



Lions Clubs International Orientation Guide

An Essential Reference for Planning
and Conducting Effective New Member Orientation



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The Importance of New Member Orientation

The importance of a proper, thorough new member orientation cannot be emphasized enough. Imagine belonging to an organization and having only a vague idea of its goals, the responsibilities of membership, its programs, history or traditions. Would you feel like you belonged? Would you be motivated and committed to help the organization reach its goals? Of course not! You'd likely be wondering why you joined the organization at all.

The information provided during orientation provides a foundation for members. It helps them understand how the club functions, what their role will be and also gives them the big picture of the association. When new members are properly informed, they are more likely to feel comfortable with the club and become actively involved in club activities right away. A properly instructed member is also one who is most likely to remain in Lions through the years.

Consider inviting your seasoned members to attend new member orientation as a refresher. It can help renew their enthusiasm.

What Makes an Orientation Effective?

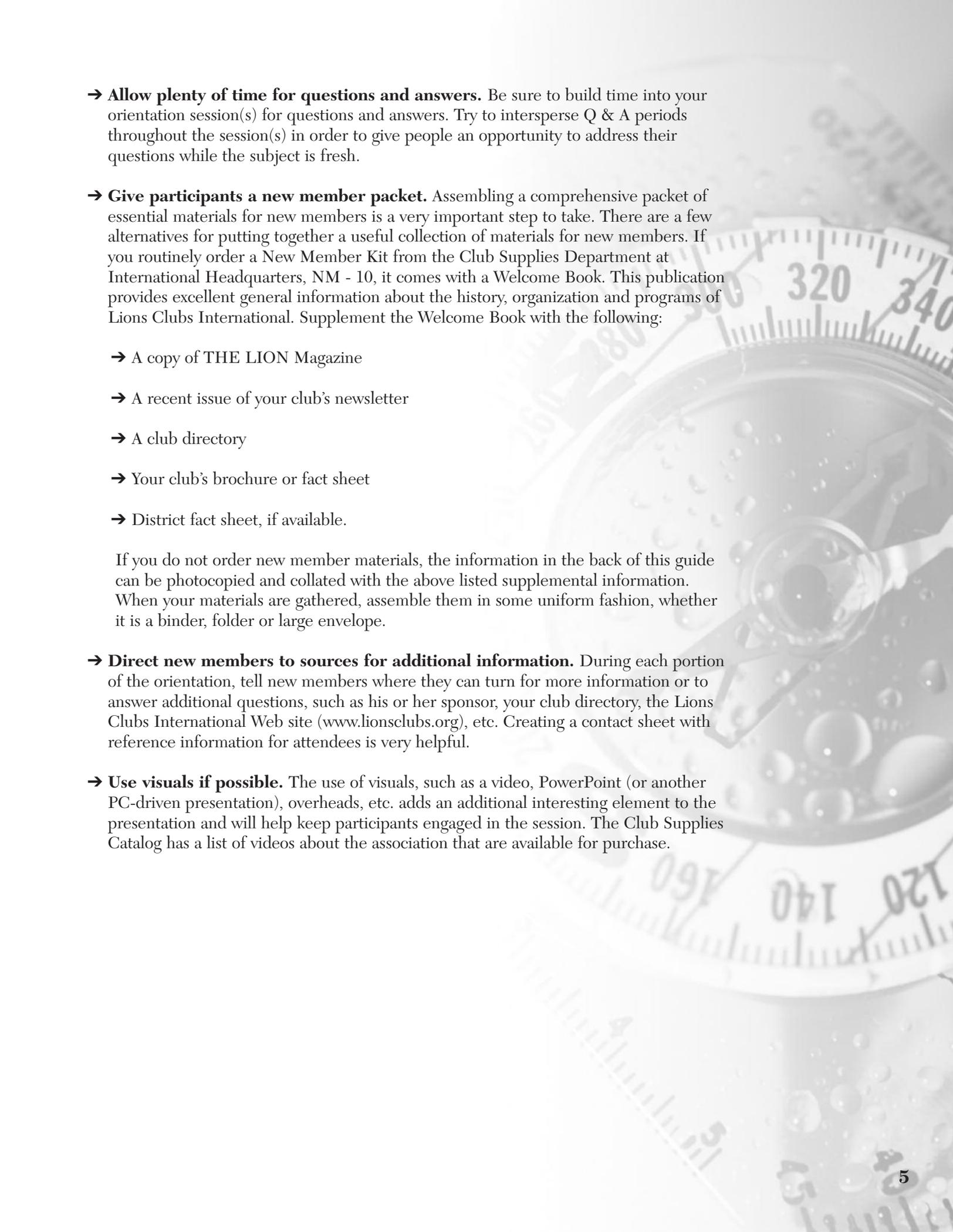
Successful orientations do more than simply impart information; they also inspire and motivate new members to be the best Lions they can be. While there are different methods for conducting an orientation, there are several elements common to all effective orientations:

- **Conduct the orientation promptly.** Whether you have one new member or five, ideally, a new member orientation should take place within one month of the member's induction.
- **Present a manageable amount of information.** You don't want to overwhelm your new members by giving them too much information to process. Highlight key information verbally during the presentation, and refer members to the proper person or source to gather additional details.
- **Limit the length of each session.** Whether you decide to hold the orientation in a few sessions or just one, be respectful of your new member's time, and ability to absorb a great deal of information by limiting sessions to no longer than 2 hours.
- **Keep the pace lively and interesting.** Break up session segments with question and answer periods. Plan a few short breaks during each session. If using visual aids, intersperse them throughout the session(s).

About this Guide

Effective New Member Orientations is divided into two sections. The first section is designed to give the trainer(s) tips and suggestions for conducting a successful new member orientation. The second section provides needed reference material for the orientation, and is also a reproducible workbook for the new member.

Throughout this publication you will find opportunities to personalize the material. As a trainer, the more you can do to make the material relevant to local realities, the more effective the orientation session(s) will be.

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- **Allow plenty of time for questions and answers.** Be sure to build time into your orientation session(s) for questions and answers. Try to intersperse Q & A periods throughout the session(s) in order to give people an opportunity to address their questions while the subject is fresh.
 - **Give participants a new member packet.** Assembling a comprehensive packet of essential materials for new members is a very important step to take. There are a few alternatives for putting together a useful collection of materials for new members. If you routinely order a New Member Kit from the Club Supplies Department at International Headquarters, NM - 10, it comes with a Welcome Book. This publication provides excellent general information about the history, organization and programs of Lions Clubs International. Supplement the Welcome Book with the following:
 - A copy of THE LION Magazine
 - A recent issue of your club's newsletter
 - A club directory
 - Your club's brochure or fact sheet
 - District fact sheet, if available.

If you do not order new member materials, the information in the back of this guide can be photocopied and collated with the above listed supplemental information. When your materials are gathered, assemble them in some uniform fashion, whether it is a binder, folder or large envelope.

- **Direct new members to sources for additional information.** During each portion of the orientation, tell new members where they can turn for more information or to answer additional questions, such as his or her sponsor, your club directory, the Lions Clubs International Web site (www.lionsclubs.org), etc. Creating a contact sheet with reference information for attendees is very helpful.
- **Use visuals if possible.** The use of visuals, such as a video, PowerPoint (or another PC-driven presentation), overheads, etc. adds an additional interesting element to the presentation and will help keep participants engaged in the session. The Club Supplies Catalog has a list of videos about the association that are available for purchase.



Vary the presenters if possible. Divide the presentation among qualified individuals. Varying the presenters is beneficial to both the participants and the speakers. This is especially true if your club holds a multi-session orientation.

Different Orientation Styles

There are several ways you can conduct an effective new member orientation. Choose a method that best suits your club. The most important factor isn't the method you choose for presenting the information, but rather making sure that you are presenting thorough, consistent information to each new member that joins your club.

Leaders

Sponsor Led Orientation: According to a recent online survey, many clubs rely on sponsors to orient new members. The potential problem with having sponsors orient new members is that there is no consistency in what information is presented and sponsors have varying levels of experience training others. This issue can be alleviated by having sponsors use checklists during the orientation to ensure that all the material is covered. (Reproducible presentation outlines/checklists are provided in this publication.) Before asking sponsors to orient members, make sure that they are comfortable training others.

