

**INTERNATIONAL DIRECTOR,  
BOARD APPOINTEE,  
AND  
LEO-LION BOARD LIAISON**

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**e-Book**

**May 2024**



**Lions International**



## Welcome to The International Association of Lions Clubs Board of Directors!



Since the association was founded in 1917, millions of people have served their communities as Lions. However, very few have served as an international director, board appointee, or Leo-Lion board liaison. You are now one of the small number of Lions who have been entrusted with the responsibility of giving leadership and direction to the world's largest and most successful service club organization. It is a serious responsibility, legally and practically, but the individual and collective fulfillment derived from your service will last a lifetime.

This e-Book will help you meet your important responsibilities by offering valuable guidance for carrying out your duties and referring you to additional resources.



## **Your Role**

Being on the International Board of Directors, you represent your constitutional area on an international level and will serve as an active liaison between the local Lions and the international association. However, it also is important to keep in mind that you should always do what is best for the association as a whole.

Not only will your local Lions rely on you to represent their interests on an international level, but they may also ask for your assistance in handling local issues as well. You should be available to help districts solve local problems, assist Lions Clubs International in the resolution of problems with the districts, and give guidance and motivation to local Lions and their leaders.

You should be ready to respond when the international president, International Board of Directors or the international headquarters staff asks you to represent the association on matters of importance in your area.

## Preparing for Your Term

Thoroughly understanding the association will help ensure a successful term. There are several association documents that are very important for you to review and comprehend. Below you will find links to the International Constitution and By-Laws, the Board Policy Manual as well as Board of Directors Executive Summaries.

## Constitutions and By-Laws

International: <https://www.lionsclubs.org/en/v2/resource/download/79863642%20>

Standard Form Multiple District:

<https://www.lionsclubs.org/en/v2/resource/download/79864149%20>

Standard Form District: <https://www.lionsclubs.org/en/v2/resource/download/79863518%20>

Standard Form Club: <https://www.lionsclubs.org/en/v2/resource/download/79863886%20>

## Board Policy Manual

*Complete Manual*

<https://www.lionsclubs.org/en/resources-for-members/resource-center/board-policy-manual>

*Chapter I Service*

*Chapter II Board Committees*

*Chapter III Board of Directors*

*Chapter IV Club Supplies*

*Chapter V Clubs*

*Chapter VI Code of Ethics & Flag*

*Chapter VII Constitution & By-laws*

*Chapter VIII Convention*

*Chapter IX District Officers & Organizations*

*Chapter X Extension*

*Chapter XI Finance*

*Chapter XII International Office & Staff*

*Chapter XIII International Relations*

*Chapter XIV Leadership Development*

*Chapter XV Legal*

*Chapter XVI Magazine*

*Chapter XVII Membership*

*Chapter XVIII Officers, Present & Past*

*Chapter XIX Public Relations*

*Chapter XX Publications*

*Chapter XXI Speaker Engagements, Travel Rules and Reimbursement*

*Chapter XXII Leo Club Program*

*Chapter XXIII Area Forums*

*Chapter XXIV Global Action Team*

*Chapter XXV Dispute Resolution Procedures*

*Chapter XXVI Technology*

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## **Board of Directors Executive Summaries**

Library of action taken by the Board of Directors (Executive Summaries):

<http://members.lionsclubs.org/EN/resources/publications-forms/executive-board-summary.php>

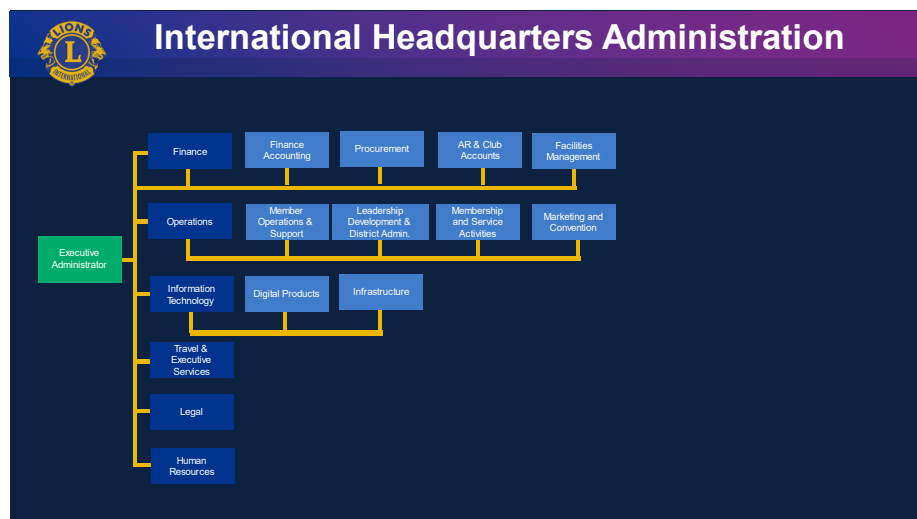


## Working with International Headquarters

During your term as an international director, board appointee or Leo-Lion board liaison, you will receive a large volume of questions, requests and complaints about a wide variety of subjects. Being knowledgeable about the association and headquarters operations, balancing your responsibilities between your fellow Lions and the international association and listening to all sides before responding will help guide you through most any situation.

The international headquarters staff are prepared to handle complaints. To better assist you, we will need the exact nature of the complaint, relevant correspondence, etc. When disputes arise, please collect facts but do not take a position on the issue until you contact International Headquarters to be sure you have a full set of facts and background.

The staff at International Headquarters are ready and willing to assist you. If you do not know the answer to a question, the best response is to refer the Lion to the proper division at headquarters. You may also locate answers within this e-Book, on the [association's web site](#) or in the [Member Resource Center](#).



# **Executive Administrator's Office**

**Sanjeev Ahuja**

**Executive Administrator**

**(ext. 6717)**

[sanjeev.ahuja@lionsclubs.org](mailto:sanjeev.ahuja@lionsclubs.org)



## **Executive Administrator**

- Liaison to the officers, directors, past officers, past directors and staff
- Oversee and ensure implementation of policies and actions approved by the international board
- Supervise the administrative operations of the internal headquarters and its services to members, clubs and districts
- Staff liaison to the Executive Committee
- Coordinate committee agendas for board meetings and prepare the Administrative Officers' Report on Operations
- Joint salary approval authority with the treasurer as designated in board policy
- Preliminary budget review with treasurer

## **Sr. Executive Assistant**

Hyla Callo (ext. 7039)

[hyla.callo@lionsclubs.org](mailto:hyla.callo@lionsclubs.org)

## **Executive Assistant to the President's Office**

Violet Tillman (ext. 7123)

[violet.tillman@lionsclubs.org](mailto:violet.tillman@lionsclubs.org)

## **Department Assistant**

Lisa Fruehe (ext. 6712)

[lisa.fruehe@lionsclubs.org](mailto:lisa.fruehe@lionsclubs.org)

## **Board Meeting & Executive Activities Department**

Gerard (Gary) Serafini, Manager (ext. 6790)

[gary.serafini@lionsclubs.org](mailto:gary.serafini@lionsclubs.org)

## **Senior Meeting Planner**

Christy Foster (ext. 6812)

[christy.foster@lionsclubs.org](mailto:christy.foster@lionsclubs.org)

**Senior Meeting Planner**

Cara Angeles (ext. 6956)  
[cara.angeles@lionsclubs.org](mailto:cara.angeles@lionsclubs.org)

**Special Meetings Coordinator**

Tabitha McCurrie (ext. 6968)  
[tabitha.mccurrie@lionsclubs.org](mailto:tabitha.mccurrie@lionsclubs.org)

- Manage all board meeting arrangements under the guidance of the International President
- Communicate board meeting arrangements to board members, host committee and headquarters staff
- Responsible for all officer and board arrangements at the International Convention
- Vendor negotiations
- Research hotels and locations for future board meetings (spring/fall board meetings)
- Liaison with board meeting host committee

**Travel Planning &  
Management Department**

Beth Cregier, Manager (ext. 6747)  
[elisabeth.cregier@lionsclubs.org](mailto:elisabeth.cregier@lionsclubs.org)  
[Travel@lionsclubs.org](mailto:Travel@lionsclubs.org)

**Sr. Executive Travel Planner**

Lynda Rohr (ext. 6832)  
[lynda.rohr@lionsclubs.org](mailto:lynda.rohr@lionsclubs.org)

**Sr. Event Travel Planner**

Lisa Pastore (ext. 7052)  
[lisa.pastore@lionsclubs.org](mailto:lisa.pastore@lionsclubs.org)

