



Creating
BETTER
Leaders

2019 | Spokane, WA
September 19-21, 2019



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The Countdown Begins for the USA/Canada Lions Leadership Forum... Are You Ready.

Remarkable leaders get even better with continued education and information. That's why the USA/Canada Lions Leadership Forum was conceived. It's a mission of enhancing the individual leadership capabilities needed for growth within our organization and the art of working with your club or district as a leader in the mission of creating a better caring world that can do larger things in our communities, towns and cities.

The Forum's mission is to maximize your leadership skills with precise seminars that help you become a better leader. This year in Spokane, we have expanded within our 75+ seminars the addition of special guest seminar speakers from the business and education world in helping you communicate, organize and enhance your recognition as a leader in your community, town or city.



As we look to the future of our organization, our leadership communication and knowhow motivate the expansion of our organization and enhances our image wherever we live. Join us in Spokane, we are ready for you.

Thank you,

PDG Paul R. Bledsoe, Spokane Forum Chair and the Planning Committee Chairs

The Forum Mission Statement:

To develop leaders, motivate and educate attendees, provide an open exchange of ideas, and support programs and goals of Lions Clubs International.



SPOKANE IS THE SECOND LARGEST CITY IN THE STATE OF WASHINGTON. IT'S THE HOME OF GONZAGA UNIVERSITY, WASHINGTON STATE UNIVERSITY AND NUMEROUS OTHER COLLEGES.

THE SPOKANE FORUM WILL BE HELD IN THE CONVENTION CENTER DISTRICT. THIS DISTRICT IS A PART OF THE WALKABLE DOWNTOWN REGION. SHOPS AND BOUTIQUES, NATIONAL RETAILERS, AWARD WINNING WINERIES AND BREWERIES ARE WITHIN MINUTES OF THE HOTELS AND CONVENTION CENTER.

SPOKANE WAS VOTED AS THE TOP 6 DESTINATIONS FOR GREAT FOOD IN SMALLER AMERICAN CITIES BY USA TODAY.





BY-THE-RIVER LIFESTYLE... RIVERFRONT PARK, THE FORMER EXPO '74 SITE OF THE FIRST ENVIRONMENTALLY THEMED WORLD'S FAIR FEATURES A HAND-CARVED LOOFF CARROUSEL, SKYRIDE OVER THE MAJESTIC SPOKANE RIVER GORGE AND PLENTY OF OUTDOOR SPACES FOR REMARKABLE VIEWS OF THE RIVER.

Hands-On Project in Spokane



Calling all Lions as we work together to help serve **“WOMEN IN CRISIS”**.

Not having a home, puts any woman in crisis. Please join other Lions in this hands-on service project to build a care package for women in need.

On Saturday September 21st at the Spokane USA/Canada Lions Leadership Forum, Lions from all over will be working together as we produce 2,000 care packages to be handed out to homeless women in many different communities. We will be holding two work sessions, one

before lunch and one after lunch in conference rooms 300 A&B.

We know all Lions love to serve, so even if you are unable to attend the work sessions, you can still be part of this great service project by donating some of the special items needed to produce these packages. We are asking all Forum attendees to bring the following items.

- ***Travel Size Soap (Maybe like the ones you get in your hotel room)***
- ***Travel Size Shampoo***
- ***Travel Size Conditioner***
- ***Travel Size Hand Lotion***
- ***Lipstick***
- ***Eye Shadow***

In an effort to create **2,000 kits** we will need each attendee to bring as many of these items as you can. Please try to bring some of each so we will have a good variety.

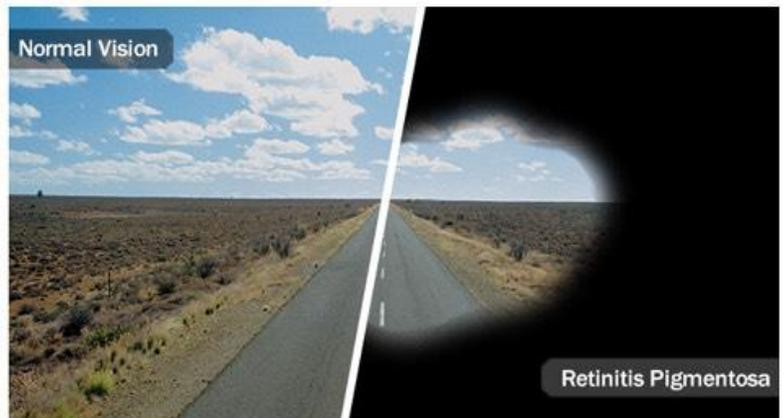
In Helen Keller’s address to the Lions in 1925, she said that the Lions were STRONG and BRAVE and KIND. Last year the Lions who attended the Forum exceeded all expectations by donating over 6,000 books. I am sure this year the Lions will not disappoint as we collect these special items to help the women in crisis throughout our communities.

As Helen Keller would say, “Alone we can do so little; together we can do so much.”

