



What's inside

March 2022

20W News

DG Message

Club Structure

20W Who's Who

GAT Message

District/Club News

Calendar of Events

Event Flyers

DG Visitation

Articles

Testimonial

Int'l/MD20 News

Calendar of Events

Event Flyers

Announcements

Resources

Misc. Info

Submission Info

Hearing Loanout



A
message
from...

**District Governor
Michele Puleo**



International
President
Douglas X.
Alexander's pin.

**NEXT ROAR
DEADLINE**

MAR. 28, 2022

To: karen@deuxflutes.com
From: District 20W Lions Clubs
Subject: Submission for the Roar

**Submission requirements
page 59**



Hello Lions and Leos of District 20W,

I cannot believe that two thirds of our Lions year is almost over. I have had many visitations moved to the spring due to Clubs not meeting in person yet and because of the bad weather. Please make sure to check the visitation schedule on our website for dates of visitations, because they change on a weekly basis.

For those of you who missed the Lion's International Newsletter, listed below are some excellent informational links to assist clubs in providing meaningful service, maintaining membership, and developing new leaders. All of these programs are on the LCI website: Club Quality Initiative: Change is critical for each club. This is a strategic planning tool that helps clubs identify opportunities for improvement. By understanding your current operations, identifying areas that can be improved and taking measured steps to accomplish your goals, your club can be even better.

...continued on next page

Plan For Your Club's Success (The Global Membership Approach for Clubs): Use the planning guide and PowerPoint to discover your club's strengths, ways to improve and new opportunities that will help your club grow and thrive. Planning forms will help you develop a vision, assess your club's needs and organize your plan for successful implementation. Your Club, Your Way!: The guide will help you customize your club meetings to better suit the needs and lifestyles of your club members. It includes a simple, fun exercise to help determine which elements of your meeting to keep and what to change, as well as a process for phasing in change. The Club Excellence Award: This resource serves as your club's roadmap to excellence, focusing on the key elements of a quality club: membership, service, organizational excellence and marketing. If you have any questions about the award, please contact us by email at clubexcellenceaward@lionsclubs.org or by phone at (630) 468-6828. If you need any assistance with any of these programs, please let me know and either myself or someone from our leadership team will be glad to assist you.

Three years ago, we sent out a strategic planning survey to every member in our District, which assisted our District Governors to develop their leadership teams, goals and action plans for the year. We want your input for the future of our District again. The strategic plan for district 20-W is important so that all Clubs and as many individual Lion's voices as possible are heard from. It is important to me that your ideas and suggestions are heard. The strategic planning process is essential to the success of our District and it provides a commonly shared sense of direction and outlines measurable goals for us. As a tool, our strategic plan will be useful for guiding day-to-day decisions and also for evaluating progress and changing approaches while we continue moving forward over the next several years. You will be receiving the Strategic Plan Survey for 20-W by email or postal mail in March, if you do not receive by March 30th, please email me at dgmichelehare@gmail.com or call me at 518-694-6872. Please leave me your name and address and I will get you one ASAP. By answering the survey, you will allow us to develop a plan that will incorporate your voices and give very careful thought to the strategic objectives it outlines, backing up these goals with realistic, thoroughly researched, quantifiable benchmarks for evaluating results for our District.

Another way to let us know how we can assist you and your Club is to attend our Cabinet meetings. Yes, there is a short business meeting, but the rest of the meetings are full of information to assist you, your Club and your community. Our next meeting is a hybrid meeting on

Saturday March 12th (please see information on the meeting in this newsletter) at the Holiday Inn in Saratoga Springs. We hope you can join us and bring along another Lion with you.

As we enter the last third of the Lions year it is a very busy time for many of our clubs preparing your officer elections, Lion's Day at the UN, and registering for the MD-20 New York /Bermuda Convention in Niagara Falls and finally, the new Lions year will begin with our 105th annual Lions Clubs International Convention in Montreal, Canada (please see information on the meeting in this newsletter) . For your Clubs, new officer's elections will be here very soon. Please remember that your new officer elections should be completed by April and please remind your secretary to enter the new officer's information into MyLCI ASAP. This information is necessary to accurately publish the 20-W district directory for 2022-2023 District Governor Elect Ricky Laurin.

Again, I hope to see you all at our cabinet meeting on Saturday, March 12th. We will have our elections, informative updates on our assistance to the Afghan Refugees in District 20W and what your Club can do, how to get assistance from our Alert Building when your community has an emergency, update on our programs, and much more.

Please mark your calendars for our District 20W Testimonial and Awards Dinner on Friday, June 17th at the Van Patten Golf Club in Clifton Park, where we can share in great fellowship and celebrate all of our accomplishments this year.

Thank you, Lions, for all that you do. So, until next month, happy St. Patrick's Day, and Happy Spring!

Sincerely Yours in Lionism,

DG Lion Michele Puleo O'Hare



Past District Governor
John McDonald
District 20-W Endorsed
Candidate for International Director



**Clear Vision
for
Our Lions' Future**

Tireless Advocate
Unwavering Resolve
Dedicated
Inspirational
A Proven Leader!

jmcdonald33@nycap.rr.com

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Follow me on Facebook at :
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URGENT! THIS IS YOUR 2021-2022 LIONS CLUBS OFFICER REPORTING FORM

- Reporting newly elected club officers is extremely important to ensure that the new officers receive the information and material they will need for the coming year. Making the updates using the MyLCI is the preferred and fastest update method. Please only use this form if MyLCI is not available. The deadline to update new officers is May 15.
- Changes in club officers during the fiscal year should be entered in MyLCI or sent to International Headquarters.

CLUB NO.:	NAME OF CLUB:	COUNTRY:
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* Member numbers are found on the Semi-Annual Membership Dues Invoice. # Provide updated home address information in the local mailing format. Lions mail will be sent to the home address unless SEND MAIL TO CLUB ADDRESS is checked below.
CLUB MAILING ADDRESS:

PRESIDENT: NAME (Last, First)		*MEMBER NUMBER:	PREFERRED CONTACT PHONE NUMBER:
Addr Line 1		<input type="checkbox"/> cell <input type="checkbox"/> home <input type="checkbox"/> business	
Addr Line 2			
E-MAIL ADDRESS:	SPOUSE/ADULT COMPANION NAME:		send <input type="checkbox"/> home address mail to: <input type="checkbox"/> club address
FIRST CLUB VICE PRESIDENT: NAME (Last, First)		*MEMBER NUMBER:	PREFERRED CONTACT PHONE NUMBER:
Addr Line 1		<input type="checkbox"/> cell <input type="checkbox"/> home <input type="checkbox"/> business	
Addr Line 2			
E-MAIL ADDRESS:	SPOUSE/ADULT COMPANION NAME:		send <input type="checkbox"/> home address mail to: <input type="checkbox"/> club address
SECOND CLUB VICE PRESIDENT: NAME (Last, First)		*MEMBER NUMBER:	PREFERRED CONTACT PHONE NUMBER:
Addr Line 1		<input type="checkbox"/> cell <input type="checkbox"/> home <input type="checkbox"/> business	
Addr Line 2			
E-MAIL ADDRESS:	SPOUSE/ADULT COMPANION NAME:		send <input type="checkbox"/> home address mail to: <input type="checkbox"/> club address
SECRETARY: NAME (Last, First)		*MEMBER NUMBER:	PREFERRED CONTACT PHONE NUMBER:
Addr Line 1		<input type="checkbox"/> cell <input type="checkbox"/> home <input type="checkbox"/> business	
Addr Line 2			
E-MAIL ADDRESS:	SPOUSE/ADULT COMPANION NAME:		send <input type="checkbox"/> home address mail to: <input type="checkbox"/> club address
TREASURER: NAME (Last, First)		*MEMBER NUMBER:	PREFERRED CONTACT PHONE NUMBER:
Addr Line 1		<input type="checkbox"/> cell <input type="checkbox"/> home <input type="checkbox"/> business	
Addr Line 2			
E-MAIL ADDRESS:	SPOUSE/ADULT COMPANION NAME:		send <input type="checkbox"/> home address mail to: <input type="checkbox"/> club address
MEMBERSHIP CHAIRPERSON: NAME (Last, First)		*MEMBER NUMBER:	PREFERRED CONTACT PHONE NUMBER:
Addr Line 1		<input type="checkbox"/> cell <input type="checkbox"/> home <input type="checkbox"/> business	
Addr Line 2			
E-MAIL ADDRESS:	SPOUSE/ADULT COMPANION NAME:		send <input type="checkbox"/> home address mail to: <input type="checkbox"/> club address

CLUB LCIF COORDINATOR: NAME (Last, First)		*MEMBER NUMBER:	PREFERRED CONTACT PHONE NUMBER <input type="checkbox"/> cell <input type="checkbox"/> home <input type="checkbox"/> business
Addr Line 1			
Addr Line 2			
E-MAIL ADDRESS:	SPOUSE/ADULT COMPANION NAME:		send <input type="checkbox"/> home address mail to: <input type="checkbox"/> club address
CLUB SERVICE CHAIRPERSON: NAME (Last, First)		*MEMBER NUMBER:	PREFERRED CONTACT PHONE NUMBER <input type="checkbox"/> cell <input type="checkbox"/> home <input type="checkbox"/> business
Addr Line 1			
Addr Line 2			
E-MAIL ADDRESS:	SPOUSE/ADULT COMPANION NAME:		send <input type="checkbox"/> home address mail to: <input type="checkbox"/> club address
CLUB MARKETING COMMUNICATIONS CHAIRPERSON: NAME (Last, First)		*MEMBER NUMBER:	PREFERRED CONTACT PHONE NUMBER <input type="checkbox"/> cell <input type="checkbox"/> home <input type="checkbox"/> business
Addr Line 1			
Addr Line 2			
E-MAIL ADDRESS:	SPOUSE/ADULT COMPANION NAME:		send <input type="checkbox"/> home address mail to: <input type="checkbox"/> club address
CLUB ADMINISTRATOR: NAME (Last, First)		*MEMBER NUMBER:	PREFERRED CONTACT PHONE NUMBER <input type="checkbox"/> cell <input type="checkbox"/> home <input type="checkbox"/> business
Addr Line 1			
Addr Line 2			
E-MAIL ADDRESS:	SPOUSE/ADULT COMPANION NAME:		send <input type="checkbox"/> home address mail to: <input type="checkbox"/> club address

CLUB MEETING INFORMATION

If there are changes in your meeting information, indicate the changes below or enter via MyLCI >> My Lions Club >> Club Info.

	Sun	Mon	Tue	Wed	Thu	Fri	Sat
EACH WEEK	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1ST WEEK	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2ND WEEK	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3RD WEEK	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4TH WEEK	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ALTERNATE WEEKS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
HOUR	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Meeting Place:	
Street Address:	
City:	

If club website address has changed:

Club Website URL:	
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SUBMISSION INSTRUCTIONS

A) This form can be submitted by the current club president or secretary

As the current (select one) ☐ Club President ☐ Club Secretary

I certify that the above information is correct.

My Name:

My Member Number:

Electronic Signature:

The person who submits this information should email this form to MemberServiceCenter@LionsClubs.org using his or her primary email address with "PU101" in the subject line. Your email account will serve as your electronic signature.

OR

Written Signature:

The person who submits this information should print this form, sign below and fax to 630-571-1687 or mail to:

Lions Clubs International
Member Service Center
300 West 22nd Street
Oak Brook, IL 60523-8842 USA

Signature: _____

B) Alternatively, next year officers can be submitted via the MyLCI Website. <http://mylci.lionsclubs.org>

NYS and Bermuda LIONS District 20-W



Marketing Plan for the 2021-2022 LION Year

"#LIONS of Upstate NewYork"

Bringing our Mission and Message to the community!