Designated Trainer: One person is designated the orientation leader for all new members. This method ensures that members are receiving consistent information from a qualified trainer. However, this may be too much of a burden for one member. An alternative is to have a small team that rotates orientation duties. Having a single person lead an orientation works best if your club chooses to orient members one by one as they are inducted. For multi-session orientations, using a trainer team is a better choice.

Trainer Team: This approach is excellent for a multi-session orientation for more than one person. Assemble a team of people to handle different portions of the orientation; example, your club's membership chairman, the public relations/public information chairman and your club secretary or president. If possible, a representative from the district would be a helpful addition.

Sessions

Effective orientations can be conducted in one, two or three sessions, depending on your club's situation. Following are suggested outlines/checklists for each method.

ONE SESSION – 2 Hours

Conducting an orientation in one two-hour session necessitates the trainer(s) imparting only the most basic, critical information. Focus on those items that will be most helpful to the new member in becoming the best Lion he or she can be.

Introduction to the International Association (10 minutes)

Why this is important: The rich history and service tradition of Lions clubs provides a foundation for members. It helps instill pride and gives them a broad view of the organization that they are joining.

- Brief Review of International Association History – Page 13.
The “At a Glance” timeline is a good reference for a one-session orientation. Focus on the impact of Melvin Jones and Helen Keller on the association, and the importance of Lions clubs worldwide reach.
- Objects and Ethics – Page 15.
If time permits, have new members complete the exercise “Objects, Ethics and You” on page 16.
- Current Statistics – The Lions Clubs International Web site (www.lionsclubs.org) has the most recent statistics in the FAQ section.
- Questions and Answers

All About Your Club (45 minutes)

Why this is important: This information is the nuts and bolts of membership. Make sure new members understand all the particular requirements of your club.

- Provide a brief history of the club – this information is most effectively conveyed by charter members, past club officers, or knowledgeable and enthusiastic members.
- Discuss the major projects of the club and their sources of funding. Provide a briefing on the club’s current activities and fundraising projects (use visuals when available).
- Explain the organizational structure of the club, the duties of officers, directors and committees – Page 18.
- Explain membership categories, attendance and dues policies – Page 17.
- Talk about what it means to be a Lion and the benefits of membership – Page 16.
If time permits, complete the exercise “What it Means to be a Lion” on page 17.
- Share resources and contacts for your club.
- Questions and Answers

General Video About Association (10 minutes) *optional*

Break (10 minutes)

Your District, Multiple District and Country (20 minutes)

Why this is important: Your district provides support for your club. Emphasize this relationship and how your club participates in district activities.

ONE SESSION (continued)

- Present a history of the Lions in your district, multiple district and country. You can obtain this information from the district governor or multiple district chairman.
- Present information about district and multiple district projects and how your club participates.
- Review the structure of the district and multiple district and responsibilities of the district and multiple district officers – Page 22.
- Talk about district and multiple district conventions. Encourage attendance – Page 23.
- Share resources and contacts for your district and multiple district.
- Questions and Answers

The International Association (20 minutes)

Why this is important: Your club is an integral part of the association, for without the dedication and hard work of Lions clubs worldwide, there would be no Lions Clubs International. Explain the support available from the International Headquarters, and emphasize how the structure unites clubs worldwide in working toward a common goal.

- Review the association's official motto, mission statement, logo, colors, etc. – Page 25.
- Review the structure of the organization, discuss the responsibilities of the board of directors and review the role of the International Convention – Page 26.
- Discuss the International Headquarters – Page 27.
- Review International Projects and Programs – Page 28.
- Share resources and contacts for the International Headquarters.
- Questions and Answers

Test Your Lions IQ (10 minutes) – page 33

TWO SESSIONS – 1 1/2 Hours Each

Conducting an orientation in two sessions gives you more flexibility. You will have more time for discussion and completing exercises. Once again, make sure that you cover all vital information, and add additional material as time and interest permits.

Session 1 of 2:

Introduction to the International Association (20 minutes)

Why this is important: The rich history and service tradition of Lions clubs provides a foundation for members. It helps instill pride and gives them a broad view of the organization that they are joining.

- Brief Review of International Association History – Page 13.
Focus on the impact of Melvin Jones and Helen Keller on the association, and the importance of Lions clubs' worldwide reach.
- Objects and Ethics – Page 15.
Have new members complete the exercise “Objects, Ethics and You” on page 16.
- Current Statistics – The Lions Clubs International Web site (www.lionsclubs.org) has the most recent statistics in the FAQ section.
- Questions and Answers

General Video About Association (10 minutes)

All About Your Club (45 minutes)

Why this is important: This information is the nuts and bolts of membership. Make sure new members understand all the particular requirements of your club.

- Provide a brief history of the club – This information is most effectively conveyed, by charter members, past club officers, or knowledgeable and enthusiastic members.
- Discuss the major projects of the club and their sources of funding. Provide a briefing on the club's current activities and fundraising projects (use visuals when available).
Complete the exercise “Community Service” on page 21.

Break (10 minutes)

- Explain the organizational structure of the club, the duties of officers, directors and committees – Page 18.
- Explain membership categories, attendance and dues policies Page 17.
- Talk about what it means to be a Lion and the benefits of membership – Page 16.
Complete the exercise “What it Means to be a Lion” on page 17.
- Share resources and contacts for your club.
- Questions and Answers

First Session Review

Session 2 of 2:

Your District, Multiple District and Country (30 minutes)

Why this is important: Your district provides support for your club. Emphasize this relationship and how your club participates in district activities.

- Present a history of the Lions in your district, multiple district and country. You can obtain this information from the district governor or multiple district chairman.
- Present information about district and multiple district projects and how your club participates.
- Review the structure of the district and multiple district and responsibilities of the district and multiple district officers – Page 22.
- Talk about district and multiple district conventions. Encourage attendance – Page 23.
- Complete the exercise “Your District” on page 24.
- Share resources and contacts for your district and multiple district.
- Questions and Answers

The International Association (30 minutes)

Why this is important: Your club is an integral part of the association, for without the dedication and hard work of Lions clubs worldwide, there would be no Lions Clubs International. Explain the support available from the International Headquarters, and emphasize how the structure unites clubs worldwide in working toward a common goal.

- Review the association’s official motto, mission statement, logo, colors, etc. – Page 25.
- Review the structure of the organization, discuss the responsibilities of the board of directors and review the role of the international convention – Page 26.

Break (10 minutes)

- Discuss the International Headquarters – Page 27. Complete exercise “Your International Headquarters” on page 28.
- Review international projects and programs – Page 28.
- Share resources and contacts for the International Headquarters. Complete exercise “Resources” on page 29.
- Questions and Answers

Second Session Review (10 minutes)

Test Your Lions IQ (10 minutes) – Page 33

THREE SESSIONS – 1 1/2 Hours Each

Conducting an orientation in three sessions allows you to spend a time on discussion and incorporate a variety of visual aids. However, even when holding an orientation over several sessions, you should be careful not to inundate new members with too much information. Instead, use the extra time to enhance the sessions with discussion, exercises and audio-visual support.

Session 1 of 3:

Introduction to the International Association (20 minutes)

Why this is important: The rich history and service tradition of Lions clubs provides a foundation for members. It helps instill pride and gives them a broad view of the organization that they are joining.

- Brief Review of International Association History – Page 13.
Focus on the impact of Melvin Jones and Helen Keller on the association, and the importance of Lions clubs worldwide reach.
- Objects and Ethics – Page 15.
Have new members complete the exercise “Objects, Ethics and You” on page 16.
- Current Statistics – The Lions Clubs International Web site (www.lionsclubs.org) has the most recent statistics in the FAQ section.
- Questions and Answers

General Video About Association (10 minutes)

All About Your Club (45 minutes)

Why this is important: This information is the nuts and bolts of membership. Make sure new members understand all the particular requirements of your club.

