

# TEAM NEWS

*Together Everyone Achieves More*

June  
2012



Howard "Howie" Marbach, Jr.  
District 2-A2 Governor  
2011 - 2012

I BELIEVE  
TOGETHER • EVERYONE • ACHIEVES • MORE

Home of PIP Herb Petry  
LSRF  
MESU  
TLC

Converse



## From The District Governor



Please don't walk in front of me, because I may not follow; Please don't walk behind me, because I may not lead; Just walk beside me and be my Friend! God

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### Hi Fellow Lions

This will be my last newsletter article that I will write as your District Governor. It has been an honor and a privilege to be the Governor of this great District. I have really enjoyed visiting all of you during this year, and I want to Thank You for all of your support. I have been quite busy in May and June, because I visited with 38 clubs during that time. It sure was exciting to meet with you and see all the

things that you do. It really makes a person proud. I will miss visiting with you, but I will continue to do so throughout the years, but on a slower pace. In addition to visiting so many clubs we were also, able to attend the State Convention in Houston. It was very heartening to see so many Lions from District 2-A2 in attendance.

This year I was able to attend all 4 of the District Cabinet meetings,

all 4 of the Council of Governors meetings, visiting with every Club in the District, along with numerous meetings with the District Leadership TEAM (DG(E) Richard Keilholz, 2nd VDG Wendy Van Winkle, Cabinet Sec. Susan Merrifield, Cabinet Treasurer Roberto Castillo, PCC Mike Rourke, PDG T. J. Tijerina, GMT Coordinator Sam Pantusa, and GLT Coordinator Wally Jackson) to whom I owe so much

*(Continued on page 2)*

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for their leadership and hard work, and numerous other exciting things.

The eight District "TEAM" goals set by the District Leadership TEAM have all been accomplished, except for the one plus Lion member for each club. Which would have been 61 new Lion members. Right now we are hoping and working hard for at least a positive membership increase for the district (which does not look to good).

We also discussed many positive and constructive things in these newsletter articles; like the importance of Goal setting, Principles of Positive Expectance, the importance of Beliefs, etc., etc. I hope they were helpful and that you applied them. I could go on-and-on but I think it is more important to focus on and make every effort to help DG(E) Richard and his Team achieve the great goals they have set for District 2-A2.

In conclusion, at the beginning of the year in July 2011, I promised that I would do whatever I could, with an excited, positive, and dignified manner to the utmost of my ability. I believe I can truly say that I have tried my



very best to accomplish that, and will continue to do that as long as I am a Lion.

I and the District TEAM want to thank every Lion that so willingly gave of their Time, Effort, Skill, and Money to help those less fortunate than themselves. It is indeed a pleasure to call all of

you Lions my friends. Elaine and I are extremely proud and honored to be associated with each and everyone of you. We also know that no one can accomplish great things by themselves, they need a Great TEAM to help them; because I Believe "Together-Everyone-Achieves-More". So if we expect good things to happen, that is what we will get. Then let us live our Lionistic lives filled with positive expectance, and help Governor Richard have the best year he can have.

So I will close as I always do "Please don't walk in front of me, because I may not follow; Please don't walk behind me, because I may not lead; Just walk beside me, and be my Friend". God Bless each and everyone of you!

Yours In Lionism  
Together-Everyone-Achieves-More  
Lion Howie

District Governor  
Howie Marbach



36th Annual  
USA/CANADA Lions  
Leadership Forum  
September 13-15, 2012  
Tampa, Florida



**From The First  
Vice District  
Governor  
Richard J. Keilholz**

### **Major District 2-A2 Goals for 2012-2013**

Lions international has stated that there are five essential elements that go into keeping a club healthy and fully functioning. They are community service, membership growth, leadership development, communication and organizational management. As your governor, I hope to focus on each and every one of these elements in some capacity, whether it is through recruitment and retention, or through training programs that provide the leadership and expertise to better meet the individual needs of the clubs and the district as a whole. Remember that our motto is, "**We Serve**" and in order to continue to serve our communities as Lions **we need to be committed, have fun and stay focused.**

### **We Serve Because We Care**

As Governor of District 2-A2 I hope to:

- Challenge each club to have a positive membership by bringing in new members that can help increase service and better meet the identified needs of their communities.
- Promote the youth opportunities program. By doing so we have a direct influence on our youth, with the opportunity of promoting service.
- Encourage and promote training programs to Lions clubs in the area's orientation for new members, club excellence and other training programs that will build leadership, set realistic goals and help to better meet the needs of our communities.
- Form new Lions Clubs in the areas that will best meet the identified needs of their community through service projects.
- Challenge each club to be in good standing with District 2-A2, MD-2 Texas and Lions Clubs International.
- These goals cannot be accomplished alone, but together, with your support and commitment, we can accomplish these goals and help make District 2-A2 grow healthy, build future leaders and continue to provide a needed service to our communities.



