

Proceedings Book

36th Annual



USA/CANADA



LIONS

LEADERSHIP FORUM

Tampa Bay, Florida

September 13-15, 2012



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“Leadership In A World of Service”

Dear Lions, Lionesses, Leos and Friends

As the Chairperson of the 36th Annual USA/Canada Lions Leadership Forum and with my colleagues on the 2012 Planning Committee Team, we welcome you to Tampa in the Sunshine State of Florida. We have been looking forward to meeting up with all of you here to enjoy the program and lineup of speakers and seminars. The 2012 USA/Canada Lions Leadership Forum in Tampa is second to none and will rank as one of the best, if not the best, Forums we have had.

The Forum theme, “Leadership In A World of Service”, incorporates the 2012-2013 LCI Presidential Theme “In A World of Service”. We have a program of over 70 seminars, workshops, and special interest sessions which will provide attendees with an excellent experience of value-added leadership and informational seminars and sessions. You will be entertained, inspired and educated with the messages from the lineup of keynote speakers during the meal events – James Malinchak on Thursday, Steven Fulmer on Friday, LCI International President Wayne Madden and Mary Feeley on Saturday. They are also doing a breakout session in addition to their keynotes. Many of the seminar presenters and moderators are new and they are presenting new topics and/or providing fresh perspectives on popular topics.

The Forum Planning Committee of Lions leaders from Constitutional Areas 1 & 2 have been a privilege to work with. Their dedication and hard work in preparing for this week has been exemplary. On a personal note, I wish to thank PIP Sid Scruggs for giving me the opportunity and the privilege of serving the USA/Canada Lions Leadership Forum as its 36th General Chairperson. Honorary Chairperson, International President Wayne Madden has been very supportive of the suggestions and changes which were proposed and incorporated into the Forum. We appreciate his leadership and guidance throughout the year.

The Tampa Host Committee of MD35 Florida Lions family, under the leadership of PCC Jackie Cameron, has been a great pleasure to work with. They have been excited and committed to hosting the Forum since being awarded the Forum in 2007. They have put in countless hours in support of the Planning Committee work. Our hosts are very proud to be showcasing the best that Tampa and Multiple District 35 have to offer Forum attendees! When you meet up with the host committee volunteers in their “banana” (that’s a shade of the color yellow) golf shirt, please stop, acknowledge and thank them for their hospitality!

This Proceedings Book contains submissions from the Forum presenters on their topics or related to the topics that they presented in their sessions. Use this book as a resource to develop and enhance your leadership skills. Please share the experiences, information and insights gained from the Forum with your Lions members who have not been able to attend the Forum.

Enjoy the Forum – renew friendships and make new ones!

Yours in the Service of Others,

Polly Voon

Polly Voon PCC
2012 Forum General Chairperson – Tampa, Florida



Leadership in a World of Service

Proceedings Book

**36th Annual Forum
September 13 - 15, 2012
Tampa Bay, Florida**

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2012

Seminars



1. ADJUST YOUR LEADERSHIP STYLE TO FIT THE SITUATION

Presenter: PDG Chuck Bailey

Lion Chuck Bailey was born in 1941 and grew up on Long Island, New York. Following High School he graduated from Tri-State University (Trine University) in Indiana with a Bachelor of Science in Electrical Engineering. He worked in the Aerospace Industry as a Guidance and Navigation engineer for six years prior to a career change into marketing. He was assigned to Washington, DC, where he developed business in the classified agencies of the Federal Government. He was transferred to company headquarters in Florida where he managed many of the businesses he developed and continued his education by attaining an MBA in Contracts Administration and Finance from Florida Institute of Technology. Following retirement in 2003, he settled in Tennessee where he and his wife, Paulette of 34 years, joined the Tellico Village Lions Club. They have two grown sons and six grandchildren.

We all probably have experienced good leaders and some not so good leaders. What makes the difference? We will look at some leaders and see if we can learn how to identify them. Then we will examine the behaviors and styles of leadership. Likewise, we will also look at the behaviors and styles of followers to identify the relationships between leaders and those being led. Finally, we will identify how leaders can help form behaviors of the followers that are beneficial to the leader / follower relationship. All this leads to the premise that the most effective Leadership style is determined by those being led. A leader who knows how and when to adapt his/her style can become a more effective agent in the leader/follower relationship.

This seminar is adapted for Lions Leadership training from the works of Ken Blanchard and Paul Hersey who coauthored "Management of Organizational Behavior," currently in its 9th edition. They developed the Situational Leadership training seminars. Ken Blanchard is also noted for writing "The One Minute Manager," along with Spencer Johnson. Paul Hersey is author of "The Situational Leader" and founder of the Center for Leadership Studies in San Diego, CA. According to Blanchard and Hersey, leaders are chosen by the followers. I'm not talking about management in an industrial setting where the organization assigns someone the responsibility for control of the organization's personnel. I'm referring to the individual whom people choose to listen to and take guidance and advice from. After all, in Lions, we are all volunteers. There are no bosses to order us around. We serve because we choose to serve and we choose who we care to work with and take direction from.

Kouzes – Possner have the best definition of Leadership that I've come across. "Leadership is a **RELATIONSHIP** between those who aspire to lead and those who **CHOOSE** to follow." When you are in that leadership position your job is to get followers to choose to follow your initiatives. Why would people choose to follow you? They see you as morally superior such as Nelson Mandela? They are astonished by your technical skills such as Albert Einstein? They admire your looks such as in a movie star or someone in the fashion industry? They are scared to death of you such as Joseph Stalin? Yes, good leaders can lead toward good or evil. They all, however, have a common trait of being able to articulate their vision of the future and inspire others to follow their vision. Beyond their ability to articulate their vision, their leadership behaviors toward those being led also greatly influence their effectiveness.

Blanchard and Hersey envisioned Leadership behaviors along two separate continuums; Directive Behaviors and Supportive Behaviors, each ranging from low to high. For example a highly directive behavior may be represented by a drill sergeant barking orders. A low supportive behavior can be envisioned by someone who is totally indifferent to the needs, concerns, and fears of another individual. There are four possible combinations of leadership behavior: High Directive/Low Supportive, High Directive/High Supportive, Low Directive/High Supportive, and Low Directive/Low Supportive.

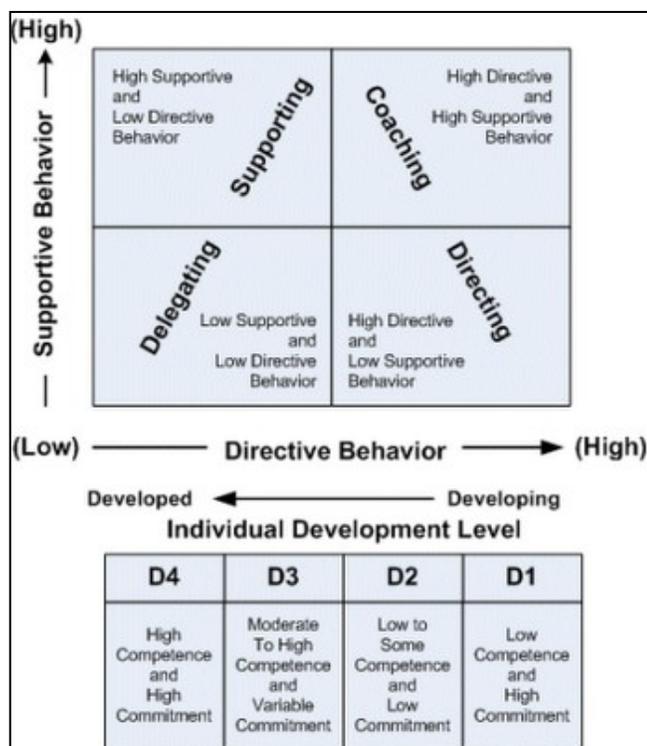
High Directive/Low Supportive Leadership is referred to as the "Directing Style." It is characterized by a leader who defines the roles and tasks, supervises closely and who makes all the decisions. Communication is one way from the leader to the follower telling what to do and how to do it.

High Directive/High Supportive Leadership is referred to as the "Coaching Style." In this case the leader asks for suggestions but still makes all the decisions, however, communication is more two way as in selling the followers into believing they are up to the task.

Low Directive/High Supportive Leadership is referred to as the "Supporting Style." The leader in this style delegates decision to the followers and takes part in the decision making process. There is very little selling and telling but more of a collaborative relationship between the leader and followers.

Low Directive/Low Supportive Leadership is referred to as the "Delegating Style." It is characterized by followers who control the decision making process and only involve the leader when needed. While it may seem the leader has abdicated his position, often he is working behind the scenes articulating his vision to outsiders of influence.

Putting it all together, Blanchard and Hersey developed a grid matching Leadership Styles to the Development Level of the Follower.



If mismatches of Leadership Style with Development Level occur, the Leader/Follower relationship can become destructive. For example, think about what would happen if a leader is using a Directing Style on a follower who is clearly D4, directing a fully competent follower. Eventually the follower will decide that he is inadequate in the eyes of the Leader and either not participate or revert to a D1 where he won't do anything until told to do it. Think about what might happen if a Lion event chairperson began micromanaging an experienced Lion during a fund raising event. What kind of relationship between leader and follower is developing? Do you think they will willingly participate together again in the next event? Now think about the reverse situation where the Lion event chairperson totally delegates a task to some brand new Lions who were just inducted. What is the likely result? Probably it is disappointment on the part of both leader and followers. What type of relationship exists between the leader and the followers.

The Development Level or Maturity of the follower usually is the first indicator of the most effective Leadership Style; Directing with D1 up through Delegating with D4. Situations also determine efficacy of Leadership Styles. During an emergency, for example, there is often no time to collaborate or delegate. A decisive, highly directive style is often called for.

Hopefully you see what Blanchard and Hersey are pointing out, there is no one best Leadership style. It depends on the persons you are dealing with and the particular goal or responsibility you want them to accomplish. Situational Leadership says that you need to have different strokes for different folks and different strokes for the same folks depending on their development level of their various goals and responsibilities. For example a fully competent Club Secretary would expect the leader to use a delegating leadership style, but that same secretary probably would expect more directing and coaching in the brand new Cabinet Secretary role until the secretary's development level becomes one of Self Directed Achiever where a Delegating Leadership becomes appropriate.

A Situational Leader is anyone who recognizes that influencing behavior is not an event but a process. The process entails assessing follower performance in relation to what the leader wants to accomplish and providing the appropriate amounts of guidance and support. This becomes more and more important as a Lion progresses through leadership positions from Event Chairperson to Club Officer to Zone Chairperson to Cabinet Chairperson and so forth. A Situational Leader is concerned about people, concerned about results and behaves in a manner where everybody wins.

2. ARE YOU GETTING WHAT YOU WANT OR NEED OUT OF YOUR LIONS CLUB?

Presenter: PID Dana Biggs

Dana Biggs is from Fresno, California was elected to serve a two-year term as a director of The International Association of Lions Clubs at the association's 90th International Convention, held in Chicago, Illinois, USA, July 2-6, 2007. Past Director Biggs is a former CEO of grape and wine grape marketing company. A member of the North Fresno Lions Club a Lion since 1989, Past Director Biggs has held many offices within the association. She is currently an Area Leader on the Global Membership Team which includes the states of California, Hawaii, Alaska, Washington, Oregon, Idaho, Nevada and Montana.

In recognition of her service to the association, Past Director Biggs has received numerous awards. In addition to her Lions activities, Past Director Biggs is active in numerous professional and community organizations. In the past, she served as juvenile justice commissioner for Fresno County, California. Past Director Biggs and her husband, William, a Past International President and Progressive Melvin Jones Fellow, have five children and eight grandchildren.

This seminar will give you an opportunity to explore your needs as a Lion and whether or not your Club is fulfilling your expectations. Once you have established what your individual needs and expectations are, we will review and discuss what elements are essential to enhance and improve your membership and service experience.

We will explore the topics below and how incorporating them can make your club, your membership and your involvement more rewarding and fulfilling. We will report and share our ideas to the entire group.

One Team – One Focus

What is needed?

Greatness through performance acceleration

Unleash your personal greatness

Goal setting

Essential priorities

Road Blocks

Positives

Be the first choice

Call to action

3. THE ABCs OF SOCIAL MEDIA TECHNIQUES

Presenter: Mark S. Corbett, CEO

Mark S. Corbett is the CEO of Corbett Digital media and works with the Blinder Group as a consultant training several businesses and media companies across the United States and Canada with digital marketing strategies. Mark also led over 30 publications with social media and digital initiative as The New York Times Classified Revenue Development Manager for their regional newspaper. In addition to these interests, Mark is active in youth leadership and education and community landscape development.

- I. Introduction - Social Media Video – Did you know -
http://www.youtube.com/watch?v=A_RU5OCYYYw&feature=related
 - a. Over 1 billion Served – users – IPO offering \$100 per user
 - b. The miracle of FB And Mark Zuckerberg
- II. How people use Facebook
 - a. Examples of personal information that is shared
 - b. Photos, families
 - c. Video
 - d. Links
- III. How companies use Facebook
 - a. The new word of mouth
 - b. Major companies – P&G – JC Penney
 - c. Small ret

- IV. How Organizations use FB
 - a. Red Cross – Haiti – Disaster
 - b. Political – 2008 Presidential Campaign
 - c. Lions Club International
 - d. Other Civic and Service Organizations
- V. Facebook Basics
 - a. Facebook Myths
 - b. How to setup your account
 - c. Facebook Etiquette/Safety – Do’s and Don’ts
 - d. Account Settings
 - e. Privacy Settings
 - f. Facebook Chat
- VI. Checking IN with Facebook
 - a. Facebook Location Marketing
 - b. Facebook Deals
- VII. Building your Business Brand with Facebook
 - a. Setup
 - b. Tools to use
 - c. Off line promotions
 - d. Analytics to measure your success
- VIII. Other Social Media Summaries
 - a. Twitter
 - b. Linked In
 - c. 4-square
 - d. Pinterest
 - e. Others
- IX. Closing Summary
 - a. Impact of Social Media
 - b. Positive uses of Social Media
 - c. Recommendations for Lions
 - d. What will you do

4. TAX ISSUES AND REGULATIONS AFFECTING LIONS CLUBS AND LEADERSHIP

Presenter: Amy J. Peña, Senior Attorney, Lions Clubs International

In addition to being the Senior Attorney for Lions Clubs International, Amy is a Lion member of the Burr Ridge Hinsdale Oak Brook Lions Club in Illinois, District 1J. She has been a member of the Lions Club for 9 years and held the office of President in 2006. She is a Melvin Jones Fellow.

INTRODUCTION TO TAX EXEMPTION

Exemption for LCI and Charter Clubs

Lions Clubs International (LCI) is exempt from federal income taxation under § 501(c)4 of the Internal Revenue Code (IRC). When a Lions club receives its charter from LCI, it is granted 501(c)4 tax-exempt status under LCI Group Exemption Number 0239. When granting the Group Exemption to LCI, the IRS noted that the Association is “the parent organization of clubs operating in 150 countries and geographical locations around the world. All such clubs have as their primary functions the performance of activities which must serve to alleviate in some way a need in their respective communities, which is financed through funds raised from members of the public.” (IRS Ruling Letter, June 11, 1981). This seminar will discuss what it means to be a 501(c)4 organization, the difference between a 501(c)4 and an organization exempt under 501(c)3, and the tax filing requirements for clubs. In addition, we will cover incorporating your club and creating a foundation.

What does 501(c)4 mean?

IRS § 501(c)4 provides the tax exemption for “[c]ivic leagues or organizations not organized for profit but operated exclusively for the promotion of social welfare.” Therefore, the organizations are exempt from paying federal income tax. However, LCI and its chartered clubs are not “charitable organizations,” as defined in IRC § 501(c)3, and donations made to LCI and local

and its chartered clubs are not “charitable organizations,” as defined in IRC § 501(c)3, and donations made to LCI and local clubs are not tax-deductible under IRC § 170.

Disclosure requirements for deductions.

Contributions to 501(c)4 organizations are NOT deductible as charitable contributions for federal income tax purposes. In certain circumstances, tax-exempt organizations that are not eligible to receive tax-deductible contributions (501(c)4 organizations) must disclose, in any fundraising solicitation, in an express statement (in a conspicuous and easily recognizable format), that contributions to the organization are not deductible for federal income tax purposes. Please note that this disclosure requirement applies to a fundraising solicitation: if the organization soliciting the funds normally has a gross receipts over \$100,000 per year, the solicitation is part of a coordinated fundraising campaign that is soliciting more than 10 persons during the year, and the solicitation is made in written or printed form, by television or radio, or by telephone.

TAX FILING – CLUB RESPONSIBILITIES

Obtaining an EIN. Every Club and/or District must have an employer identification number (EIN), even if it will not have employees. The EIN is a unique number that identifies the organization to the Internal Revenue Service. To apply for an EIN, you should obtain a Form SS-4 and its Instructions from the IRS. You may also apply for an EIN online (www.irs.gov/charities), by telephone (1-800-829-4933), or by fax (fax number at the location accepting applications from your state). It is important that the Clubs and Districts are using the correct EIN for their annual filing. Failure to use the correct EIN will result in revocation of the 501(c)4 exemption. Should your Club or District have the wrong EIN, you may correct the records with the IRS through their Exempt Organizations (EO) customer service at 877-829-5500.

Filing Requirements. Under the Pension Protection Act of 2006, most small tax-exempt organizations whose gross receipts are normally \$25,000 or less (\$50,000 or less for tax years 2010 and later) must file Form 990-N, *Electronic Notice (e-Postcard) for Tax-Exempt Organizations not Required To File Form 990 or 990-EZ*. Before this law was enacted, these small organizations were not required to file annually with the IRS. This means that ALL clubs and districts must annually file a 990-N, 990-EZ or 990.

E-Postcard Filing. If your club is eligible to file a 990-N, then it must provide the following information on the 990-N: the club’s legal name; any other names the club uses; the club’s mailing address; the club’s website address (if applicable); the club’s taxpayer identification number (TIN or EIN); name and address of principal officer of the organization (President); the fiscal year the club runs by which should be June through July; a statement that the club’s annual gross receipts are normally \$25,000 or less (\$50,000 or less beginning with the 2010 tax year); and if applicable a statement that the club has been canceled or is planning on canceling.

When to file: Forms 990, 990-EZ and 990-N must be filed by the 15th day of the 5th month after the end of the organization’s annual accounting period. For example, if the club’s tax period ends on December 31, 2011, the form is due May 2012. Please note that ***an organization cannot request an extension for filing the Form 990-N.***

Revocation: If a Lions Club or District fails to file timely a Form 990, 990-EZ or 990-N, then their exemption will be revoked by the IRS. This is regardless of whether they are part of a group exemption like Lions Clubs or Districts. The IRS issued instructions for organizations wishing to get reinstated. As part of this, the IRS issued guidance on how organizations can apply for reinstatement of their tax-exempt status, including retroactive reinstatement. In addition, the IRS announced transition relief for certain small tax-exempt organizations – those with annual gross receipts of \$50,000 or less for 2010 – that were made subject to the new “postcard” filing under the Pension Protection Act. The relief allows eligible small organizations to regain their tax-exempt status retroactive to the date of revocation and pay a reduced application fee of \$100 rather than the typical \$400 or \$850 fee. Full details are available in [Notice 2011-43](#), [Notice 2011-44](#) and [Revenue Procedure 2011-36](#), issued by the IRS. If an organization appears on the list of organizations whose tax-exempt status has been automatically revoked, it is because IRS records indicate the organization had a filing requirement and did not file the required returns or notices for three consecutive years. Any organization that wishes to receive retroactive reinstatement under the new rules has to file an application for recognition of exemption. Therefore, either a Form 1023 or 1024 has to be filed EVEN IF they didn’t have to file one initially, such as an organization covered initially under a group exemption like Lions. There are two processes from there, depending upon what filing was missed resulting in the revocation. If the organization/club had less than \$25k in income and was only required to file the 990N, reinstatement is fairly straightforward. The organization only has to explain that it wasn’t required to file a 990 or 990EZ and then must file the IRS Form 1023 or 1024, depending upon the classification, and pay a \$100 filing fee. However, for organizations that had to file a 990EZ or 990, it will be more difficult because they have to establish reasonable cause for failure to file. For these organizations we recommend that they work with local counsel or tax professionals to assist them in getting reinstated with the IRS.

INCORPORATION

Many clubs may wish to incorporate their club in their local state or jurisdiction. This is something that will benefit the club and is encouraged by Lions Clubs International.

Benefits to incorporating. There are several benefits to incorporating your club or district. Following are a few:

In most jurisdictions, individual club members are not liable, individually or severally, in lawsuits against the club. Liability is limited to the capital or assets of the club. Some states may not allow an unincorporated association of volunteers to hold title to property. Property ownership would require a "trustee" arrangement where some other party holds title for the club. Even where unincorporated associations may hold title, the legal setup does not serve the members' interest as well as incorporation. Legal documents, such as contracts are more easily handled under a corporate structure. Tenure of a corporation is perpetual in nature.

Annual Filing Requirements. Annual filing requirements that vary state to state. If a club determines that it is in its best interest to incorporate, it should be aware that there are various filing requirements that they must fulfill in the state or local jurisdiction in which they operate. Therefore, it is important for the club to research the requirements before they decide to incorporate or secure the services of a provider like CT to assist them.

Authorization to Incorporate. Before a club is incorporated, they must submit their proposed Articles of Incorporation to Lions Clubs International Legal Division for approval. The following conditions must be met before incorporating.

The Articles of Incorporation must contain a jurisdictional statements that states that the club is subject to International Constitution & By-Laws;

The Purposes enumerated must remain the same as those in the International Constitution and By-Laws; and

The Name of club should be the same as our records.

Lions Clubs International is required to maintain complete records of all Lions clubs that become incorporated. At the start of each year, it is necessary for LCI to file with the IRS a list of clubs that become incorporated during the preceding year. Therefore, if your club incorporates, please notify the Legal Division immediately.

FOUNDATIONS

A Lions Foundation formed in accordance with IRC 501(c)(3) would be eligible to obtain a 1023 exemption number from the IRS which would qualify a contributor's donation as tax deductible to the extent allowed by law. Other benefits available to a 501(c)(3) organization include exemption from property and sales taxes in most states.

To form a Lions Foundation, the by-laws and policies of Lions Clubs International provide that the applying Club or District must request authorization from Lions Clubs International. Also, the applying Lions Foundation must satisfy criteria established by the International Board of Directors. Through the member benefit program established with CT, a Lions Club or District can engage the services of CT in forming a Lions 501(c)(3) Foundation that satisfied the criteria established by the International Board of Directors. If your club or district decides to take advantage of this membership benefit program with CT and establish such a foundation, please submit the following documents directly to CT and CT will coordinate the review and authorization by the Lions Clubs International Legal Division and handle all necessary filing.

A completed application for use of the Lions name and/or emblem.

A copy of the minutes or resolution of a the club and/or district indicating the support of the Lions Club or District in the formation of the Lions Foundation.

A copy of the proposed Articles of Incorporation and Constitution and By-laws for the Lions Foundation.

Of course, a Club or District always have the option of handling all necessary filing to establish a Lions Foundation on its own. In that case, the club or district may submit the required documents directly to the LCI Legal Division for review and authorization.

IRS Assistance:

IRS Exempt Organization Web site – www.irs.gov/eo

Web based training – www.stayexempt.org

EO Customer Service – (800) 829-5500

Incorporation/Foundation Assistance:

CT, a Wolters Kluwer Company

Chicago Team 3

208 S. LaSalle, Suite 814

Chicago, IL 60604

Phone: 866-331-2303

Fax: 312-750-0660

Email: lionsclubs@wolterskluwer.com

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5. LIONS CODE OF ETHICS: A RE-AWAKENING

*Presenters: PCC Dennis L. Brining
PCC Don Colley*

CC Dennis's service work has helped thousands of people both domestically and internationally during his 13 year membership in the Association. He has received numerous honors and awards for his work to include: three International Presidents' Certificates of Achievement, along with the LCI International Presidents Medals for distinguished Leadership and Outstanding Service. He is a progressive Melvin Jones Fellow and a graduate of the MD-24 Regional Lions Leadership Institute, LCI Senior Lions Leadership Institute, and LCI Faculty Development Institute. He is listed in the Lions Clubs of the 21st Century for his work in Uganda. He has been a trainer/presenter at Local Lions Districts and State Conventions focusing on CSF II, LCIF, Grants, Ethics and Strategic Planning and on Zone Chairs at the International Convention in Seattle. He is currently an instructor at the MD-24 RLLI teaching Strategic Planning and Ethics.

PCC Don Colley

During his 32 years of membership in our Association, Lion Don Colley has worked to better his local community and the broader community, improving the lives of people who need Lions assistance. He has served the Lions organization at the local, district, and state levels in both appointed and elected positions. He is a graduate of the MD 24 Regional Lions Leadership Institute and the LCI Faculty Development Institute. His club has awarded him a Melvin Jones Fellowship; he has received two MD-24 Council of Governors' Distinguished Service Medals, two International President's Certificates of Achievement, and an International President's Leadership Medal. He has been a presenter of leadership topics at numerous district and state conventions, seminars and training sessions, and other meetings and has been a faculty member at the MD-24 Regional Lions Leadership Institute.

As a result of a number of major ethical issues in MD-24 this past year, PCC Don Colley and I decided it was time to develop a presentation that reaffirms the Lions Code of Ethics for elected officers & Lions in our Multiple. Consequently, we prepared an Ethics package that includes the presentation, ethics pledge, ethics chairperson job description and ethics covenant used in the actual training efforts along with the Lions Code of Ethics and our multiple ethics reporting procedure(s) and form. A short description of each follows below.

Ethics Presentation: The briefing was developed over a 6 month period in conjunction with LCI Legal, using input from a number of sources dealing with ethics in the commercial, Not for Profit and NGO arenas. It is now given to all incoming MD-24 District Officers at our DG-E and VDG-E training venues. It is also taught as part of our Regional Lions Leadership Institute as well as being given at Fall Conferences throughout the multiple.

Ethics Covenant: When we do the actual training classes, we ask the participants to sign the ethics covenant so we can have a free exchange of ideas and input from the group. This document was provided to us by PID Haynes Townsend and can be modified to reflect the group that is being trained so that signatures can be applied as appropriate. After signature, this form is maintained by the training team for future reference.

Ethics Pledge: Once the training is completed, the students are asked to sign the Lions Ethics Pledge. This form is also maintained by the trainers and is on file at the State Secretary's office for future reference. It was adopted from the existing LCI Lions Pledge for all elected officers in the Association.

Ethics Job Description: Within the Multiple we also decided that we needed to have an Ethics Chairperson in each sub district. As a result, we developed the ethics job description in conjunction with LCI legal. We now have Ethics Chairs in all of our 6 Sub Districts.

Lions Code of Ethics: The Lions Code of Ethics developed by LCI is handed out at each class.

MD-24 Ethics Procedure and Violation reporting form: The procedure and ethics violation reporting forms used to document a potential ethics violation were developed in conjunction with LCI legal to make sure they did not conflict with any other existing policy or procedure. These are handed out as part of the class as well and are available on the District 24-A website.

Taken together, this information represents a complete package for those Districts that might want to duplicate what we have done in MD-24. Given its importance relative to leadership, we believe that the subject needs promoting on a routine basis within and across the Association. At the recent 2011 LCI BOD meeting in Hong Kong, the Leadership Development Committee agreed that the program should be taught on a regional basis as appropriate.

6. LIONS PUT THE “FUN” IN FUNDRAISING

Presenter: Lion Pamela A. Burton

Lion Pam has been a member of the Darlington Lions Club in Maryland since June 2004 when the club opened its membership to women and has maintained seven years of perfect attendance. Lion Pam has served her club as King Lion, Program Chair, Pre-school Vision Screening Chair, and Newsletter editor. Pam currently serves District 22A as the Melvin Jones Luncheon coordinator. Additionally, she has completed the Lions Leadership Training and enjoys offering presentations on hearing loss to clubs in District 22A. Lion Pam is also active in other community organizations having served as Church Council Chair, Lay Leader, Outreach Chair, and Church Treasurer. She is presently serving her second term as President of the Harford Artist Association and serves on the Bel Air Arts & Entertainment Advisory Board and the Harford County Cultural Arts Board.

In December 2010, Pam retired from the US Army Research Laboratory as an Engineering Psychologist with a Doctorate in Psychology from the University of Delaware. Upon retirement, she was honored with an Achievement Medal for Civilian Service for her work on examining the effects of combat stress on soldier performance. In Oct 2011, Pam returned to work part-time as a retired annuitant. Pam has one daughter and husband Lion Larry who presently serves as club secretary and District Cabinet Treasurer.

All clubs fundraise. It is how we obtain proceeds to support our many service activities. But there is another aspect to fundraising than just increasing revenue. Our fundraising activities serve to create a sense of camaraderie within the club. Additionally, working for a common cause helps to develop a sense of solidarity both at the local and international level. Moreover, fundraisers increase a club's presence in the community, especially when an activity is interactive with the community members. And while Lions and community members alike take pleasure in the opportunity to serve others, it is the “fun” that builds memories and keeps us coming back for more. Through an extensive internet search, I've assembled a collection of You-Tube videos that demonstrate some of the most successful and “fun” Lions fundraisers from across the U.S. and Britain. And while some of these events may seem overwhelming, especially to smaller clubs, keep in mind that they all began small and grew into highly popular and profitable events jammed pack with fun!

Our first event takes us to the historic town of Maldon, England, located on the muddy Blackwater estuary. The race had its beginning in 1973 when a customer of a local pub was challenged to serve a meal on the riverbank dressed in a tuxedo. The challenge turned into a race across the river to a waiting barrel of beer. The Maldon Lions and Rotary clubs capitalized on the affair and organized it into a charitable event in which hundreds of participants race across the muddy flats while thousands of spectators cheer on their favorite competitor. From a race involving one individual to one of several hundred contenders and scores of spectators, in April 2011 the clubs raised £43,231 equivalent to \$68,374 for charity.

For this next success story, we leave Great Britain and head to the small, historic railroad town of Buda, Texas. Sixteen years ago, a community member approached the local Lions club with the idea of sponsoring Wiener dog races. The races have grown into a two-day event and draws competitors from across the nation. The event is so popular that the club has even developed an online store to sell Wiener dog paraphernalia. The activities not only include the races, but a pet parade, spelling bee, cook-off, bake-off, arts and crafts and many other family-related, fun-filled activities. Moreover, it's all in good fun and none of the dashing Dachshunds are forced into competition. Last year the event grossed over \$18,000. Among the Buda Lions may service activities, much of the race proceeds go to sending area children with physical disabilities or diabetes to the "TEXAS LIONS CAMP" along with providing local needy children with eye exams and glasses.

From Texas we move up north to the rural community of Greenville, Wisconsin, for the Greenville Lions Catfish Races and Concert Extravaganza. Established 23 years ago, after the Wisconsin Greenville Lions traveled to Mississippi to attend “Catfish Races” held by the Mississippi Greenville Lions. They brought the idea home to Wisconsin and it has turned into a two-day event featuring the famous catfish races, concessions, train rides, inflatable amusements, fireworks, and a live concert highlighting celebrated national acts such as ZZ Top, Lynyrd Skynyrd, Ted Nugent and Eddie Money. Over the past 23 years, the Greenville Lions have put over two-million dollars back into the community and have created Lion Park, a unique combination of natural wildlife areas, sports fields, educational centers, picnic areas, play areas, and an amphitheater. The Greenville Lioness host summer movie nights in the park and a community craft fair. The park is so important in this rural area and provides the community with season after season of learning, fitness, exploration and fun for all ages.

The next “fun” Lions fundraiser can be found in many towns across both Britain and the United States – Bed Races! Probably most notable is the Great Knaresborough Bed Race held by the Knaresborough Lions. Contestants create wheeled-vehicles loosely resembling beds and race not only through town, but through the river Nidd. The race is accompanied by several other fun-filled activities and in 2011 took in approximately \$16,000. One of the most popular bed races in the U.S. takes place during Yankee Homecoming days in the quaint seaside town of Newburyport, Massachusetts, and is hosted by the Newburyport Lions. The race is associated with speed and hilarity and supports the Newburyport Lions program on eye health, its scholarship, and its annual Thanksgiving dinner.

Moving from the bedroom to the bathroom, bathtub races can be found associated with Lions fundraising throughout small towns across the United States. Greenpoint Lions in New York are celebrating their fourth year of bathtub races in which a cast iron tub is mounted on a frame with wheels. During the race, the tub is occupied by two individuals steering with plungers with a third member pushing. Tubs are raced two at a time while occupants toss water balloons at their opponents keeping the competition fierce. In addition to tub races, outhouse, gurney, and lounge chair races are equally as popular.

The British have a wonder tradition known as Boxing Day. It occurs the day after Christmas and dates back to the Middle Ages when servants typically had to work on Christmas day, but were allowed off the day after to rejoice with their own families. The Lords and Ladies of the manor would “box” up leftover food from their own lavish Christmas celebrations and distribute among their servants. Boxing Day with its tradition of giving to the needy is still observed throughout Britain and of course, aligns well with the values of Lionism. Naturally, Lions throughout Great Britain use this opportunity to raise money for the needy and what better way to do so than with a fun-filled Pram Race. For reasons unknown to this presenter, Pram races seem to be popular events on Boxing Day among Lions and other non-profits as well. Basically, teams dress up in silly costumes and push each other through the street in a makeshift pram. The other requirement for participation is stopping at various licensed premises on the way, where each team member has to down a drink as fast as he can! Entry fees, sponsors, and donors help raise money for local causes and a good time is had by participants and spectators alike.

In Ellerbe, North Carolina, the local Lions club raises money as well as the excitement level with lawn mower races. On a track nicknamed the Lions Cage, lawn mowers race with the enthusiasm of NASCAR. Hundreds of dedicated fans attend every other Saturday night during the summer months. In other parts of the country, some Lions even take advantage of the winter months, such as the Deep Creek Lake Lions in western Maryland. Crowded on the side of a snowy mountain spectators enjoy the annual Cardboard Box Derby. Using nothing but cardboard, paint, and a lot of duck tape, competitors can and do crash often, but the crushing blow of duck tape and cardboard causes little concern for injuries. The only concern—excessive laughter.

The Phoenix Metro Lions monopolize a busy street corner for their Ugly Old Lady Car Wash. The men of the club dress as women, wash cars, and even drop a few “pickup” lines on male customers. My own club, the Darlington Lions located in rural Harford County Maryland decided to adopt the idea, but nestled between rows of corn fields, horse and cattle farms Darlington is not the optimal location for a car wash. Consequently, we joined forces with the local volunteer fire department and hosted an Ugly Waitress Spaghetti Dinner. This was the second spaghetti dinner for the two organizations and our Ugly Waitresses more than doubled each club’s profit from the previous year—a third of our profits came from tips alone! The event was the talk of community the following morning and we all look forward to seeing more of our Ugly Waitresses at future events.

Clubs throughout the U.S. have become known for their annual fruit sales, Christmas tree sales, spaghetti dinners and pancake breakfasts. These fundraisers are profitable and often anticipated by the community. Nevertheless, many clubs get into a rut and never budge beyond the tried and true fundraiser. Don’t be afraid to venture outside your fundraising comfort zone and try something new and exciting, both for the club and for the community. Putting “fun” into your fundraisers will strengthen the bond between club members and the community, will encourage new members to join, and will be remembered by all with fondness and a chuckle!



7. LEADERSHIP 101 APPLIES TO EVERYONE

Presenter: PDG Wendy Cain

PDG Wendy Cain has been a Lion for 19 years and is a Progressive Melvin Jones Fellow. She was elected District Governor for 12-N in 2006-2007, and has served Lionism at the Club, District, and Multiple District levels for many years. PDG Wendy is a graduate of the Southeastern Lions Leadership Institute and LCI Faculty Development Institute. PDG Wendy has presented for several Lions leadership functions, including: the USA/Canada Lions Leadership Forum (3 times), Senior Lions Leadership Institute, multiple state and regional Lions leadership events, and LCI webinars. PDG Wendy has received a number of awards, highlighted by the MD-12 Lion of the Year (2001), International President's Certificates of Appreciation, and the International President's Leadership Medal.

True leaders know that it is not their titles, but their behavior, that wins respect. People follow a person before they follow any proposed plan, strategy, etc. Are you a role model or example for others?

This is particularly important in volunteer organizations:

- Leadership positions (i.e. officers) at all levels change annually. “Everyday leaders” provide continuity.
- As volunteers, everyone is responsible for the culture we create, reinforce and/or maintain in our Lions Clubs, Districts, and the broader organizational structure.

Anyone can make a difference and influence the lives of others in a leadership capacity. In reality, it is because so many “everyday leaders” exist, in everyday circumstances, that extraordinary things are accomplished. Leadership principles and practices are available to *everyone* at *every* level of the organization.

Key Leadership Principles and Daily Application (Additional suggestions will be identified during the seminar.)

LEARN

- Expand your own knowledge and skills.
- Be focused on growth, continuous learning and improvement.

EXECUTE

- We are judged by what we do, not by what we say we will do.
- Take the initiative to make good things happen – for others and the organization.
- Taking action opens up new and different opportunities.

ATTITUDE

- Monitor your personal mood, responses and reactions.
- Enthusiasm, optimism, and passion attract other like-minded people.
- Your expectations of others affect their expectations of themselves (Pygmalion Effect)

DREAM

- Create and/or share a compelling vision. What are the exciting possibilities for the future?
- Help breathe life into the hopes and dreams of others.

EMPOWER

- Identify meaningful and/or challenging ways for people to contribute to the organization's needs.
- Ask for input or ideas. Act on that information and enable others to act.
- Help people feel capable to carry out their roles. Arrange for training or development alternatives.
- Provide feedback, both positive and developmental. Mentor or coach others.

RELATIONSHIPS

- Be encouraging. Show patience and concern for others.
- Connect with colleagues. Learn what “makes them tick”. . . needs, desires, preferences, dreams, etc.
- Help build a collective identity and community.
- Express gratitude and appreciation. Acknowledge contributions of others.
- Celebrate accomplishments, victories, and progress.

8. LIDERAZGO Y EL VALOR DE LA DIVERSIDAD

Presenter: PDG Diana M. Castillo

Lion Diana is a member of the Miami Five Stars Lions Club in District 35-N and a Vice President - Financial Advisor with CP Capital Securities. Fluent in English, Spanish, Italian and French.

She has served in most Club positions. the District Diabetes awareness, Lions for the Blind, Hearing Bank, Florida Lions Camp, Sight First II Coordinator. She is a Certified Guiding Lion, a Progressive Melvin Jones and was elected District Governor in Seattle. Diana has been a moderator at previous USA/Canada Lions Leadership Forums, has participated in a Senior Lions Leadership Institute, and is a graduated member of the Faculty Development Institute.

In recognition of her service, she has received numerous awards, including 4 International President's Certificates of Appreciation, 2 Presidential Medals, and a 2011/12 First Believer Award.

Para hacer frente a la cambiante fisonomía del voluntariado, este curso examina la noción de diversidad tal como se concibe en nuestra Asociación. Destacando los beneficios que los clubes de Leones reciben de la diversidad de sus socios.

LIDERAZGO Y EL VALOR DE LA DIVERSIDAD

Uno de los mayores desafíos que enfrentan hoy los miembros es darse cuenta de que para convertirse en el mejor, tienen que acoger la diversidad.

Establecer que la diversidad se refiere a las cualidades humanas que son diferentes a las nuestras y fuera de los grupos, a los cuales pertenecen, y aún continúan presentes en otros individuos y grupos. Comprender y alentar la diversidad como una parte importante de ser un León. ¿Por qué debemos acoger la diversidad?

Objetivos de la sesión

- Definir la diversidad tal como se aplica a los clubes de leones
- Identificar las dimensiones de la diversidad
- Reconocer los beneficios de una cultura de diversidad
- Desarrollar estrategias para superar con eficacia los retos de la diversidad en nuestros clubes y distritos
- Crear un clima que apoye la diversidad en nuestros clubes y distritos

PRESENTACIÓN:

I. Definición

¿Qué es la Diversidad?

II. Tipos de diversidad

Dimensiones de la diversidad – maneras que somos diferentes

Dimensiones Primarias

Dimensiones Secundarias

III. Beneficios de la Diversidad

Reconocer los beneficios de una cultura

Los beneficios de tener una mente abierta y comprender las perspectivas de los demás

Darse cuenta que otros ven el mundo diferente y darse cuenta de que no es necesariamente algo malo

Compartir el procedimiento para resolver un problema (dos cabezas son mejores que una)

IV. Desafíos y Oportunidades

Estrategias para superar los desafíos en los clubes y distritos

Attraction de nuevos miembros

V. Conclusión

Crear un clima que apoye la diversidad en nuestros clubes y distritos

Desarrollar un plan para fomentar la diversidad

9. WHO NEEDS YOUNGER MEMBERS ANYWAY?!?

Presenter: VDG Mindi Crabb

Mindi Crabb is from Lions District 15 Wyoming. She has been a Lion for 8 years and is currently serving as a Vice District Governor. She has been Lion of the Year, a Bronze Lion, and is a certified Guiding Lion. Mindi graduated from the Senior Leadership Institute in Albuquerque in 2011 and the VDG Training in 2012. She has received the International President's Letter of Commendation.

Lion Mindi is a tourism and hospitality consultant. She is a Commissioner for Statewide Serve Wyoming—a service and volunteer commission. She is most interested in Diabetes Awareness. She is married to Lion Jeff Coltz.

Who needs younger members anyway? (We all do!)

How many of you live in a community that hasn't changed since you joined your club?

How many of you belong to a club that accurately reflects the current makeup of your community?

How can we as Lions Clubs remain **Relevant** to our communities?

The best (and easiest) way to ensure relevance is through a diversity of membership similar to your town. Does your club currently have:

- Women
- Men
- Working Parents
- Stay at home parents
- Single young professionals
- Seniors
- Students
- Retired
- Ethnic
- White collar
- Blue collar
- Unemployed
- Lifer (long time resident)
- Transplant (newcomer)
- Business Owner
- Worker Bee

Why is this so important?

- If our clubs are too homogenous we will have difficulty in identifying all the needs of our community.
- We miss out on project ideas that would keep our club active and in the public eye.
- Without meaningful projects we have trouble recruiting new members.
- Without new members “in the pipeline” we lack leadership candidates.
- Without newer members stepping up to officer positions, we burn out long term Lions and lose them eventually.

Interactive Exercise –

- Break into small groups – take a few minutes to describe your community to your tablemates.
- Write a list of segments not currently represented in your club.
- Brainstorm with each other on ways to appeal to and recruit missing individuals.
- Reconvene and share with the entire group key ideas from each table.

Diversity isn't always easy! How can we ensure the success of these new members?

- Strong Orientation Sessions
- Utilize tools available through LCI
 - Mentoring – pair with a long-timer
 - Leadership training
- Examples from the group?

Handouts will include a bibliography of recommended readings for successful organizational change.

10. MEMBERSHIP AND CLUB STRATEGIES

Presenter: PDG Anthony W. Paradiso

PDG Anthony W. Paradiso joined the Rockville Centre (NY) Lions Club in 1996. His leadership skills were recognized soon thereafter when he was named President of the Year for District 20-K2 (1997-1998). He served as District Governor in 2003-2004. He was appointed a Group Leader for the District Governors-Elect Seminars held in Bangkok, Thailand (2008), Minneapolis, USA (2009) and Sydney, Australia (2010), and currently serves as the LCI Liaison to the UN Office on Drugs and Crime. An elected judge in Nassau County (NY), PDG Anthony has served on the MD-20 Constitution and By-laws Committee since 2005. He is a Melvin Jones Fellow and the recipient of two Presidential Medals.

MEMBERSHIP AND CLUB STRATEGIES

Lions who are content with the quality of their volunteer service and their overall club experience are the foundation of a successful club and the best recruiters of new members. It is important to remember that:

Members are the **KEY** to a club's success!

Keep them!
Engage them!
Yield more of them!

I. **Keep** members satisfied with their club experience.

If existing members are the primary recruiters for new members, you want to keep your sales force committed, enthusiastic and satisfied with their club experience. This requires

a. Proper Orientation - The Lions Orientation Refresher Series is beneficial for all Lions, even the most seasoned, active Lion. The series is designed to REFRESH members' knowledge of Lions Clubs International, REVITALIZE their enthusiasm for helping those in need, RECONNECT them with their reasons for becoming a Lion and RENEW their commitment to membership development, extension and leadership initiatives. Find it at www.lionsclubs.org.

b. Self evaluation - The "How Are Your Ratings?" survey is a useful diagnostic tool that involves all members and allows for a frank evaluation of the strengths and weaknesses of your club and encourages the creation of plans of action to prevent minor problems from becoming bigger problems and to address major problems that threaten the health of the club. Find the survey at www.lionsclubs.org.

c. Retention Clinics - The most common reasons cited for member dissatisfaction with their Lions experience is long/boring meetings, clubs politics/cliques, lack of meaningful involvement and an inability to work together. Retention clinics allow club members to address these concerns in a positive way using helpful guides available through LCI. Find them at www.lionsclubs.org.