**Executive Travel Planner**

Dolores Mason-Stokes (ext. 2020)  
[dolores.mason-stokes@lionsclubs.org](mailto:dolores.mason-stokes@lionsclubs.org)

**Event Travel Planner**

Feryaal Tahir (ext. 6801)  
[Feryaal.tahir@lionsclubs.org](mailto:Feryaal.tahir@lionsclubs.org)  
[SpeakerRequests@lionsclubs.org](mailto:SpeakerRequests@lionsclubs.org)

- Responsible for LCI/LCIF's global travel program
- Coordinate travel schedules for executive officers
- Arrange official speaking assignments
- Review and approve airline ticket fares
- Negotiate discounts with travel vendors
- Audit and payment of air tickets
- Coordinate ground transportation transfers
- Budgets and forecasting
- Vendor management
- Educate travelers on current practices and cost-effective initiatives
- Monitor travel trends and track expenses



**Legal Division**  
**David Kingsbury**  
**General Counsel & Secretary**  
(ext. 6732)  
[david.kingsbury@lionsclubs.org](mailto:david.kingsbury@lionsclubs.org)



**Secretary**

- Board meeting and Executive Committee minutes
- Maintain the association's official corporate records and documents
- Annual corporate registrations of association and foundation
- Official Call of the International Convention and Notice of Amendments

**Legal Division Administration**

- Oversight of the association's legal affairs
- Legal and strategic counsel and advice to the International Board of Directors regarding governing documents, policies, laws and regulations
- Liaison to the Constitution and By-Laws Committee and advisor to Executive Committee, Long Range Planning Committee and other committees as assigned
- Liaison to the Advisory Committee to Review International Vice President Candidates
- Review and provide advice on international office candidate endorsements and certifications
- Manage and administer the general liability, commercial, fiduciary and executive travel and accident insurance policies and programs
- Revise and publish Constitutions and By-Laws (international, district and club)
- Revise and publish the International Board Policy Manual
- Constitution and By-Laws and parliamentary interpretations
- Contract review and approval
- Corporate compliance
- Ethical Standards and Conduct policies
- Dispute resolution procedures
- District governor/vice district governor election complaints
- Incorporation of clubs and districts
- Litigation and management of outside legal counsel
- Trademark policies and portfolio administration, including approval of Lions-supported foundations and non-dues revenue programs

- U.S. income tax information, forms and questions
- Annual corporate registrations
- Official convention call and notice of amendments

### **Key Legal Resources**

- Lions Clubs International Constitution and By-Laws:  
[https://cdn2.webdamdb.com/md\\_s9cBXSE710Y0.jpg.pdf?v=1](https://cdn2.webdamdb.com/md_s9cBXSE710Y0.jpg.pdf?v=1)
- Board Policy Manual: <http://members.lionsclubs.org/EN/resources/publications-forms/board-policy-manual.php>
- Trademark Policies:  
[http://www.lionsclubs.org/resources/EN/pdfs/trademark\\_policies.pdf](http://www.lionsclubs.org/resources/EN/pdfs/trademark_policies.pdf)
- General Liability Insurance Policy: <http://www.lionsclubs.org/insurance>

### **Legal Division Staff**

**Amalia Bauters, Corporate Counsel (ext. 6905) - [amalia.bauters@lionsclubs.org](mailto:amalia.bauters@lionsclubs.org)**

**Emily Seaholm, Staff Attorney (ext. 2819) – [emily.seaholm@lionsclubs.org](mailto:emily.seaholm@lionsclubs.org)**

**Trisha Remiasz, Paralegal (Ext. 6803) - [trisha.remiasz@lionsclubs.org](mailto:trisha.remiasz@lionsclubs.org)**

**Brian Poshka, Paralegal (Ext. 6821) – [brian.poshka@lionsclubs.org](mailto:brian.poshka@lionsclubs.org)**

**Heather O'Donnell, Executive Assistant (Ext. 6912) - [heather.odonnell@lionsclubs.org](mailto:heather.odonnell@lionsclubs.org)**

# Treasurer's Office

**Catie Rizzo**

**Chief of Finance**

**(ext. 6881)**

[catie.rizzo@lionsclubs.org](mailto:catie.rizzo@lionsclubs.org)

[treasurer@lionsclubs.org](mailto:treasurer@lionsclubs.org)



## **Chief of Finance**

Oversee and direct finance/accounting functions including investments, auditing, treasury/cash management, procurement, membership billing, information technology, club supplies, human resources, and facilities maintenance

## **Executive Assistant**

Lea Anne Nowobielski (ext. 6829)

[leanne.nowobielski@lionsclubs.org](mailto:leanne.nowobielski@lionsclubs.org)

## **Procurement Department**

Samantha Kwit (ext. 7024)

[samantha.kwit@lionsclubs.org](mailto:samantha.kwit@lionsclubs.org)

- Responsible for procurement of goods and services necessary for the association's ongoing operation and support of its membership.
- Responsible for implementation and enforcement of all applicable association procurement procedures and policies.
- Responsible for procurement of Club Supplies salable merchandise and maintaining acceptable inventory levels.
- Responsible for selection of commercial vendors and maintaining good relationship with vendors
- Responsible for contact and communication with association vendors

## **Internal Audit Department**

Jim Krafcisin, Internal Auditor (ext. 7143)

[james.krafcisin@lionsclubs.org](mailto:james.krafcisin@lionsclubs.org)

- To help LCI accomplish its goals through proactive risk management and informed governance
- Identifying and prioritizing risks
- Assessing the effectiveness of internal controls through testing and other methods
- Evaluating compliance with laws, regulations and contracts
- Mitigating risks with targeted audit plans that give greater attention to high-risk areas and producing reports with recommendations for improvement

- Following up on its own recommendations and management's remediation action plans
  - to eliminate identified risks
- Interview and assess various auditing firms for co-sourced and outsourced audit projects

## **Facility Maintenance**

Cindy Novak, Facility Manager (ext. 7002)  
[cindy.novak@lionsclubs.org](mailto:cindy.novak@lionsclubs.org)

- Interior space planning with working knowledge of modular furniture systems
- Maintain open communications with vendors who perform outsource services
- Negotiate agreements with utility companies in deregulated market
- Responsible for daily security services and building safety and access control
- Supervise maintenance staff
- Working knowledge of mechanical, electrical, construction and related trades as it relates to physical plant operation

# Finance Division

**Catie Rizzo**

**Chief of Finance**

**(ext. 6881)**

[catie.rizzo@lionsclubs.org](mailto:catie.rizzo@lionsclubs.org)

[Finance@lionsclubs.org](mailto:Finance@lionsclubs.org)



## Division Administration

- Oversee entire Finance function of the association, maintaining the integrity of the association's accounting systems while providing various financial services to members.
- Special projects/analysis
- Preparation and reporting of association budget
- Financial statement reporting, both internal to officers and headquarters management and external to US state taxing agencies
- Coordination of annual external audit
- Maintenance of financial reporting systems

## Division Assistant

Lea Anne Nowobielski (ext. 6829)

[leanne.nowobielski@lionsclubs.org](mailto:leanne.nowobielski@lionsclubs.org)

## Accounts Receivable and

## Club Account Services Department

Melinda Plott, Manager (ext. 6878)

[accountsreceivable@lionsclubs.org](mailto:accountsreceivable@lionsclubs.org)

[membershipbilling@lionsclubs.org](mailto:membershipbilling@lionsclubs.org)

[melinda.plott@lionsclubs.org](mailto:melinda.plott@lionsclubs.org)

- Membership billing
- Monthly mailing of club statements
- Communication with districts and clubs on troubled clubs
- Coordination of effort with all LCI divisions on suspended clubs
- Process all worldwide accounts receivable
- Provide customer service to both internal and external customers, regarding account balances and payment transactions
- Reporting of accounts receivable balances, including standard monthly reports, ad hoc reporting and analysis of outstanding account balances to headquarters management

- Research, resolve and respond to club and district payment issues

## **Accounting Department**

Jayne Kill, Manager (ext. 6869)

[accounting@lionsclubs.org](mailto:accounting@lionsclubs.org)

[accountspayable@lionsclubs.org](mailto:accountspayable@lionsclubs.org)

[districtgovernorclaims@lionsclubs.org](mailto:districtgovernorclaims@lionsclubs.org)

[jayne.kill@lionsclubs.org](mailto:jayne.kill@lionsclubs.org)

