



LIONS DISTRICT 4-C4

We Serve - San Francisco to Palo Alto December 2014

DISTRICT GOVERNOR MESSAGE



next few months.. If your club can help in donations, please contact PDG's Larry Wong or Esther Lee.

Our LCI Public Relations Grant for \$20,000 for the creation of a Lions Float

in the 2015 SF Chinatown New Year's Parade (including advertising our Lions Organization locally and throughout the world), was approved and available for our use through MD-4. We have invited some top LCI dignitar-

Clubs are reminded to ask for assistance from GLT/GMT for membership development, membership retention, leadership assessment, leadership development, etc. Clubs need all of the above components in order to consistently remain outstanding clubs, with focus and projects that mirror and support their communities or their constituent group.

Lynn, Kristi, Rex and I hope and pray that each of you and your loving families will have a blessed and Merry Christmas and a joyous and memorable New Year. Thank you for all that you do and God bless you for your com-

mitment to serve those who need our help and assistance. As a Lions Club Member you make a significant difference in the lives of those in our communities, our district, our nation and our world!

Monthly Quote: "God has given us two hands, one to receive with and the other to give with" Billy Graham

My Fellow Lions:

Your District Governor Team and District Cabinet have been hard at work and made "Official Visitations" to all but 6 clubs in our district. Four clubs have requested re-scheduling and two clubs have been scheduled in early 2015. During this past month, there were a few memorable visitations; we visited the SF Chinatown Lions Club and just prior to dinner the electricity went out...but we were still able to eat, laugh, recognize a member for his service and induct a new member. The San Bruno Lions Club was "tough as nails", but their steak and lobster dinner softened the blow to the visiting Cabinet team. Following 2 cancellations due to bad weather, we were able to meet with the San Mateo Metro Lions Club and enjoy some warm and dry fellowship, as well as inducting 2 new members into their club. Last, but not least, the Christmas Cabinet Visitation at the SF Geneva Excelsior Lions Club was fantastic - a great time as we recognized several lions and inducted 4 new members. I want to thank all of the Lions Clubs for their gracious welcome and their hospitality when the Cabinet made our visitations...you've all been great...thank you!

There are some exciting new programs that are being developed in OUR District 4-C4. As I mentioned previously, our "Sight Related Committee" have submitted a recommendation as to the devices that will be the most beneficial for use in our District. Both the "Spot" and the "Plus Optics" devices were recommended, and with club assistance and a 50/50 LCI grant, we hope to secure 6 of these devices (3 in SF and 3 in the Peninsula) and provide the necessary training in the



ies to ride on the float and all lions will have an opportunity to win three open spots on the float in a limited raffle fundraiser. Stay tuned for more information about this in the next several weeks.

I've submitted candidates from our District for the "Academy Awards" at our MD-4 Convention in February, 2015. The categories were Lion of the Year, Leo of the Year, Couple of the Year, Club of the Year and Large Club Project of the Year. The nominees were from submissions made from and by our clubs. The DG Team reviewed the candidates and we all unanimously agreed on all but one submission (that was a majority vote). We don't know who will win in February, but please consider attending and enjoying a few festive days filled with fun, training, and meeting new lions from around the state.

Lion Jack Van Etten, District Governor
"TO PROTECT AND TO SERVE"
Proven Leadership, Practical Experience and
Personal Integrity

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FROM THE 1st VICE DISTRICT GOVERNOR

Dear Fellow Lions,

Happy Holidays and Happy New Year to all of you and your love ones!

Can't believe Christmas is upon us again. Lion times are good times and it flies quickly. For the past few weeks, Lion Michael and I have become busier visiting clubs and attending their fun X'mas parties. Of special mention is the traditional Multi-Club Holiday Gala Party organized by Lions of San Mateo, Menlo Park Live Oak, Belmont, and San Carlo Lions Clubs, held at Hilton Garden Inn. This joyous gathering also serve to collect both toys and food items for the Samaritan House. The highlight entertainment was provided by attending Lions from many Lions Clubs in the District under the precision direction of Lion Silva Chu, leading us to sing the 12 days of X'mas song amongst the tables. Hope you will take note and sign up early for next year as seating is limited and got sold out quickly.

