M.D. "A" Edition August 2010







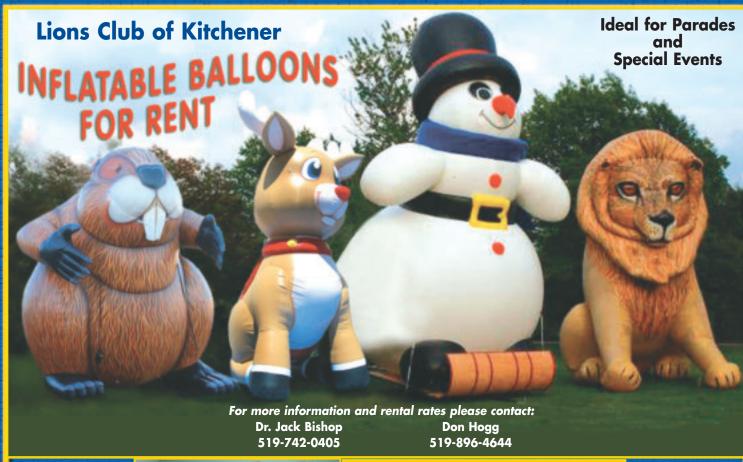


Scruggs and Judy (far right) assist a Lions' project to feed the needy in Malaysia. Below: A former airline pilot, Scruggs plans to take Lions to the next level.



The Savages observe a Lions' project in Borneo that provides a remote village with dean water.







It was with enormous pleasure and gratitude that PDG John Daniels, after receiving International President Eberhard Wirfs Certificate of Appreciation at the MDA Convention, was eager to share this with Thompson Printing, Lion Herb Thompson and his staff Production Coordinator Heather Kelley and Editor/Graphic Design Rob Koelbli, who without their expertise the Lion Magazine would not have reached its present high quality. Submitted by Denise Daniels



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#### Westport Lions Club supports Karen's Quest/Camp Dorset Campaign







Velcome to the August Edition of The LionWe Serve 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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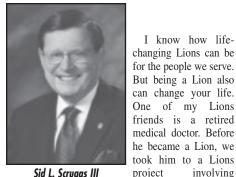
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I know how life-

involving

children with emotional

and physical challenges.

For that day he was like a

Sid L. Scruggs III Lions Clubs International President

emotional needs.

kindly grandfather, holding, feeding and caring for

them. He was very emotional when he told me what a

powerful experience it was to help the children. All his

adult life he had attended to people's physical needs as

a surgeon. He now knew the joy of meeting people's

This year I am asking Lions to rededicate

themselves to hands on service as a Lion. Deepen your

involvement. Take a greater interest in humanitarian

service. Assume a new responsibility. Sponsor a new

### member. Be the best Lion you can be. Don't settle for just being one of the group.

Rededicate Yourself to Lions

To boost our Lions' involvement, I am urging Lions everywhere to participate in our four Global Service Action Campaigns. Assist youth in August by planning an initiative in conjunction with the United Nations International Youth Day. In October, support World Sight Day by involving your club in a sight related project (an eye screening event, collecting used eye glasses, or aiding a visually impaired or blind person). Around the holidays, fight hunger through a food collection drive or a food distribution project. Next April, support World Earth Day with an environmental project.

You can also get involved in our exciting new essay contest for blind or visually impaired children ages 11 to 13. Similar to the Peace Poster contest, these children will write on the theme "The Power of Peace." For details, please visit our Web site at www.lionsclubs.org.

Since 1917, Lions have been a beacon of hope. This year, let us shine our light more brightly than ever. But to do so, we need you. We need every Lion to give their best. We can provide a "better tomorrow" for

those in need. Our Beacon of Hope will shine the brightest when it includes your individual service. We serve together today for a better tomorrow.

> Sid L. Scruggs III Lions Clubs International President



Sid and Judy Scruggs participate in an eyeglass mission in Mexico.

## To the Lions, Lioness and Leos of Multiple District "A"

When you receive this issue of THE LION magazine it will be early fall and we will all be back from a wonderful summer and fully involved in our new Lion's year. Last year (2009-2010) was I think a very important and significant year in Lionism. I say this because for the first time in many years we stopped the downward slide in our membership numbers on a worldwide basis and achieved a modest but solid increase. In Canada we did not post an increase but we certainly slowed the rate and numbers of members being lost. When I arrived in Sydney, Australia at approximately the mid point in the month of June we in Canada were actually showing a small gain. By the end of June, however, our numbers had again slipped. We in Multiple District "A" achieved an increase of approximately 50 plus members as of June 30, 2010. I believe we are poised for a banner year membership wise in M.D. "A" because of all the hard work done over the last few years by our MERL committees, our G.M.T. leaders and our Districts and Lions collectively. I know we will all keep up our efforts in this vital area.

The International Convention in Sydney was Leadership within our excellent and I can assure you that our Governors-elect and their spouses were both very active and highly noticeable in their participation in the convention. As usual our new Governors' Council made us all proud.

The parade was excellent and our contingent was great and the citizens of Sydney certainly appreciated our presence. Elizabeth and I were able to walk well over half the parade with our contingent which was a tremendous experience and an honour especially when we were all so far from home.

Our International President Lion Sid Scruggs has chosen as his theme, "A Beacon of Hope". International President Sid wants us as Lions to make Service to our fellow man our priority during this year in Lionism. He wants us to not only stress the delivery of Service to our communities but as well he wants us to let our citizens and the world in general know who we are and what we are about and that is "SERVICE". In addition our President wants all of us to concentrate on improving the quality of

Association from the Club level right to the International Board of Directors. International President Lion believes that if we as an Association focus on Service and Leadership we will attract many new members of all ages to



Lion Carl Young, I.D.

Lionism and we will truly be, "A Beacon of Hope". The U.S.A.- Canada Forum is in Milwaukee,

Wisconsin from September 23 through 25, 2010 and I hope to see many of you there. The Forum is relatively close to us this year and it truly is a tremendous source of leadership skills, knowledge of Lionism and good fellowship.

See you soon.

Take care, Lion Carl Young

## Condolence Notice - Tris Coffin



Lion Tris Coffin

We regret to inform you that Past International President, Tris Coffin (1973-74) passed away Thursday, July 29, 2010. Past President Coffin was elected the 57th International President of the Association.

A Lion since 1939, the late Past President Coffin

held numerous offices including **Club President**, **District** Governor, Zone Chairperson, Chairperson of the Board of Governors, and served a two-vear term as a member of

the association's Board of Directors from 1961-63. As a director, he also served as Chairperson of the International Extension and Field Operation Committee and was an appointee to the Board of Directors for several terms.

In addition to his service as a Lion, and retired optician, the late Past President served as a member of the Canadian Chamber of Commerce, the Saint Patrick Irish Society and as a past director of the Province of Quebec Society for Crippled Children. In 1967 he received Canada's Centennial Medal commemorating the 100th anniversary of the confederation of Canada in recognition of his valuable service to his home nation; a long and glorious life that will be remembered for his friendship and service to others.

Funeral services will be held privately. Information and details for a memorial service will be forwarded at a later date.

Please keep the family in your thoughts and prayers during the difficult time ahead. Condolence messages may be sent to: Mrs. Gil Coffin, 1 Place des Centaurees, Le Jardin des Sources Unit 616, St. Therese, Quebec J7E 5V7 Canada

Sincerely, Diane Keller **Executive Assistant** Executive Director's Office



## High-Flying Lion President to Take Lions to New Heights by Jay Copp

His club in North Carolina had adopted several families in need, so Sid L. Scruggs III and another Lion trod through the woods to a rundown trailer. The mother had terminal cancer. Her husband had abandoned her, leaving her alone with their two young children. When the Lions dropped off a large box of food, the mother

quietly asked, "Do you have a few minutes?" Scruggs guessed they would be there most of the day fixing things.

It turned out the mother just wanted to talk. "She was having a really bad day. 'I have two small children and I can't do much for them. How will they remember me?' We had caught her at a moment when she was questioning why she was born," recalled Scruggs.

Scruggs flew planes for a living. But he is a husband, a father and a Lion. So he gently affirmed her life. "I assured her they'll always remember you as their mom. They'll remember you loved them and cared for them," he told her.

Today, sitting in his office at international headquarters in Oak Brook a few weeks before being sworn in as international president in July, Scruggs knows those kinds of experiences will define his year as our Lions leader. He's given back as a husband and father, as a community leader and a Lion, and he wants Lions everywhere to take stock of their advantages and opportunities and rededicate themselves to hands-on service. "If you look at your Lions service as an obligation, you won't do everything you can do. If you look at it as an opportunity, you will do what is needed," he says. "We're blessed to be in this country. Most Lions, no matter where they are from, have had opportunities and advantages. I feel there is a need to pay back."

One of Scruggs' favorite Lions activities is the three-day Visually Impaired Person (VIP) Fishing Tournament in North Carolina. More than 500 people participate. They come to the Outer Banks to fish off the piers and two deep sea fishing boats, mingle with friends they've made in prior years and learn how to better manage their lives at various workshops. Scruggs enjoys baiting hooks, seeing familiar faces and talking with the participants. He doesn't stand by or stand back; he jumps right in. "I think one of the reasons Sid has been so devoted to the visually impaired fishing persons tournament is because as long as I have known him he always has been the one who felt like he wanted to walk next to those he serves," says Gwen White, the executive director of the tournament and a district governor in North Carolina.

