



Roaring Lines



June 2017

District 26 M3 2016-2017

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See you in Chicago.....



Cabinet Secretary Final Report: During this past Lions year, we have had some positive events and we have had some dilemmas along the way --- this is normal in any family of Lions. Some highlights of the year are: (1) We have had some clubs merged; thanks to careful leadership the clubs just did not fold; (2) Of course our membership is another year older and with that brings us a challenge to locate, educate and mentor new younger Lion leaders; (3) We have finally completed the development of our district project for our alert function; and (4) Of course we have had some very long and contentious meetings; we have to do better in this area since most of our younger members and potential leaders are simply turned off by time-consuming, combative and mind-numbing meetings.

I hope our district will continue to provide the most support possible to our young new leaders, our clubs and of course all Lions in the district; they deserve nothing less. I hope for our district is that we attract younger Lions and cultivate these young Lions to go and seek out their peer group. Our association, multiple district and district cannot afford to look the other way when we have an opportunity to make our activities attractive to those that will succeed us. We all are not getting any younger, so who become your next young Lion?

It has been a pleasure to have served the Lions, district clubs, and district chairpersons/leaders during this past Lions year. I wish each of you the best this next Lions year.

Serving with and for you,

Lion Lisa Alexander, PDG
Cabinet Secretary, 2016-2017



World Services for the Blind

*Empowering blind or visually impaired adults in the United States
and around the world to achieve sustainable independence.*



*"Without World Services for the Blind and
the opportunity for employment that it
offered, I would still be struggling against
the current, and still unsure of my future."
—Jildardo M. Rodriguez, WSB Graduate*



World Services for the Blind (WSB) was founded by Roy Kump in 1947 to serve blind or visually impaired people who needed to learn independent living skills or job training skills tailored to the special requirements of their individual visual impairments. The goal of WSB then, and today, is to empower blind or visually impaired adults to achieve sustainable independence through life skills, career training and community access.

Since its birth, WSB has served more than 12,000 people from all 50 states and 58 countries. Through the years, WSB has gradually expanded its services to become the most comprehensive adult rehabilitation center in the world, offering:

- A complete personal adjustment program
- Nine vocational courses
- A vision rehabilitation clinic
- An assistive technology learning center
- Job placement assistance
- A college preparatory program

WSB is accredited by the National Accreditation Council for Blind and Low Vision Services.

Blindness is no respecter of persons. It strikes without regard to race, religion, sex or nationality. In the United States, more than 25 million people age 18 and older are blind or have severe visual impairments that cause them to make adjustments in their careers and everyday living situations.

WSB is financed through gifts from both groups and individuals, by the tuition paid by state rehabilitation agencies that purchase training services from WSB for their clients, and through grants. The campus is located on a full city block in a residential area near the University of Arkansas at Little Rock. The complex is comprised of six two-story buildings surrounding a tree-shaded courtyard.

The training capacity at WSB is approximately 100 clients. On-campus housing is available for 91 people in our women's and men's dormitories and in two independent-living apartments. The length of training varies with the progress of the individual and with their chosen programs, but the average period of training is six months.



Why World Services for the Blind?

A unique combination of life skills and career training makes WSB stand out from the crowd—no one else in the world offers such a comprehensive program for adults. And our commitment to community engagement and access, which includes assisting older Arkansans who are losing their vision, brings full circle the mission of WSB.

Life Skills

Through a variety of life skills training courses, WSB is helping blind or visually impaired adults live independently. From learning Braille and mastering home-management skills to mobility and orientation training, our life skills programs cover a full spectrum of techniques that help clients achieve sustainable independence.



Career Training

Clients come to WSB dependent on government assistance, but through our comprehensive career training programs, we help them become taxpayers. WSB teaches technology skills that empower graduates to thrive in the modern workplace in full-time professional jobs. WSB is also a certified Microsoft Academy, and trains clients for jobs in a variety of high-tech industries. Programs include Assistive Technology Instructor, Programming, Microsoft Office Specialist, Desktop Support Technician and IT Professional.

In 1967, the Internal Revenue Service partnered with WSB to form a training program for blind or visually impaired adults. We are the only rehabilitation facility in the world to have this unique partnership with the IRS. Together we recruit and train blind or visually impaired adults

for guaranteed jobs with the IRS. Programs include Contact Collection Representative, Service Center Collection Representative, Taxpayer Service Representative and Automated Underreporter.



Access

Access is the community engagement aspect of our mission. Our aspirations and actions extend beyond life skills and career training. Through our volunteer program, we are able to engage the public through on-campus projects, while helping clients participate in community life off campus.

Partnerships are critical to our efforts, like our collaboration with the Arkansas Division of Services for the Blind, which provides funding for our Older Blind Program. The in-home program helps Arkansans 55 or older who are losing their sight by teaching them new ways to approach everyday tasks. Programs like this are shared with others who validate the content to ensure continued success. Through this process, we help others see the value of our work.

If you know a blind or visually impaired adult who would benefit from our comprehensive services, or if you would like additional information, please contact us today.



**WORLD SERVICES FOR THE BLIND
IS PROUD TO INTRODUCE**

THE Roy Kumpe Award

WORLD SERVICES FOR THE BLIND

The Roy Kumpe Award was created to honor the legacy of our founder and the individuals who support it. Donors who make a \$1,000 contribution to World Services for the Blind may choose to receive the Roy Kumpe Award for themselves, or can give it in honor of a fellow club member. Simply fill out the form below and return it with your gift of \$1,000 to request the Roy Kumpe Award.

Order a World Services for the Blind Roy Kumpe Award

By completing this form, it is my request to receive the engraved Roy Kumpe Award from World Services for the Blind.

Name to appear on award (please print)

PLEASE SEND THE AWARD TO:

Name

Address

Contact Phone

Return the completed form along with a check for your gift to: World Services for the Blind, 2811 Fair Park Blvd. Little Rock, AR 72204. To pay by credit card, please call 501-664-7100. You may also return this form via fax: 501-664-2743.

WSB is a nonprofit organization as defined in Section 501(c)(3) of the IRS code. Contributions are tax deductible.



Lions Clubs International



MARKETING IDEAS

Is your club keeping its service a secret?

The following pages offer proof of good news. Here you will find thirty marketing ideas, in categories ranging from exhibit marketing to direct marketing, designed to assist you with inviting new members and promoting your club. We encourage your club to select a category each month, implement one of the activities listed within that month, and then keep track of the membership growth results you receive. We think you'll find your monthly activities will pay off with an increase in both membership numbers and public awareness.

