



# The Extra Mile

Extra MILE (Membership, Integrity, Leadership, Enduring)

**Jocelyn M. Mina**

**District Governor ~ District 4-C4**

"To care, to share ~ to need no more."



## **District 4-C4 Cabinet**

For 2003~2004

**District Governor**  
Governor Jocelyn Mina

**Vice District Governor**  
VDG Ray Rosenthal

**Secretary**  
Secretary Chester Ajero

**Treasurer**  
Treasurer Al Lopez

**Admin Assistant**  
Lion Elizabeth Yolo

### **Region One Chairperson**

Chair Rosie Jones

#### **Zone Chairs**

Z1 Chair Yvonne Lee  
Z2 Chair Miriam Chaname  
Z3 Chair Joe Farrah

### **Region Two Chairperson**

Chair Ken Ibarra

#### **Zone Chairs**

Z1 Chair Helen Olson  
Z2 Chair Tom Cullina  
Z3 Chair Judy Malfatti

### **Region Three Chairperson**

Chair Doris Grason

#### **Zone Chairs**

Z1 Chair Michael Giusto  
Z2 Chair Kurt Tomlinson  
Z3 Chair Jun Madrinan

**Immediate Past  
District Governor**  
IPDG Michelle Jester

**Newsletter Editor**  
Lion Emil Kantola  
650 Manor Drive  
Pacifica, CA 94044  
(650) 355-3526

## **District Governor's Message for February 2004**

Dear Fellow Lions:

What a month January was. It went as such through the early days in February. As chronicled, quite historic, if I may say so!

The Orientation Meeting sponsored/ hosted by San Francisco Coordinating Council Of Lions in coordination with SF Chinatown Lions Club was quite a success. Around 70 attendees--some new members, some prospective members, several Lions--turned out for the meeting. This was held on January 8. On same day, R1 Z1 Chairperson Yvonne Lee hosted a Region One Advisory Meeting. It was a very informative gathering and well-attended, as well.

The Certified Guiding Lion Certification/ Training on January 10th, facilitated by Leadership MERLO Chairperson Emil Kantola, graduated 24 Lions. D4-C4 to date has 30 CGL's. Lion Emil deserves high commendation. PCC Bob Smith of 4-C5 and PCS Harry De Lope of 4-C2 were the instructors. The training session was very productive/informative and fun.

Pacifica Lions Club celebrated their 55th year anniversary on the 11th of January with inducting five (5) new members (formerly Lioness). PDG George Habeeb did the honors. Congratulations to the Lions of Pacifica for staying committed in serving those in need.

On the same day, Lion Julieta Artilles of Park Gate Lions Club celebrated her centennial birthday. Family, friends, and Lions shared that joyous day with her at a Sunday brunch. I hope to be as gorgeous and as mentally alert as she is if/when I get to her age!

We visited three (3) more clubs; one more to do sometime this February or March. We Hoped to have reached out to all Lions and have conveyed our vision and that of LCI President Dr. T.S. Lee. Realization of these visions depend on all

Lions coming aboard. A response to the need for membership extension has been in the works. Thanks to Lion Al Russell and the MERLO Team.

Informational meetings were held to prepare for the big day on January 28, the organizational meeting of the New San Mateo Club. On that day, the soon-to-be chartered (tentative date is April 18) Lions Club elected five (5) of its charter officers. Let us congratulate and wish Godspeed: Evangeline Laurel Mesa--Charter President; Elaine Boyd Borland-- Secretary; John Lau--Treasurer; Clifton Cox, Stefani Hartsell--Directors. Lion Al Russell and PDG Ray Kliewer are the Guiding Lions There were, aside from the MERLO Team, PDG's, cabinet officers, members who have been there from the very beginning; who will be there for as long as necessary.

Our Third Cabinet Meeting "Country Western" on January 31st was another highlight of events in January. Lions from 34 clubs out of 39 came to share their Saturday with their fellow Lions. Let us all commend Region Three Chairperson Doris Grason for a super cabinet meeting! She was very diligent in promoting it; 120 responded affirmatively! Everywhere you look reflects the theme - cactus plant centerpieces, western posters, "aspiring" cowboys and cowgirls - very fitting. The chefs of Foster City Lions Club could compete with chefs of 5-star hotels! Head coach William Cayhill of the vision-impaired USA Paralympics Judo Team, was the guest speaker. He and Ron Peck spoke of the need to support the team, financially, for the upcoming competition in Athens 2004. We welcomed the nominations of VDG Ray Rosenthal and Lion Eugene Chan, for district governor and vice district governor, respectively for 2004-2005. We enjoyed the visit of DG George Stewart and spouse Lynn, of VDG Ron Hurd and spouse Jennifer, both of 4-A3.

