

# LION



M.D. "A" Edition March/April 2014

[www.lionsclubs.org](http://www.lionsclubs.org)

*We Serve*

## Lions promote immunizations against measles in Botswana

See pages 7, 12 & 13



## Markham Lions

The Markham Lions Club held their 70th Charter Anniversary banquet on November 16, 2013 where three of our members received awards.



District Governor Lion Lloyd Clifton presented Lion Fred Sheehy-PDG (centre) with a Life Membership Award in Lions. Lion Fred has volunteered in the Markham community for more than 45 years and is still a very active member of the Club. Lion President Ken Drynan is on the left

District Governor Lion Lloyd Clifton presented Lion George McKelvey with the Melvin Jones Fellowship Award



District Governor Lion Lloyd Clifton presented Lion Carl Vanseder (PRC) with the Melvin Jones Fellowship Award: Lion President Ken Drynan is on the left

## Delaware Lions Club

Delaware Lions celebrated with **Lion Peter Vanos**, his wife Nellie and his Grandson Lion Matt at the presentation of his LCI "LIFE MEMBERSHIP"!

Lion Peter is a Charter Member of the Delaware Lions Club, serving his community from 1971 to the present. With community in mind, Lion Peter was really interested in providing Delaware and its families with the needed facilities and the 'extras' for their enjoyment. He has achieved 100% Attendance for 42 Years by attending meetings and

more importantly giving of his time and efforts to promote Lionism and initiating Fundraising Activities and Community Projects. Lion Peter has dedicated his many skills, resources and generosity to the benefit of others, both young and older, always demonstrating his leadership through dedication and example. Lion Peter has been and continues to be a very visible Lion serving others while always keeping in mind and applying the motto "WE SERVE!"



Lion Peter Vanos is presented with a Lions Clubs International "LIFE MEMBERSHIP" !

## Beamsville Lions Club

During a special meeting of neighbouring clubs and PDG Dignitaries, **Lion Herb Morrison** was honoured by his club with the Helen Keller Fellowship Award. During the winter of 1948, ten members of the Beamsville Lions Club, mostly residents of the Jordan area, decided to form a new Lions Club in Jordan. The Beamsville Lions concurred with their wishes and sponsored the Jordan Lions Club.

Lion Herb was one of the ten Beamsville Lions members that chartered the Jordan Lions on March 31, 1948. Herb continues to be an active member of Lions with 68 years of service: 66 years as a Jordan Lion and will celebrate his 90th birthday on February 11, 2014.



Posed for the photo opportunity are (L-R) IPCC Bradd Anderson, Lion Chief Mike Mahood, Lion Herb Morrison (with the Helen Keller Fellowship), A-2 DG Jim Rohrbach, PDG Joyce Harvey and IPDG Allen Snider

Congratulations Lion Herb Morrison now a Helen Keller Fellow!

## Amaranth Lions Club

On the 150th anniversary of Orangeville's incorporation, Amaranth **Lion Bruce Blears** and **Lion Marian Pilatzke** were presented with sesquicentennial commemorative awards. Mayor Rob Adams (centre) presented the awards to recipients at the Town's Incorporation Party at the Town Hall December 22nd 2013. The awards were created to mark the Town of Orangeville's year-long sesquicentennial

celebration and to honour those who have made significant contributions to the community.



**LIONS PLEASE CHECK YOUR CAMERA SETTINGS!** When taking photos for The Lion please ensure your camera's resolution is set as high as possible. Check your instruction manual if unsure. Many cameras default to a low resolution Web setting which is insufficient for printing! Thank You!

# THE Lion



**We Serve**

**On the cover:**  
Catherine Ncube's 11-month-old son Tshepo Isaac was immunized against measles at a clinic in Francistown, Botswana, where Lions have promoted immunizations. See more on pages 12-13.

**W**elcome to the March/April Edition of *The Lion*. To submit stories, photos, comments or suggestions, please contact your District Reporter (Pg 26) and please remember to check your camera settings to ensure highest resolution pictures.

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Management Committee Lion Magazine  
John Stewart PDG  
Jack Fisher

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

## Reinvent Yourself as a Social Media Star

I made my living selling homes. To be a success—and business was brisk for me—you had to use all the tools at your disposal. Newspaper ads in particular helped showcase homes and attract buyers. That was then. Today, as I am sure you know, the

Internet is crucial to the real estate business. **The point is that you have to adapt or wither and die.**

Lions clubs don't sell a product, of course. But we do have to sell ourselves in the marketplace of perception, visibility and viability. Lions don't have to

be hip. **But we need to be out there—on the web, Facebook, Twitter and so forth.**

Sometimes the smartest, most capable people fall behind the pack because of an inability to adapt and be flexible. "I think there is a world market for maybe five computers," Thomas Watson, chairman of IBM, famously said in 1943. "Who the heck wants to hear actors talk?" said H. M. Warner of Warner Brothers in 1927.

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

Well, conversely in 2014 you don't have to be a genius to promote Lions and in so doing add members, especially younger members, draw more people to events and improve club morale, communications and attendance. *You actually just need*

*to turn to page 11 and discover 25 simple steps to get the most out of social media.*

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



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



**More than 11,000 Lions in Nepal helped mobilize communities in the measles campaign there**

Roger Bannister, a 25-year-old, little-known medical student in England, made history in 1954 when he ran the mile in under 4 minutes. Elite runners had been trying for years to crack the 4-minute barrier. **Some observers speculated that such a feat was impossible.** People could run only so fast. They believed we had reached the limits of speed. When Bannister broke the tape about half a second under

## History Teaches That We Sell Ourselves Short

4 minutes, spectators erupted in pandemonium. The improbable had happened. Yet here is something ever more astonishing: within five years of his feat, more than 100 people had done it. *Today it's done almost routinely.*

What we think is nearly impossible often can be quite achievable. This applies to Lions. It always has. It especially does now that Lions are partnering with the GAVI Alliance (see page 7) to protect tens of millions of children from measles, which kills 160,000 people every year. Most of them are under the age of 5. How incredibly sad. That has been the reality—but not any longer. **We will speed ahead, break the tape and make sure children and adults do not die needlessly.**

I tell Lions to Follow Your Dream. Bannister did. Every great person and group does. Lions are great,

and perhaps the most consequential actions we take are through the Lions Clubs International Foundation, which is spearheading the measles campaign. *Our service is multiplied exponentially through LCIF.* Our foundation is how we pool our resources and channel our good will.

Please continue to support LCIF. Your service in your own community is invaluable. **Your support of LCIF lifts Lions into a whole new realm of possibilities.** Let's dream big, reach for the stars and stamp out measles.



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

## Past President Åkestam Dies at Age 89

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

As president, Åkestam expanded Lions Quest beyond the United States and the United Kingdom into seven new nations. He also favored admitting women

as Lions, and at his outgoing international convention in 1987, held not long after the U.S. Supreme Court ruled in a case involving Rotary that excluding women was discriminatory, Lions voted to admit women.

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



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

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

# HIGHLIGHTS OF THE MARCH 1st GOVERNORS' COUNCIL MEETING

**2014 MDA Convention** – The Multiple District 'A' Convention is being held in conjunction with the District A12 Convention, May 2nd to 4th, 2014 at Deerhurst Resort in Huntsville. Events include the Stew O'Brien Golf Tournament, free entertainment on Friday evening, Opportunities for Youth breakfast & presentations on Saturday, Awards Luncheon with LCI Vice President Joe Preston as the guest speaker, information & training sessions, Saturday evening Banquet and the Lions Memorial Service on Sunday.

**2014 LCI Convention** – The 97th Lions Clubs International Convention will be held on July 4th to 8th, 2014 in Toronto. To date there have been more than 14,000 registrants from around the world. More than 800 Canadian Lions have registered with 500 of these coming from Multiple District 'A'. There is a need for approximately 700 volunteers and to date over 400 Lions have enrolled as volunteers. The Parade will be held on Saturday, July 5th with a step-off time of 10:00 a.m. Nearly \$30,000. was realized from the Maple Leaf Getaway Weekend Draw. The winner of the draw was the Bobcaygeon & District Lions Club (A16).

**Promotion Committee** – The MDA Breakfast at the International Convention will be held on Saturday, July 5th from 7:30 a.m. to 9:00 a.m. at Simcoe Place Tower, 200 Front Street at Simcoe Street, Toronto. The cost is \$12.00 per person and advance tickets are required. The Canadian Lions Caucus Meeting will be held on Saturday, July 5th from 3:30 p.m. to

5:00 p.m. at the Royal York Hotel.

**Administration Committee** – Council approved the recommendation of the Administration Committee to appoint PDG Dave Hewitt (A12) to the position of MDA Treasurer for a five year term commencing July 1st.

**Global Leadership Team** – Training for the 1st Vice District Governors and Partners has been ongoing. Two separate information sessions are planned for convention registrants on the Saturday afternoon of the MDA Convention. A special two day training workshop for the 2nd Vice District Governors is planned for May 31st & June 1st.

**Global Membership Team** – The membership count in MDA for this Lions year shows regained strength. Results suggest that the Districts are addressing the challenges. A GMT Session is being planned for the MDA Convention.

**Opportunities for Youth** – The MDA Effective Speaking Competition is being hosted by the St. Thomas Lions Club and will be held Saturday, May 31st at the Four Points by Sheraton Hotel in London. Plans are well underway for a proposed CNIB/YCE Camp to be held this summer at Lake Joseph for five visually impaired young people from overseas. There have been four new Leo Clubs formed in MDA to date this year. The theme for the Peace Poster/Peace Essay Contests is 'Peace, Love and Understanding'. Kits are now available until October 1st at a cost of \$11.95 plus shipping. The

following youth programs will be highlighted at the MDA Convention: Youth Camp & Exchange, Effective Speaking, Leos, Peace Poster/Peace Essay and Lions Quest.

**International Advisory Committee** – Council adopted the recommendation from the International Advisory Committee to endorse PID Michael Butler from Texas as the candidate for the office of 2nd Vice President of Lions Clubs International. Elections will take place during the International Convention in Toronto.

**Lions Foundation of Canada** – Following up on the successful introduction last November of the newest program, the Diabetic Alert Dog Program graduated a second class of guide dogs on February 13th. The annual Evening for Dog Guides is planned for May 1st in Oakville. The evening will feature a cocktail reception and live auction with items such as gift certificates, vacation packages, culinary experiences, sporting tickets, entertainment outings, golf getaways and technology gadgets. Tickets are \$20.00.

**Research & Long Range Planning** – Council adopted a Motion requesting the Research & Long Range Planning Committee to investigate & bring forth a recommendation in respect to a new method to elect the MDA Council Chair.

**For more information, questions or concerns relating to these highlights please contact MDA Secretary John Stewart at email: [secretary@mdalions.org](mailto:secretary@mdalions.org).**

## Dist A16 Lions Inaugural Walk/Run For Happiness

As part of Mental Illness Awareness Week in Canada and World Mental Health Week, the inaugural Lions Walk/Run for Happiness, a legacy initiative of District A16 Lions Clubs International was held on Sunday, October 6, 2013 at Milne Dam Conservation Park, Markham, under the patronage of the Mayor of City of Markham, Mr. Frank Scarpitti.

Walkers and runners, including Public leaders, the Mayor Frank Scarpitti, Hon John McCallum, MP, Hon Paul Calandra, MP, business and healthcare leaders, participated in the walk despite the rain and cold weather. This year's goal of twenty-five thousand dollars was reached. Moe Anwar presented cheque from event sponsor RBC Wealth Management Dominion Securities.

The LIONS WALK/RUN FOR HAPPINESS is a community family fun event and an effective way for concerned citizens to be part of the LIONS WALK to Support Mental Health. Like cancer, diabetes and heart disease, mental illness is a public health concern. LIONS WALK/RUN will help promote awareness of this most pressing concern.

The funds will support mental health programs at

The Markham Stouffville Hospital, The Canadian Mental Health Association (South Simcoe, York Region) and Ontario Shores Foundation For Mental Health Sciences.

On November 22, 2013, **Lion Gobind Sharma**, Chair, Mental Health Program Dist A16 Lions Cabinet Committee at Dist A16 Lions Clubs International organized an appreciation dinner for the volunteers, sponsors and media partners who made Lions Walk/Run for Happiness a grand success. Cheque donations of \$15,000 (\$5,000 each) were made to three beneficiaries; the Ontario Shores Foundation For Mental Health Sciences, the Markham Stouffville Hospital and The Canadian Mental Health Association. Moe Anwar, Investment Advisor and Associate Portfolio Manager at RBC Dominion Securities made an additional donation of \$5,000 to the Markham Stouffville Hospital. The District Governor presented appreciation plaque to the Mayor Of Markham, Frank Scarpitti, the patron of the walk.

The LIONS WALK FOR HAPPINESS will be an annual event to be held under the District A16 Mental Health Awareness Committee. This year the inaugural walk was well covered by Asian Television Network (ATN), the Voice Weekly, The Hindi Abroad, The Markham Economist and the Snap Markham.

