



District Governor
Chris Barnard



BACK TO BASIC'S



Inside this issue:

Sid L. Scruggs III International President	1
D. G. Lion Chris	2
1st VDG Lion Joanne	3
Walk for Dog Guides in Winnipeg & New Club in West St. Paul	4
Meet 1st Int. VP Wing Kum Tam & Winnipeg South Lions club	5
2nd Int. VP Wayne Madden & St Hilaire Lions Club	6
Article on Promoting your Lions Club	7
2nd VDG Lion Dave & 2011 Regional Lions Leadership Institute	8
Do you know about the Memorial Forrest & Merlo Article	9
Where is Your Governor & their contact information as well as the NEW NEWSLETTER CONTEST.	10

Sid L. Scruggs III International President

Sid L. Scruggs, of Vass, North Carolina, USA, was elected president of The International Association of Lions Clubs at the association's 93rd International Convention, held in Sydney, Australia, June 28-July 2, 2010. President Scruggs is a retired military and commercial airline pilot and a graduate of the U.S. Naval Academy.



Using as his presidential theme Beacon of Hope, President Scruggs will make service to others – the core principal of Lions clubs around the world – the focal point of his presidency.

A member of the Vass Lions Club, he has held many offices in the association. In addition, he has presented at the USA/Canada and Europa Leadership forums and served as an instructor for the Lions Clubs International Leadership Institute and the District Governors-elect School.

In addition to his Lions activities, President Scruggs is chairperson of the board of directors of the Governor Morehead School for the Blind, a member of the board of the Raleigh Lions Clinic for the Blind, Inc., and a life member of the American Airlines Grey Eagles Association and the Naval Academy Alumni Association.

In 2010 he was elected to the United States Blind Golf Association Hall of Fame. He has also been presented with the Order of the Long Leaf Pine, the highest award given by the State of North Carolina, and an honorary doctorate of humanities from World University.

In recognition of his service to the association, President Scruggs has received the 100% Club President Award, the Governor of Excellence Award, the Key of Nations Award for sponsoring more than 100 Lions members, the International Presidential Award and the Ambassador of Good Will Award, the highest honor the association gives to its members. He is a Progressive Melvin Jones Fellow.

President Scruggs and his wife, Judy, also a Lion and a Progressive Melvin Jones Fellow, have four children and 16 grandchildren.





BACK TO BASICS with DG Chris



Hello Fellow Lions and welcome to the new year. Before anything else,

I want to thank you once again for the trust you have shown in me by electing me District Governor. I pledge to do my absolute best to serve you.

My main goal for the year is to continue to build on the programs so successfully started by previous Governors, and hopefully leave the District a better place.

It is still summer and most of us are in that relaxed vacation state of mind. We all need this time to recharge our batteries and get ready for another Lions year. I know you all have plans and goals for what you want to accomplish and I am sure you will fulfill them.

There are a few changes this year, one of which has to do with the Governor's Point contest. This year we will have an "Excellent Club" award available to every club in the District. To attain the award, a club will need to achieve certain criteria. All those that do will be presented with a special banner patch. The Zone Chairs will have all the details at your first Zone meeting, so plan to attend.

My theme for the year is "Back to Basics". Ask yourself the question, "What were my reasons for joining Lions in the first place?" I believe the answer to that question is, "To help

people in my community who need help." While support for national and international causes and organizations is important, our first priority has to be our neighbours. We need to be seen in our communities, helping local people if we expect local people to support us. We need to become more aware of those around us in need and do what we can to help them.

Part of International President Sid's challenge to us this year is to re-commit ourselves to service. He asked if we could imagine what a difference would be made in the world if every one of the 1.35 million Lions agreed to work on 1 additional project this year. His personal symbol of a lighthouse and motto of "A Beacon of Hope" signifies what we can be to the area we live in. We can all make someone's life a little brighter by letting the light of Lionism shine through us and our actions.

Keep serving, DG Chris

Here are A few photo's of our convention in Sydney.



