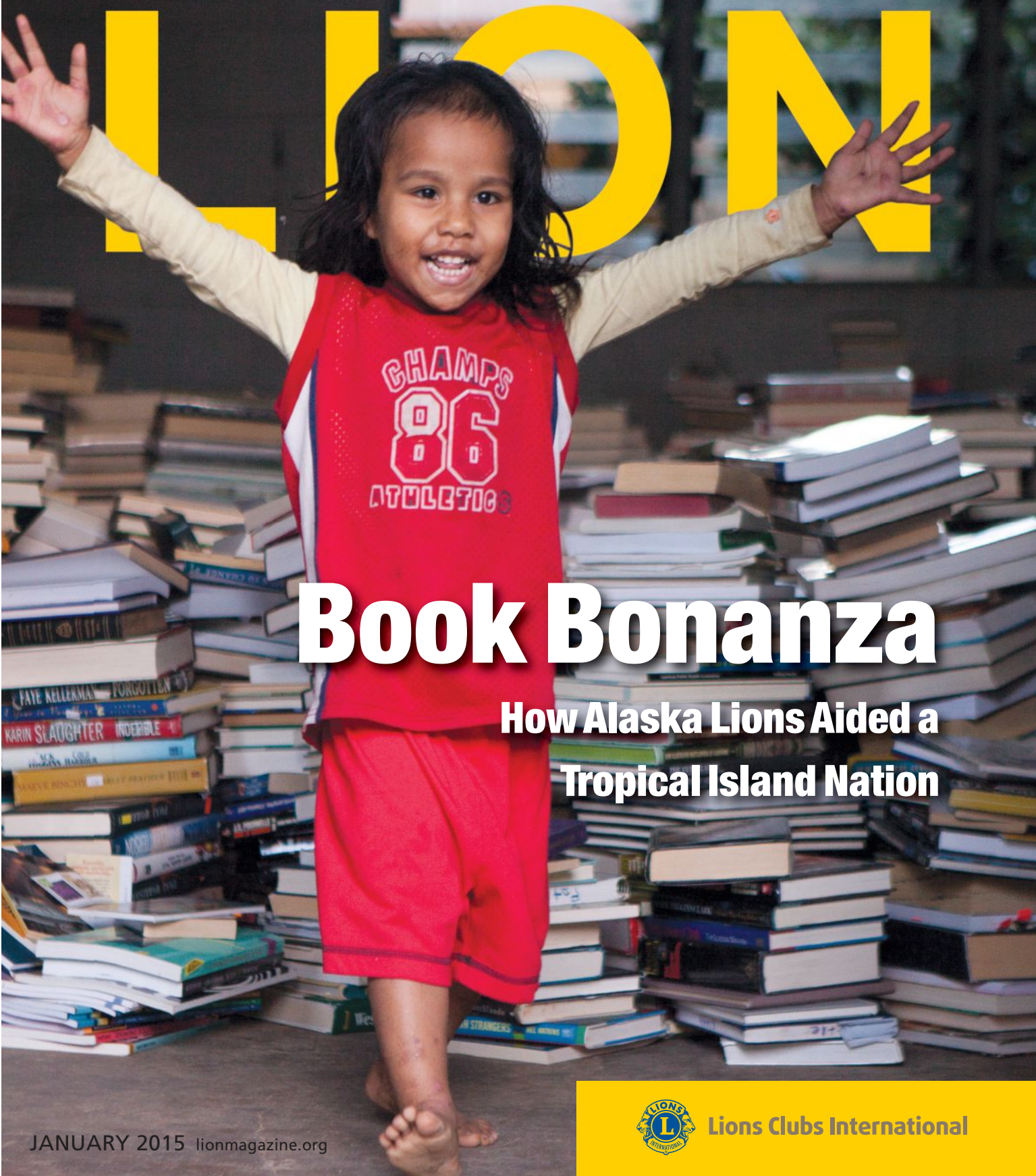


**Tradition!  
Tradition!**  
Lions bond through  
decades-long rituals.

**Thinking  
Outside the Box**  
Eye-catching collection containers  
spur eyeglasses' donations.

**Keeping  
Spirits Bright**  
From the sublime to the silly,  
Lions celebrate the season.



# Book Bonanza

**How Alaska Lions Aided a  
Tropical Island Nation**

# Chicago Doctor Invents **Affordable** Hearing Aid **Outperforms** Many Higher Priced Hearing Aids

Reported by J. Page

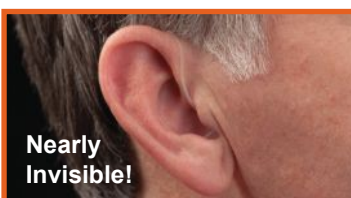
Chicago: Board-certified physician Dr. S. Cherukuri has done it once again with his newest invention of a medical grade **ALL DIGITAL affordable hearing aid**.

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

## **New Digital Hearing Aid Outperforms Expensive Competitors**

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

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



**Nearly  
Invisible!**

### **SAME FEATURES AS EXPENSIVE HEARING AID COMPETITORS**

- ✓ **Mini Behind-The-Ear hearing aid with thin tubing for a nearly invisible profile**
- ✓ **Advanced noise reduction to make speech clearer**
- ✓ **Feedback Cancellation eliminates whistling**
- ✓ **Wide dynamic range compression makes soft sounds audible and loud sounds comfortable**
- ✓ **Telecoil setting for use with compatible phones, and looped environments like churches**
- ✓ **3 programs and volume dial to accommodate most common types of hearing loss even in challenging listening environments**

The doctor evaluated all the high priced digital hearing aids on the market, broke them down to their base components, and then created his own affordable version — called the MDHearingAid® *AIR* for its virtually invisible, lightweight appearance.

### **Affordable Digital Technology**

Using advanced digital technology, the MDHearingAid® *AIR* automatically adjusts to your listening environment — prioritizing speech and de-emphasizing background noise. Experience all of the sounds you've been missing at a price you can afford. **This doctor designed and approved hearing aid comes with a full year's supply of long-life batteries. It delivers crisp, clear sound all day long and the soft flexible ear buds are so comfortable you won't realize you're wearing them.**

### **Try It Yourself At Home**

#### **With Our 45 Day Risk-Free Trial**

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

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

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

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

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

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

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

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



**MDHearingAid® >>> AIR**

**For the Lowest Price plus  
FREE Shipping Call Today**

**800-873-0541**

**Phone Lines Open  
24 Hours EVERY DAY**

**Use Offer Code AS83 to get  
FREE Batteries for a Full Year!  
[www.MDHearingAid.com/AS83](http://www.MDHearingAid.com/AS83)**



45 DAY  
RISK FREE  
TRIAL



Proudly assembled in the USA  
from Domestic & Imported Components.







22

# Contents

**January 2015**

Volume 97 | Number 6

## Features

**22**

### Books for Tonga

After a tsunami destroyed untold numbers of books on tropical islands, Lions of Alaska and others got to work.



36

**26**

### Tradition! Tradition!

From paying fines for silly offenses to wearing Colonial-era hats, Lions draw closer by embracing decades-long rituals and practices.

## Also Featured

**30** Macular Regeneration

**34** Keeping Spirits Bright

42

**36**

### Strain for Effect

Gwen Strain of San Francisco has an amazing effect on others, especially the downtrodden—a state from which she majestically arose.

## Departments

**4** President's Message

**10** First Roar

**16** Service

**19** Service Abroad

**46** Foundation Impact

**47** Visionary Work

**48** Club Toolbox

**50** @Lion

**51** Thank You

**42**

### Thinking Outside the Box

Clubs use eye-catching collection receptacles to spur donations.





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



**98th Lions Clubs International Convention**  
**Honolulu, Hawaii, USA**  
**Friday, June 26 – Tuesday, June 30, 2015**

# 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.

### POSTMASTERS

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

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





SPECIAL  
INTRODUCTORY  
PRICE **\$19.95**

reg. \$69.50-\$74.50

our best selling dress shirt  
the pinpoint oxford

- white 100% cotton
- 6 collar styles
- button or french cuffs
- regular, big & tall or trim
- 14½" x 32" to 20" x 37"
- **FREE monogramming**  
(reg. \$10.95)
- **Add this silk tie for  
just \$19.95**  
(reg. \$62.50)

**Paul Fredrick**

**paulfredrick.com/try**  
**800-309-6000**

Specify promotional code **TWRSTL**

**FREE EXCHANGES.** New customer offer. Limit 4 shirts per customer. Shipping charges extra.  
Cannot be combined with other offers. Expires 2/28/15.

## One Way Every Lion Can Help Lions

Time is really flying by. We are already at the middle point of the Lion year. I am very proud of all that you have done and are doing. The foundational focus of my theme is Strengthen the Pride through Service, and you have responded! You are reporting a record number of service activities.

Thank you for embracing the “ASK 1” concept where every Lion has been challenged to ask at least one person to join our association. In most places we are chartering bigger and more clubs. We are trending well in membership growth, and by all indications we are doing a better job of identifying and developing leaders. We have also launched tools to help every club increase their effectiveness. But there is one major area of global concern: the number of dropped members.

There is little use in recruiting new members if we let our existing members slip out the back door. In hindsight, I wish that I had put more emphasis on retention. Rather than living with regrets, I decided to do something about it. We have launched “Keep 1”—a simple concept to drive home the importance of keeping each and every one of our members actively involved.

Very few Lions will ever be involved with chartering a club, and for many of our members asking someone to join is very hard. But every Lion in some way can help keep our members actively involved. It is important to welcome our members, value them, train them, encourage them, mentor them and more. There is an old saying: “People don’t care how much you know, until they know how much you care.” To reach our full potential, we have to give more effort in keeping our members.

As your president, I have vowed to do all that I can to Strengthen the Pride. I know that I cannot do it alone, but together WE CAN.



*Joe Preston*

Joe Preston  
Lions Clubs International President

A club in Pennsylvania made an effective brief video to attract new members.

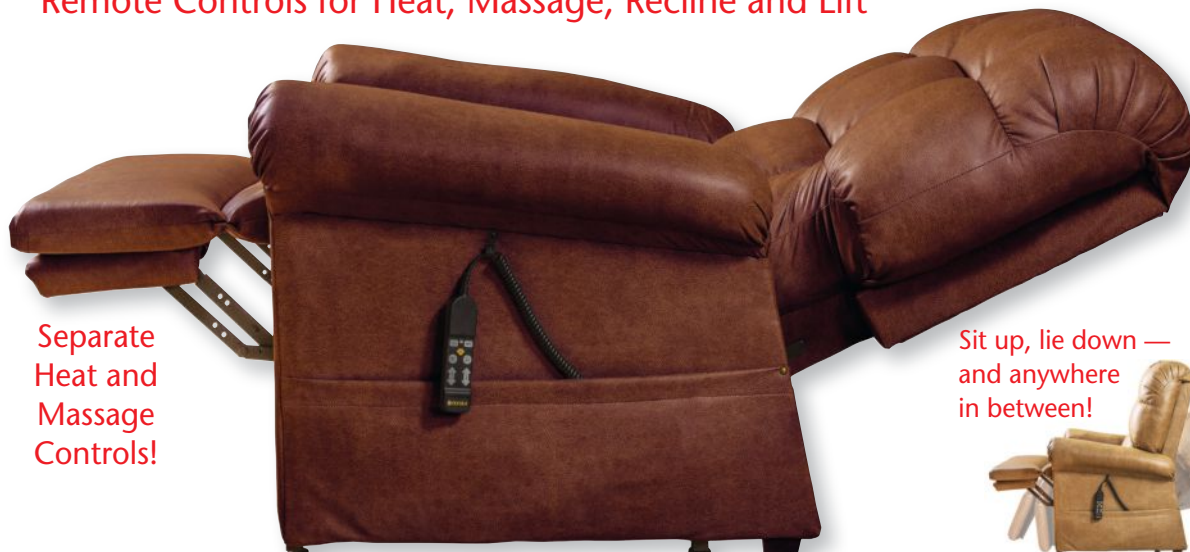




# “To you, it’s the perfect lift chair. To me, it’s the best sleep chair I’ve ever had.”

— J. Fitzgerald, VA

Remote Controls for Heat, Massage, Recline and Lift



Separate Heat and Massage Controls!

Sit up, lie down — and anywhere in between!



We’ve all had nights when we just can’t lie down in bed and sleep, whether it’s from heartburn, cardiac problems, hip or back aches – it could be a variety of reasons. Those are the nights we’d give anything for a comfortable chair to sleep in, one that reclines to exactly the right degree, raises feet and legs to precisely the desired level, supports the head and shoulders properly, operates easily even in the dead of night, and sends a hopeful sleeper right off to dreamland.

**Our Perfect Sleep Chair® is just the chair to do it all.** It’s a chair, true – the finest of lift chairs – but this chair is so much more! It’s designed to provide total comfort and relaxation not found in other chairs. It can’t be beat for comfortable, long-term sitting, TV viewing, relaxed reclining and – yes! – peaceful sleep. Our chair’s recline technology allows you to pause the chair in an infinite number of positions, including the Trendelenburg position and the zero gravity position where your body experiences a minimum of internal and external stresses. You’ll love the other benefits, too: It helps with correct spinal alignment, promotes back

pressure relief, and encourages better posture to prevent back and muscle pain.

**And there’s more!** The overstuffed, oversized biscuit style back and unique seat design will cradle you in comfort. Generously filled, wide armrests provide enhanced arm support when sitting or reclining. The high and low heat settings along with the dozens of massage settings, can provide a soothing relaxation you might get at a spa – just imagine getting all that in a lift chair! Weight capacity 375 lbs. Shipping charge includes white glove delivery. Professionals will deliver the chair to the exact spot in your home where you want it, unpack it, inspect it, test it, position it, and even carry the packaging away! Includes one year service warranty and your choice of fabrics and colors – Call now!

## The Perfect Sleep Chair®

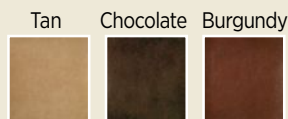
Call now toll free for our lowest price.

Please mention code 48836 when ordering.

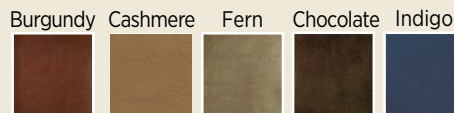
# 1-877-718-2590

46366

**Long Lasting  
DuraLux Leather**



**DuraLux II  
Microfiber**





[The Big Picture



Jumping Jacks-boro







[The Big Picture



The Day Lyra Saw Clearly





Numbers tell a story, and one child's experience can tell a whole other story. Indiana Lions Operation KidSight has screened nearly 120,000 preschool children since an LCIF grant launched the program in 2003. Some 20,000 children are screened annually, and 280 Lions clubs have participated. The numbers speak of unstinting dedication to saving sight and untold stories of tragedies averted and normal learning and development ensured. Then there was little Lyra, eager to pick out her glasses after a screening by the Pierceton Lions and thrilled to see herself wearing them. Her parents? Consider them deeply grateful because the screening detected a possible eye condition and their next stop was an eye doctor's office.

## NEW YEAR, NEW LION

We hope you noticed the LION this month looks different—and looks better. We've redesigned the magazine. Our basic content has not changed—you're still getting stories on Lions' projects and concerns. But we believe we've improved its appearance by making it more inviting and more modern. Our last redesign was in 2009, a long time for a magazine. So we hope you continue to enjoy learning about fellow Lions and their wonderful service.

## ECUADOR ELIMINATES RIVER BLINDNESS

Ecuador has become the second country to eliminate onchocerciasis, known as river blindness. Since 1990, Ecuador's Ministry of Health has distributed the medication ivermectin to halt the blinding disease. The ministry's partners in the initiative included Lions Clubs International, The Carter Center, the Pan American Health Organization, the Bill & Melinda Gates Foundation, Merck (which donates the medication) and others.