District 20-W Marketing Plan 2021-2022



20-W Marketing Strategy – Why and How Effective are WE

- Large Geographic District
 - Reorganized 2018-2019 – Mid-Hudson to Canadian Border
 - 5 Regions / 50+ Local Clubs
- District Wide Newsletter, Facebook, Website
 - All being sent electronically – how effective are they?
- Local Club Marketing – who has what
- DG Visitations
 - 1 per club per year – in person - minimum
 - Difficult during the winter / ZOOM
- COVID Pandemic
 - Disrupted our mission and greatly reduced our service opportunities
 - Limited Club Meetings and attendance
 - Lost membership and fundraising opportunities

■ Survey Results – Completed – May 2021 – **Thank You for your support!!!!**

- 21 Clubs responded – 42% participation
- 3 of 21 have a formal marketing plan
- Many Leverage Social Media – e-clubhouse and Facebook for their clubs
- 18 of 21 well know within their local community – events, member participation in community organizations
- Strong partnership with schools, fire departments, churches, food pantries, scouts, Chamber of Commerce
- 8 of 21 Clubs increased membership from Club Marketing/PR (17 new members)
- 3 of 21 have LEO Clubs, 4 – some interest – regional club, resources and time are concerns
- District Communication Effectiveness
- District Newsletter DG Visitations Social Media (Web/Facebook) Cabinet Meetings
- How can the District Help more ?
 - Promotion of the LIONS Mission from a district standpoint to the communities – External focus
 - Club education and tools for marketing and PR – Zone project – Newspapers, Flyers, Radio, TV, Education of Public, etc

Your 20W Communication Resources

Lion Bob Townsend – Coordinator
rtownsen@nycap.rr.com
 Lion Jerry Gordon – Website & Directory Director
jerrygordon@juno.com
 Lion Karen Rager – Newsletter/MD 20 Magazine Director
karen@deuxflutes.com
 PDG James Griffin – Facebook Administrator
PDGJamesGriffith@gmail.com
 Lion Barbara Bentley – Facebook Editor & District Photographer
bbentley@saratogaspingslions.com

***Clubs are doing well with grass roots PR through events and "Word of mouth"
 District and Club Communication/PR efforts very internal focused towards members***

District 20-W Marketing Plan 2021-2022



20-W Marketing Strategy - Approach

- **2 Tier Approach**
 - Phase 1 – District Wide program for reaching general public – thru 2021
 - Phase 2 – Plan, Education and Tools for Local clubs to use – 2021 – 2022
- **Phase 1**
 - External Reach – Rebrand external communications – “LIONS of Upstate NY”
 - Leverage Multiple Channels to introduce the public to our mission
 - Newspapers – Ad in 30+ local papers – New York News Publications Association
 - Social Media enhancements
 - Rebranding, Facebook Ads, #lionsofupstateny, – more of a “Push” to those communities
 - Develop Radio ads, Public Service Announcement for local radio stations
 - Targeted Mailing – Community Organizations/Partners; Signage and Bulletin Boards
 - External distribution of District Newsletter – Schools, Libraries, Doctor’s offices, Post Offices,.....
- **Phase 2**
 - Develop Education, Tools and resources for local clubs
 - Presentation Framework – to use with community organizations
 - Flyers, Articles, Facebook and e-clubhouse as needed
 - Marketing Manual for Clubs – including reference to all tools supplied by LCI

District Plan – re-energizes the focus on external messaging

District 20-W Marketing Plan 2021-2022



20-W Marketing Strategy - Deployment and Funding

- Leverage District Communications & Marketing committee to finalize approach and message content
- Leverage Region and Zone Chairs in the deployment within their regions/zones
- Each Club to identify a Marketing Chair to work with Zone Chairs
- Work with HFM BOCES Communications
 - Volunteer work – Digital Communications – Student projects
- District to identify sources of funds for publications, etc.
 - Proposed Budget for 2021-2022 - \$10,000 District wide
 - Funds for District and allocation for Clubs as needed
 - LCI PR Grants of \$15,000 but only to Multiple District projects
 - Need other possible sources
- Promote the Plan through our channels and message from DG Michele

Sample External Communication

“LIONS OF UPSTATE NEW YORK”

– Serving the youth, seniors, hearing and sight impaired, and the hungry in your community. LIONS of Upstate NY (District 20W of New York State and Bermuda LIONS) is an association of 50 community based LIONS Clubs from the Capital District to the Canadian Border serving the needs of their community. The LIONS are volunteers assisting in natural disasters, feeding the hungry, fighting blindness, aiding the deaf protecting the environment, educating on diabetes, and encouraging our youth in leadership and citizenship. If you know of a need, contact a local LION member or club.

If you have a “Heart of a LION” and want to make a difference in the lives of others, join a local LIONS Club and become part of a world wide organization focused on serving humanity in your community.

Visit us at: <https://www.e-district.org/sites/20w/index.php>
 Facebook: #lionsofupstateny or search for “Lions Clubs of District 20W”
 Find a club near you:
<https://www.lionsclubs.org/en/start-our-approach/club-locator>

- ❖ Distribution to 34+ periodicals across the state
- ❖ New York State Publishers Association
- ❖ Regions Covered
 - ❖ Capital Region
 - ❖ Adirondack Region

LCI Resources
on Branding
your Club

Brand Advance Kit

Brand Guidelines

Updated and translated

- Verbal guidelines
- Visual guidelines
- Logo usage
- Design basics
- Photography basics
- Our global causes
- Our Foundation

Brand Resources

Here to help and guide

- Brand and Social Media presentations
- Tip and tricks
- How To guides
- Checklists
- Best practices
- FAQs

Brand Assets

The building blocks

- Logos
- Icons
- Photography
- Video
- Writing samples: Facts, stories, summaries

Brand Templates

Designed, ready to go

- Print materials
- Presentations
- Advertising
- Social media

Access the kit through www.lionsclubs.org/brand

Partnerships with other organizations and our Clubs is critical to our success

20W Who's Who

DISTRICT 20-W CABINET

DISTRICT GOVERNOR

Michele Puleo O'Hare (Bethlehem Lions)
8 Turnberry Drive, Slingerlands, NY 12159
Home: 518-475-1908; Cell: 518-694-6872
Work: 518-463-1211 x 241
dgmicheleohare@gmail.com

1st VICE-DISTRICT GOVERNOR 2nd VICE-DISTRICT GOVERNOR

Ricky Laurin (Chazy Lions)
207 Sheldon Lane, Chazy, NY 12921
Home: 518-846-7269
jana5652@yahoo.com

Priscilla Laurin (Chazy Lions)
207 Sheldon Lane, Chazy, NY 12921
Home: 518-846-7269
laurinr@westelcom.com

CABINET SECRETARY

Barbara Bentley (Saratoga Springs Lions)
P. O. Box 1031, Guilderland, NY 12084
Cell: 518-894-1375
bbentley@saratogaspringslions.com

CABINET TREASURER

Eric Unislawski (Greater Johnstown Lions)
P. O. Box 31, Johnstown, NY 12095-0031
Cell: 518-669-2903
jeneric39@juno.com

IMMEDIATE PAST DISTRICT GOVERNOR

Rick Brisee (Waterford Lions)
192 Middletown Road, Waterford, NY 12188
Home: 518-235-4988; Cell: 518-209-8812
rbrisee@hotmail.com

GLOBAL ACTION TEAM

MEMBERSHIP

Ed Stano, Jr.
(Town of Greenfield Lions)
2070 Route 9N
Greenfield Center, NY 12833
Home: 518 893-7150
Cell: 518-879-5757
estanojr@nycap.rr.com
Club: Town of Greenfield

SERVICE

John McDonald
(Saratoga Springs Lions)
P. O. Box 91
Galway, NY 12074
Home: 518-882-6148
Cell: 518-763-9262
jmcDonald33@nycap.rr.com

LEADERSHIP

Mark Whitney
(Town of Schroon Lions)
6825 Lynvale Drive
Fort Wayne, IN 46804
Cell: 518-791-7519
md20pccmark@gmail.com



District 20-W comprises these New York State counties

Albany, Clinton, Essex, Franklin, Fulton, Hamilton, Herkimer, Montgomery, Eastern Oneida, Rensselaer, St. Lawrence, Saratoga, Schoharie, Warren, and Washington

REGION L

ZONE A: Clinton, Deerfield, Greater Herkimer, Holland Patent.

ZONE B: Marcy Telephone, New Hartford New York Mills, Whitestone, Sauquoit Valley, Utica.

REGION I

ZONE A: Ballston Spa, Galway, Greater Amsterdam, Saratoga Springs, Scotia-Glenville, Town of Greenfield.

ZONE B: Broadalbin-Perth, Fonda & Fultonville, Greater Johnstown, Northville Sacandaga, Speculator.

REGION O

ZONE A & B: Albany & Troy, Bethlehem, Duane, Greater Ravena Area, Town of Wright/Schoharie Vly, Waterford.

REGION N

ZONE A: Glens Falls, Hadley, Luzerne, Long Lake, Newcomb, Town of Schroon.

ZONE B: Cambridge, Greenwich, Mechanicville Stillwater, Schuylerville, Town of Hoosick.

REGION S

ZONE A: Clifton Fine, Edwards, Gouverneur, Heuvelton, Lisbon, Louisville, Ogdensburg, Raquette River.

ZONE B: Chazy, Lake Placid, Malone, Peru, Plattsburgh, Saranac Lake, Tupper Lake.

REGION AND ZONE CHAIRS

L

I

O

N

S

ZONE A: Clinton, Deerfield, Greater Herkimer, Holland Patent.

ZONE A: Ballston Spa, Galway, Greater Amsterdam, Saratoga Springs, Scotia-Glenville, Town of Greenfield.

ZONE A & B: Albany & Troy, Bethlehem, Duane, Greater Ravena Area, Town of Wright/Schoharie Vly, Waterford.

ZONE A: Glens Falls, Hadley, Luzerne, Long Lake, Newcomb, Town of Schroom.

ZONE A: Clifton Fine, Edwards, Gouverneur, Heuvelton, Lisbon, Louisville, Ogdensburg, Raquette River.

ZONE B: Marcy Telephone, New Hartford New York Mills, Whitestone, Sauquoit Valley, Utica.

ZONE B: Broadalbin-Perth, Fonda & Fultonville, Greater Johnstown, Northville Sacandaga, Speculator.

ZONE B: Cambridge, Greenwich, Mechanicville Stillwater, Schuylerville, Town of Hoosick.

ZONE B: Chazy, Lake Placid, Malone, Peru, Plattsburgh, Saranac Lake, Tupper Lake.

REGION CO-CHAIRS

Bill O'Mara (Clinton Lions)
131 Sanford Avenue,
Clinton, NY 13323
Home: 315-853-5973
Cell: 315-527-8381
billo4077@yahoo.com

AND

Jim Winkler (Clinton Lions)
136 Utica Road, Clinton, NY 13323
Home: 315-853-6355
Cell: 315-601-4038
Wink8@aol.com

REGION CHAIR

Holly McConchie
(Galway Lions)
2491 Northline Road,
Galway NY 12074
Home: 518-882-6516
hmccconchie@aol.com

REGION CO-CHAIRS

Liza and Bob Tougher
(Bethlehem Lions)
16 Candlewood Lane
Delmar, NY 12054
Home: 518-439-0399
Cell: 518-763-3329
Pansymoo@aol.com

REGION CHAIR

PDG James Griffith
(Cambridge Lions)
119 East Main Street
Cambridge, NY 12816
Home: 518-252-1070
Cell: 315-269-5370
PDGJamesGriffith@gmail.com

REGION CHAIR

VDG Ricky Laurin
(Chazy Lions)
207 Sheldon Lane
Chazy, NY 12921
Home: 518-846-7269
jana5652@yahoo.com

ZONE "A" CHAIR

Jim Winkler (Clinton Lions)
136 Utica Road, Clinton, NY 13323
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ZONE "A" CHAIR

Edward Moore
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Ballston Spa, NY 12020
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ZONES "A"
AND "B" CHAIR

Florence Brisee (Waterford Lions)
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ZONE "A" CHAIR

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ZONE "B" CHAIR

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billo4077@yahoo.com

ZONE "B" CHAIR

Robert Townsend
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ZONE "B" CHAIR

PDG Lettie Saheim
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Mechanicville, NY 12118
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lsaheim@nycap.rr.com

ZONE "B" CHAIR

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(Lake Placid Lions)
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Cell: 518-524-3031
jimhadjis@yahoo.com

COMMUNICATIONS AND MARKETING TEAM

DISTRICT COORDINATOR

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rtownsen@nycap.rr.com

WEBSITE & DIRECTORY
DIRECTOR

Jerry Gordon (Albany & Troy Lions)
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jerrygordon@juno.com

NEWSLETTER & MD20
MAGAZINE DIRECTOR

Karen Rager (Glens Falls Lions)
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karen@deuxflutes.com

FACEBOOK ADMINISTRATOR

PDG James Griffith (Cambridge Lions)
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Home: 518-252-1070; Cell: 315-269-5370
PDGJamesGriffith@gmail.com

FACEBOOK EDITOR AND
DISTRICT PHOTOGRAPHER

Lion Barbara Bentley (Saratoga Springs Lions)
P. O. Box 1031, Guilderland, NY 12084
Cell: 518-894-1375
bbentley@saratogaspringslions.com

WEB SITES

District 20-W: 20WLions.org
Revisions to this directory: bit.ly/20Wdirectory
20W Facebook page: bit.ly/facebook20w
Multiple District 20: MD20Lions.com
Lions International: LionsClubs.org



MEMBERS CORNER



Coming together is a beginning. Keeping together is a progress. Working together is success.

- Henry Ford

Preparing Your Club Leadership

Springtime is near and your Club can now begin identifying and preparing your future leaders for your slate of candidates in March with nominations to office during your Club elections in April.

All newly elected Club Officers for the 2022-2023 year should begin their online orientation and then be reported with their contact details to LCI in April & May.

As you begin this process, please review the following guiding principles for taking your first steps towards moving your club in a dynamic new direction using the new LCI "Global Membership Approach".

This four step GMA process is designed to not only grow your club...but to inspire new ideas, truly engage your membership (improving member engagement and retention), and empower your current and potential future club leaders to lead.



- 1 Build a Team of Leaders
- 2 Build a Vision, Assess Needs and Set Goals
- 3 Build a Plan to Achieve Our Goals
- 4 Build Success

1 Build a Team of Leaders

Current Leaders: Identify who can carry out and lead the development of the strategy.