Visit [www.lionswalk.org](http://www.lionswalk.org), [a16lionswalk@gmail.com](mailto:a16lionswalk@gmail.com) 647.998.1987

*submitted by: Gobind Sharma, Chair, A16 Mental Health Awareness Committee*



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

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

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

Sincerely,



**Wayne A. Madden**

**LCIF Chairperson, Immediate Past International President**

“When I was chairperson, I had the honor of personally witnessing your support of our Foundation. You were there following the devastation of storms and disasters, celebrating our Sight for Kids program and other partnerships, supporting youth through Lions Quest programs at schools worldwide, meeting the Gates Foundation Measles Challenge and much more. Thank you for believing in LCIF. I promise to keep believing and continue giving to our Foundation for the rest of my life. I hope you will join me.” – **Wing-Kun Tam, Past International President, 2012-13 LCIF Chairperson**

## Six Standout LCIF Stories

### 1. Focus on Living with Vision Impairment

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

Less than five percent of visually-disabled children in the Philippines attend school. LCIF and SightFirst joined with Perkins to ensure that children like Ervin have the opportunity to attend school. A SightFirst

grant provided funds to train teachers, equip classrooms, provide low vision care and facilitate parent support groups in Ervin’s community and across Luzon, the largest island in the Philippines. The partnership between Perkins, Parents Advocates for Visually Impaired Children, and Multiple District 301 Lions will increase the school enrollment of children who are visually impaired in Luzon by 20 percent.



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

### 2. Ten Years of Sight for Kids

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

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



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

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

### 3. Picking up the Pieces in Oklahoma

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

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

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



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

### 4. Vision and More for Special Olympics Athletes

For more than 12 years, the LCIF-Special Olympics Opening Eyes program has partnered with Lions to offer vision screenings and provide glasses for athletes at Special Olympics events worldwide. In July 2013, a multiyear partnership expansion with Special Olympics International was announced. The expansion will increase health services, engage youth and encourage family support to benefit individuals with intellectual disabilities. Family health forums will help families overcome challenges while exploring ways to receive better, more inclusive access to health care, education and social services.

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

develop as an athlete and a person. I have seen them have fun together. That is the most important thing.”

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



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

### 5. Preventing Measles for Millions of Children

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

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



*Lions in Kenya assist at a measles vaccination*

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

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

the GAVI Alliance.

### 6. Lions Quest Encompasses A School District

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

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

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

### Financials

In fiscal year 2012-13, Lions, their partners and friends generously donated \$35.6 million to LCIF. The Foundation awarded 489 grants totaling \$39,297,388. View the rest of the Foundation's finances at [www.lionmagazine.org](http://www.lionmagazine.org). Thank you for believing in LCIF!



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

## Lakefield & District Lions

A3 District Governor **Lion Albert Munneke**, while visiting **Lakefield and District Lions Club**, presented membership chevrons to **Lion Bob Mumby** 10 years, **Lion George Payton** 20 years and **Lion Roy Fitton** 15 years.

*submitted by Lion Wilma Bush*



## Lions Clubs International District 201V2 Victoria - Australia INVITATION

The Lions of District 201V2 in Victoria, Australia extend an invitation to Lions living outside Australia to participate in our "Operation Friendship" Program.

The purpose of the program is to promote and encourage friendship and understanding between Members of our International Lions Family.

Our District comprises seventy Clubs, spread from Melbourne over south-western Victoria to the South Australian border.

One Lion and his or her partner is invited to spend up to four weeks as guests of our District. During this period all accommodation with Host Families, and travelling within our District, will be provided by V2 Lions.

Costs of travelling to and from our District, together with general expenses incurred during the visit, must be borne by the guests, and no funding is available from either our District Administration or any Members.

A varied itinerary will be organized, with opportunities to meet many of the Lions of the District, and every effort will be made to include any special interests of the visitors in the activities arranged by the Host Families and their supporting Clubs.

The visiting Lion and partner will be required to attend and give a short presentation at our District Convention, which will be held on November 7th, 8th and 9th, 2014 in Geelong. It is suggested that the intended visit commence early in October for a period of four weeks and finish in November, soon after the Convention. It is also necessary for the visiting Lion to speak conversational English.

Applicants who wish to be considered for the program are asked to complete an Application Form, and signatures of both the applicant and their District Governor are required.

Application Forms are available by emailing me at [opfriendv2@gmail.com](mailto:opfriendv2@gmail.com). Completed applications must be returned to me by 30th June 2014. A decision will be made on the successful applicant soon after the closing date, and all applicants will be advised accordingly.

Bob Badham, 201V2 District Chairman, International Relations

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### Lions Stunned by Record Donation

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

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

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

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

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

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



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

### Lions Ease Burdens of Pilgrims

Lions in Nepal give new meaning to "roadside assistance." Members of a club in Kathmandu set up a

health camp at the midpoint of a grueling one-day, 40-mile, barefooted religious walk in which 100,000 pilgrims visit 131 shrines and temples.

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

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

Partnering with the Red Cross, 17 Lions provided first aid, foot massages and water to walkers for eight hours. Chartered last July, the club also organizes blood donations, distributes wheelchairs, sponsors cataract surgeries and will establish a library.



Lions from Nepal aid a pilgrim from the religious walk

### All-Couples Club Thrives in Jordan

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

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

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

The club does a wide array of service: distributing jackets and school bags to schoolchildren and food to the poor and orphans, supporting Mother Teresa centers for the elderly and disabled, providing dental care, planting trees, holding medical and cultural

lectures and promoting organ donations. Its service projects are funded by donations from members and their families and friends as well as fundraisers such as dinner parties.

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



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

### The Ultimate Donation: Legos

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

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

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

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

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

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

Mark's chance encounter with Past District Governor **Jimmy Nonbo** of Denmark led to the donation through LEGO Charity, which gave away more than 55,000 sets or boxes of Legos in 2012. "It helped that



I can speak Swedish and understand a bit of Danish. Danes understand Swedish," says Mark.

*Children at Tudulimna orphanage in Estonia play with the donated Legos*

### **Populace Takes the Bait**

Fishing is the lifeblood of Frederikshavn, a small coastal city in Denmark, so Lions stage an annual party at the harbor they call the Fishing Festival. Patrons eat fresh fish, buy fish to take home, bump and bounce on jet skis, clamber aboard a Naval vessel and, if bold enough, endure a wavy speed ride on one of the vessel's doughy inflatable rafts.

Last year festival-goers also heard a fish tale—no, not an outrageous fabrication but a real literary story told by an experienced storyteller. Snow-bearded Karsten "Kortbuks" Hansen, who made a grand entrance by scooping his dog out of his car trunk, regaled listeners with "A Fisherman's Wife" by the Brothers Grimm. He ended his story with a plea: "eat more fish."



*Storyteller Karsten "Kortbuks" Hansen tells a fish story*

### **Getting a Grip on Icy Streets**

On the frozen streets of Finland people take a shine to shoes with ice grips, so Lions accommodate folks by setting up shop in a city market. Twenty-two members of the **Turku Kupittaa Lions Club** fit more than 100 pairs of shoes, most often boots, with grips.

Walking actually grows more perilous in late winter as the snow and ice become less firm, so the club provided the service in mid-February. Several

customers, eager to take advantage of the opportunity to improve their traction, purchased new shoes at the market before seeing the Lions.

At times the lines were lengthy. But Finns don't grouse much about the wintry weather or needing to overcome it. "Everyone was in a good mood, so it didn't matter that people had to wait," according to the Finland LION.



*Lions fasten ice grips to shoes*

### **After the Rains, Lions Assist Indonesians**

Known as the Venice of the East, Jakarta in Indonesia suffers some of the same water woes as its Italian counterpart. Flooding is frequent for the coastal city because of poor drainage systems and deforestation. Monsoons can wreak havoc. Torrential rains in January killed 10 people and forced 100,000 from their homes.

Lions in Jakarta carried out 15 humanitarian relief efforts over a two-week span. They provided food and assisted government workers in administering medical treatments. About 150 Lions helped 2,400 people, says Past District Governor **Eveline N. Chandra**.



*Lions comforted children affected by the flooding by singing, dancing and coloring with them*

### **Days of the Dolphin in Japan**

The dolphins may have appeared to be smiling, but the smiles on the faces of the children swimming with them were definitely real. A Lions club in Japan reserved a popular seaside dolphin attraction for a weekend so children with intellectual disabilities could interact with the friendly ocean mammal.

A dozen children increasingly interacted with the dolphins for two days at Ito Harbor in Ito City. They began by learning how to communicate with the creatures. They listened to their distinctive whistles and squeaks while feeding them fish and "shaking hands" with them. On the second day, the children, many of whom normally are afraid of the water, donned wetsuits, plunged into the pool and held onto

the dolphins' fins as they sped around.

The aptly named **Chigasaki Ocean Lions Club** sponsored the project. The 24-member club, chartered in 2006, was adhering to the theme of its then-president **Makoto Hanada**: "work together in services and have fun."



*A child with a guide approaches a dolphin in Ito Harbor*

### **Support of a Good Cause is Not a Bust**

An all-women Lions club in New Zealand held a project close to their hearts—literally as well as figuratively, so to speak—a bra decorating competition. The Bra Artz competition of the **Palmerston North Heartland Lions Club** raised funds for the Breast Cancer Foundation.

The club displayed 89 bras, which sported a wide range of colors, fabrics and add-ons and accessories. A vote required a \$1 donation. The club raised \$1,441 (US\$1,180) and lots of chuckles and grins. The top bra won the "Breast in Show" award, and the wittiest title honor went to **Lion Jan Kent** for her "Hanging Gardens of Boobydon."

"We did it because it was breast cancer awareness month. We all have had experience with someone close to us having breast cancer," **Yvonne McEwen**, president, told a local newspaper. "I can say it was the most fun I've ever had doing a Lions project."



*The bras were creatively adorned*

### **Lions Work with Inmates**

Inmates honed their carpentry skills, a Lions club raised funds for its charities and a family received a fanciful wooden playhouse. Those were the benefits of a three-way partnership between Manawatu Prison in New Zealand, the Feilding Lions and a school in Rewanui.

Inmates whose release is near built the A-frame playhouse in a construction course at Manawatu Prison. Members of the Feilding Lions Club, a 29-member club chartered in 1961, then partnered with Rewanui Kindergarten to auction the sturdy, Gothic-style mini-house.

**Helen Allen and her grandchildren, Ella and Finlay, show off their new playhouse with Allan Muir, a prison construction lecturer**



**Party in Peru Is Worth the Walk**

Christmas meant an eager march of children for gifts and a festive, funny show in Trujillo, a coastal city of 800,000 in Peru. About 1,500 children from several villages, some walking for two hours, attended a Christmas party hosted by the **Trujillo La Merced Lions Club**.

Lions gave the children clothes, shoes, sweet bread,

chocolate milk, and, of course, toys. The mayor of the Sausal District worked with the Lions on publicizing the event.



**A mother and her child enjoy the Christmas party**

ones living so far from the city," says **Lion Hugo Fernández Muñoz**. "We wondered where did all these children come from? It was crazy. The appreciation they and their moms had was indescribable."

An ancient city known for its writers, Trujillo also is a hotbed of Lionism. It has 19 clubs with 495 members.

**Song Contest for the Blind Is A Winner**

Dressed stylishly in crisp white pants and a striped, black-and-white shirt, young **Grazvydas Sidiniauskas** of Lithuania sang plaintively of a girl he loves afraid to love him back. The up-tempo ballad, which he wrote himself, won over the crowd in Krakow—and the jury. The Lithuanian captured the first prize at the First Lions World Song Festival for the Blind last November.

The four Lions clubs in Poland's second largest city sponsored the contest. Twenty-six singers from 10 nations including the United States performed original songs backed by the renowned Sinfonietta Cracovia, the city orchestra.

Many of the performers, though amateurs, had solid musical credentials, having rigorously studied music in school or played in local festivals or even national competitions. Lions held the event not to uncover a hidden talent and propel an unknown into a musical career but to provide them with an unforgettable experience as well as to remind people of the capabilities and needs of those with vision impairments.

The contestants visited a salt mine and Schindler's Factory Museum (of "Schindler's List" fame). Krakow in the last few years has "made some investments to be more friendly for disabled tourists," says **Lidia Jankowska** of the **Krakow Bona Sforza Lions Club**. "The participants I talked to told me they felt like winners just because they came, met new people and exchanged thoughts and experiences. That was the real value for them."

Hometown Lions clubs sponsored the competitors. A jury selected the final 26 to come to Krakow out of a pool of 50 applicants. Performers ranged in age from 12 to the 50s. Among them were Anna Rossa of Poland, a music school graduate now working as a psychotherapist; Haraldur Hjalmarsson of Iceland, who fronts a band; and Hedlund Natalia of Sweden, a translator and published poet.

The songs, written by the performers or for them for the contest, covered topics found on a typical CD—unrequited love, true love and the wonder of nature, friendship and God. Stepan Goncharenko of the Ukraine sang "What is Love?" and Gigi Yanez-Hamberger of Bridgeport, Connecticut, belted out "Leap of Faith," a stirring testament to "having faith even when you don't know what the right choice is," she says.

The festival, which will be held again in November 2015, was the first time the clubs in Krakow had worked together on a major event. "It was confirmation that Lions can make really big things happen—much bigger than an individual club can do," says Jankowski. For performers, the event forged lifetime memories. "I heard the orchestra playing my song. ... This to me is the greatest reward," says second-place winner Rossa.



