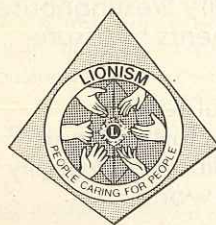


**January-February-March
Membership Development Program**

**INCREASE
YOUR CLUB'S
VITALITY**



This special pin, bearing Int. Pres. McLoughlin's Presidential emblem, will be presented to every Lion who sponsors one or more new members during this three-month period. District Governors must request the pins from International Headquarters for the Lions Clubs in their respective Districts.

Dear Fellow Lion:

We are approaching one of the most important times of the year in the area of membership growth. The Association's annual January-February-March Membership Development Program affords every Lions Club member the opportunity to increase the vitality of his club. Every Lion should feel motivated to sponsor new, qualified men into his club. New members bring fresh ideas. They enable Lions Clubs to conduct more far-reaching activities on behalf of communities and people in need.

In order for the January-February-March Membership Development Program to achieve its potential, the total membership of each club in our International Association must participate. I urge every Lion to give of his time to seek out a potential Lion and extend that important invitation to become a club member. It is very important that this man be qualified to be a Lion. He must fully understand what is expected of him as a Lion, and he should express a desire to actively participate in club service and fund-raising activities. When you see such a man inducted into your club you will feel a surge of justifiable pride, for you will know you have increased your club's capacity to render effective community service.

When meeting with a potential Lion, be certain to inform him his membership will involve his entire family. This is especially important if your club sponsors a Leo or a Lioness Club. The whole family is touched by Lionism, and you, as this potential Lion's sponsor, should be certain he understands the meaning his membership will have for his wife and children.

If Lions Clubs are to effectively care for their communities and for less privileged people, they must be comprised of energetic, idealistic men, willing to do all they can in support of every project their clubs undertake. During our forthcoming January-February-March Membership Development Program you have the privilege of helping your club strengthen its ability to provide community service. Only through the dedicated work of you, the individual Lion, will more service-minded men be able to actively care for people under the banner of Lionism. **LIONISM: PEOPLE CARING FOR PEOPLE**

Sincerely,

Joseph M. McLoughlin

Joseph M. McLoughlin
President
The International Association of Lions Clubs

**A
Bicentennial
★ Tribute ★**

by Gene Warren

It all started when the wind blew down a tree on the Haynesville, Louisiana, high school campus.

One of the town's citizens told J. R. Sherman, a Haynesville Lion and parish school board advisor, that he helped plant the tree over 20 years ago when he was a student. "It's a shame we can't do something to compensate for the loss of that tree," he lamented.

With that statement ringing in his ears, Lion Sherman presented a challenge at the next club meeting. Instead of replacing just that one tree, Lions vowed to create a project that would benefit the whole community. Their

idea was to build a park from an empty, barren lot. In honor of the Bicentennial year, the project was christened the Haynesville Bicentennial Park.

The project area consists of just a little over one and a half acres in the middle of the small northern Louisiana town with a population that stands at a little over 3,000 people.

"We all agreed that a park where people could rest, look around and enjoy an attractive environment was what we wanted," said Sherman, who served as project chairman. "Also, we wanted schools and other groups to use the area as a learning facility. With that

Discussing the conservation plan for the Bicentennial Park are (l.-r.) Lion J. R. Sherman, Mayor Carl Frasier and Earl Garber of the USDA Soil Conservation Service. photo—courtesy USDA—Soil Conservation Service