River blindness is caused by the bites of flies that live near rivers and transmit parasitic worms. The disease, besides its debilitating personal effect, takes an enormous economic toll, preventing people from working, harvesting crops and caring for children. Some 600,000 people in six nations in Latin America—Brazil, Colombia, Ecuador, Guatemala, Mexico and Venezuela—had been at risk of contracting the disease.

In 2013, Colombia became the first nation verified by the World Health Organization to be free of river blindness. Guatemala and Mexico have eliminated disease transmission and soon are expected to ask WHO for verification. Transmission continues in parts of Brazil and Venezuela, as well as in large swaths of Africa, where Lions, The Carter Center and others work against the disease.

LCIF has provided The Carter Center with millions of dollars in grants to fight river blindness, and local Lions clubs provide logistical support and help mobilize communities to

receive ivermectin. Former U.S. President Jimmy Carter told the LION last year, "The Lions Clubs and LCIF are important partners of this river blindness work and have provided wonderful support in the Americas, Cameroon, Nigeria, Sudan, Uganda and Ethiopia."



Health workers in Ecuador travel by boat to provide drug treatments and health services to river blindness-endemic communities.

Photo courtesy of The Carter Center



AP Photo

## LCIF BATTLES EBOLA

Lions Clubs International Foundation (LCIF) has committed US\$150,000 for Ebola aid. Lions in several countries including Japan and Sweden have already committed support to the fight against the disease.

"We Lions have a longstanding history of helping those who need us around the world," says Barry J. Palmer, LCIF chairperson. "With 167 clubs and more than 8,000 Lions in affected countries, Lions and LCIF are pledging their support for those most in need." The outbreak of the disease in West Africa has taken more than 5,000 lives, and an estimated 4,000 children have been orphaned. To donate to LCIF, search for "ebola" at [lionsclubs.org](http://lionsclubs.org).





Health workers carry the body of a woman suspected of contracting the Ebola virus on the outskirts of Monrovia, Liberia, in October.

## LIONS CELEBRATE WORLD SIGHT DAY

Lions Clubs International held its 17th annual Lions World Sight Day (LWSD) celebration in Reykjavik, Iceland, on Oct. 14. LWSD promotes preserving and restoring vision and helping those who are blind or visually impaired. Lions International President Joe Preston and Iceland President Ólafur Grímsson headlined the event. Lions presented ophthalmic equipment, funded by a SightFirst grant of US\$70,000, to the National University Hospital of Iceland. A public exhibit, attended by more than 2,800 people, featured information on vision health as well as free vision and diabetes screenings. Lions clubs also showcased their service work. Worldwide, Lions clubs marked LWSD with vision screenings, eye camps, cataract surgeries and eyeglass collections.



World Sight Day in Iceland included vision and diabetes screening and education about laser surgery and eye health.

## 100-YEAR-OLD MADE PRESIDENT

Joe Scott served as president of his club in 1954. So on Oct. 23, six days after his 100th birthday, District 22 W Governor John Parker in Maryland inducted him as honorary president once again of the Williamsport Lions. A Lion for 65 years, Scott robustly rang the bell to adjourn the meeting. "It was just a great evening. Every moment was so inspiring," says Lois Conrad, president. Scott still attends meetings and fundraisers. A World War II veteran, he taught and then served as principal at Williamsport High School. Lions and former students praised him for inspiring them during the meeting. He missed a meeting recently, which worried Conrad until she discovered why. "He was visiting another club!"



## PERKS OF SERVING AS OFFICER

In sports, to bobble is to err or misplay. But a club in Multiple District 300 Taiwan certainly did not drop the ball in saluting club officers by presenting bobbleheads to them. The personalized bobbleheads made for the Taoyuan Linghang Lions Club include officers' names and titles on the bases and Lions' vests.

## Gary Helsing

*The 64-year-old Dwight Lion in Illinois went from tragedy to miracle, while finding his purpose in life.*

Volunteers for the  
Dwight Zoning  
Appeal Commission

Enjoys shooting  
and fishing in his  
sportsman's club

Gave his talking  
watch to an  
elderly man



Photo by Terry Adams

### Optic Neuritis

I've had multiple sclerosis for 30 years and had some vision troubles. One day in 2011 I was driving and I suddenly had double vision, then everything went dark. I had optic neuritis—my optic nerves were no longer attached. I was totally blind.

### Devastation Hits

In the past I had been on a ventilator, in a wheelchair and learned to walk again. But blindness made my whole world fall out from under me. One evening in the hospital I just started crying. I was angry and overwhelmed. A nurse said I would be OK, but I didn't believe her.

### Finding a Purpose

When I went to my first Lions club meeting, things changed. They welcomed me with open arms. I was struggling, but I

wanted to do something. Later, after the Lions helped me receive my Leader Dog, Hoosier, I brought her to meetings. I got the idea I could go out with Hoosier and fundraise. I showed people that we can all do good. That nurse was right.

### Miracles Happen

It was Good Friday, 2013. I woke up, rolled over and saw Hoosier for the first time. I screamed! I saw the carpet and realized I had chosen a good color. I saw the tulips in the yard—I had forgotten about them. Seeing was scary. I didn't leave the house for days. I finally went to a Lions meeting and they applauded me. From that day forward, I wasn't afraid.

### Better than 20/20

I went to a specialist, and he said he had never seen anything like this. New optic nerves had re-

grown. With a light prescription I have 20/15 vision!

### A Readjustment

I had to relearn everything. One day I was trying to peel potatoes. When you're blind, you learn a rhythm to things and I just couldn't find the rhythm. I closed my eyes and peeled them perfectly. I still do it that way!

### Still His Best Friend

I was worried I would have to give Hoosier up. But they let me keep her. She's retired, but she's still always there for me.

### Paying it Forward

In my will I left my home to the Dwight Lions. When it's time to leave the Earth, I want the Lions to use the money to help more people get glasses, hearing aids and Leader Dogs.



# ATTENTION OXYGEN PATIENTS

Tired of dragging tanks around?

**Try a portable oxygen concentrator, risk FREE!**

*What's better about a portable oxygen concentrator?*

## Size

Portable oxygen concentrators start at under 2 pounds and are easy to tote around. Cylinders and tanks are big and bulky and are hard to maneuver. POCs are very portable and are perfect for anyone on the go!

## Convenience

Portable oxygen concentrators can be taken anywhere – they are FAA and Cruise Line approved. They are considered safer than tanks and are perfect for any oxygen user who wants more freedom!

## Dependability

Portable oxygen concentrators will never run out of air as long as they have a power source. Cylinders and tanks must be closely monitored and are dependent on refills that can take hours. POCs filter medical grade oxygen from the air in the room requiring no refills (and no more deliveries!).



Get your freedom back with an oxygen concentrator from **American Medical Sales and Repair!**

**FREE Consultation**—Our oxygen experts will work closely with you!

**FREE Gift**—Receive a free gift, just for calling!

**FREE Trial**—Try one of our concentrators, RISK FREE for 5 days!

 **OXYGENConcentratorStore**  
FROM AMERICAN MEDICAL SALES & REPAIR

**Call Now! 1-877-667-9130**



## A Female Lion President? Our President Responds

International President Joe Preston of Arizona responds to your questions.



### Has there ever been a Lady Lion president, and if not, why not? Never see any Canadians either.

—Joan Clark-Maxwell, Chilliwack Stellers Jay Lions Club, British Columbia, Canada

*We have not had a female Lion president yet, but we are getting closer. Last year was the first time that a Lady Lion was locally endorsed by her multiple district and submitted her certification. We cannot elect one if they don't run, so this was a major step forward. There are other women showing interest, so I believe we will have a Lady Lion president soon. I agree that Canada is due for another president. But the same is true—Canada needs to run a candidate if they want to get a Canadian elected.*

### What is the greatest challenge facing Lions today and how will you address it?

—Dawn Rice-Norton, Medway Lions Club, Massachusetts

*I believe that the greatest challenge facing Lions today is keeping our members. We seem to recruit a sufficient number of new members, but we are losing almost as many. What I am doing about it and what all Lions should do about it is the same. We need to start by slowing down the process by explaining to our prospective members the costs and responsibilities of being a Lion. Then it is important that we give them a meaningful induction and complete orientation. We need to listen to them and match them up with projects and activities that they are interested in. The key to keeping our members is meeting their needs, communicating effec-*

*tively with them and keeping them actively involved.*

### Can new kinds of service like services for autism be started?

—Ram Prakash Pandey, Adityapur Greater Lions Club, India

*This is a tough question, as autism touches on something that is dear to me and it is becoming a larger issue with more people being diagnosed. Your international board of directors is always considering new service projects, but we also have to remember that we cannot do everything well. However, that does not mean that we could not take on autism as a major service project sometime in the near future. Please voice your opinion to the international board.*

### Can Lions Clubs International (LCI) encourage clubs to start e-clubs and let them know how best to use them?

—Rajesh Bhatia, Gohana Dynamic Lions Club, India

*This is a learning process. As we have more cyber clubs that are successful, we can share their best practices. This should generate more e-clubs. We need to use our resources to promote and encourage e-clubs.*

### How do we land our stories in the LION Magazine, especially our programs and projects for the underprivileged?

—Ramona Gonzaga, Iloilo City Metra Lions Club, Philippines

*Contact the LION at [lionmagazine@lionsclubs.org](mailto:lionmagazine@lionsclubs.org) or at 630-468-6909.*

*(For all other LCI matters, call 630-571-5466.) They're happy to get something in. It may not be a huge story because of space limitations, but they will do their best to give your club some recognition.*

### How do we get 18- to 29-year-olds to join Lions?

—Dan Kallbrier, Carlinville Lions Club, Illinois

*Our research tells us that young people are interested in serving their local community and the world community, but they shy away from long-term commitments and obligations. Therefore we need to be creative in modifying the way we operate. That might mean shorter meetings, meeting via Skype or some other media and not expecting weekly attendance. Just like any of our members, we need to respect and value them, listen to them, find effective ways to communicate with them and make sure that we get them INVOLVED.*

### Next Ask a Lion

For the next Ask a Lion we turn to Robert K.Y. Lee, host committee chair for the 98th Lions Clubs International Convention in June in Honolulu. Email your questions for him about convention to [lionmagazine@lionsclubs.org](mailto:lionmagazine@lionsclubs.org) or call the LION at 630-468-6805.



# [First Roar

## By the Numbers

**11**  
Days in November of airtime reserved



on radio station B99-3 for ads sold to businesses by Potsdam Lions in New York with the club getting all the ad revenue.

**2,300**  
Attendees of the annual Turkey Day held by Cody Lions in Wyoming in which more than 2,300 turkeys and game hens are won and a pickup truck is raffled off.

**85** Voices in the Tullahoma Civic Choir that ring in the holiday season at a concert sponsored by Tullahoma Lions in Tennessee.

**1,255**  
Tree seedlings given out on Earth Day last year by Longview Kelso Early-bird Lions in Washington.



## 91 Years Ago in the LION

### JANUARY 1924

Ralph E. Fike, a "newsboy" for 25 years who could not sit up, received an electric wagon after Lions of Long Beach in California donated \$100 and encouraged further donations. "He can drive it forward or in reverse, put up or take down the storm curtains, turn on and off the lights, recharge the batteries and sell his papers and candies at his ease," the LION reported. Previously, Fike "had been wheeled about the streets in an old push cart."



## Overheard

"To see the kids crawl up on Santa's lap and talk to each other in sign language just melts your heart."

—Dan Basalone, who is hearing impaired and played Santa for hearing-impaired children at a party held by Aurora Lions in Illinois. From the Beacon News.

"People plan their vacations around us."

—Norene Butalla of the Cook Lions in Minnesota on her club's Million Dollar Garage Sale. From wdio.com.

"They took the plain, the barbecue, the Hickory Sticks, but they left all the all-dressed and sour cream and onion."

—Carol Morash of the Shelburne Lions in Nova Scotia, Canada, on the break-in and theft of potato chips from the kitchen of her club. From the Chronicle Herald.

## Thanks to BetterWOMAN, I'm winning the battle for Bladder Control.

Frequent nighttime trips to the bathroom, embarrassing leaks and the inconvenience of constantly searching for rest rooms in public – for years, I struggled with bladder control problems. After trying expensive medications with horrible side effects, ineffective exercises and undignified pads and diapers, I was ready to resign myself to a life of bladder leaks, isolation and depression. But then I tried **BetterWOMAN**.



When I first saw the ad for BetterWOMAN, I was skeptical. So many products claim they can set you free from leaks, frequency and worry, only to deliver disappointment. When I finally tried BetterWOMAN, I found that it actually works! It changed my life. Even my friends have noticed that I'm a new person. And because it's all natural, I can enjoy the results without the worry of dangerous side effects. Thanks to BetterWOMAN, I finally fought bladder control problems and I won!



### ALL NATURAL

Clinically-Tested Herbal Supplement  
Reduces Bladder Leaks • Reduces Urinary Frequency • Safe and Effective – No Known Side Effects • Costs Less than Traditional Bladder Control Options • Sleep Better All Night • **Live Free of Worry, Embarrassment, and Inconvenience**

You don't have to let bladder control problems control you. **Call now!**

Also Available: **BetterMAN**<sup>®</sup>  
The 3-in-1 Formula Every Man Needs – Better **BLADDER**, Better **PROSTATE**, and Better **STAMINA**!  
Order online at [www.BetterMANnow.com](http://www.BetterMANnow.com).



**Call Now & Ask How To Get A**  
**FREE BONUS BOTTLE**  
**CALL 1-888-615-6277**  
**[www.BetterWOMANnow.com](http://www.BetterWOMANnow.com)**

Limited Time Offer

These statements have not been evaluated by the FDA. This product is not intended to diagnose, treat, cure or prevent any disease. Use as directed. Individual results may vary. BetterMAN and BetterWOMAN are the trademarks of Interceuticals, Inc. ©2014 Interceuticals, Inc.





(Left) Nursing home activities director Dori McMillan helps a resident enjoy his visit to the Aitkin Lions' fish house in Minnesota.



(Right) Lions walk with other students to support the Walk a Mile in Her Shoes campaign.

## Deep-Freeze Fishing Fun

Brien Smeltzer, an avid ice angler, didn't let a recent arm surgery stop him from ice fishing in Minnesota. His wife, Sandy, who does not fish, even went along. Sheltered from the bitter cold, the couple spent two hours inside the cozy Lions Senior Citizen Fish House on Hanging Kettle Lake.

Smeltzer, a Lion, fished, and Sandy chatted amiably with a 92-year-old fisherman. When she told her husband what a good time she had, Smeltzer looked at her and replied, "I've always said, sometimes it's not just about the fishing."

Aitkin Lions have made possible such moments of leisure and contentment—and most of all, fishing—for 20 years. In the Land of 10,000 Lakes (an understatement since there are actually 11,842), ice fishing is a popular activity. The 8- by 18-foot fish house has nine holes and is stocked with several fishing rods. Lions provide upkeep for the fish house and occasionally fish there themselves, but its primary users are senior citizens and those with disabilities including the blind and amputees.

In the dead of winter Lions go through a 100-pound cylinder of propane weekly to heat the shelter to a comfortable "shirtsleeves warm" temperature, says Lion Tom Plagman. LED lights run off regular car batteries, which are powered by a solar charger. The club spends only about \$200 on annual maintenance.

State guidelines declare the ice has to be a minimum of 12 inches deep for a light truck to drive on it. Lions play it safe. "Our fish house goes out when there are at least 18 inches of ice," points out Plagman. A lake resident plows the access when the snow is too deep for Glen and Brien Smeltzer, father and son, to do it on their ATVs.

This is the club's second fish house. Lions auctioned off the first when it became too difficult to maintain. The second, purchased with funds from a local agency and \$6,000 from Lions in 2005, is a much sturdier commercial shelter with a winch to lower and raise it.

Lions attend to routine chores such as cleaning out iced-up holes. Ice and cold are recurring themes for the fish house. Plagman clearly recalls his first shift ever at the shelter years ago: "The thermometer on my truck read minus 16 degrees Fahrenheit."