**Winner Grazvydas Sidiniauskas of Lithuania sings at the song festival for those with blindness**

**Venezuelan Lions Improve Vision**

Many students at Andrés Bello School in Cagua, Venezuela, have never had an eye exam. So the 64-member **Cagua Lions Club** made a five-year commitment to hold screenings there and to provide glasses and

surgical care, if needed.

Last fall ophthalmologists and other eye care professionals screened 68 children in first and sixth grade. Lions partnered with the Aragua Regional Eye Center, the Aragua Eye Clinic and health workers in nearby La Victoria. Founded in 1620, Cagua is an industrial city with 130,000 people.



**Eye care professionals screen students at Andrés Bello School**

**Clubs work with OPP to assist local resident**

Huronia West O.P.P. Constable Mark Kinney raised donations from many groups and **Nancy Island Lions** and **Elmvale Lions**. These two Lion clubs worked together to purchase this recumbent bike for this resident with MS.

*submitted by Lion Michelle Heyduk*



**Left to right- Lion Mary Ratensperger, President Nancy Island Lions of Wasaga Beach; Huronia West O.P.P. Constable Mark Kinney; resident from the Wasaga Beach area; Gary Feehan, Elmvale Lions**

**Brussels Lions Club**

The Brussels Lions and LEO Club members were given a preview tour of the soon to be completed million dollar renovation to the Brussels Carnegie library. During a recent presentation ceremony, the Brussels Lions made their first installment of \$6,000 towards their pledge of \$20,000.00 to assist in funding the project.

In recent months, the Brussels Lions have also provided \$2,500 to help fund a new mural on the Main Street of the village and purchased steps at a cost of \$3,500 to allow greater accessibility to the local swimming pool.

*submitted by Lion Paul Mutter*



# 25 Ways To Use Social Media to Help Your Club

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

1. **Be "liked."** You want to increase the visibility of your club's Facebook page. So include your page link on business cards, flyers, press kits, letterheads and table banners. Tattoo it on your forehead!
2. **Video Equals Victory.** More people use the Internet to watch videos than any other reason. Create a short, engaging video (not photo collages!) to post on Facebook and YouTube. Capture the essence of a project or have a photogenic Lion say something funny, sweet or profound.
3. **Say Cheese.** Photos are the most "liked" and most shared social media posts. Post your better photos and include a brief description.
4. **Like Others.** "Like" or "follow" the pages of LCI, other clubs, partners, businesses, community groups and leaders and media. Don't ask them to "like" your page. No one likes someone who is desperate to be liked. But do post interesting, informative content so they will decide to "like" you.
5. **Twitter, Too.** Use these same strategies for Twitter.
6. **Facebook 101.** Understand the basics of Facebook, Twitter and other social media. To get the most out of Facebook, you need to know you can set up a profile, a page, a group or event, for example. How to get a handle on all this? Go to the sites themselves and click on "help," use the tutorials on LCI's Online Community page, use YouTube videos if you are visual learner or pull up a chair with a tech-smart member.
7. **Hash It Out.** A word or phrase prefixed with the symbol # and usable on Facebook, Twitter and other social media, a hashtag allows you to add context to a post or indicate the post is part of a larger discussion. The # generates more attention for a post.
8. **Capitalize on Media Coverage.** If a media outlet covers your club, post a link to the story, photo or video on Facebook, Twitter, Google+ and LinkedIn.
9. **Ask Away.** Ask a question that relates to your post or tweet, giving people reason to respond and interact.
10. **Stalk Celebrities.** Well, of course not, but try to get a response on Twitter from a well-known person.

They may retweet it to thousands. Lions often know of heartwarming stories or needs, so a celebrity may jump at the chance to show their compassionate side.

11. **Stalk Mayors.** Not really, of course, but do the mayor, car dealer in town or other influential people in the community use Facebook or Twitter? Engage them digitally.
12. **Like Your City.** "Like" the city pages and the pages of other community institutions.
13. **App it Up.** Use free Apps like Vine, which allows you to create and post short video clips, to add sizzle to your sites.
14. **Be Newsy.** After a disaster such as a typhoon or tornado, create a brief video of the club president talking about how LCI responds to disasters and how your club has made a donation. In the winter, film a segment on how Lions feed the hungry or donate coats.
15. **Share Your History.** Old photos are alluring. Post one and provide a very brief club history.
16. **Mark Milestones.** Your club has collected 1,000 eyeglasses or held a pancake breakfast for 50 years? Post it.
17. **Share Testimonials.** Film a brief segment on a Lion who loves being a Lion or a beneficiary who is deeply grateful to Lions.
18. **Share the Brand.** Lions worldwide do cool things, great things. Share stories, photos and videos. Elevate your club's standing in people's eyes by calling attention to the incredible service of other Lions.
19. **Share News.** Scan the media for stories or studies on blindness, hunger, literacy and other concerns addressed by Lions and post a reaction or information on how Lions have mitigated the problem.
20. **Welcome Members.** They deserve a grand hello on

social media. Give a brief bio.

21. **Salute Your Members.** Highlight a member each week or month. They'll be sure to share with their friends.
22. **Complementary Material.** Say thanks to supporters and partners. Everyone likes to be acknowledged. They'll share your praise.
23. **Tell stories.** Don't be boring. Tell a joke, anecdote or brief story related to service or the club. Stories capture people's attention.
24. **Check out SMiLE.** Tech-savvy Lions formed SMiLE ([www.lionssmile.org](http://www.lionssmile.org)) in 2012 to help Lions get the most out of social media.
25. **Designated Driver.** Put someone in charge or form a committee. Don't assume things will get done. Develop a plan and set goals.

## World Lunch Relay Launches April 4

*The Lions World Lunch Relay kicks off at noon on April 4. The event is part of Family and Friends month to promote membership and interest in Lions. Clubs are asked to organize a service project, register their event with Lions Clubs International and then share what they did through social media. The relay will begin in New Zealand and move from time zone to time zone worldwide. Contests include most participants, best theme and biggest food drive.*

*"Host your Lions Lunch on April 4th and join me in wishing my wife, Anne, a happy 70th birthday," says International President Barry Palmer.*

Entry forms and guidelines can be found at [www.lionsclubs.org](http://www.lionsclubs.org).



**April is  
LEO CLUB AWARENESS  
MONTH!**

April marks the annual observance of Leo Club Awareness Month. Lions are encouraged to raise awareness of Leo clubs and share information about this important youth development program. Get involved by sponsoring an Alpha Leo club, organizing a joint service project with Leos, or including Leos in any special events planned for Family and Friends Month.

Youth Programs Department  
leo@lionsclubs.org • 630-571-5466  
[facebook.com/leoclubs](https://www.facebook.com/leoclubs)

## Safeguarding a Nation

In Botswana, Lions stage shows, transport families by bus and even fund cellphone airtime to promote immunizations against measles—all part of Lions' vast international campaign against the disease.

by Mike Pflanz

When Leganne Matlho's eldest son fell sick at the age of 10 with a high temperature and "sores all over his body," his mother did not at first realize how serious the situation could become.

She had heard of measles—children in her town in northern Botswana had died from it in the past. But for a day or two she waited before taking Titoga to a clinic, where doctors prescribed immediate treatment and told her that she had been lucky he had not deteriorated faster.

"I was so frightened that some illness he can catch without me knowing could have caused him to be blind, or even to die, very quickly," Matlho says, sitting in the shade in her swept yard where tomatoes, kale and lettuce grow in neat lines in the sandy soil. "It was only after that I came to realize that there is a protection against this disease in the form of an injection, something Titoga did not get. Since that day that my son was sick, all of my children have been vaccinated."

Piwane, Matlho's 15-month-old daughter, was the latest to be given the shot, at a health center here in Selebi-Phikwe, a mining town set in flat land in Botswana's east, 250 miles north of the capital, Gaborone.

She was one of close to 200,000 children aged between 9 months and 5 years immunized during a five-day nationwide campaign in November in which Botswana's Lions played a key role.

Today, measles has been almost eliminated in developed countries but the virus still kills 330 people a day in other parts of the world, equivalent to one every four minutes. Most are children yet to reach their fifth birthday.

This is despite a highly effective, safe and inexpensive vaccine, which has helped cut the number of measles deaths globally by 78 percent between 2000 and 2012, according to the World Health Organization.

Through the One Shot, One Life: Lions Measles Initiative, Lions worldwide are increasingly central to international efforts to ensure that the vaccine now reaches as many of those children still not inoculated as possible. With partners including the GAVI

Alliance, the Bill & Melinda Gates Foundation and the United Kingdom's Department for International Development, Lions have already helped to immunize 20 million children.

Lions Clubs International Foundation (LCIF) has committed to raising \$30 million for vaccinations by 2017, a sum that partners will match, effectively meaning the initiative will have covered the costs of vaccine shots for 114 million more children. The GAVI-Lions Clubs partnership focuses on support of routine immunization and strengthening health systems to help prevent serious outbreaks of disease. By 2020, more than 700 million children in 49 countries are expected to be immunized against measles and rubella thanks to the GAVI Alliance and its partners including Lions.

One of the most recent national immunization campaigns was held in Botswana in southern Africa, a country of two million people spread over largely flat territory between South Africa, Namibia, Zambia and Zimbabwe.

At the beginning of November, Botswana's Lions helped the country's Ministry of Health with a five-day campaign to reach at least 95 percent of children under five with measles vaccinations, Vitamin A supplements and deworming pills. As with all Lions' activities, help came not only in the form of charitable donations. In the weeks before the campaign, and all the way through it, Lions across the country pitched in with their time.

LCIF helped fund 3,500 bright orange hats for campaign volunteers, 10,000 posters and 100,000 information flyers to be given out in schools and clinics, training workshops, and ID badges for those helping out on the actual vaccination days. Across the country, Lions helped to hire public address systems, truck trailers and even arrange motorcades of vehicles to take messages about the looming immunization drive directly to the people.

Lions handled even the smallest details. Cellphone airtime for health officials working on the campaign enabling them to talk directly with the health ministry in Gaborone was funded thanks to arrangements made by Lions.

In Selebi-Phikwe, two teams of Lions including **Leo Obakeng Kanthaga** went from house to house knocking on doors – including Matlho's – reminding families they should take their children to be immunized. "We Lions are known for coming around with a PA system and discussing health messages," Kanthaga says. "We wanted to go one step further and actually speak one-on-one with mothers on their doorsteps to make sure they understood the importance of the vaccinations."

Lions took creative measures to get the word out. In nearby Francistown, 275 miles north of Gaborone, **Lion Dilip Nunes**, president of one of the town's four Lions clubs, and **Lions Prem Madhoo** and **Jen Madhoo** helped arrange short drama performances from the back of a truck to explain vaccinations to passers-by at a major city mall.

Dozens of Lions volunteered to hand out flyers and answer questions. Despite early difficulties with official permissions for some activities, Nunes says the build-up ahead of the vaccinations went well. "There were dozens of people who saw the theater shows, and asked questions, and I'm sure then told their friends all about the immunization campaign," he says. "The point was to get the message out, and I think we did that the best we could."

To the west, in Maun, the gateway city to Botswana's famed Kalahari Desert and its wildlife-filled Okavango Delta, Lions invited community elders for lunch to ask them to urge their people to bring their children for immunizations. In Tonota in Botswana's east, Lions helped pay for a bus to bring families from remote areas to the village so that they did not miss the chance to be vaccinated.



Leganne Matlho holds her 1-year-old Piwane at her home in Selebi-Phikwe, Botswana. Her eldest son had measles



Lions in Africa work tirelessly to prevent measles. The Lobatse Lions in Botswana publicize the dangers of measles



Kenyan Lions take a break from their 12-day "road show" against measles in which they visited nearly all the major cities in the nation

In Kenya, set amid bush-covered hills south of the capital, **Lion Peter Mayondi** and Past District Governor (PDG) **Tekemanangathe Ramkumar** led volunteers who formed a convoy of more than 20 cars and pick-ups draped in banners that toured the town publicizing the message of the campaign. "There were horses ahead, then the cars, all their lights on, honking their horns," Mayondi remembers, smiling. "I know that personally when there was a measles vaccination campaign some

years ago, I knew nothing about it. This time, there was no way anyone who saw that motorcade could say they did not know about this campaign.”

Josephine Mosimanewakgosi, head of the Kenya district health team, agrees. With her nursing colleagues Kelebogile Wapitso and Matron Rachel Tsebekgale, she was in charge of the campaign in the town. “The Lions really came in at the right time,” she says. “We were getting the message out, but I think that the way the Lions helped us we reached even more people, which means even more children vaccinated.”

That was a message repeated by senior figures in Botswana’s Ministry of Health. Ndibo Monyatsi, chief health officer of the child health division, points to the provision of free cellphone airtime as a key contributor to the success of the campaign nationally. “It may not seem so significant, but it was a real problem the last time we had a similar health campaign for staff in the field not to be able to communicate in real time with us at headquarters,” she says.

For Dr. H. B. Jibril, Botswana’s director of public health, the increase in Lions clubs’ memberships meant that they were able to reach people all across the country in a way that, he says, “few other organizations can.”