- Maintenance of the General ledger
- Reconcile and manage bank balances worldwide (60+ banks)
- Processing payment of all Association and Foundation disbursements
- Monitoring and accounting for investments
- Prepare information for annual audit
- Assist other departments in meeting their financial responsibilities

## **Claims Compliance**

[ClaimsCompliance@lionsclubs.org](mailto:ClaimsCompliance@lionsclubs.org)

[OfficerDirectorClaims@lionsclubs.org](mailto:OfficerDirectorClaims@lionsclubs.org)

[DistrictGovernorClaims@lionsclubs.org](mailto:DistrictGovernorClaims@lionsclubs.org)

[DGExpenses@lionsclubs.org](mailto:DGExpenses@lionsclubs.org)

- Audit of district governor travel and office expense claims and employee expense claims
- Audit of international officers, international directors, past international presidents and past international directors travel expense claims
- Certify, online expense reporting tool administration

## **Financial Reporting & Analysis**

Julie Zibert, Manager (ext. 6986)

[julie.zibert@lionsclubs.org](mailto:julie.zibert@lionsclubs.org)

- Produces and analyzes monthly, quarterly, and annual financial statements
- Manages annual audit work between external auditors and internal staff
- Administers the financial reporting system for the association and the foundation
- Prepares the annual association tax return (990) for review by external tax consultants
- Coordinates the quarterly forecast, annual budget, and five-year forecast for the association and foundation

# Convention Division

**Caroline Keough**

**Division Manager**

**(ext. 6952)**

[caroline.keough@lionsclubs.org](mailto:caroline.keough@lionsclubs.org)



**As the largest public facing event open to all Lions and Leos, the Convention Division is responsible for:**

## ***Division Administration***

- Liaise with the Board of Directors Convention Committee to align on strategic direction, division goals, and implementation.
- Manage division operations to ensure compliance of board policies and procedures.
- Work with future bidders for the international convention, along with coordination and evaluation of international convention bids, and site inspections.
- Liaison to the convention city's convention bureau, key hotel chains and host committee.
- Prepare host committee manual.
- Register convention with the local customs and immigration authorities.
- Supervision of all arrangements for international convention including the parade, plenary sessions, exhibit hall and hotel blocks.
- Coordinate convention pin, certificate of participation and any convention giveaway items.
- Oversees the logistical arrangements for both the FVDG/DGE Seminar in February and the Seminar Day held the first day of the international convention.
- Oversee all meetings and special events planned by the departments within the convention division.
- Oversee budgets and forecasting.
- Conduct convention staff orientation and training.

**Convention Administrative Coordinator**

**Gina Paoello**

[gina.paoello@lionsclubs.org](mailto:gina.paoello@lionsclubs.org)

## ***Registration and Housing***

- Manage all aspects of registration and housing operations for the international convention.
- Oversee systems administration for convention registration and hotel reservation software.
- Assign delegation hotels and assign delegation function space at select hotels.
- Coordinate convention bus shuttle and monitors on-site operations.
- Collaborate with marketing department to promote the international convention and increase convention attendance.
- Monitor and negotiate contracted hotel rates and research housing trends.
- Update and maintain LCI's convention website.
- Evaluate bidding city housing blocks and negotiate room rates for comparative evaluation.
- Manage all aspects of registration and housing for the FVDG/DGE Seminar session in February and Seminar Day held on the first day of the international convention.

**Registration and Housing  
Department Manager**

Mollie Haimann  
[mollie.haimann@lionsclubs.org](mailto:mollie.haimann@lionsclubs.org)

## ***Convention and Event Planning***

- Manage all aspects of convention logistics for the annual convention and FVDG/DGE Seminar.
- Liaison with convention center and FVDG/DGE Seminar facility.
- Prepare final specifications and layouts for convention center and FVDG/DGE Seminar.
- Secure, evaluate and contract bids from vendors for general contractor, translation equipment, Audio / Visual services, office equipment, printer, event mobile app, wheelchairs and scooters, and pre- and post-tour companies, as needed.
- Create exhibitor prospectus and market exhibit hall booth space to LCI official licensees, other outside organizations, and companies.
- Supervise exhibits and manage pin-trading tables in the convention center.
- Secure and schedule space for delegation events at convention center.
- Manage catering for all international convention events.
- Arrange for temporary personnel, security, photography, convention entertainment, first aid and other required services.
- Manage freight logistics for the international convention, FVDG/DGE Seminar and Board of Directors meeting at the convention host city.
- Collaborate with marketing division to promote the international convention via the convention website, email communications and social media.
- Work closely with the Host committee to guide in best strategies for executing their host committee duties.
- Create and manage the international convention master schedule including seminars and exhibit hall events.
- Contribute content to the international convention website, print program and on-site app.
- Collaborates with Marketing team on Virtual and Hybrid Convention applications.

**Convention and Event Planning  
Department Manager**

Susan Schaus  
[susan.schaus@lionsclubs.org](mailto:susan.schaus@lionsclubs.org)



### ***Event Project Management***

- Collaborate with Leadership Development Division, Marketing Division and Travel Department to project manage the FVDG/DGE Seminar Days 1-4.
- Manage all logistics and printed event materials for FVDG/DGE Seminars in February and at the international convention.
- Work with the host city and host committee to organize, promote and produce the Parade of Nations at the international convention.
- Conduct site visits and work with transportation specialists and the host city to finalize the route for the Parade of Nations.
- Collaborate with Service Activities Division to manage the registration and logistics of the LDUN events.
- Collaborate with Marketing Division to project manage the international convention website, program guide and on-site app.
- Manage the international convention bidding process and coordinate site visits to prospective cities.
- Coordinate 1 year and 2 year out planning visits for upcoming international conventions.

**Event Project Management  
Department Manager**

Britta Newell  
[britta.newell@lionsclubs.org](mailto:britta.newell@lionsclubs.org)

# District and Club Administration Division

**Mindy Marks**  
**Division Manager**  
**(ext. 6874)**

[mindy.marks@lionsclubs.org](mailto:mindy.marks@lionsclubs.org)



## **Division Administration**

- Serves/acts as liaison for the District and Club Service Committee.
- Develops and implements programs and drafts policy that supports the effective operation of clubs, districts and multiple districts (including regions and zones).
- Works closely with club and district leaders to ensure they have a successful term and to help them comply with policy.
- Manages translation and interpretation services and provides customer service in the association's official languages.
- Encourages the regionalization of association programs.
- Oversees the Club Health Assessment Report and Club Achievement Report
- Supports the rebuilding of weak clubs and reorganization of canceled clubs.
- Develops and supports the Coordinating Lion program, the Certified Guiding Lion Program, New Voices, Club Quality Initiatives, and the Excellence Award.

## **Division Assistant**

**Kathy Walters** (ext.6828)

[kathy.walters@lionsclubs.org](mailto:kathy.walters@lionsclubs.org)

## **English Language Department** (English Only)

**Donna Rekau** (ext. 6739)

[donna.rekau@lionsclubs.org](mailto:donna.rekau@lionsclubs.org)

## **Eurafrican Department** (Finnish, French, German, Italian, Swedish)

**Frida Wahlgren, Manager** (ext.6711)

[frida.wahlgren@lionsclubs.org](mailto:frida.wahlgren@lionsclubs.org)

## **Ibero-American Department** (Portuguese, Spanish)

**Mark Bularzik, Manager** (ext. 6862)

[mark.bularzik@lionsclubs.org](mailto:mark.bularzik@lionsclubs.org)

## **Pacific Asian Department** (Chinese, Japanese, Korean)

**Jinhee Bae, Manager** (ext.6976)

[jinhee.Bae@lionsclubs.org](mailto:jinhee.Bae@lionsclubs.org)

The above four departments have similar responsibilities which they carry out in their assigned languages. The English Language Department does not handle translation.

### **Language Services**

**Melinda Varga-Florido**, Coordinator  
(ext. 6924)

[melinda.varga-florido@lionsclubs.org](mailto:melinda.varga-florido@lionsclubs.org)

### **Multiple District and District Support**

- Provides guidance regarding the operation of multiple districts and districts.
- Develops and manages webpages, eBooks and guides that support operation of districts.
- Provides supplies to council chairpersons, incoming district governors and immediate past district governors (pins, badges, decals).
- Promotes and oversees the District Excellence Award.
- Analysis and processes redistricting requests.
- Confirms district and multiple district elections, collects biographies of governors and vice governors, council chairs and committee chairpersons.
- Assists in the filling of DG Team vacancies.
- Maintains vice district governor, governor and immediate past governor data.
- Assists in the appointment and supports Coordinating Lions for undistricted areas.
- Supports New Voices through the website, Facebook and materials, such as certificates and promotional material. Collects and provides a platform for stories collected.

