



Nuda Veritas

Published for Members by the Grand Rapids Lions Club
District 11-C-1 --- Vol. 2013-14, No. 13, February 1, 2014

UPCOMING EVENTS

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

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

Monday, February 3, Bowling
League, Northfield Lanes, 4:45 pm

**Tuesday, February 4, Lions
Strategic Plan Presentation, Rick
Walker**

Monday, February 10, Bowling,
Northfield Lanes, 4:45 pm

**Tuesday, February 11, Calvin
College Mexican Vision Mission
Trip, Larry Gerbens**

Friday, February 14, Remember to
Treat Your Sweetheart Sweet!
Happy Valentine's Day!

February 16 – 22, Lions Vision
Mission Trip to Mexico

Monday, February 17, Bowling
League, Northfield Lanes, 4:45 pm

**Tuesday, February 18, To Be
Determined**

Monday, February 24, Bowling
League, Northfield Lanes, 4:45 pm

**Tuesday, February 25, 6:00 pm,
Jamark Labs, Eyeglass Recycling
Work Session & Dinner**

Tuesday, February 4 Strategic Planning Update, Rick Walker

Many Lions and other civic clubs have struggled to maintain or expand their membership in order to serve their target audiences. Last May, Lions members, including many Past-Presidents, were invited to participate in a strategic planning process aimed at strengthening our club. At the initial meeting, Lion Rick Walker facilitated the discussion with many ideas being shared and discussed. This resulted in identification of several areas or categories that are important to the future of our members and the mission We Serve. These included:



- ◆ Community – how to tell our story; a marketing plan
- ◆ Members – how are we meeting current and future member's needs & expectations; an internal and external marketing plan
- ◆ Chosen Activity – how can we improve and document the management process with greater professionalism and consistency
- ◆ Process – identify specific, quantifiable goals/objectives with a specific timeframes for what we need to do
- ◆ The Board – how to strengthen the process of leadership of the club

From this beginning, the leadership formed two committees to work over the summer to come up with recommendations for the Board of Directors in September. **Lion Kim Gary** chaired the Governance Committee to evaluate the Governance and structure of the club. **Lion Rick Walker** chaired the Mission Committee to evaluate strategies that focused membership and activities to retain members, strengthening the professional management of the club and a goal to be seen as a premier

volunteer organization in the community.

The Board of Directors approved the two reports and referred them to the Past-Presidents for implementation. The products and more specific strategies will be brought back to the Board for approval. Several Past-Presidents took the lead in heading-up discussions in several areas. At the luncheon meeting on February 4, Rick Walker will present an update on the process and recommendations. Members can discuss these and ask questions. Additional input from the members will be solicited. It is expected that many of the recommended changes will begin taking place this year, including updates to the Bylaws. ***We encourage members to attend!***

Tuesday, February 11 **Calvin College Mexican Vision Mission Trip, Larry Gerbens & Students**

Since last fall, Calvin College students have participated in several eyeglass recycling work sessions at the Eyeglass Recycling Center. This work was in preparation for the students Interim Trip to Tijuana, Mexico which took place from January 11th – 23rd, with an additional three days exploring southern California. The Calvin College students and supervisors had 7 days of vision clinics in the church, with the 8th day spent laying a cement sidewalk at the church. The supervisor, Larry Gerbens, and several students will attend and tell us about their experiences.

Two of the students were responsible for writing a blog during the trip. The following excerpt tells why the Lions serve on our mission trips and what an impact this trip has had on these students. This quote is from their first clinic day:

“Our hearts were deepened by some notable stories from the day. One story we will always remember is about a woman who could not even perceive the largest “E” on the eye chart who providentially received a rare pair of glasses. When she put the glasses on her face, her eyes welled up with tears.

Another girl named Jaclyn had vision of 20/400 in the right eye and 20/200 in the left eye. This simply means that what people with perfect vision see at 400 feet in the right eye, Jaclyn saw at 20 feet (in other words her vision was not very good). We were able to correct her vision to where she was seeing almost perfectly with glasses. Her precious face lit up when she was able to look out the window and see clearly the world around her through her new glasses.