It's up to your club to unlock itself to the community. It's up to you to share your Lions pride.

Exhibit Marketing

1. **Sponsor a booth at a special event.** Think of the impact your club could have at the community's next health fair, festival or home show! Exhibiting at an event connects your club to that event, its topic, the people attending and so on. Featuring photographs of club projects and providing membership information to the attendees will help get the word out about your club.
2. **Exhibit in a public place.** Want your club to be seen regularly at the same location? Pick a space in a mall or a popular storefront; use your imagination on which public space could work for your club. Provide information about your next project and invite people to participate.
3. **Place an information table at your next project.** When attending a service project, people can see first hand the work you do and at the same time, can inquire about membership, read about Lions and look into serving.
4. **Use your prospect information.** Did you gain information from your exhibit marketing efforts? Use the contact information of those who express interest in Lionism. Hold a raffle for the people who stopped by your exhibit or information table. Add their names to the club's updated mailing list. Inform those interested in ways to become involved.

Advertising & Public Service Announcements

5. **Place an ad in the local newspaper.** Put a call into the advertising department of your local newspaper to announce that you are looking for members. Advertising representatives from the paper can tell you about the cost of an ad, help you place it in a good spot and, if needed, design an ad specifically for your club.
6. **Place an ad in school and community publications.** Often, a school newsletter will gladly include your club information in their newsletter—especially if you partner with that school for your service projects. Placing such an ad will create a direct link between the school system or community and your club.
7. **Develop a point-of-purchase display.** Ask the owners of local businesses if they will allow your club to place its brochures in a holder near the cash register. Remember: By placing information in a business, your club will then be associated with that business and its customers.
8. **Broadcast on radio.** Invite a local radio station to broadcast from your next special event or request that the station broadcast one of Lions Clubs International's public service announcements (PSAs) available from the Public Relations & Communications Division. Access radio PSAs online by visiting the LCI Web site (www.lionsclubs.org) and typing "Radio PSAs" in the search field.

9. **Post billboards/mobile advertising.** Billboards and mobile advertising also serve as a reminder about your club. Access this advertising type online by visiting the LCI Web site (www.lionsclubs.org) and typing "Billboard Artwork" in the search field.

10. **Utilize Yellow Pages & directories.** Place the telephone number of your club in the Yellow Pages and other service directories so that your club is easy to find. (If you do not want to use a member's personal telephone number in the listing, consider buying an additional line that goes to an answering machine.)
11. **Broadcast public service announcements (PSAs) on television.** Start by trying to place PSAs with your local public access television station. At the station, contact the public affairs or community services director and ask if they have time to fill. Public Service Announcements are available from the Public Relations & Production Division. Access television PSAs online by visiting the LCI Web site (www.lionsclubs.org) and typing "Television PSAs" in the search field.
12. **Use THE LION Magazine.** Do you receive an extra copy of THE LION Magazine each month? Are you finished with your personal copy? Consider donating the magazine to your library or putting your extra copies in doctors, dentists or other offices.

13. **Develop a Web page.** Promote your club on the Internet. On your Web site include project information, your club's contact information and steps the prospective member can take to become a Lion. Get started now creating your Web site, go to Lionnet (www.lionnet.com) to learn more.

14. **Put information about your club in "Welcome to the Community" packets offered by local agencies or chambers of commerce.** Often after they are settled, new residents look for ways to familiarize themselves with the community.

Media Relations

15. **Write a news release.** Tell your community about upcoming club events, awards and programs. LCI has created several fill-in-the-blank news release templates to get you started. Access news release templates online by visiting the LCI Web site (www.lionsclubs.org) and typing "News Releases" in the search field.
16. **Pitch a story.** Is there a person in your local club with amazing accomplishments as a Lion? Are there a series of Lions projects that are making an extraordinary difference in the community? If so, it's time to pitch your club's feature story idea to your local newspaper reporter or editor.

A pitch letter can be sent via e-mail or over the phone to the reporter. Pitch letters do not recount or tell about an event, instead they attempt to interest the reporter in covering a story.

For more information on either news releases or pitching a story, contact the Public Relations & Production Division at (630) 571-5466, ext. 327 or e-mail questions to pr@lionsclubs.org.

Group Presentations

17. **Show audiovisual presentations.** Showcase what Lions do for their communities. Select the presentation that is right for your club. Show it to groups such as the PTA, community interest organizations and others that may be interested in joining. Order audiovisual presentations by visiting the LCI Web site (www.lionsclubs.org) and typing "AV Presentations" into the search field.

Personal Contact

18. **Give personal presentations.** Offer to speak about your club during community events and other forums that involve community leaders and concerned citizens. Explain how Lions have helped the community and outline the service projects that you currently sponsor.
19. **Recruit one-on-one.** Meet with a prospective member individually to inform them about the club. Invite them to take part in the next meeting or club project. Follow-up with any prospective member inquiries that you receive from Lions Clubs International.

Direct Marketing

20. **Call people.** Obtain a list of people who may benefit from a specific program (for example, the names of people who live near a park that will be enhanced or a stream that will be cleaned) and call to let them know what the club is doing for their community. Invite them to take part in the project.
21. **Write letters.** Develop a mailing list of people who have participated in previous projects as well as a list of other people you would like to invite as members. Mail them a letter explaining what the club does and ask them to contact you if they are interested in attending a meeting.
22. **Produce club newsletters.** Mail a special edition of your club's newsletter to prospective members. Outline your club's accomplishments and announce plans for the future.
23. **Send out project announcements.** Send announcements explaining a special activity to people who will benefit from the program. Invite them to take part in the project and find out more about the club.

Membership Campaigns

24. **Participate in Lions Clubs International awards programs.** Make the most of the awards programs developed by Lions Clubs International by planning a special event and motivating people to participate. Award programs include: the Year-Round Growth program, the President's Retention Campaign program and the Membership Key Awards program.
25. **Run club contests.** Creating a competition out of "Who can invite the most new members?" is often a favorite and successful activity of Lions clubs. Will it work for your club?