### **Club Support**

- Provide club officers support and guidance in the area of club operations, meetings, strategic planning, and club management.
- Develops officer manuals and eBooks for club presidents, vice presidents, secretaries, and treasurers.
- Supports development of weak and status quo clubs.
- Develops and supports the Club Excellence Award.
- Processes club mergers, name changes and club cancellations.
- Develops and supports the club rebuilding activities.
- Researches best practices.
- Encourages clubs to utilize resources offered by the district, multiple district, headquarters and others.
- Tracks club health through the Club Health Assessment.

## **Translation Services**

- Translates all association publications, guides, brochures, manuals, and communications.
- Translates website, MyLion and other platforms.
- Provides support for daily correspondence (letters, messages, e-mail).
- Encourages regionalization of LCI programs.
- Assists with forms and reports received in languages.

## **Interpretation Services**

- Board meetings and LCIF Board of Trustee meetings.
- Meetings and special assignments as needed.
- Video voice-overs.
- Headquarters visits, phone calls and teleconferences.

## **Convention Assignments**

- Plenary sessions
- Convention seminars
- District Administration Booth
- Language/Interpretation Booth
- Translation/Interpretation Services
  - Certification
  - Convention committees
  - Seminars/workshops
  - Voting
  - District Governor-Elect Seminar

## **Board Assignments**

- Committee liaison to the District and Club Service Committee
- Translation/interpretation

## **Division and Department Budgets**

- Preparation and control of expenditures

## Resources

Board Policy, Chapter V (Clubs)

[https://cdn2.webdamdb.com/md\\_Uy6hXif8l7o2.jpg.pdf?v=1](https://cdn2.webdamdb.com/md_Uy6hXif8l7o2.jpg.pdf?v=1)

Board Policy Chapter IX, (District Officers & Organization)

[https://cdn2.webdamdb.com/md\\_EaDkMno2v6G4.jpg.pdf?v=1](https://cdn2.webdamdb.com/md_EaDkMno2v6G4.jpg.pdf?v=1)

Managing a Club

<https://lionsclubs.org/en/resources-for-members/resource-center/managing-a-club>

Club Officers:

<https://lionsclubs.org/en/resources-for-members/resource-center/club-officers>

Improving Club Quality

<https://www.lionsclubs.org/en/resources-for-members/resource-center/improving-club-quality>

Club Rebuilding

<https://www.lionsclubs.org/en/resources-for-members/resource-center/rebuilding-reactivation-priority-clubs>

District Governor

<https://www.lionsclubs.org/en/resources-for-members/resource-center/district-governors>

Zone and Region Chairpersons

<https://www.lionsclubs.org/en/resources-for-members/resource-center/zone-region-chairpersons>

New Voices

<https://www.lionsclubs.org/newvoices>

# Leadership Development Division

**Jon Montgomery**

**Division Manager**

**(Ext. 6938)**

[jon.montgomery@lionsclubs.org](mailto:jon.montgomery@lionsclubs.org)



## **Division Administration**

- Directs the design, development, implementation and evaluation of Lions Clubs International training and leadership development programs and resources including Emerging Lions Leadership Institutes (ELLI), Faculty Development Institutes (FDI), Lions Certified Instructor Program (LCIP), Regional Lions Leadership Institutes (RLLI), Lions Learning Center online courses and other targeted programs
- Supports the Global Action Team – Global Leadership Team (GLT) through programming, communication and collaboration
- Develops, manages and evaluates the annual comprehensive Second Vice District Governor Training Program, rolling out in 2024-2025, which includes online learning and virtual seminar sessions
- In consultation with the First Vice President and First Vice District Governor/District Governor-Elect (FVDG/DGE) Seminar Chairperson, develops, manages and evaluates the annual comprehensive First Vice District Governor/District Governor-Elect (FVDG/DGE) Training Program, including pre-and post- seminar learning opportunities and the First Vice District Governors/District Governors-Elect (FVDGs/DGEs) Seminar
- Provides evaluated input to the First Vice President and the First Vice District Governor/District Governor-Elect (FVDG/DGE) Seminar Chairperson for consideration in the annual identification of the First Vice District Governors/District Governors-Elect (FVDGs/DGEs) Seminar group leader team
- In consultation with the First Vice President and collaboration with other Lions Clubs International divisions designs, develops and implements orientation program for new International Board of Directors, Board Appointees and Leo-Lion Board Liaisons
- In consultation with the Executive Administrator, Travel and other teams in LCI and LCIF, coordinates support for forums and communications with forum organizers
- Assesses needs and identifies opportunities for new leadership development initiatives
- Manages division operations to ensure compliance of board policies and procedures
- Budgeting and forecasting
- Division is comprised of three departments:

- Instructional Design
- Learning and Development Programs
- Vice District Governor Training Programs
- Primary goal is to achieve excellence in Lions Leadership Development through quality learning opportunities through systematic, high-quality learning and skill enhancement programs
- Consults with all the Lions International divisions to evaluate training and development programs to assess relevance and identify opportunities for enhancement and increased efficiencies
- The Division Manager is the Staff Liaison to the Leadership Development Committee of the International Board of Directors

### **Division Support**

Brenda Boehm (ext.7033)  
[brenda.boehm@lionsclubs.org](mailto:brenda.boehm@lionsclubs.org)

### **Instructional Design Department**

Cynthia Bianchi, Manager (ext. 6780)  
[cynthia.bianchi@lionsclubs.org](mailto:cynthia.bianchi@lionsclubs.org)

- Designs, develops and implements leadership development curricula and resources including but not limited to:
  - Lions Learning Center online courses
  - Leadership Development online tools and resources
  - Position-specific web-based training packages
  - Emerging Lions Leadership Institutes (ELLI)
  - Faculty Development Institutes (FDI)
  - Regional Lions Leadership Institutes (RLLI)
  - Lions Certified Instructor Program (LCIP)
  - Council Chairperson Orientation
  - Zone Chairperson Training
- Supports the Vice District Governor Training Programs department, as needed, with implementation of Vice District Governor Training Programs
- Designs and develops new targeted or technology-based leadership development initiatives
- Administration and support of the Lions Learning Center (LLC)/Learning Management System (LMS)
- Provides curricula guidance/support to all Leadership Development program faculty
- Consultation with Lions around the world to maximize cultural adaptability of all curricula
- Provides curriculum support, materials, and direction for locally-sponsored Lions leadership development programs
- Supports content development for Lions position-specific manuals and job aids
- Budgeting and forecasting
- Develops and supports Leadership Development Division seminars conducted during the International Convention
- Supports other Lions International divisions with development of relevant web-based learning tools

## **Learning and Development Programs Department**

Dawn Mangiarulo, Manager  
(ext. 6811)

[dawn.mangiarulo@lionsclubs.org](mailto:dawn.mangiarulo@lionsclubs.org)

- Designs and implements processes and tools to assess training needs and evaluate the impact of Lions International training and development efforts in consultation with the Global Action Team leaders and GLT coordinators, Lions and other Lions International divisions; provides recommendations to the instructional design team
- Management of all logistical aspects of FDI and LCIP programs including registration, housing, facilities, food/beverage, materials transport, and faculty support; facilitation of post-event curricula and procedural evaluation to support continuous program improvement
- Management and promotion of the Local Institute Program. Review applications from Lions to carry out locally funded and organized leadership institutes (FDI, ELLI, RLLI) and provides appropriate follow-up.
- Development, implementation, and administration of Learn application within the Lion Portal
- Administration of regional training and development support programs including:
- Leadership Development Institute Grant Program
  - Regional Lions Leadership Institute (RLLI)
  - Emerging Lions Leadership Institutes (ELLI)
- Leadership Development Multiple District & District Grant Program
  - FVDG and SVDG MD/SD training
  - Zone Chairperson district training
- Special leadership development grants
- Promotes Lions Internationals global training and development offerings by supporting and facilitating the Global Action Team-GLT initiative at all levels through programming, communication and collaboration
- Supports the Vice District Governor Training Programs department, as needed, with implementation of Vice District Governor Training Programs
- Assists with the presentation of leadership development-related information at the International Convention, area forums and other events
- Budgeting and forecasting

## **Vice District Governor Training Programs Department**

Carlie Gonzales, Manager (ext. 6857)  
[carlie.gonzales@lionsclubs.org](mailto:carlie.gonzales@lionsclubs.org)

