



EASTON LIONS CLUB

Easton Lions Club, P.O. Box 1032, Easton, MA 02334-1032 Mark Vinocoor, Editor, mvinoco@comcast.net



President's Message

By *Kevin McIntyre*,
President

**Not Above You;
Not Beneath You;
But With You**



We Serve

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Going once, going twice, SOLD! It is time to steer USS Lion in the direction of a successful Cable TV Auction, and we need all hands on deck. The auction will take place on February 10, 2013, and the next few weeks will fly by. Auction items have already started arriving in the mail. Thanks for the solicitors who have already started to pound the pavement.

The auction is a multi-faceted event, so there is a way to contribute no matter what your talents may be. There will be an increased focus this year on letting the technology do the work, so we have a particular need for computer literate members, but if you are not in that category don't stay by the sidelines! We need luggers and tuggers, people to handle phone calls, people to set up the boards, and much more. Particularly if you have not yet participated in one of our events, this is a great opportunity to be a more integral part of this great club.

Anyone who knows that they want to participate can contact Amos Keddem, Nancy Sullivan or me. Those who don't yet know that they want to participate will be contacted.

Thanks to the small but stalwart group who showed up to break down the Festival display last Saturday. Bill Palmer, Jon Morgan, John Mallers, Jim Lee, Tony Cabral, Warren Anderson, Harry Lynd, Henry Narsasian, and Scot Kudcey joined in on the fun, and what fun it was. We did not have the services of a forklift this year, but we got the job done.

Thanks also to the regular crew at the Grange Thrift Store. Ruth Calvagne, Don Tuck, Lee Williams, Jim Howarth, Burt Lewis, Jack Cummings, Judy Jackson, Sandra Bemis and Will Thompson always seem to be there, and others have made steady contributions of their time and talents – Lou Piantoni, Bill Malone, Rich Bommhardt, Matt Soeldner and Brian Sloan to name just a few. While they all seem to enjoy it, manning the thrift in the winter is not a cushy assignment, so those who do show up and help out deserve our recognition and thanks. Their efforts turn donated items into cash to fund eye research and the many community programs we support. Keep up the good work!

**27th ANNUAL CABLE TELEVISION AUCTION
INFORMATION FOR SOLICITORS**

- Auction Date:** February 10, 2013 (one week after the Super Bowl)
- Solicitation List:** Please make sure to contact each account on your list. Dale will periodically touch base with you to check in as to the status of donations. Please also let your donors know that donations with a retail value less than \$50 may get somewhat less air time (may be combined with another donation, etc.)
Send Dale an email (dkerester@lynchbrewer.com) with any updated contact information (new address, out of business, etc.) for your accounts or if you want to know if a potential donor is being solicited by another Lion.
- Auction Website:** **www.EastonLionsAuction.com**
Encourage potential donors to check out the Auction Website.
All donated items (received by us by February 3) will be available to be viewed by the public on our Auction Website, including both a picture of the item (or of their business) and a description of the item. Great exposure for the donor.
Encourage donors to make donations as soon as possible - the sooner a donation is made, the sooner it is available for viewing on the Auction Website – more exposure for the donor / auction! Donors may also want to donate in 2012 for tax reasons.
Encourage donors to submit digital photos. Photos of the item or business for display on the Auction Website may be submitted by email to **auction@eastonlions.com**, or through the **Auction Website**.
The items will be auctioned off on Easton's Community Access Television Channel, available on Comcast (Ch. 9) and Verizon (Ch. 22), **on February 10, 2013 from 2 - 8pm.**
- Tax Deductible:** **Any cash donations should be made payable to "Lions Club of Easton Foundation".**
Let potential donors know that the Lions Club of Easton Foundation is exempt under Section 501(c)(3) of the Internal Revenue Code, and contributions to the Foundation are tax deductible.
- Items:** Products, services, gift certificates, and cash donations.
Be creative – sports tickets, sports memorabilia, use of vacation home, travel, etc.
Larger ticket items generate more funds to be used for charitable purposes, without any additional Lions manpower/resources.
- Donors:** Donors will be recognized on our Auction Website and during the on-air auction.
- Process:** **Please contact your list as soon as possible. (We typically have too many items come in during the last few days prior to the auction, which makes it very difficult to keep the database updated.)**
Please give potential donors:
1) auction letter; and 2) donation form
Make sure to completely fill out the donation form (including item description, suggestions for script, etc.) and to have the donor sign and date. If requested by the donor, you can make a copy of the completed form to give them.
Donated items (with attached donation sheet) should be delivered to:
Ken Love
18 Guinevere Rd.
508-238-7290 (home) (Please call Ken prior to dropping off the donations)
508-942-4550 (cell)
kslove@comcast.net
- Solicitation Coordinator:** **Dale Kerester**
617-835-3542 (cell)

