

M.D. "A" Edition
Jan/Feb 2012

THE
Lion



We Serve



Foxboro and District Lions

An October Melvin Jones Award was presented by Foxboro and District Lions Club to non-Lion, Art Parliament, of Parliament's Foodland, Foxboro, for dedicated work in the community and for the Club.



Left to right: Lions Larry Zebedee, Dave Clarke, Shirley Mountney, Past President Jenny Hudson, Sue Flanigan, non-Lion Art Parliament, Lions Trudy Duff, Paul Penny and President Laraine Warren

Milverton Lions

At the December, 2011 Milverton Lions Christmas Party four of our Members received a special award in "Lionism", a Melvin Jones Fellowship Award, to quote from Lions International: "Lions International recognizes outstanding individuals by bestowing on them an award that is named for its founder, Melvin Jones. This Fellowship Award, through the Lions Clubs International Foundation [LCIF], is the highest form of recognition and embodies humanitarian ideas consistent with the nature and purpose of Lionism. The recipients of these awards become models because of the exemplary service to their Club and the community for which they serve."

This is a significant award by Milverton Lions Club to four outstanding members (each received their own personal Award).



Left to right: Lion Bob Ziegler, Lion Gary Byrd, Lion Bob Scrimgeour and Lion Henk Veltkamp. Only three other Milverton Lions have received Melvin Jones Fellowship Awards: Past District Governor Lion Mike Salter, Former Zone Chair Lion Rolf Goebel, and the late Lion Sandy Jack

Beaverton Lions

Lion Randy Skinner was recently awarded the Melvin Jones award by our Region Chairperson, **Lion Eleanor Colwell**. Lion Randy has been a member of the Beaverton Lions since 1997. He has always been one of our most active club members and biggest town supporter who for years has given unselfishly of his time for others. Just before this picture was taken he was also awarded the Camp Kirk Appreciation Award which was presented to him by **Lioness Elaine Umphrey**.



Bobcaygeon & District Lions Club

On Wed. June 1st, 2011 **Lion President John Fritz** of Bobcaygeon & District Lions Club was honoured with the Melvin Jones Fellowship Award by his Club. Lion John has been given this award due to his tireless service and humanitarian commitment with the Lions organization. We all are very proud of you, Lion John. **Pictured below left to right: Lion John Fritz and Lion Wally MacKinnon.**



Arnprior Lions Club

Lion Dave Furgoch accepted the Melvin Jones Fellowship Award from **Multiple District Governor A4 Joe Gauthier** at the Arnprior Lions Club 65th charter night which was celebrated on Oct. 1st, 2011.



Lion Bob Keleher Awarded Melvin Jones Fellowship

Lion Bob Keleher of the **Guelph Royal City Lions Club** has been awarded a Melvin Jones Fellowship. The award, made at a meeting held today at the CAW Hall on Silvercreek Parkway, recognizes Lion Wolf's significant commitment to the efforts carried out by the Royal City Lions Club within the Guelph community to preserve sight, combat disability, promote health and provide relief for those in need.

Lion Bob joined the Royal City Lions Club in 2004 and has since distinguished himself by being active on all projects undertaken by the club, been active as a director and as secretary and president of the club.

"Lion Bob's dedication to Lions, his involvement in many projects and his leadership makes him important to our club and to the Lions movement," **Lion Ted Wells**, president, said.

Past District Governor Todd Wilson presented Lion Bob with a finely crafted plaque and lapel pin acknowledging his dedication to the foundation's humanitarian goals.

"The Melvin Jones Fellowship recognizes that global achievement starts and grows from local needs and action," Lion Ted said. "Lion Bob's efforts help us meet our need for willing hands to join us in our fundraising goals to provide assistance to those in need in Guelph."

Royal City Lions Club, founded in 1987, raises up to \$20,000 each year for local community projects. These projects include assistance for those who require, but cannot afford or obtain, such items as hearing aids, glasses, wheelchairs, Braille writers or assistive devices.

"We are dedicated to helping the youth of our community," Lion Ted said. "In the past 22 years we have provided funding for school breakfast programs and also by providing a scholarship to assist a community-minded student continue with post-secondary education."



Past District Governor Todd Wilson presents Lion Bob Keleher with his plaque

THE LION



We Serve

Front cover: Niagara Falls, Ontario – remember to submit your registration to the Rainbow Convention. See pages 21/22.

Welcome to the January/February 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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Help Wanted

The Lion Magazine is looking for a retired Advertising Executive, or someone with experience in the advertising field, to sell ads on a commission basis for our magazine.

For more information, contact Lion John Daniels at mdathelionmag@hotmail.com or call 519-622-1997.

Agreement Number is:
41805020*



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POSTMASTERS

If unclaimed, email us at:

mdathelionmag@hotmail.com

GOVERNORS' COUNCIL 2011-2012

Council Chair

Todd Wilson (Lynda)
4 Raising Mill Gate
Elmira, ON N3B 3K8
519-669-4939
mailto: councilchair@mdalions.org

A1 Steve Mahovlich (Mary)
413 Lillian Lane, S.S. #1
Belle River, ON N0R 1AO
519-728 9637
mailto: lionssm@windsor.igs.net

A2 Bradd Anderson (Carol)
8138 Fatima Court
Niagara Falls, ON L2H 2Y8
905-353-0175
mailto: district.gov@braddanderson.net

A3 Earl Oliver (Carol)
RR #1
Norwood, ON K0L 2V0
705-639-5619
mailto: revilo@bell.net

A4 Joe Gauthier (Shelly)
214 Munroe Street East
Renfrew, ON K7V 3K5
613-432-7212
mailto: lionjoeg@gmail.com

A5 Dennis Young (Gwen)
PO Box 146
Powassan, ON P0H 1Z0
705-724-3034
mailto: younggwendolyn@yahoo.ca

A711 Ilkka Ahola (Sisko)
62 Pearce Drive
Ajax, ON L1T 2P8
905-427-4937
mailto: sisko@aei.ca

A9 Bill Chalmers (Elaine)
457 Jacob Street, PO Box 80
Neustadt, ON N0G 2M0
519-799-5914
mailto: lionbillc@wrightman.ca

A12 Jim Corneau (Grace Oliveira)
3568 Line Nine RR#2
Bradford, ON L3Z 2A5
905-775-5750
mailto:jimbocorneau@aol.com

A15 Norm Peterson (Eric)
289 Garafraxa St. E
Fergus, ON N1M 1E2
519-843-2163
mailto: leadtheway@wrightman.ca

A16 Larry Bell (Susan)
312 Country Lane, RR#2
Cameron, ON K0M 1G0
705-359-1305
mailto:lbell@lionsa16.com

Secretary Dave Voisey PCC
Treasurer Jack Fisher PZC

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EXECUTIVE OFFICERS

President Wing-Kun Tam, Unit 1901-2, 19/F, Far East Finance Centre, 16 Harcourt Road, Hong Kong, China;

Immediate Past President Sid L. Scruggs III, 698 Azalea Drive, Vass, North Carolina, 28394, USA;

First Vice President Wayne A. Madden, PO Box 208, Auburn, Indiana 46706, USA;

Second Vice President Barry J. Palmer, PO Box 200, Berowra, NSW 2081, Australia

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Wing-Kun Tam
Lions Clubs International
President

Maybe you associate rap music with today's younger generation, but it's also a creative way to communicate information and to reach new audiences. For instance, a Lions club in Hong Kong held a popular anti-drug rap competition. The winner told Lions that before the contest he thought Lions helped only older people. The rap contest opened his eyes and also succeeded in publicizing our multifaceted service mission to many others.

Working with Lions Clubs International, Lions in Wisconsin produced a very funny rap video (see page 14). LCI wanted to show the fun side of Lions while showcasing our various service projects. The video works because it counters the stereotype that Lions

are older and not hip to today's trends. The video is part of a larger public relations effort by LCI including public service announcements, roadside billboards and online advertising.

The rap contest drew attention to Lions, and the rap video went viral, as amused Lions and others used e-mail, Twitter and Facebook to spread it. Lions need to do more public relations. It works. Publicizing what we do and who we are results in more members, more partnerships, more support. Maybe a generation or two ago we could stand pat and let people come to us. Those days are gone. In the Internet age, amid a vast sea of information and groups vying for attention, success comes to those who pursue it.

Clubs need to reach out to traditional outlets such as newspapers and television but also should use social media and Web networking. Create or improve the club's Web site and Facebook page. Upload videos to YouTube. Tell LCI of your success stories using the new service activity reporting system.

You don't need to be an expert. LCI can help. On its Web site are a tutorial on setting up a Facebook page; our E-Clubhouse tool can help you design a Web site in minutes. LCI's Web site also has tips on developing key messages, writing press releases and placing LCI's public service announcements on television and radio.

You need to believe in the power of public relations and then act with courage and commitment. It won't get done unless you and your club do it. Tell our story, shout it out on the Web and in newspapers and get ready for new members and an increased level of service.



Wing-Kun Tam
Lions Clubs International President

Lions, United Nations Celebrate Partnership

New York City in March has shaken off its winter mantle and warmly beckoning are the bright lights of Times Square, the footlights of Broadway and the incandescent torch of the Statue of Liberty. Any time is a good time to be in New York, but March offers one more reason: Lions will gather once more with the United Nations.

Lions have assembled for the Lions Day with the United Nations since 1978 to celebrate the long-standing partnership between LCI and the U.N. and the shared commitment to address humanitarian needs around the world. Lions' collaboration with the United Nations dates back to 1945 when Lions' founder Melvin Jones and Past International Presidents Fred W. Smith and D.A. Skeen were asked to help develop the non-governmental organization (NGO) charter for the United Nations. Since that time, the two organizations have cooperated on many humanitarian ventures including SightFirst and the School-in-a-Box program.

Lions Clubs International maintains a general consultative status under the United Nations Economic and Social Council (UNESCO), which provides a means for Lions representatives to participate in U.N. meetings, conferences and other functions. The Lions international president annually appoints Lions to represent Lions Clubs at U.N. offices in New York, Geneva and Vienna. The president also appoints several representatives to various United Nations and related agencies including UNICEF, UNESCO, UNEP, the World Health

Organization, the Food and Agricultural Organization, UNA/USA and the Council of Europe.

The 2012 Lions Day with the United Nations will take place on Friday, March 16. International President Wing-Kun Tam and Past International President Joseph Wroblewski will welcome Lions, ambassadors and U.N. speakers to share insights about humanitarian service and highlight some of the key accomplishments of working together. The program will also include a presentation to the grand prize winner of the Lions International Peace Poster Contest.

Registration for the Lions Day with the United Nations will be on a first-come, first-serve basis. The registration fee is \$65. It costs an additional \$55 to attend the luncheon with U.N. ambassadors.

To learn more, please visit the Lions Web site at www.lionsclubs.org or contact ldum@lionsclubs.org.



International President Wing-Kun Tam views the peace poster of merit award winner Hilary Asobara of Nigeria at the 2011 Lions Day with the United Nations in Nairobi, Kenya. The 2012 grand prize winner will be honored in March at Lions Day with the United Nations

Palmerston Lions

Work continues on the Palmerston Lions Park.

Our club members have completed over 3,000 feet of brick pathway to date with another 3,000 to go. This past summer we also built a 30' by 72' pavilion, installed 25 street lights and completed our sports pad with ball hockey and basketball. The Palmerston Lions have over 15,000 hours of volunteer labour in our Palmerston Lions Heritage Park to date.



From left to right is PDG Paddy Rundle, Lion Kent Whetham, Lion Eric Gray, Lion Ed Podniewicz and PDG Andy Klonkowski

Photo submitted by: Lion Dave Wilson

FOR THE RECORD

As of October 31, 2011, Lions Clubs International has 1,355,532 members in 46,355 Clubs and 747 Districts in 208 Countries.

EXECUTIVE SUMMARY

INTERNATIONAL BOARD OF DIRECTORS MEETING - HONG KONG, CHINA OCTOBER 4-7, 2011

AUDIT

- Reviewed and approved the Lions Clubs International and Lions Clubs International Foundation June 30, 2011, Audit Reports.

CONSTITUTION AND BY-LAWS COMMITTEE

- Denied constitutional complaints filed by the Manila Absolute Lions Club and the Manila Virtue Lions Club in District 301-A1 (Philippines) regarding the election of the district's candidate for council chairperson, upheld the election held during the special district cabinet meeting on or around April 16, 2011, and declared Lion Robert B. Roque the council chairperson of Multiple District 301 for the remainder of the 2011-2012 year.
- Revised the trademark policies in the Board Policy Manual with respect to foundation names, Web sites and domain names to help clarify and simplify these policies.
- Revised the membership categories in the Board Policy Manual to specify the membership categories that are included in the club delegate formula calculation.