Has your club had experiences with dissatisfied Lions? How has your club addressed the underlying problems which led to this state of affairs? Did your club use any of the above tools to redress the problems? How effective were they? All of these tools are readily available on the LCI website: www.lionsclubs.org - just look under the Member Center tab!

II. **Engage** members in meaningful volunteer efforts.

People join a Lions club for many reasons, but chief among them is to volunteer their time and help those in need. If these members are not given the experience they are looking for, and don't feel that their contributions are needed or valued, they will look elsewhere for an outlet to volunteer. Clubs should strive to keep their members meaningfully engaged in worthwhile charitable endeavors. **Engaged members are engaging recruiters!**

To keep members meaningfully engaged, clubs should

a. Appoint a Service Activities Chair - This Lion will have the duty of reporting on potential service projects that might be appropriate for the club. This Lion should be encouraged to

- review newspapers for stories about neighbors in need
- use the internet to search for unmet community needs
- refer to www.lionsclubs.org for service activity ideas under the "Planning Projects" tab of the "Member Center" section.

b. Conduct a Community Needs Assessment - This activity serves several valuable purposes. A Community Needs Assessment:

- reminds community leaders of who the Lions are
- reinforces the fact that the Lions are there TO SERVE!
- gauges the effectiveness of current service projects
- identifies unmet needs for new service opportunities
- provides an opportunity to partner with other community groups and leaders in service activities
- increases membership prospects.

Find it at www.lionsclubs.org.

- c. Place special emphasis on involving new members
- get new members involved immediately
 - encourage them to suggest service projects of particular interest to them
 - do not dampen a new member's enthusiasm; resist temptation to say "we tried that and it didn't work" - let that individual learn from constructive mistakes or surprise you with positive results

Have meaningful service projects been an effective recruitment tool in your club experience? Has your club conducted a Community Needs Assessment? Did it make a difference in the quality of service provided by your club? Did your club experience an increase in membership as a result of any changes made to your service activities? Has your club effectively engaged new members? If so, to what end?

III. Yield more members.

We all know that new members provide more hands for service, bring fresh ideas, allow your club to better reflect the demographics of the community, and secure your club's legacy of service. What tips can enthusiastic, actively engaged Lions use to recruit new members?

- a. Want new members?
- create a club brochure
 - create club business cards with contact information
 - plan a membership social (keep it informal but informative)
 - know the dues structure of your club
 - know LCI's fee waiver and dues incentive programs
 - give potential members the option of quarterly dues payments
 - be image conscious – dress accordingly (vest/golf shirt/ suit) depending on your target audience
 - be persistent but polite; accept "no"– for now!
- b. Want younger members?
- ask current members to invite young adult family members
 - ask your young members to recruit friends
 - seek out civic minded volunteers at local colleges and churches
 - partner with community youth group on service project and encourage affiliation
- c. Incentives for Young Adults
- Family Membership Dues Program
 - Family Cub Program
 - Student Member Program
 - Former Leo Program

Find out more information at www.lionsclubs.org.

- d. Focus on Baby Boomers!
- there are 76 million of them in the US
 - the rate of volunteerism among Baby Boomers is relatively high, consistent, and greater than that of other age groups
 - the biggest single inducement for Baby Boomers to volunteer is **being asked** by someone with whom they have an established business or social relationship
 - Use the Baby Boomer Recruitment Program found at www.lionsclubs.org.
- e. Practical Tips and Considerations
- consider flexible meeting times
 - be aware of financial constraints on members when choosing meeting location - library, public hall v. restaurant
 - publicize your service activities - write press releases and submit photos (**always** include contact number for information on joining your Lions club!)
 - publicize your charitable giving - invest in a reusable "big check" and use it in photos documenting every donation
 - join the chamber of commerce

Remember that members are the **KEY** to a club's success. If you **Keep** your members committed to the purposes of Lionism, and **Engage** them in meaningful service projects, they will **Yield** more members for continued success!

11. FINDERS & MINDERS: *A 2012 Guide to Discovering And Mentoring New Lions*

Presenter: PDG Elizabeth “Liz” Crooke

PDG Liz is a member of the Salinas Host Lions Club and has been a lion since 1996. Her father was a member of the West Berkely Lions Club and unknowingly planted a fondness for Lionism in PDG Liz. When she was asked to join Lions, there was no hesitation in her answer. PDG Liz has been active in club, district and multiple district leadership. She is a trustee for the Lions eye foundation, on the board of the Lions Building for the Blind in Pacific Grove and served as Vice Council Chair Secretary 2011-2012. She has been awarded an International Presidents Leadership Medal, a Presidential Medal, a Commendation and Certificates of Appreciation. PDG Liz is a Progressive Melvin Jones Fellow, a Helen Keller Fellow and a 2011 graduate of LCI's Faculty Development Institute.

Welcome & Overview of Session

Facilitator will review goals of the session and answer any related questions.

Facilitator will mention “Tips” and their purpose in the workshop.

Facilitator will review “List of Contributors” for this workshop.

Facilitator will review Resource list in Participant Workbook

“Finding”/Recruiting New Members:

Warm-Up Activity – 3 minutes

In groups introduce yourselves and brainstorm where you can find perspective members.

Facilitator asks for 1-2 ideas from each group and will write them on the flip chart.

TIP . . . Ask all Club members to complete the Healthy Club Survey. Compile and review results, make changes to ensure your meetings and club are a welcoming and worthwhile place for perspective members.

TIP 3 Person Membership Committee.

Facilitator leads discussion on strategies for recruitment:

1. Internal
 - a. Elevator Speech
 - b. Recruiting Wheel
2. External
 - a. Canvassing
 - b. Business/Social Mixers

Using the ideas presented in the warm-up activity and the strategies presented by the Facilitator the participant will create their “Recruitment Action Plan.”

“Minding”/Mentoring Perspective & New Members:

TIP . . . Club’s Membership Committee creates a plan for Perspective and New Member Mentoring.

TIP . . . Consider creating a Branch Club if a number of perspective members have a conflict with clubs meeting time/location.

Facilitator leads a discussion on meetings with perspective members.

1. Benefit
 - a. Sharing of expectations
 - b. Answering all questions of perspective member
 - c. Determine fit of perspective member with club

TIP . . . If this perspective member is not a good fit for your club, refer them to another club! (Ex; meeting times are a conflict or connection of perspective member with project of another club).

Facilitator continues with discussion on benefit of inviting perspective member to the following:

1. Club meeting
2. Club’s service project
3. Club’s fundraiser
4. Zone/Region meeting
5. District event

New Member is Installed in your Club!

TIP....Not all “Finders” /Recruiters excel at “Minding”/Mentoring!

TIP....Membership committee prepares and provides guidance for Mentoring of new member.

Facilitator leads discussion on characteristics of a successful mentor and covers LCI’s suggested requirements for basic and advanced mentoring.

Facilitator leads brief review of materials covered. Participants are given time to prepare their “Recruitment and Mentoring Plans.”

Facilitator wraps up with final thoughts and time for participants to complete evaluations.

12. KINDERGARTEN LESSONS FOR LIONS

Presenter: PDG Dr. Thomas J. Doyle

Lion Tom is a charter member of the DeWitt Breakfast Lions Club. He was District Governor of 11C-2 in 2001-2002. He was awarded a Melvin Jones Fellow by his Club, LCI’s DG 100% Excellence Award, Lions of Michigan Outstanding DG Award, 3 International President’s Certificate of Appreciation, International Associations President’s Award, and a Leadership Medal. He is the Past President of the Lions of Michigan Foundation and a charter member of the DeWitt Squadron Lions Air Force. Lion Tom has sponsored 17 Lions, and he has been a member of the MD-11 Faculty Development Institute.

Lion Tom is an Optometrist in practice for 32 years and has participated in 9 overseas eye care missions to Haiti, Nicaragua, Honduras twice, and Latvia five times. He is married to Julie, who is also a Melvin Jones recipient and they have four children: Scott, Shelby, Lion Kelly and Abbey

Based on the Robert Fulghum book “All I need to know I learned in Kindergarten”

“ Everything I needed to know about Lions, I learned in Kindergarten”

- 1) Sharing
 - a) Learn how to share your time and talents with others
 - b) Tools
 - c) Experiences
 - d) Ideas
 - e) Resources
 - f) Money
 - g) Contacts
- 2) Be respectful of others
 - a) When others are speaking, are you respectful by listening to them?
 - b) When others are speaking, are you respectful of their viewpoints?
 - c) Praise in public
 - d) Criticize in private
 - e) All ideas have merit
 - f) Be supportive of the speaker/chair
- 3) Sit and listen
 - a) Offer advice only as necessary
 - b) Listen to everyone’s viewpoints
 - c) Praise in public and criticize in private
- 4) Encourage others
 - a) Recognize member’s life achievements in your Lions Club
 - b) Recognize their achievements in their personal work and life
 - c) Remember birthdays
 - d) Remember anniversaries
- 5) Help everyone, not just locally
 - a) The world is literally getting smaller
 - b) Where do our boundaries end?
 - c) Make the world a better place for all

- 6) Play nice
 - a) Everyone needs to have an opportunity to participate and be heard and learn
 - b) Make new friends
 - c) Take new members under your wing (mentor them)
 - d) Share all information—Don't keep the secrets of success to yourself
- 7) Listen to directions
 - a) Whole body listening- just don't hear the information, but listen to what the Speaker/ chair has to say
 - b) Learn to take instructions- let the chair of the project lead
 - c) Follow the chair even if you don't agree the directions
- 8) Memories to build
 - a) Each of us has our own memories of how we have touched people
 - b) On how those people have touched us
- 9) Grow your circle of friends
 - a) Club growth--more potential friends
 - b) More fun
 - c) More good will
 - d) More community involvement
- 10) Eat Well
 - a) Everyone remembers snack time in school
 - b) Make your meals a fun and joyful time to share with everyone in the club
 - c) Skinny Lions—Is that an oxymoron?
- 11) Fun Time
 - a) Golf
 - b) Fun Tail Twister activities
 - c) Sharing humorous stories
 - d) Club visitations
 - e) Inclusive fun for everyone
- 12) Be Yourself
 - a) Not everyone wants to be a leader
 - b) Challenge yourself
 - c) Remember that no one in your club benefits if someone fails
- 13) Remember that this is fun
 - a) Enjoy the fellowship of your members
 - b) Enjoy the meals
 - c) Enjoy the projects
 - d) Enjoy the good natured humor
- 14) Develop Communication Skills
 - a) In Kindergarten, we learn the ABC's and handwriting
 - b) Through the Lions we can build leadership, speaking and organizational skills
 - c) All at little or no cost
 - d) The only cost is mainly time and effort
- 15) Learn about good Club management
 - a) District training – Club officer training
 - b) Multiple District-Leadership sessions
 - c) USA/Canada Forums
 - d) Club retreats
 - e) Guiding Lions
 - f) Mentorship

In Conclusion

- a) Good club dynamics
- b) Good personal dynamics
- c) So simple, even a kindergarten can do it
- d) And so simple that even a Lion can do it as well

13. SERVING AS A CLUB SECRETARY

Presenter: PCC Raymond Hill

PCC Raymond has been a Lion with the Milford Lions Club of New Hampshire for 20 years. He has received an International Leadership Certificate, two International President Certificates of Appreciation, a 100% District Governor award, the 100% Secretary award five times, and Club Lion of the Year twice. He was a District Cabinet Secretary/Treasurer twice. Lion Ray is a graduate of the 2004-2005 Senior Lions Leadership Institute. For 15 years, he has presented the secretary's class at the New Hampshire training seminar. He has presented and managed regional secretary classes within his district, and he has continually provided assistance to club secretaries at their residences. Lion Ray is a Melvin Jones Fellow.

He is retired for the United States Air Force with 26 years of service. Lion Ray and Lion Sandra Hill have been married for 46 years and have two children. Lion Ray has attended 10 forums, and this is his first time presenting.

Good afternoon and welcome to the serving as a club secretary presentation. Allow me to take a quick survey. If this is your first year as a club secretary, please raise your hands. If you have previously served as club secretary, please raise your hands. I am very pleased to see that we have some diversity of experience in serving as a club secretary.

I have been very fortunate in my Lionistic years to have served in many positions both within the club and within my district. However, serving as club secretary has always been my favorite position. Something within me has me returning to my grass roots, so to speak. I enjoy working community projects with the members of the club and as secretary it gives me the opportunity to help the membership.

In the next hour I will talk about the many tasks that a secretary is involved with. But, first of all we need to have a definition of what a secretary does.

Webster's dictionary describes the role of a secretary as, "A person whose work is keeping records, taking care of correspondence and other writing tasks." The second definition is, "An officer of a company, club, etc."

Lions Clubs International expands that definition by stating: He/she shall act as the liaison officer between the club and the district in which the club is located, and the association (LCI). In fulfillment of this, he/she shall:

- 1) Submit regular monthly and other reports to the international office on forms provided by the International headquarters containing such information as may be called for by the board of directors of this association.
- 2) Submit to the district governor's cabinet such reports as it may require including copies of regular membership and activities reports.
- 3) Cooperate with and be an active member of the district governor's advisory committee of the zone in which the club is located.
- 4) Have custody and keep and maintain general records of this club, including records of minutes of club and board meetings; attendance; committee appointments; elections; member information, addresses and telephone numbers of members; members club accounts.
- 5) Arrange for issuance, in cooperation with the treasurer, quarterly or semi-annual statements to each member for dues and other financial obligations owed to this club, collect and turn the same over to the club treasurer and obtain a receipt.
- 6) Give bond for the faithful discharge of his/her office in such sum and with such surety as determined by the board of directors.
- 7) Deliver, in a timely manner, at the conclusion of his/her term in office, the general records of the club to his/her successor in office.

That is a lot of information to digest, so now I would like to break the tasks down by speaking about each area, one at a time.

I realize that some of you may do things a little different than what I am about to present and that is not necessarily bad. For instance I will be speaking of the club secretary as an officer of the club. Some of you may have a secretary/treasurer as an officer of your club. Either way is acceptable. My presentation is based on the Lions Club Constitution and Bylaws document.

REPORTS

MONTHLY REPORTS - International (LCI) requires submission of a monthly membership report and a monthly activity report. The membership report provides the status of the club membership. Let's go on the internet and log into membership reports. If there are no changes in membership then you click on the no change button and your report is finished. When you have a change in membership you need to click on the appropriate block. You have six choices: Add a member, Update a member's information, Review a member's information, Transfer a member, Drop a member, and No membership activity for the month. For instance, if you need to report a drop in membership, you click on the Drop a member button. A new screen will appear asking for you to identify the last name of the member to be dropped and his/her membership number. All of the other choices on the monthly membership form work the same. Would anyone like me to demonstrate another change in membership status? The remaining membership choices are accomplished in a like manner.

The monthly activity report requires you to enter all club activities for the reporting month. I will now go on line and demonstrate a monthly update. The information you report in any given month will not be repeated in the following month. In other words, the reports are not a compilation of the months reported and only reflects the reporting month. As you can see in the left hand column you can access each and every month that you have reported. At the end of the year LCI will ask you if you would like a yearly summary that will include the twelve months reported.

Your district reports may or may not accept the (LCI) monthly activity report. In that case you have to fill out whatever the district uses for an activity report and send it to whomever is on the distribution list.

Reporting of new club officers. In the Spring of each year you will be asked to initiate a PU101 form for reporting the new President, Secretary, Treasurer, and Membership Chairperson. Let's take a look at the form on line. This information is needed by (LCI) to update its data basis so that it knows to whom and where information may be sent. You can also send in a copy of this form to the district person assigned to update the district directory. Does anyone have a question?

DG ADVISORY COMMITTEE

Every club secretary and club president are automatically members of the District Governors Advisory Committee. You are required to attend all zone meetings and report back to the club the activities encountered. This is a great venue to gain district information and through the zone chair report our clubs activities to the district governor.

CLUB RECORDS

Club records are a history of the clubs activities, membership and a myriad of information that serves the current year and the years to come. The records are a vital source of information as to the membership of the club, its activities, and community service. For historians the club records are the only source of club information. My club has fifty-three years of membership (names, addresses etc.), board of director members, and copies of all written minutes.

DUES

The secretary needs to work with the treasurer in sending out the quarterly or semiannual billing of the membership. This is an area where clubs differ. Although the secretary is responsible for sending out dues notices and receiving the dues, some clubs choose to have the treasurer send out the dues notices and collect the moneys. The treasurer then notifies who has paid and the secretary hands out the membership cards to the members. Dues for the club, district, and LCI are all collected by the club and then disseminated appropriately.

BOND

The secretary is responsible for obtaining a bond that may cover he/she and other members of the Board. The board will determine who needs to be bonded. The normal bond is for a three year period and covers the positions of the officers since they may change on a yearly basis.

COMMUNICATION

The club secretary needs to communicate with the club membership, the board of directors, district officers and with LCI. At the club level it is vital to the clubs operation for the secretary to be in touch with the president and treasurer and board of directors on a monthly basis. He/she will be responsible for communicating with everyone via conversation, letters, emails, and/or telecommunication. The secretary needs to be responsive in responding to incoming communication. Some things may need to be brought before the board for action. In that case he/she should communicate the situation to the club president.

MEETINGS

The secretary should attend all club membership, board of directors and special meetings. He/she will record the minutes of the meetings and have them approved by either the board or the membership.

He/she will take notes at all zone meetings, cabinet meetings and/or conventions and report to the club board of directors and membership on what transpired.

CLUB SUPPLIES

The club secretary is the only person authorized to charge a supply order from LCI. Anyone in the club can make an order. However, they need to pay for it by either a check or a personal credit card. LCI has a catalog in which to choose plaques, gifts, banners, officer lapel pins, name tags, etc. Some clubs have someone else research the catalog for items and then give to the secretary to order.

TRANSFERRING SECRETARY RECORDS

At the conclusion of a secretary's term in office, (A secretary can be reelected as club secretary) the secretary will turn over to his/her successor the general records of the club and any other items or supplies.

SECRETARY TRAINING

In a perfect world each incoming secretary will have six months to a year being mentored by the immediate past secretary. Then he/she would attend either a district or multiple district training class. But, since the world is not perfect many of us have had to learn how to be a secretary while working on the job. I was inducted into the lions in February and became the secretary when my club president asked me in September to replace the secretary who resigned from the lions. The following May I attended a multiple district training session that really opened my eyes on what I should have been doing. The best advice I can give any incoming secretary is to contact personnel in the district and ask when a secretary training session will take place.

SECRETARY SUPPORT

Where does a secretary go to learn more when he/she has a question. Basically he/she will ask the questions of where, when, and how. First of all, he/she can ask the previous secretary, if available. Other good sources are Lions Clubs within the district, the zone or region chair person, the district cabinet/secretary treasurer, or a vice or district governor. I have found over the years that if I have a pressing question the one source that has never failed me is Lions Clubs International. Their general number is 1-630-571-5466. No matter what question you may have they have someone at LCI that can answer it. They treat everyone the same and are truly wonderful to work with.

This concludes my presentation. Does anyone have a question?

Thank you for attending this session and good luck to all of you. I have a CD of this presentation on the tables by the rear exit door. Please take one.

14. THE ABCs OF GLT/GMT IMPLEMENTATION

*Presenters: PIP James E. "Jim" Ervin
PIP Judge Brian Stevenson*

Lion James E. "Jim" Ervin of Albany, Georgia, USA, is a Past International President of Lions Clubs International and has been a Lion for 36 years. He served as President of the Association from 1999-2000. He is a member of the Albany Lions Club and has held many positions within the association. Past President Ervin has received numerous awards in recognition of his service to the association, including an Extension Award, a Guiding Lion Award, two International President's Certificates of Appreciation, nine International President's Awards and the Ambassador of Good Will Award. He is also a Progressive Melvin Jones Fellow. Past President Ervin lives with his wife Sharon Dillard and has four children and five grandchildren. Lion Jim is currently the Constitutional Area I Leader for GLT/GMT.

Judge Brian Stevenson is a Past International President of Lions Club International. He has been a Lion for 46 years. Judge Brian of Calgary, Alberta, Canada, served as president 1987-1988. Past President Stevenson has served in private law practice and as a special prosecutor in the Canadian Department of Justice. In 1974, he was appointed for life as a Judge to the Provincial Court of Alberta. He currently serves as a part-time judge of the Criminal Division of the court of Calgary. In recognition of his many contributions to the association, Lion Stevenson has received numerous awards including 100% District Governor Award, Senior Master Key, 21 President's Awards and the Ambassador of Good Will. He is also a Progressive Melvin Jones Fellow. Judge Stevenson is currently Constitutional Area II Leader for GLT/GMT.

Imagine that you want to build a house.

First, you would need to conceive the idea, buy land, draw up plans, order the materials, enlist a team of experts to handle the tasks you cannot handle efficiently alone, and finally, begin construction. If you stopped after drawing up the plans, your house would never materialize.

The same can be said for supporting and building our clubs. As Lions leaders, we need to be clear on what we want (conceive the idea), establish goals and action plans (draw up plans), involve the GMT and GLT (enlist a team of experts to help), and then, most importantly, take purposeful action to achieve our goals (begin construction). The message is a simple one:

Action Builds Clubs

The Global Membership Team (GMT) and Global Leadership Team (GLT) are positioned to support local action to build clubs.

The GMT concentrates on membership and club growth, and on club success. The GLT directs its efforts toward identifying and cultivating effective leaders through active training and leadership development initiatives.

By integrating the efforts of the GMT, GLT and our district governor teams, we are better able to address regional growth and development needs, while building our membership base, improving club health, and enhancing the quality of our leadership at all levels.

By making use of these two initiatives, we can build a solid foundation not only for our future growth, but for our continued ability to address community challenges with relevant service.

Facilitated by the North American Constitutional Area Leaders for the GMT and GLT, this interactive session presents an overview of practical GMT and GLT tools and resources designed to support clubs, along with a discussion of how the GMT and GLT can be enlisted to bolster local membership and leadership development efforts.

We often hear that “knowledge is power.” But in reality, knowledge is only “power in reserve.” It is only by coupling your knowledge of support tools and the workings of the GMT and the GLT, with consistent, focused action, that we will achieve our desired results including more satisfied members, healthier, more vibrant Lions clubs, and a stronger association.

Because **Action Builds Clubs**.

15. REVIVAL OF THE FITTEST: *A Process for Managing Change with the Humor Advantage*

Presenter: Mary Feeley, CSP is the Provocateur™®

Mary Feeley has 22 years of successful business experience, from front line to executive level positions in sales, marketing, customer service, and public relations. She has worked in both the public and private sectors. In addition, she is an award winning stand up comedian who has performed in top comedy clubs throughout the United States. Mary was the first female to be accepted and promoted to head-liner comic at the Comic Annex in Houston. In 1999, Mary Feeley was awarded the designation of Certified Speaking Professional. The CSP designation is the speaking profession's international measure of professional platform skill. Fewer than seven percent of the five thousand speakers who belong to the International Federation for Professional Speakers hold this professional designation.

A very serious disease is rampantly infiltrating the workplace like a nasty computer virus. This disease is called H.D.D., which stands for Humor Deficit Disorder. The symptoms include organizations high in negative stress, griping, low morale and sabotage of changes that must be implemented. A joyless environment where creativity is stifled. The trigger of H.D.D. is the stress of constant change that organizations have to implement to survive, succeed and prosper.

You cannot force change. I was facilitating a program on change skills to top sales producers. I brought two salesmen to the front of the room for my “yogurt exercise” which proves you cannot force change. The man who loved yogurt had to sell the man who hated yogurt to give it a try. After trying every master sales skill he knew, he failed to convince the other man. A beautiful southern belle, herself a top producer came forward and with her soft southern drawl, said, “Mary, I do believe I could convince him.” She spooned the yogurt on her arm, looked at her colleague and said, “Eat it”. And, he did. The participants were on the floor laughing. She proved you can package even the punitive subject of change with humor and people will eat it.

To achieve change, true teamwork is critical. Humor can break down barriers; create instant rapport and helps bond in a way that cannot easily be broken. Humor transcends out differences while highlighting our similarities. However, there are two definitions for teamwork. The first is “Persons working or playing together”. The second one is “Animals harnessed together”. Which definition are you using? Which definition is your organization using? True team spirit cannot be created if the job is all yoke and no joke. Humor communication is the ultimate humanizing trait that leaders need to use to motivate and inspire their teams.

Humor provides many benefits in positive communication. So much business dialogue in information flow and training is predictable, therefore, easy to tune out. Humor breathes originality into all communication so people listen, learn and remember. It creates a creative culture, which encourages idea generation, and switches preset patterns of thinking.

Another benefit of humor is its inherent power to transform the negative to the positive. Viewing life’s challenges with the humorous perspective of irony and absurdity promotes a positive attitude by neutralizing emotionally charged events. I was flying in a terrible storm and the landing was very rough. All the passengers were very stressed and fearful. After the safe landing, the flight attendant calmly announced, “Welcome to Kansas City...I apologize for the bumpy landing, however, it was not the plane’s fault or the pilot’s fault.... it was...the asphalt. Everyone on the plane responded in the loudness and length of laughter that former standup comics, like myself, ache for. The flight attendant could not control or change what happened. However,

by using the humor advantage, she reframed the negative perception of this experience into a positive one. Her humor diffused the fear and created a powerful and positive image for herself, the crew, the airline and the flying experience.

We fear the misuse of humor because of its power of offend, distract focus, be misinterpreted, and initiate formal complaints. Humor is a powerful communication device and with it comes responsibility to make sure humor is positive, appropriate and judiciously timed. The benefits of humor far outweigh the negative. Humor guidelines and boundaries need to be set.

Organizations who want to create a workplace culture of humor must have a strategic plan. Constructing a humor mission statement that complements the infrastructure and does not contradict the organizations values and ethics is essential. Humor training and having fun outlets for humor are critical for a positive work environment.

When an organization has a culture of humor individuals are less inhibited. When you are less inhibited, creativity has no boundaries. The result is a joyful work environment where loyal individuals want to come to work and true teamwork is created. Problem solving and learning are maximized, information flows, changes are implemented necessary to create innovative products and services. Humor increases productivity which is proven on the bottom-line in productivity and positive image.

If you suffer from Humor Deficit Disorder, take heart as humor is an integral aspect of the human experience and you can learn how to incorporate humor into your own unique communication style. A sense of humor is an attitudinal perspective, combining both the intelligence and the self-confidence to view and respond to life's challenges with a healthy dose of irony and absurdity. Humor is a dialogue – one person initiates the humor another has to enjoy it, so even if you are not the initiator you can still participate with a laughter response.

The good news is that H.D.D. is curable. Humor plays a key role in our personal and professional relationships. The strategic use of wit will enhance your leadership image by revealing intelligence and self-confidence. It is imperative to develop a positive and appropriate sense of humor. By doing so, you will have the winning edge as a leader.

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16. SERVING AS A CLUB PRESIDENT

Presenter: PDG Mary Ferleman

Lion Mary Ferleman joined the family of Lions as a Lioness in 1980 and served as the Charter President of her Lions Club in 1992. She served as District Governor in 1997-98. Lion Mary has been recognized with an International President's Medal and an International President's Leadership Medal. She is a Progressive Melvin Jones Fellow, Progressive Helen Keller Sight Award Recipient, Hearing Foundation Fellow, MN Lions Diabetes Foundation Award, and is a member of the MD5M Hall of Fame. Since 2005, Lion Mary has been dedicated to the training of District Governors and also emerging leaders in four (4) Regional Lions Leadership Institutes. Lion Mary currently serves as MD5M GLT Coordinator and is the Secretary to the Board of Directors of the MN Lions Vision Foundation, Inc. The retired elementary teacher is married to PDG Tom.

“Lion _____, having been elected to the office of president of your club, you are its chief executive officer and will be expected to preside at all meetings of your club, and regular and special meetings of your board of directors.

“It is your duty to appoint the administrative and activities committees, in accordance with the Lions International Club Standard Organization Plan, and to act as an ex-officio member of each of these committees. With your vice-presidents, you shall see to it that these committees function.

“You are also, with the club secretary, and active member of the district governor's advisory committee and as such you will attend the quarterly advisory committee meetings of your zone.

“Keep in mind that at the end of your term of office you will be called to give an account of your stewardship. Your record of achievement will then be history. This record in years to come will be compared with the records of other presidents. Your club members will best decide your success. Now is the time to plan, and take steps to continue to build your club in every way possible so that it may be an example to other clubs, and a credit to the community, the district and to Lions Clubs International. Will you, as president, perform your duties to the best of your ability?”

Your response – “I will.” – begins your term as club president!

Our discussion - Serving as a Club President - will begin with the planning stage, concentrate on the actual term and then conclude with the “passing of the gavel” to the new leadership team.

Planning Stage

- Officer Training
- Leadership Training Opportunities
- Set Goals

The Term

- Conduct Effective Meetings
- Work with Committees
- Effective Communication
- Handle Correspondence
- Handle Negative Behavior
- Attend Zone Meetings & Conventions
- Host the District Governor
- Promote Your Club
- Motivate Club Members
- Recognize Club Members
- Apply for the Club Excellence Award

Passing of the Gavel

- Transfer any club records
- Review any plans or projects that are not completed

The success of your term is determined well before the “I will” perform the duties to the best of my ability. A successful term needs thought and planning. A successful term needs goals and a continued focus on those goals. A successful term needs knowledge and skills. A successful term needs compassion and diplomacy.

Being the president of your club is so much more than opening and closing the meeting. Being the president of your club is an opportunity – not only to serve the members of your club, but to develop personal and professional skills that will last a lifetime.

17. SERVING AS CLUB VICE PRESIDENT

Presenter: PDG Dick Ferrucci

A member of the Mendon Lions Club since 1975, Richard J. Ferrucci has held many offices, including Club President, Zone Chairperson and District Governor 1999-2000. He was a presenter at the Lions USA/Canada Lions Leadership Forum in Peoria, IL; Memphis, TN; Milwaukee, WI; and Anchorage, AK. Dick served as sector coordinator for Campaign Sight First II and is currently Second Vice President of Massachusetts Lions Research Fund. He has chaired several District Lions Mid-Winter Conferences. For his service, Dick has received Lion of the Year in MA, District Lion of the Year, Good Scout Award, International President's award, International President's Leadership award, and five International President's Certificates of Appreciation. He is a Progressive Melvin Jones Fellow and a Joseph J. Camarda Fellow.

Dick is a Senior Account Executive for WMRC Radio. He and his wife Betty have two children and two grand children.

In order for our association to continue its growth world wide, I believe we must continue our dedication in educating our future leaders, especially in the most important role as the office of Vice President of their local Lions Club. Successful Lions Clubs do a great job in educating and guiding their Vice President's with the knowledge necessary to prepare them for the office. So many other Clubs just take it for granted the individual Lion holding the office is prepared, when often we find they have no clue as to what is expected of them in their leadership role as serving as Vice President of their local Lions Club.

In the time allotted to us, we will have the opportunity to explore every avenue of this most important role of your Lions Club Vice President. I am an advocate to be a successful leader you must have the tools necessary to perform your roles. And you should have the guidance as to where one can get the tools to better help you in serving as Vice President of your club.

DISCUSSION:

You were elected Vice President of your club. What one thing would you wish you had to help you begin your year of being Vice President.

DISCUSSION:

How does one begin to prepare themselves for their leadership role of Vice President.

1. Seek a Mentor
2. L.C.I.
3. Attend as many District meetings as you can. Learn by observation!
4. Ask to attend District Training seminars.
5. Get advice from your District officers.
6. Take time and read articles or books on Leadership, Communication and Motivation.
7. Ask someone who has served as Club Vice President in another Club.
8. Make visitation to another local club and make some observations.

UNSCRAMBLE THE FOLLOWING: (PLIEHASDRE)

When it's all set and done the one characteristic that stands out the most in any success is leadership; without strong leadership qualities no one will have the opportunity to achieve any kind of success, or even reach any goals he or she might have set for themselves.

Let's just spend a few moments on leadership.

- L love what you do
- E extend a hand for help when needed
- A always give credit for task well done
- D determine your goals
- E educate yourself and others
- R remember it's suppose to be fun
- S success of your club should be shared
- H help out and lead by example
- I initiate feed back
- P positive mental attitude

DISCUSSION

You are vice president of the Sometime Lions Club in Any Town USA or Canada. Your club has a membership of 48 and have a compliment of men and women as club members. You have been a member for several years and are beginning your term as vice president. Your club president is a friend of yours. He has assigned other club members to serve on various committees with in the club. He has not asked you to oversee any of these important committees. There are 5 members of his family whom are also officers and have chaired several of your clubs fundraising projects. Your club has just completed a very successful fundraiser, which accounts for a major portion of your clubs fundraising. Your president was chairman of the event. Weeks before the event several members questioned where to volunteer for the day, and his response was just show up I'll find something for you to do. Since the event, your last four meetings have shown a dwindling of attendance from 80% to 40%. At your last meeting, your club president announced he will chair this event again next year. The year you will be president.

DISCUSSION: What role should you have played.

If this continues the path of this club will result in:

1. Low attendance at meetings
2. Members feel left out
3. Not attractive to new members
4. Potential drops
5. No incentive for members to step – up in leadership roles

Start the process for your year.

Begin with the following:

Making club meetings interesting with just a simple but detailed agenda and program will provide an atmosphere that will be so positive your members will be motivated and want to support you, but most importantly can't wait for the next lions meeting.

Successful club meeting short hints for you as vice president:

1. Have an agenda
2. Start promptly
3. Have a guest speaker or interesting program
4. Let the club members have fun
5. Be flexible during meeting (could be a full moon)
6. End on time

To be a successful club vice president and enjoy the rewards of the office:

****look closely at the current state of your club

****listen to input from fellow club members

****learn where problem areas exist

****respond by implementing appropriate changes

****be willing to make those changes

****remember it's not always about you

18. WEBINAR: *Live from Tampa to Toronto to Taipei*

**Presenters: Elaine Fisher
Monique McGhee**

Elaine Fisher is a staff member of Lions Clubs International and holds the position of Electronic Learning Department Manager. She is a former program and training national consultant. Lion Elaine has served as a club secretary as well as a club president. She is a Melvin Jones Fellow.

Monique McGhee is a staff member off Lions Clubs International in the capacity of Training Specialist in the Electronic Learning Department.

Webinars are virtual trainings generally one hour long that are conducted online with participants and instructors. Participants use the Internet to connect with the instructors. Most webinars have at least two instructors and a moderator/host. Participants view a PowerPoint presentation and answer polling questions on their computer. They listen to the instructors either via their computer speakers or headset. The participants may use the phone for audio/speaking or a computer headset with microphone to interact in discussions and respond to questions asked by the instructors, similar to training conducted in a classroom.

Session attendees will experience a webinar from practice to live. The webinar organizer will prepare online with the webinar presenters prior to the webinar start time. Once the webinar broadcast begins the attendees will participate in the webinar ***Steps to Excellence*** via an internet connection. The webinar will involve instructors from locations across the world as well as participants from several continents.

Steps to Excellence include: having vision, setting goals, utilizing teamwork and ongoing communication and striving to achieve the Club Excellence award or the District Governor Team Excellence award.

19. BUILDING A LEADERSHIP POOL FOR CLUBS AND DISTRICTS

Presenter: PIP Kay K. Fukushima

Kay K. Fukushima became a Lion in 1966, as a member of the Sacramento Senator Lions Club. He has held every club position except club secretary and chaired many, many club fund raising and service projects. With 43 years of perfect attendance in Lionism, he has helped to start eight new Lions clubs and recruited 50 members. At the club and district levels, Lion Kay initiated many new projects. When he was District Governor in 1978-79, Lion Kay created "Operation Lionism" for the District and MD-4. As International President in 2002-2003, he created and developed the Impact Program (extension program) and introduced some 43 new membership and leadership programs from the Tool Box concept to the Guiding Lions Certification Program and beyond. Lion Fukushima served three years on the USA/Canada Leadership Forum Committee and has not missed one forum.

Based upon my 46 years in Lionism and serving as a Lion member at my Club, District, MD and International levels as I traveled throughout the world of Lionism, it became very apparent to me that as important as membership development was to our Association, just as important was the concern that people had for leadership development. In particular, Area 1 which is North America, it seemed that for many years, Club and District and even at the MD levels, people were rising to their higher officer with less and less knowledge of Lionism and years of service.

During these past few decades, it has also become evident to me that we were recycling our Club Officers and even having former PDGs rerun for the District Governor positions more frequently. As the pool of potential quality Lion leaders started to diminish, it became noticeable that new ideas and enthusiasm and excitement started to fade at the club, zone, regional, district and MD levels. As the years passed, retention of members and clubs became a problem and the quality of our leaders seemed to also decrease.

Finally, as we seek answers to some of the challenges, it becomes very evident to me that as the average age of the members rises, they have a tendency to shy away from additional responsibilities and leadership roles because from their stand point, it's up to others to take over. The problem with all this is the fact that our average Lions clubs within Area I has about 1/3 of their clubs with less than 20 members, and the average age is often times much higher than the normal retirement age of 65. So, since we all need to address these challenges of advancing aging in clubs and decreasing number of healthy, younger members in our clubs, a new program was developed and tested some five years ago. It is called "The Legacy Program" and is to help establish and increase the pool of potential future Lion leaders to be available to serve at the club, district and MD levels.

This program has now produced in succession four very qualified DGs and VDGs within my own District. This Base Program is the backbone for my presentation today on the theme of "Building a Leadership Pool for Clubs and Districts."

The LEGACY PROGRAM addresses the need to help future young leaders to increase their knowledge of Lionism, knowledge of history and past achievements of their own club and district, learn new leadership skills and acquire badly needed Middle Management Skills while preparing themselves for future leadership in Lionism. At the beginning of each fiscal year, almost without exception, an outgoing Club President and District Governor along with the VDGs have to look very hard for their replacements and are often times confronted with the realization that the “pool” of available, quality, outstanding Lion leaders are very difficult to find and to encourage them to serve at a higher level. With this one day Legacy Program Class, we have been fortunate to improve this situation, but we still have a long way to go to resolve this lack of having a larger pool of potential future leaders.

To help develop our “LEGACY CLASS,” one must first do a lot of research and get as many PDGs involved in the collection of district history data from the first person who served as a PDG to the current period. For each PDG and their year of service, their District Officers should be listed and a narrative report regarding the many things that the District accomplished during the term of their office should be documented. Any and all special projects and activities should be explained as to the purpose why the project and or activity was started and the credit for the success of the projects should be documented as well as the name of the person who headed the project. By doing this for each PDG, a complete history of Legacy of the District can be established in a book that can be printed and sold to any Lion for the cost of the printing. This manual becomes the Club and District Bible, if you please, as to the history of the District. We have found that our District 4-C5 manual has become an excellent reference book to help prepare future Lion leaders to read and learn about why various projects and programs were started so that they can prepare themselves as to why certain programs within the clubs and districts are still being carried forward to form a Living Legacy. In the front portion of this History Manual is the graphic illustration as well as the written history how the sub-district and clubs came into being along with a short history of LCI.

Using a CD PowerPoint Presentation in an outline form, the actual class covering the history and the structure of LCI, the MD and District are shown to the students and then followed up with information as to the total membership and how it is the largest, world-wide service association and how LCI operates. Information pertaining to our LCIF operation is also covered and explained, as well as how our membership dues structure supports LCI. We then personalized some of the role model past leaders from the district and their contributions made to the district during their terms of office and to various individuals and how many of them played a mentoring role for many current Lions who are now leaders of the district.

Following that section is a section on a Middle Management Program referred to as the Main Event Management Program. This program helps future leaders develop knowledge and skills regarding how to communicate with people, instruct people, improve memory, use of acronyms to express leadership skills that need to be built and acquired—methods like thinking outside of the box exercise to help get leaders to think in new terms—teaching and understanding the value of patience, the importance of converting new ideas and thoughts into action, bullet point triggers to remind leaders how to deal with people, the art of delegation, the value in middle management and leadership positions to continue their knowledge gap, the value of the Three D’s of Leadership and Management, use of the PESOS FORMULA to help with middle management activities, the value of the Mobility Circle Concept in accomplishing goals, addressing the Change the Man or Change the Man Concept through the use of the Man Job Overlay Program, and a few attention getting teaser graphic questions so that Leaders understand that not everything they see is how it may be. Finally, a few quotes from our great leaders of the past will be of help remind our Lion Leaders that they too can borrow perceptions and thoughts to help them succeed in life.

The on-site complete presentation on “BUILDING A LEADERSHIP POOL FOR CLUBS AND DISTRICTS” is available on audio tape and a hard copy of the PowerPoint presentation is also available. The only item that is not available is the sample of the District Historical Manual which was shown during the presentation.



20. The 10-POINT TRIANGLE: *Leadership Just Got Personal*

Presenter: Steven Fulmer, Keynote Speaker

Steven Fulmer is a successful entrepreneur and Human Strategist who specializes in cultivating transformational and emerging leaders on both the personal and professional level. He started his first business at the age of 16, and by 35 he was Vice President of an 85 person, \$10 million software company he was instrumental in growing from 3 people and \$300,000/yr.

Today Steven is an international coach, and speaker for fortune 500 companies, non-profits, government agencies and associations with clients reaching as far away as Australia. He currently teaches workshops on Transformational Leadership and Mission & Visioning for the internationally recognized George Fox University MBA program.

The following article is adapted from his recently released book: Leadership Just Got Personal

Things are not always what they seem. Man, if only I had a buck for every time *that* rang true in my life! That's one of the big challenges we face when "leading in a world of service," isn't it? Things are not always what they seem, and worse, none of the traditional behaviors of leadership seem to hold any water. In service you can't "make" someone do something; you certainly can't pull rank and say, "I'm the boss, *that's* why!" And one's willingness to "tow the line" so they can "keep their job" doesn't even enter the picture, does it? That's because none of those techniques are "leadership." And more importantly, leadership is only partially how we influence and inspire others to act, the other part of leadership is how we inspire and empower ourselves to act. Put more simply, leadership just got personal!

I grew up in Baltimore, Maryland on the majestic Chesapeake Bay and from the moment I could move all I wanted to do was go fast. So when my dad bought his first boat, I was thrilled. It was a cool blue open-bow tri-hull runabout that went so fast I thought my hair was going to blow off my head. As a six-year old speed-demon I loved the way that boat would lean into turns, and how the bow would pop into the air when my dad thrust the throttle to full speed just before he trimmed the motor. Bam! The boat jumped over wakes and waves and, if there were none to be found, Dad would make a sharp banking turn so he could cross our own wake. That was just too cool for words.

But things are not always what they seem. Right in the middle of my drooling over something going faster than us, a pristine white sail would float mysteriously past us with a quiet confidence, pointing purposefully into the rich blue skies of a Maryland summer. I'd swear those sailboats winked as they glided by, playfully taunting me. When the speedboats were long gone, it was the sailboats that left me mesmerized. It was their majesty and mystery, not their speed that enthralled me. Why?!

"How do they do that?" I asked. "I mean, I get it that the wind can blow them away, but how do sailboats get home again?" It would be twenty years before I got the answer to my question, and I began to see more clearly that leadership is personal and things aren't always what they seem.

In New York during my late-twenties, I got the chance to sail on a friend's 27-foot sloop, where on our first short trip I learned about the principle of lift. Just as an airplane is lifted off the ground by its wings, a boat is pulled through the water by its sails. The trick, I learned, is to get the right shape in the sail in order to capture the power of the wind.

"So I had it all wrong," I thought. "A boat isn't pushed and blown away at all, it's pulled." I didn't see that coming.

To most non-sailors, as I *was*, this comes as a big surprise. Rarely does the wind *push* a sailing vessel, and then, only when it blows directly from behind. Most of the time the boat is propelled through the water, the principle of lift acting upon the sails, pulling it forward through the waves.

Furthermore, when a sailboat is being pushed by the wind, it's called Running with the Wind and it's one of the *quietest* points of sail. The wind, the boat and the waves are all moving in the same direction and it can feel eerily calm to experience the wind and the boat moving so peacefully as one. Your chips don't blow off your plate and your hat stays comfortably on your head.

Unfortunately, when leaders push, it is seldom the same. Instead of pushing *with* their employees, blowing in the same direction, leaders often tend to push *against* them, because they experience resistance or opposition to their vision or direction. That's when leaders flaunt the dreaded "I'm the boss, *that's* why!" excuse and begin demanding rather than leading.

Can you do that as a captain on a sailboat, i.e. forget the sails, fire up the motor and force your way forward against the waves and wind? Sure, but that's not sailing and, quite frankly, that's not leading either. That's not taking advantage of the power and talent of your team. When you push the crew in opposition to their natural tendencies, they simply become a group of passengers along for the ride, with no vested interest, commitment or loyalty. And as any seasoned captain will tell you, Loyalty beats Obedience hands down. Loyalty will weather the storms and step up beyond the call of duty, while Obedience jumps ship at the first safe port following a conflict.

