

USA/CANADA FORUM
MEMPHIS, TENNESSEE

It was an excellent three days. Memphis was very good hosts, even providing Elvis to perform (actually a excellent impersonator) as well as good food and some very inspirational speakers. The closing speaker was a blind young man named Craig McFarland who has performed with the Florida water ski show, has over 100 medals in multiple sports, and brought the house down in a rousing talk that included that his blindness was a minor inconvenience. There were four attendees at the conference from 1 J, myself, Gov George & 1st Lady Sharon, & PDG Nancy from Downers Grove Noon. There were several presenters from LCI who are also members of the Burr Ridge, Oak Brook Club so 1 J was well represented. Here is a recap of some of the programs I saw:

- ZONE/REGION CHAIRPERSON – Went over many basic skills including communication, challenges, setting goals, etc. Well put together. I believe Gov George is having disc for each ZC of this program.
- SERVING YOUR COMMUNITY – They went through a eight step process on how to choose a project to do in your community. There is a Lions Community Needs Assessment on the web page at www.lionsclubs.org or in paper by calling LCI. The focus was on how to pick something that the community needs and something that the club membership will embrace and support. Also something that will give you press.
- HOW TO START A NEW CLUB – Excellent program on all of the specific HOWS including strategy, how to talk to a prospect, team canvassing follow-up and using the LCI Extension Workshop. LCI will send out a specialist who will put on a training if we so desire. I believe Gov George is trying to set up for us to have this training in 1J.
- YOU ARE THE NEW SUPERHERO – Good program on training methods and how to motivate your club and have the club or district work smarter. Stressed orientation, training & re-training, LCI programs, and power points.
- ANYWHERE LIONS CLUB PLANNING TO GROW – This was an interesting program about how to do a self assessment of any club and set a plan to better your club. It includes brainstorming, prioritizing issues & develop a working document.
- WHY ARE LIONS LEAVING THEIR CLUBS? – This is a new membership & retention tool that is going to be experimented with by some Lions Districts including ours. It will assist in identifying those characteristics that make a healthy club, help determine a clubs strengths, help identify community needs, & recognize resources & tools available. There will be more on this once it gets implemented here.
- FROM 6 TO 60 – Is your club dying? Goes through 5 steps to build your club: 1) *Be Visible*; 2) *Be Prepared*; 3) *Prospect List*; 4) *Follow Up*; & 5) *celebrate & Orientate New Members*. Tells how to build a good membership program & grow your club.

Gov George has all the sessions on a disc and is going to make copies to pass out. Gov & I have all the sessions in a booklet format and can make hard copies for anyone. Let us know what you might want.