



MULTIPLE DISTRICT FOUR

CALIFORNIA LIONS International



JUNE 2011 VOL. 1

From the International Director

ID Robert G. Smith



April 16-21, 2011, the International Board of Directors met in Cary-Raleigh, N.C. This is a hard working week as we spend a lot of time in committee meetings. These meetings had a little distraction with several tornadoes touching down nearby. Our meetings were in the Umstead Hotel, a very beautiful and strongly built building. The storm hit all around us but fortunately not very close to us. The next evening we took buses to our evening function and we saw some of the damage. The strength of the storm was evident as buildings made out of wood were ripped apart and large trees

were lying several yards from where they were up-rooted. During the meetings in the hotel we heard the heavy hail accompanied by the loud sound of thunder and lightning that really woke us up. We were very impressed with the strength that Mother Nature can display. When we come close to a disaster it strengthens our pride in what we do and how we do it. LCIF is designed to respond to a large disaster anywhere in the world within hours, days. How can we not be proud to belong to an organization that is designed to react quickly with the deep pockets that can help right now.

Without getting all mushy about things, Vickie and I want to share the feelings and pride we have for this multiple. We have been to several multiples and have heard from our past international officers about how strong and directed this multiple is. We have confirmed these comments on several occasions. Yes there are others that are strong and yes we are still losing members and we must stop that problem. What do we see in this organization that they don't see because we stay and others leave? Toward the end of last year there were 180,000 drops and 40% of those who left were in good standing. They did not owe money but yet they just walked away from us anyway. WHY?

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From the MD-4 Office

Our year is almost over and I've loved every minute of it and look forward to next year with all the new faces, as well as those who are the steadfast addicts of the multiple. You're so important to your fellow Lions and to me, too! The multiple has stayed in budget and the office has made sizable gains in savings. A few reminders: the Peace Poster Contest materials are available on the LCI Web site; the next invoicing will be sent August 15 for July-December; the MD-4 directory needs to go to print July 1: **Why I need help proofing...** *If you can read this, you have a strange mind too. Can you read this? Only 55 people out of 100 can. I doubt believe that I could actually understand what I was reading. The phonetic power of the human mind, according to a research at Cambridge University, is denoted in what order the letters in a word are, the only important thing is that the first and last letter be in the right place. The rest can be a total mess and you can still read it without a problem. This is because the human mind does not read every letter by itself, but the word as a whole. Amazing huh? Yeah and I always thought spelling was important! Cass Cara, office manager. ■*

From the Council Chair

CC Larry Dicus



I am pleased to initiate the return of our Lions Multiple District Four newsletter MD-4 Leader. One of our MD-4 goals for this year was to

improve communications and access to information – both among the members of our Council of Governors and with all Lions in California. I wish to thank MD-4 Office Manager Cass Cara for developing this issue of MD-4 Leader; we are searching for a MD-4 copy editor going forward. If you are interested in this assignment please contact Cass at the MD-4 office at admin@md4office.org or (800) 546-6634.

It has been an honor to be MD-4 Council Chair this Lions year. We have accomplished a great deal and I am pleased to highlight a few below.

MD-4 webmaster and technology chair Lion Ron Raines has significantly enhanced our MD-4 Web site by providing officer and member access to much more information including: Council of Governors meeting agenda and reports; MD-4 Directory (kept up to date); Pictorial Directory of Governors and SPSO's; MD-4 Policies, Procedures and by-laws; MD-4 Convention registration and agenda information; MD-4 International Convention activities at the upcoming LCI International Convention, etc. This access to information has enhanced the effectiveness of our Lion leaders in MD-4.

Meanwhile, our office manager Cass Cara has worked diligently to improve efficiency of our Santa Barbara office and reduce costs. She has had a positive impact by providing timely information to Lions and Lion leaders; she has enhanced club invoices and club billing procedures and has worked with Lion Ron Raines to provide more timely information on our MD-4 Web site. She took the initiative to coordinate our Statewide Peace Poster contest in December.

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Global Leadership Team

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



Two years ago the International Board of Directors started to change the philosophy and structure of how we deliver Leadership and Membership training from MERL to a new format. One

of the main questions is how do we get more leadership training throughout the districts without dumping more work on our District Governors and their team.