#### Driven to Succeed

Scruggs has a drive to excel, a passion for reaching for the top. He knows where it came from: his sports-filled childhood and a parent who encouraged him. Scruggs grew up in Chattanooga, Tennessee. His father worked for the Chattanooga Times newspaper. He also played the piano, wrote music and championed the underdog. Years earlier, while in college, a professor made an anti-Semitic remark. In protest and in solidarity with his Jewish classmate and friend, Scruggs' father left the classroom with his friend. The professor retaliated by lowering his grade. His father's compassionate side also came out on his job. He learned sign language so he could communicate with a couple of hearing impaired workers.

His mother was a Sunday school teacher fond of working with youth. She also "was very competitive. She loved to win," says Scruggs. "It didn't matter if it was a board game or whatever. She never cut me any slack."

Neither did his coaches. In a city wide junior high track meet, his coach, Buddy Gedrun, walked away when Scruggs' initial broad jump was poor. "I am not watching if you are not putting your best effort in every jump," he explained to a stunned Scruggs. On the next jump Scruggs ran with great motivation. "I literally jumped out of the pit and set a record that was almost two and a half feet further than the record at the time," he says.

But the importance of that day of triumph paled in comparison to a dismal defeat in high school on the wrestling mat. Scruggs was ahead on points but relaxed and suddenly found himself on his back. He had been pinned with one second to go. "The referee was stunned. I was stunned. I quit with victory one second away. That one defeat has driven me all my life," he says.



Scruggs (left) was a gifted athlete

Scruggs ran track and played halfback in football at Baylor School for Boys, a military preparatory school. His teachers and coaches left a lasting impression. "I feel a responsibility to share with others because so many people put their lives into me," he says. "Several defining moments in my life have been about teamwork. Even when victory slipped away, there was a coach around to say, 'OK, this was a learning experience.' "

Scruggs excelled in the classroom and was accepted to the Naval Academy in 1956. During his junior year, part of his aviation training was to fly a Stearman aircraft on floats. He was hooked. "Getting up and feeling the wind in an open cockpit and wearing a leather helmet, it was great," he says.

After graduating, he entered the Naval Aviation program at Pensacola, Florida, and received his "Wings of Gold" in 1961. He was assigned to an aircraft squadron aboard an aircraft carrier and made cruises in the Pacific Ocean. He was an Admiral's Aide and flew during the early years of the Vietnam Conflict. In 1967, while serving as a flight instructor in the Advanced Jet Training Command and with a young family, he decided against a military career and took a pilot's job with American Airlines.

Operating out of bases in New York, Boston, Chicago, Raleigh-Durham and Miami, he flew many different types of aircraft. During his airline career he served as a Flight Standards Flight Superintendent, flying with new Captains and First Officers as supervisor.



The newly married Scruggs receive a proper send-off.

But flying wasn't all about technical skills or vigilance. Scruggs would stroll down the aisle to comfort an occasional nervous flyer. He was good at that. He knew how to say the right thing. But not everyone was consolable; Scruggs is comfortable enough with himself to admit that. "I'll never forget there was this one lady really afraid of flying," he recalls. "I told her, 'I've got four kids. I've got some grandkids now. You know, the whole bit. And she says, 'Well, I'd feel a lot more comfortable if I saw some gray hair on you and if you didn't wear bifocals.'

Scruggs met Judy the night he bought his first car. While at the Naval Academy, one of Scruggs' best friends set up a blind date for him. That evening Scruggs in his brand-new car made a wrong turn on a one-way street. Two police officers quickly "invited" him to the police station where he made a "donation" to the city. Scruggs called Judy to say he was at a police station and would be a little late. When he arrived at her college she sent her roommate to check him out. She gave him a "thumbs up" and the date was on.

But Scruggs was a little short on cash on account of his earlier donation. "It turned out to be a cheap date," says Judy with a wide

Judy discovered that the fearless naval officer she was dating wasn't so keen on certain carnival rides. "Once we went on the Ferris Wheel and when we got off, he got very quiet. I'm wondering, 'What happened?' He had turned a little green," she says.

None of those incidents really mattered much because the chemistry between the two was so strong. "He's a very caring individual," says Judy. "I saw that early on even before we were married. When he was at the Academy and teaching sailing and instructing the new class of Midshipmen, he cared about the people with whom he was working."

Scruggs says, "It was Judy's quiet self-confidence. She knew who she was. There was more than a physical attraction. There was an inner beauty that I saw immediately. It's really funny because my mother had always said never get serious about somebody that you wouldn't want to be the mother of your children. When I met Judy I said, 'She'd be the perfect mother for my children.'

The two were married in the Naval Academy Chapel. Sid was often away on Navy duty. They moved "eight or nine times" during his Navy days. (Altogether, including his tenure as a pilot, they moved "18 times," says Judy. "I'm a world-class packer.") They had three "Navy" children, Cyndi, Debbie, and S. Lee, IV, and Kevin was their "civilian" baby.

The kids were their focal point in their family life. Their numerous sports, school and church activities kept them busy together. They opened up their homes to their children's friends and classmates. "It was just one of those things: 'our house is your house.' We had a philosophy that we had a big area and we provided entertainment," says Scruggs. "If our kids were in our home we never had to worry about where they were. It worked out great. It really did. We had a lot of 'adopted' kids."

Scruggs took an active interest in his children's education-even helping to found one school and run another. While living in Connecticut, his church opened the Ridgefield Christian Academy. Scruggs helped raise funds and get the school going. In New Hampshire, after serving on the school board of a private school, he ended up serving as the school's president.

Judy volunteered for the Pioneer Girls and Scruggs spent time volunteering with various youth activities. "This was a time when marijuana was becoming more prevalent and kids were experimenting with drugs. I always felt if you could get them involved with athletics and other things, you could help them avoid some of the pitfalls of peer pressure," says Scruggs.



The Scruggs raised two girls and two boys in the 1970s.

#### Lion Trailblazer

After moving to North Carolina, Scruggs joined the Vass Lions in 1992. The club had 18 members on its rolls and a dozen active members. It was not particularly active in district activities. Scruggs volunteered to be membership chair. "We don't need any more new members," his sponsor (and club president) told him.

Scruggs found them anyway. The club expanded its service and became more active in the community. Scruggs helped start a Leo club and his club became more involved with the local schools. It sponsored a Boy Scout and Girl Scout troop and the Peace Poster contest. "The club was doing more fundraising than hands-on service. They supported several service activities but they were not ones to go to zone meetings, cabinet meetings or even to district conventions," says Scruggs.

Several parents joined the club when they saw how the club benefitted their students. Membership grew to more than 65. Scruggs sponsored many of the new Lions. (Overall, he's sponsored more than 100 members.) Scruggs helped

energize and transform his club. "Some club members are just happy to come to a meeting. It's the old story of eat and talk and go home," says Vass Lion Brad Logsdon, sponsored by Scruggs. "We got involved. We did things. We tried to get our club more involved not only in the community but stretching to the district."

Scruggs was a groundbreaker in other ways, too. His club was all male. A member warned him not to try to bring in a woman. Scruggs bided his time and then shrewdly and successfully proposed for membership Susan Corre, not only the Leo Club school adviser and mother of a Leo but also the teacher of the year in the state. She later became the club president.

Scruggs also had a hand in forming specialty clubs such as the Raleigh Elite Lions Club, comprised of people with vision impairments and employed at the Raleigh Clinic for the Blind, where Scruggs serves on the board. Scruggs believes that people, even those with physical challenges, can give back. Giving back is part of being a member of society. Not long ago, Scruggs visited a prison where inmates recycled eyeglasses. He thanked them for their service and told them that their work with the glasses would make a miracle in someone's life and because of their efforts they would be that person's hero. One of the inmates was emotionally touched.

"He said, 'Nobody has ever thanked me for anything. I've only been called a failure, not a hero,' " says Scruggs. "Thanking them seemed like the right thing to do."



The Scruggs are immensely proud of their children and 16 grandchildren.

#### Beacons of Hope

The Scruggs are immensely proud of their children. Kevin, the youngest son, is a minister, and on one of his mission trips to Mexico, Sid and Judy came along to dispense eyeglasses. S. Lee Scruggs IV, the older son, is a physical therapist who specializes with patients who have suffered brain injuries or other traumas. Cyndi once worked at a crisis pregnancy center and now home schools her children and teaches organic gardening. Debbie taught school and now home schools her children and is active in her community with music and sports. The service trait has been passed on to the grandchildren as well. Their oldest granddaughter learned sign language as a foreign language in high school and works as a nurse.

The Scruggs modeled service instead of requiring it from their children. "It makes me feel great. It really does. When you think they saw something in what we were doing that was worthwhile, and now they want to do the same thing," said Scruggs. "Our family is indeed our treasure," adds Judy. "Each one is special. Each one is unique. We're so proud of all of them."

The Scruggs have shared a full life and Lions have been a big part of that. The people they've met and helped are memorable. "The difference for me with Lions is that it's hands-on. I can go back and recount the stories of the difference we made in people's lives," says Scruggs. "That's why I say our slogan–leadership, intelligence, our nation's safety [LIONS]–has little meaning

to me. I use a new one: Loving Individuals Offering Needed Service."

Lions are beacons of hope, he says. For the next year Scruggs will bring his message of hope to Lions worldwide. "I don't think people see things as they are. He says. "Lions are different. We see things as they can be."



Scruggs lines up the ball for a blind golfer.