The fact that we were able to help the people with the most challenging of vision corrections with what little resources we had was nothing short of a miracle.”

What more can be said . . .

Blind Dinner Date – March 6, 6 – 9 PM
The Goei Conference Center
Make Your Reservations Now!



blind
dinner date

The Grand Rapids Lions Club is hosting the **8th Annual Blind Dinner Date**, “Life Without Limits,” to honor local programs and people serving those who live with vision loss and to raise funds to benefit the our major charities: Grand Rapids Lions Vision Clinic at Cherry Street Health Services, early

vision program for children at Ken-O-Sha, the youth programs at the Association for the Blind & Visually Impaired and the Grand Rapids Lions Fund at the Grand Rapids Community Foundation.

Several sponsorship levels to raise funds are still available. Your company can reserve also a table for 8 for a discounted price of \$600. Individual tickets are also available for \$75 each for you, your spouse or significant other and your friends or colleagues. Introduce new acquaintances to the Lions Club and perhaps they may want to become members. [For sponsorship, ticket, or other information about the Blind Dinner Date](#), please email us at dinner@grlions.org or call either of our co-chairs Bill Reese at 616-361-6000 x 3016 or Shawn Eyestone at 616-777-5292. Also, please note the list of sponsorship levels and order form attached to this newsletter.

The program for the event will feature a [new video](#) on the Lions Eyeglass Recycling program and mission trips, as well as award in up to 3 categories:

- * ***Dr. Mark Sheldon Lifetime Achievement Award:*** The award is given to an individual who has made vision improvement and vision loss elimination their passionate life's work both inside and outside their profession. Their dedication and unselfish contributions have made very positive impact in reducing avoidable blindness especially with those from economically challenged parts of our community.
- * ***Visionary of the Year Award:*** Awarded to an individual within the medical profession who has made distinguished contributions during the past 1-3 years in their career and by significant volunteer activity that has led to major progress in the early detection and correction of vision problems in the greater Grand Rapids Community.
- * ***Vision in Action Award:*** Awarded to a non-medical individual in the Greater Grand Rapids area who has made significant contributions in their career or through volunteer efforts to reduce avoidable blindness and/or provide quality of life support to those with vision loss.

Michigan Lions Forum, February 14-15

You are invited to attend the annual Michigan Lions Forum which is an opportunity another opportunity to learn about Lions and meet Lions from around the Michigan. It will be held on February 14- 15, 2014, although many of us go down early Saturday morning (by car pool) when the educational sessions are held. Make plans now to attend the Lions of Michigan Forum in Lansing on Saturday, February 15, 2014. This years' event will be held once again at the Ramada Inn, 7501 West Saginaw Highway Lansing MI 48917. The theme of "Follow Your Dream" is taken from LCI President Barry Palmer. The purpose of the Michigan Forum is for you to leave this event with a list of people who will be your resources, advisors and mentors.

At the Forum exhibitor booths will open on Saturday, 8:00 a.m.-3:00 p.m. so you can learn about many programs and products. The breakout sessions on Saturday are offered by Lions with experience in leadership and will begin at 10:00 a.m., although you will need to plan to arrive earlier to register. The breakouts will include the following informational sessions:

- Leadership Results: A compact overview of what the Leadership Institute training provides
- Diabetes Program
- Soar with the Phoenix-Rebuilding Your Club's Strength
- How to Attract Younger Members into Your Club
- Reading Action Program
- Lions Quest
- Women In Membership
- Roberts Rules of Order & Running an Effective Meeting (combined session)

- Hearing Aid Assistance Program
- Public Speaking
- Club Excellence Process
- Vision Research ROPARD Foundation
- Leader Dog Program

A general session follows lunch and you will be on your way home by 3:30 p.m.

Since this announcement is coming out late, *you will need to register this week*. Please contact Craig Nobbelin ASAP to let him know you want to attend (c.nobbelin@yahoo.com or 616-458-0471). He will confirm your registration with the Lions of Michigan. The \$35.00 registration fee will be covered by our Lions Club. For more information, please go to the Lions of Michigan website: www.lionsofmi.org.

