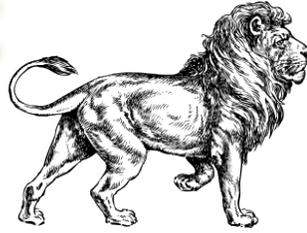




# MULTIPLE DISTRICT FOUR

## CALIFORNIA LIONS International



DECEMBER 2011 VOL. 2

### *From the International Director*

ID Robert "Bob" Smith



Being a Lion is just plain and simple attitude— an attitude that just will not go away. We run into Lions all over America who drive very long distances just to attend meetings, to work on projects and/or to help out with a fundraiser. Lions Believe in what we do so much because we have such a deep and honest commitment toward our success. We just can't walk away; that's called retention. What we do is near and dear to our hearts because we touch so many people in the process.

We are truly built to be a family service organization. We put so much of ourselves into what we do time just flies by and makes our personal time even more valuable.

Who are the strong clubs in your districts? Aren't they the ones that have fun and laugh without forcing the issue? When was the last time you laughed at your club meeting? How many members have trouble putting their egos on the shelf without thinking about it?

Change has really come upon us and we are adjusting to that change well. M.E.R.L. has been replaced with the Global Membership Team and the Global Leadership Team. We are looking forward to the many avenues that are ahead of us and we are doing that with confidence. Social Media Growth has not even scratched the surface as yet and change will continually grow around us. Look at our 38,000 page web site which keeps growing. The Lions resources are constantly adding information to help us keep up. For the Lions we mentioned earlier that drive long distances, webinars and telephone conferences can save a great deal of travel and help to organize your information so when you do arrive everyone is excited and ready to go.

When President Wing-Kun Tam was a young Lion his club president became his mentor then became his friend. His club as a whole had fun working their service projects which kept them coming back because they wanted to and not because they had to. That is one of the reasons he wants to personally meet as many club president's as he can. The club presidents may have the answers, he just needs to help them find it. "He Believes"...■

### *From the MD-4 Secretary*



Vice Council Secretary Liz Crooke, DG 4-C6

Leadership Development...no time like the present!

Several things are signaled by the passing of January 1st each year; time to clean up and put away the Holiday decorations, will I or will I not make resolutions for the New Year and/or, oh-my-gosh we are half way through this Lions year already!

*Crooke continued on page 4*

### *From the Council Chair*

CC Richard A. Wilmot Sr.



In July 2011, Lion Sandi and I attended the International Convention in Seattle, WA. This was a wonderful experience because

of all the training available and the knowledgeable speakers who attended and presented. The Professional Dog Sled Musher gave a very heroic idea of what you and your dogs must do together when on the Iditarod Race.

During the closing plenary session, Immediate Former International President (IFIP) Sid L. Scruggs III presented the LIGHT KEEPER MASTER AWARDS for our Multiple District 4 (MD-4), which included two Gold Awards for Districts 4-C5 and 4-A3 and one Silver Award for District 4-C4. There were only 43 Gold Awards presented in the World of Lionism. During the International Parade I was fortunate to be selected to carry the United States Flag while Past District Governor (PDG) Norm MacKenzie carried the California State (Bear) Flag. It is interesting to note that the band that marched with us received a cash award. I also want to thank all of the members of MD-4 that helped out during the Convention working as a part of the Security Team and Master-at-Arms for the Host Committee.

At the end of the Convention, PDG Bill and Marsha Windham joined Lion Sandi and me on a cruise to Alaska and subsequent land tour of Alaska. We had a wonderful time on the cruise. Even though it was never really cold while on the trip, it was much nicer than the 100 degrees that they were having back in Sacramento, CA.