#### 10 Questions for Sid L. Scruggs III

I've always wanted to visit: Mongolia If I could eat only one food for the rest of my life, it would be: Peanut butter and bananas

Favorite dessert of all time: Ice cream Favorite sport: Golf

Favorite pastime: Taking a walk or reading

Best movie I ever saw: Top Gun Favorite book: The Bible

Three words that best describe me: Caring, competitive, involved

A perfect day for Judy and me: Time with the grandkids

If I had to do it all over again, I'd: Slow down and enjoy more rainy days



#### The Scruggs File

Leader Dog Raiser "It wasn't until we saw the union between the dogs and recipients that we saw the change we made in people's lives. I'll never forget that Bill Hadden from Virginia said the white cane gave him mobility but the dog gave him a connection because people would come up to him and say, 'Oh, what a beautiful dog.'" – Sid L. Scruggs III

#### Knight of the Blind

"I've been involved with the U.S. Blind Golf Association. I'm chairman of the board of the Governor Morehead School for the Blind. And then you see the challenges we have with diabetes and diabetic retinopathy. At screenings people don't even realize they have a problem. It makes you feel good." – Scruggs

#### Lions Leader

"I think Sid's enthusiasm for life and for our association comes across in everything he touches. It has a way of drawing people in and motivating them to be better Lions and work harder." – Past International Director Ed McCormick of Valley Center, Kansas

#### Membership Advocate

"You and I won't be here forever. Every Lion should be responsible for two new Lions: one to replace yourself and one to grow the association." – Scruggs

#### Hands-on Service Proponent

"If you do not have that personal satisfaction that you have made a difference in somebody's life, then you might as well join a regular social organization, a dance or travel group. The difference for me with Lionism is that it's hands-on. I can go back and recount the difference we made in people's lives." – Scruggs

#### Cribbage Competitor

Early in their marriage, Sid and Judy played cribbage against each other and the loser had to do the dishes. Judy was an expert from years of playing against her grandfather. Sid had a remedy for losing: "We bought a dishwasher," he says.



## **EXECUTIVE SUMMARY INTERNATIONAL BOARD OF DIRECTORS MEETING**

#### HAMBURG, GERMANY APRIL 10-15, 2010

- Honolulu, Hawaii, USA was chosen as the site for the 2015 International Convention.
- Chicago, Illinois, USA was chosen as the site of the 2017 International Convention for the association's 100th Centennial Celebration.

#### **CONSTITUTION AND BY-LAWS COMMITTEE**

- 1. Reviewed a constitutional complaint filed by the Lions Club of Chennai Ashok Pillar and Lions Club of Madras Greater in District 324-A1 (India), affirmed the final decision issued by the Multiple District Conciliation Committee, upheld the complaint and rejected the District 324-A1 redistricting proposal. Deemed all matters raised and relating to this complaint concluded and that this decision is final and binding on all parties, District 324-A1, and all clubs in District 324-A1.
- 2. Removed Wichaidid Chalin from the office of district governor in District 310-B (Thailand) for failure to comply with the final and binding decision of the majority of conciliators in a Multiple District Dispute Resolution complaint and for supporting litigation involving Lions matters. Declared that Wichaidid Chalin shall not be recognized in the future as a Past District Governor by Lions Clubs International or any club or district, and that he shall not be entitled to any privileges of such title. Declared that the vacancy created in the office of district governor in District 310-B shall not be filled and that the district governor elect of District 310-B shall serve as the acting district governor until the 2010 International Convention.
- 3. Canceled the Krabi Lions Club in District 310-B (Thailand) due to the failure of the club's members to comply with the directives of the Association's Legal Division and comply with the final and binding decision of the majority of conciliators in a Multiple District Dispute Resolution complaint. Declared the former club and its former members are no longer recognized by Lions Clubs International, Multiple District 310 and District 310-B, that the former members have no membership rights or privileges within the Association, the multiple district or the subdistrict, and that any and all previous rights and privileges of the former members to use the name "Lions," the Association's emblem, or any other insignia of the former club or the Association, including any previously held Lions offices or titles, are forfeited.
- Revised Chapter III and Chapter XV of the Board Policy Manual to replace the term "spouse" with "one adult companion" as deemed appropriate.
- 5. Adopted resolution to be reported to the 2010 International Convention to transfer Article IX, Fees and Dues, of the International Constitution in its entirety to the International By-Laws as a new Article XII and renumber the remaining Articles of the International Constitution and International By-Laws.

#### **CONVENTION COMMITTEE**

- Established convention registration fees for the 2011 Seattle Convention. The fees will remain the same as the 2010 Sydney Convention. The regular convention registration deadline was changed to March 31. The late registration fee will begin April 1 through on-site in Seattle.
- 2. Modified Chapter VIII of the Board Policy Manual to

replace the term "spouse" with "adult companion" or other appropriate variations.

#### DISTRICT AND CLUB SERVICE COMMITTEE

- Canceled the charter of the Onteora Lions club (District 20-O) with 10 members.
- Filled three vacancies for the position of District Governor Elect.
- 3. Approved the redistricting proposal for District 324-C5 to take place at the close of the 2010 International Convention
- Approved the redistricting proposal for District 324-A5 to take place at the close of the 2010 International Convention subject to the payment of all past due club accounts over US\$50 by May 15, 2010.
- 5. Recognized Ukraine as a provisional region with nine clubs and 229 members.
- Agreed to include the names and contact information for Coordinating Lions and Lions who serve as provisional region and zone chairpersons in the International Association of Lions Clubs Vital Information and the International Association of Lions Clubs International Directory.
- Recognized the undistricted clubs in Beijing, China as Provisional District 385 at the close of the 2010 International Convention.
- Appointed Lion leaders recommended by the local Lions of provisional districts to serve as District Governor for the provisional district for the 2010-2011 Fiscal Year.
- Revised the 2009-2010 Excellence Awards to make the award more attainable. The 2010-2011 Excellence Awards were redesigned to further support team work and make the award more flexible.
- Revised Chapter V of the Board Policy Manual to clarify and streamline the status quo and reactivation process.
- 11. Revised Chapter IX of the Board Policy Manual to replace the term "spouse" with the term "companion," clarify that a provisional district reaches full district status when the district has a minimum of 35 clubs and 1,250 members in good standing at the close of the year, and clarify the process of reapplication when a redistricting proposal is rejected or found incomplete.
- 12. Revised Chapter X of the Board Policy Manual to encourage Guiding Lions to become certified and to eliminate the previous Guiding Lion Award.

#### FINANCE AND HEADQUARTERS OPERATION COMMITTEE

- 1. Approved the 2009-2010 Forecast, reflecting a surplus
- 2. Approved Charles Schwab Trust Company as Corporate Trustee of the Retirement Income Plan.
- Approved an additional US\$50,000 for the 2010-2011 March/April board meeting.
- Approved use of "one adult companion" to replace "spouse" in Board Policy Chapter XII International Office & Staff, Chapter XXII Speaking Engagements, Travel Rules and Reimbursement and Executive Officer Travel and Expense Reimbursement Policy
- Approved revisions to Club Suspension and Cancellation Policy in Board Policy Chapter XI as follows:

#### **Club Suspension and Cancellation**

A club, which has an unpaid balance in excess of US\$20 per member or US\$1,000 per club, whichever is less, outstanding past 120 days will be suspended, including the suspension of the club's charter, and all the rights, privileges, and obligations of the Lions club.

In the event the club does not acquire good standing, as defined by board policy, on or before the 28th day of the month following suspension, the club's charter will be automatically cancelled. The cancellation of a club for financial suspension may be rescinded within 12 months from the date of the cancellation, in the event the club has paid their account balance in full and a completed reactivation report is received.

Any club that has been approved for a payment plan by the Finance Division will not be suspended, so long as it continues to fulfill its obligation per the approved payment plan.

- 6. Approved revisions to Chapter XXII Paragraph B.2. of the Board Policy to include Australia, New Zealand, Papua New Guinea, Indonesia and Islands of the Pacific Ocean forum to be scheduled the fourth full week of August or first full week of September.
- 7. Approved housekeeping revisions to the Executive Officer Travel and Expense Reimbursement Policy.

#### Reimbursement Policy.

#### LCIF

- Updated the language in the Investment Policy Statement regarding charitable gift annuities held in California.
- Approved that implementation begin for the formation of a LCIF Steering Committee, an advisory body, with appointments to the first committee and policy changes to be considered at the June 2010 meeting in Sydney, Australia.
- Approved changes in the materials used to manufacture Progressive Melvin Jones Fellows (PMJF) pins.
- Authorized staff to request the return of LCIF grant funds and, if necessary, pursue legal action, from the project management of several seed grants with reports that are significantly past due.
- Renewed membership in the amount of US\$56,560 to the International Agency for the Prevention of Blindness (IAPB).
- Transferred US\$1.5 million in unobligated funds of the SightFirst annual grants budget to the next fiscal year.
- 7. Approved 64 Standard, International Assistance and Core 4 grants totaling US\$2,504,948.
- 8. Tabled two grant applications.
- 9. Denied one grant application.
- Approved membership in the amount of US\$7,500 to the World Wide Hearing coalition.
- Approved a US\$50,000 grant to the Hear Us Roar program to support a one-year pilot project for hearing care services.
- 12. Selected three finalists for the 2010 Humanitarian Award.
- 13. Approved membership in the amount of US\$20,000 to the Clinton Global Initiative (CGI).
- Updated signatories at the foundation's Scottrade account, in order to facilitate donations of securities.
- Revised LCIF's Rules of Audit in the Board Policy Manual.

#### LEADERSHIP COMMITTEE

- Added one Senior Lions Leadership Institute to the 2010-2011 Institutes/Seminars schedule to support the development of Lions leaders on the African continent, contingent upon approval of requested funds.
- Added one Faculty Development Institute to the 2010-2011 Institutes/Seminars schedule to support the development of Lions faculty on the African continent, contingent upon approval of requested funds.
- Changed the Multiple District Leadership Development Funding Program to include a funding provision to support local training of second vice district governors.
- 4. Endorsed concepts presented by the Joint Committee on MERL related to increased integration of local membership growth efforts and Global Membership Team efforts and an enhanced focus on and support of leadership development at all levels of the association.
- Revised Chapter XIV of the Board Policy Manual replacing the term "spouse" with "one adult companion" for expenses incurred by the incoming president, chairperson and vice chairperson of the District Governor-Elect seminar.
- Revised Chapter XIV of the Board Policy Manual replacing the term "spouse" with "one adult companion" concerning District Governor-Elect seminar faculty members.
- Revised Chapter XIV of the Board Policy Manual moving policy related to an orientation session for adult companions during the DGE Seminar.
- Revised Chapter XIV of the Board Policy Manual related to availability of District Governor Team Manual.

