

LIONS VISION

NEWSLETTER FOR MEMBERS OF MULTIPLE DISTRICT 22 LIONS, LIONSESS AND LEO CLUBS Spring 2014

A World Without Lions Would Be a Garden Without Flowers

Like she has for centuries before, Mother Earth has finally sent us spring in the Mid-Atlantic and released the grasp of a long, cold winter. The “swoosh” sound of the 3 pointers going through the cotton nets from the hands of the best basketball players in the nation have given way to the crack of the bat as baseball takes center stage. The barren, bleak landscape is changed dramatically as daffodils are the first to punch their way through the surface and bring smiles to our faces. Their bright yellow flowers signal that Mother Nature knows in spite of the late snowfall that it is time once again for them to brave the cold, to risk one last potential freeze, in order to lift the spirits of humankind once again.

Soon thereafter, tulips treat us to their rainbow of colors giving us confidence that the daffodils were not wrong. Next we see blossoms bursting forth on the region’s trees.

Locals and visitors alike are thrilled to see the cherry blossoms in D.C. People in our towns and cities across Maryland and Delaware take notice as the blossoms appear on their maples, oaks, and pear trees. We all know that the next feature to be added to nature’s canvass is color; the color of the endless varieties of flowers. We count on it like it is God’s guarantee to us.

Now imagine with me for just a few minutes. Suppose the Lions organization did not exist. What would our world be like? Let’s take a look through the looking glass of time. We see communities back in the 20’s 30’s and 40’s where there would be no one to help a needy person get a pair of glasses, no one to help a needy person who needed medical treatment or no one to help a town raise money for the town’s first ambulance. Let’s move our glass in another direction. Now we see a struggling little league organization trying to provide talent and character building sports for the community’s youth, but there is no Lions Club to help. And look, over there is a group in trying to build a park and a playground for their community, but there is no Lions Club to help.

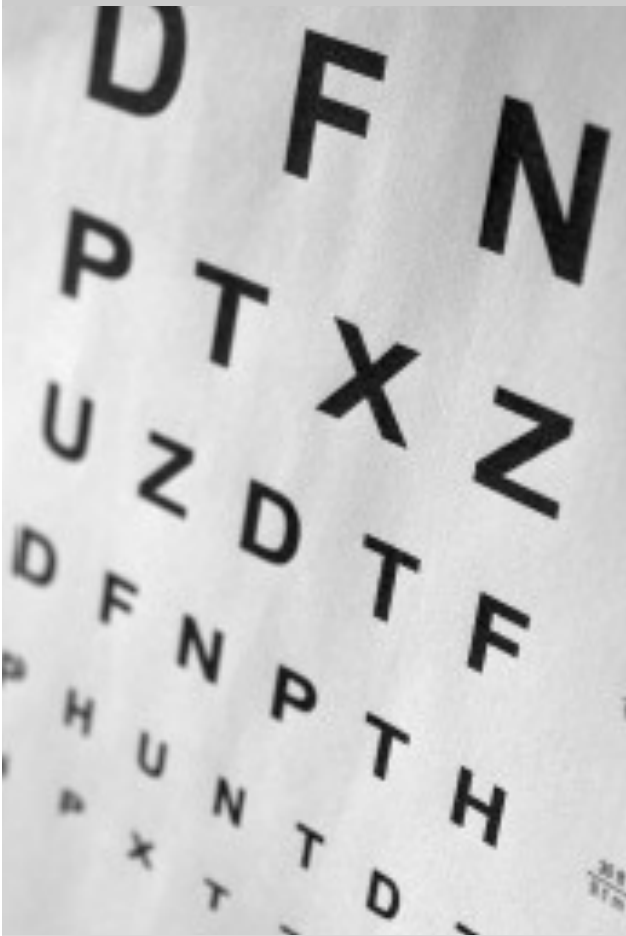
If we reposition our glass in time we would see without Lions there would be no Lions Club International Foundation to help worldwide, no Leader Dogs for the Blind, no Lions eye clinics or research centers and no Lions Vision Research Foundation and no Lions Low Vision Center at Johns Hopkins. Our world today without Lions would be like a continuing barren winter, but with Lions comes hope and the beauty of service like those flowers that bring smiles to our faces.

The Lions Vision Research Foundation is giving all Lions an opportunity to flower the area once again with a new service. Since its inception, the goal of the organization has been to expand the impact of the Lions Low Vision Center throughout MD-22.

