, and half a dozen leashed-and-harnessed Labradors and their human companions are waiting quietly outside Detroit’s Greektown Casino. (About 60 percent of Leader Dogs are Labradors, who are favored for their people-pleasing personalities and easy-to-groom coats.)

The nearby street is a large, noisy one, and whenever car horns squawk—as they seem to do every minute—the dogs look calmly toward the sound, but don’t startle or bark. In case of passers-by who might be tempted to stroke or talk to (read: distract) these beautiful canines, some of them wear signs that politely state, “Do not pet me. I am working.”

These students—dogs and humans alike—are waiting their turns to practice one of the most important lessons they’ll learn during their time at Leader Dogs: how to navigate an urban environment filled with cars, texting pedestrians, flapping pigeons, litter, construction and unexpected noises.

One client, Steve Speidel (shown on page 28) of Lincoln, Nebraska, has just finished walking his dog, Johan, through the casino itself. Speidel, a member of the Lincoln Star City Lions Club, has owned several guide dogs before and prizes their professionalism while on the job. “They’re all business,” he says. A Leader Dog, for example, is trained never to use the bathroom while in harness (of course, their owners are trained to give them plenty of potty breaks). Having Johan means Speidel can make his daily 40-minute



Leader Dog Toby enjoys his bus ride to the day’s training location. Leader Dog training takes place in various rural and urban environments in southeast Michigan. The ability to easily travel to both highly-populated cities and to country settings with dirt roads is one of the benefits of Leader Dog’s location in Rochester Hills.



# Leader Dogs To Expand

Beginning in August 2014, Leader Dogs' kennels will undergo a \$14.5-million renovation. The goal: to replace the current kennels, which are 20-plus years old, with facilities that more closely resemble the home environments in which the dogs will spend most of their lives. The new kennels will feature larger cages, as well as room layouts that will allow the dogs to see more of their surroundings. One aspect won't change: the two elderly, utterly imperturbable kennel kitties, whose (usually soporific) presence allows the dogs to get used to cats.



Andrew Howe with Leader Dog Dlass practices the correct method of going down stairs with Kevin Ihrke, a Leader Dogs instructor, at Wayne State University in Detroit. Many clients are college students, so training includes college campuses.

commute to work by bus alone, rather than relying on a ride from someone else.

Another client, Lucy Hahn, has come from Madison, Wisconsin, to meet her Leader dog, Charlotte. A friendly Lab who walks with an endearing prance, Charlotte is so outgoing and affable than Hahn has dubbed her “the Mary Tyler Moore of dogs.”

Still, even the most sociable canine can be overwhelmed in a busy setting, and Leader Dogs instructor Jill Bani, a bubbly redhead with striking blue eyes, wants to make sure that the pair can handle a bustling environment like this one. She takes Hahn and Charlotte on a brisk stroll, Char-

lotte walking a few paces ahead to ensure that she—not the visually impaired person she’s leading—will be the first to encounter an obstacle.

Charlotte performs with poise, head up and tail wagging, never once leaning down to sniff at something on the ground. After several blocks, they come to a shady, rumbling underpass. “She hasn’t walked under there before, and it sounds echoey, and it’s kind of dark,” Bani tells Hahn. “So when she’s anxious, we are . . . ?”

“Brave,” Hahn says.

“And you are,” Bani replies firmly.

After the two sail beneath the underpass like pros,

Hahn tells Charlotte, “Find the curb,” and the dog immediately complies, earning them both a “Nice ninja move!” from Bani. And that’s before Charlotte successfully leads Hahn across six lanes of traffic divided by a median.

Much as the dog looks like she knows where she’s going, she doesn’t. It’s Hahn who has to constantly stay oriented by keeping track of where and when they’ve turned and how far they’ve walked. Since a dog can’t read a traffic signal, Hahn must also listen to traffic patterns to determine when it’s safe to cross a street (though if she tries to walk in front of a moving car, the dog will prevent her).

In fact, to be eligible to receive a Leader Dog, clients must submit a video demonstrating that they are able to travel independently. As the instructors are quick to remind their clients: “You’re still the brains of the operation.”

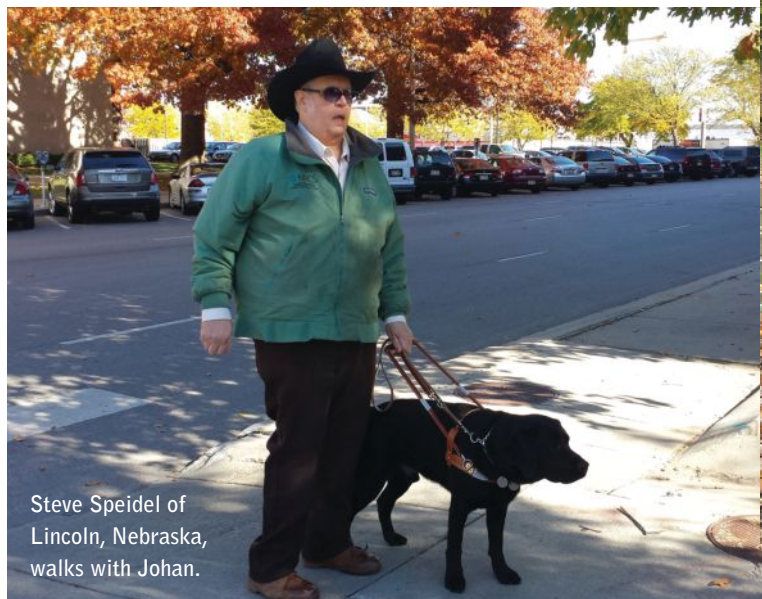
The next day, the client-dog teams practice their skills in a different area—a busy residential neighborhood where pet dogs bark from yards, tree branches overhang the sidewalks and squirrels scamper over lawns. Today, instead of accompanying the teams, the instructors observe quietly, muttering into the walkie-talkies they carry to keep each other apprised of the clients’ locations (“Bud has made the turn”).

Back at the facility, it’s time for distraction training. The clients and their dogs stand around the periphery of a conference room as instructors bounce balls, jiggle containers of treats and squeeze squeaky toys, all to allow the dogs to practice keeping their focus and following commands in the face of disturbances. A golden retriever named Jethro can’t resist lunging for a basketball, while the dogs of several international students from Spanish-speaking countries are most distracted by a plastic lizard on a string. With enough practice (and praise), they’ll quickly learn to ignore these and other temptations.

Not a single one of these or any other Leader Dogs clients pays a dime: not for their transportation to and from the Leader Dogs facility, not for their lodging or meals, and not for the rigorously bred and trained dog that will make such a difference in their lives. That’s all the more impressive given that Leader Dogs receives no federal, state or local funding: It operates entirely on donations from individuals and organizations—including the \$2 million given annually by nearly 5,000 Lions clubs. Lions provide nearly 20 percent of Leader Dogs’ funding. Yet that figure significantly understates Lions’ role because Lions promote Leader Dogs, drive clients to and from the airport and provide other hands-on support.

Lions also have been central to Leader Dogs since day one. “It was 100 percent Lions’ money and support that started Leader Dogs,” says past president Hansen. The organization began life in 1938, when a blind member of the

Uptown Lions of Detroit, Glenn Wheeler, was unable to attend what was then the only existing guide dog school in the country. In response, three of his fellow Lions decided to start a school of their own, which they called the Lions



Steve Speidel of Lincoln, Nebraska, walks with Johan.

Leader Dogs Foundation. By the following year, the venture had grown so successful that a small farm was leased to house it. (The organization changed its name in 1940, dropping the word “Lions” as part of an effort to diversify its base of support.)

Leader Dogs is one of the leaders of the pack, so to speak. The United States has about 15 guide dog organizations; Leader Dogs is one of the three largest. It’s also an innovator. It’s the only guide dog school that gives out free GPS devices and dedicates a program for the deaf-blind.

One might assume with advancing technology guide dogs are falling from favor. That’s not true at all. Demand for dogs has remained steady through the decades. Guide dog users prefer a dog because a dog can take a person around an obstacle instead of just detecting it. They’re safer than a white cane because they’re trained to not let their owners walk into the path of a car. Perhaps most of all, a dog provides companionship. They are friendly, loyal and lovable.