At the Graduation Dinner



we had been installed and had the "Elect" ribbon removed



All of us and our spouses



The city of Sydney taken from the Sydney Tower



the Sydney Tower taken from street level



5M11 contingent at the International Parade

SWANSON'S SAFARI

The term "safari" means "a journey" or "hunting expedition". They say that "Life is a journey; relax and enjoy it!" But life for a Lions Vice District Governor is an **ADVENTURE**, not unlike a safari in Africa.

Some go on safari to take lots of photos. I would like to do that. There are a lot of Lions out there to be photographed. If I am in your area, plan to say "I'm a Lion," and smile! I would also like to see you taking more action pictures of projects your club is doing and sharing them right here in the District news-letter. I will strive to share some of my shots here too.

Some go on a safari to hunt.

I would like to do that. I will be hunting for future Lions leaders to guide our clubs, our district and our multiple district tomorrow, next year, and the years following. I will be hunting for new ideas and encourage you not only to share them with me, but with each other for the betterment of all. I will be beating the bushes for new Lions: women, men, families, under 40's, baby boomers; not just because we want more members, but because we can do so

much more when there are more hands to share the work, more hearts to share the love, and more minds to think of and plan projects.

Some go on safari to learn. I will be doing that with all the training I will be receiving this year. Governor Chris describes the learning curve for VDG's as climbing a ladder rather than going up the stairs. The learning opportunities are there for all of you too. If you go to www.lionsclubs.org; click on Member Center, and then Leadership Development you will find all kinds of programs to improve your leadership skills. By attending District Zone Meetings, the Mid-Winter Convention, New officer and Leadership training in the spring and/or the Regional Leadership Seminar in April you can learn more than you could imagine and it is all free or near free.

Some go on safari to have fun.



I would like to do that! It is said that if you are not having fun you are doing something wrong. I want to get it right and have fun all year (and next year too) as I live my safari adventure. My first stop will be a trip to tour the Leader Dog for the Blind School in Rochester, Michigan, in August. Watch for that installment next month.

Until then have fun, hunt for those new members, and ideas, and become all **you** can be through leadership training. The world needs Lions like **you**. Thank **you** for being a Lion.

1st VDG

Lion Joanne Swanson



Saturday August 28th. at 11:00 a.m. at the American Legion in Crookston, Minnesota.

1st. Cabinet Meeting

WALK FOR DOG GUIDES—WINNIPEG

**SUNDAY SEPTEMBER
26TH, 2010**

Keep this date in mind as this is a time to come out for a nice short 5 KM walk and you can bring your furry friend with you. Charleswood-Tuxedo and EK Lions clubs are hosting with the help of other Lions Clubs to raise money for the Dog Guide program. Contact PDG Lion Norm @ 204-895-1607 or Lion Bev @ 204-444-2693

Dog Guide Training Programs

In addition to training Dog Guides for people who are blind or visually impaired, the Lions Foundation also trains Dog Guides to meet the needs of Canadians with hearing and other medical or physical disabilities.

All programs are offered at no charge to the client, but future care and maintenance become the responsibility of the Dog Guide recipient.

Dog Guide Programs:

- Canine Vision Dog Guides** - for people who are blind or visually impaired
- Hearing Ear Dog Guides** - for people who are deaf or hard of hearing
- Special Skills Dog Guides** - for people with a medical or physical disability
- Seizure Response Dog Guides** - for people who have epilepsy
- Autism Assistance Dog Guides** - for children with autism

Training programs are both generic, to meet the general needs of clients, but are also specific to the needs of the individual client to whom the Dog Guide is assigned. In the final stage of training the client and Dog Guide train together and live together at the Oakville training facility for up to 26 days to ensure bonding and a team approach to work and on-going care.

25th ANNIVERSARY 1984-2009
Lions Foundation of Canada
Purina Walk FOR Dog Guides

Moving Forward. Changing Lives.

For more information or to make a donation, visit
www.purinawalkfordogguides.com

Sunday, September 26th
Birds Hill Provincial Park
Registration 10 a.m. / Start - Noon
Info call Bev (204) 444-2693
Or call Norm (204) 895-1607



New Club starting in Winnipeg Area - West St. Paul Lions Club

On Monday, 21 Jun 10 in dining room no.4 of the Canad Inn - Garden City, DG Lion (the DG Elect) Chris Barnard, with the help of two (2) PDGs (Ray Desjardins and Norm Johnson), inducted 17 new Lions into the Lions Club of Seven Oaks and her Branch Club of W St Paul. A candle lit ceremony was held.

