

# PROCEEDING BOOK

USA/CANADA LIONS LEADERSHIP FORUM  
HALIFAX NOVA SCOTIA,  
CANADA

SEPTEMBER 20 - 22, 2001

## **LIONS HAVE CONNECTIONS (ON-LINE) Light the Path to Better Communication**

**Presenter: PCC William H. "Bill" Filmore**

**Moderator: PID Stanley Grossman**

This file is extracted from the 168 page Proceedings Book. This information provides a thorough overview of the Internet as a communication tool to enhance leadership in our clubs.

Communication - not since invention of the printing press over 500 years ago have we seen a more revolutionary advancement in communication - Internet. The leaders in our clubs who take advantage of this revolutionary advancement will do a better job of leading. The goal of this presentation is to make you aware of some uses of the Internet which will enhance your communication and leadership skills. But before we discuss those opportunities available to you online, lets look at some of the areas of your club that need your leadership.

## **Light the Path to Leadership**

Dear Members of our great Lions family,

This year is the twenty-fifth annual USA/Canada Lions Leadership Forum. It is my honor to have been selected to serve as your General Chairman for this Silver Anniversary Forum. We hope you have enjoyed this beautiful city of Halifax and the wonderful hospitality of the people of the "Maritimes".

This Proceedings Book will touch on the highlights of the many seminars that were presented over the two days. It is prepared so that the "beacon of light from our lighthouse" can be carried to the Lions of the World. Hopefully it will expand each of you in your understanding of Lionism and also helps each of us grow as a human being.

As we stand on the threshold of the 21<sup>st</sup> Century, we must take our "light" and share it with our clubs and individual club members. This sharing of the "light" will increase the services that we can provide following our motto, "WE SERVE".

Your Planning Committee hopes that this book, along with any tapes you purchased, will bring back fond remembrances of the discussions that were held during the seminars. Carrying this information throughout the world will help all of us better understand what we, as members of our great association are all about.

We would like to offer a special tribute to those Lions who have attended all 25 Forums to date. This book is further dedicated to the thousands of Lions, Lioness, Lionels, LEOs and others who have served on Planning and Host Committees over these twenty-five years.

We offer a special thanks to all of you who attend these Forums each year. The sacrifices you make to pay your own way and the time you give up while attending are a testimony to your dedication to Lionism.

This Forum could not have been a reality without the guidance provided by our International President J. Frank Moore III. President Moore has been a very big part of our Forum planning. His warmth and sincerity have guided us in putting together this weekend.

May the "lights" that were captured this past few days guide each of you throughout the rest of your life. May the memories of your stay in Halifax bring you back to future Forums to rekindle old friendships.

With grateful thanks for this opportunity,

PID Gary Fry, 2001 General Chairman

We also offer the Heritage Club in which you can leave a lasting legacy to ensure that your humanitarian interests are served beyond your lifetime.

Angels come in many forms! More miracles are waiting to be born! LCIF is about “thinking outside the box”. I want to close with one of my favorite stories - Brooklyn, 1973.

Q & A - if I don't know the answer my wife says I'm great at giving dumb looks.

It is an honor for me to be here in your presence.

May God continue to bless each of you.

I love you.

On behalf of Lions clubs international I thank you for being the Caregivers, the Dream-Makers, and the Angels that you are.

THANK YOU!

<p style="text-align: center;"><b>LIONS HAVE CONNECTIONS (ON-LINE)</b> <b>Light the Path to Better Communication</b></p>
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**Presenter: PCC William H. “Bill” Filmore**

