

ORIENTATION GUIDE

INTRODUCTION

As a new member you will develop a greater appreciation of Lions and derive more satisfaction from your involvement if you are aware of the History, Organization of Lionism, and it's Goals. Being a member of Lions carries responsibilities of being involved in its programs. Remember our motto: "We Serve".

HISTORY

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

An organizational meeting was held on June 7, 1917, at the LaSalle Hotel in Chicago. Among the official objects adopted in these early years was the one which read, "No club shall hold out the financial betterment of its members as its object." 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.

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, U.S.A. It was there that she challenged Lions to become "Knights of the blind in the crusade against darkness."

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 200 countries and geographic areas of the world.

AT A GLANCE

YOUR INTERNATIONAL ASSOCIATION

FOUNDED:	1917 in Chicago, Illinois, U.S.A.
FOUNDER:	Melvin Jones
MOTTO:	We Serve
OFFICIAL COLORS:	Purple and Gold
SLOGAN:	Liberty, Intelligence, Our Nations Safety
PRIMARY ACTIVITY:	Blindness prevention and sight conservation
MEMBERSHIP:	Nearly 1.4 million men and women in approximately 200 countries and geographic areas worldwide.

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 of 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 of ethics of my position or action towards others, to resolve such doubt against myself.

TO HOLD friendship as an end not a means. To hold 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, 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.

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.

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.

CLUB OFFICERS AND DIRECTORS

	King Lion / Club President	
	1 st Vice-President	
	2 nd Vice-President	
	3 rd Vice-President (Optional)	
Treasurer	Finance Secretary	Secretary
Elected Directors	Membership Director	Immediate Past President

OTHER CLUB OFFICERS / POSITIONS

Lion Tamer	Tail Twister	Project Chairpersons
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