



Nuda Veritas

Published for Members by the Grand Rapids Lions Club
District 11-C-1 --- Vol. 2014-15, No. 15, March 25, 2015

UPCOMING EVENTS

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

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

Monday, March 30, Bowling,
Northfield Lanes, 4:45 pm

Tuesday, March 31, Lions Board
of Directors Meeting, Noon, ABVI

Tuesday, March 31, 6:00 pm,
Jamark Labs, Eyeglass Recycling
Work Session & Dinner

Sunday, April 5, Happy Easter!

Monday, April 6, Bowling,
Northfield Lanes, 4:45 pm

Tuesday, April 7, Cuba Before
Castro, Cuba Since Castro,
Cuba – What Now? - Carlos
Hidalgo

Monday, April 13, Bowling,
Northfield Lanes, 4:45 pm

Tuesday, April 14, Program To
Announced

Every Tuesday, Eyeglasses
Recycling Work Session, 6:00-
8:00 pm (Every Tuesday!)

Tuesday, March 31

Eyeglasses Recycling Project & Dinner

6:00 – 8:00 pm, Jamark Labs

No Meeting at Noon at the University Club!

The Eyeglass Recycling Session/Dinner Meeting will be Tuesday, March 31 from 6:00 to 8:00 pm. We will meet again this Tuesday for dinner, hard work and fellowship as we process all the dozens of boxes of eyeglasses for the next mission trip. Come join us and bring a guest.

The Lions Eyeglass Recycling Center is at Jamark Labs at 4282 Brockton SE, Suite D, Grand Rapids. It is approximately 1/2 mile east of Broadmore Avenue, about 1 block north of 44th street at the first traffic light and on the east side of Brockton. It is the northern-most suite in a series of connected businesses. If you have questions or want more information, please contact **Lion Brent Spoelstra** at 616-283-0260 or bespoelstra@yahoo.com, or one of the other committee members.

Note: *The Recycling Center is open every Tuesday from 6:00 – 8:00 pm*

Tuesday, April 7

Cuba Before Castro, Cuba Since Castro, Cuba – What Now? Carlos Hidalgo

Some Lions members remember 1959 and the era after Castro and the communists seized control of Cuba and the era that followed. Some Lions members only read about it in history books. More recently, President Obama made the decision that the policy of boycotts and lack of engagement hadn't worked in over 50 years and has opened up talks with the Cuban government to try normalize relations and try to help the Cuban people.

Carlos Hidalgo will join us today to talk about Cuba, as the title suggests. Mr. Hidalgo has widespread experience in Latin America. He developed a go-to-market strategy and distribution

network for Logoi (publishing) that resulted in market share gains in Mexico, Central and South America. He also developed and implemented a strategic market positioning program for the Government Tourist Office of Mexico, which helped position Mexico as the top tourist destination for U.S. travelers.

He is President of Hidalgo & DeVries, Inc. and brings more than three decades of expertise developing research programs and national strategic go-to-market and product launches for a wide array of Fortune 500 and mid-market companies. Mr. Hidalgo has served as an executive manager and has a broad experience overseeing marketing and research campaigns for organizations such as Time Inc., ADP and Sharp. He has also spent much of his career developing research, organizational management and marketing programs for companies such as SpartanNash, Thomson Reuters, Michelin North America, Display Pack, Medtronics and Oppenheimer Funds, among others.

Election of Directors

At the Board of Directors meeting on Tuesday, March 31, the nominees for two director slots and the Membership Director will be presented by the Nomination Committee. At the meeting that night at the Eyeglasses Recycling Center, those candidates will be announced. Email ballots will be sent on Wednesday, April 1 (no April Fool's joke), as well as paper ballots to the 5 Lions members who don't have email addresses. The instructions will be on the ballot, but ballots must be returned by 5 pm on Monday, April 14 in order for the election results to be announced at Tuesday's meeting on April 15.

Please contact Craig Nobbelin if you have questions: c.nobbelin@yahoo.com or 616-458-0471.

Michigan Eye Bank → Eversight Michigan . . . Making Vision a Reality

The Michigan Eye Bank changed its name as of March 20 to Eversight Michigan. Please see the accompanying flyer on the "Frequently Asked Questions" about the name change.

Other Lion's News:

Mark Your Calendars for Several Lions Events:

- **White Cane Drive:** May 1 & 2
- **May 7:** VI Students Field Trip
- **VI Sports Day:** June 6 (tentative)
- **Drive for Vision:** June 22

LCI's Lion Magazine: In case you haven't picked-up your April 2014 copy of the Lion, the LCI magazine, two articles should be of interest. The first, titled "*Fame and Fortune*" on pages 22 – 27, describes an eyeglasses recycling program, the Northwest Lions Eyeglass Recycling Center, run in Olympia, Washington. The second is an article on the USA/Canada Leadership Forum titled, "*Lions Make a Grand Return to Michigan,*" is about the forum here on September 17 – 19, 2015. It is great publicity for our City and West Michigan.

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