



# Nuda Veritas

Published for Members by the Grand Rapids Lions Club  
District 11-C-1 --- Vol. 2016-17, No.5, November 5, 2016

## UPCOMING EVENTS

**University Club  
Downtown Grand Rapids**  
Meetings begin at 12:15 p.m.  
unless otherwise noted.

----- **We Serve** -----

Monday, November 7, Lions Club  
Bowling League, Northfield  
Lanes, 4:45 pm

### **Tuesday, November 8, Marketing & the Modern Internet, Eric Hultgren**

Tuesday, November 8, Eyeglass  
Recycling Session, 3 – 8:00 pm

Friday, November 11: *Veterans  
Day – Honor the Veterans that  
Served our Country!*

Monday, November 14, Lions  
Bowling League, Northfield  
Lanes, 4:45 pm

### **Tuesday, November 15, Gerald R. Ford International Airport, Tara Hernandez**

Tuesday, November 15,  
Eyeglass Recycling Session, 3 –  
8:00 pm

Monday, November 21, Lions  
Bowling League, Northfield  
Lanes, 4:45 pm

## **Tuesday, November 8 Marketing & the Modern Internet, Eric Hultgren**

The Internet and social media have certainly affected the way media communicates to people, especially in the last ten years. Our speaker today Eric Hultgren, Director of Marketing for the MLive Media Group. He is also the host of the “Everything is Marketing” podcast and adjunct professor of mass media at Aquinas College.

Mr. Hultgren specializes in understanding the language of the modern internet that most people call social media. We are in a mobile first world and Mr. Hultgren knows that understanding the landscape is vital for growth in a market full of disruption. He notes that each social channel has its own language and he teaches brands how to tell their brand’s story in the language appropriate for the platform they are using.

Mr. Hultgren is CEO of a charity, Now Playing 4 Kids, that helps at-risk kids experience the performing arts, and nationally recognized podcast host. He has also had several roles with iHeartMedia, as a program director, tech contributor, host (Way of the Warrior), and digital content strategist.

He earned his B.A. degree in Communications & Media Studies from Hope College and a Master’s in Communications from Grand Valley State University. He and his wife, Angie, have two children.

## **Tuesday, November 15 Gerald R. Ford International Airport, Tara Hernandez**

The Gerald R. Ford International Airport (GFIA) served 1,537,465 passengers through July 2016, on pace to have the most annual passengers ever. Working with its airlines partners, GFIA has worked to added seats and flights.

While the airport seems to be under constant construction, the current Gateway Transformation Project underway since December 2015 will improve amenities, infrastructure, technology and customer service for the growing passenger base. It is slated to be done by next summer. The project's main feature will be a consolidated passenger security checkpoint which centralizes security screening to one main checkpoint in the Airport for both Concourses A & B, but will improve other airport features as well.

Tara Hernandez, Marketing and Communications Director at the GFIA since May 2013, will be our speaker today. She is responsible for airport marketing, advertising, public relations & media communications, social media, event planning, air service development, community outreach and customer service.

Previously, she spent the previous decade in the media as a sports anchor and reporter. She worked locally at WXMI-FOX 17 for five years where she managed the sports department and served as a sports anchor/reporter for nightly newscasts. Before this, Ms. Hernandez was the sports anchor/reporter in Augusta, Georgia.

At GFIA, Ms. Hernandez launched the "Gentle Fur in Action" – a [therapy dog program](#) to help relieve stresses associated with travel; improvements in customer service and infrastructure helped and the title of [#1 Airport in North America \(by size – 2-5 Million Passengers\)](#). She also increased the airport's social media following and organized contests & special events for passengers.

<b>Lion's November Birthdays</b>	
Mary Chelsky	November 1
Brent Spoelstra	November 3
Lynn Francis	November 4
Jed Emms	November 8
Boyd Griswold	November 9
Erik Anderson	November 10
Rick Walker	November 14
Mary Beth Tupper	November 16
Raymond Weidenfeller	November 29

Ms. Hernandez graduated with a B.A. in Journalism (minor in Spanish) from Michigan State University. She is a volunteer tutor with the West Michigan Literacy Center and serves on the LaughFest Cabinet, the Grand Rapids Chamber Marketing Committee, the West Michigan Sports Commission Advisory Council and the Experience Grand Rapids Diversity Council.

## **Blindness Biggest Fear for Many Americans**

A study published online in the August 4, 2016 by Robert Preidt in the journal of *JAMA Ophthalmology* reported that "losing vision would be as bad or worse than losing hearing, memory, speech or a limb based on the results of a survey

"These findings underscore the importance of good eyesight to most and that having good vision is key to one's overall sense of well-being," said lead researcher Dr. Adrienne Scott and colleagues in the article. Dr. Scott is an assistant professor of ophthalmology at Johns Hopkins University School of Medicine in Baltimore. She continued, "The consistency of these findings among the varying ethnic/racial groups underscores the importance of educating the public on eye health and mobilizing public support for vision research."

The nationwide online poll, commissioned by the nonprofit health research group known as Research!America, found that 88 percent of more than 2,000 respondents considered good vision

vital to overall health. And, 47 percent said losing their sight would have the most effect on their day-to-day life.

Overall, respondents ranked losing vision as equal to or worse than losing hearing, memory, speech or a limb. The top concerns associated with vision loss were quality of life and loss of independence. Close to two-thirds of the respondents said they wear glasses, but respondents' awareness of eye diseases varied widely. Sixty-six percent were aware of cataracts; 63 percent, glaucoma; 50 percent, macular degeneration; and 37 percent, diabetic retinopathy. One-quarter of the respondents were not aware of any eye conditions.

While 76 percent and 58 percent, respectively, knew that too much sunlight and family history were potential risk factors for vision loss, only half were aware that smoking puts eyesight at risk.

## Other Lion News

**Meijer Kids Shopping Day:** Mark your calendars & volunteer to help! The Meijer Kids Shopping event is scheduled for Saturday morning, December 10, 2016 at the Meijer Cascade store. Meijer store employees are contributing and “the hat” is being passed around at the Lions meetings to collect donations. We hope to help at least 40 visually impaired and underprivileged kids to help shop for their families.

If you want to donate to the Meijer Kids Shopping event and won't be at the meetings, please send your donation to our Treasurer Jeff Kraai, 2276 Old Dominion Ct SE, Kentwood, MI 49508. In the memo portion of your check, write Meijer Kids Shopping.