



PZC Dr. Bob Pinson
Founder

2016-2017 Directors

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judyannbergvall@comcast.net

District D
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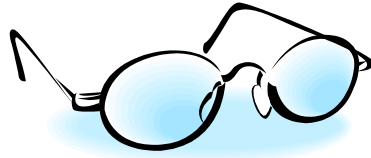
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Focus

A Publication of the Northwest Lions Eyeglass Recycling Center
"Changing Lives. One Pair of Eyeglasses at a Time"

SPRING 2017

EDITOR: JACQUELINE NELSON

A Note from President Kerby

A good day to all Lions throughout MD19. I looked out my window today and saw my daffodils and tulips peeking out of the ground and realized spring is almost here. It is also time to start gathering. Out of the blue, I received phone calls from Salmon Creek to the south, Coeur D'Alene to the northeast, and Bellingham Harborview to the north saying they have thousands of eyeglasses and could we meet or where do they go to deliver them. So the fun begins!



A little catch up on the winter: We received a grant from the Nisqually Tribe, but not for the amount that we had requested. A little setback in our building fund. But upward and onward. Our Lions and volunteers at LERC continue to provide high-quality glasses which we send on missions around the globe.

If your club wants to sponsor a mission, it is fairly simple to fill out a Request for Eyeglasses form provided on our website, and submit it to LERC; this would also include homeless events in your communities.

We had the pleasure of a visit by IPDG Bob Yeoman and his wife, from District 19E, on February 20th. Site Manager (& 19C Director) Judy Ann Bergvall and her crew provided them with an excellent presentation of what we accomplish at LERC. Berta Fender, Mission Coordinator, answered questions about how missions are planned. As always, a big thank you to all Lions and volunteers involved. If you or your club would like to visit NWLERC, just let us know.

If a group from your club would like to volunteer at our Northwest Lions Eyeglass Recycling Center on a regular basis, or if you know of a Rotary, Kiwanis, Altrusa club or any other organization that would like to volunteer, please have them get in contact with us.

Got a question for Pres. Kerby? Email him at kerby912kee@hotmail.com.

Mission Feedback — Grenada

Submitted by Dr. Ingrid Carlson, Windward Islands Research Foundation

Your donated glasses were a huge success! Thank you.

One story... from many... a father brought in his daughter for examination. He was distant, detached, not making eye contact, not smiling. At the end of the child's examination, he meekly inquired, "do you have any glasses for me?" I could have told him we were set up only to see children, but instead, we did a quick retinoscopy. This man had such a strong refractive error that he could see almost nothing at all. No wonder he seemed detached. We searched through the boxes of lenses, tried on a few pair, got lucky, and oh, my.... you should have seen the beam on his face when he joyfully declared, "I can see!" A new man, a proud father able to see his own daughter, now stood before us.

Lions, you do make a difference!

Gratefully,
Ingrid Carlson, MD



Cub Scouts Help Out at LERC

Submitted by Bob Wright, VP-Operations

Six Cub Scouts visited NWLERC on Friday evening, February 3rd, for a tour and to do some "work." They assisted in removing covers from glasses, getting them ready for initial inspection.

Then, as a reward, they were each allowed to select 2 pairs of sunglasses to take home. As a thank you, a LERC pin was attached to each of their uniforms, the only Cub Scouts with such a pin!



The objective: Plant a seed for them to remember later, and to get their parents interested. One parent has said she is interested and will try to get back to help.

A great time was had by all!

New VP has PR Plans!

Submitted by Patti Makinen, VP-Communications/PR

It is a new year at NWLERC and I, Patti Makinen of Longview Kelso Earlybird Lions, have a new job. I am the Communications/Public Relations Coordinator for our NWLERC team. So the question that comes to mind is "What is public relations?" Wikipedia defines it as... a strategic communications process that builds mutually beneficial relationships between organizations and their publics. The infamous Heidi Cohen, of Riverside Marketing Strategies, says there are actually 31 public relations definitions (they did a survey) and I can tell you that all of them condense down to building relationships and communicating an organizations message.

So that is what I plan to do in this new year. I want to make a heart-felt connection with those who can benefit from our work and those who can help us to grow. We will foster positive awareness and increase exposure to promote our products and services. I plan to craft our message to volunteer organizations, to Lions Clubs, to investors and suppliers and to social media networks through strategically placed articles. I also plan to capture a regular space in our Focus publication to highlight key aspects of the organization, beginning with each of our critically important satellite sites.

It is indeed a new year at NWLERC and I am excited to be a part of it.

Kitsap County Homeless Event

Submitted by Ron Reiersen, VP - Outreach



On Wednesday, January 25th, four staff members of NWLERC attended and helped at the Kitsap County Homeless Event at the Salvation Army in Bremerton, WA, from 10 a.m. until 2 p.m. Kerby Kee, Bill Miller, Ron Reiersen, and Ed Taylor worked in the eyeglass assistance area, seeing nearly 200 local homeless.

VOSH (Volunteer Optometric Services to Humanity) members were involved with actual eye exams. NWLERC provided registration and a supply of eyeglasses and cases to those examined.

About twenty other social and community service organizations assisted as well. The NW Lions Foundation's Health Screening Unit provided blood pressure testing, diabetes testing and hearing exams in the van parked outside of the Salvation Army, helping at the behest of Bremerton Central Lions, many of whose members were spearheading this event.