Letter to Auction Donors

**EASTON LIONS CLUB**

PO Box 1032

Easton, MA 02334

www.eastonlions.com**Auction Website:****www.EastonLionsAuction.com****CABLE TELEVISION AUCTION**

On **February 10, 2013 (one week after the Super Bowl)**, the Easton Lions Club will be conducting our **27th Annual Cable Television Auction!** We hope that you will help us help others by donating a product or service for the auction, as 100% of the proceeds go to charities and community service groups.

The Easton Lions not only support local charities and youth and community groups, but also seek to fulfill the challenge issued many years ago by Helen Keller: "To be the knights against darkness". We support research to prevent blindness and efforts to improve the standard of living of sight impaired people around the world.*

Please check out our Auction Website (**www.EastonLionsAuction.com**), which adds exciting online features to our Cable TV Auction.

- All donated items (received by us by February 3) will be available to be viewed by the public on our Auction Website, including both a picture of the item (or of your business) and a description of the item. The sooner a donation is made, the sooner it is available for viewing on the Auction Website.
- Digital photos of the item or business for display on the Auction Website may be submitted by email to auction@eastonlions.com, or through the Auction Website.
- We send out email blasts to let the public know about the items available for viewing on the Auction Website.
- The items will be auctioned off on Easton's Community Access Television, available on both Comcast (Ch. 9) and Verizon (Ch. 22), **on February 10, 2013 from 2 - 8pm.**
- Donations with a retail value of less than \$50 may get somewhat less exposure during the auction (may be combined with another donation, etc.)

In the past we have received a variety of donated items, including products, services, gift certificates, and cash donations. Whatever the item, be assured that your generosity will be recognized appropriately on our Auction Website and during the on-air auction.

If you desire further information, please feel free to contact us at the email address listed below or through your solicitor.

Cordially,
Kevin McIntyre
President

Dale Kerester
Donation Coordinator
auction@eastonlions.com

Easton Lions Auction Goes Digital



By Nancy Sullivan



Who would have “thunk it?” Our Auction has come of age in the modern world. The new adage that “without a website you don’t exist” gave our Club the “kick in the....” that has enabled us to arrive in the digital age of computerized work processes and products. We’ve redesigned our Website, use e-vite for our meeting invitations, and use technology in many new ways. Now, the Auction has grown a mouse...or should I say “the mice have taken over!”

The Auction has always been a kind of “hokey home town Americana kind of thing” with the community involved, the kids running in front of the cameras, and most of the Club members engaged in one way or the other in making this enormous project “work.” And work it was! Lots of hands-on work. Lots of delays and “trouble shooting” and the consistent nemesis of misspelled bidder names, incorrect phone numbers, missing bid slips, the challenges of “pick and pay” issues.



