



November 2015

**Message from  
Council Chair Mary  
Rynearson**

Dear Lions of our great  
Multiple District 4,

Be sure to take advantage  
of all the tools that LCI has  
to offer...

I signed up for a  
webinar; "5 ways to boost  
member satisfaction."

It was informational and very motivating. This is what I  
took away from it.



**1. Utilizing Branding/PR**

Build your image. Clean up your club brochure. Make  
your members proud to share who they are. What is  
your club personality? Brag about your  
accomplishments.

**2. Get new members involved.**

Consider this...How many more people can your new  
members serve? Each person has their own sphere of  
influence. In this webinar it was suggested that as  
many as 50 people served on average per year, by each  
new member!

Orientation. Simplistic and about your club...this is  
internal PR.

Ask each new member what committee they  
would like to work with. What do they want to be  
a part of?

**3. Provide MORE to do.**

Don't force out the old members. Don't make those  
newcomers wait to do their shared idea of a project.

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Put the newcomer in charge of the project. Keep members informed.

#### 4. Explore member interests.

Make sure your activities mirror the interest of the club members and not just the history. Make your club MORE, not different! Listen and implement the ideas offered. Look at how a member can participate. Are they able to stand and flip pancakes or would they be more comfortable sitting and taking the money?

#### 5. Have fun!

Spice up your meetings. Be sure to pair up new members with someone they might relate to. Don't be afraid to do something silly. The club in the webinar...Tri Village LC in Ohio, likes to decorate their Christmas tree with eyeglasses and instead of candy canes, they use White Canes!

Thank you to Lion Jane Jarrow for the words of wisdom and for some new found motivation.

MARY RYNEARSON  
COUNCIL CHAIR

4-C1 Aaron Whealy  
4-C2 Phyllis Rogers  
4-C3 Leo Macias  
4-C4 Macy Mak-Chan  
4-C5 Mike Retzlaff  
4-C6 Jan Miller  
4-A1 Ron Raines  
4-A2 Craig Cooper  
4-A3 Richard Davis  
4-L1 Dr. Fredy Perez  
4-L2 Lary Wehage  
4-L3 Ki Hyo Shin  
4-L4 Ken Myers  
4-L5 David Radtke  
4-L6 John Ruiz

### Message from Jane Dicus

Dear Lions of MD4,

My sincere thank you to Lions of California for providing Larry and me the opportunity to represent MD4 on the Lions International board. The two years were an enriching experience full of unexpected opportunities.



Each year International Directors can fly up to 40,000 miles and both years we were fully booked. The only downside was that we only attended one meeting in our same time zone, and we often flew out of LAX at 5 or 6 a.m. on Friday, returning late Sunday evening.

Lions, wherever we traveled, always welcomed us enthusiastically and introduced us to their favorite projects. We learned of their best practices and were able to share some of California's great projects. We enjoyed sharing some membership ideas from Larry's participation on the International Membership committee to California, such as the **Australian Just Ask** program, as well as bringing in consultants from Texas, Canada and Australia to help increase California membership.

We also shared the great membership growth story of how **Seal Beach Lions** increased their membership from 100 to 300 in 5 years and is now the second largest club in the United States! The Seal Beach blueprint for success has been provided to many Lions districts looking for solid membership growth ideas.

People were always curious about the **Rose Bowl**, how floats are themed and designed, and some of the personal stories about how people's lives are being touched. We even found someone to purchase a \$5,000 seat on the float! We also bragged how California Lions from all over the state jumped in to help feed those impacted by the Yosemite rim fire.

**Special Olympics** are becoming a bigger focus for Lions, and Larry loved

representing Lions both last year in Princeton at the USA games and this summer at the Los Angeles World games. Healthy athletes, which **Lions Opening Eyes** is a major element, is a wonderful gift for the Special Olympic athletes. At the World Games ESPN was able to share so many inspiring athlete stories during the games.