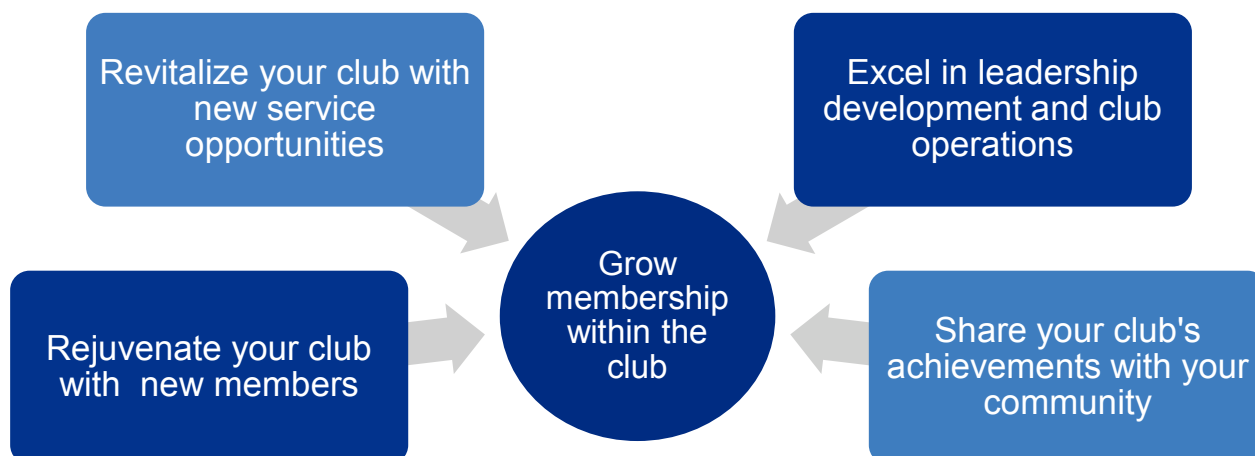
Future Leaders: Include all Lions who can serve as future leaders. Lions who have held leadership positions, who can provide insight, support and are interested in the future of the club.

Members: To gain a full perspective of your club's needs. Look for a cross section of members who represent the club or in smaller clubs involve as many members as possible (established members, new members, young Lions, professionals) to both understand their needs and engage their talent.

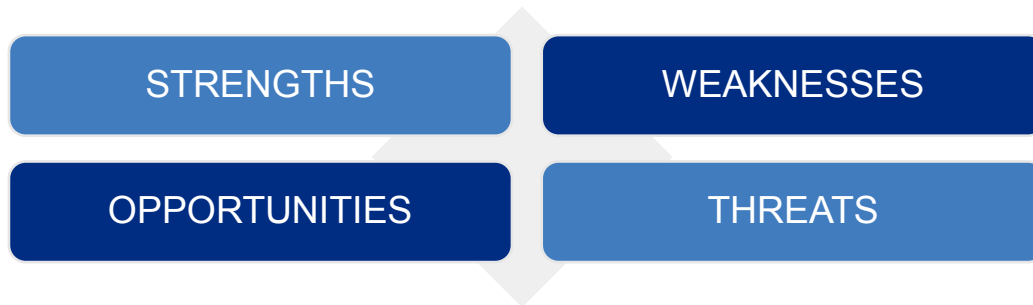
2 Build a Vision, Assess Needs and Set Goals

As Lions, we naturally have vision.....This provides a tested process to share your vision, collectively discover new opportunities and develop common goals.

It starts with you and your club. Consider these objectives in the four main areas:



You may want to use SWOT Analysis to identify needs and strategize goals:



STRENGTHS, WEAKNESSES, OPPORTUNITIES, THREATS (S.W.O.T.) The path to club improvement...leverage your strengths, manage your weaknesses, take advantage of opportunities and minimize impact of threats.

For more information on SWOT visit Learn in your MyLion [Portal](#) and review the Introduction to SWOT Analysis.

Here are a few sample questions to start the club's conversation.

1. REJUVENATE YOUR CLUB WITH NEW MEMBERS:

- What opportunities exist to expand membership?
- What do we need to do to better recruit members?
- Why are members not joining our club?
- Why do people join our club?

2. REVITALIZE YOUR CLUB WITH NEW SERVICE OPPORTUNITIES:

- Are the club's service projects relevant to current community needs?
- Are members enthusiastic and actively involved in service projects?
- Is club leadership receptive to members' ideas for new service ideas?
- Do our service projects attract new members?

3. EXCEL IN LEADERSHIP DEVELOPMENT AND CLUB OPERATIONS:

- Do club officers participate in training for their position?
- Are members encouraged to take leadership positions?
- Do members regularly attend and participate in club functions?
- Do you need to reconsider the format of club meetings?

4. SHARE YOUR CLUB'S ACHIEVEMENTS WITH YOUR COMMUNITY:

- Is the club active on social media (Facebook, Instagram, Twitter)?
- Does your club have an e-Clubhouse or website?
- How are you keeping the public informed of your events?
- Do we include welcoming messaging that encourages people to join?

Need Ideas? Check out the following resources

[Club and Community Needs Assessment](#): An interactive tool that will help you reflect on the club's service and discover new ways to impact your community.

[Your Club, Your Way!](#): Helps clubs customize their meetings to better suit the needs and lifestyles of their members. It includes a simple, fun exercise to help determine which elements of the club's meeting to keep and what to change, as well as a process for phasing in change!

[Club Quality Initiative](#): A strategic planning tool to help clubs identify opportunities for improvement. By understanding the club's current operations and identifying areas that may be improved and taking measured steps to accomplish their goals, each club can be even better!

[Membership Chairperson Guide](#): Outlines the roles and responsibilities of a club membership chairperson and provides practical guidance of recruiting and retaining members.

[Membership Satisfaction Guide](#): Outlines a three-step process to help improve satisfaction among your club members and provides some tips for common barriers to member satisfaction.

[Just Ask! New Member Recruiting Guide](#): Designed to guide your club through the process of recruiting new members and effectively manage club growth.

[The Service Journey](#): It encompasses four simple phrases: Learn, Discover, Act and Celebrate. We love these words because they transcend organizational formulas. They **encompass** the essence of Lions and Leos. If the past 100 years have taught us anything, it's that as we serve, we grow and we were never meant to stop. Service is our journey. Let's explore it together.

[Marketing Communications Guide](#): Includes tips for working with various media channels, ideas of how to make your message newsworthy and access to resources offered by Lions International that can be used by local clubs.

[Club Health Assessment](#): helps track membership growth, reporting trends and the overall health of clubs by each district.

[Club Health Assessment Strategies](#): Suggested strategies to improve club membership, reporting, leadership succession and keep the club in good status.

ESTABLISH GOALS

Based on the findings of your assessment. An effective plan will include strategic goals that are specific, measurable, attainable, and realistic. Goals can be short-term and achieved during the year, or long-term and take years to achieve.

Consider planning a goal-setting event, where all club members can contribute to developing priorities and establishing goals. Getting the members involved in the process is the first step in building alignment and generating enthusiasm throughout the club for accomplishing identified goals.

Need more help to establish goals? Take the online [Goal Setting Course](#) on the Lions Learning Center to familiarize yourself with the concepts of effective goal setting and action planning.

Make sure your club goals are **SMART**:

SPECIFIC – A specific goal has a much greater chance of being accomplished than a general goal. You will have more focus if your objective is clear.

MEASURABLE – When you measure your progress, you stay on track, meet your target dates and experience the exhilaration of achievement that spurs you on to continued effort required to reach your goal. If you can't measure it, you can't manage it.

ACTIONABLE – Make sure you have some control over the accomplishment of your goal. If there is nothing you can do, you won't succeed.

REALISTIC – Goals should be challenging but not so much that there is no chance of achieving them.

TIME BOUND – Set a timeframe for the goal specify what should be completed by: next week, in three months, by the end of the year. Putting an end point on your goal gives you a clear target toward which to work. Record the goals that your club will pursue to enhance its value to the community and to club members below (use additional pages as necessary).

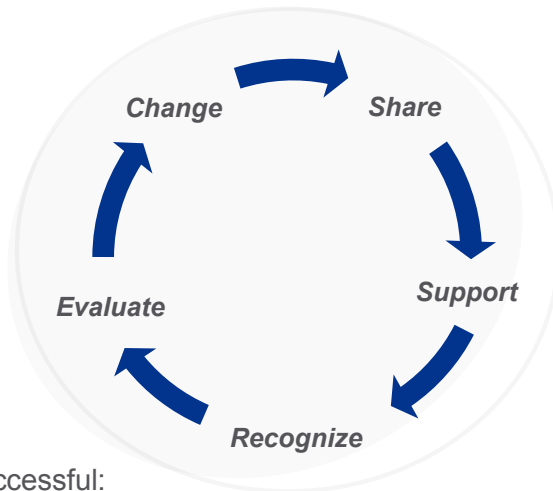
3 Build a Plan to Achieve Your Goals

DEVELOP YOUR ACTION PLAN by outlining the steps you will take to achieve your goals. This step outlines how the goal will be achieved (action steps), when each step will be completed, who will be responsible for the step,

4 Build On Your Success

IMPLEMENT THE PLAN, measure success and don't forget to celebrate!

Congratulations on Planning Your Success. Your investment in developing a clearly defined vision will be well worth the effort, as long as this plan is implemented!



To be successful:

- **SHARE** your club's Vision with all club members along with their role in achieving club goals so that they are aware of what the club wants to achieve. It is very important to the health and vibrancy of any club that its members feel connected to the club's success.
- **SUPPORT** the members committed to the plan by ensuring they have the resources they need to succeed. Leaders should check in with members to make sure they feel supported and receive the guidance they need.
- **RECOGNIZE** milestones so members feel valued and know they are moving in the right direction. Every journey was started with a single step. Reassure members frequently to keep them motivated and engaged. Don't keep your success a secret! Share the success with your community to get like-minded (and prospective members) involved!
- **EVALUATE** the plan. It is also critical to evaluate your plan on a regular basis. As circumstances change, your plan may require revision. The creation of the initial Vision is just the beginning. Keep it alive and relevant by measuring progress and gathering
- **CHANGE** the plan. Don't be afraid to change the plan as opportunities change to keep the plan relevant. Regularly revisit the plan, assess needs and refine action steps. It is also critical to evaluate your plan on a regular basis. As circumstances change, Keep your plan members involved in decisions so that they can stay involved and committed.

And Remember To Celebrate Your Club's Success This Year !

Thank You,
PCC Mark Whitney
20-W GLT Coordinator

District/Club News

CALENDAR OF EVENTS

MD20 Magazine Advertising.....	2021 - 2022
Lions Day at the UN	March 11, 2022
Spring Cabinet Meeting Holiday Inn, Saratoga Springs, NY ***Date Change***	March 12, 2022
Town of Schroon Lions Club Ice Out Raffle	March 31, 2022
Multiple District 20 State Convention Program Advertising	March 31, 2022
NABA GALA Franklin Plaza, Troy, NY	April 1, 2022
Saratoga Lions Club “Night at the Brewseum”, Canfield Casino	April 22, 2022
Spring Training Rome, NY & Lake George, NY	April 30, May 1, 2022
Marcy Telephone Lions Club Spring 2022 Raffle	May 11, 2022
MD20 State Convention Niagara Falls, NY	May 20 - 22, 2022
ALERT/LCIF Fundraiser	As soon as it fills up or at the State Convention, whichever comes first.
PU 101 deadline	May 15, 2022
Quilt Raffle.....	June 17, 2022
DG Michele Puelo O’Hare’s Testimonial 20-W Van Patten Golf Course, 924 Main St., Clifton Park - 6:30 PM	June 17, 2022
LCICon Montreal, Canada	June 24 - 26
Lions Camp Badger Annual Golf Classic Wellsville Country Club.....	August 13, 2022
Club Excellence Award Application Deadline	August 31, 2022

FROM DG MICHELE: Attached are the deadlines and advertising rates for the MD 20 magazine. Part of the MD20 budget is the expense of the magazine and this can be offset by advertising. Please solicit ad's to help this. Send Ad's ONLY directly to the Publisher at the address below.

FROM THE ROAR EDITOR: Please send articles to karen@deuxflutes.com NO LATER than ONE WEEK BEFORE their deadline below.



~ Magazine Advertising Contract ~
MD20-New York & Bermuda Lions

The undersigned agrees to take _____ page advertisement in the MD20 Magazine and agrees to pay for said advertisement in the amount stated for the advertisement in the sum of \$ _____.

Name	Title	
Organization		
Address		
City	State	Zip
Telephone	Fax	
Email		
Authorized Signature		

PER ISSUE

<input type="checkbox"/> Outside Back Cover (Full Color) \$750	<input type="checkbox"/> One Third - Inside Page \$200
<input type="checkbox"/> Inside Back/Front Covers (Full Color) \$600	<input type="checkbox"/> One Quarter - Inside Page \$130
<input type="checkbox"/> Full - Inside Page \$500	<input type="checkbox"/> Business Card - Inside Page \$65
<input type="checkbox"/> Half - Inside Page \$300	<input type="checkbox"/> Additional for Photos with Adv. \$25

Inside ad Sizes:

- Full page -- 7 5/8" wide by 9 3/4" deep
(the outside back cover ad should be 10 1/4" deep)
- Half page -- 7 5/8" wide by 4 3/4" deep
- One-third page -- 7 5/8" wide by 3" deep
- One-quarter page -- 7 5/8" wide by 2 1/4" deep
OR 3 3/4" wide by 4 3/4" deep
- Business card size -- 3 1/2" wide by 2 1/4" deep

Deadlines for Printed Issue

- Convention Issue - March 28th

Deadlines for Electronic Issues

- October Issue - October 4th
- January Issue - January 6th
- June Issue - June 5th

**AD PLACEMENT REQUEST WILL BE
 FIRST COME FIRST SERVE - WITH PAID ADVERTISEMENT.**

For internal (MD20 Office) use only

PAID by ☐ Cash ☐ Check # _____ ☐ or website,

Accepted by: _____

Date: _____

ATTACH COPY OF ADVERTISEMENT - PLEASE PRINT OR ATTACH BUSINESS CARD

Due Dates - See Above

Please make check or money order payable to:
 New York & Bermuda Lions
 NYS Lions, 200 Gateway Park Drive, N. Syracuse, NY 13212



LIONS DISTRICT 20W 4th CABINET MEETING

SATURDAY, March 12, 2022

Holiday Inn Saratoga Springs
232 Broadway, Saratoga Springs NY 12866

9:00 AM Registration
Meeting Start Time 9:30 AM
\$30 per person; Includes Lunch

If you are attending, please send the bottom part of this form with your check for \$30/pp.
Mail to: CS Barbara Bentley, PO Box 1031 Guilderland, NY 12084.
Make checks payable to: District 20W Lions Clubs.

