



LIONS CLUB INTERNATIONAL

WISCONSIN DISTRICT 27C-2

NEWSLETTER

October 2004



District Governor

Stan Carlson (Liz)
N 701 Park Drive
Ogema, WI 54459
(715) 767-5445
skybluc@centurytel.net

Cabinet Secy/Treas.

Marcia J. Kuenne (Bernie)
880 E. Perkins
Medford, WI 54451
(715) 748-4592
bjkepa@midway.tds.net

Immediate Past

District Governor

Don Ashby (Bonnie)
W 13532 Hwy J
Gleason, WI 54435
(715) 623-5201
farmer3666@aol.com

Vice Dist Governor

Ed Linnemann (Sharon)
1123 5th Avenue
Antigo, WI 54409
(715) 623-7499
arclls@dwave.net

Greetings Lions, Lioness and Families:

Have you tried it yet?? If you haven't, I think you should, I'm talking about the new website for District 27C2. So go ahead and sign on to md27c2.org and you will discover a new and interesting way to get information about Lions in Wisconsin at the district and state level. You will also find the monthly newsletter, club activities in our district, a list of clubs, cabinet meeting minutes and other district information.

Every year our district is assigned a month in the Wisconsin Lions magazine. This year we have the month of December. Please be sure to have your Public Relations chairperson get pictures and club information articles to the editor no later than the end of October. You may send these directly to the magazine office in Fond du Lac. Please let the editor know that these are for the December issue featuring District 27C2. The address for mailing is:

Barbara Theisen, PO Box 1747, Fond du Lac, WI 54936

Because Lions and Lioness have always been serving the needs of those less fortunate, I thought it would be good to mention LCIF has set up a special Hurricane Victims Relief Fund. If your club wants to help with cash donations for this purpose, please send your contributions to **LCIF, 300 W. 22nd Street, OakBrook, IL 60523**. Make sure to state that these monies are for the U.S. Hurricane Relief Fund. I would encourage as many clubs as are able to help with this very important and worthwhile LIONS International project

This newsletter has some information about the latest fundraising project of our very own Wisconsin LIONS Foundation. It is called the Pride Campaign and every Lion/Lioness needs to know about it. So I am asking that every club president and secretary make certain that this newsletter is copied and distributed to every member in your club. It will also be on the new website so they may wish to read it there. Just make sure that all your members know what is going on with regard to the Pride Campaign. The success of this program depends on you and your members. More information will be coming soon.

In closing, my partner in service and I just returned from the USA/Canada Forum in Reno. What a fantastic time we had meeting some old friends and getting acquainted with some new ones as well. Speakers and presenters were great and we benefited greatly with new ideas and good information about our great organization. I would encourage anyone in leadership positions to attend next years forum. You won't be disappointed.

Yours in Lionism,

DG Stan and partner in service, Liz

“Working Together for Lionism”

2002-2005 PRESTIGE PINS NOW AVAILABLE

By vote of the Council of Governors the Prestige Pins will once again be offered.

Orders are being accepted for the 2002-Industry, 2003-Education, 2004-Recreational and 2005-Farming series of Prestige Pins. This is an oversize version of the regular State Pin. The policy regarding the prestige pin has been changed so it is not necessary to purchase any of the regular pins in order to receive the number of prestige pins desired. Delivery is expected in late December. The following are the requirements of the prestige pin ordering policy:

- 1) Orders must be in the State Office by November 1, 2004. NO EXCEPTIONS
- 2) Only one order of prestige pins will be placed by the State Office.
- 3) Prestige pins will be sold only to Wisconsin Lions.
- 4) Prestige pin orders will be on a pre-paid basis only.
- 5) Shipping and handling charges are included in the price of \$3.50 per pin.

NOTE: The regular 2005 State Pins are now available. If you wish to order the small 2005 (Farming) pin include the number in the space below. These pins will be shipped at the same time as your Prestige pin order.