- Provide a brief history of the club – this information is most effectively conveyed by charter members, past club officers, or knowledgeable and enthusiastic members.
- Discuss the major projects of the club and their sources of funding. Provide a briefing on the club’s current activities and fundraising projects (use visuals when available).
Complete the exercise “Community Service” on page 21.

Break (10 minutes)

- Explain the organizational structure of the club, the duties of officers, directors and committees – Page 18.
- Explain membership categories, attendance and dues policies – Page 17.
- Talk about what it means to be a Lion and the benefits of membership – Page 16.
Complete the exercise “What it Means to be a Lion” on page 17.
- Share resources and contacts for your club.
- Questions and Answers

First Session Review

Session 2 of 3:

First Session Review, Discussion and Questions (10 minutes)

Your District, Multiple District and Country (45 minutes)

Why this is important: Your district provides support for your club. Emphasize this relationship and how your club participates in district activities.

- Present a history of the Lions in your district, multiple district and country. You can obtain this information from the district governor or multiple district chairman.
- Present information about district and multiple district projects and how your club participates.

Break (10 minutes)

- Review the structure of the district and multiple district and responsibilities of the district and multiple district officers – Page 22.
- Talk about district and multiple district conventions. Encourage attendance – Page 23.
- Complete the exercise “Your District” on page 24.
- Share resources and contacts for your district and multiple district.
- Questions and Answers

Second Session Review

Session 3 of 3:

Second Session Review, Discussion and Questions (10 minutes)

The International Association (50 minutes)

Why this is important: Your club is an integral part of the association, for without the dedication and hard work of Lions clubs worldwide, there would be no Lions Clubs International. Explain the support available from the International Headquarters, and emphasize how the structure unites clubs worldwide in working toward a common goal.

- Review the association's official motto, mission statement, logo, colors, etc. – Page 25. Complete the exercise “The ‘We Serve’ Spirit” on page 25.
- Review the structure of the organization, discuss the responsibilities of the board of directors and review the role of the international convention – Page 26.

Break (10 minutes)

- Discuss the International Headquarters – Page 27. Complete exercise “Your International Headquarters” on page 28.
- Review international projects and programs – Page 28. Complete exercise “International Activities” on page 31.
- Share resources and contacts for the International Headquarters. Complete exercise “Resources” on page 29.
- Questions and Answers

Third Session Review (10 minutes)

Test Your Lions IQ (10 minutes) – page 33.

Orientation Planner

Use this reproducible sheet to plan your orientation session(s).

Session(s) Date(s): _____

Time: _____

Location: _____

Agenda: _____

Content	Presenter	Time Allotted	Visuals
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Audio-visual equipment needs: _____

- Local Club History and Local Project Information Completed
- District/Multiple District History and Project Information Completed
- Resource/Contact Sheet Completed
- New Member Packets Assembled
- Note Paper and Pencils for Attendees

Lions Clubs International Primer

INTERNATIONAL ASSOCIATION HISTORY

History: Lions Clubs International began as the dream of Chicago insurance man Melvin Jones. He believed that local business clubs should expand their horizons from purely professional concerns to the betterment of their communities and the world at large.

Jones' own group, the Business Circle of Chicago, agreed. After contacting similar groups around the country, an organizational meeting was held on June 7, 1917, at the LaSalle Hotel in Chicago. The new group took the name of one of the groups invited, the "Association of Lions Clubs," and a national convention was held in Dallas, Texas, USA in October of that year. Thirty-six delegates representing 22 clubs from nine states were in attendance. The convention began to define what the association was to become. A constitution, by-laws, objects and code of ethics were approved. Among the official objects adopted in these early years was one which read, "No club shall hold out the financial betterment of its members as its object." The object has remained one of the association's main tenets ever since.

Dr. W.P. Woods, of Evansville, Indiana, USA was elected as the first president. Guiding force and founder Jones was named acting secretary, thus beginning his relationship with Lions that ended only with his death in 1961.

Just three years after its formation, the organization became international when the first club in Windsor, Ontario, Canada was established in 1920. Clubs were later organized in Mexico, China and Cuba. By 1927, membership stood at 60,000 in 1,183 clubs.

In 1935, Panama became home to the first Central American club; the first club in South America was organized in Colombia the following year. Sweden, then France, brought Europe into the association in 1948. Japan had clubs by 1952, and the so-called "Eastern Bloc" was unblocked in 1989 with the formation of clubs in Hungary, Poland and Estonia. In 1990, a club was chartered in Moscow and today over 100 Lions clubs are demonstrating the value of service in countries once closed to voluntary action.

Perhaps the single event having the greatest impact on the association's service commitment occurred in 1925 when Helen Keller addressed the Lions at the international convention in Cedar Point, Ohio, USA. It was there that she challenged Lions to become "knights of the blind in the crusade against darkness."

In 1990 Lions launched their most aggressive sight preservation effort to date, SightFirst. The more than US\$140 million-plus program strives to rid the world of preventable and reversible blindness by closing the gap between existing health care services and those that remain desperately needed.

Broadening its role in international understanding, the association helped the United Nations form the Non-Governmental Organizations section in 1945, and continues to hold consultative status today. Each year, during the Lions Day with the United Nations ceremonies, an award is presented to the grand prize winner of the Lions International Peace Poster Contest, itself a significant program which draws over 350,000 entries annually.

Another significant event in the association's history occurred in 1987, when Lions Clubs International became the first major service club organization to admit women as members.

Since those first years, the association has grown to include nearly 1.4 million men and women in more than 44,000 clubs located in 189 countries and geographical areas.

At a Glance

Lions Clubs International History Timeline

- 1917:** Association founded in Chicago, Illinois, USA on June 7 by businessman Melvin Jones.
- 1920:** Association became international with the formation of the first club in Canada.
- 1925:** Helen Keller challenges the Lions to become her “knights of the blind in the crusade against blindness.”
- 1931:** First club in Latin America chartered.
- 1945:** Association helps form the Non-Governmental Organizations section of the United Nations.
- 1947:** First club in Australia chartered.
- 1948:** First club in Europe chartered.
- 1953:** First club in Asia chartered.
First club in Africa chartered.
- 1987:** Lions Clubs International becomes the first service club to admit women as members.
- 1990:** SightFirst, a major blindness prevention initiative, is launched.
-

LIONS CLUBS INTERNATIONAL OBJECTS: The Lions Clubs Objects outline the aims and goals of Lions. It is up to the individual clubs to use the general objects for specific purposes.

TO CREATE and foster a spirit of understanding among the peoples of the world.

TO PROMOTE the principles of good government and good citizenship.

TO TAKE an active interest in the civic, cultural, social and moral welfare of the community.

TO UNITE the clubs in the bonds of friendship, good fellowship and mutual understanding.

TO PROVIDE a forum for the open discussion of all matters of public interest; provided, however, that partisan politics and sectarian religion shall not be debated by club members.

TO ENCOURAGE service-minded people to serve their community without personal financial reward, and to encourage efficiency and promote high ethical standards in commerce, industry, professions, public works and private endeavors.

LIONS CODE OF ETHICS: The Lions Code of Ethics is a guideline for the personal values that each Lion should exemplify.

TO SHOW my faith in the worthiness of my vocation by industrious application to the end that I may merit a reputation for quality of service.

TO SEEK success and to demand all fair remuneration or profit as my just due, but to accept no profit or success at the price of my own self-respect lost because of unfair advantage taken or because of questionable acts on my part.

TO REMEMBER that in building up my business it is not necessary to tear down another's; to be loyal to my clients or customers and true to myself.

WHENEVER a doubt arises as to the right or ethics of my position or action towards others, to resolve such doubt against myself.

TO HOLD friendship as an end and not a means. To hold that true friendship exists not on account of the service performed by one to another, but that true friendship demands nothing but accepts service in the spirit in which it is given.

ALWAYS bear in mind my obligations as a citizen to my nation, my state and my community, and to give them my unswerving loyalty in work, act and deed. To give them freely of my time, labor and means.

TO AID others by giving my sympathy to those in distress, my aid to the weak, and my substance to the needy.

TO BE CAREFUL with my criticism and liberal with my praise; to build up and not destroy.

EXERCISE – Objects, Ethics and You

Discuss with your trainer(s) what the Lions Clubs International Objects and Ethics mean to you personally.

