



November 2014

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## Words from the DG

By Mike Wilcox, District Governor

Our membership goal for the first quarter was to have five more members than we had at the beginning of this Lions year. We were minus fifteen at the end of September; however, based on the reports I received at the Zone meetings, I believe we will have more members at the end of October. Globally, we have roughly 1,369,000 Lions in 210 countries, all working under the international banner "We Serve."

### Meeting with You

First Vice District Governor Steve Daigle, Second Vice District Governor Kathy Randall, and I are on track to visit a majority of our clubs before Christmas. We look forward to hearing about your activities, particularly how you are changing peoples' lives in your communities, and hopefully installing new members.

### Your Websites

A big Lion's roar to PDG Dan Uitti who set up the District's new website at [www.Lions23B.org](http://www.Lions23B.org). For technically minded members, the actual website is housed at [e-district.org/sites/23b](http://e-district.org/sites/23b), but Dan Uitti has set it up to

redirect anyone who types in [Lions23B.org](http://Lions23B.org). I'm glad he knows how to do that! Right now, 38 of our clubs have websites—only 15 more and every club will have an electronic presence, which is more important than ever these days. Please contact IT Chair Brian Luba for help updating or creating your site. You may also visit the [www.lionsclubs.org](http://www.lionsclubs.org) for help.

### 100 Years of Lionism

International President Joe Preston's message at the recent USA Canada Forum in San Juan, Puerto Rico is "Strengthen the Pride." He announced a Centennial Service

Challenge (available on [www.lionsclubs.org](http://www.lionsclubs.org)) which provides opportunities to earn Banner Patches for your club – one for each year leading up to Lions' 100<sup>th</sup> year of service. This year's banner honors clubs that focus on Vision Screening. Next year it will be Hunger.

Let's direct our efforts to filling the food banks on January 13, the birth date of Melvin Jones. By that date—two weeks after the holidays—a majority of the food banks will have little on their



*This is the only picture we could find of DG Mike Wilcox. Submit a better one for our February 2015 issue. The picture judged the best wins a prize from the District 23B Spirit team.*

## Greetings from East Hartford

*2nd Vice District Governor, Kathy Randall*

Welcome to the 2014-2015 Lions year. With District Governor Mike Wilcox leading our District, and 1st Vice District Governor Steve Daigle by his side, we have a great opportunity to grow and move forward with new goals and activities.

Thank you, to the entire District membership, for the support and vote at the 2014 State Convention in Sturbridge, Mass, May 4, when you elected me to the high office of 2nd Vice District Governor. As you know, this is a big commitment and a multi-year process. Working together and having open communications will benefit all for the years to come.

I have been a Lion since May 1993, inducted into the East Hartford Club by PDG George Precourt. I have served the East Hartford Club as President, Treasurer, and Membership Chair, sat for many years on the Board of Directors, and served on various committees. For the District and Multiple District, I served in many leadership roles

including Zone Chair, Cabinet Secretary for two terms, and as the Leadership Development Chair of the Membership, Extension, Retention, and Leadership (MERL) Team.

I understand that all Lions are volunteers, and I will work to develop relationships to enhance other Lions' experiences. I want to listen to you and your clubs, as your concerns and solutions may be of benefit to other clubs. I believe all people have hidden resources, and I am committed to helping others realize their strengths.

Working together, we have the capability and resources to improve our District; working together, we can grow the skills of our Lions and clubs; working together, we can enjoy the true spirit of Lionism, and "Strengthen the Pride," to follow the motto of our newly elected LCI President Joe Preston. Our DG's message, "Each One, Reach One," aligns nicely with President Preston's membership initiative, "Ask One." From President



Preston's theme, "Just imagine if each and every Lions member—all 1.35 million—asked just one person to join their club," DG Mike has been touting this message since I've known him. Working together, we can "Strengthen the Pride" in our District—making our membership stronger, making our clubs stronger and making service projects and fundraising projects stronger. We are members of an organization well respected because of the good work we have done for almost one hundred years. Let's continue to do the good work and make our pride stronger.

## East Granby Lions Club

A large crowd was on hand at Granbrook Park on September 6 to watch the East Granby Lions Rubber Duck Derby. Duck #1097 won in an exciting finish after bouncing off another duck and pulling ahead just before reaching the winners gate. Michaela Rosenberger of East Granby had adopted the winning duck, so she received the first prize—a \$1000 prepaid Visa card. The \$500 Visa Card second prize was won by Magnus Jambard of East Granby, who adopted Duck #0755, and the 3rd place duck, #0227, was won by Joe Spirko also of East Granby. Joe won the \$150 Restaurant package. The 4th–7th place ducks that won prizes for the lucky people who adopted them were #0545, #1080, #0276 and #0113. There was a total of 1220 ducks entered in the race.

Congratulations to all winners!

The East Granby Lions would like thank the businesses who helped sponsor this year's Derby as well as the volunteers that made the event so successful and fun. And of

course, many thanks to all the good folks who adopted ducks this year!

The Rubber Ducks are already looking forward to racing in next year's Derby!



*A couple of young fans showing their spirit at the East Granby Duck Race Derby.*

# On Being a Lion

By Dicke Foote, PDG

When I joined the Terryville Lions Club, I became part of the world's largest and most active service club. Do not confuse service clubs with fraternal organizations like the Elks or the Masons—our motto is “We Serve.”

In 1965, things were different. For instance, if you were lucky enough to receive an invitation to join, you could only belong to a club in the town where you lived or worked. If there was no club in either of those places, you could join another club nearby. In my case, I could have chosen either the Terryville or Watertown Lions clubs.

Lions International, the official name of which is “The International Association of Lions Clubs,” had some strict rules for its members. First, you could not belong to another service club. After all, the Association expected you to give all your energy to the Lions and not have it diluted by working at other service club's projects. In addition, the expectation was that you would attend all meetings of your club. If you missed a meeting, you could make it up within six days before, or after, by attending a Board of Directors meeting of your club, a sub-committee meeting of your club, visiting another club, or making a trip to the Lions International Headquarters in Chicago. For those who visited another club, you would fill out a card (like Sunday school), and they would send to your home club. We had a member, Elmer Zeiner, who visited Fort Wayne, Indiana quite often. We used to receive such cards from the club there, stating that Lion Elmer visited.

At that time, there were no women in Lions. As an adjunct to the Lions

Clubs, the International Association formed a new group—the Lioness Club. Members did pretty much everything that the Lions did, but did not have full status as Lions. Women received full membership in Lions Clubs in 1987, and now make up a good part of the membership of most clubs, where they provide much needed and appreciated help and leadership. Please, don't call them “Lionesses.”

Most people, if they know anything at all about the Lions, know that they we are involved in vision-related issues. Of course, Lions do much more in all areas of life, wherever there is need. But the reason for our concentration on eyesight comes from a speech made at the 1925 Lions International convention in Cedar Point, Ohio by Helen Keller. In her address, she asked the Lions to become “Knights of the Blind” in “...this crusade against darkness.”

Times have changed. The rules of membership have been relaxed over the years, and Lions have become a much more diverse group. Where Lions in earlier days were primarily business and professional men, today's clubs can find people of all walks of life in their ranks. Attendance at meetings is still important, and we grant awards for perfect attendance, new member sponsorships, and other club milestones.

In my forty-eight years, I've witnessed many changes, but I still feel a pride of membership. Being a Lion is a special thing. When I first joined, several of my fellow choir members in the Terryville Congregational Church told me that I was now in a special organization,

one that people looked up to. They said, “We know that you're going to the bar at the Austin House before the meeting, but don't go around to the back entrance. Go in the front door, because you're a Lion.” I never forgot that.

One of the things that Lions International stressed was that its clubs meet in a public place, such as a restaurant. It is important that Lions see and be seen by the public, which can in some way increase membership and support for Lions programs. Another important aspect, decorum, still exists. When I joined the club, we automatically wore jackets and ties to meetings, and had to ask permission to remove our jackets in hot weather.