Quick Market Research

26. **Conduct a Community Needs Assessment.** Perhaps the best way to recruit and retain members is to tie your club to the community. A Community Needs Assessment (MK-9) can help your club discover new projects, ones of special importance and need in the community. The MK-9 is available from the New Clubs & Marketing Department. Access the Community Needs Assessment as well as other materials by visiting the LCI Web site (www.lionsclubs.org) and typing "New Clubs Publications" in the search field.
27. **Keep former members on your list.** Send your newsletter and other announcements to former members to keep them up-to-date on club activities. Invite them to club events and include them in volunteer opportunities.
28. **Monitor member activity.** Do you know a Lion who has been inactive in their membership, perhaps not coming to meetings or service projects? Talk with them. Let the member know you are thinking about them and would like to make their experience better.
29. **Conduct a new member or prospective member needs appraisal.**
New Member Needs Appraisal: Identify what motivated each new member to join and help them reach their goals. Encourage them to use talents and skills by matching them with projects they will find rewarding.
Prospective Member Needs Appraisal: Are you familiar with what people in your community are looking for when considering becoming a member of a community organization? Consider creating a questionnaire for non-members to fill out. You may find very interesting information about how your club can gain new members.
30. **Conduct a survey.** The Former Member Satisfaction Survey includes a questionnaire that a designated club member is asked to complete with the exiting member as well as an instruction sheet guiding a club through the interview process. Create an atmosphere where your Lions will be less likely to drop their membership. Access the Former Member Satisfaction Survey by visiting the LCI Web site (www.lionsclubs.org) and typing "Former Member Satisfaction Survey" into the search field.

Developing a Membership Marketing Campaign

Step 1: Identify Your Target Markets

A target market is the audience or group that you plan to reach. Consider the following groups:

General Public	Business Associates
Membership referrals	Family
Friends	Nonmember volunteers
Retired People	Educators
Community Leaders	Program Benefactors

Step 2: Review and Analyze Previous Programs

Collect information on previous membership growth and retention programs. Scrutinize the effectiveness of each program and discuss ways in which they can be improved. Be sure to include the most effective programs in your new plan.

Step 3: Chart your Strategy

Choose a target market and then outline how your club will approach each group. Think. This can be done using a variety of methods. Usually, a combination of approaches is more effective. Make sure that you include the techniques mentioned in this brochure. You may wish to solicit each target market using several different techniques.

Markets	Strategy	Action Plan	When?
General Public	Radio	Broadcast from	January
Non-Lion	Direct	Special Event	February
Volunteers	Mail	Send special edition newsletter	

Step 4: Allocate a Budget

Review your written plan and identify items that will have an impact on the budget. Outline the expenses and estimate the total cost for each project, then obtain approval for each expense item. Attach the written budget to your plan.

Step 5: Delegate

Appoint a member to be responsible for each item outlined in your written plan. Explain their responsibilities and the timeframe in which results are expected. Make sure each member knows the details of their responsibilities and provide training if needed.

Step 6: Follow-up

Request a status report at each meeting to monitor the progress of the program. Consult with committee members privately if you suspect any problems. Solve problems and offer support as soon as possible to keep the program on track. Monitor the results and note the changes that should be made in future programs.

Share your successes!
We want to hear from YOU!

Membership Opportunities

A quick-reference guide to membership options for new Lions.



Every club needs members in order to achieve its service goals. To help clubs recruit new members, LCI offers several membership options to community members who want to volunteer and serve their communities as Lions.

MEMBERSHIP TYPES

In addition to regular membership, LCI offers special membership programs for families, college students, former Lions and young adults.

Regular Member

This is our "standard" membership. Regular membership is for community members interested in volunteering, serving the community and making our world a better place. Regular members pay an entrance fee (US\$25) or charter fee (US\$30) and full international dues (US\$43). Additional district, multiple-district and club dues apply.

Family Member

The Family Membership Program provides families with the opportunity to receive a special dues discount when they join a Lions club together. The first family member (head of household) pays full international dues (US\$43), and up to four additional family members pay only half the international dues (US\$21.50). All family members pay the one-time entrance fee (US\$25) or charter fee (US\$30).

The Family Membership Program is open to family members who are (1) eligible for Lions membership, (2) currently in or joining the same club, and (3) living in the same household and related by birth, marriage or other legal relationship. To receive the family membership dues rate, complete the Family Unit Certification Form and submit it with the MMR, or complete the certification on MyLCI. When chartering a club, complete the certification on the Report of Charter Members.

Student Member

Student membership allows students to make new friends and help others in their community at the same time. Students enrolled in an educational institution who are between the age of legal majority and through age 30 pay no entrance or charter fee and half international dues (US\$21.50). Students over age 30 who are joining a Campus Lions club pay a US\$10 entrance fee and full international dues. To receive the student-member dues rate, complete the Student Member Certification Form and submit with the MMR, or complete the certification on MyLCI. When chartering a club, complete the certification on the Report of Charter Members.

Leo Lion Member

Leo Lion membership allows current or former Leos between the age of legal majority and through age 30, who have been a Leo for at least a year and a day, to continue doing volunteer work with LCI as a Lion. Leo Lions pay no entrance fee or charter fee and pay half international dues (US\$21.50). To receive the Leo Lion dues rate, complete the Leo to Lion Certification and Years of Service Form and submit with the MMR or club charter application, or complete the certification on MyLCI. To encourage Leo Lions to invite their friends, young adults between the age of legal majority and through age 30 who join a Leo Lions club receive the same fee waivers and dues discounts as Leo to Lion members.

Former Leo Member

Former Leos over the age of 30 who have been a Leo for at least a year and a day pay no entrance fee or charter fee when joining a Lions club. To receive the fee waiver, complete the Leo to Lion Certification and Years of Service Form and submit with the MMR or club charter application, or complete the certification on MyLCI.

MEMBERSHIP CATEGORIES

For prospective members who may not be able to meet the obligations of active membership, LCI offers several membership categories to fit their needs.

Active Member

Active membership is the "typical" category of Lions membership. Active members receive all benefits, and must meet all requirements, of Lions membership.

Affiliate Member

An affiliate member is someone who is not able to participate as an active member of the club but desires to support the club and its community service initiatives.

Associate Member

An associate member has active membership in one Lions club and associate membership in a second club in their community of residence or employment.

Honorary Member

An honorary member is not a member of the Lions club but may be granted honorary membership by a Lions club for having performed outstanding service.

Life Member

A life member is a Lion who has maintained active membership for at least 20 years, or at least 15 years if the member has reached age 70. Life membership may also be granted to a Lion who is critically ill.