We were very touched observing an Italian S.O. tennis player, badly crippled on his left side, who could only cradle two tennis balls in the crook of his left arm. He would lift one ball to his right hand and manage to toss it up in the air while also holding his tennis racket in his right hand and serve consistently well. He won a silver medal in Tennis Doubles! We embraced him when he was about to receive his medal and his enthusiasm brought tears to our eyes even though he could not speak.

During that same awards ceremony, we met **Simon Ammann**, a Swiss Ski-Jump Winter Olympian who has won four gold medals, including two Gold ski-jump gold medals during the Salt Lake Olympic games. Simon was waiting to present a bronze medal to a fellow Swiss Special Olympian for tennis. We asked if he knew **Roger Federer**, my favorite tennis player, and he confirmed that he knows Roger, and joked that he and Roger agreed that they could not excel in each other's sport. Roger is afraid of heights and Simon's eyes can't move fast enough to follow the tennis ball!

Lions all over the country were impressed to learn of all that **California Lions Friends in Sight** do to provide recycled eyeglasses to underserved individuals in our local neighborhoods. Larry was able to provide a copy of the California state law passed by the California legislature protecting Lions from liability as Lions provide the needed recycled glasses in California communities.

This experience has enabled us to expand our friendships with Lions from all around the world and for this we are truly grateful.

Warm regards,

Jane Dicus

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**Membership Satisfaction or Keeping Your Members...**

**by PDG Linda Griffin, MD4 GMT Coordinator**

Congratulations Lions of Multiple District Four on the fantastic accomplishment of "Strengthening the Pride" under the leadership of Immediate Past President Joe Preston. And we are leading the way with positive growth of members and clubs following the theme "Dignity. Harmony. Humanity" of International President Jitsuhiro Yamada.



The District Governors have set the goal of 45 new clubs for the year 2015-2016 and 1000 new members. With team efforts we can reach the goal. However, the issue is not getting new members but retaining members.

### **Member Retention**

Very simply stated, members stay if they are satisfied with the club, the projects and service to their communities. So as Lions we must continually ask our new and established members if they are satisfied.

### **Lions Mentoring Programs**

The tools for member satisfaction and retention are readily available. At the multiple district level, we have the Proud Lion Mentoring Program. It is exciting to see how many clubs are using the program. If you are not using it, start. Lions Clubs International has the Basic and Advanced levels of the Lions Mentoring Programs. Are you using these programs? If not, why not?

### **Member Satisfaction**

Member satisfaction is based on being willing to provide good orientation to potential members and then continuing after they are inducted.

- Does your district or club have orientation programs in place. If not, why not?
- Does your club do a meaningful induction ceremony?
- Does it make the new member feel welcome? If not, why not?
- Does your club make the new member feel welcome?
- Do you ask for new ideas and service projects from your members?
- More importantly, do you ask your established members for their ideas also? If not, why not?

Are you seeing a pattern? Open communication is the key to retaining and growing our membership. Do not be afraid to ask the questions and definitely, listen to the answers. Change is good and can only be accomplished if you listen and work in a positive manner.

### **We are Family**

Lions, as we continue our growth of membership and new clubs, remember that we must remember to treat one another as a member of our family. Make it your personal commitment to become involved with your new members. Pick up the phone and ask them how they are doing or wish them a happy birthday or I missed you at the meeting or the event. We are a family-a family of Lions with the purpose of service to our communities. However, a community begins at home.

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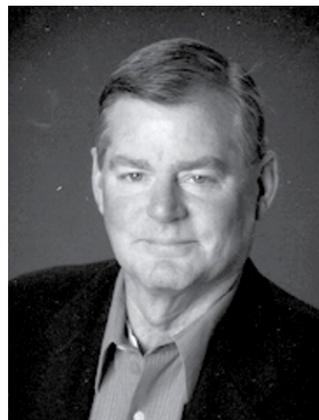
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## Message from Global Leadership Team

by PDG Steve Robson, MD4 GLT Coordinator

The MD 4 Lions Leadership Institute which is scheduled for November 21-23 is being prepared with the latest curriculum from Lions Clubs International Leadership Department.