CONVENTION COMMITTEE

- Revised the Official Schedule of Events for the 2012 Busan Convention.
- Established the per diem for the 2012 Busan Convention.

DISTRICT AND CLUB SERVICE COMMITTEE

- Approved redistricting proposals for the following areas at the adjournment of the 2012 International Convention.

District 111-R (Germany)
District 111-SW (Germany)
Multiple District 354 (Korea)
District 356-B (Korea)
District 307-B (Indonesia)

Approved the redistricting proposal submitted by Multiple District 18 (Georgia, USA) to take place at the adjournment of the 2013 International Convention.

- Approved the list of Coordinating Lions for the Central-Eastern European Initiative for the 2011-2012 fiscal year.
- Revised Chapter IX, Paragraph F.2. of the Board Policy Manual to define transitional districts as districts that are not provisional districts and have fewer than 35 active clubs or 1,250 active members as reported on the association's monthly cumulative report.

- Changed the border for the badge worn by adult companions of current and past international directors from gold to green so their badges match the badges of other adult companions and that board appointees receive a badge appropriate for and displaying their non-appointee title with

the words "Board Appointee" and the year of service as an appointee printed below their non-appointee title.

- Updated Chapter V, Paragraph B.1. of the Board Policy Manual titled "Good Standing" to replace the terms "per capita tax" with the term "dues" and to remove obsolete terminology. The change will take place at the close of the 2012 International Convention,
- Revised Chapter IX, - Rules of Audit Governing Reimbursement of Expenses for District Governors to include reimbursement for attending district GMT, GLT and CEP meetings without prior approval.

FINANCE AND HEADQUARTERS OPERATION COMMITTEE

- Approved the fiscal year 2011-2012 Forecast, reflecting a surplus.
- Agreed that an analysis regarding board meeting cost for fiscal year 2013-2014 will be finalized and forwarded to the Executive Committee for consideration at the January 2012 Meeting.
- Modified the award banners policy as follows: LCI Emblem - D3DS & D110 - A41556 21" emblem; D150 - A43674 10.5 inches emblem.
- Modified Chapter XI, Page 6, Paragraph E3, of the Board Policy Manual regarding banking authorization.

LCIF

- Revised the Major Catastrophe grant criteria regarding: eligibility of other grant programs in affected areas, time limits for completion, assistance to individuals and approval procedures.
- Expanded eligibility for Melvin Jones Fellowship and progressive levels recognition to include donations made to the following named categories: a) area of greatest need, b) disaster, c) humanitarian need, d) sight and e) youth.
- Approved a Core 4 disability grant in the amount of US\$1,193,253 to extend the Lions-Special Olympics Opening Eyes program.
- Approved a Core 4 Board-directed grant in the amount of US\$300,000 to support Lions involvement in immunization activities within affected countries of the Measles Initiative.
- Approved 53 Standard, International Assistance and Core 4 grants totaling US\$2,595,761.
- Tabled one grant application.
- Authorized LCI President Wing-Kun Tam and LCIF Chairperson Sid L. Scruggs III to allocate Japan designated funds upon submission and review of project proposals.
- Approved a SightFirst grant in the amount of US\$30,000 for World Sight Day 2011.
- Updated the foundation's fiscal agents in India.

LEADERSHIP COMMITTEE

- Approved Past International Director Byeong-

Deok Kim and Past Council Chairperson Rajinder Pape Sembhi to serve as 2012 District Governors-Elect Seminar group leaders, facilitating learning for the Korean-speaking classroom group and an English-speaking classroom group respectively.

- Approved the schedule and curriculum plan for the 2012 District Governors-Elect Seminar in Busan, Republic of Korea.
- Revised reimbursement policy for District Governors-Elect Seminar group leaders to include 11 days hotel and meals expense

LONG RANGE PLANNING

- Revised Chapter III, Paragraph 4(c) of the Board Policy Manual regarding the release date of the First Vice President's theme for the upcoming year.

MEMBERSHIP DEVELOPMENT COMMITTEE

- Approved the Republic of Tajikistan as the 207th approved country of Lions Clubs International.
- Approved the Republic of Guinea-Bissau as the 208th approved country of Lions Clubs International.
- Amended Board Policy to change the spelling of Macau to Macao.

PUBLIC RELATIONS COMMITTEE

- Awarded a contract to BVK Advertising to facilitate online banner and search advertising.
- Approved a stipend not to exceed US\$2,000 to area Forums for conducting social media seminars.
- Canceled the Global Youth Music Contest.
- Deleted Paragraph A.4.(h) in Chapter XVII of the Board Policy Manual regarding the report of revenue and expenses for the LION Magazine as this information is available online.
- Revised the Order of Precedence to include GMT/GLT members into position 23.
- Approved the International Leadership Award and Presidential Certificate to be given to Leos.

SERVICE ACTIVITIES COMMITTEE

- Confirmed alliance between Lions Clubs International and the Aga Khan Foundation.
- Named Leos and Lions who shall serve as members and alternates of the Leo Club Program Advisory Panel for fiscal years 2011-2012 and 2012-2013.
- Approved a two-day Lions Eyeglass Recycling Center meeting at International Headquarters near the time of a 2012 Executive Committee Meeting.
- Approved revisions to the Board Policy Manual regarding the Lions Environmental Photo Contest.

For more information on any of the above resolutions, please refer to the LCI Web site at www.lionsclubs.org or contact the International Office at (630) 571-5466.

Strange Coincidence or Fate?

Turkish Lion Befriends A Japanese Lion With A Startling Background

by Jay Copp

"In 1890 the Turkish frigate Ertuğrul sank off the coast of Japan in a typhoon while on its way back to Turkey after a successful goodwill mission to Japan. More than 530 crew members died. Japanese rallied around the few survivors who staggered ashore covered in blood and with serious injuries. Widely reported in the press, the tragedy served as the catalyst for a longstanding friendly relationship between the two nations.

Two years ago Zeynep Kocasinan, a 41-year-old Turkish Lion, visited the monument in Japan dedicated to the doomed sailors. All day, goose bumps ran down her arms, and she sobbed again and again. She had felt drawn to Japan her whole life. She visited the country multiple times, eagerly made Japanese friends while there and in Europe and learned to speak some Japanese. That day was the culmination of her years of warm feelings toward Japan because her host on the trip was Seiji Mukaiyama, a 66-year-old CEO of a gas company. Kocasinan had long wanted to befriend a Japanese Lion, and sheer coincidence had brought the two Lions together.

Born near where the Ertuğrul sank, Mukaiyama was more than just acquainted with the tragedy. He was part of a nationwide celebration of the relationship between the two nations. The

governments of Turkey and Japan had designated 2010 as the "Year of Japan in Turkey." The goodwill that long existed between the nations was solidified in 1985 when Turkey saved Japanese citizens trapped in Iran during the Iran-Iraq war. Mukaiyama, an accomplished musician, recently had composed two symphonic pieces to honor those who had died in the shipwreck and the friendship between the two nations.

"He had no connection with Lions in Turkey. He was a Japanese Lion who felt very strongly connected to Turkey. He had Turkey in his heart," says Kocasinan, an engineer who studied at Cornell University in New York.

Kocasinan met Mukaiyama after two years of asking friends in Japan if they knew any Japanese Lions. A friend of a friend knew Mukaiyama. "Among the hundreds of thousands of Lions in Japan, my friend had found Mukaiyama for me," says Kocasinan. "I believe that the universe has its strange and interesting ways of bringing people together."

As for Mukaiyama, the differences in age, gender and nationality between him and Kocasinan proved to be inconsequential. "She showed me respect as an elder. Respect is important in both cultures. We both respect Lions. All this helped us create a connection,"

he says through a translator.

The friendship between Kocasinan and Mukaiyama led to a series of exchanges and gatherings between Japanese Lions and Turkish Lions. Then International Director Prof. Hayri Ulgen attended Mukaiyama's Turkish-Japanese Friendship Concert in Tokyo in 2010, and Kocasinan's Fethiye Lions Club received a substantial donation for its charitable work from the concert proceeds. A couple of months later, Turkish Lions hosted one of Mukaiyama's four friendship concerts in Turkey. One of the concerts raised funds for victims of the devastating earthquake and tsunami in Japan last spring. Following the last song, Mukaiyama and the musicians received a 10-minute standing ovation.

After the tsunami, six clubs and District 118-R in Turkey sent 52,000 liters of bottled water to Japan. Kocasinan was the liaison for the aid in Turkey, and Mukaiyama, who did not live near the affected area, was the liaison in Japan. The irony of the relief was not lost on Kocasinan, a devotee of "nonviolent communication and complementary healing" who has studied Japanese techniques in those areas.

"Water has the power to destroy and it has the power to give life," says Kocasinan.



Zeynep Kocasinan and Seiji Mukaiyama exchange flags upon meeting in Turkey



Mukaiyama leads an orchestra



Kocasinan prays at the tomb of the sailors who died in the 1890 shipwreck

1st National Capital Purina Walk For Dog Guides

On October 26, 2011 the 1st National Capital Purina Walk for Dog Guides was held in Ottawa, Ontario. Seven Lions Clubs from within the Ottawa area, **Cumberland, Gloucester, Gloucester North, Kanata-Hazledean, Navan, Ottawa South and Rockland** joined forces to organize one walk. Highlights of the event was the Mayor of the City of Ottawa, Jim Watson, presenting a Proclamation marking October 23rd LIONS FOUNDATION OF CANADA DAY in Ottawa. More importantly, approximately \$14,448.82 was raised. The National Capital Walk was the idea of LFC client **Angele Charlebois** and **Candy** her Hearing

Aid Dog. Angele, along with **IPDG Lion Andy Etherington**, co-chaired the walk. The walk concluded with the induction of Angele into the Gloucester North Lions Club.

Photo by Serge Rivard Photography



Lions on Location

German Lions Aid Pakistan

The historic floods that ravaged northwestern Pakistan in 2010 disrupted lives, destroyed schools and contaminated water supplies. After sending tons of food and medical supplies to flood victims, Lions in Germany set about rebuilding schools and ensuring clean water.

German Lions have rebuilt and furnished six elementary and secondary schools in five villages. Two of the schools are for girls and the rest are for boys. The reconstruction included new libraries and science labs.



Solveig Koch of a German non-profit group that partners with Lions tastes clean water in Pakistan made possible by Lions

"When there is a lack of government schools, children are often exposed to radical elements. This is why building schools will help bring peace."



Students are learning again thanks to Lions



A "Paul" provides safe water to students

Lions in Germany also provided clean water for 3,240 students at six girls' schools in Kyber Pakhtunkwa Province. The dirty flood waters contaminated water pipes. So Lions installed a

"Paul" (portable aqua units for lifesaving) at each of the schools. Easy to operate, the filters don't require electricity or chemical supplements, and they prevent diseases such as cholera, typhus and dysentery.

Weary Pilgrims Find Succor

The annual Ramdevra Fair in India celebrates the life of Baba Ramdev, a 15th-century saint respected by both Hindus and Muslims. Thousands of devotees walk barefoot, some for hundreds of miles, to the temple built in his honor.

The arduous journey leads to foot ulcers, leg and joint pains, intestinal ailments and other medical problems. That's where Lions come in. The **Jodhpur Marudhara Lions Club** set up a medical tent, and Lions who are medical doctors treat their illnesses. The doctors include specialists in surgery, orthopedics and gynecology.

This past year the doctors rushed to aid a 35-year-old woman suffering from acute diarrhea. "Her pulse was very feeble, and she had cold, clammy skin. She was in complete peripheral shock," says **Dr. Sanjeev Jain**, a pediatrician and club president. "We felt a sense of utter satisfaction in saving her life."

To provide instant, soothing relief, the club also sets up saline water tubs that fit 50 people. A Lion who is a mechanical engineer constructs the tubs. Also, a Lion who is an electrical engineer oversees a charging board that can serve 80 cell phones at a time. Lions also provide safe drinking water, free medicines and even a band that plays folk songs.



Religious devotees soak their feet after a long journey

Fire on Mountain; Hearts Aglow with Service

A sea of green, Kasamatsu Yama, a small mountain near Saijō, Japan, caught fire in the hot, dry summer of 2008 because of a discarded cigarette. Rain finally extinguished the blaze, but by then the damage was substantial. The peak that residents affectionately called their "hometown mountain" was a heap of ash and charcoal.

The 53 members of the **Imabari Higashi Lions Club** set to work. They recruited Boy Scouts, students from a special education school, sports club athletes and others. The 150 volunteers have begun to restore the beloved mountain to its green glory. "We involved many groups," said **Ryuichi Nagano**, past president. "By sharing this experience, everyone gains a united

feeling of protecting our mountain."