A Fond Hello to My Fellow Lions,

At the recent District Convention, I was elected as the 2nd Vice District Governor for 2-A2. Shortly thereafter, we all heard the news that Incoming First Vice District Governor Wendy Van Winkle had to resign her position due to health reasons. Thus, I was asked to "move up" into the First Vice District Governors position.

I would have preferred to work hand-in-hand with Lion Wendy in support of our new District Governor Richard Keilholz.

Wendy, know that the entire family of Lions are praying for your swift recovery and we look forward to having you back in a leadership role that you deserve...and we need.

Meanwhile, we need to continue our focus in building up the ranks of 2-A2. We have a proud heritage in lending a helping hand to so many needy people. Our problem is that we are hesitant to proclaim

our successes to the world. We need to get others excited about joining a service organization that is focused on SERVICE.

We are all growing older - that's a scientific fact (you can look it up). Therefore our emphasis must be on getting new blood, new people to join us in this endeavor.

Speaking of getting old, for some, old age means not making any more long-term plans. As comic George Burns, who lived to be 100 put it, "At my age, I don't even buy green bananas."

Another comic, George Carlin, had more trouble with the idea of aging. "I was surprised when I started getting old," Carlin confessed. "I always thought it was one of those things that would happen to someone else."

For others, such as the late U.S. Supreme Court Justice Hugo Black, who made it to his late 90's, things seemed brighter. "When I was 40," Justice Black would recall, "my doctor advised me that a man in his 40's shouldn't play tennis. I heeded his advice carefully and could hardly wait until I reached 50 to start again."

To veteran actress Helen Hayes, the problem wasn't childhood or old age, but everything in between. According to Hayes, "The hardest years in life are those between 10 and 70."

Lady Nancy Astor, the Virginia-

born viscountess who married into English nobility and became the first woman member of Parliament, thought the best way to conquer old age was to refuse to recognize it. "I refuse to admit that I'm more than 52," she once confessed, "even if it does make my sons illegitimate."

For comedian Bill Cosby, there's a foolproof way of staying forever young - or, at least forever middle-aged. "Old age," Cosby said, "is always 15 years from now."

In the end, perhaps age - like youth - is mainly a matter of your state of mind. When Anglo-



Hungarian humorist George Mikes agreed to take a light look at psychoanalysis, he decided to undergo the process himself to see what it was like. The first question the analyst asked the middle-aged Mikes was whether he had a happy

childhood. Mikes' whimsical response: "I am still having a happy childhood."

That last comment by George Mikes says it all for all of us Lions. No matter what our drivers licenses or birth certificates state, we are all still having a "happy childhood" as we continue to serve others.

Stay young, stay energetic, stay happy!

Yours in Service,

FIRST VICE DISTRICT GOVERNOR  
ROD G. CHISHOLM



## From The District Chaplain

As a final report from your Chaplain during District Governor Lion "Howie" Marbach's term I wish to Honor the last of those Lions who died during this time. In so doing, may I encourage the Presidents and Secretaries for the coming year, "year of DG Richard Keilholz", to provide instant information on any Lion they may lose by death within their Club.

It's so very important that we pay a final tribute to those Lions who served so faithfully by our sides in our service to mankind. The best time to recall and record one's services to our fellowman is immediately. Time has a tendency to diminish or even erase good memories.

### REFLECTIONS:

In some ways I look forward to this time of the year; the particular month, the particular day and to this very special moment. For one moment in time we gladly, reverently, and respectfully pause long enough in one space and moment in time to pay our final tribute to men and women with whom many of us stood shoulder to shoulder on many occasions in an effort to improve the lot or circumstance of someone who had a greater need than we did.

For once we together were following the example set forth by the greatest servant of all times and we felt good. And on those days in the future, whether it be loafing on the banks of a fishing stream, strolling through a shopping mall, cheering on our favorite football team, listening to the soft, quiet music emanating from a church organ, memories will gently return causing us to reflect upon former joyful and pleasant days when we served our Master together. May those reflections become real life expressions again as we review the lives of our beloved Lions whom have now gone on to await the glorious day of Reunion.

### TO THOSE WE HONOR:

From George West Lions Club we remember Lion **WILLIAM ARINK** who with his wife, Patricia Trish, served in three Lions Clubs. They were charter

members of Mathis Lions. William served as President and Secretary along the way and both were committed to fulfill committee assignments and to assist in work projects. Lion William was a retired Colonel in the Army and had spent two years in Korea and three in Vietnam. He was also a member of the Padre Island Lions Club at one time. Otherwise he was active in the Fire Department and Boy Scouts.