Lions International expects all new members to receive proper instruction in the programs of the club and formally inducted by a respected member or Cabinet Officer, Past District Governor or other high-ranking official. Likewise for Officers' Installations. “Properly” means well-planned installations and inductions with a specific time allocated, with a table and tablecloth set, candles in place, and carried out with dignity by the aforementioned officer. Haphazard ceremonies might have the effect of a new member believing that becoming a Lion is not that special, and probably won't show up again. I was inducted by Past District Governor Philip C. Rouleau, a member of our sponsoring club; the Bristol Lions Club. For many years, he was “Mr. Lion” here in Connecticut.

I was proud to become a Lion then, and I'm still proud to wear my pin.

*“Individual commitment to a group effort—that is what makes a team work, a company work, a society work, a civilization work.”*

—Vince Lombardi



# How Do We Add More Members to Our Club?

*By Sia Dowlatshahi, CLU*

A few years ago, I met Jeremy at a business meeting. After doing business with him, I started talking to him about the Lions and getting involved in our community to make a difference. He was very excited and receptive to do something in our community and accepted my invitation to our club meeting. What was interesting was when he arrived at our meeting, and I was ready to introduce him to our club members. To my surprise, he walked over, started shaking almost every member's hand, and was talking and laughing with them! He knew half of the members in our club. Yet nobody in our club ever asked him to become a Lion.

How should we ask people to join our organization? By telling them who we are (1,300,000 members, men and women, all over the world); what we do (we make a difference in other peoples' lives); and how we do it (by raising funds through our fundraisers). We do things for the betterment of our communities. We give scholarships to our deserving students so they can get a higher

education and help other people. We help the food and fuel bank so people wouldn't go to bed hungry because they lost their jobs. We do eye screening in kindergartens and schools, and refer many of them to eye doctors while their parents had no idea that their kids have a visual impairment. We provide equipment for legally blind people so they can be safe living in their own home. We are helping the doctors at the UConn Research Center to find a cure for Macular Degeneration. We give Thanksgiving turkeys to the families that can't afford to buy them for their family. We give clothing and toys to the families during the Holiday season so they can be warm during winter, and the kids are able to enjoy the festivities of the season.

Because of our work all over the world, there are millions of children that are alive today (our measles initiative). Because of our work, there are millions of people who are able to see. We are there to support our youth, providing disaster relief, preserving sight, and meeting

humanitarian needs. Tell the stories about the people that their lives have changed for better because of our work. This is how we make a difference in other peoples' lives every day.

We need to talk about the personal benefits of being a Lion, the friendships, camaraderie, leadership opportunities, networking, self-satisfaction and many other benefits. Finally, we need to tell them why we became a Lion. Whom should we ask? Your family, friends, neighbors, people you do business with (your dentist, eye doctor, insurance agent, travel agent, attorney, accountant, real estate agent, advisors, consultants, postal carrier, Mayor, Town Manager, Town Councillor, teachers and ...).

Take half a day, go to the businesses in your community, and talk to them about the Lions. Then invite them to your club meeting. Have FAITH! Remember Faith Sees the Invisible, Believes the Incredible, and Receives the Impossible.

## New Hartford Lions Club

The New Hartford Lions Club is pleased to announce the awarding of scholarships to five local high school students. We made the presentations on June 9, 2014 at the Beekley Library. Selected, based on their achievements in school, and contributions to community service, the students (who received \$1,000 each) were Elizabeth Harwood, Larkin McCarthy, Thomas Turon, Autumn Maust and Courtney Carozzo. We wish them well in their future endeavors. To learn more about the New Hartford Lions Club visit our website.



[www.newhartfordclions.org](http://www.newhartfordclions.org)

## Pin Trader's Corner

By LITPC International Director Phil Dzurnak

### THE EVOLUTION OF PIN TRADING IN CONNECTICUT

To the best of my knowledge, it was in 1959 that the first pin produced in the state appeared. Constructed of leather, and held in place by a safety pin, I have no idea who designed it, or the cost to produce it. However, at a recent pin swap auction, complete bidding placed the cost slightly over one-hundred dollars. Older pins from '59 thru the mid-'70s range in value depending upon their availability.

I don't know who designed pins during early pin trading in Connecticut. However, sources indicate that, during the '70s, it was PDG George Lomintzer. PDG Curt Fitch took over designing during the '80s thru 2005, the year that the Pin-Trading Club of Connecticut formed a design committee.

The Pin-Trading Club of Connecticut evolved after PDG Curt Fitch conferred with several Connecticut

Lions, and felt there was sufficient interest in starting a club in Connecticut. Founded in 2001 during the state convention, with the approval of the state council, they held the first official meeting of the new club at the state convention in May 2002. The mission of the Pin-Trading club is to promote the trading of Lions club pins with other Lions within Connecticut, and throughout the world. PDG Curt became the first club president, and is currently the Senior Club Pin Trading Advisor. He also designed the first three pins for the Pin-Trading club.

During the past several years, club members, and the design committee, have been very involved in the state pin designs. In addition, among the club's goals is to design pins based on the location of upcoming Lions Club International convention sites. Past themes involved sites such as Seattle, Hamburg, Toronto, and the upcoming locations in Hawaii and Japan. The club also produces pins

representing the themes of Lions International Pin Trading. The club subsequently sells or trades created club and state pins to all who desire them.

There are currently over one-hundred members on our club, and membership is open to all Lions throughout the world. Members are from various states in the USA as well as England and Canada.

Why not join and enjoy the fun, excitement, creation of pins and camaraderie involved in pin trading. It's wonderful and you get to meet, and make friends for life, with other Lions throughout the world. We are always looking for new members and invite all Lions, everywhere, to join our club. You can become a member by contacting any member who you might know. You can also contact a Current or Past District Governor. Finally, you can contact either me, Phil Dzurnak, or Club Treasurer Elaine Dzurnak, at 860-482-5305, e-mail [pedzzz@snet.net](mailto:pedzzz@snet.net).



Examples of early Connecticut Pins



Lion Pat Daigle (r) presenting the donation of two bags of children's books from the Berlin Lions Club to ID Kembra Smith for the Children's Hospital at the USA/Canada Lions Leadership Forum in San Juan, Puerto Rico. Special thanks to Jet Blue for checking the suitcase of books free!

## Veteran's Stand Down

By Lion Jackie Fischer  
Veteran Affairs Chairperson

Fifteen Lions from District 23B, CCSU student nurses, and volunteers participated in the Eye Screening on September 12.

They screened 185 veterans, and referred nineteen for Glaucoma follow-ups. Cataracts were an issue according to Lion Dr. Steve Polezonis, and Lion Dr. Keith Lemire reported a growth behind the eye of a veteran.

Fifty pairs of reading glasses were disbursed.

# **Pediatric Vision Screenings**

## **How Your Lions Club Can Help Prevent Blindness in Pre-School Children**

A simple, non-invasive vision screening can save the eyesight of thousands of Connecticut pre-schoolers. Thanks to Connecticut's Lions Eye Research Foundation, the screening is free.

The screenings are for developing eye problems: severe nearsightedness, amblyopia, strabismus, farsightedness, and astigmatism. While they may be difficult to pronounce, they have a devastating effect on children—who can be blinded if left untreated.

Often called “Lazy Eye,” amblyopia affects three to five percent of children. Strabismus or “crossed eye” affects a similar percentage. Both can be treated most successfully in child younger than

seven years old. After that, the cost of treatment rises significantly while the effectiveness of the treatments evaporates.

Lions have invested in the latest PediaVision technology to detect amblyopia, strabismus, and other major eye problems in about one minute. The vision screening is simple, non-invasive, and free to all pre-school children throughout Connecticut.

“Connecticut Lions have applied funds raised through pancake breakfasts, golf tournaments and other community activities to buy equipment to screen pre-schoolers throughout the state,” said Dan DiVirgilio, Past Governor of Lions District 23B – one of three Lions

districts in Connecticut. “Our goal is to find children's eye issues and get them corrected. We want our children to have good eyesight for a lifetime.”

DiVirgilio said that the need is very high, since two thirds of all children under the age of five have not been screened for vision. Medical organizations, including the American Academy of Pediatrics, agree that routine vision screenings are an effective mechanism to detect and treat vision problems in children.

Your club should develop a regular or annual free Lions pediatric vision screening for your community. Please contact Dan Uitti at 860-274-9065 or at [dan@uitti.net](mailto:dan@uitti.net).