True captains, like great leaders, rarely “push,” and when they do, it’s not in opposition to the flow and direction of their people. Instead, they push *with* them, moving in the same direction. And with a well-led crew, a vessel can absolutely sail against the wind or challenge, opposition, conflict and struggle and make fantastic progress. And by doing so, a boat need not be at the mercy of the forces of nature; it can simply harness the wind, engage the forces of *Lift* and quite literally convert opposition into power. The same is true in leadership. What looks like opposition is more like power and energy and the more effectively a leader *Lifts* his team up by making the connection personal, the more efficiently they will reach their destination together.

Real leaders don’t insist on compliance. Rather, they are committed to connection. Like filling the sails with wind and power, they connect the goals, visions, dreams and intentions of their people to the goals, visions, dreams and intentions of the organization, so they move together as one; using the power of *Lift* to give their people shape, purpose and energy. And when the winds of change blow across their surface, real leaders sit up and notice, puff out their chest with pride and connection and, quite simply, become a better version of themselves, and in the process help others to do the same.

This connection to what people really want and how they can achieve this goal through you and your organization is the real art of leadership, but once again, things are not always what they seem because sometimes what people say and what people mean are two different things.

For example, Chuck was introduced to me through a mutual friend, and arrives with the vision of starting a whitewater rafting company. It’s a dream Chuck has had since he was sixteen years old. Everyone around him is opposed to the idea and no one is afraid to tell him so. After all, he has a fantastic job, making great money. He has outstanding flexibility to come and go as he pleases. The problem is that no one else seems to understand the importance and value of his dream. So try as he may, Chuck is unable to garner the desired support to embark on his project and he feels discouraged. He asks quite simply, “Can you help me fulfill my dream?”

His story takes about fifteen or twenty minutes and it sounds exciting. When I then ask what the problem is, he says that he just doesn’t know how to get there.

“I’ve got too many forces against me and I can’t seem to find the strength and courage to make this happen. How do I make this happen?” (So the question, like on a sailboat, is how to convert those forces of opposition into energy, right?)

So we spent some time delving into the vision, exploring the obstacles and getting a clear image of what he was really battling. Over the weeks we kept coming back to his vision because, as I posed in the next set of questions, I perceived that he lacked only the clarity of detail. It seems that he wasn’t exactly sure what he really wanted or why. The high level romantic version was solid: self-employment, the great outdoors, doing what he loves, teaching people to overcome fear, living on the river...the list was long and it sounded great. We needed only to bring it out of the clouds and work on the practicalities.

“How many hours a day are you working? How many employees do you have? What is your wife’s role? What about your kids? (Keep in mind; he formed this dream at sixteen, long before being married with children.) What will you do in the winter? Tell me about cash flow and retirement and growth in the business. How does your role grow and change?”

I asked these questions because the scope of his vision was limited, much of it based on an experience with the rafting company he worked for as a teen.

“Tell me about your dreams,” I then said one day.

“What do you mean,” he replied. “This *is* my dream.”

“No,” I said, “What about the other dreams? Surely your life isn’t 100% about a rafting company. Tell me about your kids and fatherhood, your relationship with your wife and how that relationship grows over the years. What other dreams do you have? In other words, take me deeper into the whole picture of your life and what you value and what’s important to you.”

And over time he did. Chuck was thirty-two years old when he came to me. He had held his dream for literally half his life. He knew what he wanted; he’d just never had enough specific details to move forward. However, together, we got there. And a whole vision showed up in Technicolor detail, and the more specific he got, the more clearly focused his vision became. The more detailed his clarity, the more answers showed up. There was less and less wondering about how and where the courage would be coming from, because he now knew. And every time the vision led him down the slippery slope of judgment and all the reason why it wouldn’t work, we came back up for a deeper level of clarity and solved the problem. Decisions were getting easier, all the way to the moment when a major epiphany occurred and it came time for him to move into action.

The clearer Chuck got, the more he could see what it would look like when he arrived. As his longstanding vision merged with the other dreams in his life, Chuck no longer wanted to run a whitewater rafting company. When he really looked at the details, the impact on his life and life-style, his relationships with his children and his wife, the danger factor of whitewater rafting every day, and so much more, he began to realize that the vision he had wasn't the vision he wanted.

What happens to so many leaders, is that they make a statement about what they want or plan to achieve – on either the personal or professional level –and as the details pan out, they realize it isn't *exactly* what they want. But they continue to force it anyway. I suspect that has a lot to do with our society. (God forbid I ever get nominated to the Supreme Court because, horror of horrors, I have actually changed my mind about many things over the course of my lifetime. If you took a good look at my past you might find a contradiction or two.) Unfortunately, our society doesn't afford our leaders the luxury of growth and evolution, so it becomes incumbent upon leaders to take charge, grow and evolve on their own.

And that's exactly what happened with Chuck. After years of claiming that one day he would start a whitewater rafting business, he began to evolve. It turns out that everyone else had been right, if not for exactly the right reasons, and you can imagine how difficult *that* was for him to realize? He instantly became worried about the "I told you so's," and now he needed the courage to change his mind in the face of all the perceived judgments.

In short order Chuck found that courage and he made some big and bold decisions about his dreams. In the end he gave up none of them, he simply got more clarity about what it would be like when he arrived. As long as he was concerned about how he was going to reach his vision, there was little room left for its evolution. It wasn't until we asked the question, "How will you recognize your dream as arrived?" that he was able to really see it from a new perspective and gain the clarity he needed to step into his perfect life.

The irony is that outwardly Chuck changed very little about his work. He simply found a new way to bring in what he wanted from rafting: extended time outdoors with his family, exhilaration, and freedom. Instead of walking away from a thriving three-generation family business, he started catering to a new clientele, organizing outdoor trips, and inviting those around him to participate in his new vision in exciting ways.

Things are not always what they seem, sailboats aren't pushed by the wind, they are lifted up by the wind; what Chuck thought he wanted and what he really wanted were so close and yet so different. As leaders in a service world we have a bold and challenging objective; to meet people where they are, instead of where we wish they were; to lift people up and to see their resistance and challenges as the very wind that empowers our vessel; and to get clear with the ourselves and the people we lead so we can weave the tapestry of our dreams and visions in such a way that that we all get to become the us we know inside we are capable of becoming, and in doing so, we all become a better version of ourselves. Leadership *IS* personal. What is the story of your leadership going to say about you, your life, your vision, your organization and your team?

Steven Fulmer is a successful entrepreneur and *Human Strategist* who specializes in cultivating transformational and emerging leaders on both the personal and professional level.

For more information, you can reach him at Steven@StevenFulmer.com or www.FulmerSpeaks.com.



21. HOW TO RAISE SOME REAL MONEY (Beyond the Bakesale Mentality)

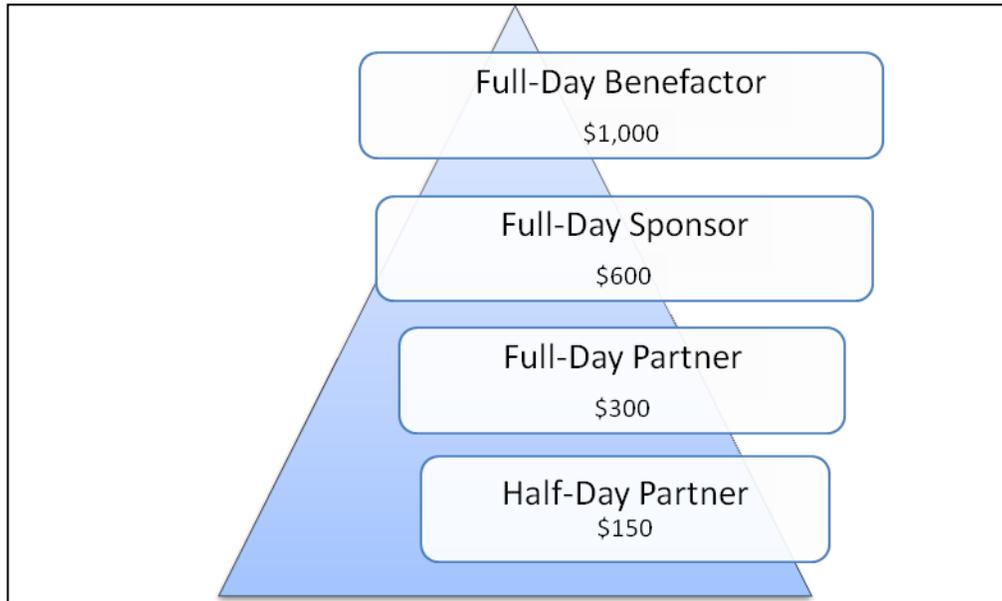
Presenter: Glen Gilbert, JD, Executive Director, Oregon Lions Sight & Hearing Foundation

Glen is the Executive Director of the Oregon Lions Sight & Hearing Foundation, a \$1.7 million nonprofit with 12 staff and 2,000 volunteers. He has been a nonprofit leader for 17 years. Glen was CEO of Yosemite National Institutes, the world's largest environmental education organization. He was inaugural President of the Cascadia Green Building Council which grew from a \$75,000 grant to a \$2 million organization in five years. Glen was President of the World Forestry Center where he led a \$7 million campaign to reinvent the museum. Glen was inaugural Executive Director during the Berkeley Public Library Foundation's \$4.3 million capital campaign. After graduating Harvard Law School in 1989, Glen was an attorney, a human rights consultant in India, an Assistant Professor of Law in Prague, and Legislative Counsel in Palau. Glen is a scuba diver, photographer, volleyball player and coach.

The Bake sale mentality

1. Thinking Big
2. Examples of Lions Clubs and Lions Foundations using professional fundraising techniques
3. Your Case for Support

Sample: Right now more than 12.1 million school-age children, or one in four, have some form of vision problem. Children who fall behind in school early often stay behind and, considering the fact that 85% of a child's learning in a normal classroom setting is visual, it is easy to understand how a young child with poor vision might quickly fall behind. If not detected and treated early, vision impairment can affect all aspects of life, negatively impacting a child's ability to learn, athletic performance, and self-esteem. According to the Centers for Disease Control and Prevention, impaired vision can affect a child's cognitive, emotional, neurologic, and physical development by potentially limiting the range of experiences and kinds of information to which the child is exposed. While preventive services are clearly critical to identifying visual impairment early, according to a 2005 report from the CDC, only 1 in 3 children in America has received eye care services before the age of six.
4. Understanding the Options: Foundations, Corporations, Individuals, Bequests, Government, Events
5. Writing Foundation grant proposals
 - a. Research
 - b. Structure
 - i. Executive Summary
 - ii. Need? Facts, stats, research, studies
 - iii. Solution
 - iv. Detailed program description
 - v. Organization history and accomplishments
 - vi. Capacity and experience (staff, volunteers)
 - vii. Budget and budget narrative, specific ask
 - viii. Similar competing or collaborating programs
 - ix. Evaluation (internal and external)
 - x. Sustainability
 - xi. Conclusion
 - c. LCIF
6. Major individual donors
 - a. Cultivation
 - b. Solicitation: The Ask
 - c. Recognition and Stewardship
 - d. Appeal letters
7. Corporate sponsorships
 - a. ROI (Return on investment)
 - b. WIFM (What's in it for me)
 - c. The importance of recognition. Example: Mobile Screening Sponsor Levels



\$1,000 Full-Day Benefactor

6' Vinyl Recognition Sign
 Ad in local newspaper (excluding Oregonian)
 OLSHF Helen Keller Award
 Health Screening for Your Company Employees **PLUS Benefits Below**

\$600 Full-Day Sponsor

OLSHF Website Recognition and Link
 Your banner at MHSU event
 Your brochure at MHSU event **PLUS Benefits Below**

\$300 Full-Day Partner

Guest invitation to local Lions Club meeting
 Oregon Lions Newspaper Recognition
 Invitation to OLSHF Annual Gala and Golf Tournament **PLUS Benefits Below**

\$150 Half-Day Partner

Recognition in Local Press Release
 Signage at MHSU Event
 Certificate of Appreciation
 OLSHF E-News to 1,000+ Lions

8. Capital campaigns
 - a. Definition of a campaign
 - b. OLSHF campaign
 - c. Phases of a campaign
 - d. Prerequisites for success
 - e. Common mistakes in campaigns
 - f. Setting goals and budgets
 - g. Suggested leadership
 - h. Giving levels (top down)
 - i. Donor recognition
 - j. Gift chart (pyramid)
 - k. Sources of support by %
 - l. Potential sources research
 - m. Lions Clubs role
 - n. "Going public," your community campaign
 - o. Timeline
 - p. Additional resources

9. Why Events May Be Your Least Effective Option
 - a. Golf
 - b. Gala
 - c. Breakfast (Terry Axelrod)
 10. Start an Endowment
 - a. Start with \$100
 - b. Get a good investment manager
 - c. How \$1 million minus \$1 million = \$4 million
 11. Who's going to do all this?
 - a. The importance of paid staff
 12. If time, solicitation role play exercise practicing a major donor "ask"
 13. Q&A
-

22. EVERYTHING I EVER NEEDED TO KNOW ABOUT LIONISM I LEARNED AT THE ZOO

Presenter: PCC Dr. Terry B Goodman

Terry B. Goodman, a member of the Milford Lions Club, in 1978. He has served as 100% club president, 100% district governor of district 44N, and council chairman. He has been a presenter at numerous multiple districts and districts, workshops, and USA/Canada Lions Leadership Forums. In addition, Lion Terry was a faculty member for the 2001 Lions International Senior Leadership Institute and the 2006 Great Plains Lions Leadership Institute. He has been named Lion of the Year by his club and his district and has received an International President's Certificate of Appreciation, an International President's Leadership Award, and an International President's Award. PCC Terry is a progressive Melvin Jones Fellow, Granite State Fellow, Leonard Jared Fellow, 1500 Club member, and progressive key member, as well as a recipient of the Robert J. Uplinger Distinguished Service Award.

PCC Terry was his district's SightFirst I and II Campaign chairman for which he received a LCIF Helping Hands award and the Appreciation Medal from the President of the LITPC. He is currently serving as district 44N's GMT leader. He has been named an honorary Leo by the Merrimack Leos Club. He was chosen the Derryfield School's Distinguished Alumni for 1997 and was the recipient of The New Hampshire Association for the Blind's 1997 Vision of New Hampshire Award. He has served as a director of the New Hampshire Optometric Association and Temple Adath Yeshurun. A second generation Lion, Terry, his wife Lion Elda and daughter Aleeza live in Bedford, New Hampshire.

I do not believe that the members of Lions Clubs International can be compared to their animal namesake. African lions are very lazy. We are not!

We are as...

Hardworking as dung beetles
 Compassionate as elephants
 Organized and communication driven as bees
 Playful and fun loving as coyote pups
 Proud as Peacocks
 Good at problem solving as chimps and octopi
 Adaptable of the hog nose snake
 Determined as butterflies, while avoiding being porcupines
 Good at leadership as geese, while avoiding being buffalo
 (We are never seagulls)
 Ubiquitous as cockroaches
 Large and quietly necessary as blue whales
 Dauntless as the musk ox
 Responsible as the penguin
 Fearless as the quoll

We do share the lion's trait of looking out for each other and getting involved to help each other when we are needed. We need to be aware of our amazing strengths as an organization, and use the pride our strengths give us to find solutions to membership, leadership and retention problems. The answers are there. We just have to look inside ourselves as individuals and an association to find them. After all; we are the Lions!! (With a little bit of dung beetle and blue whale thrown in!)

23. FIRST TIMERS ORIENTATION

Presenter: PID Terry Graham

Lion Terry Graham served as an International Director from 2005-2007. He has served as a Forum presenter, a Forum Board Appointee and Chairperson of the USA/Canada Lions Leadership Forum in Saskatoon. Past Director Terry is currently International Global Membership Team Leader for MDA and MDN and Canadian Advisor for the USA/Canada Lions Leadership Forum. He has been a Lion for 22 years. Lion Terry is retired from General Motors of Canada as an Industrial Mechanic, Tool and Die Maker and Skilled Trades Trainer. He is a member of the Royal Canadian Legion and the Newcastle Chamber of Commerce. He and his wife Jean reside in Newcastle, Ontario, Canada.

1. Welcome
 2. Theme **“In a World of Service”**
 3. Mission Statement “To develop leaders, motivate and educate attendees, provide an open exchange of ideas, and support programs and goals of Lions Clubs International.”
 4. What’s in your Registration Packets?
 5. What’s in your program – Get the most from your experience
 - A. Schedule of events
 - B. Seminars
 - C. Explain Seminar Matrix
 - D. Evaluations
 - E. Professional Speakers
 - Thursday Night Opening – James Malinchak
 - Friday Luncheon – Steven Fulmer
 - Saturday Luncheon – President Wayne Madden
 - Saturday Night Closing – Mary Feeley
 - F. International President Wayne Madden
 - G. Lion Presenters
 6. Forum Planning Committee
 - A. Who they are
 - B. Their role
 - C. How to recognize/find/contact
 - D. Command Center/Message Board
 7. Tampa Host Committee
 - A. Who they are
 - B. Their Role
 - C. How to recognize/find/contact
 8. Forum Store
 9. Forum Registrar
 - A. Who she is
 - B. Her role
 - C. How to find
 10. Vendor Booths
 - A. Overland Park registration
 - B. Meet the International Directors
 - C. LCI Support
 - D. Foundations/fund raisers
 11. Bring One Campaign
 - A. Mentors picking up their pins
 12. Banquets
 - A. Seating
 - B. Sitting with new people
 - C. Special Needs
 13. Information on Tampa
 14. How to get the most out of attending
 15. Enjoy the Forum
-

24. SUPER CHARGE YOUR SERVICE FORCE

Presenter: CC Karla Nimphius Harris

Council Chairman Karla is a member of the South Milwaukee Lions of Wisconsin. She served on the MD27 Leadership Committee, as the 27 A1 District Governor for 2010-2011 and as a trainer for MD 27 Lions. Lion Karla graduated from the LCI Faculty Development Institute in Oak Brook and the Senior Lions Leadership Institute in Toronto, Canada. She served as a member of the Host Committee and was a moderator for the USA/Canada Lions Leadership Forum in Milwaukee, WI. Karla has over 20 years of professional experience in managing volunteer based non-profit organizations. She has a Bachelors degree in Human Services and has received certifications in non-profit organization administration from Georgetown University, University of Texas Law Center, and the National Society of Fundraising Executives.

Overview

Power up your service projects with a big V-8! The Volunteer 8 are the eight simple steps to recruiting, motivating, and maintaining energized volunteers. This workshop will help you understand why people volunteer, what keeps them coming back, and how you can grow your volunteer force. Participants will gain a deeper understanding of what is needed to coordinate a large volunteer activity successfully. This is a fast paced workshop that will allow you to experience the key elements of volunteer motivation first hand.

Real life examples will be used from Lions projects. We will discuss the similarities and differences between volunteer involvement in projects that vary from the making of the LCI rap video to serving burgers. You will learn how to use today's social media to recruit, maintain, and inform your volunteers about the many opportunities offered by Lions.

Participants will leave with: 1) A step by step process for recruiting, motivating, and retaining a volunteer force that includes both Lions and community participants. 2) Over 100 unique ideas for thanking volunteers. 3) Ideas on turning one-time volunteers into long-time members. 4) Motivation to make your next volunteer event more successful than ever!

V-8 – the eight steps to a super charged volunteer force.

Understanding Motivation

Theories of motivation

The reality of what really motivates Lions & their volunteers

Focus on the cause

Keeping the 5 motivating factors in the forefront

Identify the Needs

The importance of knowing who you really need

Identifying and assessing the job supervisors

Assessing: What, when, where, why, how and Who

Define and refine what volunteers you really need

Recruiting the right people

Episodic Volunteers – one time, one event, sporadic

Recurring Volunteers – frequent, regular, patterned

Focus on service and the big picture results of volunteering

Understanding the importance of the right ask – verbal, printed, postings

Utilizing Facebook, Twitter, on-line services along with traditional mailings

The good, old fashioned face to face ASK

Train for the job

Uncertainty can breed anxiety, training prepares everyone

On the job training vs. advanced training

Train your LIONS FIRST! Supervisors need and want more training

Train volunteers for the Mission – volunteers need to feel connected to the cause

Train for the job – give a clear understanding of the task and expectations

Assign Meaningful Work

Since when is shucking corn meaningful work

It is all about the mission and connecting the job to the cause

Volunteers in control of assignments

Allow for individual choices and change

Provide Positive Supervision

The importance of Coaching

Positive always, corrective sometimes – “phraseology” is the key

Quick and positive feedback examples – immediate and appropriate

Correcting concerns – handling the tough situations of reassignment/termination

Show Appreciation for Their Service

The all time great motivators

Acknowledgement vs. Appreciation – what works when

Reward vs. recognition – who needs what

Thank you in over 100 ways

Repeat! Repeat! Repeat!

25. GOAL SETTING FOR TODAY’S LIONS CLUB

Presenter: PCC Rowe A. Haywood

PCC Haywood currently serves as the Lions Club International GLT Area Leader for Constitutional Area 1A. In addition to serving as a Council Chairperson for his Multiple District, he has served a five-year appointment as the LCIF Coordinator, and a three-year appointment as Multiple District Leadership Development Chairperson. He has been a presenter at several Lions Clubs International Conventions, USA/Canada Lions Leadership Forums, and 4 Lions Clubs International Senior Lions Leadership Institutes. He is a Progressive Melvin Jones Fellow and has received numerous awards from LCI including the Leadership Award and two International President’s Medals. PCC Rowe and his wife PDG Señora reside in Aberdeen, Maryland. PCC Haywood is an Elder with the Aberdeen, Maryland Church of Christ.

Fellow Lions, Lioness-Lions, Leos, Ladies and Gentlemen, as Club members, Committee Chairpersons, Presidents, and District Leadership Team Members, each of us has dedicated ourselves to lead, manage, and serve to the best of our ability. This translates to our concentration not being focused entirely on our past, not totally on the present, but also planning for the future forward momentum of our Clubs. This point is clearly made by numerous authors on the subject of Leadership, including Hans Finzel in his book, The Top Ten Mistakes Leaders Make.

The title of our session at this Leadership Forum is “Goal Setting For Today’s Lions Club.” I submit to each of us that this title is ingenious, intriguing, and it suggests a challenge for each of us.

We all have goals in our lives that drive us, especially as Lions Leaders. In many instances, there are questions posed by these goals, including:

1. What is the concept of goals?
2. How are they determined?
3. What are the details associated with our goals?
4. How do we execute and measure these goals?

A number of years ago, a former President of our International Association of Lions Clubs stated that successful leaders are those with “visions and dreams, and the courage to change those visions and dreams into actions.” This statement can be applied as we determine the goals for today’s Lions Clubs.

Our challenge as leaders, or future leaders, is to ask ourselves several questions and to then honestly answer them:

1. Do we have goals in our Club organization?
2. What are they?
3. Are they appropriate for our clubs of today, or are we still using the goals established by our Club many years ago; perhaps before the incorporation of female members?
4. Do our current goals meet the needs of the Lion Members we are striving to retain?
5. Do they meet the needs of the individuals available for recruitment in today’s society/environment?
6. Do they meet the needs of the communities we serve?
7. When was the last time we updated our Clubs’ goals?

I challenge each of us to call upon our experiences as “Lion Leaders” and leaders in our communities, homes, schools, workplaces, social organizations, and places of worship in making this a highly interactive sharing of experiences and ideas, including “thinking outside of the box,” as we explore the subject “Goal Setting For Today’s Lions Club.”

Our discussion will focus primarily in several areas:

- Defining Goals
 - Some characteristics of effective goals
 - How to determine if we have goals in our Club
 - Ways to determine what goals are appropriate for our Club
 1. The Club Excellence Process
 2. Club Retreats
 3. Current and former Club Officers
 4. District Officers
 5. New Lions
 6. Other
 - When should goals be established and updated?
 - How do we prioritize our goals?
 - Development of Action Plans for the implementation of our goals
 - How to manage our goals
 - Resources available from LCI
-

26. A WORLD OF EXCELLENCE RIGHT IN MY LIONS CLUB

Presenter: PID Dr. Patti Hill

Dr. Patti Hill has been a member of the Edmonton Host Lions Club in Edmonton, Alberta, Canada since 1990. She has served as a member for the Forum planning committee, as multi-national coordinator for Campaign SightFirst II, and GMT Area Leader for Western Canada. Dr. Hill has presented at forums, leadership institutes, and international conventions. Currently, she is GLT Area Coordinator for Western Canada.

Past Director Hill is active in numerous professional and community organizations. Dr. Hill is also certified by the Alberta Teachers Association, and the Association of Canadian Educators of the Hearing Impaired and the College of Alberta Psychologists. Past Director Hill and her husband, Gregory Holmes, also a Lion, have grown two children.

Every Lions Club is built on the principle of excellence: excellence in our service to the community, and excellence in our leadership. Do we always practice excellence – we would all like to say YES! But the truth is sometimes we are not at our best. Let’s visit the Lions Club of “Everytown” and note the ways in which this club exemplifies excellence / or not....

Act 1 – participants enact a scene from a Lions clubs that has both positive and negative features. During the club meeting it is learned that they have completed the “How Are Your Ratings” survey of club performance.

Our club compiled the members’ comments and ratings.

Narrator discusses Survey processes and Shows PowerPoint of results revealing members opinions on:

- *Personal Satisfaction*
- *Club Activities*
- *Membership*
- *Club meetings*

How many of you might have identified with a comment or two from Act I in our seminar today?

Participants exchange observations and ideas about the clubs strengths and challenges.

The Survey they mentioned is the Lions Clubs International resource **How Are Your Ratings**, which is used as part of the Club Excellence Process. Which of you here belongs to a club, that believes it is a great club already? How many of you have been in a club, or visited a club a bit more like our hypothetical “Everytown Lions Club”? A club that might not attract new members or achieve excellence because of internal issues? Like the living organism that a club is, every club would benefit from an annual check-up. With that in mind, every club is invited to strive for excellence by conducting just such an annual check-up using the “How Are Your Ratings” survey.

Clubs are also encouraged to survey the community to ensure that you are still meeting the community needs out there.

Act II – Community Needs Survey process is enacted.

You have seen the community needs and possibilities that the Everytown Lions have identified because of the interviews with community leaders. What other benefits and possibilities do you think could accrue to your club if you conducted the survey?

Groups discuss various ways to connect with community needs.

The next stage allows clubs to identify goals and action plans for both the internal needs of club members and the external needs in the community. The process also allows clubs to practice building consensus.

Coming together to act upon the information we learn from the Club ratings and the Community needs survey, is critical. This is part of the process of building Club Excellence:

- Evaluating the community's needs
- Assessing club functioning
- Reconciling club needs with community needs
- Setting goals and making action plans

Most clubs are comprised of Lions with varied professional backgrounds each of whom bring a broad base of expertise and experience to the club. Despite the expertise in the club, it is important to have an outside facilitator work with the club during this Club Excellence Process. By assigning the facilitator role to a member of the GLT team or a respected zone chair or PDG trained as a CEP facilitator, every member of the club is free to be an active participant. As well, every member will feel that the 'objective, unbiased facilitator will hear and respect each Lions' ideas and input.

How many of you have experience as facilitators? Or would like to be trained to be facilitators? Your GLT –Coordinator for your home District would be pleased to meet with you to discuss becoming trained.

Then we need some of our Excellent clubs, or Clubs of "Excellent potential" to step forward and volunteer to give these facilitators the chance to put their skills to work.

Who here today belongs to a club with Excellent Potential? Please make sure that your GMT and GLT leaders have your information. They would be pleased to follow-up with your clubs about the Club Excellence Process. Don't be discouraged if you find your club on a waiting list. Eventually every club should be familiar with this process and conduct it annually as a part of serving the community needs well, and meeting the needs of your members.

Questions and Answers

27. WHAT MAKES A LIONS CLUB A STRONG ONE?

Presenter: Ron Hudson 4-C3 GMT Coordinator

Lion Ron belongs to the Dawn Breakers Lions Club in Fremont, California, and has been a Lion for over 32 years. He has been a Zone Chair three times, a Region Chair one time and has received Lion of the Year from two different clubs. He currently is the Districts GMT. Lion Ron has served on many District Committees and has been a Guiding Lion. Through his profession as a salesman, Lion Ron has attended the Senior Leadership Forum and several Leadership Forums through his profession as a Salesman. In addition, he is a past member of the Board of Directors at the Oakland Blind Center. He and his wife are owners of Westchem Equipment Company.

Ron is very active in the local community as he serves on the Board of Directors for Tri-City Volunteers, a local food bank and thrift store.

A strong Lions club is made up of many factors. We would never have enough time to discuss all of the intricacies of them. I hope to explain to you the most critical ones that will help you to assist in making your club a strong one.

We all know that one person can make a difference however they will need help in accomplishing the overall goal. The essential ingredients are as follows but not necessarily in this order.

THE MEETING

It is critical that the President works from a formal agenda and it would be helpful if the club members had a copy for the meeting. I would suggest that a preliminary copy be sent to the members so that they could suggest subjects for the new business portion.

Some clubs have the Secretary prepare the agenda and some clubs have the President do it. I highly recommend that times also be put on the agenda's which will assist the various speakers in staying on track.

The meetings must start and end at the stated times. This is a very important issue as time is precious, and we need to make certain that we do not interfere with other Lions schedules.

In order to keep meetings interesting a club should have a program at their meetings. If you meet twice a month, have a Lions Foundation speaker one meeting and maybe someone from the community speak on a subject or project of interest to the entire club. It is critical that the President works from a formal agenda, and it would be helpful to invite other local groups from the community when you have a special program to increase the audience for the speaker. You just might also get some interested people in learning more about your club and Lions.

Always try and have some fun at your meetings so that they do not become boring and repetitive. A good tail twister can really make a meeting a good one.

LEADERSHIP

Leadership in any organization is a very important if not critical part of its existence and continuing growth in staying a healthy unit. The experienced members and current leaders of your club should have a written plan on training new and existing members in becoming the new leaders. There are a number of ways to help people become leaders but you must remember that not every person wants to become a leader. One of the ways our club helps in this area is to keep a records book on all of our events. That way when a member works on an event there is history that they can refer to in order to make it easier for them to move up the committee and become the chair. A three-year program is one that has proven to be effective. Most Districts and Multiple Districts use this format. International has some of the best seminars and training to help you become a better leader. This is one of the most important areas of keeping your club a strong one. A significant area of this training is to have and use the training manuals that International provides for each of the officers positions. A person must understand what their job responsibilities are going to be and what assistance is going to be provided to help them do it. There is nothing worse than going into a position as a brand new Lion and not fully understanding what the new job is going to entail.

OFFICER TRAINING

All officers should be fully trained in their upcoming new positions. It is amazing how many clubs get a new member and in the next year they are talked into being the President or Secretary and do not fully understand what they are going to be doing. The new officers may be trained by experienced members, at Zone Meetings, Region Meetings and or District Conventions. Some offices will take more than one session. Here again, International has some of the best material that you can get in training the new officers. I cannot emphasize enough the importance of making sure that all officers are fully trained at the beginning of the new Lions year.

MEMBER ORIENTATION

All new members should be given an orientation manual that includes all of the pertinent information about your Club, District, Multiple District and International. The stronger clubs that I have visited and been a part of have different types of indoctrination events. For example, they must attend 3 events any combination of meetings, service projects, zone meetings, district meetings or a fund raiser. This is an area that each club should determine as we are all different and not everything works the same for all of us. A strong club will have some type of program in place and a member other than the sponsor work with the new member and answer any questions they might have and help them complete their assignments. It is also a very good idea to have orientation programs for existing members every few years to keep them up to date on what is going on their organization.

PROJECTS

Both fund raising and service projects are another one of the important areas that make a club a strong one. You need to have a nice balance between your activities and not have too many of one over the other. There are many types of fund raising ideas and a lot depends on your geographical location. Service projects are an area that I feel a lot of clubs do not look upon them as being as critical as they are. When a club has an ongoing service project it helps maintain a close working relationship within the membership.

CLUB IDENTIFICATION

In order for a club to continue to being a strong club it must have a positive appearance to the local community. We have all heard the old story of Lions do not get enough media exposure. Strong clubs make sure that they do get this exposure and there are several ways to do that.

IDEAS, NEW & OLD

One of the biggest things that a lot of clubs do is to not listen to new members. When a new member suggests a project, sometimes an older member will say “we tried that years ago and it did not work”—terrible thing to do. There is nothing more common than change and just because it did not work in the past does not mean that it will not work now. What a way for a new member to get disinterested in the club and not stay a member. I hear this so much that it has really become a sore subject to me. This can be the first step in training that member in leadership. They can be on the committee that will investigate the project and add their knowledge to it.

28. MARKETING YOUR DYNAMIC LIONS CLUB

Presenter: PDG Steve Humphry

Lion Stephen R. Humphry is a member of the Byron Lions Club in District 18E, Georgia. He has been a Lion for 15 years. He has served his club and district in many capacities, including District Governor from 2006-2007 and 2007-2008. He is a Guiding Lion and has served as State Representative to Southeastern Guide Dog. He graduated from the Lions Leadership Institute in Oak Brook, IL. He is active in the community through the City of Byron Development Board and Scout Troop #620. He is married to Marlene, and they have 6 children.

Your Perception of Your Club
Looking at your Lions Club
List 3 major projects of your Lions Club
Score + 3 points for each project
Score – 3 points for each Fund Raiser

Perception of Your Club

What would the Chamber of Commerce say about Your Lions Club?

What does Average Joe Citizen know about Your Lions Club?

What would your members say about your Lions Club?

Perception of Your Club

Join the Chamber of Commerce

Share your activities with the public

Members talk about **Service** not fund raisers
Marketing Your Dynamic
Lions Club

Have a Program every meeting
Invite other civic clubs semi-annually
Community based program quarterly
Always informational and FUN

Marketing Your Club
News Paper Articles
TV or Radio
Lions Magazine

Remember this is Your Dynamic Lions Club

THANK YOU FOR WHAT YOU DO EVERY DAY

I Believe

Lions are "Every Day Heroes" Working Together

29. LEO'S AND LEO TO LION CONVERSION

**Presenters: PID Maurice Kahawaii
PRC Cedric H. Mitsui, O.D.
Pres. Malia K. Ushijima**

PID Maurice Kahawaii has been a Lion for 26 years and is a member of the Kona Lions Club. His is a Past International Director, District Governor, Region Chair, Zone Chair, and Club President. He currently serves as a Special Area GMT Advisor. He has received the Ambassador of Good Will Medal, four International President's Medals, and numerous International President's Certificates of Appreciation and Letters of Appreciation/Commendation. His is a Progressive Melvin Jones Fellow. He has attended 9 USA/CANADA Lions Leadership Forums and co-presented at the 2011 USA/CANADA Lions Leadership Forum in Anchorage, Alaska. He retired from Chevron Oil Company. He is married to Lion Lani and has 6 children, 6 grandchildren, and 8 great grandchildren.

PRC Cedric H. Mitsui has been a member of the Waiakea Lions Club and Mauna Kea Lions Club during the past 14 years. He has served as past District 50 Leadership Chair, Region Chair, Zone Chair, and Club President. He is a Melvin Jones Fellow and is the recipient of two International President's Leadership Medals, three International President's Certificate of Appreciation and one International President's Letter of Commendation. He is a Certified Guiding Lion. He has attended the LCI Senior Lions Leadership Institute and Faculty Development Institute. He has co-presented at the 2011 USA/CANADA Lions Leadership Forum in Anchorage, Alaska. He is a private practice Optometrist. He is married to Lion Patty for 21 years.

Past Club President Malia K. Ushijima has been a Lion for 2 years. She has served as Club President for both the Mauna Kea Club Branch and Mauna Kea Lions Club. She currently attends the University of Hawaii at Manoa, majoring in Biology. She has attended the District 50 Lions Leadership Institute and has received two Region 7 Young Lion Leadership Awards. She is a Certified Guiding Lion. She has co-presented at the 2011 USA/CANADA Lions Leadership Forum in Anchorage, Alaska.

Session Objectives:

1. Start/Improve the LEO Program
2. LEO to LION Conversion Process
3. Determine why LEO's becoming LIONS?
4. Why do students/LEOS become LIONS?
5. Sharing best practices on the LEO to LION Conversion
6. Fun and Practical Group Activity

Question for the group?

1. How many of your clubs would like to positively impact a young person's life and help develop a future humanitarian and young Lion Leader?
2. How many of your clubs would like an outstanding young Lion Leader to join your club?
3. How many of your clubs would like to add 1-5 new young members every year, for the next 5 years?

Answer? WE ALL WOULD!

How can this happen? Start/Improve your LEO Club/s and Recruit/convert these LEOS to join your Lions Club

1. LEO Program: Start/Improve the LEO Program

A. Worldwide Membership Statistics

45,000 Lion clubs, 200 countries yet 6000 Leo clubs in 140 countries. Where are the other 39,000 Leo clubs in 60 countries

Wouldn't it be great to have 1.3 million LEOs worldwide along with 1.3 million LIONS

We need more LEO Clubs and LEOs

B. Stating a LEO club

Easier to do than you think! LCI has a lot of materials and support But you need to find advisors and funds; Consider developing and using a Region level LEO club needs assessment for continuity from Intermediate to High school to College.

Funding for charter fee, charter event, flags, gavel/bell, awards, pins, etc.

Contact schools principal or community representative

Provide school principal or community representative information about the program and benefits to their organization and students; Find advisor/s

Election of LEO Club officers; Officer /advisor Training and materials; Service project planning

Fund raising options; Determine Charter date; Induction of new members and officers

Write article for local newspaper after chartering; (all can be found in LCI Alpha Leo Club Program Handbook)

C. LEO Leadership Development Program

LEO Club Committee Chair Training with Project Manuals
LEO Club Officer Training with Club Officer Manuals
Regional LEO Leadership Forum: Pres/VP/Sec/Tres/Advisor, Club Committee Chairs
District LEO Officer Training: Pres/VP/Sec/Tres/Standing Committee Chairs; Multiple District LEO Officer Training

D. Improve the LEO Experience

Relevant and Memorable LEO Projects
Develop LEO PRIDE
Regional LEO Forum/Camp
Regional LEO Leadership Forum/Academy

E. LEO Recognition International

100% LEO Club President; 100% District LEO President; 100% Multiple District LEO President
Young Leaders in Service Award, 50 Hours, 100 Hours; Young Ambassadors of the 21st Century Award

LEO Recognition District

DG Certificate of Recognition or Letter: Club, President, Project Chair, Member-Heroic action, Recommendation from RC/ZC/District LEO Chair, LEO's Participate with IYC, I would remember recognition from the DG

Club Level Awards and Scholarships

Individuals

LEO Award of Honor-Medal, LEO Club Extension, LEO October Membership Growth Award Certificate, LEO Spotlight on Children Award Certificate, LEO of the Year, Young Leaders in Service Award, Young Ambassadors of the 21st Century Award, 100% LEO Club President Award, Top ten LEO Club Extension Award, 100% LEO Multiple District President Award

Club

International Club Twinning Award, LEO Club Excellence Award, LEO Club Sponsorship/Anniversary Award, LEO Lion Serving Together Award, LEO Spotlight on Children Banner Patch Award

F. Improve the LEO'S Opportunity

Develop more LEO Clubs in intermediate/high school; LEO Career mentoring/advising; LEO-LIONS Career Day; Provide LEO Travel Scholarship/s; Regional LEO Leadership Program; Provide LEO Scholarship/s for College

G. Train LEO Club Advisor/Recognition

LEO Advisor Regional Training/Meetings: Sharing Best Practices, Contest and Awards, Sharing other issues; Communication with District/Regional LEO Chair; Website; Other communication media; Have more than 1 LEO Advisor to help

H. LION LEO Club Advisor

LION Advisor Training Manual from District LEO Program; Meeting at LEO Convention or District Function; Sharing Best Practices; Contest and Awards; Sharing other issues; Find other LION/s to help

2. LEO to LION Conversion Process

A. Which Lions club should the LEO Join?

Campus Club, Omega LEO Club, 18-30 year old LEO Club, Leo Lion Club, 50% LEOS/50% LIONS Lions Club, Club Branch

B. Leo to Lion Transfer Form

Process On-line, To find a club in his/her area

C. Leo to Lion Certification and Years of Service Transfer Form(LL-2)

D. Dues:

\$19.50 LCI dues/year; District Dues; Club Dues; Other assessments; Shirts, etc.

3. Why aren't LEO's becoming LIONS?

WHY! What's the benefit? COST! TIME!!

Pressure to do well in school; Need to work; Meetings too long; Too many mandatory meetings/events.

No **Campus or Omega LEO** clubs in area. I want a club with members my age.

PAST MEMORIES! Poor LEO Experience in High School; Projects not interesting/relevant

NO ONE ASKED!!!

4. Why do Students/LEOS become LIONS?

Enjoyed LEO Experience in High School; Trust person who invited them or asked; See personal and professional growth potential; Networking; Believe in the LEO/LIONS philosophy

5. Sharing best practices on the LEO to LION Conversion

A. Club Level Readiness?

Is your club ready for these young Lions?

Does your club have a "pathway" for LEO's to become LIONS? Has your club been supportive of the LEOS/LEO Club? Will your club accept young lions that they don't know? Can your club make Lionism affordable? Are your meetings and projects time effective? Do you have members to mentor these young Lions? Do you have relevant projects for these young Lions?

B. Where to find LEO's?

Look for possible LEO's to convert to at LEO/Lions projects: Active/helping/reliable, etc.

Look for former active LEO's that are in College; Look for family friends

Look at co-workers; ALL OVER THE PLACE?!

C. Methods to Attract LEO's

Get to know LEOs at your joint projects; GET THEIR TRUST! Develop Club Brochure/DVD

Utilize social media, i.e. Club website/Twitter/etc. Invite senior LEO's to Club projects/appreciation dinners/etc. GET CREATIVE! ASK!

D. Develop a Young Lions Friendly Club

Create a Pathway for LEO's to become LIONS

Keep the Cost of Lionism reasonable

Keep meetings and projects short

Recognize them a lot

Have a family like/wholesome/encouraging/etc. club philosophy

Help/talk to Lions who are critical/hyper critical of young Lions

E. Appreciate Young Lions

Help them network in the Club and Community

Market any LEO College Scholarships

Provide special awards for younger Lions

Provide opportunities for learning w/travel funds

F. Your Best Practices for Leo to Lion Conversion

G. Recommendations for LCI

Maintain the Club locator for

Campus/LEO-LION Clubs/Omega LEO

IP should recognize outstanding

LEO Clubs and Campus Clubs/Omega LEO Clubs/LEO LION CLUBS and their presidents

Recognize LEO to LION Conversions

H. Recommendations for District

Encourage/recognize College/Campus Club Chartering/Development

Encourage/recognize LEO to Lion Conversion

DG should recognize outstanding Campus Clubs and Club Leaders

6. Group Activity (15 min/15m min) 30 min total

Purpose of Group Activity, develop additional network of Lions and sharing information

Will provide recording sheets for group questions and answers.

Break up into groups of 5

Quick 10 second Introduction of each group member

Assign 1 group recorder

And timer for each part

Each group member will ask their 4 group members one question and have 4 group members answer that question on LEOS and LEO to LION Conversion

Each answer should be short or less than 30 seconds (15 min)

Each Group to Present 1 Question and 4 answers to that question (15 min)

7. Have we met our Session Objectives: YES

1. Start/Improve the LEO Program2. LEO to LION Conversion Process

2. Determine why LEO's becoming LIONS?

3. Why do students/LEOS become LIONS?

4. Sharing best practices on the LEO to LION Conversion

5. Fun and Practical Group Activity

8. Something to think about!

To have great LION leaders, we need to recruit our great LEO leaders

To have great LEO Leaders, we need LEO Club to recruit LEOS and develop their LEOS members

To have LEO Clubs, LIONS club need sponsor more LEO Clubs

Find LEO Club Faculty Advisor or Community based LEO Club Advisor

Find dedicated LEO Club Advisors in their club to start/improve a LEO Club

9. LEO and LEO to LION Conversion Challenge

Start/Improve your LEO Club

Encourage/Mentor/Challenge/Reward the LEOS

Market LIONism by example

Develop their trust in you and the LION Organization

Ask them to become a LION

Encourage/Mentor/Challenge/Reward the LEO's that you convert to LIONS

QUESTIONS?



USA/CANADA
 **LIONS**
LEADERSHIP FORUM

30. HOW TO BE A LEADING LION

*Presenters: PDG Dennis W. Kelly, III
Lion Cheryl A Kelly*

PDG Dennis has 20 years as a Lion and is a member of the Springfield-Franconia Host Lions Club in Springfield VA. Lion Dennis has served internationally as a member of an Eye Service mission to Bolivia, El Salvador, and Vietnam providing vision services to over 15,500 people. He has also volunteered at the Remote Area Medical project in Wise VA. He is a Progressive Melvin Jones Fellow and the recipient of the Lions Club International Leadership Award, the MD 24 Council of Governor's Award for outstanding leadership, service and commitment to Lionism and the Lions of Virginia Humanitarian Award. He is a graduate of the Regional Lions Leadership Institute, the Senior Lions Leadership Institute, and the Faculty Development Institute. He is currently a program manager at USPS headquarters in Washington D.C. and his passion is his family and serving others.