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More than 75 years after the school’s founding, the Doberman pinschers once favored as guide dogs have given way to Labradors, golden retrievers, and German shepherds. Where the original farmhouse once rested now sits a 14-acre, multi-building complex that includes offices, a kennel, a veterinary clinic and, allowing clients realistic practice runs with their dogs, a fake street complete with a sidewalk, a simulated road with a manhole cover and sim-



Children's book author Gretchen Preston strolls with Floyd.



No matter the era, Leader Dogs has helped the blind, and the LION has told its story.

- Leader Dogs represents "Eyes in the Darkness." (March 1951)

- Clients "come in despair and leave with hope." (November 1967)

- The school gives the blind "A Free and Easy Way to Travel." (April 1976)

ulated cross walks. The residence center includes private rooms, lounges, a dog-grooming station, a library with books on tape and in Braille, a cafeteria and a workout center. Visitors during the warmer months can often watch puppies gambol about in an outdoor play area, tripping now and then over their chubby paws.

Even at that age, they're preparing to become Leader Dogs, says Bev Blanchard, the businesslike but also maternal manager of canine development. For the first six weeks of their lives, the puppies—who are bred from Leader Dog's own stock—live at the facility, where they get used to being handled, undergo gentle neurological stimulation exercises that make them more resistant to stress, and learn (among other things) that they won't be picked up or fed until they sit. "We're teaching them, 'Life doesn't happen at your speed,'" Blanchard explains.

They are then given to volunteer puppy raisers (often Lions), who teach the dogs basic obedience and self-control, exposing them to as many different environments as possible along the way. After 12 to 15 months, the canines return to Leader Dogs for four months of guide dog training. Only about 48 percent of them will successfully com-

plete the training and go on to become guide dogs. The rest will either become service dogs in some other capacity (such as therapy dogs) or become adopted as pets.

Interestingly, the puppies with the highest success rate are those who have been raised not in private homes, but in prisons. About a decade ago, Leader Dogs began its Inmate Puppy Raiser program, which has seen tremendous success. Not only do 65 percent of the puppies raised by inmates succeed as Leader Dogs, but the recidivism rate for prisoners who participate in the program is very low. "To us, they're puppy-raisers, not inmates," says Blanchard.

In addition to its dogs for the blind and visually impaired, Leader Dogs also provides guide dogs to deaf-blind clients, who communicate with their dogs using hand signals and American Sign Language. The organization also provides clients with a Trekker Breeze or Kapten PLUS handheld talking GPS device. Then, too, it helps people gain the independent travel skills they need to be eligible to receive a Leader Dog.

One of those is client David Medlock of Oklahoma, who's enrolled in Leader Dogs' one-week orientation and mobility, or O&M program. Medlock, whose thick-as-syrup accent gives away his Southern small-town roots, is standing on a quiet residential road with instructor A.J. Walker, practicing his cane skills in an environment that closely resembles that of his small home town.

Medlock, 60, lost nearly all of his sight to a progressive genetic disease several years ago. Until his wife passed away about a year previously, he hadn't realized how much he'd relied on her to get around. "I knew she was helping me a lot, but I thought I was better off than what I was," he says. Reluctant to rely on his adult children for assistance, he'd like to get a Leader Dog so that he can get out and about more on his own: "I'm not an inside, stay-put person. I like to feel the air and go places."

Before he's eligible for a dog, however, he has to improve his independent travel skills. With Walker's help, he's learned to standardize his pace so he can tell how far he's traveled, avoid veering off course by hitting the grass line with his cane on every step and maintain his alignment by squaring his feet up to the back of the curb before crossing the street. The cane allows him to detect obstacles, so that he can use his remaining vision to look ahead at eye level.

"You're cruising," Walker tells him after he's successfully and safely walked the length of the street by himself. "You're trusting the cane as an extension of yourself. This is A-plus work!"

"I don't know about the cruising part," Medlock says. But he sets off again, smiling.

# 25 To Use Social Media WAYS to Help Your Club

So you've been told time and again your club needs to use social media, so your club dutifully created a Facebook page, signed up for a Twitter account and joined LinkedIn. Now what? Most of the Lions in your club know their way around the Internet, use smartphones and consider themselves at least marginally tech savvy. But how can your club get the most out of social media to publicize events, snag people as members and keep members fully engaged and committed? As with anything in life, tools are only as good as the people using them. Here are 25 ways social media can help your club excel.

**1 Be "liked."** You want to increase the visibility of your club's Facebook page. So include your page link on business cards, flyers, press kits, letterheads and table banners. Tattoo it on your forehead!

**3 Say Cheese.** Photos are the most "liked" and most shared social media posts. Post your better photos and include a brief description.

**5 Twitter, Too.** Use these same strategies for Twitter.



**7 Hash It Out.** A word or phrase prefixed with the symbol # and usable on Facebook, Twitter and other social media, a hashtag allows you to add context to a post or indicate the post is part of a larger discussion. The # generates more attention for a post.

**9 Ask Away.** Ask a question that relates to your post or tweet, giving people reason to respond and interact.

**2 Video Equals Victory.** More people use the Internet to watch videos than any other reason. Create a short, engaging video (not photo collages!) to post on Facebook and YouTube. Capture the essence of a project or have a photogenic Lion say something funny, sweet or profound.

**4 Like Others.** "Like" or "follow" the pages of LCI, other clubs, partners, businesses, community groups and leaders and media. Don't ask them to "like" your page. No one likes someone who is desperate to be liked. But do post interesting, informative content so they will decide to "like" you.

**6 Facebook 101.** Understand the basics of Facebook, Twitter and other social media. To get the most out of Facebook, you need to know you can set up a profile, a page, a group or event, for example. How to get a handle on all this? Go to the sites themselves and click on "help," use the tutorials on LCI's Online Community page, use YouTube videos if you are visual learner or pull up a chair with a tech-smart member.

**8 Capitalize on Media Coverage.** If a media outlet covers your club, post a link to the story, photo or video on Facebook, Twitter, Google+ and LinkedIn.

**10 Stalk Celebrities.** Well, of course not, but try to get a response on Twitter from a well-known person. They may retweet it to thousands. Lions often know of heartwarming stories or needs, so a celebrity may jump at the chance to show his or her compassionate side.



**11 Stalk Mayors.** Not really, of course, but do the mayor, car dealer in town or other influential people in the community use Facebook or Twitter? Engage them digitally.

**13 App it Up.** Use free Apps like Vine, which allows you to create and post short video clips, to add sizzle to your sites.

**15 Share Your History.** Old photos are alluring. Post one and provide a very brief club history.

**16 Mark Milestones.** Your club has collected 1,000 eyeglasses or held a pancake breakfast for 50 years? Post it.

**17 Share Testimonials.** Film a brief segment on a Lion who loves being a Lion or a beneficiary who is deeply grateful to Lions.

**18. Share the Brand.** Lions worldwide do cool things, great things. Share stories, photos and videos. Elevate your club's standing in people's eyes by calling attention to the incredible service of other Lions.

**20 Welcome Members.** They deserve a grand hello on social media. Give a brief bio.

**22 Complementary Material.** Say thanks to supporters and partners. Everyone likes to be acknowledged. They'll share your praise.

**24 Check out SMiLE.** Tech-savvy Lions formed SMiLE ([www.lionssmile.org](http://www.lionssmile.org)) in 2012 to help Lions get the most out of social media.

**12 Like Your City.** "Like" the city pages and the pages of other community institutions.

**14 Be Newsy.** After a disaster such as a typhoon or tornado, create a brief video of the club president talking about how LCI responds to disasters and how your club has made a donation. In the winter, film a segment on how Lions feed the hungry or donate coats.



**19 Share News.** Scan the media for stories or studies on blindness, hunger, literacy and other concerns addressed by Lions and post a reaction or information on how Lions have mitigated the problem.

**21 Salute Your Members.** Highlight a member each week or month. They'll be sure to share with their friends.

**23 Tell stories.** Don't be boring. Tell a joke, anecdote or brief story related to service or the club. Stories capture people's attention.

**25 Designated Driver.** Put someone in charge or form a committee. Don't assume things will get done. Develop a plan and set goals.

# JUST THE OLE TRADITIONAL VEST AND APRONS FOR ANY LIONS FUNCTION!

## A138B VEST

Made of 100% poly-twill in gold color with blue trim. Full length with trimmed pocket on each side as shown. A5 Lions emblem is sewn to left chest. The A138B vest may be lettered with club name, add \$36.00 per order. These are custom orders and cannot be returned for credit. Confirm sizes prior to placement of order. Allow 4 to 6 weeks for delivery.