NOTES:

All About Your Club

WHAT IT MEANS TO BE A LION: Lions are men and women dedicated to serving those in need, whether in their own community or halfway around the world. Membership in a Lions club provides people with the opportunity to meet and work with other individuals in a spirit of fellowship, striving toward the common goal of helping those in need. Through their mutual concern of others, members have the opportunity to improve both their local and world communities and develop valuable personal and professional skills.

New members are expected to give freely of their time and energy whenever possible. They are expected to attend club meetings, be available for committee assignments, be knowledgeable about the aims and objectives of Lions and to support club officers.

BENEFITS OF MEMBERSHIP: The benefits of Lions clubs membership are numerous, and include:

- The unparalleled satisfaction of helping those in need.
- Making a difference in your community.
- Having an impact on those in need worldwide.
- Developing leadership skills.
- Enhancing communication skills.
- Utilizing planning and organization skills.
- Working hands-on to meet community needs.
- Meeting new people – from your community and abroad.
- Opportunities to network.
- Opportunities to travel.

EXERCISE – What it Means to be a Lion

Discuss why you became a Lion with your trainer(s). Write down three personal goals you have for membership.

1. _____
 2. _____
 3. _____
-

MEMBERSHIP CATEGORIES: There are several categories of membership, which are fully explained in the Lions Clubs Standard Form Constitution and By-laws. In brief, they are:

- **Active:** A member entitled to all rights and privileges and subject to all obligations which membership in a Lions club implies.
- **Member-at-Large:** A member who has moved out of the community and is unable to regularly attend meetings and desires to retain membership in the club. This member cannot hold office or vote at conventions and must pay dues.
- **Honorary:** An honor bestowed by a club to an individual who is not a member of the Lions club, to recognize outstanding community service or service to the club.
- **Privileged:** A member who has been a Lion for 15 or more years, who because of illness, infirmities or advanced age or other legitimate reason, must relinquish his or her active status. A privileged member may vote, but may not hold office.
- **Life Member:** A member who has maintained active status for 20 or more years, or for 15 years and is at least 70 years of age can be granted Life Membership. Life Members pay a one-time payment to the association in lieu of future dues. They have all the rights and privileges of membership.
- **Associate:** A member who holds his/her primary membership in another club, but maintains residence or is employed in the community of the club in which he/she attends. Associate members can vote on club matters, but may not serve as a club delegate at district, multiple district or international conventions, and are not eligible to hold office.
- **Affiliate:** An individual who is currently unable to fully participate in the club, but wishes to support the club. He or she may not hold office and may not represent the club at district, multiple district or international conventions, but may vote on club matters.

Members cannot simultaneously hold membership – other than Honorary or Associate – in more than one Lions club. They also may not hold another membership, other than Honorary or Affiliate, in another service club of similar character.



ATTENDANCE REQUIREMENTS: Clubs should meet regularly and is recommended at least twice each month. All active members are strongly encouraged to attend meetings regularly. Members who maintain perfect attendance during the fiscal year may be given an annual 100% perfect attendance award. If a member misses a meeting, he or she has the opportunity to make up the meeting by attending a club board meeting, a region or zone meeting, the meeting of another club or a club committee meeting. The club secretary has complete details regarding your club's make-up policies.

GUESTS AT MEETINGS: Meals for guests at meetings are generally paid for by the Lion who extends the invitation, unless previously agreed upon by the club to absorb the expense, which frequently happens in the case of a speaker or a prospective new member. It is appropriate for a Lion member to introduce the guest at the time of the general introductions.

DUES: Each club assesses an entrance fee and annual dues. Lions clubs use their entrance fees and membership dues for administrative purposes and to pay international and district dues.

Preferably, dues should be collected from the individual member on a semi-annual basis. Dues statements should be mailed by clubs to their members on or near January 1st and July 1st of each year.

The club annually pays to Lions Clubs International a "per capita and convention fund tax" for each member. The club is billed semi-annually on January 1st and July 1st.

CLUB BUDGETS: Clubs maintain two separate budgets: activities and administrative. The activities funds of a Lions club, consisting of funds raised from the public through club projects, may only be expended to satisfy a community or public need. The administrative budget is what finances club operations. Its income comes mostly from club dues.

OFFICERS AND BOARD OF DIRECTORS: A Lions club is governed by a board of directors, normally consisting of a president as chief executive officer, the immediate past president, three vice presidents, a secretary, a treasurer, a Lion tamer, a tail twister, four or more directors, a membership director and a branch coordinator (if applicable). Officers are elected annually for a term coinciding with the association's fiscal year (July 1-June 30). Directors are elected for two-year terms. Meetings of the board are usually held once each month.

President: The president serves as the club's chief executive officer and presides at all meetings of the club and the board of directors. The president issues the call for regular and special meetings in accordance with the club's by-laws or procedures, plans the agenda and ensures that the status of each committee activity is reported. It is also the responsibility of the president to see that regular elections are duly called, noticed and held. The president cooperates with, and is an active member of, the district governor's advisory committee of the zone in which the club is located.

Immediate Past President: The immediate past president, along with other past presidents, serves as an official greeter of members and their guests at club meetings and represents the club in welcoming new people into the community served by the club.

Vice Presidents: In the event that the president should be unable to perform the duties of office for any reason, the vice president next in rank occupies the position and performs the duties with the same authority as the president. Each vice president, under the direction of the president, oversees the functioning of various committees of the club.

Secretary: Under the supervision and direction of the president and board of directors, the secretary acts as a liaison officer between the club and both the district and International Headquarters. Responsibilities of the secretary include submitting reports, maintaining club records and issuing financial statements to club members.

Treasurer: The Treasurer is responsible for all club financial matters. Duties include receiving all monies and paying club obligations, maintaining financial records, preparing financial statements and submitting financial reports.

Lion Tamer: The Lion Tamer serves as custodian of club property. Duties include being responsible for club property (such as flags, banners, gavels, etc.), serving as a sergeant at arms during meetings and distributing materials at meetings.

Tail Twister: The Tail Twister serves to promote harmony, good fellowship and enthusiasm at club meetings through the judicious imposition of fines on members. The Tail Twister may not be fined except by the unanimous vote of all members present. Any funds collected by the Tail Twister are immediately turned over to the treasurer.

Membership Director: The membership director serves as the chairman of the membership committee. Responsibilities of the membership director include development of membership growth programs, implementation of recruitment and retention programs and preparation of orientation sessions.