Preparation for the 2012



Cable Auction began our transition

to the digital age. We took some “baby steps” toward computerizing parts of “the system.” We created a data base for our auction items. No more hand-written lists of items and hand-numbering. Nope. Now we have an accurate data base that inventories the items in several ways and enables the assignment of item numbers, and the organization of the auction tables and boards to be much easier tasks. This year, Huy Vu and Dan Kupferman, both volunteers with lots of expertise and talent, have taken their initial work some steps further. “The system” has moved from manual to digital in all function areas. From script writing, to bid taking, to the various placements and movement that auction items go through, to bid confirmations, to inventory control, to pick and pay....the data will flow from function to function. This year, we will use as many as 25 computers, “talking to each other” across the system.

Huy and Dan have done the programming work, and it has been an extensive and intensive “labor of love,” but our Lions have also been great learners and laborers. A group of Lion “techies” “stepped out onto the Easton savanna” in their journey to the lushness of the Easton Lions Auction den to learn how the new software system works, what hardware is needed, and how all of it interfaces to enable us to manage all of the functions efficiently and effectively They are:

- Huy Vu
- Dan Kupferman
- Dale Kerester
- Ken Love
- Dennis Gutman
- Mark Vinocoor
- Tony Cabral
- Margie Dresing
- Sally Zussman
- Patty Summers
- Tony D’Ambrosio

- Bill Palmer
- Matt Cioffi
- Steve Morecock
- Amos Keddem
- Kevin McIntyre
- Ryan Cook

These Lions have given many hours to enable this “leap forward into the 21st Century,” working very hard for our Club. They are our “go to” Lions for this Auction. These are the “Techies” we will all be looking to as they provide leadership and train us in this new system.

Because Murphy’s son lives in my computer (You know Murphy – he’s the one that made “Murphy’s Law: if anything can go wrong, it will go wrong”) I have anxiety attacks about technology. Indeed, if “the system goes down,” we could be in trouble. So, this year, we will be running both the traditional “paper based,” hands on system, and the new digital system.

AUCTION MANPOWER AND WOMANPOWER

While all eyes will be on “the new computerized system,” the important work leading up to, and supporting the Auction will be quietly (and sometimes not so quietly) taking place.



It truly takes “many hands” and the “hearts of many Lions” to make our Auction successful. Beginning

with the stalwart Lions who do the essential work to solicit the items to be auctioned, and to whom we owe great thanks because we simply wouldn’t have an auction without them, to the script writers, to the set builders (we are very fortunate to have Henry Narsasian, Ray Morrell, Ed Pires, Josh Jacobs, and other very skilled craftsmen) the camera crew headed by Rich Hudson and the sound crew headed by Tyler Bourne, to our Leos Liaison Tony Cabral, to our phone bank/bid takers and presenters, to our confirm table callers, and the great crew at “Pick and Pay” headed up by Dennis Gutman along with Mark Ingalls, Dick Connolly, Mark Vinocoor, Mark Ingalls, Marilyn Cyr, Jan Melley, Leon Monnin, Dan Dennette, and others.

...and don’t forget all the “lugging and tugging” done by Matt Soeldner...and the work to run the Big Board, and the Confirm table, and the Board Managers, and the bid runners, and the script writers, and our Item Administrator, Ken Love, and our “Auction Central” crew....

And the one who has the job of getting all this manpower and womanpower together....Amos Keddem.

It’s a huge “labor of love.” And we Lions do love this project. It’s a great project for a great Lions Club. It’s also a lot of fun.

If you haven’t been contacted to contribute your time, talent, or other means of support, please call Amos at 508 - 238-0751.



Healthy Vision Starts With a Dilated Eye Exam

Getting a comprehensive dilated eye exam is one of the best things you can do to keep your eyes healthy. In this painless procedure, an eye care professional examines your eyes to look for common vision problems and eye diseases, many of which have no early warning signs.

Different from the basic eye exam you have for glasses or contact lenses, a comprehensive dilated eye exam can help protect your sight by making sure you are seeing your best and detecting eye diseases in their early stages, before vision loss has occurred.