**Each Small through Large \$39.55**  
**Each XL and 2X \$45.45**  
**Each 3X and 4X (custom order) \$55.15**  
**Each 5X and 6X (custom order) \$60.75**

## A138WB LADIES VEST

Made of 100% poly-twill in gold color with blue trim. Full length with trimmed pocket on each side as shown. A5 Lions emblem is sewn to left chest. The A138WB vest may be lettered with club name, add \$36.00 per order. These are custom orders and cannot be returned for credit. Confirm sizes prior to placement of order. Allow 4 to 6 weeks for delivery.

**Each Small through Large \$39.55**  
**Each XL and 2X \$45.45**  
**Each 3X and 4X (custom order) \$55.15**  
**Each 5X and 6X (custom order) \$60.75**

A138B



A138WB



A70B



A255



## A70B GOLD VEST

Made of 100% poly-twill in gold with blue trim. Lions emblem on left chest. Bolero style (loose above the waist and open at the front). The A70B vest may be lettered with club name, add \$36.00 per order. These are custom orders and cannot be returned for credit. Confirm sizes prior to placement of order. Allow 4 to 6 weeks for delivery.

**Each Small through Large \$26.05**  
**Each XL and 2X \$31.70**  
**Each 3X and 4X (custom order) \$37.40**  
**Each 5X and 6X (custom order) \$43.00**

## A255 LIONS SASH

6 inch wide gold 100% poly-twill sash, blue binding and Lions emblem. Perfect for wearing your numerous pins, buttons and badges in a distinctive manner.

**Each \$19.85**

## A25G GOLD POCKET CHANGE APRON

Gold three pocket style, extra-long tie strings. 50/50 poly/cotton. Also available in purple A25P.

**Each \$10.95**

## A25P PURPLE POCKET CHANGE APRON

Purple three pocket style, extra-long tie strings. 50/50 poly/cotton. Also available in gold A25G.

**Each \$10.95**

## A196 APRON

Two large roomy pockets, adjustable drawstring ties to fit all sizes. 50/50 poly/cotton. Aprons may be personalized with club name in quantities of 12 aprons or more. Add \$4.25 per apron. Allow 4 to 6 weeks for delivery.

**Each \$18.10**

## A459 ADJUSTABLE BBQ APRON

7 ounce poly/cotton apron with adjustable neck strap. Lions emblem imprint.

**Each \$18.85**

A25G



A25P



A196



A459





# Attention!

Stories by Jay Copp

Lions are cool. And we can prove it **ten** times over—four different ways. Our service is cool. Our projects have cool names. We are great neighbors. And our special interest clubs are something special, too. Don't believe us at the LION? We can take the heat. But that won't be necessary. Read on and you'll believe, too, that Lions are just plain cool.



How cool is this: Lions are for family and friends in Mexico. Shown are (from left) Lions Isis González; her mother, Hortencia Mendoza Olivas; family friend María Engracia Barbosa and her niece Leo Flor Nájera.

# 10 Ways Lions Prove They Are Great Neighbors

## Finding Gold in Ashes

A wildfire destroyed the home of Becky and Daren Sud-week near Pocatello, Idaho. Amid the ashes and rubble Becky amazingly found her grandmother's and grandfather's wedding rings—thanks to the sifter given to the family by Lions. “When something like this happens, you think, ‘what can I do?’” Fred Parrish, past District 39-E zone chairperson, told the Idaho State Journal. Lions also literally got Becky up and about by giving her compression socks to reduce the swelling in her feet. The fire ruined 66 homes, and Lions provided 25 people with replacement eyeglasses or contact lenses and many more with clothing and sundry items.

## Fight Fire with Kindness

A dangerous, unpredictable wildfire tore through central Okanagan in British Columbia, Canada, in the fall of 2012. More than 1,500 residents fled their homes. Many ended up at the Westbank Lions Community Hall in West Kelowna. Westbank Lions, who own the center, were among the volunteers who registered evacuees and accounted for their needs. Built in 1930, the community center was a well-known, much-loved gathering place where folks partied, celebrated weddings and mourned loved ones. Ironically, a fire a year later severely damaged the center. Even more shocking to residents was that arson was the cause. In a twist, many residents and groups offered to help raise money for the Lions to rebuild. The club will rebuild but graciously declined offers of assistance.

## Wheels of Fortune

Disability or age may take away mobility, but Holyoke Lions in Colorado make sure a lack of mobility doesn't diminish independence and pride. The club secured a loaner wheelchair for use at the Holyoke Marketplace for ailing shoppers.

## Club is a Cut Above

Two felled trees sat forlornly in the front yard of Brad Hengst. The 66-year-old resident of Jacobus, Pennsylvania, was fit enough a few months prior to chop them down to heat his home. But major surgery to remove a cancerous tumor now awaited him. Who you gonna call? Well, Hengst didn't call Lions, but Lion Lance Beard heard of his plight. “I've owned a towing company for 43 years. I'm on the borough council, the church council, the cemetery council. I'm the who-do-da. When you watch the parade go by, you hear things,” Beard explains. Fifteen Jacobus Lions spent several hours cutting the trees and splitting and stacking the firewood. Two log splitters and a chipper made the job easier. How did they get them? “You just make phone calls,” Beard says. He adds, “Society is a ball-to-keep that ball rolling smoothly you have to pitch in. You only live once, so why don't you live to be happy? To be happy, you try to make other people's lives who are having a hard time easier.” JoAnn Hengst, Brad's wife, put it this way to the York Daily Record: “It's great to have good neighbors.”



## Sap Tap is Tops

What's more neighborly than preparing a delicious homemade treat for guests? In February, as daytime temperatures above freezing push the sap up maple trees, South Milford Lions in Indiana join employees at Maplewood County Park to collect nature's sticky-sweet treat. The next month hundreds, some from 140 miles away in Chicago, come to the park to enjoy a Lions' pancake breakfast. Sausages are cooked on a charcoal grill. Pancakes are drowned in the homegrown maple syrup. Profits go to the park and to Leos from Prairie Heights High School, who help serve the food.

Buckets collect the sap, which is then boiled, turning into the maple syrup that is slathered over the Lions' grilled pancakes.

Photos by Nina Shannon





## Befriending Foes

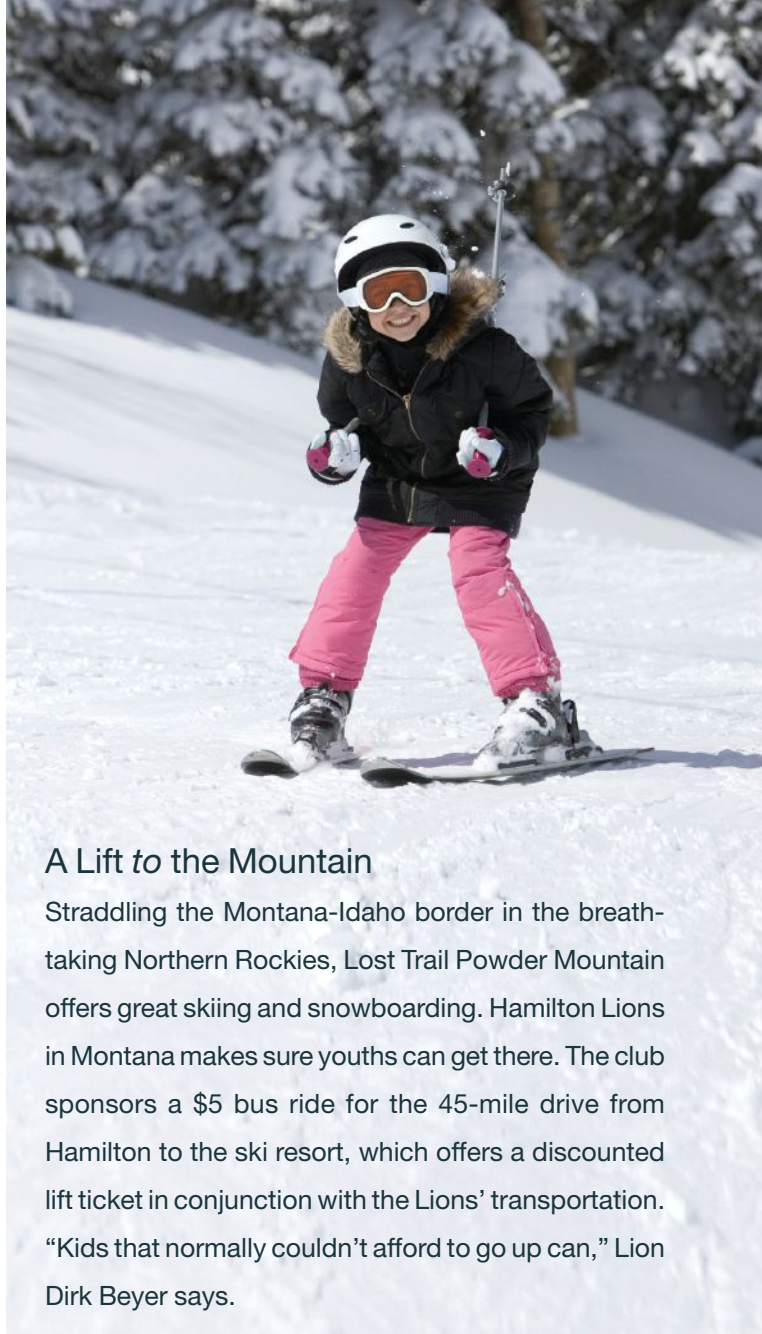
For 80 years Clark High School in Hammond, Indiana, and nearby Whiting High School have clashed on the football field. But before they knock heads they break bread—courtesy of Whiting Lions. A day or two before the hotly contested rivalry the Lions host an old-fashioned cookout for players, coaches, cheerleaders, parents and community members. This past year former Chicago Bear Emery Moorehead spoke to the crowd. The gathering teaches sportsmanship—not that the importance of winning is downplayed. The winner of the game the year before gets to the chow table first. “We were going to flip a coin this time, but a coach said, ‘No, that’s not how it’s done,’” recounts Efren Gomez, club president.