**Moderator: PID Stanley Grossman**

PCC William H. “Bill” Filmore was a 100% District Governor in 1991-1992 for District 34-S (Alabama, MD-34) and was elected Statewide and served as Council Chairman for the year 2000-2001. Bill has received three International President's Awards, five International President's Certificates of Appreciation, the 20 Member Key, two Extension Awards, a Guiding Lion Award, and a Melvin Jones Fellow from his club. From his Multiple, Bill has received the Henry and Lucille Sweet PDG Award and the Tom Jones Lion of the Year Award. Bill is a “Founder” and “Knight of the Blind” for Alabama Lions Sight Conservation Association, Inc. (ALSCA) Bill is a Past President of ALSCA and was his Multiple's first Leadership Development Chairman. Bill currently serves as the Editor for *The Alabama Lion* which is his Multiple's newspaper. Bill was the CST for his Sub-District (34-S) in 1999-2000. Bill currently serves 34-S as IT Chairman. Bill has twice received Club Secretary of the Year from District 34-S. Bill was a 100% President of the Daleville Lions Club. Bill currently serves as his Clubs' Secretary/Bulletin-Web Editor and project chairman for ALSCA Candy Day, Christmas Auction for Guide Dogs, and Pancake Supper for DHS Scholarship. Bill has been a Presenter at four USA/Canada Forums and was a Presenter at the 8<sup>th</sup> Annual North American Conference of Lions Foundations. Bill was also a Moderator and Host Facilities Chairman at the Birmingham Forum. Bill practices law in Ozark, Alabama in the firm of Matthews & Filmore, L.L.C. and lives in Daleville with his wife, Lion Angelia, and their two sons, William and Ray. E-mail: bill@filmore.net.

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If all the wisdom in the world was contained in a single room, what would be the most important thing to have? The key to the room. If there is one key to leadership it is communication. Why is communication important? If you can't tell followers where you are going, how can you lead? Why do we need good communication in a Lions Club? To be more effective in leading the club. Improving our leadership in the club means better clubs. Better clubs means more service to our communities. Improving our service to our communities is why we are here today. Service is the reason our organization has existed for 84 years and it is the reason it will continue to exist in the future. Communication - not since invention of the printing press over 500 years ago have we seen a more revolutionary advancement in communication - Internet. The leaders in our clubs who take advantage of this revolutionary advancement will do a better job of leading. The goal of this presentation is to make you aware of some uses of the Internet which will enhance your communication and leadership skills. But before we discuss those opportunities available to you online, lets look at some of the areas of your club that need your leadership.

You may say, Bill, this is not a leadership seminar, this is an Internet seminar. True - - but this is a leadership forum - - you are here because you want to learn how to more effectively lead your clubs. In order to do that, we must not just listen to different areas concerning the Internet, we must figure out how to relate it to better leadership in our club. This is important, because this is what we are going to do in our round table discussions. So first I am going to talk about the Internet and together we are going to figure out how to use the Internet to improve our clubs.

There are 5 areas of leadership in your club that you need to concentrate on to have a well rounded club. They are:

**SOCIAL  
SERVICE  
PERSONAL GROWTH  
NETWORKING  
EDUCATION/ENTERTAINMENT**

To retain our members and move our clubs forward, we, as leaders, need to make sure we are providing all these benefits to our members. So when I start talking about different areas of the Internet, I want you to try to think about how that will enhance one or more of these areas.

**LIONNET**                    "<http://www.lionnet.com>"                    ***"ON THE NET WE SERVE"***

The first area we are going to cover is LionNet. In 1997 when I did a presentation on the Internet, the "motherload" of all web sites was Mulberry.com which listed 230 lions links in the USA and 65 in Canada. Today that site which was maintained by the Brockville Lions Club does not exist. However, the Brockville Lions Club does have an excellent club web page at "<http://www.brockville.com/lions/>." The only game in town today concerning the coordination of links of Lions is LionNet. LionNet started in August 1995. By 1997 they had about 500 links and received about 100 visitors a day. On Tuesday June 5, 2001 with the linking of the Royal Oaks Lions Club, LionNet boasted 5,000 lions links worldwide and at that same time they were receiving nearly 1,000 hits a day. Lions on the Internet has come a long way in just a few short years, due in large part by the founders of LionNet who put a great vision into operation by providing the first step in showing the diversity of Lionism around the world and bringing better International Understanding to foster community service everywhere.

