



Serving members of MD36 Oregon and Northern CA

December, 2016 Volume 5/16-17

**WISHING EVERYONE A HAPPY
HOLIDAY SEASON AND
A WONDERFUL NEW YEAR!!!**



**PDG Lion Jim Stagl presented the
Melvin Jones Fellow Award to
Lion Paulette Nordin**

See story on page 7

ANNIVERSARIES

December 2016 marks the anniversary of another year in Lionism. It's great to be a part of a network of Lions who are recognized as the greatest service organization worldwide! Indeed, your club continues in the excellent tradition of service and pride under the banner of Lionism.

December

Portland Downtown	December 2, 1921
Mill City	December 11, 1947
Eagle Point	December 16, 1951
Garibaldi	December 7, 1953
Halfway	December 8, 1965
Estacada	December 15, 1966
Hood River Eye Openers	December 29, 1975
Bonanza	December 21, 1977
Mount Angel	December 19, 1980
Eugene Cascade	December 26, 2001

NEW MAILING ADDRESS FOR MULTIPLE DISTRICT 36 HEADQUARTERS!!!

The office is no longer at 1075 Washington Street, Suite #212, Eugene, OR 97401

Please address mail to:
PO Box 51345
Eugene, OR 97405



The Oregon Lion Website:
www.md36lionsclubs.org

THE OREGON LION (USPS No. 119-630) is published monthly for \$7.00 per year (in state); \$8.00 per year (out of state) by Lions Club International, Multiple District 36, PO Box 51345, Eugene, OR 97405.

Phone: 541.484.0452

Periodical postage paid at Eugene, OR and additional mailing office.

Postmaster: Send address changes to:

The Oregon Lion, PO Box 51345,
Eugene, OR 97405

Magazine Staff:

Leah Hawes, Exec. Secretary

Email: md36lions@comcast.net

Address: PO Box 51345,
Eugene, OR 97405

MONTHLY CALENDARS

MEETINGS

December

- 8 OLSHF Exec. Comm @11am @ OLSHF
- 14 Patient Care Comm Mtg @ noon OLSHF
- 15 OLSHF Webinar at 11am

January

- 11 OLSHF Patient Care Committee meeting @ 12 @ OLSHF
- 12 Executive Committee @ 11am @ OLSHF
- 24 OLSHF Board Development @12 @ OLSHF
- 30 Southern Oregon Lions Sight & Hearing Center Board meeting @6pm

EVENTS

December

- 5 Eyeglass Sorting Party - Keizer - Keizer Lions Hall, 4100 Cherry Ave., NE @6pm
- 10 *The Oregon Lion* article deadline (for January issue)
- 23-26 Christmas Holiday - HQ/OLSHF offices closed
- 31 New Years Eve - HQ/OLSHF closed

January

- 2 New Years Day - HQ/OLSHF closed
- 11 *The Oregon Lion* article deadline (for February issue)
- 16 Martin Luther King Day - HQ/OLSHF offices closed

February

- 6 Eyeglass Sorting Party - Keizer - Keizer Lions Hall, 4100 Cherry Ave., NE @6pm



CC Steve Oliver is recognized with the Builder Key Award for bringing in 10 new Lions to the Elgin Lions Club. President Bob Thomas presents the award.

submitted by PDG Gerald Hopkins

Council Chair News



Steve Oliver

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Website: md36lionsclubs.org

What an exciting time is almost upon us, the holidays: Thanksgiving, Christmas and New Years. This is always such a great time for LIONS. Lions clubs go all out to help those who are less fortunate. This is a time when we help the food banks fill their shelves. We set up in cooperative grocery stores and get the patrons to donate needed food. My Club here in Elgin received over 900 lbs. of food and cash of over \$100. A great time was had by all. Other clubs have many warm hats and gloves to donate which is great because the cold weather is almost here. Turkeys are being purchased and donated to those who are unable to buy them for their holiday dinners. It is so exciting to help those who are in need. When your club asks for help in one of these endeavors, please respond with a resounding YES.

Now to change from service projects to news from International President Corlew. He just announced that membership in LIONS Clubs around the world has surpassed the 1.4 million mark. Just four years ago when I was a District Governor, the membership number was 1.3 million members. What an accomplishment. President Corlew also announced that the goal of the LIONS new strategic plan, LCI FORWARD, is to triple the service impact by serving 200 million people a year by the year 2021. Right now each LIONS club member serves on the average 70 people. More members mean that we can provide more service to the people who need us. We need to use this strategic plan to motivate us to add and retain members.

If your club has trouble retaining members, Vice Council Chair Hank Calhoun has an excellent letter that he sends out to members who have dropped out of their club. He thanks them and then asks them to send back the reason or reasons why they dropped their membership. The club can then look at answers that are returned and, if needed, change procedures. It is a very handy tool.

So as we go into this holiday season, remember why we are LIONS: Service.

Directory Corrections

Page

- 38 Central Linn Lions Club. Secretary change from Daniela Kropf to Lynne Heller.
- 95 Add Heller, Lynne, trilliumoaks@gmail.com, phone number (541) 466.5695.
- 98 Kropf, Daniela can be crossed off. No longer secretary of Central Linn Lions Club.

French Prairie Centennial Lions Branch Club

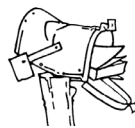


Top picture: (l-r) French Prairie Centennial Lions Dee Sholkoff and Roy Griffin package sacked meals to be delivered to the North Marion School District. This was the Club's first time packing meals.

Bottom pictures: Club President Sue Jagers is joined by PDG Jim and son Matthieu packing the meals for the backpack Buddy program. The Club packed 65 meals on October 27.

Are You Moving? Have You Moved?

We need a couple of days to change your address. Please give us your old address, as well as your new one, by attaching a label from a recent issue of *The Oregon Lion* in the space shown.



Mail entire form to:
The Oregon Lion
 PO Box 51345
 Eugene, OR 97405

Attach Your Address Label Here

Name (print) _____

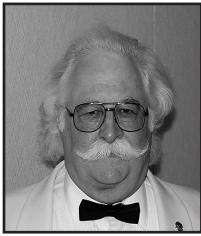
New Address _____

City _____ State _____ Zip _____

Old Address _____

Club _____

District O - Northwest - North Coast



District O Governor Column

Garry Charbonneau

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C) 971.241.4738

• gmcharbonneau@gmail.com

Website: www.lionsoforegon.net

Facebook: District 36-O Lions Clubs

Instagram: district36olionsclubs

Fellow Lions,

Have you ever thought about what it takes to be a leader? Could I be one who can get the job done? The answer is you're never know unless you try and to be a leader you have to be willing to say I can do this. There is lots of literature available that describes and explains what you need to be a leader. Most people think that leaders are born but that's not true. Most leaders are made. Even those who are born into the position, still have to learn what it takes to be a leader. Below is from the website, *Top 10 Leadership Skills of Great Leaders*.