## Let There Be Light

Christmas elves deliver early to produce an extraordinary display of lights in Itasca, a small Chicago suburb of 8,700 people and 90 Lions. In early December Lions, Scouts and other volunteers walk up and down the streets to 3,000 homes. They strap on doors hanger bags with a Lions logo that contain six candles and six small white paper bags. The Lions and others had assembled the gifts in a fast-paced assembly line at the park district garage. Lions have been distributing the luminaria since 1960. Lions light the bags on the main streets at 3 p.m. on Christmas Eve. The 30,000 glowing lights form a winter wonderland. “The luminaria are a stunning site. It really is glorious to see the whole town get behind the effort,” says Lion Mark Schumacher.

## Stick to Pancake Breakfasts

Lions in Greencastle, Pennsylvania, may be lousy cooks, but they sure know how to manage property. In the 1970s the Greencastle Lions bought a property that they converted into a restaurant. It fizzled. But they leased and later sold the business, which also included apartments. The club held the mortgage, and the money poured in. Not long ago the club’s foundation donated \$108,000 to the library for remodeling and repairs and \$72,000 to a playground association for equipment and resurfacing of tennis courts. Joann Williams, 2012-13 club president and a past district governor, told the Echo-Pilot newspaper that the money was generated because of the “courage and vision” of the members in the 1970s. And knowing what their strengths were. “We found out we couldn’t cook,” a Lion quipped.



## A Lift to the Mountain

Straddling the Montana-Idaho border in the breathtaking Northern Rockies, Lost Trail Powder Mountain offers great skiing and snowboarding. Hamilton Lions in Montana makes sure youths can get there. The club sponsors a \$5 bus ride for the 45-mile drive from Hamilton to the ski resort, which offers a discounted lift ticket in conjunction with the Lions’ transportation. “Kids that normally couldn’t afford to go up can,” Lion Dirk Beyer says.

## Taking the High Road

Why just improve the community when you also can simultaneously teach youths responsibility? For nearly 20 years South Porcupine Lions in Ontario, Canada, clean like a whistle a six-kilometer stretch of Highway 101, says Lion George Cribbs. Last year nearly two dozen youths helped fill 80 bulging bags of trash and generated funds for school activities: the club forked over \$20 to the student council of Ronald Michener Secondary School for each student volunteer.

Watch an inspiring video of Lions in Hawaii being good neighbors by making beaches safer.



# Ten Special Interest Clubs

Birds of a feather flock together—as do Lions.

## Professional Women's Club

### El Paso, Texas

Chartered in November, the 24-member club includes judges, attorneys, a nurse and a firefighter. The Lions will serve as mentors and role models for disadvantaged women and girls. They've already thrown a Christmas party and delivered toiletries for women at a halfway house—the women are confined to the home by judges instead of being imprisoned. The club's next step is to work with the women on computer skills, resume writing and job interviewing, says President Betsy Castillo, the executive assistant to the CEO of University Medical Center.

## Interior Entrepreneur Lions Club

### Fairbanks, Alaska

The one-of-a-kind club chartered a year ago to promote local economic development. Members include business owners and experts and aspiring entrepreneurs. Service in this club typically means mentoring an entrepreneur short on experience but eager to get ahead. The club quarterly convenes a panel called the Lion's Den, modeled on ABC's "Shark Tank." On the TV show entrepreneurs nervously face a panel of would-be investors in a do-or-die scenario. The Lion's Den is much more hospitable. The entrepreneur presents his or her business plan, submits to questions and then receives a detailed "report card" grading the plan as well as the opportunity to meet with mentors.



Lions Dodie and Howard Rixie, Rep. Doug Isaacson (a Lion), and Jim McDermott, a business professor at the University of Alaska Fairbanks, provide feedback as part of the Lion's Den to an entrepreneur.

Photo by Jody A. Thomas/Thomas Photography



## Fairbanks Snowmobile Fun Lions Club Alaska

In this cold climate kids still typically play baseball and video games but also ride snowmobiles, or snow machines, as they are known up here. The club caters to that passion by holding snowmobile races for children ages 4 to 12 from January to March. The races are held on the track outside the clubhouse. The children race “120s,” which are small snowmobiles. The races are not just fun. The competition “teaches sportsmanship, self-respect and confidence. It gives them the responsibility to take care of a physical machine,” says Brady Sause, president, who lives in a town called North Pole (actually located only several miles from Fairbanks). Nearly all his fellow Lions own a snowmobile, and some own two or three. Kids being kids, the races force them to leave their comfort zone, or, in this case, their warm homes. “It’s so cold all winter. You want to stay in. This gets them out in the cold,” says Sause. But even Alaskans draw a line in the snow. “The cut off is 20 below. It’s no fun to race then,” he says.

## New York City SUNY Optometry Lions Club

Peanut butter and jelly. Cheese and crackers. Optometry students and Lions. Of course. Chartered in 2010 at the State University of New York College of Optometry, the university club has 14 members. If Lions are an army of volunteers, these are shock troops. They conduct eye screenings, volunteer at low vision centers, tutor children who are undergoing vision therapy and even host blood drives.

## Colorado Rocky Mountain Cyber Lions Club

Stokes Anderson Jr. had heard time and again the same responses from people asked to join the Lions. “I don’t have time.” Or, “I can’t make it to the meetings on Tuesday night.” So his cyber club, chartered in 2011, sidestepped those concerns by de-emphasizing meetings. Many of its 32 members are busy with children or work. The club meets once monthly. Members can listen in to meetings or stay current on club activities through its website. But like a regular club, the cyber club collects eyeglasses, holds clothing drives and stays busy with a range of service projects. The cyber club rose from the ashes of the Aurora Rocky Mountain Club, a traditional club which disbanded. Charter president Janice Davis and other members of the defunct club helped start the cyber club. Among the members are two flight attendants, who, of course, are perfectly suited to a club grounded neither in time nor space.



## Washington DC Special Olympics Lions Club

Most of the club's 27 members work at the Special Olympics headquarters. They passionately support Special Olympics as well as other good causes including Camp Merrick, a coat drive and D.C. Central Kitchen, which trains the unemployed for culinary careers. They've raised funds for a van for Special Olympics Malawi and for Special Olympics Missouri, whose offices were destroyed by a tornado. Not surprisingly, they also volunteer for Opening Eyes screenings and Special Olympics games. Four athletes are members including Ben Collins, co-president and a Special Olympics employee. Collins is fearless on behalf of his Lions club: he does a Super Polar Plunge in the Chesapeake Bay every hour on the hour for 24 hours.