The goals of LionNet are:

- ! to create a well crosslinked network of Lions services throughout the world
- ! to save work and coordinate efforts of Lions webmasters through cooperation
- ! to create a well-defined structure to the Lions net, which helps users to navigate in it
- ! to create bridges between Lions members in different countries, to promote contacts, discussions and cooperation between clubs, districts and Lions countries
- ! to create a truly international, manageable infrastructure to the Lions Internet services

The LionNet structure is comprised of "nodes". The definition of a "node" is "a part of a stem from which a leaf arises." LionNet has created a tree-like structure with nodes acting as the trunks and branches to support the clubs which are the leaves. Beginning at the national level and branching out to the state or provincial area, the national nodes list and link to the state/provincial nodes for that country. The state/provincial nodes link to local and district Lions web pages. Nodes are managed by NodeMasters who are encouraged to add their own creativity and local flavor to their pages.

The LionNet NodeMasters also maintain active contact with local Lions district officers and promote the use of the Internet as a tool for Lionism by giving lectures, writing articles in local Lions magazines and visiting club and district meetings. All LionNet nodemasters keep frequent contact with each other with the help of electronic mail.

My club is the Node for the Lions of MD-34, Alabama and I am serving as the Nodemaster. As an example of a host club page you can view the following:

Alabama                    "[Http://www.filmore.net/lions.htm](http://www.filmore.net/lions.htm)"  
California/Nevada        "<http://www.rightlane.com/lionnet/lionnet.html>"  
Canada                    "<http://www.13143.lions.com/lionnetcanada/>"  
Nova Scotia              "<http://www3.ns.sympatico.ca/lorne.cooke/lions/LionNet/>"

If your area doesn't have a LionNet Node, start one. If your area is already served by a LionNet Node, LionNet lists ways you can help out.

- ! Join the discussions on one of the Lions message boards.
- ! Be one of the many Lions who let LionNet know when new clubs publish websites.
- ! Encourage clubs in your area to create and publish websites.
- ! Contact your area NodeMaster and offer your help.

My congratulations to the LionNet Administrators for the excellent service they provide to our Association.

**LIONWAP**                    "<http://www.lionwap.org>"    ***"ON THE WAP WE SERVE"***

As a Nodemaster for LionNet I have been trying to encourage participation on the Internet by doing presentations like this and putting articles in our state Lions newspaper. The job of encouraging clubs to maintain a presence on the web has become much easier due to LionWap. This is a brand new Lions volunteer service, provided by the Lions of Multiple District 118, Turkey. This is a FREE and EASY way to create a web page for your club. I run into all kinds of Lions members and secretaries who give excuses of why they cannot have a web page for their club. Well, now there are no more excuses. LionWap is here. You don't have to know anything about developing a web page, and it will not cost you anything. All you need is someone in your club with an Internet connection, and nowadays most clubs have at least one person that is connected to the Internet.

What is a WAP? It means Wireless Application Protocol. WAP is a new technology which enables the user to access the Internet through a cellular phone that provides this service. The Wireless Application Protocol (WAP) is an important development in the wireless industry because of its attempt to develop an open standard for wireless protocols, independent of vendor and airlink. WAP is simply a protocol- a standardized way that a mobile phone talks to a server installed in the mobile phone network. It incorporates a relatively simple microbrowser into the mobile phone, requiring only limited resources on the mobile phone. This makes WAP suitable for thin clients and early smart phones. For examples of these new generation mobile devices go to:

"<http://www.lionwap.org/newgeneration.html>"