Lions and others plant trees on Kasamatsu Yama

Novel Way to Raise Funds in Spain

The sun shines day after day in Teulada-Moraira, a small resort town on the coast in Spain. Crowds of tourists and locals, many retired, flock to the sandy beaches, where paperback books are de rigueur. That's why Lions staff a bookstall twice a month. In four years they've sold 20,000 books, some of them several times after thoughtful patrons return them.



Shoppers browse the Lions' bookstall

"This has been a very good income stream for us, and it's popular year-round," says **Peter Johnson**, public relations chairperson for the **Teulada-Moraira Lions Club**.

Donated to the club, the books sell for 1 euro (about \$1.40). The club has 5,000 books in stock.

The funds raised buy food and clothing for needy families, eyeglasses, medical equipment and playground equipment. The club also supports guide dogs, a cancer support group, a domestic violence center and other causes.

Many members of the club are retired professionals including doctors, lawyers and pilots. Some relocated from England.

Lions Preserve Forest

Hikers and picnickers enjoy the scenic nature trail in Rotiholz bei Arni, Switzerland. Keeping the woods clean and safe are **Worblental Lions**. Each summer they clean the fire pits, repair wooden benches, post informational signs and even check the safety of the cable car.

"My day job is very mentally challenging. The physical work for the benefit of the public is a nice change of pace," says **Markus Lädrach**, past president.

The club originally created the trail from 1996-98 with the help of the Forest Service and residents.

down judiciously to allow for the forest to replenish itself.

The trail does more than provide recreation: it also imparts lessons on sustainability. A bowling pin game along the trail subtly illustrates the benefits of partial harvesting of trees. Placards in the woods recount how for years trees in the region were cut

Lions get the trail ready for another year of recreation



Postage Stamp for Toronto in 2014? – Canada Post says: ‘Maybe’. Write a supporting letter.

Early last year, at the request of the MD-A, Canada Post's Philatelic Dept. was asked for a national postage stamp in the summer of 2014, to celebrate the Toronto International Convention. It replied and said: "Maybe, we will take it under consideration."

What is needed now is for every Club in Canada, especially in Ontario to write Supporting Letters. **Write to: Chair, Stamp Advisory Committee (SAC), c/o Philatelic Dept., Canada Post Corp. 2701 Riverside Dr, Ottawa, ON K1A 0B1**

Who should write: Every Bulletin Editor, giving your Club name, frequency of issue & the number of bulletins mailed. Enclose a sample Bulletin. Also, put Canada Post's SAC on your bulletin's mailing list for 2011-2012. It's worth the few extra stamps!

Also, every Club President & Secretary, mentioning the good works your Club does.

Treat that letter like your report at a Zone Rally.

Also, every Lion who is a Canada Post employee or supplier. List your affiliation to the postal service.

And, if you work for a firm that still uses the mail (banks, insurance firms, publishers, etc) tell the Philatelic Dept. who you are. It likes to hear from happy & grateful customers, especially after the labour strife of June, 2011.

In 2010, it gave a stamp to Rotary International for its Montreal Convention in June, 2010. So why not Lions also? We know that "We Serve". Be certain that Canada Post knows in detail just how your Club serves its community.

Camp Clean Up

Below is a photo taken at Camp Kirk clean up in October. **A-16 Governor Larry Bell**, with **District Lioness President Fiona Fraser** thanks the 2817 Hastings & Prince Edward Regiment, Royal Canadian Army Cadet Corps of Lindsay.



Omemee & District Lions

Emma Hawman, grand-daughter of Omemee **Lion Bill Hawman**, was presented the 4-H Trophy by **Lion Jack Murphy** and **Lion President Frank Anderson**. Emma is the Novice member of Omemee Dairy 4-H Club with highest earned points for contribution in club work and showing her calf for 2011.



Ramp built for boy with muscular dystrophy

In the summer, the **Fowlers Corners and District Lions Club** became aware of a young lad in our area who suffers from muscular dystrophy and was having a difficult time. His condition had deteriorated to the point that an electric wheelchair and transport van was needed. After both were purchased by the family, funds were low and a ramp to provide access to the family home was still needed.

True to the club's mandate, the Lions stepped up to the plate. **Lions Roger Tessier, Bob van Domselaer, Glenn**

Hyland, Robert Warren and Bernie Baudisch provided the labour, Mr. and Mrs. Galarneau provided the materials for the ramp while the Club purchased patio tiles and other supplies. **Lion Nancy Warren** provided the muffins. From all reports, the work on the ramp went very smoothly in part because of the shared camaraderie and because the individuals could see that their efforts were making a difference in someone's quality of life, immediately.

Thanks to the efforts of the Lions Club the young lad has great independence because he no longer needs help to enter or leave his home.

This project was a win-win situation for all involved and illustrates

to all the importance of supporting our Lions Clubs for all the good work they do.

by Elizabeth Peeters, from the Peterborough Examiner, Monday, October 24, 2011



PROMOTE YOUR CLUB ONLINE!

www.lionsclubwebsite.com

One Shot, One Life

Measles Initiative Saves a Life for Less Than \$1

Randrianarisoa Hariliva, a midwife in Madagascar, recently encountered an infant with a fever whose body was marred by red spots.

His malady was unmistakable: measles.

"Without the proper care, he would've died," she said.

Hariliva knows measles and knows how to prevent the dreadful disease: she vaccinated scores of children during Lions' weeklong campaign. Among those vaccinated was 9-month-old Patrick Rasoanjanahary. Thanks to Lions and partners, he is just one of the nearly 41 million children in Madagascar and three other countries who have an opportunity at life.



In Madagascar, Randrianarisoa Hariliva vaccinates nine-month-old Patrick Rasoanjanahary against measles

His mother, Pascaline, heard of the vaccination campaign through radio announcements created by Lions. "I've witnessed a child with measles. I do not want this for my son. This vaccination is very important," she says.

Lions Clubs International Foundation is part of the Measles Initiative, founded by the American Red Cross, United Nations Foundation, U.S. Centers for Disease Control and Prevention, UNICEF and the World Health Organization. The initiative plans to vaccinate 157 million children this year at a cost of less than \$1 per child.

To expand on the Lions' pilot program, the Bill & Melinda Gates Foundation is challenging Lions to raise \$10 million. For every \$2 donated by Lions, the

The Disease

Measles can cause severe complications that can lead to death or permanent disability:

- Vitamin A deficiency
- encephalitis
- pneumonia
- blindness and hearing loss
- 450 people die each day, mostly children under age five
- 164,000 die annually
- More than 28 African countries had outbreaks in 2010, as well as two countries in North America, six in Europe, two in the Pacific and four in Asia.
- 90 percent of the people a measles-infected person comes into close contact with will become infected if they are not immune

Gates Foundation will provide \$1 in matching donations. The \$5 million grant would be the largest in LCIF's history. This historic gift from the Gates Foundation is a significant milestone for Lions and will ensure that many more children like Patrick will benefit.

The Disease

A highly contagious virus, measles is spread quickly. Each day, 450 children die. On a crowded bus of 100 people, if there is just one person with measles, 90 people will become infected if not vaccinated.

Measles vaccinations are among the most cost-effective public health interventions today. For just \$1, a person can receive lifelong immunity.

If the vaccination is so cheap, then why doesn't everyone get it? Vaccinations and other health care services are too distant or too expensive. Also, people do not know the importance of a vaccination.

The disease also exacts a heavy economic burden as family members suffer income loss during the days and weeks needed to care for sick children.

This lapse in education and advocacy, combined with a \$59 million funding shortfall, could bring a resurgence of the disease. If none of the priority countries were to carry out measles vaccination campaigns from 2010-2012, all progress could be erased. Without a vaccination program, virtually everyone who is not immune will become infected.

Bob Davis, now a measles delegate to the Red Cross, first fully understood the dangers of the disease when he traveled to Africa in 1979. "I visited a missionary hospital where they had a measles ward full of kids who had gotten the disease because they had missed the vaccination. The doctors were unable to do too much for them because there is no specific cure for measles once you get the virus," he says. "The case fatality rate was very high in spite of their efforts. The only way to get rid of the problem was to get rid of the virus transmission. And that requires very high levels of vaccination coverage—not only for the kids who are currently at-risk, but also for the kids who are born after this year's campaign and who will become at-risk a few weeks after their birth."

Lions' Successes

To fight this problem, Lions joined the Measles Initiative in 2010-11. The Gates Foundation awarded LCIF a grant for \$400,000, matched by \$300,000 from LCIF for vaccination campaigns in four pilot countries: Ethiopia, Madagascar, Mali and Nigeria. The campaigns targeted 41 million children under age five.

Lions played a key role in all levels of the program. They raised funds, promoted the vaccination campaigns and built partnerships with governments and health sectors to grow the programs nationwide.



In Nigeria, Lions held two vaccination campaigns in an effort to reach all infants nationwide

"Because of the Lions advocacy program, we're able to mobilize people from the grass roots to the highest level of the government," says Past District Governor Tebebé Berhan of Ethiopia.

All four countries surpassed the program goal of vaccinating at least 90 percent of children under age five.

"It has to be the grass roots level. We have to go to the nooks and crannies of the country to get the villagers educated and mobilized for this program," says Past International Director H.O.B. Lawal of Nigeria.

"Lions' role is raising awareness and attracting as many parents as possible to bring their children for the vaccination. It is very, very important," says Lion Jose Bronfman of Madagascar.

Stopping Measles

The Measles Initiative was launched in 2001 on the premise that any death is one too many. At that time, measles was the single largest, vaccine-preventable cause of death among children. Partners provide technical, financial and grass-roots support for vaccination campaigns. By combining resources, the Measles Initiative achieves great results. Last May, the 1 billionth child was vaccinated. Children in more than 80 countries have received vaccinations, reducing measles deaths by 90 percent in all countries except India. Lions there are helping to open doors to increased vaccinations and gain governmental support for a measles campaign.

This year, the Measles Initiative will coordinate vaccination campaigns in 31 countries. Many of these are campaigns that will also provide vaccinations against other serious diseases.

To date, the Measles Initiative has invested more than \$700 million in measles control activities, helping to save an estimated 5 million lives.

The measles elimination strategy is proven to work, as the disease has already been eliminated from The Americas as of 2002.

Building on Success

Lions have a long history of advocating for change and improving health worldwide particularly with blindness prevention. Lions now have the opportunity to help eliminate a disease.

"We will never be safe from measles as long as there is even one case of measles anywhere on the

planet," says Davis. "But we already have, in place, all of the resources in order to put a stop to measles for all. We can stop transmission in Madagascar, in Africa and in the world."

In a survey of nearly 1,700 Lions, 90 percent expressed support for the measles program, and 90 percent expressed personal motivation to contribute to this program. Comments included: "This is an amazing opportunity to help eradicate a disease!" and "Measles affects children and sight, so it's a logical extension of what we already do." Lions also said the initiative is a great opportunity for membership growth and that partnerships with Gates and others in the Measles Initiative are valuable long-term.

Addressing attendees at the 2011 International Convention, Bill Gates Sr. said, "The Gates Foundation is very proud to have been a partner in your early measles projects, and we're excited to continue working together. ... If you want to go fast, go alone. If you want to go far, go together. With Lions in the lead, there is no telling how far we will go together."

Lions in the four pilot countries and several new countries will help lead measles vaccination campaigns locally; however, every Lion can be involved in the program. By contributing to LCIF, Lions have the power to help children in all countries where measles remains a heavy public health burden. Lions' donations will be combined with all donations to the Measles Initiative in order to have a greater, leveraged impact worldwide and reach a targeted 157 million children. Additionally, in many of the measles priority countries, Lions will sit on the national advocacy committees and plan for upcoming vaccination campaigns.

"The Measles Initiative is very important for LCIF. We can do so much more with worldwide partnerships as we take their expertise and ours to have a greater impact," says LCIF Chairperson Sid L. Scruggs III. "Now we're joining forces with other agencies that recognize measles as a major contributor to loss of sight and loss of life. This grant from the Gates Foundation is motivating us to do even more."

Disease Elimination

In the first eight years, the Measles Initiative helped to reduce measles deaths by 78 percent. The initiative plans to end the disease in Africa and India by 2020, which effectively would mean worldwide eradication of the disease.

Dr. William Foege, a global public health expert who worked in rural Nigeria in the 1960s, can remember when measles was "the single most lethal agent in the world." He says, "When the history of measles elimination from the world is written—when it's possible to paraphrase Thomas Jefferson's quote that 'the world will know by history only that this disease has existed'—it will describe a global effort of continuous quality improvement in vaccine programs.... It will marvel at the speed at which the program improved. But it will marvel even more at

the speed at which the measles virus disappeared."