PRESTIGE PIN SERIES ORDER FORM

_____ 2002 Wis. Prestige pin (Industry)	@ \$3.50 ea. = \$_____
_____ 2003 Wis. Prestige pin (Education)	@ \$3.50 ea. = \$_____
_____ 2004 Wis. Prestige pin (Recreational)	@ \$3.50 ea. = \$_____
_____ 2005 Wis. Prestige pin (Farming)	@ \$3.50 ea. = \$_____
_____ 2005 Regular State Pin	@ \$2.00 ea. = \$_____
	TOTAL \$_____

Name _____

Address _____

City, State, Zip _____

I belong to the _____ Wisconsin Lions Club

ORDER DEADLINE: November 1, 2004

NOTE: UPS will not deliver to a P. O. Box. You must provide a street address if you are ordering more

than 6 Prestige pins. Send your order and payment to:

Wisconsin Lions
2817-B Post Road

WISCONSIN LIONS FOUNDATION, INC.

LIONS PRIDE CAMPAIGN

QUESTIONS AND ANSWERS

1. *What is the Lions Pride Campaign?* The Lions Pride Campaign is a program to grow the Wisconsin Lions Endowment Fund to \$25,000,000 over the next five years.

2. *What is an Endowment Fund?* An Endowment Fund is money that is put aside and held in a safe account. Only the yearly earnings (interest), are used for the funding of projects. As an example, if it costs \$600 to pay for a week of Lions Camp for one camper, an Endowment Fund of \$15,000 would have to be created. At 4% interest per year, this fund would generate the \$600 to pay for the one Camper for one week. This concept is just like individuals setting aside money for living at retirement. Ideally, enough money is set aside so the principal is never touched, and they can live on the yearly interest.

The Lions Pride Campaign will remove WLF's dependency on Clubs' Annual Donations for its funding. Currently, Annual Donations, aren't enough to pay for the Summer Camping Project. What will happen if Clubs continue to lose members? What will WLF do if fundraising becomes more and more difficult? WLF would have to cut projects or limit the number of people the Camp serves. This also applies to the other Lions State Projects as well. (Sight, Hearing, Youth etc.)

An Endowment Fund of \$25,000,000 at 4% will provide \$1,000,000 in interest income per year. At 6% it will provide \$1,500,000 or close to what the total current WLF budget is per year. The \$25,000,000 would not be used other than to earn interest and would stay there and earn interest on a yearly basis.

3. *Does this mean Clubs' Annual Donations will no longer be needed?* No, not at all. Annual Donations will still be needed for the operation of the Foundation. Just like Leader Dogs for the Blind, and their very large Endowment Fund . . . they still solicit donations. Annual Donations may also be used to fund new projects that will benefit and serve the Lions of Wisconsin. What if it was decided to create a Lions of Wisconsin All State Band, or offer a leadership training program so every Club could be trained? What about creating an emergency fund so Clubs could apply for grants to meet their community needs when they are low on funds?

4. *Some have stated that if an Endowment Fund of \$25,000,000 is reached, LCIF will no longer give any more grants. Is this true?* Nobody knows at this time. LCIF has donated grant monies in the past, based on need and the value of a project. It can only be assumed LCIF will continue and assess each request based on what it will do for the people served. However, there is no guarantee that LCIF will continue to provide grants. If WLF is able to fund all Projects with their own Endowment Fund, this would free up more grants for Districts. LCIF grants could be used for new projects to serve even more citizens of Wisconsin and the World. Wouldn't it be nice not to have to rely on LCIF for funding?