Although he did not become a Lion until 2010 he tried to make up for lost time. **HENRY HAHN**, Helotes Lions Club, was a retired Pediatrician from San Antonio. He served at the Texas A & M College of Medicine, Temple. Lion Henry was best known for his quiet manners and busy participation, especially with Bingo Project. Lion Henry also showed up at all other Club projects to help wherever possible. He was also active in the Methodist Church.

Hondo Lions Club lost Lion **AL DAVIS**, 24 February 2012. Al was born 26 May 1933. He became a Lion in 2002



along with his son. He did not hold any offices but was a very supportive and active member. His major area of interest was High School sports where he often served as a mentor or coach of the boys. He was at every basketball and football game and was known by all. Lion Al was always encouraging others.

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The Northside Lions said goodbye to a true friend, Lion **Bill Garden**. Lion Bill grew up in Kansas as a farm boy and went on to a career as a US Army Artillery Officer who served in combat in Korea and Vietnam. Known as a man of integrity, Lion Bill lived a rich, full and happy life dedicated to serving others, always showing how much he valued those who served, as well as, those who worked beside him. He was a proud father and grandfather. His trademark humor brought fun and excitement wherever he was. He served the Northside Lions for over 20 years, held every office in the club and was the originator of its very successful annual golf tournament which now carries his name. He shared his talents at the district level as zone and region chairman and held other positions to include his role as coordinator of 2-A2's state convention under PCC Mike Roark. Among his many awards he was recognized by International Presidents and was named a Melvin Jones Fellow and Texas Lions Foundation Fellow by his Club. He had a special place in his heart for the Texas Lions camp and was named Jack Wiech fellow. Lion Bill was loved by his fellow Lions and his life and work left a lasting mark.



**Nathan (Nate) Grobe** was born on March 26, 1928, in Marion, Texas, and passed away at the age of 83 in Cibolo, Texas. He was married to Winona, who preceded him in death. They had four children, one son and three daughters, and seven grandchildren. Nathan was employed at the San Antonio Express News in the circulation department for many years and upon his retirement in 1996, Nathan returned to the family farm in Cibolo where he spent a great deal of time tending to his cattle and driving his tractor. Nathan was a hardworking, humble man who enjoyed his life. He joined the San Antonio Founder Lions Club on November 1, 1969, and remained a Founder Lion until his death.



Old Monarch – What more can you say about a Lions Club member who served his Club and Community for 56 years. Think about how many projects and fund raisers Lion **Leslie Mazurek** has prepared for, the number of hours of having to listen to the same old jokes by fellow Lions, the number of cold hamburgers warmed only by the hot South Texas sun but all blessed by the gentle, reassuring words, "well done my good and faithful son."



Lion **Albert Roman Martin**, August 9, 1916–April 3, 2012, joined the Westside Lions Club in May 1952 and was a member for 60 years until his death at age 95. Lion Albert was active in various club projects. Contributions to Club activities included: establishing a Thanksgiving Dinner for retired residents at the Villa de Amistad Retirement Center and key roles and the diabetic screening program and active participation in sight conservation and examination programs. He also co-edited the Club newsletter.



Lion **John Robert Allegra** past away at his home June 1, 2012 after a lengthy illness. He was 81. Lion John was born in Boston, Massachusetts in 1930 and moved to Del Rio in 1950. He was a member of the Del Rio Host Lions Club for 38 years and served as a 2 year director. He earned a President's Appreciation Medal for his contributions to the "Taste of Texas" in Detroit Michigan was a life member of the Texas Lions Camp and Lions Clubs International.



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Lion John loved being a cowboy. He owned several horses and was an active volunteer at rodeo events and trail rides. His passion for cowboy culture was upstaged only by his love for cooking. Lion John enjoyed the Annual George Paul Memorial Bull Ride because he could combine his love of cowboys with his love for cooking. The hamburgers he prepared for the Lions Club concession at the bull ride are legendary. Lion John had a zest for life. When asked how he was doing on any given day, his usual response was, "If I was doing better, I could not stand it!"



Lion **KAYE BIGGAR**, long-term member of the former Oak Hill Lions Club of San Antonio died in May after a long battle with cancer. Lion Kaye was a very active member; was elected to most club offices and serviced as Club President. His main interest was with sight conservation, so much so that he served many years on the Board to Prevent Blindness; at times serving as Chairman and President. He

also served on some of the early committees of Lions Sight Research Foundation, sharing his knowledge and concern for the blind. Lion Biggar received many awards for his efforts in Lionism, including the Melvin Jones Award.