Update on the Leo Clubs front. LCI has

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## VDG's Message for February 2004

Hello Lions,

This has been a wonderful and challenging year and there is still so much to do, both as your VDG and as Chair of the MERLO Team. We have worked together as a team and that is good. We have brought the new Lions Club of San Mateo into being and they have elected a President, Lion Vhangeee Laurel Mesa, other board members and they have 23 strong lions to start their club. They are getting ready for their Charter Night. It took many Lions to make this happen. I thank each and every one of you. There is still a lot of work to do because they are a new club and we must all support them and help them grow.

It was great to see the first joint meeting of the Peninsula Council and San Francisco Council of Lions this year. It has been three years since they got together but they say it won't be that long again. I have been told that the San Francisco Council wants to host the next one so more of their people can come to it. This is working together and it makes me so glad that this district is doing such a great job of building stronger ties with each other. We are all Lions.

That is the purpose of Lions is helping each other and building stronger clubs and stronger Lions. I have seen much of this as I have visited each of you in your clubs this year and read your newsletters. I love those newsletters and reports and I read all of them! Keep them coming to me! I saw it at the great turnout at the Far East Café of new Lions and prospective Lions and all those Lions that came to get another dose of Lionism because you can never have enough! It was great and we all enjoyed it and learned from it.

It was also wonderful to see all the Lions that showed up to become Guiding Lions. They will not only help build new clubs and branches that will become clubs but they will help make their own clubs stronger and better Lions clubs because they learned more about Lionism and how to make it work.

At the MD4 Convention in Primm, Nevada, we had some 18 Lions attending from 4C4. There were some very important classes given that were really helpful in improving our knowledge of Lionism. Lionism is a powerful tool in our daily lives if we know how to use it. We also met some very powerful and impressive Lions throughout the Multiple District 4. It was quite an experience! There were two Presidential Awards given to two District 4C4 Lions but you will have to wait until our Convention in May to hear their names. You can be there and congratulate them in person at that time.

As you know, I am asking you to elect me your next District Governor. I have been a Lion in this District for 20 years and I have worked in every part of Foster City Lions Club, my home club, and all over the District. I believe we are a very special group of Lions. We are together and we are builders. True, we have lost some members in the last two years and we have gained a lot of members. We need to look at the reasons for the changes. We also

have a lot of small clubs that need other clubs to work with them to put on events. I want to keep hearing from all of you. Send me your ideas and suggestions and talk to me about your clubs and things you think can help us move forward in Lionism. This coming year will not be about me, it will be about all of us working together. That is OUR future, and that is my idea of Lionism.

Your friend and fellow Lion,  
Ray Rosenthal  
Vice District Governor  
Candidate for District Governor 2004-2005

**Your diamonds are not in far distant  
Mountains  
or in yonder seas:  
They are in your own backyard,  
if you dig for them.**

Russell H Cornwell

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confirmed the sponsorship of the Hillsdale High School Leo Club by Foster City Lions Club, thanks to the efforts of Lion Mary True. The So. SF Golden Gate Lions Club is sponsoring the San Francisco "Sayaw" Leo Club of students mostly from Lowell High School. Lion Feli Mele of SSFGGLC, District Youth Outreach Activities Chairperson is in charge of this endeavor.

The first day in February was quite historic, as well. The second branch club, the Mayon Branch Club, sponsored by the San Francisco Host Lions Club, was officially welcomed to 4-C4. Six (6) branch members were inducted - already dedicated to ongoing medical missions to the Philippines before becoming Lions. Branch Coordinator Lion Chester Ajero, Branch Liaison Lion Thelma Ajero, and Branch Vice Coordinator Lion Noe Tuazon, were installed. VDG Ray, MERLO co-chairperson Eugene Chan, and I were in attendance. Without the efforts and persistence of Lions Chester and Thelma, enthusiastic and supportive Lions of San Francisco Host, this branch club could not have materialized.