Other holiday activities included DG visitation and X'mas Party for SF Geneva Excelsior Lions club; Palo Alto Host X'mas Party at Michael's Restaurant at North Shoreline, Mt. View, with their fun White Elephant gift exchange program. We also attended the X'mas Party of the District 4-C3, Oakland Chinatown Lions Club X'mas Dancing Party. Of course, there was also a Party from my own SF Chinatown Lions Club. We are really having a lot of great times especially sharing and learning from so many Lions like yourself.

In addition, PDG Larry Wong, I and PP Michael (He only visited Brisbane Lions.) visited Brisbane and S.F. Chinatown Lions Clubs



DG Jack Van Etten
District 4-C4 2014 - 2015
"To Protect and to Serve"

to discuss and find out their preference in which photoscreening device to buy. My own club approved \$5000 for PlusOptix while Brisbane Lions approved \$1500 for PlusOptix as well. I expected more clubs will join in with this eye screening program which have officially been approved by Governor Brown to allow such screening program to be carried out in California school systems. In the past many years this program and equipment was handled by professionals and nurses' organizations.

So please discuss with your Board if your club plans to donate funds to buy more units so we can use this accumulated amount to apply for a bigger grant to get more machines. Please email us if you have questions. More information will follow.



Another good news on membership of sort! San Mateo Lions Club got approval document from LCI in the formation of the San Mateo Aragon HS Leos Club on Dec 5th, 2015 which is dedicated as a Leos Day and there were a total of three Leos clubs chartered in the world. Our District under the San Mateo Lions did theirs. Congratulations San Mateo Lions!

In order to promote Lionism and our upcoming 100th Year Anniversary, our District has elected to accept the invitation extended to me by the Chinese Chamber of Commerce to participate in the Southwest Airlines Chinese New Year Festival and Parade. The

new Parade Committee members have met several times and visited the design and fabrication facility to come up with our own Float design. It is very important to be able to design a Float that can convey the Lions' work, its goals and objective with so many programs and to catch the attention of the Parade go'ers and TV viewers within a matter of just a couple of minutes. We are working really hard right now designing our Float and planning how to attract more Lions participation within 4-C4 and with various neighboring Districts. Please mark your calendar on March 7th & 8th. Again more information is forth coming.

I have a request for each club and that is please submit one of your club's most important signatures project to me. We will

print color brochures to be passed out during the Street Fair on those two days. Remember there will be people coming from all around the S.F. and Bay Area. I will also need to contact the Global Membership Team to strategize how to take this great opportunity to recruit members for our Clubs.

In 2015 which is coming really soon, I will plan for my DG Campaign visitations in the coming three months. Looking forward to see all of you and getting your vote to support me running for District Governor. I am excited that we will be working together for 2015. I thank you in advance!

Lion Macy
1st VDG
Legacy Through Giving & Service

**4-C4 CONVENTION UPDATE:
Theme: PROTECT and SERVE
COLORS BLUE and GOLD**



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**FROM THE
2nd VICE DISTRICT
GOVERNOR**



DG Jack Van Etten
District 4-C4 2014 - 2015
"To Protect and to Serve"

NEW YEAR MESSAGE

A new year is upon us and we've got a lot to be grateful for. We're here, we have a great team and we're continuously able to extend much needed help and service to our fellow men.

As we approach another new year, with all the joy, excitement and optimism, I am delighted to extend Season's Greetings to all members, families, friends, associates and partners of our organization.

2014 was been both a challenging and awesome year, and it indeed made us proud of what we have accomplished together. Our initiative and programs continue to make significant improvements within our organization and most especially to the communities we served.

We thank you for your dedication, commitment, support and endorsement for 2014, and we pledge to work even more closely with you, so together we can be and can bring about the positive change that we want to see in community service. It is through the support and generosity of individuals like you that we are able to sustain our mission of helping those in need.