The Global Leadership Team structure is designed to do just that. The GLT now includes the district leadership coordinators. It will be in charge of delivering training from Vice District Governors down to Zone Chairs and club Presidents. There will be an emphasis at the district level on getting every club president and zone chair trained, even if they have held the job before.

Our structure in MD-4 consists of our Area Leader PID Bill Crawford who oversees the Western United States, Chris Morris as the MD-4 GLT Coordinator, three area coordinators who are; PID Steve Robeson, PDG Bill Newyear and PDG Jon Casteel. Each of the area coordinators will be working with five districts and their District GLT Coordinators to support them give them resources and follow through on training.

There are a number of new training resources on the Lions Web site, including club president and zone chair modules. If you look up the Global Leadership Team on the LCI web site you can see the structure and a flow chart of how the structure works. Even better, look at the Resource Center at <http://www.lionsclubs.org/EN/member-center/leadership-development/index.php> and see all of the new training materials. We now have training on the web site for Lions from the newest baby Lion to seasoned old PDG's.

I still believe that "We do not have a membership problem, we have a leadership problem." This new structure is designed to allow us to deliver more leadership training in MD-4 from the top to the bottom of the organization. ■

Global Membership Team

Oh, How Lions Love Change!

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



I can already hear the grumbling. But, in practical terms, what do the changes bring? What new opportunities to make Lions better . . . does it bring? We must also ask ourselves an important question that if what we did in the past was so great, why do we continue to become a smaller and smaller organization?

One of the benefits of GMT is to clearly identify responsibility for membership growth. MERL is no more, but all the responsibility for Membership—Extension—Retention is still with our Lions Leaders. Membership growth is now the responsibility of the District Governor Team: District Governor, 1st and 2nd VDGs, GMT District Coordinator, District Membership & Club Growth Team, and Club Success Team.

I think the District teams, if they plan, train for, and lead their Districts, can have an impact on the success of their clubs.

On the MD-4 Level, the Council Chair, MD-4 Coordinator and GMT Committee will implement and overall plan for the Multiple District. Current members of the GMT Committee are PDG Jeff Rowdy and PDG Pam Burdick, with one or two additional members to be added.

Both Pam and Jeff are excellent leaders and trainers. We will also be forming Action Teams to assist Districts with Membership Growth, Extension and Retention.

There is a way to be successful and that is to Plan, Train and Implement a Plan. Lions, on every level, will be asked to plan their Lions year and work the plan to success. We all want our Lions clubs to be better, and they can be, but only with effort and leadership.

The Club Excellence Program is a remarkable tool to make Lions successful. Districts should emphasize making our clubs be clubs we would like to belong to. Roughly, one-third of our clubs are under-20 members. A lot of our members

are discouraged and need help in rebuilding their clubs. As leaders, we need to start moving our clubs in a positive direction. Learn about club Excellence and let's make our clubs the great clubs we know they can be.

Please, remember to be a positive force in Lions. Every time a Lion says something negative and unconstructive about our Lions Organization, it's like spreading poison. When thinking and talking about GMT, be upbeat and look forward to the challenges ahead. I think we've been given a new opportunity to make positive changes. Yes, there are going to be mistakes and failures. So what! We learn from them and if we continue to be positive leaders, we can truly make a difference and impact our clubs.

Close your eyes for a moment and let your mind dream of what we can truly be. Now, let's make it be! ■

*Close your eyes
for a moment
and let your
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truly be. Now,
let's make it be!*

Highlights of MD-4 Convention 2011:

By PDG Maxine Frazier District 4-C4, Chair

Primm, Nevada - February 4, 5, & 6, 2011

Theme: "BUILDING OUR FUTURE"

The convention was very successful THANKS to the combined efforts of the following Lions: District 4-L5 DG Bill Windham, Convention Co-Chairs PCC Al Magnuson and Rose Magnuson. MD-4 Convention Management Committee: PDG Pat Dimond District 4-C5, Eleanor Evangelista District 4-C3, PDG Bill Walters District 4-L2. District 4-A1 Volunteers: Willie Hughes, Shirley Parker and Sharon Fonk. Thank you also for the guidance and direction : ID Robert Smith, CC Larry Dicus, PCC Emil Kantola, DG 4-C4 Mike Simonini, 1st VDG 4-L3 Joel Pastor, 2nd VDG 4-C2 Ben Anderson. Constitution and By-laws Committee: PDG Paul Lary & PDG Don Ring, MD-4 Office Manager Cass Cara.