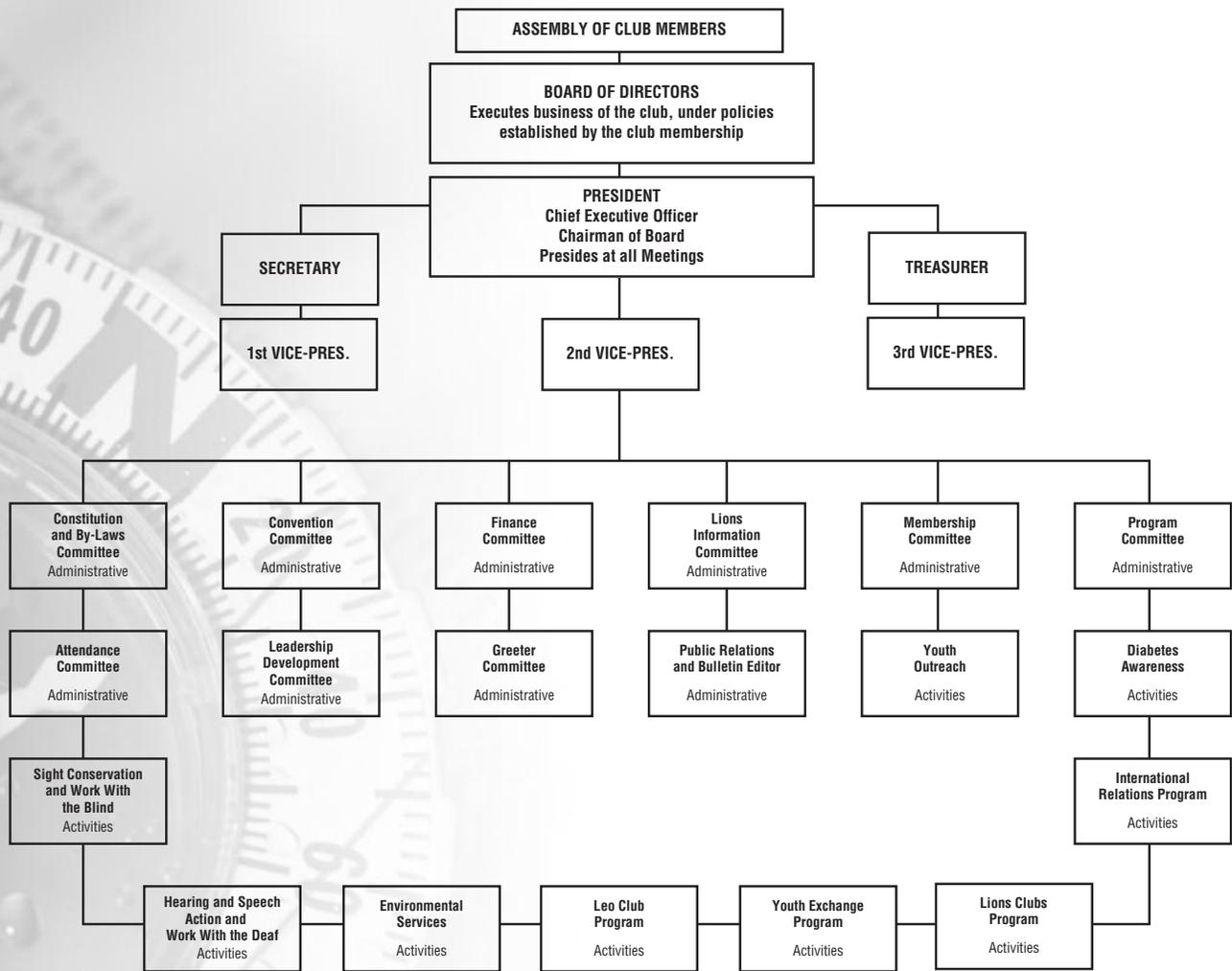
Branch Coordinator: The branch coordinator is the chief officer of the club branch's executive committee.

At a Glance **Club Officers and Directors**

The club's board of directors is composed of:

- Club President
 - Immediate Past President
 - Vice Presidents
 - Secretary
 - Treasurer
 - Lion Tamer
 - Tail Twister
 - Membership Director
 - Branch Coordinator (if applicable)
 - Elected Directors
-

CLUB ORGANIZATIONAL CHART



Other activities of Lions for which Committees may be appointed are: Citizenship Services; Educational Services; Health Services; Social Services; Recreational Services; Public Services; and International Youth Camps.

ELECTIONS: All officers of the club are elected annually. Directors, however, are elected every other year. The process begins with the nomination of club officers and directors in March. The president appoints a nominating committee. This committee proposes the names of candidates for each club office to the members at a nominating meeting. At this meeting, nominations for all offices can be made from the floor. Elections are held in April of each year. Terms of office begin on July 1st.

To ensure continuity in the club's membership efforts, the election of membership committee members is handled a little differently than other committees. Each club elects a three-person membership committee. The committee includes a member, a vice chairman and a chairman who automatically becomes a director on the board. After the first year, only the membership chairman/director moves off the committee. The vice chairman moves up to become the membership chairman/director. The remaining committee member becomes the vice chairman and a new Lion is elected to fill the vacancy.

COMMITTEES: Club projects and activities are originated and led by club committees under the direction of a committee chairman. The president generally appoints the chairman and committee members. There are two general classifications of club committees: administrative and activities-based.

Examples of administrative committees include: attendance, constitution and by-laws, convention, finance, information technology, leadership development, Lions information, membership, program, public relations-bulletin editor and greeter. Activities committees are set up to address specific community needs as well as to provide support for international services. Activity committees include youth outreach, diabetes awareness, sight conservation and work with the blind, hearing and speech action and work with the deaf, environmental services, Leo Club Program, youth exchange program, Lioness club program and international relations program. Clubs may also appoint committees for various other activities, such as citizenship, educational or health services and international youth camps.

The chairmen of each committee will call periodic meetings of their members, and are frequently asked to attend board meetings to report their progress to the officers and directors. Vice presidents also communicate these activities to the general membership.

CLUB CALENDAR: The program committee is responsible for maintaining a calendar of events. This calendar helps remind members of pertinent club dates.

CLUB COMMUNICATIONS: The club newsletter is a vital communications tool. Many clubs also have Web sites. Members are encouraged to read each issue of the club's newsletter and visit the Web site regularly to keep abreast of club news.

AWARDS: There are many awards available to members at the club level for service activity and membership initiatives. They include:

- Extension Award: Given for outstanding efforts in formation of new Lions clubs.
- Year-Round Growth Award for recruiting three or more members in one year.
- Membership Keys: Awarded for recruiting quality members.
- 100% Attendance: Recognizes perfect attendance.
- Chevrons: Awarded for length of membership.

Many clubs also have their own awards programs to recognize the outstanding achievements of their members, as do districts and multiple districts.

Additionally, club leaders are eligible for a variety of awards to acknowledge superior efforts, such as the Club President Excellence Award.

EXERCISE – Community Service

What community service projects interest you the most? How do you feel you can best contribute to your club? Discuss with your trainer(s).

NOTES:

Your District, Multiple District and Country

DISTRICTS: Most Lions clubs are part of a district, which is usually comprised of at least 35 clubs that have a combined total of at least 1,250 members.

District Governor: The district governor serves as the chief administrative officer for the district. He or she is elected to serve a one-year term at the district convention. The new governor takes office at the close of the international convention.

The district governor's responsibilities include representing the association in the district, supervising district officers, furthering the Objects and Ethics of the association, promoting the goals of the International Program, supervising the organization of new Lions clubs and presiding over district meetings.

Vice District Governor: The vice district governor serves as chief administrative assistant to the district governor. The vice district governor's specific responsibilities are to further the Objects and Ethics Lions Clubs International, become familiar with the duties of the district governor so that in the event of a vacancy in the office of district governor, perform administrative duties assigned by the district governor, participate in district meetings, help prepare the district budget, supervise district committees at the request of the district governor, help review clubs, engage in all matters to be continued during the next year and services as chairman of the district MERL team.

Cabinet Secretary and Cabinet Treasurer (Or Secretary/Treasurer): Each one acts under the supervision of the district governor. The duties of each are to further the Ethics and Objects of Lions Clubs International and perform other functions and acts required through the cabinet secretary-treasurer manual and other directives.

DISTRICT, REGION AND ZONE ORGANIZATION: Normally, a district or sub-district is divided into regions (comprised of no more than 16 and no less than 10 clubs), each headed by a region chairman. In turn, each region is broken down into zones (with no more than eight clubs and no less than four), presided over by a zone chairman. Region and zone chairmen work under the leadership of the district governor.

Region Chairman: This position is optional. The region chairmen are members of the district governor's cabinet. They are usually appointed by the governor; however, in some districts they are elected. The region chairman, subject to the supervision and direction of the district governor, is the chief administrative officer in the region. Duties include supervising the zone chairman in the region, supervising district committees as assigned by the district governor, organizing new clubs and strengthening weak clubs.

District Chairmen: Lions Clubs International officially recognizes twenty district chairmen:

- | | |
|--|---|
| → Convention | → Leo Club |
| → Diabetes Awareness | → Lions Clubs International Foundation (LCIF) |
| → Environmental | → Membership |
| → Extension | → Lions International Peace Poster Contest |
| → Hearing & Speech Action and Work with the Deaf | → Public Relations and Lions Information |
| → Honorary | → SightFirst |
| → International Understanding and Cooperation | → Youth Exchange |
| → Leadership Development | → Youth Outreach |
| → Cultural and Community Activities | → Retention |
| → Information Technology | → Youth (Lions Opportunity for Youth) |

The district committee chairmen assist the district governor, region chairmen and zone chairmen in the work with their clubs. A district governor may add other district chairmen as he or she deems necessary.