Member-at-Large

A member-at-large is a member of a club who is unable to regularly attend club meetings but desires to retain membership in the club.

Privileged Member

A privileged member is a Lion who has been a member 15 or more years but must relinquish active status because of illness, infirmity, advanced age or other reason.

Active	Dues			Dist. or Int'l Office	Voting Privileges	Dist. or Int'l Conv. Delegate
	Club	Dist.	Int'l			
Active	Yes	Yes	Yes	Yes	Yes	Yes
Affiliate	Yes	Yes	Yes	No	Club matters only	No
Associate*	Yes	No	No	No	Club matters only	No
Honorary	No	Club pays	Club pays	No	No	No
Life	Yes	Yes	One-time US\$850	Yes	Yes	Yes
Member-at-Large	Yes	Yes	Yes	No	Club matters only	No
Privileged	Yes	Yes	Yes	No	Yes	Yes

* Detailed information regarding the obligations, rights and privileges of all membership categories can be found in the *Standard Club Constitution and By-Laws*.



Lions Clubs International

Membership and New Club Programs Department
300 W 22nd St., Oak Brook, IL 60523-8842 USA
www.lionsclubs.org
Email: memberprog@lionsclubs.org
Phone: 630.203.3846

12 Top-Rated Tourist Attractions in Portland, Oregon

1 Washington Park

Includes the famed International Rose Test Garden, a zoo, and museums.

2 Columbia River Gorge National Scenic Area

The Columbia River marks the Oregon-Washington state border. A day trip destination from Portland, the Area covers 252,500 acres along North America's second largest river. <http://www.fs.usda.gov/cgrsa>

3 Pittock Mansion

This grand home was built in 1914 by Henry Pittock - founder of the Oregonian newspaper. At an elevation 1,000 feet above Portland, exceptional views of the city on clear days. <http://pittockmansion.org/>

4 International Rose Test Garden

The oldest continuously operated public rose test garden in the United States. <http://www.rosegardentest.org/international-rose-test-garden.cfm>

5 Waterfront Park

Waterfront Park lines the west bank of the Willamette between SW Harrison Street and NW Glisan Street on SW Naito Parkway

6 Powell's City of Books

Bibliophiles will love exploring more than a million books at this legendary used bookstore. <http://www.powells.com/>

7 Portland Japanese Garden

Beautifully laid out in a variety of styles that offer a uniquely peaceful environment. <http://japanesegarden.com/>

8 Portland Art Museum

The seventh oldest museum in the United States founded in 1892. Highlights include Native American artifacts, graphic arts, English silver, Asian art, photography, and Northwest art. <http://portlandartmuseum.org>

9 Lan Su Chinese Garden

Tranquil environment blends rocks, plants, trees, gardens, and a lake on about 40,000 square feet, roughly a city block, in central Portland. <http://www.lansugarden.org/>

10 Oregon Museum of Science and Industry

Includes a theater with four-story screen, planetarium, and hands-on displays. Docked just outside is the non-nuclear submarine USS Blueback. This submarine was featured in the movie Hunt for Red October. Official site: www.oms-i.edu

11 Oregon Zoo

African savannah to the Amazon and Arctic. Learn about the Zoo's conservation programs - one of the primary focuses is on preserving the species of the Pacific Northwest. www.oregonzoo.org

12 Crystal Springs Rhododendron Garden

Many beautiful features include waterfalls and ponds along with many coniferous trees. <http://crystalspringsgarden.org/>

BONUS: Fort Vancouver National Historic Site

The Hudson's Bay Company established historic Fort Vancouver as a supply depot and fur-trading post. www.nps.gov/fova/index.htm

The 10 Most Underrated Things to do in Portland

Or, how not to feel like a tourist in Oregon's largest city.

1. Kennedy Soaking Pool

For \$5, you can drink cold beer while submerged in warm saltwater. The ceramic pool is flanked on all sides by greenery.

2. New Seasons Market

New Seasons Market, a crunchy local chain. Their carefully curated home goods department has locally made socks, candles, mugs, and other souvenirs that are just as good—if not better—than anything you'd find in a gift shop.

3. Coquina

Drive over to Mt. Tabor, seat yourself in a cozy corner table, and savor Coquina's bulletproof-buckwheat biscuit with honey-thyme butter or fig-farm jam.

4. Horsetail Falls Trail

Neatly Mulhonnah Falls gets all the love—and all the crowds. But Horsetail Falls Trail, an easy 2.7-mile loop a few minutes away, takes you past 176-foot Horsetail Falls, above Oreanta Falls, and behind Ponytail Falls. Tack on an optional 1.8-mile side trip to see Trickle Falls, too.

5. Portland Mercado

Portlanders are obsessed with food carts, and the Portland Mercado pod is worthy of that fixation. You can eat Mexican, Colombian, Salvadoran, and Argentinian food at indoor or outdoor picnic tables.

6. Eb & Bean

Portland is known for its ice cream. Go straight to the counter at Eb & Bean, an organic frozen yogurt shop, where the flavors (which always include at least one nondairy option) change every two weeks. Even their toppings are artisanal: Think cinnamon-sugar donuts, salted vanilla caramel corn, and marionberry compote.

7. Portland Aerial Tram

You'll get unique views without feeling like a total tourist. The roughly 10-minute roundtrip ride takes you from the south waterfront district to the top of Marquam Hill, where you can look out over the city.

8. The Alibi

Portland could be accused of taking its beer (and cider, and cocktail) culture too seriously. Avoid all pretension at The Alibi, an over-the-top tiki bar where neon tropical drinks make the nightly karaoke go down easy.

9. Elk Rock Garden

Elk Rock Garden, a 13-acre once-private garden overlooking the Willamette River, has ponds, waterfalls, magnolias—and no entrance fee.

10. Nossa Familia Coffee

Beans sourced from family farms in Brazil by Nossa Familia offers a free weekly cupping in the Pearl District that includes a tour of the roastery.

