



LIONS DISTRICT 4-C4

We Serve - San Francisco to Palo Alto October 2014

DISTRICT GOVERNOR MESSAGE

My Fellow Lions:

Your District Governor Team has just completed their attendance at the Fall Council of Governors Meeting in Fairfield. There was a great deal of information discussed about Membership and Leadership Development within our local clubs and our District. Don't forget to take advantage of our District's Training sessions, as well as independent Leadership Training at the upcoming MD-4 Leadership Institutes. Every Club VP and Club Officer should be attending these training sessions, not only to help them become better leaders, but to add new members to your clubs, members who can help your club's projects and fundraising efforts. Also, the COG approved their fall, 2015, meeting (Nov 4-8, 2015) in our District (Burlingame). More information will be forthcoming.

Please don't miss our upcoming District Cabinet meeting on Saturday, November 8, 2014, at St. Anne of the Sunset Catholic Church in San Francisco. Our current International Director Larry Dicus will be our special guest at this meeting. Our GMT/GLT Team is working hard to provide great "District Training Sessions" for all lions in our District. Training sessions have been a combination of both "stand alone" and also provided as "part" of our District Cabinet Meetings. I will be providing an award at our Cabinet Meeting to the club that has in-



ducted the most new members (net) for the 1st quarter of this year, July to September, inclusive. As of this writing, our District currently has 1,240 members. Lions please accept my DG challenge to each club, to **add at least 2 new members (net) to you club this year; make your Club and District stronger with adding new members.** Don't forget the silent auction of radio controlled "Police Cars" at our Cabinet Meeting...all money raised will go to support our Student Speakers Foundation.



District Centennial Chair, Lion PDG Ray Rosenthal has requested Lions District 4-C4 memorabilia to use/display at our District Centennial Events. If you have any memorabilia or interested in being on the Centennial Committee, please contact PDG Ray.

Our "Sight Related Committees" have been exploring the benefits of the various electronic vision screening devices and with YOUR COMMENTS, will a recommendation as to the device that will be the most beneficial and the one most used in our District. We will then explore possibly purchasing these devices with club assistance and a 50/50 LCI grant for

use throughout our District. Lion Alison Wilson has worked to secure a \$20,000 PR Grant from LCI for the creation of a Lions Float in the 2015 SF Chinatown Parade, as well as advertising our Lions Organization locally and throughout the world. Look for more information on this event in the coming weeks on threads and District Newsletters, as our committee will need additional help for this once in a lifetime Lions experience.

The GMT/GLT Team continue to work on making contacts and beginning to form Campus Lions Clubs at USF and at Stanford, as well as exploring the feasibility of starting an "Urban, Corporate or Specialty" Lions Club.

Thank you and God bless you for your commitment 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: *"We can't help everyone, but everyone can help someone"* – President Ronald Regan

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

Fellow Lions

For the past two months I have been busy with DG Jack visiting majority of the clubs. Again, as a reminder, my key responsibility as 1VDG is to focus and promote membership together with our District GMT/GLT Team. I have to take this responsibility even more serious after coming back from the Council of Governor's meeting at Fairfield today. Membership in the U.S. has declined even though our District 4C4 is keeping up and remains positive. At the COG meeting, International Director Larry Dicus reported that our membership has declined to only about 30% of the total Lion population around the world. As a result the number of International Directors from the U.S. has dropped by 3 and now at 11. This is a very serious matter; and I pledge my dedication and with my best ability to help Clubs in our District to grow and retain our Lions. I need your support as we must work together as a team to keep our membership up.

At each of our visits I passed out two brochures to the club membership chair. One brochure is called "Just Ask!" and the other one is "Membership Satisfaction Guide". Just Ask! is designed to guide your club through the process of recruiting new members and effectively managing club growth. The strength of your membership and the health of your club will determine your ability to do what all Lions love to do – To Serve. So keep in mind that more members mean more service.

Although the concept is simple – Just



Ask community members to join – this guide will help you to prepare an effective outreach plan so you are successful when you're ready to ask.

Just Ask! is a brochure which will lead your club through a four-step process for recruiting new members:---

1. *Preparing your club*
2. *Creating your club's growth plan*
3. *Implementing your club's growth plan*
4. *Welcoming your new members.*

The other brochure is a membership Satisfaction Guide. It helps your club know how to keep members happy and coming back. I hope each club will take time to go over these brochures at one of your meetings. In addition, I also dropped off 2 membership applications because our DG Jack wants us to recruit 2 more members from each club.

