

WHAT'S
NEW

FRONT RUNNER

WHO'S
NEXT

BY NANCY HESLIN

Philanthropy

Roar Of The Lions

Monaco club celebrates
60 years with art auction.

Marcos Marin
and Isidoro Miele.

MARCH/APRIL 2022

FORBES.MC

Book Value

Leaders from the worlds of business, academia, entertainment and politics share what's on their bedside table.



Reid Hoffman

Billionaire cofounder of LinkedIn; partner at VC firm Greylock Partners



Like a Mule Bringing Ice Cream to the Sun

By Sarah Ladipo Manyika

As Morayo Da Silva nears age 75, she plans to get a tattoo to celebrate. Yet the DMV seems intent on taking her driver's license away. When she injures her hip, her independence is further compromised. Still, the retired English professor is sure she still has many possible futures. Displacement is a recurring theme in the deliberate and eloquent *Like a Mule* (Legend Press and Cassava Republic Press, 2016). Morayo's relationships appear tenuous, and she's adjusting to an aging body that correlates less and less with who she knows herself to be. Another character is newly homeless. A third is navigating his wife's worsening dementia. But if displacement looms large, the desire to connect is there to counterbalance it. That's why I find this novel so compelling: We're so much more than we first appear—but it's only through interacting with others that we truly make ourselves known.

TO UNDERSTAND “Lionism,” you need look no further than Chicago in 1916. A successful insurance man, Melvin Jones, who happened to be secretary of the city’s Business Circle, had the realization that “you do not get very far until you start doing things for others.”

The following year he held a meeting for “various business men’s clubs,” which included a delegation called Lions Clubs led by William Woods. The groups merged and the “International Association of Lions Clubs” was born in 1919 with its slogan: Liberty and Intelligence, Our Nations, Safety.

Its mission “to improve the quality of life of the community” focused on humanitarian needs by offering voluntary service. By 1968, the Lions Club International Foundation awarded some one billion dollars in grants to the Lions humanitarian work. Today there are 1.4 million Lions around the world, with 47,000 clubs in 200 countries, including in Monaco, where Isidoro Miele presides.

Since becoming a Monaco resident in 1991, Miele has worn many entrepreneurial hats in the region. He was a partner and customer relations manager at Monaco Yacht Engineering; he was also a partner of MbR Art in Monaco. At Onda Monte-Carlo, which specializes in sanitary products for people with reduced mobility, he held the role of managing director and was a majority shareholder. When not in the office, he was off sailing and is a member of the crew of Tuiga, the historical ship of the Monaco Yacht Club.

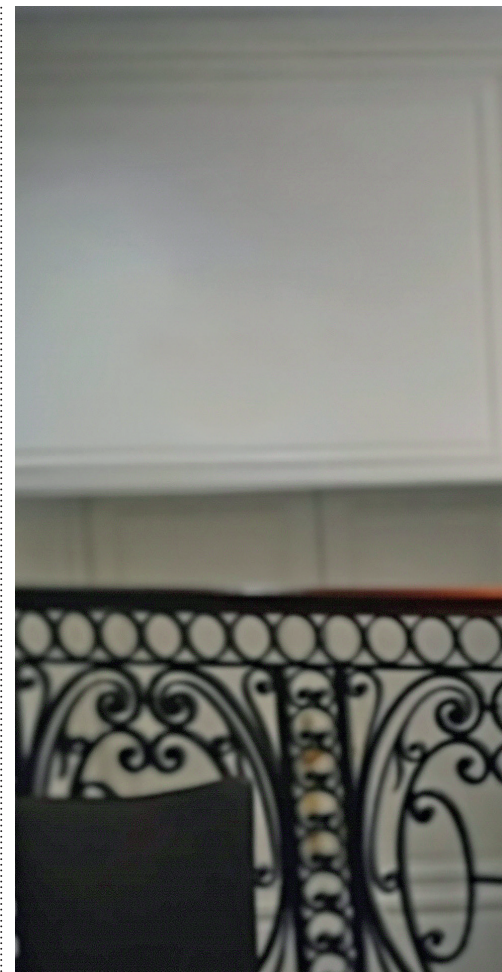
“The Lions are a club on scale with the size of the territory, says Miele, “small in number but big in commitment. Our 38 members are armed with goodwill and work constantly for the good of others.”

The Lions Club of Monaco was founded on March 8, 1961, and its first president was G  rard Marsan, father of the current mayor George, who is an honorary member. Prince Albert serves as honorary president.

Miele became involved in the Lions Club of Monaco in 2014 through his friend and former club president Victor Messec  . “Victor sponsored me and helped me understand the important role of Lions around the world,” says Miele. The Italian was no stranger to aiding the cause of others. For many years he had acted as a host family for the association Rencontres Africaines, under the umbrella of Le Monaco Collectif Humanitaire, which provides temporary accommodation for children requiring medical care at the Cardiovascular and Thoracic Centre of Monaco.

“I wanted to contribute and quickly joined the club’s administration to help develop charitable actions,” Miele, who is a former SBM administrative executive and staff supervisor at Customer Service and Quality Games Casinos Monte-Carlo, took over as president in 2020 and gave the club a “fresh new approach and guidance with a focus on humanitarian issues and the collateral damages of the Covid crisis.”

Under his presidency, the Lions Club de Monaco has donated   10,000 to various



associations, from Les Voiles Blanches (  10,000) that supports children with cancer who are being treated at Lenval hospital in Nice to Action Liban, which helped rebuild St. Joseph of the Apparition, a school in Beirut that was destroyed in the 2020 explosion. They also offered a   23,000 new Piaggio Porter truck to the Roya Valley and the city of Tende to help recovery after the destruction on Storm Alex. In Monaco, they allocated   1,200 to the nonprofit Les Anges Gardiens de Monaco to buy sleeping bags.

The 60th anniversary of the Lions Club of Monaco came and went during Covid,



in April 2021. Marking the occasion this year, in February the Lions Club of Monaco joined the association of “Fortified Lions Cities” which has 220 Clubs worldwide.

On March 22, Miele will be at the Monaco Pavilion at Dubai Expo 2020 for the world’s first Audiobook World Awards Academy. The club is a partner of the event and will host the first edition of its Awards Night’s ceremony next year. “In the summer of 2023, our project is that Monaco will become the capital of the audiobook. For Lions International, blindness is a fundamental cause.”

The big anniversary blowout is the Gala at the

Hotel Hermitage’s Salle Belle Époque on April 2. The evening will include an art auction and raffle to benefit the Prince Albert Foundation, featuring four works by Brazilian artist Marcos Marin who became a Lion this year.

“By vocation, my art has been donated to numerous charity events, especially in Monaco,” says Marin, who was the official artist for the Prince Albert Foundation of Monaco for ten years. “The time has come to organize celebrations for the Lions Club of Monaco’s 60 years, which has had a spectacular reputation for decades, mainly of artistic achievements in music, theater and arts in

general.”

Marin adds that “I remain faithful and loyal to the causes of this foundation” and during the gala, he will exhibit more than 40 new works of sculptures, paintings, kinetic totems and large silkscreen prints to form the “frame” of the event.

As for Miele, he is already looking down the road. “We will participate in the international congress which has 350 people and will be held on June 3-5 in Prato, Italy. And the Lions Club of Monaco is a candidate to organize this event in 2024/25 in the Principality.

“As they say, wherever there’s a need, there’s a Lion.”

In and out: Isidore Miele with incoming president David Sirour.