To promote the development of content for these mobile phones, LionWap provides free-of-charge to all the Lions Clubs in the World, their own web and wap page instantly! For Lions this is great, because even if you don't have a new generation mobile device you can still view the page you developed on the Internet using your computer and the browser you normally use. All you have to do is go to a page and fill out a form on-line. The information you need to fill out the form should be information every secretary of a club would have. Make sure you have your officers e-mail addresses when you fill it out. To go to the page "<http://www.lionwap.org/index.html>" and select new user. It will give you your general guidelines for selecting a name and filling out the form. When you select Continue at the bottom of the page you will go to the form to fill out with information concerning your club. You will need to know: Lions Club Name, Country that your club is in, President's Name, Webmaster's Name and email address (your name), then enter a Username, which should be your Club name with state or country two letter code (without spaces) and finally, a password. You will have your club's web page up and running in 24-48 hours. When your page is on-line you can go to the LionWap site and update it instantly and as often as you like. LionWap is a great way to keep your members updated on your activities and announcements. It also allows easy communication between members of your club or others outside your club. The first club LionWap page to be created was on December 12, 2000. At this writing LionWap boasted over 500 club pages. This is a fast growing area for the Lions. Many of the clubs are getting pages for the first time. When you post your page the first time it will automatically be linked to LionNet, so Lions all over the world will know your club has a web presence. You will have your own domain name like this: "<http://username.lionwap.org>" or "<http://www.lionwap.org/username>"

Some examples of LionWap pages can be found at:

Daleville Lions Club, Daleville, Alabama	<a href="http://dalevilleal.lionwap.org/">“http://dalevilleal.lionwap.org/”</a>
Filipino Top Guns Leos Of Edmonton Alberta Canada	<a href="http://filipinoleosedmonton.lionwap.org/">“http://filipinoleosedmonton.lionwap.org/”</a>
Çanakkale Lions Club Çanakkale Turkey	<a href="http://canakkale.lionwap.org/">“http://canakkale.lionwap.org/”</a>
Winchester Lions Club, Winchester, KY	<a href="http://winchesterky.lionwap.org/">“http://winchesterky.lionwap.org/”</a>
Watertown Lions Club, Watertown, Connecticut	<a href="http://watertownct.lionwap.org/">“http://watertownct.lionwap.org/”</a>

Due to the original purpose for these pages, the Lions pages are in a simple straightforward format with just basic information. LionWap will be adding additional features in the future to select from. Despite LionWap’s limitations we should thank the Lions of Multiple District 118, Turkey for their foresight and willingness to bring so many more Lions on-line with a web presence. Clubs use to suffer from limited resources and knowledge that hindered an on-line presence. LionWap has removed almost all the barriers a club’s faces in developing a web page and has greatly accelerated the dream of having all the 45,000 clubs in the world on-line.

**LIONS CLUBS INTERNATIONAL WEB SITE** [“http://www.lionsclubs.org/”](http://www.lionsclubs.org/)

LCI got off to a slow start with their web site and it developed slowly. However, today the LCI web site is a top notch site with many valuable resources to help Lions.

**LCI Online Newsletter** [“http://www.lionsclubs.org/English/Newsltr.html”](http://www.lionsclubs.org/English/Newsltr.html)

Early in the development of the site LCI created an online newsletter. It is published each month and has a wealth of up-to-date information that Lions can use. The online newsletter offers information on current promotions by the Association. It has information on upcoming events and conventions. Any new developments or offerings on the web site are posted in the newsletter. It keeps Lions up dated on current emphasis for each month.

One of the best uses of the Online Newsletter is for the Club Bulletin Editor to cut and paste important and current LCI information into the club newsletter. It makes it very easy for the Editor and it puts important information in front of each Lion in the club which might not otherwise be seen each month.

**Logos** [“http://www.lionsclubs.org/English/LogoLib.html”](http://www.lionsclubs.org/English/LogoLib.html) <http://www.lionsclubs.org/English/LogoLib.html>

Another very helpful tool to the Club Bulletin Editor is the Logos available from the LCI site. Lions, Leo and LCIF logos along with logos for the International President are available for downloading and pasting into newsletters to give them a better appearance. However, probably still the best site for Lions graphics is found at Lion Milton Hicks website at: [“http://lions.inreach.com/cerritos/graphics.html”](http://lions.inreach.com/cerritos/graphics.html) Thanks Milt!