For a closing tribute we declare one who was never inducted into Lionism and yet a person who probably knows more about Lionism than most of us do. I introduce you to one of the finest First Lady ever: **Mrs. Josephine (JoJo) White Petry**; wife of one of the most notable Lions Club International presidents ever. Perhaps JoJo was never inducted since her husband was a reluctant supporter of women into Lions. In fact, my partner in service, Margaret, may have been the first woman president Herb inducted and that was in Uvalde where she had been District 2-A2 Lioness President.

It was my pleasure to introduce president Herb at various meet

ings and also made more enjoyable when JoJo was present to be introduced also. Her forever smiling face always brightened up the surroundings and her quiet, personable conversation always made you feel a part of the group. With JoJo you were never a stranger, consequently, it certainly seems appropriate to honor her role in the annals of district 2-A2 Lionism.



We miss President Herb and JoJo and will miss them even more now. Why the youthful photo? The forever smiling faces, the eagerness to please and their example of service will always be a reminder to follow the same Master.

Yours in Service,

**District 2-A2 Chaplain  
PDG Lytle Blankenship**

Has your club started its plans to  
plant trees yet?



## From TLERC

### .....and you were worried

About a year and a half ago, there was a lot of trepidation over a partnership Lions Clubs International (LCI) struck up with Wal-Mart. You might recall that LCI worked a deal whereby Wal-Mart would put out collection boxes for used eyeglasses in their stores. The boxes had both the Lions & Wal-Mart's logos indicating the joint nature of the project. When the box gets full, each store then ships it back to their central distribution center. The glasses are then boxed, put on pallets, shrink wrapped, and delivered directly to the Lions recycling centers around the country.

Many of our dedicated Lions, who had set out boxes and diligently collected them, some for many years, were worried. Worried that they would not empty the boxes or send them to the distribution center. Worried that Wal-Mart would not send them to the recycling centers, or that they would go to some other recycling center, and the Texas center would not get all the glasses collected in Texas.....and rightfully so, because we Texans are very proud of what we do; and we wanted to make sure that our center did not suffer a loss in volume, due to some big deal made several states away.

Well, I am here to report that our fears were groundless. Wal-Mart has been covering us up with glasses. We receive not just boxes full, but pallets full of

glasses on a regular basis. Not only are we probably getting all the glasses collected in Texas, but probably from several other states. I would venture to say that because of this partnership, we are getting more glasses from other states in areas where they were not collecting at all. In addition, this partnership saves thousands of dollars of shipping, gas costs, wear and tear on vehicles, and even the physical efforts of boxing and carrying the glasses to meetings or directly to TLERC.



Well.....now I'm worried. I go to the TLERC warehouse and we are covered up with glasses. Now don't get me wrong, we need all the glasses we can get to fill our orders to mission trips around the world. However, we still are covered up. We just do not have enough hands anymore to sort and box the glasses. Sadly like many areas of MD2, in the Midland area we are getting older, slower and less in number!

TLERC does not have the income to hire a labor force for sorting and reading. If we could get to 400 "Visionary Knights of the Blind" (that's less than 2% of the Lions in Texas), sending us \$10 or more per month, we could afford some help. However, during this entire Lion's year, we have added 4 Visionary Knights (total) from our entire State. We only have about 50 altogether. It takes just ONE pair of glasses sent to another developing coun-

try to save an entire family. If you just help one father or mother get a job because they can now see clearly, an entire family may survive. If you help just one child to see, he or she may be able to complete the education they need to properly raise a family.

TLERC gets more "bang for the buck" (more people helped per dollar spent), than any other program out there. Your donation of \$10, \$15, or \$20 per month will help recycle not just one pair, but dozens of pairs of glasses.

So please get on the Texas Lions Eyeglass Recycling Center's new website at [www.tlercmidlandtexas.org](http://www.tlercmidlandtexas.org), download the giving form and sign up TODAY to join a select group of Lions, who understand that this mission is never ending and needs ongoing support. We need all of you if we are to fulfill our "Sight First" mission.

I don't like people to worry, but I hope that all those who were so worried about getting the glasses to TLERC will now worry about helping us get them to those in need. However unlike the LCI deal with Wal-Mart, which was out of our hands, we have no need to worry, because the **solution** for this problem is in all of our hands, if we will just do what Lions do: **WE SERVE!**

Tom Blase, DG Elect 2A1  
TLERC Promotions Director

## From the Texas Lions Foundation

My fellow Lions,

It is with a feeling of pride, satisfaction and sadness that I write this, because in the last column I will write as trustee to the Texas Lions Foundation. Somehow it doesn't seem possible that five years have gone by, but they have! What happened to all the hopes and dreams of that naïve trustee? I will tell you—you have made most of them become a reality. I would keep serving this district if I could, but constitution limitations of the Foundation say I must take a break in service as your trustee. In all probability I will continue to serve as an officer in the Foundation for another 2-3 years, so I won't be totally gone. If you or anyone you know are interested in becoming a trustee for District 2A2, please let DGE Richard know immedi-