There remains much work. "There are still a lot of children in Madagascar who are not vaccinated against measles, so that's why it's very important to have this program, to increase the number of children here and worldwide who are vaccinated," says Lion Anja Ramilison.

To support this program, donate online at www.lcif.org/donate or learn more at www.lcif.org.



Lions in Ethiopia led grass-roots efforts to educate families on the need to get their children vaccinated

Contributions are eligible for Melvin Jones Fellowship recognition. Additional materials including a video highlighting Lions' pilot year successes are also available online.

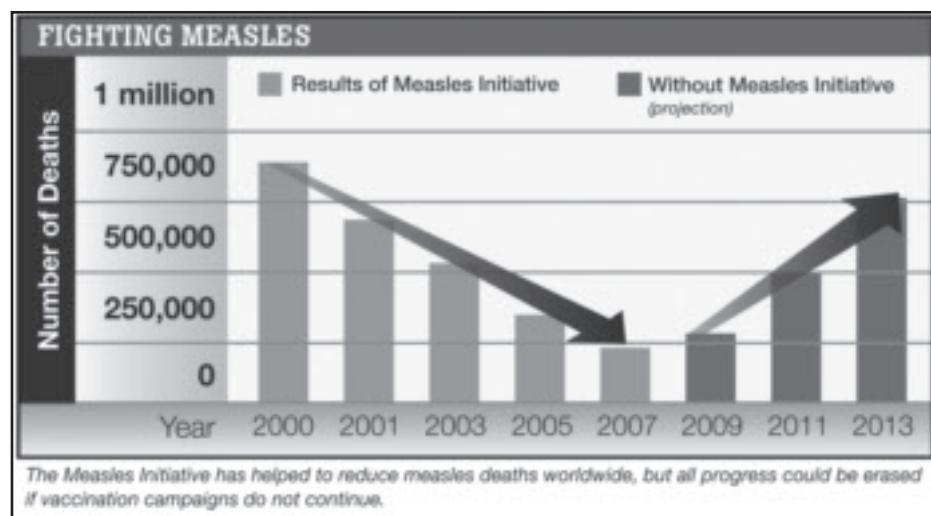
Lions can help make this dream a reality by meeting the goal of providing \$15 million for the measles program. Doing so ensures that many more children, like Patrick, will have a future.

\$1 = 1 vaccination = 1 child = 1 life saved

Statistics from the Task Force for Global Health, World Health Organization, Gates Foundation and Measles Initiative.



Lions promoted the measles vaccination campaigns including through T-shirts, radio announcements, banners and through word-of-mouth



School Duo

by Alison K. MacDonald

Argo, a black Labrador Retriever and graduate of the Lions Foundation of Canada's (LFC) Autism Assistance Dog Guides (AADG) program, joined our family in late 2010 as a helper for our little boy, Noah, a bright spark with classic Autism Spectrum Disorder (ASD). Because the "wiring connections" in Noah's brain are different than those of "neurotypical kids" he needs help to make sense of the world, sort through bewildering sensory input, and cope with anxiety in order to learn effectively.

Noah had been diagnosed with ASD at age 2 1/2 years. From that point Pete and I sought out ways to help him in all areas. We didn't leave any potentially therapeutic stone unturned.

Non-verbal when diagnosed with ASD, Noah is now nine. Through great effort, he has come far with speaking and comprehension, although they're still challenging. Noah is a gem: an affectionate, easy-going child, but definitely coping with anxiety mainly due to sensory input related to sound. Additionally, Noah has ZERO understanding of safety. He's impulsive and can bolt away. Dangers like busy roads, strangers, or becoming lost don't "register." It's been hugely stressful!

In our hunt for ways to lessen Noah's risk, we discovered that the Lions Foundation of Canada had an Autism Assistance Dog Guides Program <http://www.dogguides.com/programs/programs.htm>. We learned that an AADG could help us keep Noah safe, increase socialization opportunities and possibly help him cope with some of his anxiety. We felt that this, in turn, could promote better focus and allow improved learning. We applied, and went through a comprehensive approval process. Thanks to the LFC's Autism Assistance Dog Guides Program, Pete and I received training, and Argo, a fully trained AADG joined our family.

Initially, Argo helped us keep Noah safe. Noah held his Dog Guide's vest handle while we were out. Because of Noah's flight risk, he was also tethered to Argo with a waist belt. A parent held Argo's leash. If Noah tried to bolt away, Argo was told to "STAY" and he would sit, or lie down. This provided an "anchor" to remind Noah, tethered to his AADG, to go back, take Argo's handle, and continue on where he'd left off. It worked! Our family of six was less stressed and outings were safer.

Meanwhile, we were supporting and encouraging initial bonding between Noah and Argo. Our little boy was the only person who fed Argo and the dog slept on Noah's bed. Argo liked to be near Noah when he read his books and Noah didn't mind his dog being close. They went to the park and for walks, things they both revelled in. They were friends, and although Noah's social glitches didn't allow him to express the emotional bond like others might, they were definitely companions.

A student at Kingston and District School (KDS), Noah is in a regular grade three classroom and follows an Individual Program Plan (IPP) designed to address his needs. From the beginning, our Principal, Heather Harris, supported us in our application for an AADG for Noah through the LFC. She was pleased to learn that an AADG was so well trained that once the bonding with Noah was firm, an AADG trainer would do a "school placement" and the dog could attend school as Noah's helper. Her staff members also had a warm, welcoming outlook on this.

Pete and I, as advocates for Noah, have developed a healthy rapport with the staff at KDS, where he has attended since age five. We're part of his team. Every team member has worked at creating relationships based on openness, positive interaction and problem-solving. Good communication is the key and through it, we've developed strong reciprocal trust. When new experiences arise, trust has provided a well-built bridge between the known and the unknown.

When the time came to send Noah and Argo to school together, our team's communicative relationship would prove to be a primary factor in promoting a positive transition to the school environment.

While their initial bond developed, Argo did not attend school with Noah but plenty went on behind the scenes! Pete and I made arrangements for Argo to become familiar with the school and Noah's team. Argo attended multiple IPP meetings with us, wearing his burgundy vest: the AADG "uniform." During meetings, Argo would lie under the table while the team worked together. (Noah was in class & not a participant.) This gave everyone a glimpse of how Argo would "be" in the classroom while Noah and his classmates worked.

Argo was an invited guest in Noah's Grade 2 classroom. He became the real-life topic of discussion for a 'Community Helpers' unit. We answered questions about how Argo was helping Noah stay safe and described some of the new routines and words Noah had learned related to his dog. Noah smiled the whole time, clearly happy his helper was at school.

To provide Argo with experience in the school's outdoor area, one weekend, Argo went along on an outing to the school playground with Noah and his Dad.

After about 6 months with us, bonding was well-established between Noah and Argo. Chris Fowler, Head Trainer at the LFC's AADG program in Oakville, Ontario, flew to NS to see us and attended a planning meeting as Noah's team worked toward a fall start date for Argo and Noah at school.

Chris confirmed that an AADG trainer would visit in the fall to set the school placement in motion. Noah's team members were excited to hear how

close we were to the reality of Noah and Argo being together at school. Argo would be the first LFC AADG in the Annapolis Valley Regional School Board's (AVRSB) classrooms!

The Principal and Noah's Resource Teacher had pertinent and specific questions about things like relief breaks for Argo and his response to loud noises. Chris provided answers. Our Principal had already spoken to the Coordinator of Transportation and reported that a service dog travelling on the bus with a student would not be a problem.

Noah always had a 'Bus Buddy' accompany him to and from school on the bus. Our Team recognized this as a supportive factor in the upcoming change because in Noah's situation, it happened that his Bus Buddy was one of his main Educational Assistants (EAs) and so would be one of Argo's primary handlers at school. The fact that one person would be so involved both at school and on the bus provided extra continuity and was a "lucky break" for Noah in this new venture. (Children with ASD may have trouble coping with change, so the fact that continuity was built in here was serendipitous.)

In mid-September 2011, we received a phone call from Sarah Clarke, a trainer in the AADG program. She had helped train Argo and later, had trained us when we went to Ontario to learn about handling and caring for Noah's dog. Sarah told us that she was coming to our area on October 20 and 21 to put Argo's School Placement in motion. We began preparing Noah, telling him that soon, he and Argo would be at school together. Immediately, we notified the school of the date – we had a meeting and were able to make the announcement to our whole team. The "can-do" attitudes were undeniable.

The day before Argo started attending school with Noah, the Principal sent home a letter with all students so that families would be aware of Argo's new role at the school. It explained Argo's preparation and ability to help Noah, and that there would be an assembly in the morning. Our family received a 100% positive response to this letter, with parents commenting via email about how exciting this new venture was for everyone at our school. The general tone of this communication is echoed in the following email from a parent "...we have been talking about Noah and Argo all night! They sent home a notice about the assembly tomorrow and C. has had many questions! I have done my best to answer them all ...trying to explain exactly why Argo is going to be there has been a challenge, but she's very understanding about how important Argo is to Noah!!"

That same evening, Sarah, the trainer from the LFC's AADG program, visited our home to connect with Noah. Argo remembered her from his training, greeting her with characteristically gentle

enthusiasm. We confirmed details about the following morning and reinforced with Noah that Argo would be going to school with him the next day. That netted Sarah a big smile.

We travelled to school the next morning by car, since the children who would be on the bus with Noah and Argo had not yet been taught the rules about how to behave around a service dog. Leaving the car, Noah and Argo were tethered together as they would be for the majority of each day: a working team. Pete held the leash and we walked to Noah's coat-hook, where he changed his sneakers. At that point, his main EA took Argo's leash and Sarah began to teach, shadowing and providing tips along the way to ease the transition as the EA worked her usual 'magic' with Noah and learned necessary skills and commands as a Dog Guide handler.

We went to Noah's classroom and the teacher went over a few basic rules with the children about how to act when Argo and Noah were at school together. She pointed out Argo's uniform, saying that it meant he was working. She asked that they allow him to do his job unhindered. Knowing these rules would be reinforced soon, she focused on the class and praised them for their maturity and ability to have a service dog in the classroom and maintain their focus. The teacher then remarked at how relaxed Noah and Argo were together, pointing out Argo resting quietly, head on paws, under the table where Noah was sitting. She asked them to support Argo and Noah and to set an example for the rest of the school with their positive attitudes and ability to follow Dog Guide rules.

Our Principal held a school-wide assembly. Even our morning bus driver and a bus safety officer were present! At the assembly Noah and Argo were welcomed as a working team. It was touching – Noah, Argo and their Grade 2/3 classmates were seated facing their schoolmates and were designated as welcoming ambassadors for their classmate Noah and his helper Argo. It seemed to engender in the entire grade one to five student body a sense of pride and purpose. Sarah, the trainer from the AADG program was invited to talk about the rules that an AADG has learned and works by. She explained "I'm sure you wouldn't want Argo to have to break any of his rules..." as she reinforced the limitations of no petting, calling out to, or teasing Argo. She also showed a DVD of five different types of LFC Dog Guides at work. Noah sat quietly with Argo, rubbing his fur back and forth under his Dog Guide vest. This must have soothed him, because he stayed for the entire half-hour assembly... a first for him in all his school years.

I 'teared up' when the Principal invited Noah, Argo and the EA to walk down an aisle between the students and out of the gym, symbolically beginning their time working together at school. I could tell that the students (probably with a few reminders) would allow Argo the concentration space to do his best.

Sarah provided input and direction to school staff

members who worked with Noah throughout the day. She also met with our afternoon bus driver. Then, she travelled home on the bus with Noah, Argo, and their Bus Buddy to lend a few tips specific to that environment.

Sarah came back to the school on day two to address any questions that had arisen. Before leaving the school, the trainer provided everyone with her card so that they could reach her with any questions.

Noah's school day is very complex due to the number of activities and staff involved in promoting his learning. So far, days have been smooth for Argo and Noah as a team. Noah's Resource Teacher remarked that she has been able to redirect Noah much more quickly since Argo started accompanying him to school. Noah's homeroom teacher noted that Noah has seemed more happy, relaxed and settled in her class with less of the 'vocalizing' he has done in the past during work time. Additionally, despite the sensory defensiveness that some sounds cause him, she reported that he has been "staying in music class... and liking it for the most part!" More evidence that Argo somehow helps attenuate his noise sensitivity came from Noah's Resource Teacher in an update about a week and a half after Argo started school. She said "Before Argo came to school, Noah would often cover his ears while walking through the hallway. Now Noah doesn't seem to be bothered by the noise (it's like he feels safer.)"

Noah's EA observed that Noah now rarely attempts to bolt away, and his teachers agree. If Noah attempts to bolt, he is reminded "Take Argo's handle" and this redirects him. He can then go on with their activity. Describing the improvement, Noah's Resource Teacher told me: "Sometimes he would bolt back into classrooms, or drop to the floor when leaving a desired activity. This has decreased significantly, in fact, it has almost ceased completely. Now when Noah leaves a desired activity, he is leaving with Argo, so Noah no longer fixates on what he is leaving behind."