Zone Chairman: The zone chairman is the chief administrative officer in the zone and is given direction and supervision by the district governor and/or region chairman. The zone chairman is responsible for serving as chairman of the district governors zone advisory committee, taking an active role in organizing new clubs and reports on the activities and well being on all the clubs in their zone.

The zone chairman is a member of the district governor's cabinet. Usually, the governor appoints them; however in some districts they are elected.

District Conferences: The district conference is held for the purpose of conducting training seminars for club officers. These conferences are attended by club officers and committee chairmen, as well as by district cabinet members.

District Conventions: The annual district convention, sometimes held as part of a multiple district convention, is the chief deliberative body of the district. District conventions are held to conduct general district business, take action on district matters, adopt resolutions, elect the district governor and other district-elected officers, vote on convention sites, conduct seminars, sponsor events important to the district and develop fellowship among the Lions of the district.

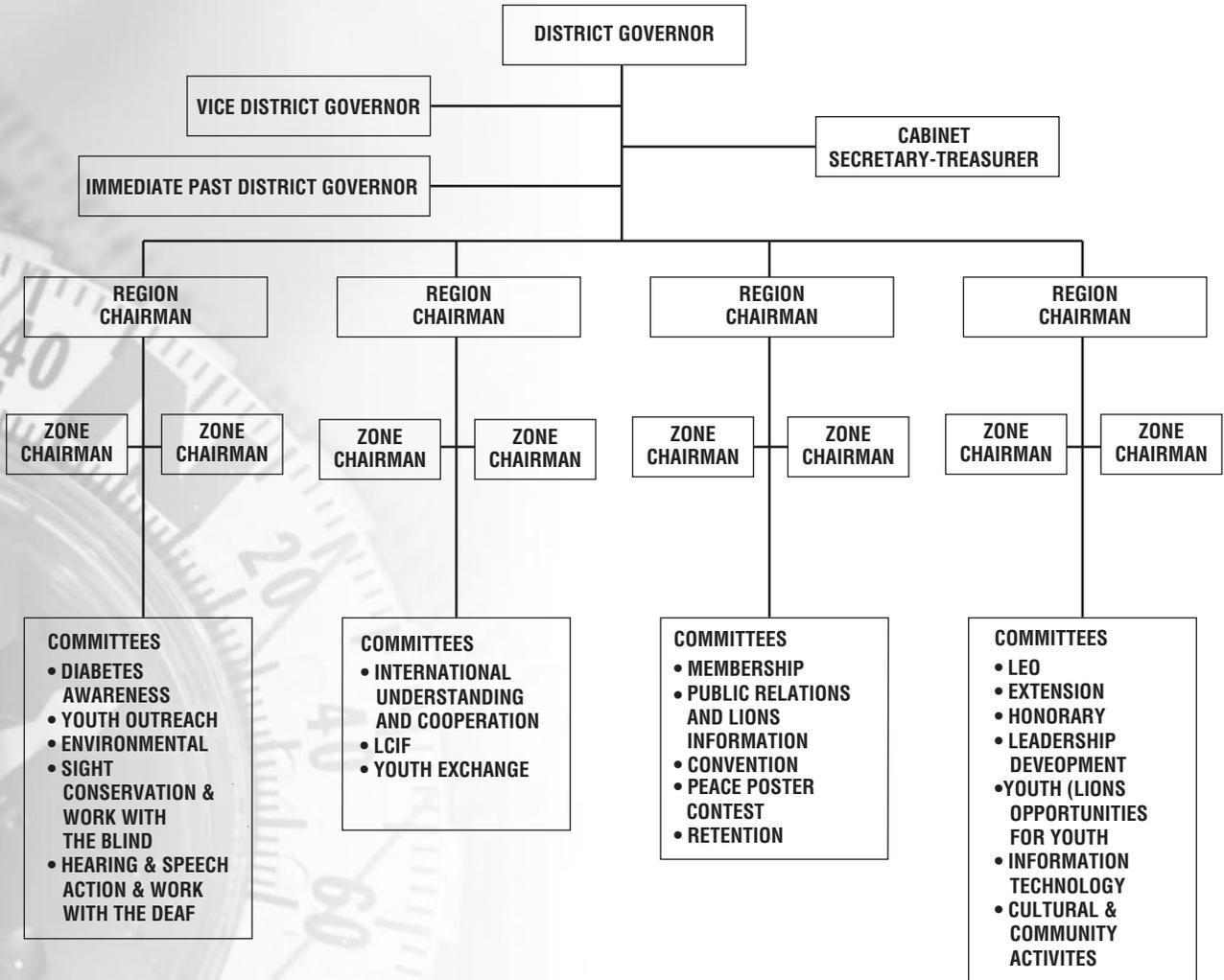
District Contest and Awards: District contests, conducted over a period of several months, are very effective in stimulating interest among the clubs. These contests are based on a point system for various categories according to district needs. They normally are: prompt submittal of reports, membership increases, attendance, etc. Appropriate prizes are regularly awarded.

MULTIPLE DISTRICTS: When a district becomes too large, it is often sub-divided along geopolitical lines to form two or more sub-districts. Each sub-district is identified by its own letter and/or number. When there is more than one sub-district in a defined area, such districts form a "multiple district." Each multiple district has its own constitution, based upon a standard form provided by Lions Clubs International. These constitutions may be amended by a vote of the delegates to the multiple district convention, provided that such amendments do not run counter to the provisions of the International Constitution or policies of the International Board of Directors.

Subject to the association provisions, each multiple district supervises the administration of its own affairs, and may choose officers, hold meetings, administer funds, authorize expenditures and exercise other administrative powers as provided in its respective multiple district constitution and by-laws.

Council of Governors: According to the International Constitution, the governors within a multiple district constitute a council of governors for each multiple district. The district council may include one or more immediate past district governors, provided that the total number of immediate past district governors does not exceed one-half the number of district governors. Each member has one vote on each question requiring action of the council. A district council may also include past and present international presidents, vice presidents and past and present directors of the association as advisory, but non-voting members.

DISTRICT ORGANIZATIONAL CHART



EXERCISE – Your District

Write down three ways your club participates in district activities. Discuss with your trainer(s).

1. _____
2. _____
3. _____

The International Association

THE ASSOCIATION’S NAME: The official name of the association is “The International Association of Lions Clubs” or simply “Lions Clubs International.” The name Lions was chosen because of the symbolism of what a lion animal represents – courage, strength, activity and fidelity.

MISSION STATEMENT: To create and foster a spirit of understanding among all people for humanitarian needs by providing voluntary services through community involvement and international cooperation.

MOTTO: The Lions motto is “We Serve.” It was adopted at the 1954 International Convention, after being selected from more than 6,000 suggestions from members worldwide.

SLOGAN: Liberty, Intelligence, Our Nation’s Safety. It was adopted at the 1919 International Convention.

OFFICIAL COLORS: Purple and gold were chosen when the association was founded in 1917. The purple represents loyalty to country, friends, to one’s self and to the integrity of mind and heart. It is the color of strength, courage and dedication to a cause. Gold symbolizes sincerity of purpose, liberality in judgment, purity in life and generosity in mind, heart and commitment to mankind. Often, a dark blue is used in place of the purple.

OFFICIAL EMBLEM: The current Lion emblem (or logo) was adopted at the 1919 convention. Today, Lions worldwide are recognized by it. It consists of a gold letter “L” on a circular purple (or blue) field. Bordering this is a circular gold area with two Lion profiles facing away from the center. The Lions face both past and future – showing both pride of heritage and confidence in the future. The word “Lions” appears at the top, and “International” at the bottom.

Always wear your Lions emblem pin proudly. And remember, since it is a registered trademark in most countries, it may never be used for commercial or fundraising purposes without prior permission from the Legal Division at International Headquarters.

INTERNATIONAL FELLOWSHIP AND UNDERSTANDING: It may appear that the language barrier would make international understanding almost impossible. But international understanding and friendship (or fellowship) is a matter of spirit rather than language. Lions throughout the world communicate with one another through club activities that create and foster a spirit of understanding among the peoples of the world.