The Branch Club of W St Paul hopes to Charter

late August 2010 or early September 2010.

From left to right:

back row: Jim South, Dan Naskar, Lou Manastersky, Deanne Olston, Brenton Disbrowe and PDG Norm Johnson

front row: PDG Ray Desjardins, Glenn Ros-song, Fred Hooper, Bill Myskiw, Heidi, Itzke, Linda Gyba, Audrey Dupont-Rosche, Debbie Jones and DG Chris



Barnard seated: Evelyn Myskiw, Jeannette Gougeon, Michelle Gougeon and Shirley Horbacio. Please note that Rhonda Jones arrived later.

WELCOME TO THE FAMILY





Wing-Kun Tam—First Vice President



Wing-Kun Tam, of Hong Kong Special Administrative Region (SAR), People's Republic of China, was elected first vice president of The International Association of Lions Clubs at the association's 93rd International Convention, held in Sydney, Australia, June 28-July 2, 2010.

Vice President Tam is the chairperson of a group of air transportation companies.

A member of the Mt. Cameron Lions Club since 1981, Vice President Tam has held many offices in the association, including Campaign SighthFirst multinational coordinator and OSEAL recording secretary, District Governor-elect Seminar group leader,

SighthFirst China Action executive chairperson, 2005 International Convention Bidding Committee executive chairperson and honorary Host Committee chairperson. He has served on the international board for ten years and two years on the executive committee.

In addition to his Lion activities, Vice President Tam is active in many professional and community organizations. He is a member and/or chairperson of numerous boards and committees of the Hong Kong SAR Government. He has been the Hong Kong Convention Ambassador since 1995. Prior to the establishment of the Hong Kong SAR, he served as a Hong Kong District Affairs Advisor.

Vice President Tam is the recipient of Her Majesty the Queen's Badge of Honor, the Most Excel-

lent Order of the British Empire and the Bronze Bauhinia Star from the Hong Kong SAR Government.

Vice President Tam is a Justice of the Peace in the Hong Kong SAR.

He was appointed Honorary Consul of the Republic of Kenya in the Hong Kong SAR and Macau SAR of the People's Republic of China as well as Commissioner for the Kenya Tourist Board – Far East.

In recognition of his service to the association, Vice President Tam has received numerous awards, including the 100% District Governor Award, 21 International President's Awards, the Campaign SighthFirst National/Multi-National Coordinator Award, the International Lion of the Year Award (2003) and the Ambassador of Good Will Award, the highest honor the association gives to its members. He is a Progressive Melvin Jones Fellow and Campaign SighthFirst Lead Gift Donor.

Vice President Tam and his late wife, Irene, have three children – Alvin, Tiffany and Andrew.



Winnipeg South Lions Club.



Bob Weller (L) and Lion Secretary Marvin McDougall(R) presenting 61.8 lbs of food items to the Winnipeg Harvest Food Bank. The

The picture above items were collected over shows Lion President the year at their monthly

meetings.

The picture on below is Winnipeg South Lions Club members (L-R) Lion Suren Mehta and Lion President Bob Weller presenting a cheque for \$600 to Lion Mike Jantzen for the revitalization of the leukemia ward at HSC. The money was raised at the 6th annual Norm Lowry Bingo Bowl held this spring.





Wayne A. Madden—Second Vice President



Wayne Madden, of Auburn, Indiana, USA, was elected to serve as second vice president of The International Association of Lions Clubs at the association's 93rd International Convention, held in Sydney, Australia, June 28-July 2, 2010.

Vice President Madden owns an insurance agency. He is an insurance agent and a certified insurance counselor.

A member of the Auburn Lions Club since 1984, Vice President Madden has held many offices within the

association, including club president, zone chairperson, region chairperson, state council chairperson and district governor. In addition, he is a past president of the Indiana Lions Foundation. He served as a District Governor-elect Seminar faculty member five times and as Campaign SightFirst II sector coordinator for Multiple District 25.

