



## The “World of Service” Awards

Our world of service is as large as the number of communities we serve. I will be honoring Lions service across a range of service priorities through the World of Service Awards.

The World of Service Awards, to be given at the International Convention in Hamburg, Germany, will recognize achievement by clubs and districts in the area of service. Categories include:

**Best Long-Term Reading Action Program Project**  
(club, district or Leo club)

**Best Reading Action Program Rap Video**  
(club or Leo club)

**Best Youth Engagement Project**  
(by club or district)

**Outstanding Service to the Blind or Visually Impaired**  
(club, district or Leo club)

**Outstanding Environmental Impact Project**  
(club, district or Leo club)

**Best Hunger Relief Program or Activity**  
(club, district or Leo club)

**Lion and Leo of the Year**

*See the World of Service Awards flyer on the LCI web site for more information.*

## Make A RAP Video

And here's one way to have fun while doing something meaningful. Each club has an opportunity to make a RAP video. If your club sponsors a Leo club, this would be a fun joint venture. The video can be no longer than 2 minutes, and the subject must be about how to get children to read. Videos can be submitted via the Lions Clubs International YouTube channel. The top winning video will be played during one of the plenary sessions at the International Convention in Hamburg, Germany, and the club will receive a special recognition award.



## Preparation Is A Key Element of Our Formula For Excellence

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

As we work toward building stronger clubs, consider whether your club has the right mix of talent represented.

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.

So I will be continuing The Women's and Family Membership Development Task Force, which was introduced last year, to chart our road ahead in growing women and family membership, and more importantly, to be sure we are engaging them as key team members.

To further our ability to strengthen clubs and districts and grow our membership, I am 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.

I have developed “pit stop” checklists for clubs and districts, 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.

I am also challenging all our club officers and district governor teams to focus on achieving The Club Excellence Award and the District Governor Team Excellence Award. Both of these established award programs have criteria that, if followed and achieved, will drive you to achieve success. I found it extremely helpful when I was both a club president and district governor to use excellence awards to point me in the right direction.

*“Most people have the will to win.  
Few have the will to prepare to win.”*

Bobby Knight, retired basketball coach

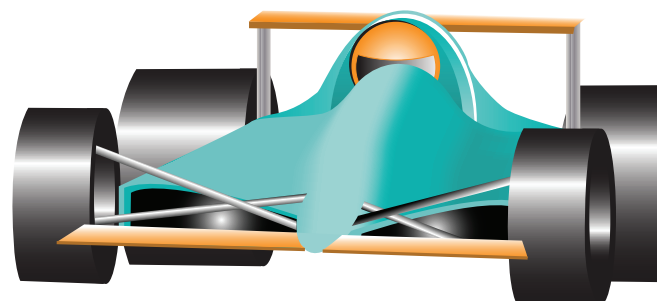
## Fast Start Awards

A key to finishing strong is to have a strong start whenever possible. The 2012-2013 World of Service Fast Start Awards will recognize district governors who achieve strong membership results in the first four months of their year. The awards will consist of two levels. Qualifications for the awards are:



***CRUISING SPEED LEVEL:***  
Two new clubs or positive  
net growth by October 31

***PASSING SPEED LEVEL:***  
Five new clubs AND positive  
net growth by October 31





# Calling On All Lions To Be Agents of Change

In our pursuit of excellence, I want 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. I challenge 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.

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.

## Bright Future

### 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. I'm 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.