I truly believe that no one should be without the joy and spirit of the new year. Every kind gesture of volunteerism each of us does represents the true meaning of the new year - a time of new opportunities and cheer and the hope of a brighter future.

May we be ever mindful of the true spirit of caring, sharing, love, hope, generosity that the year 2015 brings as we seek to transform the world to be a better place to live...one community at a time...one day at a time.

I wish you and your families a joyous, healthy and prosperous 2015!

**HAPPY
NEW
YEAR**

Starting February 21, 2015

The 415/628 Area Code Overlay **BEGINS!**

Follow These 3 Easy Steps:

For 415 Area Code Numbers



For 628 Area Code Numbers



- Your cost per call will not change.
- Your local calling area will not change.
- Continue to dial 9-1-1 for Emergencies.

If you are dialing from 415 to 415 it will be necessary to add 1 + 415 when you dial.

Why is the change necessary?

To ensure a continuing supply of telephone numbers, the 628 area code will be added to the area served by 415. Since two area codes will now serve the same geographic region, the area code must be used when dialing any telephone number, including calls within the same area code. Beginning March 21, 2015, new telephone lines or services may be assigned numbers using the 628 area code.

1+ Area Code + Phone #
When In Doubt, Dial It Out!

For More Information:
www.cpuc.ca.gov/415areacode

FOR THE LATEST NEWS VISIT OUR DISTRICT WEBSITE
- Latest news / Fliers / General Info: www.district4c4.org



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CHINESE NEW YEAR FLOAT

District 4-C4 has been invited and approved to be a participant at the 2015 Southwest Airlines Chinese New Year Parade March 7, 2015. Thanks to the effort and connection of 1VDG Macy in this historical move to promote Lionism at one of the top ten parades in the World. District 4C4 also must thank LCI for its vision and support of this parade that will draw much audience around Northern California.



Peninsula Council

AROUND 4-C4



Millbrae Lions Tree Decorating and Caroling at Millbrae Manor Senior Rehabilitation Center

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WHAT'S HAPPENING on the LCI WEBSITE

The January 2015 issue of Lions Magazine, now available on LCI website in digital format, features SF Bayview Hunters Point Lion Gwen Strain and the story of Rose House. Her inspiring story is a major feature beginning on page 36.

Go to the LCI website, News and Events, and click on Lion Magazine.

STRAIN FOR EFFECT

Gwen Strain of San Francisco has an amazing effect on others, especially the downtrodden—a state from which she majestically arose.

BY DOUGLAS CRUICKSHANK | PHOTOS DOUGLAS CRUICKSHANK

Gwen Strain is an angel who's been to hell and back. She hit bottom, then just for good measure dropped down 10 more feet before that. Somehow she then found her bearings, found direction, found meaning, found herself, found Lions and came back big-time. And the world's a far better place because of it.

Strain, 50, tells me she used to smoke cocaine and sleep in doorways. "Crack wasn't around yet, or I would have done that," she says. "I was doing whatever was out there. I'd had shopping carts and a cardboard box on the street, and I used to have a cup out to ask people for money."

Strain's life is a little different now. Since 2007, she has been director of Rose Home, which she founded with her own money, a \$65,000 inheritance from her mother, Rose, in the Bayview Hunters Point neighborhood of San Francisco. She founded and directs Families in Need, and she runs a food giveaway program that operates three days a week.

Her personal torments, her dedication to giving to others, came with the realization that relationships are at the core of life. So she joined the Lions the same year she began Rose Home. She's a proud charter member of the San Francisco Bayview Hunters Point Lions Club. Added into the mix of her projects is the club's bikes for veterans program in San Francisco.

You don't accomplish all of this by being ordinary. Strain is whip smart, generating streams of ideas. She is gifted with a ready smile and apparently limitless energy. Equal parts kindness and toughness, she can shift, if necessary, from jolliness to a no-nonsense demeanor in a flash. She is an utter force of nature as an organizer. And she is often the best-dressed person in the room.