Please return this registration form no later than Monday, March 7, 2022.

Please bring canned/non-perishable food items for the local food pantry.

If you have any questions, please do not hesitate to contact CS Barbara Bentley at
 518-894-1375 or bbentley@saratogaspringslions.com.

Attending: _____ Name(s): _____

Dietary Restrictions/Allergies: _____

Club : _____ Email: _____

Annual Town of Schroon Lions Club

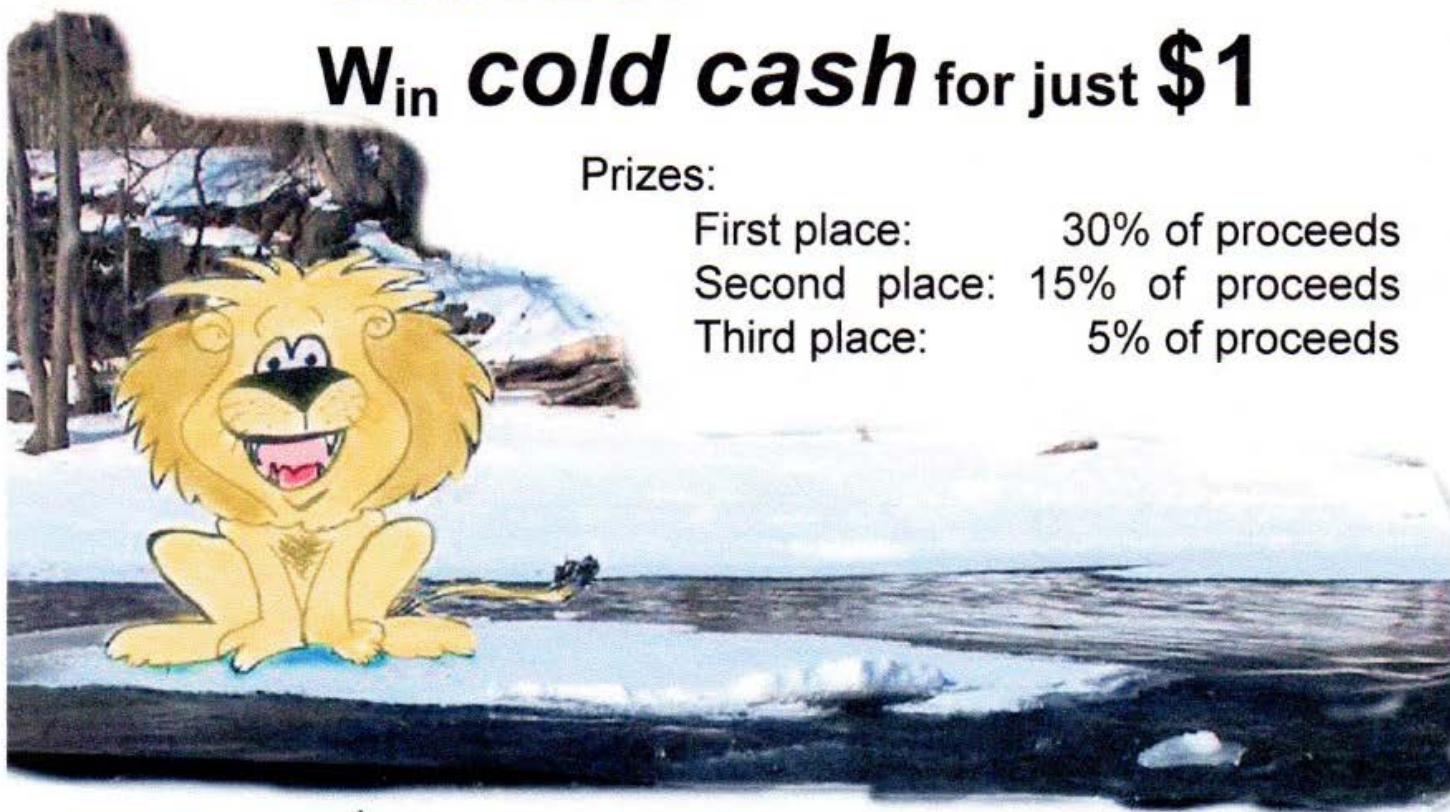
Ice-Out!!

CONTEST

Win *cold cash* for just \$1

Prizes:

First place:	30% of proceeds
Second place:	15% of proceeds
Third place:	5% of proceeds



Deadline for tickets – March 31, 2022
At 11:59 P.M.

\$1 Per Ticket or 6 for \$5

**Tickets Available from Lions Members
Also on sale at Flanagan's Pub and Grill
And Chamber of Commerce**

Town of Schroon Lions Club “Ice Out”

Simply use the form, make your prediction and send it with a check to Town of Schroon Lions Club,
P. O. Box 752, Schroon Lake, NY 12870. **BE SURE TO MARK A.M. OR P.M.!**

TICKET #	NAME	DATE	TIME	PHONE
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LIONS CLUBS OF NEW YORK STATE & BERMUDA, INC.

Multiple District 20 State Convention

May 20th – May 22nd, 2022

Dear Potential Advertiser:

The Lions Clubs of New York State & Bermuda, Inc. will be holding their 97th Annual Multiple District 20 State Convention in Niagara Falls, New York from Friday, May 20th thru Sunday, May 22nd, 2022.

This annual convention will attract approximately 1,200 Lions, spouses, family, friends, and children to the Buffalo / Niagara area from all over New York State and Bermuda. Each year, a program book is provided to all registered Lions and guests attending. This book contains vital information regarding the convention and is also a wonderful opportunity for businesses, organizations, groups, and individuals to advertise and inform attendees of what they have to offer.

The convention program book is also a great way for you to:

- Encourage fellow Lions to vote if you are running for the position of District Governor, First Vice District Governor, Second Vice District Governor, or International Director
- Congratulate a fellow Lion or Lions Club on a particular accomplishment
- Send a message from your Lions Club or a personal message from you

The MD-20 Convention Host Committee would like to give you the opportunity to advertise in this important publication. We have included an advertising contract with this letter for your use. We would like to thank you in advance for supporting our convention and for assisting us to continue helping the blind, visually impaired, hearing impaired and those in need in our communities.

Sincerely Yours in Service,

PCC Lion Kenneth M. Butkowski, II

Program Book Chairperson

dgken20n@gmail.com (716) 583-9252 [cell]



LIONS CLUBS OF NEW YORK STATE & BERMUDA, INC.

Multiple District 20 State Convention

May 20th – May 22nd, 2022

98th Annual Convention Program Booklet

Advertising Contract Sizes & Prices

_____	Outside Back Cover	4 ½" x 11"	\$750.00	
_____	Inside Front Cover	4 ½" x 11"	\$600.00	
_____	Inside Back Cover	4 ½" x 11"	\$600.00	<u>ADVERTISING</u>
_____	Full Page	4 ½" x 11"	\$350.00	<u>DEADLINE</u>
_____	Half Page	4 ½" x 5 ½"	\$225.00	<u>MARCH 31, 2022</u>
_____	Quarter Page	4 ½" x 2 ¾"	\$175.00	
_____	Eighth Page	4 ½" x 1 ½"	\$100.00	
_____	Lions Supporter	Your Name	\$25.00	

Enclosed is my check for \$_____, along with my camera ready artwork.

**** {You MUST also e-mail the ad by sending a .pdf file to dgken20n@gmail.com } ****

Please make checks payable to:

District 20-N Lions

c/o PCC Lion Kenneth M. Butkowski, II

78 Westgate Road

Kenmore, New York 14217-2318

NAME (PLEASE PRINT)

COMPANY / ORGANIZATION / CLUB

ADDRESS

CITY

STATE

ZIP

TELEPHONE

FAX NUMBER

E-MAIL

Any questions can be directed to:

PCC Lion Ken Butkowski, II (716) 583-9252 dgken20n@gmail.com

SAVE THE DATE!!!

NABA 2022 VISIONARY GALA

**Friday, April 1, 2022 at
Franklin Plaza, Troy NY, 6:30 PM.**

This year NABA will be honoring all the **Lions of 20W** for their dedication, support, collaborations with NABA KidSight Program, financial support, mask making during covid, volunteering, and much more!

Our honorees for the NABA 2022 Gala are:

NABA 2022 Corporate Partner of the Year
RBC Wealth Management – James F. Watkinson

NABA 2022 Volunteers of the Year
Lions Club of District 20W

NABA 2022 Professional of the Year
Glenn Thompson, M.D.



Night At The BREWSEUM

Where History & Spirits Come to Life

VIP HOUR 5PM-6PM

Presented by the Saratoga Springs Lions Club



**Friday, April 22, 2022
6:00PM - 9:30PM**



Canfield Casino • Congress Park, Saratoga Springs, NY

21 and Over Only • ID is Required





Enter to Win a Camp Abilities Saratoga Handmade Quilt



1 Ticket for \$10
or
3 Tickets for \$25



To Enter the Raffle
contact:

PDG John McDonald
jmcDonald33@nycap.rr.com
cell# 518-763-9262

Quilt has been generously made & donated by
VDG's Ricky & Priscilla Laurin

Drawing to be held at District Governor Michele O'Hare's Testimonial on Friday 6/17/2022



Happy
St. Patrick's
Day



MD20 Lions New York State, USA and Bermuda

**MD-20 NYS & BERMUDA LIONS
2022 STATE CONVENTION
NIAGARA FALLS, NY
May 20-22, 2022**

HOTEL & CONFERENCE CENTER INFORMATION

The 98th Annual MD20 Lions of New York State and Bermuda State Convention

will take place at the Conference & Event Center Niagara Falls,

conveniently located in downtown Niagara Falls, NY.

This year's headquarters hotel is the Sheraton Niagara Falls with additional availability.

at the nearby Hyatt Place Niagara Falls.

To register only or register and make hotel reservations please use this link:

www.niagarafallsusa.com/md20lions/

All registrations and room reservations must be made online by using the link above.

If you experience any issues with the link or with the registration/room reservation process,
contact Destination Niagara USA at 716-282-8992.

For room/hotel specific questions or issues please contact the hotel you are booking with.

**MD-20 STATE CONVENTION MEAL ORDER FORM
NIAGARA FALLS 2022**

All meals will take place at the Niagara Falls Convention Center

Good Morning Breakfast with the Council

Fri. May 20, 2022 8:30 AM \$20.00 per person \$ _____

Tickets Purchased after April 01, 2022 \$23.00 per person \$ _____

LCIF Luncheon

Fri. May 20, 2022 Noon \$28.00 per person \$ _____

Tickets Purchased after April 01, 2022 \$31.00 per person \$ _____

Welcome Luncheon

Fri. May 20, 2022 Noon \$24.00 per person \$ _____

Tickets Purchased after April 01, 2022 \$27.00 per person \$ _____

Breakfast with the Vice District Governors

Sat. May 21, 2022 8:00 AM \$20.00 per person \$ _____

Tickets Purchased after April 01, 2022 \$23.00 per person \$ _____

Lions Lunch

Sat. May 21, 2022 Noon \$24.00 per person \$ _____

Tickets Purchased after April 01, 2022 \$27.00 per person \$ _____

Gala "Motown Theme"

Sat. May 21, 2022

Doors open at 6:00 PM Dinner served at 7:00 PM \$45.00 per person \$ _____

Tickets Purchased after April 01, 2022 \$48.00 per person \$ _____

TOTAL NUMBER OF TICKETS ORDERED _____

The **best** way to submit this form is to email it along with a copy of your check (no hard/physical copy required) or your cc info to lionsmd20@gmail.com. If you cannot email, you may mail your request with check or cc info to: NYS Lions Clubs, 200 Gateway Park Drive, Bldg. A, North Syracuse, NY 13212. Please note, US mail to our office has been unreliable so emailing your request is the preferred method.

You must purchase your tickets in advance. **No meal tickets will be sold at the Convention.** The deadline to purchase meal tickets is **May 10, 2022.**

MEAL TICKETS CANNOT BE CHANGED OR REFUNDED AT OR AFTER CONVENTION

Name _____

Address _____

E-mail _____

PLEASE NOTE- YOUR MEAL TICKETS WILL BE INCLUDED IN YOUR CONVENTION REGISTRATION PACKET. YOU WILL PICK UP YOUR PACKET AT THE REGISTRATION AREA IN Niagara Falls

MD20 Alert Foundation

The MD20 Alert Foundation is holding a fundraiser to benefit LCIF and the Alert Foundation.

For a **donation of \$20**, you get to choose one numbered square from the attached chart.