## **Avon Lions Club**

During 2014, Avon continued its long-standing program of aid to the elderly and disabled with a monthly service of coffee and light refreshments to nursing home residents. During the Mid-Winter conference, we made our annual donations to LCIF general fund, as well as to the Measles Initiative, and to CLERF. In April, we conducted pediatric eye screening on 217 children, ages two to five, at seven nursery schools and daycare facilities, in addition to our first screening event at the Avon Public Library. Overall, fifteen children were referred to eye care professionals. We will continue our Pediatric Eye Screening program in October for the 2014-2015 school year.

At the District Breakfast, the club delivered approximately three-thousand eyeglasses, and two

dozen hearing aids. Members packed meals, and the club provided funds for the Feeding Children Everywhere program coordinated by the Canton Lions. The Avon Pasta Dinner raised nearly \$4,000 to support our \$10,300 in donations made this year. In June through the Avon Dollars for Scholars, we presented two scholarships to Avon High School seniors, including one LEO club member.

At our June Awards and Installation dinner, the club presented its Community Service Award to John Carmon, President of Carmon Funeral Home and Family Center. We also presented a Melvin Jones Fellow and Ambassador of Sight award to two club members.

In July, the club began delivery of

Meals on Wheels, prepared, and organized, by the McLean Foundation. During July and August, twenty-six lions delivered meals to 104 home bound residents and have committed to a weekly delivery schedule for the foreseeable future.

In August, the club held its annual picnic for members, spouses, and guests, including our two scholarship recipients, and their families.

Members represented the club at Zone meetings, MD council, CLERF board, the state convention, and various fundraising events conducted by other district clubs.

On Sunday, November 9, we will be holding our annual Harvest Breakfast fundraiser.



*In Memorium*  
*Lion Frank Shepard*  
 1928-2014



*Woodbury Lion Since 1959*

*"A Lion passed this way ..."*

Watertown Lions Club

## Christmas Tree Sale



Three Weekends:

Sat. & Sun. Nov 29&30, 10am-4pm  
 Fri. Dec. 5, 4-7pm; Sat. & Sun. Dec. 6&7, 10am-4pm  
 Fri. Dec 12, 4-7pm; Sat. & Sun. Dec. 13&14, 10am-4pm



**Huge Selection of  
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*They last much longer!*

Balsam Trees  
 Tree Stands  
 Custom Made Wreaths  
 by the Leos Club

**Watertown Plaza, Main St. Watertown, CT**



**MARK YOUR CALENDARS!**

## **District Governor's Award Breakfast**



Zones 5, 6, 7 & 8

**Sunday, March 22, 2015**

**Maneeley's, 65 Rye Street, South Windsor, CT**

Coffee at 8:00 A.M. Buffet Breakfast at 8:30 A.M.

Cost: \$20.00 per person

It's time for each club to honor its **Outstanding Lion!**

More to come!

Lion Eileen Driscoll      Home 860-568-7305  
 672 Forest Street      Cell 860-978-6033  
 East Hartford, CT 06118      Work 860-291-7404

Email: [Epda23@aol.com](mailto:Epda23@aol.com)

# Life Changed in an Instant: Dixie Sanderson

*A Fidelco Story*

Prescribed millions of times per year, antibiotics are designed to help. For Guilford Lion Dixie Sanderson, an adverse reaction literally crushed the optic nerve in her brain. Dixie's nighttime dreams turned into daytime darkness. She woke up unable to see.

Dixie was a very busy provider for her family and talented giver to her community. Wife. Mother of two girls. Small business owner. Girl Scout leader. School bus driver. Swim teacher. Overnight, she became dependent upon everyone around her. People just like her. People just like you.

At first, there were glimmers of hope since Dixie was able to see dim flickers of light. Three complex surgeries attempted to reverse the damage, but ultimately Dixie was declared completely blind.

A strong woman who was comfortable in the driver's seat of life, Dixie was now sitting in the unfamiliar passenger's seat – literally. During the next six months, with her husband, Doug, shuttling Dixie between medical appointments, she considered her options.

The accounting work from her clients was piling up and she couldn't see her computer. Her two daughters needed a fully engaged mother, not a partially disabled version. Her husband was missing a lot of work to be her chauffeur.

Dixie couldn't give up. People depended on her. "By the time the doctors confirmed my blindness was permanent," Dixie recalls, "I was already moving on."

Through a blind rehabilitation counselor, Dixie learned about guide dogs. "I hated the white cane, too slow," Dixie says with a laugh. "Dogs were always a part of my life. I saw guide dogs as a kid and now I needed one."

A no-brainer, but deep down, Dixie still struggled. All her life, she took care of others. Now Dixie swallowed her pride, asked for help, and became a receiver. Any inner conflict was quickly resolved when she lifted the harness handle and stepped forward with her first Fidelco Guide Dog "Cobalt."

"It was so freeing to just...get up and go. It gave me the hope that I could get out there and conquer the world again." With Cobalt leading the way, Dixie and the Sanderson family discovered their new normal. "That's

when I realized it was okay to be helped by others."

That was in 2004. Dixie is now partnered with her successor guide dog, "Jayla," and enjoys the same independence she had with "Cobalt." In gratitude for the life-changing guide dogs she has been blessed with, Dixie and her fellow Guilford Lions have raised funds to donate toys for Fidelco's kennel enrichment program and funded the purchase of several guide dog harnesses.

Dixie's blindness will never take a day off, but her heart is opened wide to the power of receiving. "You have to allow other people to offer help. My two Fidelco Guide Dogs have been blessings in my life. They've enabled me to give blessings in return. I am so grateful for Fidelco."



*Dixie and fellow Guilford Lion Chris Limanni get some puppy love while delivering donated dog toys for Fidelco's kennel enrichment program.*





*The Lions Club of  
South Windsor, Inc.*

## **Spaghetti Dinner**

*Includes:  
Salad, Spaghetti, Meatballs, Rolls, Dessert*

***Saturday, November 8, 2014  
4 – 7 PM***

***South Windsor Fire Department  
1175 Ellington Road  
South Windsor, Ct.***

Adults - \$10; Children under 10 yrs. - \$5

***Veterans and Active Military  
Show your I.D. and eat for free***



Published four times a year

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## **Lion Around Connecticut**

With Lions Carol Kearns and Harry Schuh

We are excited to announce that on Tuesday, October 14 we reached another milestone – we aired our 75th show! Our last five shows featured Wolcott, Terryville, Bethlehem, and Harwinton Lions at their country fairs, and Torrington Lions at the Goshen Fair. We also showcased Lions at the New Hartford Flea Market at Brodie Park. Thank you to all our fellow Lions who welcomed us and appeared on all 75 of our shows! We love to highlight the many exciting events that Lions are involved in district-wide. A special thank you to PCC Alan Daninhirsch who introduced us to the production staff at Nutmeg TV in Farmington and who serves as

our community liaison for the Nutmeg franchise.

Nutmeg TV is an award-winning community access TV franchise serving over 82,000 subscribers in Avon, Berlin, Bristol, Burlington, Canton, Farmington, New Britain, and Plainville. Nutmeg is one of the largest regional community access television stations in Connecticut. Our show airs Tuesday at 10:00 am and repeats Friday at 8:30 pm on Channel 5.

We now broadcast on four community access franchises in central, western, and northwestern CT. Nutmeg TV in Farmington,

*(Continued on page 18)*

## **Emerging Lions Institute**

*By Ev Lyons, District 23B GLT*

Do you want to know more about Lionism, and grow your leadership potential? We are holding The Emerging Lions Institute on March 6-8 at St. Thomas Seminary facilities in Bloomfield. **District 23B needs 20 dedicated Lions** who have not yet held the position of club president to take advantage of this opportunity. Club presidents will receive detailed information about the event. Cost per Lion is \$100, and includes all meals, lodging, conference materials, and presenters. I am hoping that clubs will sponsor their participating Lions to what has been a memorable experience for those previous

*(Continued on page 11)*

## A Letter from Joe Preston

*International President*



International President Joe Preston

Dear Lion,

Lions Clubs International will celebrate 100 years of service in 2017! I'm inviting you to be part of this special moment in our history by supporting a new global service initiative to celebrate our Centennial.