Lion Cheryl has been a Lion for 4 years. She also is a member of the Springfield-Franconia Host Lions Club. She has been a club president, zone chairperson and served on the district cabinet as Cabinet Secretary. Lion Cheryl has served internationally as a member of an Eye Service mission to Bolivia, El Salvador, and Vietnam providing vision services to over 15,500 people. She has also volunteered at the Remote Area Medical project in Wise VA. She is a Melvin Jones Fellow and a graduate of the Regional Lions Leadership Institute. She has also served her district as a Club Excellence Process (CEP) facilitator. She is a retired Marketing Specialist, having worked at USPS headquarters in Washington D. C. and spends her time substitute teaching in the Fairfax County school system. Her passion is her grandchildren and helping others.

Nurturing and finding leaders is a challenge for any organization, although we tend to think it is a problem unique to Lions. If you Google Leadership you will be amazed with the number of references that pop up.

- Leadership Problems -non profits 348,000,000
- Leadership problem solutions 418,000,000
- Leadership skills 153,000,000
- How to be a leader 533,000,000
- Leadership training 32,500,000

So it is obvious that a lot of time, effort, and paper have been devoted to this problem. Feel a little better? We are not the only organization dealing with this challenge.

So what is the answer? Unfortunately there is no “magic” bullet that will solve this problem easily and once and for all. It will take understanding of the problem, unique approaches to the problem and basic hard work. So let's begin.

What are we looking for in a leader? There are several characteristics that are necessary for the leader to be successful in inspiring people to achieve at a level not reached before and to make people believe that the designated goals can be accomplished.

Confidence, a leader must have confidence in his or her abilities to be able to inspire confidence in the people he is leading.

Compassion, you must be able to understand and empathize with other people's feelings and concerns. You cannot hold yourself above the people that you are leading. They need to feel that you do understand their hopes, dreams, and concerns.

Decisive, you must be able to make a decision and stick to that decision. This can be very difficult, especially if you are afraid of confrontation. No one likes to upset or hurt another individual's feeling. But, sometime you will have no other choice. The key is to explain your decision to the other person and help them understand that the good of the organization has to take precedence over the concerns of the individual.

Open Minded, you must be receptive to all ideas that you will receive. I am sure you all have heard the expression, “We have tried that before and it didn't work.” That excuse has probably sent many new members heading for the door and other service organizations.

Visionary, a leader must be capable of envisioning the way the organization should be. How do we increase our level of service? How do we keep our members satisfied? What can I do to help my members to see where we are going and help them to get there?

Caring, you must be genuine in your feeling for the people that you lead. If the members know that you sincerely care about them, that you appreciate the time that they take from their family and work place to serve as a Lion, then they will respect you and follow you.

Mentor, there is no greater satisfaction than to see people that you have guided be successful. The Lions **Mentoring**, the Lions Mentoring Program, provides a great opportunity for leaders to learn how to mentor their members in an effective manor. When you mentor a member you are planting the seed for a future leader by making them confident in their ability to lead.

Integrity, why do you think this is important? How many of you remember Watergate? The damage that incident did to the office of the American President is incalculable. People need to believe in their leaders. If you do not have integrity, there will always be an issue of credibility. Can we trust this person? Would you follow a leader that you did not trust? More than likely, no.

Ethical, in my district, 24-A in Virginia, we piloted the first comprehensive ethics training course for Lions. This was a direct result of several unethical actions by people holding positions of leadership in the district. I know that we have a “Lions Code of Ethics” and some would say that is sufficient. But we found an overwhelming acceptance for this training. An ethical leader inspires trust. They make decisions based on the good and welfare of the organization not a personal agenda. Members have confidence in this type of leader, knowing that the good of all members is being represented.

Courageous, this is a characteristic that is greatly needed. It takes courage to make a decision that is unpopular but is needed for the survival and growth of the organization. Having the courage to confront an issue rather than avoiding the issue. Having the courage to make an unpopular decision and stick with that decision. Having the courage to try a new course of action even when you know it will disturb the members but you know it is the right course to take. Having the courage to be a change agent.

Commitment, having the ability to commit to a course of action and convince others that the chosen course of action is correct for the organization. Having and demonstrating the power of your convictions. Empowering others to take up the flag and make the action a reality.

We have discussed a number of qualities that a leader should have and looking at the list you may think that this would be a daunting task. Where will I ever find someone with all of these qualities? No wonder we cannot find leaders? Actually, if you look inside yourself, you will probably see most of these qualities already there. The trick is to be able to be in a position where you can demonstrate these qualities and that is the opportunity of leadership.

We know that a lot of Lions will gladly step up and become leaders, but we still seem to have a problem finding enough Lions willing to take on this responsibility. Why is that? There are several reasons why a Lion does not want to be a leader.

Lack of confidence, it does take a lot of self confidence to assume the role of a leader. After all, people will be depending on you and your decisions. What if I make a mistake? What happens if my decisions are wrong? This becomes, Fear of Failure, people do not want to be in a position where they may not be successful.

No support, Lions have watched how things happen at the club or district level and they see other Lions struggling to make things happen. They cannot seem to get enough support from other members to be successful. Why would you want to put yourself in that position?

Lack of Opportunity, Fred has been running the eye screening project for the last ten years and he does a great job. We really do not want to replace him. Does this situation encourage a Lion to step up and run a project? Do we create the opportunity for Lions to begin the leadership process by allowing them to chair a club or district project? After a few attempts the Lion will get frustrated and believe that there is no opportunity to grow their leadership skills.

Other Obligations, it can be family, work, church, school, there are many demands on a person’s time today. But, people will make the commitment to assume a leadership position if the ROI (Return on Involvement) is worth it. If they receive encouragement and support, if they feel that the time that they spend is worthwhile and is making a difference in the lives of others, then they will step up and gladly assume a leadership position.

They were never asked, “I know Jane, she is really involved with her family and church, she would not have the time to be the 1st vice president.” Is that true? Did anyone talk to Jane? Maybe she would be more than willing to begin the leadership journey in Lions but no one has asked her.

How to grow Leaders

Start at the club level, when a person joins the Lions Club; ask them how they wish to serve. Find out what talents and skills they have. Once you know these facts match them to a service project or fund raiser. Make them an apprentice chairperson. Allow them the time to learn the process with the knowledge that they will be taking over the activity. Use a sunset rule. Every committee or project chair will be replaced after a set number of years. It could be one, two or three depending on how many new members you have that wish to get involved in project management. Make sure that all new members know and understand that there is opportunity for them in a leadership role if they so desire and are qualified.

Try targeted recruitment. All too often we are so hungry for new members that we will take any warm body that indicates a willingness to join. Think about targeting people those already possessing or demonstrating leadership abilities. The successful lawyer, doctor, business man, department manager, people who are already in a leadership role in their community. What is the worst that they can say? No.

Leading Lion Program

The Leading Lion Program provides a process to address the qualities that are needed in a leader and some of the reasons that people find to avoid leadership roles. It will provide a sense of achievement, personal growth, and recognition. It will instill confidence and create a comfort zone for the Lion member.

Leading Lion Program Instructions

Congratulations on taking the next step to move forward in your Lions' career. Our organization needs qualified leaders who have the courage to take on the role of a leader, the commitment to improve their leadership skills and take action once they are in a leadership position to move our organization forward in a positive manner.

The first thing you need to do to begin the Leading Lion process is to log on to the Lions Learning Center using this link; <http://www.lionsclubs.org/EN/member-center/leadership-development/lions-learning-center/index.php>

Once you are in the Learning Center you will need to register. You can view an online tutorial that will guide you through this process at; <http://www.lionsclubs.org/EN/member-center/leadership-development/news-train-llc-video.php>.

Once you are registered you can select the course from the Leading Lion curriculum. Since you are just beginning the program your courses will be listed under Level One, the Basic Degree.

Leading Lion Program Curriculum

Three levels based on the four core competencies and the corresponding 18 courses for leaders in the Lions Learning Center.

- Level One** **Leading Lion Basic Degree**
- Introduction to Lions Leadership
 - Writing your personal mission statement
 - Setting goals
 - Delegation
 - Effective listening
 - Managing meetings

- Level Two** **Leading Lion Master Degree**
- Member Motivation
 - Effective teams
 - Decision making
 - Creativity
 - Promoting innovation
 - Public speaking
 -

- Level Three** **Leading Lion Graduate Degree**
- Coaching
 - Managing change
 - Conflict resolution
 - Valuing member diversity
 - Providing community service
 - Public relations
 -

You need to start at Level One and work your way through Level Three.

You can do the courses at your leisure and in the comfort of your own home. Once you have completed all courses for a particular level you will be awarded your certificate for that level. Once you have completed all three levels you will be awarded your degree as Leading Lion.

Thank you for having the courage and commitment to serve as a leader in Lions.

This program has been used successfully in our District 24-A in Virginia. The benefits are obvious, an easy to follow formatted program that will help grow qualified leaders for our organization and provide Lions with the necessary skills and confidence to lead.

In our district we assigned the 2nd Vice District Governor the responsibility of managing the Leading Lion program. Participants would forward their notice of completion when they had completed each level. They would receive a certificate of participation which listed the degree completed. After completing all three levels they were presented with a certificate mounted on a plaque celebrating their accomplishment of becoming a Leading Lion. This program has only been used in District 24-A in Virginia and has not been incorporated in the Lions Learning center. For more information on this program please contact PDG Dennis W. Kelly III at cad123@verizon.net.

31. HOW TO BID FOR A USA/CANADA LIONS LEADERSHIP FORUM

Presenter: PID Chuck Kostro

PID Chuck Kostro is a forty year Lion who served as an International Director from 1997 to 1999. He was Chairperson of the 2009 USA/Canada Forum in Memphis. He also served as the Host Chairperson for the 2006 Lions Clubs International Convention in Boston. He has been an instructor at the LCI District Governor Elect School and the LCI Leadership Institutes. PID Chuck was also a member of the LCIF 9/11 Central Steering Committee. Currently, he is serving as Secretary and 2012 Site Selection Chairperson for the USA/Canada Lions Leadership Forum. PID Chuck is a retired Computer Engineering Program Manager.

To host a USA/CANADA Lions Leadership Forum is a great opportunity, not only for the Lions in a district and/or multiple district, but also for a city to showcase its many special qualities. Putting on the Forum is truly a TEAM effort. For it to be a success, all the team members must know their responsibilities and work effectively to accomplish the task at hand. Today, we will discuss the areas of importance and how each of the team players assists each other to bring the forum bid to completion.

First, let me clarify that the next city to be considered is five years away in 2017. If you can't bid this year, please take a bid package and consider hosting a Forum in the future.

1. Multiple District: It is required that any bid to host the Forum be approved by the Council of Governors for the Multiple in which the Host City is found. Any bid which does not have the signature of the Council Chair for the Multiple will be automatically disqualified. There are certain requirements/expectations for which the Multiple District will be responsible. During this session, we will explore each of these requirements and emphasize the most positive outcomes.
2. District: It is required that any bid to host the Forum be approved by the District Governor for the District in which the Host City is found.
3. Host City: In the initial stages, the bidding Multiple District/District will work directly with the Host City's Visitors/Convention Bureau. The Bureau will be responsible for completing the bid form. The Bureau will provide information on hotel, convention, audio/ video, transportation and catering costs.

After the Bid Form has been completed, it has to be submitted to the USA/Canada Forum Secretary before the December 31st deadline.

1. Site Selection Committee: The Forum has a committee called the Site Selection Committee. It is comprised of three members. They are the last three Forum Chairpersons, with the Chair being the longest serving member. This team will visit those bidding cities, as required. As outlined in the bid package, the bidding host cities are responsible for the expenses of the team on a site inspection. The visit usually consists of three or four days. The team will review the bid package with the Bureau and visit the hotels and convention center. The Site Selection Team will review all bids, taking into consideration the best location and value for the attendees. They will make a recommendation to the Forum Executive Committee.
2. North American International Directors: A final report of the Site Selection Committee is given at a meeting of all International Directors from North America (USA and Canada). In addition, any sitting International Officers from North America are also involved in the final selection. The ranking International Officer from North America serves as the Honorary Chairperson for the Forum. After careful consideration, the North American Directors will vote on the city to host the Forum.

It must also be clearly understood that the final awarding of the bid is contingent upon the approval of contracts that met the requirements of the bid process. Most of these contracts will be signed 2 ½ years from the actual date of the forum.

Today, we have a panel that will discuss in detail the bid package including responsibilities, timelines and leadership opportunities. This seminar will be everything you need to know on how to bid for the USA/Canada Lions Leadership forum.

32. HOW TO PLAN AND CONDUCT A FRIENDSHIP NIGHT EVENT

Presenter: PDG Ted Ladd

Lion Ted Ladd is a member of the Beltsville Lions Club, District 22-C and has 23 years in Lionism. He served as Club President 7 years, Club Secretary 4 years, Cabinet Treasurer, Cabinet Secretary, Vice District Governor, and District Governor in 2007-08. In addition, he has been Chairman of Board Trustees of the MD-22, Lions Vision Research Foundation (LVRF) of the Wilmer Eye Institute, Editor of LVRF newsletter, and District 22-C Global Membership Team coordinator. Lion Ted has received Club Lion of the Year, District 22-C Bull Thrower Award, 6 LCI Club President's Excellence awards, 7 LCI President Certificates of Appreciation, Leadership Medal, LCI Membership Master Builder key, Melvin Jones Fellow and Life Member. Lion Ted is retired from Federal service and News Director & Advertising Manager of The Beltsville News, the town's monthly newspaper. He is married to Lion Ann Ladd. They have 3 children, 8 grandchildren and 2 great-grandchildren.

WHAT IS A COMMUNITY FRIENDSHIP NIGHT?

A Community Friendship Night is a Lions Club meeting planned exclusively for the purpose of introducing prospective Club members to the Club with the objective of having them join.

SETTING THE DATE, TIME AND LOCATION

It's a good idea to plan ahead and select a regular Club meeting night to hold the event.

INVITING POTENTIAL MEMBERS

The best approach to inviting potential members is for members of the Club to personally invite people they wish to have in the Club, as opposed to advertising in local newspapers. The personal approach is best.

DINNER OR SNACKS

Decide whether to provide a full dinner, or perhaps snacks. If the event is scheduled on a date when the Club usually has a dinner meeting, then dinner may be the most convenient plan.

PREPARING FOLDERS FOR GUESTS

Contents might include, for example, a Club brochure, the most recent Club Newsletter, Membership related brochures provided by Lions Clubs International, an application for membership, notepaper and a pen. You may order membership brochures and membership applications by calling LCI at 1-630-571-5466. You may order 100 of each at no cost.

AGENDA FOR COMMUNITY FRIENDSHIP NIGHT

Greeting

Greet guests and give each a folder with his/her name on it

Opening

MC, usually the Club President, calls the meeting to order and follows the club's usual protocol for opening a regular meeting.

Introductions

MC asks sponsors to introduce invited potential members and introduces all other guests

Refreshments/Meal

The meeting is adjourned while refreshments (perhaps a meal) are made available

Reconvene Meeting

The meeting is called back to order, and the MC describes contents of the folders provided guests.

Keynote Speaker Address

MC introduces the keynote speaker who will provide commentary regarding the history of Lionism and perhaps personal observations about the ways in which Lions have helped people in the larger community.

Cost of being a Lion

The Club Treasurer outlines the cost of dues, meals and other possible expenses, pointing out that dues go into the administrative fund.

Meetings

Another member describes regular and board meetings, where they are held, with what frequency, and the nature of the meetings.

Fundraisers

Another member describes the Club's fundraising activities, where and when they are held, pointing out that every penny collected goes into the activities fund used to help the needy.

Testimonials

Members are invited to come forward and describe one of their most memorable events since becoming a Lion. This is one of the most vital parts of the program.

Questions and Answers

Guests are invited to ask questions. Provide good answers, while being brief. Finally, remind them that they can apply for membership this evening by completing the invitation to membership and providing the applicable fee. Explain that the Board of Directors will vote on their application for membership at their next meeting.

Announcements

Adjourn

OBSERVABLE EFFECTS

Attending a Club Friendship event has a positive impact on many of the existing members. Discussions of Lionism and Club activities motivate existing members, and at the same time generate enthusiasm among guests. Some of the persons who join on friendship night can be expected to sponsor new members, perhaps very soon, and the overall effect of the community friendship night is very positive in terms of member morale and membership growth.

33. BECOME A "WORLD CLASS" COMMITTEE CHAIRPERSON

Presenter: PCC Roger LaMothe

PCC Roger is a multiple-year presenter at the USA/Canada Forum as well as numerous multiple district and district events. He has been chairperson of many multiple district committees including Constitution and By-laws, membership, Long Range Planning and Leadership Development. He has served as President of both the Michigan Lions Foundation and the Michigan Braille Transcribing Fund. Lion Roger has been a participant in four Michigan Lions Latvia Eyeglasses Missions. He was a parade sector captain for the 2004 Detroit International Convention. He served as district coordinator for Campaign SightFirst II. Roger is committed to community service as president of a local school board and a United Way allocations committee. He is retired from Consumers Energy Company having served as a Rate Administration Supervisor and continues on the company's retirees association Board of Directors.

The title "Committee Chairperson" is the most common yet most responsible position a Lions Club member can hold. Committees are responsible to get the vast majority of the organization's business completed. Lion leaders cannot do everything by themselves. A Lion that accepts the responsibility of Committee Chairperson is responsible for successfully accomplishing the goals of that committee. The chairperson is responsible for taking the initiative to start the process, to carry out the duties and to provide periodic reports on the committee's progress.

1. Do your homework
 - a. Know what you are supposed to do
 - b. Have assigned goals (from the presiding officer or policy manual)
 - c. Know your authority (and limits)
 - d. Know your budget
 - e. Know your fellow committee members
 - f. Visit your project
 - g. Review existing programs and materials
 - h. Use your committee members
 - i. Have a plan to accomplish goals
 - j. List tasks (in do-able pieces)
2. Start planning
 - a. Start as soon as you know your responsibilities
 - b. Set meeting dates (phone/email members)
 - c. Set regular time and place
 - d. Schedule meeting room
 - e. Arrange for food/snacks
 - f. Last minute check

3. Reminders, Location Changes, Time Changes and Cancellation Notices
 - a. Mail/email/phone
 - b. Notify guests and others who may attend
 - c. RSVP?
4. Have a Printed Agenda
 - a. Schedule agenda items in order of importance
 - b. Check in minutes (club/cabinet/MD) for topics to be included
 - c. Check with fellow committee members
 - d. Ask chairmen of other committees
 - e. Carry-over business from prior meetings
 - f. External input
 - g. Distribute in advance, if possible
5. Use Current Technology
 - a. FreeConferenceCall.com
 - b. Phone-in
 - c. video
7. Stay Focused (Follow Agenda)
8. End on Time
9. Make a Record of the Meeting

Distribute copies to the appropriate parties

 - a. Committee members
 - b. Governing authority
 - c. Committee records
10. Results, Recommendation and Further Actions
11. Responsibility to Authorizer, Other Committees and Clubs
 - a. Club to District
 - b. District to Multiple District
 - c. Feedback to clubs (letters/newsletters/emails)
12. Promotions and Public Relations
 - a. Club presentations
 - b. Newspaper/radio/television/internet
13. Pass on Records
14. "Chairperson for Life" – Give Others a Chance

34. WHAT TO EXPECT IN OVERLAND PARK, KS, in 2013

**Presenters: PID Doug Lozier
PDG Neal K. Nichols**

Douglas A. Lozier from Indianapolis, IN, served as an International Director from 2008-2010. Past Director Lozier is a corporate environmental manager. A member of the Carmel Lions Club since 2000 and a Lion since 1976, Past Director Lozier has held many offices within the association, including club president, zone chairperson, deputy district governor and district governor. He has also served as a leadership chairperson and a trustee of the Indiana Lions Foundation. He has received numerous awards, and he is a Progressive Melvin Jones Fellow. Lion Doug has been active in the National Environmental Safety and Health Association, the American Society of Safety Engineers and the Purdue University Alumni Association. Past Director Lozier and his wife, Kathy, also a Lion and Melvin Jones Fellow, have a daughter and a granddaughter.

Past District Governor Neal K. Nichols is a member of the Overland Park Host Lions Club in Overland Park, KS. He has been a Lion for 48 years and has held almost all club offices. He has received two Presidential Certificates of Appreciation and an International Leadership Medal. He is serving as the District 17-O Global Leadership Team Coordinator. He is a graduate of the Lions Faculty Development Institute and is a Progressive Melvin Jones Fellow. He is serving as Host Committee Chairperson for 2013 Overland Park, KS, Forum. Lion Neal has been a high school history and government teacher, high school principal, teacher association representative, small business owner, and ground transportation operator (taxicabs). He is married to District Governor Beverly W. Nichols; they have 4 children, 7 grandchildren, 2 great-grandchildren.

The Lions of Kansas and the Forum's Planning Committee welcome and encourage you to attend the USA/Canada Lions Leadership Forum in 2013.

Overland Park History:

Overland Park is the second most populous city in Kansas and is the largest suburb of Kansas City, Missouri. As of the 2010 census, the city population was 173,372. Overland Park has consistently ranked in the top 10 of CNN/Money and Money magazine's 100 Best Cities to Live in the United States. Additionally, the city was ranked as one of "The Best Places to Raise Your Kids in 2009" and was ranked 3rd for "America's 10 Best Places to Grow Up."

The city was founded in 1905, by William B. Strang Jr., who plotted subdivisions along a military roadway on 600 acres he purchased that are now part of the old downtown area. One of those subdivisions was named Overland Park, and was the site for the first airplane flight west of the Mississippi with shows by the Wright brothers, sponsored by Strang, on December 24, 1909.

The city is home to Overland Park Arboretum and Botanical Gardens—a 300 acre arboretum and botanical garden. The Oak Park Mall with 1,800,000 sq. ft. and 200 stores, it is the largest mall both in the Kansas City Metropolitan Area and the states of Kansas and Missouri with Nordstrom, two Dillards, Macy's, JCPenney, is just south of the convention center.

The Deanna Rose Children's Farmstead, a 12-acre attraction, is among the top 10 tourist destinations in the Kansas City area. It has more than 200 animals, hay rides, fishing pond, early 1900s century school house and more. It was recognized in August 2008 as the top "family" attraction in Kansas City by the Nickelodeon Channel.

Historic Downtown Overland Park contains a Farmer's Market, the clock tower plaza and a statue of Overland Park City founder William B. Strang, Jr.

The largest employer in Overland Park is Sprint Nextel. The city is home to Sprint's world headquarters, which occupies 240 acres of the city and employs about 18,500 people. Overland Park is also home to the headquarters of Black & Veatch, Ferrellgas, Ash Grove Cement Company, and Compass Minerals. Applebee's was headquartered in the city until its move to nearby Lenexa, Kansas.

Accessibility:

Overland Park is easily accessed by driving your automobile to the center of the United States via Interstates 70 and 35. For many Lions, this will be just a one day's drive (8 hours west of Indianapolis, 3 hours south of Des Moines). Parking at all hotels and the convention center is FREE. Some hotels do have valet parking for a fee for those that so desire.

For those arriving by airplane, you will arrive at the Kansas City International Airport (MCI). You will need to arrange shuttle transportation to the hotels, which is about a 45-minute ride to the south.

We have arranged for FREE internet service in all Forum hotels including guest rooms. All hotels, the convention center, and Overland Park City are smoke-free.

Hotels:

- Sheraton (headquarters hotel, connected to convention center) *
- Courtyard by Marriott – at convention center *
- Hilton Garden Inn – at convention center *
- Marriott
- Holiday Inn and Suites
- Hyatt Place
- Hyatt Place – on Metcalf
- Courtyard by Marriott – on Metcalf
- Hampton Inn
- Comfort Inn
- Drury Inn
- Pear Tree Inn

*No shuttle bus service to convention center for these hotels

Keynote Speakers:

- Ed Hearn – Thursday night with Friday morning seminar
- Dayna Steele – Friday lunch with Friday afternoon seminar
- International President Barry Palmer – Saturday noon
- Patrick J Hughes and Patrick H Hughes – Saturday evening

Featured Special Seminar – the return of:

Dr. Love's Traveling Sponsorship Show on Saturday morning

Come join us as we "follow the yellow brick road and go over the rainbow to the Emerald City" at Overland Park, Kansas.

35. UPDATE ON LCI HEADQUARTERS

**Presenters: Lion Peter Lynch, Executive Director, LCI
Joe Schrepfer, Info Systems Manager, LCI**

Peter Lynch was appointed executive director of Lions Clubs International in January 2007. He had been with the association since 1990. He is responsible for the international office and all field administrative operations for the association and the Lions Clubs International Foundation. His goal is to evolve the organization to meet the challenges facing service clubs and civic organizations in today's world. He was graduated with distinction from DePaul with a Masters Degree in Public Services Management. Lynch resides in Downers Grove, Illinois, with his wife Carri, their daughter and two sons. He is a member of the Burr Ridge-Hinsdale-Oak Brook Lions Club and a Melvin Jones Fellow.

Joe Schrepfer is a manager at LCI in the Information Systems Department within the association's IT Division. He is responsible for overseeing the development and implementation of LCI's growing array of web-based information systems. Among other accomplishments, Joe led the team that developed the brand new "MyLCI" platform for membership, activities and club officer reporting systems that will replace the older WMMR system. Joe has been with LCI for several years now, and he brings more than 20 years of IT experience to LCI. He has been a critical resource at LCI to move our systems and support for clubs into the 21st century

Lions Clubs International Headquarters is a valuable resource for all Lions. While communications with some divisions and departments may be more frequent than with others, each is ready to offer Lions assistance.

Lions Clubs International was established in 1917 in Chicago, Illinois. Fifty-four years later, in 1971, our headquarters was relocated to its current location in Oak Brook, Illinois, a western suburb of Chicago.

The primary objective for LCI Headquarters is to manage the worldwide administrative functions of the association and the foundation, including the effective and efficient implementation of the board approved policies and programs. Approximately 300 individuals currently comprise the LCI and LCIF staff, which is organized into eleven divisions that collaborate to provide support and resources to the 1.35 million Lions clubs members around the world.



As the needs of our communities change, the needs of our Lions clubs members change, and your International Headquarters is able to respond. Technology enables us to do that more efficiently than ever before. Web-based communications, information, learning and development, membership and service reporting and even fellowship via social networking sites are supported by LCI Headquarters. As technology advances, support from International Headquarters will also, as we strive to support Lions in their efforts to provide quality, relevant service to those in need.

36. SPECIAL INTEREST TOPICS AND DISCUSSION FOR COMPANIONS OF PIPs AND PIDs

*Presenters: Lion Linda Madden
Anne Palmer*

This seminar is a gathering of the spouses of the current International Board members, Past International Presidents, and Past International Directors. As this seminar is for the discussion of current special topics for the companions of the International Family, this seminars cannot be covered with written text as it is more of a discussion than presentation.

37. CLUB PRESIDENTS, MEET YOUR PRESIDENT

Presenter: Wayne A. Madden, International President 2012-2013

Wayne A. Madden is a member of the Auburn Lions Club, Auburn, IN, and has been a Lion for 27 years. President Madden in an insurance agent and Certified Insurance Counselor, as well as an educator. His accomplishments are many, and the recognitions for his service to the association are vast. He holds a life Membership in the Association and has received the Senior Master Key Award. He has served on the LCI Executive Board Committee, LCI Long Range Planning board, LCI Board of Directors, and Global Membership Team Vice Chairperson. President Madden's main civic interests include eliminating illiteracy, fighting world hunger and poverty, and preventing and fighting blindness. He and his wife Linda have two children.

International President Wayne Madden will address the Club Presidents of the association about the Presidential Theme for 2012-2013.

"In a world of need, there is someone to help. In a world of suffering, there is someone who cares. In a world of destruction, there is someone to provide relief. In a world of illiteracy, there is someone to teach. And in a world of service, there is one name that stands out among others – Lions Clubs International. That's what we do. That's what we have always done. It is our motto, and the reason we exist.

"I grew up in Indiana, in the Midwest region of the United States. It is an area of rivers and streams, of farms and villages, covered bridges and sycamore trees, schools and fine universities, where the fall harvest is still one of the most important events of the year. Most of all it is home to people who still care about their neighbor's welfare. It's where I learned the value of giving back to the community. But as we can see all over the world, our communities are facing new challenges ranging from hunger to a growing lack of opportunity, especially for young people. And these needs seem to be getting bigger while resources are dwindling. Certainly our service is needed more than ever.

"If you're from Indiana like me – or a dedicated Lion anywhere in the world – I know you wouldn't stand for it. Lions are simply too big hearted and too compassionate to let problems like illiteracy and empty book shelves exist – not when there is so much we can do about it. So my theme for this year - "In A World of Service" - calls on Lions to not only celebrate our world of service but to expand our impact, rising up to meet new challenges.

"To do that, we need to grow our membership and build stronger clubs. How? Well, another inspiration from my Indiana roots comes from the world famous Indianapolis 500 auto race. Whether you are a fan of auto racing or not, I think everyone can appreciate the dedication, preparation, and TEAM work involved to enable a car, often exceeding 200 miles per hour, to complete the race incident free and win!!

"Successful race teams employ a well thought out strategy, and devise a formula for excellence. My winning formula is: Dedication + Preparation + Teamwork = EXCELLENCE. From the club level to the district governor team, the Board and executive officers, we are a team of over 1.35 million, joining together for the purpose of serving others. In order for a team to be effective, each member of the team must work in unison, while fulfilling their individual role. No one team member is more important than the other."

Emphasis will be placed on "A World of Service" - The importance of his theme

- **Dedication + Preparation + Teamwork = EXCELLENCE** -The formula for success
 - How to grow membership through meaningful service using the service initiatives
 - How the four PIT STOPS are a useful tool for assessment and can guide efforts to improve one's club
 - The Club Excellence Award and the "A World of Service" awards – What are they and how can you earn them?
-

38. DISTRICT GOVERNORS, MEET YOUR PRESIDENT

Presenter: Wayne A. Madden, International President 2012-2013

Wayne A. Madden is a member of the Auburn Lions Club, Auburn, IN, and has been a Lion for 27 years. President Madden in an insurance agent and Certified Insurance Counselor, as well as an educator. His accomplishments are many, and the recognitions for his service to the association are vast. He holds a life Membership in the Association and has received the Senior Master Key Award. He has served on the LCI Executive Board Committee, LCI Long Range Planning board, LCI Board of Directors, and Global Membership Team Vice Chairperson. President Madden's main civic interests include eliminating illiteracy, fighting world hunger and poverty, and preventing and fighting blindness. He and his wife Linda have two children.

“Our members and our clubs are the backbone of our organization, and carry on our heritage of service. We don’t just serve, we serve with dedication and passion because we have compassion for others. Lions care about other people. Whenever possible, we lend a hand to those in need – not just through our multitude of service projects, but in our day-to-day activities.

“WE SERVE because we comprehend that we have a responsibility to be of service to others. Compassion is trying to understand someone else's circumstances along with a willingness to reach out to them. Just feeling sorry is not compassion, and it’s not the Lions’ way. We look at the world from the other person's perspective, rather than our own.

“Apart from our multitude of projects, it is also important to keep in mind that even small gestures, at the right time, can mean the world to someone. Making yourself available for someone to talk to, being patient, sharing what you've learned from overcoming similar problems, running an errand, or giving someone a ride, are just examples of what you can do.

“It's not difficult to show compassion. All you have to do is listen to other people and be sensitive to their needs. You can bring a smile to a stranger. Hold a door open. Let someone in front of you when in line. Help carry packages. There is no act too small to be helpful. When we show compassion, we help alleviate someone's suffering. It’s that simple. Remember – the more you put in, the more you get back.”

International President Madden’s Seminar will include:

- “A World of Service” - The importance of his theme
- **Dedication + Preparation + Teamwork = EXCELLENCE** -The formula for success
- How to start new clubs and grow membership through meaningful service using the service initiatives
- How the four PIT STOPS are a useful tool for assessment and can guide efforts to improve one’s district
- The District Excellence Award and the Fast Start Award – What are they and how can you earn them?

39. GREAT LEADERSHIP STARTS WITH ATTITUDE

Presenter: James Malinchak

James Malinchak grew up in a small Pennsylvania steel-mill town near Pittsburgh as the son of a steelworker and a housewife. Multi-millionaire James Malinchak is now one of most requested highest paid motivational and business speakers and business marketing coaches in America.

Since 2001, Malinchak’s strong passion for serving others has impacted hundreds of thousands by teaching his unique personal and business strategies through his corporate and college speaking, public seminars, private coaching, books and home study courses. Malinchak has dedicated his life to helping others “Achieve a Better, Richer Business and Life!”™

Malinchak also is called America’s #1 speaker coach for anyone wanting to get started as a motivational speaker and start a personal achievement and corporate training company; and he’s the behind the scenes business marketing coach for top authors, speakers, trainers and celebrities in America today.

Giving back is a big part of Malinchak’s life and he has raised hundreds of thousands of dollars for various organizations and has donated thousands of dollars of his own money to help others. Especially dear to his heart is helping kids create a successful future by developing the belief in themselves that they can overcome challenges and achieve their dreams and goal.

A big part of Malinchak’s inspiration comes from his sister Vicki who died from a brain tumor. Malinchak says, “Having the chance to spend quality brother and sister time with my sister Vicki during the last few months of her life was the greatest blessing God has given me in my life. My experience being on the Secret Millionaire and having my heart and soul impacted by the amazing givers and servers I met on the show, is the second greatest blessing I’ve ever received!”

James Malinchak will bring us a seminar on Friday morning, which will be a motivational message that will empower the audience to motivate and inspire others to outperform themselves. This energizing seminar “**Great Leadership Starts With Attitude**” will help the audience discover the importance of working together, struggling together and achieving together. James empowers audiences to remember what **TEAM** stands for: **T**ogether **E**veryone **A**chieves **M**ore!

40. BECOME A “WORLD CLASS” COMMITTEE CHAIRPERSON

Presenter: PCC Roger LaMothe

PCC Roger is a multiple-year presenter at the USA/Canada Forum as well as numerous multiple district and district events. He has been chairperson of many multiple district committees including Constitution and By-laws, membership, Long Range Planning and Leadership Development. He has served as President of both the Michigan Lions Foundation and the Michigan Braille Transcribing Fund. Lion Roger has been a participant in four Michigan Lions Latvia Eyeglasses Missions. He was a parade sector captain for the 2004 Detroit International Convention. He served as district coordinator for Campaign SightFirst II. Roger is committed to community service as president of a local school board and a United Way allocations committee. He is retired from Consumers Energy Company having served as a Rate Administration Supervisor and continues on the company's retirees association Board of Directors.

The title “Committee Chairperson” is the most common yet most responsible position a Lions Club member can hold. Committees are responsible to get the vast majority of the organization’s business completed. Lion leaders cannot do everything by themselves. A Lion that accepts the responsibility of Committee Chairperson is responsible for successfully accomplishing the goals of that committee. The chairperson is responsible for taking the initiative to start the process, to carry out the duties and to provide periodic reports on the committee’s progress.

1. Do your homework
 - a. Know what you are supposed to do
 - b. Have assigned goals (from the presiding officer or policy manual)
 - c. Know your authority (and limits)
 - d. Know your budget
 - e. Know your fellow committee members
 - f. Visit your project
 - g. Review existing programs and materials
 - h. Use your committee members
 - i. Have a plan to accomplish goals
 - j. List tasks (in do-able pieces)
2. Start planning
 - a. Start as soon as you know your responsibilities
 - b. Set meeting dates (phone/email members)
 - c. Set regular time and place
 - d. Schedule meeting room
 - e. Arrange for food/snacks
 - f. Last minute check
3. Reminders, Location Changes, Time Changes and Cancellation Notices
 - a. Mail/email/phone
 - b. Notify guests and others who may attend
 - c. RSVP?
4. Have a Printed Agenda
 - a. Schedule agenda items in order of importance
 - b. Check in minutes (club/cabinet/MD) for topics to be included
 - c. Check with fellow committee members
 - d. Ask chairmen of other committees
 - e. Carry-over business from prior meetings
 - f. External input
 - g. Distribute in advance, if possible
5. Use Current Technology
 - a. FreeConferenceCall.com
 - b. Phone-in
 - c. video
7. Stay Focused (Follow Agenda)
8. End on Time
9. Make a Record of the Meeting
 - Distribute copies to the appropriate parties
 - a. Committee members
 - b. Governing authority
 - c. Committee records

10. Results, Recommendation and Further Actions
 11. Responsibility to Authorizer, Other Committees and Clubs
 - a. Club to District
 - b. District to Multiple District
 - c. Feedback to clubs (letters/newsletters/emails)
 12. Promotions and Public Relations
 - a. Club presentations
 - b. Newspaper/radio/television/internet
 13. Pass on Records
 14. "Chairperson for Life" – Give Others a Chance
-

41. MEETINGS, BLOODY MEETINGS

Presenter: PCC Mike Molenda

Lion Mike is an attorney and former teacher in Minnesota, explores 5 common mistakes made in meetings of any kind; whether they are Lions, social or business related. The "Meetings, Bloody Meetings" instructional video starring John Cleese of Monty Python fame is viewed and discussed as he and an English Judge compare Cleese's style of preparing for and running a meeting to that of an English Courtroom. Also discussed are when and how Parliamentary Procedure can be used as well as discussing types and orders of agendas that keep meetings interesting and within reasonable time restraints.

Lion Mike and his wife Linda, are members of the Rosemount Lions Club, live in Hastings, Minnesota, and have a daughter and 2 grandsons.

I've got to go to a meeting.

It is a phrase that makes most people's heart sink and that goes with boredom, frustration, and a general waste of valuable time and yet we all know you can't manage without meetings. A team isn't a team unless we all get together to worry away at problems and come to decisions. The answer of course is to have efficient, effective and productive meetings. We all know that is easier said than done.

A recent survey of 1,000 executives and managers from top American companies revealed that they felt that 1/3 of the time they spent in meetings was wasted. And it is even more serious than it sounds because the more senior you get, the more meetings you go to. 17 hours of them a week for the top executives in the survey and 80% of a 1,000 also felt that running meetings was a crucial test of a manager's ability.

Meetings are management; they are at the heart of any quality program; and any quality organization for that matter. Good meetings send everyone off with a sense of purpose and the feeling they got somewhere. Bad meetings leave them demotivated, irritated and alienated. If you think about it, a meeting is often the only time the whole management team comes together. It's the only place the leader is seen as a leader, rather than the official individuals report to. If they feel their time is being wasted, they lose respect not just for the leader, but also for the wider organization that put that leader in place.

And now, one really depressing finding, people who run meetings badly don't improve with experience. Even worse, people who attend their meetings pick up their bad habits. Many of them genuinely don't realize their making a mess of it. They are not even aware that running these meetings is a teachable learnable skill. But of course, it's not a gift; it's a technique.

In fact, a technique with 5 key elements. These 5 elements supply the framework on the Video Arts training video Meetings, Bloody Meetings. It's the most popular video we have ever made and it is probably the most widely used training video of all time. And that means that quite a lot of people do realize that running meetings is an essential management skill and that it has to be learned. The fact that you are about to watch it suggests that you share that realization. So, I hope you enjoy it.

How many of you have been to a non-Lions Meeting that was poorly led? How many of you have been to a poorly led Lions meeting? Club meetings? Committee meetings? Zone or Region meetings? Cabinet meetings? All-District meetings? Council of Governors meetings? What kind of things did you see at those meetings that made it poorly led?

Do you agree with the host's statement that a poor meeting can leave you demotivated, irritated and alienated? How about the statement that a poorly run meeting leaves you with loss of respect for the leader? And it can lead to a lack of respect for the organization as a whole? Would new Lions be particularly susceptible to that loss of respect for Lions?

Let's see what kind of mistakes this leader makes.
Late? No agenda? Ignoring side bars? Let's see what the Judge had to say.

Have any of you ever been to a meeting and wonder why you were there? Why the meeting was called in the first place?

Let's see his second set of errors.

We would like to see Agendas sent out to the people in attendance at least 7-10 days before the meetings. This leader did, stating the agenda item was, "Improving Company Communications."

What were the different interpretations that the team members have? Staff costs? Equipment? Computers? Telephones? Management time? How to explain company results to team leaders? Newsletter?

"Item 6 Expenditure on maintenance on equipment." More? Less? Cost of extra maintenance?
"Sterling Contract—estimates and terms." What was needed? Machine hours; Review of similar contracts; delivery date; pricing; materials.

What did the Judge have to say?

There was a third mistake; let's see what it was. What mistake did you see? Poor allocation of time? Assumption that the project should be done before deciding whether it was possible to do it? Having a guest waiting too long before bringing her in?

What did the Judge say?

He made a 4th mistake. Let's see what it was.
How many different "Discipline" items were brought up? Theft of utensils; Friday – Monday absences; consequences; commitment; bad changes; no problems; training consultation and involvement; not enough work leaving idle hands.

What did the Judge have to say about that mistake?

Let's see the last mistake.
Anyone ever try to remember what you gave at a Parade of Green the previous year? Who has already received a certain award? A secretary that didn't take detailed minutes?

Let's see the summary of the 5 major mistakes and how to avoid them:

- 1.) **PLAN** – Be clear about the precise objectives of the meeting. Be clear why you need the meeting and list the topics.
- 2.) **INFORM** – Make sure everyone knows exactly what is being discussed, why, and what you want from the discussion. Anticipate what people and information may be needed and make sure they're there.
- 3.) **PREPARE** – Prepare the logical sequence of items. Prepare the time allocation to each item on the basis of its importance, not its urgency.
- 4.) **STRUCTURE AND CONTROL** – Take the evidence stage before the interpretation stage, and the interpretation stage before the action stage and stop people from jumping ahead or going back over old ground.
- 5.) **SUMMARIZE AND RECORD** – Summarize all decisions and record them straight away with the name of the person responsible for any action.

Parliamentary procedure and Robert's Rule of Order. Did they use them? Should they? Is there anything wrong with the Secretary putting in the minutes that "The consensus was that we should move forward with the Christmas tree sales?" What size limit of the group do you think that will work with?

Do motions made by a Committee Chair on behalf of a committee need a second? Does someone saying "I call for the question" end discussion? Is it debatable? When you "table" or "postpone" something what else do you have to do.

I've handed out a couple of Agendas I've used. One of them is a little different. What do you think about it for a training day? How about the other one?

Does anyone have any questions or comments?

Thank you for coming. I hope this was beneficial and helps you to be a better leader in the future, whether it is in Lions, your workplace or in some other group with which you're involved.

Please make sure you complete your evaluations and drop them off on your way out.

42. CLUB CONSTITUTIONS – KEEPING UP WITH THE TIMES

Presenter: Amy J. Peña, Senior Attorney, LCI

In addition to being the Senior Attorney for Lions Clubs International, Amy is a Lion member of the Burr Ridge Hinsdale Oak Brook Lions Club in Illinois, District 1J. She has been a member of the Lions Club for 9 years and held the office of President in 2006. She is a Melvin Jones Fellow.

INTRODUCTION

A working knowledge of the club's constitution and by-laws is essential to the success of a good Lions leader in his/her club. The club's constitution and by-laws provide the working framework for proper club operations and administration so that members can focus their attention and energy on service to their community. This seminar will provide an overview of the club's constitution and by-laws, including the interaction and supremacy of the club constitution as it relates to the International Constitution and By-Laws, District (single, sub- and multiple) Constitution and by-Laws and Board Policy. We will look at the history of the club constitution and review some of the major changes that have occurred since the first standard form club constitution that was provided in 1935.

SUPREMACY OF DOCUMENTS

In understanding the Club Constitution and By-Laws, it is essential to also understand how the Club's Constitution and By-Laws interact with the District (single, sub- or multiple) and, International Constitutions and By-Laws, and policies adopted by the International Board of Directors. Generally, no provision of any club or district constitution may conflict with the International Constitution and By-Laws. For clubs that have not adopted their own Constitution and By-Laws, the Standard Form is approved by the Board of Directors and governs until such time as the club amends or adopts their own.

In order to identify whether a conflict exists, the following questions must first be asked: 1) What is the provision in question; 2) is it a club, district or international matter; and 3) is the provision covered in all constitution and by-laws? The following is the order of supremacy of the various constitutions and by-laws.

International



Multiple



Sub-District



Club

The Club's provisions must be in compliance with all of the above constitutions.

KEY PROVISIONS OF THE CONSTITUTIONS

The only way to understand the constitution and by-laws is to read them! Many times we can get lost in the procedural language and the often used "legalese." The content of a society's constitution and by-laws have important bearing on the rights and duties of members within the organization – whether they are present or absent from the meetings – and on the degree to which the general membership is to retain control of, or be relieved of detailed concern with, the club or district's business. Key provisions to understand the essence of the organization relate to 1) Membership - which includes eligibility, rights, obligations and privileges; 2) Officers and Board Members; 3) Elections; and 4) Meetings– which includes when and how to conduct them. These provisions highlight the function of a club, but keep in mind that the overarching provisions that govern every aspect of a club are the PURPOSES. These are essential to the operation of every Lions club and every member should know what the Purposes of Lions Clubs are.