The Council had fun with the Council Chair in August 2011 at the MD-4 Council of Governors (COG) Meeting in Agoura Hills, CA. They fined him numerous times for his inability to pronounce certain names correctly. There were no major problems encountered and the meeting came

*Wilmot continued on page 5*

## Global Leadership Team

By PDG Chris Morris, MD-4 Global Leadership Team Coordinator



The Club Excellence Program is for **your club!**

Lions new Club Excellence Program is designed to work for any club who wants to be better than they already are. It works

for clubs who are struggling with membership or service and it also works for clubs who are doing well and want to move to the next level. The CEP combines proven tools for looking inward at club operations and strengthening a club from within and a program for looking outward to the community and community needs.

The value of looking inward is to make your club stronger. A strong, well run club makes it easier for members to be proud and bring guests and potential new members. A few years ago our club

had an off year where the meetings were a disaster. Nobody brought guests and attendance at meetings dropped off. When the next president stepped in and started running organized, fun meetings the attendance went back up and new members started joining again.

Looking out to the community using the Community Needs Assessment is something every club should do every few years to check their projects relevancy to the needs of the community. Has anyone

seen a club who is still doing the same projects they were 40 years ago and nobody cares?

Going out to the community and asking what the needs are has several benefits to a club. Asking community leaders how you can help opens the lines of communication between the club and leaders. You could

find service projects which are relevant to the community. It gives you a reason to contact community leaders who could be a source of projects, programs, or new members.

The Club Excellence Program is not for

struggling clubs, it is for all of our clubs who want to improve their service to their members and to their community. Is your club the best it can be? Can you serve your members and your community better? This is a great program to do at a club retreat or over the period of a couple of club meetings to engage your members and the public.

CEP is a good way for strong, active clubs to stay on track and check where they are with their membership and keep in touch with community leaders. It is also a good way for clubs who want to grow and improve to get energized. Having a facilitator to help is also an easier way to talk about improving a club or the service element makes it easier for some members to talk about ways to improve without making comments personal.

What is the leadership aspect of this program? It takes leaders in a club to decide they want to improve. Someone needs to go to the District Governor and Lions Clubs International to ask to be in the program. Will you be the leader in your club who suggests a way to improve? Will you be the one who asks your membership team or governor about the details? You can be the leader who does. ■

*The Club  
Excellence  
Program  
is for  
your club!*

## Global Membership Team

By PDG Chuck Cassy, MD-4 Global Membership Team Coordinator

### *Oh, How Lions Love Change!*



So, it's now mid-Lions-year and how's that membership thing working out for you? I know many Clubs are having a difficult time getting new members. Now is an excellent time to reassess where

your Club is on Membership.

I'd like to make some practical suggestions:

- 1) Do you have a Membership Chair and/or Membership Committee?
- 2) Have your members had an open discussion on what your Club would like to accomplish in Membership?

3) Does your Club have a plan for Membership in the last half of the Lions year?

4) Has your Club had a Membership recruitment activity?

If the answer to any of these questions is "No!", now is the time to take action. Often Lions say "We'll do great getting new members next year"! What is now needed is leadership. So often when I see a Club growing and excited about Lions, a Lion has been a leader and made a difference in that Club. If your Club could use some help, ask! Your Zone, Region and District Governor Team is wanting to help. Your District GMT Coordinator is enthusiastically waiting with ideas and support.

Most importantly, if your Club is under 20 members, you cannot wait any longer. If

you don't make a difference in your Club – WHO WILL?!

I would urge Lions to get yourselves to the MD-4 Convention in Ontario. There is always training to make us all better Lions! The MD-4 Global Membership Team is presenting a "How To" Membership Seminar on February 3rd with a 3-hour presentation for the afternoon session. GMT has the best and brightest Lions in MD-4 and the seminar will leave you educated and enthusiastic. GMT will also have a booth with membership materials, so come by and talk Membership.

