

**LEARN
GROW
LEAD**

ATLANTIC CITY, NJ
SEPT. 18-20, 2025



THE ATLANTIC CITY SPROUT & SHOUT

The Latest News & Information for the
2025 USA/Canada Lions Leadership Forum

APRIL 30, 2025

DISCOVER LEARNING OPPORTUNITIES AT THE ATLANTIC CITY FORUM!

MARK MANSELL, EDUCATION CO-CHAIR

Lions and Leos, get ready to embark on an unforgettable journey of growth, leadership, and inspiration at the 2025 USA/Canada Lions Leadership Forum in Atlantic City! Once again, the Forum is your gateway to countless learning opportunities, equipping you with the tools and insights needed to strengthen your clubs, lead with impact, and serve your communities better than ever.

This year's forum offers a dynamic selection of seminars tailored to empower every attendee—whether you're a new member, an aspiring leader, or a seasoned Lion looking to take your service to the next level. Here's a glimpse at some of the incredible seminar topics we are planning for you when you arrive on the Jersey shore in September:

SERVICE: LEAD WITH THE HEART

Service lies at the core of our Lions history and mission. Come learn, grow, and be inspired through seminars like:

- *Harvesting Hope: Serving Communities Through Gleaning Initiatives*
- *Mental Health and Aging: How Lions Clubs Can Offer Support*
- *Urban Farming: Transforming Communities and Empowering Youth*
- *Leading with Service: Making a Lasting Impact*

Learn innovative ways to make a difference while strengthening your community connections.

MEMBERSHIP: UNLOCK THE KEYS TO GROWTH

Explore creative and effective strategies to grow your Lions Club with seminars such as:

- *Attracting New Members: Creative Recruitment Strategies*
- *Harvest What You Sow: Sharing the Gift of Lions is Everyone's Job*
- *Families Serving Together: Strengthening Bonds Through Lions Club Service*
- *Future-Proofing Your Lions Club: Preparing for Generational Changes*

Learn how to retain members, recruit specialty audiences, and ensure your club thrives in a changing world.

LEADERSHIP: INSPIRE AND EMPOWER

Leadership is the backbone of every successful club. These seminars will help you hone your skills and guide your team to new heights:

- *Dealing with Resistance to Change: Strategies for Club Leaders*
- *The Power of Play: Bringing Fun to Leadership*
- *Succession Planning: Preparing the Next Generation of Lions Leaders*

CONTINUED ON NEXT PAGE

- *The Power of Storytelling to Inspire Action*

Whether you're a first-timer or a veteran leader, these sessions will energize your approach to leading with service.

MARKETING: AMPLIFY YOUR IMPACT

Make your service projects and events stand out with expert marketing insights. Don't miss:

- *Boosting Service Visibility: Marketing Strategies for Traditional Lions Clubs*
- *Marketing on a Dime: Leveraging Free Tools for Big Impact*
- *DIY Video Marketing: Creating Impactful Videos with Free Apps*
- *Marketing to Be Noticed, Not Just Seen*

Discover how to tell your story, attract attention, and maximize your club's visibility—even on a budget!

LEOS AND YOUNG LIONS: LEADING INTO THE FUTURE

Leos are making the future today. Learn from and with them at seminars such as:

- *Showcasing Leo Service: Inspiring Impact*
- *Bridging the Gap: Empowering Young Lions to Lead*
- *Leo Advisors: Strengthening Collaboration and Service*
- *Leo Voices: What Drives Us*

Shouldering up with Leos and Young Lions is transformative. These sessions are for all Leos and Lions so come and be inspired!

TECHNOLOGY: EMBRACE THE FUTURE

Stay ahead of the curve with seminars designed to enhance your tech-savviness, including:

- *AI: How to Transform Membership Growth and Marketing*
- *Building a Free Website for Your Club - Not Your Grandfather's E-Clubhouse*
- *Preventing Cybercrime: How to Recognize and Avoid Scams*

- Lions Portal – Q & A

From artificial intelligence to app-building, these sessions will empower you to use technology effectively and safely.

LCIF: PARTNERING FOR IMPACT

Dive deeper into the life-changing work of the Lions Clubs International Foundation (LCIF). Sessions include:

- *How to Apply for an LCIF Grant: A Step-by-Step Guide*
- *LCIF Impact*
- *Fundraising with a Twist: Fun & Impactful Ideas*
- *Zumba - Lions in Motion (Fundraiser for LCIF)*

Discover how LCIF can help you amplify your club's service efforts worldwide.

With nearly 100 engaging seminars on the schedule, the Atlantic City Forum is your chance to learn, network, and be inspired by Lions from across the U.S., Canada, and the world. Whether your focus is membership growth, leadership development, marketing, or innovative service projects, there's something here for everyone.

Don't miss out on this incredible opportunity to transform your club and yourself! Register today and join us in Atlantic City to chart the future of Lionism. Together, we can achieve even greater heights of service and impact.



**Forum Registration Increases
June 1**

www.lionsforum.org/register

GOOD NEWS for 2025 ATLANTIC CITY FORUM TRAVEL



We've made your Atlantic City forum trip SO much easier—with the LIONS bus.

We offer round-trip bus transportation from the Philadelphia, PA airport to Harrah's Resort.

Dates: **Wednesday, September 17, 2025** from Philly Airport to Harrah's

Pick up 10:00 AM – 10:00 PM from Philly Airport

Sunday, September 21, 2025 from Harrah's to Philly Airport

Pick up 3:00 AM – 1:00 PM from Harrah's

Rate: **\$90 per person round-trip**

Make your plane reservations **now** to Philadelphia, PA. Then book your bus tickets when our ticket link is ready, which is very soon – we'll let you know when link available.

No rental car.....no Uber.....no train....no worries! Simply pick up your luggage and get on the bus at your terminal. Then, on Sunday morning, the bus will pick you up at Harrah's and deliver you to your Philly Airport terminal. How easy is that? You're welcome.....

Baxter

WELCH ALLYN AND BAXTER ARE NOW ONE TEAM

JOIN THE FIGHT TO HELP PRESERVE VISION IN YOUR COMMUNITY

A proud sponsor of Lions KidSight USA



**WELCH ALLYN RETINAVUE CARE
DELIVERY MODEL:** Detects diabetic
retinopathy in adults living with diabetes

WELCH ALLYN SPOT VISION SCREENER:
Detects amblyopic risk factors in children

Visit Baxter and School Health at the Lions USA/Canada Leadership Forum in Atlantic City.

**SCHOOL
HEALTH**
We Supply Your Future™

Rx Only: For safe and proper use of the products mentioned herein, please refer to the appropriate Operator's Manual or Instructions for Use.
Spot Vision Screener is not a prescriptive device.

Baxter, Hillrom, RetinaVue, Spot and Welch Allyn are trademarks of Baxter International Inc. or its subsidiaries.
School Health is a trademark of School Health Corporation. US-FLC158-250026 (v1.0) 04/2025