In recognition of his service to the association, Vice President Madden has received many awards, including the 100% Club President Award, Life Membership in the Association, the Senior Master Key Award, four Extension Awards, an

International President's Leadership Medal, six International President's Medals and the Ambassador of Good Will Award, the highest honor the association

bestows upon its members. He is a Charter W.P. Woods Fellow, a Kentucky Colonel, a Duke of Paducah, a Helen Keller Fellow and a Progressive Melvin Jones Fellow.

In 2008, he was recognized for his humanitarian service by the governor of Indiana as a Sagamore of the Wabash, the highest honor the governor can bestow.

In addition to his Lion activities, Vice President Madden is active in numerous professional and community organizations.

Vice President Madden and his wife, Linda, also a Lion and Melvin Jones Fellow, have two daughters and four grandchildren.

St. Hilaire Lions Club

Thief River Education Foundation annual golf tournament.

Here is a picture from the Thief River Education Foundation



annual golf tournament. Lions Jeremy Williams, Steve Haurich, Jim Strandlie, and Jan Strandlie represented the St. Hilaire Lions Club in the golf tournament.

The St. Hilaire Lions sponsored hole #1 at the tournament this year.

This second picture is the St. Hilaire Lions Demo Derby vehicle promoting our demo derby in parades in the area. On the picture are Lions Jan Strandlie and John Kotaska.





PROMOTE YOUR LIONS CLUB WITH PUBLICITY

I will try to help you keep your Lions Club in your community's sight by sharing information from LCI and some of my ideas too throughout the coming year.

It will be up to you to send news articles and pictures about your club's activities to our District newsletter this year. As long as you are writing the article for the newsletter you might as well send it to your local paper and LCI as well. This month's information has to do with recognizing what is newsworthy and how to get pictures to go along with your article.

Identifying Newsworthy Club Activities

News offers information about activities or events that are of interest to, affect or involve the public, such as the dedication of a new Lions park. Some projects, although worthwhile, may not be "newsworthy." To determine what is newsworthy, ask yourself, "Would a non-Lion find this interesting or useful?" Public service gives information about a specific topic to help or assist the public, such as describing the warning signs of diabetes or encouraging volunteerism.

Decide which activities are unique and may be of interest to the media. To be considered newsworthy, they should be about timely events or activities that:

Enhance your local community (parks, school programs).

Involve the general public or other community groups (fundraisers, eyeglass collections).

Perform a public service vision /health screenings, drug abuse education).

Read local newspapers, watch television news programs and listen to a variety of local radio stations to get a feel for what is likely to be covered by your news media.

Get involved early in the planning of Lions projects to determine their PR potential. The following are examples of club activities with possible news value:

Service projects aiding community groups such as the visually impaired, disabled and elderly.

Eyeglasses recycling / Sight Night / Recycle for Sight

Programs for youth/ Lions International Peace Poster Contest / Scholarships

Special fundraising events / club anniversary events and major donations.

Lions Clubs International Foundation (LCIF) grant/disaster aid.

Club elections/ volunteer recognition/ Melvin Jones recognition

Holiday projects

PHOTOGRAPHS

Photos can enhance your club bulletins and promotional materials and should be sent to newspapers along with a news release.

Display photos of your club's activities and people you've helped at a community event. When taking photos, remember:

Use a digital camera when possible. Digital photos are easy to end, save and store. Submit digital photos as attached files. Do not cut and paste them into an e-mail.

Use clearly focused photographs

Shoot candid rather than posed photos. While posed and group shots may be sued in club bulletins, candid shots are much more interesting. Many publications will not use posed photos.

If you must pose people, make the photos look as natural as possible by having them do something. Carefully frame the photo so some people are not cut off.

Get as close to the action as possible.

Limit the number of people and don't include too much background.

Shoot a lot of photos and select the best shots.

Call your newspapers to see if and how they accept electronic photos.

Submit your photos to the District Newsletter editor before the end of the month for use in the next month's newsletter along with your story.



2nd Vice District Governor Lion Dave Hollyoake



Hello everyone, Well the year has started and I am lost already, For those of you who don't know, Barb & I are busy building our retirement home on Lake Winnipeg. It has been a very busy summer and now the newsletter has started up again along with the duties of being the 2nd VDG I think we will be kept busy for the rest of the year.