## Lions Light Up the Holidays

With more than 7,500 LED bulbs to remove, clean and replace in their annual festive snowflake decorations in Pennsylvania, Dupont Lions were looking at a huge job until Lion Daniel Lello—who is also mayor of the nearly 3,000-resident borough—spoke to Boy Scout Troop 316. His message about community leadership clearly resonated with troop members.

Assisted by family and friends, Scouts and Lions refurbished and replaced all bulbs in the 65 oversize snowflake street decorations in six hours. "As quick as we brought them in, the Scouts had them cleaned and replaced and ready to go," says Christopher Kalmanowicz. Lions have paid for and provided Christmas lights for the community since the 1950s, he explains. "When we first started doing it, it was one little string of lights. People used to let us plug the lights into their home outlets."

The LED lights Lions purchased for the lighting have significantly cut the cost of electricity. "We paid \$2,000 to light them before we made the switch to LED bulbs four years ago," explains Kalmanowicz. "Now it's around \$600."



Five days after a project co-sponsored by the East Tennessee State University (ETSU) Lions Club ended, 20-year-old Brandon Johnson's feet were still blistered and bandaged. He says he didn't really mind the excruciating pain since it was all for a good cause, but was very happy to trade in his stylish red women's pumps for comfy sneakers. Johnson participated in Walk a Mile in Her Shoes. Sponsored by the campus counseling center, Johnson and other Lions were among 150 male students who did, indeed, walk a torturous mile in heels. Women who participated wore gen-

## Walking (Painfully) in Solidarity

der-neutral clothing like T-shirts and jeans and comfortable walking shoes.

"You can't really understand another person's experience until you've walked a mile in their shoes," Johnson explains. "It's not easy walking in these shoes, but it gets the community talking about something that is really difficult to talk about: gender relations, rape and sexual assault."

According to the Association of American University Women, 19 percent of women reported attempted or completed sexual assaults since they entered college. Lions were immediately eager to join the counseling center's campaign in supporting awareness of what has been called a silent epidemic on college campuses.

"While fraternities and sororities sported their Greek letters, Lions were proud to sport their yellow vests," Johnson says. "I found this event to be much tougher than I thought it would be. Shopping for size 14 women's heels with my girlfriend Tessa was pretty embarrassing, espe-

cially for her." Since most college students are budget-conscious, the center provided heels that could be rented specifically for the walk.

Johnson rose to the occasion and made it the full mile walking along a busy four-lane highway with other guys in heels. "Traffic was a little hectic, and many cars slowed down to watch or honk," he says. It may have been to promote a worthy cause, but Johnson says he'd really be reluctant to wear heels again. "It was terrible. I don't know how women do it," he admits.

The ETSU Campus Lions organize a service activity each month. "Our ages range from 18 to a 42-year-old student who's a mother of five," Johnson says. There are also several blind or visually impaired students as well as some international members whose primary language is not English. "We're as diverse as the world is," he points out.

## Frozen, Lions-Style, in Lake Milton, Ohio

Two brave men went in ... and jumped right back out. They did manage to immerse themselves in the freezing waters of Lake Milton, Ohio, because, after all, that was the point of The American Cancer Society's Brrr for a Cure Polar Bear Plunge. Tom Zickefoose, 2013-14 district 13 D governor and a Girard Lion, had previously participated in the East Liverpool Lions Club's Relay for Life team with Lion Bob Allgood, the district's current 1st vice district gover-

nor. The two friends decided to go one step further last year by plunging into the lake—only after the fire department was able to carve out a dipping area in the 24-inch-thick ice.

Zickefoose and Allgood were among 500 jumpers and nearly 1,500 spectators gathered at the shores of the ice-crusted lake to watch the action. By accepting pledges from the district, family and friends, the pair raised nearly \$2,000 to fight cancer. "I did it to fight cancer because I'm a

survivor. The water was cold, but I felt great once I came out," Zickefoose says.

Allgood is a little more adamant about the water temperature for his dip. "The water felt very cold, but I knew a lot of good people donated to the cause so I had to keep my promise. I'd probably do it again." The event was such a success that more than \$60,000 was raised by those who took the brief plunge into Lake Milton.



## 28th Annual Lions International Peace Poster Contest

# Share Peace



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

### How the Contest Works

Only a Lions club can sponsor the contest in a local school or organized youth group. The contest is open to students 11-13 on November 15, 2015. Participating students are asked to create posters visually depicting the contest theme, "Share Peace."

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

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

### Awards

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

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

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

Peace Poster Contest Kit (PPK-1) \_\_\_\_\_ Qty. @ US\$11.95/each \$ \_\_\_\_\_  
Language Required \_\_\_\_\_ Tax \$ \_\_\_\_\_  
(Available in all official languages.) Postage & Handling \$ \_\_\_\_\_  
Total \$ \_\_\_\_\_

### Method of payment

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

The protection of your payment data is important to us. Your credit card\* purchases of Lions merchandise must be made directly online at [www2.lionsclubs.org](http://www2.lionsclubs.org). Please do not include your credit card number in any written communication or correspondence. \*Visa, MasterCard, Discover.

PR 785 11/14

### How to Enter

Lions clubs must order a Peace Poster Contest kit from the Club Supplies Sales Department at International Headquarters. Available in all 11 official languages, it costs US\$11.95, plus shipping, handling and applicable taxes. Each kit contains everything your club needs to sponsor one\* school or organized, sponsored youth group:

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

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

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

**Kits are available January 15 – October 1, 2015.**

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



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

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

### Ship order to:

Name \_\_\_\_\_

Address (No P.O. Boxes) \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_

Zip Code \_\_\_\_\_ Country \_\_\_\_\_

Daytime Phone # (Required) \_\_\_\_\_

E-mail Address \_\_\_\_\_

### Postage/handling Charges:

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

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

### Sales Tax:

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

JAPAN

## Flower Festival Blooms Despite Setbacks



Japanese families pick flowers in Sanuki City.

A club's plan to showcase the glory of nature was nearly ruined by Mother Nature, but in the end Shido Lions were able to create a stunning field of flowers for residents to enjoy.

For nine years Shido Lions in Sanuki City in the Kagawa Prefecture have held a successful Cosmos Picking Festival. Residents revel in the outdoors and take home free fresh flowers.

The club cleverly capitalizes on the planting cycle: after rice is harvested in late summer, instead of letting the paddies lie fallow until the planting season in the spring, Lions plant cosmos seeds right after the harvest.

But last year Typhoon Man-Yi struck the day after the planting, washing away the seeds. Determined to hold the festival as planned, Lions replanted. Then Typhoon Francisco

brought torrential rains the day before the festival, forcing its cancellation.

The festival was held a week later. As usual, Lions volunteered as parking wardens and served 1,000 plates of udon noodles, popular in Japan. And people headed home with baskets full of colorful, fragrant flowers.

HONG KONG

## Club Frees Inmates' Creativity

A Lions club held a creative arts workshop and design competition for 60 young inmates at a prison dedicated to rehabilitation.

The Hong Kong Pacific Lions Club sponsored the activity at Cape Collinson Correctional Institution, a minimum security institution in Chai Wan for male offenders between ages 14 and 21. "I hope the design work can prompt them to rethink their lives and strengthen their determination for rehabilitation," says Raymond Choy, club president and a professional designer.

Tse Sheung-wai, a prison administrator, says the main takeaway for the inmates was that "everyone can design their own life. ... They can choose the best way to live if they are determined to do so."



### SOUTH OF THE NORTH POLE

## Lions Come to Town— In Guise of Santa

The holidays are a time of religious services—and service, at least for Lions. (Clockwise from upper left) Members of the Itoigawa Lions Club in Japan donned Santa costumes to present gifts to students with special needs at six schools. The presents included 70 dolls handmade by female Lions. Lions entertained the students with a dancing Santa doll in a sleigh, made by an architect-Lion. The gift giving was reciprocal: the children sang Christmas songs for their annual guests. Lions in Germany cleaned out closets and drawers after Christmas in partnering with PACKMEE to send clothes to the needy. Witney Lions in merry old England saved Christmas with an extravagant Christmas Fayre after the Scrooge-like town council canceled the town's holiday fest for financial reasons. Huddersfield Lions in England showed more than a dash of holiday spirit by holding a Santa run. A horde of Santas worked off holiday cookies by running a mile; the club provided the suits. Tibro Lions in Sweden staged a Christmas market that featured a 20-foot-tall Santa and Sofiero Lions in Sweden sold Christmas trees.











# Books for Tonga

After a tsunami destroyed untold numbers of books on tropical islands, Lions of Alaska and others got to work.

BY ANNE FORD | PHOTOS SERINE HALVERSON

A child in Tonga reads a book delivered to the island nation thanks to Lions.





Children eagerly avail themselves of some of the estimated 45,000 books sent to Tonga.



When Kato Ha'unga of Anchorage, Alaska, heard in September 2009 that a tsunami had struck her homeland—the Polynesian island kingdom of Tonga—she called her family there immediately. Were they among the 10 killed or the 200 left homeless?

No. That was the good news. The bad news, as a young cousin informed her over the telephone, was: “All our books are wet.”

Tonga, which lies in the southwestern Pacific Ocean between New Zealand and Hawaii, is not a typical nation. It comprises some 170 islands, of which fewer than 40 are inhabited. About two-thirds of Tonga's 106,000 people live on the main island, Tongatapu.

Ha'unga, who had spent her childhood in Tonga before moving to Alaska for college, knew how scarce books were there. Though Tonga boasts a literacy rate of 99 percent, reading material is all but nonexistent outside of schools—and none too plentiful even there.

“When I went to school,” she recalls, “there were little books in the classroom, like five of them, and we read them

over and over and over—sitting in a circle and passing around these books. And the only book we had at home was the Bible.”

And so, since she'd moved to the United States, Ha'unga had made a point of regularly sending books to her family in Tonga. But now the tsunami had destroyed even those. “I thought to myself, ‘What can I do to help my country?’” she says.

The next day, she found herself making a flyer and emailing it to her friends and coworkers, asking them to donate books to establish a small library in her uncle's home in Tonga—just someplace “where all the little kids in the village could come and read,” she says.

Little did she know that, with the help of several Lions clubs, an Alaskan senator, the U.S. Navy, and many others, her tiny project would turn into something truly groundbreaking: one of the first public libraries in all of Tonga.

Getting books proved to be the easy part. Word spread about the need and soon more than 3,000 donated volumes bulged from the back seat of Ha'unga's car, huddled under







Her tiny project  
would turn into  
something truly  
groundbreaking.

(Top) Tongan soldiers transport the books  
from the U.S. Navy ships.

(Bottom) Lions made possible one of the  
first public libraries in Tonga.



her desk, towered in stacks in borrowed garages and offices—and that was before the Anchorage Daily News wrote about her. After that, the donations swelled to more than 40,000 books. As the months and then years passed, Ha'unga began to fret that the books might never stop coming.

Realizing this was no in-home reading room they were creating, Ha'unga and her uncle contacted Tonga's Ministry of Education, which agreed to donate a former community hall to serve as a public library. "I couldn't believe it," she says. "And there I was still trying to figure out the shipping part!"

Tonga lies about 6,000 miles from Anchorage, and getting so many books there, Ha'unga learned, would cost about \$10,000. An impossible sum, she thought—but when she felt like giving up hope, she thought of her new friends, the Lions.

As a prominent member of Anchorage's substantial Polynesian community, Ha'unga had been asked in 2012 to help found a new club, the Anchorage Polynesian Lions. Not only did the club adopt the library project right away, but every Lion she met, it seemed, wanted to help somehow.

"When I went to the district convention in Fairbanks, I came back with boxes of books," she says. "And they donated \$300 to help me with the cost of shipping. It really touched my heart."

It was also through the Lions that Ha'unga met Walt Hays, a member of Anchorage's Mt. McKinley Lions Club, who arranged to have 40 boxes of brand-new school curriculum materials donated.

Another Lion, Ross Boring of the Bethel Lions Club in Alaska, had rescued the materials from a landfill and was looking for a home for them. "It was a brand-new curriculum and brand-new books," says Boring. "I just hate to see things go to waste, and I know that children need books to read. If they can't read, they'll have a very difficult time."

Hays heard about his plight, and worked with Boring and with Dick Witherite of the College Station Noon Lions in Texas to raise shipping funds so that the materials could join the thousands of other books waiting to be shipped across the ocean. "My wife was a second-grade teacher, so those books meant something to us," Witherite says. "When we heard about it, we wanted to do something to help."

Ha'unga's wait finally ended when U.S. Senator Lisa Murkowski of Alaska heard about the project and arranged for the books to be shipped to Tonga on a Navy ship via Operation Handclasp, a project that transports educational and humanitarian materials around the world.

In June 2013, the books arrived in Tonga, along with two boxes of reading glasses donated by the Lions of Multiple District 49. The volumes were ceremonially welcomed by the entire Tongan legislative assembly, unloaded from the ship by the Tongan army, and unpacked by seemingly every man, woman and child in the country. On hand were such governmental officials as Tongan Prime Minister Lord Tu'ivakan, a member of the Nuku'alofa Lions Club on Tongatapu island.

Ha'unga was there, of course, along with several friends such as Serine Halverson, a photographer who helped document the whole wonderful, chaotic scene. "They were so excited to read the books and look at the pictures," Halverson says. "Some of the older kids, who could read English, were reading some of the books. One girl was saying she was so excited to read a new book—she liked the romance novels. It was instant gratification."

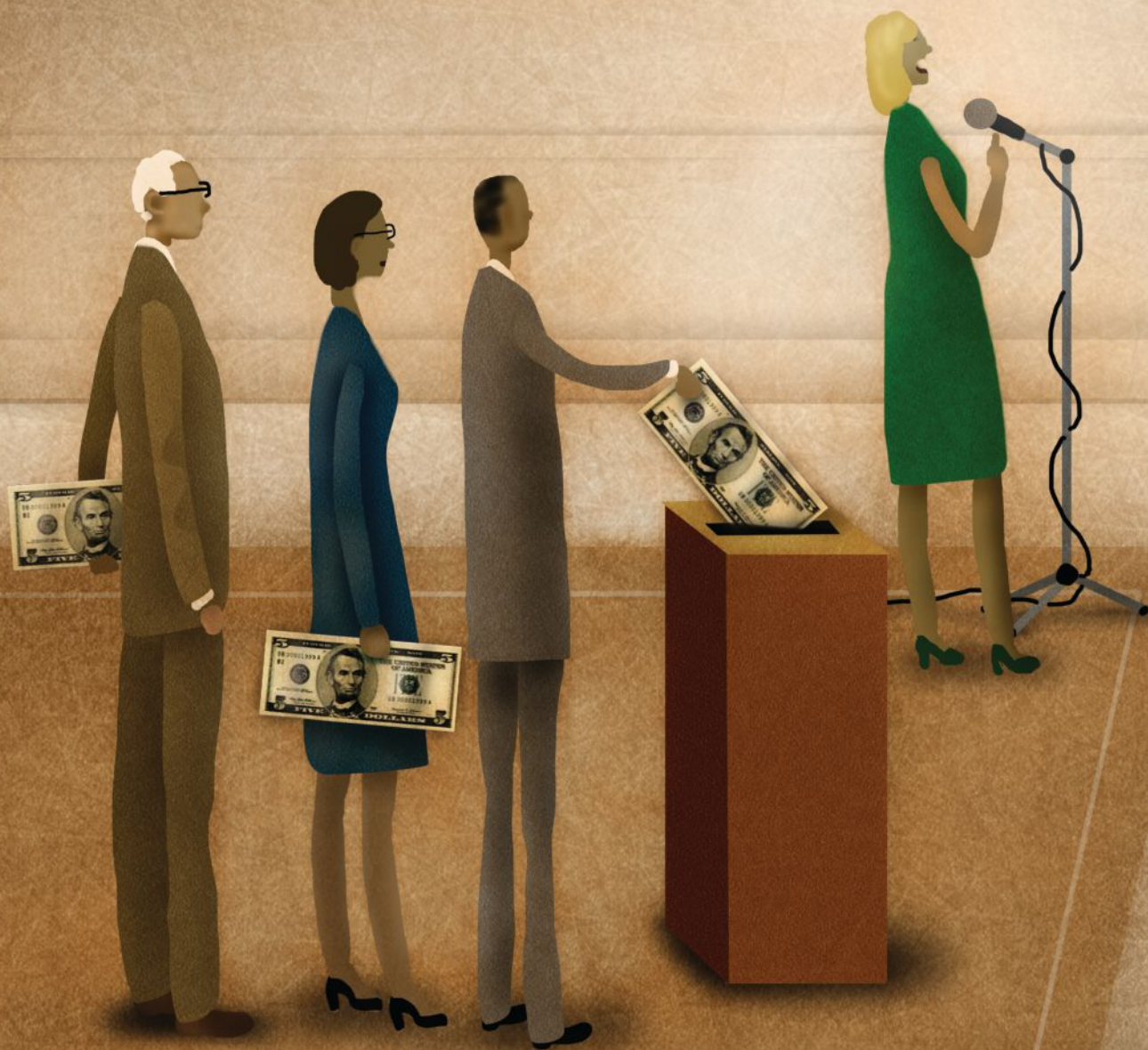
So plentiful was the bounty that Ha'unga ended up establishing not one but two libraries—the Princess Kaimana Northern Lights Library on the island of Tongatapu, and the Tongoleleka Northern Lights Library in Tonga's Ha'apai Islands—both of them named for the beautiful natural light display that famously graces the skies of northern latitudes such as Alaska's.