**The Centennial Service Challenge** encourages Lions around the world to serve 100 million people by December 2017. Every club can play a part in reaching our goal. Here's how you can join the

Centennial Service Challenge:

- **Host service projects** throughout the year that impact Youth, Vision, Hunger or the Environment.
- **Report your service activities** through the Service Activity Report on MyLCI.
- **Earn a Centennial Banner Patch** with a progressive gemstone design for each year your club participates.

As Lions, we know that a single act of service can change a life. But when 1.35 million members come together to serve, we can change the world.

Learn more about the Centennial Service Challenge, and share it with your club today. Then start planning your next service project to help us meet our goal of serving 100 million people. There's never been a better time to serve than now!

Together in service,

Joe Preston  
Your International President

coordinated with a local auction house. They have completed two service projects; 120 eye screenings and an NFL punt/pass/kick competition. Sept 28 is their annual Tour D'East Windsor and they are preparing for their annual turkey shoot fundraiser.

**Manchester** has two December projects: the first is gift wrapping books at Barnes and Noble for tips, the second is making Xmas packages for service dogs

**South Windsor** completed one of two blood drives. In November, they will do a vision screening for 250 pre-schoolers. They will also do a vision screening at the Senior Center. They are having a spaghetti dinner in November that is free to past or present military personnel. This spring they will conduct their first Craft Fair at Maneeley's. VDG Steve visited, installed a new member, and presented a Melvin Jones award.

**Marlborough** bought and placed benches in front of local schools with their logo to honor local heroes. On October 4, they will participate in a local golf tournament to raise funds and recruit. On Oct 6, they will have a vision screening and their pasta dinner is on November 1. They are supporting "Combat Feathers" which supports local veterans.

**East Hartford** is supporting their Leos and Quest middle schoolers. They are planning scholarships for the High School seniors and Christmas baskets for the needy. In October, they are having a "White Cane Day" at a local supermarket. New this year is an effort to make the library services more available to the blind. They have initiated a partnership with Goodwin College on a project TBA. They are eagerly looking forward to their 65th anniversary Gala with a dinner and silent auction in March.

*"You may never know what results come from your actions, but if you do nothing, there will be no results."  
—Mahatma Gandhi*

## Diabetes Awareness

At the September 8 meeting for Zone 2, Diabetes Awareness Chair Dr. Gary Greenstein announced that November is Lions Diabetes Awareness Month, November 14 is Lions World Diabetes Day, and suggested that clubs plan a community project to commemorate this special date.

Lion Gary also announced that he has been in discussions with the Juvenile Diabetes Research Foundation (JDRF), and the Joslin Diabetes Center, and, with co-chair Lion Velma Simpson, is planning a district-wide walk for the *Strides: Lions Diabetes Awareness and Action Program* for the spring of 2015.

## Zone 8 Report

*Assistant Zone Chair Robert Grillo*

The Zone 8 meeting was held September 25 at the Marco Polo restaurant. The DG, 1st VDG, and 2nd VDG all spoke on membership and retention. DG Mike stressed his theme of "Each one reach one....Just ask". Zone Chair Peter encouraged each member to bring a guest to the next meeting so we can "brag about what we do." PCC Sia demonstrated how he "tells the stories" to recruit new members. He also discussed how LCIF has partnered with the Gates foundation which is matching our fundraising dollar for dollar (up to \$30 million) to fight measles in Africa.

**Club reports: East Windsor** presented a new fundraiser that involves a dinner/auction

## Lions Donate School Uniforms

Since 2005, the Greater Hartford West Indian Lions Club has donated school uniforms to elementary school students at the Fred D. Wish School in Hartford. This year's donation consists of 51 uniforms that will be distributed to children in families with demonstrated need. The Lions will present the uniforms in the school lobby at 10 a.m. Thursday, September 11.

"Many of our families aren't able to purchase enough uniforms to keep them looking clean and fresh as the year progresses," said Mrs. Kesha Ryan, Principal at the Fred D. Wish School. "That is why this gift of uniforms from the Greater Hartford West Indian Lions Club is so important for the students who are in need. It's always amazing to me when people who don't even know our students give so generously to help them. I speak for all the students, staff, and families here when I say THANK YOU for your contributions to our school community."

The Hartford Board of Education instituted a school uniform policy in all primary and secondary schools to reduce distraction and loss of self-esteem caused by teasing or competition over clothing.

Joanna Gibson, president of the Greater Hartford West Indian Lions



*Volney Boreland, Winston Barnaby, Jean Jacobs, Winsome Barnaby and Joanna Gibson - all from the Greater Hartford West Indian Lions Club - presented their tenth annual contribution of school uniforms to Kesha Ryan, Principal, Fred D. Wish School in Hartford.*

Club, said that the club has made school uniforms a priority for its fund-raising efforts. "Since each uniform costs \$30, a family may have a difficult time purchasing uniforms for its children," said Ms. Gibson. "The Greater Hartford West Indian Lions Club is here to help."

The Greater Hartford West Indian Lions Club also conducts pediatric vision screenings free of charge to children as young as six months to

six years of age. Using advanced technology, the non-invasive screenings can detect maladies such as "lazy eye" which are easily treatable in young children and far more difficult to treat as the child ages.

For more information about the Greater Hartford West Indian Lions Club, please contact Joanna Gibson at 860-796-4518.



## The Start of a Lions Branch Club

*By Lion Jackie Fischer*

During a Zone meeting in 2013, GMT Bobby Clark and I were talking about the International's offer to waive membership fees for veterans. That's when a light bulb went off: We have the Rocky Hill Veteran Campus right in our back yard! We decided immediately to pursue a new branch club.

We proposed the club to our District Governor who gave us the green light. Bobby and I went to the Veterans Campus, set up a table with Lions material, and within two

hours we had six Veterans signed up to become Lions.

Welcome letters were mailed the next day, a meeting set up, a club name picked "Rocky Hill Veteran Lions" and on June 28, PDG Tim Hilliker inducted nine new Lions and GMT Bobby Clark installed the new officers.

It did not take long for the Lions to get a fund raiser going. They collected \$200 and presented the Rocky Hill Human Service with eight gift cards (\$25 each) to help

## Emerging Lions

(Continued from page 9)

participants. Mark your calendars and register when the informational materials reach your club soon! As this is a multiple district activity, I am hoping that District 23B will need to ask our sister districts for some of their available spots as we will have more than our share of 20 Lions!

parents with school supplies.

On October 7 during 2nd VDG Kathy Randall's club visit with both clubs she inducted 3 new Veteran Lions. The Rocky Hill Veteran Lions are planning new fund raisers along with obtaining new members.



## Woodbury Lion Club

Once again, the Woodbury Lions Club unleashed thousands of little yellow ducks upon one of the waterways through town for our 5th Annual Duck Race. This family event brought out many spectators who watched their entry float down the Weekepeemee River, assisted by the Woodbury Volunteer Fire Department and two pumper trucks. All the money from ticket sales goes to our club's sight and hearing related causes, since the \$2600 in cash and gift certificates given as prizes, including the \$1000 cash first place prize, are donated by our sponsors.

The club has also been busy preparing for our 24th annual Haunted Hayride and Haunted Barn. The theme in the barn this year is "Cellar of Horrors," which will feature "stars" from contemporary horror films. We have attracted a large number of volunteers this year, and we hope that this will be our best event ever. This is our largest fundraiser of the year, and the net profits go towards our scholarship fund, that gave \$20,000 to graduating Nonnewaug seniors this year.

Meanwhile, we took some time to assist "The 5th Annual Walk to End Addiction," sponsored by the Woodbury Bethlehem Parent Connection, Inc. The event, which started at Hollow Park in Woodbury, followed a course along Route 6 to Mitchell Middle School and back. The Woodbury Lions have supported this event, since its inception, by stopping traffic at intersections along the way. After the walk was completed, Lions joined the fifty marchers back at the park for a candlelight prayer for those who are still battling addiction.

<http://www.woodburyctlions.org>

*"If people are not making mistakes, they are not trying new things. If they are making the same mistake twice, they are not learning new things!"*

— Walter C. Wright, Relational Leadership



*The late Lion Frank Shepard driving a tractor for one of our Haunted Hayrides.*

Once the Hayride is complete, it's time for the Woodbury Lions to put on their holiday hats and start preparing to decorate the town for Christmas. We start the day after Thanksgiving with bedecking the bandstand on Woodbury's North Green with lights and greenery. We will run our "Light Up Woodbury" holiday decoration contest again, and cap things off with our traditional Luminaria display that runs for three miles along both sides of Route 6 on Christmas Eve.