- Leaders have to be TRUSTWORTHY; trustworthy leaders create leaders that are better than they are. A leader can become more self-aware, be adaptable, believe in others, and communicate clearly.
- Leaders should IGNITE PASSION to others through their love of life, doing new things, taking risks, being motivated, and having a sense of urgency. Passionate people are optimistic, have a great story, involve people, and have a simple recharge strategy.
- Leaders should MOTIVATE PEOPLE; great leaders believe people determine success or failure. What propels and sustains a successful organization is its diversity of talented and motivated people. They also need to understand the value of motivational rewards.
- Leaders have to have ETHICS; an ethical leader is one that considers positive and negative views, the rights of others involved, ensures decisions are made in an ethical manner, and members are held accountable. The ethical actions of a leader enhance his or hers credibility and integrity which causes followers to trust.

These are just four from the list that I view as most important in being a leader. Next is what do we do to encourage members to be leaders. Here's a short list put forth from our last cabinet meeting:

- Assign/appoint club members to head or co-chair a committee.
- Encourage and provide scholarships to attend leadership forums.
- Provide a Lions club handbook.
- Delegate club and District responsibilities so more people can be involved.
- Educate new members right away about the club, District, committees and leadership roles.

Have a Happy Thanksgiving!

District R - Willamette Valley - Central Coast



District R Governor Column

Judy Kauffman (Cy, PDG)

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VISITATIONS

Something interesting happens when a District Governor visits a club. Suddenly the club becomes real to the Governor, not just a line in a book and a duty to be fulfilled. Not only is there a rush of energy between the parties, but an alliance with our communities is renewed for a common cause - WE SERVE.

Club visits offer a look into the club, its members, and how the club works in the community. Hopefully, every club has a relationship with their community that provides for addressing the needs in the community. The club should be ready to fill needs to youth, the hungry, the environment, and vision.

The four areas of support mentioned are the focus of our Centennial Celebration. Hopefully, all clubs will provide support to the community in each of these four areas. Many clubs will do multiple projects in these areas. WHAT AN OPPORTUNITY!

It has been such a pleasure to visit clubs and see the different ways they are supporting their communities. School vision screenings are at the top of the list. What a response from the community to how we are helping school children. Close behind is the help we give to provide food for the hungry, in food pantries and other ways. I love to hear that clubs are providing teddy bears to the fire departments and sheriff departments to give to children during emergency visits. I feel good knowing that children are getting backpacks of food for the weekend. There are just so many ways we are helping our communities through our clubs.

I attended the dedication of the Veterans Memorial Park in Springfield last weekend. It touched my heart to know that two Clubs, Springfield and Springfield Mohawk, each donated a bench for the park. It was a great contribution to the community. *Thank you!*

I am honored to visit each club in my District and please know that I love what you are doing for your communities!

District E - Southern - South Coast



District E Governor Column

Carol Brink (Doug)
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Christmas is fast approaching and there has been a flurry of activity in District 36-E since Thanksgiving.

Fundraiser Flurry:

- *See's Candy Sales:* Coquille, North Bend, Klamath, Roseburg, Sutherlin, other clubs
- *Christmas Wreath Sales:* Eagle Point Lions

Service Flurry:

- *Blanket and Coat Collection:* Sutherlin Lioness
- *Christmas Kettle Bell Ringing:* Roseburg Umpqua, Brookings-Harbor et al.
- *Salvation Army's Dress a Child:* Roseburg Noon Club, et al.
- *Christmas Coloring Contest:* Keno, Sutherlin Lions
- *Children's Parties, Gifts:* Ashland, Sutherlin Lions, Brookings-Harbor, Roseburg Umpqua
- *Family, Senior Christmas Baskets:* Canyonville, Crescent/Gilchrist, Jacksonville, Keno
- *Display Christmas Lights in City and Parks:* Powers, Grants Pass, Redwood Lions, et al.
- *Pancake Breakfast With Santa:* Myrtle Point Lions

These are all wonderful fundraiser and service projects. I am delighted that Lions clubs in my district are providing fantastic holidays for their local communities and children. I "apologize if I missed naming some of 36-E clubs" because I know you all "Have the heart of a Lion" and are doing something in your area to brighten the lives of families around the holidays. Below are other service ideas for Lions clubs; some are inexpensive but may involve your time.

OTHER IDEAS:

Food Pantry: Hold a Food Drive; donate money for holiday baskets; buy hams, turkeys

Christmas Parade: Enter a float, could be simple like a golf cart with Lions signage, lights

Christmas Cards: Sharon Elder's idea - have your clubs sign Christmas cards and take them to Assisted Living, Hospitals and Veteran Centers, let people know you care

Christmas Cookies: Thanks for Serving - take to Police Dept., Fire Dept., Library, City Hall

Homeless Shelters or Veteran homes: Serve food; take women's and men's socks, blankets, gloves, warm hats to shelters/homes; make "Care Kits" for the homeless that include a bottle of water, a granola bar, and a \$5 gift card to a local pharmacy

Nursing Homes to Shut-ins: Visit senior citizens, veterans to sing Christmas Carols, read stories residents, play board games, or just sit and talk with them.

Whatever you do you also will be served, served joy in your heart....Merry Christmas Lions.

"Let's Celebrate Together the Heart of a Lion" by doing many acts of kindness this month.

District G - Central - Eastern Oregon



District G Governor Column

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Holidays are upon us and DGs are still working on their visitations. Clubs in 36-G are also preparing for the holidays.

Three Sisters Lions are holding their Annual Holiday Faire from November 25th to December 18th in Sisters. If you are in the neighborhood, be sure to stop and shop.

Enterprise-Joseph Lions expect to close on the ownership of their ski resort in January. It is the place for your next ski adventure. Ferguson Ridge Ski Resort has a T-bar lift, a rope tow and is run by all volunteers. It is a perfect place to learn to ski while helping Lions. Bring your family for a day of skiing at affordable Fergi.

Baker City Lions are arranging for their entry in the Baker City Festival of Trees. They are very active and fun to visit. Union Lions are preparing for a Harvest dinner. Meantime, the Mitchell Lions are raising money with their annual Turkey Shoot. You should absolutely attend the Turkey Shoot if you were the winner of the rifle raffle!

Ask any Prineville Lions Club member and they will tell you that their Tail Twister, Lion Jerry Pimentel, is fun and twisted. I ask you, dear reader, is it ethical to fine the visiting DG??

Throughout 36-G, Lions are completing vision testing in their local schools just as other Lions across Oregon are doing the same. Our united goal is testing every student this year.

A thank you to PID Dennis Tichenor for addressing our new Redmond Lions and performing the induction and installation. He made the Charter Party special. Our new Lions are beginning their community service projects with energy and enthusiasm. We welcome the new Lion President Aaron Adams, the Lion Secretary/Treasurer Debra Knight and their 23 wonderful Club members.



INVITATION TO ALL CLUBS
DISTRICT "0"

CONVENTION BASKETS

THEME: CELEBRATE 100 YEARS OF SERVICE

YOUR CLUB CAN WIN
BEST THEME \$50
MOST TICKETS \$50

FEBRUARY 18TH 2017
McMINNVILLE COMMUNITY CENTER



Crooked River Ranch Lions Surprise Member with Melvin Jones Fellow Award



PDG Lion Jim Stagl thanked Lion Paulette Nordin for her service to the Crooked River Ranch Lions Club and the Ranch community.