Recruiting membership is not easy – few rewarding actions are – but don't forget the member we ask to join today will be the Lions leader of tomorrow. Make a difference and be the Lions leader you want to be. ■



## Lions Measles Initiative

By PID Bill Crawford, LCIF Coordinator

### ONE SHOT ONE LIFE

Measles is so easy to prevent: a safe and simple vaccine that costs under US\$1 is all that is needed to ensure a lifetime of immunity. However, 450 children still die each day from measles-related complications. In addition, measles infections are on the rise again in places like North America where it had ceased to be a serious problem since 2002. Now more than ever, Lions can make an important impact on the health of children at home and abroad by their support of measles control efforts.

In October 2011, the Bill and Melinda Gates Foundation challenged Lions to mobilize US\$10 million for the Measles Initiative. To show support for Lions commitment to community health and

Lions capacity to meet this challenge, Gates awarded LCIF a US\$5 million matching grant for One Shot, One Life. Put differently, for each \$2 raised by Lions, the Gates Foundation is donating \$1:

US\$10 million from Lions + US\$5 million from Gates = US\$15 million for the Measles Initiative

In order to meet this challenge, LCIF is activating all of the communication channels in our global network to make the case for Lions support of One Shot, One Life. As leaders among Lions in your support for LCIF, we especially want you to be informed about our efforts. If you should have any questions, or need a special guest speaker please contact your District LCIF Coordinator. ■

## Student Speaker Contest

By Committee Chair Carol Linehan

This Annual Student Speaker Contest will be the 75th year that the Lions of California have held a contest. We should all be proud of ourselves for promoting such a wonderful project that benefits the youth of California. I can't even estimate how many students grades 9-12 have benefited from this opportunity to be able to research and give their views on so many timely issues. As a Lion who has been acquainted with this program for the last thirty-one years I can say I've been personally enriched.

It amazes me hearing the views from our youth about: Learning about My World My Answer, Drug Abuse – What is the Solution, Affirmative Action Past, Present and Future, Immigration My Solution and the list goes on. I realize not everyone felt the same about each topic presented over the last 75 years worth of speeches, yet you were able to form an opinion. It never mattered if you were for or against the speech ; it was about the opportunity that we have provided these students.

This year's topic: "What Could the America of Yesterday Teach the America of Tomorrow?"

With that said, as the Chairperson I would like to encourage your club to sponsor a speech contest. You may have the future Final winner!

Order the packets from the MD-4 office NOW! ■

<http://www.MD-4lions.org/office.html>

<http://studentspeaker.MD-4lions.org/>

## From the MD-4 Office

By Cass Cara, office manager

To the First Vice District Governors; as soon as the 2012-2013 2nd Vice District Governor Elect in your District has been established please forward the information to the office as soon as possible, along with the new district cabinet contact information for the Multiple District Directory.

Billing for January 1 through June 30 will be sent late February to the secretaries unless the office was notified of a different address. A club address is most desirable. Invoices are due upon receipt. Your attention and communication is most appreciated.

The International Peace Poster Contest judging takes place at the end of January and the winners (and key Lions) will be notified as soon as possible after February 1. The 2012-13 Peace Poster Contest Kits, "Imagine Peace", are now on sale through International's Club Supplies Sales Department. You can call in your order to 1-800-710-7822 or go online at [www.lionsclubs.org](http://www.lionsclubs.org) to download the order form. In addition to the kit, you can also use the following PR Tools to promote your club's Peace Poster Contest: •Fill-in-the-blank press release •Peace Poster Brochure •District Peace Poster Chairperson's Guide •Honorable Mention certificate •Peace Poster DVD... see page 4.

The Club Student Speakers Contest must be held by February 21, 2012. Clubs will be able to order packets for next year on-line very soon. "Don't wait!" It's most helpful if clubs order kits by the end of September. Just visit [md4lions.org](http://md4lions.org) frequently.

Environmental Photo contest District winners must be submitted to the office by the end of February to be judged and one winning photo will be sent to International to compete along side hundreds of photos from around the world.