Socially there have been changes, too, and these are obviously starting to affect self-esteem. Noah's Resource Teacher remarked "One thing that I have definitely noticed about Argo's presence is a sense of pride radiating from Noah as he walks through the hallway. Noah sees the other students smile and wave, and he lights up."

There are the usual learning curves and a few challenges for everyone, including Argo. For example, our busses have limited space and Argo has been working hard to acclimatize. Special treats help him get wriggled into place for the bus ride. With extra advice from LFC AADG trainer Sarah, Noah's Bus Buddy has been instrumental in making this a positive experience for Argo.

Our bus drivers, who get our children to school and home safely every day, have been instrumental in the process of Noah and Argo attending school. They have our gratitude. Once, as our Bus Buddy was getting Noah and Argo settled, I was able to catch the

bus driver's eye. He gave a jaunty 'salute.' I returned a double thumbs-up as a quick "thank you."

Once Noah and Argo arrive home, Argo's vest is removed. He plays outside – usually a game of fetch – at top speed. Noah isn't interested in ball games but both enjoy this free time: Noah on his swing-set, and Argo chasing the ball thrown by one of our older kids. After playtime, Argo comes inside and has a nap to refresh his energy.

Pete and I expect that the time Noah and Argo spend at school as a duo will increase the level of companionship they enjoy at other times. A special child and a special dog: as the trusting bond they share grows, its many spin-offs will benefit Noah's learning and social development. In just the first three weeks, Noah seems better able to focus and his AADG's presence seems to have lessened his noise-related stress. It has also increased social opportunities for him with his peers.

With cooperative attitudes and advance planning, plus direction and support from the LFC AADG trainers, sending Argo to school with Noah has proven to be an overwhelmingly positive experience for all.

By training and providing an Autism Assistance Dog Guide to a child like Noah, the Lions Foundation of Canada extends a positive, helping hand. Thank You Lions Foundation of Canada and the Autism Assistance Dog Guides Program... Your gift is felt in so many concrete ways! Thank You to Kingston and District School, the Annapolis Valley Regional School Board and to our school's bussing system. You have, by accepting and welcoming the first AADG in the AVRSB, helped positive effects and attitudinal change to ripple onward: through students, staff, their families, and for our own little boy and his faithful companion.

There are 451 students learning at Kingston and District School. Now, you will count 451 students plus one incredible working dog: Argo the AADG.



Noah and Argo Nov 2011

by Tammy Pyette Photography

Your MDA Council of Governors is Seeking a Secretary

PCC Dave Voisey will officially be concluding his term as the Multiple District "A" Secretary on June 30, 2012. The Council of Governors has authorized the Administration Committee to seek a replacement MD "A" Secretary. The term of office is from July 1, 2012 reviewed annually until June 30, 2017. It is a home based operation.

A summary of the position requirements and Secretarial duties are as follows:

Responsibilities:

The Multiple District Secretary shall manage the Multiple District administration functions as detailed in the Multiple District Policy and Procedures Manual under the direction and supervision of the Council of Governors.

Qualifications:

- ✓ Knowledge of the International Association of Lions Clubs
- ✓ Knowledge of the Multiple District Lions organization
- ✓ Knowledge of Secretarial Duties
- ✓ Experience with computers
- ✓ Previous Management/Administration Experience
- ✓ Motivation and enthusiasm
- ✓ Capabilities of Recording minutes of meetings
- ✓ Ability to communicate

Expected Key Results

- Receive and send correspondence on behalf of Council
- Attend Council and other meetings as requested by Council, the Council Chair & MD "A" Committees.
- Keep accurate minutes of all Council Meetings
- Assist the Governors' Council in conducting the business of MD "A", and perform such duties as are required by the LCI & MD "A" Constitution & By-Laws, as well as those that may be assigned by the Governors' Council from time to time.
- Maintain databases and the MD "A" Directory
- Maintain a "Motion Book" for the benefit of the Governors' Council
- Provide regular updates to the MD "A" Web Master and LION Magazine Editor
- Provide for updated hard copies of essential documents to the Governors' Council and MD "A" Committees

***SUPPLEMENTAL INFORMATION**

A full MD "A" Secretary Job Description including a time indicated responsibility summary is available on the MD "A" Web Site by clicking "Policy and Procedures Manual".

REMUNERATION:

The MD "A" Secretary receives an honorarium determined by the Governors' Council as well as full travel expenses and essential office expenses. Some office equipment is provided.

All applicants must send their resumes (mail, email or fax) by end of day, February 29, 2012 to:

Lion Al Page PCC.
Chair, Administration Committee
Multiple District "A"
6906 Sunset Blvd
GRELON K4P 1C5
613 821 3625; fax 613 821 1134
mail to: hohoal@rogers.com

Interviews for qualifying candidates will be held in Markham on March 24, 2012

WE SERVE

We Serve and We Rap, Too

by Jay Copp

A new online video shows Lions providing eyeglasses, staffing a pantry, planting trees—and rapping about their exploits while dancing hip-hop style.

Rockin' the Vest shows a “yellow-vested posse” swaying their arms, cruising in a low-rider convertible and doing service, proving Lions are “philanthropic to the core.” The lyrics have a lot of attitude—in a nice way:

See I'm more than a guy selling raffle tickets.

I feed the hungry, help the helpless, tell the selfish where to stick it.

Lions Clubs International commissioned the video to gain exposure for Lions and to explode the stereotype that Lions clubs are for elderly white men. LCI aims to “recruit the next generation of Lions members by getting their attention where they spend the most time, which is increasingly online, and to show people in a fun, entertaining way what our members do,” says Peter Lynch, LCI executive director.

The video has tallied more than 70,000 views on YouTube. Viewers weighed in with 462 likes and only 11 dislikes. Marketing professionals also rated it favorably. The video left “me laughing and crying with tears of amusement at a video of old men rapping. This marketing has it going on all over just about anything I've seen in awhile,” Vicki Flaugh, CEO of a social media training company, wrote in an online review. (Flaugh happens to be a Lion; her review was not solicited by LCI.)

The two-minute video actually features Lions of various ages, men and women, and different ethnic groups. More than 80 Lions from 15 clubs in District 27 A1 in Wisconsin took part. The South Milwaukee, Oak Creek and South Shore clubs provided the most volunteers.

The video tells it like it is:

*Ballin' in my driveway,
I might look pretty lame.
But I'm a mac-daddy neighbor,
volunteering is my game.
I can mend a broken sump pump, know
how to dig a stump up.
Pruning shears in my hand,
I make yo' rhodo-den-dron jump up.*

“We hope this rap video and our new PSAs, along with online and outdoor billboards and a radio PSA, will help us reach the younger generation and show them we are not their father's or grandfather's Lions clubs,” says Dane LaJoye, an LCI spokesperson.

The video has succeeded in attracting new members. “We've heard from friends of friends who saw the video that they had no idea Lions could be so much fun. They've joined,” says Karla Harris, who locally organized the video productions as 2010-11 district governor in 27 A1.

The rap video took six days of shooting at five locations. The smoothness of the finished product belies the difficulty of getting “amateurs” to act in a professional video. “We could not get them to rap! It was a challenge,” says Harris with a smile.

Chris Dannenmann, 52, a semi-retired security consultant, is featured prominently in the video (he's in the middle of the photo). A fan of classical music and opera, he said he received some pointers on rap from the video's producers. “They gave me a fair amount of input. The rest was improvisation,” says Dannenmann of the Oak Creek Lions Club. His wife, children and grandchildren enjoyed his performance. “They laughed a lot. It's like any family—if you can't stand the heat, get out of the kitchen,” he said.



Rapping about Lions are (front) Chris Dannenmann of the Oak Creek Lions Club and (back, left to right) Past District Governor Jordan Chadwick of Oak Creek, William Fenger of the South Milwaukee Lions Club, Gary Posorske of the Cambridge Area Lions Club and Tim Sommers of Oak Creek

Dannenmann and other Lions don't pull any punches:

*See I got skills to amaze you.
Fall down I'm gonna raise you.
You got a dry turkey sandwich?
I mayonnaise you (Oh yeah...I'm making
your sandwiches).*

The video can be viewed on the LCI Web site as well as on YouTube. Lions are encouraged to share it via Facebook, Twitter and e-mail.

Milwaukee-based Serve Marketing, a non-profit ad agency that specializes in public service marketing, made the rap video, as well as the new public service announcements featured here and other forthcoming marketing tools.

Four new public service announcements playfully show Lions in action. LCI's Web site has tips on how to place these with local TV stations.

Airport PSA



Plot: Surly security personnel grill a man whose hidden Lion identity is uncovered by an airport screening machine.

Length: 30 seconds and 60 seconds

Stars: Lions from seven clubs in District 27 A1

LION Magazine Rating: 4 stars

Safari-Hunting PSA



Plot: “Nothing can stop a ferocious Lion from capturing its prey”—litter and rubbish.

Length: 30 seconds

Stars: Mostly South Milwaukee and South Shore Lions

LM Rating: 3 stars

Safari-Feeding PSA



Plot: Lions feed other creatures—at a food pantry.

Length: 30 seconds

Stars: Mostly South Milwaukee and South Shore Lions

Lion shown in frame: Casey Harris, a South Milwaukee Lion

LM Rating: 3.5 stars

Safari-Vision PSA



Plot: Lions sense of vision is so powerful it actually enables nearby creatures to see better.

Length: 30 seconds

Stars: Mostly Muskego Lions

Lion shown in frame: Terry Tomaszewski, a Muskego Lion

LM Rating: 3.5 stars

Motto Contest Winner Announced

Excerpt From Lions 37th Annual Convention Minutes New York City, New York, USA July 7-10, 1954

INTERNATIONAL DIRECTOR GAMMON:

President S. A. and fellow Lions:

This is indeed one of the most happy occasions of my life, that I am privileged to announce the results of two long, hard tedious years of work on the part of your International Board of Directors in choosing and selecting a motto that we thought was truly indicative and characteristic of our great and wonderful organization and what we stand for and what we do.

After considering over 6,000 mottoes, submitted from the Four Corners of the world and every State in the Union, we have selected what we consider to be an outstanding motto that we can be proud of something that we can use from now on. And I give to you at this time the winning motto which was submitted by eight individual Lions Club Members of the United States, two from Canada, one from Hawaii, which is indicative of the truly international scope that this motto has taken.

According to the contest rules the member submitting the winning motto with the earliest postmark would be declared the winner – and the

winner of the contest is Lion D. A. Stevenson of Fonthill Ontario, Canada.

The Motto is "WE SERVE."

Lion Stevenson is not here today to receive the award but we have in his stead a Past President of the Fonthill Ontario Lions Club, Lion Gib Gordon and I will present the award to Lion Gordon.

I wish to present to Lion Gordon, on behalf of Lions International this beautiful and outstanding award so that he can take it back to his member in Canada and present it to him with the compliments of this great and wonderful International organization.

Congratulations to you and to Lion Stevenson.

LION GIB GORDON:

President Dodge, International Director Gammon, Lionesses and fellow Lions.

It is certainly a thrilling moment for the Fonthill Ontario Lions Club and I am proud to act as proxy for my good friend and fellow Lion. Doug Stevenson unfortunately could not be here but he has sent a message to you which at this time I would like to read:

"Fellow Lions, in thanking you most sincerely for this most unexpected award I wish to emphasize that the credit goes first to our splendid little Fonthill Ontario Lions Club whose inspiring example of devoted, selfless service to its community gave me the motto "We Serve" practically automatically. And secondly to those same worldwide service activities of our great body, Lions International.

Lions, I greatly regret that a previous appointment in England precludes my presence and prevents my thanking you personally, but I am very glad that my good friend and Past President of our Club, Lion Gib Gordon, will be with you to accept the award on my behalf, for which I thank you most sincerely."

From this you will realize what Lion Stevenson meant when he stated "We Serve" was practically an automatic slogan.

Again, on behalf of Lion Douglas Stevenson of the Fonthill Lions Club, our sincere thanks to Lions International for this fine award.

Thank You

For the good of Lionism, Ray Charbonneau

Rainbow '12 Information

St. Davids Lions Club Hosts Rainbow '12 Convention

RELIVE HISTORY

Here in Canada we do not have a history of great sweeping battles where great armies clashed and empires changed – but we do have a history of when Canadians got together as Canadians to defend our heritage and our land.