Once we have the chart full, or at the MD Convention, whichever comes first, we will draw one number and **the lucky winner will have a donation made in their name to LCIF**. If we don't sell every square, then the winning number will get half of the total amount collected, donated to LCIF in their name. The other half of the proceeds will go to the MD20 Alert Foundation for their operating expenses.

Please send checks to PCC Kelly Clark at 7643 Park Ave., Lowville, NY 13367 and make them payable to the MD20 Alert Foundation. Pay using Venmo @alertfoundation21. Please don't forget to choose that lucky number, (first come first served), and include that as well. If you have any questions, please email PCC Kelly at kclarkmd20@gmail.com.

As you can see the chart is filling up, please don't miss out, purchase your square today.

We thank you in advance for your support of our Foundation.



Please Support LCIF & the MD20 Alert Foundation

A Melvin Jones Fellowship to be awarded when the boxes are sold

1	2	3	4	5	6	7	8	9	10
11	12	13	14	15	16	17	18	19	20
21	22	23	24	25	26	27	28	29	30
31	32	33	34	35	36	37	38	39	40
41	42	43	44	45	46	47	48	49	50
51	52	53	54	55	56	57	58	59	60
61	62	63	64	65	66	67	68	69	70
71	72	73	74	75	76	77	78	79	80
81	82	83	84	85	86	87	88	89	90
91	92	93	94	95	96	97	98	99	100

Donation of \$20.00 to MD20 Alert Foundation



If any squares are not covered by a donation, then a contribution will be given to LCIF in the amount collected. That amount can be applied toward a Melvin Jones Fellowship.

- Help Keep Our Campers Smiling -



Smiles are contagious! Smiles on the faces of our campers and smiles too, on the faces of our counselors, volunteers and visitors who come to Lions Camp Badger. For forty-two years as the first New York State Lions project, Lions Camp Badger has not only brought smiles to thousands of campers but also a sense of self-esteem, confidence and acceptance. Lions Camp Badger is a very special place for very special people.



LIONS CAMP BADGER "SUPER RAFFLE" \$50 PER TICKET

Proceeds Will Benefit
Empire State Special Needs Experience
at Lions Camp Badger

There Will Be 10 Winners
Receiving \$1,000 Each

RAFFLE MAILED TO EACH CLUB

Additional tickets available through
Lions Camp Badger Office 607-589-4800

or
On-Line at www.lionscbb.org

LIONS CAMP BADGER "SUPER RAFFLE" Proceeds Of The Raffle Benefit Empire State Special Needs Experience At Lions Camp Badger	
Name: _____ Address: _____ Phone: _____ Email: _____ Club: _____ District: _____	10 GRAND PRIZES OF \$1,000⁰⁰ EACH* \$50 PER TICKET <small>*Check for major prizes and send to: Lions Camp Badger 723 Laffin Road Wellsville, NY 14885</small> \$50 PER TICKET

Drawing will be held at the Camp on Labor Day 2022.

ESSNE is a 501c3 organization.

Contributions are deductible to the extent
allowed by law.



**SPECIAL
ACCOMMODATION
PACKAGE
AVAILABLE**

SAVE THE DATE

SATURDAY - AUGUST 13 - 2022

WELLSVILLE COUNTRY CLUB

The Wellsville Country Club is a beautiful 18-Hole Golf Course with a newly renovated event facility. Nestled in the foothills of the Appalachian Mountains, along the beautiful Genesee River and blocks from the historic Village of Wellsville.

**3006 RIVERSIDE DRIVE
WELLSVILLE, NY
WWW.WELLSVILLECC.COM**

**INDIVIDUAL GOLFER - \$85
SPONSORSHIP OPPORTUNITIES AVAILABLE**



**ALL ARE INVITED! JOIN WITH FRIENDS
AND FELLOW LIONS IN HELPING
LIONS CAMP BADGER BUILD A BRIGHTER FUTURE**

For Information Contact Event Co-Chairs -
Lion William Emrick - williamemrick@yahoo.com
PCC Andy Umreiko - aumreiko@gmail.com

Sponsorship Chair
PDG Michele O'Hare - dgmicheleohare@gmail.com



MD-20 Lions

**Join International President Douglas X. Alexander
And Lions From Around the World At The
104th Lions Clubs International Convention**

**June 24-28, 2022
In Montreal, Canada**

At the Palais des Congrès and the Bell Centre

The beautiful Palais des Congrès is one of North America's most renowned convention and exhibition centres. Near historic and cultural areas...Old Montréal, Chinatown and the arts and entertainment district!

Registration is now open online at - lcicon.lionsclubs.org

- *Enjoy music and live entertainment acts featuring top performers from all over the world.*
- *Celebrate cultural diversity by marching in the Parade of Nations with fellow Lions and Leos.*
- *Learn and grow your skills in expert-lead seminars.*
- *Hear from world-renowned speakers.*
- *Meet and chat with Lion Clubs International staff about how to enhance your service, create new opportunities, access key resources and more.*
- *Participate in the exciting conclusion of Campaign 100, our Foundation's historic effort to ensure our future of service.*
- *If you're a delegate for your Lions club, and your club is in good standing, you'll be able to cast a vote in the International Election.*

Special Note:

MD-20 has been assigned to the Sheraton Centre Hotel (Headquarters). Rooms are assigned first come first served...Please Register Early.

Required For Canadian Entry By US Citizens:

- U.S. Passport or U.S. Passport card (land & marine only)
- NEXUS card
- Enhanced Driver's License (land & marine only)

Covid-19 Protocol: [Click Here](#)

Currently, Canada requires that travelers provide proof of full vaccination. Refer to the Government of Canada website to check if you qualify for the fully vaccinated traveler exemption as well as which COVID-19 vaccines are accepted in Canada. The website also provides steps to follow for your trip and what to do if you test positive within 14 days of your entry to Canada.



**JOIN IN THE FUN AND FESTIVITIES WITH
INTERNATIONAL PRESIDENT
DOUGLAS X. ALEXANDER**

**AT THE
104TH LIONS CLUBS INTERNATIONAL CONVENTION**

In Montreal, Canada

**At the Palais des Congrès and the Bell Centre
June 24-28, 2022**



**The Official MD-20 Convention Parade Shirt
Will be available at the MD-20 Convention
In Niagara Falls - May 20-22, 2022**

*Or Contact Lion Ormond Brathwaite
ronbrath@aol.com*

Or Order Online at www.douglasalexander.org



Polos & Sweatshirts



For More Information Contact Lion Ormond Brathwaite
ronbrath@aol.com

Polos & Sweatshirts

Short Sleeve Polo - \$ 40⁰⁰
Long Sleeve Polo - \$ 45⁰⁰
Sweatshirt - \$ 45⁰⁰

Commemorative Pins Still Available



Gold



Silver



Bronze

Actual Size 1 3/4" x 1 1/4"

See Us In Niagara Falls or Contact PCC Gloria Askew
gvaskew41@aol.com



MONTREAL 2022
104th Lions Clubs International Convention



Registration Information

LCICon 2022 Montréal Registration and Housing

Registration Fee:

- Registration fee through January 7, 2022 is US\$175
- January 8 through March 31, 2022, the regular registration fee is US\$225
- April 1, 2022 through on-site registration, the fee is US\$250

Leo Registration Fee:

Alpha Leo – (12-17) US\$20

Omega Leo – (18-30) US\$100

The convention and housing registration application uses certain personal information including name, address, city, state, country, postal code, country, email and phone number, and may use travel information including housing, arrival and departure information and fees paid. Lions International only uses registration information to register attendees for the convention and to provide a name badge unless a member has provided additional information to Lions International through other means, which may be utilized to improve each individual experience. For information on how this application uses your information, please review disclosures [here](#).

Registrants will receive an official name badge, souvenir medallion, official convention program and one entrance for the International Show.

All registrants will pick up their name badge onsite in Montréal. Please bring your Lions International Official Registration Confirmation with you to scan and print your badge. A photo-ID is also required. Lions International will not mail badges in advance.

All changes (name change, arrival/departure date revisions) must be submitted in writing by Saturday, May 1, 2022 to registration@lionsclubs.org.

Questions?

- General questions about the convention: convention@lionsclubs.org
- Questions about registration and hotels, including group registration: registration@lionsclubs.org

Related Links:

- LCICon 2022 Montréal Registration and Housing Form
- LCICon 2022 Montréal Registration and Housing Terms and Conditions

Payment Information

Payment for LCICon Registration and Housing can be made by check, credit card (Visa®, MasterCard® and Discover®) or wire transfer.

Lions International no longer accepts local, non-USD bank deposits as a form of payment for the convention.

For additional information regarding wire transfer or check payments, please visit the following page: [JP Morgan USD for Convention](#)

When paying by wire transfer or check, submit a completed Convention Registration and Housing Form along with copy of your payment to registration@lionsclubs.org. A registration confirmation will be distributed once Lions International confirms receipt of your payment.

Questions? Contact us at registration@lionsclubs.org

LCICon 2022 Virtual Access

Since our first international convention in 1917, meeting face-to-face with Lions from all corners of the world has been the cornerstone of our flagship Lions event. Each year, we strive to bring Lions a unique and exciting experience. And that is exactly what we have our sights set on for the event in Montréal. However, we know this year may present unique challenges, preventing some Lions and Leos from joining us in person.

While there are many things we can't control in today's world, we can ensure Lions won't have to miss out on some of the most time-honored traditions and exciting moments of LCICon. Introducing: LCICon 2022 Virtual Access.

What will this look like?

Virtual Access is a limited-access option that provides a live look into the Lions event of the year. Key moments will be livestreamed, direct from the plenary stage. From the flag ceremony to speeches from International President Douglas X. Alexander and LCIF Chairperson Dr. Jung-Yul Choi, to witnessing the inauguration of our next international president, LCICon Virtual Access brings some of the biggest LCICon moments to you, wherever you are. Recordings of select on-site seminars will also be available for virtual viewing in the weeks following the convention.

I attended Virtual LCICon 2021. Is this the same thing?

When the global pandemic prevented us from hosting LCICon 2021 in person, we weren't going to let that stop us from hosting our flagship event. We converted our headquarters into a broadcast studio for a truly unique all-virtual experience. Given that we'll be live in Montréal this year, we won't be able to offer full virtual access. However, we're pleased to offer this limited-access virtual option for those who can't make the trip.

Is there a cost? How do I sign up?

There will be a nominal fee for LCICon Virtual Access, which will help cover costs of the video stream and the platform. More details, including registration information, will be released in the upcoming months. We hope you will be able to make the trip to join us for LCICon 2022 in Montréal to experience the splendor of the city and take in the full LCICon experience. But if you are unable to travel this year, we hope you will mark your calendar to take part in this limited-access virtual option so you can be part of some of the action.

If I am a delegate and view the convention through Virtual Access, will I be able to participate in the election?

Virtual Access does not constitute a full registration to the international convention. Per the Lions International Constitution and By-Laws, because LCICon is taking place on location in Montréal, only registered delegates are eligible to vote in the international election.

For additional information about elections, contact the Member Service Center:

Member Service Center
Lions Clubs International
300 W. 22nd St., Oak Brook, IL USA 60523
Email: MemberServiceCenter@LionsClubs.org
Phone: +1-630-203-3830 Fax: +1-630-571-1687

What if I register for LCICon 2022 and can no longer attend due to travel restrictions? Can I convert my registration to Virtual Access?

Absolutely. We encourage you to reserve your spot for LCICon 2022. But if restrictions prevent you from traveling to Montréal, you will have the option to transfer your registration to the Virtual Access option and will be refunded the price difference.

Save the Date(s)

Spring Training for Lions

Saturday, April 30 and Sunday, May 1

Both locations will offer a hybrid option

Saturday, April 30, 2022

Delta Lake Bible Conf. Cent.
8912 Turin Road
Rome, NY 13440

Sunday, May 1, 2022

Courtyard by Marriott, Lake George
365 Canada Street
Lake George, NY 12845

These training opportunities are offered to any and all Lions with a curiosity or passion for learning.

Sessions include:

- President /Vice President
- Secretary
- Treasurer
- Membership
- Zone / Region Chair
- Orientation
- Service Reporting
- Marketing and Social Media

More information will be out soon!



Lions Clubs International

Dear Lion Leader,

As your clubs and districts develop plans for membership satisfaction and retention, connecting with the Membership Committee is a great way to help with planning, create enthusiasm and build the club's membership. In addition, reaching out to members within the club and building teams that will help enhance their experience as Lions is key to success.

Lions Clubs International offers several great resources to help clubs and their members, so take some time to check them out!

- **Membership Satisfaction Guide:** This guide will help you troubleshoot common issues that members have in their experience as Lions. There are useful templates for quick surveys of club members to get a pulse on what they think of your club. This will help you identify areas improving the club experience.
- **Your Club, Your Way!:** This resource offers ideas on how your club can customize your meetings for an enjoyable membership experience.
- **Club Quality Initiative (CQI):** Change is critical for each club. The CQI is a strategic planning tool that helps clubs identify opportunities for improvement. By understanding our current operations, identifying areas that can be improved and taking measured steps to accomplish your goals, your club can be even better.
- **Build a Vision for Your Club:** Use this planning guide and PowerPoint to discover your club's strengths, ways to improve and new opportunities that will help your club grow and thrive! Planning forms help you develop a vision, assess your club's needs and organize your plan for successful implementation.
- **The Club Excellence Award (see following pages):** This resource serves as your club's roadmap to excellence, focusing on the key elements of a quality club: membership, service, organizational excellence and marketing. If you have any questions about the award, please contact us by email at clubexcellenceaward@lionsclubs.org or by phone at (630) 468-6828.