I have been very proud of the accomplishments of 2A2 over the past 5 years, and the credit goes to YOU. My only regret is that during the past year, and for the very first time, the Foundation has spent our every budgeted penny for emergency grants. Consequently, no more money can be granted until we are into our next fiscal year. Unfortunately, this also occurs at the same time 2A2 has donated the smallest amount in the past 5 years. This is why I am still trying to raise a total of \$25,000 with the promise of a head-shearing by the tailtwisters if we make our goal. Regrettably at this time we are nowhere close to that figure—however, we still have 30 days left in this Lion's year and anything is possible!

Again, I thank you for the opportunity to have been your trustee.

In His and your service,  
Lion John



## 2012 STRIDE FOR SIGHT UPDATE

As the Lions Year winds down, efforts continue throughout District 2-A2 to bring the **2012 Stride for Sight** to a successful completion. With less than three weeks left to make a contribution, several Lions Clubs have yet to be heard from.

The goal for this year is to raise \$25,000 and to increase the number of Clubs participating. To date, over \$20,000 has been raised and several new participating Clubs have surfaced.

Here is a list of the District 2-A2 Lions Clubs that are accounted for so far:

- |                      |                   |
|----------------------|-------------------|
| Center Point         | Central Park      |
| China Grove          | Crystal City      |
| Del Rio Host         | Edgewood          |
| Floresville          | George West       |
| Helotes              | Heart O'the Hills |
| Kerrville Sunrise    | LaVernia          |
| Northside            | Oak Hills         |
| Our Lady of the Lake | Pleasanton        |
| Poteet               | SA First Ladies   |
| SA Postal            | SA Region 20      |
| San Felipe           | Somerset          |
| Three Rivers         | Tilden            |
| West Side            |                   |



### Peace Poster Finalist



Ahna Valdez  
13 years old  
Kansas, USA  
Sponsored by  
Overland Park Host Lions Club

"The children in my poster are celebrating finding the door to peace and are inviting other countries to join them in their peaceful world."

If your Club is not on the list yet, it's not too late.

Support the expansion of the Lions Low Vision Center of Texas and the creation of a Patient Support Fund at the LLVC ... do your part !!

### Editor's Notes

I really have some big high heels to fill taking over as the District Newsletter Editor. Lion Wendy created great looking newsletters with her skills as a graphic artist. Since I never learned to walk in heels and studied copywriting instead of graphic arts I may stumble a bit. I pledge to do my best to keep the newsletter informative, interesting and hopefully a little entertaining. This newsletter is nothing without the contributions from Clubs, District Officers and the Lions of the District. If you have something to contribute to the newsletter please email it me at [jim@md2pr.org](mailto:jim@md2pr.org). Send it any time, but to be sure to have it included in NEXT month's newsletter have it to me by the 20th of the preceding month.

## Vice District Governor Wendy Van Winkle



### First Vice-District Governor Elect Stepping Down

Submitted by Lion Jim Weed

"It's not cancer. It's not life-threatening, but it is life altering." That's what Lion Wendy told me when she called to say she would be stepping down as First Vice District Governor for Lions year 2012-2013.

Lion Wendy will be undergoing medical treatment for the next several months to restore her health. Her condition and treatment to correct it leave her exhausted. Therefore, she thought it best to step down at this time and get healthy. She hopes to return to her old self (since young self is no longer an option) in about a year and be as productive and "charming" as ever.

Lion Wendy says she is not leaving Lions, just taking a small break. She will continue to participate in the projects of her



home club, Del Rio Host Lions Club, as much as physically possible.

I'm sure I speak for all the Lions of District 2-A2 and MD-2 when I say, "Get well soon, Wendy. We look forward to your return."

Lion Rod Chisholm, elected Second Vice District-Governor at the 2012 District Convention in Converse will move up to serve at First Vice-District Governor for Lions year 2012-2013.



#### Summer Camp 2012 Schedule

- Session 1 - June 3-9: Children with Physical Disabilities (ages 7-16)
- Session 2 - June 10-16: Children with Physical Disabilities (ages 7-16)
- Session 3 - June 17-23: Children with Physical Disabilities (ages 7-16)
- Session 4 - June 24-30: Children with Physical Disabilities (ages 7-16)
- Session 5 - July 1-7: Children with Physical Disabilities (ages 7-16)
- Specialty Camps - July 8-14: (Leased) American Cancer Society (ages 7-16)
- Specialty Camps - July 15-21: Children with Burns (leased)/Down Syndrome (ages 12-16)
- Diabetes Camp 1 - July 22-28: Children with Type 1 Diabetes (ages 8-15)
- Diabetes Camp 2 - July 29 - Aug 4: Children with Type 1 Diabetes (ages 8-15)



## Annual Auction a Success for Utopia Lions Club

The Utopia Lions Club held its annual Auction on April 21, 2012, at the Utopia VFD. The weather was a beautiful and cool Hill Country day, and there were plenty of items to auction. Sabinal Canyoners and many other folks visiting the Canyon had a great afternoon and walked away with many prized items.