TravelFeatures.com

IN AND AROUND PORTLAND, OREGON

WASHINGTON PARK

INTERNATIONAL ROSE TEST GARDEN

PORTLAND JAPANESE GARDEN

PORTLAND CLASSICAL CHINESE GARDEN

PORTLAND SATURDAY MARKET

POWELL'S CITY OF BOOKS

TOM MCCALL WATERFRONT PARK

OREGON MUSEUM OF SCIENCE & INDUSTRY

PORTLAND ART MUSEUM

PITTOCK MANSION

MOUNT HOOD

FOREST PARK

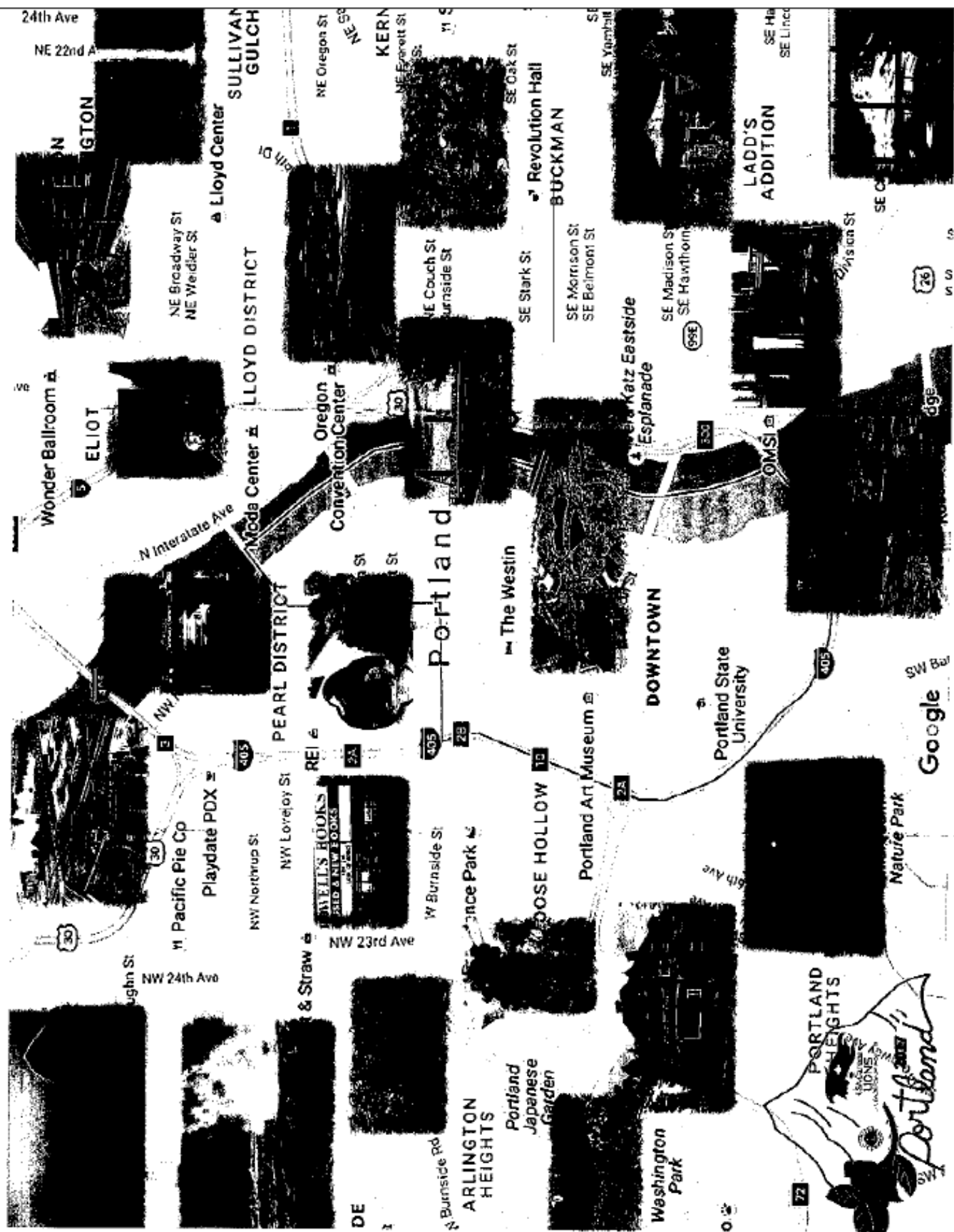
PIONEER COURTHOUSE SQUARE

VOODOO DOLICHNUT

WINERIES & MICROBREWERIES

COLUMBIA RIVER GORGE NATIONAL SCENIC AREA





Organizing a Unit

- ◆ Organization is informed about Scouting.
- ◆ Organization membership officially adopts Scouting and selects a chartered organization representative.
- ◆ Chartered organization representative appoints an organizing committee of local parents and interested club members.
- ◆ Orientation session is held with the members of the organization and parents of local youth.
- ◆ Organizing committee selects unit leaders and committee members.
- ◆ Leaders are trained in program planning (Fast Start).
- ◆ Program is planned for at least six months.
- ◆ Local youth are recruited.
- ◆ Unit meetings begin.
- ◆ Unit is installed and the charter is presented at a formal ceremony with the organization.



BOY SCOUTS OF AMERICA
1325 West Walnut Hill Lane
P.O. Box 15079
Irving, Texas 75015-2079
<http://www.bso.scouting.org>

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Scouting: Community Outreach for Your Lions Club



Serving
Youth
Families
Community



BOY SCOUTS OF AMERICA



In 1923, Lion founder and Secretary General Melvin Jones stated in his annual report that Scouting was "the greatest single undertaking of local clubs."

Objectives of Lions Clubs International

- ◆ 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 clubs 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.
- ◆ To encourage service-minded men and women to serve their community without personal financial regard, and to encourage efficiency and promote high ethical standards in commerce, industry, professions, public works, and private endeavors.



Why Scouting?

Our future lies within our children, and oftentimes the challenges and problems they face seem insurmountable. Today, more than ever before, our young people need the guidance and mentoring of quality adult role models. By chartering a Scouting unit, Lions can provide a positive alternative to the youth of their community.

Lions Clubs in many countries have joined with their national Scouting associations to ensure young people a Scouting opportunity. For more than 80 years, Scouting and Lions Clubs International have been adopted by the people of more than 180 countries and areas. The Scout slogan, "Do a Good Turn Daily," and the Lion's motto, "We Serve," are nearly identical in meaning and purpose.

Chartering Scouting units

- ◆ Provides a time-tested youth program with continuous identification with Lions.
- ◆ Instills Lionism's "Ideal of service" in youth.
- ◆ Promotes interest in good government and civic affairs.
- ◆ Fosters Lionism's first objective—"International Understanding."
- ◆ Inspires respect for others, as well as self.
- ◆ Helps further develop community leadership.
- ◆ Builds better youth.
- ◆ Instills the ideals of the Lions slogan: "Liberty, Intelligence, Our Nation's Safety."
- ◆ Provides greater potential for increasing your club's membership by exposing the parents of the youth served to the ideals of Lionism.