5. *Are Clubs or individual members going to be billed or assessed an amount so the program can reach its goal of \$25,000,000?* No! Donations to the Lions Pride Campaign are being sought from clubs, individual members, foundations, corporations, and members of the public, who have the resources (money), believe in what the projects are doing, and wish to make a donation. For 48 years, your Foundation (WLF) has relied on Clubs to fund the projects. The Board of Directors has decided it needs to expand the fundraising efforts and ask for help from outside the Clubs.
6. *Is there enough money out there and will this Campaign interfere with individual Clubs fundraising efforts?* Last year in Wisconsin alone, \$3,700,000,000 was given to charity. To reach goal, \$5,000,000 is needed per year for the next five years. On a percentage basis the Campaign needs less than 1% of the total monies given per year to reach goal.
7. *Are there other benefits to Wisconsin Lionism from this type of Campaign?* Most definitely! Campaigns of this type are successful because of the publicity generated. The State Projects of the Wisconsin Lions literally change people's lives. Throughout the Campaign, these individual stories will be told over and over again. This will make membership recruitment and fundraising easier in individual communities.
8. *What is the structure of the Campaign? How does all of this happen?* A steering committee has been formed with Lion Dewey Carl as its general chairperson. The steering committee develops the policy and procedures of the Campaign; it is then approved and endorsed by the Council of Governors and the WLF Board of Directors, and then implemented.
9. *Where does the money for the expenses of this program come from?* This is a self funded program. Money for the expenses will come from the earnings of the donations made. The cost of this type of Campaign generally runs anywhere from 4 to 15%. The Lions Pride Campaign has a current budget of just over 4%.
10. *Will there be special recognition for those who donate?* Certainly. The Campaign Steering Committee is putting ideas together for the recognition.
11. *This all sounds good but what are the real chances of success?* The Steering Committee has set the goal of gifts starting at \$15,000. (\$3,000 for 5 years.) To reach goal, 1,667 gifts are needed over the next five years. Lions, Lioness, and Leo membership is approximately 25,000. The total population of Wisconsin is 5,490,718. The percentages are certainly in our favor. The state projects offered to the citizens are certainly worthwhile and beneficial. We have to tell our story, provide the tools to receive the funds, and ask for the gift. What do you think?
12. *To learn more . . . see your District Governor, your WLF Director, or call the Lions Pride Campaign office, toll free at 877-463-6953.*

LIONS PRIDE CAMPAIGN - SECURING THE FUTURE OF WISCONSIN LIONISM

8/24/2004



INSIDE WLF OCTOBER 2004

WLF PROPERTY CORNER

Do you know what 19,166,400 square feet equals? Your Lions Foundation and Camp Property.



CHILDREN AND ADULTS IN THIRD WORLD COUNTRIES NEED OUR GLASSES . . .

Please make sure your Club is actively collecting used eyeglasses. The Eyeglass Recycling Center at the Foundation has sent recycled glasses to 49 other countries around the World. Can you comprehend not being able to see because you



need glasses and they're not available, or you can't afford them? We recycle eyeglasses "so others may see", and we can always use more. The collection containers are FREE, and not only serve as a way to collect glasses, but as a way to promote Lionism, as well. Keep those glasses coming! To receive a banner patch, be sure to include your Club name with the glasses that are sent to the Center.

YOUR CLUB'S ANNUAL DONATION . . .



When you vote on your Annual Donation to the Foundation this year, please remember the cost of living has increased over the years. As an example, if you gave the Foundation \$1,000 in 1990, it will take over \$1,500.00 to equal the same purchasing power today. And always remember, we are doing this for the kids.

FALL WORK DAY - October 23, 2004

Your help is needed for Fall Work Days at Lions Camp. Breakfast is at 7:30 a.m. Work starts after Breakfast.

Work Day projects include:



- Firewood – cutting, hauling, splitting, stacking
- Leaves – raking and pickup
- Rain gutters – cleaning
- Brush chipping – pine plantation
- Meals (breakfast, lunch, and dinner) are provided on Saturday.
- Landscape work
- Hiking Trails – wood chips
- Painting or Staining
- Piers, Docks & Boats – Storing

PLEASE SEND THE COMPLETED WORK DAY SIGN-UP FORM TO: Wisconsin Lions Foundation, 3834 County Road A, Rosholt WI 54473. If you have questions, feel free to call the Foundation at 877-463-6953. **SPECIAL NOTE:** Due to scheduling conflicts lodging will not be available this year.

(Please return this form to the Wisconsin Lions Foundation or call 877-463-6953)

October 23, 2004 Work Day Sign-up Form

Name _____ Club _____
 Address _____ Number Attending Work Day _____
 City _____ ZIP _____ Phone _____

Please indicate meals we can provide for you:

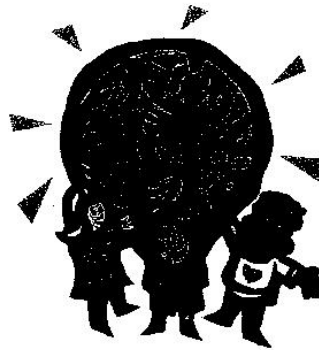
Meals on Saturday: Breakfast _____ Lunch _____ Dinner _____

Xerophthalmia

WHY do Lions support the Vitamin A Project?