PDG Chris Carlone, Strides/Special Project Chair

Alan Gunzburg: Overcoming Vision Disability as Lions Club Member

Alan Gunzburg, a first-generation American, was born in the Bronx, NY, in August of 1959. Alan’s parents, both Holocaust survivors, were born in Antwerp, Belgium, and met many years later in the United States. Alan grew up in Forest Hills, NY, where he attended Forest Hills High School and graduated in 1977. After high school, he spent two years in Europe and Israel working, traveling and seeing the world. He eventually returned to New York, where he enrolled at the State University of New York at Buffalo to study history and anthropology.



Source: WebMD.com

His first job out of college was in sales at the DataEase company in Trumbull, Connecticut, where he sold database software to companies all over the United States. He moved from DataEase to a sales position for Quality Microsystems (QMS) and sold laser printers to computer dealers in the New York Tri-State region. Eventually, he was hired by his biggest customer, Xerox Corporation, which would turn out to be Alan’s last job.

In his mid-30s, Alan received a diagnosis of retinitis pigmentosa. Retinitis pigmentosa is a hereditary disease that involves a breakdown and loss of cells in the retina—which is the light-sensitive tissue that lines the back of the eye. In the early stages of the disease, rods are more severely affected than cones. As the rods die, people experience night blindness and a progressive loss of the visual field, the area of space that is visible at a given instant without moving the eyes. Symptoms of retinitis pigmentosa are more often noticed between the ages of 10 and 40, but earlier and later onset forms of retinitis pigmentosa exist. Unfortunately, Alan can’t trace the disease to anyone in his family, as most were killed during the Holocaust.

Alan first started to notice symptoms when he was having trouble identifying people at a dimly lit bar in New York City. When it became incredibly difficult for Alan to see at night, he went to see an ophthalmologist and two different retinal specialists, all who confirmed Alan’s diagnosis of retinitis pigmentosa. In 2003, Alan was declared legally blind, and stopped working because he could no longer drive to visit his customers. Having to give up his job in his early forties was not easy for Alan. Without the help of a therapist, Alan feels he may have never pulled himself out of depression.

Oddly, Alan can see perfectly when looking straight ahead—albeit through an ever-narrowing field of vision. It's his peripheral vision and night vision that are currently affected. To explain what he doesn't see, he turns his hands into binoculars before his eyes to show his limited vision. "Peripheral vision loss is like looking through a straw," says Alan.

Because Alan has had a gradual reduction of vision, he's been able to adapt to his vision loss through the help of his guide dog, Kili. Gifted through the [Fidelco Guide Dog Foundation](#), Kili is Alan's second guide dog and is responsible for Alan and making sure he travels safely.

However, it was more difficult to deal with the loss of his job. "Retirement is for people who prepare for it," says Alan. And he wasn't prepared. He needed to do something, to find a way to help, to reach out to others in need. He decided to call an organization that provided him with a driver to go grocery shopping, the [Voluntary Services for the Blind \(VSB\)](#), which serves Fairfield County in Connecticut. He was determined to be a spokesperson, "for people who aren't heard enough, who don't speak for themselves, who are the most vulnerable," says Alan.



Photo courtesy of Alan Gunzburg

Alan found himself involved in policy decisions and decided to join the VSB as a board member, where he worked to help people understand the needs of the blind. "Blind people need other people to drive. Drivers are the toughest thing to find, and gas is expensive," he says. "Blind people also need help with their bills, and other items that must be read," he continues.

Thirteen years ago, he attended a presentation by the [Greenwich Lions Club](#), and soon after, they asked him to become a member. Being a member of the Greenwich Lions Club provides Alan the opportunity to share his story as a visually impaired member of society. It was through his work with the Lions Club and the generous support of the Fidelco Guide Dog Foundation that he received his first guide dog, Fia. Alan is a past president and currently serves as the secretary and Lions KidSight coordinator. In 2016, he received the international service organization's most prestigious recognition. The Melvin Jones Fellow Award recognizes an individual Lion "for dedicated humanitarian services." The award is named for Melvin Jones, the mid-western businessman who founded what is now the world's largest service club in 1917.

As the Greenwich Lions Club KidSight coordinator, Alan provides school-aged children with free [vision screenings using the Welch Allyn® Spot™ Vision Screener](#). The Spot Vision Screener is an instrument-based vision screener that can quickly and easily detect vision issues on children as young as six months of age. As simple as taking a picture, the Spot™ Vision Screener can detect vision risk factors such as myopia, hyperopia, astigmatism, anisometropia, strabismus, and anisocoria without much cooperation from the child. "With the Spot Vision Screener, we can help these children get glasses if they need them," says Alan.

In the town of Greenwich, CT, the Lions Club has used the Spot Vision Screener to screen more than 2,500 children in first, fourth, and fifth grade this year. Alan attributes the speed and accuracy of the Spot Vision Screener to their success in screening a large volume of children. "It would take school nurses three to four weeks to do what we're able to do in two days," says Alan.