#### LONG RANGE PLANNING COMMITTEE

 Approved a recommendation from the Finance and Headquarters Operation Committee for a dues increase proposal of US\$4 projected to be introduced over two years beginning in 2012-2013 when projections show cash flow will no longer be sufficient despite ongoing cost saving measures.

#### MEMBERSHIP DEVELOPMENT COMMITTEE

- Established that, effective immediately, the continental area of Africa, inclusive of its Lions districts and undistricted countries, shall be a distinct area within the association and be afforded administrative and operational support similar to that of other constitutional areas in the association.
- 2. Concurred that once Africa exceeds a qualified and verified total membership of 30,000, the Constitution and By-Laws Committee shall draft and present a constitutional amendment recognizing Africa as its own constitutional area in the association, subject to approval by the LCI Board of Directors in office at the time, for consideration by the delegates at the next international convention thereafter.
- 3. Denied the Lions Club of Hod Hashron's protest regarding a new club.
- Agreed to support the MERL restructuring recommendations and work to integrate membership, extension and retention into the District Governor Teams and the Global Membership Team.
- 5. Accepted the requirement that 75% of cyber club members reside or work in the same multiple district.
- Approved a change to Board Policy for returning charter fees to clubs that are still pending at the end of the fiscal year.
- Deleted language in the Board Policy Manual concerning the field operation manager's spouse travel as referred to in another section of Board Policy.
- Concurred with updating the Board Policy Manual to reflect the Membership Programs and New Clubs Marketing Department's recently-designated name change.

#### **PUBLIC RELATIONS COMMITTEE**

- Amended criteria for multiple districts/single districts and districts application for consecutive year public relations grants after January 1 of each year.
- Established an essay contest for blind and visually impaired children beginning in Lion year 2010-2011.
- 3. Established a new Lion Recognition Award Medal beginning in Lion year 2010-2011.
- 4. Amended the Lions Clubs International Vital

- Information to include personal contact information for surviving spouses and partners of deceased past international presidents and past international directors, beginning in Lion year 2010-2011.
- Approved posting of the International Directory on LCI's Web site and discontinuation of printed copy, beginning in 2011-2012.
- 6. Clarified that once a Lion announces his/her candidacy for district governor, vice district governor, council chairperson, international director, or international executive officer, neither the candidate nor a member of his/her immediate family (mother, father, spouse, siblings, children or in-laws) may serve as editor or on the magazine committee of any official edition of Lion magazine and concluded that a candidate is considered announced when endorsed by his/her club, district (sub, single, multiple, whatever the case may be).

#### SERVICE ACTIVITIES COMMITTEE

- Changed the name of the International Activities and Program Planning Division to Service Activities Division.
- Approved a cooperative alliance between Lions Clubs International and the International Guide Dog Federation.
- 3. Named the recipients of the 2008-2009 Top Ten Youth Camp and Exchange Chairperson Award.
- 4. Modified board policy related to the nomination criteria for the Leo Club Program Advisory Panel.

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.

LCIF

## New Image Advances Foundation by Alecia Dimar

Lions Clubs International Foundation has a new look, which is receiving positive reviews from Lions worldwide. The refreshed look, including a repositioned brand image and updated logos, better defines the mission of LCIF and its programs.

For more than a year, LCIF has undergone an image update to complement the new look and messaging of Lions Clubs International. Enhancing the LCIF brand is also part of a larger initiative to develop a long-term marketing strategy for increased visibility and awareness. Repetition and consistency of the new image will further strengthen the brand. Over the next two years, LCIF will incorporate the image update into all new materials. Additionally, updates to all existing materials will give a consistent look across the foundation, from banners to letterhead to publications.

Maintaining LCIF's status as a leading humanitarian organization is central to future advancement. Through the new image and messaging, Lions and the general public are given an increased understanding of LCIF's work and impact. As people become more aware of LCIF, the humanitarian impact increases, enabling more communities around the world to be helped.

#### New LCIF Tagline

We care. We serve. We accomplish.

#### **New LCIF Messages**

We deliver humanitarian programs, primarily to preserve sight, support youth, provide disaster relief and combat disability – by mobilizing resources and securing funds.

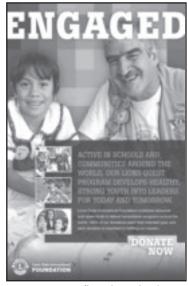
We enable Lions to improve lives in their own communities, and, collectively, have a remarkable global impact.

Each donation is important to fulfilling our mission.

Our successful results inspire us to achieve more.

We are compassionate and caring, enriching lives in communities around the world.

We are efficient and accountable as a good steward of funds.



New posters reflect the updated LCIF image through engaging design and refined messaging.

## Highlights of the June 2010 Meeting of the Council of Governors

The fourth meetings of the 2009-2010 Council of Governors were held during the MDA Convention in Kingston June 4-6, 2010.

The following represents the topics of general interest discussed during the meeting:

Constitution & By Laws – the proposed changes to MDA C&BL where approved.

**Environment** – Environment Photo Contest winner for last year, Lion Ted Burrows from the St David's & District Lions Club entry will be included in the 2010-2011 Lions International Calendar. This year's winner is Lion Bill Crawford from District A2.

**Hearing Conservation** – MDA is looking at a new initiative of "Listen Up Canada" aimed at creating a joint partnership to provide hearing healthcare services to the recipients of Lions charitable works. More information will be available in the new Lion's year.

**2014 International Convention** – Regrettably, due to health issues the host chairman PDG Derek Bloomfield stepped down and International Director Carl Young was appointed to this position. It was confirmed that Lion Derek would retain a prominent role in the organization of the convention as soon as his health permits. Job Descriptions for chairing a number of sub committees are published in the latest edition of the LION magazine. Interested candidates should submit their resumes. The convention Fund raising Chair PDG Stan Durward announced as an first initiative, a fund raising campaign comprising the sale of \$500 tickets.

**LION Magazine** – There are still a number of magazines being returned as undeliverable and editor PDG John Daniels is urging all Secretaries to include the correct address information when submitting MMRs for those of their members reporting they are not receiving the magazine.

**MERL** – The format for running 15 separate training sessions during the MDA convention was well received and consideration will be given to maintaining this format for the 2011 Convention in Ottawa.

**Research & Long Range Planning** – Changes in formatting the Policy and Procedures Manual, the updating of the Convention Guidelines & Directives Manual and a revised contracting policy were approved by Council.

**Sight Conservation** – The Lions of MDA have been made Honourary Sponsors of the CNIB I Factor event at the 'Event Sponsor Level'. This entitles MDA to a number of special recognition opportunities associated with the I Factor event.

**Diabetes** – Some special reminders – Lions Appreciation Day at Camp Huronda is scheduled for Saturday, July 24, 2010 and the "Tim Chapman Ride for Cure" will be on Sunday August 8, 2010.

**Opportunities for Youth** – All MDA Youth associated programs are going well as noted with 88 youth expected to travel to MDA areas from over 26 countries as part of the Youth Camps and Exchange program and 21 from MDA clubs will be travelling overseas. The MDA winner of the peace Poster contest, Libby Bowler from District A12 was presented with the MDA winners Peace Poster prize and the MDA Effective Speaking contest presented their winning speeches during the Friday afternoon session scheduled for May 6, 2010 in Toronto.

MDA Bulletin Contest – Winners are as follows:

Bi monthly Club Bulletin Winner – Lion Doug Inkster, Editor Stayner LC (A12)

Runner up – Lion Dan Josefowich, Editor Widdifield LC (A5)

Monthly Club Bulletin Winner – Lion Ester Shaw, Editor East Peterborough LC (A3)

Runner up – Lion Gerry Boudreau, Editor Niagara Falls LC (A2)

Governor's newsletter Winner – Lion Sandra Baldwin, Editor for District A4

*International Guest* – The International Guests during the MDA Convention was 1st Vice president, Lions Clubs International, Sid Scruggs III and his wife Lion Judy Scruggs. Their attendance was very well received and it provided all Lions in attendance a firsthand opportunity to meet the next International President.

For more information, questions or concerns relating to these highlights please contact MDA Secretary Dave Voisey at secretary@mdalions.org or 613-843-1687

## Kitchener Lions Present the Melvin Jones Award

At our recent Appreciation Night we presented the Melvin Jones Award to three recipients.



President Darren Inder presenting to PDG Mike Hilling



PDG Jack Bishop presenting to Jim McConnell of BLM Transport a great supporter of our Annual Santa Claus Parade and Citizen of the Year Gala



President Darren Inder and Lion Kevin Banfield presenting to Darryl Moore for our partnership and his support with the Beat Rocks the Block event

## New and Expanded Partnerships for SightFirst

Lions Clubs International Foundation strives to leverage Lions' funding through partnerships with companies and organizations that share a common mission. A new partnership with Bausch + Lomb and an expanded partnership with Essilor will help Lions and LCIF continue and expand their sight services through SightFirst.

LCIF is partnering with Bausch + Lomb Early Vision Institute. The Pediatric Cataract Initiative will prevent and treat cataract in infants and children and promote early childhood vision screenings. Bausch + Lomb is contributing US\$350,000 in the pilot year to launch the partnership program. The program was formally announced June 30 during the International Convention in Sydney.