EXERCISE – The “We Serve” Spirit

Discuss with your trainer how you intend to keep the “We Serve” spirit of the association alive.

At a Glance

Your International Association

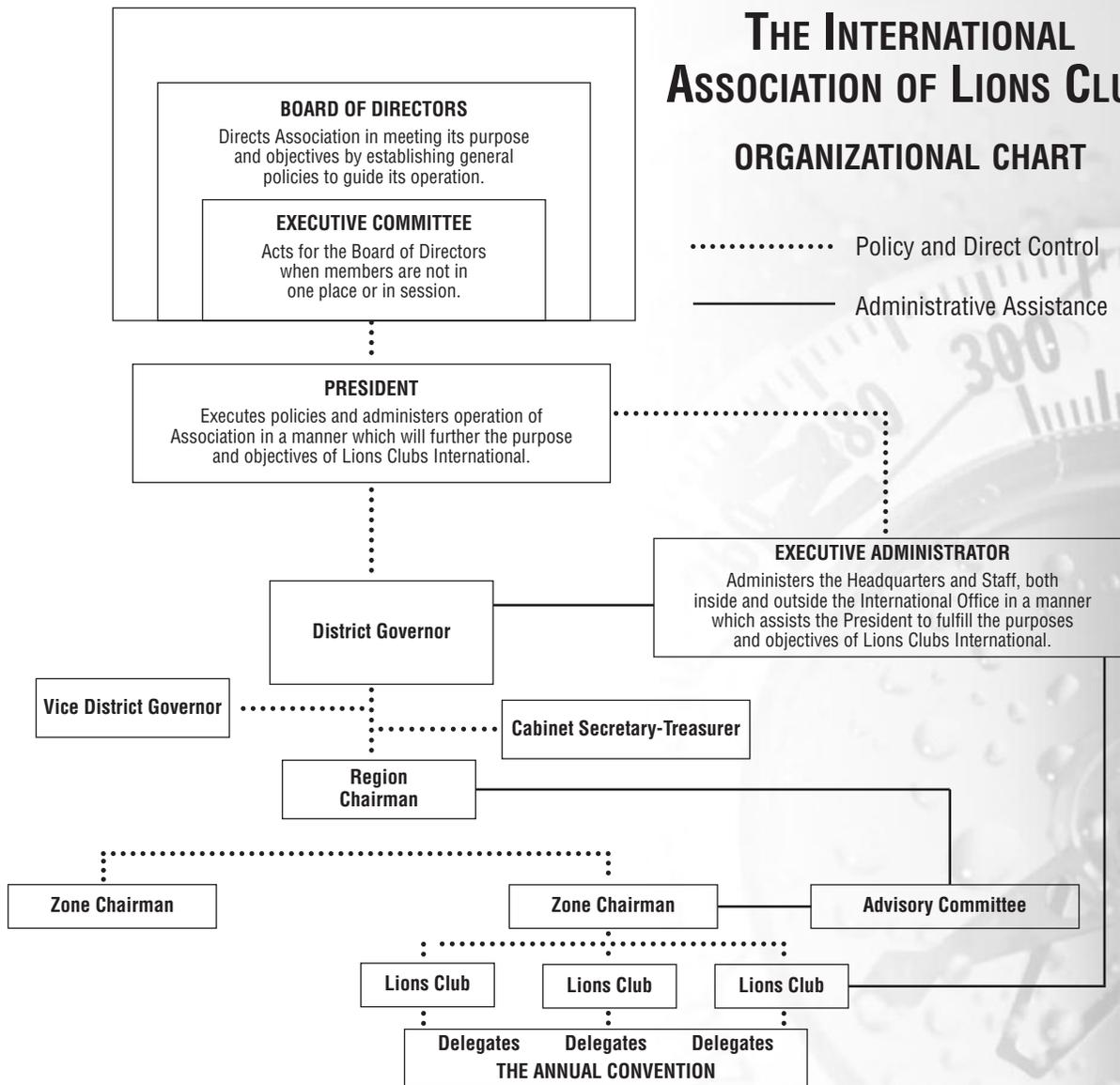
Founded:	1917 in Chicago, Illinois, USA
Founder:	Melvin Jones
Motto:	We Serve
Official Colors:	Purple and Gold
Slogan:	Liberty, Intelligence, Our Nation's Safety
Primary Activity:	Blindness Prevention and Sight Conservation
Membership:	Nearly 1.4 million men and women in approximately 188 countries and areas worldwide

HOW THE ASSOCIATION IS ORGANIZED: The individual Lions club is the most important unit of your association. As an individual, you belong to the club. It is the club that belongs to the association. This means that when it comes time to elect international officers and directors, or to amend or change the International Constitution and by-laws it is the club that casts the necessary votes through its authorized delegates.

Every Lions club in good standing is entitled to send at least one delegate and one alternate to vote at the International Convention, regardless of the number of members it has. Most clubs are entitled to more than one vote, since the rule provides for one delegate or alternate for each 25 members or major fraction thereof. Delegates can be appointed by club's board of directors, or elected by the membership.

At the International Convention, the delegates elect the international officers and directors who will act for them during the coming fiscal year (July 1-June 30). Officers elected include the international president and first and second vice president. Constitutionally, a contest exists only for the office of second vice president with the other officers advancing one step each year until elected international president. The immediate past international president is also an officer of the association and serves as chairman of the LCIF Board of Trustees. Since the close of the 1997 International Convention the officers of the International Association of Lions Clubs include the president, immediate past-president, first vice president, second vice president and 32 directors representing various areas of the world. International directors serve two-year terms, with approximately one-half being elected each year.

THE INTERNATIONAL ASSOCIATION OF LIONS CLUB ORGANIZATIONAL CHART



INTERNATIONAL HEADQUARTERS: The International Headquarters, with a staff of approximately 290 full-time employees, is located in Oak Brook, Illinois, USA. Although branch offices exist worldwide, the International Headquarters serves as the association's central administrative and information source.

Many services are provided to Lions through this office, including issuing charters to new clubs, providing brochures, activity guides and newsletters to members and maintaining all association records.

The staff is led by an executive administrator, who oversees all headquarters operations and works to carry out the policy decisions made by the International Board of Directors. Assisting the executive administrator is the association's treasurer.

Eleven operating divisions divide the administrative responsibilities of International Headquarters. They are Club Supplies and Distribution, Convention, Information Technology, District and Club Administration, Executive Services, Extension and Membership, Finance, International Activities and Program Development, Leadership, Legal, Public Relations and Production.

EXERCISE – Your International Headquarters

List three ways that the International Headquarters staff assists Lions worldwide. Discuss with your trainer(s).

1. _____

2. _____

3. _____

International Projects and Programs

INTERNATIONAL CONVENTION: The annual International Convention is held in late June or early July. It constitutes the annual meeting of the members of the association. Some of the activities held during the convention include voting on constitutional amendments, electing new members to the board of directors, seminars of interest to all Lions, district governors-elect seminar, general business sessions and the parade of nations.

Attending an international convention provides members with a wonderful opportunity to rekindle their dedication to those in need, meet Lions from all over the world, learn new tips and techniques for being the best Lion he/she can be, and obtain valuable resource materials.

OFFICIAL DIRECTORY OF LIONS CLUBS: The directory of Lions clubs contains a list of all the clubs in the world. The listing includes the name, address and phone number of the club president and the meeting time and place for each club. It also provides information on the executive officers, and international directors, as well as the names and addresses of all district governors, cabinet secretary-treasurers, council chairmen and extension representatives. The directory is available through the Club Supplies and Distribution Division at International Headquarters. A listing of clubs is also available on the Lions Clubs International Web site at www.lionsclubs.org.

THE LION Magazine: The official magazine of Lions Clubs International, THE LION Magazine, was established in November 1918. It is sent regularly to every member of the association. The annual subscription price is included in the international dues.

→ THE LION is published in English, Chinese, Danish, Dutch, Finnish, Flemish-French, French, German, Greek, Hindi, Icelandic, Italian, Japanese, Korean, Norwegian, Portuguese, Spanish, Swedish, Thai and Turkish.

