



**District Governor**  
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Dear Fellow Lions,

This year, I am instituting a new program for you to use with members of your community. I am asking each club to look for someone in your community who is not a Lion, but possesses much of the same qualities as a Lion. Invite them to your club for a meeting and honor them with the "Heart of the Lion Award". This will be a certificate which you may present to your guest at the meeting and hopefully he/she can see that they might consider membership into the largest and best service organization in the world.



This award can become an annual event in your club. Have a picture taken and sent to the local news media. Do a small write-up on the individual and the award. If you desire, one of the district officers may be available to present this award at your club. I truly feel that this might be a very positive way to get the community involved in your club as well as showing them what you do for the community on a daily basis.

Remember, we are the best kept secret in most communities. Let them hear you ROAR!

I sincerely hope you will participate in this program. If you find a worthy candidate in your community, let me know and I will have the certificate made for them. It will be sent to you if you want to present it yourself or it can be presented by your Zone Chair, the VDGs, or me. We will just need to schedule these dates.

Yours in Lionism,

Tom Toland  
 District Governor 14-N