A nongovernmental organization called Project HOPE supplied volunteers to organize the books and to provide librarian training. The Princess Kaimana library is up and running, while the Tongoleleka library is awaiting renovations to the building that will house it.

Her dream realized, Ha'unga has returned to Alaska. But is this project really over?

"Let me tell you," she laughs, "the moment I landed, the Lions club called and said, 'There's still people coming here with books.' I've filled up five pallets already. People know me: 'Here's the book lady.'"





# TRADITION! TRADITION!

From paying fines for silly offenses to wearing Colonial-era hats, club members draw closer by embracing decades-long rituals and practices.

BY ANNE FORD

When John Girvin has a meaningful life event to tell his fellow Lions about—a wedding anniversary, say, or a birth in the family—he doesn’t hunt down their email addresses, send a group text, or even post the news on Facebook. Instead, he tucks a \$5 bill in his wallet and heads to his Lions meeting.

For at least 30 years, maybe longer, Lions in Lexington, Kentucky, have reserved a portion of their weekly meeting for personal announcements. Any member who so desires can pay \$5 for the privilege of stepping up to the microphone, ringing a bell and sharing his or her good news. (The occasional announcements that someone has finished paying for a child or grandchild’s college tuition are especially popular.) The proceeds go into the club’s charitable funds.

If that sounds pretty simple as club traditions go, it is. “We collect a little bit of money, and everyone gets to toot their own horn, so to speak,” shrugs Girvin, president. “It’s not something that gums up too much time in the meeting, and it makes it interesting; you learn more about other people’s lives.”

But don’t be fooled. The Lexington Lions’ bell-ringing tradition isn’t just a pleasant way to pass a few moments during meetings. The benefits it provides are bigger than one might believe. In preserving a formal but fun way to share personal news, the club is making sure that its members feel connected and valued. And anyone who’s ever felt truly valued by a group knows that that feeling makes it a lot more fun to participate.

Just ask an expert. “Traditions are important, even essential, for strong groups,” says William Berkowitz, professor emeritus of psychology at the University of Massachusetts at Lowell. “Since the beginning of recorded history, traditions have been something that bind the members of a group together. Why should someone take the

time after a busy day at work to go to a Lions meeting? Because they get some benefits from doing so, and one of those benefits is feeling that they belong, that they are connected to something larger than themselves.”

In others words, making sure the members of your club are enthusiastic, committed and engaged can be as simple as, well, ringing a bell. The Lexington Lions Club is just one of many that have used the power of tradition to maintain both their membership rolls and their status as vigorous community participants. That’s the “highfalutin” take on traditions. To be less eloquent, traditions often are plain fun or silly, a kind of perpetual icebreaker to help members feel at ease, a reminder that while service is serious Lions are friends who like to have a good time and enjoy one another’s company.

Just as simple as the Lexington Lions’ bell-ringing, but no less meaningful, is the longstanding tradition of the Poulsbo Noon Lions Club in Washington. Each week for at least 20 years, the club’s Tail Twister has selected a “mystery Lion.” Before the meeting begins, all members shake hands with each other. During the meeting the Tail Twister announces the identity of the mystery Lion. Anyone who has not shaken hands with that person must ’fess up and pay a fine of 25 cents into the club’s general fund.

“It seems to promote a little bit of camaraderie,” says Tom Settle. “It gets people to talk to each other, and it makes sure that no one is ignored, especially the new members. I would encourage other clubs to do the same thing—anything to get people to recognize each other.”

Another fine (no pun intended) club tradition comes from Portales, New Mexico, home of the Portales Lions. Since the early 1980s, says president Lonnie Berry, any club member who is quoted in the newspaper or appears on television without mentioning that he or she is a Lion is fined a grand \$1. “It’s just a good-natured thing,” Berry says, “a



way to encourage our members to promote their membership in the Lions.”

It’s also a way to make sure that the club members themselves are constantly reminded of their identity as Lions (as well as to fatten the club’s administrative account a little bit). Berry himself found that out a few years ago when he wrote a recurring column for the local newspaper. “At the end of each and every article,” he smiles, “I always stated that I was a proud member of the Portales Lions Club.”

Traditions can also facilitate connections on the club level. For example, the clubs of District 44 N of New Hampshire do an excellent job of keeping in touch with one another, thanks to a tradition that stretches back at least three decades—stealing.

Donald Ager, secretary of the district’s Hillsboro Lions Club, explains: “Each club goes to visit another club, and they try to confiscate a piece of paraphernalia from that club and bring it back. The secretary of the club that was successful in getting something writes a letter to the club they got the material from and lets ‘em know that they can retrieve the item by making a return visitation.”

Most often, he says, it’s the president’s gavel or the club bell that’s the first to get stolen, but on at least one occasion, a Lion made off with another club’s entire tabletop podium. On another, even more memorable occasion, a Lion who was in the process of making off with another club’s banner was picked up bodily and carried back into the clubhouse, banner and all.

Not only is it immensely fun to get a little light-fingered, but the tradition has the obvious benefit of encouraging inter-club camaraderie as well. In addition, when two clubs get together, it gives each of them a chance to get new ideas, points out Ronald Landers, secretary of the Houston Spring Branch Lions Club of Texas. “A lot of times a club by itself can’t come up with all the ideas it needs,” he says. “If you visit another club, you find yourself saying, ‘Oh, we can try that fundraiser,’ or ‘We can try that service project.’”

To that end, his club’s district, 2 S2, has a longstanding tradition that entails passing a “big ugly gavel” from club to club. “It’s big and ugly, that’s right,” Landers says with a grin in his voice. “The head of the gavel is about the size of a coffee can. What happens is, a club will go visit another club, and if the visiting club brings three or more members, it can claim the gavel. If the club has its own pin, they’ll attach it to the gavel. Sometimes it’s stolen every three or four months; sometimes it’s stolen every week.” Either way, the

gavel tradition ensures that the district’s clubs stay connected and that their ideas stay fresh and new.

Some traditions, meanwhile, serve as symbols of the Lions in the larger community. The Rising Sun Lions Club of Maryland, for example, uses a 20-foot-tall coffee pot—built by one of their members back in 1937—as a float in community parades. “Everyone recognizes it,” says Mary Beth Jackson, president. “Everyone knows it’s the Lions when they see the coffee pot.” And each year since 1954, the Lexington Lions of Massachusetts have honored an outstanding community leader on the third Monday in April by presenting him or her with a white tri-cornered hat, reminiscent of the sort worn in the time of the American Revolution. The tradition makes it clear to all that the Lions are a longtime fixture of the Lexington community, says club historian Doug Lucente.

So how does a club that may be struggling with membership numbers or participation levels go about establishing the type of tradition that will help remedy the situation? Berkowitz, the expert, counsels patience. “Traditions aren’t something you can institute all at once, because by definition, a tradition takes time to sink in and get established,” he says. Second, realize that traditions are just one part of what it takes to ensure a club’s success. As Berkowitz adds, “Traditions aren’t the only thing that’s important in group maintenance. There are other factors that are effective in keeping people attached to groups, such as strong leadership, having a good organizational structure and having common tasks to do.”

Finally, make sure that whatever tradition you implement helps your members feel valued and connected. Take the Danbury Lions of Connecticut: Since the late 1980s, they’ve planted a tree for each member of the club who passes away. The plantings take place as part of an annual ceremony. “The current president will read off the names of the members in attendance at the meeting, and a bell is rung once every time the person’s name is called,” says Keith Beaver. “The last names we call are the members who have passed away in the previous year. Obviously they’re not able to answer, so the club is put on notice that this member was not able to answer the call of the bell.”

Sad though the ceremony is, it reminds the Lions in attendance that they are part of something bigger than themselves—an honorable service organization whose work will go on even after their death. Says Beaver, “I usually don’t get through it without crying.”

Tail Twisting is a longstanding Lions tradition that increases club cohesion.

In 1939, the tricks of Tail Twisters often “made members blush” (August 1939 LION).

Tail Twisting is not for everyone, but it’s still going strong today (March 2009).





# MACULAR REGENERATION

A bold new treatment restores the vision of Jiffy Lube's founder.

A doctor in Baltimore gave him the grim news: he had age-related macular degeneration (AMD). Jim Hindman, then 57, basically shrugged. After all he had been through and accomplished, this seemed minor. After spending part of his hardscrabble childhood in a state home, he had become a self-made millionaire by the age of 35 and later rose to even greater heights when he founded the oil change giant Jiffy Lube International.

Hindman could see just fine when he received his diagnosis. He pretty much forgot about it—until small black spots began marring his central vision, followed by an ever-increasing blurriness. Fifteen years after his initial diagnosis, a doctor told him, “You are legally blind.”

His world grew darker. He was not able to walk outside by himself. He could not recognize the faces of friends. Despair gripped him. Did he lift himself up by the bootstraps only to be brought low and helpless?

Hindman, 79, grew up in Sioux City, Iowa, after the Great Depression. His single mother, emotionally troubled, was unable to provide for him and his two younger brothers. When he was 10, the state ordered that Hindman be sent to the Boys and Girls Home in Sioux City. There he received structure and discipline, two things he desperately needed.

Hindman excelled at football, earning him a partial scholarship to college. He eventually received a master's degree in hospital administration and used that as a springboard to become a business leader in the nursing home industry. He made millions and decided to retire at the ripe age of 35.

Soon bored, he coached football at Western Maryland College (now McDaniel), accepting an annual salary of \$1. At Western Maryland he transformed the team into a winner and also changed his life. At Jiffy Lube, the pivotal moment is now known as “the Challenge.”

A student visited Hindman's office one day, complaining about the lack of job prospects after graduation. Hindman was shocked and annoyed. “There is plenty of opportunity,” he told the student. “You just have to know where to look and be willing to sacrifice for it.” The student glibly shot back, “I bet you couldn't do it again.” Hindman replied that he would not only achieve another success but that he would also enrich some of the student's classmates. The promise came to fruition in 1986, just eight years after the Challenge when Jiffy Lube became a publicly traded company and a number of former Western Maryland players found themselves overnight millionaires.

Hindman continued his run of success. He took another company public, Youth Services International, which helped rehabilitate adjudicated youth. He raised and raced horses and received two honorary doctorates. He treasured his beautiful family: his wife, Dixie, two children and grandchildren. Things couldn't have been better—until he lost his sight.

He was diagnosed with AMD at Wilmer Eye Institute in Baltimore, Maryland, which is supported by Lions. He may have been an extraordinary businessman, but he was now one of the 11 million Americans with the dreadful disease. That number is expected to more than double by 2050.

Hindman has always prided himself on being a person who tackled every situation head-on. But AMD laid him low. There were no “cures” for it. He began an intensive search for any possible treatment. Eventually, through the recommendation of a friend, he returned to Wilmer Eye Institute at Johns Hopkins Medical Center. He opted to be the first person to try a new strategy at Wilmer. Doctors inserted a pea-sized telescope into his left eye two years ago. The Implantable Miniature Telescope (IMT™) is



An Implantable Miniature Telescope (IMT™) restored the sight of Hindman.

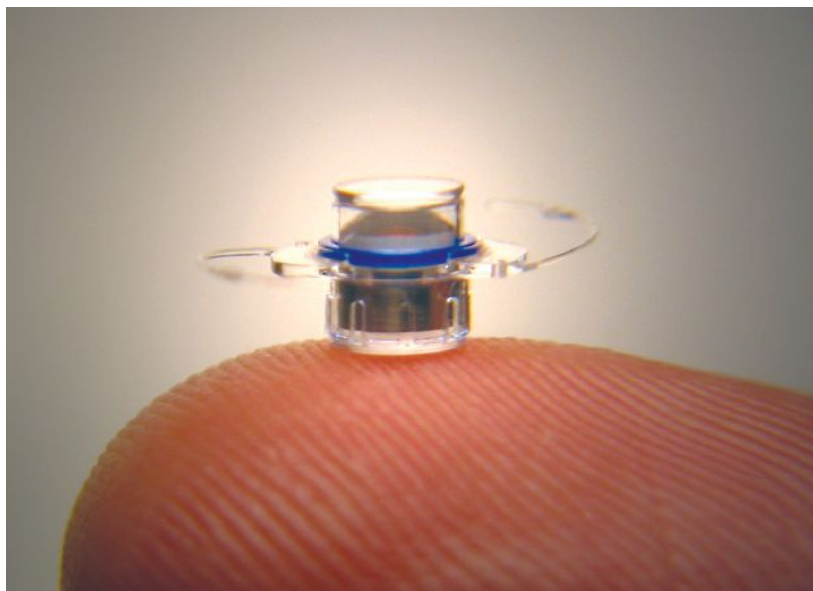


## Patients' Vision Improves

About 600 people have received the Implantable Miniature Telescope to mitigate macular degeneration. The clinical study to assess its effectiveness enrolled more than 200 patients and found that they were able to see on average three to four lines better on the eye chart, according to CentraSight, which sells the IMT. This improvement made the difference in some patients between being able or not being able to recognize a friend or facial expressions.

The treatment does not restore vision to the levels a person enjoyed before the permanent macular degeneration developed. However, nine of every 10 patients with the telescope implant improved vision enough to meet or exceed the FDA study's effectiveness endpoint (at least two lines on the eye chart).

Medicare covers the treatment for patients who meet certain physical requirements and are over the age of 65. Many people who have AMD will not qualify for the device. Many AMD patients have had cataract surgery, and cataract patients cannot receive the device because of certain physical and surgical dangers. The rehab process also is rigorous. Learning to use the device can take up to two years. The treatment is available at more than 100 eye care centers in the United States.



Functioning as a magnifying lens, the tiny IMT™ is placed directly into an eye.

essentially a magnifying lens placed directly into an eye. It does not cure macular degeneration or even treat the disease per se. But the remarkable device worked as intended for Hindman. His vision in his IMT-implanted eye improved from 20/400 to 20/60.

Hindman chronicles his business success, blindness and journey to sight in "Was Blind, but Now I See," recently published. His goal is to raise awareness and understanding about the disease, help people get connected to services and raise funds for research to eventually find a cure. All the revenue from book sales will go toward macular degeneration and low vision education, rehabilitation and research efforts.

*Proceeds from the sale of Hindman's book will be distributed to Lions Clubs International Foundation, the Wilmer Eye Clinic/the Multiple District 22 Lions Vision Research Foundation/LOVRNET), and Wills Eye Hospital in Philadelphia. The book is available from Amazon, Barnes & Noble or Club Supplies at Lions Clubs International.*

# Age-Related Macular Degeneration on the Rise

BY DANIELLE NATALE, O.D.