I would like to introduce myself for those who don't know me. I have been a Lion since 1973 when I was asked to join the Wheat City Lions

Club in Brandon. It was a new club and I along with my dad (PDG Roly) were charter members of that club. I was all of 23 at the time, little did I know what was about to take place over the years. My job at the time with Sears Canada allowed me to transfer through out the west and I stayed involved in Lions with the Fort McMurray (Alberta) , Regina Lions, The Yorkton Sunrise Lions (another charter member) both in Saskatchewan and when I moved to Winnipeg we started the Winnipeg South Lions in 1984. I was the Charter President and my dad Roly was

DG at the time. As we were living in the Charleswood area

of the city it seemed only smart to transfer to my current club Charleswood-Tuxedo. That is when I met Lion Norm and he convinced me to help with his newsletter. It has been 7 years

I am still feeling my way around the new position of 2nd VDG and look forward to seeing what the other clubs do. It is never too late to learn new things and what better place to learn then from the clubs. I encourage your club to send in all pictures you want to the editor (me) and I will to get them in.

I am here to support your club so please call on me at any time if you have questions.

Regards; 2nd VDG Lion Dave

2011 Regional Lions Leadership Institute

**WANTED: YOU!!
FOR: AN UNBELIEVABLE
OPPORTUNITY**

WHAT: 2011 Regional Lions Leadership Institute

WHEN: April 7-10, 2011

WHERE: Shooting Star Convention Center in Mahnomen

We are looking for Lions from your district to attend the 2011 Regional Lions Leadership Institute! Lions that are selected as participants in the Institute must be in good standing in a Lions Club and may not be a Vice District Governor, District Governor, Past District Governor, International Director, or

Past International Director.

The \$150 fee for the Leadership Institute includes the cost of materials, facility, staff, and three (3) meals. Room costs and additional meals are not included. However, a \$100 rebate from MD5M, through a grant from LCI, will be given to each participant that completes the program. Participants must be available to attend all sessions beginning on Thursday evening and ending Sunday afternoon.

Each district has the opportunity to send six (6) participants; however, if other districts do not meet their allotment, your district may send additional Lions. The Institute will have a maxi-

mum of 72 participants.

Applications are available from your District Governor or on the MD5M Website and are due (without fees) by December 1, 2010. Your District Governor will then make the final participant selection.

Institute graduates from your district will tell you that the Regional Lions Leadership Institute is beneficial for you in every facet of your life and not just in your role as a Lion.

If you have questions concerning the Institute, please feel free to contact: Lion Mary Ferleman – tomar73@charter.net

We look forward to giving **YOU** this **UNBELIEVABLE OPPORTUNITY!!**

MERLO - Membership - Extension - Retention - Leadership - Orientation

For years your district leadership has been stressing the meaning and importance of the term MERLO and now that you know that it refers to membership, extension, retention, leadership and orientation, Lions International is changing things. This will be a year of transition from MERLO to GMT (Global Membership Team dealing with membership, retention, and extension) and GLT (Global Leadership Team working with leadership and orientation.) In Dis-

trict 5M11 we will still be using MERLO as we have in the past for this year, but you will probably be hearing more and more about GMT and GLT in communications from Lions International, so be prepared.

In July the MD5M Global Membership Team presented a workshop. Your District Governor Chris and 1st Vice District Governor Joanne attended and learned that the following are the Goals for 2010-2011 for our Multiple District MD5M

Have quality members in our clubs - it's not always about numbers

If you have good members/leaders the numbers will follow.

Add clubs

Share the greatness of this organization

Have fun in our existing clubs

Retain members who have committed to Lions

Train our members to be good and effective leaders.

Strengthen our leadership at the club level

Have every district end up with in the positive

Memorial Forest



This program was initiated on June 1, 1998, by Ron and Carolyn Brown, with the planting of a tree in memory of Lion and Lion Foundation charter member, Stew O'Brien P.C.C.

- Lions Foundation Memorial Forest is located in Breslau, Ontario, on the Dog Guide Training and Breeding Centre property.
- Planting of a memorial tree may be arranged through Lions Foundation of Canada.
- Planting will take place at an annual dedication ceremony con-

ducted outdoors at the Memorial Forest. The service is open to all who wish to attend.