Pediatric cataract is a clouding of the eye's natural lens that can cause childhood vision loss and blindness. This new partnership program will help treat and prevent pediatric cataract.

"Too many newborns afflicted with pediatric cataract have a lifetime of vision loss and blindness ahead of them – an untenable prospect in today's world," said Paul Sartori, corporate vice president of Bausch + Lomb. "With more funding and attention placed on research, prevention and treatment, we'll be making an impact in the lives of children worldwide."



The rate of pediatric cataract in developed nations is one to four children per 100,000 births. However, in underserved countries, the rate can be 10 times greater. As such, during its first year, the Initiative will primarily focus on aiding children in China, where an estimated 40,000 children suffer from pediatric cataract.

For additional information, visit www.TheirVision.org.

LCIF also is launching a new partnership with Essilor International to support comprehensive uncorrected refractive error (URE) services. The partnership will develop, expand and strengthen sustainable systems that target underserved populations through high-quality, low-cost programs as well as branch into other areas of joint interest.

The World Health Organization estimates that more than 158 million people worldwide are visually impaired and 8 million people are blind due to URE. Refractive error can be corrected with a pair of eyeglasses, contact lenses or surgery.

Lions and Essilor will identify institutions in areas with significant blindness prevention needs and a lack of URE service capacity. Action plans will be developed in consultation

with local Lions. The plans will be presented to SightFirst for funding; Essilor will provide access to low-cost equipment and on-staff expertise, with initial pilot programs over the next year in select African countries.

"Essilor International is excited to embark on a new long-term partnership with LCIF. Essilor's corporate mission, helping mankind 'See the World Better' fundamentally complements the core mission of LCIF to fight against blindness," said Hubert Sagnières, CEO of Essilor. Essilor will also offer Lions Clubs International an exclusive brand-quality lens at an affordable price that can be used for Lions' humanitarian purposes worldwide.

The Lions Eyeglass Recycling Centers will also benefit, as Essilor will provide the centers with guidelines, technical assistance and funding to implement up-to-date, effective recycling practices to improve efficiency and sustainability.

Lions have a long-standing relationship with Essilor including in-kind product donations for Opening Eyes, Lions' partnership program with Special Olympics.



A new partnership with the Bausch + Lomb Early Vision Institute will treat and prevent pediatric cataract.

### 60 Years a Lion!

On June 15th the *Galt Cambridge Lions Club* honoured Lion Jim Broomfield for 60 years as a Lion of our club. I would say that not many Lions can equal his impressive record of achievement.

Lion Jim's service to others started during the Second World War when he fought for his country, was wounded, taken prisoner of war in Holland, and spent two years in Stalag 11B.

Then, in June 1950 Jim joined the *Galt Lions Club*, as it was then known, and became an active member. He served as President three times, and was on the Board of Directors in almost every position over the years. Jim was also great at fundraising or getting grants because he was born and raised in Galt so he knew everyone who mattered. His contacts were invaluable to the Club. He was also a great ambassador for the Lions, and sponsored many new members.

Speakers that night included the International Director for Canada Carl Young, who presented him with the International President's Certificate of Appreciation, and also on behalf of the Galt Cambridge Lions Club, awarded him the Helen Keller Fellowship Award. PCC David Cole gave him his own Certificate of Appreciation, as did PID Bruce Murray. PDG and "International Counselor" Don Gamble spoke about the Helen Keller Award, and Jim's service to the club, and PZC Herman Boehmer, who was sponsored by Lion Jim, and who is also the other last remaining member of the Galt Lion Club, gave his insightful comments on Jim's work. He was followed by Jim's very good friend Dr. James Gowing who entertained us with personal anecdotes. In closing, sitting President Garry Bell presented Lion Jim with a gift of a black jacket and liner with his name and 60 years of service.

There is nobody that deserves the accolades and the recognition for his sixty years of service more than Lion Jim because he is a man who is the embodiment of the Lions motto "**We Serve**", and at ninety-seven years young continues to serve in any way he can.

Submitted by Lion Louise Reeve



I. D. Carl Young and Lion Jim Broomfield



Lion Jim Broomfield and P.I.D. Bruce Murray

# The 2010 Stew O' Brien Memorial Golf Tournament a Huge Success

This year the golf tournament was held at the Rivendell Golf Tournament in Verona, Ontario with some 70 golfers participating. This is said to be the largest tournament since it began 12 years ago.

This year the tournament players included International President Elect Syd Scruggs and his partner, International Director Carl Young, Past International President Brian Stevenson, Past International Director Terry Graham and Lion Jean along with a host of golfers from across our Multiple District.

This year the *Clubs of District A3* were asked to sponsor a hole and as a result some \$5,100 was raised towards the purchase of the van for the Lions Foundation of Canada Dog Guide program. Once again District A3 Clubs came together to make this tournament a great success.

The weather was cloudy but the rain held off just until the last Lion left the course and the light lunch completed. Thanks goes to all the Lions who took the time and made the effort to participate in this annual affair. It is in memory of a great Lion, Past Council Chair Stew O'Brien and all the other Lions members who have passed away.

A number of prizes were awarded including the trophy for the best foursome from the *Lions Club of Verona*. A Hole-IN-One prize was offered through Darling Insurance in Peterborough. Unfortunately no one had the good fortune of winning this \$10,000 prize. Maybe next year.

This tournament deserves to continue in memory of this great Lion. The challenge now rests with the Host Committee from Ottawa for the M.D. A. Convention in 2011. Good luck and thanks again to all for a great day of golf.

Lion Gil Constantini, Golf Tournament co-coordinator.



In picture left to right

PDG Harvey Moore — LFC Chair of the
Board, Heather Fowler — LFC Trainer with

CT, Jean Graham — A3 LFC Chair with

Argo, A3 DG Bill Lewis

District Project for 2009-10 Van Project -Raised \$27,200.00

Submitted by Jean Graham



## Renfrew Lions Club

Here is a photo of the Annual Spring Fundraiser for the **Renfrew Lions Club**, at the Renfrew Home Show. That is **Lion Terry Mosco** (on the right) and **Lion Bill Guyea** 

(on the left) selling tickets on a kayak, paddle and life jacket.

Submitted by Lion Bill Guyea

Russell Roy's 'Clean Language' 90 Minute Stand-Up

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## **Lions Clubs International 2014 Convention Host Committee**

The 2014 International Convention Host Committee is currently seeking applications from the Lions of MD "A" to serve as a Committee Chair on the Host Committee in one of the following capacities to take effect as of September 2010.

Treasurer-Finance Committee: With Fundraising Chair. Souvenir & Pin Sales, Reporting Directly to the Host Committee Chair.

**Secretary:** Minutes of Committee Meetings, Committee Chair Communications, General Secretarial duties reporting directly to the Host Committee Chair. **Vice Chair** (4 positions): Vice Committee Chairs to work with and oversee various Committees and their functions, reporting directly to the Host Committee Chair. **Promotion & Publicity Committee Chair:** In co-operation with Convention & Visitors Bureau.

Manpower Communications & Website, Crisis Management.

The following Committee Chairs will be open for applications in the coming months as and when the committees become scheduled.

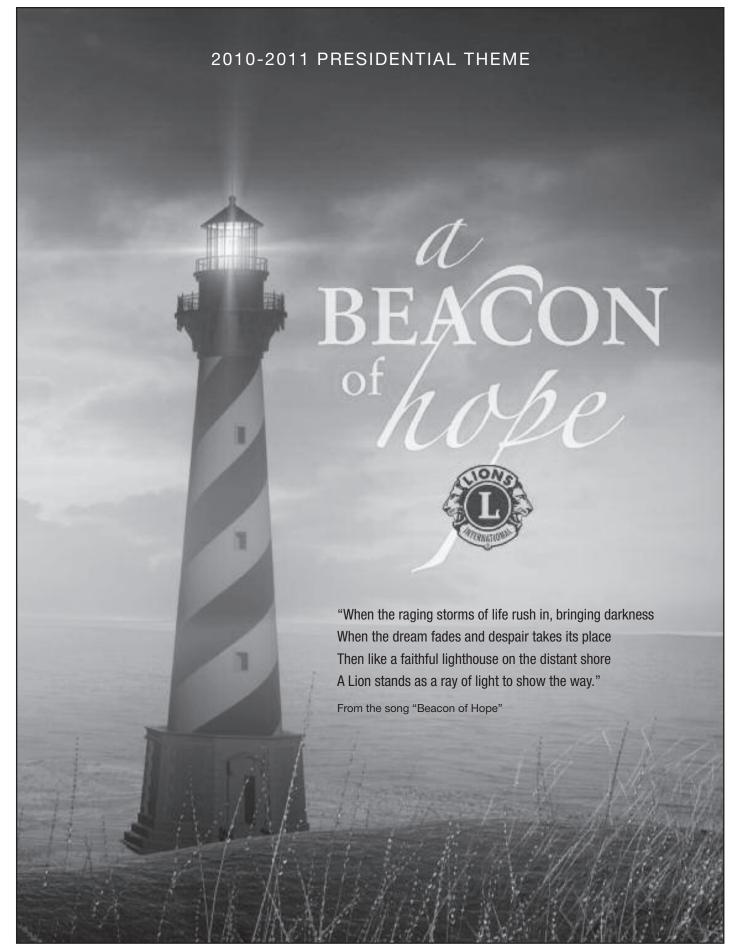
Parade Committee Chair: Bands, Judges, Snacks & Refreshments, Band Housing, Floats, Parade Volunteers.

**Transportation & Hospitality Chair:** Transportation for the International Family, Interpreters, Greeters, Host Night, City Hospitality, Host Office & Booth, Shuttles from Pearson International Airport, Shuttle Bus schedules.