Cub Scouting

Cub Scouting activities involve the parents, adult leaders, and friends of Cub Scouts in home-centered programs that teach life skills, habits, values, and attitudes consistent with the interests of their chartered organization. Millions of boys and their families participate in Cub Scouting, the largest of the three Boy Scouts of America membership divisions. Cub Scout activities encourage character development, physical coordination, family unity, and enthusiasm for learning.



Boy Scouting

Boy Scouting encourages boys to develop physical, mental, and emotional fitness and to adopt and live by meaningful personal standards as a cornerstone for success in life. These values include the basic principles in the Scout Oath and Law. Activities include fitness and leadership training, wilderness adventures, and merit badge incentives for boys mastering hobby and career skills.



Venturing

Venturing is an effective coed young-adult program designed to improve character, citizenship, and fitness. Venturers exercise leadership, citizenship, fitness, social, outdoor, and community service endeavors. Venturing provides a variety of challenging activities to teach young people the real-world meaning of values, ethical decision making, and life skills. Venturing teaches leadership and problem-solving skills to help youths mature into confident, successful adults. Venturing crews organize around a special vocation or interest of the youth members. The specialty clusters include outdoors, sports, arts and hobbies, youth ministry, and Sea Scouting.



Official Protocol

The following is the official protocol policy of The International Association of Lions Clubs. Only the principal speaker is required to acknowledge all dignitaries present.

Order of Precedence

Lions shall be recognized in the following order:

1. International President
2. Immediate Past International President
3. International Vice Presidents (according to rank)
4. Past International Presidents (b)
5. International Directors (a) (Board Appointees)*/**
6. Past International Directors (c)
7. Regional LCIF Coordinators and Area GMT/GLT Leaders
8. Chairperson, Council of Governors (a)
9. District Governors
10. Association Executive Administrator
11. Association Secretary
12. Association Treasurer
13. LCIF Executive Administrator
14. Past Council Chairperson (a)
15. Immediate Past District Governor (a)
16. Multiple District Chairpersons and Coordinators (including LCIF, GMT and GLT)
17. First Vice District Governor
18. Second Vice District Governor
19. Past District Governor (a)
20. Multiple District Secretaries (Volunteer) (a)
21. Multiple District Treasurers (Volunteer) (a)
22. District Secretaries (a)
23. District Treasurers (a)
24. Region Chairperson (a)
25. Zone Chairperson (a)
26. District Chairperson and Coordinators including LCIF Coordinators and GMT/GLT Team Leaders (a)
27. Club Presidents (a)
28. Immediate Past Club Presidents (a)
29. Club Secretaries (a)
30. Club Treasurers (a)
31. Past Club Presidents (c)
32. Multiple District Secretaries (staff) (a)
33. Multiple District Treasurers (staff) (a)

Appointees by the International President to committees of the International Board of Directors and the LCIF Executive Committee shall be introduced and otherwise recognized before Lions who have held the same office. During introductions, their appointment shall be mentioned.

- ** Single, sub and multiple district constitution and bylaws or local customs and practice may alter the order of precedence and/or content of numbers 4, 5, 6 and 14 through 31 and in order to include recognition of past board appointees.

Explanation of notes used above:

- (a) When more than one is present, they shall be recognized according to the Roman alphabetic order of the first letter of their fully used family name. If the first letter is the same, go to the second letter, and so on. If the last names are identical, the same process should be followed with the first given name; if these are the same, then the middle name. In the unlikely event that the two names are identical, the one with the longest association membership shall be given precedence.
- (b) When more than one is present, the one who served most recently is given precedence, and so on.
- (c) When more than one is present, precedence should be the same as for Past International Presidents (see (b) above). In the event more than one Past International Director who served during the same term is present, then the criteria specified for (a) should be used.

General Comments - When a Lion holds more than one title, he/she shall be recognized for the highest one. In areas that have positions in addition to those listed above, they should be recognized in accordance with local customs, provided that elective officers always have precedence over appointive ones. It is recommended that Melvin Jones Fellows be - recognized as a group. In introducing speakers, their status as Melvin Jones Fellows should be mentioned.

Non-Lion Dignitaries

Non-Lion dignitaries should be given precedence in accordance with local protocol and/or custom, keeping in mind that if the non-Lion is the principal speaker, then he/she should be - seated directly to the right of the chairperson.

Head Table Seating

The presiding officer or meeting chairperson must always be seated at the most central seat at the table when there is no central podium, shown as seat number one in the following diagram (figure 1). The principal speaker would occupy seat number two, then other Lion dignitaries in accordance with the general order of precedence. If possible, there should be the same number of seats to the right and left of the chairperson or presiding officer (who would normally be the club president, district governor, council chairperson or international president).

(Audience)
Figure 1

7	5	3	1	2	4	6
---	---	---	---	---	---	---

As shown in figure 2, seating at a head table with a podium is essentially the same, except the meeting chairperson or presiding officer is always seated at the left of the podium (facing the audience) and the principal speaker at the right.

(Audience)
Figure 2

7	5	3	1	Podium	2	4	6	8
---	---	---	---	--------	---	---	---	---

When spouses are present, they should be seated to the member's left when on the left side of the table and to the member's right when on the right side of the table.

Master of Ceremonies and Meeting Secretaries

At some events, the master of ceremonies (emcee) will be someone other than the chairperson or presiding officer. In such cases, he/she should be seated in accordance with local customs, or at one end of the head table. If, however, his/her place in the general order of precedence dictates a specific seat (e.g., a past international president at a district function), then that should rule. On rare occasions, there will be a meeting secretary; again, local customs should rule.

Multi-Head Tables

If there is more than one head table, the table at the highest level shall be considered the primary one. Care should be taken not to seat Lions of the same rank at different tables.

Head Table Introductions

Introduction of the head table should begin with the meeting chairperson or presiding officer, and then continue from the person with the lowest rank on the order of precedence to the person with the highest. When spouses are present at the head table, they should be introduced with the member (e.g., "Past International Director John Doe and his wife Jane").

National Anthems

When official representatives of the International Board of Directors (whether or not currently serving on the board) from another country are present at an event where national anthems are normally played, they should be extended the privilege of having their anthem played.