- Each tree will be marked with the name of the deceased honouree and listed in a name mapping book indicating the location of their tree.
- The Family of the deceased will receive an "In Memoriam" card stating that a tree has been planted in memory of their loved one.
- This program is not restricted to Lions. Everyone is invited to participate.
- More than one tree

can be planted in memory of an individual.

The species and location of each tree is determined solely by Lions Foundation of Canada. Trees will be native to the general area to ensure ecological compatibility. **How to Order** Print and complete the [application form](#) and mail to Lions Foundation of Canada with cheque or money order made payable to the Lions Foundation of Canada Memorial Forest.

Current cost is \$150.00 for the tree, planning and services. A larger tree may be obtained at additional cost.

Commemorate the life of a loved one by planting a tree - a living memorial that will grow and flourish over the years. Each tree in the forest will be in memory of a Lion, or friend of the Foundation. A tree symbolizes strength, shelter and durability. It is both a new beginning and living tribute as well as a source of comfort and meaning to those who have suffered loss.

Where is your GOVERNOR ?

Here is the first of the DG's Schedule, it will be revised in the next issue to a better & easy readable format.

Lion Dave

Warroad tomorrow August 10,

5M11 Cabinet Meeting - Crookston August 28

West St. Paul Charter Night - September 9

Eye-Bank of Manitoba & NW Ontario Board meeting - September 11

Canada/US Forum - Milwaukee - September 22-26

Twin Falls Visitation - October 5

Red Lake Falls Visitation - October 6

Council of Governors Meeting - Mahnomen -

October 15-17

5M11 Cabinet Meeting - Thief River Falls - October 23

Thanksgiving for Vision - Brooklyn Center -

October 29-31

**HAVE YOU THOUGHT ABOUT BOOKING YOU
CLUB VISIT YET,
DO YOU HAVE A SPECIAL EVENT COMING
UP THIS YEAR?**

Newsletter Contest

DG Chris and I thought it would be fun to have a little contest through out the year and have a prize at the end of his term for all the lions to have a chance to win. Here is how it works, I will hide one of the three lions you see here somewhere in the newsletter every month. If you spot the LION and can tell me where you found it (page # will do) your name goes into the draw for a prize (as yet to be determined). They will be a bit smaller than the ones here so you may have to look had to find it. Yes there is one in this months newsletter. E-mail me where it is and I will record your name for the draw.



District Governor

Lion Chris Barnard, (Pat)
29 Desautels Street
Ste Anne, MB, Canada, R5H 1B9
P. 204-422-8259
C. 204-998-0292
E. cbarnard@mts.net



1st Vice District Governor

Lion Joanne Swanson, (Wayne)
23544- 265th Street SW,
Crookston, MN USA 56716
P. 218-281-5922 B. 218-281-4343
F. 218-281-1888
E. joannemcswanson@gmail.com

2nd Vice District Governor

Lion Dave Hollyoake, (Barb)
871 Charleswood Road
Winnipeg, MB Canada, R3R 1K8
P. 204.895.9335 F. 204.895.2389
C. 204.797.5930
E. twotrees@shaw.ca

Cabinet Secretary

Lion Jenifer Spielman, (Mark)
1445 460th street
Twin Valley, MN USA 56584-9371
P. 218-567-8281 B. 218-567-8510
F. 218-567-8381
E. 5m11cabsec@gmail.com

Cabinet Treasurer

Kim Peters (Kevin)
1950 350th St.
Ada, MN USA 56510
R: (218) 584-8364 C: (218) 556-6972
kpeters@loretel.net

Newsletter Editor contact information

SEE 2ND VICE DISTRICT GOVERNOR

Have you got information you need in the District Governors newsletter? You may send to me or D.G. Chris or Cabinet Secretary Jenifer if you wish. Include all details with any photo's you send. Photo's should be in J-PEG format, and write-up's in Microsoft word. The deadline for each issue is the 25th of the month with the proposed web posting time of the 30th of each month. Please advise me of any errors or omissions. Thank you for your support in producing your 2010 / 2011 District Newsletter.