But her greatest quality is probably her unusual honesty, her ability to be straightforward and blunt without self. One day I

asked her to tell me everything the Lions did for the community. I was sold. She invited me to a meeting that same night. I liked what I heard and joined. The most important part was that Lion Sandra kept her word and met me there.

Then Strain, calling on that trademark honesty, gets to the heart of why Lions means so much to her. "It's hard to say. Before I joined Lions I would only engage with people of color, but the Lions opened my eyes to a whole new and loving world. When I first joined, I visited all the clubs. Each and every club treated me as if I was special. I couldn't believe it. And once they heard I had the Rose Home they started coming by—dropping off clothes, food, towels, everything needed for homeless people. I received phone calls inviting me to different projects and Lions' homes. The first home was PDG [Past District Governor] Ken Bura's home."

So how did she do it? How did she get from sleeping in doorways and panhandling for a living to where she is now? What motivated her? Over the course of several weeks, as I talked to Strain and hung out at the Rose Home, most of my questions were answered. But something even more important happened. You might call it "the Gwen Strain Effect."

I forget exactly how it came about, but one day early on I found myself making soup at Rose Home for 70 people. Once the soup was made, we took it up to the corner, set up a table, and gave away cups of the stuff to any and all comers. It was a big hit, and I've been doing it every week since then. I also go there to do other chores—pick up the groceries for giveaway on Wednesday mornings, clean up the side yard. And sometimes I just like to drop by, watch reality TV, and talk with whoever is there—Gilbert or Roderick or Kenny, or during the rare moments she is standing in one place, Gwen.

As I've spent time at Rose Home, helping here and there, I've gotten to know its residents. Kenny is one of them. He is distinctive looking, with a shaved head, long,

fluffy white beard and an open gaze. And having one arm doesn't seem to hold him back much. He recently completed an 18-year prison sentence. "I had a three-sentence case," he tells me. "I had a petty theft, stole a pair of Levi's out of Mervyn's, but I also had a history—couple of robberies. That's what put me there. I'd been a heroin addict all my life, since I was 17 years old."

"When I first got out," Kenny continues, "I didn't even know until two days before I was getting released that I was getting out. I decided to come here to San Francisco. I'm not from here. I'm from Riverside. I wanted to get away from all that element. I didn't want to see anybody that I knew."

Like Gwen did long ago, and like many of his housemates are doing now, Kenny made a decision. He had to hit bottom before he made it. As far as Gwen is concerned, that's all that matters—making the decision. "She took me in with open arms," he recalls. "I was really surprised, because I'd had a hard time finding a place. And she let me right in. If it hadn't have been for that, I don't know what would have happened. She's done a lot for me. She's been a rock when I really needed one."

I asked Kenny how he made his decision to be ready to make that change. And if you like this, where someone's really willing to help you, she wants you to get back on your feet. It was just so lucky to really change. And she's taught me a lot back to the community. And that gives worth."

The giving back aspect, the importance, seems to be a key part of the healing, building that takes place at Rose Home. Every essence of what Strain's doing, but I get involved in the people who come here lives. That's the Gwen Strain Effect.

Kenny left Rose Home recently, got I was there as he was moving out, and it was pouring. Strain couldn't even talk with him herself together and they sat down together close during the six months Kenny was in; was hard for her to see him go. I think I Kenny too, but his departure was the real parting his life back together and so



January 2015

Membership Focus: Target Markets

Relieving the Hunger Global Service Action Campaign

January 1:	Beginning of Period 2 for the Lions Pride Awards
January 1:	Lions Services for Children Symposium funding for fiscal year 2014-2015 opens up to districts and multiple districts in all Constitutional Areas, plus the Continent of Africa, based on availability.
January 5:	Executive Committee Meeting (Scottsdale, Arizona, USA)
January 9:	Last day for early discount on convention registration fees
January 11-17:	Worldwide Week of Service to celebrate Melvin Jones' birthday
January 11-17:	LCIF Week
January 13:	Melvin Jones' birthday
January 13-18:	FOLAC Forum (Margarita Island, Venezuela)
January 15:	Peace Poster Kits go on sale from Club Supplies Sales
January 15:	Deadline for districts to submit a single Lions Environmental Photo Contest entry to multiple district
January 31-February 3:	Faculty Development Institute: Africa (Brazzaville, Congo)