The institute will be conducted at the Sacramento Hilton Arden West Hotel. Registration forms are available from the MD 4 website ([www.md4lions.org](http://www.md4lions.org)) and district officers. A second institute is scheduled for Ontario on the weekend of January 16-18, at the Ontario Airport Hotel. Please consider attending either or these trainings. They're GOOD!!



The MD 4 Leadership Committee will have held two "Train the Trainer" sessions designed to assist the District GLT Coordinators in their efforts to conduct their sessions with district Lions.

Advancing oneself in Lions leadership via the MD 4 and LCI schooling is being promoted more than ever. Last year we in MD 4 served nearly one-hundred California Lions, ninety-eight to be exact. Additionally, the Emerging Lions Leadership Institute (ELLI), the Advanced Lions Leadership Institute (ALLI), Faculty Development Institute (FDI), and also the Faculty Development Excellence Series (FDES) are all being well-received by our Lions and I am very happy to see the high numbers of our Lions participating in these opportunities. I am especially gratified by the increased number of institutes that are recently being presented by LCI Leadership Division. They have proved themselves to be "good listeners."

### MD-4 Leadership Institute Application

November 21-23, 2015

Hilton Sacramento Arden West  
2200 Harvard St., Sacramento

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## Getting Started on Another Year of Outstanding Giving

by PCC Roger Powell, MD4 LCIF Coordinator

"Giving Is Good!"



**Lions Clubs International**  
**FOUNDATION**

We had another good year in LCIF giving in 2014-15! While our total dropped off

slightly from the previous two years, and although we do not yet have official confirmation, we believe we were #1 in LCI Constitutional Area 1 (CA-1 - the U.S., Bahamas and Bermuda) for the third year in a row. This is thanks in no small part to these Lion leaders who are being recognized by Past International President Barry Palmer for their leadership in bringing their districts into the top five in CA1: IPDG Vincent Lipinski (4-C3), IPDG Sonia Menor and LCIF District Coordinator Sid Sioson (4-L3) and PDG/DC Elizabeth Warren (4-L4). They have been instrumental in supporting our Lions charity.



### **Increased Club Participation Is a Top Priority**

Your 15-member LCIF District Coordinator team for 2015-18 is strongly committed to bringing total giving up this year. A key to success in this endeavor is improvement in club participation. Last year we came in at somewhat less than 50% in that area. This year we are striving to raise that number to 55%. We want every Lion and every club to be a part of LCIF and the good works that it does. Our most recent reports show District 4-C1 well on its way, posting 34.78% so far. Congrats to DC Maggie Robeson and DG Aron Whealey for this excellent first quarter!

### **Four Clubs Support Districts in Contribution Lead**

Districts 4-L2, 4-L6 and 4-C4, in that order, presently lead the pack in total donations so far. Each has benefitted from major donations from four of our MD4 clubs: in 4-L2, Downtown (Host) Lions of Long Beach at \$9150 and Covina Breakfast at \$2000; in 4-L6, San Diego United at \$13,000; and in 4-C4, San Francisco Chinatown at \$7855. These clubs range in membership from 15 to 87, so major contributions are not limited to large clubs.

### **Other Clubs Add Their Donations of \$2000 or More**

Also making notable early contributions were: 4-L1's Los Angeles Chinese with a contribution of \$7000, 4-L5's Lucerne Valley at \$3000 and Grand Terrace at \$2600, 4-C5's Pride of Laguna Creek with \$2000, 4-L4's Huntington Beach Host at \$2600 and Seal Beach Host with \$2000, and 4-A2's Reedley with \$3000 and Riverdale at \$2000.

