



Creating
BETTER
Leaders

2019 | Spokane, WA
September 19-21, 2019

Inside This Issue

Spokane

Spokane, created by nature, the gateway to the Northwest.

Experience the Forum to the Fullest

Affordable and Walkable

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.

Before and After Tours... Great Values

Make the Spokane Forum a destination to remember, travel and explore with "Before and After" cruise and tour packages. Impressive values presented by **Group Coordinators**. Value Priced...visit lionsforum.org for complete details.

The State of Leadership in 2019

The mission statement of the USA/Canada Lions Leadership Forum has been since its existence...to develop leaders, motivate and educate attendees, provide an open exchange of ideas, and support programs and goals of Lions Clubs International. It's the hallmark instilled over the years and why the Forum has been so successful.

Today, the focus on creating a better leader within our organization is the true component for continued growth of our association. We must make the turn in the right direction for the future. We can not become stale and offer statements of negativism. I remind associates and acquaintances "our purpose" is as strong today as it was over 100 years ago.

Being a great leader requires taking proactive steps to improve your own leadership capabilities. But there's more to it than that. Engaged leaders need to stay on top of the current trends influencing their individual communication with club growth and community outreach. And ensure those within the organization continue to focus on club member attitudes and achieve lasting results in the communities we serve. (continued next page)





Spokane a Destination That's Quite Impressive

- 10 Best Riverfront Cities - USA Today
- 10 Best Craft Distilleries - USA Today
- One of the 6 Great Small Cities for Food Lovers - Wall Street Journal



By-the-river lifestyle... Riverfront Park, the 100 acre former Expo '74 site of the first environmentally themed World's Fair features a hand-carved Looff Carousel, SkyRide over the majestic Spokane River gorge and plenty of outdoor spaces for remarkable views of the river.



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As Chairperson in reviewing trends that are at the forefront with non-profits and business leaders in general, this year the Forum Planning Committee has created the steps needed to make you a great leader.

1. Learn to lead several generations. Focus on creating an environment where each age group feels valued and motivated to give their best effort. Remember most of the generational stereotypes you read online don't have much, if any, basis in fact.
2. Time to pick up the pace. We live in a world of instant gratification. We can develop services that gratify all members of our club. For leaders, ensuring that "picking up the pace" doesn't lead to a decline in the quality of the club will be crucial.
3. Emphasize accountability. As a service organization leader, you need to lead the charge by consistently holding yourself and those on your team accountable to a set of standards and values.
4. Embrace continuing education of leadership skill sets.
5. Mentoring and coaching. It is astounding to see coaching and mentoring rated as most effective modes of leadership development, yet still see them so widely under-used.
6. The art of communication... skills and knowledge. Truly effective reinforcement isn't reminding or retraining—it's providing the right information at the right time to encourage participants to apply, deepen, or reinforce or convey our purpose.

We have expanded our seminars to include those educators and motivational persons outside of our organization to help continue our Forum quest of creating better leaders. And in the long run, this helps expand the outside knowledge of what we do as Lions.

I promise you a great Forum. And you will enjoy Spokane, WA. It's a great city. Please register today at www.lionsforum.org and like us on Facebook. See you in Spokane.

*PDG Paul R. Bledsoe, USA/Canada Lions Leadership Forum
General Chair 2019 Spokane, WA*

(research material includes: Inc. Magazine, Harvard Business School, John Eades, Learn Loft and Flashpoint Leadership Consultants)

Are You Ready...



- Special guest speakers from outside of the Lions organization with seminars for your growth as a community leader
- Expanded leadership training in skills for success
- Over 70 seminars beginning Thursday through Saturday

- Plus, special events like "The Past Looks to the Future"
- Learn more and like us on Facebook
- Register online and learn all about the 2019 Forum at lionsforum.org



Register Today Just \$285*
 * Early Bird Registration Ends 5/30/19



The Power of You...

You will be educated with leadership tips that will personally make you a better leader. And you will be given insight on how to create new members for your clubs in the art of speaking the right language to any age group.

Watch Us Grow... We Serve





Exceptional Learning, Meet Lions From All Over North America and Canada and Have the Time of Your Life



Thursday Evening - High Street Band



Friday Lunch - Sherre' DeMao



Saturday Evening Joshua Allison



Seminar Guest Speakers (left to right) Katherine Greenland, Michelle Ray and Rachelle Strawther



Saturday Lunch
President Elect
Jung-Yul Choi

