

2012-2013 Presidential Theme

International President Wayne A. Madden



In A World of Service

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.

Wayne A. Madden

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.

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It All Starts With Dedication To Service

Lions are dedicated to providing service. That renowned dedication will help us in everything we do – including our continued participation in the Global Service Action Campaigns of engaging youth (August), working with the blind and visually impaired (October), feeding the hungry (December and January) and working to improve the environment (April) to protecting 150 million children from measles in our new partnership with the Bill and Melinda Gates Foundation.

In addition, I am asking Lions to participate in a year-long initiative called the Reading Action Program – a campaign to improve literacy rates and promote reading.