### **Large Donations Not the Only Way to Help**

While we are most grateful to these clubs for their excellent contributions, there are other ways clubs can contribute not only to the total funds but also to our percentage of participation. A major one of these is the Contributing Membership, a yearly donation program involving a member's individual contribution of \$20, \$50 or \$100. Bronze, silver and gold pins are awarded at these levels. Clubs that achieve 100% contributing membership are awarded a 100% Member Support banner patch and chevron for the first year. For each subsequent year of 100% Contributing Membership, clubs receive an additional chevron to add to their banners. LCIF District Coordinators have the details.

### **LCIF Funds Sent to Districts with Fire Disasters**

One of the ways LCIF contributions come back to us is through disaster grants of \$10,000 to districts that have experienced disasters. These funds are available within 24 hours of the submission of a request by the District Governor. So far this year districts 4-C2 and 4-A2 have taken advantage of this program.

### **Measles Initiative, Leadership Training Are Other LCIF Items**

Members and clubs are reminded that the Measles Initiative is an ongoing effort with matching grants.

## Message from Public Relations Chair

by PDG Francis Bognuda



Your PR committee is hard at work putting together a reception for the Peace Poster, Environmental Photo Contest and Essay Contest for the MD-4 Convention in Modesto. Please make your reservation for a great time. Again, you delegates will be able to vote on the pictures.

As we are approaching the Centennial, we must reflect on all the good things that LIONS have done over the past 100 years - helping the BLIND, collecting eyeglasses, Vitamin A

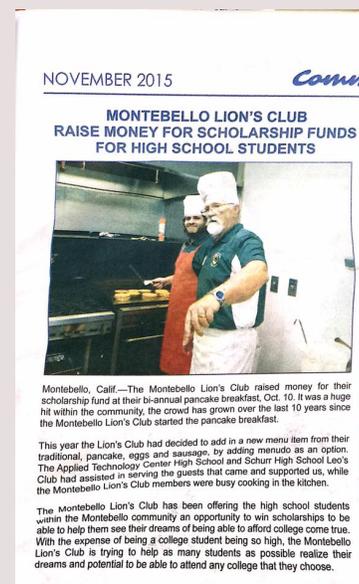
Program, River Blindness, Diabetes, Measles Program, Disaster Help through LCIF, and many eye operations.

Our communities need to know about these. We as LIONS must make a lot of noise, by getting the word out in the newspapers, TV, radio stations and anything that will advertise our great success over the last century. This success depends on YOU, the regular LION!

Thank you and happy Lions Day to you all.

*Editor's Note: Here is an example of a press release by Montebello Lions that was recently published.*

[Click here](#) for sample press releases on the LCI website.



## Lifetime Achievement Award Nomination of PDG Ken Sherwood



PDG Ken passed on September 25th after a long fight.

Nominee: PDG Ken Sherwood  
Nominating Club: Ontario Upland

Please place PDG Kenneth G. Sherwood, Jr. in nomination for the LAA of District 4-L4. Lion Ken meets all of the basic eligibility requirements and more. He joined Pomona Host Lions in October of 1982; a second generation Lion. As a young Lion he took to heart the motto "We Serve" dedicating his time and heart to helping the blind. In his 18 years with Pomona Host he participated in every available club project, chaired/served on committees and held several offices including President.

[Read more](#)

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### **First District Governor's 2015-2016 Public Relations Grant Request**

This year the First Vice District Governors 2015-2016 unanimously supports applying for a Public Relations Grant to Promote California Multiple District Four and Lions Clubs International's Centennial. The proposal would provide funding to replace disposable shopping bags with a reusable bag in low income communities that have been impacted by city ordinances that made disposable bags illegal as first priority then distribute bags to other communities based on an as needed bases. The product, 15000 printed re-usable bags that will be acquired from the grant, it will have artwork of the Lions Club International's Centennial and MD4's Lions Eyes Across California. Contact your First District Governor 2015-2016 for more details.