Purposes: To create and foster a spirit of understanding among the peoples of the world; To promote the principles of good government and good citizenship; To take an active interest in the civic, cultural, social and moral welfare of the community; To unite the members in the bonds of friendship, good fellowship and mutual understanding. ; To provide a forum for the open discussion of all matters of public interest; provided, however, that partisan politics and sectarian religion shall not be debated by club members; and To encourage service-minded people to serve their community without personal financial reward, and to encourage efficiency and promote high ethical standards in commerce, industry, profession, public works and private endeavors.

STANDARD FORM CLUB CONSTITUTION

The first record of the Standard Form Club Constitution developed for the clubs was dated August 1935. The Constitution was 20 pages long and contained a detailed plan of how each club meeting should be structured. The sample order of business for a club meeting in 1935 looked like the following:

12:15- 1:30 or evening 6:30 – 7:45
12:15 Meeting called to order by President
National Anthem
Flag Salute
12:18 Invocation
12:19 Song, "Don't You Hear Those Lions Roar!"
12:21 Oral Roll Call and Introductions
12:28 Talk on Lionism (Lions Education Committee)
12:31 Announcements, Including Reading of Communications
12:33 Singing
12:38 Speaker or Entertainment
1:20 Final Business and Committee Reports
1:25 Closing Song
1:30 Adjournment

(Dull moments should be lightened with songs. In roll call, member can either state his business or introduce the member to his right. Meetings should begin on time and end on time. Let there be no dull moments. National flag should be displayed in prominent place.)

The changes between the first club constitution and by-laws and the current one are striking. The current constitution provides clubs with flexibility in holding meetings and conducting business to account for new methods of communicating such as email, teleconference or video conferencing. The other striking difference between the two relate to committee responsibilities. The 1935 by-laws had very detailed descriptions and duties of set committees. Current clubs have flexibility in the committees that they form and their function depending upon the needs of the community that they are servicing.

AMENDING YOUR CONSTITUTION AND BY-LAWS

The constitution and by-laws can be amended by the club by the club membership in accordance with the Club's Constitution and By-Laws. The Standard Form Club Constitution and By-Laws requires that amendments must be approved by the affirmative vote of two-thirds (2/3) (for the Constitution) or a majority (for the By-Laws) of the members present in person and voting, provided that the board has previously considered the merits of the amendments. With every amendment comes the requirement that proper notice must be given to the members so that they have an opportunity to review and analyze the amendments to determine whether the vote in the affirmative. Under the Standard Form Club Constitution and By-Laws, the notice required is 14 days prior the meeting at which the vote on the proposed amendment is to be taken.

Before the constitution and by-laws are amended, a committee, such as a Constitution and By-Laws Committee should review proposed amendments to ensure that they do not conflict with a provision of the International Constitution and By-Laws or Board Policy.

RESOURCES AND INFORMATION FOR LIONS

The International Constitution and By-Laws, Board Policy and the Standard Form Club, District and Multiple District Constitution and By-Laws are available on the Association's website at www.lionsclubs.org in the Legal Division Resources section. These documents are updated every year at the end of convention. You can either download the document (in a PDF format) or contact the Legal Division for a Word formatted version of the Standard Forms. We also print limited copies of the constitutions which are available upon request.

Contact: Legal Division
Lions Clubs International
300 W. 22nd Street
Oak Brook, IL 60523

Phone: 630- 203-3847
email: legal@lionsclubs.org

43. HOW WELL DO YOU COMMUNICATE?

Presenter: PID Rick Myers

Lion Rick Myers has presented at previous Forum venues including Edmonton, Milwaukee, Syracuse, Peoria, Ft. Worth, Reno and Anchorage. He served on the Planning Committee for the USA/Canada Forums for a number of years.

A member of the John C. Fremont Lions Club and the Fremont Lioness Club, as well as Elkhorn Lions Club, Inc., all in Nebraska, USA, Rick served on the Lions Club International Board of Directors in 1998-2000.

A practicing lawyer and occasional college instructor, Rick and his wife, Lion Marsha, are both progressive Melvin Jones Fellows.

- There are several "styles" of communication. Most of us exhibit one of the recognized types. These types include:

Driver--result oriented, demanding, independent
Socializer--optimistic, impulsive, charismatic
Relater-- team-oriented, supportive, resistant to change
Thinker--perfectionist, factual, orderly, quality control is king

- Each of us will improve the effectiveness of our communications if we 1) identify our own style of communication, 2) identify the style or styles of the persons with whom we are communicating, and 3) adapt our presentation to be most acceptable and familiar to those who we hope to persuade or inform.

As the result, when we are communicating with each of the established types, we should remember to adapt our communication style to accommodate:

Driver--speak quickly and confidently, emphasize the results of action
Socializer--be enthusiastic, speak or write of others and their ideas
Relater--be friendly, cooperative, offer assurances of support
Thinker--be organized and thoughtful in approach, centered on the task.

- The most effective communicators MIX all of the styles. The ideas aren't changed, the presentation styles do.
- Communication is a two way street. Each of us must improve our listening skills in order to become a more skilled communicator.

Active listeners:

Listen for facts and emotions
Paraphrase the communicator
Attend in full, with the eyes, ears, and the body
Do not rely on memory alone
Summarize
Avoids the autobiographical (or "I") response

- Some common interferences to good listening:

preconceived notions
motivation or attitude brought to the situation
time pressures
poor environment for listening
planning a response during the presentation

This presentation borrows heavily from, and acknowledges with thanks, LCI's *Senior Lions Leadership Institute* materials as well as concepts from Dr. Tony Alessandra's "*The Platinum Rule*."

44. HOT CEREMONIES TO FIRE-UP YOUR LIONS

*Presenters: PDG Marcia Newyear
PDG Bill Newyear*

IPDG Marcia is a member of the Acton, CA, Lions Club. She served as a Region Chair, Zone Chair and then 2 term Club President, in that order, as well as Cabinet Secretary/Treasurer. She has attended the Senior Regional Leadership Institute and is a two time presenter and four time moderator at USA/Canada Forums. PDG Marcia has been honored as both Club and District Lion of the Year, received the President's Leadership Medal and, with husband PDG Bill, was the first recipient of the MD-4 Lion Couple of the Year Award.

PDG Bill has been a member of the Acton, CA, Lions club for 22 years. He been Chairman of the MD-4 Leadership Committee and is currently on the MD-4 Global Leadership Team. PDG Bill is a 3 time USA/Canada Forum presenter and has been an instructor at 6 Regional Leadership Institutes as well as at the Senior Leadership Institute in Oakbrook. A graduate of the Faculty Development Institute, he has been a speaker and presenter at numerous Lions seminars. He is a recipient of the President's Leadership Medal, and both he and wife PDG Marcia are Melvin Jones Fellows.

We've all seen them: the dull, boring Installation of Officers and the ill prepared, haphazard New Member Induction. If the old saying about having only one chance to make a first impression is true, then we don't want to start a new Lion's membership or a Club Officer's year with one of those. As with any other undertaking, prior planning will produce a memorable (in a positive way) ceremony for either occasion.

Installation and induction ceremonies have a number of elements in common. Keeping these elements in mind will help to insure a quality occasion.

First of all, both ceremonies are celebrations. A new member is starting his or her Lion's journey. Club officers have a brand new year to make their mark in advancing the Club and serving others. Celebrate those beginnings. Family members and the media should be invited.

Second, both ceremonies should be meaningful. They should have enough gravitas that those attending realize that a Lionistic plateau has been reached. It is not an orientation for new members. That comes later. And it is not a recitation of duties. Instead it is a reminder of responsibilities. Lions Clubs International has scripts for both ceremonies, but they should ideally be used as a guide rather than word for word. Whatever script is used should be memorized. Reading makes for a dull, impersonal ceremony.

Third, both ceremonies should be flexible, dependent on the personality of the new member, the Club and the Installing/Inducting Officer as well as the location of the event. Funny hats might not work at a public restaurant while a formal candle ceremony might flop at a Club picnic.

Fourth, the Installing/Induction Officer should be someone who is well respected, able to hold an audience and adaptable. In addition, the Officer should be an "outsider"; someone from outside of the Club. It's a way of saying, "This occasion is special so we've brought in a special person to preside."

Fifth, the ceremonies should be well timed. Installations should be as close to July 1 as possible, but can be earlier or later depending on graduations, vacations, etc. New members should be inducted as close to their joining as possible so that they can feel that they are an integral part of the workings of the Club.

A final thought; meaningful does not mean dull. A ceremony can be fun, even silly, and still be an event to cherish and remember. A well conducted ceremony should be a successful beginning for the new Lion or that Board of Directors.

45. ORGANIZATIONAL SKILLS FOR LIONS

Presenter: PDG Rachel Nicola

Rachel Nicola is a Lion from Washington, Iowa. She is retired after careers as a magistrate judge, attorney in private practice and newspaper reporter. She is a Progressive Melvin Jones Fellow and she has received the Lions Clubs International Leadership Award and the Presidential Award medals.

At home, Rachel chairs the Washington (Iowa) State Bank board of directors; she is president of the board of trustees of Washington, Iowa Public Library; and chair of the Iowa KidSight Endowment Committee.

Rachel has presented seminars at three previous USA/Canada Lions Leadership Forums and served two years as a faculty member of the Great Plains Lions Leadership Institute. She has presented seminars at numerous district and regional events in Canada and the U.S.

1. Why get organized?

- It's the difference between taking control of our lives, giving ourselves the best chance at reaching what we want out of life, and having life push us around.
- It's the difference between forgetting important dates, responsibilities and promises and being a person others trust. It means we can give our word and others can count on us.
- It means we can trust ourselves. We can get rid of those nagging thoughts about undone work.
- It means we can relax and focus completely on the issue facing us right now, because we know where all our other projects are and we can quickly pick them up and work on them when we are ready.

2. System reinvention/self-reinvention

We all change – constantly. So, your systems for keeping track of information must change, too. What worked for you 10 years ago won't work now – because you're not working on the same projects or using the same information sources.

First, ask: Who am I now? What are my interests? My roles in life? My goals?

Take some time to overhaul your record-keeping and project-tracking systems.

- How many file folders are completely unused? How many are bulging? How many hold multiple projects?
- For example, your files for Zone Chair will be different from your files for District Governor duties; your files as club president are different from your files as Pancake Day chair.
- Assess your space; use it effectively. Everybody needs personal space for organizing what they do: it can be as large as an office; as small as a box or briefcase.

3. Basic organizational skills

SHARING EXERCISE: What are your favorite organizational techniques?

Here are a few of mine:

1. Keep a file of "five-minute tasks" then choose something from that list when you have just a few minutes to spare.
2. Keep a file of materials you want to read (newspaper and magazine articles need to be cut out!) and take it with you for times you have to wait – like at the doctor's office.
3. Make a list of errands so they can be run in fewer trips.
4. Keep your desk top clear for action – just the necessities: phone, notepad, calendar, step file organizer and the project you're working on.

These basic steps go a long way to keeping our lives in order. But with the Information Age has come a landslide of materials that threaten to bury even the hardest worker. How do we deal with all this stuff?

4. Super organizational skills

Why do we procrastinate? Sometimes it's because we can't figure out a way to start the job. Answer: Break it down into manageable steps. Here's how to start:

FOCUS EXERCISE

1. Write down the project or situation you're most concerned about now.
2. Write in ONE SENTENCE: What needs to happen before this project is done or situation is resolved?
3. What's the NEXT STEP you need to take to get to that resolution?

Apply this kind of focused thinking to every issue you're facing. It does two things:

- Establishes that you're committed to that project.
- Clarifies what's required to complete it.

Sometimes we procrastinate because we aren't sure this project is the most important thing we should be doing. Answer: step requires getting our arms around everything (EVERYTHING!) we want to do or have been asked to do. Here's the way out of that bog:

Making a manageable "to-do" list

1. Find everything that's not where it belongs: Put them in your In Box.

2. Think about everything you have to do or want to do: Put them in your In Box.

If it's on your mind, you have to "put" it somewhere – or your mind will keep reminding you about it and it becomes mental static that keeps interrupting your thinking. Now you can let it go. BUT ONLY IF YOU FOLLOW THESE STEPS:

A. STORE: Make a place to "store" this thought – someplace you can return to and pick it up to work on it later. (A file folder; an e-mail folder; a box; anything!)

Remember: In boxes don't work if they're never emptied!

Some projects (think "painting lawn furniture") don't fit in the In Box. Write it down on a piece of paper and file it under "Home projects" or "To do/within six months" or whatever topic title best fits your needs.

B. DECIDE: What are you going to do about this? What steps are involved?

Take immediate action?

Delegate action?

Someone else's action: Put it on the calendar

Reminder of next actions

Reminder of others' actions needed

If there are multiple steps: Create a Project File

File for reference

Delete

C. REMIND: yourself regularly about the remaining steps – a "tickler" system

Put reminders on your calendar

Best practice: Review open projects weekly to see what's waiting for action

D. REVIEW: our options for next steps

Be honest with yourself about tasks you're putting off: Do you need to deal with procrastination or insecurity?

Include everything you want to do in life – not just projects in the next days or weeks. This puts you in control of your life, making time for everything.

E. DO: actions to complete the work

If you trust your work tracking systems, you don't have to take up brain space trying to remember everything all the time. Let your system do the work! It leaves important thinking space for deciding how to best use your time.

5. **Electronic organization:** where do electronic data systems fit into your picture?

-You don't have to use a computer; but the more people who are using computers, the more you'll be expected to keep up. If you enter the computer world, take the time to master your computer and your e-mail system. These hours will be saved many times over.

-Make sure everything (your PDA, laptop, home or office computer, phone or any other systems) synchs: it's not efficient if you spend more time transferring information than you do originally recording it.

-Have secure backup systems – don't risk losing all your information in a computer crash.

-BEWARE! "Saved" e-mails are not in your computer unless you transfer them out of your e-mail system and into a document file.

-Treat your computer files like paper files: separate them into folders. Make electronic folders' titles match paper folders for the same topic.

-Keep your address book updated; make "lists" or "groups" for multiple mailings.

-Is "spam" getting out of hand? If you can't block it, you may have to change your e-mail address.

-Go through e-mails each day and decide what to do about each. But don't be ruled by the computer! Get rid of the "you've got mail" ding. Read it when you're ready.

6. **CONCLUSION:** Getting organized requires a major block of time and has to be redone from time to time. This is some of the most important time to give yourself, for clear thinking and for the best use of your working hours. If you're a Lion leader, give yourself the gift of organization!

46. MAKE A DIFFERENCE TO YOUTH - LIONS QUEST

Presenter: Chris Bunch, Education Programs Coordinator, Lions Quest, LCIF

Chris assisted in the Lions Quest seminar at the 2011 USA/Canada Forums and has represented Lions Quest at national education conferences. At LCIF, Chris is responsible for promoting U.S. Lions Quest programs and supporting Lions in Lions Quest activities. He represents Lions Quest at national education conferences, manages communications, supports Lions in their efforts to promote Lions Quest, and provides marketing support and technical assistance for educators.

Chris has a B.A. and M.A. in Journalism from Indiana University. He has served as a high school English teacher in the U.S. and as an ESL teacher in Ecuador. His communications and program management experience come from corporate and non-profit educational enterprises. He has also worked with youth as a tutor and mentor, camp counselor and coach.

Lions Quest is a school-based curriculum taught by classroom teachers and program leaders. The curriculum includes educator handbooks and student materials. Lessons can be taught daily or weekly, for one semester or an entire school year. Lions Quest curricula can also be implemented in after-school and out-of-school environments. Any person interested in implementing Lions Quest curricula must be trained and certified through a Lions Quest one-day or two-day staff development workshop.

There are three programs available: Skills for Growing for grades K-5, Skills for Adolescence for grades 6-8, and Skills for Action for grades 9-12.

Skills for Growing - Age-specific lessons promote good character and a healthy, drug-free approach to life. Children will celebrate diversity and develop self-discipline and conflict resolution skills, good citizenship, and respect for others. Program implementation strategies link the home, school, and community in teaching these essential life skills.

Skills for Adolescence - A comprehensive life skills curriculum that emphasizes character development, communication, decision-making, and service-learning. The program serves as a strong prevention tool, guiding young people toward healthy choices and a drug- and violence-free lifestyle. The Skills for Adolescence program has also been adapted into an after-school program, Skills for Adolescence for Out-of-School Time.

Skills for Action - An innovative and flexible curriculum designed for high school implementation. Curriculum addresses teen issues such as diversity, decision-making, problem solving, and conflict resolution, while building essential life and citizenship skills through community- and school-based service-learning experiences. The high school Skills Bank offers 26 skill sets to teach and reinforce social-emotional, school-to-work, communication, and study skills.

Lions Quest programs are research-based and have received a “Select SEL” program rating from the Collaborative for Academic, Social, and Emotional Learning (CASEL). Inclusion on the National Registry for Evidence Based Programs and Practices (NREPP), as well as recognition by numerous organizations and state departments of education, qualifies Lions Quest for use with a variety of federal grant funds. Lions Quest programs provide benefits unattainable by other programs such as D.A.R.E, G.R.E.A.T., Character Counts, and PBS/PBIS, which means that Lions Quest can be successfully implemented with existing programs.

Lions Quest is a Social and Emotional Learning (SEL) program. SEL teaches self-awareness, social awareness, responsible decision-making, self-management, and relationship management. Research has shown that when students’ emotional needs are addressed, children do better academically. SEL programs can improve students’ academic performance by at least 11%! Lions Quest positively impacts drug prevention, violence prevention, drop out prevention, and problem behavior. It promotes personal, physical and mental health, a safe school environment, and respect for diversity. Lions Quest addresses these issues in a holistic, coordinated approach, rather than in isolation.

Lions Quest teaches 21st Century Workforce Skills (along with the US Department of Labor’s SCANS school-to-work skills):

- Cultural literacy and global awareness
- Higher order thinking and reasoning
- Real world application of planning and management
- Personal social responsibility
- Inventive thinking; creativity

Lions Quest supports character education – teaching values based skills such as ethical decision-making and social awareness. Lions Quest uses civic engagement and service-learning as a hands-on tool to teach these character and SEL skills.

In 2006 each Lions district was encouraged to appoint a Lions Quest Chairperson. Lions Quest Chairs work with Lions Quest and LCIF to promote our programs within their communities. Lions Quest Chairs also educate other Lions by making presentations at club meetings, cabinet meetings, and conventions. All Lions are encouraged to work with their local Chairperson or directly with Lions Quest to promote the program to schools and community groups.

When a school or group chooses to implement Lions Quest, local Lions can offer their support. Educators must attend a training workshop in order to receive classroom curricula and implement the program. Lions can donate funds to supplement the cost of the workshop, provide meals or snacks for the participants, provide ground transportation, and/or provide funding for student materials after the workshop. With service-learning being such a key component to Lions Quest programs, Lions are an important asset as service projects are undertaken in the community. As educators implement Lions Quest, Lions can follow-up to verify there are no technical issues, and they can advertise the program’s success and promote the school-club partnership through press releases and communication to LCIF. This will raise awareness of Lions Quest and the valuable work of Lions, which will hopefully result in increased membership.

There are a number of resources available for Lions wishing to become involved with Lions Quest. The Lions Quest Web site, www.lions-quest.org, is a tremendous resource for any Lion who wants to learn more about the program. Lions can request a How-to-Guidebook, promotional brochures, or program DVD from LCIF or through our U.S. toll-free number, 1-800-446-2700. Lions can also attend a training workshop in their area free-of-charge. This is a great way to experience what educators will learn during their training. (Contributions for your workshop meals may be requested) The workshop schedule is available on the Lions Quest Web site.

Core 4 Grants, Community Partnership Grants, and Promotional Grants are available to help fund Lions Quest efforts in a district or multiple-district. Core 4 Grants are 3-to-1 matching grants for up to US\$25,000 per district and US\$100,000 per multiple district. Community Partnership Grants are non-matching grants up to US\$10,000 per district or multiple district. Promotional Grants are \$1,000 grants available at a maximum of 2 per multiple district. These grants are offered to assist with promoting Lions Quest programs in new areas. Community Partnership Grants can also be used to revive dormant Lions Quest programs. Grant applications can be downloaded from the Lions Quest Web site, www.lions-quest.org, under “Resources for Lions.”

Lions Quest seminars are held at the USA/Canada Forum, International Convention, and at sub-district, multiple district, and foundation conventions across the U.S. Lions Quest also exhibits and presents at many national and local education conferences throughout the year. Participation schedules are available at www.lions-quest.org. Lions Quest at LCIF will support local Lions who wish to exhibit at a Lions or educational event in their area.

Through a concerted effort of outreach and support, we can continue our work to improve young lives, schools and communities. LCIF, Lions Quest, the US toll-free number, and the www.lions-quest.org Web site are all sources of information and assistance for educators and Lions to learn about the valuable, research-based Lions Quest programs. Lions Quest is currently offered in 33 languages and 70 countries throughout the world. We look forward to working with you to bring the school, family, and community together to promote the development of healthy and responsible young people!

Lions Quest 630-468-7024, 1-800-446-2700, www.lions-quest.org, www.lionsclubs.org



47. 1st VICE DISTRICT GOVERNORS, MEET YOUR INTERNATIONAL 1ST VICE PRESIDENT

Presenter: Barry J. Palmer, International First Vice President

Barry J. Palmer, of Berowra, NSW, Australia, was elected to serve as second vice president of The International Association of Lions Clubs at the International Convention, held in Seattle, Washington, 2011. Lion Palmer has been a member of the Hornsby Lions Club since 1976, and he has held many offices within the association and served on numerous committees. He was a real estate company director. Lion Palmer has received many awards, including 100% Club President Award, 100% District Governor Award, six International President's Medals and the Ambassador of Good Will Award. He is also a Progressive Melvin Jones Fellow

In addition to his Lion activities, Palmer is a recipient of the Australian Medal issued by the Australian Government, the Australian Childhood Cancer Research Award and the Spastic Centre of NSW Award. He was a Pioneer Volunteer at the Sydney Olympics and a member of the New South Wales Paralympic Committee. Vice President Palmer and his wife Lion Anne have three children and eight grandchildren.

Congratulations on your election to the position of First Vice District Governor. As a key member of your district's leadership team, you are contributing to the growth and vitality of your district. The impact of your commitment to serve as an effective, efficient First Vice District Governor will be felt by the Lions of your district for many years to come.

As President Madden says, winning Indianapolis 500 racing teams operate within the guidelines of a carefully considered strategy. They have established and succeeded using a very deliberate formula for success. President Madden has established a similar winning formula for Lions: Dedication + Preparation + Teamwork = Excellence.

Your term as First Vice District Governor is abundant with opportunity: The opportunity to demonstrate your ongoing dedication to Lions service, to quality leadership and to fulfilling your responsibilities, always striving for excellence. There is the opportunity to contribute to teamwork, by collaborating as an active member of your District Governor Team, the Global Membership Team (GMT) and Global Leadership Team (GLT) and others. And there is the opportunity to invest in preparation.

This is a year of learning and preparation for your term as District Governor. You will observe and interact with club presidents, zone chairpersons, and your district governor, as he or she manages the district. We urge you to make the most of this learning opportunity.

As Second Vice District Governor, you were encouraged to identify capable Lions as potential members of your 2013-2014 district leadership team. Now is the time to analyze your options and begin making your selections, giving thoughtful consideration to the responsibilities of each position. This part of your preparation will enhance your ability to begin your term as District Governor effectively.

LCI has developed a comprehensive training program to support your preparation efforts. Culminating with the 2013 District Governors-Elect Seminar in Hamburg, Germany, your committed, active involvement in this program will enhance your ability to serve with excellence as District Governor.

As Lions leaders, our level of achievement begins with each of us. When we wake up each day, we have two choices: go back to sleep or get out of bed and pursue our dream. The choice is entirely ours. What is your dream? A significant part of your preparation lies in identifying your dream and establishing and implementing a plan for actualizing it. What do you want to achieve as District Governor and beyond? Make use of your term as First Vice District Governor to determine exactly what your dream is. Once clearly defined, your steadfast belief and deliberate action will enable you to attain it. The choice is yours. Either you'll roll over and press the snooze button, or you'll get out of bed and follow your dream.

48. VISION THROUGH ORIENTATION

**Presenters: PDG Craig W. Parrish
PDG R. Michael Parrish**

Craig W Parrish is a member of the Chubbuck (Idaho) Lions Club and a PDG of District 39E. He has been a member of Lions Clubs since 1983. He is married to Lion Amy and they have 5 sons the oldest two of which are also Lions members. Lion Craig is an attorney and is active in his church, community, Boy Scouts, and local politics. Some of his accomplishments include President Provo Lions, President Chubbuck Lions, all club offices, all district and council offices, 3 International Presidents awards, 3 International Presidents Certificates, District Lion of the year, and 100% president award. His main civic interests include, service clubs, republican politics, boards of several agencies and organizations, Boy Scouts of America, church responsibilities, adoption services, casa attorney, community athletics coach and participant.

R. Michael Parrish is a member of the American Falls (Idaho) Lions Club and is currently serving as District Governor of 39E. He has been a member of Lions Clubs since 1990. He has received 2 International President's Certificates and has served as the District and Multiple District Secretary/Treasurer, Sight & Hearing Foundation board member, club president, and is a Key Member. He and Lion Julie are the parents of 2 sons and 1 daughter. He is an accountant for Direct Communications. This is the third Leadership Forum in which he and Craig have been presenters. Lion Michael's main civic interests include church service, youth sports coach, Boy and Cub Scouts, and School Board member.

The writer of Proverbs wrote, "Without vision the people perish." The splendid vision of Lions Clubs is simply coined, "We Serve." Our founder, Melvin Jones held a great vision that members of a community and leaders in that community had a certain responsibility to give back and to improve the communities in which they lived. Helen Keller helped further define that vision less than a decade later with her call to arms to "become knights of the blind in this crusade against darkness." The challenges from these two leaders have since inspired millions of men and women under the umbrella of Lionism to bring about immeasurable good through countless hours of service and dedicated commitment to the principles encapsulated in our two word motto.

As we look back to remember the impact of these clarion calls to serve from these Lionistic visionaries, we must consider the value in looking back rather than focusing all of our attention on looking forward. It is a common and oft repeated theme of teachers of history everywhere that those who fail to study the past are destined to repeat its mistakes. We also believe that the inverse of this truism is equally accurate: those who understand our history are best prepared to build on it for the future. With a history as bright and full as that of Lions Clubs, there is much that we can learn from it to illuminate our path for the future.

It is entirely correct to say that as we increase our knowledge of where we have been we will understand so much better where we need to go and how to get there. In this lies the purpose of member orientation programs. As Lions' leaders, it is incumbent on us to be sure that all of our members know and understand who we are and what we have done so they can understand who we can become and what we can do!

By designing a comprehensive orientation program, Lions leaders will ensure that members gain an increased understanding of who we are and consequently a greater vision of what we can do. This comprehensive plan must include a clear design of what to present, how and when to present, and to whom to present. A systematic approach to an orientation program is important to help participants catch a full understanding of what Lions is, thereby, inspiring them to all the possibilities that Lions has.

What to Present

The possibilities of what to present are nearly limitless. Of course, any comprehensive orientation program will include discussion on the organizational structure of Lions. Similarly, all orientation programs need to include a broad discussion on the purpose of Lions. It is also important that an orientation program talk somewhat about the who of Lions.

Lions Clubs will do the most good as individual Lions more fully understand and believe the idea that "alone we can do so little, together we can do so much!" Training regarding the structure of Lions, then, needs to focus on the truth that LCI, LCIF, Multiple districts, Lions Foundations, districts, regions, zones, etc., exist with the purpose of helping individual Lions to exponentially increase the benefit of their efforts through service in healthy, well supported local Lions clubs. This can be done by focusing orientation most heavily on the club, its projects, the role it has in the community, the help it has given, and its vision for what remains yet to be done. This will be aided by including discussion of the role the club has taken in advancing bigger, more comprehensive projects and service that has been helped along and encouraged by upper levels of Lions. This might include the good done by donations made by the club to LCIF or a state Lions Foundation. It may also include a discussion on assistance received locally/regionally from those same types of organizations or from the district or zone. Lions should feel proud of the good we have done and enthusiastic about the good we will yet do. We need to understand that we don't do it alone, but that the organization provides for 1.4 million partners in service to work alongside us!

How and When to Present

Students today – be they grade schoolers, university students, or seminar attendees – expect and deserve to have learning opportunities provided for them that stimulate their minds and inspire a zeal to learn about the topic being discussed. This will require a program that is interactive, informative, and presented in multiple media. Fortunately these goals can be met with a minimum of resources combined with a maximum of preparation that should result in a high quality, entertaining training.

John Adams is quoted as once having said, speaking of universities, “Let us remember that these are to be institutions of learning not of teaching.” Such is true of well designed and properly executed orientation programs as well. The greatest resource we have available to help us know who Lions are and what Lions do is Lions themselves. An orientation program should encourage and promote a strong interchange of ideas and knowledge between fellow members of our great association. Furthermore, this interchange will help to not just open mouths but open minds and hearts as well.

Along with the experiences and knowledge that is available from Lions members, today there is almost no limit on the amount of information that can be quickly discovered and easily included in an orientation training. In fact, the greater challenge is identifying the information that should be included and is of the greatest priority for the audience. As that decision is being made it is appropriate to remember that the focus should be on the positive and the good rather than the negative that occasionally confronts us in our service. Those challenges always have a way of making themselves known; it is not necessary to do the work for them. Additionally it is valuable to remember that the brain’s ability to learn is pretty closely tied to the opposite end’s level of comfort.

For each backside that places a time limit on training there is a different method by which its owner learns and processes what is presented to him or her. For this reason alone, plus many others, it is important that all teaching be presented in multiple media formats. The days of a mimeograph and a lecture came and went long ago. Also gone are the days when a few overheads and a list of available resources will suffice. Even a PowerPoint presentation doesn’t impress nor educate quite like it once did. Instead, the best trainings will include a PowerPoint combined with handouts, flipcharts, white boards (or Smartboards if available), video clips, internet links to applicable websites (or at least screen shots), etc. In short, it is the presenter’s responsibility to try and utilize whatever mediums of presentation are necessary to most effectively help the learner.

Just as there is no single best answer as to what or how to present, there are a multitude of answers to when to present. The closest to a single answer, though, is that a “shotgun” approach may be the most effective and should probably be utilized. Because the learning process takes time and there is so much to learn, a well designed plan should be built to present on multiple occasions over an extended period of time. It may be appropriate to use an overview, deeper study measure or to use a deeper topic discussion type; but a structured method should be developed and utilized.

To Whom to Present

At the very least, an orientation is of absolute highest priority for new members. However, an orientation program that goes no further than that will have limited benefit and will fall well short of producing the results of expanded vision that is desirable. There is no member of Lions Clubs that does not have much yet to learn about our organization, what we do, and who we are! If for no other reason, this is true because each club’s and each individual’s experiences that can be shared are so different. “As long as there is another you, then I can be a different me” is an appropriate reminder of how much each Lion has yet to learn about our association.

Of course, what is included in an orientation session may be altered depending on the experience and knowledge of those participating; but caution should be used to not assume that someone has knowledge that he or she may not. (Extra reminders never hurt either) We are a dynamic group who change frequently as do our programs the basics may have changed or been lost sight of. Furthermore, by looking back we might restore the vision that may have been lost on the first trip through.

Finally, good orientation programs may be simplified and refined to become effective tools for presenting our story and our organization to those who haven’t yet joined with us in service. This may result in greater public awareness, increased membership possibilities, and new channels for discovering needs that we can help to be met. Orientation programs should be inclusive rather than exclusive. Ultimately everyone is a candidate for some amount of orientation about Lions Clubs!

Conclusion

Alice’s Cheshire feline friend spoke wisely when he advised her that it didn’t matter the path she chose if she didn’t know where she wanted to get. Among the best tools for knowing where we want to go is knowing where we’ve already been. As we look back on the brilliant sunsets of our past, we will have greater appreciation for and excitement to see the more brilliant sunrises of our future! Let’s be sure that the inspired vision of “We Serve” continues to be added to, built on, expanded, and made even yet more prophetic by helping our Lions members to have greater vision through orientation.

49. LEADERSHIP AND THE VALUE OF DIVERSITY

Presenter: PDG Diana M. Castillo

Lion Diana is a member of the Miami Five Stars Lions Club in District 35-N and a Vice President - Financial Advisor with CP Capital Securities. Fluent in English, Spanish, Italian and French.

She has served in most Club positions. the District Diabetes awareness, Lions for the Blind, Hearing Bank, Florida Lions Camp, Sight First II Coordinator. She is a Certified Guiding Lion, a Progressive Melvin Jones and was elected District Governor in Seattle. Diana has been a moderator at previous USA/Canada Lions Leadership Forums, has participated in a Senior Lions Leadership Institute, and is a graduated member of the Faculty Development Institute. In recognition of her service, she has received numerous awards, including 4 International President's Certificates Appreciation, 2 Presidential Medals, and a 2011/12 First Believer Award.

One of the greatest challenges facing members today is getting all to realize that to become the best, they have to embrace diversity.

State that diversity refers to those human qualities that are different from our own and outside the groups, to which we belong, yet are present in other individuals and groups. Understanding and encouraging diversity is an important part of being a Lion. Why must we embrace diversity?

Session Objectives

At the end of this session participants will be able to:

- Define diversity as it applies to Lions Clubs International
- Identify the dimensions of diversity
- Recognize the benefits of a culture of diversity
- Develop strategies to effectively overcome the challenges of diversity in our clubs and districts
- Create a climate that supports diversity in our clubs and districts

PRESENTATION:

- I. Definition
What is Diversity?
 - II. Culture and Diversity
Dimensions of diversity – ways we are different
Primary dimensions
Secondary dimensions
 - III. Benefits of Diversity
Recognize the benefits of a culture
The benefits of having an open mind and understanding the perspectives of others
Realizing that others see the world differently and realizing that is not necessarily a bad thing
Sharing the problem solving process (two heads are better than one)
 - IV. Challenges and Opportunities
Strategies to overcome the challenges in clubs and districts
 - V. Conclusion
Create a climate that supports diversity in our clubs and district
Develop a plan to furthering diversity
-

50. PROVIDING IMPORTANT PERSPECTIVE FOR TODAY'S LION

**Presenters: PIP Bill Biggs
PIP Al Brandel
PIP Austin Jennings
PIP Jimmy Ross**

William L. "Bill" Biggs, of Omaha, NE, is a member of the Omaha Westside Lions and North Fresno Lions. He has been a Lion since 1962. He served as International President 1990-1991. Past President Biggs is an attorney in practice with the law firm of Gross & Welch, P.C., L.L.O. in Omaha. He has chaired the Forums, chaired the District Governor-Elect seminar twice, and chaired numerous seminars over the past 50 years. Past President Biggs serves as general counsel for the Nebraska Synod of the Evangelical Lutheran Church in America; president-elect of Hope Medical Outreach Coalition, which provides free medical services to over 15,000 underinsured and uninsured in Omaha; a member of the board of directors of Together, Inc., which provides food and clothing to those in need in the Omaha; and chair of the board of directors of Wright and Wilhelmy, a hardware wholesale distributor headquartered in Omaha. He has served his community as a member of the board of directors of the Omaha Symphony and the Omaha Community Playhouse. Past President Biggs and his wife, PID Dana, have eight children.

Albert F. Brandel of Melville, New York, served as International President 2008-2009. He is a retired police detective. Since 1975 he has been a member of the West Hempstead Lions Club and an associate member of the Melville Lions Club. He worked with the Long Island Lions Eye Bank as a transporter and has been the Lions Representative to UNICEF in New York for 10 years. He helped coordinate Lions relief efforts at the World Trade Center following September 11, 2001. In addition to his Lions activities, he has served as a Little League volunteer and as a Eucharistic minister. He is a former member of the board of directors of the United Nations Association of the USA. Past International President Brandel's wife, Dr. Maureen Murphy, is also a Lion. They both are recipients of the New York State Liberty Medal for their work in Haiti and of the President's Call to Service Award from the President of the United States of America.

Austin P. Jennings, of Woodbury, Tennessee, is a member of the was elected international president of The International Association of Lions Clubs at the association's 71st annual convention, held in Denver, Colorado, USA, June 29-July 2, 1988. He is a jeweler, diamond broker, newspaper publisher and marketing specialist. Community service comes natural to Past President Jennings; he led Multiple District 12 in raising US\$4 million for the new Tennessee Lions Eye Center for Children. He is founder and president of the County Library Association, which funded, built and maintains the county library; founder of the Cannon County Historical Society and recently published a 544 page pictorial history of Cannon County. Past President Jennings also served for many years as Sunday school teacher and superintendent at First Baptist Church in Woodbury. Past President Jennings and his wife, Carmine, have two children, five grandchildren and two great grandchildren.

Jimmy M. Ross of Quitaque, Texas, and a member of the Quitaque Lions Club, was International President 2006-2007. Past President Ross is a rancher and a retired judge. Additionally, he has taken part in eyeglass recycling missions to South America and has been involved in chartering more than 500 clubs. Past President Ross has also been active in professional and community organizations, including the Water Control & Improvement Board, the District Juvenile Probation Board, and chairperson of the board of the 911 Emergency Systems in 26 counties of Texas. His special interests have been membership extension, the strengthening of clubs and community service. He has received many awards, including District Governor Appreciation Awards, International President's Awards and the Ambassador of Good Will Award. He is also a Progressive Melvin Jones Fellow. Past President Ross and his wife, Velda, have three daughters, two granddaughters and two grandsons.

PIP Bill Biggs will address the general area of retention by talking about the need for each of us to care more about each and every Lion within our club. We need to become as International President Tam has said, "more of a family." We are less likely to lose people if we feel close to and a part of the family unit. The way it is now, in many clubs, we are simply a revolving door. I believe my time can best be spent encouraging Lions to care more about each other and to give them opportunities and ideas on how to do so.

PIP Al Brandel will discuss a list of the partnerships of Lions Clubs International and Lions Clubs International Foundation. There will be explanation of how these partnerships benefit LCI and LCIF. He will present how these partners and those who are served will also provide examples of how Lions clubs and members do the same. Partnerships provide hope, deliver humanitarian programs, and help LCI and LCIF be more efficient. Partnerships increase the impact we can make on the world.

"Lions Club activities are the best kept secrets in the world." How often have you heard that? Why is that a fact, and what can be done to change it? Are your club members knowledgeable about how your club serves the community and beyond? How often, if ever, do you present a program featuring the person(s), group or organization that benefit from your club's charitable activities? What does it take for your club to get media attention? These and similar questions will be discussed in the seminar "Providing Important Perspective for Today's Lion."

PIP Jimmy Ross will discuss the three reasons people join an organization and stay a member: 1. People want to be a part of a group; 2. What this group does, needs to be important to that person and their peer group; 3. This group needs to be competent and successful. He will present his views on club environment for the meeting, the meeting and the leadership, the food, club projects which are enjoyable and relevant, recruiting for a reason, impressive induction ceremony, well planned and professional orientation, and a new good friend.

51. IMPLEMENTING “IN A WORLD OF SERVICE” AT THE CLUB LEVEL

**Presenters: PIP Clem Kusiak
PIP J. Frank Moore III
PIP Sid Scruggs III**

Clem Kusiak served as International President 2004-2005. He is a member of the Baltimore Brooklyn Lions Club and has 47 years in Lionism. He has held many offices within the association and for his service has received many awards. He has been a member of the USA/Canada Forum Planning Committee, chairperson for the Lions Eye Health Program, and chairperson of the District Governors-elect seminar. Past President Kusiak is an engineer by profession and a retired manager for a corporation in Baltimore, Maryland. He is in numerous professional and community organizations and has served on numerous committees, such as the Atlantic Region's North American Membership Program, the Development Task Force and the Heritage Committee of Baltimore, Maryland. He and his spouse Jeanne have 2 grandchildren.

A member of the Daleville Lions Club since 1975, Past President Moore has held many positions within the association, most recently serving as vice chairperson and international coordinator of Campaign SightFirst II. He has received numerous awards in recognition of his service to the association, including a 30-Member Key Award, the LCIF Friend of Humanity Award, and the Ambassador of Good Will Award. He is also a Progressive Melvin Jones Fellow. Past President Moore is active in numerous professional and community organizations. He is chairperson of the Daleville City Planning & Zoning Board. He is treasurer of his local church and a Certified Lay Speaker of the United Methodist Church. Past President Moore, a former superintendent of education for the Daleville City Schools and wife Rita, have a son and two daughters, and four grandchildren.

Sid L. Scruggs III, of Vass, North Carolina, USA, was elected president of The International Association of Lions Clubs at the association's 93rd International Convention, held in Sydney, Australia, June 28-July 2, 2010. Past President Scruggs is a retired military and commercial airline pilot and a graduate of the U.S. Naval Academy. Using as his presidential theme A Beacon of Hope, Past President Scruggs made service to others – the core principle of Lions clubs around the world – the focal point of his presidency. A member of the Vass Lions Club, he has held many offices in the association. In addition he has presented at the USA/Canada and Europa Leadership forums and served as an instructor for the Lions Clubs International Leadership Institute and the District Governors-elect School.

Clem Kusiak, Past International President 2004-2005

International President Wayne Madden's program provides us with opportunities to help others through our service. Your community programs have the essence of doing what we do best and most of all allows each of us to do our service as a team. James L. Barksdale wrote "The highest complements one can receive are those that are given by the people who work for them." Although we do not work for each other as volunteers, we seek being recognized for what we do as a team.

As a result of your dedication and support of President Maddens Theme "In a World of Service" Clubs or Districts and Leo Clubs will be recognized with awards relating to:

Best Long-Term Reading Action Program

Document a reading or other literacy activity through the online service activity reporting system; receive a specially designed club banner patch.

Best Reading Action Program

Districts achieving at least 50% club participation will receive an award consisting of a plaque to commemorate their success.

Rap Video

Provide a fun joint venture consisting of your Club and Leo's and both of your clubs will receive a special recognition award consisting of a Certificate/Article in the Lions Magazine and shown on the LCI u-tube in addition to prime time video, shown at the International Convention in Hamburg Germany.

The following categories will receive First, Second and Third place awards consisting of trophy's for a Lions Club or District or Leo Club.

- Best Youth Engagement Project
- Outstanding Service to the Blind or Visually Impaired
- Outstanding Environmental Impact Project
- Best Hunger Relief Program

Lion and Leo of the Year

Nominations are to be made by a member of the current LCI Officers or Current Board of Directors or Past International Presidents or Past International Directors.

Fast Start Awards

Recognition of District Governors who achieve strong membership results in the first four months of their year.

Cruising Speed: Award is based on two new clubs or positive net growth by October 31.

Passing Speed: Award is based on Five new clubs AND positive net growth by October 31.

Final Thoughts

Mary Kay Ash wrote "Everyone has an invisible sigh hanging from their neck saying, 'Make me feel important.'"

President Wayne Madden believes that all Lions are important to his plan of – Starting Your Engines for the journey ahead. I suggest each of you think about the power of your example by Lions and Leo's and their team by encouraging not only your Lions family but your community to participate in a world of SERVICE.

J. Frank Moore III, Past International President 2001-2002

Preparation Is A Key Element of Your Formula For Excellence

"Most people have the will to win. Few have the will to **prepare** to win."

Bobby Knight, retired basketball coach

Dedication alone does not equal success. Our clubs and districts must continually be prepared. Preparation means planning, and that requires self-evaluation.

Did you ever watch an auto race in person or on television, and ask yourself why a car in the lead pulls off the track for no apparent reason? It's called a "pit stop." It's a time to refuel, change tires, and perform quick maintenance to ensure the car can finish the race at a high level of performance.

Our clubs and districts around the world maintain a very busy yearly calendar. It's easy to get caught up in our day-to-day club activities and forget that from time to time, it's necessary to set aside a day to reflect, review the status of membership plans, and refocus efforts as needed.

Building Stronger Clubs, Growing Membership – Join The Pursuit of Excellence

The Pursuit of Excellence challenge is a two-part formula for success. First, President Madden is encouraging all clubs and districts to make four "pit-stops" throughout this year – one per quarter. Use this short time to assess and then continually reassess your club's needs, and your members' needs. Set goals at the beginning of the year. Maybe you have a new member or members. This would be a great time to make sure they are fully integrated into club activities, and to listen to their concerns and suggestions. Take time each quarter to evaluate your club and district progress. "Pit Stop" checklists for clubs and districts have been developed, which are available on the LCI web site, and have also been produced in an easy pocket guide design. As the year progresses, determine whether you are on track to meet your goals. Self-evaluation is both enlightening and productive as you race toward excellence.

Second, President Madden is challenging all our club officers to focus on achieving The Club Excellence Award. This established award programs have criteria that, if followed and achieved, will drive you to achieve success. They recognize clubs who achieve membership growth, and excellence in leadership. Your District Governor Teams stand ready to assist your club in meeting meaningful club membership growth.