- Develops, manages, implements and evaluates curricula and resources for the:
  - annual First Vice District Governors/District Governors-Elect Training (FVDGs/DGEs) Program, including First Vice District Governors-Elect (FVDGs/DGEs) Seminar and all pre-and post-seminar learning initiatives
  - annual comprehensive Second Vice District Governor Training Program, rolling out in 2024-2025, which includes online learning and virtual seminar sessions
- Provides guidance/support to all First Vice District Governors/District Governors-Elect



(FVDGs/DGEs) Seminar group leaders and Second Vice District Governor Training  
Program faculty

- Collaborate and support priorities of the association and other Lions International divisions within the Vice District Governor Training Programs and curricula
- Assists with the presentation of leadership development-related information at the International Convention, area forums and other events
- Budgeting and forecasting

# Marketing Division

**Dan Hervey**

**Division Manager**

**(ext. 7006)**

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The Lions International Marketing Division consists of four departments: Digital Marketing Operations, Account & Marketing Strategy, Brand & Creative Services, Strategic Communications & Public Relations. The Marketing Division serves Lion leaders, members, districts and clubs by promoting the Lions' brand, managing digital marketing processes, developing impact stories and building marketing campaigns driven by best-in-class editorial, writing, design, motion media and events services. Select operational division management includes:

- Centralized communications
- Outbound mass email
- Lionsclubs.org content and design
- Social media strategies and community management
- Global advertising
- LION Magazine
- Creative and design services
- Video services
- Major event production (Convention, exhibit design and signage, and LDUN)
- Public relations

The Marketing Division operates in compliance with all related board policies and procedures. The division supports the International Board and the Division Manager serves as the Staff Liaison to the Marketing Committee. In addition to core brand and marketing support, the Division promotes successful implementation of marketing initiatives as approved by the Board of Directors. The division also manages and responds to questions related to association protocol and presidential awards, as published in Board Policy Manual, Chapter XIX.

## **Strategic Communications & Public Relations**

Chris Bunch, Department Manager

[christopher.bunch@lionsclubs.org](mailto:christopher.bunch@lionsclubs.org)

- **Executive Officer, International Director and Lion Leader Communications and Support**
  - Support presidential communications, including monthly newsletters, speeches, presentations, theme development and theme page on lionsclubs.org
  - Manage IVP newsletter development
  - Develop biographies and produce business cards for international officers and directors
  - Manage production of the Vital Information
- **Brand and Campaign Content Development**
  - Manage content strategy and content creation for the public-facing and Member Resource Center content on lionsclubs.org.
  - Develop content such as email, webpages, stories, ads and presentations to support Lions International product, program and events.
- **Communications Strategy and Editorial Support**
  - Develop content calendars for key communications channels and provide communication strategy support to teams
  - Generate and edit content for Lions International blog
  - Provide QA and content review for all mass emails distributed from Lions International
- **LION Magazine**
  - Manage production, editorial content and media for headquarters edition and the Spanish edition of LION Magazine, including digital
  - Oversee all official international editions of LION Magazine, including digital

## **Marketing Operations**

Maureen, Stenson, Department Manager

[maureen.stenson@lionsclubs.org](mailto:maureen.stenson@lionsclubs.org)

- **Website**
  - Manage the lionsclubs.org website platform, including content management and search functionality
  - Oversee development enhancements to improve the user experience.
  - Manage Search Engine Optimization and tracked keywords bringing people to lionsclubs.org website.
- **Email, Surveys and Forms**
  - Manage Marketing Operations & Communications process, including QA, translation, set-up and optimization
  - Manage the platforms for outbound email campaigns, surveys and digital forms,

- Create email templates and develop best practices for digital marketing.
- Manage deployment of the monthly Leader Digest to Lion leaders and club officers.
- Oversee GAT and LCIF Constitutional Area Leader Communications
- Build marketing campaign landing pages, forms and development processes
- **Analytics**
  - Provide marketing analytics support to demonstrate outcomes of campaigns
  - Measure effectiveness of all marketing activities and suggests program improvements
- **Other digital channels**
  - Manage the Marketing SharePoint site to streamline marketing requests and provide support for staff
  - Oversee the eclubhouse platform
  - Budgeting and Vendor Management
  - Manage department budget and forecasting

## **Account & Marketing Strategy**

Sonia Sotello, Department Manager

[sonia.sotello@lionsclubs.org](mailto:sonia.sotello@lionsclubs.org)

- **Strategy and Project Management**
  - Facilitate annual marketing planning and project management for partner divisions and for Marketing division-led programs
  - Oversee the monthly Leader Digest process to ensure the timely delivery to Lion leaders and club officers
  - Provide project management for brand and operational initiatives
  - Manage traditional and digital advertising global campaigns, including strategy, planning, creative development and media placements
  - Establish and nurture collaborative relationships across Lions International
- **Events and Sponsorship**
  - Strategize and execute the multi-channel LCICon promotional and communication plan
  - Provide project management for critical LCICon operations, such as the Exhibit Hall and on-site and/or in-platform signage and promotions
  - Lead efforts related to Lions International's presence at events like the Peach Bowl and Lions International district forums
- **Department Processes and Operations**
  - Oversee Marketing division processes and use of project management tracking software
- **Budgeting and Vendor Management**
  - Manage marketing vendors and contracts

- Manage department budget and forecasting

## **Brand & Creative**

Andrea Burns, Department Manager

[andrea.burns@lionsclubs.org](mailto:andrea.burns@lionsclubs.org)

- **Brand and creative services**

- Oversee our global brand strategy
- Provide creative design services
- Design and lay out all headquarters publications in 12 official languages, working in partnership with our Language Services team
- Design and lay out four international editions of LION magazine: Headquarters (English), Spanish, India and Pakistan

- **Social Media**

- Social media channel and community management
- Develop tools and guides to support club social media engagement, including blogs, guides and best practices
- Support campaigns, events and PR activities to extend our reach and increase engagement
- Manage official Facebook page for the international president

- **Motion media and photography**

- Manage photography for video shoots, internal needs and more
- Produce video content and other shareable media
- Support the design, video and content needs of division partners across the organization

- **Presidential theme**

- Develop the international theme brochure and video
- Produce videos for incoming president, outgoing president, flag ceremony and memorial ceremony

- **Convention**

- Develop the annual event theme, look and feel
- Strategize and manage the plenary vendor, logistics, creative, run of show and scripting
- Develop creative for a multi-channel promotional plan to drive attendance
- Create on-site and/or virtual event signage and other materials

- **Peace Poster Contest**

- Manage the annual Peace Poster Contest competition, including contest strategy, promotion, logistics and judging

- **Budgeting and vendor management**

- Manage external vendor relationships, including freelance talent and video vendors
- Manage the Brand & Creative and Motion Media budgets and forecasting

## **Public Relations**

Shauna Schuda, Department Manager

[shauna.schuda@lionsclubs.org](mailto:shauna.schuda@lionsclubs.org)

- **Public Relations**

- Manage global PR strategy and crisis communications
- Manage Marketing Grants program and PSA placement and tracking
- Serve as media contact for all media inquiries and supervise outside public relations counsel
- Develop PR tools to support clubs, including the Lions Press Center, blogs and more

## **Resources**

Marketing Matters

<https://www.lionsclubs.org/en/resources-for-members/resource-center/club-marketing>

Social Media Center for Clubs

<https://www.lionsclubs.org/en/resources-for-members/social-media>

Brand Guidelines and Brand Advance Kits

<https://www.lionsclubs.org/brand>

Lions Press Center and Media Kits

<https://www.lionsclubs.org/en/footer/lions-press-center>

Marketing Grants

<https://www.lionsclubs.org/en/start-our-approach/grant-types/marketing-grants>

Lions Video Center

<https://www.lionsclubs.org/video>

# Membership Operations & Support

**Noel Mason**

**Division Manager**

**(ext. 6804)**

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## **Global Action Team**

Amanda Trella (ext. 6768)

Department Manager

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Michael DiMaria (ext. 6704)

Department Manager

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## **Member Service Center**

Antoinette Polk (ext. 7055)

Department Manager

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## **E-Commerce & Supply**

### **Chain Operations**

Duncan Freer (ext. 7171)

Manager

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## **OSEAL Regional Office**

Yoshiko Merz

Regional Office Manger

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## **ISAME & Africa Regional Office**

Gloria Giri

Regional Office Manger

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## **Korea Field Office**

Young-Chan Yang

Regional Office Manger

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## **MEMBER OPERATIONS & SUPPORT DIVISION**

The Member Operations and Support Division consist of the Global Action Team, Member Service Center, Ecommerce & Consumer Products departments and three regional offices. The focus areas of the division are supporting all levels of GAT leaders and providing member service and support to district and club officers and any Lion who contacts us.