This is a crucial point. Botswana already has a successful routine immunization program for its children, and the majority will be vaccinated at clinics



*Lion Leo Obakeng Kanthaga speaks to residents about the importance of measles immunizations*

during normal health check-ups. November’s campaign was a “catch-all,” one-off vaccination to make sure everyone was covered.

The contributions of Lions were needed because some towns are remote, or roads are poor or flooded for long stretches of the year. Some religions with growing congregations prefer children not to be given modern medicine. These “hard-to-reach” communities need specific approaches to ensure that their children are immunized. Lions worked with priests, for example, to make the procedure acceptable.

Shenaaz El Halabii, the deputy permanent secretary at the Ministry of Health, says simply: “Thank you, thank you, thank you,” to the Lions. “The team here was absolutely great,” she says. “They really took ownership of mobilizing people for the campaign, and as a government with resource limitations, the extra mile that we were able to go with the vaccinations was really a lot to do with the Lions Clubs.”

There were challenges, says PDG **James D. Honold**, LCIF Coordinator for District 412, who everyone involved with the measles campaign credits as the driving force keeping up momentum to ensure success. “What we have learned is that we as Lions Clubs should be involved from the very beginning of any campaign in the future, and that we would really focus on coordinating the various people involved,” he says. “There were a few ideas we had which we were just not able to put into practice because they were perhaps a little ambitious for this first campaign. We’ll be sure to be trying them next time, though.”

Back in Selebi-Phikwe, Matlho’s daughter Piwane played at her mother’s feet as she continued to talk of how her son almost died of measles those years ago. “Nowadays people do not know how dangerous the illness can be, because no one has seen it for so long,” she says. “I am one of the few, and I make sure that I tell everyone I see that they need to vaccinate their children.

“It is something easy to do, but it can mean the difference between life and death.”



*A Lion in Zambia hands information about measles to a motorist*

### Digital LION

Watch a video on LCIF Chairperson Wayne Madden’s visit to a clinic in Ethiopia doing immunizations at [www.lionmagazine.org](http://www.lionmagazine.org). Also learn more about how Lions have been curtailing measles:

- Putting the Hurt on Measles (March 2013 LION)
- Trust in Lions Spurs Measles Campaign (July/August 2012)
- One Shot, One Life Saved: Measles Initiative Saves a Child for \$1 (January 2012)



*A health care worker vaccinates a child in Tamale, Ghana*

## Mitchell Lions

Last summer, the Mitchell Lions Club held their annual Fish Fry Fundraiser at the Lions Park with more than 300 people attending. **Lion Albert VanHerik** (right) serves the fish and **Lion Bill French** serves the fries to the hungry patrons. The Mitchell Lions have recently spent over \$10,000.00 on their main picnic pavilion installing a roll down wind screen and knee wall around three of the sides and purchasing 10 new picnic tables.

*submitted by Lion Al Muegge*



## Tamworth and District Lions

Last year, the Tamworth and District Lions Club presented a \$2,200 cheque to Lennox and Addington County General Hospital Foundation from proceeds of their annual Golf Tournament. This will be a total of \$30,000 donated to the Hospital since 1990.

*submitted by Lion Wilma Bush*



*Lions in Uganda hold rallies, meetings and parades to spread awareness of the immunizations*

# At-ten-tion!

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

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



## Ten Cool Projects

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

### **Wood Shipping Crates, California**

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

### **Band Review, California**

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



### **Pumpkin Launch, Massachusetts**

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

### **Tractor Rodeo for the Blind, Virginia**

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

### **Drive-Thru Breakfast, Ontario, Canada**

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

### **John Denver Tribute Concert, Colorado**

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

### **Dogs Helping Dogs, Pennsylvania**

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

### **Triathlon Aid, Venice, Florida**

It may seem prosaic: handing out water, Gatorade and bananas to competitors in the Revolution 3 Triathlon. But helping athletes, if only the weekend variety, push way beyond their limits stirs the soul. **Lion Beverly Flynn** watched a female runner collapse

from heat exhaustion as she approached her aid station. The finish was only a half mile further. An hour later the runner returned to the spot, accompanied by a medic holding her IV, and resumed the race. "To watch her triumphant effort as we cheered her on, this was my ROI—Return on Involvement," says Flynn (in the background in photo). "As Lions, we have the strength of a team of people ready to run that last half



mile to make sure we make it to the finish line."

### **Lottery Calendars, Ontario, Canada**

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

### **Food Fight, Georgia**

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

# Ten Cool Names for Projects

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

## **Thrilla on the Grilla**

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

## **Pre-Fat Bicycle Race**

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

## **Romancing the Chrome**

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

## **Cork & Flick**

What goes better with Mel Brooks humor – red or white? Last year **Annville-Cleona Lions** in Pennsylvania offered a buffet, a wine tasting, a presentation by a



vineyard and then a Brooks' comedy classic at the local cinema.

## **Cupcake Wars**

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

## **Pennies for Puppies**

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

## **Say Cheese**

Yes, it's a cheesy fundraiser, and that's a good

thing. **Freeport Lions** in Illinois take orders for the food, once described as "milk died and gone to heaven." The Cheese Market in town provides the cheese.

## **Bango for Books**

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

## **The Semi-Colons**

Jeff Garton, vice president of the **Wilmington Island Lions Club** in Georgia, founded a running team with the above name after being diagnosed with colon cancer. While recovering from surgery, his team took part in the Get Your Rear in Gear race to benefit the Colon Cancer Coalition. He also has chaired the club's gold tournament. That has a plain name: the Wilmington Island Lions Classic. Dare we say, he was too pooped out to come up with something more creative?

## **Thirsty Pilgrim Beer Festival**

Unlike their dour, black-clothed ancestors, **Plymouth Lions** in Massachusetts enjoy indoor plumbing, fast food drive-throughs and bottled beer. Their September festival includes seasonal offerings such as Autumn Brew and Pumple Drumkin. The club also sells a nifty limited edition stein with a Lions logo. Far be it for the LION to promote drinking beer, even if it was Ben Franklin who asserted that "beer is proof that God loves us." Of course, the festival is for a good cause, raising funds for food pantries. We'll drink to that.

## 10 Ways Lions Prove They Are Great Neighbors

by Jay Copp

### **Finding Gold in Ashes**

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

### **Sap Tap is Tops**

What's more neighborly than preparing a delicious homemade treat for guests? In February, as daytime temperatures above freezing push the sap up maple trees, **South Milford Lions** in Indiana join employees at Maplewood County Park to collect nature's sticky-sweet treat. The next month hundreds, some from 140 miles away in Chicago, come to the park to enjoy a Lions' pancake breakfast. Sausages are cooked on a

charcoal grill. Pancakes are drowned in the homegrown maple syrup. Profits go to the park and to



Leos from Prairie Heights High School, who help serve the food.



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

Photos by Nina Shannon

### **Wheels of Fortune**

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

### Club is a Cut Above

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

### Fight Fire with Kindness

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

### Befriending Foes

For 80 years Clark High School in Hammond, Indiana, and nearby Whiting High School have clashed

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

### Taking the High Road

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

### Let There Be Light

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

### A Lift to the Mountain

Straddling the Montana-Idaho border in the

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



### Stick to Pancake Breakfasts

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

## Ten Special Interest Clubs

### Birds of a feather flock together—as do Lions.

#### Professional Women's Club, El Paso, Texas

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

#### Interior Entrepreneur Lions Club, Fairbanks, Alaska

The one-of-a-kind club chartered a year ago to promote local economic development. Members



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

Photo by Jody A. Thomas/Thomas Photographer

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

#### New York City SUNY Optometry Lions Club

Peanut butter and jelly. Cheese and crackers. Optometry students and Lions. Of course. Chartered

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

#### **Colorado Rocky Mountain Cyber Lions Club**

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

#### **Washington DC Special Olympics Lions Club**

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

#### **VBA Leo Club, California**

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

#### **Fairbanks Snowmobile Fun Lions Club, Alaska**

In this cold climate kids still typically play baseball and video games but also ride snowmobiles, or snow machines, as they are known up here. The club caters to that passion by holding snowmobile races for children ages 4 to 12 from January to March. The races are held on the track outside the clubhouse. The children race "120s," which are small snowmobiles. The races are not just fun. The competition "teaches

sportsmanship, self-respect and confidence. It gives them the responsibility to take care of a physical machine," says **Brady Sause**, president, who lives in a town called North Pole (actually located only several miles from Fairbanks). Nearly all his fellow Lions own a snowmobile, and some own two or three. Kids being kids, the races force them to leave their comfort zone, or, in this case, their warm homes. "It's so cold all winter. You want to stay in. This gets them out in the cold," says Sause. But even Alaskans draw a line in the snow. "The cut off is 20 below. It's no fun to race then," he says.



#### **Queens Pride Lions Club, New York**

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

#### **Rachel Lions Club, Nevada**

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



#### **St. Paul Diabetes Lions Club, Minnesota**

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

## Seminars and Activities at the 97th International Convention in Toronto

**Friday, July 4 to Tuesday, July 8**  
**Environmental Photo Contest**

View photos of colorful landscapes, rare weather phenomena and wildlife captured by Lion photographers from around the world. Vote for your favorite photos. Purchase a 2015 photo contest calendar or enter the photo contest silent auction that benefits LCIF.

**Friday, July 4 to Tuesday, July 8**  
**Share your Dream of Service!**

International President Barry Palmer not only wants us to "follow our dream" he also wants us to achieve our dreams. What is your dream of service? As a Lion, what do you want to achieve? Each Lion's dream is important! Share your dream and help us fill the Lions "Dream Wall" located in the exhibit hall. The exhibit will also feature a viewing of worldwide service projects showcasing Lions dreams.

**Friday, July 4 to Tuesday, July 8**  
**Lions Clubs International Foundation Booth**

Be sure to stop by the LCIF booth to learn more about LCIF's initiatives and how the Foundation can help your club or district further its humanitarian service goals. Staff members will be on hand to answer questions about donating to LCIF and the grant application process. You can also become a Contributing Member or a Melvin Jones Fellow; donations will be accepted in U.S. and Canadian dollars.

**Friday, July 4 - 10 a.m.-4:30 p.m.**  
**Leo Lion Summit (ticketed event)**

This special event will bring Leos and Lions together from around the world for a day of celebration and dialogue including traditional opening and closing ceremonies, breakout sessions, a town hall meeting and networking luncheon. Please note that pre-registration for the summit is required by May 1 and tickets are limited. For information about the Leo Lion Summit, visit the Leo Zone "News and Events" section at [www.lionsclubs.org/leoclubs](http://www.lionsclubs.org/leoclubs) or email [leo@lionsclubs.org](mailto:leo@lionsclubs.org).

**Sunday, July 6 - 2-3:30 p.m.**

**Lions Quest: Tools for Today's Students and Communities**

This seminar will feature information on LCIF's flagship youth program: Lions Quest. This social and emotional learning program is implemented in schools with the help of Lions, uniting the home, school and community to cultivate capable and healthy young people.

**Sunday, July 6 - 2-3:30 p.m.**

**Micro-Enterprise Seminar**

The seminar will focus on how Lions can help empower more people to break through the cycle of poverty. We will explore the role of microfinance, vocational training and literacy in the establishment of social enterprise and discuss specific opportunities for Lions to get involved.

cont'd

**Sunday, July 6 – 2-3:30 p.m.**

**Strides: Lions Dance Party for Diabetes Awareness**

Lions, get ready to dance to your favorite tunes! "Come as you are" and help promote the benefits of healthy exercise. The mission of the Strides program is to help spread awareness, educate the community and inspire us all to live healthy and active lives to prevent or manage diabetes. The professional disc jockey's set will take you on a musical journey from the 1960s to the present as you enjoy dancing and fellowship with Lions from around the world. All participants will receive a Strides pin, commemorative patch and certificate of participation.

**Sunday July 6 – 2-3:30 p.m.**

**Ibero-American Seminar (Spanish)**

Learn more about LCI programs and resources and ways to strengthen districts and clubs in Spanish and Portuguese-speaking countries. Discuss opportunities and challenges for Lions in the Ibero-American region with current international directors from the area.

**Sunday, July 6 – 2-3:30 p.m.**

**Chinese Seminar (Chinese)**

Learn more about LCI programs and resources and ways to strengthen districts and clubs in Chinese

speaking areas and countries. Discuss opportunities and challenges for Lions in region with international leaders from the area.

**Sunday, July 6 – 2-3:30 p.m.**

**Certified Guiding Lion for New and Rebuilding Clubs**

The program has been expanded to support new and struggling clubs. This session will feature the latest in online training, how to develop a club officer mentor team and an assessment process to help struggling clubs. Attendees will also learn how to host and facilitate this interactive course so that the program is meaningful and fun.

**Sunday, July 6 – 2-4 p.m.**

**Incoming Council Chairperson Seminar**

Complete your preparations for a successful year as council chairperson. Learn about the 2014-2015 international theme, goals and priorities for the year. Discuss elements of effective teamwork and potential leadership challenges. Share ideas about maximizing your positive impact as the key leader of your multiple district and a member of the MD GLT and GMT.