PDG Jim Stagl pulled off big surprise with a Melvin Jones award to one of Crooked River Ranch Lions well-loved members in a festive outdoor setting. With a majority of the Club's members present as well as many members of the Ranch community and out-of-town guests, recipient Lion Paulette Nordin was taken completely by surprise during a birthday celebration being held for Crooked River Ranch Lions President Phyllis Carlin who graciously agreed to the departure from her festivities. Lion Paulette has served in many capacities for the Lions and the Ranch community. She was Club Treasurer, District Treasurer and Co-Chair for DG Jim Stagl's convention. In addition, she served on a number of fundraising committees including the 4th of July Buffalo Feed, the Barn Dance, Casino Night and others. Lion Paulette also served as Secretary of the Oregon Lions Sight and Hearing Foundation Board of Trustees. She was the driving force behind establishing the Club's scholarship foundation and acquiring its 501c3 certification, spending many hours dealing with State and Federal agencies as well as Lions International. Beyond her Lions service, Lion Paulette was very active in the Ranch community volunteerism, holding positions on several committees including Phase Reps and Architectural Review Committee. Lion Paulette's service to the Lions and the Ranch community exemplifies the Lions motto, "We Serve". Congratulations Lion Paulette.

submitted by PDG Jim Stagl

Pendleton Tree Planting Projects

For a Lions Centennial Legacy Project, the Pendleton Lions have been planting trees in Pendleton Parks, in conjunction with the City of Pendleton Parks and Recreation Department. Donnie Cook, Director and a new Pendleton Lion, is working to earn Pendleton the designation of Tree City USA from the Arbor Day Foundation.

Pendleton Lions got involved when Lion John Taylor noticed that winter kill had destroyed trees in Pioneer Park. After speaking with Donnie about the matter, Lion John not only got the Club involved in planting new trees but also convinced Donnie to become a Lion!

At the official dedication of the new trees this summer, the Pendleton Chamber of Commerce Ambassadors held a ribbon cutting in Pioneer Park to recognize the Lions contribution to Pendleton.

This fall the Lions again worked with Donnie and the Parks Department to plant more trees in Grecian Heights Park. Lion John was pleased to note that one of the trees, a maple, came already decked out in its fall colors.

When the Lions meet in Pendleton for the State Convention and Lions Centennial celebration this May 18 - 20, the Saturday parade will end beside the new Pioneer Park trees! The Pendleton Lions Club plans to keep planting trees every year to enhance their city parks and other public spaces.



Lion John Taylor standing beside beautiful maple tree



Front row- Joyce Folis, Steve Mohrland, Joann Harris, Jan Stewart (with scissors), Randee Bronson, Carolyn Pearson, Virginia Jones, Pat Hagan.
Second row- Gib Branstetter, Jameson Hays, Jon Spilker, Judy Severin, Bill Taylor, John Taylor, Ben Eckles.
Back row- Bob Guarrant (blue), Micah Johnstone (dark glasses), Alan Kendrick, Chuck Showaker, Fred Bradbury, Jon Ehlers.
Not visible in picture is Donna Bradbury and Buffy Farber - they are under the cowboy hats in back!

submitted by Lion John Taylor
Oregon Lion December 2016 7

Autologous Serum Eye Drops

It goes without saying that all of us have experienced dry eyes at some point and for most of us, that gritty, eyelids-stay-open-when-you-want-them-to-close feeling is only temporary. Unfortunately, there is a group of us out there for whom this feeling is constant.

Sjögren's syndrome is an autoimmune disorder that is characterized by severe dry eyes (your own immune system obliterates the cells of the tear ducts). This is a problem because, aside from discomfort, decreased tear production can lead to more long-lasting and damaging problems like infection, epithelial defects and inhibited healing. When I was diagnosed with this disorder, I didn't feel particularly dry-eyed; over the years, it has become much more noticeable. Over the years, I have experimented with a number of different eye drops to relieve the discomfort; some drugstore eye drops aren't bad for temporary relief, but none are long-lasting and they don't address the root of the issue. Fortunately, great strides in dry eye therapy are being made.

One of the latest developments in this kind of therapy are autologous serum eye drops, or ASED, and **Lions VisinGift** is at the forefront of their production. The process of creating ASED is fairly simple, but the effects are far from it – they are amazing. The eye drops are made from one's own blood serum and have enzymes, antibodies, hormones and other nutritive components that help to heal and even reverse persistent, severe dry eyes.

Several months ago, after a (relatively) painless blood draw here at the eye bank, I received my own batch of ASED. I was ready to see if they were as good as everyone said they were. Admittedly, I'm horrible with maintaining a schedule for things like this, but I manage to use it at least a couple of times every day (I'm told that most ASED orders call for drops up to 6 times per day).

Here are some of the things I've learned since using them:

1. Holy smokes! Yes, they work. Even though I sometimes forget doses, my eyes feel like they've had a complete turnaround. It took about a month for me to start feeling any difference, but it has only gotten better.
2. There are no preservatives in the drops, so they need to be refrigerated- and when they go into your eyes, the cool liquid is super soothing. And (this might sound yuck but doesn't feel yuck) they feel just oily enough that it is like an eyeball massage every time you blink. They feel really, really good.
3. They don't discolor my contacts! ASED has a yellowish color because of the serum, and there was some concern that if I used it with my contact lenses, the drops might stain them. That hasn't been the case thus far, though I do have the kind of lenses that I throw away each month. If someone were to have the long-wear contacts, they might have a different experience.
4. I don't have to buy drugstore eye drops anymore.

As **Lions VisionGift** employees, I think we realize that we do such important work for other people – donors, their families, and transplant recipients – but it can be easy to forget that we can also benefit from our own products and procedures. Though I had read some of the research on ASED and I understand scientifically how it works, it was a very different thing to actually experience it myself. Having felt the significant improvement in the dryness of my eyes change so drastically in the short time I've been using ASED, I am blown away how such a seemingly small thing can make such a huge impact on my health, perspective, and attitude.
#ASEDFan4Life

submitted by Jess Honaker of Lions VisionGift



Chris Stoeger, MBA, CEBT, CTBS to Head Lions VisionGift

Chris Stoeger, longtime Director of Operations at *Lions VisionGift (LVG)* has been chosen as the next CEO to succeed outgoing CEO, Barbara Crow. Chris will take over the helm officially on January 1, 2017.

In January of this year a national search was undertaken to find a replacement for Barbara Crow. From a list of over forty applicants for the coveted position, a Search Committee of the Board selected Chris as the outstanding candidate. Chris began his career as an eye and tissue bank specialist at UT Southwestern Medical Center at Dallas. He moved to Portland in 2000 and began working as an eye bank technician at *LVG*. Over the years he served the eye bank in increasingly responsible roles, most recently as Director of Operations.

Lions VisionGift has made a habit of finding and developing talent within its ranks. Chris will have the advantage of being assisted by a management group that offers a total of well over fifty years of combined industry experience. Couple this with his years of experience as a member of the Eye Bank Association of America's Board of Directors, Accreditation Board, Medical Advisory Board, and Technician Education Committee, and one can see the promise his selection presents to the future success of *LVG*.