## **Division Responsibilities**

The Member Operations and Support Division responsibilities include:

- Provide direct support and inform on programs and services to club officers, GAT field leaders and Lions who contact us
- Collect insights and document feedback from Lions leaders regarding programs and resources to improve membership, leadership and service programs
- Develop MSC knowledge center resources and GAT communications to support the GAT leaders as they promote and deliver success in the areas of, membership, leadership and service
- Explore ways to increase ecommerce revenue and improve customer experience in all geographical areas
- Oversee and support OSEAL, ISAME & Africa, and Korea regional offices
- Manage budgets to assure division is adequately prepared to carry out assigned responsibilities

## **Global Action Team (GAT)**

The Global Action Team (GAT) helps districts in achieving their goals by creating a unified approach to all key areas of Lions. With the district's goals at the forefront, the GAT is uniquely positioned from constitutional area to club level, to help foster positive membership growth in clubs, increase Lion's visibility in the community through impactful service, and to build strong and innovative leaders in the districts. The GAT network of leaders directly supports districts in inspiring action at the club level. Additionally, the GAT will champion the vision of LCI and LCIF and reignite the passion for service in our Lions and Leos.

## **Key Benefits**

- Direct communication with Lions leaders and members at all levels from constitutional area leaders to the club leaders
- Understand the 'voice' of the Lions leaders and members by obtaining firsthand valuable insights and feedback from Lion leaders
- Ability to have an immediate impact through engagement, member service and support to Lion leaders and members in collaboration with Membership, Leadership Development, and Service Activities Divisions

## **Member Service Center (MSC)**

The goal of the MSC is to use current technologies, training, and process optimization to ensure that a broad array of the members' support and service needs are satisfied in a prompt, reliable, accurate and efficient manner. Some of the core responsibilities are:

- Club, officer, member, and activities data records
- Club chartering, club supplies and reception support
- Reporting on membership and activities
- Lionsclubs.org, E-Clubhouse, Lion Portal user support
- Public assistance support



## **E-Commerce & Consumer Product**

The goal of the E-Commerce & Consumer Product department is product development, promotions, order support and convention sales operation. Additional responsibilities are:

- Develop new licensing business relationships & manage existing licensing business relationships
- Develop and manage relationships externally with outside suppliers along with the Procurement Team to negotiate terms for the purchase of goods
- Develop and manage the Lions Shop supply catalog
- Oversee and manage the USA and Japan Shopify eCommerce platforms.
- Oversee the Japan and Finland sales operations
- Support OSEAL and ISAME Coordinating Offices
- Support association initiatives including the distribution of LCI and LCIF products and recognition
- Develop and manage the Lions Shop at the International Convention

## **OSEAL Office (Regional Office)**

The office provides followings to improve the district, club, and member support in Japan.

- Member Operations and Support
- Providing technical support and training for membership and activities reporting applications
- Support and operate e-Commerce shop in Japan
- First level review of DG and other leadership Certify claims within Japan
- LCIF donor support, DCG application first review/translation, overall support for development and LCIF/ *Mission 1.5* marketing within Japan
- Oversee the financial transactions of the association's accounts within Japan, monitor and report daily transactions of virtual accounts of clubs/districts of Japan
- Assist regionally implemented programs, events, and strategies of LCI/LCIF
- Fulfillment of supplies – new member kits, various awards, and materials – within Japan and some other areas

## **ISAME (Regional Office)**

The key objective for the regional office is to provide improved district, club, member and donor support. We focus on service development efforts and work very closely with the Member Division and Member Service Center, Global Action Team, Leadership Development & Institutes, LCI Foundation development, grant program and LCIF India donation services teams. The core responsibilities are:

**LCI:**

- Membership Development – New Club Operations
- Member Operations and Support
- Accounts receivables
- First level review of DG claims (ISAME & Africa) and ID, PID, PIP claims within India
- Supply chain & fulfillment operations
- Travel assistance to include invite letters for Visa etc.
- Translation requests from English to Hindi and vice versa
- GAT team assists Area Leaders to develop and support regional strategies and programs.
- Learning and Development Program

**LCIF/ LCIF INDIA**

- Donor services
- Corporate social responsibility - project management assistance for CSR partnerships.
- Fund raising, *Mission 1.5* goals.
- LCIF grants department

**ACROSS BOTH LCI and LCIF:**

- Legal and compliance support – Work closely with Headquarters legal team, India book-keeping accountants, auditors, company secretary
- Commercial operations – oversee the financial transactions, internal audit on accounting, monitoring and reporting accounting discrepancies, reviewing and finalizing annual financial statement for ISAME & Africa
- HR, IT and facilities for the overall set up

**Korea Office (Regional Office)**

The office provides support to improve the district, club, and member support in Korea.

- Assist regionally implemented programs, events, and strategies of LCI/LCIF
- LCIF donor support, support for development and LCIF/*Mission 1.5* marketing
- Fulfillment of supplies – new member kits, various awards, and materials
- Provides support for membership and activities reporting

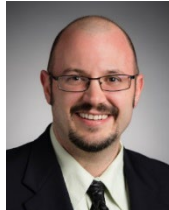
# Membership Division

**Kyle Hartje**

**Division Manager**

**(ext. 6910)**

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Cheryl Barsema, Membership Division Coordinator (ext. 6734) [cheryl.barsema@lionsclubs.org](mailto:cheryl.barsema@lionsclubs.org)

**The Membership Division supports membership development for Lions and Leos through three approaches:**

1. New Club Development
2. New Member Recruitment
3. Enhance Member Satisfaction

**The division empowers Lions and Leos to achieve this through:**

1. Program development
2. Promoting new and existing initiatives through a variety of communication channels
3. Providing training
4. Developing and promoting tools and resources to support membership development
5. Incentivizing membership development through awards programs

**The membership division is focused on the following:**

1. Strengthen districts with new club development
2. Promote diversity in membership
3. Grow membership in established clubs
4. Build the Leo movement
5. Transition Leos to Lions
6. Lead the *MISSION 1.5* initiative

**The Membership Division is organized into two departments:**

**Member Experience:**

Justin Lucas, Department Manager

[justin.lucas@lionsclubs.org](mailto:justin.lucas@lionsclubs.org)

**The Member Experience department supports the division purpose by by:**

- 1) Supporting new club development in districts and undistricted areas
- 2) Supporting member recruitment in established clubs
- 3) Enhancing member satisfaction in clubs leading to improved retention

**The Department empowers Lions to achieve this through:**

- 1) Developing programs to make membership appealing to everyone
- 2) Promoting new and existing initiatives through a variety of communication channels
- 3) Providing training for club and district officers to support newly chartered clubs
- 4) Developing and promoting tools and resources to support membership development
- 5) Incentivizing chartering, recruitment and retention through awards programs.

**The Member Experience Department is focused on**

- 1) Support *MISSION 1.5*
- 2) Encouraging new club chartering
- 3) Expanding support to new clubs
- 4) Improving support to Lions with membership development titles
- 5) Improving the new member experience

**Young Lions and Leos:**

Khamisi Grace, Department Manager

[khamisi.grace@lionsclubs.org](mailto:khamisi.grace@lionsclubs.org)

**The Young Lions and Leos department supports the division purpose by:**

- 1) Encouraging a passion for service in youth and young adults
- 2) Strengthening the Leo movement in: Retention, Member Experience, Transition to Lions
- 3) Increase the number of Young Lions in new and existing clubs

**The Department empowers Lions and Leos to achieve this through:**

- 1) Program Development
- 2) Advocating for the inclusion of Leos and younger Lions in LCI/LCIF initiatives
- 3) Providing training and resources to strengthen relationships between generations
- 4) Developing and promoting tools and resources in collaboration with young people
- 5) Incentivizing membership development through awards programs.

**The Young Lions and Leos department is focused on**

- 1) Promoting the Cub Program
- 2) Strengthening the Leo movement
- 3) Transitioning Leos to Lions
- 4) Increasing engagement with Young Lions.