**Sunday, July 6 – 3-4 p.m.**

**Lions Clubs International Foundation Coordinator Seminar**

This seminar will examine the work of LCIF

coordinators while outlining action steps needed to achieve the Foundation's goals.

**Sunday, July 6 – 3:30-5 p.m.**

**Japanese Seminar (Japanese)**

Learn more about LCI programs and resources and ways to strengthen districts and clubs in the area. Discuss opportunities and challenges for Lions in Japan with current leaders from the area.

**Sunday, July 6 – 3:30-5 p.m.**

**Korean Seminar (Korean)**

Learn more about LCI programs and resources and ways to strengthen districts and clubs in the region. Discuss opportunities and challenges for Lions in Korea with current international directors and other leaders from the area.

**Sunday, July 6 – 3:45-5 p.m.**

**Legal Division Seminar: Insurance**

Did you know that the activities your club conducts expose the club and its members to liability for those operations? Join us to discuss protection available to Lions through the LCI Global General Liability Insurance Program and other important risk management considerations.

cont'd

# TORONTO 2014

## Are you serving as the Delegate or Alternate Delegate for your club?

If yes, please complete the form on page 19 and return the top half of the form to Lions Clubs International Headquarters, to the attention of the Club & Officer Record Administration Department before **June 1, 2014**.

Bring the bottom half of the form to the convention and present it when you arrive to certify at the Credentials area in the convention center. Before sending the form, be sure a club officer (Club President, Secretary or Treasurer) signs both halves as indicated on form.

The address to mail the form is:

Lions Clubs International,  
300 W. 22nd Street Oak,  
Brook, IL 60523-8842 USA

In order to certify for the election, you will also need to bring:

- a. Passport, Lions Membership Card, Visa or MasterCard (charge card), Driver's License, Social Security Card, National Identification Card or some other acceptable identification showing your signature.
- b. Please be sure your club number is clearly printed on the delegate form for quicker processing.

See the chart 'ALLOWABLE CLUB DELEGATES AT THE INTERNATIONAL CONVENTION' to determine the number of allowable delegates for your club. If you have any questions regarding this certification request, please contact the Club & Officer Records Administration Department via email at [stats@lionsclubs.org](mailto:stats@lionsclubs.org) or by calling 630-468-6938 or you can fax your form to 630-706-9295.

### ALLOWABLE CLUB DELEGATES AT THE INTERNATIONAL CONVENTION

MEMBERSHIP	DELEGATES ALLOWED
1-37	1
38-62	2
63-87	3
88-112	4
113-137	5
138-162	6
163-187	7
188-212	8
213-237	9
238-262	10
263-287	11
288-312	12
313-337	13
338-362	14
363-387	15
388-412	16
413-437	17
438-462	18
463-487	19
488-512	20
513-537	21
538-562	22
563-587	23
588-612	24
613-637	25
638-662	26
663-687	27
688-712	28
713-737	29
738-762	30
763-780	31

Delegate count is based on the club's membership as shown by the records of the international office on the first day of the month last preceding the month in which the convention is held as provided in Article VI, Section 2 of the International constitution and Chapter XVII – Membership, Paragraph B.3., of the board Policy Manual.

**LCI COPY**

(Mail to LCI before June 1, 2014)

Lions Clubs International Convention – 2014 Toronto, Ontario, Canada



Club Identification Number: \_\_\_\_\_ District: \_\_\_\_\_ Number of allowable delegates: \_\_\_\_\_  
Members: \_\_\_\_\_

Club Name: \_\_\_\_\_

Address: \_\_\_\_\_

**See page 18 for the allowable delegate table.**

Please select one:  DELEGATE OR  ALTERNATE DELEGATE

Print Name: \_\_\_\_\_ Signature: \_\_\_\_\_

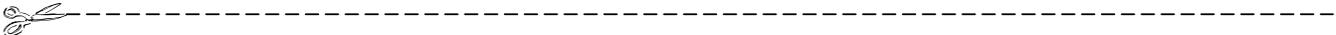
The undersigned hereby authorizes that the above named person is an active member and a duly selected Delegate/Alternate Delegate of said Lions Club to the stated Convention of The International Association of Lions Clubs.



\_\_\_\_\_  
Signature of Club Officer (Club President, Secretary or Treasurer)

Mail the above to LCI (Club Officer & Record Admin.) before June 1, 2014. After that date, bring it to the convention.  
Lions Clubs International • 300 W 22<sup>nd</sup> Street • Oak Brook, IL 60523-8842 USA

EN



**DELEGATE/ALTERNATE DELEGATE COPY**

(Bring this copy to the Convention)

Lions Clubs International Convention – 2014 Toronto, Ontario, Canada



Club Identification Number: \_\_\_\_\_ District: \_\_\_\_\_ Number of allowable delegates: \_\_\_\_\_  
Members: \_\_\_\_\_

Club Name: \_\_\_\_\_

Address: \_\_\_\_\_

LCI stamp for  
Alternate  
Delegate  
certification

**See page 18 for the allowable delegate table.**

Please select one:  DELEGATE OR  ALTERNATE DELEGATE

Print Name: \_\_\_\_\_ Signature: \_\_\_\_\_

The undersigned hereby authorizes that the above named person is an active member and a duly selected Delegate/Alternate Delegate of said Lions Club to the stated Convention of The International Association of Lions Clubs.



\_\_\_\_\_  
Signature of Club Officer (Club President, Secretary or Treasurer)



**Sunday, July 6 – 3:45-5 p.m.**

**Act Locally, Think Globally: Make a Stronger Impact through Service**

In a world of limited resources, how can local service expand to stimulate broader change and help many more people? During this workshop we will explore the interplay of local action leading to global impact in your community. This interactive session will uncover the essential elements of effective localized actions in achieving excellence to maximize the impact of your service. Come learn why the Global Service Action Campaigns are important for the revitalization and strengthening of communities and how Lions can support these efforts. You will hear from a panel of experts and fellow Lions who will share project ideas, success stories and partnership opportunities.

**Sunday, July 6 – 3:45-5 p.m.**

**Women & Family Roundtable Exchange**

Engaging women and family members in Lions is an opportunity to increase Lion service and meet the growing needs of our communities. To promote ways for involving, advancing and developing opportunities for these groups, the Women's & Family Membership Development Task Force, made up of international leaders, has collected international and regional recommendations. Come to the Women & Family Roundtable Exchange to hear about the ideas collected, discuss new ideas and develop action plans for your region of the world.

**Sunday, July 6 – 4-5 p.m.**

**LCIF Reception/Melvin Jones Fellowship Pinning Ceremony**

Donors who contribute US\$1,000 to become a Melvin Jones Fellow or reach the next level of the Progressive Melvin Jones Fellow program during the convention will be presented with their pins by LCIF Chairperson Wayne Madden.

**Monday, July 7 – 1-2:30 p.m.**

**Forming & Supporting Campus Clubs**

Campus clubs enable students to create real change while making an impact on their local campus community and around the world. As with any club, maintaining healthy membership is a challenge, but campus clubs are even more unique in the support they require. Forming and supporting a campus club can be easy if you use the tools and strategies presented in this seminar.

**Monday, July 7 – 1-2:30 p.m.**

**Youth Camp & Exchange Chairpersons Forum**

Youth Camp and Exchange chairpersons will discuss the program and share practical information to promote successful camps and exchanges.

**Monday, July 7 – 1:30-3 p.m.**

**Melvin Jones Fellows and Progressive Melvin Jones Fellows Luncheon (ticketed event)**

All Melvin Jones Fellows and Progressive Melvin Jones Fellows may purchase tickets to LCIF's annual recognition luncheon event, chaired by LCIF Chairperson Wayne Madden. A Foundation video will be shown and awards will be presented to 100 percent MJF Clubs and Humanitarian Partners.

**Monday, July 7 – 2:45-3:45 p.m.**

**Ask, Share, Learn: Membership & New Club How-Tos (Spanish)**

Membership is the key to providing high-quality

service, but what is the key to building membership and chartering new clubs? This interactive session will provide Lions with the opportunity to ask questions, share their experiences and learn from one another as we discuss effective strategies for increasing membership and satisfaction in existing clubs as well as starting new clubs.

**Monday, July 7 – 4-5 p.m.**

**Ask, Share, Learn: Membership & New Club How-Tos (English)**

Membership is the key to providing high-quality service, but what is the key to building membership and chartering new clubs? This interactive session will provide Lions with the opportunity to ask questions, share their experiences and learn from one another as we discuss effective strategies for increasing membership and satisfaction in existing clubs as well as starting new clubs.

**Monday, July 7 – 4-5 p.m.**

**Ask, Share, Learn: Membership & New Club How-Tos (French)**

Membership is the key to providing high-quality service, but what is the key to building membership and chartering new clubs? This interactive session will provide Lions with the opportunity to ask questions, share their experiences and learn from one another as we discuss effective strategies for increasing membership and satisfaction in existing clubs as well as starting new clubs.

**Monday, July 7 – 4-5 p.m.**

**Legal Division Seminar: Trademarks**

You know the logo, but do you know how to use it? Find out how to use the Lions registered trademarks in your club and district operations in accordance with the LCI Trademark Policy.

**Monday, July 7 – 4-5 p.m.**

**Act Locally, Think Globally: Make a Stronger Impact through Service**

In a world of limited resources, how can local service expand to stimulate broader change and help many more people? During this workshop we will explore the interplay of local action leading to global impact in your community. This interactive session will uncover the essential elements of effective localized actions in achieving excellence to maximize the impact of your service. Come learn why the Global Service Action Campaigns are important for the revitalization and strengthening of communities and how Lions can support these efforts. You will hear from a panel of experts and fellow Lions who will share project ideas, success stories and partnership opportunities.

**Monday, July 7 – 4:30-5 p.m.**

**Environmental Photo Contest Ceremony**

Gather at the photo contest display to hear the results of the 2013-14 Lions Environmental Photo Contest. All photos can be purchased through a silent auction. Funds will benefit LCIF. Or purchase a 2015 photo contest calendar featuring many of the photo contest entries.

**TBD**

**The LEADERSHIP EXCHANGE**

Join us for a fast-paced event based on Canada's national winter sport – ice hockey. Relying on individual strengths to create a stronger team, hockey is

the ultimate team sport – not unlike effective Lions leadership. During this interactive session, you'll skate with the best, our international starting lineup of Lions leaders, who will guide you through four drills focused on specific leadership skills. Remember, you miss 100 percent of the shots you don't take. Don't miss this chance to score as a Lions leader!

**TBD**

**Zone and Region Chairperson Seminar**

Your role as zone or region chairperson is key to maintaining healthy clubs. Learn about your responsibilities as zone or region chairperson and get the resources to help you lead with confidence and purpose.

**TBD**

**What Makes a District or Multiple District Convention "Great?"**

Learn about key components and best practices of a great district convention, shared by those districts that do it well. Take your district convention beyond a constitutional requirement to being an event that inspires, motivates, educates and recognizes Lions for leadership and service in your communities. Come see the new resources available to support district and club leaders involved with the planning and production of your district conventions.

**TBD**

**Lions Clubs International-Special Olympics Opening Eyes Screening**

Celebrate more than 10 years of this successful partnership by witnessing the Opening Eyes program in action. Special Olympics athletes will receive vision screenings during this event and information will be provided on how to get involved with this program. You can even volunteer your time during the screening. LCIF Chairperson Wayne Madden will make an appearance at the event and speak on behalf of LCIF.

**TBD**

**Past International President/Past International Director Seminar**

**TBD**

**Social Media for Lions**

This seminar will provide Lions with specific information about how to use social media in their club activities. Learn about organizing events on social media platforms, using donate buttons on websites for online fundraising or having video calls with clubs on the other side of the globe. We will also introduce you to the Lions SMiLE online social media directory and explain where to get information on social media provided by the SMiLE team and other Lions.

**TBD**

**Video Conferencing Comparison**

With the introduction of relatively low-cost, high-capacity broadband telecommunication services, videoconferencing has made significant inroads in business, education, medicine and media. Video chat and videoconferencing apps reduce the need to travel to bring people together, also contributing to reduce carbon emissions, thereby having an impact on the environment but also education, health and Lions clubs. Learn about the various types of online video communication platforms, advantages and disadvantages, costs, necessary hardware, ease of use and screen sharing.

# Lions Tours for the 2014 Toronto Convention

**MCI Canada** is offering all Lions and their guests a variety of specially priced local tours to enjoy during the international convention in Toronto. They have chosen the “best of the best” tour options for Lions to enjoy during convention week. The hardest decision will be choosing which tours to take!

Avoid having your favorite tour sell out by reserving your space today using the secure online link. Search “**Local Tours**” from the LCI home page ([www.lionsclubs.org](http://www.lionsclubs.org)) to access the booking link and detailed tour descriptions. MCI Canada will have a tour desk at the Metro Toronto Convention Centre (MTCC).

If you are interested in designing a custom local tour for your group, or if you have any special requests or questions, please email [lionsinfo@mci-group.com](mailto:lionsinfo@mci-group.com).