Age-related macular degeneration (AMD) is the most common cause of blindness in people over the age of 65 in the United States. Currently, 11 million people have the eye disease, and 7 million people are at risk for developing advanced AMD. It is estimated that the number of people with AMD will increase by 50 percent by the year 2020.

AMD impacts the retina. A part of the retina, called the macula, has a highly concentrated area of seeing cells and is dedicated to providing central, detailed

vision. As a person ages the macula is the most susceptible spot on the retina to the buildup of cellular waste, resulting in degeneration of the seeing cells in the macula (hence, the name “macular degeneration”).

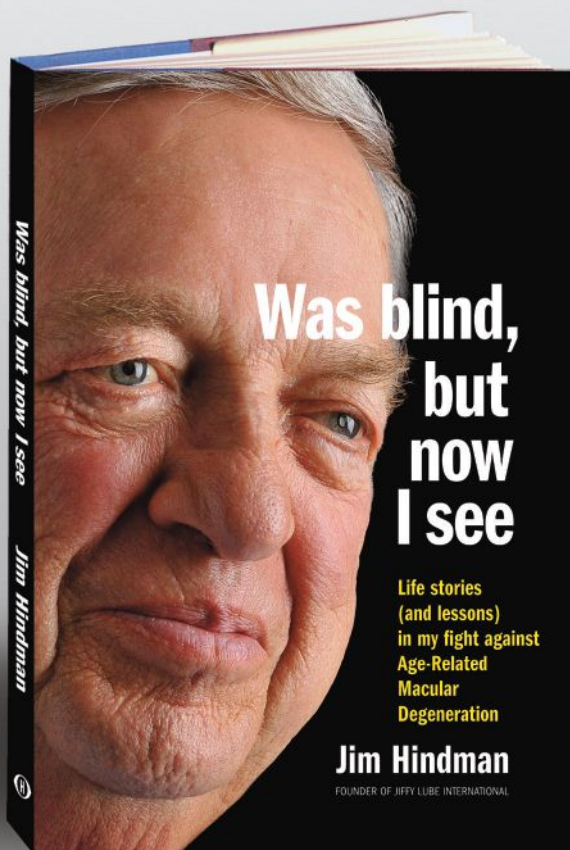
Non-modifiable risk factors for AMD include genetics, race, gender and age. People with a family history of AMD are at higher risk for developing AMD themselves. Caucasians are more likely to get AMD than African Americans. Women are at higher risk than men. The risk of getting AMD increases with age. Modifiable risk factors include diet, weight and smoking.

AMD comes in two forms, wet and dry. Both forms can lead to progressive central vision loss and/or distortion. It is not associated with pain. Since the macula is located inside the eye, AMD is also not associated with any tearing, discharge, redness or other visible symptoms. Dry AMD is more prevalent, making up 90 percent of all cases of AMD. However, wet AMD is often more severe and is responsible for 90 percent of severe vision impairment in cases of AMD.

Although there is no treatment for the dry form of AMD, recent studies have shown that taking a vitamin with a special formula can help slow the progression of some stages of AMD. Taking this vitamin has not been shown to prevent AMD from developing in people that do not already have the disease. Treatment for wet AMD previously used a laser, but this would often lead to further vision loss. In recent years, medicine has been developed that can be injected inside of the eye in order to cause stabilization or regression of the wet AMD. A person has potential even to gain some vision after injections.

People with vision loss and functional deficits due to AMD can benefit from low vision rehabilitation. Various devices and strategies can help a person regain independence and safety.

*Danielle Natale is a Lions Low Vision Fellow at Wilmer Eye Institute at Johns Hopkins Hospital in Baltimore, Maryland.*



## “You are legally blind!”

With these four words Jim Hindman, renowned entrepreneur and founder of Jiffy Lube International, would face the biggest challenge of his life when he was diagnosed with Macular Degeneration, an age-related progressive disease that leads eventually to blindness.

**“This engrossing book tells Jim Hindman’s success story of how a remarkable device, and vision rehabilitation, restored him to a world of sight and mobility. Jim has an extraordinary drive to overcome adversity, and that is clear in every chapter of this engrossing story.”**

**Judith Goldstein, O.D., F.A.A.O.,**  
Wilmer Eye Institute, Johns Hopkins,  
Baltimore, Maryland

**Buy copies for your loved ones at  
Amazon.com or LionsClubs.org (LCI Store)**

A MINIMUM \$1 DONATION WILL BE MADE TO  
LIONS CLUBS INTERNATIONAL FOUNDATION FOR EVERY BOOK SOLD





# From the Sublime to the Silly

When it begins to look a lot like Christmas, you often can thank Lions for that. The Itasca Lions near Chicago have lit up residential and main streets with a dazzling luminaria display since 1960. Lions, directing Boy Scouts and other volunteers at the park district garage in early December, assemble 30,000 luminaria kits—small candles inside white paper bags weighted with sand. The elves hang the kits on the doors of homes throughout the village of 9,000. On Christmas Eve, Lions light the candles on the main roads. “The entire town is lit up. It’s beautiful,” says Lion Mark Schumacher. “I don’t think I’ve seen a town where there is quite this level of participation.” In San Jose, California, Willow Glen Lions in 2013 helped revive the tradition of displaying robust Christmas trees on front lawns after a gradual proliferation of sad-looking “Charlie Brown Christmas trees” over the years. “Our goal was to provide a really nice tree for front yards—not the skinny, spindly ones,” Dave Parkinson told the Mercury News. The club sold shapely trees for \$25 as well as rebar poles for \$5 to hold the trees upright on lawns. In Preston, Iowa, Lions know that inner beauty is what counts. So Lions held an ugly sweater contest and dance with participants bringing a toy for ill children at two nearby hospitals.

Ghosts of Christmas past: Lions always brought the joy of the holidays to the less fortunate. Lions play Santa for needy children nationwide (February 1927 LION).

Lions of eight nations make the season bright (February 1938).

Our service “warms even Scrooge’s heart” (February 1947).

Detroit Lions treat blind children to a memorable holiday party (December 1965).



(Opposite) Lions light up Itasca, Illinois, on Christmas Eve. (Below) Preston Lions in Iowa wanted to know who was not the fairest of them all.



Willow Glen, a neighborhood in San Jose, California, sparkled with holiday cheer partly thanks to Lions.



# STRAIN FOR EFFECT

Gwen Strain of San Francisco has an amazing effect on others, especially the downtrodden—a state from which she majestically arose.

BY DOUGLAS CRUICKSHANK | PHOTOS DOUGLAS CRUICKSHANK

Gwen Strain is an angel who's been to hell and back. She hit bottom, then just for good measure dropped down 10 more feet below that. Somehow she then found her bearings, found direction, found meaning, found herself, found Lions and came back—big-time. And the world's a far better place because of it.

Strain, 60, tells me she used to smoke cocaine and sleep in doorways. “Crack wasn’t around yet, or I would have done that,” she says. “I was doing whatever was out there. I’ve had shopping carts and a cardboard box on the street, and I used to have a cup out to ask people for money.”

Strain’s life is a little different now. Since 2007, she has been director of Rose Home, which she founded with her own money, a \$65,000 inheritance from her mother, Rose, in the Bayview Hunters Point neighborhood of San Francisco. She founded and directs Families in Need, and she runs a food giveaway program that operates three days a week.

Her personal turnaround, her dedication to giving to others, came with the realization that relationships are at the core of life. So she joined the Lions the same year she began Rose Home. She’s a proud charter member of the San Francisco Bayview Hunters Point Lions Club. Added into the mix of her projects is the club’s bikes for veterans program in San Francisco.

You don’t accomplish all of this by being ordinary. Strain is whip smart, generating streams of ideas. She is gifted with a ready smile and apparently limitless energy. Equal parts kindness and toughness, she can shift, if necessary, from jolliness to a no-nonsense demeanor in a flash. She is an utter force of nature as an organizer. And she is often the best-dressed person in the room.

But her greatest quality is probably her unusual honesty, her ability to be straightforward and blunt without being unkind. And she does not spare herself. One day I ask her how she became a Lion. “I was at a community fair,” she recalls. “Lion Sandra Ige from the South San Francisco Host Lions Club called me over. After she fin-

ished telling me everything the Lions did for the community, I was sold. She invited me to a meeting that same night. I liked what I heard and joined. The most important part was that Lion Sandra kept her word and met me there.”

Then Strain, calling on that trademark honesty, gets to the heart of why Lions means so much to her. “This is hard to say. Before I joined Lions I would only engage with people of color, but the Lions opened my eyes to a whole new and loving world. When I first joined, I visited all the clubs. Each and every club treated me as if I was special. I couldn’t believe it. And once they heard I had the Rose Home they started coming by—dropping off clothes, food, towels, everything needed for homeless people. I received phone calls inviting me to different projects and Lions’ homes. The first home was PDG [Past District Governor] Ken Ibarra’s home.”

So how did she do it? How did she get from sleeping in doorways and panhandling for a living to where she is now? What motivated her? Over the course of several weeks, as I talked to Strain and hung out at the Rose Home, most of my questions were answered. But something even more important happened. You might call it “the Gwen Strain Effect.”

I forget exactly how it came about, but one day early on I found myself making soup at Rose Home—for 70 people. Once the soup was made, we took it up to the corner, set up a table, and gave away cups of the stuff to any and all comers. It was a big hit, and I’ve been doing it every week since then. I also go there to do other chores—pick up the groceries for giveaway on Wednesday mornings, clean up the side yard. And sometimes I just like to drop by, watch reality TV, and talk with whoever is there—Gilbert or Roderick or Kenny, or during the rare moments she is standing in one place, Gwen.

As I’ve spent time at Rose Home, helping here and there, I’ve gotten to know its residents. Kenny is one of them. He is distinctive looking with a shaved head, long,

fluffy white beard and an open gaze. And having one arm doesn't seem to hold him back much. He recently completed an 18-year prison sentence. "I had a three-strikes case," he tells me. "I had a petty theft, stole a pair of Levis out of Mervyn's, but I also had a history—couple of robberies. That's what put me there. I'd been a heroin addict all my life, since I was 17 years old."

"When I first got out," Kenny continues, "I didn't even know until two days before I was getting released that I was getting out. I decided to come here to San Francisco. I'm not from here. I'm from Riverside. I wanted to get away from all that element. I didn't want to see anybody that I knew."

Like Gwen did long ago, and like many of his housemates are doing now, Kenny made a decision. He had to hit bottom before he made it. As far as Gwen is concerned, that's all that matters—making the decision. "She took me in with open arms," he recalls. "I was really surprised, because I'd had a hard time finding a place. And she let me right in. If it hadn't have been for that, I don't know what would have happened. She's done a lot for me. She's been a rock when I really needed one."

I asked Kenny how he made his decision. "You've got to be ready to make that change. And if you land in a place like this, where someone's really willing to help you, and she really is. She wants you to get back on your feet. Then you gotta stick with it. I was just so lucky. That I wanted to really change. And she's taught me a lot about giving back to the community. And that gives you a sense of worth."

The giving back aspect, the importance of serving others, seems to be a key part of the healing and personal rebuilding that takes place at Rose Home. Certainly it's the very essence of what Strain's doing, but it also somehow gets instilled in the people who come here to sort out their lives. That's the Gwen Strain Effect.

Kenny left Rose Home recently, got his own place. I was there as he was moving out, and it was an emotional parting. Strain couldn't even talk with him, then she pulled herself together and they sat down together. They'd grown close during the six months Kenny was in residence, and it was hard for her to see him go. I think it was tough for Kenny too, but his departure was the result of his success at putting his life back together and Strain knew that.

Gwen Strain loves to help others through Rose Home and the Lions after putting her own problems behind her.





"I do plan on coming back," Kenny tells me, "and helping Gwen out, because she's done a lot for me. I really do plan on coming back."

One of the things Kenny took with him was his bicycle, which came to him through the program Strain established. It will be essential in helping him get to jobs and medical appointments. I asked Strain how she got the bike program started. Several years ago, she said, she was doing a food giveaway for veterans at the Presidio, San Francisco's decommissioned Army base. "I saw a whole lot of bikes out there, and I said, 'Whose bikes are those?' The vets told me, 'They're garbage. They're all raggy, all tore up.'"

"You guys need some bikes!" I told them. And that was how it all began. That was two or three years ago. It stayed in my mind for a while, but then it just popped up and I decided to do something about it. I said to myself, 'I need to get some bikes for the veterans.'"

She literally danced her way into the program, which has now placed 156 bicycles with needy veterans. "I dragged San Francisco Police Chief Greg Suhr out on the dance floor at some event. He liked to dance the Electric Slide, wanted to get better, so I taught him." And that's how a friendship and a partnership began. "I got [Suhr] to join my Lions club. That was back when he was the captain at the station here. I bugged him until he joined."

"So it was a bikes for dancing deal, huh?"

"You could say that," Strain smiles.

"And is the Chief's dancing improving?"

"Oh yeah, definitely."

See what I mean? The Gwen Strain Effect.

The police department now supplies bikes to the Lions' project. The bikes have typically been stolen and the owner cannot be found so the police turn them over to Strain. Some of the residents of Rose Home make the necessary repairs, clean up the bikes, then they're given to veterans in need of reliable transportation who are looking for work and also need to get to counseling and other appointments.

Before we left the subject of bikes, I asked Strain to give me a few more details about what Lions actually did to enable the Bikes 4 Vets program. "Well," she said, taking a deep breath, "if the Lions from District 4 C4 hadn't purchased the truck [that Rose Home uses], there wouldn't be a Bikes 4 Vets or Warm Hands and Feet Project. And the Lions also helped fix, pick up and deliver bikes to the veterans. We worked for two weeks fixing the bikes, and three days picking up the bikes. The best part, the part I think they enjoyed most, was passing out the bikes and helmets." Strain then tallies the specific clubs that helped on Bikes 4 Vets: San Bruno, San Carlos, Bayview Hunters Point, Foster City, San Mateo, Brisbane, Burlingame, Pacific and San Francisco Chinatown.

She's planning to start distributing new bikes soon, but for the time being she's relying on high quality used bikes to keep the program going and keep the veterans rolling.



Veteran MacArthur McCandless rides the bicycle he received from Lions.

What keeps Strain rolling fascinates me. How does she keep the Rose Home and all these programs operating and thriving? How does she do it? The fact that she does do it becomes even more amazing as I talk with her more about where she came from, how far she's come.

One day, sitting at the dining room table at Rose Home, we're having a quiet conversation, just the two of us in the room. "You were pretty far down, weren't you, Gwen?"

Strain's quiet for a long moment, looks out the window, then says, "I hit rock bottom. I was sleeping on the sidewalk ... in burnt buildings, abandoned cars. I couldn't go any farther down. When I woke up on the sidewalk looking at the sky, I said, 'How did I get here?' I could see feet walking by."

"Did you have children then?" I asked her.

"I had a daughter. She would try to get me to stop. She was 19, 20. She was young."

"I'd say, 'Come back Wednesday and I'll go home with you. Come back tomorrow, I'll be waiting here for you.'"

Strain made several attempts to get back on track before she finally succeeded. She started attending a Bible study class at a shelter and that worked for a while, but then, as she puts it, she "went back out" on the streets—to drugs and living in old cars and abandoned buildings.

"So you got better, then you backslid."

"Right, I was out there for two or three days and people from Mission Rock shelter came to find me. I was surprised, they came looking for me. That was unusual for the shelter people. They kept saying, 'Gwen, come back to the shelter, come back to the shelter, come back to the shelter.' I said, 'I ain't going back there.'"

Strain finally did get back to a shelter, off the streets, off drugs. "I went to Victory Outreach Church and I stayed there from '99 until '04," she tells me.

"Took you five years to get back on your feet."