The State office has had a face lift, thanks to the efforts of PDG Michael J. Brown from 4-A3 who spearheaded the project: roof replacement, gutters, paint and invasive tree removal as well as the replacement of a damaged cement walkway and a new water heater. ■



... Crooke

Before we know it we will be celebrating a new International President and new Leadership Teams at both the District and Club level. Chances are most of the Lions ready to step in to those positions have taken advantage of the many leadership development opportunities offered by Lions Clubs International, MD-4 and each of our Districts. But what do we do for those who may have not had any leadership courses, but do want to take on a club office, or lead a project? How can we ensure they will be successful and feel confident about moving up the leadership ranks?

It is critically important that we encourage all Lions who are eager to share in leadership responsibilities to do so, and then do all we can to help them be successful. The following are a few ideas that can help make that happen.

**Mentoring:** A more experienced Lion agrees to be a resource and be available to answer all questions, and explain all processes to the less experienced Lion. This works well if the less experienced Lion is willing to take on all responsibility for the position, but just wants to make sure someone is available to answer questions as they arise. This can work for either a club office or project chair position. Be sure that the Mentoring Lion understands what it means to be a mentor. It is not their responsibility to do the job, but rather make sure all tools necessary for successful completion are available. An effective mentor does not provide the fish, but rather is a great teacher of how to fish.

**Job-Sharing:** A more experienced Lion is willing to “share” the position with the “learning” Lion. This can work effectively with a project or club office where the responsibilities are easily divided. For example, the newer Lion takes on all minute taking responsibilities at all Club meetings, and the partnering Lion takes the rest of the secretary’s tasks. This also can work effectively if one of the Lions will be unavailable for an extended period of time. Pre-planning is critical for success when more than one Lion is sharing any responsibility. Be sure that the Lions create a written plan and share it with other club officers or the rest of the project team.

## Lions International Peace Poster Contest

MITCHELL MIYA WINS STATE WIDE COMPETITION

December 9, 2011 – 12 year old Artist Mithcell Miya, a 7<sup>TH</sup> grade student at Pioneer Middle School, won the local competition sponsored by the Hanford Breakfast Lions Club (President Barbara Barry), then advanced to win the district level contest (District Governor George Finley 4-A2) and again winning the final California contest. The poster was selected for its originality, artistic merit and portrayal of the contest theme, “Children Know Peace.”

2011 Peace Poster Judging Attendees were Council Chair Richard Wilmot, 1st Vice Distric Governor Tony Manue, President PDG Timothy Durnin and his daughter Cameron, Santa Barbara Host Lions Club, Zone Chairperson Lion Kim Mueller, Santa Ynez Lions Club and Office Manager Cass Cara

The esteemed Judges were, Pat McElroy Operations Divisions Chief, City of Santa Barbara, Lead teacher and Coordinator of Community Art Programs Santa Barbara Museum of Art Tina Villadolid, and local artists Lenore Palmer SGI-USA and Morgan Green.

The judging was held on December 9, 2011 at the California Multiple District Four headquarters, 129 Los Aguajes Ave., Santa Barbara, California.

Miya’s poster was then sent to the international competition where it was entered to compete for the grand prize along with more than 350,000 entries submitted worldwide. Lions Clubs International sponsors the program to emphasize the importance of world peace to young people everywhere.

The grand prize includes a cash award of US\$2,500, plus a trip for the winner and two family members to an awards ceremony at Lions Day with the United Nations. The 23 merit award winners will each receive a certificate and a cash award of US\$500.

View past international grand prize winners at [www.lionsclubs.org](http://www.lionsclubs.org). ■



“Let us grow together to create peace.”

**Project manuals:** Especially effective when handing off a chairperson’s position to a new Lion is the practice of keeping a manual that covers all the information needed for that project. A manual that contains all pertinent information makes re-creating a project from one year to the next very easy. It also ensures that critical information is not lost if that Lion is unable to continue with the project.

Sometimes all it takes for a newer Lion to step up is the knowledge that they will be supported by their club. Also important to the Leadership Development Recipe for Success is that there is always more than one way to flip a pancake. Be generous with praise and patient with new ideas.