Send me your news for the FOCUS

Thanks to everyone who gives me articles, photos, and ideas for the newsletter!

Please send submissions to Jacq-Lion@comcast.net or call me at 360.791.8789.

Editor Jacqueline



NWLERC's Satellites

Can't transport your club's glasses to the NWLERC facility?
Check out the list below to find a drop-off location that's more convenient!

District B

KING COUNTY
EYEGLASS COLLECTION CENTER
Chair: Donald Harris
425-656-0707w)
DonHarris396@hotmail.com

A-LERC SATELLITE
Chair: John Flesher
360-654-1332
joanflesher@outlook.com

District C

AUBURN NOON LIONS SATELLITE
Chair: Ed Butler
253 929-9358
edbutler0314@gmail.com

District D

MOSES LAKE LIONS SATELLITE
Mike Conley
509-750-2453
conley@ifiber.tv

WENATCHEE CENTRAL SATELLITE
Chair: Patti Sparks
509-888-1539
pjsparkler@aol.com

District E

SPOKANE CENTRAL SATELLITE
Chair: District E Director Joy Otis
509-327-9603
joy@frp.com

District F

ELLENSBURG LIONS SATELLITE
Chair: Sara Storrs O. D.
509-728-4023
fec@fairpoint.net

PASCO SATELLITE
Chair: District F Director Sam Clayton
509-531-6835
Sj.kaclayton@gmail.com

District G

CENTRAL PARK LIONS SATELLITE
Chair: JoAnn Patton
360-533-2819
joapatt@aol.com

LONGVIEW SATELLITE
Chair: NWLERC Pres. Kerby Kee
360-430-1214
kerby912kee@hotmail.com

FORT VANCOUVER LIONS SATELLITE
Chair: Steve Staudinger
360-882-3802
ssstaudinger@comcast.net

District H

BELLINGHAM CENTRAL SATELLITE
Chair: Howard McDowell
360-220-0778
hdmcdowell@comcast.net

OAK HARBOR LIONS SATELLITE
Chair: Rogers Wisniewski
360-212-0464(w) 360-969-6645(c)

New LERC Satellite in Port Orchard

Submitted by Ron Reiersen, VP - Satellite Operations

On February 16th, VP Ron Reiersen spoke to the Port Orchard Lions Club at their dinner meeting. He laid out the long-range plans for growth at NWLERC, including another building to help us meet growing needs.

Port Orchard Lion Monte Foust stepped up to chair a new "Collection Center" (a.k.a. Satellite). Ron and Monte will get the necessary paperwork done and get the word out to nearby Lions Clubs so they can bring their eyeglasses to this new site for further processing. Years ago, Ron and Monte worked together when Monte was (unofficially) doing some of this, so it'll be an easy transition this time around. "I felt right at home with these Lions", Ron said. "This will be a good addition to our growing list of satellites in MD19".



NWLERC Schedule

Exec./Staff Meetings: 2nd Wednesday of the Month, 10:00 am

Holiday Closures: Memorial Day, Independence Day, Labor Day, Thanksgiving, Christmas, New Year's

Weekly Closures: Friday - Sunday, Weekdays on 5th week of the month



EXECUTIVE COMMITTEE

PZC Kerby Kee
President

Bob Wright
VP-Operations

Ron Reiersen
VP-Outreach
VP-Satellite Operations

Hope Ramsdale
VP-Admin.
Recording Secretary / Stats

Patti Makinen
VP-Communications /PR

Lyell Clark
Treasurer / Procurement

Don Schmidt
Immediate Past President

PZC Bob Pinson
PDG John Kirry
Pat Baron
Senior Advisors

Pat Baron
Website

STAFF

Cliff Brandsma
PDG Ed Taylor
Volunteer Coord. / QA

Don Schmidt
Facilities Manager
VOICE Program

Berta Fender
Jody Taylor
Malena Hine
Mission Coordinators

Jack Ford
Bob Wright
PDG Ed Taylor
Quality Assurance / Training
Site Manager Training

PZC Bill Miller
Homeless Outreach Programs

Mission shipments, Dec – Feb:

El Salvador 695 pair + 500 sunglasses for Peace Health
Honduras 269 pair for Project Honduras
Mexico 316 pair + 50 sunglasses (+ 385 hard cases) for Whidbey Island Lions
Mexico 623 pair for Men's Ministries
Dominican Rep. 190 pair for Elko Host Lions (Nevada)
USA 237 pair for Harborview Hospital, Seattle
Guatemala 870 pair for Hands of Love
Mexico 360 pair for Vista Missions
Nigeria 150 pair + 150 sunglasses + 200 cases
For Moses Lake Medical Team

Key Statistics as of 2/28/17	DEC-FEB	THIS YEAR	SINCE 2004
Raw Eyeglasses Received	32,361	150,966	2,097,500
Eyeglasses to Missions	4,410	13,324	226,386
Volunteer Hours	1,749	4,244	70,470
Missions Supported	9	20	276
Mission-Ready Inventory	14,200		

Northwest Lions Eyeglass Recycling Center
9013 Mullen Rd SE
Olympia WA 98513
360-923-2075
www.lionsnwlerc.org
admin@NorthwestLERC.comcastbiz.net



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