**Publications** [“http://www.lionsclubs.org/English/PubLib.html”](http://www.lionsclubs.org/English/PubLib.html)

At this writing over 100 different publications available from LCI were available from the web site for downloading. Publications covering the following were available: Club Branch, Campus Clubs, Hearing, Diabetes, Lions-Quest, C&BLs, Insurance, MJF, LCIF, Leo, Marketing, New Century Clubs, Public Relations, International Program, Youth Exchange, Tax Form, and Club Supply Order Form. In order to download and view a publication, you must have Adobe Acrobat Reader 4.0 or above. You can go to the Adobe site at: [“http://www.adobe.com/products/acrobat/readstep.html”](http://www.adobe.com/products/acrobat/readstep.html) and easily download the latest reader. Once you have the Acrobat Reader you can just click on the number of the publication you want and open it or save it to a disk or your hard drive. It is important for Lions to learn how to download publications not only because it is more convenient and cost effective, but because LCI will begin to eliminate some printed publications and Lions will only be able to find them online.

**International Officers/Directors** [“http://www.lionsclubs.org/English/IntPrBo.html”](http://www.lionsclubs.org/English/IntPrBo.html)

LCI now has up not only photos and biographies of all it’s current officers and directors, but also all past officers and directors. Now when you need information on your visiting speaker you may instantly get the information to share with

other Lions and encourage them to attend the event or convention.

**HQ Tour/PR Resources**

“<http://www.lionsclubs.org/English/HqTour.html>”

Besides being able to tour the International Headquarters in Oak Brook while online, LCI has also made available a host of Public Relations resources. The PR Corner has PR Quick Takes, Promotional Tools, PR Quiz, PR Message Board, and LCI Global Image Program. The Promotional Tools includes: Club Fact Sheet, Brochure Paper, Print Ads, Billboard Artwork, PSAs, and Audio Visual Presentations. Lions may be the best kept secret, but it is not because the tools are unavailable for promotion.

**Membership and Officer Reports**

“<http://membership.lionsclubs.org/LionHome.nsf>”

Probably some of the most useful section of the LCI site is the membership and officer report section. Fairly early on LCI came up with a way to file your M Report online. They have since re-developed the form and it is much easier to use. This speeds up the reporting process for the club secretary and allows LCI and the District Governor to obtain this information much quicker. Now with the Annual Activities Report online and the PU-101 available, this very important club information is obtained much quicker and becomes much more useful. One thing that Lions need to remember, LCI assigns you a password which club secretary or president must e-mail the IT department for at [IT@LIONSCLUBS.ORG](mailto:IT@LIONSCLUBS.ORG). Once you have your password, you combine that with your username which is your LCI club number and you can access your club information and enter reports. Now, once all clubs in the District start electronically filing their M Report, the main headache of the District Governor will stop.

**Lions Message Board**

“<http://www.lionsclubs.org/MessageBoard/MBMenu.html>”

The LCI site has several Message Boards throughout the site. The following message boards have the following topics: Main Board - Memories, Club Activity, Membership, Promote Program, Suggest Topic; PR Board - PR Forum; Leadership Board - Leadership; DGE Board - Open Forum; Leo Board - Open Forum; Peace Poster - Publicize, Success Stories, Share Key Learnings. For a list of other club and district message boards go to: “<http://www.snowhill.com/~filmoreW/message.htm>” Message Boards are great for input from other Lions and to answer your questions. Message Boards are like sitting around a discussion table at the Forum collecting ideas to take back to your club.

**DGE Seminar**

“<http://www.lionsclubs.org/English/DGEConf.html>”

In the past, DGEs had to be mailed all the information concerning their upcoming seminar at the LCI Convention. Now, all the information a new DGE could want to know is maintained online for their convenience. It really helps to have the information readily available to curb anxiety about the seminar.