LOVRNET, the Lions Low Vision Rehabilitation Network is a major step in that direction. LOVRNET is designed to connect prospective patients and eye care professionals in local communities throughout MD-22 with the low vision services offered by the Lions Low Vision Center. A Kick Off will be held on June 10, 2014 at the Blind Industries and Services of Maryland, 3345 Washington Blvd., Baltimore, MD beginning at 1:30 pm. I encourage you to attend the Kick Off meeting and to volunteer to flower the Lions garden once again with this new service opportunity.

Lions enhance the human spirit. I feel good every time I stand in front of the local Wal-Mart on Vision Days and someone comes up to me, puts a donation in my container, and says, “Thank you Lion. I remember when my grandmother needed glasses and the Lions provided them for her.” I’m sure many of you have stories similar to mine. Many of those stories are related to the great work done at the Lions Vision Center and Johns Hopkins Wilmer Eye Institute. Lions, keep planting those flowers. The world is a more beautiful place because of what you do.

John J. Shwed
Development Chair



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Chairman's Message

By PDG Ted Ladd, Chairman, Lions Vision Research Foundation

Patz Professorship Fully Endowed

We just got word from the Wilmer Eye Institute Development Office that the Dr. Arnall Patz MD Lions Low Vision Professorship is fully endowed. WOW!

Lots of people pulled together to make this happen. Special thanks to the Lions Clubs that purchased Dr. Patz Fellowships and designated the funds for the Professorship. The club having the honor of putting the effort over the top is the Glenwood Lions Club of District 22-A by pledging \$2000 per year for 5 years.

Kick Off of the Lions Low Vision Rehabilitation Network

The Lions Low Vision Rehabilitation Network (LOVRNET) will Kick Off on Tuesday, 10 June starting at 1:30 pm. The event will occur at the offices of Blind Industries and Services (BISM) located at 3345 Washington Boulevard, Baltimore.

Distinguished speakers will include Wayne Madden, LCIF Chairman and Immediate Past President of LCI, Dr. Bob Massof, Founding Director of the Lions Low Vision Center, and Susan Olivo, Executive Director, Reader's Digest Partners for Sight Foundation.

A tour of the facility will be led by BISM manager, Andy McIver, and refreshments will be available for all.

Don't miss the Kick Off. It will be great!

Featured Speakers at the Kick Off



Wayne Madden,
Chair of LCIF &
Immediate Past
President, LCI



Dr. Bob Massof,
Founding
Director,
Lions Low Vision
Center



Susan Olivo,
Executive Director,
Readers Digest
Partners for Sight
Foundation

LVRF Seminar & Board of Trustees Meeting at the MD-22 Convention in Ocean City

An LVRF Seminar is scheduled at the MD-22 Convention starting at 1:30 pm on Tuesday, 13 May featuring Dr. Bob Massof. The seminar will be repeated at 3:30 pm. The May meeting of the LVRF Board of Trustees will begin at about 2:30 pm in the same room. The main order of business at the Board meeting will be the election of officers for the coming year.

LOVRNET Steering Committee Meeting

A meeting of the steering committee of LOVRNET is scheduled at the MD-22 Convention starting at 9 am on Wednesday, 14 May. The meeting will be conducted by LOVRNET Co-Chairs, PDG Ken Chew and PDG Charlene Travers.

Stepping Down

My term as Chairman of the LVRF will soon be over. It has been, and continues to be, a wonderful experience to serve on the Board of Trustees and take part in the great things being accomplished at the Wilmer Institute. But, as Yogi Berra once said, "It ain't over 'til it's over," and there are still some things to get done before the end of this Lion Year.

It has been a joy to volunteer with such dedicated and talented people as the members of the Board of Trustees, our advisors, and the exemplary staff of the Wilmer Eye Institute. I am looking forward to my next assignment as Immediate Past Chairman, which I understand is a 2 year commitment, so we'll be seeing a lot of each other for awhile, and I'm looking forward to the interesting challenges that we will face together.



*Come to the MD-22
Convention May 12-15 and
attend the LVRF seminar on
Tuesday, the 13th at 1:30 pm.*

Lions Low Vision Rehabilitation Network (LOVRNET)

Lions LOVRNET is a new program to meet the growing need for effective low vision rehabilitation.

Most cases of low vision in the United States are caused by age-related eye diseases. These include Macular Degeneration (59%), Glaucoma (10%), Diabetic Retinopathy and other Retinal Vascular diseases (11%), cataract (5%), and other (15%).

When low vision is defined as less than 20/40, the overall prevalence of low vision in the U.S. is about 4.5 million. 80% are over the age of 65.

In Maryland, Delaware, and Washington, D.C. the total annual incidence of low vision is some 15,000. The number of people with low vision in each of the sub-Districts is estimated as:

22-A	5,356
22-B	944
22-C	5,779
22-W	1,179
22-D	1,745

Nearly 85% of people who need low vision rehabilitation are not being served. Each year, an estimated 5,850 visually impaired patients in the MD-22 region receive low vision rehabilitation services.