In the early 1800's Britain was fighting France in an exhausting war so Canada was left with somewhat reduced British garrisons. The expanding U.S. neighbours decided that the time was ripe to absorb Canada and thereby the whole continent. This left (in the east where the major populations were) the Great Lakes and their connecting rivers as the dividing line between the two nations. And it was here many of the

most important battles were fought. Invasions across the rivers (very often the Niagara) were the easiest route. Battles were fought at Fort Erie, Chippewa, Lundy's Lane and others - but the most noted battles took place in what is now Niagara-on-the-Lake - including Queenston Heights (most famous) and St. Davids. Invasions and occupations were regular occurrences and at times vicious. But it gave Canadians some heroes. Laura Secord (home in Queenston), General Sir Isaac Brock (monument Queenston Heights) among others including Colonel Butler (Butlers Rangers).

St. Davids is the home of the Host Lions Club for Rainbow '12 Convention and was at one time the

Capital of Upper Canada. St. Davids Militia arriving at the Battle of Queenston Heights was instrumental in turning the tide of the battle.

This area is where Canadians defended Canada and became truly Canadian.

Come to Rainbow '12. Take some extra time to tour and see where in some respects Canada began.

During the convention we will have as much history as time allows. We will also have useful literature and maps as well as an Information desk to help you if necessary. We're very proud of our District's History, vineyards, wineries and yes - the Falls. Join us at Rainbow '12.

PDG PHH Bissonnette Chairman

Hickson & District Lions Club

As Lions members of a small club you sometimes wonder if you are getting the message out to your community that "We Serve". Our hopes sometimes are buoyed by small events. During the spring of 2011 we realized that, yes, the community is indeed listening.

A local student in grade 1 took it upon himself as part of a school project to collect used eye-glasses for our Club. He knew from attending Lions events with his family that we collect glasses for use by underprivileged people.

Mac Alexander, while working on a "Who is Nobody" project sent out letters to school mates, family and friends asking for used glasses to be

donated and he would pass them on to the Hickson & District Lions Club. While working on this, Mac also came across a vintage Lions container that he purchased and used to hold his donations. His parents tell us it is one of his most prized possessions. Mac visited with Club Past President Brad Smith to present him with some 40 pairs of used glasses. Brad gave Mac a "We Serve" arm band and a Lions hat in appreciation for his contributions.

Mac Alexander was introduced and thanked in the summer of 2011 at our annual charity auction held in conjunction with our "Lions Daze" weekend. In attendance were his family, including his grandparents who have always been great supporters of our club.



Here's hoping that his enthusiasm for community support continues in later years. We are certainly going to keep an eye on him to be a future Lions Member.

Submitted by Lion Bradley Smith

Celebrating Success: Vision Screening in District A3

Since July 2007, I have had the privilege of being the Vision Screening Chair for District A3. The commitment of the District A3 Lions and Lioness is fantastic, and as well as being the Chair I am also the head cheerleader for this team. In 2010/11, the last year for which we have complete statistics, we had 41 Vision Screening teams in 51 clubs and look to add 4 or 5 new teams this year. The enthusiasm of the new teams is infectious, and the cooperation between clubs to assist each other emphasizes their commitment to the programme. In 2010/11, we screened 4940 Senior Kindergarten and Grade 1 students. Our statistics show a steady increase each year and we hope to soon have all the areas of our district equally covered.

Vision Screening in A-3 was begun in 2002/03 following a presentation to the cabinet by **Eleanor Colwell, ZC A16, PDG Rick Thibodeau** and **PCC Dan Davis** embraced the programme and travelled to the 5 district school boards with whom we work, carrying a TV/VCR, to present the programme and demonstrate how Lions could serve their students. **Lion Mary Ann Smith**, who will be our DG in 2012/13, took over as chair for two years and passed it on to me in 2007.

After attending the USA/Canada forum a few times and going to the Vision Screening presentation, I was better able to understand the vision problems that we were attempting to prevent. This gave me the information to present to the Lions clubs at the annual convention, zone, region and club levels. Doing the job is much easier when you understand what you are talking about! Now I carry a computer and projector not a TV/VCR which is much more portable, but the aim is the same.

On a yearly basis, my job includes contacting the

Directors of the five school boards with whom we work, requesting permission to continue the programme for the coming year. We have excellent cooperation with our school boards and are warmly welcomed into the schools.

As chair I also promote the programme in the Lions and Lioness Clubs including fundraising, training the volunteers, coordinating equipment maintenance and supplies and updating the permission slips, report forms and promotional material as needed.

All the Lions clubs teams use the same permission slips and report forms so that we are presenting the same message across our district. The information on the permission slip stresses that we are not professionals but trained volunteers who do not diagnose, but will send home results of our screening so that parents can best care for their children. We also note on the report form that vision care for children under 18 is covered by OHIP and that eye care professionals recommend regular eye exams for children. All of our Lions clubs will assist with glasses, if needed.

Our vision screeners are organized with a Zone Co-ordinator in each zone, who oversees scheduling, statistics reporting to me, and assists with training new teams and a team leader in each club who will set up the individual team's schedule in the local schools and organize their own team. Luckily I inherited this excellent organization and four of the original six co-ordinators will keep their jobs next year. That's commitment!

In the last five years a Vision Screening pamphlet has been produced and frequently updated to promote the programme with Lions/Lioness clubs, school Principals, and the public. We produced

buttons with the Vision Screening Logo for team members to wear and have continued promoting special shirts for the individual team members. This helps to promote pride in our service and results.

On a yearly basis a banner patch is presented to each club with a Vision Screening team or donated to the programme and a certificate is presented to each Vision Screening team. I attend the first Zone meeting of the year in each zone and present these personally.

In 2007/08 **PRC Ray Ostopovich**, our Hearing Chair, asked the Vision Screening teams to add a Hearing Screening component to our programme. Again our Lions and Lioness embraced this and so our service to our students has grown. We have added the Hearing Screening one zone at a time as equipment is purchased, and altered the permission slips and results forms as needed.

Since its beginning this programme has been eagerly taken on by our Lions and Lioness and we have found several children who were diagnosed with serious eye problems, lots who needed glasses and one who had a brain tumor. Our biggest high is always when a parent "thanks" one of the teams and we all share those stories. It is amazing how one "thank you" can recharge your batteries and make the effort worthwhile.

So "THANK YOU" to all the Vision Screeners in District A3, to the District Governors and District Officers who have promoted the programme and to my predecessors who set up the programme and made it easy for me to carry on your work. I am proud to be associated with this Lions service. WE SERVE!

*Lion Susan Taylor
Vision Screening Chair, District A3*



Kendal Lions vision Screening



Kendal Lions working with the children



Millbrook Lions train new Vision Screeners



Lion VP Cathy Pearson serves the Alix family, including two-year-old Ethan



Lions helper Cassandra Thibault, daughter of Lion Tracy Thibault, serves Michael Hall and his son Nicolas, aged four

Killaloe Hosts Fund-Raising Brunch for United Way

To help the Renfrew County United Way's annual fund drive, the **Killaloe & Area Lions** organized and prepared a delicious brunch at the Lions Hall for the community.

Ad Hoc Committee on the Future of MDA Conventions
Survey

The above committee has been established to solicit input and make recommendations regarding future MDA Conventions. The Committee members are PID Art Woods, PCC BJ Finlay, PDG Gord Taylor and MDA Historian Lion Ray Charbonneau.

The number of registrations at MDA Conventions has been declining over the years and it is our hope that by recommending changes to some aspects of future conventions, we will be able to attract more Lions from across MDA to the Convention.

We are asking Lions from across the Multiple District for their input before making recommendations on these matters. Please provide answers to the following and include comments that will assist us with our task.

Please choose one of the following:

The major reasons for declining convention participation in my view are (choose one or more):

- a) Cost
 - b) Apathy on the part of Lions of MDA
 - c) Convention Program
 - d) Lack of promotion (advertising)
 - e) Other (please comment)
-
-
-
-

Please rate the following as a necessary part of the convention:

Program Component	1 Not Necessary	2	3	4	5 Absolutely necessary
DGE/Partners Information Session					
Council and Partners Photos					
DG /DGE Dinner					
Convention Theme Luncheon					
Opening Ceremonies					
Youth Program and Presentations					
Evening Entertainment Event					
DGE Briefing Session					

Stouffville Lions Christmas Basket Project

This Project, that is carried out annually during the Christmas season, provides toys & other donations to over 100 families "in need" or "financial stress", during the week before Christmas. Toys, food, money & vouchers are donated by many individuals & businesses in the community. Food donations are forwarded to the local Food Bank. The Police, through their "fines or toys" program, give recipients a choice of paying a fine for a minor traffic infraction, or donating toys to the Lions Christmas Basket Project.



Lion John Ralph, the Lead for the project



Lions & volunteers arrange toys for specific age groups

Breakout Training\Interest Sessions				
Open Business Session for Debate and Voting				
Council Chair Reception				
Cocktail\Meet and Greet				
International Banquet				
Memorial Service				
Closing Business Session				
PDG Dinner				

Should the final Council Meeting of the year be held at the Convention? Yes No

Comment _____

If the format of the convention were changed to reduce the number of days\nights, which of the following do you feel would be best:

- a) Friday night, Saturday, Sunday
 - b) Saturday to Sunday
 - c) Friday to Saturday
 - d) Other (Please comment)
- _____

One of the comments that has been made by some is that the Convention should be more of a celebration of the Lions year in MDA. Do you agree? Yes No

If you agree, what would you like to see as part of the Convention program that would make this more of a celebration?

Lions Club of St. Thomas

The Lions Club of St. Thomas began 2012 on a

positive note with the induction of two new members, **Shelly Elford** and **Scott Elliott** by **District Governor Steve Mahovlich**. For over 80 years, the Lions have served the St. Thomas community by raising

funds for distribution to over forty local organizations. New members help the Club to continue their efforts in meeting their increasing community obligations.



I-r Lion President Don Eplett, Sponsor Lion Rob Neill, new members - Lion Shelly Elford and Lion Scott Elliott, Sponsor Lion Wayne Cudney, District Governor Steve Mahovlich



A-1 District Governor Steve Mahovlich presents an "I Believe" pin from Lions Clubs International to St. Thomas Lions President Don Eplett



St. Thomas Lions Secretary Anne Neil and President Don Eplett present a cheque for \$500 to A-1 District Governor Steve Mahovlich for Lions Clubs International Foundation

If you disagree, what do you feel the purpose of the Convention is or should be?

General Comments

Optional but appreciated

Name _____

District _____ Highest Office Held _____

Number of years in Lions _____ Number of MDA Conventions Attended _____

Major reasons why you attend MDA Conventions

Thank you for your participation

Ad Hoc Committee on the Future of MDA Conventions

PID Art Woods

PCC BJ Finlay

PDG Gord Taylor

MDA Historian Lion Ray Charbonneau

Please respond by email to: govgord@gmail.com or by mail to PDG Gord Taylor, 9 Main Street, Millbrook, Ontario, L0A 1G0 a.s.a.p. and if possible by January 30th, 2012

Goderich Lions Club

During **District Governor Bill Chalmers'** visit to the Goderich Lions Club in November, District Governor Bill and **Lion President Doug** presented a list of 84 Lions Clubs in Districts A-9, A-1 and A-15,

that gave a combined donation in the amount of \$207,496 to representatives of the Goderich and Area Disaster Relief Fund.

Governor Bill and Lion President Doug also presented a cheque from the Goderich Lions Club in

the amount of \$100,000 to representatives of the Goderich and Area Disaster Relief Fund. Included in this amount is \$22,000 raised by the Goderich Fire Department during a one day 'boot' drive.

Submitted by Lion Bill Hayward



I-r Lion Pete Shephard, Lion Ken Hunter, President Lion Doug Fines, Lion Ken Dunn, and District Governor Bill Chalmers



I-r Lion Ken Dunn, Lion Pete Shephard, President Lion Doug Fines, District Governor Bill Chalmers and Lion Ken Hunter



Firemen doing the boot drive in raise funds for Goderich tornado disaster relief



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|--|--|

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2014 Convention Fundraiser



Toronto Maple Leafs vs New York Rangers

Saturday, March 24, 2012

- Enjoy an evening of Dinner, Hockey Game and Accommodation with 9 of your friends
- Enjoy dinner prior to the game in the Hot Stove Lounge
- Watch the game from the Molson's box at the Air Canada Centre
- Stay in a downtown hotel (double occupancy) for the rest of the evening.

Ticket price for this wonderful package is \$10.00 each or 3 for \$20.00. These tickets are to be sold to Lions only, thus no license will be required.

The Draw will be held at the Council meeting on March 3, 2012.

Please return your ticket stub and cheque payable to
2014 International Convention - District A 16 to:
Fund Raising Chair, Stan Durward PDG, Box 38, Sunderland, ON L0C 1H0

Barrhaven Lions Club

On Wednesday 16th November 2011 The Ottawa Philanthropy Awards dinner was held at the Chateau Laurier Hotel. The 37-member Barrhaven Lions Club was top Philanthropic group for raising upwards of \$60,000.00 towards the New Cancer Centre of the Queensway Carleton Hospital.