"Yes, five years before I was really stable. I went to the

home, the women's home, then I went into re-entry. Then from re-entry the pastor asked me to run a home like this for women. Then the pastor asked me to run a place for men."

"Tell me about the people who come here to Rose Home," I ask Strain.

"Well, some have disabilities; some of them are on SSI. We have some people that come in, they say they want to get off drugs, we try to help them the best we can, but then we can't hold them. I have some that left. One lady just left. She'd been here six months. So the courts are allowing her back to her family now because she's finished."

"When you say she's finished, you mean she's clean?"

"Yes, she's clean—off drugs. Some people, the courts demand it, and they have to stay here so long. They have to do whatever their program asks them to do. If they stay here and finish, then they're free to go. I've had a lot of them that did that. Some might say, 'I quit.' ... But then one graduates, one finishes. They come back and show me their brand new car, better than my car."

"They got a job."

"Yes, oh Lord have mercy, that's what this is all about."

"Do you stay in touch with a lot of them?"

"They always come back and show off their cars. They do come back and say thank you. Some say, 'Woman, I couldn't stand you. I couldn't stand you, but thank you.'"

Having lived on the streets herself for several winters, Strain has a second sense about people in need and what it is they need most. She is astonishingly practical. It's clear she's not much interested in problems. But she's very interested in solutions. "We call Gwen the angel," one of her first Lion friends, Ken Ibarra, tells me during a phone conversation. "She has such a big heart and she's always looking to take care of people."

Ibarra, a City of San Bruno councilman, a Lion since 1992 and a past district governor, has known Strain for several years, worked with her occasionally and seen her in action often. One night back in 2011, he went out to Hunters Point to help with the street corner soup service. "We were all set up. It was the day before Thanksgiving 2011. I said, 'God, it's real cold! They could really use some gloves.' And Gwen interrupted and said, 'No, they need clean, dry socks.' So there on the street corner, we coined the phrase Warm Hands and Feet. And I posted it on Facebook and within a week we got enough donations to give everyone in line some new socks and gloves."

It was such a good idea it inspired Lions Clubs International to shoot a video on it for the LCI video magazine, which can still be viewed on the LCI website.

I also spoke with Ibarra about the bike program. "The first challenge is space. We've got a lot of bicycles and you need space to store them and space to work on them. Gwen has a lot of resources but I don't think we have any long-term resources, so it's going to be a matter of finding someone that owns some commercial property in San Francisco that could probably donate some space."



A former resident of Rose Home, Kenny is a beneficiary of Lions' Bikes 4 Vets.



“Part of a warehouse?”

“Exactly.”

“Once you have that, it's just a matter of throwing small fundraisers so that we can purchase parts. There are bicycle-related companies out there that are donating helmets and locks. There are a lot of organizations that we can partner with to acquire the resources that we need.”

“Would you like to see the program expanded? Where do you see it going in the next year or two?”

“It's in our hands,” Ibarra says. “We need more members and we need more buy-in from the members, and then

possibly other Lions clubs. Gwen may think that the needs of her neighborhood are as much as she can handle by herself or with a few volunteers, but I see the bigger picture. And as long as there's a need, it doesn't have to just be veterans. It could be anyone needy. It could be youth. It's something that could be ongoing, that could help underprivileged children and needy families. We need the volunteers.”

Before we said goodbye, I ask Ibarra an obvious but crucial question: “Why do Lions support this program and how does it benefit veterans?”



Hoping to become a Rose Home resident, a woman shows the stress of living on the street, something Strain understands all too well.

In the case of the veterans, Ibarra says, there is a great and continuing need for affordable transportation, so they can rebuild their lives. A dependable means of getting from here to there is an excellent beginning in that effort. "And it's the timing," he continues. "The timing is perfect, because Lions Clubs International is implementing their veterans program, and we're chartering a club of 27—the new San Francisco Veterans Club [of which Strain is now a member]—and nearly all of them are veterans. They don't have to pay a thing to join. They're exempt from the chartering fee. It's a good, patriotic time to recognize the veter-



ans that probably don't get recognized enough. I think this will likely be the signature project of this new club."

Need I say it again? The Gwen Strain Effect.

Typically, Strain gives plenty of credit to the help she gets from Lions, friends and family. "Yes," she confirms, "my sisters Anita and Gloria might jump in. Sometimes Lions come up—from San Bruno, San Mateo. They come through and they help. And the people living at Rose Home help too. I know the people in my community respect and trust the Lions. One reason is that Lions brought the first scholarship to this community that paid enough to make a difference. And of course they are well known for their eye program."

There's no end to this story. That's the best thing about it. It's happening now, changing lives every week, every day, every hour. People coming and going from Rose Home, repairing their bodies, minds and hearts, and getting back in the game. Strain reminded me of that, of its simple profundity, in her own way on one of the first nights I was working with her and the crew on the groceries and soup giveaway. I'd just given the last cup of soup to Gwen, the pot was scraped clean, when an older man came up and asked for a cup. "I'm sorry," I said. "We're all out."

"Here," Gwen said, handing her uneaten cup of soup to the hungry man, "he can have mine."

A little later we were packing up, folding the tables, putting the empty soup pots in the van. "Well," I said jokingly. "Another day, another pot of soup."

Strain looked at me, smiled, looked at the dwindling crowd of people helping themselves to the last of the groceries, food for children and the elderly they might not otherwise be able to afford. "Another day," she said, "another life."

Watch an inspiring video on Strain.



People line up for the free groceries program run by Strain.



# Thinking Outside the Box

Clubs use eye-catching collection receptacles to spur donations

The South Milwaukee Lions Club in Wisconsin once used decades-old plastic buckets to collect eyeglasses around town. Merchants weren't impressed. "They pushed them to the side," says Lion Ron Fowler. So Fowler, a retired teacher, went to work in the woodshop in his garage. He used plywood to fashion more than a dozen attractive boxes. Others decorated them. A florist painted flowers on the one for her shop. Fowler parodied a district governor by painting on the Lion's distinctive mustache. ("He thought it was an honor," says Fowler.) Did collections increase? "Heck, yes," says Fowler. "They're not pushed to the side any more. They're very obvious." Fowler has posted the construction instructions on the club's website, and, among others, Leos sponsored by the Franklin Lions used the instructions to create additional boxes.





A regal, handsome lion stands aside the eyeglass collection box at Merchants Bank in Bangor, Pennsylvania. The handcarved lion took a circular path—pun intended—to its current location. A Danish woodcarver made it at a carousel factory at Coney Island in New York in the late 19th century. Richmond Lions bought the lion in 1953 and march it in parades. But most of the time it stands proudly at the bank, attracting eyeballs and helping to generate thousands of donated eyeglasses.





Many clubs repurpose old U.S. mail boxes as collection boxes. Lions in Grafton, Wisconsin, not only did that but also made donating easier by placing its box along the busy drive-up lane for a Walgreens pharmacy. (Below) Scout's honor: Cedarburg Lions in Wisconsin are always prepared to accept eyeglasses. A local Eagle Scout named Paul transformed an old mail box into a bright, shiny collection box, which stands outside a hardware store.





Blytheville Lions in Arizona secured an old collection box from FedEx, meticulously painted it and placed it at a busy spot in town on the lot of the auto parts business of President Tommy Abbott. Several hundred eyeglasses were donated within a short time.



Thousands of clubs use the attractive collection box offered by Lions Clubs International. Recently redesigned, a set of 10 boxes sells for \$73.45. Club Supplies sells about 750 sets a year. For information, search for "Club Supplies" at [lionsclubs.org](http://lionsclubs.org).





# Opening Athletes' Eyes in Kenya

BY ERIC MARGULES

When Lions put their hearts into service, great accomplishments follow. Just ask the Special Olympics athletes and families in over 80 countries who have received health care and education as a part of Mission: Inclusion, part of the global partnership between Lions Clubs International Foundation (LCIF) and Special Olympics.

Since 2001, Special Olympics has partnered with LCIF and Lions around the world to provide free examinations and health education to families and caretakers of individuals with intellectual disabilities. And now you can add another name to the list of countries participating in the project.

In September, Lions in Kenya met with Lions First Vice President Dr. Jitsuhiro Yamada and representatives from Special Olympics Kenya to sign a memorandum of understanding introducing the partnership to the people of Kenya. The agreement was signed by District 411 A Governor Davinder Eari; Samson Ndegwa, chairperson of the Lions SightFirst Eye Hospital; and John Makathimo, national director of Special Olympics Kenya.

With the introduction of Mission: Inclusion, Lions in Kenya pledge to support the growth of Opening Eyes, LCIF's vision care partnership program with Special Olympics, and ensure that high quality screening and follow-up care is available throughout the country for individuals with intellectual disabilities and their families.

This support includes engaging Leos throughout the country in the Special Olympics inclusive sports model and supporting the creation of



Lions International First Vice President Jitsuhiro Yamada observes a vision screening at a ceremony in Kenya celebrating the partnership expansion between Lions and Special Olympics.

Special Olympics-focused Lions clubs that integrate athletes through the "Invite an Athlete" campaign.

Lions in Kenya hope to provide increased service and support for individuals with intellectual disabilities and their families by engaging at least 100 Lions in Opening Eyes events and Family Health Forums throughout the year. In doing so, the expanded program will provide an estimated 500 athletes a year with quality vision screenings and follow-up care.

In addition, the Mission: Inclusion partnership seeks to build on previous successes by mobilizing local Leos and Lions to hold at least one Unified Sports match, bringing together Leos and Special Olympics Kenya athletes.

After the signing ceremony, more than 100 athletes received vision ex-

aminations as part of the Opening Eyes program. In the future, the Lions of Kenya will help these and other athletes to participate in the Special Olympics Kenya National Games and prepare them for participation for the Special Olympics Summer Games in 2015. Special Olympics and Lions believe in the transformative power of sports and service.

Further history was made when Yamada received the charter application for the first Champions Lions club in Africa dedicated to supporting Special Olympics and working with people with intellectual disabilities. This new club will be the 12th Champions Lions club worldwide since beginning of the global partnership between LCIF and Special Olympics.

# Sight for Kids Expands Beyond Asia

BY ALLIE LAWRENCE

A pair of eyeglasses can bring the biggest smile to a child's face. But the importance of good vision goes far beyond momentary happiness. Seeing clearly can help a child read better, participate in sports and so much more.

Lions Clubs International Foundation (LCIF) and Johnson & Johnson Vision Care Companies (JJVCC) have been working together since 2002 to help millions of children see more clearly through their Sight for Kids partnership program. Launched in Asia and led by local Lions, JJVCC employees and local partners, Sight for Kids engages eye care professionals who train teachers to conduct school-based vision screenings and eye health education in underserved communities. When needed, students are referred to local eye care professionals for eye exams, eyeglasses and further treatment and follow-up care at no cost.

Now, LCIF and JJVCC are expanding their Sight for Kids partnership to communities in Kenya and Turkey. These are the first two countries in Africa and Europe to receive Sight for Kids services. Through the program, more than 20 million children in underserved schools and communities across the Asia Pacific region have already benefited from Sight for Kids.

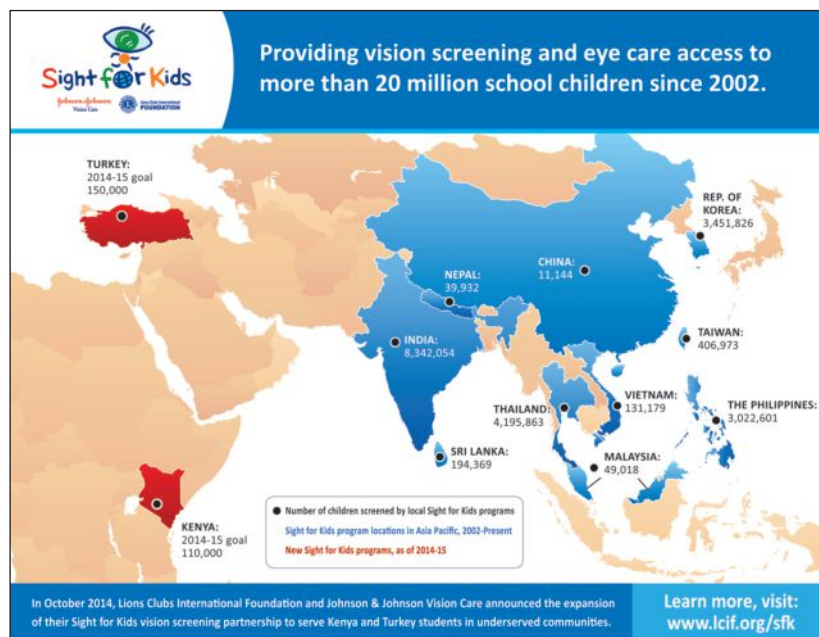
In Kenya, more than 20,000 children have been diagnosed with visual impairments. Sight for Kids Kenya will provide a chance for early detection and treatment of visual impairments and eye diseases. Sight for Kids Kenya plans to train 1,100 teachers in greater Nairobi on eye health and vision screening this year. These teachers will then provide basic eye health

education and vision screenings to students in 55 schools.

"Many children do not know what normal eyesight is, and a lot of eye conditions go undetected. It is very important to spread the word on eye health, as well as to screen children and provide the necessary treatment," says Tanvi Shah, an optometrist at Lions SightFirst Eye

teachers in greater Ankara, with the goal of reaching 150,000 school-aged children in 500 schools. Local teachers will be trained in vision screenings and eye health.

"We know that the economical situation is not so good, especially in rural areas. Many people need many things, but especially eye care," says Zehra Guröl, the founder and project



Hospital in charge of Sight for Kids Turkey. "We're thankful that Lions and Johnson & Johnson Vision Care Companies have come together to help us."

A 2002 study of southwestern Turkey pediatric ophthalmology records showed that nearly 70 percent of children with visual impairment had cases that were considered either preventable or treatable. Sight for Kids Turkey plans to train 1,500

chairperson of Sight for Kids Turkey. "Through Sight for Kids, now we will be able to reach children in need at a more rapid pace, and identify and address vision issues."

Sight for Kids Turkey and Sight for Kids Kenya are sure to make a great impact in communities in need. Through this program expansion, Sight for Kids is saving sight for even more children and spreading smiles around the world.

Watch a brief video on Sight for Kids.



## Serve More with Great Partnerships

There's no better way to reach your service, fundraising and membership goals than to form successful partnerships in your community. Start a new alliance or improve existing partnerships with these tips and tools.

### A Running Partnership

The Whitewater Guide Dogs of the Desert Lions Club in Palm Springs, California, credits the success of their annual Santa Paws 5K Run/Walk to stellar partnerships. Club President Alan Franks explains why.

- “Both the Palm Springs Marathon Runners Club (PSMRC) and my club were looking for a fundraising vehicle that was doable and repeatable. We created a shared vision through the Santa Paws Run.”
- “The partners bring different skill sets to the event—the PSMRC brings race organization and the Lions bring our community contacts for sponsorship and volunteers.”
- “The first year we had 400 participants and raised \$10,000 for Guide Dogs of the Desert. The second year we raised \$17,000 with 600 attendees. We're aiming for 1,000 runners this year. This partnership has provided us with local exposure, recruitment opportunities and a real sense of purpose.”



### Five Tips from an Expert

Author of “How to Jump-start Your Sponsorship Strategy in Tough Times,” Gail Bower is a consultant, coach, writer, and speaker who works with nonprofit organizations to increase revenue, visibility, and impact. Here she offers her top tips on creating successful alliances.

- 1. Think Strategy.** Take a big picture view of your club and define areas that would benefit from partnering. Then ask yourselves what community relationships could be leveraged to expand your impact, increase funds and bring new resources.
- 2. Choose the Right Partners.** Partnerships take time, effort and honest communication. Define the ways that you'll both be and attract the best partners. Avoid partners that may not be a good fit.
- 3. Determine Outcomes.** Is your partner interested in finding potential clients, attracting new customers or generating visibility? Understand and support their desired outcomes and goals.
- 4. Build Relationships.** Strong partnerships are rooted in relationships. Have your partners' best interests at heart and work toward ensuring that their—and your—needs are met.
- 5. Think Ahead.** As you build your relationships, your partnerships can blossom in new ways. Having a long-term perspective will keep the creativity and impact of partnerships alive.