The change in leadership at *Lions VisionGift* will not affect any existing contracts or agreements presently in effect. According to Ms. Crow, this transition has been well planned and all customers/clients/partners of *Lions VisionGift* will not be affected in any way. All contracts and/or agreements will be renewed on their natural schedule.

For additional questions, please contact Barbara Crow, 503-808-7020, or Chris Stoeger, 503-808-7002.

MISSION; Advancing transplantation, research and education to honor donors and their gifts of sight

You, Me and the D!

Welcome Everyone,

Please find below some online suggestions I found helpful as we enter the holiday seasons.

Nothing is so contagious as enthusiasm — Samuel Taylor Coleridge

As days shorten and stores fill with holiday treats, it's easy to reach for candy when you need a pick-me-up. Instead, try these sugar-free ways to revitalize.

- Walk around the block. It sounds like exactly what you don't want to do when your energy is flagging. But a brisk, 10-minute walk can be like hitting the reset button.
- Drink a glass of water. Sometimes dehydration can feel like fatigue. There's no potential downside, so drink up. It may be just what your body is craving.
- Flip on a light. Open the blinds or turn on your desk lamp. Not only does your body need sunlight, dim light can dim your energy, too.
- Laugh. Find something silly on YouTube. A laugh can give your brain the positive jolt it needs.
- Grab a cup. Sometimes, you just need a little caffeine. And, if you can walk around the block to a coffee shop, double boost!

reprint from online suggestions from ACCU-CHEK

I would add an important note to the last suggestion noted above. Coffee dehydrates the system and is recommended only if you are a heavy caffeine user. Otherwise, please be moderate in your consumption of products that contain caffeine. As a diabetic it is important that you stay hydrated. Every time you eliminate a substance that is detrimental to your diabetic or pre-diabetic condition, you will become stronger both mentally and physically in your personal confrontation with the effects of diabetes and with the knowledge that you can and will defeat this insidious disease. Please call on whatever power you trust in to assist you in this ongoing battle. Best of luck in your endeavor.

Life has two rules: #1 Never quit #2 Always remember rule #1 –Unknown

submitted by PCC Charlie Tate, MD36 Diabetes Chairman

Feel free to contact me at my cell: 503.409.1861 or my email: commontate@hotmail.com

Tree Planting as a Bethel Legacy



(l-r) Bethel Lions Larry Painter, Dave Burkhardt, Clyde Beebe and William Van Vliet

Eugene-Bethel Lions commemorated the Lions International Centennial Celebration by completing a Centennial Community Legacy Project. This project involved the planting of an Oregon white oak, *Quercus garryana*, on the grounds of the Bethesda Lutheran Church. The Oregon white oak will eventually reach 50 to 70 feet in height and 2 to 3 feet in diameter. It will have a wide-spreading, round-topped crown that will eventually provide shade for years to come. The Eugene-Bethel Lions have been serving the Eugene-Bethel Community for over 60 years.

submitted by Lion William Van Vliet
Photo by Lion Doug Wade

36-R CONFERENCE REGISTRATION FORM

"Celebrate Lions"

February 4, 2017 * CH2M Hill Alumni Center * Corvallis, Oregon

Please Print legibly.

Registration Deadline: January 28, 2017

Registrant No. 1	Lion <input type="checkbox"/>	Leo <input type="checkbox"/>	First Timer <input type="checkbox"/>	Guest <input type="checkbox"/>
NAME:	_____		NICK NAME: _____	
	Last	First	If different from first name	
TELEPHONE:	_____		E-MAIL: _____	
	Area Code	Number		
CLUB:	_____		CURRENT OFFICE HELD: _____	
<i>Hospitality Book (Reg. & Meal-Lions): \$40.00</i>		<input type="checkbox"/>	<i>Special Needs</i>	
<i>Hospitality Book (Reg. & Meal-Leos): \$25.00</i>		<input type="checkbox"/>	• Vegetarian diet: <input type="checkbox"/>	
<i>Sessions only (No meal): \$25.00</i>		<input type="checkbox"/>	• Gluten free diet: <input type="checkbox"/>	
Meals Include: Morning: Coffee, tea, water, pastries, & fruit. Lunch: Buffet-Mediterranean chicken and sides. Afternoon: Coffee, tea, iced tea, and water.			• Diabetic diet: <input type="checkbox"/>	
			• Other: _____ <input type="checkbox"/>	
			• Hearing Impaired (Signer Needed) <input type="checkbox"/>	

Registrant No. 2	Lion <input type="checkbox"/>	Leo <input type="checkbox"/>	First Timer <input type="checkbox"/>	Guest <input type="checkbox"/>
NAME:	_____		NICK NAME: _____	
	Last	First	If different from first name	
TELEPHONE:	_____		E-MAIL: _____	
	Area Code	Number		
CLUB:	_____		CURRENT OFFICE HELD: _____	
<i>Hospitality Book (Reg. & Meal-Lions): \$40.00</i>		<input type="checkbox"/>	<i>Special Needs</i>	
<i>Hospitality Book (Reg. & Meal-Leos): \$25.00</i>		<input type="checkbox"/>	• Vegetarian diet: <input type="checkbox"/>	
<i>Sessions only (No meal): \$25.00</i>		<input type="checkbox"/>	• Gluten free diet: <input type="checkbox"/>	
Meals Include: Morning: Coffee, tea, water, pastries, & fruit. Lunch: Buffet-Mediterranean chicken and sides. Afternoon: Coffee, tea, iced tea, and water.			• Diabetic diet: <input type="checkbox"/>	
			• Other: _____ <input type="checkbox"/>	
			• Hearing Impaired (Signer Needed) <input type="checkbox"/>	

Parking

Parking is available on site. The street address is: 725 SW 26th Street, Corvallis.

Dress Code

Casual, club vests.

Refund Policy

100% refund if request is received by January 28, 2017. Once meals have been reserved, no refunds will be granted. No refunds at conference. All requests for refunds must be in writing and mailed to: Craig Urbani, 370 College Drive NW, Salem, OR 97304.

To Register

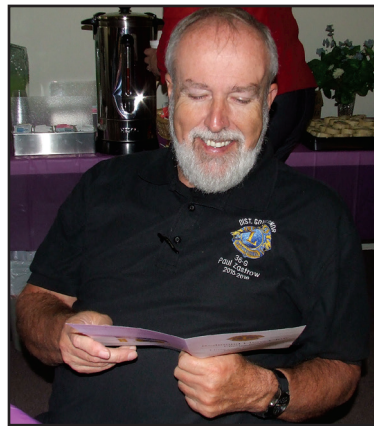
Make checks (NO CASH) payable to District 36-R. Mail registration form and check to: Craig Urbani, 370 College Drive NW, Salem, OR 97304. Registration materials can be picked up on site on arrival at the conference. **Applications received after January 28, 2017 can not be guaranteed meals.**

Questions:

Please direct all questions to: Craig Urbani, Registration Chairman: 503-378-7041; e-mail: ccurbani@comcast.net.