On a sadder note, the club mourns the passing of Lion Frank Shepard, coming so soon after the loss of Lion John Deschino. Lion Frank, a member of the club since 1959, and a Melvin Jones Fellow, passed away on September 10, after a long illness. He was a good friend to many of us in the club, and a loyal Lion. We are dedicating our Haunted Hayride in his memory this year, as much of it takes place on his farm. He will be sorely missed.

## Sharon Lions Club

The Sharon Lions Club, established in 1941, presently meets on the third Wednesday, at 6pm at the Wandering Moose Café, near the Cornwall Covered Bridge in West Cornwall, Ct.

This summer on July 16, at the Egremont Country Club in Great Barrington, MA we held our 22nd Annual Golf Tournament, which was a four person scramble. The weather was questionable at first, but it turned out to be a beautiful day! There was a raffle, lunch before the round of golf and dinner at the club dining room after the event. We awarded prizes for the longest drive, most accurate, closest to the pin and hole-in-one. The tournament benefits our scholarship fund and many worthy local causes.

You can contact the Sharon Lions club at [SharonLionsClub@Gmail.com](mailto:SharonLionsClub@Gmail.com), or visit our Facebook page at [www.facebook.com/pages/Sharon-CT-Lions-Club/274933452576677](http://www.facebook.com/pages/Sharon-CT-Lions-Club/274933452576677)

## Litchfield Lions Club

Our season has been a busy one. We thank all of our Lions and the community for their support. June:

- We cooked at the outdoor POPS Concert at Litchfield High School. A donation was given to the Music Department.
- Road Race Weekend started with the Gallery on the Green. Cooking on the grill for hundreds of shoppers. In the evening we were grilling for the children as they enjoyed the outdoor music. On Sunday, we started with breakfast for the volunteers and then went into cooking for the spectators and finally feeding the runners.

Thousands left with full stomachs. Thank you to our Boy Scouts who were able to lend a hand on this busy day. A

*(Continued on page 23)*

## Words from the DG

(Continued from Front Page)

shelves for the hungry. Let's all conduct food drives in honor of Melvin, and keep the Lions spirit bright for the coming year.

Mike Wilcox  
District Governor  
*Each One Reach One...Just Ask*



*"Creating a better world requires teamwork, partnerships, and collaboration, as we need an entire army of companies to work together to build a better world within the next few decades. This means corporations must embrace the benefits of cooperating with one another."*  
—Simon Mainwaring

## 2014-2015, Mid-Winter Conference

For the Lions year 2014-2015, Mid-Winter Conference will be Friday evening through Sunday morning, February 6, 7 & 8, 2015. Again, this year, we will be at the Crowne Plaza in Cromwell.

Our International Guest is International Director Karla Harris, from Wisconsin. Having been a Lion since 2002 and well versed in the non-profit culture, Director Harris was honored by the White House as a "Champion of Change" for her work to raise awareness for the visually impaired and helping to create the Lions "Rockin' the Vest" Rap Video. She will be a motivating and inspiring guest.

As more information becomes available, we will share it with the membership. For sure, we will have seminars, good food, and lots of fun



International Director Karla Harris

as we catch up with Lions from across the state we have not seen since last year! Mark your calendars now.



## Zone 3 Report

Zone Chair Harolyn J. Erickson

Zone 3 is sooo busy. Even though many of the clubs took time off for the summer, they are all up and running already. We had our first Zone meeting on September 4. All the clubs in the Zone attended, except for one. In addition to the clubs, we were honored to have our District Governor, Mike; our 1st Vice District Governor, Steve; our 2nd Vice District Governor, Kathy as well as our District Secretary, Carol and District Treasurer, Harry. Carol and Harry were wearing two hats, as they are also members of the Zone. In addition to the above, we were very happy to have as our guest speaker, Ev Lyons from the Global Leadership Team.

By the time this you read this, the following have already taken place within our zone:

- Induction of a new member – Avon Lions – September 3

- Fundraiser mum sale – Simsbury Lions - September 5, 6 and 7
- Health Fair Eye screening – Simsbury Lions – September 23
- Farmington River Cleanup – Avon Lions – September 27 (morning)
- Avon Day – Avon Lions - September 27 (afternoon)
- GIANT Flea Market - September 27 – New Hartford Lions
- Participation in the JDRF Walk – Avon Lions

Upcoming events some to put on your calendar, and some just for your information:

- Octoberfest – Barkhamsted Lions – October 3
- Food booth at the Harwinton Fair – Harwinton Lions – October 4 and 5

- Pediatric Eye Screening at Public and Private Schools – Simsbury Lions - October 16 - 23
- Assistance with Pediatric Eye Screening to Granby – Simsbury Lions – October 24
- Scholarship Pancake Breakfast – Harwinton Lions – November 2
- Harvest Breakfast – Avon Lions – November 9
- Farmington Valley Turkey Trot – all FV Lions Clubs – November 19
- Special Ed Christmas Party – 23B Lions Clubs – December 2

We welcome any and all to attend our events. We have a great Zone because we support each other.





## Winsted Lions Club

It became invisible.

*"I think it's still there. It used to be there,"* people thought, but they weren't sure.

People passed by it every day. "So, that's where it is!" they'd say, if they happened to notice it. Then, it became invisible again.

What was the invisible thing? The Winsted Lions' Eye Glasses and Hearing Aid Collection Box.

For years, our club had a very faded collection box. Once in a while, some member said they would find out the cost for painting it, or find someone who could paint it for us.

It just never got done.

This year, someone in town asked me where they could drop off some glasses and hearing aids. "Why it's right in front of the Town Hall by the Post Office," I told them.

"I go past there every day, and never noticed it," they replied. It was invisible to the public.

The Winsted Lion members finally found someone to refurbish the box. We removed it, and replaced it with a sign that said, "Will return." In less than two weeks after we

restored the freshly painted collection box to its rightful spot, we gleaned over 200 pairs of glasses and 10 hearing aids.

Has your club looked at your collection boxes lately?

We are not invisible...are you?



Lion Debbie DiMartino (l) and Lion Blanche Sewell posing with the newly restored box after its return.

<http://e-clubhouse.org/sites/winstedct/>

## Kent Lions Club

Abetted by beautiful weekend weather that brought out large crowds on both Saturday and Sunday, the Kent Lion's Club surpassed their food sale gross from last year, which had a set a record for them. Serving up breakfast sandwiches (with the help of Kent's Boy Scout Troop 11), hamburgers, hot dogs, pulled pork sandwiches, French fries, and beverages from 5 am to almost 4 pm both days, the Club membership worked non-stop to keep up with the demand.

The Kent Lion's Club has partnered with the CT Antique Machinery Association (CAMA) for the past two decades, running one of three food booths at the show, which always takes place on the last weekend in September. Over the years, the show has grown in popularity, and consequently, it has become the Club's largest fund-raiser of the



Kent Lion's Chris Garrity and Bob Indorf man the grill, as Anna Koulouris, wife of Lion Costas Koulouris, picks up an order during lunchtime on Saturday.

year.

The fact that we hold the show on CAMA's property right on Route 7 in Kent makes it a perfect fit for the Club. And collaboration with CAMA

has been outstanding, so much so that the Club is now running a food booth for the Spring "Power Up" show, which started just a couple of years ago.



## On the Road with VDG Steven Daigle



1st Vice District Governor Steven Daigle (L), International President Joe Preston, and Lion Pat Daigle at the USA/Canada Leadership Forum in San Juan.