## **Resources**

Board Policy Chapter X (Extension)

[http://www.lionsclubs.org/resources/EN/pdfs/bpm\\_ch10.pdf](http://www.lionsclubs.org/resources/EN/pdfs/bpm_ch10.pdf)

Board Policy Chapter XVII (Membership)

[http://www.lionsclubs.org/resources/EN/pdfs/bpm\\_ch17.pdf](http://www.lionsclubs.org/resources/EN/pdfs/bpm_ch17.pdf)

<http://members.lionsclubs.org/EN/resources/publications-forms/membership.php>

<http://members.lionsclubs.org/EN/resources/publications-forms/new-clubs.php>

Chapter XXII (Leo Programs)

[http://www.lionsclubs.org/resources/EN/pdfs/bpm\\_ch22.pdf](http://www.lionsclubs.org/resources/EN/pdfs/bpm_ch22.pdf)

Leo Resources:

<http://members.lionsclubs.org/EN/leos/index.php>

New Club Development Resources:

<http://lionsclubs.org/start-a-new-club>

Membership Chairperson Resources:

<http://lionsclubs.org/membershipchair>

# **Service Activities Division**

**Jennifer Mach**

**Division Manager**

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## **Service Programs & Initiatives Department**

Hajira Mahdi (ext. 6892)

Department Manager

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## **Volunteer Engagement & Events Department**

Sarah Hermann (ext. 6762)

Department Manager

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## **Global Advocacy**

Natalie Brain (ext. 6893)

Manager

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## **THE SERVICE ACTIVITIES DIVISION**

The Service Activities Division Provides the support Lions need to improve their service outcomes and elevates the service of Lions in their communities and around the world.

The Service Activities Division consists of the Service Programs & Initiatives Department, the Volunteer Engagement and Events Department, and Global Advocacy.

## **Division Responsibilities**

- Liaise with the Board of Directors Service Activities Committee to align on strategic direction, division goals, and implementation.
- Collaborate with all LCI and LCIF divisions to ensure strategic alignment.
- Support Lions with Service Journey resources, including the Service Toolkit.
- Provide Lions with the resources they need to measure and report their service impact.
- Assess the impact of Lion and Leo service and monitor global service trends.
- Recognize and award Lion and Leo service, including facilitation of the Kindness Matters Service Award.
- Share relevant information with Club Service Chairpersons and Global Cause Chairpersons.
- Manage budgets and forecasting.

## **Service Programs & Initiatives**

Service Programs & Initiatives develops LCI's global cause strategies, and the programs that support them. This department provides Lions and Leos with opportunities to carry out impactful humanitarian service through best in class programs and resources.

- Develops and implements programs for Lions International Global Causes: Childhood Cancer, Diabetes, Disaster Relief, Environment, Humanitarian, Hunger, Vision, and Youth.
- Develops and implements partner Memorandums of Understanding and Work Plans with organizations that provide global cause expertise and service opportunities for Lions.
- Develops resources to support and empower Lions and Leos to serve their communities.
- Monitors the adoption of service resources.
- Promotes, implements, maintains, and evaluates existing programs.
- Identifies programmatic gaps and recommends new opportunities for development and/or improvement.

## **Volunteer Engagement & Events**

The Volunteer Engagement & Events Department energizes Lions and Leos through high profile, high impact service projects that reflect LCI's global causes and brand. This department ensures that LCI's global causes are effectively positioned and executed at LCI and partner events.

- Manages and coordinates episodic volunteerism opportunities and events for Lions and Leos, partner organizations, clients, and the public.
- Oversees program and resource development, volunteer recruitment/retention, and post-event analyses in order to advance best practices in service engagement.

- Drives service innovation to maximize service outcomes, partnership fulfillment, and brand awareness.
- Collaborates with host committees on service opportunities at Lions Clubs International Convention and meetings of the Lions Clubs International Board of Directors.

## **Global Advocacy**

Global Advocacy supports Lions and Leos in advocating for Lions International, the Lions International global causes, and issues impacting their local communities. This includes advocating for policies that will help LCI, Lions, and Leos operate more effectively, and benefit Lions Clubs International Foundation. Global Advocacy empowers Lions and Leos to advocate for awareness, education, and change.

- Develops and implements LCI's advocacy strategy.
- Creates resources and opportunities for Lions and Leos to serve in all four key focus areas of advocacy:
  - Creating awareness and engagement
  - Legislative and public policy
  - Events
  - Partnerships
- Develops and implements partner Memorandums of Understanding and Work Plans with organizations that provide advocacy expertise and resources for Lions.
- Plans, implements, and supports Lions Day with the United Nations and Lions Day on Capitol Hill, and advises on country-level advocacy days as directed by the executive officers.
- Facilitates and supports the activities of Lions Representatives to the United Nations.

## **Division Resources**

Board Policy Chapter I: (Service)

Chapter XIII (International Relations)

Lions International Global Causes

<https://lionsclubs.org/en/explore-our-clubs/our-global-causes>

*This page contains links to each individual global cause webpage, which in turn provide links to specific service programs and resources.*

The Service Journey

<https://lionsclubs.org/en/start-our-approach/service-journey>

The Service Toolkit

<https://lionsclubs.org/en/start-our-approach/service-journey/service-toolkit>



## Lions Clubs International Service Programs

- Type 2 Diabetes Screening  
<https://lionsclubs.org/en/start-our-global-causes/diabetes/world-diabetes-day#project>
- Strides for Diabetes Awareness  
<https://lionsclubs.org/en/start-our-global-causes/diabetes/strides>
- Diabetes Camps  
<https://www.lionsclubs.org/en/start-our-global-causes/diabetes/diabetes-camps-program>
- Diabetes Peer Support Groups  
<https://www.lionsclubs.org/en/start-our-global-causes/diabetes/diabetes-peer-support-groups>
- Lions Eye Banks  
<https://lionsclubs.org/en/resources-for-members/resource-center/lions-eye-banks>
- Vision Screening  
<https://www.lionsclubs.org/en/resources-for-members/resource-center/vision-screening>
- Lions KidSight  
<https://www.lionskidsightusa.org/>
- Eyeglass Recycling  
<https://lionsclubs.org/en/resources-for-members/resource-center/recycle-eyeglasses>
- Youth Camps and Exchange  
<https://lionsclubs.org/en/start-our-approach/youth/youth-camps-and-exchange>

## Project Planners

<https://lionsclubs.org/planners>

## Service Project Ideas Sheets

- [Quick Start Service Ideas](#)
- [Childhood Cancer](#)
- [Diabetes](#)
- [Environment](#)
- [Hunger](#)
- [Vision](#)

## Lions Advocacy Toolkit

<https://lionsclubs.org/advocacy>

## Service Reporting

<https://www.lionsclubs.org/en/service-reporting>

## The Kindness Matters Service Award

<https://www.lionsclubs.org/en/kindness-matters-service-award>

# Information Technology Division

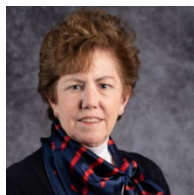
**Susan “Sue” Ben**

**Chief of Technology**

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(1.630.263.0345 – mobile)

[susan.ben@lionsclubs.org](mailto:susan.ben@lionsclubs.org)



## **Division Administration**

Information Technology plans, organizes, and controls the overall activities of technical services throughout the entire organization. This includes technical infrastructure, database, applications, process improvements, membership records management, business intelligence and generates reports for membership, service activity, donations, and financial reporting. The group is also responsible for data privacy and compliance. The organization also manages the digital product management, a group that is responsible for charting and executing the course for Lions Clubs member, officer, and employee digital experience across all our channels.

## **Strategic Focus of the organization**

- Build innovative digital products to enable members to connect and serve others around the world.
- Work with LCI/LCIF staff to develop effective solutions to support our business processes.
- Improve processes to become more rigorous in product investments and better prioritize investments aligned to business strategy.
- Leverage technology and digitize business processes to better support the business.
- Establish an open technical architecture to support easy integration with internal and external business applications.
- Improve project delivery.
- Maintain a secure and compliant environment.

**Executive Assistant**

Eileen Trnka (ext. 6870)

[eileen.trnka@lionsclubs.org](mailto:eileen.trnka@lionsclubs.org)

## **Digital Product Management Department**

Matt Wallace, Manager (ext. 6884)  
[matthew.wallace@lionsclubs.org](mailto:matthew.wallace@lionsclubs.org)

The Digital Product Management team is responsible for the digital applications used by Lions around the world. The product team works closely with engineering to bring new features to life. Using member feedback and other input, we are always evaluating new ways to improve the online experiences for our members.