What does the Utopia Lions Club do with the funds it raises each year at the Auction? It helps charities, local community needs, and many organizations. Years ago, the Utopia Lions Club started looking for a way to raise money to help out the many charities and organizations they support in the Sabinal Canyon, Texas, and the International Lions Club. The annual Auction now held at the Town Square and Utopia Fire Hall was established.

This year the Auction made a little over \$23,500. This will go a long way in helping support UHS senior scholarships, our Utopia VFD and EMS, the Vanderpool VFD, and other organizations. The Utopia Lions Club would like to thank the organizations who provided the “behind-the-scenes” help in pulling off this year’s Auction. A GREAT big thank you to Corey Lowrance and the UHS Ag kids, for providing lots of “muscle



power” and to the Utopia Schools and Superintendent John Walts for the tables and chairs. Also, many thanks to the Lions Club members who helped as well as Mariah Pfeiffer who provided two days of FABULOUS assistance and Allyce Pfeiffer, who was a great help, also. The wonderful lunch, great desserts, and beverages were provided by the PIPS kids and their sponsor, Marsha Sheedy! Thanks so much for your participation!

Appreciation also to some outstanding advertising by Diane Causey in the Utopia News column of the Uvalde Leader News, the Bandera Bulletin, the Bandera Courier, the Leakey Star, the Bandera Electric Coop Magazine,

KVOU Radio Station in Uvalde, KCWM Radio Station and Mike Carr in Hondo, and KRNH, the Ranch Radio Station, in Kerrville.

Special thanks also to Hillis Mini Storage for storage of early items, Bandera Electric Coop, Leakey, and Mr. Jim Boyd for hanging our banners in town. And, of course, a HUGE thanks is due to the Utopia Volunteer Fire Department and the Community Center for the use of their buildings! And, once again, thanks to Mr. Al Hoelscher, who has auctioneered at this event for many years!

Last but not least, a BIG thank you to all the businesses, land-owners who don’t live in the Canyon full time, and of course to all of the Sabinal Canyon residents and guests who came out to bid on your favorite treasure, and for your generosity to our cause. You continue to help us carry out our Lions Club motto: We serve.



**Don't be a coward,  
come out and play.**

19th Annual Texas Lions Camp  
Harry Wickersham Golf Tournament

August 2, 2012

8:00 AM Shotgun Start

Tapatio Springs Golf Course and Resort  
Boerne, Texas

Visit <http://lionscamp.com> for details and on-line registration.

Sponsor one or more holes. All sponsors of the tournament will be recognized in publications on location and on the Texas Lions Camp website.

## District Governor 100% for 2012-2103

Each District Governor establishes a list of Lion's charities deemed to be worthy of club consideration for contributions. A club should consider any and/or all of the recommendations after all local needs have been met.

At year's end all 100% clubs will be awarded a banner patch in recognition of contributions over and above individual club services.

DG(E) Richard Keilholz has selected these charities for his 100% voluntary contributions for Lions Year 2012-2012.

A 100% club will donate to the four listed with an \*, and select three of your choice from the remaining seven.

<u>Charity</u>	<u>Amount</u>
*Texas Lions Camp	\$10.00
*District 2-A2 LSRF	\$5.00
*Texas Lions Foundation	\$2.00
*LCI Foundation	\$1.00
Leader Dog Program	\$2.00
District 2-A2 Hearing Board	\$1.50
District 2-A2 Human Needs Board	\$1.50
PET Project	\$1.00
Texas Lions Eyeglass Recycling Center (TLERC)	\$1.00

<u>Charity</u>	<u>Amount</u>
World Service for the Blind	\$1.00
San Antonio Lighthouse for the Blind	\$1.00

Separate checks should be written for each charity. The checks should be sent to Lion Marilyn Weed, District 2-A2 Treasurer for 2012-2013.

If you have any questions concerning the Governor's 100% Award, please e-mail Lion Marilyn Weed at [mweed2a2@gmail.com](mailto:mweed2a2@gmail.com) Thank you for supporting your District.

Lion Marilyn Weed  
718 Balboa Dr  
Universal City, TX 78148

Clubs who wish to honor individual members may donate to one or more of these categories in the name of the honoree.