In the interest of time and space, a report on the recently concluded MD4 Convention in Primm, Nevada will appear in the next issue. It was Herodotus who once said: "Very few things happen at the right time, and the rest do not happen at all. ..." To correct these defects, we the movers and shakers must be conscientious of our goals and lead onward; overcome obstacles; tweak our imagination and ingenuity; history will continue to be made.

Sincerely, in Lionism,  
Jocelyn M. Mina  
District Governor

**WARNING - WARNING - WARNING - DATES  
IN CALENDAR ARE CLOSER THAN THEY  
APPEAR**

**Burlingame Lions Club** will be having their 75th anniversary on June 26th, 2004.

**Chinatown Lions Club** is sponsoring the Miss Teen Chinatown Charity Gala on Saturday, April 17th at the Westin St Francis Hotel in San Francisco. Contact SFCLions@aol.com for more information, advertising and reservations.

**Foster City Lions Club** will be having the installation of the Hillsdale High School Leos Club at their February 24th dinner meeting. What a great time for a visitation.

**Foster City Lions Club** Crab feed will be held on February 28th. Lots of salad, bread, crab, wine, and fun will be served for all. Contact Lion Tim Collins and let him know that you will be attending.

**Foster City Lions Club** is having an Easter Brunch and Easter Egg Hunt on April 11th. Call Lion Jim Traceski for details.

**Foster City Lions Club** is involved in blood drives at the Foster City Recreation Center. Donations may be given on April 10, June 12, August 14 October 8 and December 11. Times are 8:00 to 1:00. Call Lion Fred Kelly for more information.

**Millbrae Lions Club** is holding a Crab feed on March 6 at St Dunstan's, 1133 Broadway, Millbrae. Cost is \$37.50 per person. Call Lion Mike Simonini.

**Millbrae Lions Club** is sponsoring the **Rocky's Wine Tasting** at the Machinist Hall in Burlingame on April 25, 2004 from 2:00 to 6:00. The hall can hold 600-700 people. The wine tasting is for the support of the Lions Eye Foundation of California-Nevada. Advance reservations are \$35 and at the door are \$45. Call PDG Don Stanaway or PDG Rocky Lombardi for reservations.

**Nikkei Lions Club** is having a golf tournament on June 4th, 2004. The tournament will be at Sharp Park Golf Course. All are welcome to come and play. Call Lion Don Fung or the club president for more information.

**Ocean Ingleside Lions Club and the West O'Twin Peaks Lions** will be holding a joint fundraising Crab and Spaghetti Feast on March 27th from 2:00 to 7:00. The cost is \$25 per person. The event is for the benefit of the Lions Eye Foundation. Call Lion Tessie for reservations.

**Pacifica Lions Club** will be having a rummage sale on March 3rd through March 6th. The club has arranged for an empty store at the Linda Mar Shopping center for the sale. All, both lions and non-lions, are encouraged to come and buy, buy, buy. No entrance fee. Call Lion President Emil Kantola at 355-3526 for more details.

**Pacifica Lions Club** is selling chances on a pin vest for \$10 a ticket. Only 100 tickets per vest will be sold. The winner will receive the vest of lions pins and a Helen

Keller Fellow with the Lions Eye Foundation. Next time you see Lion Emil Kantola, ask him for a ticket.

**Pacifica Lions Club** is sponsoring a Caribbean Cruise out of New Orleans for the first week of October 2004. The cost of the cruise is \$1,100 for an inside cabin, \$1,250 for a window cabin, and \$1,400 for a balcony cabin. All prices are per person and include air out of San Francisco. There will be a drawing for a Helen Keller Fellow for the Lions Eye Foundation. All proceed will be for the benefit of the Lions Eye Foundation. Call Lion Kathy Dedini at (650) 355-5110 for reservations.

**San Carlos Lions** Children's Easter Egg hunt will be at the City Hall Park on April 10th.

**San Carlos Lions Club** will be holding their 6th annual crab feed at the Mahaney Hall. Cocktails at 5 and dinner at 7. Call Chairman Lion Kevin Clay if you would like to attend.

**The San Francisco Geneva Mission Lions Club** will be holding a Crab feed on February 28th. Contact Lion George Salet or Hanford Clews for more details. MMMMMMM fresh crab.....

**San Mateo Lions Club** will be holding their first installation of officers dinner on ???. The charter president will be Vhangee Mesa.

**Editors Note:** I was not able to get the date or location of the meeting for the San Mateo Club, but please keep an ear out for the occasion and set the date aside for the charter night installation. It would be nice if all clubs in the district would send a representative from their club to welcome the new club in our district.