## VBA Leo Club California

The Village Bible Academy Leo Club is for homeschooled youths, some of whom attend Village Bible Church. "Our club may be small with only 20 members, but our kids are very active and have very big hearts," says Chardy Lang, the club's adviser and a Seal Beach Host Lion. The Leos write letters and send cards to veterans, sing at nursing homes, assist on a sailing outing for the blind, make blankets for those with cancer, work at food banks, tutor students and volunteer at summer camps, health fairs and a triathlon.

## Queens Pride Lions Club New York

Formed in 2001, the club for gay, lesbian, bisexual and transgender Lions collects eyeglasses, takes visually and hearing-impaired children to the circus and supports Lions Quest. The club also donates clothes to a group that helps transgender people transition from one sex to the other. San Francisco The Castro, the first official gay Lions club, chartered in 1985.



## Rachel Lions Club Nevada

The population of Rachel is "humans 98, aliens ??." That's from the website of this club. So is this: "located on the world's only extraterrestrial highway." Remote Rachel is 27 miles from the infamous top secret Air Force Base Area 51, the subject of UFO rumors. None of the Rachel Lions actually live in Rachel, and some are from as far away as Oregon and California. Meetings are organized around district meetings and the convention. This is a club that likes to have a little fun. Ask a member about being a Lion and the standard answer is: "it's a blast."

## St. Paul Diabetes Lions Club Minnesota

Founded in 2007 by dietician Marsha Hughes, the club raises awareness of diabetes and prevents the disease through screenings and a speaker's bureau. Its members include diabetes educators, other health professionals and diabetics. The club played a key role in a \$75,000 LCIF grant to District 5-M6 for diabetes education and screening particularly for Spanish-speaking residents and Hmong immigrants.

Watch an interesting video of a Virginia club that "puts children first."

# Ten Cool Projects

Some projects don't raise a million dollars or save the world. But they raise a smile, bring people together and make a corner of the world a little better.

## Wood Shipping Crates | California

Open-heart surgery patients in Kurdistan benefit from the handyman skills of Chico Breakfast Lions, who built sturdy crates needed to safely ship microtomes, a sophisticated cutting tool. Lions partnered with Chico-based Project S.A.V.E (Salvage All Valuable Equipment), which recycles medical and dental equipment.

## Pumpkin Launch | Massachusetts

How far can a pumpkin be launched? At least 253 feet. That was the furthest distance at the Mendon Lions Club's annual Country Fair. The winning team used a trebuchet, a medieval-style catapult. As many as 5,000 people attend the fall fair, a tradition for nearly 40 years.

## Tractor Rodeo for the Blind | Virginia

Guided by a sighted partner, drivers without sight tried to pop as many balloons as possible while navigating a tractor through a figure-eight course. The zany contest was part of the annual Journey for Sight held by Virginia Beach Lions to raise awareness of the challenges and abilities of the blind. Sound like fun? You betcha. Paul Grubb, who drove a Corvette before his blindness, told the *Virginian-Pilot*, "I haven't driven in five years. I enjoyed it."

## Band Review | California

What can be better than a marching band, high-stepping and flag-waving as it blasts triumphal tunes? How about 29 marching bands? For 33 years the Visalia Band Review has allowed high school and middle school bands to strut their stuff. Last year more than 2,000 young musicians blasted their horns, banged their drums and marched in precision. Six clubs are responsible: Visalia Breakfast, Charter Oak, Host, Pride, Sequoia and Sunset.





### Drive-Thru Breakfast | Ontario, Canada

It's never a good idea to skip breakfast, especially on the day Fort Frances Voyageur Lions hold their Drive-Thru Breakfast at Tim Hortons. For a mere \$10 donation, hungry drivers get a muffin, coffee and a bonus breakfast bag with gift certificates and prizes donated by local merchants.

### John Denver Tribute Concert | Colorado

Almost heaven, Estes Park. A popular summer resort, the town of 5,000 is the site of the Rocky Mountain National Park headquarters. For a decade, Estes Park Lions have held the tribute concert to the chart-topping singer who adored the state's wilderness.

### Dogs Helping Dogs | Pennsylvania

It's all about canines for Lakemont Lions: they are one of the top 10 contributors to Leader Dogs. Member Karlene Hite has a Leader Dog. And the club holds the annual Dogs Helping Dogs fundraiser. Last year 100 dogs and their humans walked a mile in a park. Pledges enable the Lions to further support Leader Dogs.

### Lottery Calendars | Ontario, Canada

If you don't win today, you may win tomorrow. Or on any of a year's 365 days. The Amaranth Lions Club, based in Orangeville, sells the calendars, which offer winnings of \$50 to \$500 on the daily draws. In 2014, \$8,700 is up for grabs. Ultimately, the big winners are Dog Guides of Canada, Big Brothers Big Sisters and other good causes.

### Food Fight | Georgia

The official name is the Food 2 Fight Hunger, a contest between Evans Lions and the Salvation Army in raising food for pantries. It's tough to beat an army, which, of course, marches on its stomach. The Salvation Army collected 2,600 pounds of food, and Lions lost by a few boxes of cereal and a few bags of apples, gathering 2,515 pounds.

Watch a cool video of Lions in India helping those with disabilities enjoy sports.

### Triathlon Aid | Venice, Florida

It may seem prosaic: handing out water, Gatorade and bananas to competitors in the Revolution 3 Triathlon. But helping athletes, if only the weekend variety, push way beyond their limits stirs the soul. Beverly Flynn of the Venice Lions watched a female runner collapse from heat exhaustion as she approached her aid station. The finish was only a half mile further. An hour later the runner returned to the spot, accompanied by a medic holding her IV, and resumed the race. "To watch her triumphant effort as we cheered her on, this was my ROI—Return on Involvement," says Flynn (in the background in photo). "As Lions, we have the strength of a team of people ready to run that last half mile to make sure we make it to the finish line."



# Ten Cool Names for Projects

If getting people to show up is half the battle, these clubs are triumphant. Their projects can attract a crowd simply by virtue of their clever names.

## *Thrilla on the Grilla*

Streets in downtown Tomahawk, Wisconsin, close down for the Lions' popular annual barbecue rib contest, a happy gathering of barons of bones and sultans of sauce. One of the judges last year was the chef who concocted Sweet Ray's barbecue sauce.

## *Romancing the Chrome*

Who doesn't love a shiny classic car? Jarrettsville Lions in Maryland host this car show that typically features more than 200 cars and draws 1,700 people. Vendors such as car dealerships and tire stores aren't hard to entice either.

## *Cork & Flick*

What goes better with Mel Brooks humor—red or white? Last year Annville-Cleona Lions in Pennsylvania offered a buffet, a wine tasting, a presentation by a vineyard and then a Brooks' comedy classic at the local cinema.

## *Cupcake Wars*

"Cupcake Wars" is a reality show on the Food Network. The Cupcake Wars held by Norwin Lions in Pennsylvania pits bakers against one another. Our vote for best competition goes to the Lions. Not only do they stage the contest to raise funds for Kitty Sack, which feeds needy schoolchildren, but they also put an interesting twist on their event. Bakers must use ingredients that start with a L, I, O or N.

## *Pennies for Puppies*

Canada phased out its penny last year—a golden opportunity for charities. The Lions Foundation of Canada Dog Guides responded with the Pennies for Puppies program to raise \$25,000 through donations of 2 million coins.

## *Say Cheese*

Yes, it's a cheesy fundraiser, and that's a good thing. Freeport Lions in Illinois take orders for the food, once described as "milk died and gone to heaven." The Cheese Market in town provides the cheese.

## *Bango for Books*

Why play Bingo when you can play Bango? Coon Rapids Lions in Minnesota visit schools and play Bango by displaying flashcards with letters. Students whose tokens form a full row receive a new book.

## *The Semi-Colons*

Jeff Garton, vice president of the Wilmington Island Lions Club in Georgia, founded a running team with the above name after being diagnosed with colon cancer. While recovering from surgery, his team took part in the Get Your Rear in Gear race to benefit the Colon Cancer Coalition. He also has chaired the club's gold tournament. That has a plain name: the Wilmington Island Lions Classic.



## Thirsty Pilgrim Beer Festival

Unlike their dour, black-clothed ancestors, Plymouth Lions in Massachusetts enjoy indoor plumbing, fast food drive-throughs and bottled beer. Their September festival includes seasonal offerings such as Autumn Brew and Pumple Drumkin. The club also sells a nifty limited edition stein

with a Lions logo. Far be it for the LION to promote drinking beer, even if it was Ben Franklin who asserted that “beer is proof that God loves us.” Of course, the festival is for a good cause, raising funds for food pantries. We’ll drink to that.