## **Lions tour highlights include:**

### **Full Day Tour**

#### **Niagara Falls, Hornblower Boat Tour and Lunch Overlooking the Falls with Wine Tour**

Spanning the Niagara River between Ontario and upper New York State, Niagara Falls is one of Canada’s jewels as well as a popular international destination. Although several of the world’s waterfalls are higher than Niagara Falls, in terms of sheer volume of water, they do not compare. The journey begins with a trip on the world famous Hornblower (formerly the Maid of the Mist), where guests will enjoy an exhilarating boat ride to the base of the American Falls and then on to the basin of the magnificent Canadian Horseshoe Falls where an outstanding, 6 million cubic feet of water thunders into the Niagara River below. It is truly a thrill of a lifetime!

Afterward, guests will disembark the Hornblower where they will have some free time to enjoy the surroundings and do a little souvenir shopping before proceeding for a delicious buffet lunch to Elements Restaurant, whose giant panoramic windows boast a spectacular view of the Falls overlooking this natural wonder of the world.

Next, it’s time for a scenic drive along the Niagara Parkway through the picturesque 19th-century town of Niagara-on-the-Lake to arrive at the final destination, the Hillebrand Winery. Hillebrand is a Niagara winemaking pioneer. For more than 30 years, it has been crafting fine VQA wines from premium grapes grown in the four appellations of Niagara-on-the-Lake. This tour will guide guests through the inside of the winemaking world. Attendees will get a taste (literally) of the path a grape follows from the vineyard to finished wine. Guests can watch the cellar team work in the press house and explore their cellars.

This tour will depart from the MTCC with return transportation provided back to your official LCI convention hotel. This tour will be offered on July 4, 7 and 8.

### **Day Tours**

#### **3-Hour City Tour with Casa Loma**

This “get acquainted with Toronto” tour will take you past popular attractions including Queen’s Park, the

Parliament Buildings, Royal Ontario Museum, Art Gallery of Ontario, the Annex, Nathan Phillips Square, Old and New City Halls, St. Lawrence Market and Hall, University Avenue–Hospital Row, the CN Tower, Rogers Centre, Roy Thomson Hall, the four-city-block shopping complex Eaton Centre, the Bay-King financial district, Harbourfront, Chinatown, the elegant neighborhood of Forest Hill and the trendy Yorkville area.

Then it’s off to visit one of the most popular tourist attractions in Toronto – Casa Loma. Sir Henry Pellatt built this castle between 1911 and 1914, realizing his lifelong dream of creating a medieval-style castle overlooking Toronto. This childhood dream of his took three years and \$3.5 million to complete. The 98-room estate includes gold plated bathroom fixtures, a pipe organ larger than those in many cathedrals, underground tunnels and secret passageways. This attraction is not to be missed!

Guests will be able to go inside Casa Loma along with a self-guided audio tour available in most languages. Most exhibit rooms on the first, second and third floor are wheelchair accessible. There is a staff-operated elevator available for visitors who are unable to climb stairs. Strollers are not permitted on the elevator.

This tour will depart from and return to the MTCC. This tour will be offered on July 4, 6 and 7.

#### **4-Hour Sports Walking Tour Featuring the Hockey Hall of Fame and Rogers Centre**

If you’re a sports fan, you will love this tour that begins at the Rogers Centre, formerly known as the Skydome, located next to the CN Tower. This magnificent structure seats 53,000 (for baseball) and is home to two major sports teams: the Toronto Argonauts of the Canadian Football League, and the Toronto Blue Jays baseball team of the American League. The “dome,” opened in 1989, was the first stadium in the world to have a fully retractable 11,000-ton roof.

The hour-long tour of the Rogers Centre will begin with a 10-minute introductory film describing the stadium’s construction. Your tour will then proceed with a walking tour of the field, a behind the scenes view of the team dressing room and the Blue Jays Memorabilia suite.

The next stop is the Hockey Hall of Fame–Canada’s shrine to hockey! Here guests will have the opportunity to tend goal against video images of Mark Messier and Wayne Gretzky and to practice with the fun and challenging video pucks. Guests can also browse through the most comprehensive hockey collection anywhere, and best of all, have their pictures taken standing next to the Stanley Cup, permanently displayed here.

After being overwhelmed by interactive multimedia exhibits and nostalgic hockey memorabilia, guests can proceed back to the Metro Toronto Convention Centre. For those who wish to stop for a drink after the tour, they will be directed to the Steam Whistle Brewery to

enjoy a locally brewed beer, conveniently located where the tour began, across from the Rogers Centre. All in all, a wonderful day to spend in sports rich Toronto!

This walking tour will depart from the MTCC. This tour will be offered on July 4 and 7.

### **1-Hour Harbour Tour**

See Toronto by water for a completely different perspective! This 1-hour tour of Toronto Harbour and the Toronto Islands is a beautifully relaxing way of seeing the Toronto skyline. The captain will steer guests through the islands, and the accompanying guide will point out highlights such as the Toronto Island Airport, the Royal Canadian Yacht Club, bird and wildlife sanctuaries, and the Eastern Portlands. There is a stop at the Toronto Islands, so if you wish to disembark and discover this tranquil place for a little while you have the opportunity to do so and catch the next boat that comes along.

**NOTE:** If you purchase the harbour tour alone, **transportation to the dock is not included.** However, guests can take the Lions Hotel Shuttle to the Westin Harbour Castle Hotel and the pier is two stoplights to the west of the hotel. There will be an MCI staff person at the Westin Harbour Castle Hotel stop to direct you to the pier. After the tour, the boat staff will direct you back to the Westin Harbour Castle Hotel.

LCI convention shuttles to the Westin Harbour Castle Hotel are available during convention hours only. The pier is a 10-minute walk from the MTCC should you not use the convention shuttle or are joining a tour outside of shuttle hours.

This tour operates daily and departs every half hour from 10 a.m. to 5 p.m. If you wish to stop at the Toronto Islands, you can re-board a later tour which picks up every half hour on Toronto Island from 10:30 a.m. to 5:30 p.m.

Evening cruises are every hour from 5 to 9 p.m. with no tour commentary on the cruise.

### **Evening Tour: Dinner Cruise**

A dinner cruise is truly a unique dining experience. Guests will cruise the Toronto harbour aboard a magnificent ship, watch the sunset and experience the sights and sounds of the city’s waterfront and breathtaking skyline. This memorable evening includes a 3-hour cruise through Toronto’s spectacular Harbourfront and a delicious buffet-style dinner. Dance the night away under starry skies with a professional disc jockey and enjoy a cocktail from the fully licensed cash bar.

Dinner cruises will depart from the MTCC at 6 p.m. to board the ship at 6:30 p.m. The dinner cruise will be from 7 to 10 p.m. with return transportation provided back to your official LCI convention hotel. This tour will be offered on July 5 and 6.

### **Independent Touring**

Independent travelers can explore Toronto at their leisure using the Toronto CityPASS. The CityPASS offers admissions to five popular attractions with one

purchase: CN Tower, Royal Ontario Museum, Casa Lomo, Toronto Zoo and the Ontario Science Centre.

Lions can avoid ticket queues and enjoy the deep savings on admissions. This pass is designed for the independent traveler so transportation is not included with the Toronto CityPASS.

**Pre- and Post-Convention Tours**

The travel experts at Goway Travel and Rose Marie's Travel LLC/Central Holidays have designed some nice pre- and post-convention tours spanning an array of destinations and interests for Lions members. From historic Quebec City, chic Montreal and more, they can

help you plan your trip to meet your interests and budget.

Search "Post Tours" from the LCI home page (www.lionsclubs.org) for tour details and more information.

## MDA Effective Speaking Finals 2014

The **St Thomas Lions Club** will be hosting the MDA Effective Speaking Finals at the Four Points by Sheraton Hotel, 1150 Wellington Road South London ON N6E 1M3, May 30th, 31st & June 1st 2014.

For those Lions who wish to attend this Youth Speaking Program please fill out the Registration Form and send it to Lion Gayle Cudney with a cheque for food only payable to: St Thomas MDA Effective

Speaking. Address on the bottom of the Registration Form, Individuals contact the hotel for reservation Via: Web Site on the Registration Form.

### Barrhaven Lions Club

On Monday, December 16, 2013, the Barrhaven Lions Club sponsored a special Christmas Party for some 250 less fortunate children plus their families at Funhaven on Baxter Road, Ottawa.

The evening began with an open ticket to all the games and activities located in Funhaven, which included multitudes of electronic games, Laser Tag, Frenzy Maze, Bumper Cars, Rock-climbing, a jungle gym and a whole lot more. Children began to arrive at 5:30 pm and starting at 6:00 pm a light meal of pizza, popcorn, cookies and drinks was made available to all followed by a visit from our special guests Santa and Mrs. Claus.

Special thanks go to Funhaven for providing their facilities and play for the children at no charge, their staff for volunteering to assist, the Loaves and Fishes Fund of Ottawa Carleton, for ensuring that the invitations got to where they were most needed, the Police Cadets for lending a helping hand and to Tim Horton's for providing the transportation for the children and parents to and from the event.

The party closed around 8:30 pm and children were given a special Christmas gift bag to take home with them.

This was the first major children's Christmas party organized by the Barrhaven Lions Club and it proved such a success as confirmed by the excitement and enjoyment seen on the children's faces. The club is hoping to make this into an annual event.



Event Chair Dave Voisey, Santa and four of the 250 children guests

**Lions Clubs International Multiple District "A"**  
**EFFECTIVE SPEAKING CONTEST/CONCOURS D'ARTORATOIRE**  
**Four Points by Sheraton Hotel**  
**1150 Wellington Road South London, ON N6E 1M3**  
**May 30<sup>th</sup>, 31<sup>st</sup> & June 1<sup>st</sup>, 2014**  
**MD"A" Council Members & Individual REGISTRATION**

**DISTRICT "A" \_\_\_\_\_ DISTRICT CHAIR \_\_\_\_\_**

**Name: \_\_\_\_\_**

**Position: Council Chair. MD"A Secretary \_\_\_\_\_ MD"A Treasurer. \_\_\_\_\_ District Governor \_\_\_\_\_**  
**1<sup>st</sup> VDG \_\_\_\_\_ 2<sup>nd</sup> VDG \_\_\_\_\_ Other \_\_\_\_\_**

**Day of arrival: Friday \_\_\_\_\_ Saturday \_\_\_\_\_ Departure: Saturday \_\_\_\_\_ Sunday \_\_\_\_\_**

Day/ Date	Friday 30	Saturday 31	RATE	Check Room
Superior Ked Bed	11	11	\$105.00	
Superior 2 Queen Bed	33	33	\$120.00	
Deluxe Tower King with Pull Out	12	12	\$135.00	
Deluxe Tower 2 Double Bed	14	14	\$135.00	
COTS - Limited Number Available upon request				
13% HST will be added to room cost				

**Attendee:**  
 Guests: Must access the site to learn more about the event and to book, modify, or cancel a reservation from January 14, 2014 to June 1, 2014.  
[Lions Club Multiple District A Effective Speaking Contest](http://www.lionsclubs.org/EffectiveSpeakingContest) (OR copy and paste the following link into a web browser)  
<https://www.starwoodmeeting.com/StarGroupsWeb/res?id=1401141968&key=20C99>

**Meal Tickets required for Saturday May 31<sup>st</sup>, 2014**  
**Special Dietary Instructions: \_\_\_\_\_**

**Breakfast: \_\_\_\_\_ @ \$17.00 = \$ \_\_\_\_\_ Lunch: \_\_\_\_\_ @ \$20.00 = \$ \_\_\_\_\_**  
**Banquet: \_\_\_\_\_ @ \$38.00 = \$ \_\_\_\_\_ Junior Banquet: \_\_\_\_\_ @ 20.00 = \$ \_\_\_\_\_ (3 - 10)**  
**Children under 3—No charge Meal Ticket Total: \$ \_\_\_\_\_**

**Cheques to be made payable to: - St Thomas MDA Effective Speaking for meals only.**  
**\*\*\*RSVP – APRIL 27, 2014\*\*\*\***  
**Mail ALL completed registrations to: Lion Gayle Cudney, 33 Leger Ave. St Thomas ON. N5R 5M8**  
**EMAIL: [wcudney@sympatico.ca](mailto:wcudney@sympatico.ca)**

# Multiple District A Convention - Muskoka Rocks

On behalf of the members of the 2014 Host Committee and our many volunteers, a very heartfelt welcome to this your 94th Multiple District A Convention, being held at Deerhurst Resort

We trust that you will find this abbreviated format, held jointly with the District A-12 Convention, to be both enlightening and entertaining.

If during your stay, you have any concerns, please contact me personally. The Committee and the Resort staff have made every effort to ensure a program that is satisfying and enjoyable. Our duties will not end until the last car leaves Sunday afternoon.

Enjoy yourselves – meet new friends – renew old acquaintances! Meet and greet our International Guest, 1st Vice President Joe Preston and his lovely wife, Lion Joni.

And please, take the time to see why Muskoka is a vacation destination to the world.