DGE Seminar Committee: Registration & Gift Distribution, Classroom set-up, DGE Shuttle, DGE Opening Ceremony, DGE Hall Monitors & Runners.

Applicants for the above committee chairs will be supplied with a more comprehensive and detailed description of the responsibilities for the Committee Chair of their choice upon receipt of their application. These positions are open to the Lions from all Districts of MD"A" and applications should be sent to the Host Committee Chair, PDG Derek Bloomfield at: derek.bloomfield@rogers.com

or mail to: PDG Derek Bloomfield, 23 Erindale Drive, Erin, Ontario NOB 1T0. Home #: 519 833 2056
All applications will be reviewed by the MD "A" Administration Committee and the chair of the 2014 Convention Host Committee



# a BEACON of hope

n the Outer Banks of my home state of North Carolina, stands the world's tallest brick lighthouse. The Cape
Hatteras lighthouse, built in 1807, has stood as a symbol of hope for mariners for over two centuries. Atlantic currents in this area made for excellent travel for ships, except in the area just offshore at Cape Hatteras. Nearby, the warm Gulf Stream ocean current collides with the colder Labrador Current, creating ideal conditions for powerful ocean storms and sea swells. The beacon at Cape Hatteras has been credited with guiding ships to safe harbor - pointing the way for thousands who thought all hope was lost.

In spite of modern navigational aids and onboard satellite systems, lighthouses still dot the shores of oceans around the world. They have stood the test of time, and remain symbols of hope for those who have lost their way or are in need of assistance. The lighthouse keeper who used to manually light a lamp at the top of the lighthouse has long been replaced, but the light is still relevant.

Helen Keller asked the Lions to help her bring light to others. We answered that call as no other organization could, and our light of service is more relevant today than ever before. Yes – technology has added convenience to our lives, and we are all thankful for medical advances that have improved quality of life, and in many cases have made it possible to eradicate diseases that have plagued humankind. But in spite of advances far too numerous to mention, that have made our lives better, nothing has replaced the need for human interaction. There is no substitute for an outstretched hand offered in service.

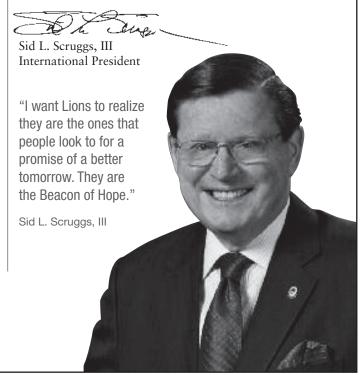
Built on a solid foundation of volunteer service, Lions Clubs International has been providing hope to those in need since 1917. Throughout our history, Lions have been shining a light, highlighting health and happiness for millions of people living in darkness and despair. There is a light that emanates from each and every Lion member. You can see it in their eyes, you can see it in their smile, and you can see it in their actions.

"a ray of light from another soul touched the darkness of my mind and I found myself...and broke through the dark, silent imprisonment which held me."

Helen Keller

As we navigate our way through this year, there may be unforeseen obstacles along the way, rugged shorelines, storms and rough seas. But there are over 1.3 million lighthouses in 205 countries – Lions members who will continue to light the way, and continue to serve as beacons of hope.

As your president, I ask of you to let the light of service shine brightly. Together, let us continue to be a symbol of light and hope for those who are in need, and for those who are searching for a safe harbor and a better tomorrow.



2

# be a BEACON of Service

The Key To Our Success Is Through Service and Impactful Service Projects

Our motto "We Serve" defines our mission, and is the core principle of our organization. This year, we are rededicating ourselves to service. Service will, in fact, be the focal point of my 2010-11 Presidential Theme. As people increasingly seek ways to volunteer, the time has never been better for Lions to shine a light on service.

Hands-on service shines a light that directly touches people. We have seen it in practice and we have found through surveys and focus groups that "hands-on" service and direct contact with those we serve has become more important than ever before. People volunteer for many reasons, but mostly because they want to make a difference. They are questioning what is important in their lives and reassessing how they spend their time. They are turning to community service and other volunteer opportunities. We must value their time by ensuring it is

used to make the greatest difference possible. "If we could get **1.3** million Lions to recommit to service it would make a huge impact on the needs of people around the world."







#### Global Service Action Campaigns

As an extension of the highly successful "Lions In Sight" program, this year Lions will be encouraged to participate in four Global Service Action Campaigns. Lions will be asked to shine a light on youth by planning programs in conjunction with the United Nations International Youth Day in August. Other opportunities include shining a light on preventable blindness with projects in support of our own World Sight Day in October; shining a light on hunger by holding food drives to coincide with traditional holidays such as Christmas, Hanukah, Id Al-Fitr, Diwali, or other befitting occasions; and finally, Lions will be asked to shine a light on the environment by conducting environmental projects and activities in support of Earth Day in April. Global Service Action Days will give Lions an opportunity to expand their own vision of how they can help in their community, and bring more attention to the service that we are providing.

#### Lions Global Service Summit

We are the global leader in community service. As such, who better to host a global service summit than Lions Clubs International? During the third quarter of this year, leaders from other service and volunteer organizations will be asked to convene a summit at our headquarters to discuss and share ideas about emerging trends in service.

#### **Enhanced Reporting Tools**

The redesigned Lions Clubs International Web site has made communicating easier, from the top down and from the bottom up. The newly enhanced service and mission database has now made it easier for clubs to report their signature projects, and record their impact. This information can now be shared with other clubs. You will be just a click away from connecting to other clubs. We will also be producing a "State of Service" report, using data from our clubs around the

world. This report will provide us with an instant snapshot of the impact we are making.





## Reporting Live From...

Lions' use of social media, such as Facebook, Twitter, and MySpace has grown tremendously this year. More Lions are linking up with each other, and using social media to promote their events and projects. Something new this year will be the International President's blog.

That's right. I'll be writing a weekly blog –

a first- hand account of what Lions are doing around the world. During my official visits, I am asking Lions to hold a service project in connection with my visit. I'm going to be your "in the field" reporter, connecting you and your projects to other Lions around the world and their projects and activities.



# telling OUR Story Let it shine, let it shine, let it shine!

We've all heard a Lion say at one time or another "we're the best kept secret." That's a self-fulfilling prophecy, and simply isn't true. I'm asking Lions to erase that phrase from their vocabulary.

Why is it important for us to share our story with others? Because needs continue to escalate around the world. In order to continue to meet those needs, it is important that we grow our membership. To do that, we must increase public awareness of the Lions Clubs International brand – who we are, what we do, and what we stand for.

Lions Clubs International has the most extensive and successful public relations program of any service club organization. Last year alone, there were over 8,000 newspaper articles around the world reporting Lions activities, and over 700 television news features. Countless numbers of clubs are now getting onboard with active PR programs with innovative TV and radio public service announcements, billboard advertising, and use of social media to project their message. But an extremely successful global program can only define part of the association's overall image.

People do not join "The International Association of Lions Clubs." They join a Lions club – YOUR Lions club. While a positive

image will encourage prospective members and supporters to think well of your club, only a vigorous and successful local public relations program will move them to donate time and money, and accept an invitation to membership.

To assist clubs and districts, we have created a new electronic library of PR tools – a "one stop shopping" section of the web site that has everything needed to run a successful public relations program.

With the number of visitors growing each month, the redesigned Lions Clubs International Web site is now the fastest way to find information and connect with others. Browse the Web site. Become familiar with it. Use the search engine to find what you are looking for expeditiously.

For more information about how you can create a successful public relations program, go to www.lionsclubs.org.

Service projects and public relations go hand in hand. Engage your local media by inviting them to one of your signature service projects, and engage your local community by promoting projects via social networking sites and on YouTube.



6

"If your actions inspire others to dream more, learn more, do more and become more, you are a leader."

John Quincy Adams

# effective LEADERS light the way

Through service projects, members develop skills they can put into practice. While improving the lives of many, each project provides an opportunity for our members to practice and develop their leadership skills. We have been extremely successful developing new leaders, and we will continue to focus on opportunities for leadership training. We must ensure our association's future vitality by taking responsibility for the development of our next generation of leaders.

## Keys To Successful Leadership Development

- Communicate opportunities for leadership development with new and prospective members
- Encourage a variety of Lions to take leadership responsibilities
- Enlist new Lions in the Lions Mentoring Program
- Implement practical job training for zone chairpersons, 1st and 2nd vice district governors and district governors-elect
- Promote participation in local training programs, Lions Leadership Institutes and Faculty Development Institutes
- Focus on online development opportunities
- Recognize the efforts and accomplishments of Lions who demonstrate leadership excellence
- Develop innovative training and education programs at the district and multiple district levels

You may be a new Lion, or a Lion who has already served in a leadership position. In either case, I urge you to participate in and promote our leadership development programs. Volunteer to attend zone and regional meetings as well as club officer schools. Attend district and multiple district conventions and Area Forums. Signal your willingness to assume

leadership positions. If you are already a club or district officer, encourage other Lions to do the same. And encourage participation in Lions Leadership Institutes and Faculty Development Institutes. Put more emphasis on online development opportunities. The Lions Learning Center offers an array of interactive online courses, and is a great way to build your knowledge while building your Lion resume'.

Seek out new opportunities to lead, and let your leadership qualities shine through!

Sid L. Scruggs, III

"At the end of the day, it's not what I learned but what I taught, not what I got but what I gave, not what I did but what I helped another achieve that will make a difference in someone's life, and mine."



# our FUTURE Shines brightly

Today's young people are tomorrow's leaders. We must do a better job of communicating with teen-agers and young adults. No light shines more brightly than the one lighting the way toward the future. Our future.