Wham, Bam, Quick District G Cabinet Meeting

Governor Judith Poage quickly and skillfully led the Lions through a speedy District G Cabinet meeting, covering many issues, but allowing time to set up for the charter of the new Redmond Lions Club.



Paul Zastrow addresses the group

Members provided information on their club activities and reports were given by Cabinet officers. PDG Paul Zastrow related that he just returned from a visit with some of his past exchange students in Europe. He said, "What a blast seeing that these young people have become responsible citizens and potential leaders of their countries—certainly gives one hope for the future." PDG Paul also encouraged members to participate in the USA/Canada Forum scheduled to be in Portland next September. He encouraged all to volunteer their talents to make a memorable experience for all. He noted there were four hotels designated specifically for the Forum. He also reported on the new panels for pickups to be used in parades.



Camera catches picture of photographer Ted Carlin taking pictures

PCC Bev Bridgewater provided a Leadership Training session for the members. She noted, "When we can no longer change a situation, we are challenged to change ourselves." PCC Bev asked the members to list successful characteristics of leaders and members offered ideas of inspiration, delegation, communication and listening as key skills. Bev noted, "Your leaders need to develop their skills." She listed areas where information can be obtained including the LCI website, LCI material, club officer training and seminars, District officer training sessions, and District and Multiple District conventions. The USA/Canada Lions Leadership Forum was also listed.

PCC Bridgewater also presented a proposed change to the District G policy: having all checks drawn on the District checking account shall be signed by the Cabinet Treasurer and co-signed by a Past District Governor who currently serves a position on the Cabinet or a Cabinet officer. The Cabinet shall designate at least three signers and no more than five signers for the District account at the first Cabinet meeting each year. Following discussion the Cabinet appointed CC Steve Oliver and PDG Gerald Hopkins to be signers with Cabinet Treasurer Cheryl Hafer.

Awards Chair Lion Kristen Harmon announced the 90th Anniversary Party to be held in The Dalles with featured speaker Congressman Greg Walden. She invited the group to join for fun, food and celebration of the rich history of the club. Lion Kristen also asked members to send nominations for the business award to



PID Dennis Tichenor was a special guest for the activities

PDG Gerald Hopkins, who will make the selection and have a plaque made for the business. Nomination information has been sent to the clubs.

PDG Hopkins provided information on a grant to the Lions Foundation asking for \$8,500 to help with a Community Eye Clinic. The money would be used to update equipment for a lab that is already operating to help local low-income families. The request through Dr. Sam Kimball stated that four optometrists from La Grande Family Eye Care and Apple Eyecare will donate time for the clinic. The grant was ratified by the Cabinet and will be sent to International.

Future cabinet meeting dates were listed for February 4 and April 8, 2017.

The meeting was adjourned to prepare for the Redmond Charter event.

submitted by PDG Gerald Hopkins

Beeswax Subject of Program for Elgin Lions

President Bob and wife Susie Thomas gave real meaning to the old phrase "Oh Beeswax" when they presented a program on beeswax for the Elgin Lions. Both donned the gear they used to work with their own hives. Bob noted that it has been proven that white colored clothing is essential. "Dark colors create aggressive bees."



Lion President Bob Thomas

Also used by the Thomas's are vests for the face and heavy gloves with a suit. Susie noted that a smoker is essential in working with the bees. Blowing smoke into the hives has a soothing effect on the bees. They also gorge themselves with food when it happens. The couple said that weather has a lot to do with the bee activity. "When it is cloudy or rainy, the bees become very irritated," Bob said. "The boxes have one opening," Bob added, "and the box has to be tight to the point that it needs to be pried open. The tight fit will keep out the ants, other bees and yellow jackets cannot enter." Bob said that other animals going after the honey include skunks and raccoons.



Lion Susie Thomas

It is important to keep the honeycomb intact, the couple noted. Bees will not have to rebuild those combs. The chamber box will have one queen bee, which lays about 2000 eggs in one day. The worker bees are the females and the drones have one job--to mate and then they die quickly. Bob chuckled and said "I think there is a lesson to learn from this." At a given time, there will be 40,000 to 50,000 bees in the hive at one time.

The couple noted that bees cap the honey and nectar to keep it dry. "You have to uncap the cells to get wax to make a candle," Bob related. One bee will make 1/8 of a teaspoon in its lifetime. Then its wings wear out. There needs to be 3,000 bees to make 1/2 pint wax from under the abdomen.

Bob and Susie said they used to have ten hives, but now have just one since many bees die from chemical spray. They extract the honey once a year in the fall.

submitted by PDG Gerald Hopkins

Canyonville Lions Club Brings Memorial Wall to Town

Members of the Canyonville Lions Club brought "The Memorial Wall for troops lost in Iraq and Afghanistan" to Canyonville this year. The Wall is a traveling memorial, honoring all service members lost in Iraq and Afghanistan. Organizers say it's the only memorial of its kind. Each fallen soldier is honored with a picture and short biography. The Memorial Wall is presented by the group Vets Helping Vets HQ. "Our intent is to have the Wall travel eventually across the nation" Vets Helping Vets HQ President Victor Kuhns said.

Hundreds of veterans and civilians showed their support by going along for the ride as a motorcycle escort. The Patriot Guard joined the escort in Roseburg. As it arrived in Canyonville, the streets were lined with people and school kids waving the American flag and cheering. It stopped at the Canyonville School. The Canyonville Lions Club, along with other community volunteers, helped to set up the Memorial Wall in the school gym.

It was open for public viewing and all of the schools in the area took their students to see it. It was very educational and a unique opportunity for our small community.

The Memorial Wall travels with the help of sponsors and donations from organizations and the public. The Canyonville Lions Club members arranged for the Wall to come to Canyonville. They helped raise the funds needed, organize the event, set it up and tear it down.

A special "Thank You" to Lion Frank Anderson, who had the idea to bring the Memorial Wall to Canyonville and made it possible and to all of the other amazing people in our community that helped make it happen.

submitted by Lion Dawn Cartwright



The Mexico Eye Clinic is a Wonderful Experience

Seeing people receive glasses to improve their vision and white canes to help the blind become more independent is very heart warming.

This year on November 2-12, 42 volunteers went on a mission trip to Manzanillo, Mexico in the state of Colima. We took 10,000 pair of glasses with us and served just slightly less than 2,300 people in our 5-day clinic. The rest of the time was spent shopping, sightseeing and bonding with our fellow volunteers. We referred 35 people for cataract surgery, tested 200 blood sugars and arranged to have 61 special order glasses made.

This was my 7th trip and renewing old friendships and making new ones is expanding my Lion family globally. You don't need special training to go. Just be willing to work hard and show your love to our brothers and sisters. This is MY heart work!

Next year we will go to Tepic, Mexico in the state of Nayarit. Come join us! For more information Cal Sharon Elder at (971) 570-8956.

*submitted by Robin Herrington
Rockaway Lions Club*

A Flag From The Lions, But Not For First Graders

Lion Paul Barnett, although retired, has a day job, albeit unpaid, two days a week at the local Veterans Clinic. While sitting at the information desk recently, he looked up and there was a young man, built like a football lineman, waiting to ask a question.

"Do you guys have access to flags that can be donated?" he asked.