Vitamin A Deficiency is the leading cause of measles, acute respiratory illness, diarrhea and nutritional blindness

43,000,000 children under the age of 5 suffer from Vitamin A deficiency worldwide.



What causes Vitamin A Deficiency?

- ◇ Lack of Vitamin A in the diet
- ◇ Malnutrition
- ◇ Worms
- ◇ Vitamin absorption

Unicef reports 760,000 Nicaraguan Children under the age of 9 are Vitamin A deficient.

**THANK YOU
for all you do!!**

WHO'S MOST AT RISK?

Children under 60 months
Pregnant women
Breast-feeding mothers

20-25% reduction in infant and child deaths can be achieved with Vitamin A.

Why Partner with Nicaragua?

- ◇ It is the poorest nation in the Western Hemisphere after Haiti.
- ◇ 75% of the population live in poverty.
- ◇ 50% of the people live on less than a dollar per day.
- ◇ Annual per capita income is \$473.00.

The Cost?
.045 cents
per child
per year

Currently, we the Lions of Wisconsin, are providing Vitamin A to 400,000 children, reducing the death rate by 20% and preventing nutritional blindness.

Wisconsin Lions Mission To Mexico



Greetings Lions and Lionesses of 27-C2,

In the last twelve months I have been to McAllen, Texas four times, twice fitting used eye glasses in Mexico. We were in a town called Tula. It is 400 miles south of McAllen, up in the mountains. The road there was horrible. No guard rails and very narrow. You could look down and see cars and trucks all smashed. They make no attempt to recover them. Tula is a poor town with narrow streets and many small shops. We were there four days fitting glasses. We also did about 400 children for vision screening, and found 22 who needed glasses.


Last February we were in Camargo, which is a border town. It was very cold, in fact we wore our winter jackets. You can't believe how these people dress for the cold, anything they could get their hands on. One woman had two right shoes on, another with a torn coat about 3 sizes too big. Children with light clothes and shivering. A boy with no shoes, but was wearing a couple pair of old worn out socks.

Many of the older people have cataracts or were already blind in one eye. In three days we fit about 1800 pair of glasses, many of these were for children. When you fit a child or even an older person and see a big smile on their face, that smile pays for your trip. It also makes one mindful of our mottos "WE SERVE AND WE SERVE TOO".

I know you have all heard about a blind and deaf woman by the name of Helen Keller. Helen Keller came too a Lions Convention and asked the Lions if they would be "Her Knights of the Blind". I believe that our Mission to Mexico is answering the call that Helen Keller asked of us. I am now asking each club in 27-C2 for your support for Mission to Mexico. If anyone from your club would like to volunteer to go on a mission, please call me, Bud Hyland at 1-715-543-2165.

We have a slide presentation that we will be happy to show to your club. It is about 15 minutes in time, so feel free to call me to set up a time.

Yours in Lionism,


PLG Bud Hyland
Mission to Mexico, 27-C2 Co-ordinator

LIONS AND LEADERSHIP

People join Lions for a variety of reasons . Many are related to bringing about changes in our world and many relate to us as individuals. One thing they all have in common is making a difference in the lives of those less fortunate than ourselves. For this reason Lions International has as its motto, We Serve. Here's where Leadership Development is concerned. To get maximum results for our efforts, good leadership skills are essential.

Lionism needs dedicated and well trained officers at all levels. At the club level, we need club officers and committee chairs. At the district level, we are led by the district governor, the vice district governor, the zone chairs and the region chairs. At the international level, we are served by an international board of directors.

How does the system provide the necessary leaders? It starts at the club level. Club members with the potential for leadership are identified and given opportunities to lead. Initially it may begin by chairing a committee and it may end by serving as president. Club presidents that are successful in accomplishing their club's goals may be asked to serve on the district cabinet. Successful zone or region chairs may be asked to serve as vice district governor.