There has never been a generation of young people more involved in their community. In the United States alone, 15% of people aged 17 to

25 are volunteering their time – giving back to the community. In other areas of the world that percentage is even higher. How we communicate our message to them will help determine whether they choose to volunteer as Lions.

Contrary to popular belief, young people don't speak a different language. But they DO use a different mode of communication. This is the generation of computers, iphones, texting, instant messaging, and every means of social networking. Let's bring our message to THEM.

We've already started. Lions Clubs International now has Facebook, MySpace, Twitter, an iphone application, our own YouTube channel, LinkedIn, and Flicker, And don't forget my new International President's blog. Don't know what those are? Find out! Have you ever watched a podcast? Did you know many of LCI's videos are now podcast?

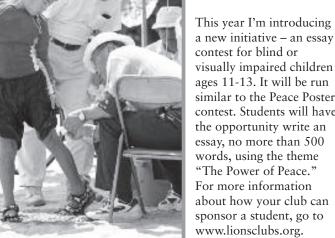
But our ability to interact with young people goes beyond communicating. We need to engage them with programs they can relate to, and encourage their input and participation.

Clubs have many ways to brighten young lives. One of the best is to team with local schools or youth organizations. At a school, your club might organize a Leo club or join together with an established Leo club for a joint project. But let the students take the lead!!!!

You can also sponsor students in a Lions international youth camp, exchange program, or introduce a Lions Quest program. What about sponsoring a Peace Poster contest at your

> nearest school? Last year over 360,000 children ages 11-13 participated in the Peace Poster contest.

similar to the Peace Poster contest. Students will have



I'm also putting increased emphasis this year on our Young Leaders In Service Award. The Young Leaders In Service Award program is part of the Lions Opportunities for Youth initiative. The mission of Lions Opportunities for Youth is:

To provide the young people of the world with opportunities for achievement, learning, contribution and service, individually and collectively, through sponsorship of activities identified as best practices in the field of youth development.

Again – for more information consult the LCI Web site.

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"We cannot and must not stand still, for of necessity we must exercise our influence and exert our efforts to expand and grow, not particularly to maintain leadership as the largest organization of its kind in the world, for that is unimportant in itself, but to be the best — to be the best in service to mankind — the best in caliber — to add luster and prestige to the privilege of being a Lion."

Past International President John L. Stickley, 1956 acceptance speech

# find the Within YOURSELF

The image of a lighthouse is but a symbol. But the light that shines through each and every Lion member is real. Along with my family,

Lion member is real. Along with my family, being a Lion has brought a bright light to my life. The light it has shone not only helped me to better understand my own community, but also has given me a greater perspective on my nation and the world.

Our biggest challenge is to remain the world's premiere service organization, and attract a new generation of service-minded men and women. How? Through our mission of service. Expanded service equals expanded membership. It's that easy. Lions members are never happier – their light shines the brightest – when they are serving others. Engage a Lion in conversation, and the one thing they want to talk about is the projects their club is doing, or a memorable moment when they made a

significant impact on someone. Lions are proud of what they do. Give Lions a reason to stay by making a difference in someone's life. Accomplish that, and they will be Lions for life.

We have seen the positive impact that the Global Membership Team (GMT) has made over the past two years. A strong GMT, extension workshops and retention will remain central to the membership successes we have recently achieved, but with a slant toward service. This year, I will be emphasizing service and how clubs can attract new members and retain members by engaging in signature service projects. I'll be appointing a special coordinator to GMT to promote service relative to membership.

The light of service shines brightly in all of us. Keep that light shining brightly, and share it with others. Like the Olympic torch, pass the light from one person to another.

A BEACON OF HOPE 2010-2011 Presidential Theme 9

## **Bright Start Awards**

"Unless you try to do something beyond what you have already mastered, you will never grow. Some people dream of success... while others wake up and work hard at it."

Unknown

The Bright Start Awards will recognize District Governors who achieve strong membership

results in the first three months of their year. The Bright Start Awards will consist of two levels. District Governors will be eligible for only one of the awards. The qualifications for the awards are:

#### FIRST LIGHT AWARD:

two new clubs **OR** positive membership on September 30, 2010

#### **BRIGHT LIGHT AWARD:**

five new clubs AND positive membership on September 30, 2010 All new club applications must be completed and received by the LCI New Clubs and Program Marketing Department by the close of business on Thursday, September 30, 2010.

To be considered as a qualifying new club, a completed charter application, all documentation/ forms and fees must be received by LCI by close of business on September 30, 2010.



## The Beacon Awards

The Beacon Awards, to be given at the International Convention in Seattle, will recognize outstanding achievement by clubs and districts in the area of service. Only clubs and districts that participate in the Global Service Action Campaigns, and send their respective report back to Lions Clubs International Public Relations Division, will be eligible for the Beacon Awards. Sending your report (a narrative of your activity, with photos if available), will automatically enter your club or district. Categories include:

- Best Environmental Project (by club or district)
- Most Creative Youth Program Activity (by club or district)

- Outstanding Service to the Blind or Visually Impaired (by a club or district)
- Best Hunger Relief Program or Activity (by a club or district)
- Lion That Best Exemplifies The Spirit of Service

For the last category, nominations must be sent to the Lions Clubs International Public Relations Division no later than April 1st, 2011. Nominations can only be made by Executive Officers or International Directors.

10

"The best way to find yourself is to lose yourself in the service of others."

Mahatma Gandhi

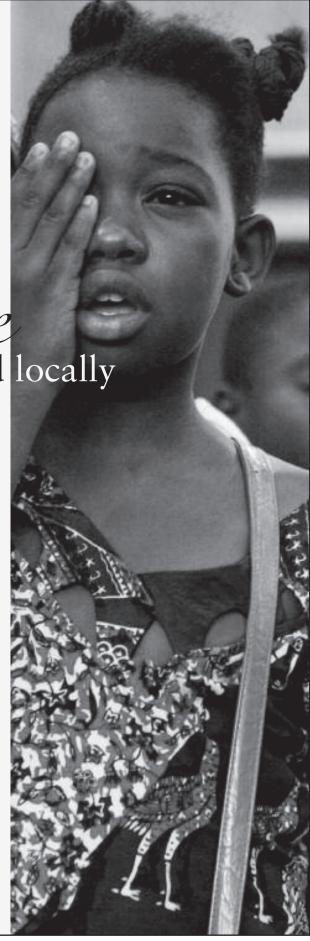
# INSPIRING MODE globally and locally

What better way to make our light shine even brighter than by supporting our Lions Clubs International Foundation?

This year my goal is to increase understanding of LCIF's programs and the importance of our impact on individual lives, and to increase the number of clubs and individuals donating to LCIF.

Lions and LCIF sprang into action to assist victims in Haiti and Chile, and we are still providing assistance to the victims of the 2004 tsunami. We have shown time and time again our ability to not only be involved in first response, but also to provide long-term solutions. This is what sets us apart.

Generous support by Lions has enabled LCIF to establish new programs, such as the Special Olympics Opening Eyes Program and other programs that have transformed people's lives.



A BEACON OF HOPE 2010-2011 Presidential Theme 11

## you are a BEACON of hope "I do not know what your destiny will be, but one thing I know, the only ones among you who will really be happy are those who will have sought and found how to serve." Albert Sweitzer Every 7.5 seconds, a flash of light emanates from the Cape Hatteras lighthouse. Every 7.5 seconds, a Lion provides some measure of hope to someone in need. There are 1.3 million flashes of light serving in 205 countries or geographic locations around the world. Individually, we may only be a flicker. Collectively, we are a powerful beacon of hope for people looking for light in their lives. We are the world's global leader in community service. We are the example of how one organization, with members working together, can sustain communities. We are a beacon of hope for all the world to see. We are Lions. Serving together, our light is shining brighter than ever.



Tom Bailey's CANA Hand Made Canoe

16 foot Cedar Strip Canoe

**Built at Lions Camp Dorset** 

\$66 \$5,000

Tickets \$2 each

For more information please contact:

Steve Woolman: 705-766-2780 woolman@vianet.ca

Helen Walker: 705-766-2220 lionscampdorset@vianet.ca

Sherry Welsh: 519-446-2408 welsh.sherry@gmail.com

Shirley Belansky: 905-646-3180 lionessshirley@cogeco.ca

## For The Record

As of January 31, 2010, Lions Clubs International had 1,334,734 members in 45,888 clubs and 743 districts in 205 countries and geographic areas.



## Blackheath Binbrook Lions Club

Recently **George Foster** of the Blackheath Binbrook Lions Club went to Kenya with Sleeping Children Around the World. Pictured with George are 10

children who each received a bed kit including a mosquito net from the funds donated by the Blackheath Lions club.

Sleeping Children Around the World (SCAW) donations provide bedkits to children of any race and/or religion who will benefit the most; typically being located in underdeveloped and developing countries.

No portion of a bedkit donation is spent on administration; 100% reaches a needy child. Each \$35 donation (Canadian funds) provides a bedkit that consists of a mat or mattress, pillow, sheet, blanket, mosquito net (if applicable), clothes outfit, towel and school supplies. Bedkit contents vary from country to country depending upon local needs.

The Blackheath Binbrook Lions were established in 1953 and serve the areas of North Haldimand and the Binbrook/Woodburn areas of Glanbrook.

Submitted by Lion Chad Campbell

## Magnetawan Lions Club Fund-Raiser

The **Magnetawan Lions Club** hosted its annual Smelt Fry April 23 and 24th to huge crowds of hungry supporters which made this year's fund raiser event a great success.

After expenses, a net profit of \$4,224.19 was realized making this our best year since 2005. All proceeds are to be used for various lions projects within our community area.