Don’t forget all the Leadership Development opportunities available to our Lions. We are rich with resources: Senior Lions Leadership, Faculty Development Institute, USA-Canada Forum, MD-4 Leadership Institute, Lions Leadership Forum in Milpitas, MD-4 Convention, LCI Webinars and LCI On-Line Classes. Each District also provides leadership development sessions throughout the year.

Governors, as you create your budget, consider setting aside some funds for scholarships to Lions in your District to one or more of the above events. Making an investment in the up-coming leaders in your District is not a bad idea! ■

... Wilmot

off overall as a job well done. I thought that District 4-L1's PDGs Bill Newyear and Lucky Lakhani did a wonderful job with arranging the meals, rooms for the meetings, the Hospitality Room, and the entertainment for the themed dinner on Saturday Night. Thank you to the Host District Governor Dr. Kadam Shodhan.

In September 2011, most of the COG attended the USA/Canada Forum in Anchorage, Alaska. This is when Lion Sandi and I had originally planned to do our cruise and land tour of Alaska but we found out that the land tour was closing up the day before the USA/Canada Forum was to start and also that the cruise ended the weekend before that. We are very glad we went when we did as there were a lot more exhibits open in July 2011.

In October 2011 we attended the Redding MD-4 Council of Governors Meeting. At this meeting, the Global Leadership Team (GLT) presented the training required by Lions Clubs International (LCI). For the most part, I felt the meeting went well and most of the Governors were kept busy in training. However, we need to work on making more training available for the 2nd VDGs before they mutiny. The Halloween Costume Party on Saturday night was well received. Due to the number of entries entered in the Contest, we ran into a delay while the judges selected the winners. The dead time interlude was ably filled by PDG Bill Newyear, who was ecstatic with the delay because it gave him time to crack jokes. However, he did have very serious competition from DG Ken Sherwood and his responsive jokes. A lot of the costumes were in good taste and matched the person wearing them. The only complete exception was PDG Chuck Cassy, our GMT, but it couldn't have been because he appeared as a very high Class Pimp. Thanks for the great trips planned by Partner in Service Carolyn Moody, spouse of District 4-C1's First VDG Coy Moody and others from the other Districts for all the Adult Companions Excursions such as the Sun Dial Bridge and Turtle Bay Museum. They were able to walk across the Shasta Bridge and received a personal tour. Thank you to PDG Steve Robeson and his team for all of their hard work. Thank you to the Host District Governor Lee Hollowell.

Since the first of the year, MD-4 has been right on the edge of Positive Membership. In October 2011, MD-4 achieved a plus number for the month. With a little more hard work and by bringing in a few new clubs, it is very possible for MD-4 to do what it has not done in years – ACHIEVE POSITIVE MEMBERSHIP!

As I announced to the Districts in November, I would like to congratulate the 2010-2011 District Governor Teams that received the International President's Team Excellence Awards from IFIP Sid Scruggs, as reported to the Council Chair, Districts: 4-C5, 4-C6, 4-A3, and 4-L4. The award is presented to the District Governor Team consisting of the District Governor, 1st Vice District Governor, 2nd Vice District Governor, Region Chairs, and Zone Chairs, for meeting a prescribed set of accomplishments.

In December 2011 the work started on the MD-4 Office with PDG Mike Brown overseeing the work and the bids. I do want to thank PDG Mike for assuming this responsibility in my place since Sacramento is a long distance away from the MD-4 Headquarters (HQ) location. The roofing was removed, the dry rotted wood was removed and replaced with new wood, then insulation was installed and finally a new roofing material was overlaid. Then they power-washed the exterior of the building and filled the voids found with filler and re-painted the entire building. The trees are trimmed, roof and walk are replaced, and rain gutters were installed. Next time you are in Santa Barbara, go by and see your MD-4 HQ office building and see how nice it looks.