The job of the district leadership development chair is to offer leadership training at the club and district level. Each spring club officer training is offered in the district. During the course of the Lionistic year, club officers are expected to attend several zone or region meetings. One of the main purposes of these meetings is to provide more leadership training for club officers. In addition, a district convention is offered each year.

At the multiple district level leadership training is available at leadership development seminar offered on an annual basis in the Stevens Point area. This year the training will take place on the weekend of March 5-6, 2005. Attendance is limited to four Lions from each of the 10 districts in the state. One of the leadership skills that gets special attention is public speaking. If you think that you might be interested, get in touch with District Governor Stan Carlson. In addition to this, a mid-year seminar on Lionism will again be offered in January at Pacelli High School in Stevens Point. This one day drive in conference is sponsored by the Past District Governors of Wisconsin. The registration fee is very reasonable (last year it was \$15.00) and there is no limit to how many can attend.

At the international level there is training available for Lions from all over the world. Leadership training seminars are available for both those new to Lionism as well as senior members. Prior to serving as district governor, a solid week of training is provided the prospective governors.

In conclusion, if Lionism is to grow, we need dedicated, well-trained leaders at all levels.

Jim Boettcher, PDG



APPLICATION FOR 2004-2005 CLUB PRESIDENT EXCELLENCE AWARD

In order to receive the Club President Excellence Award, each club president who has qualified must have the club secretary fill out this form and have it approved and signed by the proper district officers. The completed form must be mailed to International Headquarters, attn: English Language Department within thirty (30) days following the international convention. THE AWARD WILL BE MAILED TO THE DISTRICT GOVERNOR FOR PRESENTATION.

Club No. (6 digits)	Club Name	Date
2004-2005 Club President's Name		

THE FOLLOWING REQUIREMENTS MUST BE FULFILLED: (Please check the boxes.)

- 1. The club has complied with the association's constitution and by-laws as well as the policies of the International Board of Directors, and has refrained from any action encouraging unauthorized uses of the name, goodwill, emblem, the marks "Lions," "Lions Club," "Lioness," "Leo," "Lions International" or "Lions Clubs International" and other insignias of this association.
- 2. The club has conducted at least one major service activity during the year in line with the International Program.
- 3. The club has accomplished at least two of the following: (Please check two boxes.)
 - (a) A net increase in membership for the year. (Deaths and transfers not counted.)
 - (b) Sponsorship of at least one Lions club. Name of club: _____
 - (c) Qualified for the Club Retention Award.
 - (d) The club conducted a club retreat during the year.
- 4. The club does not have an unpaid balance of over US\$50.00 owed to international association as of March 31st, 2005.
- 5. The club has submitted all of the following three reports to International Headquarters by each due date:
 - (a) Monthly Membership Report (C-23-A)
 - (b) Annual Activities Report (A-1)
 - (c) Annual Club Officer Report (PU-101)
- 6. The president has attended all of the following Lions meetings during the year. (In case of emergency, a representative of the club president may attend on behalf of the club president.)
 - (a) At least two zone meetings.
 - (b) Club officer school.
 - (c) District, multiple district, or international convention.
- 7. The president certified that all new members were properly indoctrinated and involved in service activities and/or committee work.

This application can be sent by fax or through the mail. No request for the second-time review of award eligibility for disqualified club presidents shall be considered unless received by International Headquarters within twelve months after completion of the club president's term of office, provided that the original award application is received by the deadline.

Signature of 2004-2005 Club Secretary

Signature of 2004-2005 Zone or Region Chairperson

I CERTIFY THAT THE ABOVE FACTS AGREE WITH THE RECORDS OF OUR DISTRICT.