GLOBAL LEADERSHIP / GLOBAL MEMBERSHIP TEAM
Lions PDG Mel Phillips and PDG Emil Kantola

GUIDING LIONS TRAINING

"Guiding Lions Course" including Certification of those that complete the course. The Course will take place on January, 22, 2015, and will be hosted at the Burlingame Lions Hall, located at 990 Burlingame Ave in the lovely community of Burlingame. The class will start promptly at 6:30pm and should complete by 9:30pm.

ONGOING TRAINING

The second session will be a district wide On-Going Training for All Club Officers, along with your Complete Board of Directors and Any Other Club members. This On-Going Training session will take place on Jan 29, 2015 at Parkside intermediate School, located at 1801 Niles Ave San Bruno. Registration will start at 6:45 and the session will start, Promptly, at 7:00pm. This training promotes stronger leadership throughout our clubs. Our training will look at how your club and officers have operated for the past 3 months and help you prepare for the upcoming next 3 months. ***RSVP is Required*** via email or phone to, Mario Benavente: mxbbds@aol.com 650-892-2202



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- Latest news / Fliers / General Info: www.lions4c4.org



LIONS DISTRICT 4-C4

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4C4 CABINET 2014-2015

District Governor:

Lion Jack Van Etten 2014-15 (Burlingame Lions Club)
P.O. Box 25301, San Mateo, CA 94402 jackusf74@comcast.net

1st Vice District Governor:

Lion Macy Mak Chan (Chinatown Lions Club)
1321 N. Carolan Avenue, Burlingame, CA 94010 macymak88@yahoo.com

2nd Vice District Governor:

Lion Rodolfo "Rod" Mercado (San Francisco Host Lions Club)
46 W. Lulian Street, #306, San Jose, CA 95110 rod@financiarescuellc.com

Distict Cabinet Officers

Cabinet Secretary

Lion Lydia Taylor-Bellinger (San Francisco Merced Height)
11305 Elvessa St., Oakland, CA 94065 lat6264@comcast.net

Cabinet Treasurer

Lion Anselmo Madrinan (Redwood Shores)
2 Seagate Place, Belmont, CA 94402 junmadrinan@hotmail.com

Immediate Past Dist Governor

Lion Stephen "Steve" Picchi (Half Moon Bay)
P.O. Box 25301, San Mateo, CA 94402 spwinemaker@comcast.net

District GMT Coordinator

PCC Lion Emil Kantola (Pacifica)
66- Manor Drive, Pacifica 94044 lionkantola@gmail.com

District GLT Coordinator

Mel Phillips (San Bruno)
517 Cherry Avenue, San Bruno, CA 94066 melephillips@yahoo.com

Distict Regions and Zones Chairs

Region 1 Chairperson

Emmanuel Paje (San Francisco Host)
epaje@farmersagent.com

Zone 1 Chairperson

Sandra "Sandi" Ige (South San Francisco Host)
dinosauersandra@gmail.com
San Francisco Geneva-Excelsior, San Francisco Hispanic Club, San Francisco Host, San Francisco Korean American, San Francisco Marina North Beach,

Zone 2 Chairperson

May Wong (San Francisco Geneva-Excelsior)
myapplegroupstuff@gmail.com
San Francisco Bay Area New Century, San Francisco Chinatown, San Francisco Nikkei, San Francisco Park Presidio, The San Francisco Castro

Region 2 Chairperson

Margaret Lee (Chinatown)
margaretklee@gmail.com

Zone 1 Chairperson

Rodrigo Cayabyab (San Francisco Host)
cayabyab@yahoo.com
San Francisco Bayview Hunters Point, San Francisco Circle, San Francisco Fil-Am, San Francisco Highlands, San Francisco Latinos Unidos