Calling On All Lions To Be Agents of Change

In our pursuit of excellence, President Madden wants all Lions to embrace our heritage of service. From our founder Melvin Jones, to Helen Keller's call to be "Knights of the Blind" service to others has been our foundation. That heritage continues 95 years later and has been paramount in our ability to expand our service to areas such as disaster relief, fighting poverty and hunger, taking care of the environment, and working with the blind and vision impaired, and adopting new challenges like measles and childhood mortality. Service is what we do, and who we are. It defines us as a revered, highly respected institution. We will always be true to our heritage.

But embracing our heritage does not mean we should not be open to change. The world is changing. The world is evolving. We must evolve with it if we hope to keep pace and continue to make a difference in the lives of millions of people in need. President Madden challenges clubs this year to seek self-improvement and always be receptive to new ways of doing business and new traditions. One excellent way is to go through the Club Excellence Process (CEP) workshop in your district

President Madden has stated, "Club Presidents – I want also to hear from you. A new tradition started last year is the 'presidents meet the president' program. I can think of no better way to understand the needs of our clubs – and how they are adapting to a changing world – than by directly communicating to club presidents in person. It's one tradition that truly works, and I intend to meet with as many club presidents as possible this year.

The Future Is Now

As we strive for success, remember that our future is **NOW**. Our next generation of leaders is all around us – in our Leo clubs, high schools and universities, and we need to identify and nurture them. President Madden is encouraging all clubs to get involved with the youth of your communities – celebrate their achievements. If you don't currently sponsor a Leo club – make that part of your club's goals this year. Engage the youth of your community. Invite young people to participate in your service activities, and let them take an active role in the planning process. Promote community service in your local schools.

In A World of Individuals, Lions Know The Value of TEAMwork

"Coming together is a beginning. Keeping together is progress. Working together is success."
Henry Ford, American Industrialist

Finally, we must work as a team. Teamwork encourages creativity, allowing everyone an equal opportunity to contribute. Even in seemingly individual sports like car racing, a driver without a well-organized support crew will never successfully finish the race. Each member of a team has his or her own strengths and when all of these are used together as one, you form an unbeatable entity. A Lions team should be about giving, listening, fellowship and achieving. Have you not noticed that it's more fun to work when you're working with others? It alleviates the pressure, and makes work fun and faster to finish. Teamwork also encourages creativity, allowing everyone an equal opportunity to contribute. More importantly, teamwork helps get the job done!

Does your team have the right mix of talent and representation? Women are the single fastest growing segment of our membership, and an important part of our Lions team. But we still have a long way to go. Our race is far from over.

Sid L. Scruggs III, Past International President 2010-2011

In a world of need and suffering, there is someone to help. And in a world of service, there is one name that stands out among others – Lions Clubs International. That's what we do.

The theme for the 2012-2013 year, In A World of Service, reflects the values that have been underscored for years by Lions. We are a network of over 46,000 clubs around the world, each one making a real difference in their respective communities. We may come from different backgrounds and different cultures, but we share a common value – WE SERVE. Lions combine their dedication, preparation and teamwork to achieve excellence.

DEDICATION

Lions are dedicated to providing service

- o Continue our successful participation in the Global Service Action Campaigns: Engaging Youth, Working with Blind and Visually Impaired, Feeding the Hungry, and the Environment.
- o Submit photos online to a Relay of Service to illustrate that 24 hours a day, 7 days a week Lions form a relay team providing service from one time zone to the next around the world.

Lions are dedicated to promoting literacy

The basic definition of literacy worldwide is the ability to write your name, and read at a 10 year old level. Using that basic definition, nearly one billion people worldwide are illiterate. But illiteracy isn't found only in developing countries; twenty-one million Americans can't read at all.

Lions can help through the Reading Action Program by doing the following:

- o Develop after school reading programs
- o Reading to children at local libraries
- o Donate books or computers to local schools or libraries
- o Volunteer as a tutor through a local school
- o Work with local literacy experts and agencies
- o Create a RAP video about how to get children to read

In addition to hands-on service, Lions give from their own resources. We need to emphasize and increase support of LCIF. Consider doing the following:

- o Increase the understanding of LCIF's programs and their impact on individual's lives
- o Promote donations to LCIF from clubs and individuals
- o Promote our Lions Quest program to provide life changing skills to youth worldwide

PREPARATION

Lions membership strength is needed

Lions clubs are in an endurance race; completing 95 years so far. Preparation, stamina and planning are needed to continue annual membership growth. Consider organizing new clubs and recruiting members during the first quarter of the year.

- o Earn one of the Fast Start Awards: Cruising Speed or Passing Speed Levels
- o Enhance our Leo to Lion program by engaging Leos in service and planning projects to gain experience, and develop the next generation of leaders

Lions pursue excellence

All clubs and districts are encouraged to make four "pit stops" throughout the year – one per quarter. Use this time to reassess your clubs' needs and your members' needs and re-evaluate club traditions. Make sure new members are integrated into club activities, and to listen to their concerns and suggestions: Consider doing the following:

- o Use club and district pit stop checklists
- o Promote the Club Excellence Process
- o Review progress toward achieving club or district goals

Lions make new connections to others

It would be a mistake to assume that only young people are communicating via emails, Facebook and other social media models. The world is changing and Lions are agents of change within it. Electronic communication is the most effective means to connect with people around the world in real time. Increasingly, Lions members, clubs, districts and multiple districts are online. Our ability to project our image and increase public awareness online is vital. Consider doing the following:

- o Establish a district e-clubhouse website
- o Create a district Facebook page and upload photos and information about district projects
- o Use You Tube and other online sharing web sites to publicize your district projects

TEAMWORK

Lions value teamwork

Teamwork encourages creativity, allowing everyone an equal opportunity to contribute. Even in seemingly individual sports like car racing, a driver without a well-organized support crew will never successfully finish the race. Each member of a team has his or her own strengths and when all of these are used together as one, you form an unbeatable entity. A Lions team should be about giving, listening, fellowship and achieving. Consider doing the following:

- o Embrace the integrated structure of the Global Membership and Global Leadership Teams which include members of the District Governor Team
- o Encourage club officer teams to reach for excellence by achieving the Club Excellence Award
- o Strive to achieve the District Governor Team Excellence Award

Lions teams need leadership

Lions Clubs International has great leaders among our ranks. Developing leadership skills should start the day someone becomes a Lion and mentoring begins. Consider doing the following to identify and encourage potential leaders:

- o Encourage participation in local and LCI training programs
- o Through the GLT coordinator, provide training opportunities locally to meet Lions needs
- o Implement practical job training for club officers and zone chairpersons
- o Encourage the use of online training resources (Leadership Resource Center)

The international theme, In a World of Service, challenges Lions in districts and clubs to demonstrate their dedication to service with a special focus on the Reading Action Program. The Lions club relay of service through photos will make visible the power of the Lions clubs team; successfully reaching a level of excellence worldwide due to the Lions dedication, preparation and teamwork.

52. GROWING LIONS WHILE GROWING AS A LION (STRETCHING YOUR VISION FOR PERSONAL GROWTH AS A LION)

*Presenters: PDG Dr. Joe Pitts
PCC Dr. Dianne J. Pitts*

Joe Pitts has been a Lion for 41 years. He served as District Governor in 1981-82. Lion Joe is a retired college professor. He has attended Senior Lions Leadership Institute, was a faculty member for Southeastern Lions Leadership Institute, and worked with Credentials Committee at the International Convention in Seattle. PDG Joe presented at the Milwaukee USA/Canada Forum. Joe has received an International Leadership Award. He is a Progressive Melvin Jones Fellow.

Dianne Pitts has been a Lion for 18 years. She served as District Governor in 2003-2004 and as Council Chairperson in 2005-2006. Dianne is a retired educator, spanning from 1st grade through graduate school. Lion Dianne attended the first Faculty Development Institute in Oklahoma City. She served as Faculty/Guest Speaker at the Great Plains Lions Leadership Institute and was a District Governor Elect Seminar Leader in Sydney. Dianne has been both a moderator and presenter at USA/Canada Forums. Lion Dianne has received three International President's Certificates of Appreciation and two Presidential Medals. PCC Dianne is a Progressive Melvin Jones Fellow and a Dr. Franklin Mason Fellow. She was recently named to the South Carolina Lions Hall of Fame.

Overview

Using the creative metaphor of rubber bands to explore personal growth, three distinct ideas of growth will be presented and related directly to Lions. References to a selection of leadership theories and current books will also encourage an extension of the workshop through continued reading and opportunity for personal growth. Growth of the Lions will not occur until members of the Lions Clubs commit to grow personally through Lions. Through personal extension of knowledge and skills, along with mentoring and growing a new generation of Lion leaders, the world of service through Lions around the world will grow.

Presentation

Think about rubber bands. First, consider old rubber bands and new rubber bands. Have you ever reached in a drawer and grabbed an old rubber band. One that has not been used, whose elasticity has not been stretched in a long time? What happens if you try to fit it around a bundle? It breaks. A rubber band is like the human body. If it is not used, if it is not kept flexible—it loses its capability to do the job. If this premise is accepted, then it is necessary to define how we maintain a rubber band (a Lion) in good working order. There are copious sources today which talk about the ways/factors in keeping the brain healthy and active. Growing in tasks which are challenging, securing new information, staying physically active—all these have been pointed out. Do we take this in mind when Lions ideas, functions, challenges are presented? Do you participate in webinars? Can you navigate the Lions website? Do you travel to Lions events? Do you socialize with Lions outside your scheduled meeting times?

Personal growth in knowledge and skills impacts both you personally and your Lions club. Lions can grow as a club in four measurable areas: Club Activities (which include both service activities and fund raising projects), District Activities, Multiple District Activities, and Honoring Activities. The first area is club service projects and fund raising. How do you define service projects? A service project is something we do for someone, not a check we write. How can Lions measure the service projects we do? Of course, the joy received from completing the service projects may not be measurable, but there may be other aspects that can be measured. How many people were served with that project? Number of service hours? Could more be served in that project? Is there a category of people that we have not had a service project for? Are all of your fundraisers successful? How could they be made better? Could one be dropped and another started? To whom are we giving money, how much, and why? Does your club have a membership growth plan? Do you have a charter night and a family night? Has your club completed a club analysis and a community analysis? These are all areas club growth can be measured. Where is your club in each of these areas? Where could it be? How are you going to get there? For district activities, how many from each club attend cabinet meetings, region or zone meetings, district conventions, number of members on the cabinet can be measured, and are district projects supported when they are proposed? Are other clubs in our district supported by our attending their meetings, service projects or fundraisers? Multiple district activities can measure how well we support MD organizations. We can also measure support of Youth Exchange, Leader Dog, Peace Poster Contest, blind organizations, or glasses recycle program for our MD. For the honoring activities, Lions can measure how many Lions and community leaders we honor each year. Could others be honored with a Melvin Jones Fellowship or a Progressive Melvin Jones Fellowship? Does your state or MD have Lions they have honored by giving a plaque in their name? How can Lions honor more Lions and community leaders for the work they do?

Consider the many types of rubber bands. Name some. It is important to choose the appropriate rubber band for the appropriate purpose. The saddest words to hear are “Our club does it this way...,” “When I was District Governor...,” or “In South Carolina, the Lions...” For any organization, professional positions, or community groups—unwillingness to change is the first step toward downfall. Because of the fast changes coming in technology, younger people, as a whole, are less “set” in their ways than more mature individuals. Accepting change is a way to grow. It makes our efforts more vital and relevant. Think how to choose a different rubber band reflecting the proposed purpose.

Kathy Taylor Good's song, "Get a Bigger Pan" can help us refocus Lions' recruiting efforts. Who in our community has skills that we could use in our club? Does your town or area have a graphic artist whose skills could be used in enriching the Club newsletter? Or someone who is challenged in some way to help with calling and reminding club members of an activity or meeting? What does the club have to offer that others might want to be involved in? Is there someone that might like to be involved with the Youth Exchange Program or the Peace Poster Contest? Are there groups of people we could invite to a club meeting and honor them? We could invite former Girl or Boy Scouts, American Legion members, or church groups such as brotherhood groups, Sunday School classes to our meeting, honor them for their past or current service, and show them how they could continue to serve in our Lions clubs. Are there other groups you could invite?

Has an idea ever seemed so unbelievably simple—yet someone makes a fortune by marketing it correctly? Pet rock, cigar box purses...shape bands. The old rubber band is now desirable in a new way. Rubber band fashion! Instead of 100's of rubber bands in a package, five to ten shape bands (in bright colors) in theme shapes at an exorbitant price. Why didn't we think of that? Personal growth follows the constructivist theory of education. Start where you are—and move forward. There is no "one size fits all" in personal growth. One webinar or presentation may be great for one Lion, but not be appropriate for another. Someone who truly wants to grow must be a risk-taker, going into areas outside the traditional "comfort zone." Begin today to design your personal growth plan. Periodically redefine growth for you, and make new plans to grow. True growth is continually redefining the newer and better YOU! The newer and better LION!

The book *Who Stole My Cheese?* by Spencer Johnson looks at how people sometimes adjust to change. Reading that book through the eyes of a Lions Club we may ask, "Who Stole My Lions Club?" The purpose of using this analogy is to motivate Lions Clubs to move to action and to help them deal with the change that comes from growth.

Suggested Book List:

- Daniels, Aubrey C. *Bringing Out the Best in People*. New York: McGraw-Hill, 2000.
Drucker, Peter F. *The Effective Executive*. New York: Harper Collins, 2006.
Hansen, Mark Victor and Batten, Joe. *The Master Motivator*. New York: Fall River Press, 2005.
Johnson, Spencer. *Who Moved My Cheese?* New York: G. P. Putnam's Sons, 1998.
Maxwell, John C. *The Difference Maker*. Nashville, TN: Thomas Nelson, Inc., 2006.
Maxwell, John C. *The 17 Essential Qualities of a Team Player*. Nashville, TN: Thomas Nelson, Inc., 2002.

53. HOW PROJECT MANAGEMENT CAN BE USED IN YOUR NONPROFIT

Presenter: PDG Dave Pratt

Dave Pratt is a member of the Yelm Lions Club. He is a native of most of the western United States, from Bakersfield, California, to Anchorage, Alaska.

He is a past district governor, has received the International President's Leadership Medal and District Governor Extension Award, among others. He is a professional writer, group facilitator, management consultant, college instructor, and certified Project Management Professional (PMP). He retired from the US Army Medical Department in 2000 as a lieutenant colonel in 2000.

Dave has been married to Jacqueline Pratt, an active Lion, for 37 years. He is the author of two project management books: Pragmatic Project Management (2009) and The IT Project Management Answer Book (available in the fall of 2012).

Seminar Summary

This seminar will provide an introduction to Lions and show them how to implement and manage projects on a daily basis—from planning fundraising events to developing a staff orientation to putting a new program together for clients. Many nonprofit organizations end up "winging it" because they have not been trained on the "how to." Project management is a set of skills that can be applied to many different types of projects. This session can show Lions and nonprofit organizations how project management can help them manage tasks, efficiently tracking both task and program results.

Learning Objectives

- Introduce nonprofits to project management concepts
- Provide an understanding on how project management can help your organization successfully implement projects on time and on budget.
- Provide one tool that can be used immediately
- Help nonprofits understand why they should consider additional project management training

Background

The modern era of Project Management began in the 1950s but Project Management techniques can be found as far back as the days of the pyramids.

In the 1950s, businesses such as GE and DuPont realized there were benefits to organizing work around projects and communication was needed across various functional departments and units. There were a number of informal techniques and tools in use, but —projects tended to ad hoc. Tools such as Gantt charts (Henry Gantt 1861-1919) were in use but Gantt charts were not enough to ensure proper control and ensure completion of projects on time and on budget.

During this time period, two mathematical project-scheduling models were developed:

- "Critical Path Method" or CPM
- "Program Evaluation and Review Technique" or PERT

These tools and techniques as well as a number of others spread quickly as businesses looked for new ways to manage large and complex activities, evolving into project management, as we know it today.

Basic Project Management Concepts

What Is a Project?

The fundamental nature of a project is that it is a temporary endeavor undertaken to create a unique product, service, or result. (From PMBOK 4th Edition)

Criteria that projects have in common:

- Predetermined timeline
- Clear beginning and end
- Fixed Budget
- Specific Deliverable (Product, Service, or Result)
- Interrelated Tasks
- Involve People

What Is Project Management?

- Project management is the process of the application of knowledge, skills, tools, and techniques to project activities to meet project requirements. (From PMBOK 4th Edition)
- Project Management is an interrelated group of processes that if followed enable the project team to achieve a successful project.
- Or a much simpler definition – An established approach to managing and controlling a project.

Project Management Process Groups

There are 5 project management process groups.

- *Initiating* defines and authorizes the project.
- *Planning* defines and refines objectives and plans the course of action.
- *Executing* integrates people and other resources to carry out the project plan.
- *Monitoring* and controlling regularly measures and monitors progress to identify variances from the project plan so that corrective action can be taken when necessary.
- *Closing* formalizes acceptance of the product, service, or result and brings the project to an orderly end.

Process Group: Initiating

Initiating defines and authorizes the project.

Key Concepts

- Create Project Charter
- Identify Stakeholders

Process Group: Planning

Planning defines and refines objectives and plans the course of action. The plan includes all the activities and tasks necessary to achieve the objectives. This includes:

- Identify and Schedule Activities and Associated Timelines
- Resources Planning
- Estimating Costs and Budgeting
- Risk Identification and Management, Communications Planning, Quality Planning and Procurement Planning

The outcome is a comprehensive project plan.

Key Concepts

- Identifying Activities
- Resource Scheduling
- Risk Identification

Process Group: Executing

Executing integrates people and other resources to carry out the project plan.

Key Concept

- Acquire, Develop, Manage Project Team
- Conduct Procurements

Process Group: Monitoring and Controlling

Monitoring and controlling regularly measures and monitors progress to identify variances from the project plan so that corrective action can be taken when necessary. It involves Tracking, Reviewing, and Regulating the project processes.

Monitoring includes:

- Collecting,
- Measuring, and
- Distributing performance information, as well as reviewing trends to make process improvements.

Controlling involves:

- Identifying corrective or preventive actions or re-planning, and
- Tracking the execution of action plans.

Key Concepts

- Performance Reports (Status Reports)
- Change Requests

Process Group: Closing

Formalizes acceptance of the product, service, or result and brings the project to an orderly end.

During the closure process, the project team:

- Updates project documentation and relevant records and reports
- Results are compared against customer and stakeholder expectations
- Ensures that the project requirements and benefits were met, and
- Formal and Signed off acceptance is received
- Closeout meetings are normally held

Key Concepts

- Lessons Learned Report
- Final Project Report

The Project Manager's Role*Key Project Manager Responsibilities*

- Developing project management plan
- Keeping the project on track -- schedule and budget
- Identifying, monitoring and responding to risk
- Providing accurate and timely reporting
- Responsible for communicating with all stakeholders
- Deliver scope (work) on time, within budget, and within quality specifications

Key Project Manager Skill Requirements

- Project Management Knowledge
- Knowledge of the application area
- Understanding the project environment
- General Management knowledge and skills
- Interpersonal skills

Key Project Manager Success Factors

- Communicate
- Organize
- Solve Problems and Make Decisions
- Build and Manage Teams
- Remain Focused on the Required Outcome (Benefit)
- Not Becoming Emotionally Attached

Key Project Manager Lesson Learned

The overall success of a project depends largely on the role played by the project manager.

54. 2nd VDGs, MEET YOUR INTERNATIONAL 2ND VICE PRESIDENT

Presenter: Joe Preston, International 2nd Vice President

Vice President Joseph "Joe" Preston of Dewey, AZ, is a member of the Bradshaw Mountain Lions Club. He has been a Lion for 38 years. He has held many offices and chaired many committees, including International Director in 1996-1998. Vice President Preston was the chairman of the U.S. Lions Quest Committee, chairman of the 2003 Portland USA/Canada Forum and served 8 years on the Forum Planning Committee, and chaired the 1994 Phoenix International Convention Host Committee. In recognition of his service, Vice President Preston has received numerous awards, including 100% Club President, 100% District Governor, a Key member Award, Medal of Merit, and Ambassador of Good Will. He is also a Progressive Melvin Jones Fellow.

Lion Preston is a fleet sales manager. His main civic interest is mission work. He is married to Lion Joni and they have 3 children and 5 grandsons.

Congratulations on your election to the position of second vice district governor. By accepting this position, you have become an integral member of your district's District Governor Team. Successful leadership and administration of your district would be an overwhelming responsibility for just one individual. By approaching district leadership as a team, the district governor, first vice district governor, and second vice district governor can accomplish more and serve in your positions more effectively, ultimately improving district operations.

2nd Vice District Governor Responsibilities

The second vice district governor, subject to the supervision and direction of the district governor, shall be an assistant in the administration of the district, and representative of the district governor. His/her specific responsibilities shall be, but not limited, to:

- Further the purposes of this association
- Perform such administrative duties assigned by the district governor
- Perform such other functions and acts required by the International Board of Directors
- Participate in the cabinet meetings, and conduct meetings in the absence of the district governor, and the first vice district governor, and participate in council meetings as appropriate
- Familiarize himself/herself with the health and status of the clubs in the district, review the monthly financial report and assist the district governor and the first vice district governor in identifying and strengthening the existing and potential weak clubs
- Conduct club visitations as the representative of the district governor when requested by the district governor
- Assist the district governor and first vice district governor in planning and conducting the annual district convention
- Serve as the District Governor Team liaison between the District Global Leadership Team, working as an active member of the District Global Leadership Team along with the District Governor, First Vice District Governor and other Global Leadership Team members to establish and implement a district-wide leadership development plan
- Work with the District Governor, First Vice District Governor, and the Global Membership Team to develop and implement a district-wide plan for membership growth
- Work with the District LCIF Coordinator and assist the committee to achieve the goals of the year through regular distribution of LCIF information and materials to increase understanding and support of LCIF
- Work with the District Information Technology Committee and assist the committee to promote the use of the association's web site and the Internet among the clubs and members to obtain information, file reports, purchase club supplies, etc.
- At the request of the district governor, supervise other district committees
- Assist the district governor, first vice district governor, and the cabinet in planning of the next year, including the district budget
- Familiarize himself/herself with the duties of the district governor so that, in the event of a vacancy in the offices of district governor and first vice district governor, he/she would be better prepared to assume the duties and responsibilities of said offices as the acting district governor or acting vice district governor until the vacancies are filled according to these by-laws and rules of procedure adopted by the International Board of Directors

A common element required to successfully fulfill these responsibilities is teamwork. Only through effective collaboration and cooperation can the District Governor Team, with the Second vice District Governor as a member, maximize its success.

In addition to the District governor Team, the Second Vice District Governor is, along with the other members of the District Governor Team, an active, contributing member of both the Global Membership Team (GMT) and the Global Leadership Team (GLT).

The district governor team is at the core of the team-based structure of the district GMT and GLT. The integration of these three teams at the district level will address regional growth and development, increase membership, improve club health, and enhance the quality of leadership.

As a member of the GMT, the Second Vice District Governor works with the District Governor, First Vice District Governor, the GLT-D Coordinator and others to develop and implement a district-wide plan for membership growth.

As a member of the GLT, the Second Vice District Governor serves as the District Governor Team liaison to the District Global Leadership Team, working as an active member of the GLT-D along with the District Governor, First Vice District Governor, GLT-D Coordinator and others to establish and implement a district-wide leadership development plan. As the key liaison to the Global Leadership Team, every second vice district governor should familiarize him or herself with the objectives and activities of the GLT.

Your term as second vice district governor represents a very unique and extremely valuable opportunity. Not only can you contribute to the leadership of your district, but you can also use this experience to increase your knowledge and hone your skills so that when the time comes, you will be prepared to assume the role of district governor.

While your immediate focus is fulfilling your responsibilities as Second Vice District Governor in the best way possible, this is also the time to begin thinking about the years ahead. Take advantage of your experiences now to begin planning for the future. As you serve as Second Vice District Governor, maintain a keen awareness of those around you. Consider their knowledge, skills and interests along with the requirements of the various leadership positions within the district – key among them, zone chairpersons. Throughout your term, identify Lions who may be suitable potential candidates for those positions when you are District Governor. Planning for your district's future now will make the job much easier later, and will increase your chances of building the strongest, most effective district leadership team.

As Second Vice President, I am doing the same thing – making the most of my time as Second Vice President and next year, as First Vice President to get myself ready to serve effectively as International President of Lions Clubs international. We are a team, and together, if we invest in preparation now, I know we will have a positive, long-lasting impact on our great association when we serve together in 2014-2015.

55. DEVELOPING A POSITIVE ATTITUDE

Presenter: PDG Veronica C. RalphMunro

Veronica C. RalphMunro joined Lionism in 1983. She served as Area Chair in the Lioness District, then as Zone and Region Chair in the Lions District 20-K1 New York. Later she served as Vice District Governor and then Governor 2005-2006 when she was awarded the coveted Five Star Award. She was further appointed as an Associate to the LCI Governor's School for Pattaya, Thailand, in 2008. She has presented at trainings at the District and State levels. These included officers schools, mid-winter seminars, leadership training, Merlo/GMT training, MD-20 Convention Seminar in 2011 and 2nd Vice District Governor Training in 2011. She is a graduate of the Senior Lions Leadership Institute in 2003, and the LCI Faculty Development Institute in 2011. She is a retired New York City public school educator.

Introduction----- Ice Breaker----Share Out

What is a Positive Attitude? Can a positive mental attitude be the catalyst for excellence and success as a leader? I submit it is the secret ingredient for success and team building. Discussion.

Each of our leadership skills can be improved with the practice of developing a positive attitude. How can we develop a positive attitude? Attitude can be positive or negative. To ensure success we have to choose to practice positive attitudes. The question arises: What is attitude? The dictionary suggests feelings or mood as the meaning.

Discussion of handout on positive thinking. Thinking of things we can be thankful for as we wake up daily. Making a habit of positive thinking.

Positive thinking is a choice that can enhance our practice of positive leadership for success especially in building a team.

Leadership Skills

- (a) Communication---Enthusiasm. clarity
- (b) Vision— mutual, goals, action plans
- (c) Value—integrity, yours
- (d) Motivation—pull not push
- (e) Delegating—buy in, selling

Using the right techniques to build your team can make all the difference. Attitude is everything. Can we improve our attitude? Yes we can evaluate and discover our strengths and our weaknesses. We can practice techniques to strengthen our positive attitudes. Negative attitudes keep us back.

Groupwork—Attitude Tune-up. The group is divided into smaller groups for study then to report to the larger group.

Attitude is contagious. Don't live on automatic responses; gain conscious control of your attitude. We make a choice on even how we should feel. Give yourself the benefit of how you feel, thus your attitude and your action or reaction to a situation. Success breathes success. The strongest assets fundamental to outstanding leadership is a positive attitude. People prefer to follow a knowledgeable, enthusiastic leader. "If you are leading and no one is following you are just taking a walk." Leadership is getting people to follow you. Thus in leadership mutual vision is essential but vision needs to be positive. It needs to be simple, directional, easily understood or made plain, desirable, energy and energizing. A positive vision pulls, gives focus, arouses passion, transforms purpose to action, compels, drives, commits if it is mutual. One can be an energy giver rather than sucker with a positive attitude. The leadership skill of motivation or selling the benefits can certainly be enhanced by positive thinking. In selling the benefits we need to concentrate on the emotional benefits.

A positive leader is a role model who signifies recognition, security, positive action, pleasure and achievement. A good leader produces confidence, enthusiasm, ease, teamwork, and success rather than stress.

Vision shapes attitude. Our altitude in life is defined by our attitude. We need to make a choice and commit to changing our habits into a desired positive attitude through practice. We need to evaluate, assess and change our negative attitudes to positive with proven strategies. Identify and list our undesirable attitude habits. Identify a positive replacement. Practice the desired replacement. Create, practice then celebrate our improvements. If our vision stretch our imagination, we are more likely to be positive.

Celebration should be an integral part of our success strategies. Recognition, at clear measurable benchmarks is a must in planning for success. Read positive books. It takes at least twenty one days to form a new habit. Don't give up on you, practice, practice, practice.

Think outside the box; stretch your imagination. Complete the paradigms and scenarios in your groups, summarize the results then we will share.

56. TURBO CHARGE YOUR TEAMWORK

Presenter: Patti Repenn-Volante and Leadership Division

Pati Repenn-Volante has been a member of the Burr Ridge/Hinsdale/Oak Brook Lions Club for 4 years. She is a Group Manager of District and Club Service and Leadership Development at Lions Clubs International Headquarters in Oak Brook, IL. Lion Patti has been a presenter at several USA/Canada Lions Leadership forums, FOLA (South American Lions forums), Europa forums, ISAMME forums (India, South Asia, Africa and Middle East), and All Africa Conference. She is married to Vance Volante.

Each year, our International President's home state of Indiana hosts the Indianapolis 500 auto race, one of the toughest competitions in the world. During this *Greatest Spectacle in Racing*, with thirty-three cars screaming around the Speedway asphalt at over 220 miles per hour, the only constant is change. To win requires great drivers, top-notch equipment, effective leadership and perhaps most importantly, a pit crew that is as finely tuned as the car it services.

Lions clubs is no different. Our ability to provide needed community service year after year is all about people, our members, how they interact and work together. Many may be technically proficient, but unless they collaborate with others, they won't succeed, and the team won't succeed. We need to go from being talented individuals to being talented members of a cohesive team. Consider our Indy pit crew –unless each member of the crew fulfills his or her role, the car will not perform properly and the race will be lost. Unwavering dedication to teamwork is extremely significant.

Whether part of a club officer team, district governor team, the Global Leadership Team, the Global Membership Team, or a service project team, you can take your team from "good" to "world class." Two of the most influential factors cited by winning Indy teams are the attitudes and actions of the individual team members. Racing teams who are able to create a synergy - making the *TEAM* stronger than the collective training and experience of the individual members - find themselves visiting the Victory Circle more frequently.

Teamwork creates winners, and any racing team that finishes at the front of the pack at the Indianapolis 500 presents an example for success. Using the Indianapolis 500 as a model, this interactive session explores the essential elements of effective teamwork and team synergy and how we can incorporate it in our Lions teams to achieve excellence and maximize our service impact.

57. 10 POINTS TO SELL ANYTHING

Presenter: PDG Ann Roberts

One of the most exciting Lion functions PDG Ann has performed was being International World Sight Day chairperson for PIP Al Brandel. Working with PIP Brandel, the on-sight audio/video team and LCI was a great experience. In addition to scheduling club breakfasts and lunches, transportation, organizing a reception, it involved chartering a jet to go on-location! When canvassing for new Lion members, Ann points out personal growth benefits they can receive by attending Forums and Institutes. She has attended eight Forums and is a graduate of the Faculty Development and Emerging Leadership institutes.

Ann was a Financial Advisor for 25 years. She is married to PID Dave Roberts.

The Two Purposes of Public Relations

- To sell something (including selling an idea)
- To praise someone or something

How do we sell something?

1. Decide on a goal
2. Decide how long do you have to reach the goal
3. Decide what you are going to sell (product or service)
4. Decide who you are going to sell it to
5. Decide where you will sell the product
6. Decide how much product or service you will need to meet your objective
7. Decide how many Lions (and non-Lions) you will need to meet objective
8. Decide what would make someone want to buy what you are selling
9. Decide how to reach your buying audience
10. Put plan into effect
11. Publicize results
12. Evaluate project

Decide on a goal - Be specific. (*Audience participation*)

- Raise money (a state project, new sports equipment, etc)
- Help someone with a medical crisis
- Gather medical equipment
- Local non-profit needs money
- Distribute flags to 1st graders at three schools
- Plant trees
- Essay contest
- Who decides on budget line items?

How long do you have to reach your goal?

- Needs money now
- End of Lions year
- On-going project (Is this a good idea? Evaluate project at regular intervals?)

Decide what you are going to sell (product or service)

- Car wash
- Spaghetti dinner
- Golf tournament
- Candy

Decide who you are selling the product to

- General public
- Senior citizens
- Under 40
- Children

Decide where you will sell the product

- Who has authority to let you sell product or service
- New rules or new location

Decide how much product or service you will need to meet your objective

- Basic math – What is cost – less expenses = Goal

Decide how many Lions (and non-Lions) you will need to meet objective

Decide what would make someone want to buy what you are selling

- Fills a need (light bulbs, first-aid kits)
- Seasonal
- New on market
- Eye-catching
- They want to help charity

Decide how to reach your buying audience

- Posters – locations and mailed
- Ads (Is there a cost involved?)
- Local radio or TV
- Free bill boards
- Bill board matching grant
- Homeowners bulletins
- E-mails (to whom and when)

Put plan into effect

- Do you have adequate signage for the day of the event?
- Do you need start-up cash?
- Who brings what you need to project?
- What provisions have been made for end of day?
- Who is assigned to take pictures? (May want to ask general public if they would be averse to having their name in the paper. Careful with kid's pictures – get parental consent to publish.)

Publicize results

- **Picture and story to newspaper thanking public for their help**
- **Letter to the editor if all else fails**
- **Don't worry if it doesn't get in immediately – send it again!**

Evaluate project

Q&A



58. PRESENTERS AND MODERATORS ORIENTATION

Presenters: PID Dr. Beverly A. Roberts
PID Randy L. Heitmann
PID Ed Lecius

Dr. Beverly A. Roberts of Hephzibah, GA, served as International Director 2005-2007. Past Director Roberts is a retired educator and Dean of Business. She has been a Lion since 1990 with perfect attendance. She has held many offices within the association and has received numerous awards. She has served on the Forum Planning Committee and presented several times; group leader at the District Governor-elect seminar three times; and was part of the faculty at numerous leadership institutes. In addition to her Lions activities, Past Director Roberts is Registrar of the Augusta Chapter of DAR; Recording Secretary for the Augusta Genealogical Society; and she has been President for the Georgia Retired Educators, President of the Richmond County Retired Educators and the South Augusta Exchange Club, Grand Marshal of the Order of Eastern Star, and state chairperson of the Georgia Retired Educators State Convention two times.

Randy L. Heitmann, of Cambridge, Nebraska, served as an International Director 2003-2005. Past Director Heitmann is the owner of Heitmann Tax Services. A member of the Cambridge Lions Club since 1986, Past Director Heitmann has held many offices within the association and has received numerous awards for his service. In addition to his Lion activities, he is active in the Tri-Valley Medical Foundation, treasurer of Cross Creek Golf Links and chairperson of the board of Tri-Valley Health Systems. In the past, he served as chairperson of the Cambridge Chamber of Commerce and in numerous positions for the Congregational United Church of Christ. Past Director Heitmann and his wife, Kathy, also a Lion and a Melvin Jones Fellow, have three children, all of whom are Lions and Melvin Jones Fellows.

Ed Lecius of Merrimack, NH, served as an International Director 2007-2008. Past Director Lecius is a community policing coordinator and co-director of emergency management for the Nashua Police Department. He has held many offices within the association and has received many awards for his service. In addition to his Lions activities, Past Director Lecius is active in numerous professional and community organizations. He has served as director of the Nashua Police Athletic League and the New England Community Police Partnership, fire commissioner and park recreation commissioner. He is an honorary member of the International Association of Firefighters Local 789 and is the recipient of the Daniel Webster Council BSA Top Scout Award, the Big Brothers-Big Sisters Big Brother of the Year Award, the City of Nashua Service to Youth Award and the Care Givers Top Care Giver Award. Past Director Lecius and his wife, Elaine, have two children.

This seminar is design as an orientation session for those who will be presenting or moderating at the USA/Canada Lions Leadership Forum in Tampa Bay, Florida, September 13-15, 2012.

Informational topics that will be covered include information for the presenters and moderators: locations of seminar rooms, Seminars Office, Forum Office, and layout of the convention center; meeting your presenter prior to the seminar; checking in at the seminars office and picking up handouts; availability of volunteers; arriving early to prepare for your seminar; checking AV equipment; staying within time limits; distributing and collecting evaluation forms and handouts; using technical support; Kennedy Recordings, using the microphones; introducing the speaker; thanking the audience and the speaker; allowing time for announcements; distributing Ideas for Future Forums sheets; leaving room for next seminar; data input; viewing completed evaluations.



59. SERVING AS INTERNATIONAL DIRECTOR

Presenter: PIP Jimmy M. Ross

Jimmy M. Ross of Quitaque, Texas, and a member of the Quitaque Lions Club, was International President 2006-2007. Past President Ross is a rancher and a retired judge. He has held many offices in the district, multiple district, and internationally. Additionally, he has taken part in eyeglass recycling missions to South America and has been involved in chartering more than 500 clubs.

Past President Ross has also been active in professional and community organizations, including the Water Control & Improvement Board, the District Juvenile Probation Board, and chairperson of the board of the 911 Emergency Systems in 26 counties of Texas. His special interests have been membership extension, the strengthening of clubs and community service. For his years of service, he has received many awards. Past President Ross and his wife, Velda, have three daughters, two granddaughters and two grandsons.

Important

International Board of Directors is the governing body of Lions Clubs International.

Understanding

You should have a good understanding and working knowledge of the constitution, bylaws, policy manual and minutes of the board meetings.

Presidents Program

Understand and be able to discuss and explain the international presidents program.

Speaking

Give good speeches.

Membership

- o Organize 5 clubs
- o Rebuild 5 clubs
- o Bring a solution

Trainer

Have training presentations prepared to give at a moments notice.

Appearance

You represent L.C.I. and should dress appropriately.

Radio and T.V.

Always be prepared to be interviewed.

Drinking

Drinking should be in moderation.

Jokes

Jokes can be offensive.

Politics

When visiting, never get involved in local politics.

Health and Energy

You must be prepared for long days and nights.

Different Cultures

Study the way Lions Clubs differ and be able to set good policy.

Board Meetings

Study -Study- Study and make good decisions.

60. CREATIVE CONTESTS FOR CLUBS AND DISTRICTS

Presenter: PCC Deanna Rostock

Lion Deanna Rostock is a member of the Boise Vista Lions Club, District 39W. She has been a Lion for 15 years. She is a Progressive Melvin Jones Fellow, Past District Governor, Past Council Chairperson, and graduate of the LCI Faculty Development. Lion Deanna has received the LCI Presidents Award, LCI Leadership Award, and 39-W Lion of the Year. She is the multiple district GLT chairman. She has attended 5 forums and taught in 3 Regional Leadership Training sessions, the Senior Lions Leadership Institute, and Regional District Governors-elect training

Lion Deanna is the owner of Capitol Refrigeration and Parts Today, and her civic interests include Project Linus Quilts and Quilts of Valor. She is married to Gary and has 6 children.

Introduction: In our world today everywhere we look we see people involved in contests. They are fun and allow us to tap into our competitive side. Contests help adults have fun in a work filled world where the fun of childhood is often left behind. Contests are used to help bring people to a business, promote a new idea, win a new product, or create a community of like-minded individuals. In each instance the contest asks each of us to buy into the idea of the contest creator. With these things in mind, how can we as Lion Leaders create and use contests to promote Lionism, encourage our members to have fun or to promote a new idea within our clubs and districts.

1. Create a contest with an end result that can be measured.
 - a. Have a specific prize in mind.
 - i. Contact local stores or suppliers for donations
 - ii. Have a member create a prize; i.e., drawing, quilt, etc.
 - iii. Create the prize with the contests collection
2. With your team set specific goal that you want to achieve
 - a. What is the criteria for the contestants
 - b. How will this benefit your Club or district
 - c. What is the desired results
3. Create a timeline for the contest
 - a. When will it start
 - b. How many participants do you need or can you accommodate
 - c. How long do your participants have to complete the goal that you have set
 - d. When will the contest end
 - e. When will you announce the results
4. Choose a venue for the contest
 - a. Is it going to be indoors
 - b. Is it at a convention
 - i. Who do you contact for permission
 - ii. Who will run the contest
 - c. Who will judge the results of the contest
 - d. Does it involve food or other perishables do you need permission from the venue to bring in outside foods
 - e. Will the space hold the amount of people that you are expecting
 - f. What is the cost of the venue if any
5. Use your Facebook pages and your websites to advertise your contest.
 - a. You can use either of these to post clues, rules or even run the contest from these sites
 - b. Can you use twitter for updates on the contest?
 - c. Gather email addresses for future contests
 - d. Post daily to keep the interest high
 - e. Allow contestants to post updates and/or photos of their progress
 - f. Keep it simple
6. Use your committees to come up with more ideas as you complete each successful contest

Conclusion:

There are many places to come up with contests that will showcase your Lions, their projects and getting new members and retaining the ones you already have. Use your DG or CC to create a yearlong contest that celebrates their goals at the end of the Lions year. Do the same with your club president. Involve other service organizations in your contests. The ideas are endless and the power is in your hands as you motivate, captivate and entertain:

Web sites that are helpful:

www.contestcen.com
www.theadhound.com
www.genv.net

Contest ideas:

Recycling contest

Caught in the act: Random acts of Kindness Photos

Build a food bank – create a sculpture with cans of food

District scavenger hunt

Pinewood derby type contest used with cans of food or balls for kids

The ugliest car contest- use photos or drive them to the location

An away game tailgate food party contest

Ugly shirt and tie contest

Poetry contest – make rules about Subject or you must use a Lions name, the name of your district or club, must mention a project or event and can only be one page long. You get the idea

Best hair contest at your convention or Charter night – Themed

Best costume

Color me Green contest - reuse

Art contest with everyday items. Such as empty soda bottles, paper and paint! Leaves, paint and paper plates. Whatever tickles your fancy!

Best Burger in the city, or Best homemade pizza

Dessert contest

International food contest

Biggest fish contest, have a pond stocked and then only let kids fish

Worst vacation essay contest.

Puzzle contest. Create clues and then make a collage of the photos to put together the finished product

Beat the winter blues contest

Minute to win it contests-hysterical and fun, focus on Lion supported projects

Find the gavel- or find the bell contest

Junky Jalope Contest with a Hillbilly BBQ!

Cow Pasture Golf Tournament

Unique Kites and Kite flying contest



61. CONFLICT RESOLUTION

*Presenters: PID Dick Sawyer
PCC John Hart*

Richard C. “Dick” Sawyer of Overgaard, Arizona is a member of the Overgaard Ponderosa Lions Club. He served a two-year term as a member of the International Board of Directors from 2009-2011 where he served a chairperson of the Leadership Committee and on the GMT/GLT Executive Committee. Past Director Dick has been a Lion since 1996 and has participated in the Senior Lions Leadership and Faculty Development Institutes. He has served as a presenter at two MD21 Faculty Development Institutes and at the Columbus, Ohio forum as well as several Regional Leadership Institutes. Lion Dick currently serves his district as the Global Leadership Team coordinator. He is a retired educator who spent 30 years in the classroom and in training teachers in new educational concepts.

PCC John Hart, a graduate of the Lions Clubs International Faculty Development Institute, served on the faculty of the MD-21 Faculty Development Institute and has developed and presented many training workshops for his district and multiple district including a very successful Membership Growth Planning Workshop and an equally successful Facilitator Workshop as well as club and district officer and committee chairpersons workshops. PCC Hart started his adult training career as a technical instructor in the U.S. Air Force and has continued to hone his skills and increase his experience in adult training throughout his Lions career. He has been a member of the Tucson Downtown Lions Club for 12 years where he currently serves as secretary. He also serves as District 21-B International Relations Chairperson and as MD-21 Global Membership Team Coordinator. He and his Child Bride of 49 years, Lion-Lioness Dory, are Melvin Jones Fellows. They have two grown daughters and five grandchildren.

CONFLICT RESOLUTION

CONFLICT – CONFLICT – CONFLICT. It’s a part of our life; everyday we encounter conflict, whether it be big or small. We will look at the causes of and some of the strategies that can be used to resolve conflict. What is your basic style of conflict management and how do you use it? Hopefully, conflict can be resolved where everyone is at least a partial winner. Using the collaborative approach to conflict resolution can help.

Definition

Conflict can be defined as the mental or physical struggle resulting from incompatible or opposing needs, drives, wishes or demands. Conflict cannot always be prevented, nor should it be. Through conflict, we can sometimes learn more about the needs and feelings of others, and we can benefit from their ideas and perceptions.

Our Lions Clubs, our jobs and even our families present us with a certain amount of conflict. The conflict we encounter often causes us to react negatively, which, in turn, creates even more conflict. We need to realize that not all conflict needs to be resolved. It does take two sides to continue a disagreement, and any disagreement can be ended if the two parties concur that their divergent opinions will not be changed, and they can simply “agree to disagree.” For instance, when one person likes one type of food, but the other does not, this disagreement will not change, that is OK! They quit trying to convince each other to change their opinion.

In many cases, disagreements should be resolved if at all possible, because they:

- are a waste of time
- can escalate to a higher level of destructiveness
- may cause one of the parties to quit the group, or cease contributing to the group.

Conflict, as apposed to disagreement, is when two parties perceive that their interests are being denied because of the other party’s interests or feelings.