*"Teamwork makes the dream work."  
—Bang Gae.*

September was a busy month, full of travel, both near and far. During the first week of September, I attended a Permanent Convention meeting and Zone 3, 4 and 6 meetings. Then Lion Pat and I were off to Puerto Rico for the USA/Canada Leadership Forum. We had a few days of vacation first, and then three days of the Forum, chock full of seminars, networking, food and fun. We enjoyed a couple more days of vacation before returning to Connecticut. Special thanks to Lions Bobby and Nora Clark, who traveled to the Forum with us and became our private tour guides! Thanks to Lion Bobby, we were fortunate enough to meet pro golfer Chi Chi Rodriguez at the Dorado Beach Country Club. Back to reality, and to Zone 8's meeting. I

*(continued on page 17)*



Sailing on Long Island Sound  
Cover Photo by Randy O'Rourke

*"Serving all your photographic needs, here in Connecticut, or worldwide."*

**Randy O'Rourke**  
**randy@rorphotos.com**  
**(860) 248-9078**

Cover reproduction courtesy of CTC & G  
Chosen as one of the best Lifestyle Covers of 2013 by the  
American Society of Magazine Editors.

## Burlington Lions Club

We had a very active year of fundraising and community involvement. To help fund the start-up of Har-Bur Middle School's new girls' field hockey team, the Club was honored to present a \$500 donation. Along the theme of sports and promoting community, health and fitness, the Club also hosted a Basketball and Tennis Sports Carnival on October 18 at Burlington Town Hall. Included in the activities were many games, contests, and specialized instruction given by a tennis pro! We awarded prizes, and participants were able to sign up for the winter rec basketball program. The Club is proud to organize and support youth basketball for the past 30 years with more than 260 enthusiastic ballers each year!

As Lions, we fully embrace the value of promoting wellness in the community. We are pleased to be involved with the Pediatric Eye Screening for the third year. Some of our Club members have received training to perform vision screenings for our youth. Upon completion of individual screenings, we make a recommendation for further evaluation by a vision specialist, if it is necessary. On November 3 and

4, we will be visiting local child/daycare facilities and Lake Garda School to perform these screenings.

Our seasonal raffle fundraiser is underway with many prizes generously donated by local businesses. We will hold the drawing on November 26, and the cost per ticket is \$10. Please visit our website for the list of prizes.

We will hold our annual Turkey Shoot held at the Foote Road Recreation Center on the following Sundays: November 2, 9, 16, and 23. A great Burlington Lion's tradition, we are certain there will be many vying to win their Thanksgiving turkey at this event!

On a final and sad note, we lost one of our dear and devoted members this year. Derik Maloney was a seventeen-year member and was the driving force behind and organizer of our annual Turkey Shoot. We will deeply miss his spirit and enthusiasm. A baseball field at the site of the Turkey Shoot will be dedicated in his honor. Thank you for your loyal devotion.

[www.BurlingtonCTLions.org](http://www.BurlingtonCTLions.org)



*The Thomaston Leos had a great time promoting the benefits of Leo membership and their first ever Ghost Tour at the Annual Thomaston Police Explorers Summer Cruize Car Show. From left: Leo Azealia Toro, Leo Jennifer Giroux, Leo Rob Archibald, Leo Danielle Brasche, Lion Michele Giroux, Leo Alicia Johnston, Lion Michelle Johnston & Lion Darlene Brasche. Lions Darlene, Michele and Michelle are Leo Advisors.*

## Zone 4 Report

### Zone Chair Robert Casey

Over the summer, I met with the president of each of the clubs in Zone 4. In discussing areas with which the District could help, everyone agreed that the following three are most important:

- Membership — retention and the difference in age of members.
- Communications — ensuring that the recipient receives the message intended.
- Project Planning — provide help in planning and executing successful events.

We all agreed that to continue discussion on these issues at our next zone meeting.

I held our first zone meeting on September 17, at the Wood-n-Tap in Southington. Fourteen Lions attended—four club presidents, and the rest, club officers. Guests included DG Mike, 1st VDG Steve, 2nd VDG Kathy, and PCC Sia. Continuing the discussion of areas of concern to clubs, we created the following action items:

- Investigate ways to help clubs retain members, and assist in smoothing differences in member relationships. This will require consultation with District specialists. It's still in the preliminary stages.
- Working with PCC Sia, we are creating an initiative for Zone 4 presidents to enable effective communications between them and the District, and between themselves.
- I am designing a mini-course on project planning and management for presentation to the clubs in my district. When completed, I will confer with Lion Ev for evaluation and suggestions.

By the end of October, I will have visited every club in my zone, rocking my new blue blazer.



## Lions Count!



Lions Count - East Hartford Lions Club's Treasurer Steve Crecco, Past President John Reilly, and member Ram Aberasturia, count cups at one of the Lions Kiosks at Rentschler Field on a beautiful Saturday night in September. You can find East Hartford Lions find at two beer kiosks at all the UConn Football games from August through December. If you are at a game, please come by and see us. Proceeds from the beer sales help support the Lions Low Vision Center, Scholarships for East Hartford Seniors, and Holiday Food Baskets for the needy, to name just a few of our projects.

Questions? Call Eileen Driscoll, East Hartford Lions Club - 860-568-7305

## Carbon Monoxide

By Lion Robert Norton Jr.  
ALERT/CERT/FEMA

With winter rapidly approaching, here are a few facts to keep in mind when you reach for the thermostat.

Carbon monoxide (CO) is a gas. It has no odor. CO gas is poisonous. It can make a person feel sick and can be deadly. In the home, heating and cooking devices that burn fuel can be sources of carbon monoxide.

### CO ALARMS

- Install CO alarms outside each sleeping area. Install alarms on every level of the home. It is best to use interconnected alarms. When one sounds, all CO alarms in the home sound.
- Properly install the CO alarm by following the instructions on the package.
- Test CO alarms at least once a month.
- Replace CO alarms according to the instructions on the package.
- Know the sounds the CO alarm makes. It makes one sound when it detects CO. It will make a different sound if the battery

is low, or if it is time to get a new CO alarm.

- If the battery is low, replace it.
- If the CO alarm sounds, you must get fresh air. Move outdoors, by an open window, or near an open door. Make sure everyone in the home gets to fresh air. Call the fire department from a fresh air location. Stay there until help arrives.

### PREVENT CO POISONING

- When warming a vehicle, move it out of the garage. Do not run a fueled engine indoors, even if garage doors are open. Make sure the exhaust pipe of a running vehicle is not blocked. Clear snow away.
- During and after a snowstorm, make sure vents for the dryer, furnace, stove, and fireplace are clear of snow build-up.
- Clear all debris from dryer, furnace, stove, and fireplace vents. Only use generators outdoors. Use in a well-ventilated location away from windows, doors, and vent openings.

## On The Road

(Continued from page 15)

also visited the South Windsor Lions Club on September 24, where I installed one new member, Pari Shah, and presented a Melvin Jones award to Dr. Robert Grillo.

October promises to be another busy month, full of club visitations and planning meetings. I visited with the Suffield Lions on October 1. I look forward to visiting with many, many more clubs during the next few months.

- Gas or charcoal grills can produce CO. Only use them outside.

### FACTS!

- They call CO the silent killer because you cannot see or smell the gas. Take action to stay safe from CO poisoning.
- Have heating equipment and chimneys inspected by a professional every year before cold weather sets in.
- Open the damper when using a fireplace for adequate ventilation.
- Never use your oven or stove to heat your home.



## Leadership at the Core

*By Lion Ev Lyons,  
District 23B GLT*

Leadership is a key component of the Lions experience. Whether it is leading an activity committee, assuming the responsibilities of a club officer or working at the district level or beyond, Lions needs and fosters quality leaders. Are you a leader? Surely, each of us has assumed one of the above roles during our time as a Lion. I know of few Lions who are purely "followers" and never take on the reins of leading an activity as some level of their club.

So, if all of us are really leaders, do we all have effective leadership skills? Leadership is made, not produced by the accident of birth or genetic make-up. **District 23B Lions University** is an easy way to acquire or sharpen your leadership skills. It requires a minimum of effort to complete the five courses needed to earn your Governor's Certificate of Completion. You will need your member number (See your club secretary) and the ability to access the LCI website via computer. Are you interested? Email me at [lyonsev50@gmail.com](mailto:lyonsev50@gmail.com), and I will assist you to enter the quality experience of the LCI leadership program.