Zone 2 Chairperson

Jessie Peoples (San Francisco Bayarea Hunters Point) jc_peoples@att.net
San Francisco Merced-Heights, The San Francisco Ocean Ingleside, San Francisco Premier, San Francisco State, San Francisco Veterans

Region 3 Chairperson

Verdie Thompson (South San Francisco Golden Gate)
thompsonverdie@att.net

Zone 1 Chairperson

Chris De Carpio (Bay Area Special Olympics) cjdecarpis@yahoo.com
Brisbane, Daly City Gateway, Pacifica, San Bruno, South San Francisco Golden Gate

Zone 2 Chairperson

Alan Hafter (San Bruno Lions Club) alanh65@gmail.com
Burlingame, Daly City Host, Foster City, Millbrae, South San Francisco Host

Region 4 Chairperson

Martha Sandy (Foster City Lions Club) martha-sandy@hotmail.com

Zone 1 Chairperson

Pat Huges (San Mateo) patdalibra@aol.com
Belmont, Half Moon Bay, Peninsula Special Interest, San Mateo Metropolitan

Zone 2 Chairperson

Kevin Guess (Peninsula Veterans) kevinguess@gmail.com
Bay Area Special Olympics, Redwood Shores, San Mateo, San Carlos

Zone 3 Chairperson

James Bigelow (Menlo Park Host-Live Oak) jimbigelow@yahoo.com
Menlo Park Live Oak, Peninsula Veterans, Palo Alto Host, Redwood City Sunrise

PLEASE SUBMIT PHOTOS AND ARTICLES to: Lion Randy Sahae rfsahae@aol.com

DEADLINE for January BULLETIN is 1 / 21 / 2015

MARK YOUR CALENDARS:

- **Guiding Lions Training Class - January 22, 2015 **** - Burlingame Lions Club Hall , 990 Burlingame Ave, 6:30pm - 9:30pm
 - **Nikkei Lions Crab Feed - Saturday January 24th**, contact David Fujita 415-672-0746
 - **San Carlos Crab Feed - Saturday January 24th**, contact Connie 650-597-1777
 - **San Francisco Council Meeting Wednesday January 28th**, Chevy's SSF. RSVP Thelma Ajero 650-238-8276
 - **Ongoing Training Class - January 29, 2015 **** - Parkside Intermediate School **1801 Niles Ave** San Bruno, Registration 6:45pm
 - **Millbrae Lions Crab Cioppino - Saturday January 31st**, St. Dunstan's, contact Carol Frediani 650-583-9071
 - **San Francisco Veterans Lions Club Benefit Dance - Saturday January 31** - Helen Wong 650-576-7875
 - **MD4 Convention: February 20-22, 2015** Marriott, Convention Ctr, Visalia, Ca.
 - **3rd District Cabinet Meeting, Region 4, Saturday February 7, 2015** Foster City Recreation Center, 650 Shell Boulevard, Foster City, Ca. 94404:
 - **District 4-C4 Convention May 15-17, 2015:** Red Lion Woodlake Hotel, 500 Leisure Lane, Sacramento, Ca. 95815
 - **International Convention June 26-30, 2015** Honolulu, Hi
- ** RSVP is Required ** via email or phone to, Mario Benavente: mxbdd@aol.com 650-892-2202



Rich Lee, District Lion of the Year f(2013-2014)
And Lydia Taylor - Bellinger, Si Moyer Award Winner for service
to the District Governor

LIONS OBJECTIVES

To Create and foster a spirit of understanding among the peoples of the world. **To Promote** the principles of good government and good citizenship. **To Take** an active interest in the civic, cultural, social and moral welfare of the community. **To Unite** the clubs in the bonds of friendship, good fellowship and mutual understanding. **To Provide** a forum for the open discussion of all matters of public interest; provided, however, that partisan politics and sectarian religion shall not be debated by club members. **To Encourage** service-minded people to serve their community without personal financial reward, and to encourage efficiency and promote high ethical standards in commerce, industry, professions, public works and private endeavors.

Lions District 4-C4 Newsletter
Lion Randy Sahae
1189 Millbrae Ave
Millbrae, Ca. 94030-2948