## Pre-Fat Bicycle Race

It may be true that biking keeps you slender, but that’s not why Seeley Lions in Wisconsin call their off-road race the Pre-Fat. Not far from them and not long after their event is the Chequamegon Fat Tire Festival, the world’s largest gathering of off-road mountain bike riders. Imitation is the sincerest form of flattery here in more ways than one. Nearby Hayward Lions hold the Pre-Birkebeiner ski race—the American Birkebeiner is the largest cross-country ski marathon in North America.

Read about cool projects of the past in the LION.

- Eight interesting projects of long ago including rescuing a college from an onerous debt (July 1935)

# LCIF Annual Report

As the chairperson of Lions Clubs International Foundation (LCIF), I am pleased to share with you the wonderful results of our Foundation in 2012-13. I am incredibly proud of the impact our Foundation and Lions have had since LCIF was established in 1968. Your donations make everything possible.

I am also proud of our record of transparency with donations and grants. Together, we save sight, support youth, meet humanitarian needs, assist people with disabilities and provide needed relief following disasters. Through this annual report, you can see how we change lives together.

I send my congratulations to Past International President Wing-Kun Tam on a successful year as chairperson. As Lions continue humanitarian and community service each year, LCIF remains ready to assist. I look forward to sharing even more amazing accomplishments with you at the upcoming International Convention in Toronto.

Sincerely,



Wayne A. Madden  
LCIF Chairperson,  
Immediate Past International President



*“When I was chairperson, I had the honor of personally witnessing your support of our Foundation. You were there following the devastation of storms and disasters, celebrating our Sight for Kids program and other partnerships, supporting youth through Lions Quest programs at schools worldwide, meeting the Gates Foundation Measles Challenge and much more. Thank you for believing in LCIF. I promise to keep believing and continue giving to our Foundation for the rest of my life. I hope you will join me.”*

– Wing-Kun Tam  
Past International President,  
2012-13 LCIF Chairperson



# Six Standout LCIF Stories

## Ten Years of Sight for Kids

Like millions of children around the world, Yodying Lee of Bangkok was visually impaired. She had her first vision screening through Sight for Kids at age 7, and a serious eye condition was detected. Thanks to Sight for Kids, a partnership program of LCIF and Johnson & Johnson Vision Care, she received surgery and rehab care at a hospital in Thailand. Today, she is a 15-year-old high school student and avid swimmer with improved self-confidence.

Yodying is one of the 17 million children who have participated in Sight for Kids, which celebrated its 10th anniversary in 2012. The program provides eye-health education, school-based visual screening and professional eye care referrals for underserved children across Asia.

"We have had the privilege to work closely with LCIF for more than a decade through this partnership. While we have provided support, it is thanks to the enthusiasm and dedication of Lions club volunteers that this program has been so very successful," says Ian Davies, global head of professional education for Johnson & Johnson Vision Care.



Yodying Lee (left), whose vision was fixed thanks to Lions, tells her story.



Ervin, a visually impaired child in the Philippines, practices using his white cane with his father.

## Focus on Living with Vision Impairment

Edgardo and Luningning Dela Cruz of the Philippines felt lost after their son, Ervin, was diagnosed with a blinding eye disease. For eight years, Ervin remained isolated at home while his siblings attended school. But in March 2013 an educational specialist and teacher encouraged them to send Ervin back to school, where the classroom had been adapted and equipped for him. While Ervin was at school, his parents attended workshops to help them understand how to support their son and his education. After just three months, Ervin was learning alongside other children his age and walking outside with the help of a mobility cane and his father's guidance.

Less than five percent of visually-disabled children in the Philippines attend school. LCIF and SightFirst joined with Perkins to ensure that children like Ervin have the opportunity to attend school. A SightFirst grant provided funds to train teachers, equip classrooms, provide low vision care and facilitate parent support groups in Ervin's community and across Luzon, the largest island in the Philippines. The partnership between Perkins, Parents Advocates for Visually Impaired Children, and Multiple District 301 Lions will increase the school enrollment of children who are visually impaired in Luzon by 20 percent.

3

## Picking up the Pieces in Oklahoma

In May 2012, a massive tornado cut a destructive path through Moore, Oklahoma, and a 17-mile stretch of nearby towns. The tornado wreaked havoc, killing 24 people and damaging homes, businesses, schools and hospitals. LCIF immediately mobilized \$700,000 in grants and designated donations to assist in the recovery.

Oklahoma Lions traveled to the devastated areas to provide food, water and medicine. A Lions Mobile Health Screening Unit gave immediate help where it was needed most. Lions also helped clear debris. “You had houses upon houses upon houses that basically look like they’ve all been through a shredder,” recalls LeAnn Clark, a property manager in Moore. “I pulled up and there’s people cleaning up. I’m so grateful.”

The LCIF Emergency Grant program and disaster relief fund provide immediate assistance to Lions and other partners engaged in disaster response. As community members, Lions are uniquely positioned to provide meaningful assistance following a natural disaster. They also remain invested in the recovery of their community long after immediate relief efforts have ended.



Past International President Wing-Kun Tam, 2012-13 LCIF chairperson, helps Lions clear debris in disaster-stricken Oklahoma following a tornado.

Watch a moving video of Lions and LCIF helping tornado victims in Oklahoma.



## Vision and More for Special Olympics Athletes

For more than 12 years, the LCIF-Special Olympics Opening Eyes program has partnered with Lions to offer vision screenings and provide glasses for athletes at Special Olympics events worldwide. In July 2013, a multiyear partnership expansion with Special Olympics International was announced. The expansion will increase health services, engage youth and encourage family support to benefit individuals with intel-

Past International President Wayne Madden, 2013-14 LCIF chairperson, helps a Special Olympics athlete pick out a pair of glasses at an Opening Eyes screening in Germany.

lectual disabilities. Family health forums will help families overcome challenges while exploring ways to receive better, more inclusive access to health care, education and social services.

“Before Special Olympics I didn’t have any meaning in my life and really didn’t have a life. I went through a lot of bullying and mistreatment,” says Ben Haack, a Special Olympics athlete and ambassador who spoke at the international convention last summer. “Special Olympics has given me and my family hope, support, respect and meaning. I have seen Lions Clubs help my fellow athletes, giving them eyeglasses and a chance to develop as an athlete and a person. I have seen them have fun together. That is the most important thing.”

The LCI-Special Olympics Opening Eyes program relies on thousands of volunteer Lions, doctors, vision specialists and educators. More than 350,000 athletes have been screened to date, with prescription eyewear provided to 110,000 athletes. More than 40,000 volunteer eye care professionals and Lions worldwide have offered their time and talents.



# 5 Preventing Measles for Millions of Children

If you could help save the lives of millions of children, wouldn't you? LCIF and the Bill & Melinda Gates Foundation set out to do just that in 2011. The Gates Foundation challenged Lions to raise \$10 million for measles, but Lions exceeded that. Together, the two organizations mobilized a combined \$15 million for the Measles & Rubella Initiative, helping LCIF partners vaccinate more than 200 million children.

LCIF has now partnered with the GAVI Alliance to continue this important work. Lions will raise \$30 million for measles and rubella by 2017. These funds will be matched by the United Kingdom's Department for International Development and the Gates Foundation, bringing the total to \$60 million.

The GAVI-Lions Clubs partnership focuses on support of routine immunization and strengthening health systems to help prevent serious outbreaks of disease. By 2020, more than 700 million children in 49 countries are expected to be immunized against measles and rubella thanks to the GAVI Alliance and its partners including Lions.

"GAVI is incredibly excited to be working with LCIF. To be able to team up with Lions clubs to immunize tens of millions of kids over the coming years against measles and rubella is just a wonderful prospect," says David Ferreira, a managing director at the GAVI Alliance.



Lions in Kenya assist at a measles vaccination.



More than 13 million students are learning positive life skills and participating in service learning through Lions Quest.

## Lions Quest Encompasses A School District

In Wood County, West Virginia, an entire school district adopted Lions Quest to create a more positive school climate for its 12,000 students. LCIF's Lions Quest program teaches critical life skills that foster healthy attitudes, strong character and community service to students from kindergarten to grade 12.