## Suffield Lions Club

The Suffield Lions participated in the annual Suffield on the Green September 6 and 7, providing a "Rest Stop" tent so attendees could sit in the shade and have cold water given out by the Lions. There was also a water stop just for our canine friends. The Suffield Lions uses this venue as a membership drive and one potential new member signed up. Planned service projects include a food drive for the Suffield Emergency Aid Association on Saturday, Nov. 1, and January 17, 2015, and a Christmas Pet photos fundraiser on Saturday Dec. 6

[e-clubhouse.org/sites/suffieldct/](http://e-clubhouse.org/sites/suffieldct/)

## Lion Around Connecticut

*(Continued from page 9)*

Charter Community Access CTV13 in Winsted, Cablevision in Litchfield, and Charter Western in New Milford collectively reach an audience of thousands of viewers in thirty-five communities. If you are outside our viewing area, you can view our last five shows on the Internet:

- Go to [www.ctv13.net](http://www.ctv13.net)
- Click on Watch VOD at the bottom left of the screen
- Type the word Lion in the box to the left of the Search button
- Click on Search

We are having a great time recording on location and producing shows that illustrate what we do as Lions to change people's lives! Please contact us if you are interested in distributing our DVD to your local cable access franchise. We also invite you to appear as studio guests on our show or please invite us to document and publicize your Lions events on-site!

Contact us by email:  
[carolkearns@charter.net](mailto:carolkearns@charter.net) or  
[hschuh@charter.net](mailto:hschuh@charter.net)  
or by phone: (860) 485-9018



The hosts of Lion Around Connecticut

## Zone 2 Report

*Zone Chair Jim Trompeter*

The clubs in Zone 2 are off and running. We opened the year with a very successful Zone Meeting at the Painted Pony in Bethlehem. Present were representatives of all the clubs in the Zone. Club secretaries Tammy and Greg spoke on the responsibilities of Club Secretary and went over the procedures for filing reports. We discussed the importance of the monthly reports, and why they are an integral part of how Lions International receives grants.

We took time during the meeting to discuss both Club Assessment and Community Assessment. The club presidents are going to take a hard look at their current rosters to assess their membership: How many members on the roster are active, or are physically capable of helping out in the club's various projects? Some clubs are evaluating their current projects to see how they can make it possible for more members to participate.

Each of the clubs in our Zone has been active throughout the summer and all have fundraising plans for the upcoming fall season: Apple Festival and Fall Dinner in Bethlehem; Road Race in Litchfield; Town Festival in Kent; Country Fair and Car Show in New Milford; Trick or Treat Night in Washington; Harvest Cruise and October Fest in Watertown; and a Haunted Hayride in Woodbury. We are active, alive, and dedicated to helping others less fortunate.



## LIONS TO BENEFIT FROM CHURCH HOLIDAY FAIR

St. Paul's Lutheran Church in Wethersfield has selected the district's Lions Low Vision Center as one of their community recipients for this year's Holiday Fair. Each year, the parish selects a community organization to share in the proceeds of the parishioners' hard work.

They will hold their fair November 22, from 9 am to 2 pm, at the church facility on 371 Wolcott Hill Road in Wethersfield. We urge all Lions to attend. Let's show our support for the efforts of the many non-Lions in helping us to accomplish our mission related to low vision therapy, and device availability.

Homemade baked goods, jams, jellies, and cider, as well as seasonal decorations, and other craft items will be available. Even if you can't use another thing, come down to partake of the delicious soups, sandwiches, and snacks prepared by St. Paul folks.

Be there, or be square!

## District Challenge January 13

At the District Cabinet meeting on October 6, District Governor Mike Wilcox announced that he will ask all clubs to participate in a district-wide project on January 13, Melvin Jones' birthday. He would like all clubs to hold a food drive on that day to benefit their local food banks.

He explained that many food banks are empty after the holidays, and this is a perfect opportunity to participate in a Global Service Action Campaign for IP Joe Preston's Centennial Challenge.

He hopes all clubs will honor Lions Founder Melvin Jones on this day.

## Lions Vision Screenings The Device Behind It All

The heart of the Lion District 23B's Pediatric Vision Screening program is the screening device itself. We are using a portable, handheld device that can detect vision problems in children as young as six-months in about one second.

While the child sits comfortably in a parent or guardian's lap, the screening device produces a warbling sound to attract the child's attention toward the smiling face displayed on the patient side of the device. In less than a second, the device records 36 pictures of both eyes, and displays measurements regarding pupil sizes, corneal reflexes, and refraction on the screen, as well as an indication of whether the child passed the screening. The device records the patient data on a secure digital card that's transferable to a computer for printing.

Connecticut Lions have invested in

two Welch Allyn Spot Vision Screener VS100s for these screenings, which can identify amblyopic ("lazy eye") risk factors in children early enough for effective treatment, as well as:

- Myopia (nearsightedness)
- Hyperopia (farsightedness)
- Astigmatism (blurred vision)
- Anisometropia (unequal refractive power)
- Strabismus (eye misalignment)
- Anisocoria (unequal refractive power)

So far, these devices have enabled Lions to screen nearly 5,000 pre-school children in 2013-14. Our goal this year is to screen at least twice that many, and ultimately to screen every pre-school child in the state. There is no charge for these screenings supported by the many Lions fundraising activities throughout the year.



The WelchAllyn Spot Screener VS100

*"A small group of thoughtful people could change the world. Indeed, it's the only thing that ever has."*

—Margaret Mead

# Is Your Club Ready to Invite a New Member?

*From Lions Clubs International "Membership Pulse"*

It is wonderful to get new members into our Lions clubs, but before your club begins a membership campaign, ask yourself these questions:

1. Does your club have regular meetings?

- a) Yes, my club meets regularly.
- b) My club meets often, but there is not a set schedule for regular meetings.
- c) No, my club does not have meetings on a regular basis.

2. Does your club conduct service projects in the community?

- a) Yes, we are known for our service projects.
- b) Sometimes we do, but not as often as we probably should.
- c) No, but we do conduct service projects to help those outside of our community.

3. Has your club conducted the How Are Your Ratings? Survey to see how satisfied your club members are?

- a) Yes, it is important to know what our club members think of our club.
- b) We thought about it, just never got around to it.
- c) No, our club knows how its members feel.

4. Has your club done a Community

Needs Assessment to determine what additional needs have developed in the community?

- a) Yes, we have and are working towards fulfilling some of those needs.
- b) My club has talked about it, but we never got around to doing it.
- c) No, we have not and we do not plan to either.

5. Has your club gone through the Club Excellence Process?

- a) Yes, we have and are working on our action plans to achieve our club goals.
- b) My club discussed the idea, but we have not determined when we will do it.
- c) No, we have not and don't plan to either.

Tally your responses: a= 3 points, b= 2 points, c= 1 point

If you scored:

**5-7 points** – Prospective Lions join because they want to give back, especially to the community in which they live in. If your club does not meet regularly or have service projects that will involve and engage new members right away, then it might be the ideal time to look at your club atmosphere. If your club has been considering going through the Club Excellence Process, then now would be a good time to do so before inviting new members. The key is to involve and engage new

members as soon as they join.

**8-11 points** – Your club may be doing really well or it may need a little help. Are your members truly satisfied with their experience? If your club is not meeting regularly or conducting service projects and you are having a hard time keeping members active and involved – then you may need to re-evaluate the objectives of the club. The Club Excellence Process is a great program available to get your club back on track before inviting new members. However, if your members are active and satisfied with their experience and the club is successful with service projects – then start inviting new members to join in the excitement!

**12-15 points** – Your club seems to be on the right track. The importance of conducting community service projects and improving club operations has been emphasized. Necessary steps have been taken in order for your club to learn from your members and the community. Your club is ready to invite new members and grow!

The Leadership Team in 23B is here to help, from the District Governor and Vice District Governors, to your Zone Chairs, Global Leadership Team Coordinator Everett Lyons, and Global Membership Team Coordinator Robert Clark.

♫

## Lions Low Vision Center Kickoff Breakfast

This Lions' year, our Lions Low Vision Center, headquartered in New Britain, is celebrating Twenty-five years of service. This is an exciting time for us, and all Lions of our District. We will be highlighting our service throughout the year, beginning with a kickoff celebration breakfast. There will be more events and surprises to come!

Please join us for breakfast on

Sunday morning, November 16 at 9:00 am.