Lions Clubs International Foundation Melvin Jones Fellow	\$1,000
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Lions Sight Research Foundation	
LSRF Fellowship	\$1,000
Low Vision Fellowship	\$1,000
Miracle Circle Membership	\$500
Life Membership	\$250
Foundation Associate Membership	\$125

Texas Lions Camp	
Jack Wiech Fellow	\$1,000
Life Member	\$100
(per member, with plaque)	
Century Club	\$125
(per member per month)	



# Global Membership Team

## Welcome Aboard New Baby on Board!

Submitted by PDG T.J. Tejerina

District 2-A2 is proud to announce the arrival of its newest member to the family of Lionism. The San Antonio Incarnate Word University Lions Club was formally chartered by Lions Club International on May 14, 2012.

The newest club has a strong 20 new charter club members with Lion Kaela Caballero Charter President. The San Antonio University of Incarnate Word Lions Club is being sponsored by the San Antonio Alamo Heights lions Club. We would like to thank the members of the San Antonio Alamo Heights Lions Club for their commitment to extend service and fellowship by helping form this new lions club.

The members of the San Antonio Incarnate Word Lions Club have already participated in various Leadership training sessions sponsored in District 2-A2 as well as assisting other clubs of the district with several projects

providing service and fellowship. Charter Night will be forth coming scheduled for sometime in September, 2012. Lion Sam Pantusa, District 2-A2 Global Membership Team Leader, and Lion Ernesto "TJ" Tijerina, Extension Chairman helped organized the new club.



19th Annual Texas Lions Camp  
Harry Wickersham  
Golf Tournament



August 2, 2012  
Tapatio Springs  
Golf Course and Resort  
Boerne, Texas

## Where is the Next Generation of Lions

Generation Y, generally defined as those born between 1980 and 1999, have lost interest in many of the services and products their parents found important. For example, younger Americans are less interested in cars. In 1998, 64.4% of potential drivers 19-years old and younger had drivers licenses. By 2008, that rate had dropped to 46.3%, according to the Federal Highway Administration.

What young adults care about has shifted. A recent study by Gartner research revealed that, if forced to choose, 46% of all 18-to-24-year-old drivers in the United States would choose access to the Internet over access to a car.

However, many products that have declined in popularity among the youth are more a result of the changing tastes across all ages than a generational shift. Examples include lower sales in traditional cell phones, maps and CDs. In 2002, compact discs had a more than 95% market share of music sales. In 2010, they had less than half. Various reports suggest this decline is the result of all age groups moving away from CD sales toward digital sales.

Consumer tastes are changing at a greater rate than ever before. Not surprisingly, the purchasing habits of the youngest generation present the most dramatic shifts - a reflection of what they find important. Here are eight popular products that the "Facebook generation" is

**NOT** buying.

### 1. Email

In 2010, at the launch of Facebook's then-new messaging service, Mark Zuckerberg predicted the decline of electronic mail, stating that "Email is too slow ... email is too formal." Time is proving Zuckerberg right. From December 2009 to December 2010, time spent using email by the 12- to 17-years-old age group dropped a tremendous 59%. In comparison, time spent using email by people 55 to 64-years-old has increased 22%, and it has increased 28% among those 65 years and older.

### 2. Beer

Light beer has become to the current generation of youth what regular beer was just a few decades ago. In 1990, more Budweiser was sold than the top three light beers combined.



Twenty years later, Budweiser has taken a backseat to Bud Light, which sold as much

as the top four regular beers combined. The country has taken a major generational shift in favor of light beers, which now account for four of the five most popular beers sold domestically. As reported by St. Louis Today, Budweiser believes four out of 10 people in their mid-20s have never tried regular beer. In 1988,

that rate was just 1.5 out of ten. Beer Marketer's Insights editor Eric Shepard said when asked about young drinkers turning to light beer, "The heaviest beer drinkers are young males and that's where the market had been going over the last decade or so."



### 3. Newspapers

While readership rates for print newspapers are falling across the board, the country's younger generation has abandoned the medium the most. As of 2010, only 7% of 18- to 24-year-olds reported having read a print newspaper the day before, according to the Pew Research Center for the People & the Press. This is the first time that figure has reached single digits. This age group also has among the highest rates of people reportedly receiving news through social networking sites or Twitter.

### 4. Cars

As recently as 1998, 64.4% of potential drivers ages 19 and younger had drivers licenses, according to the Federal Highway Administration. As of 2008, that

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## Where is the Next Generation of Lions

(from page 15)

amount had dropped to 46.3%. Additionally, 46% of drivers aged 18 to 24 report that they would choose Internet access over owning a car, according to research firm Gartner. People are also waiting longer to get their licenses. According to the University of Michigan's Transportation Research Institute, in 1983 one-third of all licensed drivers in U.S. were under 30. Today, only 22% of drivers are under 30. Companies such as General Motors have reached out to more youth-oriented advertising companies, such as MTV Scratch, to address this widening gap in their sales.