This is the Lion's Club third year of pediatric vision screening in Title I schools, and its second year in every public elementary school in Greenwich, CT. The Spot Vision Screener allows Lions Club volunteers to test Greenwich children who are too young for an eye chart but are exhibiting signs of needing glasses.

It may seem unfortunate Alan's career ended in his mid-forties, but Alan is living a fulfilling life. His community involvement has given him great satisfaction and a sense of purpose.

He lives by the words of George Bernard Shaw: "I am of the opinion that my life belongs to the whole community, and, as long as I live, it is my privilege to do for it whatever I can. I want to be thoroughly used up when I die. The harder I work, the more I live."

The Welch Allyn team would like to thank Alan Gunzburg for sharing his incredible story and for the work he does every single day to help save children's vision.

**For more information visit: <http://savesight.welchallyn.com>
Also, visit booth: #9-#10 in Exhibits at the Forum**

Diabetes Symposium at the Forum

There are about 3.0 million Canadians (8.1%) living with diabetes, representing 1 in 300 children and youth (1–19 years), and 1 in 10 adults (20 years and older). Diabetes is a chronic condition that affects Canadians of all ages. If left uncontrolled, diabetes results in consistently high blood sugar levels, which can lead to serious complications such as cardiovascular disease, vision loss, kidney failure and nerve damage.

There are about 30.3 million Americans – (9.4%) living with diabetes. Another 84.1 million have prediabetes, a condition that if not treated often leads to type 2 diabetes within five years.

Diabetes is a global epidemic, affecting an increasing number of men, women, and children all over the world. As Lions and Leos, we see and feel the effects of diabetes in our communities and Lions are working hard on this cause.

Fortunately, it is possible to remain healthy with diabetes through appropriate management and care.

This symposium will give an overview of diabetes, the risk factors, complications and treatment options. We will also discuss ways in which Lions can assist in their communities.

Laura Wintersteen-Arleth has many years' experience in diabetes education as a Nationally Certified Diabetes Educator. Her experience includes group classes, individual education in a clinic setting, classroom, clinical, and providing seminars to health care professionals across the country, managing an outpatient diabetes education center, Camp Director at diabetes camps and providing diabetes education and leadership throughout Multiple District 19.

**Please join us on Thursday morning
111 C ~ 8:15am - 10:15am**



Presented by



Sponsored by Stix Diabetes Programs



LIONS WALK FOR DIABETES AWARENESS
September 2019 • Spokane, Washington

Our Annual Strides Walk has received a tremendous response with an incredible number of walkers! The Strides Walk event will begin with the t-shirt distribution from 9:00AM-11:15AM in front of room 300CD. If you did not pre-register for the walk, there will be a limited number registrations available at the table. Any extra Strides t-shirts will be available in the Forum Store beginning on Friday afternoon.

The 1-mile walk will begin at 11:30AM Thursday in front of the Spokane Convention Center. All participants who pre-registered will receive their box lunch at the end of the walk.



The Forum Planning Committee and Spokane Host Committee Are Ready to Deliver a Forum That Will Help You Become a Better Leader

Meal Time/Keynotes and Fun



Spokane

Friday Lunch

Sherre DeMao



Founder, CEO and Strategy Maestro of BizGrowth Inc, an award-winning firm specializing in next-level, next-idea solutions for entrepreneurial enterprises and leadership.

Confessions of a Mompreneur: Leadership Lessons Learned from my Daughters

Saturday Lunch Dr. Jung-Yul Choi



President Dr. Jung-Yul Choi has been a member of the Busan Jae-il Lions Club since 1977. President Choi has held many offices within the association including Club President, Cabinet Secretary, District Governor and International Director.

Learn about his program for this Lions' year.

Saturday Evening Joshua Allison



Josh is the Founder and Chief Ideator for ThinkCafe', a consulting company committed to solutions for the new workplace. He has spoken and worked with organizations from Hawaii to New York. Josh is a thought leader and a passionate speaker and trainer, he specializes in workplace leadership and engagement.

Over 70 Seminars Including Something New! Outside Seminar Guest Speakers



Katherine Greenland

Katherine Greenland is Founder and Principal at Greenland Consulting LLC, a consulting agency dedicated to synergistic solutions for a world in transition. She speaks internationally on topics of inclusion & diversity, millennial mindset, women's empowerment and transformational leadership.

Millennial Mindset: 5 Strategies To Captivate the Younger Generation



Michelle Ray

(Back By Popular Demand)

After raving reviews, her keynote address in Columbus has led Michelle back to the Forum with seminars in Spokane.

Harness the power of personal leadership... Your personal attitude impacts the purpose of creating a better leader in you!

Lead Yourself First!



Rachelle Strawther

Topic of workshop: Leading Without Authority: How to motivate and guide volunteers who don't have to say 'yes'.

As Director of Leadership Training and Development for Gonzaga University's School of Leadership Studies, Rachelle designs and leads executive leadership programs.



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Register today: <https://lionsforum.org>