About 40% of the current annual incidence is being served. Incorporating the annual death rate for the population of people with low vision, the 5-year backlog is 18,611 (assuming annual incidence does not change and people drop out after 5 years.) Including the 5 year backlog, only about 15% of the current need in the MD-22 region is being served.

The number of people with low vision will double over the next 15 years, if the incidence rate remains the same.

There is a chronic acute shortage of low vision rehabilitation services.

Optimal services would include a low vision evaluation by an eye doctor (optometrist or ophthalmologist) to achieve best corrected vision, optimize vision enhancement with low vision devices, and provide patient education and counseling.

Optimal services would include low vision rehabilitation by an occupational therapist or vision rehabilitation therapist in the clinic or the patient's home to teach the patient to use low vision devices, learn visual skills, learn adaptive strategies, and modify the home environment to improve visual function and increase safety. The services would also include psychological counseling and peer support to help the patient cope with the

challenges and stresses caused by low vision.

SUMMARY

There is a severe shortage of eye doctors and therapists who provide low vision rehabilitation services, while the demand for services is growing.

Many ophthalmologists do not order low vision rehabilitation services for their patients.

Health professionals and the general public know little about the availability, quality, or effectiveness of low vision rehabilitation and community services for visually impaired people.

LOVRNET Objectives

- Increase the availability of low vision services in patient's communities.
- Increase referrals of visually impaired patients from ophthalmologists to low vision rehabilitation service providers.
- Increase quality, effectiveness and efficiency of low vision rehabilitation services.
- Increase availability and effectiveness of community services for people with low vision.

LOVRNET is a virtual network that trains and supports local service providers in the provision of low vision rehabilitation services in the patient's community and home. It is a partnership between Lions Club members in the community and community healthcare providers to assure adequate high quality rehabilitation services. Lions LOVRNET is being funded by LCIF and the Reader's Digest Partners for Sight Foundation for the first 3 years of the demonstration project.

The Project Manager for Lions LOVRNET is Jim Deremeik, Lions Low Vision Center. The Project Administrator is Tanesha McLeod.

THE ROLE of LIONS

- Serve as a local resource and provide public education.
- Provide direct service to patients via transportation, and in-home follow up.
- Perform computer assisted telephone interviews with patients, before and after the provision of clinical services.

All descriptions and details in this article were extracted from a PowerPoint presentation prepared by Project Administrator Jim Deremeik.

LOVRNET
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Meet Tanesha McLeod

Project Administrator of the Lions Low Vision Rehabilitation Network

Tanesha was born and raised in Brooklyn, New York. She always knew she would eventually relocate, as she grew tired of the New York City fast life, going to school full time, working full time as a Media Biller for nearly 4 years in the Accounting Department at an advertising company. Tanesha graduated from Berkeley College with an Associates Degree in Business Administration in 2002. Although, her counselor tried to convince her to stay and complete her BA, Tanesha was so eager to move south, she decided to finish school in Maryland, packed her bags and left New York 10 years ago. After moving to Maryland, she decided to join the public school system as a substitute teacher, in hopes of eventually landing a permanent position. Tanesha obtained a full-time, permanent position as an Instructional Assistant working with special needs children for nearly 9 years. Working with chil-

dren has given her the opportunity to establish a high level of compassion and patience for individuals when needed. While Tanesha enjoyed working with children, she knew she would not work in the classroom forever. Tanesha decided to pursue a Bachelor's degree in Business Administration, graduating in 2009. In August of 2013, Tanesha began working at Gilchrist Hospice Care as a receptionist part time in order to regain administrative work experience, and is currently still there.

When Tanesha started as a Project Administrator for the Lions/LOVRNET organization she didn't exactly know what to expect, but she knew her passion to help others would be fulfilled. She is looking forward to becoming a part of the low vision rehabilitation network team.



Tanesha McLeod, Project Administrator for the Lions Low Vision Rehabilitation Network (LOVRNET), shown at her office located at Blind Industries and Services of Maryland, 3345 Washington Boulevard, Baltimore, MD.

Meet Kelly Zimmerman

Administrative Manager, Lions Vision Research Foundation

Kelly Zimmerman has been the Administrative Manager of LVRF since mid-January, 2014.