Funds from LCIF and a \$100,000 grant from the NoVo Foundation made the three-year initiative in Wood County possible. In October 2012, Lions Quest held its largest-ever training session, hosting 280 teachers and 700 other personnel. The Lions Quest program will help the district meet state standards for student conduct and safety. "A school should be a warm and inviting place where students feel comfortable and free to learn. The Lions Quest grant will allow the Wood County School System to progress toward this goal," says Superintendent Patrick Law.

The children in Wood County are among 13 million children worldwide who have benefited from Lions Quest. More than 550,000 educators have been trained to implement the program in more than 85 countries.

## Financials

In fiscal year 2012-13, Lions, their partners and friends generously donated \$35.6 million to LCIF. The Foundation awarded 489 grants totaling \$39,297,388. Thank you for believing in LCIF!

[View the 2012-13 LCIF Annual Report.](#)

# Pulling on the Same Rope



Pull, Lions, pull. On one end of the thick rope was a 100,000-pound jet. On the other were 20 Lions from District 30 in Oklahoma. Sixteen teams took part in the airplane pull contest near Tulsa to raise funds for the nonprofit Camp Fire Green Country.

The teams had to tug the plane 12 feet. Planes with jets turned off don't move easily. "We lunged back and did a big pull. Nothing moved," says Carol Ervin of the Bartlesville Lions Club. "Nothing was happening. We had to overcome the initial inertia,"

says Joe Shveima, the Bartlesville Lion who recruited Lions for the competition.

Some teams were from companies with thousands of employees. "They had some burly guys," says Shveima. The Lions brought no ringers—just whoever agreed to show. A couple of Lions were in their 30s. But most were over 50 and some in their 70s and 80s. Even another nonprofit team physically dwarfed the Lions. "They were twice our size and half our age," says Ervin.






The jet finally lurched forward, and the Lions gained momentum. They crossed the finish line in 8.7 seconds. On their second try they cut their time to 8.1 seconds. That's one mile per hour. That was good for 13th place. The winners blazed in at 5.6 seconds.

"People were chomping at the bit. They want to practice next year," says Shveima. "It's fine. No one got hurt—just our pride." The first-timers learned a lesson. "A lot of it is technique," says Ervin. "We said we'll practice using a trash truck."

The Lions succeeded in raising \$1,250. And they also learned that pulling a plane is a team sport. "Every person counts. It takes the contribution of everyone," says Ervin, who, as Lions know, could have been talking about any Lions project.



—Jay Copp

Photo by Sherman Merchant



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## CLUB BRIEFINGS

ACTIVITIES AND ANNOUNCEMENTS

As part of the Reading Action Program, the **Waterville Lions** in **Kansas** purchased a lifetime membership to the Friends of the Library group.

The **South Cobb Lions** and the **Georgia Lions Lighthouse Foundation** sponsored an eye clinic event. Fourteen patients received exams and eyeglasses.

In **Texas**, the **Shiner Lions** and their community helped raise funds for a young man diagnosed with acute lymphoblastic leukemia. The Lions presented his family with a donation of close to \$88,000, raised through a gold tournament, barbecue, 5K run and other efforts.

After helping an 11-year-old girl receive an insulin pump, the **Ocean Isle Sunset Beach Lions** in **North Carolina** decided to make juvenile type 1 diabetes an ongoing major focus of the club.

The **Whiting, Schererville, Lowell, Kouts, Schererville Central, St. John, Portage, East Chicago Evening Lions clubs** and **District 25-A** collected donations of \$2,865 to help victims of an apartment building fire in Whiting, Indiana.

The **Gaindakot Maulakalika Leos** in **Nepal** held a dental checkup camp for rural people in need.

The **Lisbon Lions** in **New York** provided two truckloads of clothing and blankets to Hurricane Sandy victims. They also joined the **Ogdensburg Lions** to host the 3rd annual Polar Bear 5K Run/Walk, which had 90 participants.

The **Ellenton Parrish Lions** in **Florida** completed their quarterly 2.2-mile highway cleanup. They also held an eyeglasses drive and collected 511 pairs of eyeglasses and 130 pairs of sunglasses.

The **Table View Lions** in **South Africa** donated hearing aids to a center for deaf children.

Lions in **Multiple District 3** in **Oklahoma** wish to thank all Lions for their support and warm thoughts shared after the devastating tornadoes in May 2013.

The **Titusville Lions** in **Pennsylvania** presented several hundred donated eyeglasses to the Venango College Respiratory Care Club to support the students' community service project. A local optometrist took the glasses on a mission trip to Haiti.

The **West Chester Lions** in **Pennsylvania** held one of their most successful "Breakfast with Santa" fundraisers in years, enabling them to provide support to the senior center and sight and hearing-related charities including the Delaware Valley Lions Eye Bank.

The **Biratnagar Central Lions** in **Nepal** held a three-day eye health camp where 876 people were screened and 76 people received cataract surgeries.

The **River John and Area Lions Club** in **Nova Scotia, Canada**, made a donation to Craig Aucoin in honor of his fundraising bicycle ride across Canada called "Craig Gives Back."

The **Penn Valley Hi-Grader Lions Club** in **California** provided prescription swim goggles for a 10-year old girl with Down syndrome.

In **Pennsylvania**, the **Northern Cambria Area Lions** teamed up with an elementary school to collect 961 eyeglasses in one week in honor of America Recycles Day.



## INFORMATION



### CHAPTER AT CHOPPER

JoAnn Garrison (from left); Hobie Bond, treasurer; and Kathi Bond, president; of the Orrville Lions Club in Ohio stand next to the presidential helicopter at the Nixon Presidential Library & Museum in Yorba Linda, California. Known either as the Marine One or the Army One, the helicopter also was used by Presidents Kennedy, Johnson and Ford. Want to be in the LION? Just send us a photo of you with the LION, whether you're at the pyramids in Egypt, the Great Wall of China, a café or street scene overseas or even an interesting location close to home. Send the picture along with your name, Lions club, hometown and photo description to [lionmagazine@lionsclubs.org](mailto:lionmagazine@lionsclubs.org).

### ANNIVERSARIES MARCH 2014

**95 Years:** Fort Smith Noon, Ark.; Hot Springs, Ark.

**90 Years:** Cottage Grove, Ore.; Meadville, Pa.; Mount Pleasant, Utah; Mount Vernon, Iowa; New Braunfels, Texas; Portsmouth, Ohio; Salina, Utah; Walnut Creek Host, Calif.; West Palm Beach, Fla.

**85 Years:** Alexandria, La.; Arcanum, Ohio; Broken Bow, Okla.; Celina, Ohio; Clifton, Texas; Elkhart, Kan.; Florence, Ariz.; Garwood, N.J.; Hobart, Ind.; Hubbard, Texas; Mount Lebanon, Pa.; New Canaan, Ct.; New Ulm, Minn.; Port Neches, Texas; Snohomish, Wash.; Sour Lake, Texas; Sterling City, Texas

Continued on page 53

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*\*PPDO. Based on an outside porthole stateroom category "DKA5". Upgrades available. Plus \$299 tax/service/government fees. Add \$200 for September 18<sup>th</sup> departure date. Add-on airfare available.*

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Kits are sold through the Club Supplies Sales Department, January 15 - October 1, 2014, at International Headquarters. A kit must be purchased for each contest sponsored. Allow 2-3 weeks for delivery; outside the U.S. may take longer.



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# INFORMATION

Continued from page 51

**80 Years:** Bon Air-Manchester-Midlothian, Va.; Doylestown, Ohio; Mount Prospect, Ill.

**75 Years:** Allentown, N.J.; Ames, Iowa; Arvin, Calif.; Bemidji, Minn.; Brockville, ON, CAN; Centerville, Iowa; Conway, S.C.; Corinth, Miss.; Cortland, Ohio; Easley, S.C.; Elba, Ala.; Flemington, N.J.; Fullerton Host, Calif.; Gananoque, ON, CAN; Hatch, N.M.; Kissimmee, Fla.; Mount Dora, Fla.; New Kensington, Pa.; New Oxford, Pa.; Oak Lawn, Ill.; Rocky Mount Evening, N.C.; Tarentum Area, Pa.; Texas City, Texas; Upper Adams County, Pa.; White Hall, Ill.; York Springs, Pa.