A comprehensive dilated eye exam includes the following:

- **Dilation**—Drops are placed in your eyes to dilate, or widen, the pupils. Your eye care professional uses a special magnifying lens to examine your retina to look for signs of damage and other eye problems, such as diabetic retinopathy or age-related macular degeneration. A dilated eye exam also allows your eye care professional to check for damage to the optic nerve that occurs when a person has glaucoma. After the examination, your close-up vision may remain blurred for several hours.

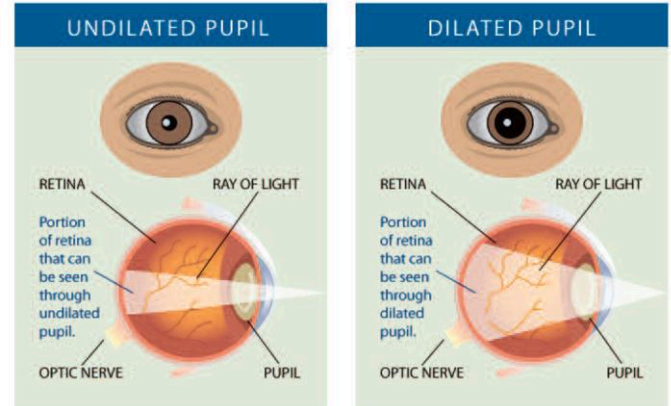
- **Tonometry**—This test helps to detect glaucoma by measuring eye pressure. Your eye care professional may direct a quick puff of air onto the eye, or gently apply a pressure-sensitive tip near or against the eye. Numbing drops may be applied to your eye for this test. Elevated pressure is a possible sign of glaucoma.

- **Visual field test**—This test measures your side (peripheral) vision. It helps your eye care professional find out if you have lost side vision, a sign of glaucoma.

- **Visual acuity test**—This eye chart test measures how well you see at various distances.

Before and After the Pupil Is Dilated

These two illustrations show how much more of the eye can be seen through dilated pupils. Your eye care professional can get a better view of the retina and optic nerve to examine them for signs of damage or disease.



To learn more about comprehensive dilated eye exams and eye health, visit <http://www.nei.nih.gov/healthyeyes>.

Source:
<http://www.lionsclubs.org/EN/common/pdfs/iad448.pdf>

"Get Cruising, Easton!"

Lions Boston Harbor Cruise

By Nora Yousif

-Get your tickets now for a night of fun out on the Boston Harbor on **June 8th** from 7pm-10pm. We'll have three hours of cruising, appetizers served, music playing, and a cash bar to please your palate.

-Make it a date night or a simply a night out with friends. Transportation will be provided to and from Boston.

-Join us on a Saturday night in early June.

-To RSVP, contact Nora Yousif
nora.yousif@rbc.com (508) 230-8960

-Event provided by the Next Gen Lions Committee.

Thanks from Bob Farrand

12-15-2017

Many thanks to The Easton Lions
Club for the poinsettia plant
you sent me in my recent stay
at "Good Sam" Hospital

Your thoughtfulness was greatly
appreciated

Hats off to the Greatest Lions
Club in the World

Bob Farrand



Reindog Winners at Last Meeting





BARC Christmas Party



Holiday Festival Pack Up

Queen of Hearts

By Ginny Ando and Paul Lemieux,

The -  *Queen of Hearts*  - Raffle
is over \$3000--wow!!...

Newsletter Sponsor

By *Mark Vinocoor*, Newsletter Chairperson

Special thanks go to:

Kevin Martin

for sponsoring the mailing of this newsletter

Name the song and the artist contest:

"If I was a sculptor, but then again, no
Or a man who makes potions in a traveling
show
I know it's not much, but it's the best I can do
My gift is my song, and this one's for you...."

Send entries to: mvinoco@comcast.net

*All entries that are correct will now be entered into a raffle to win the monthly prize.

Winners will be announced in the monthly newsletter, and at regular meetings.

* Markie V. Inc. retains all rights to this contest.

*We're on the Web with
a new website!
Your sponsorship on our site
can include a link to
your website!*

Visit us at:

www.eastonlions.org



We Serve

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