Convention Highlights:

Welcome IPIP and LCIF Chairperson Eberhard J. Wirfs and his wife Margit.

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Smith

1st VIP Dr. Tam's theme for 2011-2012 is "I Believe." He is working with MD-19 in Washington to plant 800 Red Cedar baby trees to establish a Lions Cedar Grove in our honor. One of his goals is to plant a million trees throughout the world this year. Think the man is seriously involved with the environment?

As everyone should know by now, we are asking for a \$4 raise in dues at the Seattle Convention. This increase will be over a two-year period, 2012-2013 and 2013-2014. We have not had a dues increase since 2004.

Don't forget to vote...■

Convention

Move to Grow - serving together - Leaders, Youth, and LCIF (Lions Club International Foundation). Growing memberships should be the focus of each Lion and club. Life experiences that prepared him for life as a Lion were early hardships, businessman, meeting Margit, and his two sons. After the convention we will be back serving our communities, attending our club meetings and, participating in service projects. Our work touches everyone. It is through cooperation, interaction and teamwork that strengthen our association. Thank you, Margit and I enjoyed your convention.

Speaker Inspire Lions: ID Robert Smith, PID Steve Sherer and PID Theodore "Ted" Fusco.

Voting: Ballot Measures - 2014 Multiple District Four Convention site approval - location Convention Center in Riverside, California. - Passed 2011 - 2012 MD-4 Budget - Budget as prepared by the Budget and Auditing Committee and approved by the Council of Governors. Passed

Certification: Certified 365 delegates for voting, 342 actually cast a ballot. It is crucial that each delegate cast a ballot. The club dues must be current and delegates/alternates forms mailed to MD-4 office prior to future conventions.

Seminars/Workshops: The seminars/workshops motivated everyone involved to return home and provide the leadership necessary in building the strength of their individual clubs. The convention hall buzzed with exhibitors. ■

Dicus

In addition, I have worked with the Council of Governors to streamline quarterly Council of Governor meetings and improve time utilization during the meetings.

Over 300 Lions from our MD will be attending our Lions International Convention in Seattle this July. Each District Leadership team has been sent a listing of the Lions in their district attending. Please be sure that all Lions from our MD attend the MD-4 Lions Breakfast event at the Renaissance Hotel on Tuesday morning, July 5th and are invited to participate in the Lions Parade later that morning. I am delighted to see so many MD-4 Lions attending our International Convention. I look forward to a great event!

I would be remiss if I did not conclude this column by sharing how proud I am to be a MD-4 Lion from California! MD-4 Lions have responded to Lions of Japan with nearly \$300,000 in assistance through the LCIF Japan relief fund. This outpouring of support demonstrates the compassion and sincerity of our California Lions. Congratulations and thank you!

Again, it has been an honor to serve as MD-4 Council Chair this year.

Sincerely, Larry Dicus ■

Proud of our Japan Tsunami Relief Efforts

By PID Bill Crawford, LCIF Coordinator

Sunday, March 13, 2011 the Lions Clubs International Past Officers and Directors came together in a effort to respond to the devastating Earthquake/Tsunami that had just rocked Japan. The initiative was titled - "The California Initiative for Japan Tsunami Relief". In a 100% effort each PIP and PID agreed to assist in any way possible. A goal was set for Multiple District Four to raise \$100,000.00 for Japan Tsunami Relief.

Our MD-4 Council Chairman, Larry Dicus agreed to come on board and co-chair the effort by providing a constant stream of communication and updates to our Council of Governors

All MD-4 LCIF Chairpersons were contacted for assistance. They were requested to get their District Governor, Vice Governor & 2nd Vice District Governor (District Leadership Team) and bring them on board to help with the effort. They sprang into action, and within hours an overwhelming response started coming in – WE ARE ON BOARD AND 100% COMMITTED". Lions were standing on corners holding buckets marked "Japan Tsunami Relief", while breakfasts, lunches and dinners were held, auctions were conducted, tickets for raffles of all kinds were sold. The Diamond Bar Leo's Club had 2,000 rubber bracelets

made, each with "Hope for Japan" written on them, which they are selling for \$1 each, etc., etc., etc.