Lions Clubs International

NEW MEMBER *Induction Ceremonies*



New Member Induction Ceremonies

The Induction Ceremony is the symbolic beginning to a member's service as a Lion. It is also a key element in the lifelong retention of a member. A thoughtful induction, followed by a thorough orientation and meaningful involvement in the club's activities will keep a new member interested and engaged in the club.

While it is customary for the club president to induct new members, it is certainly appropriate to have a former international or district officer, the Membership Committee chairperson or a well-respected senior Lion conduct the ceremony.

Induction Ceremonies will vary depending on local customs or activities of the club and district. *Also, it is acceptable and encouraged to adapt the New Member Induction Ceremony to the affiliate membership category.* When planning the ceremony, it is important to keep in mind that it should be dignified and meaningful for the participants.

Following are some ideas for creating an appropriate and meaningful Induction Ceremony, as well as suggested wording for the presentation.

Suggested Ceremony Order

1. Begin by inviting each new member and their sponsor individually by name to the front of the room.
2. Welcome all the participants to the ceremony and share your joy for their attendance.
3. Give a brief history of the distinguished history of Lions Clubs International.
4. Present a short history about your club and its current activities.
5. Administer the pledge.
6. Present the pin.
7. Close the ceremony with a welcoming statement on behalf of your club and district, the presentation of a new member kit and an explanation of the sponsor's responsibilities.

Suggested Presentation Wording

Following is suggested wording for the different facets of the Induction Ceremony as described in the Suggested Ceremony Order above. Feel free to change the wording as necessary to reflect local customs, add further information or reflect the presenter's communication style.

1) Call to Order

We are about to begin our New Member Induction Ceremony, in which we will induct _____ new members into our club. At this time, I would like to call each of the new members and their sponsors. As their names are called, will the sponsors and new members please rise and come forward. Please hold your applause until all the names are announced. Thank you. *(Insert new member names and sponsor names.)*

2) Welcome

Ladies and gentlemen, on behalf of the officers and members of the _____ Lions Club, I want to express our sincere pleasure at your presence at this meeting. You have been invited to become members and we are all extremely proud that you have accepted membership in our club and Lions Clubs International. Membership in a Lions club is a privilege. You have joined the world's largest and most active service club organization; a group of approximately 1.3 million men and women in _____ clubs in _____ countries and geographical areas around the globe, who are dedicated to making a difference. Through your membership, you will help our club reach out to people in need in our community, and throughout the world.

3) Lions Clubs International History

You are becoming part of a distinguished service history that dates back to 1917, when Lions Clubs International began as the dream of Chicago insurance man Melvin Jones. He believed that local business clubs should expand their horizons from purely professional concerns to the betterment of their communities and the world at large.

Jones' own group, the Business Circle of Chicago, agreed. After contacting similar groups around the country, an organizational meeting was held on June 7, 1917, at the LaSalle Hotel in Chicago, Illinois, USA. The new group took the name of one of the groups invited, the "Association of Lions Clubs," and a national convention was held in Dallas, Texas, USA in October of that year. Thirty-six delegates representing 22 clubs from nine states were in attendance. The convention began to define what the association was to become. A constitution, by-laws, objects and code of ethics were approved.

Since that humble beginning, Lions club members have volunteered their time and talents to meet needs wherever they exist. Lions are especially dedicated to serving the blind and visually impaired, a commitment made after Helen Keller challenged our members to become her "knights of the blind in the crusade against darkness" during the 1925 convention in Cedar Point, Ohio, USA. Our motto, "We Serve" perfectly exemplifies the dedication to helping those in need felt by Lions worldwide. Your membership in the _____ Lions Club will help us carry on this tradition of service for many years to come.

4) Local Club History

Our own club was founded in _____ (year). For _____ years we have been tirelessly serving those in need in _____ (your town). With projects ranging from _____ to _____, the _____ Lions Club is committed to bringing the unparalleled services of Lions Clubs International to our community. *(Add additional relevant information about your club and the exemplary work it has done within your community.)*

Your club belongs to Lions Clubs International, the world's largest service organization founded in 1917 and comprising of approximately 1.3 million members belonging to 45,000 Lions club worldwide. Throughout its proud history Lions Clubs International has brought unparalleled humanitarian services to more than 200 countries and geographic areas around the globe and all continents.

You will find that membership in our Lions club will offer many opportunities for personal growth. Not only can you experience the incomparable feeling you receive from volunteering, but you will also have the chance to hone leadership, communication and organizational skills. You can develop friendships that last a lifetime, meet other Lions from all corners of the world and contribute ideas that will help our club be an even more valuable part of our community.

Your membership in the _____ Lions Club will allow us to reach more people in need, in both our local and world communities. The officers and members of this club are thrilled that you have chosen to help us continue the legacy of Lions Clubs International by improving the lives of the less fortunate and making our community an even better place to live.

5) Choose One of the Following Suggested Pledges

Pledge 1

"Since you have expressed a desire to affiliate with this club, and with Lions Clubs International, I now ask that you repeat after me the Obligation of Membership:

I do hereby accept membership in the _____ Lions Club knowing that such membership encourages me to participate in functions of the club. To the best of my ability I will abide by the Lions Code of Ethics, and contribute my share to the programs of my club, district and Lions Clubs International.

You are now officially a member of the _____ Lions Club. Your sponsor will now present to you the Lions emblem pin, which signifies membership."

Pledge 2

"Since you have expressed a desire to affiliate with this club, and with Lions Clubs International, I now ask that you respond to my words with a simple 'I do' or 'I will.'"

Do you hereby accept membership in the _____ Lions Club knowing that you are encouraged to participate in functions of the club?

- I do -

To the best of your ability will you abide by the Lions Code of Ethics, attend meetings whenever possible and contribute your share to the programs of your club, district and Lions Clubs International?

- I will -

You are now officially a member of the _____ Lions Club. Your sponsor will now present to you the Lions emblem pin, which signifies membership."

Pledge 3

"I, _____ in the presence of the members of the _____ Lions Club, take this solemn obligation to abide by the constitution and By Laws of the club and that of Lions Clubs International, to attend all meetings regularly, to support and further the interests of the club in all its undertakings, and to contribute my fair share towards the financial support of the club.

I further declare that I will assist in maintaining, building, and strengthening the membership of the club. Furthermore, I will help the club by actively serving on committees and in other capacities where my efforts are needed, and that, I will practice the principles of the Code of Ethics and the Purposes of Lions Clubs International.