Paul answered in the negative. The man, whose name he never got, but was probably an assistant football coach, began to tell him about the flag that the Sheldon High School football team uses to precede the team as they run onto the field before a game. He explained that their



(l-r) Lion Paul Barnett, Sheldon High School's Athletic Director Matt Binkerd and Lion Wayne Howard

old flag, although coming from Iraq, was getting old, worn and tattered and they were looking for a donor for a new one. Paul made a couple of suggestions and the conversation ended, at least until that evening when the Eugene Cascade Lions Club met. As the meeting closed, Lion Paul remembered the conversation and asked the Club if they were willing to buy a flag, which they were. Lion Wayne Howard, who

is a member and Past Commander of Veterans of Foreign Wars Post 293, indicated that he could purchase a flag from the VFW.

Lion Wayne purchased a new flag the following day and he and Lion Paul went to Sheldon High School and presented the flag to a surprised and delighted Sheldon Athletic Director, Matt Binkerd.

The whole transaction took fewer than 24 hours, a perfect example of Lions reacting to a need. Thanks to our dedicated Lions and to the VFW for fulfilling this community need so quickly. Our Veterans and Lions ROCK!

submitted by Lion Lindy Moore

Sheriff Rasmussen Addresses Elgin Lions

Union County Sheriff Boyd Rasmussen recently addressed the Elgin Lions, giving an overview of accomplishments and problems in the County.

Sheriff Rasmussen related that he was working with a younger deputy when he realized that he himself had been hired 20 years previously by former Sheriff Steve Oliver. "He gave me a chance as a 23 year old kid. Now I am working with young kids that age. Time really flies by."

"Our office is all about service and the only way to make it work is to do things together." Sheriff Rasmussen praised Mayor Alan Duffy and the Elgin Council for "doing great things in the community. Now our resident deputies are having a high success rate in fighting crime by getting to know the people. What we are seeing is people doing drugs and other bad things moving out."

One of the programs that Sheriff Rasmussen initiated is a matrix system to evaluate those prisoners who want to succeed and change their lives. The Sheriff has incorporated a motivational counselor to work with those who want to change by helping them find jobs and providing weekly counseling for success. "Since our jails are full, a matrix helps to consider types of crimes, motivation, prior arrests and chances of success of offenders who could be released pending trial. This gives us space to address overcrowding in the jail."

The sheriff noted that there is a real effort to keep taxpayer costs down. In order to address overcrowding, Sheriff Rasmussen has been putting a committee together to consider the needs of the community. He said that the District Attorney also has grand jury members tour the jail to look at the facilities and offer suggestions. Sheriff Rasmussen stressed that community input needs to be a part of solving future issues.



Union County Sheriff Boyd Rasmussen

submitted by PDG Gerald Hopkins

Chance Weaver Selected by Lions as Student of the Month

Elgin senior, Chance Weaver, was selected by the Elgin Lions as the October "Student of the Month." Weaver received recognition at the October meeting with his parents, John and Vicki Weaver of Elgin.

Chance was born in La Grande and attended Elgin School throughout his 12 years. During high school, Chance has participated in football (4 years), basketball (2 years) and track the past three years. During his junior year, Chance placed 5th in discus at the State finals. His goal is to throw a longer distance at the State meet this year. Chance has also been very active with the FFA program at school. He stated that history is his favorite class. Chance also enjoys dirt biking, hunting and "any activity in the mountains."

"The thing I like most about school in Elgin is that there is a lot of school spirit by the students. Teachers are always there to support what you are doing. There is also a great opportunity to earn college credit. I think the school has a good academic base." Chance also praised the basketball tournament sponsored by the Lions. He added, "My brother, Justis, was also a Lions "Student of the Month."

Following high school, Chance hopes to use his skills to get a scholarship to attend Eastern Oregon University. He plans to major in the area of criminal justice.



Chance Weaver

submitted by PDG Gerald Hopkins



**ART ABBOTT
BOARD CHAIR**

They'll Hear Us Roar in Salem!

As OLSHF Chair I couldn't be more proud of the growth of our MHSP school vision screening and the fact that we now screen over 170,000 students per year for vision health issues - we're nearing our 2020 Vision of one day all children in Oregon having their vision screened!

In order to achieve this vision, however, more resources are needed than we are able to raise on our own from the private sector.

In February, the Oregon Legislature will convene and a Bill will be introduced that, if passed, will provide state funding for schools to hire organizations like OLSHF to provide these important vision screenings.

The intent is to create a Vision Health Account that would enable schools in Oregon to afford the cost of screening all of their students, K through 8th grade.

This legislation has made its way through the office of Legislative Counsel and over 50 legislators and special interest groups have expressed their support of the Bill. There appears to be support from both political parties and in both the House and the Senate. We expect the legislation to have dozens of enthusiastic sponsors.

In January, we will be contacting Lions to help this effort by reaching out to your representatives from the House and Senate. Stay tuned for that, as we are anxious to get you involved, and to bring the full roar of Lions to bear!



**DOUG THOMPSON
EXECUTIVE DIRECTOR**

Help Round-Up the 2017 OLSHF Hall of Fame Members!

The Oregon Lions Sight & Hearing Foundation Hall of Fame was introduced in 2010, and in that time 24 Lions have been recognized for their contributions to the Foundation by being inducted into this prestigious circle of OLSHF icons.

To make our Hall of Fame induction more accessible to Lions throughout MD-36, we're pleased to announce that in 2017 the OLSHF Hall of Fame induction ceremony will take place in Pendleton on the evening of May 19th, in conjunction with the Lions MD-36 State Convention. We hope you'll plan to attend the MD-36 Convention this year and will join us on Friday night as we honor the "Class of 2017" for their contributions to OLSHF and their service to those that benefit from Foundation programs.

In fact, we hope that you will give some thought to nominate a Hall of Fame candidate from your

Lions Club, or your Zone or District, for consideration of 2017 OLSHF Hall of Fame induction. Nominating a Lion for our Hall of Fame couldn't be easier: Simply email or send a short note of 250 words or less on why your nominee should be considered for Hall of Fame induction.

Nominees should have at least 10 years of Service to OLSHF and the nominator should cite examples of how the nominee has had a positive impact on OLSHF and/or Foundation programs.

Please submit your nominations by email to DougT@OLSHF.org or mail us a note at OLSHF, 1010 NW 22nd Ave #144, Portland, OR 97210. Hall of Fame members that were inducted in 2016 include: Rod Bach, Earl Dobson (posthumously), Bill Nourse, and Sharon Rollins - Congratulations to them all! With your help, we will celebrate an equally impressive group of Hall of Famers in Pendleton next May!



GIFTS & MEMORIALS

Contributions list includes gifts received 10/16/2016 through 11/15/2016 only.

Every effort is made to ensure accuracy and we appreciate you bringing any issues to our attention by emailing Info@OLSHE.org.