Within days the numbers started coming in. In less than three weeks our \$100,000.00 goal had be eclipsed, within sixty days over \$200,000 had be committed, and/or funded. As of today that number is over \$250,000.00. We will not know the exact California totals until the efforts of Lions Clubs International conclude July 1, 2011. But we know already that the California Lions effort has been fantastic.

Of course, as each of our California Lions is well aware, we are not alone in our efforts. We are part of a great and wonderful organization – Lions Clubs International. And through our own foundation LCIF, which has mobilized an effort which is expected to exceed more than US\$11 million dollars in grants and donations for Japan Relief,, our efforts will be greatly multiplied. We can all be very proud.

Thank you California Lions

MD-4 Council of Governors, ID Bob Smith, PIPs Kay Fukushima, Bill Biggs, PIDs Warren Green, Joe DiDuca, Bill Iannaccone, Bill Crawford & Dana Biggs. ■

A Year of Accomplishments & Friendship

By: VCCS Norm MacKenzie

This has been a great year of accomplishments for the Multiple in many ways as this Council's outstanding leadership provided "a beacon of hope" to the less fortunate in their communities and around the world.

Since our Council Chair reviewed our goals and what was accomplished in his article, I'll pen about friendship and team building.

I've thoroughly enjoyed working with this Council for the past two years and most of all, the friendships developed among the District Governors and 1st and 2nd Vice District Governors during COG meetings and at conventions. Doing things together was enriching and most of all just plain fun. It's the highlight of my Lions' journey.

As some of you already know, my profession is organization management and my forte is building high energy and enthusiastic teams. These teams must have the following eight characteristics to be effective:

1. A clear elevating goal
2. A results driven structure
3. Competent team members
4. Unified commitment
5. A collaborative climate
6. Standards of excellence
7. External support and recognition
8. Principled leadership

Leaders who practice these characteristics are effective leaders and bring out the leadership in others. Effective leaders give team members the self-confidence to act, to take charge of their responsibilities, and make changes appear rather than merely performing assigned tasks. In short, leaders create leaders! This Council of Governors, in my opinion, displayed all of the above characteristics throughout the year and are truly Loving Individuals Offering Needed Service.

Our biggest challenge this past year was to improve retention and recruit new members in an "economic whitewater" that tested our endurance. When the final

Lions International Peace Poster Contest

ESTHER (HYO JIN) KIM WINS STATE WIDE COMPETITION AND PLACES AMONG 23 MERIT WINNERS AT INTERNATIONAL.

December 8, 2010 – Esther (Hyo Jin) Kim, an 8th grade student at Parks Junior High School, won the local competition sponsored by the Fullerton Lions Breakfast Lions Club, then advanced to win the district level contest and then won the final California contest. Her poster was selected for its originality, artistic merit and portrayal of the contest theme, "Vision of Peace."

*"No
fight, no
sorrow, no
hatred, just a quiet
happiness...,"
the 13-year-old
from Fullerton
said.*

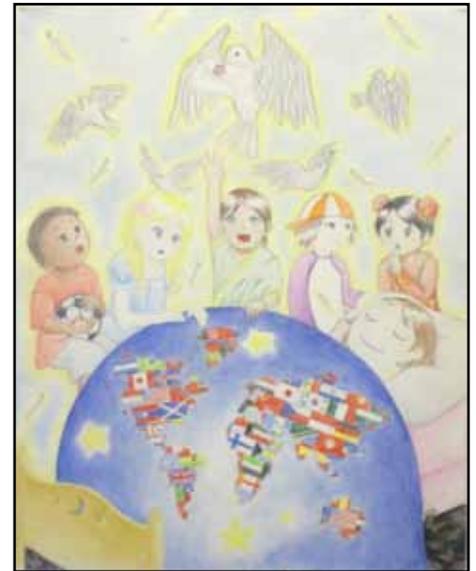
The judging was held on December 8 at the California Multiple District Four headquarters in Santa Barbara.