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### **LCI Gets Free PR from Microsoft**

**by 4-C6 2nd VDG Bob Stewart**

In case you are not already aware, Microsoft has just begun promoting on national and international TV their "Cloud Based Computing" product using the Special Olympics as an application. If you have not yet seen it, please click the link below. Note the large "Lions" logos and icons on the shirts of the Special Olympics children! What immensely powerful PR imagery! Gives me goosebumps and a big grin!

This may be something to forward and / or show on a large screen at the upcoming COG.

We Serve!



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## **Student Speaker Committee**

**by PDG Dennis Miller, Chair 2015-2016**

Lions of MD-4,

I want to thank the following Lions and guests who help get the Student Speaker Packets together on October 7th.

Lion Alan Winklestein, committee member; 4L-1 1VDG Grace Joe and Stephen Joe; 4-A3 2VDG Norm McDaniel and Cyndee, Lion Charlie Burnan, Ventura Downtown Lions Club, Lions Fred and Donna Lemere from Carpenteria Lions Club, Lion Missy Stanton with guide dog Apollo from Pleasant Valley Lions Club (Lion Missy is a new Lions member), Lions Wally and Lorraine Waldau from Vandenburg Village Lions Club, Cass Cara, Office Admin, and Joann Martinez, Office help, and myself PDG Dennis Miller, Chair.

There were 328 packets mailed, 146 club packets delivered by different people who were at the Oct 7 meeting. 202 District packets will be delivered. This is the first mailing and distribution of the packets.

I want to thank all those who helped assemble the packets and those who supported this meeting. We could NOT have completed this task without all the help at the MD-4 Office.

A very BIG Thank You to our very own office staff, Cass and Joann and DG John Ruiz who stopped by and picked up his district's packets. More packets will be going out ASAP.

Remember you can download Student Speaker information off of the [MD-4 web page](#). Thank you DG Ron Raines, Webmaster of MD-4, for all your hard work in preparing this web page. DG Ron said he will be updating the information on the web page soon.

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**LIONS EYES ACROSS CALIFORNIA**

**Lions Eyes Committee**

**WE ARE DOING IT AGAIN, MARCH 19TH SATURDAY, 2016**



The goals are to bring awareness to Lionism, to our core mission of sight assistance and preservation, to our Centennial, and to thank our generous public for all their support over the years.

We have a creative Poster challenge this year see our Facebook page -

<https://www.facebook.com/Lions-Eyes-Across-California-262262287307418/>

We will be posting the art work on our Website - [LIONSEYES.ORG](http://LIONSEYES.ORG)

We have opened the scope to meet Dr. Yamada's challenge in Vision, Youth, Hunger, and Environmental aims. Not only to collect glasses but consider having screenings for youth, invite LEOs to help or other Youth partner programs - 4H, FFA, Boy and Girl Scouts - consider collecting toys and clothing for youth, consider collecting canned food, consider educating public on Environmental projects and invite them to events you hold. Remember while the public is at your booth or table, this is a great time to "Just Ask One"

This year we are focusing on using our Public Service Announcement contacts who contributed so mightily to us last year. Thank you for your on going support and dedication.

Lions Eyes Committee

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### **LCI New Club Development Consultant**

**by IPDG Karen Fillmore**

California Lions, I am your LCI New Club Development Consultant and want to help your District start new clubs. I work with your team to connect with communities where there is no Lions Club.



Lions Clubs International is offering "free of charge" consultants to help grow new clubs. The first step is to obtain approval from LCI. See [form NCD08en](#) on the LCI web site (New Club Development Workshop Request) to schedule a new club workshop.

Please email me with questions you have about starting a new club. We want to have many new Centennial Lions Clubs in all of our 15 California

Districts this year.

**Remember "Where There's a Need, There's A Lion".**

Take a look at this web site, [City-Data.com](http://City-Data.com) to zero in on locations that could use a new Lions club in your District. I am Looking forward to working with many of our Calif. Districts.