**Lions Chat Room**

“<http://www.lionsclubs.org/English/ChatPage.html>”

Lions have a chat room they can enter 24-7. Lions can set up their own meetings in the chat room or attend a moderated discussion at posted times. It’s a great way to discuss Lions topics in the comfort of your own home.

**Club Supplies Catalog**

“<http://supplies.lionsclubs.org/>”

Much of the items in the Club Supplies Catalogue are now available for ordering online. There is sections on Apparel, Personal Accessories, Awards, and Club Supplies. There is also a New and Notable section to keep you coming back. The site takes Visa or Mastercard. The Lions Club International Safe Shopping Guarantee protects you while you shop at Lions Supplies, so that you never have to worry about credit card safety. Period. LCI will guarantee that every transaction you make at Lions Supplies will be 100 percent safe. This means you pay nothing if unauthorized charges are made to your card as a result of shopping at Lions Supplies.

**Shopping Mall**

["http://mp.affinity.net/affinity/frames.asp?mpc=LC&LANG=ENG"](http://mp.affinity.net/affinity/frames.asp?mpc=LC&LANG=ENG)

Now you can shop online and benefit the Association at the same time. By shopping in the Lions Clubs International Shopping Mall, you select from the very best products and services available online while also helping to support LCI service programs, publications and Lions web site. Every time you make a purchase in the LCI Shopping Mall, a percentage of the sale goes directly to Lions Clubs International. It's that simple and it doesn't cost you anything extra. The Mall is managed for the benefit of Lions Clubs International by Affinity Online, Inc.

**Lions Learning Center**

["http://www.lionsclubs.org/English/LChome.htm"](http://www.lionsclubs.org/English/LChome.htm)

LCI has provided an opportunity to develop your Lion and leadership skills through online learning courses presented by Lion Leaders. The first course was entitled "All About Lions" which took you on a complete overview about the Lions organization covering history, membership, service programs, structure, protocol, badges, and LCIF. Future courses may focus on different aspects of Lionism. The courses are easy and convenient to take. Even if your club does not have an effective orientation for its new Lions, this course can help them get the information they need.

**LionsServe**

["http://www.lionsserve.org/"](http://www.lionsserve.org/)

LionsServe is LCI's entry into the web development market. However, LionsServe is designed exclusively for your Lions Club. LionsServe is Lions Clubs International suite of branded Internet Services designed specifically to meet the needs of local Lions Clubs. LionsServe Internet Services currently include the Website & Hosting service and Shopping Mall exclusively offered to local clubs. Additional services, such as Internet Access and Email, will be available to members, friends, and families coming soon! By developing a page you can share with your members and community up-to-date information about meetings, club news, upcoming events, and more. You are able to come back to update your information as often as necessary. The advantages to having a LionServe site is that Lions Clubs most recent news is streamed directly into your website. If you don't have the time to update your page daily, this could be an advantage. Another advantage to your club having a LionsServe site is fund raising. Commissions earned from sales originating from the Shopping Mall will average approximately 1 to 10 percent, of which, 50% is given to your club in the form of a royalty payment. Setup appears to be as simple as LionWap. However, the site is much more flexible allowing uploading of pictures for officers and members and for local news articles. The initial page is also fast loading and combines local information with LCI information. The only disadvantage is the \$24.95 month costs. If the royalties from the Shopping Mall offset the costs, LionsServe would be major competition to LionWap.