Other Lions News

Lions District 11-C1/11-E1 Convention: All members are invited to attend the annual 11-C1 Convention, a combined convention with District 11-E1. It will be held at the Doubletree Hotel by Hilton, Holland, MI from Friday, March 21 – Sunday, March 23. Some members go up for the whole fun weekend, while a number of Lions members go for the day on Saturday for lunch and for the business meeting. The Grand Rapids Lions Club has 10 votes at the business meeting. Any member can be a delegate. Please contact Craig Nobbelin to let him know if you are interested in attending: c.nobbelin@yahoo.com or 616-458-0471. More information will be forthcoming in a future edition of the *Nuda Veritas*.

Bring a Prospective Lions to a Meeting or Event: Look around you among your colleagues, your acquaintances and your neighbors. Invite them to a meeting (or to the BDD) to see what the Lions are, and talk about our service and how we help the community. As a prospective member, their lunch will be picked up by the club

Grand Rapids Lions Club, Website: www.grlions.org
Mailing Address: c/o Craig Nobbelin, Secretary, 258 Morris Avenue SE, Grand Rapids, MI 49503
Editor & Lions Secretary: Craig Nobbelin, 616-458-0471 or e-mail: c.nobbelin@yahoo.com



blind dinner date

Sponsorship Form (Please see reverse side for descriptions.)

Visionary Sponsor: \$10,000 **20/20 Sponsor: \$5000**
 Large Print Sponsor: \$3000 **High Contrast Sponsor: \$1000**
 Guide Dog Donor: \$200 **Mobility Donor: \$150**
 Glaucoma Donor: \$100 **Magnifier Donor: \$50**
 Table of 8 for Dinner: \$600
 Individual Dinner Ticket(s) x \$75.00 = \$_____
Total: \$_____

Company: _____ Contact: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

(Please Check One) Check Enclosed Invoice Please
 MasterCard VISA AmEx Discover Card

Credit Card#: _____ Exp. Date: _____ CCV# _____

Signature: _____

Event is Thursday, March 6, 2014 at the Goei Center (6 pm – 9 pm)

Table Guests

- | | |
|----------|----------|
| 1. _____ | 5. _____ |
| 2. _____ | 6. _____ |
| 3. _____ | 7. _____ |
| 4. _____ | 8. _____ |

Please make checks payable to the **Grand Rapids Lions Club**
 and return with this form via mail to: ABVI - 456 Cherry Street SE, Grand Rapids, MI 49503
 Tickets will be mailed to you prior to the event.
 Please call Rick Stevens with any questions 616.458.1187 or Fax 616.458.7113



blind
dinner date

Sponsorship Opportunities for the Grand Rapids Lions Blind Dinner Date Event

Visionary/Title Sponsor \$10,000.00

- Program listing and verbal mention
- Recognized as event sponsor on the Grand Rapids Lions Club website
- Title sponsor signage at the event
- Podium recognition at news conference
- News release announcing company as title sponsor
- Mention in other news releases
- Additional recognition at sponsors request
- Highlight company at Grand Rapids Lions meeting as a guest speaker and/or with a table top display
- One table of eight proudly recognizing the company as a sponsor

20/20 Sponsor \$5,000.00

- Program listing and verbal mention
- Recognized as event sponsor on the Grand Rapids Lions Club website
- Mentions in news releases
- Highlight company at Grand Rapids Lions meeting as a guest speaker and/or with a table top display
- One table of eight proudly recognizing the company as a sponsor

Large Print Sponsor \$3,000.00

- Program listing
- Mentions in news releases
- Highlight company at Grand Rapids Lions meeting as a guest speaker and /or with a table top display
- One table of eight proudly recognizing the company as a sponsor

High Contrast Sponsor \$1,000.00

- Program listing
- One table of eight proudly recognizing the company as a sponsor

Thank you for your support!