Left to Right: Barrhaven Lions Doreen Lebano, Pat McGaraughty, President Gerry McGaraughty and Past President Margaret Tucker



MULTIPLE DISTRICT ``A``

‘Relive History’

RAINBOW CONVENTION 2012

HOST COMMITTEE - ST. DAVIDS & DISTRICT LIONS CLUB
REGISTRATION & FUNCTION TICKET PURCHASE FORM

MAY 31, JUNE 1, 2, and 3, 2012

Marriott Gateway Hotel and Convention Centre

Niagara Falls, Ontario



All persons attending the Convention must be registered (including guests and exhibitors) to participate in any portion of the Convention including meetings, seminars, luncheons and the International Banquet. Complete names exactly as you would like them to appear on your name badge (Name & Club will be printed on badge)

Person A District: _____ Club: _____

Name: _____ Lion Lioness Spouse/Partner/Lionette Leo

Address: _____ Pin Trader/Exhibitor

City: _____ Prov: _____ Postal Code: _____

Telephone: _____ - _____ Email: _____

District/International Office (if wanted printed on name badge) _____ Past Present

Person B District: _____ Club: _____

Name: _____ Lion Lioness Spouse/Partner/Lionette Leo

Address: _____ Pin Trader/Exhibitor

City: _____ Prov: _____ Postal Code: _____

Telephone: _____ - _____ Email: _____

District/International Office (if wanted printed on name badge) _____ Past Present

Hotels: Please indicate 1st and 2nd hotel choice:

- Marriott Gateway, 6455 Fallsview Blvd, NF - Falls view - \$195 plus applicable taxes per night
- Marriott Gateway, 6455 Fallsview Blvd, NF - City view - \$145 plus applicable taxes per night
Rodeway Inn Fallsview, 6663 Stanley Ave, NF - *** THIS HOTEL IS NOW FULL ***

Room Preference: 1 bed 2 beds Handicapped

Date of Arrival _____ Date of Departure _____

*Note: Booking for these hotels must be done through the Convention Committee.
One night (without tax) must accompany registration. Book early to ensure room availability.*

To ensure a room, please submit your registration before April 30.

All cancellations must be in writing by mail or email and acknowledged.

Registration cancellations received after April 30, 2012 will be subject to a \$10 handling fee.

No refunds for meal events after April 30, 2012.

Substitutions/transfers for registration and meals will be accepted.

Convention Chair: Lion Peter Bissonnette, PDG	lion.peter@sympatico.ca	Tel: 905-262-5042
Convention Vice Chair: Lion Ted Burrows	eburrows6@cogeco.ca	Tel: 905-685-4120
Convention Vice Chair: Lion Rick Wills	rgwills@sympatico.ca	Tel: 905-934-2757

Payment Information

Section 1 Registration		Total Cost	Comm Use
Person A Lions/Lioness \$25 Leo/Spouse/Partner \$10 Vendor's/Pin Traders \$25			
Person B Lions/Lioness \$25 Leo/Spouse/Partner \$10 Vendor's/Pin Traders \$25			
Exhibitor Table Rental - Pin Traders \$25; Commercial Vendors \$50 # Tables _____			
Total Cost - Registration & Table Rentals			
Section 2 Function Tickets & Pins	Price	Quantity	Total Cost
Fri. June 1 - Convention Luncheon	\$35		
Fri. June 1 - Evening at Fort George	TBA		
Sat. June 2 - International Banquet	\$65		
Convention Pins	\$5		
Total Cost of Function Tickets & Pins			
Section 3 Hotel			
Hotel Room Deposit	Hotel accommodations must be booked through the Convention Committee and must be secured by one night deposit. This will be credited to your account.		
Total Cost Sections 1, 2, and 3 (due and payable as indicated below)			

Payment Options: Cash Cheque Credit Card: Visa Mastercard

Name on card: _____

Number: _____ / _____ / _____ / _____

Expiry Date: _____ / _____

*On your credit card bill, your payment will be listed as **NIAGARA RETREATS***

Make Cheques payable to: **Rainbow Convention 2012**
 Mail Registration forms & payment to: Rainbow Convention 2012
 c/o Lion Doug Snider Box 137, St. Davids, Ont., L0S1P0
 email contact for registration information: dougsnider@live.com

Mercy, Mercy, Mercer

Genial Dog Helped Girl Cope with Rare Disease

by Jay Copp

A debilitating disease robbed Shea Megale, 16, of a normal childhood. But a beloved dog rescued her from loneliness and propelled her into fame.

Five years ago, Shea Megale of Virginia, wrote **Marvelous Mercer**, an adventure tale about her faithful companion dog. Robust sales put the young author in the spotlight. Sitting in her black wheelchair with a calm Mercer at her feet, Shea told her remarkable story to Meredith Vieira on the *Today* show. A few years later, jazz legend Dave Brubeck wrote a heartfelt song to memorialize the loyal Labrador and help ease Shea's bitter grief.



Mercer was a ray of sunshine for Shea

Shea suffers from Spinal Muscular Atrophy (SMA), a rare disease that causes muscle degeneration. Mercer changed her life. He was more than a companion. The gentle, genial dog was the key to her well-being.

"It's very difficult to envision your child going through any difficulty. Progressive medical care—we did everything we could for Shea," says her mother Megan Megale of Centreville, Virginia. "Mercer filled a gap. He was so much more than a friend. He was the missing puzzle piece."

"The two were inseparable. She had such an emotional tie to him," says Jim Purton of the Greater Falls Lions Club in Virginia. Along with his wife, Michelle, also a Lion, Jim raised Mercer as a puppy for Canine Companions for Independence (CCI). They befriended Shea and her family, and Purton, a jazz devotee, was the one who approached Brubeck to immortalize Mercer in song.

Dog lovers, the Purtons are now raising their sixth dog for Canine Companions. They use their own dog as a therapy dog at hospitals and nursing homes. A retired police officer, Jim, 64, speaks to Lions clubs on behalf of the Lions Project For Canine Companions for Independence, which has raised close to \$3 million.

Helping Shea, raising puppies, serving his community—it's all come together for him, says Purton. "My retirement is the Lions," he says.

Shea got Mercer in 2004 when she was 8. Megale knew right away Mercer was special. On Megale's drive home for Mercer's first sleepover, a car cut her off. When Megale swerved, Shea tumbled forward. Mercer quickly but carefully nudged her back up with his head. "That's not something they teach him at school. Tears came to my eyes. It was so mind-boggling," says Megale.

Purton, too, had seen Mercer's perceptive ability. Once, at a party at his home Mercer bounded away from a group of dogs playing in the grass when he noticed a girl with a limp walking toward the house.

At home, Shea had siblings willing to open doors, turn on lights and grab objects for her. But it was far better that Mercer did those tasks. "With a disability, independence is very important," says Shea.

Mercer carried Shea's purse at the mall. Lying beneath her desk at school, he picked up her pencil when she dropped it. He vigilantly stayed with her when she was sick. "Mercer was my sun. He lit up everything," says Shea.

Shea secretly wrote stories about Mercer's fantastic adventures. Mercer sneaks away in the evening and ice skates. Or he sleds. He does what Shea wishes she could. "That's why he has two sets of legs," Shea explains.

While cleaning, Megale found Shea's diary in the closet and read the stories. She was impressed—and so eventually was FAO Schwartz. Megale had her brother-in-law, a designer for a clothing firm, illustrate the book, which she self-published and then submitted to the New York store's toy audition. It won. The three Mercer books she wrote and related toys have raised \$800,000 for CCI and for SMA-related causes.

In 2009, at age 8, Mercer became ill with cancer. While Shea happened to be in Europe, Purton took him to a veterinarian to be euthanized. Shea was devastated. She has so far resisted getting another dog. "She thinks she would dishonor him by getting another dog," says Purton. "I've told her it would be a way to honor him."

Says Shea, "Eventually, I might."

Purton has 1,000 jazz records, and perhaps 50 are Brubeck albums. "I was searching for a way to memorialize Mercer," he says. So he wrote Brubeck. Purton did not know that as a teen-ager Brubeck moved with his family to an isolated ranch in California and his dog, Fritz, was basically his sole companion.

Glad to help, the 90-year-old musician crafted "Marvelous Mercer." It goes, in part, "Oh, what a dog! No longer alone since he came into our home. He knew I loved him. I knew he loved me. And we were as happy as any two can ever be."



Shea shows Dave Brubeck Mercer's collar. With them are Jim Purton and Megan Megale, Shea's mother

Today, Shea stays busy working on her GED and writing young adult novels. She's written three that she wants to publish. But she wasn't so busy last spring that she couldn't attend a Brubeck show at the famed Blues Alley in Washington D.C. The two met before the concert, and Shea proudly showed him the keepsake she always carries—the beaded leather dog collar once worn by marvelous Mercer.

Lakefield & District Lions Club

Over 1500 people lined Queen St. watching Lakefield & District Lions Club's Santa Claus Parade with over 50 floats and marching bands. **Lion Nancy Lane** cooked turkey on a float for the Lions dinner - taking the turkeys out is **Lion John Dunford**. **Lion Don Weaver** relaxed on the Lions float.

After the parade Santa met hundreds of children in Lakefield Legion where they were given drinks and candy. During this time over 80 Lions and their families held a Christmas party in the CBD Transport Garage enjoying the turkey cooked on the float.

Submitted by Lion Wilma Bush



EFFECTIVE SPEAKING CONTEST/CONCOURS D'ARTORATOIRE



Holiday Inn & Suites Parkway Conference Centre
327 Ontario St., St. Catharines, ON L2R 5L3
May 11th, 12th, 13th 2012

MD"A" Council Members & Individual REGISTRATION

DISTRICT "A" _____ DISTRICT CHAIR _____

Name: _____

Position: Council Chair _____ MD"A" Secretary _____ MD"A" Treasurer _____

District Governor _____ 1st VDG _____ 2nd VDG _____ Other _____

Day of arrival: Friday _____ Saturday _____ Departure: Saturday _____ Sunday _____

Room: Single (1 Queen bed) _____ Double (2 Queen beds) _____ Cot Req'd _____ (\$15 ea)

Room Rate: \$135 (all taxes included) - **5 people to a room maximum

Meal Tickets required for Saturday May 12th 2012

Special Dietary Instructions: _____

Breakfast: _____ @ \$17.00 = \$_____

Lunch: _____ @ \$20.00 = \$_____

Banquet: _____ @ \$30.00 = \$_____

Junior Banquet: Under 6 free.

(6 - 12) _____ @ \$20.00 = \$_____

Meal Ticket Total: = \$_____

Payment: Cheque, made payable to District A2 Treasurer

****RSVP – APRIL 16, 2012****

For Further info contact: Lion Joyce Harvey – harv@optionsdsl.ca

MAIL COMPLETED REGISTRATION FORM TO:

Lion Susan Beamer, 459 Highway 20 W, R.R. #3, Fenwick, ON L0S 1C0

EMAIL- rbwiris@vaxxine.com

MDA Directory Information

Council of Governors' Meeting Dates

- Council Meeting: March 3, 2012 – Markham, ON
- Council Meeting: June 1, 2012 – Niagara Falls, ON

District Conventions

Dist	Location	Date
A1	Leamington, Pele Motor Inn	April 13 - 15, 2012
A2	St. Catharines, Quality Inn Parkway Hotel	Mar 30 - Apr 1, 2012
A3	Kingston, Ambassador	April 13 - 15, 2012
A4	Ottawa, Hampton Inn	April 13 - 15, 2012
A5	Sault Ste Marie, Comfort Inn	April 20 - 22, 2012
A711	Toronto, Holiday Inn Select	April 27 - 29, 2012
A9	Goderich	May 4 - 6, 2012
A12	Huntsville, Deerhurst Resort	April 20 - 22, 2012
A15	Kitchener, Holiday Inn	April 27 - 29, 2012
A16	Haliburton, PineStone Inn & Conference Centre	April 27 - 29, 2012

IMPORTANT DATES

MDA Convention

2011/12	Niagara Falls	May 31 - June 3, 2012
2012/13	Toronto	May 30 - June 2 2013
2013-14	To Be Announced	

International Conventions

95th	Busan, Korea	June 22 - 26, 2012
96th	Hamburg, Germany	July 5 - 9, 2013
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

USA - Canada Forum

Sept. 2012	Tampa Bay, FL
Sept. 2013	Overland Park, Kansas
Sept. 2014	Puerto Rico

Brantford Lions

Members of our club are pictured below selling tickets on 2 Christmas Baskets at the local Farmers' Market. Pictured are **Greg, Taylor, John, Madeline, Kent** and **Scott**. submitted by Lion Scott Dillabough



Exeter Lioness



The Exeter Lioness Club recently dedicated new playground equipment in Victoria Park in Exeter. The equipment was paid for by the Exeter Lioness along with a grant from the Ontario Trillium Foundation.