Causes of Conflict

While we are not seeking to place blame, we should try to determine the causes of conflicts in our lives. Only then can we fully understand the situation and begin to resolve it. There are several common sources or causes of conflict.

- **Interests or values challenged**
Conflicts can arise when one person ignores, challenges, or misinterprets our interests and values.
- **Needs not met**
Conflict can result when some of the essential things in our lives that contribute to our self-worth, motivation, and performance are ignored, obstructed, or not recognized.
- **Power or authority challenged**
On occasions where one person exerts control in an area where another claims authority, conflict can arise.
- **Misunderstanding**
We all occasionally fail to look at things from another’s point of view or fail to get the “big picture” or the situation. Misunderstanding is a major cause of conflict.

Conflict Management Styles

There are five basic strategies that can be effectively employed to resolve conflicts. They are:

- **Avoidance** (the Evader)

I am not going to accomplish anything by talking about the issue. Talking can get us into trouble and hurt someone's feelings. I lose; you lose. Use this when the situation does not require immediate attention.

This strategy is employed when there is low concern for the interests of either side, and high concern about continuing the conflict. The idea is to ignore the differences of opinion. Sometimes, time will resolve the conflict, or the parties will have an opportunity to employ other strategies to resolve the conflict.

If the issue is not worth fighting about, avoidance may be the best strategy. The assumption underlying the avoidance strategy is that conflict is the danger.

- **Domination** (the Fighter)

I stand for survival of the fittest. All for me, nothing for you. I win; you lose. Here you must be willing to sacrifice the relationship to achieve your goals.

Dominating people have high regard for their interests and very low regard for the needs and interests of others. This method presumes that the goal is more important than the relationships, and that the objective is more important than the feelings of the members of the group.

An example of this happening is when the senior members of a club dismiss the ideas of the newer members. "No, we've never done it that way and we won't change." OR "We tried that 20 years ago and it didn't work." The members reacting to the dominating strategy may be intimidated, turned off, or simply leave for a new environment. The team rarely survives, and eventually the club becomes stagnant.

- **Accommodation** (the Harmonizer)

My personal needs should be sacrificed for the good of all. I lose; you win. This works best when the issue is more important to the other person.

Many people tend to resolve conflict by "giving in" to the other party. To them, it is so important to avoid argument, that they submit their interests to the other persons, rather than argue about it or attempt any other resolution.

Submissive behavior is certainly one of the ways to resolve conflict. However, this manner of conflict resolution sometimes results in the conflict simply "going underground." The person who "gives up" may remain concerned, disappointed, and unsatisfied. A club member who sublimates their conflict with an overbearing fellow club member may simply not attend meetings, or participate in club projects, and eventually become a statistic in the "dropped in good standing" column of the Monthly Membership Report.

Accommodation is appropriate when a person concludes that their interests are not important enough to themselves to pursue the conflict. However, we must recognize when we accommodate, that we also do not obtain whatever it is in which we were interested. Accommodating people show high concern for the interests of others and little concern for their own interests.

- **Compromise** (the Compromiser)

I better strive for the middle ground that satisfies both sides rather than the "optimal" solution. We all win a little and lose a little. When goals are in opposition and consensus cannot be reached, it may be best to compromise.

This strategy attempts to resolve conflict by giving up on some of one's aspirations, to allow the other side to obtain some of what they want. It does not require any action on the part of the opponent. Unless the opponent brings some compromise to the table, the compromise from the first party is simply an accommodation to one of the issues. Since the conflict still remains, (under the table), the party who compromises may still be unhappy, frustrated, and concerned. This strategy evidences moderate concern for the interests of both sides.

- **Collaboration** (the Negotiator)

We must work together to maximize the opportunities and minimize the dangers in conflict. I win; you win. If time permits an extensive analysis and problem-solving approach this is best.

This strategy evidences concern for both the rights of oneself as well as of others. It lets us seek creative alternatives that will result in both sides getting what they want. This method utilizes conversation, exploration, good listening techniques, and opens dialog. Both parties must be willing to sacrifice time to reach the best solution.

Teamwork and mutual interest are held to be more important than individual interest. The assumption is that if conflict is minimized, and individual interests are explored, everyone will be happier, and anger, retaliation, and frustration will be lessened. This is the preferred approach to conflict management since it pools individual needs and goals toward a common solution, but time does not always permit its use.

Management of Conflict

There is not necessarily a correct or “proper” style for solving a conflict. Each style may have a role in conflict. For example, you are in a house that has caught on fire. A young child is in the house with you and does not want to get out. In this case, you will “order” the child out of the house. You will have used a “dominating” style, but it was certainly necessary

Even though there are circumstances requiring a particular style of dealing with conflict, most of the time conflict is best resolved by striving for “collaboration.” Each of us has a personal style when dealing with conflict. It is important for us to understand what our “style” is because it allows us to understand ways to minimize the negative effects created when we must deal with conflict.

Which of the following best describes how you handle conflicts? Don’t try to determine which might be best, evaluate yourself honestly.

1. I don’t like conflicts, and I try to avoid them. I would rather not be forced into a situation where I feel uncomfortable or under stress. When I do find myself in that kind of situation, I say very little, and I leave as soon as possible.
2. To me, conflicts are challenging. They’re like contests or competitions – opportunities for me to come up with solutions. I can usually figure out what needs to be done, and I’m usually right.
3. I try to see conflicts from both sides. What do I need? What does the other person need? What are the issues involved? I gather as much information as I can, and I keep the lines of communication open. I look for a solution that meets everyone’s needs.
4. When faced with a conflict or even a potential conflict, I tend to back down or give in rather than cause problems. I may not get what I want, but that’s a price I’m willing to pay for keeping the peace.
5. I want to resolve the conflict as quickly as possible. I give up something I want or need, and I expect the other person to do the same. Then we can both move forward.

Interpretation

If you chose #1, your conflict resolution style is **evader**. This is a lose-lose strategy. When one party avoids a conflict, neither party has the opportunity to resolve it. Both parties lose.

If you chose #2, your conflict resolution style is **fighter**. This is a win-lose/lose-win strategy. Either you win and the other party loses, or you lose and the other party wins. It’s the survival of the fittest. But conflicts are not contests, and this style precludes the possibility of finding a fair solution.

If you chose #3, your conflict resolution style is **negotiator**. This is a win-win strategy. Both you and the other party have the chance to express your needs and resolve the conflict in a mutually acceptable way. While this strategy may sound simple, it’s actually the most difficult to use. It requires each of the parties to articulate, prioritize, and satisfy their own needs while also addressing the other person’s needs.

If you chose #4, your conflict resolution style is **harmonizer**. This is a lose-win strategy. You lose because your needs aren’t met. The other party’s needs are met, but the partnership suffers because you eventually become resentful and unsatisfied.

If you chose #5, your conflict resolution style is **compromiser**. This is a lose-lose strategy. Both parties give up something you need just to make the conflict “go away.” Invariably, you end up address the same issues later.

The Collaborative Approach

Not every situation allows us the opportunity to implement the collaborative approach, but when it does, we need to know how to go about “collaborating.”

The first two steps in the process comprise the ANALYZING PHASE and allow us to clear the air and determine what has caused the conflict if we have not already done so.

1. Remove emotion
Start the process by honestly addressing feelings and looking forward to a solution.
Anger, resentment, and frustration can inhibit the ability of people to think clearly about a given problem or situation.
2. Consider differences
Give each party in the conflict an opportunity to state their beliefs and ideas.
Discuss areas of agreement and disagreement to more clearly understand the direction that must be taken to resolve the conflict.

(At this point, it is sometimes found that the conflict can be resolved without investing the time and effort required of the collaborative approach.)

The next three steps make up the PLANNING PHASE where we decide what we are going to do.

3. Set mutual goals
Give each party an opportunity to explain what they perceive as the ideal end-result, and then find areas of agreement to serve as the goals.
4. Brainstorm ideas
Allow everyone to participate in an open and free discussion of ways to accomplish the agreed-upon goals.
5. Select the best solution
This could be the lengthiest step in the process. Discuss each idea from the previous step, and select one or more that all can agree upon.

The RESOLVING PHASE consists of the final two steps in the process. This could be a simple decision, or an elaborate plan of action. The important thing is that all have participated in the solution.

6. Implement
Jointly implement the solution exactly as it was agreed upon.
7. Evaluate and learn
After implementing the solution, make sure that all interested parties jointly evaluate the process and the outcome, correct any weaknesses, and celebrate the success.

Conflict Scenarios

At this point in the program several case studies were presented and the participants were asked to help decide what the cause of the conflict was and to choose the best style of conflict resolution to try.

For further help with the subject of “Conflict Resolution” go to the Lions Clubs International website at www.lionsclubs.org, click on ‘Member Center’ then ‘Leadership Development,’ ‘Lions Learning Center’ and then go to the ‘Course Registration Page.’ On this page you will ‘Login’ or if you have not visited here before, you will ‘Create an Account.’ Once you have logged-in, then select ‘Managing Others’ and then ‘Conflict Resolution.’ ENJOY –there are many other useful sessions that you can access from here also.

62. EVERYTHING YOU WANTED TO KNOW ABOUT ENGAGING TOMORROW’S LIONS BUT WERE AFRAID TO ASK!

Presenter: PDG Doug Scheller

Doug joined the Rapid City Rushmore Lions Club in 2003 when he was invited to join by a friend and mentor. Since that time, he has held several leadership positions including club president, zone chairman, District Governor, State Representative to the Council of Governors, and currently serves as the MD-5 GMT Co-Coordinator. He was selected to be a presenter at the Great Plains Lions Leadership Institute in 2012. He is a recipient of the International Presidents Award, The District Governor Founder’s Growth Award, and is a Progressive Melvin Jones Fellow. Lion Doug is a practicing Pharmacist of 41 years, and he and his wife, Donna, have 2 children and 4 new grandchildren.

SOLVING THE MEMBERSHIP DECLINE THE MILITARY WAY—by the numbers.

Every Lion needs to take ownership of declining membership in North America. Lions, you must choose—either you are part of the solution, or you are part of the problem. We can learn from the US armed force’s successful initiative to reduce racial tension and combat racial discrimination in the early 1970’s.

We must stem and reverse our 30+ year membership decline to remain a strong vibrant presence in the communities and the world we serve. Our business model is no longer effective and must change in order for us to survive. Lions in North America is either growing or it is dying—it is that simple.

We need to engage the generation(s) who will replace us and we need to be willing to adapt and design our clubs for those to come—what has worked well for you and me, has not appealed to the younger generations. You and I have had our turn. The time to act is NOW! We must be part of the solution! Lions—we need to change our stripes—stripes?

GENERATIONAL DIFFERENCES

There are 4 generations that comprise our membership, Matures, Baby Boomers, Gen X, and Gen Y. Each generation possesses unique characteristics that define them from the others. We will explore and discuss some of the major traits of each that will help us communicate more effectively with different age groups other than our own. It is our task to identify those aspects of club operations that have become barriers to recruitment and retention, eliminate or change them in order to engage tomorrow’s Lions.

JUST GOOGLE IT!

It is difficult for many of us to accept and understand how technology and social media have changed the way in which younger generations communicate-- but both have profoundly changed just about everything! Many institutions and accepted ways of obtaining information and doing business are going by the wayside. Lions let that not be us!

For example, younger North Americans get most of their news from the internet. Many large newspapers and magazines are in financial straits—major bookstores are going out of business. Meanwhile, many of us still prefer to watch the evening news—(This is still OK)—but we need to recognize, this is not where the younger people are.

RULES OF ENGAGEMENT—USE A MODERN DAY TOOLKIT TO ATTRACT TOMORROW’S LIONS

This ain’t your father’s Lions Club! Lions Clubs International has developed numerous strategies and programs aimed towards the younger demographic segment of society. We will identify, discuss and point out specific methods designed to accommodate busy modern day lifestyles such as the Family Membership Program and the Family Cub Program.

Facebook 101 and Twitter 101 are available on the LCI website member center. LCI has developed best practices for Social Media. Additionally, recruitment material such as The Young Adult Recruiting Guide & Be A Part Of Something That Matters Brochures are just part of the material available to all Lions.

DEBT REPAYMENT—TO THE GREATEST GENERATION

The Greatest Generation—those raised in the 20’s & 30’s put their lives on hold from 1941 to 1945 to defend our freedom. When they came home from WWII, they wanted to get on with their lives, start families, and better their communities. For many of us, they were the loving parents, teachers, coaches, scout leaders and mentors who nurtured the Baby Boom generation. They were the most altruistic generation North America has ever produced. As a result, Lions Clubs were formed in large numbers throughout the continent. For the most part, they have finished their tasks and have passed this great legacy on to us.

We can never pay them back. However we can honor them by paying it forward to upcoming generations by sustaining and growing the great Association of Lions Clubs International which they have entrusted to us. We have the opportunity to teach our youth the joy of being of service to those who truly need it—it is the least we can do.

63. SERVING AS A ZONE OR REGION CHAIR

Presenter: PDG Lillian Shurtleff

Lillian “Lil” Shurtleff is a member of the Liberty Coastal Lions Club in Midway, GA. She has been a Lion since 1993. She served as a District Governor (2003-2004), Multiple District Membership Chair, District Membership Chair, District Leadership Development Chair, and District LCIF Coordinator. Lil is a Progressive Melvin Jones. She has received many awards including a 10-Member Key, International President’s Leadership Award, and International President’s Award.

Lil is a retired educator. She has been active in the Boy Scouts of America for 32 years; serves on her church board; and is certified as a Community Emergency Response Team member. Her spouse, Jerry Leland, is a Lion and a past zone chair. She has two sons.

Lionism is changing. No longer is the DG the primary Lion in the district. We now manage our districts with a district team. As our districts grow in clubs and members, the district team must look at the position of the Zone/Region Chair to increase the presence of the district team, to encourage mentoring of new Lions; to develop leadership skills; to alert the district team of any problems or possible future problems; to be the eyes and ears of the district team—in other words, to extend the district team.

We will look at how zone and region chairs can aid in the growth and health of a district. Districts vary with regard to the use of region chairs as they are not mandatory. It is good to remember that a region chair can aid in the decimation of information among several zones. Today we have Lions with a wide variety of experiences as zone or region chairs and contacts with zone/region chairs in previous years.

Serving as a zone or region chair is fulfilling. You accepted the position; hopefully you knew what your responsibilities would entail. You are to further the purposes of the Association, chair the District Governor’s Advisory Committee; chair regular committee meetings; be active in membership development (GMT); be active in leadership development (GLT); and other duties as required.

These other duties and responsibilities are clearly spelling out in the “Zone Chair Manual and “Region_Chair Manual available at www.lionsclubs.org.

But—who do you really serve? Simply put, you serve not only the District Team but more importantly you serve the clubs in your zone. You are the liaison between the DG Team and the clubs. You are the conduit for news and information. How do you become this?

First, get to know the clubs in your zone. You should have from 4-6 clubs depending on the geographic local.

Second, research the clubs. What is their membership? How many new Lions have they added? Or, how many Lions have dropped their membership? Why? Do they submit their monthly reports on time? Not only the MMR, but do they report club activities? Are they active in their community? Does the club participate in district activities? When was the last time they attended a cabinet meeting? A district convention? A charter night? How do you find this information? Ask the previous zone chairs. Go back as many years as necessary. The contact these zone and region chairs had with the clubs yields more information than a report with numbers. Ask the Past District Governors. They or their representative visited these clubs. Has a club always had a small membership? Is the town declining or growing? When was the last time the club officers attended training? Oh, what is the average age of the Lions in the club?

Third, be a communicator. Now you are ready to make your club visits. Phone ahead and verify not only that it is ok for you to come but what is the meeting time, place (ask for directions), and date. Assure the club president that you are just planning to make a visit as a representative of the DG. It is always a good thing to take something with you that the club might need such as the latest club directory or a copy of the district or MD newsletter if you know they are not receiving it via email. Wear your Zone Chair or Region Chair name tag so the members know who that stranger is. Be a friend. Be ready to answer questions about the district, Lions activities, dates, etc. Open the conduit to communicating with the club on a regular basis. Not only speak but listen to what the Lions in the club have to say about their club and Lionism. Also plan to be there when the District Governor or his/her representative makes a visit.

Fourth, find out what the club needs. Often it is as simple as information. You might be surprised that some clubs do not know who the District Governor is. Or you could have the club that has the latest news even before you. They may ask about officer training, how to get membership cards from LCI, filing MMRs, or where is the LCI supply catalog that once came in the mail. There may be a more serious need in that the club does not have leadership.

Before you start your club visits, have a date for your first District Governor Advisory Committee meeting. This committee is essential to the district. As its name states, it “advises” the DG Team about the needs and expectations of the clubs in your zone or region. You should invite the president and secretary of each club as they are automatically members of this committee.

Plan on a minimum of three meetings per year. If your clubs are wide spread, you may want to move the meeting each time to make the meeting place more convenient to clubs. If your clubs are fairly close (same city), you may have a central location for the meetings. Have a meeting room. A meal is not essential, but if you plan to meet in the early evening, it might be nice to offer one at “Dutch treat.” Have an agenda but be open to a possible discussion taking up time. Give each club an opportunity to present ideas and not allow one club to dominate the discussion with problems or successes. Send out a possible discussion list or ask each club to be ready to discuss: successful projects, fund raising activities, problems that might be common to all the clubs, district and MD projects. Be ready to promote district events. Stress the importance of monthly reports. You could have a presentation on filing reports online or the District LCIF Coordinator on the latest LCIF news. Promote clubs participation in the Club Excellence Process (CEP). Have handouts for the clubs to take back to their members.

Through these meetings, encourage club leaders to step up to district positions. Even before this, encourage club members to step up to leadership in their clubs. A good program to have is the Mentoring Program and how it will aid the club in leadership development. . More information on this is available on the LCI website.

Don’t forget—recognition. A pat on the back is a great motivator. Has a club in your zone or region done something outstanding? Were they featured in the local newspaper? Was a Lion in one of the clubs recognized by a community organization? Did a club attend all your zone/region meetings for the year? There is always a way to recognize a Lion. Don’t forget to encourage your clubs to earn the Club Excellence Award.

We can’t forget the role the zone/region chair play in the GLT and GMT programs. You are an integral part of the overall district plan. The zone/region chair is the district officer the clubs know and you know your clubs. Every month you will receive the Club Health Assessment. Look at it carefully for information your clubs submit to LCI. Compare your clubs with similar clubs in your district to see how they rank. Through your visits and listening to the discussions at the DG Advisory Committee meetings, you can report successes and problems to the GLT and GMT for them to use in their plans. The District Governor’s Advisory Committee meeting report should be sent to the District Governor, the district GLT and the district GMT. Also include the district GLT and the district GMT in your DG Advisory Committee meetings to discuss the needs relating to membership and leadership development.

By being a knowledgeable and effective zone or region chair, you will not only make the job of the District Team easier, but you will be a key to the growth of healthy clubs and a healthy district.

64. KEEP'EM FROM LEAVIN'

*Presenters: DG Dick Silveira
PDG Barbara Toosley*

Lion Dick Silveira is currently District Governor of 25A, Indiana, and was District Governor in 33K, Massachusetts, in 1999/2000. Lion Dick has held many district and multi-district positions. He has five International President's Certificates, two Extension Awards, International President's Leadership Medal, and two International Presidential Medals, is a progressive Melvin Jones and a New Club Development Consultant for LCI. Dick has presented at four previous USA/Canada Forums. In addition, Dick served on the Credential Committee and as Sargent-at-Arms at International Conventions. He has 26 years in Lionism. His profession is that of Senior Defense Analyst U.S. Government Accountability Office; and he is a former Commander of an American Legion Post, and current member of an American Legion Post.

Lion Barbara Toosley, from St. John, IN, is a 100% Club President and a 100% District Governor. She has been a Lion for 20 years. She has received two International Presidents Awards, an Extension Award, and an International Presidential Medal. Lion Barbara is a Melvin Jones Fellow. She is currently a New Club Development Consultant for LCI and MD-25 GMT. Lion Barbara has attended the last 17 USA/Canada Forums and has presented at three. Lion Barbara is a corporate payroll specialist. She is married to Dick Silveira and has one child.

To understand how we “Keep'em,” we must understand how we “Lose'em.” We do a great job of “Lose'em.” Over 50% of all new Lions leave during their first two years as a Lion. Some of the reasons are:

- Poorly run, long boring meetings with little purpose and no agenda
- Lack of Leadership
- Club activities and events controlled a by longtime members
- Lack of participation in the decision making process.
- Poor induction ceremonies
- Lack of a Lions Orientation program
- Members not open to new ideas
- New members not valued at fundraisers, the “I always flip the pancakes, the new members can clean the tables” attitude.

But we do have a few thoughts on what we might do to “Keep'em.”

Yoga Berra said, “When you come to a fork in the road, take it.” We can stay as we are and take a chance on the future, or we can act now and grow, so Lions can continue to lead through service in the future. Younger people DO want to make a difference in their community, but on their terms not necessarily ours. They value their time with family; they want to know their time and effort are valued. They want to spend more time doing and less time talking. They will come if they know the community needs them and we need their talents more than their time. And they will come if we continue to focus on a family oriented Association. We are only as old as we think we are. If we act young then we are young. Who said an older (more experienced) Lion is less important than a younger one? We are young if we have a passion for what we do. When Lions put food on the tables that would otherwise be empty; to that table, it's a miracle. When Lions build a handicap ramp so someone can once again leave their home; to that person, it's a miracle. When Lions give a “Leader Dog” to a visually impaired person, so they can lived a fulfilled life; to that person, it's a miracle. When Lions provide teachers with training so our students make the “right choices” so our communities stay strong, it is indeed a miracle

Is our club bright and shiny and ready for new members to jump on board? Is it broken down and members are just waiting to jump off at the next stop? Do we give our Lions the feeling of accomplishment? Do we offer them friendship? If the answer is, “no,” we are not doing our jobs as members of the world's largest community service organization. Lions are caring, giving, and loving. We will get up at 6:00 AM to take someone to their doctors and we will spend hours getting ready for the fall fair. Yet, if many of our clubs were a business, they would soon be out of business. And that may not be too far off the track.

Relevancy is a key to getting and keeping new members. Successful clubs are relevant to the community and because the club is relevant to the community and has a community focus it will be relevant to the members. How to you know your club is relevant to both the community and our members? Successful business conducts assessment to be sure they will meet the needs of their customers and remain in business. Lion's club need to follow these business practices. LCI has many tools for us to use and the “Community Needs Assessment” should be a conducted each year or so. Teams of Lions contact community leaders and ask what the needs are and how their club can meet the needs of the community. Now that was easy. Also conduct an evaluation of the club operations and to see if your members feel valued and proud to be members. After the evaluations, your club may needs to make changes. That's right, changes. Since 1917 many things in the world have changed. We had Pony Express, then telegraphs, then phones, and now we instance connection of today's life all around the world. So much has changed around us, and we need to change too.

We know why we need to solve our keep'em problem. More hands make light work; increase our service to the community; support our administrative structure; be the biggest service organization; prepare our clubs for the future. Does your club have another problem? You remember that BULLY that was on our Playground? They may now in our LIONS CLUBS. We can no longer just sit by and allow one member to dominate and destroy OUR clubs. We must stand up and address this issue. We must put an end to the Lion who says, "We have always done it that way, we tried that before, and my club doesn't need any new members." We are an **organization**: "a group of persons organized for some end or work"; **association**: a nonprofit organization. IT DOESN'T SAY, "ONE PERSON." We must address that person (even if they had *letters* after their name, remember, PDG means "power done gone," but some PDG's don't understand that.) Let them know that their actions are hindering the progress of **your** club. Yes, they still are important, ask them to be a mentor to a new member. Let them know that WE are here for our community. Tell them to remember when they were a new Lion and how they were encouraged by being included and active. Let them know that their experience is valued. And let them know that with a 2/3 vote of the Lions Club this problem WILL be solved. We must have the COURAGE to take ACTION.

It might be a bit of a battle but WE just need to do it. It's OUR club and we serve the needs of our community. Who else is going to help them?

R recruiting new members to assure Lions Clubs will be able to help those in need in the future.

O rientating Lions for a better understanding of what Lions accomplish.

A ctively involving all Lions in club decisions, events, and community service projects.

R etaining current and new members by assuring the club is relevant to the community and serving the needs of the community and its residents.

The ROAR program, developed by PDG Dick Silveira, is a membership and Lion development tool designed to encourage newer and more experienced Lions to join in a team effort to learn more about Lionism. They can also have fun, meet new people, make friends, and earn a very distinctive ROAR lapel Lion pin. The ROAR program is an excellent tool for sponsors and new members; or newer members (1 month to 3 yrs.) and more experienced Lions to experience the wonders of Lionism. All Lions can take advantage of the program. The Lion and the advisor (or sponsor) working as a team needs to accomplish several steps together including attending an orientation session.

- ◆ Attend together a District or Multiple District Convention.
- ◆ Attend together one (1) District Cabinet meeting.
- ◆ Attend together a District, Region or Club Orientation program.
- ◆ Co-Chair one community service project.
- ◆ Attend together (1) Zone meeting.
- ◆ Visit together (2) two other clubs in the Zone or Region.

The team has 18 months to accomplish these steps and will then receive their ROAR pin.

There is so much help for our clubs to succeed, we just need to look.

1) Evaluate your club meetings

- a. Agenda
- b. Length of meeting
- c. Interesting and varied programs
- d. Guest introduced?
- e. Lively and spirited meetings
- i. Tail twister fun and not mean spirited?
- f. Speakers allotted adequate time?
- g. Meeting space adequate
- h. Club information shared
 - i. Financial information
 - ii. Minutes of club and board meetings
 - iii. Upcoming events discussed

2) Program Chairman

- a. Communicate with Club ME Team to plan programs which highlight community needs, Lions Club needs, membership personal growth, etc.

3) Membership Induction

- a. More than "Here's your pin"

4) Membership Orientation

- a. Fun and Informative
- b. List topics and have 5 minute mini orientation on a topic at each meeting

5) Membership Involvement

- a. Monitor club attendance and participation
- b. Follow up with Lions who are not involved

- 6) Membership Recognition
 - a. Club Lion of the Year
 - b. Melvin Jones Fellows
 - c. Membership Key presentation
 - d. President Certificate of Appreciation for Project Chairs
- 7) Present opportunities for membership personal growth
 - a. Encourage attendance at meetings beyond the club
 - b. Encourage attendance at Lions Clubs Leadership Institutes
- 8) Encourage involvement in District, State, and International Meetings

How visible is your club?

- Booth at Community Events?
 - Exhibits in Public Places?
 - Club information at Service Projects?
 - Club information at Fund Raising Events?
 - How often are your events covered in the newspaper?
- Keep a list of individuals who support your projects. (Get contact info from checks and raffle tickets)
 - Keep a list of all present and past members.
 - Keep a list of all visitors to your club meetings.
 - Compile a list of potential members
 - Send announcements concerning club projects and fund raising events.
 - Quarterly send a club newsletter.
 - Semi-Annually invite to membership event.

The Importance of New Member Orientation

The importance of a proper new member orientation cannot be emphasized enough. Imagine belonging to an organization and having only a vague idea of its goals, the responsibilities of membership, its programs, history or traditions. Would you feel like you belonged? Would you be motivated and committed to help the organization reach its goals? Of course not! You'd likely be wondering why you joined the organization at all. The information provided during orientation provides a foundation for members. It helps them understand how the club functions, what their role will be and also gives them the big picture of the association. When new members are properly informed, they are more likely to feel comfortable with the club and become actively involved in club activities right away. A properly instructed member is also one who is most likely to remain in Lions through the years. Consider inviting your seasoned members to attend new member orientation as a refresher. It can help renew their enthusiasm.

Volunteer Opportunity

Lions Clubs International offers a volunteer opportunity that fits your lifestyle. Whether you are looking to lend a helping hand or pursue a leadership role, Lions has an option for you. Being a Lion allows you to help change lives, and you can commit as much time as you wish and as your schedule allows. A club's time commitment depends mainly on the service activities they undertake. Most clubs meet once or twice a month to plan projects, provide community service and conduct club business. Lions Clubs Offer New Experiences Are you interested in helping others and meeting new people? As a Lion, you will:

- Use your talents to make an impact locally and around the world
- Acquire new skills
- Meet challenges head-on
- Cultivate lasting friendships
- Discover more about yourself

Volunteering your time not only helps those in need, but also gives you a sense of pride and accomplishment that comes from deep within.

IN THE END, IT IS UP TO **YOU**

Too often we believe that getting things started and done are the job of the club officers. But, we are all Leaders when we step up to start a club assessment, suggest ways to make meetings more productive and fun, suggest and chair new projects, become an advisor/mentor to a new Lion, or develop a membership program, we are a leader.

We must insure that our new Lions understand the wonders they possess. We are the miracle makers. We let blind children see, crippled people walk, place food on tables. And that's just for starts. We really need to talk more about ourselves. We have been keeping one of the world's greatest secrets for 95 years. One might have thought that in 1987 when women joined Lionism that there would be a lot of talking about us, but it didn't happen.

Believing in Ourselves
Believing in our Association
Sharing our Passion with others
Have a Positive Attitude

The difference Lions make in the lives of others is nothing short of remarkable.

Will your club continue this legacy of service into the future? Will your club, and you, act to assure that Lions will continue to lead through service in the future? Or, when some blind and deaf child asks the for help, will she hear:

“– The Lions Association isn’t here anymore, they went out of business! It did not expand its membership to leave a legacy of service into the future. It did not change with the times and prepare for the challenges ahead. Sorry Helen, but there are no Lions here to help you.”

Come to our seminar to learn more ideas and other tools available from LCI.

65. SERVING AS CLUB TREASURER

Presenter: PID Lion Anne Smarsh

Lion Anne, from Carnation, WA, since December 2011, previously a lifelong Kansan, has served our association in many different roles. As a member of the international board of directors she chaired the Finance and Headquarters Committee and served on the LCIF Executive Committee. Now retired from county government, she has 35 years of varied accounting and finance education and experience. Anne became a Lion since 1992 and has persistently upheld that Lions change the world every single day. Anne and spouse, Lion PDG Tom, are very proud of their daughter, Lion Mary, her spouse, Lion Jason, and future Lions Blake (11) and Allie (8).

The club treasurer is responsible for **all** club financial matters. Now that sounds a little scary, doesn’t it?

Let’s take it one step at a time and review the following areas:

- Role of club treasurer
- Role of treasurer on the board of directors
- Information to communicate to members
- Keeping funds in order
- Paying the bills
- Recordkeeping and compliance reporting
- End of elected term
- Leadership opportunities
- Resources available

Role of club treasurer

- o Responsible for club financial matters
- o Maintains accurate club financial records and bank accounts
- o Serves as a member of the club board of directors
 - Board responsible as policy-making group, authorizes expenditures, reviews financial records, develops budgets, defines club strategic plan for consideration by members, maintains at least two separate funds (administrative and activity)
 - The club treasurer is an integral part of the board of directors. Treasurer provides historical financial perspective and helps define activity and administrative needs.
- o Participates in board AND club meetings
 - Keep members informed
 - Present concise financial information at club meetings
 - Collect money and issue receipts

Keeping funds in order

- o Receive all club-related monies
- o Work with secretary to distribute club dues statements at beginning of dues-paying period
- o Work with board of directors on budget preparation
 - Administrative
 - Activity – project income and expenses for each project planned
 - Assist in development of club dues structure
- o Establish a system for reimbursements

Paying the bills

- o All financial obligations must be paid and recorded. At the seminar we will have different formats for recording payments and formatting financial statements.
- o All payments must be authorized by the board of directors.
 - Ongoing payments are allowed to be disbursed if board directs.
- o Pay bills promptly.

Recordkeeping and compliance reporting

- o Accurate and organized recordkeeping is a **PRIORITY**.
- o Presenting concise and easy-to-understand financial statements is vital.
- o Transparency is key; answer questions and resolve issues immediately.
 - Club members must have confidence in the treasurer's abilities and presentations.
- o Use a computer spreadsheet (EXCEL is great). You might also choose to use a ledger book.
 - Record dues as paid.
 - Reconcile bank statements.
 - Record income and expenses (by fund) promptly.
 - Consider using online bill pay available from most banks.
 - **Utilize LCI's electronic dues billing and payment options.**
 - Prepare periodic financial statements for presentation to board and club members.
 - Show income and expenses: where the money came from and where it went.
 - Give written copy of financials to secretary for minutes.
- o Complete year-end IRS Form 990 and any other reports/returns required. (e.g., 1099's, secretary of state filings).

End of elected term

- o Treasurer's term is one year. At year-end all information and documentation should be in order for the succeeding treasurer.
 - Complete all deposits and payments prior to year-end.
 - Current member dues records should be finalized.
 - Recommend fidelity bond for next year's treasurer (confer with board).
 - Prepare year-end statements promptly for distribution by mid-July.
 - Board may consider an audit of records. Prior club officers may be appointed to perform the audit.

Leadership opportunities

- o Anyone, at any given time, has the opportunity to lead. You use your specific skills and strengthen the team—that's leadership, too.
- o Club members look at the treasurer as a leader.
- o Use your experience and resources to enhance your leadership potential.
 - Consider the online Lions Learning Center Leadership course.
 - Mentor new Lions.
 - Act as a resource for next year's treasurer.
 - Lead by example.
 - Step up to the district level. Learn more skills. Interact with more Lions. Provide your skills to your district and multiple district.
 - Participate in a regional or national leadership institute. Try the USA/CANADA Lions Leadership Forum in Overland Park, Kansas, in 2013!

Resources available

- o Lions Club members, past treasurers and officers
- o Accountants you know
- o **International** Constitution and By-Laws (LA-1)
- o Standard Form Lions **Club** Constitution and By-Laws (LA-2)
- o LCI Club Officer Manual (LA-15)
- o LCI's Club Treasurer Webinar

CONCLUSION

And the moral of the story is: serving as club treasurer isn't scary any more. That wasn't difficult at all, was it?

LIVE WELL ~ LOVE MUCH ~ LAUGH OFTEN
Enjoy the opportunity to serve your community.

Note: Much of this presentation compliments of LCI's Club Treasurer, PPT, Club Officer Manual and LCI standard club constitution and by-laws. Practical experience and report examples compliments of Lion Anne.

66. OMG, I'VE GOT TO GIVE A SPEECH

Presenter: PID David E. Stoufer

Dave Stoufer, a member of the Washington, Iowa Lions Club since 1991, was international director from 2006-2008. He has served as trustee and secretary for the Iowa Lions Foundation and held numerous other local, district and multiple district offices. Dave has presented seminars at five USA/Canada Lions Leadership Forums and several regional Lions Leadership Institutes. He is a member of the Great Plains Lions Leadership Institute Board of Directors and has twice served on its faculty. Dave is retired from careers in the ministry, radio announcing, marking products manufacture and multi-media design and production. He is a founding member of F Troop Historical Association, a military museum and veterans' appreciation organization.

As a Lion leader, you'll probably be called on to make a speech. Here are some techniques you can use to make it memorable to your listeners and a pleasure for you to give.

MAKE IT A STORY: Steve Jobs, cofounder and creative genius behind Apple Computers, was terrified of public speaking. When he agreed to be Stanford University's commencement speaker, he was sure he could hire some help. But when he had to prepare for the speech by himself, he discovered a tremendous principle: When you speak to an audience, tell them a story.

It will keep your listeners interested; and you will have exactly the right personal tone.

But you still have to be prepared, to know what story you'll tell.

PREPARATION:

Ask and answer your question: When you want to know something, what questions do you ask? Apply this principle to your speech topic: What do you want to know about it? Answer your own questions – there's your speech!

Write out what you're going to say. This step will organize your thoughts. Once you've written out your ideas, you can rearrange, edit what you've written for the best flow, the most logical arrangement. Your speech should have a beginning, middle and an end. *Here's a hint..... Write it on a computer; it makes for easier editing.* Writing out your speech also gives you practice: When you've written your speech, you've actually given it once. It also gives you an idea if you have enough material, or too much.

CONTENT: What are you going to say?

***** Don't attempt to give a speech without having something to say!*****

Have a thesis (= an argument you want to convince your listeners) or a theme (= a common thread, on one topic). Test each idea in your speech: Is this part of your theme, or are you going off on a tangent? Where to look for ideas: books, magazines, newspaper articles, public library resources, literature from an organization (like LCI); personal interviews; life experience; internet (use only reputable sites).

Keep a clippings file: topics you'd like to develop, for one-liners, snappy quotes, or statistics. If you use a fact, especially a statistic, be ready to name your source if you're asked.

DEVELOP A THEME SPEECH: Chronologically; pros/cons; relate it to your audience.

ORGANIZING YOUR CONTENT: Arrange your ideas into a beginning, middle, and end.

Beginning: You need to "break the ice" with your audience, get their attention, and create a receptive attitude.

This is why so many speakers start off with a joke. Remember, it is not mandatory! Some people cannot successfully tell a joke. If you don't feel comfortable telling a joke or your material is too serious for humor, you can use a startling statement, statistic or bizarre fact. Or you can simply introduce your thesis or theme.

Middle: Fewer points are better than more. Two, if well developed, are enough. It isn't necessary to tell the audience, "This is my first point." All points in your speech should support your thesis or theme

End: *Know when to quit: When you have said everything once.* End your speech by:

(1) Restating your theme or thesis: "If you follow these three points, you're on your way to success as a hog-caller."

(2) Courtesy close: Thank your host or audience, for their hospitality, their attention, their invitation

(3) Tell a joke or story: Leave them laughing -- or crying. Make sure it's appropriate for your speech and mixed company; make sure it's relevant to your speech; and *don't* just dribble off: "Well, I guess that's about all I have to say..."

PRACTICE: Say your speech *OUT LOUD* to another person, into a tape recorder, looking into a mirror, or into a video camera. Do it as often as you can. With each practice, you're more familiar with your speech. The more familiar you are with your speech, the more comfortable you are at the lectern, and the more comfortable you'll look, and the more comfortable your audience will be.

PUBLIC SPEAKING DO'S AND DON'TS:

- Arrive early and meet as many audience members as you can.
- Speak clearly. Enunciate. Don't mumble.
- Stand up straight! Keep hands out of your pockets. Have some gestures to match your speech.
- Use eye contact. This is another reason you must be familiar with your speech. Find someone who's paying close attention and make eye contact, then talk to that person, even while your eyes are moving on around the room.
- Keep your own natural style, but remember that bad grammar or repeated words (like "you know," or "like") is distracting.
- Try to position yourself so everyone can see you.
- Try to check the microphone ahead of time. (To stop feedback, step behind the speakers.) Position it correctly, then don't mess with it.
- Never, ever use profanity or tell an off-color story. Do be politically correct. Forty-nine out of 50 people may laugh, but the 50th one will remember you as a jerk.
- Pauses can be used for dramatic effect, to get your audience's attention – but don't pause too long!
- Don't make fun of someone, unless you've determined in advance that they can handle it.
- Consider whether you want to use transparencies or PowerPoint in your presentations.
 - If you are making an inspirational speech PowerPoint would just get in the way.
 - In a structured teaching seminar, PowerPoint may help your audience stay focused.
- NEVER show a transparency or PowerPoint slide and then read it to your audience. You insult the intelligence of your audience. Instead use words, phrases or graphics to help you make a point. The slides should only underscore your point.
- Hecklers: Don't engage in a battle of wits. It's okay to politely get their attention: "It's my turn, now," or "Hey, am I interrupting you guys?" Don't ridicule the talkers; don't lose your cool.
- If your promised time is shorted: If you know your speech well enough, you may be able to edit as you go, leaving out parts of the middle and making a smooth transition to your end. If the time is too short, it's okay to decline to speak, and ask for another opportunity.
- Courtesies: When you take the podium, begin by acknowledging where you are and say something nice about the person who invited you or introduced you. This also gives you a moment to acclimate yourself to your surroundings and gives the group a chance to get used to your voice. Again at the conclusion of your speech, thank the group for its invitation and attention.

REMEMBER:

- You were asked to give this speech. Whoever asked you had faith you could deliver. Be nourished by their confidence!
- Your audience is rooting for you. Most of them would be equally uncomfortable in your shoes.
- It's okay to admit you're nervous. Then go on and get into your speech and show them you're overcoming it.
- Be prepared. You can't be too familiar with what you're going to say.



67. STRESS/TIME MANAGEMENT

Presenter: PCC Dr. George M. Takashima

Dr. George Takashima is from Lethbridge, AB, and is a member of the West Lethbridge Lions Club. He has been a Lion over 40 years. Lion George is a progressive Melvin Jones Fellow and has been inducted into the MD 37 Hall of Fame. He has received 2 International Leadership medals, an International President's award, and 2 International President's Certificates of Appreciation, the Judge Brian Stevenson Award, and the Lions Foundation of Canada Award.

Dr. Takashima has been involved with the MD 5 District Governors-elect training sessions and the district leadership sessions. He has been a classroom teacher, principal, superintendent of schools, language consultant, church pastor, and spiritual care chaplain. He civic interests include municipal politician, twinning society, cultural societies and various community groups. He and his wife Lion Peggy have 3 children and 8 grandchildren.

This is an interactive session. Participants will be gathered around tables in groups of ten to twelve Lions and will be engaged in a lot of conversation and work among themselves. We learn best when we are actively engaged rather than just sitting and listening.

Topics to be covered include:

STRESS ... what is it? What causes it? Looking at a variety of stress, what can we do about reducing stress in our lives? Can we lower our stress level by looking at ----

TIME MANAGEMENT... We will look at how we can get more done in less time; prioritizing our activities; improving productivity of meetings at the club level – time wasters, review of non-productive meetings, some causes – before, during, after each meeting, guidelines to avoid procrastination, importance of setting an agenda, making use of our membership and delegating responsibilities to each member; guidelines to avoid procrastination; establishing AIM(s) – GOAL(S) - OBJECTIVE(S). (There will be several worksheets handed out during this part of the presentation for participants.)

We will begin the session with an exercise to help participants think outside the box.

We will look at some of the common signs of stress ... participants will be invited to add to this list.

What is stress? Is stress all bad or are there some that can be considered "good stress?"

We will look at some ways to deal with stress. Participants will also be invited to share their experiences in dealing with stress.

Can we lower our stress level by looking at how we manage our time each day?

We will look at MacKenzie's 3y Time Wasters

Looking at our local Lions Club meetings, how effective are our meetings or are there things that could be done to improve our meetings? How can we improve the productivity of meetings at the club level? We will look at causes of non-productive meetings before - during - after - the meeting, time-wasters.

We will look at some guidelines to avoid procrastination, making effective use of our membership, and delegating responsibilities to each member.

We will spend some time studying the importance of Goal Setting ... establishing Aim(s), Goal(s), and Objectives(s).

Another area we will explore is the importance of setting priorities.

The presentation will conclude with tips for managing one's life and one's time for success.

68. A WORLD OF SERVICE THROUGH LCIF

Presenter: IPIP Dr. Wing-Kun Tam, LCIF Chairperson

Wing-Kun Tam, of Hong Kong Special Administrative Region (SAR), The People's Republic of China, served as International President 2011-2012. Past President Tam is the chairperson of a multi-national group of companies specializing in aviation and travel business. A member of the Mt. Cameron Lions Club since 1981, he has held many offices in the association, serving on the international board for 11 years and three years on the executive committee; and he has received numerous awards, including Campaign SightFirst National/Multi-National Coordinator Award, the International Lion of the Year Award (2003), and the Campaign SightFirst Lead Gift Donor.

President Tam served as Hong Kong District Affairs Advisor before the establishment of the SAR in 1997. He has been the Hong Kong Convention Ambassador since 1995. He is the recipient of Her Majesty the Queen's Badge of Honor, the Most Excellent Order of the British Empire and the Bronze Bauhinia Star from the British and Hong Kong SAR governments. He is a Justice of the Peace in Hong Kong and the appointed Honorary Consul of the Republic of Kenya in the Hong Kong SAR and Macau SAR of The People's Republic of China. President Tam and his late wife, Irene, have three children.

During this session, we will share with you some of our successes over the past year, ways you can help support the Foundation throughout the next year, and opportunities for involvement with programs and grants. Most importantly, we will show how the Foundation is helping Lions work together to improve both their local and global community.

Lions around the world are united by a great spirit of giving and dedication to helping others. As the official charitable organization of Lions Clubs International, Lions Clubs International Foundation (LCIF) supports Lions' compassionate works by providing grant funding for their local and global humanitarian efforts.

LCIF helps Lions improve peoples' lives around the world, from combating vision problems to responding to major catastrophes to providing valuable life skills to youth. Because LCIF helps Lions carry out large-scale projects through our grant programs, Lions increase their impact in their local and global communities and serve even more people in need around the world.

LCIF grants, on average, US\$30 million annually. Donations from 1.35 million Lions in 206 countries provide the vast majority of the revenue received by LCIF, making the Foundation a global leader in humanitarian service.

LCIF leverages the donations we receive through effective partnerships with other foundations, corporations and governments on the local, national and international level. We are proud that LCIF was named the #1 non-governmental organization worldwide with which to partner, according to a 2007 Financial Times independent survey.