**Peninsula Council of Lions** will be holding the February 23rd meeting at the Copenhagen Danish Restaurant at 256 Woodside Plaza in Redwood City. The cost is \$25. The meeting is being sponsored by the San Carlos Lions Club. Please RSVP to Lion Jack Van Eaton that you are attending.

**Peninsula Council of Lions** will be holding the Police and Fire Awards Banquet on March 26, 2004 at the Crown Plaza Hotel in Foster City. Tom Sinkovitz of KRON-TV will be the MC this year. Set the date aside and come and honor your local policemen and firefighters. Last year's event had an attendance of 400 people so get your reservations in early. Call Lion Jack Van Eaton that you are attending

**Peninsula Council of Lions** will be holding the May 24th meeting at the Hou Nan Gardens. The meeting is being hosted by the Palo Alto Host Lions Club.

**San Francisco Council of Lions** Police and Fire Awards are on March 20th at 6:30 PM at El Patio Espanol, 2850 Alemany Blvd. SF \$40 each, RSVP by March 5th to Treasurer Lion Woody Howard or to Council Secretary Lion Gail Wood - Hayward, CA

**San Francisco Council of Lions** is having the

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February 25th Meeting at 139A Broad Street, San Francisco, The meeting is being sponsored by the Ocean Ingleside Lions Club. The time will be 7:00 pm. Cost is \$16 per person. Call Katie Dawson at to RSVP.

**District 4-C4** district convention will be at the Red Lion Sacramento Inn on May 6-9. Contact your convention coordinator or PDG Elma Loreda for more details. Don't miss the 4th cabinet meeting, the fun, the food, the old/new friends and all the rest.

**Lions Clubs International** will have the international convention in Detroit Michigan on July 5-10, 2004. Next year the International convention will be held in Hong Kong on June 27-July 1, 2005.

**Lions Clubs International** - The USA Canada Forum will be held in Reno Nevada on September 9-12, 2004. The Forum will be held in Peoria, Il on September 21-24, 2005.

## ~ WE SERVE ~

### A Caribbean Cruise

The Pacifica Lions Club is sponsoring a seven day Caribbean cruise out of New Orleans. This cruise is for the benefit of the Lions Eye Foundation.

#### Carnival Conquest

October 3rd to October 10th ~ 2004

Oct 3	Sunday	New Orleans
Oct 4	Monday	Fun day at sea
Oct 5	Tuesday	Fun day at sea
Oct 6	Wednesday	Montego Bay - Jamaica
Oct 7	Thursday	Grand Cayman
Oct 8	Friday	Cozumel
Oct 9	Saturday	Fun day at sea
Oct 10	Sunday	New Orleans

The trip is being booked through Henderson Travel in Pacifica. Please call Lion Kathy Dedini at Henderson Travel for reservations or more information. Her phone number is 650 355-5110. Book soon as we are limited on time for matching funds from Carnival Cruise Lines. The cost of the cruise is:

Inside cabin	\$1,100 per person
Outside cabin	\$1,250 per person
Balcony cabin	\$1,400 per person

The prices include the cruise, all taxes and air out of San Francisco. Insurance, personal items and gratuities are extra.

For each 16 cabins sold, one person will receive a Helen Keller Fellow from the Lions Eye Foundation. The balance of the funds will go towards the Lions Eye Foundation building fund. Come and join us for a fun filled seven days and help the Lions Eye Foundation at the same time.

### Road to a Friend

A road less traveled  
Some might say  
Could cause confusion  
Or slight delay.

The road that is wide and straight  
Could get you quickly to your gate  
With time for many stops and then  
You can be on your way again.

The road less traveled  
Might be less known  
Might be winding or overgrown  
But could be a sweeter journey home.

Sometimes we follow the easiest road  
And want a wider path to take  
And perchance we miss the view  
Of mountain top or shimmering lake.

I've taken many roads  
Some I would not take again  
But welcome is the road  
That leads me to a friend.

Thena Smith

Editors note: Thena Smith is a poet in Coronado, California. She written several poems that have been used by the Pacifica Lions Club in various events. This one, I am very fond of. Thanks Thena.

Lion Robert Schilling of the Atherton Lions Club passed away on February 6th. Lion Robert's spouse, Lion Harriet Schilling is also an Atherton Lion. Our condolences go to the family and friends.