Date

Signature of 2004-2005 District Governor

District



We Serve

Application for 2004-2005 100% Club Secretary Award

- 1. All "M Reports" and "A" Reports must be mailed/mailed by the last day of the month to reach the following no later than the 3rd of the following month to LCI, the District Governor and your Region & Zone Chairs.
- 2. All district, state and international dues along with all club supply billings shall be given to your club officers for payment within 10 days of receipt. All above must be paid within 30 days of receipt of billing.
- 3. There must be no club indebtedness owed to the district, state or LCI which would make club delegates ineligible to vote at the District, State or International conventions.
- 4. The PU-101 must be properly completed (showing the newly elected President, Secretary & Treasurer) and submitted to LCI & the District Governor no later than April 30, 2005
- 5. All delegate forms/cards must be completed & submitted by May for the State Convention.
- 6. The Secretary must attend:
 - a. the first zone meeting in his/her own zone & one other during the current year
dates attended: _____
 - b. Officer Training for this Lionistic Year (date) _____
 - c. District Convention
- 7. The Secretary must be recommended for this award by either his/her Zone or Region Chair with final approval from the District Governor.
- 8. Any of the above rules may be waived by the District Governor if there are circumstances beyond the Secretary's control.
- 9. Applications must be submitted to the District Governor within 30 days following the International Convention.

I certify that Secretary _____ of the _____
Lions Club has complied with the requirements for the 100% Secretary Award.

Club President

Date

Zone or Region Chair

Date

District Governor

Date

HELLO LIONS, LIONESS & LEOS

The fall colors are out in many areas, the school days are here. Now is time for people to be back from their vacations, which means we should have more members at our meetings. Also time to add new members to our growing Lions club and to plan events for the coming year.

Remember "SHARE SUCCESS THROUGH SERVICE"

We had a wonderful time at the U.S.A./ Canada forum in Reno early in September and learned some valuable information from a group of wonderful people.

I have attended two zone meetings so far and am waiting for the other zones to let me know about time and place. Hope to hear from you soon

YOURS IN LIONISM
V.D.G. ED

P.S. Happiness comes through doors you didn't know you left open.

ATTENTION MERLO TEAM MEMBERS

A special MERLO Team Cluster Meeting has been scheduled for Thursday, October 14th at 6:30 PM. The meeting will take place at the Park Falls Library, 121 4th Avenue in Park Falls, Wisconsin.

The agenda will include a review of our 2004/2005 MERLO Plan, introduction of MERLO recognition incentives, the District MERLO Guide and discussion of the North American Healthy Club Initiative.

The meeting will be conducted by PDG Dave Sievert, MD27 MERLO Chairman. Please make every effort to be at this very important meeting for District 27C2.

District Happenings/Club Events

Lions Clubs

Ashland	Car Show & Raffle in August
Barnes	Corn and Brat Feed
Catawba-Kennan	Gun Raffle & Turkey Shoot
Conover	Blood Drive
Eagle River	Club Raffle(Aug) and Golf Outing(Sept)
Fifield	Car Show @ Flambeau Rama
Glidden	1 st Annual Pie & Ice Cream Social
Iron River	Annual Blueberry Festival
Jump River	July Tractor Pull
Lac du Flambeau	Brat Wagon all summer
Lake Tomahawk	Bingo Fund Raiser (Aug)
Manitowish Waters	Auction, Summer Bingo and Steak Fry
Medford	Classic/Antique Car Show & Craft Fair
Merrill	Chicken BBQ at Merrill Crazy Days Fest
Merrill-Noon	Donated \$600.00 to Lions Camp
Ogema	45 th Annual Christmas Tree Festival
Phillips	Parade Float in Community/Area Parades
Prentice	Chicken BBQ at Prentice Progress Days
Rhineland	Hodag Festival-Car Parking Project
Rhineland Harmony	Food Booth/Family Reunion
Rib Lake	Food Booth at Ice Age Days
St. Germain	Painted Playground Equipment at the Park
Sugar Camp	Packer Ticket Raffle/August Fish Fry
Three Lakes	Sight Fund Raffle(Sept) New Club Building Now Occupied
Washburn	Quilting on the Bay (Oct 2 nd)
Winchester	Chicken BBQ and Can Collecting

Lioness Clubs

Boulder Junction	Antique Show Food Sales/Musky Day Food Sales
Elcho-Pelican Lake	Pancake Breakfast, Sept. 26 th
Gilman	Rummage Sale at Fall Festival
Gleason	Memorial Gift to WLF to honor member, Jean Fehr
Hurley	Co-Sponsored 36 th Annual Paavo Nurmi Marathon
Lake Tomahawk	Corn Roast(Aug) 16 th Annual Fall Harvest Festival
Manitowish Waters	Summer Bingo and Colorama Bake Sale(Sept)
Mercer	Blood Drive, took 1 st Place for July 4 th Parade Float
Presque Isle	Donated \$1000 to Presque Isle Library
St. Germain	Donated \$1000 to Wisconsin Alzheimer's Assoc.

