"ROOTED IN SERVICE" is the theme for this Lions year. It is our theme not only Internationally but also,at the Multi-District, District and Club level. SERVICE is how the Lions became the largest organization of its kind and it continues to be our way forward, the future of Lions. We will continue to emphasize SERVICE as the way to attract new members and keep the members we already have.

I also want to emphasize the importance of attracting younger individuals into Lionism. Invite young people to your SERVICE projects. Let them see first hand what "WE SERVE" truly means.Young people want to be involved' We, as older Lions , have to be willing to ask. You won't get them all but you will get enough to add energy and new ideas to your Club. We all have grandkids, nieces,nephews, neighbors, co-workers etc. Tell them why you became a Lion and the satisfaction they can receive when SERVING someone in need.

We will continue to work on your behalf to help each Club reach their potential.

Yours in Lionism.
DG Gary OH5