→ THE LION Magazine has four major functions:

- To inform the members of official notices.
- To serve as a central reference point for service and fundraising ideas and the best methods to employ in order to ensure their success.
- To supply information about countries and areas in which Lions are active, enabling all members to better understand and support international program objectives and to promote worldwide peace and understanding.
- To present the story of Lions Clubs International in the best possible manner so that not only Lions, but the casual reader as well, will receive a favorable impression of the association.

Lions Clubs International Web site: The official Lions Clubs International Web site, located at www.lionsclubs.org, contains a wealth of information about the association and its programs. There are also downloadable materials, online Club Supply sales, a club directory and online report filing. Additionally, the site has various newsletters, an online version of THE LION Magazine, message boards and online training courses. The site is updated monthly. Lions are encouraged to visit often to learn the latest news and updates.

EXERCISE – Resources

List the person you should contact for more information about the association:

1. _____

List three places to get more information about the association:

1. _____

2. _____

3. _____



LIONS CLUBS INTERNATIONAL FOUNDATION (LCIF): Lions Clubs International Foundation is the charitable arm of Lions Clubs International. The foundation was chartered in 1968 to support the efforts of Lions clubs around the world in serving their local communities and the world community through humanitarian service, major disaster relief and vocational assistance programs.

The SightFirst program, the aggressive global service initiative that mobilizes Lions resources at all levels, responds to worldwide needs for the prevention of blindness. LCIF SightFirst grants are supporting projects that meet critical needs in both developing and developed countries. The SightFirst program has already provided over one million cataract surgeries, initiated eye health awareness programs, supported eye disease treatment plans, constructed hospitals and funded training for ophthalmic personnel.

The newest LCIF grant program, “Core 4,” provides grants of up to US\$200,000 for high impact Lions service projects. The Core 4 program addresses the larger humanitarian needs in the communities where Lions serve. LCIF Core 4 grants are limited to a list of specific types of projects consistent with the top four humanitarian concerns of Lions: preserving eyesight, combating disability, promoting health and serving youth.

Donations to LCIF support grants in these categories: LCIF SightFirst, Core 4, Standard, International Assistance Grants (IAG), Emergency, Major Catastrophe and Major International Service Program.

LCIF honors donors with a variety of awards and forms of recognition. The highest form of recognition is the Melvin Jones Fellowship. Other recognitions include Honor Roll and Contributing Membership.

LEO CLUB PROGRAM: A Leo club is an activity sponsored by a Lions club. Leo clubs provide young men and women with an opportunity to serve others in their community – and around the world. Leo clubs can be school affiliated or community based.

Leo club activities include meetings, organizing and conducting community service projects and social functions. The Leo motto – **L**eadership, **E**xperience, **O**pportunity – is fulfilled as members work together to respond to the needs of others. Participating in Leo activities and projects helps young people prepare for the future by developing leadership, organization and social skills. Through their service efforts, Leos develop a positive self-image and personal growth as they meet new challenges and responsibilities.

LIONS YOUTH OUTREACH PROGRAM: The mission of the Lions Youth Outreach Program, “Changing Tomorrow Today,” is to help and challenge youth to learn, to achieve and to serve. Emphasis is placed on the many opportunities available for young people to volunteer in their communities in order to help them gain responsible citizenship skills. A video program is available to help Lions clubs implement a youth outreach program in their community.

The Lions Youth Outreach program also emphasizes drug awareness prevention through education. Alcohol, tobacco and other drug abuse threaten the lives and futures of young people everywhere. To counter these negative influences, Lions sponsor educational programs in thousands of schools. The Lions-Quest Skills for Growing (Grades K-5), Skills for Adolescence (Grades 6-8) and Skills for Action (high school) teach youth how to make healthy decisions and to say “no” to drug abuse and other negative behavior. All three Lions-Quest programs also include community service and violence prevention/conflict resolution components.

ADDITIONAL SERVICE ACTIVITIES

There are probably as many different humanitarian services performed by Lions clubs worldwide as there are clubs. Each club is in tune with the needs of its local community and responds appropriately with projects that will improve the lives of those less fortunate. However, there are several programs that are commonly supported by a great many clubs around the globe. They include:

- Lions Youth Outreach
- Leo Club Program
- Used Eyeglasses Collection (Including Lions Recycle For Sight and the Lions/LensCrafters Gift of Sight initiatives)
- Lions International Peace Poster Contest
- Lions Culture Program
- Environmental Projects
- International Youth Camps
- International Youth Exchange
- Diabetes Awareness
- Work with the Deaf and Hearing Impaired
- Eye Banks
- Guide Dogs
- World Sight Day

More information about these and other programs is available on the Lions Clubs International Web site, in THE LION Magazine and from the appropriate department at International Headquarters.

EXERCISE – International Activities

Discuss with your trainer(s) what international activities your club participates in, such as a Leo club, the Lions International Peace Poster Contest, Lions Recycle for Sight, etc. How does your club support LCIF? Does your district or multiple district have any LCIF-sponsored projects?

MEMBERSHIP DEVELOPMENT ACTIVITIES

Equally as important as lending a hand to club service activities is participating in the growth of your Lions club. Recruiting new members into your club ensures that there will be a continual influx of enthusiastic members to serve those in need. Likewise, forming new Lions clubs helps bring the dedication and services Lions are known for to a new or underserved area. There are many excellent membership and extension programs to help stimulate this essential growth, as well as foster quality members. They include:

- Year-Round Growth Program
- President's Retention Campaign
- Lioness Bridge Program
- Club Branch Program
- New Century Lions Clubs
- Campus Lions Clubs
- Lions Mentoring Program
- Certified Guiding Lion Program
- Lions Worldwide Induction Day

Information about these initiatives is available by contacting the Extension and Membership Division at International Headquarters or visiting the Lions Clubs International Web site at www.lionsclubs.org.

NOTES:

Test Your Lions IQ

1. What year was your club founded? _____
2. What is your district number? _____
3. What is the name of your club president? _____
4. What is the name of your district governor? _____
5. Name one of the Lions Clubs Objects. _____
6. What is the association's motto? _____
7. What are the official colors of Lions Clubs International? _____
8. How many international vice presidents are there? _____
9. Who founded the association? _____
10. What did Helen Keller challenge the Lions to become? _____
11. What is the primary service activity of Lions clubs worldwide? _____
12. How many countries have Lions clubs? _____
13. Who was the first president of Lions clubs? _____
14. Where was the association founded? _____
15. What does LCIF stand for? _____
16. What is the address of the Lions Clubs International Web site? _____
17. What is the address of your club's Web site? _____
18. List three things that occur at the association's International Convention. _____

19. List three projects that your club sponsors. _____

20. When and where does your club meet? _____
21. Who is the current International President? _____
22. What is your multiple district number? _____
23. Where is the International Headquarters located? _____
24. Name one district project. _____
25. How many international directors are there? _____

Test Your Lions Club IQ – KEY

Spaces are provided for your specific club/district information.

1. _____
2. _____
3. _____
4. _____
5. _____
6. We Serve
7. Purple and gold
8. Two
9. Melvin Jones
10. Knights of the blind in the crusade against darkness
11. Blindness prevention
12. Approximately 188
13. Dr. W.P. Woods
14. Chicago, Illinois, USA
15. Lions Clubs International Foundation
16. www.lionsclubs.org
17. _____
18. International officers and directors elected, amendments to the constitution and by-laws approved, seminars, parade of nations, business sessions and district governors-elect seminar can be among correct answers
19. _____
20. _____
21. _____
22. _____
23. Oak Brook, Illinois, USA
24. _____
25. 32

Essential Resources and References

Lions Clubs International Headquarters

300 W 22nd Street
Oak Brook, IL 60523-8842
Phone: (630) 571-5466

For More Information About this Guide:

Membership Operations Department
(630) 571-5466, ext. 355
E-mail: memberops@lionsclubs.org

Lions Clubs International Web site Address

www.lionsclubs.org

Club Contact: _____

Phone Number: _____

E-Mail: _____

Club Web site Address

NOTES





LIONS CLUBS INTERNATIONAL
300 W 22ND ST
OAK BROOK IL 60523-8842 USA