Pictured below from left to right are **Lioness Julie Towton, Shirley Mousseau, Laurie Dykstra, Linda Marsden, Mary Lou Becker, Ula Hansen and Linda Davies**.



Kendal Lions Club

'Bra Line for the Cure' project has been taken seriously in the Kendal Lions Club. Sorting through the collection of bras – **Lions Glenda Metcalfe, Shirley Robinson**, youth helper Emily and **Lion Carol Robinson**.



Afghan Vet Buckle

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www.supportcanadatroops.ca



Kendal Lions Club

Kendal **Lions Karen Christopher** and **Carol Robinson** with Mary Slavik, Oshawa Hospital Foundation representative presenting a cheque to the Heather Griffith Breast Assessment Centre for \$5,200.



Great to be a Lion!

Sandra Bolton and her super dog **Frizzel** shared their story at the Region 4 Fall Rally in Port Rowan. The **Long Point Lioness** sponsored the dog and Sandra shared how much that means to her. Sandra has since

joined the **Halton Lions Club** at the Oakville Dog School to help impact other lives.

It's great to hear such stories and it's great to be a Lion!!

*submitted by
Lion Bob
Townsend*



Hanover Lions Club

Leanne Feris, Executive Director of Medical Ministry International Canada Inc. came to our regular club meeting in November 2011 to make a presentation about how the glasses collected by Lions Clubs in Ontario are processed and how and where they end up internationally.

Leanne was welcomed by **Lion Peter Vrba** the Eyeglass Collection Co-ordinator for the Hanover Lions Club.

Cochrane Lions Club

Each year the Cochrane Lions Club host a picnic for our Senior Citizens, this year we joined the Cochrane Firemen and held a safety seminar geared to seniors.

The event saw the seniors being brought up to date on fire prevention as well as enjoying bingo games and all the picnic food supplied by the Lions Club.

Seniors were given smoke and carbon monoxide detectors. The oldest man and woman were given a ride around town in our old firetruck.

The event was well attended and very successful.
submitted by Lion Roy Telford, Life Member

Winchester District Memorial Hospital

The LCIF Grant was presented to the Lions Ophthalmology Clinic at the WDMH on November 18th at 2:00 p.m.

Lion Helen of the **Metcalfe & District Lions Club** was asked by Dawn and Trudy from the WDMH Foundation to help raise \$200,000 for the Lions Ophthalmology Clinic which needs new equipment, etc. The clinic was put in the WDMH in 1999 by 12 local Lions Clubs and a LCIF Grant. Today 11 Lions Clubs (**Iroquois-Matilda, Finch, Russell, Greely, Metcalfe, Morrisburg, Mountain, Winchester, Chesterville, Osgoode** and the **North Dundas Leo's**) along with the Vernon Women's Institute and personal donations have raised over \$125,000.00 for the clinic. Metcalfe & District Lions Club member **Lion Helen Porteous**, with the **Russell Lions Club** and president **Lion Ted Morrison** as co-signer, filled in an application for a LCIF Grant. The Lions Club International Foundation presented them with a cheque for \$74,696.63 for the clinic. Along with one of the ophthalmology doctors who so kindly helped pay for the surgical equipment needed brought our total to just over the \$200,000.00 mark.

Lion Helen would like to thank everyone for their donation and help in the past 3 years to make this happen. The Russell Lions had pledged \$15,000 to the Lions Clinic but then they held Docfest, which roasted a local Doctor and raised over \$33,000.

Thank you to Troy and members for answering all Lion Helen questions and requests.

The Lions Ophthalmology Clinic sees 40 patients a day for cataract surgery, lens implants and much more. As the Lions are known as "The Knights of the Blind" this is one way they help our local and outlying areas.



Bowmanville Lions Roar!

The **Bowmanville Lions Club** is helping to keep tummies full this year! On October 24th, Alex Streiker picked up the keys to his brand new ATV when his name was picked from the 2nd annual ATV draw! Proceeds enabled the club to make two donations to help the fight against hunger in the community. **Lion Peter Luckhardt** presented Roland Murphy from the Bowmanville Salvation Army Food Bank with a cheque for \$10,000. But the



club didn't stop there... Lion Peter also presented Anna Mazhar from the Durham Child Nutrition Program with a cheque for \$2,000 which will be used to provide healthy breakfasts for students at two area schools.

submitted by Lion Wilma Bush



HOW TO GET INTO THE LION Contact your District Reporter

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: mdathelionmag@hotmail.com

A1 Lion Shawn Davison
A2 Lion Wayne Scott
A3 Lion Wilma Bush
A4 Lion Sandra Baldwin
A5 Lion Julia Moore

email: shawnwd@yahoo.com
email: w.scott@a2lions.org
email: wilma.bush@sympatico.ca
email: slbaldwin@rogers.com
email: julia.gilbert@xplornet.ca

A711 Lion Jean Walcott
A9 Lion Al Leach PDG
A12 Lion Nick Poulakis
A15 Lion Tracy Brant
A16 Lion Judie Schell

District Reporters

email: jeanwal@rogers.com
email: adleach@hotmail.com
email: nixter@rockinbird.com
email: branttron@quadro.net
email: jaschell@kawartha.net

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:**

(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**

THE
Lion
CLASSIFIEDS

RATES: \$1.50 per word. Minimum 10 words. Boxed ads are \$2.50 extra per ad. Prepayment requested. All copy is set in standard typography. We do not furnish box numbers.

Submit ads to

mdathelionmag@hotmail.com
or mail to

Lion Classifieds/John Daniels
100 Myers Rd.
Cambridge, ON N1R 2Z8

You may advertise items for sale, cottages or condos to rent, upcoming events held by your club, etc.

Marsville and District Lions Club

Marsville and District Lions participate in the Grand Valley Lions Santa Parade, November 26, 2011.



We had a great time almost leading the parade through downtown Grand Valley, with our three Lion Cubs: Adele and Bradley (holding the sign) and look for Lucas in the Lion costume. Chauffeuring Lucas down the route is **Lion Neil Hoogendoorn**, and bravely walking the hill with the kids is **Lion Elly Hoogendoorn**.

Submitted by Lion Elly Hoogendoorn



Kitchener Oktoberfest Lions Club

At a recent meeting the Kitchener Oktoberfest Lions Club awarded three Melvin Jones Fellowships. It was a 3D evening as the first name of each recipient started with 'D'.

Lion Dennis Kimpel has been a member for 12 years and received a number of awards including 'Lion of the Year'.

Lion Denny Pym has been a member for 9 years and served as a club director for many of those. He was also 'Lion of the Year' among other awards.

Lion Dean MacKinnon is a past president and a member for 18 years.

All three members are heavily involved in



Dennis Kimpel

Windermere & District Lions Club

Lion Dan Veitch of the Windermere & District Lions Club has been presented with the Melvin Jones Award by **Past District A12 Gov. Lion Yvette Gerber** of the **Bracebridge Lions Club**.

At the presentation, the following Lions Clubs



were represented to honour Lion Dan Veitch in his achievement; **Port Carling Lions Club**, **Peninsula Lions Club** (Minnet), **Stephenson Lions Club** (Port Sydney) and the Bracebridge Lions Club.

Minnow Lake Lions Club

Melvin Jones Fellowship Awards were handed out on October 29, 2011 at our 60th Charter Night.

r-l: **PID Lion Art Woods, Lion Marg Jean, Awards Chair Lion Sam Khoury**



r-l: **Lion Shirley Ogilvy, PID Lion Art Woods, Awards Chair Lion Sam Khoury**



Stouffville Lions in Santa Parade

The annual Stouffville Santa Claus Parade provided an occasion for the **Stouffville Lions Club** to enhance their visibility in the community, & at the same time, do a little advertising for the Lions Christmas Tree Sales, a major fundraiser for the Club.



Above are Lions (left to right) John Relph, Joe Cote & Richard Fronske (far right). Below are Lions Richard Fronske (with the lion hat), John Relph (walking), & Joe Cote (driving the truck)

Submitted by Lion Joe Boll

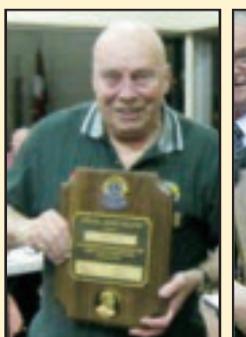


Marmora Crowe Valley Lions

Marmora Crowe Valley Lions held successful Hearing & Vision sessions at Marmora schools-Sacred Heart Nov. 17 (17 children) and Earl Prentice Nov. 21 & 22 (52 children). Co-ordinator **Lion Jeannette Goodchild** is shown on far right with (from left) **President Lion Russ Mitchell** and Lions **Mary Jane Goodchild, Charlie Murchison, Wendy McCoy** and **Alvine Murchison** (**Lion Elaine Jones** missing from photo).



Submitted by Lion Wilma Bush



Denny Pym



Dean MacKinnon

The Healing Garden Project

A Quarter Million Dollar Journey

2011 saw the opening of the new London Children's Hospital and the successful completion of the \$250,000 "Healing Garden Project" supported by the Lions & Lioness of Districts A-1, A-2, A-9, A-15 and LCIF.

The "Healing Garden" is testimony to the spirit and perseverance of the Lions family. Sometime in the 2002 – 2003 Lions Year, 4 District Governors (A-1, A-2, A-9, A-15) met with Children's Health Foundation (CHF) personnel and the "Healing Garden Project" idea was born. This idea was a 5 year \$250,000 fund raising campaign for the new Children's Hospital in London.

This has been a most interesting and wonderful project for the Lions Family – quite different from any other project in the history of Lions. The "Healing Garden Project" - as a formally structured fund raising campaign - never has existed within the Lions family.

No Lions or Lioness District formally adopted this campaign. No central "Healing Garden Project" committee was ever officially formed. There are no meeting minutes. Indeed, it would be difficult, proving in court, that the "Healing Garden Project" ever existed.

Yet... despite this ethereal campaign structure, the "Healing Garden" campaign succeeded in reaching its quarter-million dollar fund raising goal. In looking back, success was guaranteed. While this project had no head to lead it, there was always the huge heart of the Lions family to guide it.

Over 5000 Lions and Lioness from four MDA districts embraced the concept of supporting medical

care excellence for children in our community. A lot of bingos were worked, a lot of pies were baked, a lot of fish fries held, a lot of draw tickets sold. After 7+ years - and just in time for the new London Children's Hospital opening in September, 2011 - the quarter million dollar fund raising goal was reached!

The funds were used to purchase a paediatric cardio echo machine used to monitor the heart function of young children and even babies still in the womb!

In recognition of Lions efforts, LCHF held a formal reception and two hospital tours for the Lions family. The Healing Garden at the hospital entrance is also named the "Lions Family Healing Garden". So be proud, Lions family. Each year, thousands of sick children will be put on the road to recovery thanks to your efforts!

Submitted by PDG Lion Don McKessock



Accepting the cheque on behalf of Children's Health Foundation is 8-year old leukemia-fighter and London Children's Hospital patient Jack Householder (L), along with younger brother Clint (R). Parents Rob and Heather Householder thanked the Lions Family for their caring of sick children.



We Serve

Strathroy - Caradoc Lions

The Strathroy – Caradoc Lions were just chartered in December, 2009 and in 2011 completed their second annual fund raiser project called "The Tree of Light". A large blue spruce beside the City Hall is decorated with bulbs and the club solicits sponsorships from local businesses, and donations from individual citizens. Each light bulb is "sold" for \$5. The club committed to purchasing an ophthalmology chair (eyes, nose, throat surgery in the hospital E.R.) and this year raised the balance of the \$6,300 needed to purchase the chair.



Left to Right: Sue McLean, Strathroy Middlesex General Hospital Foundation, Andrea Bezaire, Chamber of Commerce President, Lion Al Hughes, President, Joanne Vanderheyden, Mayor

Blyth Lions Club

The Blyth Lions Club hosted an Appreciation Night to recognize the accomplishments of **Immediate Past District Governor John Stewart** during his year as Governor of District A9. More than 100 Lions/Lioness, family and guests attended. **District A9 Governor Bill Chalmers** and **MDA**

Council Chair Todd Wilson presented IPDG John with the 2010-2011 District Governor Excellence Award. Blyth Lions **Barney Stewart** and **Ryan Lee** presented IPDG John with a Certificate of Appreciation from the Lions Club.



Agreement Number is:
41805020*