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In Honor of Linda & Jim Johnston
Dr. Gerald & Mary Martha Hopkins

Memorials

In Memory of Doug & Connie Dollarhide
Lakeview Lions Club
Richard & Vicki Smith
Three Sisters Lions Club

In Memory of Garry Lienhard
Carol Dudley

In Memory of his Mother
Marc Schmaus

In Memory of Bill Neuner
Pat Neuner

In Memory of Cyril Walker
Portland Columbia Lions Club

In Memory of Harold Pickrell
Richard & Vicki Smith
Three Sisters Lions Club



Oregon Lions
Sight & Hearing Foundation

2017 OLSHF HALL OF FAME MAY 19 AT MD-36 STATE CONVENTION IN PENDLETON, OR



2016 OLSHF Hall of Fame Inductees
Bill Nourse, Sharon Rollins, and Rod Bach

This coming year, the OLSHF Hall of Fame induction ceremonies will be held at the MD-36 Convention in May 2017. The event will be held in a main room following the district dinners on May 19. The Foundation will host dessert for all Convention attendees that would like to attend the induction ceremonies.

Now is the time for Lions to nominate candidates for 2017 OLSHF Hall of Fame induction. Nominations will be accepted from now until March 1st. Criteria includes at least 10 years of service to OLSHF and significant contributions to OLSHF to further the mission of the Foundation.

Thank you for helping OLSHF and Lions to honor those that have given so much!

HALL OF FAME MEMBER MARGUERITE CELEBRATES HER 99TH BIRTHDAY!



Marguerite graciously accepts her Hall of Fame honors in 2010.



At her recent birthday party, Doug and Marguerite reminisced.

"As long as I am able to get out and do things, I will," says Marguerite Hofferber. "My family is behind me and supports me in what I do. If I can help where it's needed, I'll be there."



PARDON OUR DUST! OPTICAL SHOP CONSTRUCTION IN FULL SWING!



OLSHF Executive Director Doug Thompson visits with several members of the construction team. Doug noted, "This is even more exciting than building the lab. This LCIF funded Optical Shop will transform how we serve people in need with eyeglasses!"

The final phase of your OLSHF's Lions Eyeglass Assistance Program's (LEAP) is upon us! If you were to visit our offices today, you would see a few minor changes to our lobby. Namely, it is no more!

Thanks to the generous funding support from Lions Clubs International Foundation, your OLSHF is building our own Optical Shop. Opening soon, our shop will expand on the current services offered to our Lions charitable clients. The selection and fitting of much needed high quality, low cost eyeglasses will be an easier process for many of the thousands of people OLSHF and Lions serve with eyeglasses assistance each year.

In addition, separate from the charitable care, we will be open to you and the general public to shop our unique vintage and exclusive frame options. If you are in need of a new pair of eyeglasses, sunglasses, or reading glasses, we will begin accepting orders early in 2017.

Here's the best part: 100% of proceeds will support the LEAP Optical and patient services programs to support the charitable care of those in need.

LCIF's SightFirst funds have allowed OLSHF to build the first Lions Optical finishing lab in the world, to increase the services offered to adults through our screening program, and now to create a sustainable source of program funding through a retail shop.

Partnerships with Legacy Health Systems and Devers Eye Institute are in place to assist with their clients and to direct additional proceeds to those in need of medical care. Their support of this effort is in addition to providing - no cost - space for your foundation staff. Devers and Legacy also continue to be dedicated to our Oregon Mission Cataract effort.

If you would like to visit the foundation during this time or are interested in how you can buy eyeglasses, sunglasses, and or reading glasses for yourself and your loved ones, please contact us at (800) 635-4667 or Info@OLSHF.org.

USA/Canada Lions Leadership Forum Volunteers NEEDED

WE ARE LOOKING FOR MORE VOLUNTEERS to help with the USA/Canada Lions Leadership Forum in Portland, the week of September 18 – 23, 2017! While that seems like a long time from now, it will be here before we know it.

Here are some helpful notes that should make it easier for you to decide to volunteer.

1. Everyone who volunteers to help in September will be able to register and attend any of the activities they are interested in attending.
2. The Forum Store, Host Office and Exhibits will be closed during the meal times. You will be able to eat at all four meals!
3. If you volunteer for a time slot and then find that there is a seminar that you wish to attend, you can arrange with your committee chair for a substitute.
4. These areas need volunteer help before the Forum begins: Goodie Bag stuffing (Tuesday), set-up for Strides Walk (Thursday morning), Greeters at the airport and in the hotels (Tuesday – Thursday), Forum Store set-up (Wednesday morning), MAX greeters (Tuesday – Thursday).
5. First Timers seminar on Thursday is an excellent way to get a great overview of the Forum if you have not attended in the past.
6. Strides Walk will be around lunch time on Thursday.
7. The Forum officially begins with dinner on Thursday evening!
8. Volunteers will be needed to help with crowd control at meals and helping late arrivals find an empty seat.
9. There will be a need for Greeters in the Convention Center and the Seminars committee will need help in each seminar session.

I hope this information is helpful to you. If you or any club member have other questions, please contact me lionjo45@gmail.com, PCC Vince Bishop vfbishop@hotmail.com, PCC Steve Thomson steve@beautifulbuildings.com or Lion Raema Manning lion_rj@msn.com.

There will be information available at each of the district conventions as well as at the MD 36 Convention. Please stop at our display table.

We look forward to working with all the MD 36 Volunteers but we want to encourage you to register and attend the Forum because it is such a great place to pick up new leadership skills and hone the ones we have. You will be surprised of the information you can gain and the new connections you can make with Lions from around the United State and Canada. It's terrific fun!

PCC Joyce Anderson
Host Committee Chair

Union County Ambassadors Present Program at Elgin

Union County Ambassadors, Carol Kroll and PDG Gerald Hopkins, presented a program on “What’s Happening in Union County?” to the Elgin Lions Club. Originally a video of Union County attractions was to be shown, but technology hampered the presentation. However, Ambassadors Kroll and Hopkins discussed a number of activities sponsored by the Chamber.

Carol gave a brief history of the Ambassadors stating that the group was created by Carolyn Gilbert and Judy Loudermilk. She also discussed the Farmers/Merchant banquet, but felt tickets were already sold out on the event. She added information about the Ambassadors and activities such as providing ribbon cuttings for new businesses and “business after hours” throughout the county. Carol stated there will be a host of new stores near the new grocery in La Grande and that ribbon cuttings would probably occur. “We also pack information bags to be handed out to the kids in all the parades, which gives them something to use for candy while providing them with local information.”

PDG Hopkins emphasized that the Chamber represents the entire county. “Even though Elgin has its own Chamber, the Union County Chamber has supported the many activities such as support for the healthy kid programs in both Elgin grocery stores, business ribbon cutting and tables at the Elgin Chamber banquet.”

He encouraged local businesses to consider a “business after hours” so that people can know each other better. PDG Gerald said that the La Grande Union County Chamber has sponsored many workshops, with one of his favorites being “information on shoplifting” offered a few years past. PDG Hopkins said that an unidentified individual did some shoplifting in several local stores and then showed those items at the workshop. “Of course they got all their items back, but it showed the need to be alert to these activities.”

Two other activities were community beautification projects (Island Avenue)

and promotion of tourism. “We hope to see La Grande/Union County do a lot of promotion for the Opera House, excursion trains and museum, when that opens for the public. These will be in close proximity, and this may be a final destination for the city.”