The Lions Clubs International Foundation (LCIF) supports and develops programs that serve people in need throughout the world. With the dedication and work of Lions, LCIF is able to improve millions of lives through our high-impact initiatives.

Our programs are focused in four main areas:

Preserving Sight

Since 1990, SightFirst has been making quality eye care accessible to those who most need it. SightFirst has made it possible for more than 30 million people to have improved or restored vision.

Serving Youth

Over the past 25 years, 12 million young people in 72 countries have benefited through Lions Quest, our youth development program for kindergarten through 12th grade.

Providing Disaster Relief

In times of disaster, Lions meet immediate needs such as food, water and shelter with funds from LCIF. For larger-scale disasters, the Foundation remains committed to helping communities rebuild into the future.

Humanitarian Efforts

LCIF is active in a variety of humanitarian efforts such as supporting the construction homes for the disabled, providing vision screenings to Special Olympics athletes and combating measles.

LCIF and Lions reach millions of people and accomplish visible results. Some of our accomplishments include:

- preventing serious vision loss for 30 million people
- providing close to 148 million treatments for river blindness
- engaging more than 12 million students and 500,000 educators in 72 countries in the youth development program Lions Quest
- building or expanding 315 eye hospitals/clinics/wards
- conducting 15 million vision screenings for children through Sight for Kids
- providing vision screening for more than 250,000 Special Olympics athletes from 85 countries through Opening Eyes

A stronger Foundation committed to continued growth and increased service throughout the Lions world has the power to transform all aspects of Lionism – from membership to the way that Lions serve. Imagine a Foundation that engages members around the world in raising funds for projects in their local neighborhoods, as well as their global communities.

I am very excited for the future of our Foundation. We have an opportunity to provide better training and support to Lions' leaders around the world. But most importantly, we have an opportunity to help more people worldwide. I can only imagine the accomplishments that will result from your continued support.

Thank you for your attention, and thank you for being a Lion.

69. SERVING AS A COUNCIL CHAIRPERSON

Presenter: PCC Todd Wilson

Todd Wilson is a member of the Elmira Lions Club in District A-15, Ontario, Canada. He is married to Lynda Wilson and has three children. Lion Todd joined Lions in 1970, not that was when he was born, he joined Lions in 1998. Lion Todd served as Council Chair of MDA in 2011-2012. He is a bricklayer by trade and enjoys, curling, golf and taking his redbone coonhound, Cooter, for walks in the bush. Lion Todd has enjoyed the opportunity to grow personally through the opportunities presented as a member of the Lions Clubs International.

COUNCIL CHAIR – Could I, Should I, Why Would I?

Could I?

- Do I qualify? Consider the requirements in different multiple districts.
 - Do I have the time? Look at the daily, weekly and yearly time commitment and compare to that of District Governor.
 - Will I have family support/involvement? The support of key people in your life will be essential – how to get there.
- Can I make it fit? Arrangements with work to allow you some flexibility in meeting your commitments, and proficiency with and regular access to computer technology will be essential.

Should I?

- Do I understand LCI's requirements, and can I fulfill them? Refer to the Council Chair Manual (LA-10).
 - Do I have leadership skills? Consider your past effectiveness as a leader, and where you intent to take it in the future.
- Am I going to enjoy the year, and make it fun? How to make it so as CC, and how that varies from the DG experience.

Why Would I?

Have I examined my motivations? These will fuel your efforts, so understand them.

To carry on service from District Governor – you may have more to offer still

To serve in a new and different way – consider ways in which your opportunity to serve will shift from DG to CC.

To take advantage of a time-limited chance – it may be a limited window of opportunity after your DG year.

To progress in your plan to achieve future goals, such as International Director – if this is a step in that direction, it will be a valuable transition in your thinking.

For the power and the glory? Authority comes with the position, will you be respected for the manner in which you handle that authority.

70. LEADERSHIP AND SERVICE OPPORTUNITIES FOR PIPs AND PIDs

Presenter: PIP Joseph L. Wroblewski

Joseph L. Wroblewski, of Forty Fort, PA, served as International President 1985-1986. He has been a member of the Ashley Lions Club since 1954. He has served as a leader at all levels and has received many awards for his service. He is a member of the Association's Long Range Planning Committee, Chairperson of the Lions International Convention Committee, Chairperson of the Coordinating Committee for China Affairs, and Lions Liaison to the United Nations. Past President Wroblewski is a past president of Northeastern Heart Association, past president of Pennsylvania Association of Personnel Services, past president of National Employment Association, past member of the board of directors of the Catholic Youth Center and a member of the Pennsylvania and National Funeral Directors Associations. Past President Wroblewski is a businessman. He and his wife, Normajean, have four children, seven grandchildren.

This seminar is a gathering of the current International Board members, Past International Presidents, and Past International Directors. As this seminar is for the discussion of current issues facing the association, this seminar cannot be covered with written text as it is more of a discussion than presentation.

71. BEYOND PUBLIC SPEAKING – MOTIVATE THEM!

Presenter: PDG Lion John W. Youney

Lion John became a Lion almost by accident: In 1975 he became Scoutmaster for the long-time Skowhegan Lions troop and was automatically made a Lion. Elected District Governor in 1999, he has spent the ensuing decade helping improve our service from presenting at Forums to serving as constitution chair for several years while a geographically massive international MD carefully achieved separation and reorganization. As CSFII District Coordinator, he helped District 41 far exceed its goals so Lions can provide more service. He has received a President's Medal, two Leadership Medals, and three President's Certificates of Appreciation. He first learned to step outside himself in high school. Lion Jon is an attorney-at-law and is married to Karol Kish Youney.

Your Presentation before today. You know how to structure your presentation and the “5-W’s” of public speaking and you know your topic well. You have presented before. After that last show, you received several “Thank you’s” and polite “Good jobs.” Yet you felt dissatisfied with the result – an uneasy feeling... a sense of incompleteness. What happened?

Think of your own experiences as an audience member. Remember that speaker – the guy with flashy... or dull... projections fifteen feet wide... who proceeded to read each line on the screen to you? Or how about the woman before that one, safely tucked behind a podium as tall as she was, who used her best monotone to start, “We are here tonight to blah, blah... do blah... blah,” and soon you were asleep with at least half of the group.

Do you want to be them? No! So what can you do about this? Are there any basics to avoid that result? Is there a magic trick or two?

No... and Yes.

First, you need to get out of your present comfort zone. Step outside yourself. Go to uncharted waters to find a new comfort zone. Can it be scary? Sure can. Will it excite you? It will, and more importantly, going to the edge will excite your audience, and motivate them.

Leaving your comfort zone means leaving yourself and your own personality out of the presentation – at least in part. Your fears and presentation worries can be sublimated. Perhaps if you look at this as an acting role you can be the speaker you want to be. But, you say you cannot act? Of course you can; we all can. Remember that weird cousin or rude in-law we each have? Yet we all learn to act nicely to them – we pretend. So we can act.

Visualize how you want to present and create your “script” of the presentation as to your presence. This is not the factual presentation itself, but the vision of what you want it to look and sound like. This is an active component to energized presentations – knowing how you want it to turn out, even before you script the actual material being presented. Your vision is one of an energized show. Energy yields motivation.

But are there some techniques, or even tricks, that can help you? Sure there are.

Some things, taken separately, seem mundane and unoriginal. Trust me: nothing is original as everything has been done by someone before you or me! Do not worry – use it as if it is yours alone. It is the cumulative effect that gets the audience up. The closer you get to losing control of the group, then reeling them back to you, is when you will have them wanting more from you. That energy is what yields motivation.

So what is your first step?

LOSE THE PODIUM!

“Oh my gosh – I need that podium.” “It holds my notes.” “It has a light.” “It has a microphone” “It has finger grooves under the edge from my grip!” “It shields me from the audience.”

Well – it also shields the audience from you! Watch our Forum’s big time professional speakers! After greeting the introducing emcee at the podium on the side of the stage – what does the speaker do first? Walk away from the podium! The podium is on the side of the stage because a speaker wants to be the center of the stage! The center of our attention!

So what do you want? You want to be the center of attention, not the podium. SO – LOSE THE PODIUM!

Then what do you do? Stand there like a mope? No – **YOU MOVE**. You use your movements to draw the audience in to you. Leave the dais and work the aisles. Vary when and how you move. Just as you do not want to be static, you do not want to be a pinball. Stop and talk to a Lion, then run, or trot – depending on your physique, to another part of the audience – then stop again. Let the group re-focus on you. If you move too fast and too often, some people will get whiplash and call their lawyer! But any speaker who roots to one spot becomes an oak tree - impressive when mature, but very slow-growing... and you do not have the audience for that long!

Movement leads to energy... energy in you... and energy in the audience, and motivation.

Now that you have lost your safety zone behind the podium and are moving through the audience – what do you do with your notes? After all – we are lost without our script? Right?

Right – but hopefully not “LOST,” only slightly wandering off course. But let us face it – unless we have memorized this – and risk coming off like a robot as a result – we need some notes. Just not a script that you can read! Until we are getting \$10,000 a talk and have done the same talk 24 times in 24 weeks, we will all probably need notes. As your audience gets energized and almost out of control, you will get side-tracked. Or that one person near the front – the one with all the questions... whose hand pops up often only to usually backtrack you two topic points, will cause you to forget where you were. Outlined notes with bullets and stars will quickly, and discreetly, get you back on track.

So what is the trick with notes?

3 X 5” INDEX CARDS! and a hole punch and a ring clip!

Use sparse notes in some general outline format – feature “trigger phrases” to remind you of the point you are making.

Depending on your age, and eyesight, use large fonts! Number each page!

Hole Punch the upper corner – left if right-handed, and right if left-handed; use the ring clip.

Where do you put the cards? In your non-dominant hand of course! Glance at them periodically, or after that question, or when lost. After a fashion, you will find yourself flipping two or three cards at a time.

What is next? **KNOW YOUR AUDIENCE!** Is it all old hands, or newbies, to your topic? “Been there, done this,” or “never heard of this”? Is it a conscientious crowd that has read all the pre-material, or the “I never read the material because you will tell me crowd”?

The answer tells you where to start the show. The prepared, experienced readers only want a quick review of any material and seek an extended discussion with you and each other to explore the topic. Those new to the subject will need more details just get them ready to discuss the issues.

Not knowing which audience will be there can lead you to be boring – either because they shut you off as you are too detailed, or because they have no idea about what you are asking questions. Either case results in your feeling like you are pulling teeth when seeking discussion.

Knowing your audience even responds to simple things to get a comfort level between you and them – yet avoid any faux pas! For example, USA/CANADA FORUM follows LCI protocols. Speakers have the unspoken rule to wear dark suits. Seriously – look around some day. But in a group session, taking the coat off, usually as soon as possible after the introduction, often helps level the relationship with the audience.

Now that you are moving and know your audience, what do you not do? **DO NOT USE A POWER POINT!** Yes, there are some programs that require a projector because you need to show details and make comparisons. But most of the time, the audience wants you – not a screen! And even if you have a screen, you have handouts to accompany the screen. So why not just have handouts and reference a handout page verbally? Avoid having the audience looking up at the wall and then down to check if they are on the right page! Have them look at you.

Besides, a projection screen becomes your competition. Without one, it is you and the audience only. With a screen, there are now three participants. Bring the focus back to you. Lose the screen.

So you have your topic – the basics are out there. How do you generate discussion? There are numerous techniques. Here are a couple, but let your imagination run.

Introduce controversy!

Have 90 – second table debates on a small facet of the issue you want to discuss. There are always pros/cons and issues of any idea. Force a short debate. Then quickly have a synopsis from a few tables. You then summarize the points made (hopefully most are on your note cards but I bet a couple will be new to you). After the debate, segue to the next facet of the issue.

Controversy leads to energy...energy in you...and energy in the audience, and motivation.

What else can you do?

Have a collaboration. Some topics need a resolution. So you can use the controversy technique in reverse. Pose the issue, and then have a 90-second table debate on collaborative solutions. Again, spot check various table solutions after ninety seconds have gone by.

Difficult discussions needing collaboration require more prep work by you. Break the issue into discreet parts. Put the basics before the group first – one-at-a-time. Then build up to crux of the issue. Successive collaboration build the audience's excitement and can find the ultimate solutions.

Collaboration leads to energy...energy in you... and energy in the audience, and motivation.

How far do you let the controversy or collaboration go? Use the 90-second rule to keep it moving, and short. You let the audience dictate the pace **ALMOST** to the point that you lose control. Then reel them back to you.

By nearly losing control and reeling them back, you have motivated the audience to be involved!

Involvement creates energy...energy in you...and energy in the audience, and motivation.

Some topics have little controversy or issues needing resolution – what do you do then?

BRIBERY!

Good old-fashioned appeal to the greed in all of us.

Food works – we all love to eat, especially sweets or chocolate or candy...the stuff at our age that we each sneak. By using food as a reward to participation, you are giving the audience permission to eat forbidden fruits.

Then there are prizes. These especially work when seeking answers to questions from the audience. Once small prizes start flying through the air, your audience will quickly respond with answers – even if a tailtwister is present to fine for wrong answers! A possible fine is a small risk for the reward of that prize!

Bribes – food and prizes, create energy...energy in you...energy in the audience, and motivation.

So what have you done? Now you have created an energized audience as a result of your having spoken to them, given them information, and lead them to positive results. You have motivated your audience!

You did all this by leaving your fears and foibles behind, by envisioning your presentation and by stepping outside yourself – you left your comfort zone and became the presenter that you wanted to be. Welcome to the world beyond just public speaking. You motivate.

72. THE INS & OUTS OF CIGAR MAKING

**Presenter: Shanda M. Lee - Vice President of Marketing
J.C. Newman Cigar Company, Tampa, Florida 33601**

As America's oldest family-owned premium cigar maker, the J.C. Newman Cigar Company has been manufacturing and distributing quality, premium cigars for over 112 years. This established track record of quality and innovation since 1895 has made the Newman family leaders in the American cigar industry. Out of the 40,000 American cigar manufacturers in 1895, J.C. Newman is the only premium cigar maker still owned by its founding family.

At the young age of 14, Hannah Newman's son, Julius Caesar Newman (J.C.), became a cigar maker apprentice in Cleveland, Ohio. In 1890, the Newmans were recent immigrants to the United States and Hannah paid \$3.00 per month so that J.C. could learn the cigar trade. After completing his apprenticeship, J.C. worked as a journeyman cigar maker for the next 3 years until a severe recession resulted in massive layoffs throughout the country. As an unemployed, immigrant cigar maker, J.C. decided to follow the "American Dream" and start his own company.

Though his dreams of success were great, the company's beginnings were quite simple. In 1895, J.C. created a cigar table from some old boards, borrowed \$50 for tobacco, and received his first order for 500 cigars from the family grocer. The business that started that day in the barn behind the family home was the J.C. Newman Cigar Company. J.C.'s first brand of cigars was called "A.B.C.," an acronym that stood for "Akron, Bedford and Cleveland," which was the name of a local streetcar line.

After only five years of existence, the J.C. Newman Cigar Company had grown to employ 75 cigar makers. Back in 1900, this was a considerable accomplishment for a 25-year-old immigrant turned entrepreneur. J.C. married Gladys Pollasky in 1909. Together, they had two daughters and two sons while the J.C. Newman Cigar Company kept growing. By 1916, the company had rapidly expanded with the addition of two factories in Marion and Lorain, Ohio, and then employed a total of 700 employees. J.C.'s top-selling cigar brand was called Judge Wright, with its famous slogan, "A fair trial will give a verdict in favor of this cigar."

However, the cigar business was difficult during the Great Depression. By 1927, all but two cigar makers in Cleveland had closed. The only two cigar manufacturers left in Cleveland were the J.C. Newman Cigar Company and the Mendehlson Cigar Company. To survive the Great Depression, J.C. merged his business with Grover Mendehlson's. Together, they created a new company called M & N Cigar Manufacturers, Inc. Eleven years later, J.C. bought out his partner in 1938 and once again became the sole owner of his company, whose biggest cigar brands was then called John Carver.

After World War II, J.C.'s sons, Stanford and Millard Newman, returned from military service and joined the company. Stanford was responsible for the cigar manufacturing operations and Millard oversaw the company's sales. As America prospered, the Newmans' company continued to flourish in Cleveland selling its famous Student Prince cigars.

At the age of 78, J.C., who was known for his "radical changes," decided to relocate his company to Tampa, Florida in 1953. Known as the "Cigar City," Tampa is an ideal location for cigar making because of its warm, humid climate and its close location to Cuba. At that time, all Cuban tobacco exported to America was shipped from Havana direct to Tampa. Therefore, by relocating to Tampa, J.C. gained access to the best selection of the finest tobacco in the world.

In order to expand their business, the Newmans purchased the world famous Cuesta-Rey brand from the Cuesta family in 1958. Shortly after, J.C. Newman passed away the same year.

After the Cuban Embargo was imposed in 1962, Stanford Newman searched the world for quality tobacco to replace the now-forbidden Cuban leaf. What Stanford discovered was Cameroon tobacco, a delicate, flavorful wrapper leaf. The Newman family was the first cigar maker to introduce the United States to the Cameroon wrapper, a tobacco leaf that is now widely acclaimed throughout the world.

Continuing the family tradition, Stanford's sons Eric and Bobby Newman entered the family business in the 1970's. As third generation of Newmans in the cigar industry, Eric learned the manufacturing side of the business while Bobby concentrated on sales and marketing. Eric and Bobby worked alongside other family members in continuing to develop the J.C. Newman Cigar Company.

Presently, the J.C. Newman Cigar Company still manufacturers approximately 80,000 medium-priced cigars a day in its historic Ybor City factory in Tampa, Florida. In the Dominican Republic, the Newmans are partnered with the Carlos Fuente family in making Cuesta-Rey, Diamond Crown, and La Unica cigars, which are now sold in 80 countries around the world. The Newmans' partners in Honduras and Nicaragua hand make the Honduran Don Jose and the Nicaraguan Alcazar and Quorum bundle brands. At the same time, the Newmans are partners with the Fuentes in Fuente & Newman Premium Cigars Limited, which is the exclusive distributor for the famous Arturo Fuente, Fuente Fuente OpusX, and Montesino cigar brands. This association has proven to be the most successful combined cigar operation in the entire cigar industry.

Of all of their achievements and successes, the Newman family is most proud of the Cigar Family Charitable Foundation (CFCF), a 501(c) (3) non-profit organization founded in 2001 by the Fuente and Newman families. CFCF has raised over \$3 million dollars to build schools, health clinics, recreation facilities, and clean drinking water stations in the impoverished communities that surround the cigar plantations of the Dominican Republic.

The Newman family is poised to continue to lead the cigar industry in the future. With the Newman family's passion, dedication, and cigar making expertise, the J.C. Newman Cigar Company expects to remain America's oldest family owned premium cigar maker for another 100 years.

(The Cigar Family – Official Site of Arturo Fuente and J.C. Newman Cigars)

73. RECRUITING NEW LION LEADERS

What works in India, would it work here

Presenter: PID A. P. Singh

A. P. Singh is a resident of West Bengal, India, and is a member of the Lions Club Calcutta Vikas. He has been a Lion for 28 years. Lion A. P. served as International Director in 2004-2006 where he served on the Finance and Headquarters, Membership Development, Audit, Long Range Planning, and LCIF Steering Committees. He has attended five USA/Canada Forums and 26 forums in other areas. He has served as Chairman of the District Governors-elect Seminar, 27 Regional Institutes and the Faculty Development Institute. Lion Singh is a chartered accountant. His main civic interests include debates and panel discussions.

1. The growth of the Association in India has followed an upward trajectory in the last 5 years. That is not only appreciable but worth looking at as a case study.

Growth patterns of membership in Lions Clubs International should essentially be:

- i) Inclusive: Inducting youth, women, members of various ethnic groups and cultural backgrounds.
 - ii) Sustained: Growth in any one year at random may be welcome as a rare feature, but not as part of an on-going initiative. Most appropriately, growth of membership needs to be maintained on a year to year basis.
 - iii) Spread: New members in existing clubs as well as extension of new clubs must be achieved simultaneously to be able to extend the influence and out reach of our programs.
2. The basic driving force of any membership initiative, as was planned in India, came from the following:
 - i) **Leadership:** Individuals in positions need to recognize responsibility for producing growth rather than merely participating in discussions and deliberations. Leadership was called upon to assume its role with accountability for the bottom-line. Planning and execution were merged in one unit

Way back, may be even a decade ago some Multiple Districts formed teams of individuals who assumed no other role in district administration. Members of such teams (loosely referred to as core membership teams) concentrated only on working with club officers to motivate them for membership growth and on club extension in large cities as well as unrepresented areas. This was an era of MERL set up, but if you look in the rear mirror, it was the germination of a team concept.

- ii) **Detailed Planning Process:** In the year 2000 we organized a brain storming session that concluded with the following results:
 - a) Membership would have to be marketed.
 - b) Marketing would have to be scientific.
 - c) Target groups would have to be identified.
 - d) Study of demographics would be mandatory.
 - e) Mapping of opportunities would be the next step.
 - f) Financial resources and manpower training would be the back bone.
 - g) Individuals in-charge would have to establish their bench-marks and projected mile stones.
 - h) Everyone responsible would have to be accountable for the bottom-line. It was a principle decision that in the final analysis only bottom-line would speak, no words and no excuses.
3. What has been provided above is the back-ground in which GMT(or even Team20K before that) was born. One thing had been clear: We are a volunteer organization but when we assume position of leadership, we need to make ourselves accountable with absolute transparency. Membership development was accepted as a priority agenda.

We were convinced that either our claims regarding Lions Clubs International being the best form of expression by human beings for caring and sharing with others is misplaced, or else there is something amiss in the way we approach the subject of membership development. Since our association represents such noble and high values (as any individual may be proud of) it is impossible to reconcile with the fact that despite such extensive and far reaching service initiatives our numbers could decline. We were committed to review the process and its associated resources. We believed strongly that the end results were possible but we had a lot of unlearning to do to essentially change what we had been doing.

4. The multi pronged approach developed can be listed as follows:
 - i) Involvement of individuals at every level, starting with International Directors, Past International Directors, Council Chairpersons, District Governors and so on.
 - ii) Break-up of the plan on quarterly and monthly basis. (In fact, monthly basis was stressed upon.)
 - iii) Domestically generated recognition modes to honor performers and super performers: This strategy included a basic shift from recognizing a large number of individuals to recognizing performers only. It wasn't an easy task and at times even different levels of recognition were developed. However, one principle was never compromised: Performers would not be recognized at par with the others. They deserved a place above the rest.

- iv) Resources with local inputs, programs and faces: In fact we copied a lot of scripts from the international literature but related it to local accomplishments. Please appreciate that I am talking of an era almost 10 years ago (today of-course LCI support for such regionalization is available in every respect).
 - v) Use of different languages: India is a vast country but English has remained (or still remains) the primary language of communication in lions clubs. In case we had to break the ceiling and move out to hitherto unapproached segments of society, it was imperative to build acceptability for the local languages.
 - vi) **Cultural strategy:**
 - a) There are large numbers of women in India who are not employed in business or professional terms. They are essentially home-makers and even at times prefer move amongst women only. Such numbers are declining but considering the population of the country, they offered a good opportunity. Almost across the entire country we have been successful in starting quite a few “All Women Clubs”. In fact, such clubs are now beginning to turn out District Governors from amongst their ranks.
 - b) We made a study of the cross section of membership in various districts across the country. One fact that emerged was: each district had a predominant majority of a specific cultural and ethnic group. It could be one particular cultural group dominating membership in one part of the country and another such group in a different part. But we found “cosmopolitization” was a challenge, or rather an opportunity. This still remains work-in-progress, and thus offers scope for growth for the years to come.
 - c) **India Inc:** The young generation in the country has established a pace of economic growth that has resulted in recognition of the nation as an emerging economy. Such individuals are usually found clustered in specific geographical locations in large and medium sized towns. Their work places and life style are almost a mirror reflection of what we see in the western part of the world. Quite naturally, their mind sets and priorities too are different. We have been working with special teams to invite them to the membership of our clubs. This would require a change in the way we run our clubs and districts. That’s definitely not easy, but we seem to have come a long way. The very fact that more needs to be done provides hope for even more growth opportunities in the future.
 - vii. **Targeting:** District Governors and members teams have been asked to establish targets, narrowing them down to individuals Lets take an example: each cabinet member to work towards inducting his or her spouse as a member; each club officer working towards spouse membership as referred to earlier; each Region/Zone Chairman to promise to induct at least one new member; each PDG to work towards induction of at least one member each year. These are just examples, but more such targeted initiatives have been developed and promoted in the districts. Those fulfilling their promises and assurances are recognized in district bulletins. But most importantly, there are follow up from time to time and reminded of their unwritten responsibility to participate in the growth initiative.
5. **Pride in Growth:** Since the above initiatives have been continuing for a pretty long period, they have required financial support. District membership grants are of comparatively more recent origin, and sometimes may not be able to meet all needs. I would say we have been rather blessed with leadership that takes pride in growing and competing to grow. The desire to create a brand India image and to show case to the world that modern India is a nation with imbedded principles of community development have served us well. Leaders at every level have been generous in providing funds to support service programs and membership growth exercises.

It has been possible to draw upon extensive resources required in every manner for an ongoing growth initiative largely because of the social recognition involved in holding important offices in lions clubs and districts. In semi urban areas, any senior lions club officer would hold influence with the local administration. There is demand for service programs due to challenging circumstances, and once it is met, the same is followed by recognition from the community and local civic officials. This factor builds pride in being a member of any lions clubs, more so in occupying positions of leadership. Even today, there is aura involved in being a club president or district governor. This by itself prompts individuals to put forward their best foot, demonstrate their quality as a leader (which we have caused to be measured not merely by efforts alone, but by bottom line results).

Another significant point here may be that leaders at every stage lend themselves to evaluation, which at times may even be termed as positive criticism. What follows naturally is that the individuals then attempt to stretch themselves to get the results they had projected. This does not mean at all that every target is met, but it definitely means that man ate met and that sufficient efforts are made in respect of the others as well. The existence of an All India coordination body and pan India discussions therein have been a factor contributing to the environment promoting growth.

6. **Statistics tell a story:** As part of GMT process and procedures, a statistical analysis is now available in much greater details than was even thinkable a decade ago. We had been working pretty much with statistical analysis but this advantage has been leveraged many folds with the directions that LCI has developed recently. We are now in the process of identifying:

- i) Clubs that have not taken a single members in the last 12 to 24 months.
- ii) Clubs that are at least 10 years old and have not sponsored even one new member
- iii) Individuals who have not sponsored a single member in the last 5 years.

The above list is only illustrative and not exhaustive. It is not easy to have every district conduct such analysis and follow up, but we do regularly insist for the same. Each year we find more and more districts joining in for good results. The story does not stop with the mere identification with the members and clubs as above. They need to be invited to formal and informal meetings, motivated and then followed up with action. Once again this entire exercise needs outlay of all resources. We get back to the same points: if leadership recognizes its responsibility and accepts to be accountable for the bottom-line, ways and means will be found. Mahatma Gandhi said: "Fund purpose, means will follow:

7. **Club Extension initiatives:** Extending new clubs is the responsibility of lion leaders. India does not operate with any kind of extension consultants. It is the duty of every DG team and all other lions working closely with the leaders to produce results in terms o new clubs. Statistical studies has demonstrated that net growth has a strong correlation with new club extension in each district, and this fact has been explained as well as understood. Each year plans for new clubs' development are drawn and executed. GMT plays a major role in this exercise. Targets are developed on a quarterly basis but the coordinators are encouraged to keep monthly tabs. Some of the strategies used may be summed up as follows:

- i) Linking new clubs with a spate of service programs: Once a particular location is identified, existing clubs in nearby areas are encouraged to undertake a series of ad hoc need based projects in that particular community. Actions always speak louder than words, and the sustained execution of such programs prompts a well as encourages the locals involved to enquire about membership in a lions club, or to discuss possibilities of starting a new club.
- ii) Marketing through awareness and service campaigns in shopping malls, universities and the like. The effect ultimately is the arousal of interest in the affairs of a lions club, and that becomes a starting point.
- iii) Acceptance of local language and inclusion of cultural events in the annual calendar of events of the districts, in addition to need based service projects, has promoted new rural clubs. Astonishingly, some of these charter members started their journey as lions by contribution to Melvin Jones fellowships at charter presentation ceremonies.
- iv) Initiation of club branches with second generation lions: Youngsters, who have seen their parents as active lions for many years, are quite aware of the activities of lions clubs. But the do not desire to become members in the same clubs where seniors from their families hold respective memberships. They have been encouraged to start club branches, with negligible reporting obligations, which could grow into full fledged clubs at a later point of time. This methodology has also been successful in starting club branches with spouses (mostly women) of existing members, thus boosting women membership and providing leadership opportunities.
- v) Representations before chambers of commerce and trade bodies: Various districts have been encouraged to have their short videos that show case the achievements of local lions clubs and the satisfaction derived by members. These videos are used at such meetings to impress upon the attendees in a business like fashion. Initiation of dialogue with lions who are accustomed to the working of such organizations has succeeded in starting new clubs.
- vi) Most importantly, since targets are established and voluntarily accepted, region and zone chairs appreciate the role they must play in continuously motivating clubs to spot extension opportunities. Their role does not end there; they must be instrumental in initiating at least one new club if the wish to achieve excellence levels on the recognition scale.

8. Whether it applies in US and Canada:

This is a question that is most pertinent and would have to be answered by the leaders in Constitutional Area 1 and 2. But we can always have some amount of learning from the success stories of others. The entire scientific marketing approach in India is built around management and leadership lessons learnt from the west. Similarly, there may be strengths that exist in the systems and procedures that have been established in India.

The few outstanding issues may be summed up as follows:

- i) Recognition and acceptance of responsibility for growth;
- ii) Sustained development as a part and parcel of the job description of leaders;
- iii) Readiness to enter healthy competition and make oneself open to evaluation;
- iv) Garner and apply resources for growth initiatives;
- v) Link growth and extension to service programs;
- vi) Target groups to be identified and strategies for getting results;
- vii) Mid course reviews for corrective actions; and
- viii) Pride in results.

As far as ground realities in US and Canada are concerned, it may be a good idea to explore:

- i) Whether all segments of the social fabric are represented in lions membership; Whether lion leaders feel a sense of pride in growth and thus assume responsibility;
- ii) Whether parameters to evaluate success include those relating to growth and extension;
- iii) Whether individual leaders are ready to be answerable and evaluated for motivated results;
- iv) Whether targets can be developed for smaller periods of time to determine that efforts produce the desired results and are on course; and
- v) Whether there are pockets where lions clubs are thinly represented and what could be done for appropriate results.

Once the above exercise for introspection is carried out, there is every reason to believe we shall see a detailed action plan evolve with strategies and resources that would take the association forward in a country whose leaders have nurtured LCI since its inception and guided it to reach the level of the world's best NGO. Systems compliance and discipline is a great asset we have witnessed, it's just a matter of recognizing this issue as critical and then acting upon it. Leadership resources are evident in plenty, they only need to be channelized for specific goals. There are bound to be different versions of the same success formulae, may be even newer ones. The rest of the world could then learn from the best practices that would emerge.

74. WE SPEAK FOR YOU WHEN YOU CAN'T

Presenter: PID Phil Nathan

As a member of the South Woodham Ferrer Lions Club, England, UK, Phil has been a Lion for 30 years. He has held many positions, including MD Youth Programme, A Gift for Living Trust, Lions Eye Health Programme, Area Impact Team Leader for Europe West, Lions Hearing Trust, Europa Forum, European Steering Committee, 100% Club President, 100% DG, Council Chair, International Director, Board Appointee, Senior Master Membership Key Holder. He chaired the Service Activities Committee on the International Board.

Vice President Nathan has served as Group Leader for DGs-Elect seminars; instructor at European Leadership Institutes; European Faculty Development Institute; Faculty for MD105 DG/VDG training seminars; presenter at International Convention seminars; presenter and chair for Europa Forum; speaker for LCI at Global Volunteer Conference Budapest Hungary.

Lion Nathan is a Stockbroker and Company Director, Fellow of the Institute of Directors, and Chartered Fellow of the Chartered Securities Institute. His main civic interests include Chairing the MedicAlert Foundation UK & Ireland; Board member of MedicAlert International; Board member Special Olympics GB; Chair of the Board for Music and the Deaf; Charity Steward of the Stock Exchange Veterans; Board Member of the Stock Exchange Benevolent Fund.

Lion Phil's spouse is Heidi-Anne Nathan and they have 2 children.

Established in 1956, the not-for-profit MedicAlert Foundation delivers the most dependable, the most responsive, the most intelligent, and the most trusted emergency identification and medical information network. MedicAlert ensures that emergency responders and hospital staff get your up-to-date medical information, the moment they need it, to make informed decisions about your treatment and care.

The MedicAlert Foundation story began in the summer of 1953, in the farming community of Turlock, California. While her parents were away on vacation, Linda Collins, the 14-year-old daughter of Dr. Marion Collins, a physician and surgeon, cut her finger badly enough to require a trip to the local hospital. Following standard protocol, Linda's uncle performed a skin test before injecting Linda with a full dose of tetanus antitoxin, which contained horse serum. Within moments, Linda went into anaphylactic shock – a severe and potentially fatal allergic reaction. The incident nearly killed her.

“My parents realized that if one tiny drop of the antitoxin had produced that reaction I'd probably be killed by a full dose,” she recalled. “Thereafter, when I went away from home for a weekend or to a neighboring town for school events, they'd attach a note to my coat or make me a paper bracelet describing my allergies.” Linda came up with the concept of a silver bracelet with “Allergic to Tetanus Antitoxin” engraved on the back. Dr. Collins added “MedicAlert” and the symbol of the medical profession to the front. The design was sent to a local San Francisco jeweler who created the first MedicAlert bracelet.

After several years of consulting with other professionals, Dr. Collins established MedicAlert Foundation International, a not-for-profit, tax-exempt, and charitable organization. Dr. Collins said more than once, “We are not here to make money. We are here to save lives.” He and his family demonstrated that commitment. They invested \$30,000 of their own money in the first two years, while contributing countless hours of volunteer time. The “mail room” for the organization in the early years was the family living room.

National visibility continued to surge during this time as television stations nationwide aired MedicAlert public service announcements. In 1996, Chrissie Collins was awarded the American Medical Association's highest honor - “The Citation for Distinguished Service.” She and daughter Linda Collins Maurer also appeared on “This Morning” hosted by Paula Zahn on CBS.

Today, MedicAlert Foundation continues to provide its services to 2.3 million members in the United States and another 1.7 million members through its affiliates worldwide. Over 5,000 emergency calls are answered each year by our dedicated team of trained staff and on-site emergency response specialists.

The people who guide MedicAlert Foundation on its global mission to protect and save lives are diverse on background, yet unified in purpose -- to ensure that all MedicAlert members worldwide receive a consistently high level of service and protection. All board members of the MedicAlert Foundation are volunteers. Whether from the emergency medical field, the business world, or the not for profit arena, each embodies a total commitment to excellence, which is reflected in their actions on behalf of the Foundation.

You can become a member of MedicAlert Foundation from anywhere in the world. With over 4 million members worldwide, MedicAlert Foundation International currently serves members in more than 50 countries.

The Australian Medic Alert Foundation was established since 1971, Canadian MedicAlert since 1961, Cyprus MedicAlert since 1975, Iceland since 1984, Malaysia since 2967, New Zealand since 1962, South African since 1964, and Zimbabwe since 1968.

<http://www.medicalert.org>

75. NEW WOMEN & FAMILY MEMBERSHIP INSIGHTS & INITIATIVES

*Presenters: ID Carolyn Messier
PID Sonja "Sunny" Pulley*

Second Year International Director Carolyn A. Messier is a member of the Windsor Locks Lions Club, Connecticut. Joining Lions in 1990, Director Messier has held numerous offices in Lions, served on several committees as an organizer and presenter and has received several awards in recognition of her service.

Director Messier is the executive director of the Lions Low Vision Center and a low vision therapist, a member of the Association for the Education and Rehabilitation of the Visually Impaired and a board member for the Fidelco Lions Advisory Board and the Connecticut Lions Eye Research Foundation. She has also served as Loyal Shepherd Fellow of the Fidelco Guide Dog Foundation. Director Messier and her husband, Normand, also a Lion and a Progressive Melvin Jones Fellow, have two sons.

Sonja "Sunny" Pulley is a member of the Portland Downtown Lions Club, Oregon, and served as international director from 2010-2012. A Lion since 1985, PID Pulley has held numerous leadership offices, served on several leadership committees and institutes and received several Lions awards in recognition of her service.

Past Director Pulley is a chiropractic physician and actively involved in various professional and community organizations, including serving as a member of the Clinical Management Committee Board of Complementary Healthcare Plans Group. She has also served as President of the Chiropractic Society of Oregon and received the Distinguished Service Award from the Chiropractic Society of Oregon.

She is an Oregon Lions Sight and Hearing Foundation Fellow, a Norman Ross Fellow and a Progressive Melvin Jones Fellow. Past Director Pulley has two sons, a daughter and three grandchildren.

Introduction

In fiscal year 2011-2012, International President Tam put a special emphasis on gaining new understanding of the opportunities and challenges with women and family membership in order to find ways to further engage these key groups. To collect this information, President Tam assembled a Women's and Family Membership Development Task Force, comprised of the sitting female international directors and two female board appointees.

Throughout the 2011-2012 fiscal year, the six Task Force members attended and participated in women's workshop events, focus groups and symposiums worldwide.

To provide further insight, a Project Refresh Global Membership Research Project was conducted and included a component based exclusively on women and families. The research project included mining, segmenting and classifying existing women and family members in Lions and their clubs. Former and prospective members were also surveyed and interviewed to determine why they left and gauge awareness/perception of Lions clubs respectively.

Based on the insights gained, the Task Force pulled together and distilled their findings to develop recommendations on next steps, presented to the Long Range Planning Committee and 2011-2012 International Board of Directors, to determine implementation strategies. This seminar will present the findings and recommendations for North America and include a brainstorm session for additional ideas and action steps to include women and family in Lions clubs.

Project Refresh: Global Membership Research Project

Last fiscal year, Lions Clubs International initiated a comprehensive club and membership research study commissioned by the Long Range Planning Committee that aims to update LCI's understanding of the characteristics of successful clubs, members' club life experience, attitudes regarding club rituals and traditions, and non-Lions' perception of Lions clubs. A component of the study included an in-depth analysis of women and family members.

A member survey, sent in all 11 official languages, resulted in a response from over 7,600 Lion members from all constitutional areas. Emerging out of the study were two types of clubs: 1) Gold Clubs (32%), which exhibit high member satisfaction and are not experiencing shrinking membership and 2) Blue Clubs (68%), which exhibit either low member satisfaction, shrinking membership or a combination of the two.

Behavioral and attitudinal segments materialized out of the Gold and Blue Clubs. Gold Clubs could be clustered by a description of their clubs: family (14%), social (9%) or philanthropic (8%) and Blue Clubs could be clustered by their wishes and frustrations: want openness (24%), want support (22%) or want gender balance (23%).

(Gold) family clubs are driven by a desire to involve the entire family and are predominantly made up of Lions with children under the age of 18 who are still living at home.

The Blue Clubs that want more gender balance are found in areas with greater women involvement. For example, Constitutional Area III (FOLAC) has the greatest want for gender balance (32%) and has the highest percentage of women members in their constitutional area (40%). Constitutional Area I (USA) and II (Canada) are in the middle of the pack in both want for gender balance (26% and 25% respectively) and percentage of women members (both 26%). Constitutional Area V (OSEAL) has the lowest want for gender balance (14%) and lowest percentage of women members (20%).

Additionally, clubs with mixed gender also want more gender balance. Constitutional Areas I (USA), II (Canada), III (FOLAC) and VII (ANZI) have the highest percentage of mixed clubs and want for gender balance. Constitutional Areas IV (EUROPA), V (OSEAL) and VI (ISAAME) have fewer mixed clubs and less interest in gender balance. The conclusion here is the having more women members does not necessarily mean women are involved or given leadership opportunities.

Clubs that are predominantly male fall into the want support cluster; and three out of four of these clubs have a desire for more members. There is among these “want support” clubs; they want more members, but do not desire gender balance in membership or leadership.

A non-Lions survey was also conducted of 2,100 adults in USA and Canada. Of those interested in volunteering, more women (58%) were interested in volunteering, being active in the local community and volunteering for a charitable service organization than men (42%). Being involved as a family was one of five major segments of those interested in volunteering. Additionally, female non-Lions perceive Lions as more diverse, find ways to involve the family and children and offer equal opportunities for both men and women to participate.

The question is: Can Lions deliver on their expectation?

Key Takeaways:

- Women membership varies greatly by constitutional area.
 - In some areas, all-female clubs are very vibrant.
- Higher women membership does not mean involvement or leadership opportunity
- For nearly one out of four clubs, lack of gender balance in involvement and leadership is a significant source of dissatisfaction.
- Women non-Lions have a positive perception of Lions clubs.
 - Lions need to be prepared to meet their new members’ expectations.

Task Force Recommendations to the Long Range Planning Committee

The 2011-12 Women’s & Family Membership Development Task Force concluded that it is a strategic imperative that Lions Clubs International continue to grow the number of women members and become more inclusive in club and district involvement and leadership over the next five years.

The listening tours by the member of this Task Force has confirmed that the need for and desire for balance in gender involvement is strong among the grassroots Lions. What the Task Force heard confirms the results of the global membership research (Project Refresh).

Clubs and districts are encouraged to develop specific action plans to more equally involve both men and women and to allow more women to serve in leadership roles. Areas are also encouraged to continue symposiums and workshops.

The Task Force also recommended the Task Force continue in 2012-13, and International President Wayne Madden is doing just that. With the addition of men to the Task Force this year, the team will help chart our road ahead in growing women and family membership, and more importantly, to be sure we are engaging them as key team members.

International Initiative Recommendations

1. Service
 - Promote service initiatives that interest women and are relevant to community needs.
2. Membership
 - Share membership statistics (“the facts”) and success stories.
 - Commission areas to hold a women/family symposium or seminar in conjunction with or during area forums.
 - Require district governors to set women’s membership goals with annual district goals.
 - Develop messaging and a guide/talking points to encourage the conversion of Lionesses to Lions. (Besides membership, what is in it for them?)

- A competing format is counterproductive.
 - Encourage the GMT to consider a women’s specialist an integral part of the team all the way down to the district level.
 - Consider reintroducing a position tracked by LCI.
 - Communicate to DGE’s, VDG’s and zone chairpersons the importance of knowing the percentage of female members in their area, mentoring women and younger members and giving women a voice.
 - Communicate the following to the GMT/ GLT: If existing clubs are reluctant to accept females as members, start a new club in that location to give women an opportunity to be Lions.
3. Leadership:
- Develop a new diversity segment in Leadership Institutes and include learnings from Project Refresh (i.e. focusing on the benefits of gender diversity; characteristics, behavioral and attitudinal segments; and women’s interest in volunteering).
 - Add a Power Point Presentation in “Training Materials/Resources” for those (GLT/GMT) who are interested.
 - Continue to grow women’s membership by utilizing the regional initiative recommendations.
 - Grow leadership opportunities (equal opportunity) for women by encouraging Lion leaders to support women in their area to applying for Leadership Institutes.
 - Continue providing leadership opportunities, women’s workshops and symposiums. (Give women a voice.)

Regional Initiative Recommendations

<p>Area 1 & 2 USA/Canada</p> <ul style="list-style-type: none"> • Grow existing clubs. • Charter new clubs. • Ask GMT to select women leaders to discuss Lioness conversion (a renewed effort). • Charter new clubs targeting family/younger members. • Develop service projects that attract younger members. 	<p>Area 3 FOLAC</p> <ul style="list-style-type: none"> • Continue leadership institutes. • Showcase women leaders • Revamp the club experience (promote CEP). • Recruit women members to become faculty members. • Continue developing and promoting service projects that interest women. 	<p>Area 4 EUROPA</p> <ul style="list-style-type: none"> • Charter new clubs (including branch clubs). • Target family and young members. • Promote CEP. • Develop and promote service projects that interest women. • Gain understanding of the “5,000 Women” initiative in Germany.
<p>Area 5 OSEAL</p> <ul style="list-style-type: none"> • Charter new clubs (including branch clubs) • Promote the invitation of younger members • Recruit women members to become faculty members (China) • Differentiate strategies for major countries • Continue leadership institutes • Encourage over age Leos to group together and charter a Lions club • Invite all Lions’ second generation to become Leos, and when they grow older they can invite friends to become Lions. 	<p>Area 6 ISAAME</p> <ul style="list-style-type: none"> • Recommend women to participate in the Leadership Institutes. • Promote women/women leaders in local PR. • Provide new member orientation in local clubs. 	<p>Area 7 ANZI-Pacific</p> <ul style="list-style-type: none"> • Ask GMT to select women leaders to discuss Lioness conversion (a renewed effort). • Charter new clubs targeting family/younger members.

How can you help implement the recommendations of the 2011-12 Task Force for your constitutional area, district and club?

NOTES



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