IPDG Karen Fillmore  
New Club Development Consultant  
Lions Clubs International  
[karenfillmore@gmail.com](mailto:karenfillmore@gmail.com)

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## **History of Lions Clubs International**

### **USA/Canada Lions Leadership Forum**

In September the Lions of North America gathered in Grand Rapids for the 39th Annual USA/Canada Lions Leadership Forum. As part of the closing for this annual gathering of Lions Leaders, a video history and challenge was produced. The production, called "We Serve On," traces the early history of our Association and challenges North American Lions to dedicate themselves to being Second Century Leaders of the International Association of Lions Clubs. We have had countless requests for the ability to see and use this video.

We hope you use this video to inspire other Lions to be effective leaders for our Association. As we are now in our second century, we must find new ways to build our fellowships of leader-servants. Our communities need us!



We Serve On

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## **Giant American Flag**

### **Enterprise Lions Club**

How do you create an iconic image revered on both a regional and statewide level and recognized around the world? Go Big, Conspicuous, Patriotic and for a Worthy Reason.

The Enterprise Lions Clubs Giant American Flag is just that. It was dedicated on the first

anniversary of 9-11 in 2002 as a Memorial to All Those Who Serve. It honors all those who are going in when others are running out, those who give of themselves to help others.

The Giant American Flag is a 120 foot tall flagpole that supports either a 1500 or 1800 square foot American Flag. It is on a hill right next to Interstate 5 at the busiest place in District 4-C1 in the Enterprise Area of Redding. 3000 watts of light bathe the flag all night long. The pole is standing in a tube 12 feet deep surrounded by 18 tons of concrete. The pole was assembled on site, lowered into the tube and sand was poured in around it so it can be replaced if ever damaged. It towers above Redding and can be seen from many places around the city.

[Read More ...](#)



97th Annual Multiple District Four Convention  
Modesto Doubletree by Hilton Hotel  
FEBRUARY 5-7, 2016

\* Convention Registration ([Registration form](#))

\* Hotel Registration ([Doubletree Special MD4 Registration page](#))

- 3 nights @ \$100 each Feb. 4-7
- Why not register early and save money? (View [Convention Registration form](#))
- Early Bird Package register by December 31, 2015 and save \$90-120 !
- Hotel discount room rates close January 10th or when the block is sold out.

\* [Golf Tournament Registration](#) (February 5, 2016)

## Lions on the Web

Join one or more of these social media sites to network with other Lions. Share information, ideas and videos. Let the world know you're proud to be a Lion!

<http://lionsclubs.org/blog/>

<http://www.facebook.com/lionsclubs>

<http://www.youtube.com/user/lionsclubsorg>

<http://twitter.com/lionsclubs>

<http://www.linkedin.com/company/33854>

<http://www.flickr.com/photos/lionsclubsorg/>

<http://pinterest.com/lionsclubsorg/>

<http://instagram.com/lionsclubs>

<http://www.lionssmile.org/>

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*Welcome to this electronic edition of The Leader. Please send your articles and items for future newsletters to Linda Pugliese, MD-4 Newsletter Editor, at [ljpugliese@hotmail.com](mailto:ljpugliese@hotmail.com).*

*You may unsubscribe at any time if you no longer wish to be on the mailing list.*

Linda Pugliese, Newsletter Editor  
(408) 406-8509 Cell  
[ljpugliese@hotmail.com](mailto:ljpugliese@hotmail.com)



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### Multiple District Four Headquarters

129 Los Aguajes Avenue  
Santa Barbara, CA 93101

Cass Cara, Office Manager  
(805) 963-6681  
(800) 546-6634  
F: (805) 963-8254  
E: [admin@md4office.org](mailto:admin@md4office.org)  
[www.md4lions.org](http://www.md4lions.org)

Cal Lions-Office on  
[Facebook](#)  
[Lions Clubs International](#)