All District Student Speaker Chairs and Club chairs by now should have submitted their requests for packets to Cara Cass, MD-4 Office Manager, and should receive them by early January 2012.

I am very proud to be the Council Chair of the Lion Year 2011-2012 MD-4 Council of Governors. With the training changes dictated by LCI with the Global Leadership and Membership Teams, I find most of you expect more of yourselves and have set very high standards for your Lion Year. I hope and expect this to continue until the end of the International Convention in Busan, Korea. ■

## Thoughts about the MD-4 Lions Web sites

By Lion Ron Raines, Webmaster



As the MD-4 Webmaster, I have been working on a dream for four years, and it has finally come true. I have been acquiring a skill-set to provide Lions with online registrations for Lions conventions and district meetings. This includes secure payment and a process simple and efficient for our "low budgets" Lions Club non-profit needs. I will be preparing demonstrations of this online process beginning in August. Then, districts and the multiple will be able to judge whether this is for them. There should always be provision made for those who prefer to hand-write registration forms, write checks, paste stamps, address envelopes, and put them in the mail box. However, this new online registration can not only be done on your home or work computer, it can be done on an iPhone! ■

### Technology Tip

by Ron Raines

Learn how to use desktop email clients (programs) such as Outlook, Windows Live, or Opera. Web based email alone is a risk. if you save messages. When you use both you have your email backed-up on your computer. Of course the web client gives you access to your email wherever you go. USB hard drives are under \$100 and easy to hook up.

Don't let your wife buy an iPhone. All she will want to do is play "Words with Friends!"

### Letters to the council:

*Dear Council, I have something on my mind...*

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## Calendar of Upcoming Meetings

COG Mid Winter: February 1-2, 2012 Ontario, 4-L5

COG Joint: May 31-June 3, 2012 Sacramento, 4-C5

COG Organizational: August , 2012 TBD

COG Fall : October/November 2012 TBD

COG Mid-Winter: January 30-31, 2013 Sacramento

*Check the Web site for details: [www.MD-4lions.org](http://www.MD-4lions.org)*

*Agenda/Schedules and Meal Registration Forms*

### What are the email etiquette rules?

There are many etiquette guides and many different etiquette rules. Some rules will differ according to the nature of your business and the corporate culture. Below we list what we consider as the 32 most important email etiquette rules that apply to nearly all companies.

#### 32 most important email etiquette tips:

- |   |  |
|---|--|
| 1. Be concise and to the point                          | 18. Take care with rich text and HTML messages   |
| 2. Answer all questions, and pre-empt further questions | 19. Do not forward chain letters   |
| 3. Use proper spelling, grammar & punctuation           | 20. Do not request delivery and read receipts  |
| 4. Make it personal                                     | 21. Do not ask to recall a message.  |
| 5. Use templates for frequently used responses          | 22. Do not copy a message or attachment without permission   |
| 6. Answer swiftly                                       | 23. Do not use email to discuss confidential information   |
| 7. Do not attach unnecessary files                      | 24. Use a meaningful subject   |
| 8. Use proper structure & layout                        | 25. Use active instead of passive  |
| 9. Do not overuse the high priority option              | 26. Avoid using URGENT and IMPORTANT   |
| 10. Do not write in CAPITALS                            | 27. Avoid long sentences   |
| 11. Don't leave out the message thread                  | 28. Don't send or forward emails containing libelous, defamatory, offensive, racist or obscene remarks |
| 12. Add disclaimers to your emails                      | 29. Don't forward virus hoaxes and chain letters   |
| 13. Read the email before you send it                   | 30. Keep your language gender neutral  |
| 14. Do not overuse Reply to All                         | 31. Don't reply to spam  |
| 15. Mailings > use the bcc: field or do a mail merge    | 32. Use cc: field sparingly  |
| 16. Take care with abbreviations and emoticons          |  |
| 17. Be careful with formatting                          |  |