### 5. Landline phones

Landline phones are losing popularity among Generation Y, who are becoming increasingly content with only having wire-



less phones. According to a report from the National Center for Health Statistics, 51.3% of Americans aged 25 to 29 lived in households with only wireless phones in the first six months of 2010. This is the first time the number of adults in wireless-only households has been greater than the number of adults in landline households for any age group. When looking at all ages combined, less than one-quarter of adults lived in households with only wireless phones.

### 6. Cigarettes

Smoking rates among young people have historically exceeded those of the general population. Now that group is dropping the habit quicker than anyone. According to the Centers for Disease



Control and Prevention, the share of people 18 to 24 years of age who were current cigarette smokers decreased by 17.6% from 2005 to 2010 - the largest decrease among any age group. The share among 45- to 64-year-olds dropped only 3.6%. The amount of Americans 65 and older who smoke actually increased 10.5%.

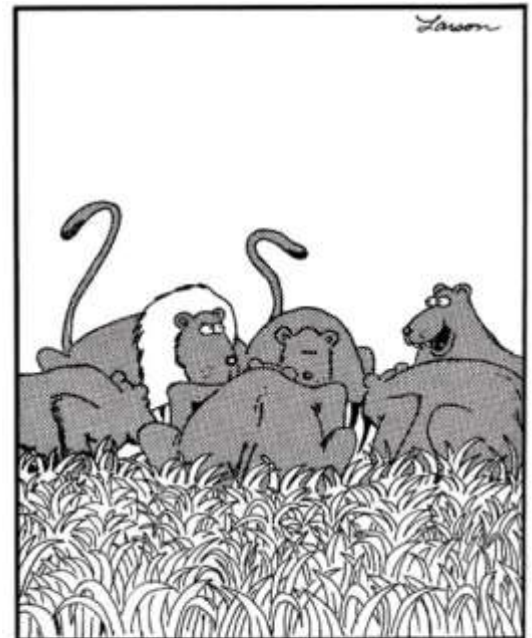
### 7. Desktop computers

Millennials are the only generational group to be more likely to own a laptop computer than a desktop. According to data from Pew Research Center, 70% own a laptop, while 57% own a desktop. By contrast, 64% of those aged 57-65 own a desktop, while only 43% own a laptop. Ranjit Atwal, research director at Gartner, states in LAPTOP Magazine that those

in Generation Y simply "are not buying PCs as their first, or necessarily main, device."

### 8. Television

Adults aged 18 to 24 watch less traditional television than any other age group in the country, according to Nielsen's most recent Cross Platform Report. That group, on average, watches just under 24 hours per week. The national average is approximately 32.5 hours. One of the leading reasons for this difference is Generation Y's relationship with the Internet. According to a report published in April 2010 by electronics review/research company Retrevo, 23% of those under 25 watch "most" of their television online, compared to 8% for everyone.



"Hey, Sid! Remember that time last summer we were all gathered around the kill like this, someone told a leopard joke, and you laughed so hard an antler came out of your nose?"

## From Around the District



Scholarship recipients from the San Felipe Lions Club. \$34,000.00 (\$8,500.00 in form of a laptops) for high school students and \$7,500.00 for the college. students



Four of Del Rio Host Lions Club scholarship recipients. The club awards \$12,000 in scholarships each year.



I agree. Everyone should be required to wear a hat.



Today in history, nothing happened.

# Picture This



Let's see...is it tortilla in the eggs or eggs in the tortilla?



Hi, Eric Stratton, Rush chairman, damn glad to meet you.



Hi, that was Eric Stratton, Rush chairman, and he was damn glad to meet you.



2012 San Felipe Amistad Lions Ambassador of Goodwill Contestants



Several Lions Clubs, like the San Antonio First Ladies, Region 20, Westside Lions, Alamo Heights, and San Antonio North Hills went to the Texas Lions Camp to support the Edgewood Lions Club in serving 350 campers and Lions. Lion Alice Lopez reports, "Much fun was held by all!!!"



When's the last time your club held an eye screening?  
Call PDG Chris Lloyd 210-275-4425

# June 2012



*Sunday*      *Monday*      *Tuesday*      *Wednesday*      *Thursday*      *Friday*      *Saturday*

1  
Helen  
Keller  
Day

3                      4                      5                      6                      7                      8                      9

10                      11                      12                      13                      14                      15                      16

17                      18                      19                      20                      21                      22                      23

Lions Club International 95th

24                      25                      26                      27                      28                      29                      30

Annual Convention in Busan, Korea

MMR  
Due

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