All of our DG teams just came back from our Fall COG meeting at Fairfield. I have to take an extra day for my training. I am learning every day alongside with the groups of Lions and we share our thoughts, especially on how to recruit members to grow our District. It is always a very challenging task but I am willing to do my share; will you do yours?

Thanks to all of you who attended the Photoscreening presentations on Oct 9th by PlusOptix (CEO Cyd) and PediaVison (given by PID Bill I.) and showed your interest and support for the eye screening programs for our children. In addition, thanks to those Lions who spent time to do more research and review of articles comparing the two equipment options. We are still working on getting the survey answers to all of you. Remember screening is the easy part. We also must work on a complete program to

provide eye glasses to those children who need them. There are various programs to provide further eye examinations and to give them eye glasses but a more detailed close-loop follow-up program must be established to monitor our last mile delivery of these eye glasses. In the coming months, I will work with the District vision care committee to outline and provide a more effective roadmap to this end.



At this past COG meeting, I proposed to the MD4 Council of Governors that our District host the Council of Governor's meeting in the Fall, 2015. This was judged to be a bold move as the costs of doing so in the S.F. Bay Area are typically high. However, though personal connections and relationships, I was able to bring down the costs and the COG has approved my proposal. IPDG Steve Picchi will be the chair of the event and we hope you will be able to participate and learn about how the COG works to support the 15 Districts in California.

1st VDG

*Macy Mak Chan
Legacy Through Giving and Service*



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FROM THE 2nd VICE DISTRICT GOVERNOR



Are you ready to lead?

As Lions we continually face opportunities, challenges and choices - how we view them defines us! How we choose to respond to those opportunities, challenges, and choices is indicative of our leadership potential and development - whether it's done on a club or an individual level.

Among the many challenges tackled by Lion Larry Dicus, International Director at the recently concluded COG meeting, was leadership succession planning. It is my belief that at Lions we are so fortunate to have a kaleidoscope of professionals different in so many ways, but all committed in making our organization's name, work, and legacy synonymous with innovation, integrity and outstanding public service through excellent leadership. Having said that, we need to plan and ensure that we have a robust succession plan of leaders who will provide continuity and realization of Lions objectives and goals. Acknowledging that Lions has a great pool of potential future leaders, it has been one of our District's focus to provide more relevant opportunities for our members to be tapped and developed as leaders. In the last few months alone, we have already held two quarterly trainings, coupled with various multiple district level leadership training, such as the upcoming Leadership Training Institute in Sacramento on Nov. 8-10, and another one in Ontario, CA on Jan. 17-19, 2015. Additionally, our district subsidizes 50% of members' registration costs when they attend and participate in these MD4 trainings. Our members can also take advantage of the wide-array of webinars available in the LCI website. Another great learning and development opportunity is the Lion University (www.lionsuniversity.org) that opens that gate for members to earn bachelor, graduate and/or post-graduate degrees in Lionism.

At Lions, we are not only committed to making a positive difference in the communities we serve, we are also equally committed to provide our members an organization that advocates their continuous learning and development.

Kudos to the GLT-GMT team for their unwavering dedication and work so that we can achieve more, develop further and ultimately actualize more of our leadership development and succession planning.

Lion Rod Mercado



Millbrae Lions partner with Millbrae Rotary to Help Mills High School



Council of Governors Awards



San Mateo Lions at Second Harvest Food Bank

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



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Photo Vision Screening Device Evaluation Oct. 9

LIONS VETERANS CHARITIES USO NIGHT

SATURDAY NOVEMBER 22, 2014, 650 Shell Boulevard, Foster City

HONORING OUR DESERT STORM WAR VETERANS

5pm Cocktails, 6pm Dinner, 7pm Program, followed by Raffle and Dancing,
Guest Speaker Michael Blecker - Founding Member of California Association of Veteran Service Agencies. Tickets: Roger Chinn 650-345-2877 Pat Hughes 650-619-7501 \$46/ person



WHAT DOES THIS MEAN TO CALIFORNIA?