**50 Years:** Alexandria Lincolnia, Va.; Boylston, Mass.; Buchanan, Ga.; Coniston, ON, CAN; Crab Orchard Macarthur, W.V.; Diamond, Mo.; Dixon Evening, Ill.; Eagle Wisconsin Inc, Wis.; Fort Walton Beach Sonic City, Fla.; Grovetown, Ga.; Irwindale, Calif.; Jacquet River, NB, CAN; Kimberling City, Mo.; Maplewood North, Minn.; Orland Park, Ill.; Pensacola Western Gateway, Fla.; Priest River, Idaho; Satanta, Kan.; Scandia, Kan.; Sheridan, Texas; St. Elias, YT, CAN; St. Michael, Minn.; Washington, W.V.; Winston Salem Konnoak Hills, N.C.

**25 Years:** Burr Ridge-Hinsdale-Oak Brook, Ill.; Lebanon Evening, Mo.; Merrill, Iowa; Naches Sunshine, Wash.; Palisade Area, Minn.; Pleasant Garden, N.C.; Ramsey, Ind.

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 NOVEMBER 2013

### International Key (200 Members)

- Lion Siva Sankara Rao Kunapareddy, Vijayawada East, India

### Grand Master Key (50 Members)

- Lion Richard Tallman, Napoleon, Michigan

- Lion Lakshmi Vasantha Kumari Grandhi, Rajahmundry, India
- Lion Awtar Krishan, Dehradun Himgiri, India
- Lion Manab Das, Krishnagar, India
- Lion Riad Tal, Beirut Mid West, Lebanon

### Senior Master Key (25 Members)

- Lion Sharon Brooks, Sprucewood & Area, Manitoba, Canada
- Lion T. H. B. Rankin Jr., Mer Rouge, Louisiana
- Lion Eugene Schermer, Aberdeen, Washington
- Lion Ronald Hansen, Safford, Arizona
- Lion Ronald Rosinke, Gilbert, Arizona
- Lion Charles Humphrey, Prescott Sunrise, Arizona
- Lion Thomas Himrod, Santa Fe Capital City, New Mexico
- Lion Donald Trumbull, Moriarty, New Mexico
- Lion Olga Acuna Hurtado,

Antofagasta Flor Del Desierto, Chile

- Lion Kommareddy Kishore, Bantumilli, India
- Lion Vineet Goyal, Parwanoo Kalka, India
- Lion Sudhir Choudhary, Guwahati Kamrupa, India
- Lion Nikhil Bhojak, Visnagar Copper City, India
- Lion Harjeetsingh Wadhwa, Ahmednagar Mid Town, India
- Lion Ashok Kumar Ravikumar, Coimbatore Indus Estate, India
- Lion Alagu Jayabalan, Coimbatore West, India
- Lion Raja Ram Pandey, Kathmandu Gaushala, Nepal

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

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# LION

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## ROAR OF APPROVAL

The Santa Maria Noontimers Lions in California honored **Richard J. Hall**, the club's sole remaining charter member, at the club's 50th anniversary celebration. Hall has maintained perfect attendance at weekly meetings.

**Alice Wahito Ndegwa** of the Nairobi Langata Lions Club in Kenya has received numerous accolades while serving in many Lions leadership positions. A board member of the Lions SightFirst Eye Hospital, Ndegwa has initiated and coordinated free eye camps and has sponsored eight new clubs.

The Loveland Lions in Colorado presented **Dale "Timber Dan" Vander Linden** with the Colorado Lions Foundation Humanitarian Award for his work initiating the Timber Dan Antique and Collective Toy Show, which has raised nearly \$175,000 since 1987 for Lions' projects. Formerly a member of the Parker Lions Club in Colorado, Vander Linden is currently a Delano Lion in Minnesota.

River Falls, Wisconsin, Lion **James D. Foster**, 90, has celebrated many milestones. He served as an International Director from 1968 to 1970 and now at 90, he and his wife, Mercedes, will soon be celebrating their 70th anniversary. His carefully-crafted wooden toy cars, measuring between 5 and 10 inches each, have brought joy to hundreds of children. More than 160 toys made in Foster's basement woodworking shop have been shipped to Ghana. Others are donated to help children have a joyful Christmas holiday. "The cars have given me something to do and keep me out of mischief," he told river-towns.net. "I'm just doing my part for people in need."

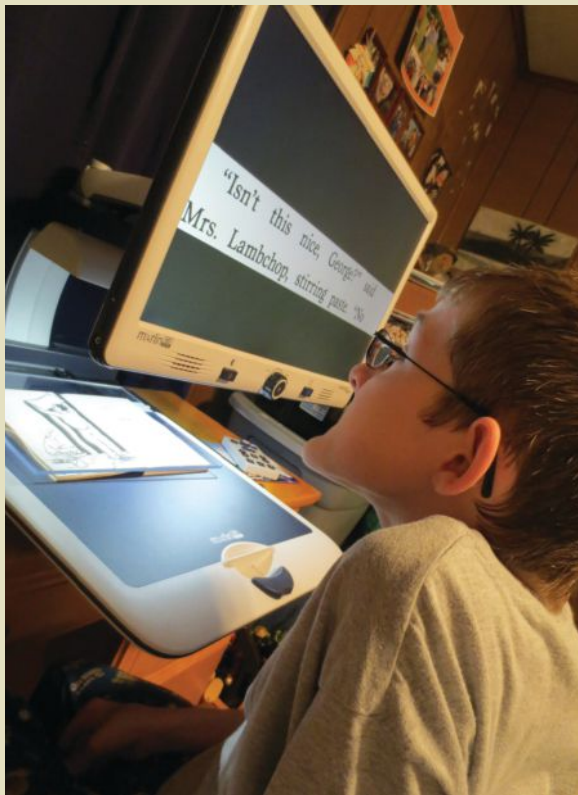


# THANK YOU

THE LIONS CHANGED MY LIFE

## Able to Excel

Hunter Jarman studies hard in school, loves science and devours comic books. Until recently, the 13-year-old faced a significant obstacle to enjoying these pursuits: Jarman has ocular albinism, a genetic condition that reduces the pigmentation in the eye, causing impaired visual acuity, light sensitivity and eye strain. When Hunter tried out a demo of the Merlin Elite desktop video magnifier, his parents, Pam and John, knew the device could make a big difference for their son. A teacher of Hunter's encouraged them to contact the Lions in their community of Lynchburg, Virginia. The Lynchburg Host and Forest Lions Clubs soon sponsored Hunter to become the first recipient of the Old Dominion Eye Foundation's Lipomi Lions Vision Fund Award. This gift has given Hunter not only the ability to read to his heart's content but also a key to more independence.



## Q&A: Pam Jarman

**LION Magazine:** Has Hunter been getting a lot of use out of the Merlin?

**Pam Jarman:** Yes, he's been using it to read books and do schoolwork. He magnifies his books to the size he needs, and if his eyes get tired he can actually listen to the Merlin read to him. He's excited to be able to read comic books now. Before, he had to just guess at what was happening and try to look at the pictures. He's using it for science too—he enlarged and investigated a stink bug up close.

**LM:** So the device is helping him learn as well as have fun?

**PJ:** He loves it. He's able to do more on his own now, and that means so much to him and us. Hunter deals with a lot of issues and doesn't let anything get in his way of succeeding. He has severe scoliosis, mitral valve insufficiency, connective tissue disorder, asthma and a bleeding disorder. He has experienced pain and frustration just about every day of his life, but he handles it so well and is always so positive.

**LM:** Hunter sounds like an inspiring young person.

**PJ:** He's very thankful, wants to make everyone happy and is so brave with what he endures. He loves to joke, even with the doctors before his back surgeries. He'll ask them if they had enough coffee! We're proud that in 2013 Hunter was chosen as the Virginia representative for Children's Miracle Network Hospitals and was Hero of the Month for the Shriners hospital.

**LM:** The Lions were glad to help make life a little better for Hunter.

**PJ:** We're so grateful to the Lions for this amazing device that will help Hunter gain independence and have a great life. We're blessed to have such a great group of caring people in our community.

Hunter Jarman enjoys reading with his Merlin Elite desktop magnifier.

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



## ZERO FEAR

Temperatures often plunge below freezing and even head toward zero in February in Hoodspport, Washington: perfect conditions for a Polar Plunge. Last winter the recently chartered Hoodspport Lions Club jumped right into service by sponsoring the Mason County Emergency Services Polar Plunge, which had been in danger of being canceled. With help from Hood Canal Lions and others, the event raised \$6,500 for fire, search and rescue units.



# IN APRIL



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