If you are a Facebook user, visit us at Improving Lions Club Quality to find helpful information from Lions around the world. You can post questions, comments, stories and share new ideas to improve clubs within your zone.

We look forward to supporting you. Please contact us if you have any questions by email at clubofficers@lionsclubs.org or by phone at (630) 468-6890 or (630) 468-7084.

Sincerely,

Your District & Club Administration Division Support Team



Lions Clubs International

2021-2022

CLUB EXCELLENCE AWARD APPLICATION

Date: _____

Club Name: _____ Club Number: _____ District: _____

2021-2022 Club President's Name: _____

Member Number: _____ Email Address: _____

1. MEMBERSHIP

- ☐ Achieved a net growth of: _____ **or** ☐ Chartered new Lions club, Leo Club or Club Branch

Name of club, or branch: _____

2. SERVICE

- ☐ Contributed to LCIF
- ☐ Started a new service project. *Consider one of our Global Causes!*
- ☐ List Three projects/events reported by the club:

1. _____

2. _____

3. _____

3. LEADERSHIP & ORGANIZATIONAL EXCELLENCE

- ☐ Club is in Good Standing: Not in Status Quo or Financial Suspension. District dues paid and no unpaid balance with LC greater than US\$50 outstanding 90 days or more.
- ☐ Reported Club Officers to LCI
- ☐ Key Officers participate in one or more of the following leadership training events. Select all that apply:
- ☐ District
- ☐ Multiple District
- ☐ International
- ☐ Webinars
- ☐ Lions Learning Center
- ☐ Improvement opportunities can be identified with tools such as the *Club Quality Initiative, Your Club, Your Way!* and *Build a Vision for Your Club*

Improvements include: _____

Sight Society of Northeastern NY, Inc.
Lions Eye Bank at Albany/Rochester



Vision of Hope Award

The Sight Society of Northeastern NY has designated this ultimate recognition to be presented in honor of a person, organization or "in memory" of those who have a special place in our hearts.

This award has been established to help us continue our mission to "give the gift of sight" along with providing cutting edge technology regarding corneal transplants in a state of the art processing facility.



Choose this beautiful Art Glass Award as the ultimate recognition. Your inscription will be etched in silver onto a black metal plate. Size 10" high X 4" wide.

To order:

Please indicate the name, organization or in memory of

Name _____

Shipping information:

Name _____

Address _____

City _____

State, Zip _____

Phone _____

Price \$300.00 (no tax due)

shipping included

Make checks payable and mail to:

Lions Eye Bank at Albany

4 Tower Place, Ste. 601

Albany, NY 12203

Questions—518-489-7606

Please allow four weeks for delivery

NABA

**Northeastern Association
of the Blind at Albany**

301 Washington Avenue
Albany, NY 12206

LIONS! We Need Your Help!

**NABA is looking for clubs
to transport blind or legally
blind seniors, that cannot find
transportation to get their shots.**

Please contact:
DG Michele O'Hare
518-463-1211 X 241 or
MOHARE@NABA-VISION.ORG



NEW YORK AND BERMUDA LIONS

LIONS SEE, INC

LIONS SCREENING EYES EARLY

Coming Back Strong!
in the next school year

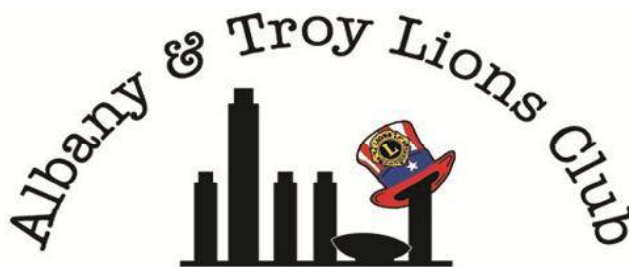
**VISION SCREENERS AND ASSISTANTS
NEEDED**

For more information:
www.lionsseeny.org



Got Yarn? Or extra fleece fabric?

If you don't need it anymore,
we can find someone who will use it to make hats,
mittens and scarves for the needy.



Warm Woolen Wishes Project

Helping Hands ~  ~ Creating Comfort

Unites people with yarn or fabric so they can help us reach our
goal of 500 items by the end of 2022

This helps us help everyone

Someone stuck at home will have materials to make cozy items

We will have those items to give to the needy

Everyone wins!

If you can help us out with yarn or fabric ~ Let us know.
We will be happy to pick up it up and get it where it needs to go.

Contact the Albany Troy Lions at albanytroylions@gmail.com

or

Lion Ruth Sano at 518-859-3796





Search gofundme.com for

Raise the Roof for NABA!



NABA students and their families, pictured above, had a blast biking the South River Run at Revolution Rail Co. in North Creek on June 27, Helen Keller's birthday!

Unfortunately, just as we're beginning to return to a 'new normal,' NABA's 50-year-old roof, which has leaked for quite some time, has failed. We need a new roof and we need to schedule the work immediately so we can continue to provide services without interruption.

Be a #NABAVisionary and support us on GoFundMe!

[gofund.me/674bee05](https://gofundme.com/674bee05)


gofund.me/674bee05


gofund.me/674bee05


gofund.me/674bee05


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gofund.me/674bee05


gofund.me/674bee05

Want to learn more about

Camp Abilities Saratoga?

It's the only Camp Abilities camp run solely by Lions!!

The camp has grown to be a premier Camp Abilities camp.

Learn how CAS conducted a Virtual Sports Camp in 2020 and will do so again in August 2021.



Camp Abilities Saratoga

is a one-week, educational sports camp for youth who are blind, visually impaired, or deaf/blind.

CAS

is a service project of the **Saratoga Springs Lions Club.**

There are several ways for your club to learn about CAS.

Schedule a presentation: Choose either...

- 1) an in-person presentation for an upcoming 2021–2022 club meeting*
- OR**
- 2) an engaging Zoom presentation to your club.*

Learn about the impact of the first 6 years of in-person summer camps,

CAS's two Virtual Summer Camps and recent Virtual Mini Camps.

Contact Lion Sue Williams at 518-366-3407 or

swilliams79@nycap.rr.com to schedule your presentation.

DG MICHELE'S VISITATION SCHEDULE for 2021-2022

Rev date: January 30, 2022

<i>Alphabetical</i>		<i>Chronological</i>	
Albany & Troy	Jan 5, Apr 6	Clifton-Fine	Jul 12
Ballston Spa	Nov 3	Saranac Lake	Jul 15
Bethlehem	Jun 15	Greater Herkimer	Jul 22
Broadalbin Perth	Oct 28	Town of Wright/Scho	Sep 20
Cambridge	Mar 23	Greater Johnstown	Sep 22
Chazy	Nov 2	Schuylerville	Oct 6
Clifton-Fine	Jul 12	Greater Ravena	Oct 13
Clinton	Apr 28	Duane	Oct 20
Deerfield	Apr 28	Broadalbin Perth	Oct 28
Duane	Oct 20	Plattsburgh	Nov 1
Edwards	Feb 23	Chazy	Nov 2
Fonda & Fultonville	Dec 8	Ballston Spa	Nov 3
Galway	Mar 14	Glens Falls	Nov 9
Glens Falls	Nov 9	Town of Greenfield	Nov 10
Gouverneur	Feb 23	Heuvelton	Nov 17
Greater Amsterdam	ongoing	Hadley-Luzerne	Dec 1
Greater Herkimer	Jul 22	Greenwich	Dec 2
Greater Johnstown	Sep 22	Utica	Dec 6
Greater Ravena	Oct 13	Fonda & Fultonville	Dec 8
Greenwich	Dec 2	Scotia-Glenville	Jan 4
Hadley-Luzerne	Dec 1	Albany & Troy	Jan 5
Heuvelton	Nov 17	Saratoga Springs	Jan 6
Holland Patent	Jan 18	Mechanicville-Still	Jan 10
Lake Placid	Mar 28	Marcy Telephone	Jan 12
Lisbon	Feb 15	Holland Patent	Jan 18
Long Lake	Mar 22	Waterford	Feb 2
Louisville	Apr 20	Town of Hoosick	Feb 3
Malone	Apr 13	Lisbon	Feb 15
Marcy Telephone	Jan 12	Edwards	Feb 23
Mechanicville-Still	Jan 10	Gouverneur	Feb 23
New Hart NYM White	Apr 28	Newcomb	Mar 9
Newcomb	Mar 9	Ogdensburg	Mar 10
Northville Sac	Apr 7	Galway	Mar 14
Ogdensburg	Mar 10	Long Lake	Mar 22
Peru	May 12	Cambridge	Mar 23
Plattsburgh	Nov 1	Tupper Lake	Mar 24
Raquette River	Apr 5	Lake Placid	Mar 28
Saranac Lake	Jul 15	Albany & Troy	Apr 6
Saratoga Springs	Jan 6	Northville Sac	Apr 7
Sauquoit Valley	Apr 14	Malone	Apr 13
Schuylerville	Oct 6	Town of Schroon	Apr 18
Scotia-Glenville	Jan 4	Louisville	Apr 20
Speculator	TBD	Sauquoit, Clinton, Deerfield, NH-NYM	Apr 28
Town of Greenfield	Nov 10	Peru	May 12
Town of Hoosick	Feb 3	Bethlehem	Jun 15
Town of Schroon	Apr 18	Greater Amsterdam	ongoing
Town of Wright/Schoh	Sep 20	Speculator	TBD
Tupper Lake	Mar 24		
Utica	Dec 6		
Waterford	Feb 2		

**PROTOCOL FOR THE
DISTRICT GOVERNOR'S
OFFICIAL VISITATION**

For the District Governor to have a successful visit to your club, please adhere to the following recommendations:

1. Keep your Club's calendar open for the date agreed upon.
2. Please do not schedule any other guest speaker at that meeting.
3. Plan on conducting your regular meeting and agenda, unless the District Governor requests that he/she speak first. (In case of inclement weather or a long drive home for the DG.)
4. The District Governor will be honored to induct new members at the official visit. Please notify in advance.
5. It is customary that the meal of the DG be paid for by the club. It is optional that the meal of the Partner-in-Service be paid for.
6. Send a notice to all members of the Club that the DG will be making his/her official visit. Be sure to give them the date and request that as many as possible attend.
7. Be proud of your Club and tell the DG of your activities.





@RWCWESTHILL



**" There's no excuse for
the young people not
knowing who the
heroes and heroines
are or were. "**

NINA SIMONE - MUSICIAN

**THE RWC
CELEBRATES
BLACK HISTORY
MONTH**

FEBRUARY 2021

District/Club Articles

To get district 20W's newsletter

LIONS ROAR

[click here](#)

Fill all the required spaces and submit!

It's That Easy!

Clinton Lions Club

By Lion Jim Winkler

The delayed monthly distribution of food for January was held on the last day of the month – Monday January 31st. Since the December distribution was better than six weeks ago (December 15th), this month's distribution was extraordinarily large. Two refrigerated trucks – one fifty-three-foot trailer and a 24-foot box delivered 36,480 pounds of food from the Central New York Regional Food Bank in Syracuse. Nine club members joined other community members unloading the pallets of assorted food, staging them on tarps laid out in the church parking lot, unwrapping the pallets and loading the various items into clients' vehicles as they passed by on either side of the tarp. This month's assortment of food included frozen meats, frozen shrimp, fresh and hard-boiled eggs, cheese, yogurt, whole milk, sour cream, bread, cereal, personal hygiene items, assorted produce and locally donated shelf storable food items. All distributions continue to be procured through the generous donations (both financial and



UNWRAPPING THE FOOD - Preparing to load vehicles, volunteers unwrap & sort delivered frozen food at Clark Mills Food Pantry (January 31, 2022)



CARS AWAITING FOOD – Clients vehicles await entry to Clark Mills Food Pantry (January 31, 2022)

material) from benevolent community members, religious organizations and businesses.

Over 450 vehicles, representing approximately 865 individuals, were packed with provisions to assist them in the upcoming weeks. Our February distribution is scheduled for the middle of the month meaning food insecure clients will not

have to wait as long for their much-needed assistance.

A couple members continued to collect used eyeglasses at the previously established business locations around the community. So far this month we've collected 186 pair of used eyeglasses.



SPLIT INTO TWO LANES – Lion Mary Zimble, Executive Director of Clark Mills Food Pantry directs vehicles on both sides of tarp in parking lot (January 31, 2022)

Continuing to experience slight spikes in COVID (hopefully

they're wanning) and with our long-time restaurant meeting establishment still experiencing post-COVID startup issues, we were fortunate to obtain the community center of a local senior living complex for our first monthly meeting.

At that meeting we were treated to an informal presentation by one



FOR OUR SENIORS – Lion John Klossner loads produce for delivery to local senior living complex at Clark Mills Food Pantry (January 31, 2022)

...continued on next page



LAST STATION – Vehicles await bread at last station before exiting parking lot at Clark Mills Food Pantry (January 31, 2022)

of our members, Lion Dr. Rick Pascucci – a local optometrist practicing in two offices in our area in addition to serving as an optometrist in the Low Vision Department at the Central Association for the Blind & Visually Impaired (CABVI) in Utica, NY. He is also the president of the Mohawk Valley

Optometric Association and serves as our club's go-to practice for any eye evaluations/eyeglass replacements referred to us. Lion Rick spoke about his background, how he settled in this area, challenges he and his practice has faced during the recent pandemic and changes (good & not-so good) that he has seen in his field since he began practicing. It was a very enlightening presentation clubs are encouraged to seek out local optometrists in their areas to address their clubs as a program at one of their meetings.