The Buffet Breakfast, featuring fruit, bacon, eggs, hash browns, breads, coffee, and tea will happen at Central Connecticut University in New Britain. The cost is \$16 per person.

For more information about this event, or to reserve your spot,

please contact Lion Cindy Cooper at 860-627-9777 or cindybcooper287@aol.com.

Letters will be going out to Club Presidents with the amounts that are on file for the Ambassador of Sight Award presentation. This breakfast provides you with an opportunity to recognize someone within your club



## VIP Fishing

On Saturday, September 20, VDG Steven Daigle and Lion Pat Daigle, along with Lions Marty and Phyllis Sandshaw, accompanied Plainville Lion Bill Gaughan, District 23-B's VIP Fisherman, to the Ocean Mist Bar in Matunuck, Rhode Island for the PBR Fishing Tournament Closing Ceremonies, sponsored by Pabst Blue Ribbon. PBR's Northeast Tournament is open to anglers from Connecticut, Long Island, Massachusetts and Rhode Island, and boasts the most guaranteed cash winnings in the Northeast. PBR named the Lions VIP Fishing Tournament as its official Charitable Partner for 2014. There was plenty of food and drink, as well as giveaways and raffle prizes, and we all enjoyed a beautiful late summer Saturday at the beach. Good luck to Lion Bill in North Carolina; we'll file our report in the next District Spirit.



*23-B's VIP Hits the Road!  
Members of Lions District 23B participated in the PBR Fishing Tournament Closing Ceremonies in Matunuck, Rhode Island*

## USA/Canada Lions Leadership Forum

By PDG David Yadach

If you couldn't attend the USA Canada Lions Leadership Forum in September, here's what you missed...

- An outstanding panel of young Lions presenting ideas for recruiting and retaining younger members
- Displays and exhibits of potential projects for your club
- Sights of historic Old San Juan
- And the Grand Wizard of Lions!

The 2015 Forum will be held September 17-19 in Grand Rapids, Michigan. Registration is now open at <http://lionsforum.org/>



## Marketing Corner

### When Should We Start to Advertise?

By Lion Frank Longo

Your club is starting to plan its major annual fundraiser. You're in charge of planning the publicity campaign for it, and you have to decide when to start informing the public. You have some members who think you should start right away, even though it's two months until the event. There are other members who think, because this is the thirtieth year you've had this event, there's no reason to publicize at all; people should know when it's going to take place. You know there's an optimum time to start. But when, exactly, is it?

The type of event makes a difference on how to approach your marketing. You need to publicize a long-duration event, like a raffle or a concert series, from the very start. Begin your advertising before tickets go on sale, to garner interest. Time your press release for when you start hanging posters. Depending on the duration of your publicity campaign, change your posters about once a month, to prevent "ad fatigue," which is when someone sees your ad so often, it refuses to register with them. Do the same

with any paid print and radio advertising that run from the beginning to the end of the event. Give the public something new to look at and listen to. Your message will keep getting across to them. You may also consider issuing additional press releases at two-week intervals as updates to the original release to keep your event fresh in the minds of the public.

A weekend or one day event requires a much shorter period to promote. Two weeks before the date seems to be the optimum time to start your publicity. Before that, and people start to forget about it when the event arrives. After that, and people already have made plans for that day. Coordinate your press release for that time. Posters, lawn signs, and other advertising go out at the same time as the release.

Over several events, you'll gain a feel for how effective your publicity is, and what changes in your strategy you need to make the greatest impression on your audience.

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## Vision Screenings at Terryville Fair Makes News

Forget the Skillet Throwing Contest, the Pig Races, and the funnel cakes. The big news at the 2014 Terryville Fair last August was the Pediatric Eye Screenings, the first year the Terryville Lions offered them at the fair.

This was the major story about the fair for the Sunday Waterbury Republican-American, who assigned a reporter to cover the event. The result was a lengthy article, including a picture of a child undergoing a screening.

Terryville president Lion Martin Sandshaw and club member PDG Dan Uitti, had all the facts and figures available, and the story explains the process, as well as what parents should do if a vision problem is identified with child.

According to the article, the Terryville Lions screened forty-one children on Saturday, with additional screenings performed on Sunday. It also mentioned that the same group held screenings at the Bridgewater Country Fair the week before.

It doesn't take much to spread the word about your own Pediatric Vision Screenings, labeled "KidSight" by LCI. Send a press release to your local newspaper, and follow up with a phone call to invite a reporter to a screening. Have all your facts ready to answer any questions the editor or reporter may have.

The key is to get the word out to parents about the benefits of the program, and encourage them to participate. Revealing a vision problem in a young child while it is still treatable is a step to helping that child succeed for the rest of their life.

*"It's hard to beat a person who never gives up."*  
— Babe Ruth



Zone 5 Chair Tina Rafala at the Berlin Fair



**Kiki's Member Spotlight***By Lion Kiki Tucker*

This member has been a very active Terryville Lions Club member for 8 years. You may find him driving a tractor or frying hamburgers at the Terryville fair. He has held many positions over the years but presently he is a zone chairman. He started as a lion because his daughter received a scholarship. His most rewarding project he does as a Lion is delivering Christmas baskets for needy families. His hobbies are camping and football. He is married, and his wife Carol is also a Lion. He was born in Torrington. He hates fishing—who can believe that one? His favorite place to travel is the Caribbean. Of course, if you have not guessed yet—this special Lion is Howard Lang. Thank you Howard for all you do.

**Litchfield Lions Club***(Continued from page 12)*

donation went to them.

- Sponsored a Golf Tournament at the Litchfield Country Club.

August/September

- Hosted a Lions/Rotary Golf Tournament at the Litchfield Country Club. This money will be used for our student scholarships.
- White Memorial Family Day was just amazing. The weather was great and the food was cooking again for the families enjoying the outdoor fun. A donation went to the Foundation.
- Fireman's Convention was held in Litchfield this year. Many companies from all over the stated marched in a parade and ended with food and beverages. We were happy to be able to support this event.

*To give real service you must add something which cannot be bought or measured with money, and that is sincerity and integrity.*  
—Douglas Adams

**District Officers**

**Mike Wilcox**  
District Governor

**Steve Daigle**  
First Vice District Governor

**Kathy Randall**  
Second Vice District Governor

**Carol Kearns**  
Secretary

**Harry Schuh**  
Treasurer

**Howard Lang**  
Zone 1 Chair

**Jim Trompeter**  
Zone 2 Chair

**Haolyn Erickson**  
Zone 3 Chair

**Bob Casey**  
Zone 4 Chair

**Tina Rafala**  
Zone 5 Chair

**Winston Barnaby**  
Zone 6 Chair

**Josh Cohen**  
Zone 7 Chair

**Peter Nevers**  
Zone 8 Chair

**Make Someone Feel Special***By Lion Kiki Tucker*

As Lions, we are always raising money to contribute to many different events or projects close to our hearts. We all contribute to the big ones: Fidelco, CLERF, LLVC, JDRF, The Cancer Society, and many others. But what about the small things we all do to make someone's life just a little brighter? I know many of you have your own little favorites (that, by the way, we would love to hear about), but here are a few **MAKE SOMEONE FEEL SPECIAL** contributions:

- 1 - Deliver birthday flowers to a person in a nursing home who has no family
- 2 - Contribute to a book-reading program for special children
- 3 - Clean up a yard and plant flowers at an elderly persons house
- 4 - Help pack meals for Feed the Children
- 5 - Make memory bears for a lost loved one
- 6 - Help at free flu clinics for the homeless and uninsured
- 7 - Perform pediatric/senior eye screenings
- 8 - Deliver meals or cookies to a shut in
- 9 - Provide refreshments and encouragement at a local road race
- 10 - Provide candy, and sponsor a safe Halloween trunk-or-treat for school age children
- 11 - Participate in read-aloud in the schools
- 12 - Provide guidance at a local high school life skills event
- 13 - Assist at brown bag events at senior centers
- 14 - Your contribution could be here—send it in





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# **2015 MID-WINTER CONFERENCE**

**"Aloha Honolulu"**

**2015 LIONS CLUB INTERNATIONAL  
CONVENTION SITE**

**FEBRUARY 6, 7, 8**

**CROWN PLAZA, CROMWELL, CT**

**More details to follow**

**SAVE THE DATE!**