Note:

This information came from the monthly supplemental report. If you do not have these reporting forms, please contact your Zone or Region Chairperson. Please send the white copy to me, the yellow copy to the Region Chairperson and the pink copy to your Zone Chairperson. Thank You

DG Stan Carlson



LIONESS CORNER

At our most recent meeting of the Affiliate District Lioness Board, Affiliate President Joan Ann McDonald noted that District Governor Stan Carlson was including a full page in his monthly newsletter, featuring district Lioness clubs and their activities. She noted that contributions of letters regarding such activities would be appreciated from the Lioness clubs. I volunteered to write an article for the October page, so here it is! It will probably seem more serious than those who know me might expect, but believe it or not, the Hurley Club is not all about fun and games... we are just a hard-working group of people who happen to know how to have fun while we work!... but I digress...



What is "The Paavo"?

by Hurley Area Lioness Ricky Kelly

Visitors to the Friends and Honors Garden down at the Lions Camp will find a diamond in the "wall" dedicated "To the spirit of volunteerism and 'The Paavo'" - Hurley Area Lioness. Since that diamond was engraved back in 2001, many Lions and Lionesses have asked, "What is 'The Paavo'?" Simply put, 'The Paavo' is short for the Paavo Nurmi Marathon, the longest running marathon in Wisconsin and one of the oldest in the nation. Over the years the Paavo has endured changes of sponsoring organizations many times, the most recent following the August 2000 event, when the Hurley Area Lioness answered the call for a new entity to direct the marathon. The Lioness served as sole sponsors for the 2001 and 2002 events, and then shared the sponsorship of Paavos 2003 and 2004 with the race's most consistent organizer over the years, the Hurley Area Chamber of Commerce. "The Paavo" is named for Paavo Nurmi, the greatest distance runner in Finnish history – winner of 9 Olympic medals in the 1920's. The decision to honor Paavo was made based on the predominately Finnish heritage in Hurley and the surrounding areas.

The Paavo is a much beloved event both to those who have participated in it and to the community and people who work so hard to put the event on every year. Many other races have come and gone over the years, and most of those that remain have major sponsors that control many aspects of the event and paid personnel that organize the necessary details throughout the year. The Paavo is different. The sponsors are all local businesses and individuals who want to offer their support to ensure the race's continuance. The organizers are volunteers, as are all of the event workers, and many of the supplies needed along the course are donated by local businesses, as well. Although the Paavo can list some of the most elite distance runners in the nation among its past (and even current) participants, it caters to the needs of all runners and is known for its primarily "middle of the pack" participants who truly enjoy running a challenging and beautiful course. Every runner is special to the Paavo and the Paavo is special to every runner, as anyone new to the Paavo soon finds out!

Sponsoring "The Paavo" has meant a great deal to the Hurley Area Lioness. Over the past four years, the event has made it possible for the club to make substantial contributions throughout the community and the state, including the fore-mentioned "diamond" in the Honors Garden, as well as a block in the "Wall of Honor" inside the new WLF office, annual donations to the Ronald McDonald House, Vitamin A (better known as "Roy's fund" – now and always, in *this* Lioness's eyes!), Leader Dog, the Cabin Project, Abuse projects, the purchase of Spinoza Bears for critically ill children, High School scholarships and other projects too numerous to mention. It has put the name of the Hurley Area Lioness on "the map", so to speak, and has been a real source of pride for the club. It takes a lot of work to put on such a large event, as in the case with most worthwhile projects, but each member does his or her part and the tasks are handled very adeptly. August 2004 marked the 10th anniversary of the Hurley Area Lioness and the club's 10th anniversary pin celebrates the service of the organization to the Paavo in its design (pictured above) – "Running Strong for 10 Years"! The club's trademark lion cub is wearing the official Paavo running shoes – symbolic of the club's role in