Kelly has a terrific background. She worked for IBM Corporation in Baltimore from 1992 to February 2003 as a Senior Integrated Marketing Strategist and Direct Marketing Strategist. She designed B2B marketing strategies to generate IBM server product demand and revenues. She nurtured sponsor and cross-functional team relationships and coordinated team efforts to achieve goals. In this position, Kelly analyzed market potentials and created target audience profiling. She performed copywriting, editing, and web content development. As a direct market strategist, Kelly built a new industry marketing team for the then emerging dot.com industry. She analyzed IBM versus competitor's strengths and weaknesses to determine market opportunity. She developed a highly successful customer relationship and data intelligence building campaign.

Kelly was the Regional Sales Representative for Natko, Inc. of Ellicott City, a national hat company, from 2004 through November 2006. She served as the wholesale subcontracted representative, dealing with territory sales, new customer acquisition, customer retention and marketing programs throughout a multi-state territory.

She was Marketing Director for Clipper City Brewing Company from 2009 to December 2013 and developed and executed a corporate rebrand strategy eliminating Clipper City as a brand and unifying all product lines under the single Heavy Seas brand. She coordinated all private and public brewery tours and festivals, and increased attendance from 110 guests per month to over 1,000. She designed the Heavy Seas logo for merchandise to be used on everything from glassware to T-shirts. Kelly maintained the brewery store from display to inventory. She successfully managed two retail flagship locations and significantly increased annual sales in both.

Kelly is a Board member of the Ellicott City Business Association. She serves as the Marketing Chair and Board member of the Ellicott City Historic District Partnership. Kelly is the founding member of Baltimore Beer Week, founding member of Howard County Beer Week, and founding member of Baltimore Beer Babes. She is a member of the Pink Boots Society. Kelly is also the band manager and front person of a blues band, "The Dirty Secret." Among her many accomplishments, Kelly is an OSHA certified forklift operator.

Kelly graduated from the University of Baltimore with a Bachelor of Science in Marketing.

LOVRNET

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COMPLIANCE COURSE

In order to participate in interviewing patients, Lions must first pass a compliance course that is offered on-line by the Wilmer Eye Institute. To take the compliance course, e-mail JHMEIRB@JHMI.EDU to obtain a guest registration key. Once you receive a guest registration key, you should go to MyLearning at WEB address <http://lms4.learnshare.com/Authenticate/Login.Brand.aspx?CID=89> and create a guest account that will permit you to register for courses. The course you need to register for is called Basic Human Subjects Research (CITI). The online course can generally be completed in 4 hours and can be taken in different sessions. MyLearning will track your course completion. It takes 24 hours for the CITI course completion information to transfer to MyLearning. You will click on "My Learning History" on the left side navigation to obtain a copy of the course completion report. This report should be forwarded to Kyoko Fujiwara krichte6@jhmi.edu and she will include it with the IRB application.

Kyoto Fujiwara is the Research Program Coordinator at the Lions Low Vision Center.

Dr. Arnall Patz, MD Lions Low Vision Professorship Fully Endowed



Dr. Arnall Patz, MD

The Wilmer Eye Institute’s Office of Development reported on 10 April, 2014 that the Dr. Arnall Patz, MD Lions Low Vision Professorship had just been fully endowed.

The LVRF Board of Trustees and the MD-22 Council of Governors voted to support the effort in 2010, and many Clubs in MD-22 contributed by purchasing Arnall Patz Fellowships and designating the funds for the Professorship. The LVRF Board of Trustees also approved donations totaling \$60,000.

Dr. Patz was key to establishing the LVRF as a partnership between the Lions of MD-22 and the Wilmer Eye Institute. He frequently attended LVRF Board meetings, played in the annual golf tournament, and considered Lions to be dear friends.

Dr. Patz died in March 2010 at age 89. His family was later asked by Wilmer executives what form of memorial they would like to have established in his memory.

The answer was that the memorial, whatever it might be, should have the name “Lions” in it. And so it has come to be. Congratulations Lions.

Win a Split Side of Angus Beef

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Again this year, Lion Bob Bullock is providing a generous donation of Black Angus beef for a raffle to benefit the Foundation’s Operating Fund. You may make duplicates of the above ticket and turn in the stubs and donation (\$5 each) at the Lions Vision Research Foundation, Inc. exhibit booth at the Multiple District 22 Convention by 4 p.m. on Wednesday, May 14.

PDG Dalton Mann will use this information to complete regulation tickets for you and enter them in the drawing. The winner of each of four drawings will receive a split side of Angus beef. The donated beef will be wrapped and frozen.

If you have received an electronic copy of this issue, you have time to forward ticket stubs and donations to PDG Dalton Mann, 22944 Lyn Oaks Drive, Preston, MD 21655 by May 1.

The drawings will be held during the Multiple District Convention in Ocean City, Maryland at the Victory Luncheon on Thursday, May 15.

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