*PDG Jim Hill,  
Chair, 2014 MDA-  
A12 Convention*



## LIONS CAR FLAGS

**A "Lapel Pin" for your car!**

\$10 each or \$640 for a box of 80

Visit our table at the 2014 MD"A" Convention  
or contact Lion Eric Peterson

[lioneric@wightman.ca](mailto:lioneric@wightman.ca)

519-843-7204

## Jarvis Lions Club

Jarvis Lions Club meeting – our Lions invited Annaleise Carr to our regular dinner meeting on May 13th. Fourteen year old Annaleise gave a great motivational speech regarding her swim across Lake Ontario, August 2012 and her journey to raise at least \$30,000.00 for Camp Trillium Rainbow Lake. She has far exceeded this, raising almost \$250,000.00. She is one very dynamic young lady. Pictured presenting \$1,000.00 for Camp Trillium Rainbow Lake, (L-R) **Lion Tony Southworth**, Program Chairman, Annaleise Carr, **Lion Dennis Craddock**, President.



## MDA/A-12 2014 – STEW O'BRIEN MEMORIAL GOLF TOURNAMENT

Friday, May 2nd, 2014 ~ Deerhurst Lakeside Course – 9am Shotgun Start

\$55 per Golfer – Includes 18 holes with cart and prizes

Singles, Doubles, Threesomes, and Foursomes all welcome

Please forward your cheque payable to: A12/MDA 2014 Convention to

PDG Dave Hewitt, 18-4182 Muskoka Road 169, Port Carling, ON P0B1J0

For more info please contact PDG Dave at: 705-765-6092 or [dave.hewitt@yahoo.ca](mailto:dave.hewitt@yahoo.ca)  
or Lion Scott Slater at 705-687-2550

### REGISTRATION FORM

We can help you fill a foursome

	<b>Player 1</b>	<b>Player 2</b>
	<b>Player 3</b>	<b>Player 4</b>



## Calling all Lions, Lioness, Leos and Friends

*You are invited to attend a special*

### *Opportunities for Youth Breakfast & Seminars*

*to be held at the MD"A" Convention*

*at Deerhurst Resort, Huntsville*

*on Saturday, May 3, 2014*

*Breakfast: 7 – 8:30 a.m.*

*Only \$25.... You have to eat somewhere!*

*Following Breakfast and Opening Ceremonies, the various Youth programs will be showcased by Youth participants and/or Coordinators from 9:15 to 11:30.*

*Included will be:*

- *Youth Camp & Exchange*
- *Effective Speaking*
  - *Leos*
- *Peace Poster/Blind Essay*
  - *Lions Quest*

*Come, learn all about our Youth programs!!*

**[after a classy Breakfast buffet.]**



*Meal tickets must be pre-ordered. Contact Opportunities for Youth Chair, Lion*

*John Harvey at 905-768-3498 or [<harv@optionsdsl.ca>](mailto:harv@optionsdsl.ca)*

**Send a cheque made out to MDA-A12 2014 to Lion Sandra Squire:**

**271 Mowat St. N., R.R. 2, Staynor ON L0M 1S0**

**Credit Card payments: [<sandrasquire@hotmail.com>](mailto:sandrasquire@hotmail.com)**

# Annual Duck Race

The **Thornbury Beaver Valley Lions Club** Executive Committee showing off the stuffed ducks, just before they went off the bridge into the river in August, for their 12th Annual Duck Race. The top prize was \$1000.00.

*submitted by Lion Teresia Rowatt*



# Grantham Lions & Lioness



*President of Grantham Lioness Shirley Young and Grantham Lions president John Mewhinney presenting 2 cheques totalling \$1000 to Alzheimer CEO at Lioness's Alzheimer coffee break fund raiser*



*Grantham Lions bailing fellow Lion Doug Bielby out of Big Brothers/Sisters jail. We paid \$550 to keep him in jail for 5 hours but the jailers had pity and let him out after 2 hours. Lions from left to right are: Keith Pedwell, John Mewhinney, Joe Sneek, Doug (in jail), Leon James, Mike Wallace*

# Tottenham Lions dinner meeting – October, 2013

Tottenham Lions presented \$1,000.00 to Madi Vanstone to help her with her ongoing medical costs. Madi struggles with cystic fibrosis. The new medicine is not covered in Canada and is \$300,000.00 a year. Between her father's (Glen) medical insurance and the drug company reducing the cost they have a short fall of \$60,000.00 a year. They are currently petitioning the Ontario government to cover the cost of this life saving drug.



*Left to right - PRC Lion Bill Kippen President Tottenham Lions, Beth Vanstone, Madi Vanstone, 1st Vice District Governor Barb Ennis*

# Pefferlaw Lions

The Pefferlaw Lions held their first regular meeting of the season with a 100% turnout of members. Lion President **Dave Harding** had the honour of presenting a cheque for our pledge to Georgina Councillor Ken Hackenbrook for his participation in the Terry Fox Run. Councillor Ken thanked the Lions for their many years of helping out the community of Pefferlaw and the Township of Georgina.

At that same meeting **Lion Bill Guy** had the honour of presenting a birthday cake and best wishes to **Lion Albert Henderson** and **Lion George Lester** on behalf of the club.

*submitted by Lion Ron Robinson*



# Supporting Special Olympics

The Special Olympics Dinner at our Community Arena in Holland Landing on Friday July 16th 2013 was a joint venture of the **Holland Landing and District Lions Club**, York Regional Police, and the Community Volunteers working together as one unit to continue the Lion Motto "WE SERVE". It was a very successful night for us, with over three hundred athletes, parents and friends at the evening event.



*Virginia Hackson - the Mayor of Holland Landing, Paul Feeney, and three Community Volunteers*



*Mary Holliday, incoming Club President Ted Moore, Arthur Holliday club Secretary, Frank Kelly, Paul Feeney, IPP and PDG Paul Taylor, Pat Kelly, Rita Wieland*

# IMPORTANT DATES

## MDA Convention

2013/14 Deerhurst Resort, Huntsville, ON May 2 - 4, 2014

## International Conventions

97th	Toronto, Canada	July 4 - 8, 2014
98th	Honolulu, Hawaii	June 26 - 30, 2015
99th	Fukuoka, Japan	June 24 - 28, 2016
100th	Chicago, Illinois, USA	June 30 - July 4, 2017
101st	Las Vegas Nevada, USA	June 29-July 3, 2018

## USA - Canada Forums

Sept. 18 - 21, 2014	Puerto Rico
Sept. 17 - 19, 2015	Grand Rapids, Michigan



# Morrisburg and District Lions Club

Members of the Morrisburg and District Lions Club celebrated **Lion Hal Wagner's** 45th anniversary as a Lion during a recent meeting. Offering congratulations from District A4 Governor **Tony Lawson**, Region 41 Chair **Lion Carl Robinson** presented Lion Hal with his 45 year pin.

Sponsored by **Lion Bill Weeger**, Lion Hal was inducted into the Club October 31st 1968 joining the existing membership that included **Lions Les Cruickshank, Gerry Rosenquist, Trevor Crowder, Gord Walroth, Bill Monger, Fred Hill and Bill Weeger**.

Born in Salisbury Austria, little did Lion Hal know when he decided at the age of 13 to begin his four years of Apprenticeship to gain his Masters Diploma in Hair dressing and barber skills, it would lead him to Morrisburg and his dedication to Lionism! Having acquired his trade, Lion Hal immigrated to Montreal in 1953 in search of opportunities for his family. Knowing no knowledge or understanding of the English language and understanding his trade would not be recognized in Canada, Hal worked as a furrier in Montreal and also blended his love of skiing with bar tending when, by chance, he heard of an ad looking for a barber in Ottawa. Lion Hal took the required exams, acquired his barber's license and successfully claimed the barber opportunity! By this time, Hal had met and married Lillian and, although his business was thriving, Hal found the city was not the environment for his growing family of four children. As fate would have it, he heard of a barber shop for sale in Morrisburg in the early 60's. Lion Bill Weeger was one of his regular customers and one day asked Hal to cut his brother's hair at home because he was too ill to come to the barbershop. Lion Bill took that opportunity to invite Hal to a Lions meeting and the rest is history!

Five short years later, Lion Hal was elected

President of the Morrisburg and District Lions Club serving with Secretary **Lion Leland VanAllen** and Treasurer **Lion Edward Foggo**, winning the prestigious President's Award. Lion Hal went on to serve as Zone Chair and Deputy Governor before being elected District A4 Governor in 1979-1980. Committed to visiting all 72 Clubs in the District's diverse and sizable geographic area meant being away from his family every weekend. This was also a tremendously rewarding year for Lion Hal as he recalls the enjoyment of meeting and talking with hundreds of Lions, participating in three charter anniversaries in one evening and several others during the year, the rewards of helping a Club get back on its feet and the many Lions he inducted during the year.

Fully involved in Lions function and activities, Hal found time to support his wife **Lillian** who was very active in Lioness and who served as the MD"A" (Multiple District "A") President, an area that covers all of Ontario. Hal met and married **Colleen** in 1999 after Lillian became ill and passed away. Also active in the Lioness organization, Colleen supports Hal's commitment to the Lion's motto, "We Serve".

Lion Hal values the "help" aspect of Lionism. While traveling in Alaska, Hal's wife became very ill and to add to the situation, Hal also lost his wallet with his identification and money. The local Lions Club stepped up to get medical attention for his wife and ensure Hal had what he needed financially and emotionally. In addition, Lion Hal enjoys the camaraderie and fellowship of Lions wherever he travels including Antigua, Nassau, Aruba and the Bahamas.

Looking back over his 45 years serving the Morrisburg and area, Hal recalls several highlights: the membership drive that saw 30 members inducted in one evening, including **Lions Wayne Domanko and Doug**



**Grenkie**; assisting the "boat people" when they arrived in Ottawa; his continued commitment to Camp Dorset, a camp for children with kidney disease and where he serves as an Honorary Director and travels each June to assist with the opening of the camp; the launch of successful bingo and carnival fundraisers; and, the beginnings of the Club's operation and management of the Morrisburg Arena canteen.

Over the years, Hal has been recognized with a Membership Award for his sponsorship and mentoring of several new members; been awarded the Melvin Jones Fellowship recognizing his generosity, compassion and concern for the less fortunate; and, holds a Life Membership in Lions International in recognition of his many years of service to the community.

Lion Hal remains an active member attending every Club meeting, participating in the annual District Conference and assisting with fund raising activities. In turn, Club benefits from Lion Hal's experience, his deep knowledge of the Lionsim as well as his strong ties to the community.

## Cornwall Seaway Lions Club 2013 Ribfest Breaks Records Once Again

The Cornwall Seaway Lions Club Ribfest drew visitors from USA, Eastern Ontario and Western Quebec breaking records with 62,000 visitors in attendance this past July. And what was on the menu? Succulent Ribs cooked by 6 competitive teams of professional Ribbers from Canada and USA. Many other food vendors were on hand to serve tantalizing foods for various taste buds. Participants were able to meander through the many dry vendor stands and purchase interesting items.

The three day event provided 15 bands of many different genres with stellar headliners and received rave reviews. Ribfest being a family-oriented festival (with free admission, free entertainment) provided a midway with all the exciting rides, games and challenges children enjoy.

Proceeds from Ribfest are invested in our local

community and surrounding area. Following the International Lions philosophy of "WE SERVE", our programs are directed towards low-income seniors and our youth. Major emphasis is on eyesight and hearing aids, juvenile diabetes camp support and guide dog training camp support among others.

The Cornwall Seaway Lions Club sends our heartfelt thanks to our generous sponsors, dedicated vendors, volunteers and to the general public. Our Lions Club is proud to serve our community and we look forward with great enthusiasm to next year's Ribfest July 25, 26 and 27, 2014 in Lamoureux Park, Cornwall, Ontario.

submitted by *Laurette Bissonnette*



## Beautifying the town

Some of the **Lambeth Lions** are shown hard at work constructing a flower box for the Lambeth Horticultural Society. This is the second of seven they will be making at various locations in the town.



# Stouffville Lions Club

The Stouffville Lions Club, in its continuing efforts to support the Youth of our community, is working with the "Scouts" organization to help in their leadership development and community support. Some of their older members (Ventures) will be assisting with our Lions Christmas Tree Sales project this December.

now have a much better understanding of "Scouts" in our community.



Second and third persons from the left are, respectively, Lion President Paul Crowe, and Lion Willie Reodica (Chair, Youth Committee)

This photo, taken at a recent Lions Dinner meeting, shows Scout leaders and three Scouts and Ventures. Each one briefly recounted their experiences since joining the "Scouts" organization. Our Club members were impressed with their presentations, and indicated that they

# International Convention in Toronto

**Hello Lions and Friends.** As we are now into March, our International Convention in Toronto is fast approaching – only 3 1/2 months away. So many of you have registered to attend and volunteer that we are well on track. Our partner is Tourism Toronto which has abundant resources for our guests and volunteers to enjoy in a world class city.

submitted a bid for this convention several years back have been working extensively since and put together an excellent team to guide us through. Of course an event like this could never happen without Lions Volunteers like you. There are so many places to pitch in and bring your skills, your experience and most importantly your enthusiasm.