Multiple District Four's Council Chairperson Larry Dicus said he was impressed by the expression and creativity of the students of California. "It is obvious that these young people have strong ideas about what peace means to them. I'm so proud that we were able to provide them with the opportunity to share their visions."

Kim'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 and was selected as one of the 23 merit winners. 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 \$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 \$500.

View past international grand prize winners at www.lionsclubs.org. ■



numbers are in on June 30th, it is my wish that the Multiple's deficit in membership is reduced significantly. Overcoming a minus 444 is a tough challenge; however, I know all Districts are working hard to stop the bleeding.

Because the economy will be growing slowly over the next few years, our GMT and GLT members will have to create some new strategies to attract GenXers and Millennials, our next generation of Lions, to participate in providing community service. They want to make a difference, not a contribution. In my district, Leo Advisor and GMT member Lion Scott Newton wrote a plan called Leos-to-Lions and is part of the new GMT training for the district. This plan has

been in effect for two years at Seal Beach Host Lions and is instrumental in their 37 member growth this year. Twenty-eight of those 37 are former Leos under 30 working in the community. This plan requires keeping good records of your Leos and what colleges they are attending and their projected date of graduation. Our district has more than 1,200 Leos in 12 clubs and our goal is to recruit them as soon as they finish their education. One of our Leos from the Diamond Bar Club started a Campus club at UCLA. This program will be shared at a future COG. Until then, have your Leo Advisors start updating their contacts and their projected graduation dates. ■

Student Speaker Contest

By Committee Chair Margaret Dunlevy

Greetings Lions of Multiple District 4;

On June 4, 2011, the 74th Annual Student Speakers Contest took place in San Jose at the Wyndham Hotel. I sincerely hope that as many of you as were able attended.

This year, the students tackled the topic of "Enforcing our Borders: State vs. Federal Rights," and I have been honored to hear many outstanding speeches. The presentations by our four Area winners on June 4th continued a long tradition of excellence.

Back in August of 2010, the MD-4 Student Speakers Committee which includes Lion Garrett Becker, Area 1- 1st year member; Lion Carol Linehan, Area 4 – 2nd year member; PDG Linda Griffin, Area 2 – senior member; and, myself, Lion Margaret Dunlevy, Area 3 and chair, met with the

District Chairs, and DG Vicki Beeman, 1st VDG Ken Sherwood, and 2nd VDG Coy Moody, governor members, to select a topic for 2010-2011. We considered many possibilities and we narrowed the field to three that were in turn submitted to the sitting governors for their selection. Thus, this year's topic was born.

From that time on, this year has seen great efforts to reach students and to afford them the opportunity to speak on this current topic. Some clubs could not mount their own programs, so they collaborated with other clubs to make the program more accessible. Also, for the first time this year, the Student Speakers program went live on the Internet via our MD-4 Web site and the hard work and efforts of Lion Webmaster Ron Raines and our MD-4 Office Administrator Cass Cara. The program would have never gotten off the ground if we did not have all the support of the Lions of MD-4.

The winner will have earned a total of \$21,000 in the form of scholarships and \$325 in cash/checks. This amount is one of the largest scholarships that a student can receive from a service club. We continue to be able to offer such awards because the Lions of Multiple District 4 have been generously supporting the Fourth District Student Speakers Foundation. Be sure to consider one or more of the Fellowships when honoring your club members.

It has been an honor to serve on this committee for that last three years and I look forward to being in the audiences for many future years of contests. The MD-4 Student Speakers Committee will be in very good hands with PDG Linda Griffin as its chair next year. She will be assisted by Lions Carol Linehan and Garrett Becker. Again, thank you to all the Lions of MD-4 for your support of this project. ■

Thoughts about the MD-4 Lions Web sites

By Lion Ron Raines, Webmaster 5/11/2011

I assumed the position of webmaster in the summer of 2006 following the resignation of Milton Hicks and adopted the content and site design of Mr. Hicks with few modifications. This also included the MD-4 Student Speaker Foundation (SSF) and the MD-4 Youth Exchange Foundation (YE) sub sites. Initially my efforts were centered on maintaining accurate information and responding to the requests of Lions in responsible positions related to the sites. (i.e., MD-4 Council Chair, Office Manager, Student Speaker Foundation Chair, Youth Exchange Foundation Chair, Public Relations Chair and various other MD-4 Lion leaders.) Not being knowledgeable of MD-4 history or workings, I relied on these leaders to stimulate and correct content on the web pages. One of his earlier goals was to not have any COG photos "missing" on the COG Web page. I attended council meetings and personally took photos to ensure all governors were included.