**MISCELLANEOUS****Free Home Pages**

Angelfire	<a href="http://angelfire.lycos.com/">"http://angelfire.lycos.com/"</a>	Up to 50 mb of space.
Tripod	<a href="http://www.tripod.lycos.com/">"http://www.tripod.lycos.com/"</a>	Up to 50 mb of space
The Express Page	<a href="http://www.expage.com/">"http://www.expage.com/"</a>	
Dreamwater	<a href="http://www.dreamwater.com/">"http://www.dreamwater.com/"</a>	50 mb of space + more
Free Home Page	<a href="http://www.freehomepage.com/">"http://www.freehomepage.com/"</a>	20 mb, no ads
Homestead	<a href="http://www.homestead.com/">"http://www.homestead.com/"</a>	16 mb of space
IsFree	<a href="http://www.isfree.com/">"http://www.isfree.com/"</a>	

**Free Internet Mail**

Angelfire Mail	<a href="http://email.angelfire.mailcity.lycos.com/">"http://email.angelfire.mailcity.lycos.com/"</a>	
Lycos Mail	<a href="http://www.lycos.com/">"http://www.lycos.com"</a>	
Free Home Page	<a href="http://www.freehomepage.com/">"http://www.freehomepage.com/"</a>	
Netscape	<a href="http://home.netscape.com/webmail/index-f.html">"http://home.netscape.com/webmail/index-f.html"</a>	
Juno	<a href="http://www.juno.com/">"http://www.juno.com"</a>	Not Internet Mail

Hotmail	<a href="http://www.hotmail.com">"http://www.hotmail.com"</a>	
Mail.com	<a href="http://www.mail.com">"http://www.mail.com"</a>	Pick right side of e-mail address also
Yahoo Mail	<a href="http://mail.yahoo.com">"http://mail.yahoo.com"</a>	
Dog.com	<a href="http://www.dogmail.com">"http://www.dogmail.com"</a>	
AltaVista	<a href="http://www.altavista.com">"http://www.altavista.com"</a>	
MailandNews	<a href="http://www.mailandnews.com">"http://www.mailandnews.com"</a>	
NetAddress	<a href="http://www.netaddress.com">"http://www.netaddress.com"</a>	
Visto	<a href="http://www6.visto.com">"http://www6.visto.com"</a>	

### Free ISPs

Freeservers	<a href="http://www.freeservers.com">"http://www.freeservers.com"</a>	20 mb free, ads, w/o ads \$5.95 month
NetZero	<a href="http://www.netzero.net">"http://www.netzero.net"</a>	40 hrs. free w/ ads, w/o ads \$9.95 month
IsFree	<a href="http://www.isfree.com">"http://www.isfree.com"</a>	
Juno	<a href="http://www.juno.com">"http://www.juno.com"</a>	Free w/ ads, w/o ads \$14.95 month

### Instant Messaging & Chat

AOL Instant Messaging	<a href="http://www.aol.com/aim/home.html">"http://www.aol.com/aim/home.html"</a>	
ICQ	<a href="http://www.icq.com/download/">"http://www.icq.com/download/"</a>	Chat
Lycos Instant Messaging	<a href="http://www.messenger.lycos.com">"http://www.messenger.lycos.com"</a>	
Yahoo Messenger	<a href="http://messenger.yahoo.com">"http://messenger.yahoo.com"</a>	
MSN Messenger	<a href="http://messenger.msn.com">"http://messenger.msn.com"</a>	

### Free Message Boards

Lycos	<a href="http://clubs.lycos.com/live/Annotation/BoardsHome.asp?Area=3">"http://clubs.lycos.com/live/Annotation/BoardsHome.asp?Area=3"</a>
EZBoard	<a href="http://www.ezboard.com">"http://www.ezboard.com"</a>
Bulletin Boards	<a href="http://www.bulletinboards.com">"http://www.bulletinboards.com"</a>
CoolBoard	<a href="http://www.coolboard.com">"http://www.coolboard.com"</a>
Cybertrack	<a href="http://www.cybertack.com">"http://www.cybertack.com"</a>
Yahoo.com	<a href="http://clubs.yahoo.com">"http://clubs.yahoo.com"</a>

### CONCLUSION

Hopefully, you have enough information to help you get connected. Now the question is what you will do with this information. Can you leave here and use this information to make your club better? The challenge to you is to use this greater ability to communicate to make your club the best it can be and in turn increase your service. Service is what it is all about.