Lions Clubs International have an extensive team that supports our International Convention and are always planning several years in advance. Toronto 2014 is being hosted by Multiple District "A" and our Governors' Councils past and present have provided the support and funding to make this project happen. Our Host Committee having

**Finance and Promotion** leading up to and during our convention are essential to getting a project like this going. Each Lion and Lions Club that buys a draw ticket or makes a donation to Toronto 2014 is providing the resources to cover the costs. The committee continues to look for fundraising ideas and would welcome any input you may have. You

cont'd opposite

## HOW TO GET INTO THE LION Contact your District Reporter

## IMPORTANT INFORMATION

## District Reporters

We have appointed District Reporters for the Lion Magazine. Their job is to assist the Magazine Editor and you the Lions. Their job is to collect new photos with stories, anything that you would like to submit to the Magazine for consideration. Please be aware anything for the Magazine should now go to the District Reporter in your District as follows:

Please remember when sending your articles to your Reporter to indicate if it is for the Governors District Newsletter of the Lion Magazine.

*Lion John Daniels, Editor Lion Magazine* email: mdatheionmag@hotmail.com

- |           |                     |                                |
|-----------|---------------------|--------------------------------|
| <b>A1</b> | Lion Shawn Davison  | email: shawnwd@yahoo.com       |
| <b>A2</b> | Lion Wayne Scott    | email: w.scott@a2lions.org     |
| <b>A3</b> | Lion Wilma Bush     | email: wilma.bush@sympatico.ca |
| <b>A4</b> | Lion Sandra Baldwin | email: slbaldwin@rogers.com    |
| <b>A5</b> | Lion Liam Brennan   | email: lembrennan@hotmail.com  |

- |             |                      |                                |
|-------------|----------------------|--------------------------------|
| <b>A711</b> | Lion Jennifer Boyce  | email: bevin@hotmail.com       |
| <b>A9</b>   | Lion Al Leach PDG    | email: adleach@hotmail.com     |
| <b>A12</b>  | Lion Michelle Heyduk | email: fredheyduk@hotmail.com  |
| <b>A15</b>  | Lion Bob Rutter      | email: lionmagcor@a15lions.org |
| <b>A16</b>  | Lion Shekhar Bhalla  | email: sbhalla@rogers.com      |

## MOVING SOON?

To ensure that the next MD "A" Lion magazine reaches your new residence, please complete this form and MAIL ENTIRE FORM TO:

**Circulation Manager, LION Magazine**  
300 W 22nd Street

Oak Brook, IL 60523-8842

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

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

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(include all code numbers)

**New address will be (Please Print):**

Name (print): \_\_\_\_\_

New Address: \_\_\_\_\_

City: \_\_\_\_\_

Province: \_\_\_\_\_ PC: \_\_\_\_\_

Club #: \_\_\_\_\_ Member #: \_\_\_\_\_

Date of Change: \_\_\_\_\_

**WE AT THE LION CANNOT CHANGE YOUR  
ADDRESS, PLEASE CONTACT YOUR CLUB  
SECRETARY TO HAVE YOUR ADDRESS  
CORRECTED AT LIONS CLUBS INTERNATIONAL**

## MD "A" Lions Resource Centre Website

The "MD'A" Lions Resource Centre" website is available for your use. Its goal is to provide a "one-stop-shopping" website for Lions resources, ideas and tools in all aspects of Lionism, including recruiting new members, keeping the members we already have, revitalizing clubs, fundraising ideas and club and district operations.

The MD'A "Lions Resource Centre" website may be viewed by going to the MD'A website at [www.mdalions.org](http://www.mdalions.org) and clicking on "**Lions Resource Centre**" on the left side of the page.

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## LIONS CLUB INSURANCE PRODUCTS

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- ✓ Our program offers an all in one policy with a variety of coverages!
- ✓ We have been providing Insurance Protection to Lions Clubs since 1991



For more information on any of these products,  
Please call us at: 1-(800) 387-1627  
lions@darlinginsurance.net www.darlinginsurance.net

Our program is now sponsored by  
**ECCLESIASTICAL**  
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can also buy souvenir shirts and pins for the convention that also help us raise money for the cause. There are sponsorship packages available that present an excellent opportunity for the community partners and businesses in your area to participate and benefit from tremendous advertising exposure. We would encourage your participation in the social media efforts we are providing leading up to and during the convention.

**Hospitality and Transportation** will be provided over 2 weeks prior to and after the convention beginning with Welcome Centers that will be in place at points of entry into MD "A". Airport Greeters, Interpreters and Drivers will make sure our International Family is well received. Hotel Greeters will be in place at the Convention Headquarters of the Royal York Hotel, the DG Elect Program at The Sheraton Centre and subsequently at all of the delegation hotels for the duration of the convention. A program will be provided for spouses of members of the International Family that will require volunteers and some interpreters. As some of our guests arrive in Recreational Vehicles and Trailers a downtown area will be provided for everyone to park and shuttle. A program of Youth opportunities would also need some support and Gifts will have to be prepared for distribution to our International Board and all of the delegates attending. Help will be needed at a Host Booth in the Convention Center. Transportation services will be also needed to return our International Family to the airport at the conclusion of the

convention.

**The District Governors Elect Seminar** will begin on July 1st at the Sheraton Centre where help will be needed with handouts, opening ceremonies, room setup and runners. The training for some 800 Lions takes place over the course of several days culminating with them taking office at the conclusion of the convention. A spouse and companion session is also offered. Past Governors will know how this works and where help is needed.

**Manpower** could easily be called Lionpower as this is the engine and the fuel by which we will make Toronto 2014 one of the best conventions ever. Your volunteer signup forms and all of the information you provided are being collected and collated for committee assignment. In the coming months various committee members will be reviewing and contacting you with specifics and a schedule where your help will be needed and appreciated. Volunteer vests will be provided for everyone who participates. District Ambassadors have been assigned to promote attendance and participation as well as to provide access to information, convention registration and souvenirs.

**Sergeant at Arms** volunteers will have direct access to the Plenary Sessions and to the International Night Show featuring Neil Sedaka in the Air Canada Centre. Just announced are Olivia Newton-John and the Humanitarian Award to our fellow Canadian David Foster. Registration, Credentials, Voting and

Exhibitions are at The Metro Convention Centre from July 4 to July 8. Lions Clubs International has an extensive Crisis Management program. Our communications are being offered through our Website where online volunteer signup information is provided.

**Multiple District "A" Lions** always gather at International Conventions for the fellowship of our Canadian Breakfast and the business of Constitutional Area 2 at our Canadian Caucus Meeting. The MD "A" Hotel is the Intercontinental on Front Street beside the Convention Centre.

**The Parade of Nations** is one of the bigger attractions at our conventions and for Toronto 2014 it will take place on the morning of Saturday the 5th assembling at Queen's Park behind the Legislative Assembly building. Help will be needed prior to that in identifying and securing bands, floats and housing. On parade day help will be needed to group delegations for procession, marshal the crowds and keeping everyone hydrated. The route is down the north bound lanes of University Avenue to a covered review stand for judging.

**International President Barry Palmer** has asked us to Follow Your Dream and if we all strive to make this Convention the best it can be we will have participated in one of the most successful events in the history of Canadian Lionism.

Oh and remember,

We've Been Expecting You.

The Host Committee, Toronto 2014.

# Toronto Convention Packed With Star Power

Aussie Olivia Newton-John topped the charts with "Have You Never Been Mellow", "You're the One I Want" and "Physical," starred in the most successful movie musical of all time, "Grease," and graced countless magazine covers and talk show couches as a top-tier celebrity. But she also publicly shared her battle with breast cancer and zealously promoted the importance of early detection, earning her the sympathy, attention and respect that transcend pop stardom.

Newton-John will be the keynote July 8 at the 97th International Convention in Toronto. She'll sing, of course, as well as talk, entertaining and edifying, an apt representation of what's in store for the thousands of Lions worldwide who will descend on Canada's largest city.



**Olivia Newton-John will be the keynote in Toronto**

The convention will be chock-full with top-flight entertainers, prestigious speakers and memorable moments. The three plenary sessions include Dr. Oz, the well-known health and wellness guru who is a Lion; Ruchira Gupta, an Indian woman who has crusaded against sex trafficking for a quarter of a century; and a group of Nepalese women who scaled Mt. Everest and plan to climb the highest peak on each continent. The fearless mountaineers encapsulate the "Follow Your Dream" ethos of International President Barry Palmer of Australia.

Also appearing during a plenary will be 16-time Grammy winner David Foster, who will receive the 2014 Lions Humanitarian Award. Foster has created hit songs and best-selling albums for a wide range of entertainers. His eponymous foundation helps Canadian families with children in need of live-saving organ transplants. Prior winners include Andrea Bocelli, Muhammad Yunus, Mother Teresa, Jimmy Carter and Danny Thomas. (See story on Foster on page x.)

The quality of the entertainment will match the star power of the speakers. The first plenary session will open with singers and dancers performing to a medley of "dream" songs. Catapult Entertainment, shadow dancers whose silhouettes conjure iconic places and common human experiences, begins the second plenary. Appearing at the final plenary is the riveting China Disabled People's Performing Art Troupe, hailed as "messengers of beauty and humanity."

Hitmaker Neil Sedaka will headline the International Show. Sedaka has been a star for 50 years: a pop sensation in the '50s, a songwriter in the '60s who helped usher in the "Brill Building" sound, a superstar in the '70s and a musical icon since then who tours worldwide. His hits include "Breaking Up Is Hard To Do," "Laughter in the Rain" and "Bad Blood."

However mesmerizing, the entertainment is an appetizer of sorts for the main course of convention-

Lions in action and at ease in fellowship. Lions mingle and meet at lunches, the exhibit hall and impromptu, never-forgotten encounters at hotels, restaurants and on the street. Attendees vote on the association's future, pick up valuable tips and pointers on service, recruiting and leadership at seminars, and, in a glorious show of the reach of Lions, march together by the thousands in the Parade of Nations.

The mammoth yet attractive Metro Toronto Convention Centre, the site of LCI's exhibit hall, is an attraction by itself. The Centre's South Building includes enticing underground halls. At the exhibit hall Lions can chat with LCI staff and obtain information and strategies on membership, public relations and more.

This year the convention is going green while upping the convenience factor at the same time. Select English-speaking attendees will carry a smart, customized USB stick that can support videos, brochures, seminar handouts and exhibitor information. Newton-John may be singing "let's get physical," but Lions will march to a different tune: "let's get digital." The pilot program may be expanded to include all languages for the convention in 2015 in Honolulu.

Another convention highlight is the presence of the Peace Poster and Essay Contest winners. The contest winners are recognized during the first plenary, and a presentation and reception is held later. Lions always respond with affectionate gusto when the youthful winners inevitably shyly stride across the stage.

Where Lions gather, service happens, and attendees can take part in the Lions Care 2014 project to benefit YWCA Toronto, which provides shelter for women and children. Lions will be able to donate toiletries, public transportation tokens and gift cards at a designated area in the exhibit hall. The project fits in with President Palmer's emphasis on serving women and children and enables Lions to give back to the convention city.

Besides the fun and fellowship, convention represents a golden opportunity to improve your club and renew your own enthusiasm for being a Lion. Led by experts and leaders, the convention's seminars run the gamut—from the latest information on popular Lions programs such as Lions Quest and Youth Exchange to tools and strategies to increasing membership and strengthening



**Neil Sedaka will headline the International Show**

clubs. The seminars enable Lions to return to their clubs with knowledge and skills to take their club to a new level of service.

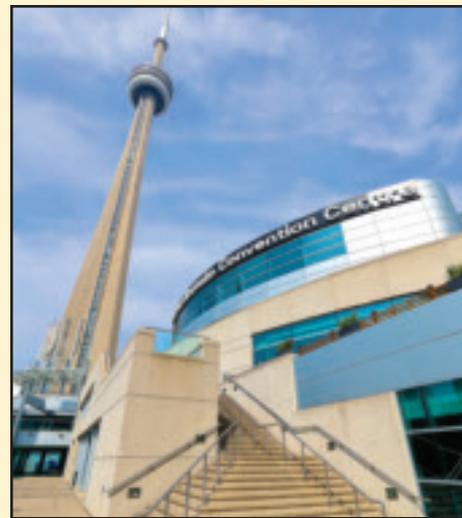
Finally, while in Canada, be sure to actually experience it by seeing its sights, tasting its foods and enjoying its culture. Lions tours are offered on foot, in smooth-moving boats and on comfortable coaches. Lions can visit and learn the history of Toronto's most significant sites including CN Tower, the Art Gallery of Ontario and Eaton Centre, a shopping complex that stretches four blocks. Tour the harbor, wander through the Hockey Hall of Fame or gape at nearby Niagara Falls. The hardest decision will be choosing which tours to take.

Remember that Americans now need a passport to enter Canada. That may be an inconvenience, but it also symbolizes the distinctiveness of Canada, a country with much in common with the United States but yet with its own marvelous culture, attractions and vibe.

## Digital LION

**Get a complete list of the convention's seminars and tours and learn about the attractions of Toronto at [www.lionmagazine.org](http://www.lionmagazine.org).**

Why attend convention? Lions will tell you in a short video at [www.lionmagazine.org](http://www.lionmagazine.org). Also watch videos on the amazing Catapult Entertainment and Neil Sedaka.



**The Metro Toronto Convention Centre will host the exhibit hall**

Agreement Number is:  
41805020\*