GETTING TIRED OF WINTER?

DAYS ARE GETTING LONGER & DAYLIGHT SAVINGS TIME BEGINS MARCH 13!

KING LION ROBERT MAXAM

2 Sunset Drive, Clinton, NY 13323

Home: 315-853-5968

Cell: 315-794-0410

maxamr60@gmail.com

clintonnylionsclub.com/

Brandal - Murphy Lions Youth Foundation

RAFFLE WINNERS!

By PDG Terri Oster

9th place \$250.00	20-K1-PDG Pauline Francis
8th place \$250.00	20-K1-Mike & Althea Yansen
7th place \$250.00	20-K2-North Shore Lions
6th place \$250.00	Kaitlin Canonico
5th place \$500.00	20-S-Marie Hedbavny
4th place \$500.00	20R1-Paul LaSpina
3rd place \$1,000.00	20-S-PID Steve & Marianne Tremoroli
2nd place \$2,000.00	20-Y-DG Thomas Skinner

1st place \$5,000.00

20-K1-PDG Pauline Francis

Large Screen TV

Lauren Lawler

BRANDAL - MURPHY YOUTH FOUNDATION

P. O, Box 913

Rockville, Centre, NY 11571

516-992-6282

brandelmurphyfoundation.org

PRESIDENT PCC JOHN WARGO

10 Old Smith Road, Poughkeepsie, NY 12603

Home: 845-473-2897

Cell: 845-489-1578

Chazy Lions Club

By King Lion Priscilla Laurin

1st VDG Ricky inducted two new members into the Chazy Lions Club, Tim and Sharon Lamica.

Chazy Lions' Club participated in the Plattsburgh Bowling for Blindness. Pictured is Lion John Saxe, VDG Ricky Laurin, Lion



Mike Lynch, and friend of the Lion's Noreen Barcomb.

KING LION PRISCILLA LAURIN

207 Sheldon Lane, Chazy, NY 12921

Home: 518-846-7269

laurinr@westelcom.com

District 20W

By PDG John McDonald

Fellow Lions,

I am honored to have received our District's endorsement as an International Director candidate at our convention on Sunday January 16th! It was an earnest campaign with PDG Milledge "Smitty" Smith and I appreciate his efforts to engage in an honest and fair election!

All of us became Lions with one primary purpose in common - To Serve! Service to others is the foundation of our association. It drives and enhances our membership and leads to future leaders. Seeking opportunities to expand our programs is critical to raising our Lions brand and attracting new members! In my 25 years as a Lion, through my own actions and leadership efforts, I've introduced service opportunities and inspired others to serve every step of the way! I've always focused my efforts on service and will continue to do so as an International Director!

In addition to myself, we have three other qualified candidates from the NYS & Bermuda Lions who will be seeking our multiple district endorsement at our State Convention in Niagara Falls on May 22nd! I encourage everyone to attend the Convention from May 20th to the 22nd. The opportunity to engage socially with other Lions, participate in educational seminars, and be an active participant in the voting process is an invaluable experience. You can find more information regarding our convention at this site: Convention Main Page MD 20 Convention 2021 Syracuse, NY - New York and Bermuda Lions (md20lions.com)

I'm available for your questions or thoughts at any time and encourage you to reach out to me at my contact information below! I look forward to your support in Niagara Falls!

Sincerely Yours in Lionism,

PDG Lion John McDonald

jmcdonald33@nycap.rr.com

cell 518-763-9262

www.LionJohnMcDonald.com

Follow me on Facebook at:

www.facebook.com/groups/pdgjohnmcdonald

PAST DISTRICT GOVERNOR JOHN MCDONALD

P. O. Box 91, Galway, NY 12074

Home: 518-882-6148

Cell: 518-763-9262

jmcdonald33@nycap.rr.com

Scotia-Glenville Lions Club

By District Governor Michele Puleo O'Hare

Great group of Lions serving their community.



KING LION NANCY CAPPIELLO LARSON

562 Saratoga Road

Scotia, NY 12302-5731

Home: 518-885-0968

Work: 518-399-2252

CLUB CORRESPONDENCE

P. O. Box 2001, Scotia, NY 12302

scotiaglenvillelions@gmail.com

sglions.org



ANY CLUB OR LION INTERESTED IN

Kindness Matters Stickers

email DG Lion Michele O'Hare at

dgmicheleohare@gmail.com

or call her at

518-694-6872

and let her know how many you would like
and where to send them.

District 20 W
Deceased Members reported
07/2021 - 01/2022

ALBANY & TROY (008295) - LIONS CLUB

MICHAEL F FARRELL (1950045)
 6 STEWART POINT RD
 NASSAU, NY 12123-3117
 Joined: 04/01/2004
 Dropped: 11/20/2021
 Reason: Deceased

Total Deceased Members in ALBANY & TROY: 1

BALLSTON SPA (008259) - LIONS CLUB

CLIFFORD J LANGE (3229713)
 14 JACOB DRIVE
 GANSEVOORT, NY 12831
 Joined: 07/01/2010
 Dropped: 12/30/2021
 Reason: Deceased

Total Deceased Members in BALLSTON SPA: 1

DUANE L C (008267) - LIONS CLUB

DAVID VINCENT (663672)
 558 NORTH MANSION ROAD
 P O BOX 129
 DUANESBURG, NY 12056
 Joined: 02/01/1973
 Dropped: 08/01/2021
 Reason: Deceased

Total Deceased Members in DUANE L C: 1

GOUVERNEUR (008160) - LIONS CLUB

JOE PISTOLESI (959913)
 99 JONES RD
 GOUVERNEUR, NY 136423506
 Joined: 09/01/1999
 Dropped: 06/01/2021
 Reason: Deceased

Total Deceased Members in GOUVERNEUR: 1

GREATER AMSTERDAM (008257) - LIONS CLUB

District 20 W
Deceased Members reported
07/2021 - 01/2022

ROBERT MONTENARO (572279)
 121 MERRIAM RD
 BROADALBIN, NY 12025
 Joined: 10/01/1960
 Dropped: 07/08/2021
 Reason: Deceased

Total Deceased Members in GREATER AMSTERDAM: 1

GREENWICH (008274) - LIONS CLUB

WILLIAM EDWARD CARROLL (744355)
 6 LYTTLE LANE
 GREENWICH, NY 12834 9207
 Joined: 10/01/1989
 Dropped: 07/30/2021
 Reason: Deceased

Total Deceased Members in GREENWICH: 1

HEUVELTON (008161) - LIONS CLUB

ROBERT D JOHNSON (970665)
 83 IRISH SETTLEMENT RD.
 HEUVELTON, NY 13654
 Joined: 05/01/1972
 Dropped: 06/01/2021
 Reason: Deceased

Total Deceased Members in HEUVELTON: 1

HOLLAND PATENT (008277) - LIONS CLUB

VIC F COMMONS (2036614)
 9253 JAMES ROAD
 REMSEN, NY 13438
 Joined: 10/01/2004
 Dropped: 10/01/2021
 Reason: Deceased

ROBERT L LE BUIS (798234)
 10579 MAPLEDALE RD
 BARNEVELD, NY 13304 1825
 Joined: 09/01/1987
 Dropped: 08/25/2021
 Reason: Deceased

JOHN PRESTON (803618)
 7645 MILLER ROAD
 HOLLAND PATENT, NY 13354
 Joined: 08/01/1999
 Dropped: 12/16/2021
 Reason: Deceased

Total Deceased Members in HOLLAND PATENT: 3

LOUISVILLE (039682) - LIONS CLUB

District 20 W
Deceased Members reported
07/2021 - 01/2022

ALEXANDER S KOZSAN (1007641)
 42 RIVER DRIVE
 WILSON HILL
 MASSENA, NY 13662
 Joined: 05/20/2006
 Dropped: 08/09/2021
 Reason: Deceased

Total Deceased Members in LOUISVILLE: 1

NEW HARTFORD NY MILLS WHITESTOWN (008281) - LIONS CLUB

HAROLD L KLEIN (841395)
 310 WASHINGTON DRIVE
 NEW HARTFORD, NY 13413
 Joined: 01/01/1972
 Dropped: 10/15/2021
 Reason: Deceased

Total Deceased Members in NEW HARTFORD NY MILLS WHITESTOWN: 1

NORTHVILLE SACANDAGA (044953) - LIONS CLUB

JOHN H TUCCIO (1110639)
 PO BOX 345
 NORTHVILLE, NY 12134 0345
 Joined: 02/01/1990
 Dropped: 11/29/2021
 Reason: Deceased

Total Deceased Members in NORTHVILLE SACANDAGA: 1

OGDENSBURG (008173) - LIONS CLUB

THOMAS E HANNAN (1116110)
 31 COUNTRY CLUB SHORES EAST
 OGDENSBURG, NY 13669 9605
 Joined: 02/01/1972
 Dropped: 12/23/2021
 Reason: Deceased

Total Deceased Members in OGDENSBURG: 1

PERU (008174) - LIONS CLUB

GUY ROTZ (1153912)
 219 MILITARY TPKE
 PLATTSBURGH, NY 12901 6248
 Joined: 11/01/1976
 Dropped: 09/08/2021
 Reason: Deceased

District 20 W**Deceased Members reported
07/2021 - 01/2022****Total Deceased Members in PERU: 1****PLATTSBURGH (008175) - LIONS CLUB**ISMAEL COLON (1164680)
709 LAFAYETTE PARK DR
LITTLE RIVER, SC 29566Joined: 10/01/1971
Dropped: 11/03/2021
Reason: Deceased**Total Deceased Members in PLATTSBURGH: 1****RAQUETTE RIVER (008176) - LIONS CLUB**BETSY A BAKER-WHITNEY (1180810)
33 HILLCREST DR
POTSDAM, NY 13676 2106Joined: 04/01/1996
Dropped: 10/19/2021
Reason: Deceased**Total Deceased Members in RAQUETTE RIVER: 1****SPECULATOR (008292) - LIONS CLUB**BERNARD P BEAUDOIN (2579199)
P O BOX 117PISECO, NY 12139
Joined: 10/01/2006
Dropped: 09/15/2021

Reason: Deceased

WILLIAM S WALLER (3945928)
P. O. BOX 432SPECULATOR, NY 12164
Joined: 05/03/2014
Dropped: 09/15/2021

Reason: Deceased

Total Deceased Members in SPECULATOR: 2**TOWN OF GREENFIELD (045321) - LIONS CLUB**FREDERICK E EMERY (965185)
346 GRANGE RD
GREENFIELD CENTER, NY 12833 1603Joined: 10/01/1989
Dropped: 07/08/2021
Reason: Deceased**Total Deceased Members in TOWN OF GREENFIELD: 1****TUPPER LAKE (008184) - LIONS CLUB**

District 20 W
Deceased Members reported
07/2021 - 01/2022

BILL LEWIS (2886717)
 36 WEST LAKE ST.
 TUPPER LAKE, NY 12986
 Joined: 09/01/2008
 Dropped: 08/26/2021
 Reason: Deceased

Total Deceased Members in TUPPER LAKE: 1

Total Deceased Members - 21

International/MD20 News

CALENDAR OF EVENTS

MD-20 PDG Organizational Meeting.....	March 26, 2022
Lions Day at the UN	March 11, 2022
District Governor Elect School Binghamton, NY	April 1-3, 2022
3rd 20-W Cabinet Meeting 232 Broadway, Holiday Inn, Saratoga, NY 12866.....	March 12, 2022
Council Meeting Niagara Falls	May 19, 2022
MD-20 Convention Niagara Falls.....	May 20-23, 2022
4th 20-W Cabinet Meeting Assessment of 21-22 and Action Plans and Goals for 22-23, location TBA, Plattsburgh, NY ..	June 4, 2022
International Convention Montreal.....	June 24-28, 2022

MD20 Delinquent Dues Policy *(from the MD20 Policy Manual)*

This applies only to clubs in excess of \$1000 beyond 120 days past due or owing any amount for more than 90 days after a second billing cycle has passed. This basically means haven't paid in 450 days.