By the power vested in me by Lions Clubs International I now declare you as having been inducted as a Lion in Lions Clubs International.

Congratulations!"

6) Pin Presentation

(Sponsor presents pin to new member.)

"Now, I would like to ask the sponsor, Lion _____ to respond to my words with a simple 'I will.'"

Will you fulfill the following obligations?

- Be a sponsoring 'mentor' for your new lion;
- Make your new member feel welcome;
- Introduce your new member to all club members;
- Provide your new member with information about the club, its officers and constitution;
- Arrange for orientation sessions for the new member;
- Be ready and willing to answer any questions that might arise;
- Encourage the new member to discuss with you any problems and offer possible solutions;
- Assist the new member in developing into an outstanding Lion?"

- I will -

7) Closing Statement

"Fellow Lion _____ (*insert new member name*), wear this emblem with pride, for it represents your membership in the world's largest service club organization; an association that has a distinguished legacy of meeting needs worldwide.

Let me congratulate you and welcome you to the greatest of all service club organizations ... The International Association of Lions Clubs.

On behalf of the club, I now present you with your official Certificate of Membership and a New Member Kit, which will help you get off to a good start in your life as a Lion.

We are all extremely proud and happy to have you as a member of the _____ Lions Club."



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Mid South Donations:

State	District	Sight #	Last Year	\$ Billed	Hearing #	Last Year	\$ Billed	Total #	Last Year	\$ Billed	\$ Club Contributions
Arkansas	7-L	7	10	0	3	2	409	10	12	409	20,650
	7-I	64	70	112,350	6	1	0	70	70	112,350	19,440
	7-O	7	15	19,221	7	9	800	14	24	20,021	26,975
	7-N	3	9	0	0	3	0	3	12	0	10,700
78350	Total	81	104	131,571	16	15	1,209	97	119	132,780	77,765
Mississippi	30-M	63	75	151,131	14	16	2,309	77	91	153,440	28,924
	30-S	24	37	4,245	1	0	487	25	37	4,732	13,400
	Total	87	112	155,376	15	16	2,796	102	128	158,172	42,324
Missouri	26-M1	16	26	577	2	7	511	18	33	1088	23,073
	26-M2	1	1	0	0	0	0	1	1	0	16,447
	26-M3	1	3	0	0	0	0	1	3	0	900
	26-M4	6	3	0	0	0	0	6	3	0	4,425
	26-M5	0	2	0	0	0	0	0	2	0	6,047
	26-M6	18	18	82,077	0	0	0	18	18	82,077	8,550
	26-M7	1	5	0	0	0	0	1	5	0	3,225
	MD-26	0	0	0	0	0	0	0	0	0	875
	Total	43	58	82,654	2	7	511	45	65	83,165	63,542
Tennessee	12-I	0	1	0	1	0	0	1	1	0	250
	12-L	137	157	111,102	115	141	16,340	252	298	127,442	37,842
	Total	137	158	111,102	116	141	16,340	253	299	127,442	38,092
Mid-South	Total	348	432	480,703	149	179	20,856	497	611	501,559	221,723

These numbers represent the TOTAL number of patients who are active including many who applied in previous years, and are still eligible for service this year. The "Last Year" figures are for all of 2015-2016. Does not include \$585 MD7

Calendar of Events

Review our upcoming events for programs your club can promote locally:

- June 2017

July 2016

- July 1: Beginning of Period 1 for the District Governor Centennial Membership Awards
- July 1: Districts and Multiple Districts in all Constitutional Areas, plus the Continent of Africa, may submit the 2016-2017 Lions Services for Children Symposium application, per the Rules of Audit for the program.
- July 1: Lions districts and multiple districts may apply for 2016-2017 Leo Leadership Grant Program funds
- July 15: Lions Club Activity Report due
- July 30: Annual Reports for Leo Districts and Multiple Districts (Leo-91) due

August 2016

Membership Focus: Students and Leo Lions

Engaging Our Youth Centennial Service Challenge

- August 8-14: Worldwide Week of Service for Youth
- August 9-11: New Directors Orientation (Oak Brook, Illinois, USA)
- August 12-14: LCIF Board of Trustees Meeting (Oak Brook, Illinois, USA)
- August 15: Executive Committee Meeting (Oak Brook, Illinois, USA)
- August 15: Leo Club Program Advisory Panel nominations due
- August 15: Leo Club Excellence Award applications due
- August 31: Deadline for the Club and District Team Excellence Awards

September 2016

Membership Focus: Students and Leo Lions

- September 2-4: ANZI Forum (Jogja, Yogyakarta, Indonesia)
- September 8: International Literacy Day
- September 15-17: USA/Canada Forum (Omaha, Nebraska, USA)
- September 17-19: Advanced Lions Leadership Institute - Constitutional Area VII: Australia, New Zealand, Papua New Guinea, Indonesia, & Islands of the Pacific Ocean (Sydney, Australia)
- September 24-26: Emerging Lions Leadership Institute - Constitutional Area VI: India, South Asia, Africa, the Middle East (Kolkata, India)

Save the Date:

Membership Summit

August 19, 2017 9 am - 12 pm

Location - TBA

All Lions in our district who want to increase their membership are invited.

The meeting will be open and interactive; more details to follow

Lion Sandy McCann, PDG

Calendar of Events

June 2017

June 30-July 4, 2017 – 100th Lions
International Convention
Chicago, Illinois

July 2017

July 15, 2017
Club Officers Training
Bandanas, Columbia MO

July 29, 2017
Cabinet Meeting
Place/Time – TBA

August 2017

August 5, 2017
Club Officers Training
St. Peters, MO

August 12, 2017
Club Officers Training
New London, MO

August 19, 2017
Membership Summit
9am-12pm
Location - TBA

November 2017

November 4, 2017
Cabinet Meeting
Place/Time – TBA

February 2018

Feb 3, 2018
Cabinet Meeting
Place/Time – TBA

May 2018

May 3, 2018
Cabinet Meeting
Place/Time – TBA

Events and articles for the Roaring Lines, District Newsletter, should be sent Lion Mary Brunkhorst, mbrunhorst@mfa-inc.com **by the 5th of the month** for the newsletter. Please have your document(s) ready to download directly to the newsletter. We anticipate the newsletter to be sent out around the 20th of month.