- Prioritize and plan new product features to ensure maximum member value.
- Act as the voice of the member when evaluating new product features
- Develop training materials that help communicate and educate members on product enhancements.
- Provide Project/Program Management for major IT projects.
- Administer IT policies and procedures.

## **Software Engineering & Development**

Sony Edakkunnathu, Manager (ext. 6923)  
[sony.edakkunnathu@lionsclubs.org](mailto:sony.edakkunnathu@lionsclubs.org)

- Design, develop, acquire, and support applications and websites that simplify club administration, promote membership growth, service projects, Member experience and improve staff productivity.
- Evaluate business and technology requirements to determine the best fit within the association.
- Identify gaps in existing technology based on business capability roadmaps and determine the best way to fill the gap using existing or new applications.
- Determine appropriate sourcing of technology projects, and external vendor relationships where needed to accelerate development.

## **Data and Reporting**

Galina Veselovsky, Manager (ext.7025)  
[galina.veselovsky@lionsclubs.org](mailto:galina.veselovsky@lionsclubs.org)

- Develop and support advanced data techniques including data modeling, data access, data integration, data discovery, database design and implementation and ensure integrity of data and reports to support LCI's growing business needs.
- Develop real-time KPIs and interactive Dashboards to make informed decisions on membership, donations and service projects and bring data to life for rich & immersive member experience for data visualization using Insights

**Data Administration & Integrations**

Irfan Mohammed, Manager (ext. 7015)

[irfan.mohammed@lionsclubs.org](mailto:irfan.mohammed@lionsclubs.org)

- Manage the technical environment housing the data of the organization, including the configuration of the environment and the optimization of the data bases.
- Design, create and maintain the integration and flow of data from source systems to the data warehouse and downstream systems.
- Manage the security of the integration connections internally and with external partners.

**Technology Infrastructure & Operations**

Brian O'Donnell, Manager (ext. 6915)

[brian.odonnell@lionsclubs.org](mailto:brian.odonnell@lionsclubs.org)

- Design and implement technology infrastructure including network, computer systems, data and voice communication and other equipment to support business objectives
- Monitor and manage network operations to ensure critical business systems are running efficiently, reliably and safely 24 X 7.
- Investigate, explore and recommend new technologies for the benefit of Lions.
- Support staff and Lion in effectively using technology.
- Implement and maintain Data Privacy and Compliance initiatives.

# Lions Clubs International Foundation

Lions Clubs International Foundation (LCIF) is a 501(c)(3) charitable corporation. Its function is to support the compassionate service of Lions Clubs International members. LCIF accepts donations from Lions and non-Lions, and uses funds to provide grants to Lions' districts to help meet crucial humanitarian needs of communities worldwide.

**Rebecca Teel Daou**  
**Executive Administrator**  
(ext. 6916)

[rebecca.daou@lionsclubs.org](mailto:rebecca.daou@lionsclubs.org)



## **Executive Administrator:**

- Oversees and ensures implementation of policies and actions approved by the LCIF trustees
- Supervises the divisions, departments, programs and initiatives of LCIF
- Oversees LCIF's partnerships with other organizations, corporations and governments
- Promotes the foundation at area forums and international convention
- Serves as administrative officer for the LCIF Board of Trustees and staff liaison to the LCIF Executive Committee
- Coordinates and maintains legal requirements for 501(c)(3) status of LCIF

## **Senior Executive Assistant:**

Monika Kural (ext. 6901)

[monika.kural@lionsclubs.org](mailto:monika.kural@lionsclubs.org)

## **LCIF Development:**

Christopher Plunkett, Division Manager (ext. 6724)

[christopher.plunkett@lionsclubs.org](mailto:christopher.plunkett@lionsclubs.org)

- Manages all LCIF fundraising initiatives
- Manages the staff responsible for cultivating and soliciting individual, club and corporate donors
- The Development Division supports the LCIF volunteer structure consisting of approximately 1,000 LCIF constitutional area leaders, area leaders, multiple district and district coordinators
- The Development Division Manager serves as the staff liaison to the LCIF Development Committee

**LCIF Donor Services:**

Tammy Schraeder, Manager (ext. 6906)  
[tammy.schraeder@lionsclubs.org](mailto:tammy.schraeder@lionsclubs.org)

- Identifies, records and acknowledges contributions to LCIF
- Administers LCIF recognitions catalogue, including fulfillment, inventory and vendor management
- Oversees comprehensive data collection, archiving, and storage of donation and recognition information
- Reconciles monthly donation totals
- Manages LCIF report development and maintenance
- Responds to inquiries from members or the general public regarding donations, recognitions, reports and general information about LCIF

Visit [lionsclubs.org/Donate](https://lionsclubs.org/Donate) to make a donation.

Explore recognition opportunities at [lionsclubs.org/RecognitionPrograms](https://lionsclubs.org/RecognitionPrograms).

**LCIF Marketing and Communications:**

Leia Williams, Manager (ext. 7090)  
[leia.williams@lionsclubs.org](mailto:leia.williams@lionsclubs.org)

- Develops and implements the foundation's global marketing plan
- Creates, implements and measures the success of comprehensive marketing programs promoting the foundation to members, partners and the general public
- Manages all aspects of the marketing communication function for the foundation, including print, web and social media
- Manages the development of content and materials that promote LCIF, including paid media, videos, publications, social media, speeches, email marketing and LCIF website
- Supports development strategy and programming needs
- Works with LCIF partner organizations on cross-promotion
- Serves as the staff liaison to the LCIF Marketing Committee

**LCIF Controller and Financial Analysis:**

Christine Hastings, Manager (ext. 6775)  
[christine.hastings@lionsclubs.org](mailto:christine.hastings@lionsclubs.org)

- Manages LCIF financial reporting and compliance
- Coordinates the budget and budget forecasting for LCIF
- Prepares the LCIF revenue and expenses statement, investment schedules and year-to-date donation comparison reports on a monthly basis
- Prepares and files LCIF's federal income tax form 990 in consultation with external tax accountants
- Serves as the liaison to auditors for the foundation's annual audit
- Serves as the staff liaison to LCIF Finance Committee

**LCIF Global Grants:**

KaSondra Byrd, Division Manager (ext. 6826)  
[kasondra.byrd@lionsclubs.org](mailto:kasondra.byrd@lionsclubs.org)

- Oversees the foundation's portfolio of grant programs
- Develops grant initiatives to address unmet and emerging humanitarian needs for vulnerable populations in the areas of diabetes, childhood cancer, hunger, vision, youth, disaster, environment and humanitarian
- Administers grant policy, including grant compliance
- Communicates the goals of LCIF's different grant programs to Lions and non-Lions globally
- Provides grant education and guidance to Lions (and their partners) at the country, multiple district, district and club level with the development, review, and implementation of grants
- Monitors and evaluates approved grant projects; reporting outcomes to LCIF stakeholders
- Provides impact story content and grants data for LCIF marketing, promotion and fundraising
- Supports the foundation's partnership and program collaborations
- Supports the association's partnership and program collaborations that align with LCIF goals and objectives
- Serves as staff liaison to the LCIF Programs Committee

Visit [lionsclubs.org/grantstoolkit](https://lionsclubs.org/grantstoolkit) to learn more about LCIF grants.

**Lions Quest:**

Matthew Kiefer, Manager (ext. 6965)  
[matthew.kiefer@lionsclubs.org](mailto:matthew.kiefer@lionsclubs.org)

- Manages Lions Quest program activities in the United States and coordinates Lions Quest activities with international country offices
- Expands the program in the United States and internationally by creating and distributing marketing materials and engaging directly with Lions at area forums, multiple district, and district events
- Manages partnerships with the United Nations Office on Drugs and Crime and other key partners and supporters
- Works with LCIF Development and Lion stakeholders worldwide to identify and cultivate new potential partnerships
- Conducts training and professional development workshops for educators
- Develops new curriculum and program materials
- Coordinates research and evaluation to ensure the programs' effectiveness
- Serves as staff liaison to Lions Quest Working Group

Visit [lions-quest.org](https://lions-quest.org) to learn more about Lions Quest.

**LCIF Administrative Services:**

Sally Garrison, Manager (ext. 7031)  
[sally.garrison@lionsclubs.org](mailto:sally.garrison@lionsclubs.org)

- Prepares LCIF reports and updates for officer travel books, and coordinates LCIF chairperson trip kit shipments
- Contributes to donor recognition presentations and “In Honor” cards for all Board of Directors’ and Board of Trustees’ meetings
- Coordinates key mailings such as the annual report
- Organizes New Trustee Orientation
- Responsible for LCIF information in the Vital Information book