Over my first four years, a few design changes were made; a slide-show window of COG meetings and convention highlights, annual posting of Rose Parade Lions floats video, pop-up windows

for the MD-4 district map and special bulletins. Updates and corrections were occasionally submitted. Most of my time was spent working with the SSF and YE pages, as these program leaders contacted me frequently with photos and content updates. I also began to offer to enhance meeting and convention online forms with fill-in and selection boxes, which could be completed on the computer, printed, and mailed with a check. Recently this process has been upgraded to online e-mail registration and is moving toward offering the option of registration and secure payment, all online.

The recent year (2010-2011) has been very eventful for the MD-4 Web site. Council Chair Larry Dicus approached me with enthusiasm and ideas for making the MD-4 Web site more useful to the council and the multiple district. This explosion of input has inspired me to begin improving the design of the site; wider pages, new main navigation bar, LightBox-style photo presentation. The new Office Manager, Cass Cara, has also been an important source of content, support and new ideas. CC Larry asked me to add the vice district governors and later the 2nd vice district governors to the Council of Governors (COG) web page photos. He also asked me to create a page with photos of district governors and their spouses around the MD-4 map, which could be used to help

the new COG members get acquainted much more quickly. Later, 1st and 2nd vice district governor pages were completed. He asked me to develop a "secure" (password protected) area on the web site for council members to access their special library of documents, photos and information. Cass encouraged me to create a new sub-site for the Student Speaker Contestant and participating clubs. She also led the creation of a web page form for clubs to order their contest materials online. In addition to the usual office mailings and publications, Cass prepares pre and post meeting information, as well as a district directory online for the Web site. Inspired by the MD-4 COG photo/map project, I recently designed an updated version of the pop-up MD-4 Map with interactive hyper-links to the various districts in the multiple. It includes the California counties and their names (mouse-over label) within the districts. Also, the multiple district areas are defined.

Footnotes:

- 1 www.md4lions.org MD-4 Lions
- 2 www.ssf.md4lions.org MD-4 Student Speaker Foundation
- 3 www.ye.md4lions.org MD-4 Youth Exchange Foundation
- 4 www.studentspeaker.md4lions.org MD-4 Student Speaker Contest
- 5 <http://md4lions.org/MD4map.htm> MD-4 Map (districts, areas, counties) ■

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Calendar of Upcoming Events

COG Joint: June 2-5, 2011 San Jose, 4-C5

COG Organizational: August 4-7, 2011 Agoura Hill, 4-L1

COG Fall: October 28-29, 2011 Redding, 4-C1

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

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

COG Organizational: August 3-4, 2012 @ L-6 area

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

Check the Web site for details; www.md4lions.org

Technology Tip of the Month

Create a free Web site
for your club with LCI's
e-Clubhouse.

LionNET provides
this resource to help
Lions Clubs around
the world build a
useful, professional
looking Web site.

Designed with fill-in-the blank fields, the e-Clubhouse allows you to:

- Build and maintain a Web site for your club using a simple set of tools.
- Keep your members – and community – up-to-date on the projects the club is working on.
- Promote your club's activities – and recruit new members.

Frequently Asked Questions.

How Can I Create a Web Site for My Club?

You must first complete an application to gain access to the e-Clubhouse.

How Can I ADD a photo to My Club Web Site?

Click here for details: Adding a photo to your HOME page.

The e-Clubhouse does not currently have online meeting capabilities.

Who Can Help if I Lose or Forget My Login Information?

Contact LionNet to reset your e-Clubhouse login information.

How Can I Get My Club's Web Site Listed on the Lions Clubs International (LCI) Web Site?

You can add your e-Clubhouse Web site URL to your club's Club Locator page on the LCI Web site.

Can I Use Content from the LCI Web Site on my e-Clubhouse Web site?

No; however, you are welcome to link to any content on the LCI Web site from your e-Clubhouse Web site.