### Partnership Do's and Don'ts

“DO make sure that you educate partners on what the Lions club is, our mission and what we do.”

— Lisa Barker, Humboldt Lions Club, Tennessee

“DO reach out to businesses. Everyone we called said ‘Yes!’ to our request to help with a very successful first-time event. They were flattered to have been asked.”

— Kim Giles, Waco Women's Lions Club, Texas

“DON'T forget to honor your partners. Our club annually selects a community partner of the year. We present a plaque and publish it in the newspapers.”

— Tom Rayfield, Belton Host Lions Club, Missouri

### Just a Click Away: LCI Resources

Check out the LCI webinar, Working Together to Relieve Hunger, to learn best practices for coordinating with food banking partners on this current Global Service Action Campaign.



## Together... We Can Fight Diabetes!

Every 6 seconds someone in the world dies from diabetes. Raise awareness! Organize a **Strides: Lions for Diabetes Awareness** event.

- Mobilize your club
- Sponsor a family-friendly event
- Show your support
- Empower your community

For more information and resources about Strides, contact:  
Health & Children's Services  
[programs@lionsclubs.org](mailto:programs@lionsclubs.org)  
Download Strides publications at: [www.lionsclubs.org](http://www.lionsclubs.org)



Promote the benefits of healthy exercise and help fight diabetes.

## STRENGTHEN THE PRIDE!



Start a club in  
your district!



Ask **1**

Invite a friend, a  
relative or neighbor  
to join your club!

Keep members happy  
and coming back!



Learn more at [Lionsclubs.org/AskOne](http://Lionsclubs.org/AskOne) ■ Email us at: [MembershipPrograms@lionsclubs.org](mailto:MembershipPrograms@lionsclubs.org)





## Facebook Feedback

When the LION posted on Facebook in search of former Leos who became Lions (November 2014 LION, page 44), we received a whopping 71 comments. Lions, thanks for the feedback! Here are a few of the many enthusiastic comments:



**Rebecca Wilcox Lyman** My high school's Leo club began when I was a sophomore. My junior year I was treasurer and my senior year I was president. During college I joined the Terryville Lions Club in Connecticut and I am now the treasurer! I love being a Lion just as much as I loved being a Leo!



**Nial Beaton** I became a Leo at age 12. Ever since I remained in the organization and today I am serving as president of the Gros Islet Lions in St. Lucia. It has been a great experience. I learned a great deal throughout the years serving and I am proud to tell people about the organization.



**Elizabeth Razo** I was one of the vice presidents for our Leo club in high school. It's been 17 years since then. Now I got to join as a Santa Fe Springs Lion in California. Love the motto WE SERVE.



**Lucy Toft** I was a Leo president at the same time that my dad was Lion president! My mum and myself have also been president of the same club as my dad! Stretford & District Lions, England

Want to get social? Find the next question from the LION to Lions on Facebook and Twitter on January 6: *There were a lot of changes in the new LION launched in January. What is your favorite new feature?* 1) cover design; 2) Ask a Lion; 3) Club Toolbox; 4) Club News; or 5) overall look.

## Find it at lionsclubs.org

Whether you're considering taking on a leadership role or looking to improve your leadership skills, head to the Leadership Resource Center. Find training materials, development resources and online courses. Get in the leadership loop with the Leader Network e-newsletter, podcasts, success stories and more.



## Pinned by Lions

The Selma Lions unload the more than 1,000 pounds of donated canned goods collected at the Central Alabama Fair in October. Find the photo along with close to 5,000 more pins on the LCI Pinterest board, a visual clearinghouse for Lions' news and projects. [pinterest.com/lionsclubs](http://pinterest.com/lionsclubs)

## The LION: There's an App for That

Read the LION on your iPad or android tablet today. It's easy to download the app at the Google Play store or the iTunes store and take the LION with you on the go.



## Connect with Us Online: [lionsclubs.org/web](http://lionsclubs.org/web)

Email us at [lionmagazine@lionsclubs.org](mailto:lionmagazine@lionsclubs.org) to submit a comment or make a suggestion for our editors.

## [Thank You



Dogie Dillon enjoys some playtime during his treatment stay in China.

## Taking a Chance for their Son's Sight

When Nicole and Doug Dillon noticed their newborn son's eyes twitching, doctors shrugged it off. But when Dougie was 3 months old and not making eye contact, their concerns were justified—Dougie had optic nerve hypoplasia, an underdevelopment of the optic nerves that causes visual impairment.

"It was really hard to accept," says Nicole Dillon, who lives in Maple Shade, New Jersey. "You have so many dreams for your child, and this felt like a bulldozer over them." Dougie had some light perception but very little vision. Doctors told the Dillons there was no cure. But after doing their own research, they found a promising stem cell treatment in China. The Dillons ensured that the treatment did not use embryonic cells, but solely adult stem cells.

A year later they were busy raising \$45,000 to travel to the other side of the world to help

their son. The Deptford and Winslow Lions Clubs came through with the final \$4,000 needed. The Dillons were soon embarking on their one-month stay in China. "We were nervous, but excited that we could do this for our child," says Dillon.

Almost immediately, Dougie's eye control improved. After they got home, 2-year-old Dougie began walking. Over the next months, he was recognizing colors, letters and objects. "One day I asked him to look at me and when he looked—really looked into my eyes—I cried," says Dillon.

Dogie, now an animated 4-year-old who loves to play music, continues to make strides. The Dillons may go back for more treatments, but for now, Dillon says, "We're just loving spending time as a family and enjoying life."

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 week we were strangers,  
now we're friends."*



Give youth the opportunity to experience life in another country.

The Youth Camp and Exchange Program offers unique learning opportunities:

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



Learn more about the program or how to sponsor or host a youth

[www.lionsclubs.org](http://www.lionsclubs.org) | [youthexchange@lionsclubs.org](mailto:youthexchange@lionsclubs.org) | 630-468-6759





**Avon Lions in Ohio** measure a child's catch of the day during their annual fishing derby for boys and girls. More than 150 children and their families received a free breakfast around the banks of Northgate Park pond. Lions gave dozens of fishing rods and tackle boxes to anglers for the largest of each species caught. They measured each catch, which included a 9-inch bluegill, a 21-inch carp and a 2-foot catfish.

The **Calabar Atakpa Lions Club in Nigeria** organized a 4-kilometer STRIDES Walk to promote diabetes awareness.

In **Vermont**, the town council honored the **Castleton Lions** for their 65 years of service to the community. The club recently donated playground equipment, coordinated a fundraising auction and held its annual fishing derby.

The **Winona Noon Lions** and the **Sunset Lions in Minnesota** packaged 550 Christmas dinners for the less fortunate.

Since the 1990s, the **New Jersey Lions Eyeglass Recycling Center** has collected more than 10.8 million eyeglasses and distributed more than 1.2 million to mission groups going abroad. The center also coordinates an eyeglass collection program with partners that include students at a school for the deaf, correctional facility inmates and volunteers.

With the help of school and community volunteers, the **Vass Lions** in

**North Carolina** completed their 61st annual Christmas Food Drive. They delivered baskets to 235 families in need.

The 40 members of the **Riverdale Leo Club in Wisconsin** gave \$1,500 in donations to people in need and collected and distributed more than 1,000 pounds of non-perishable items for a food pantry.

**District R 1 Lions in the Dominican Republic** sponsored a Walk for Diabetes to raise money to fight the disease.

The **Lansing Lions Club in Illinois** donated more than \$400 to a community Meals on Wheels program.

**District 60 A Lions in the Republic of Trinidad and Tobago** distributed 36 white canes to blind and visually-impaired people and purchased two laptops and speech software for the Blind Welfare Association.

**Buena Park Noon Lions in California** cooked up an early-morning pancake and sausage breakfast for their community's Eggstravaganza the day before Easter. All funds raised from the breakfast go toward local service activities.

The **Ocean City Lions Club in Maryland** sold 125,000 raffle tickets to win a Dodge Challenger RT Classic. Seven months of ticket sales resulted in the club netting more than \$53,500 for its service projects. Lions estimate that they invested 1,540 hours volunteering in prominent outdoor locations to sell the tickets.

The **Imperial Lions Club's Medical Foundation** screened eyes and gave free prescription eyeglasses to 937 people who attended a joint project between the club and the **California Lions Friends in Sight** program. Originally scheduled to be a one-day event, Lions extended it another day because of high attendance.

The first project of the **Southern Regional Leo Club in New Jersey** was a schoolwide collection of coloring books and crayons that was given to

the pediatric unit of a hospital. The club also sponsored a "Flip flops for the Philippines" collection that donated more than 50 pairs of flip flops to provide foot coverings for victims of the typhoon. A shipping company in northern New Jersey sent the donations free of charge.



The **Lions Club of Bitola** marked World Sight Day by donating an audio book to all associations for the blind in **Macedonia**. Written and narrated by club president Marjan Tanusevski (right), the audio book is played during a special presentation by Steve Kostadinovski, president of the Association of Blind People in Bitola, which has 220 members. The audio book is a history of Bitola, recorded in both Macedonian and English. Each copy also has an explanatory page in Braille.

Frosty the Snowman, also known as Lion Elaine Ord, made a surprise visit to help Santa Claus entertain at the children's Christmas Party sponsored by the **Falls Lions Club in Pennsylvania**.

The Council of Past District Governors of **District 306 B1 in Sri Lanka** established a trust in memory of Past International Director Chuck Wijanathen. This trust will administer the Training Institute for Emerging Leaders as well as the Training Institute for Leos and Youth Groups.

**Rainier Lions in Washington** learned from a member who is a nurse that children in their small community were

not being inoculated against childhood diseases because of cost. Lions arranged for health care providers to inoculate those schoolchildren against measles and other diseases that require children's immunizations.

The **Sharon Lions** in **Wisconsin** gave \$6,000 to the village of Sharon to cover costs for a new park shelter.

The **Biratnagar Central Megha Leo Club** in **Nepal** provided new school uniforms and school supplies for students in a remote village school to celebrate Children's Day.

Members of the **St. Andrew's Lions Club** in **Grenada** fed the homeless after seeking them out in various locations and bringing them hot meals.

More than 30 percent of children screened by the **Guwahati Metro Lions Club** in **India** were discovered to need further care and/or eyeglasses. Approximately 600 students were screened, and Lions are paying for necessary follow-up care including medications and eyeglasses.

The **Bombay Mahanagar Lions** in **India** sponsored an event to fit people in need with prosthetic limbs and feet. The project has been held annually for the past eight years in the orthopedic department of a local hospital.

**Prospect Lions** in **Ohio** have raised funds since 1945 to support scholarships and a July 4th celebration. Among their fundraisers are broom and light bulb sales, selling hamburgers at a farmer's market and a White Cane sale.

**El Cajon Valley Lions** in **California** volunteered at Lions Camp Jack, a two-week summer camp program that hosted 144 at-risk youth from the San Diego area. They also held a fishing clinic for campers.

**South Charleston Lions** in **West Virginia** picked up five bags of trash discarded on part of a local highway the club adopted. They clean the road three times a year.

**Corpus Cristi Southside Lions** in **Texas** annually give dictionaries to

third-graders at a school when they return to class after summer.

A Fourth of July barbecue netted more than \$4,100 for the **Franklin Lions Club** in **North Carolina**.

In **New Jersey**, the **Westville Lions'** mascot pulled double duty at the club's Easter egg hunt by posing as the "Easter Lion" to the amusement of many children.

Blind and visually impaired "shoppers" from the Vision Center on Blindness (VCB) in Spring Valley, **New York**, check out merchandise they can take home at no charge. Hundreds of items ranging from shoes and accessories to



clothes and casual clothing, all collected by the **Putnam Valley, Monsey Ramapo** and **North Rockland Lions clubs**, were scooped up by eager participants. Items were donated from District 20 R1 and beyond, says Lion Dina Nejman, who helped organize the event. Lions were on hand to assist shoppers.

Three members of the **Adrian Evening Lions Club** in **Michigan** were part of a 13-team Supermarket Sweep competition that ran through a market for five minutes loading up a grocery cart. All items were then donated to a food bank. Lions had to keep one hand on the cart while they swept food off the shelves into it.

**Fort Vancouver Lions** in **Washington** prepared and served dinner to families attending an open house at a local school marking students' seasonal return to school. They also netted nearly \$2,000 from two different fundraising sales of cherries.

**Lions** in **Trumbull, Connecticut**, delivered a recent shipment of nearly 700 donated eyeglasses to New Eyes for the Needy in New Jersey.

**Allahabad Angel Lions** in **India** paid school tuition for five students, prepared and served dinner to children living in a home for the blind and honored 71 teachers with certificates of appreciation.

The **Table View Lions Club** in **South Africa** donated a tree to a school for students to plant in celebration of Arbor Week.

The **Enid Lions** in **Oklahoma** continued their annual tradition of grilling and serving hamburgers and other lunch items to teachers and school support staff on their first day of school.

**Sacramento Senator Lions** in **California** collected school supplies for children in Africa as well as two local elementary schools.

The **Campbell Lions Club** in **Kentucky** donated \$1,000 to Lions Camp Crescendo to help pay for unexpected plumbing repairs and also collected and shipped 196 used eyeglasses to a Lions recycling center.

**Leavenworth Lions** and **Leos** in **Kansas** raised more than \$11,000 over 17 days selling candy canes.

The **Fort Wayne Central Lions Club** in **Indiana** gave \$1,000 to the Fort Wayne Children's Zoo to help build an Australian Adventure area. The funds were given in honor of 2013-14 International President Barry J. Palmer.

**Quakertown Lions** in **Pennsylvania** prepared and served meals to a group of disabled adults. They also made \$425 from a yard sale of donated items.

Members of the **Francis Scott Key (FSK) Lions Club** in **Maryland** have been donating non-perishable items for 10 years to a food bank. They also donated school supplies for children in need and collect used greeting cards for recycling for St. Jude's Ranch for Children.



### STAFF

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

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

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

Official publication of Lions Clubs International. Published by authority of the Board of Directors in 20 languages—English, Spanish, Japanese, French, Swedish, Italian, German, Finnish, Korean, Portuguese, Dutch, Danish, Chinese, Norwegian, Icelandic, Turkish, Greek, Hindi, Indonesian and Thai.

Contents copyrighted © 2015 by The International Association of Lions Clubs. All rights reserved. Reproduction wholly or in part, except as brief quotations, is prohibited except with written permission.

### ADVERTISING SALES Chicago

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

### East Coast

Stephanie Bernbach-Crowe  
 RB Advertising Representatives  
 195 Cleveland Drive  
 Croton on Hudson, NY 10520  
 914-827-0015  
[stephanie@rbadvertisingreps.com](mailto:stephanie@rbadvertisingreps.com)

### Central US

Tom Rickert  
 Rickert Media, Inc.  
 1745 Wazee Street  
 Denver, CO 80202  
 720-524-4859  
[tom.rickert@rickertmedia.com](mailto:tom.rickert@rickertmedia.com)

Pat Rickert  
 Rickert Media, Inc.  
 6710 Garfield Avenue South  
 Minneapolis, MN 55423  
 612-861-1991  
[pat.rickert@rickertmedia.com](mailto:pat.rickert@rickertmedia.com)

### SUBSCRIPTIONS Change of Address

[stats@lionsclubs.org](mailto:stats@lionsclubs.org), 630-203-3830  
 Or send your new address to:  
 Circulation Manager, LION Magazine  
 300 W 22nd Street, Oak Brook, IL  
 60523-8842

### EXECUTIVE OFFICERS

President Joseph Preston, Dewey, Arizona, United States; Immediate Past President Barry J. Palmer, North Maitland, Australia; First Vice President Dr. Jitsuhiro Yamada, Minokamo-shi, Gifu-ken, Japan; Second Vice President Robert E. Corlew, Milton, Tennessee, United States. Contact the officers at Lions Clubs International, 300 W. 22nd St., Oak Brook, Illinois, 60523-8842, USA.