MD20 Delinquent Dues Policy

Any club in arrears to Multiple District 20 for dues in excess of \$1,000 beyond 120 days, or in arrears to Multiple District 20 for dues in any amount for more than 90 days after a second consecutive billing cycle has passed without full payment having been made, shall be subject to the following administrative actions:

- 1) Once the above default date is triggered, the Council Secretary-Treasurer shall send a letter to the delinquent club's president, secretary, treasurer and any PDGs therein informing these club leaders that the arrears situation must be addressed immediately. The letter must advise the leaders of the delinquent club that the failure to address the situation will result in the club being recommended for placement on status quo with the possible loss of the club charter (see Appendix A). A copy of this letter shall be sent to the district governor in whose district the delinquent club is located.
- 2) If the delinquent club's leaders fail to respond to the above referenced letter within 30 days thereof, by way of immediate payment or the execution of a payment plan to address the arrears, then the district governor in whose district the delinquent club is located, or his/her representative, shall make immediate contact with the club leaders to accomplish the following:
 - a) a review of the club roster to determine the accuracy of each member's status and contact information, and the accuracy of the club officer information listed on the PU101;
 - b) a review of the billing procedures utilized by the club for the collection of member dues;
 - c) a review of club accounts to confirm the appropriate segregation of charitable and administrative funds;
 - d) the creation of a plan to address the arrears owed to MD20 from administrative funds, which may include a per capita tax on members for any past dues uncollected and the appropriate billing and collection of same.
- 3) The district governor in whose district the delinquent club is located must submit proof that the steps outlined in paragraph 2 above were accomplished within sixty (60) days of the letter referred to in paragraph 1. Such proof must be in writing and acknowledged by the signature of the district governor, the first vice district governor, the zone chair assigned to the club in question, as well as the club president and the club secretary. Said proof may be in the form of the review and recovery report provided in Appendix B. This sixty (60) day deadline may be extended by the Council Chair for good cause shown.
- 4) If a delinquent club fails to cooperate with the district governor, or his/her representative, in reviewing the club's membership information, billing procedures, and finances as required in paragraph 2 above, and/or fails to enter into a payment plan to satisfy its arrears within sixty (60) days of receipt of the letter referred to in paragraph 1, then the district governor must request that LCI place the delinquent club on status quo in accordance with the policy set forth in Chapter V of the LCI Board Policy Manual. Said status quo request may be in the form provided in Appendix C. This sixty (60) day deadline may be extended by the Council Chair for good cause shown. A district governor may rely on the collection attempts made by his/her predecessor in order to satisfy the preconditions for a status quo request.
- 5) If the district governor in whose district a delinquent club is located fails to submit the proof required by paragraph 3 above prior to the close of the council meeting next occurring after the 60-day deadline (or any extension of same granted by the Council Chair), or fails to request that a delinquent club be placed on status quo in accordance with the policy set forth in Chapter V of the LCI Board Policy Manual after appropriate efforts were made to address the club's delinquency, then the Council Chair may direct the Council Secretary Treasurer to:
 - a) withhold district dues disbursements to that district until such time as the requirements are met, except that under no circumstances may such payments be held beyond June 1 of the Lionistic year in question.
 - b) withhold any MD20 reimbursement to the district governor for expenses related to travel to and from the International Convention.
- 6) The Council Secretary-Treasurer and the MD20 Office are directed to provide the delinquent club and the district governor in whose district the delinquent club is located all necessary documentation and assistance to verify the history of the arrears, including proof of billing, payments and collection attempts. The Council Secretary-Treasurer and the MD20 Office shall work with the delinquent club and the district governor at every stage of this process to agree on appropriate terms for the collection of arrears.
- 7) The Council Secretary-Treasurer shall report to the Council at every council meeting the status of all attempts to collect delinquent dues within the various districts, and the Council shall act on any appropriate requests consistent with these policies and procedures.

Resources



Lions Club Secretaries
are integral in holding
clubs together!

One responsibility is

**MONTHLY MEMBERSHIP
REPORTING**

IT'S SO EASY!

1. GO TO: www.lionsclubs.org
2. CLICK: Member Login
3. ENTER: User Name and Password
4. SELECT: MyLCI Button
5. MEMBERSHIP BOX (LOWER LEFT HAND: Click More Membership
6. TOP OF NEXT PAGE: Add Member or Report no Change to Month Buttons.
7. SELECT NO CHANGE or ADD MEMBER to ADD or DROP , Depending on what you are Reporting

**REMEMBER THAT MEMBERSHIP
MUST BE REPORTED EVERY MONTH
EVEN IF YOU HAVE NO CHANGE!**



Lions Clubs International

Dear Lion Leader,

As your clubs and districts develop plans for membership satisfaction and retention, connecting with the Membership Committee is a great way to help with planning, create enthusiasm and build the club's membership. In addition, reaching out to members within the club and building teams that will help enhance their experience as Lions is key to success.

Lions Clubs International offers several great resources to help clubs and their members, so take some time to check them out!

- **Membership Satisfaction Guide:** This guide will help you troubleshoot common issues that members have in their experience as Lions. There are useful templates for quick surveys of club members to get a pulse on what they think of your club. This will help you identify areas improving the club experience.
- **Your Club, Your Way!:** This resource offers ideas on how your club can customize your meetings for an enjoyable membership experience.
- **Club Quality Initiative (CQI):** Change is critical for each club. The CQI is a strategic planning tool that helps clubs identify opportunities for improvement. By understanding our current operations, identifying areas that can be improved and taking measured steps to accomplish your goals, your club can be even better.
- **Build a Vision for Your Club:** Use this planning guide and PowerPoint to discover your club's strengths, ways to improve and new opportunities that will help your club grow and thrive! Planning forms help you develop a vision, assess your club's needs and organize your plan for successful implementation.
- **The Club Excellence Award (see following pages):** This resource serves as your club's roadmap to excellence, focusing on the key elements of a quality club: membership, service, organizational excellence and marketing. If you have any questions about the award, please contact us by email at clubexcellenceaward@lionsclubs.org or by phone at (630) 468-6828.

If you are a Facebook user, visit us at Improving Lions Club Quality to find helpful information from Lions around the world. You can post questions, comments, stories and share new ideas to improve clubs within your zone.

We look forward to supporting you. Please contact us if you have any questions by email at clubofficers@lionsclubs.org or by phone at (630) 468-6890 or (630) 468-7084.

Sincerely,

Your District & Club Administration Division Support Team



Lions Clubs International

2021-2022

CLUB EXCELLENCE AWARD APPLICATION

Date: _____

Club Name: _____ Club Number: _____ District: _____

2021-2022 Club President's Name: _____

Member Number: _____ Email Address: _____

1. MEMBERSHIP

- ☐ Achieved a net growth of: _____ **or** ☐ Chartered new Lions club, Leo Club or Club Branch

Name of club, or branch: _____

2. SERVICE

- ☐ Contributed to LCIF
- ☐ Started a new service project. *Consider one of our Global Causes!*
- ☐ List Three projects/events reported by the club:

1. _____

2. _____

3. _____

3. LEADERSHIP & ORGANIZATIONAL EXCELLENCE

- ☐ Club is in Good Standing: Not in Status Quo or Financial Suspension. District dues paid and no unpaid balance with LC greater than US\$50 outstanding 90 days or more.
- ☐ Reported Club Officers to LCI
- ☐ Key Officers participate in one or more of the following leadership training events. Select all that apply:
- ☐ District
- ☐ Multiple District
- ☐ International
- ☐ Webinars
- ☐ Lions Learning Center
- ☐ Improvement opportunities can be identified with tools such as the *Club Quality Initiative, Your Club, Your Way!* and *Build a Vision for Your Club*

Improvements include: _____

...continued on next page

4. MARKETING AND COMMUNICATION

☐ The club has publicized its service activities through local media or social media. Choose all that apply:

- ☐ Facebook
- ☐ Instagram
- ☐ Twitter
- ☐ Billboards
- ☐ Presentation Groups
- ☐ Local Paper
- ☐ Radio
- ☐ Club Website
- ☐ Posted or Distributed Flyers
- ☐ Other

2021-2022 District Governor Signature*: District:

Member Number: Date:

Due by: August 31, 2022

Send to: clubexcellenceaward@lionsclubs.org or fax to (630) 468-6828

Awards Mailed to: 2022-2023 District Governors

*If sent from district governor's registered email, it qualifies as signature on applications submitted electronically.

Request for review of award eligibility from a disqualified club will be considered only if received at International Headquarters within 12 months after completion of the fiscal year; provided that the original application form is already filed at LCI.



Lions Clubs International

District and Clubs Administration

Lions Clubs International

300 W. 22nd St.

Oak Brook IL 60523-8842 USA

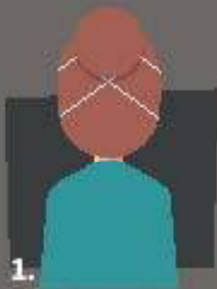
www.lionsclubs.org

DA-CEA 3/21 EN

Wearing a mask with your hearing aids



Clever tips to protect your ears and hearing aids while wearing a mask



1.

If you have long hair, pull it back into a bun and loop the elastics around the bun.



2.

Create a "mask extender" out of fabric or ribbon about 4 inches long. Buttons sewn on either side allows for a place to put the elastic other than your ears.



3.

Sew 2 large buttons onto a soft headband, placing the buttons to line up with each ear. Looping the elastic around each button will take the strain off your ears.



4.

Use masks with string or ribbons that tie in the back. There are YouTube videos on creating masks that tie, which puts absolutely no pressure on the ears.

Communicating when wearing a mask



Speak slowly, clearly and at a normal volume.



Rephrase remarks when not understood.



Take turns when speaking.



Make sure hearing aid users have them on.



Keep background noise in the room to a minimum.



Face each other (at a safe distance).

When removing your mask...

Check to make sure hearing aids are still in place after removing a mask as they may come off with mask removal.



Are your club Events and Articles in the Roar?

DEADLINE IS THE 28TH OF THE MONTH

Publication is as close to the 1st as possible.
(Please keep this in mind if you have event at the beginning of the month.)

ARTICLES

- Digital submission **ONLY**, (in upper/lower case format).
- Microsoft Word, PDF, or text embedded in an email are acceptable.
- **NO SCANNED NEWSPAPER ARTICLES.** Newspaper articles will be accepted **IF** they are in digital format, and **ONLY** with written permission from the originating publication.
- **SPELL CHECK** everything, particularly names, titles, club name, etc.

PHOTOS

- Digital submission preferred in JPG.
- Hard copy newspaper photos are not acceptable. Digital newspaper photos are acceptable **ONLY** with written permission from the originating publication/photographer, with photographer credit.
- **SPELL CHECK** everything, particularly names, titles, club name, etc.
- **PLEASE MAKE SURE CAPTIONS ARE IDENTIFIED WITH CORRESPONDING PHOTOS!**

EVENT FLYERS

- Digital submission in verticle format; .jpg, .pdf format or Microsoft Word are acceptable.
- **SPELL CHECK** everything, particularly names, titles, club name, etc.

Submissions can be made to **karen@deuxflutes.com**

IMPORTANT LINKS

Zone and Region Chairs

<https://tinyurl.com/y7dtrtz5>

Service Toolkit

<https://tinyurl.com/ybq7vnhd>

Club Resource Center

<https://tinyurl.com/y7onrj7l>

Club President

<https://tinyurl.com/ycbk9l9e>

Lions Learning Center

<https://tinyurl.com/y96hmy27>

Lions University

<https://lionsuniversity.org/>

Club Secretary

<https://tinyurl.com/y9ke23xg>

Club Treasurer

<https://tinyurl.com/y92he2c8>

Membership Chair

<https://tinyurl.com/yckcqmq6u>

Services Chair

<https://tinyurl.com/y7nepq8p>

LCIF Coordinator

<https://tinyurl.com/y7w9zjzp>

Marketing and Communications

<https://tinyurl.com/y9scx447>



Lions Hearing Conservation Society of NYS

LIONS LOAN-OUT EQUIPMENT

Below is a list of assistive devices available at many of LHCS of NYS's Loan-Out Centers.

(Other equipment may be available upon request)

Pocketalker

Personal amplifier. Ideal for one-to-one communication and TV listening.

Whistle Stop

Phone adapter to prevent feedback from using the telephone with a hearing aid.

Infrared TV Listening System

Wireless infrared amplification system.

Digital Alarm Clock

Wake to an alarm, a flashing light, or a portable pillow shaker.

Personal FM System

Wireless portable amplification system. Transmits up to 300 feet. Helpful for an individual or large group situation.

Alert Master

Uses a pillow shaker and a lamp flashing simultaneously to alert you to a smoke detector sounding, door knocking, telephone ringing, and alarm clock activation.

Amplified Telephone

Adjustable volume control with amplified ringer.

Cap-Tel Telephone

Telephone that has both amplification and caption capability. Telephone ringing, and alarm clock activation.

Amplified Telephone Ringers

Provides adjustable ring volume, frequency, and pitch tone.

Personal Body Pager

Pager works with the Alert Master. You wear it to alert to sounds while awake.

LIONS LOAN-OUT CENTERS

Madison Hearing Center

14 Columbia Circle West Drive, Suite 202

Albany, NY 12203

Voice: (518) 690-2060

Northeastern Association of the Blind at Albany

301 Washington Avenue

Albany, NY 12206

Voice: (518) 463-1211, ext. 241

Madison & Saratoga Hearing Center

81 Miller Road, Suite 700

Castleton, NY 12033

Voice: (518) 689-0792

Center for Better Hearing

318 Ridge Street

Glens Falls, NY 12801

Voice: (518) 638-4363

Audiologic Solutions

361 Fairview Avenue, Suite 350

Hudson, NY 12534

Voice: (518) 631-2564

Saratoga Hearing Center/Saratoga Medical Arts Bldg.

414 Maple Avenue

Saratoga Springs, NY 12866

Voice/TTY: (518) 584-0578

Schoharie Office for the Aging

113 Park Place, Suite 3

Schoharie, NY 12157

Voice: (518) 295-2001

Resource Center for Independent Living

131 Genesee Street

Utica, NY 13503

Voice: (315) 797-4642 Ext. 2928

TTY: (315) 797-5837

Capital Region Hearing

9 West Sand Lake Road

Wynantskill, NY 12198

Voice: (518) 326-1742