



by [Cheryl Hodges](#)

Roanoker Cliff DeMars, a member of the Roanoke Valley Breakfast Lions Club, was recently presented with the honor of the “Beacon of Hope Award” by PID Richard Chaffin from Lions International. DeMars was recognized for “his distinguished service to our community.”

According to DeMars, “the funny thing is — this type of award is for the ‘quiet guy’ – who doesn’t toot their own horn.” He is clearly a bit uncomfortable speaking up about the honor. He said that so many people he knows with the group just “volunteer and volunteer and do things but don’t look for a pat on the back or recognition, so I’m a little surprised this will be put in the paper.”

DeMars, who has been retired for 18 years from the US Postal Service, says “I work so I can volunteer.” He works for himself these days, at computer programming and graphic design. But his real love is his volunteer work, which he does a lot of here locally, with the Lions Club, often in support of the Rescue Mission, or the Mission of Mercy program.

He also works with Remote Area Medical (RAM) which organizes free medical and dental care clinics for those in need. DeMars and wife Mary Ann travel to some of these events to help coordinate the registration procedures, including organizing and supplying the bar codes and badges, which according to DeMars, is no small undertaking. He says since “I can’t pull teeth, I can support the whole effort” in other ways.

Still a bit ill at ease at being put in the spotlight, even for a moment, DeMars said “I’m real surprised – they don’t give out too many awards.” But he is also very grateful to an organization he loves, calling it “the greatest organization in the world.” His 30 year association with the Breakfast Lions Club is something he is extremely proud of. “We do so much in and for the community, but we are not interested in taking any credit – we’re one of the best kept secrets . . .”

But don’t let that stop anyone – DeMars invites one and all. “We meet at 7:00 a.m. at the Roanoker Restaurant the 1st and 3rd Wednesdays. Come and join us!”

For more information on the Breakfast Lions Club, visit [www.rvblc.org](http://www.rvblc.org) and visit [ramusa.org](http://ramusa.org) for information on Remote Area Medical.