### DIRECTORS

#### Second year directors

Fabio de Almeida, São Paulo, Brazil; Lawrence A. "Larry" Dicus, California, United States; Roberto Fresia, Albissola Marina, Italy; Alexis Vincent Gômès, Pointe-Noire, Republic of Congo; Cynthia B. Gregg, Pennsylvania, United States; Byung-Gi Kim, Gwangju, Korea; Esther LaMothe, Michigan, United States; Yves Léveillé, Quebec, Canada; Teresa Mann, Hong Kong, China; Raju V. Manwani, Mumbai, India; William A. McKinney, Illinois, United States; Michael Edward Molenda, Minnesota, United States; John Pettis Jr., Massachusetts, United States; Robert Rettby, Neuchatel, Switzerland; Emine Oya Sebük, Istanbul, Turkey; Hidenori Shimizu, Gunma, Japan; Dr. Steven Tremaroli, New York, United States.

#### First year directors

Svein Øystein Berntsen, Hettlevik, Norway; Jorge Andrés Bortolozzi, Coronda, Argentina; Eric R. Carter, Auckland, New Zealand; Charlie Chan, Singapore, Singapore; Jack Epperson, Nevada, United States; Edward Farrington, New Hampshire, United States; Karla N. Harris, Wisconsin, United States; Robert S. Littlefield, Minnesota, United States; Ratnaswamy Murugan, Kerala, India; Yoshinori Nishikawa, Himeji, Hyogo, Japan; George Th. Papas, Limassol, Cyprus; Jouko Ruissalo, Helsinki, Finland; N. S. Sankar, Chennai, Tamil Nadu, India; A. D. Don Shove, Washington, United States; Kembra L. Smith, Georgia, United States; Dr. Joong-Ho Son, Daejeon, Republic of Korea; Linda L. Tinchler, Indiana, United States.

## Contest Winners Announced

Thirteen Lions clubs won the Innovative Member Recruiting Contest for their clever and successful efforts to add or induct new Lions. Clubs submitted their member recruiting stories to Lions Clubs International and were judged on the quality, creativity and effectiveness of their invitations to potential members, recruiting campaigns and induction ceremonies. Winners are:

- Montebello Lions Club, California, District 4 L2
- Groton Lions Club, South Dakota, District 5 SE
- Columbia Lions Club, Tennessee, District 12 I
- Northern Columbia Lions Club, New York, District 20 O
- Door Village Lions Club, Indiana, District 25 A
- Richfield Lions Club, Wisconsin, District 27 A2
- Ashland Lions Club, Massachusetts, District 33 K
- Höör Lions Club, Sweden, District 101 S
- Worthing Lions Club, England, District 105 SE
- Varkaus Justina Ry Lions Club, Finland, District 107 K
- Anglesea Lions Club, Australia, District 201 V2
- Mangonui Lions Club, New Zealand, District 202 K
- Chapeco Universidade Lions Club, Brazil, District LD 8

## Corrections

Past District Governor Austin D'Souza is shown with his daughter, Angel, on page 34 in the November LION, and he also took part in the ceremony at the grave of Melvin Jones.

The bust of Melvin Jones in the photo on page 8 of the November LION was donated to Lions Clubs International by the Multiple District B (Mexico) Council of Governors in 2010.

The name of the Wawanesa Lions Club in Manitoba, Canada, was spelled incorrectly in the November issue.

The Chester Lions Club is located in New Jersey.

The LION regrets these errors.

# Anniversaries

## December 2014

**95 Years:** Muskegon Host, Mich.; Shawnee, Okla.; Wichita Downtown, Kan.

**90 Years:** Atlantic Highlands, N.J.; Buckhannon, W.V.; Coatesville Area, Pa.; Forsyth, Mont.; Nutley, N.J.; Palestine, Ill.; Port Washington, N.Y.; Seaforth, ON, CAN; Stroudsburg, Pa.; Thermopolis, Wyo.

**85 Years:** Cut Bank, Mont.; Lovelock, Nev.; Panguitch, Utah; Seiling, Okla.; Winnemucca Host, Nev.

**80 Years:** Logan, Utah; New Bedford, Mass.

**75 Years:** Brooklyn Greenpoint, N.Y.; Canton, Miss.; Crete, Ill.; Dewitt, Ark.; Mesquite Host, Texas; Milverton, ON, CAN; Morton Grove, Ill.; Roseville, Ohio; Suffern, N.Y.; Yorktown, Texas

**50 Years:** Bethlehem, N.C.; Laton, Calif.; Lee, Mass.; Skeena, BC, CAN; Virginia Beach Princess Ann, Va.

**25 Years:** Broomfield Tri-County, Colo.; Epsom Chichester, N.H.; Higginsville Lafayette, Mo.

## January 2015

**95 Years:** Detroit, Mich.; Durant, Okla.; Lansing Host, Mich.; Norman, Okla.

**90 Years:** Decatur, Texas; Murphysboro, Ill.; Stratford, ON, CAN; Victoria, Texas; West Chester, Pa.

**85 Years:** Hamilton, Mont.; Indianola, Iowa; Jetmore, Kan.; Marinette, Wis.; Milton, W.V.; Red Cloud, Neb.; Tremonton, Utah; Trumann, Ark.; Washington, Kan.; Waverly, N.Y.

**80 Years:** Altavista, Va.; Buena Vista, Ga.; Dunkirk, Ind.; Gaston, Ind.; Toronto Beaches, ON, CAN; Washington Island, Wis.

**75 Years:** Alachua, Fla.; Benton, Ky.; Blakely, Ga.; Clifton, Ill.; Craigsville, Va.; Follansbee, W.V.; Glassport, Pa.; Hopkinsville, Ky.; Hot Springs, Mont.; Houma, La.; Humboldt, Tenn.; Irwin, Pa.; Kalama, Wash.; Kohala, Hawaii; Ladoga, Ind.; Le Grand, Calif.; Lodi, Calif.; Mullens, W.V.; Platte City, Mo.; Port Allen, La.; Rudyard, Mich.; Ruidoso, N.M.; Seagraves, Texas; Seattle Lake City, Wash.; Senath, Mo.; Seymour, Mo.; St. Marys, ON, CAN; Stigler, Okla.; Tolono, Ill.; Wahiawa, Hawaii; Yazoo City, Miss.

**50 Years:** Buies Creek, N.C.; Chandler, QC, CAN; Gila Bend, Ariz.; Joppatowne, Md.; Maribel, Wis.; Millington, Mich.; Mont Joli, QC, CAN; Southey District, SK, CAN; Swartz, La.; West Cobb, Ga.

**25 Years:** Hephzibah, Ga.; Kinmount & District, ON, CAN

Anniversaries are based on the official records of Lions Clubs International. The recorded charter date at LCI sometimes differs from local club records.

The Higher Key Awards honor Lions sponsoring members.

**The 98th Lions Clubs International Convention**



**HAWAII** June 26 - 30, 2015

**Exclusive Lions Hawaii Cruising & Tours**

**7 day Hawaii Cruise on Norwegian Cruise Line's Pride of America**

**7 day Hawaiian Island Cruise**  
Jul 4-11 from \$2025USD\*  
Jun 20-27 from \$2440USD\*

**4 Day Maui Magic Package**  
from \$490USD\*

**4 Day Aloha Oahu Package**  
from \$333USD\*

**4 Day Kauai Explorer Package**  
from \$515USD\*

**4 Day Hawaii's Big Island Package**  
from \$429USD\*

**GUARANTEED DEPARTURES**

- We will customize any itinerary
- Please inquire for Special Lions Airfare rates

**CALL GOWAY TRAVEL - your LCI EXPERTS**  
1 877 469 2914 (Toll free for Lions)  
Email: [lions@goway.com](mailto:lions@goway.com)  
For more info visit: [www.goway.com/lions](http://www.goway.com/lions)  
\*prices are per person based on double occupancy, land only

**Goway**  
Preferred Agent 2015 Lions Clubs Convention

## Plusoptix. Vision screening products with the flexibility to fit your program.



Plusoptix continues to support the Lions KidSight USA initiative by providing your Lions club with the necessary tools to run a successful program. Our validated technology delivers the most accurate and reliable results on the market. Through three available models, Plusoptix offers pricing options and product features to best fit the needs of your program.



To speak with a Plusoptix representative, please call (800) 488-6436.  
[www.plusoptix.com](http://www.plusoptix.com)

**plusoptix**  
insightful technology





## Santa Clawed

A boy gets better acquainted with the man in the red suit at a Christmas party held by the Miskolc Lions Club at a school for students with special needs in Hungary. The Lions gave each child a gift, says Péter Koleszár, president.

Reliable, Carefree, Expertly Run Travel since 1967!



## National Parks Tour

Explore the Spectacular Golden West

**14 days from \$1299\***

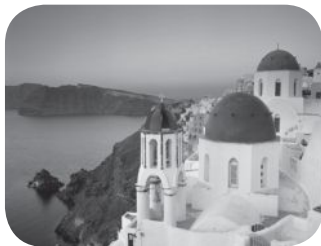
Departs June 2 & July 28, 2015. Fly into fabulous Las Vegas for one night. The following day your adventure begins as you travel to the grandest of all parks - **The Grand Canyon**. Marvel at various scenic viewpoints and spend one night inside the park. Continue to Monument Valley, followed by Zion National Park and Bryce Canyon. Travel northeast through Capitol Reef National Park to Arches National Park, with over 2000 natural sandstone arches and the enchanting vistas at Canyonlands National Park. Drive through the beautiful mountain ranges and visit the **Great Salt Lake** and world-famous Bonneville Salt Flats. Explore Winnemucca; Reno; majestic Lake Tahoe and historic Virginia City. Continue to **Yosemite** and be amazed at the magnificent granite cliffs and waterfalls; then witness the giant redwood trees in Kings Canyon and Sequoia National Parks. Spend one final day back in Las Vegas where you may wish to try your luck or take in an entertaining show.

\*PPDO. Plus \$159 tax/service/government fees. Add \$100 for June 2<sup>nd</sup> departure date. Alternate May - September departure dates available. Seasonal charges may apply. Add-on airfare available.

## Greece & Her Islands

**10 days from \$1399\***

Departs September 2, 2015. Your vacation begins in the enchanting city of Athens. Discover some of the world's most famous sights on a tour including the Acropolis and The Parthenon, The Temple of Olympian Zeus, Constitution Square and additional time to explore on your



own. Visit the magical Island of Mykonos for two-nights, with remarkable whitewashed buildings, windmills and domed churches. Next, you'll travel to the volcanic island of Santorini, renowned for producing some of the best wine

in Greece. You'll have two-days on this unique island paradise with time to explore the Red and Black beaches and beautiful traditional villages. Then return to Athens for one final night before flying home. *Tour includes 10 meals.*

\*PPDO. Plus \$299 tax/service/government fees. Alternate departure dates available in 2015. Seasonal charges may apply. Add-on airfare available.

## Sights of Scotland

Discover Scottish Landmarks

**10 days from \$1499\***

Departs September 2, 2015. Start in Edinburgh, the capital city of Scotland with a panoramic tour where you'll visit the medieval **Edinburgh Castle** that is visible for miles and see the Scottish Crown Jewels. Travel to The Highlands, with a stop at the iconic Scone Palace along the way and



enjoy a scenic drive through Cairngorms National Park. Witness the stunning views of Inverness and **Loch Ness** where you'll take a short scenic cruise. Continue to the Isle of Skye and Fort William, near the UK's highest mountain, Ben

Nevis. Head South along Scotland's shoreline into Argyll with a visit to Inveraray Castle. Complete your vacation in **Glasgow**, the biggest city in Scotland for a city tour where you'll visit the popular park - Glasgow Green and George Square. *Tour includes eight breakfasts and four dinners.*

\*PPDO. Plus \$299 tax/service/government fees. Alternate departure dates available in 2015. Seasonal rates may apply. Add-on airfare available.

**VMT**<sup>TM</sup>  
**vacations**  
It's time to travel

**Call for Details!**  
**888-817-9538**

**Travel with  
other LION  
Members!**

Lions Club International not responsible for losses incurred.



ACT NOW & **SAVE \$10**



**COMFORT CASUAL LEATHER SHOES**

now only

**29<sup>99</sup>** per pair  
Reg. 39.99

Dr. Scholl's is a registered trademark of MSD Consumer Care, Inc. © 2015 MSD Consumer Care, Inc. All rights reserved. MagicCling™ is a trademark of Haband Company.

Soft Padded Collar!

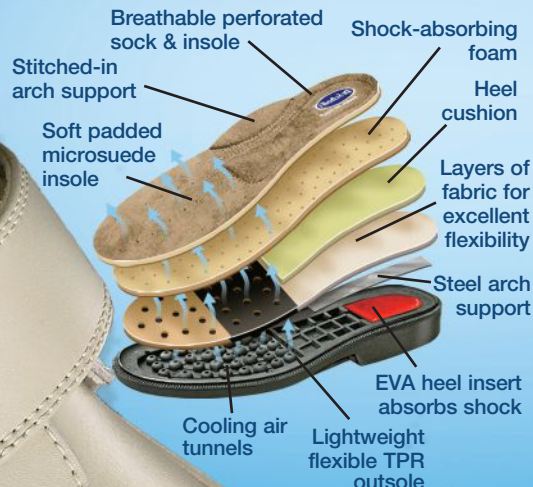
Traction Treaded!

Easy On & Off MagicCling™ One-Strap!

Driftwood

Supple Leather!

**Double Air-Pillo** COMFORT-FLO DESIGN



Plus, **FREE SHIPPING!**

**Plus these Best Features at the Best Price:**

- ★ **Genuine Leather Uppers!** Our most buttery soft long-wearing leather with supple, durable man-made trim!
  - ★ **Comfort-Flo Design Outsole!** Custom designed for us, this outsole passes air through the shoe with each and every step you take!
  - ★ **One-Strap MagicCling™!** No bothersome laces, just a quick & easy MagicCling™ strap that never comes undone!
  - ★ **AVAILABLE IN SIZES UP TO 14EEE!**
- Plus, FREE SHIPPING! Order Today!**

*Haband!*

#1 Bargain Place  
Jessup, PA 18434-1834



**COMFORT CASUAL LEATHER SHOES**

now only

**29<sup>99</sup>\*** per pair

2 pairs 56.47 • 3 pairs 81.45 • 4 pairs 105.37

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



☐ Visa ☐ MC ☐ Discover® ☐ AmEx ☐ Check

Card # \_\_\_\_\_ Exp.: \_\_\_\_/\_\_\_\_/\_\_\_\_

Mr. Mrs. Ms. \_\_\_\_\_

Address \_\_\_\_\_ Apt. # \_\_\_\_\_

City & State \_\_\_\_\_ Zip \_\_\_\_\_

Phone/Email \_\_\_\_\_

I enclose \$ \_\_\_\_\_ purchase price, and only \$~~5.99~~ shipping & handling for my entire order. Please add applicable state & local sales tax for the following states: AZ, GA, MA, NJ, PA, WI, & WV.

**FREE SHIPPING!**

**On-Line Quick Order**

Imported

	7X4-4788V	WHAT SIZE?	WHAT WIDTH?	HOW MANY?
2G	DRIFTWOOD			
1C	BLACK			
04	BROWN			
2E	KHAKI			
06	GREY			
U4	DARK TAN			

<b>D Widths:</b>				
7	7½	8	8½	9
10	10½	11	12	13
14				
<b>*EEE Widths (\$4 more per pair):</b>				
7½	8	8½	9	9½
10	10½	11	12	13
14				

**100% Satisfaction Guaranteed**

or Full Refund of merchandise purchase price.

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



**For Faster Service Call: 1-800-543-4810 or visit [www.Haband.com/bestdeals](http://www.Haband.com/bestdeals)**