- Out of 11.5 million undocumented individuals in the U.S. California has the largest share at 2.8 million
- Of the 39 million people in California, 10 million people have med-cal
- 5 million out of those 10 million are not eligible for glasses
- 29 million people have other insurances but, many insurances do not provide vision coverage

Winter Coats

– Our Goal: 500 warm winter coats for our Homeless Veterans - cleaning tag must be attached

- Mail To:
Americas Adopt A Soldier
PO Box 1049 Springfield VA 22151

Honor our Veterans Veterans Day's of Service

11 November 2014



LIABILITY ISSUES WITH THE VISION SCREENINGS

- State Senate Bill 724
 - a) Limitation of Liability for Vision Screening
 - b) Standards for Vision Screening
 - c) Recognizes The Distribution of Recycled Eyeglasses in California
- Lions Clubs International
- Volunteer Protection Act
- Insurance of attending Optometrist or Ophthalmologist



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WHAT'S HAPPENING on the LCI WEBSITE

Did Your Membership Grow in October?



J. Frank Moore, III

Membership Growth Awards honor Lions and clubs that invite new members in the months of October and April.

Lions that sponsor a member in October receive the Silver Membership Growth Award Pin. Lions that sponsor a member in October and April will receive both the Silver and Gold Membership Growth Award Pin. Clubs that add new members in both October and April will receive the Membership Growth Award Banner Patch and a

fiscal year patch. Thereafter, repeat award recipients receive a fiscal year patch to affix below the banner patch. To be eligible to receive the awards, new member and sponsor names must be reported to International Headquarters using MyLCI between October 1 and midnight October 31, and/or between April 1 and midnight April 30, Central Standard Time. Paper MMR's must be received between the 1st and 20th of October and/or April, respectively, to be processed in time. Awards are sent to club secretaries six weeks after the close of the month.



November 2014

Membership Focus: Family

Lions Diabetes Awareness Month

November 13-16:	OSEAL Forum (Incheon, South Korea)
November 14:	World Diabetes Day
November 15:	Postmark deadline for a club to send one winning Peace Poster (per contest) to the district governor
November 15:	Top Ten Youth Camp and Exchange Chairperson Award applications (YCE-110) due
November 15:	Annual District/Multiple District Youth Camp and Exchange Activity Report (YCE-1450) due
November 15:	Leo October Membership Growth Award nominations due
November 20-23:	Faculty Development Institute – Constitutional Area VI: India, South Asia, Africa, the Middle East (Hyderabad, Andhra Pradesh, India)
November 21:	Application deadline for Lions Quest grants to be reviewed at the January 2015 Lions Quest Advisory Committee (LAC) meeting
November 30:	Deadline for Family Membership Certification Forms

PLAN AHEAD for the 2015 International Convention in Hawaii

Aloha Lions! The 98th Lions Clubs International Convention is in the beautiful city of Honolulu, Hawaii, USA, June 26-30, 2015. Over 100 beaches surround Honolulu – more than any other city on the earth. Don't delay; register today for the convention to receive the \$110 early registration fee. You can also book your hotel room with LCI and stay with your delegation.

Extend your stay in paradise and add a Pre- or Post-Convention Tour with one of our preferred tour companies (or with Lion Amy). These destination experts are happy to help you plan the perfect Hawaiian vacation for your interests and budget. Remember to book early as Hawaii sells out quickly. We look forward to seeing you in Honolulu. Mahalo!



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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@financialrescuellc.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 OCTOBER
BULLETIN is 9/26/2014**



MARK YOUR CALENDARS:

2nd District Cabinet Meeting

November 8, 2014 Region 1&2,

Parish Hall, St. Anne of the Sunset Catholic Church, 850 Judah St, San Francisco 94122 -

\$15 before October 31 or \$20 at door, includes Continental Breakfast and Lunch.

Info: junmadrinan@hotmail.com 650-572-9021

MD4 Convention: February 20-22, 2015

Marriott, Convention Center, Visalia, Ca.

3rd District Cabinet Meeting, Region 4, 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

Foster City Lions

**BLOOD DRIVE
SATURDAY, OCTOBER 11TH**



DISTRICT CABINET MEETING EARLY REGISTRATION DEADLINE

OCTOBER 31, 2014

junmadrinan@hotmail.com
650-572-9021



Rich Lee, District Lion of the Year (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