Submitted by Lion Randolph Soth

## **Marmora Crowe Valley Lions**

A donation of \$1,050 was made in May to the Marmora Medical Centre by **Marmora Crowe Valley Lions** for renovations. The funds were raised at a March Irish Stew Supper and Jam Session.

Art work for a donor wall will be surrounded by pieces of marble with the donors names inscribed.

Submitted by Wilma Bush

### **IMPORTANT DATES**

#### **MDA Convention**

2010/11 Ottawa May 26 - 29, 2011 2011/12 Niagara Falls May 31 - June 3, 2012

## International Conventions

93rd	Sydney, Australia	June 28 - July 2, 2010
94th	Seattle, WA	July 4 - 8, 2011
95th	Bosan, Korea	June 22 - 26, 2012
96th	Hamburg, Germany	July 5 - 9, 2013
97th	Toronto, Canada	July 4 - 8, 2014

## **USA - Canada Forum**

Sept. 23 - 25, 2010	Milwaukee, WI
Sept. 2011	Anchorage, Alaska
Sept. 2012	Tampa Bay, FL
Sent 2013	TRD

## **MDA Directory Information**

#### Council of Governor's Meeting Dates

•	Council N	Aeeting:	September	11, 2010 –	Markham, ON	
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• Council Meeting: November 13, 2010 – Markham, ON

Council Meeting: March 5, 2011 – Markham, ON

• Council Meeting: May 26-29, 2011 - Ottawa, ON

#### **District Conventions**

Date

l	A1	London, Four Points Sheraton	April 8-10, 2011
l	A2	St. Catherines, Quality Inn Parkway Hotel	March 25-27, 2011
l	A3	Kingston, Ambassador	April 15-17, 2011
l	A4	Ottawa, Hampton Court Inn	April 15-17, 2011
l		& Conference Centre	
l	A5	Sudbury, Radisson Hotel	Apr 22-24, 2011
l	A711	Mississauga, Delta Meadowvale	Apr 15-17, 2011
l		Convention Centre	
l	A9	Palmerston	Apr 29-May 1, 2011
l	A12	Gravenhurst, Taboo Resort	April 15-17, 2011
l	A15	Elmira, Elmira Lions Hall	May 6-8, 2011
l	A16	Haliburton, Pinestone Resort	April 29-May 1, 2011

Dist Location



## Lions Clubs Insurance **Products**

- Club Property & Paraphernalia
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## Student Volunteer Award

Given by the MDA Past District Governor's Association. Awarded to Kristin Bridges - a Grade 8 student from Lakeview School in Grimsby, at the District School Board of Niagara's Educational Showcasing meeting on Tuesday, May 25, 2010.

(L - R): W Hoshizakj - Director DSBN, Kristin Bridges -WINNER, Liz Fulford - DSBN Chair, Lioness Sue Beamer -A2 Youth Outreach Chair, Jen Miller - Kristin's teacher, Andrea Jack - Lakeview Principal, Lion Alan Beamer - IPDG **A2 Lions** 



#### **CNIB Thanks Lions**

CNIB invites you for the

## Annual

## LION/LIONESS/LEO APPRECIATION DAY

August 21, 2010 CNIB Lake Joseph Centre

Camp Tours • Boat Cruises • Canoe Races & the Lion Paddle Boat Challenge!

The FUN kicks off at 2:00 pm with presentations and awards at 5:00 pm, followed up by a BBQ at 6:00 pm. Complimentary overnight accommodations and meals will be provided. There is limit of two rooms per club. Space is limited. Rooms will be allotted on first come, first serve basis.

Deadline for registration is 2:00 pm on Aug 6.

Email: lakejoe@cnib.ca or call: 705-375-2630 ext 5505 to reserve your spot today.

## **Guelph Lions Club Supports Scouting**

The Guelph Lions Club held the home show on a weekend in April. As part of the opening ceremonies they presented this trailer to the 29th Guelph Scouting Group which serves youth from 5 years to age 19. The Scouting Group requested financial assistance to purchase this camping equipment trailer. Guelph Lions supported this project with half the purchase value of about \$1,500.



Pictured are members of the 29th Guelph Scoutina Group along with many members of the Guelph Lions Club.

## **Lion Bill Oliver Memorial Golf Tournament**

Friday June 4th, 2010 the Campbellford Lions Club hosted the 22nd. Lion Bill Oliver Memorial Golf Tournament. The tournament was a huge success, this year we raised \$3,620.00 for our club projects. This was one of the most successful years to date for this event.

The Committee wants to thank the Campbellford Lions who gave of their time to make this another successful fund raiser. A thank you is also extended to the Brighton and Norwood Lions Club members who

attended and supported this event.

All the participants received a personal gift package to start the day as well as participating in many on course contests. The prize table was set-up so that every participant had a prize. The meal was fantastic; the steaks were cooked to perfection.

This year's winning team was made up of; Jason Aggett, Mike Aggett, Mike Sequire and Ryan Sequire. The trophy was presented by co-chair Lion Mike.

Submitted by Lion Mike Englehart



## Procedure To Get Your Address Changed

## Lions

**A5** 

When you need to change your address or make corrections at the LIONS HQs databases your club secretary can



- **1** Use the WMMR website application or
- **2** By the Monthly Membership Report (snail mail )
- **3** If there are multitude of address changes, your secretary can e-mail them to **stats@lionsclubs.org**

The Lion Magazine can not do this for you as we do not have access to LCI's Data Base

Editor The Lion

## "MD 'A' Lions Resource Centre" Website

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

Lion James Johnston,

MD"A" Membership Coordinator 2009-2010

Tel: 613-589-2092,

Email: james.johnston@magma.ca

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

Lion Liam Brennan

## IMPORTANT INFORMATION I

#### **District Reporters**

This year 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

A1 Lion Curtis Marwood email: curtis.marwood@gmail.com
A2 Lion Bob Townsend email: bobtownsend@sympatico.ca
A3 Lion Wilma Bush email: wilma.bush@sympatico.ca
A4 Lion Sandra Baldwin email: slbaldwin@rogers.com

A711 Lion Jean Walcott
A9 Lion Phil Williams
A12 Lion Nick Poulakis
A15 Lion Tracy Brant
A16 Lion Donald McGovern

email: jeanwal@rogers.com
email: wwilliams1@rogers.com
email: nixter@rockinbird.com
email: branttron@quadro.net
email: mcgovern48@hotmail.com

### **MOVING SOON?**

email: lebrennan@hotmail.com

To ensure that the next MD "A" Lion magazine reaches your new residence, please complete this form and give it to your CLUB SECRETARY

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Club #:	Member #:	
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Club Secretary: include	the information from above in your next MMR Re	port.

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PLEASE CONTACT YOUR CLUB SECRETARY



**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.



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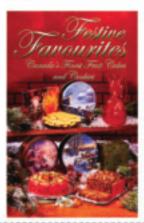
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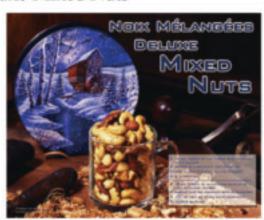
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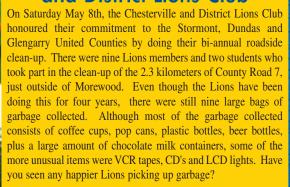
## Lions Club of Kitchener



Submitted by OJ

Membership growth is one of the top priorities for most service organizations. *The lions Club of Kitchener* decided to create and use zip banners at various functions in the community. These are compact, easy to transport and set up effortlessly. The banners depict our involvement within our region and LCI. With the photos and short captions, questions about our Club and Lions come quickly and our responses are geared to provide enough information as possible with the hope interest in becoming a member will be in the minds of those who inquire.

## Chesterville and District Lions Club



In the first picture (L to R) are Lion John Edgerton, Brady Edgerton, and Lion
Stuart Pringle.
Submitted by Mark McMillan

## North Oshawa Lions Honoured



On April 26, 2010, PDG Lion Eric Buss along with Lions Fred Camptielli, David Paine and Roger Lafontaine received Volunteer Service Awards from the Province of Ontario as recommended by the North Oshawa Lions Club.

From left to right, John O'Toole, PDG Eric Buss, Jerry
Quelette
Submitted by Lion Donald McGovern

# Coboconk & District Lions





Inducted Four New members April 15/10.
PDG Ray Howlett inducted our new members

Catharine & Chris Kersteman and Al & Willie Marling. (Al absent). Sponsors were Lions Bill Barber and Cathi Swift. Congratulations to all!

Submitted by Lion Pres. Pauline Barber



## Port Stanley Lions and Lioness Clubs

On June 5, 2010 the *Port Stanley Lions and Lioness Clubs* in conjunction with our corporate sponsor, the Shoppers Drug Mart stores of Aylmer and St. Thomas hosted our first annual *Marr Family Golf Tournament*. One of the first golfers on the course was the President of the Port Stanley Lions Club, *Lion David Marr* whose family once farmed the land which is now the Kettle Creek Golf Club. 148 golfers enjoyed a fun day of BBQ lunch, martin/lampman golf demonstration, 18 holes of golf and a fish fry dinner. A donation was made to the St. Thomas Elgin General Hospital in the amount of \$10,000.00 for the purchase of 2 Surgical Telescopes.

Submitted by Lion Curtis

Agreement Number is: 41805020\*

## Lakefield and District Lions Club



Pictured receiving an award from the Peterborough County OPP Auxiliary Unit for help and support over the years for Cops

For Cancer are Sergeant Philip Wilson, Lion Rob Wilson, Lion Gord

Dunford, Lion Earl Bell, Lion Bob Mumby, Lion Larry Taylor, Staff Sergeant Pat Coutts and Sergeant Rob Videto.

Submitted by Wilma Bush