Union County Ambassadors Carol Kroll and PDG Gerald Hopkins

submitted by PDG Gerald Hopkins

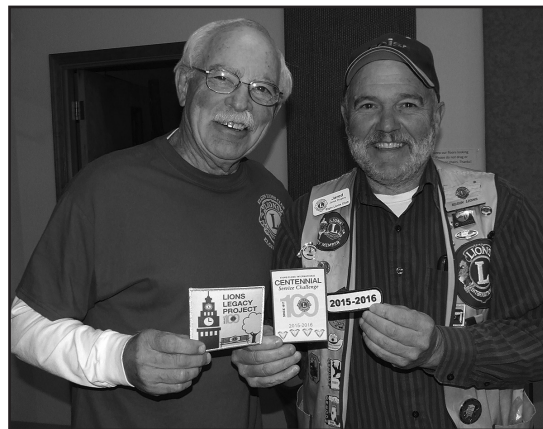
The Elgin Lions Club set up five stations to participate in the Elgin Trick or Treat program.



Lion Fred Erickson is seen with some of the trick or treaters

submitted by PDG Gerald Hopkins

Elgin Lions Receive International Awards



(l-r) President Bob Thomas and Secretary Jared Rogers display awards from Lions Club International

President Bob Thomas and Secretary Jared Rogers displayed the various awards from Lions Clubs International. Elgin Lions Club was recognized with the Membership Development Goal patch, Centennial Service Challenge Award and Lions Legacy Project-Level II. Lion Jared indicated that The Membership Satisfaction Banner Patch earned last year was an appreciation of the Club's efforts and its demonstration of ability to work together to achieve this important award. The Immediate Past International President, Dr. Jitsuhiro Yamada stated that clubs like Elgin have "empowered volunteers to serve their communities, meet humanitarian needs, encourage peace and promote international understanding through Lions clubs."

Lion Jared noted that information has been sent to International for the third level of the Lions Legacy Project.

submitted by PDG Gerald Hopkins

Get New Members - PR Your Club

An Interview with Carrie Swesso-Bartley about Public Relations and Lions Clubs

Carrie Swesso-Bartley is the secretary for District O and also for the Oregon Lions Sight and Hearing Foundation. With the help of the OLSHF, she and her mom, Carol Swesso, did a valuable webinar last summer about PR and your Lions club.. Carrie and Carol also compiled a very helpful PR manual that you can download for free at <http://www.md36lionsclubs.org/public-relations/>.



Carrie Swesso-Bartley

1) Please explain your background in PR?

"I grew up in a small town and was very active in 4-H and other activities. We benefited from the community knowing what our club and members were doing. The more PR we used, the more money we could fundraise. After graduating with an education degree, I worked as a social worker and mental health worker. Then I stumbled upon a career in television broadcasting. As a volunteer I understood the need to talk to the media for promotional reasons. But my work in a television station opened my eyes to some of the misconceptions and missteps folks were doing. They were wanting the benefits of free PR."

2) Are clubs already doing PR? Why should clubs do more?

"Some clubs are doing PR, mostly in the form of press releases to their local newspapers and some social media, like Facebook. I would like to see every club have an active social media presence (Facebook, Instagram, etc.) and build relationships with their local media, including print, radio and television. I think we can all do much more to promote our clubs and

activities and to let the world know how wonderful Lions is. Every time we do a project or activity we should be letting the local media know about it, Send to the local media a small blurb of the project with who, what, when, where, how and why."

3) What are some ways club members can promote their club?

"Recruit or find someone in your club who enjoys writing and is willing to take on the role of club PR person. The time commitment doesn't have to be huge. If you are having an event and have created a flyer, send that in to your local media and maybe include a 1-2 paragraph press release to go with it (explaining the need for the project, history of the project, community partners, etc.). If your event requires tickets, send the media people a pair of complimentary tickets to encourage them to attend your event. If your project makes for great photographs or video, let them know that. Offer to be available if they would like to come out and do a story. The easier it is for your media professionals, the more likely they are to do a story. So, include a lot of information and details. Around the holidays the media are going to want to do heartwarming stories that tug at the heartstrings or those that positively impact a lot of people. So please keep that in mind."



Carol Swesso

4) What are some success stories you heard about clubs doing good PR?

"The Sutherlin Lions Club had the traveling Vietnam Memorial Wall as part of their Centennial Celebration. By including more than 20 different groups to help put on the event, it garnered a lot of interest. They ended up having several days of television news stories about the Wall. Last year the Milwaukie Lions sent a press release to KATU about their holiday food drive that usually serves 400-600 families. They did a story on the project. A few years ago MD36 did a state-wide project supporting Honor Flight, the Cans for a Cause project. They received a lot of great PR with some mentions on TV and Radio."

submitted by Bert Diamond, 1st VDG, District O

Youth Exchanges Leads to Life-Long Friendships

The month of October found me traveling to Europe and visiting several of 'my' past Youth Exchanges. It is always great when one can catch up with people whom you have hosted either with contact via e-mail or Messenger or other social media, but being there in person is even much more rewarding! I've hosted over forty young men in the past twenty or so years, usually at least two per summer or even winter.

The flight on Condor Airlines to Frankfurt with a small shuttle to Vienna was the first stop, seeing Ondrej Michalek from 2006, now happily married and settled in Bratislava, Slovakia. We spent the first evening at his flat, then traveled through Slovakia to his wife's family home in Kriva to visit with Anton Sula – his brother-in-law as of June 26th! Anton spent two months this summer at my home.

The flight on Condor Airlines to Frankfurt with a small shuttle to Vienna was the first stop, seeing Ondrej Michalek from 2006, now happily married and settled in Bratislava, Slovakia. We spent the first evening at his flat, then traveled through Slovakia to his wife's family home in Kriva to visit with Anton Sula – his brother-in-law as of June 26th! Anton spent two months this summer at my home.



(l-r) PDG Paul Zastrow, Lion Erkki Vilen and 2007 Youth Exchangee Kari Vilen



(l-r) Finnish Lion Ritva Mikkonen with her son 2016 Youth Exchangee Jussi Jarvinen

A week later it was Berlin and then across Germany to Hamburg visiting Lennart Cremer and his family. What a whirlwind tour around the area – visiting a brewery, the old city hall – a fantastic building--and a great apple orchard!

Then it was on to Finland to see three of my past kids: from 2005, Alekski Niemeila from Lahti – all grown up, married and a successful banker, owning his own home and from 2007, Kari Vilen, with his partner Jenni just purchasing their own flat this past February – and remodeling it to suit their tastes. We had a blast – visiting his parents – Erkki and Merja Vilen – both Lions at their lakeside get-away. Lastly was my visit to Jussi Jarvenin and his family – sis Elli who was here in 2012 – and mom – Ritva, who is a Lion in the Helsinki area.

Highlights had to be not only the great friendships renewed but also the food and drink, seeing Jussi and Anton's brother Samuel in ice hockey and soccer games and especially enjoying Finnish Saunas! Bottom line – Youth Exchanges lead to life-long friendships and to places to visit which one might not normally see!

submitted by PDG Paul Zastrow