## WANTED

### ALL OF YOUR COLLECTED USED EYE GLASSES

#### WHY??

*Currently Lions in Sight has the following  
permanent clinics:*

*Mexico 35, Peru 5 and Sri Lanka 1*

*Each of these clinics are distributing  
an average of 1000 glasses per month.*

*As more new Clinics are established  
the need for used eyeglasses become more URGENT!*

**Please contact your  
Lions Eye Glass recycling Chairperson  
Lion William Balza**

*For information on providing  
Used eyeglasses*

This article was published in the Lions Pride (Brisbane Lions Club)

**Do You Just Belong?**

This Are you an active member,  
the kind who would be missed?

Or are you just content  
that your name is on the list?

Do you attend the meetings  
and mingle with the flock?

Or do you stay at home,  
to criticize and knock?

Do you take an active part  
to help the work along?

Or are you just satisfied  
to only just belong?

Do you work with your committee,  
and get right in and mix?

Or leave the work to just a few,  
and talk about the "cliques?"

Think this one over, member,  
you know right from the wrong.

Are you an active member,  
or do you just belong

Al Freudenberg.

Dear Lion Presidents:

Please return any and all perpetual trophy(ies) in your club's possession to:

Lion Bill Borba  
Clearlite Trophies           Tel. 650-589-1542  
210 Airport Boulevard  
So. San Francisco, CA 94080

at your earliest convenience. Lion Bill needs to add new names for the District 4-C4 Convention in May.

Thank you  
Lion Eugene Chan,  
Contest Commissioner

PDG Michael Newell's sister passed away in the end of January. PDG Michael will be going to Ohio for the services. Our prayers are with you Michael.

**Date for Special Occasions:**

Hearing Days	Mar 6-7
Pen Council Police and Fire Awards	Mar 26
Lions City of Hope Day	Mar 28
YCA Ticket Raffle	Apr 3
SF Council Police and Fire Awards	Apr 17
Eye Foundation Wine Tasting	Apr 25
District 4-C4 Convention	May 6-9
Council of Governors meeting (Visalia)	Jun 4-6
International Convention (Detroit/Ontario)	Jul 5-10
Council of Gov meeting (Walnut Creek)	Aug 6-8
USA Canada Forum (Reno)	Sep 9-12

**COMMUNICATION**

Most of us understand the importance of effective communication. Periodically, however, we should take a step back and evaluate the communication skills we use to get our message across. Here are 10 points we should remember in order to maintain open communication with members, lions and others.

1. Convey an attitude of trust. Improving the level of trust between two people helps to open the lines of communication. Once trust has been established, ideas flow more effectively.
2. Listen intently. Everyone likes to be heard. Try to listen more emphatically. Remember, you have two ears, so try to listen twice as much as you speak.
3. Stay calm. Even if the other person becomes irate, maintain your composure. Staying calm, particularly when the other person is emotional, is critical to fostering a climate that enhances communication. If you get excited, the other person will too, and nobody wins.
4. Accept personality differences. If you have a situation where personality clashes may adversely affect communication, accept it as something you cannot change. Try to see the situation from the other person's point of view, and avoid frustration.
5. Organize your ideas. When conveying information, particularly with respect to complex issues, it is important to do so in an orderly manner. Present the information in a way that is logical and meaningful to the *other* person.
6. Adopt a positive attitude. If someone says something that puts you on the defensive, don't overreact and make excuses. Instead, provide sound reasons for the actions you took.
7. Avoid either/or thinking. All issues are not black or white. Accept the fact that there may be shades of gray. Don't polarize your thinking. Keep your mind open to new interpretations.
8. Provide feedback. Nothing can be more frustrating to a client or co-worker than not being kept informed. Even if you have nothing concrete to report, they should have an opportunity to ask questions. This way, they know they haven't been forgotten.
9. Avoid information overload. Don't give too much information at once. If you are discussing a complex issue, break the information into easily digested chunks. If the listener feels overwhelmed, everything you say after that point is meaningless.
10. Avoid using jargon. Always remember who you are talking to. If you use a term the other person is not familiar with, be sure to define it in words he or she will understand.

Esther Rosenthal, the mother of Vice District Governor Ray Rosenthal and grandmother of Foster City Lion Ilan Rosenthal died January 23, 204 in Haifa, Israel at age 92. Our condolences to the Rosenthals.

## Why Members Drop Out And Ways to Prevent It...

Here are the most frequent reasons why Lions drop from their clubs according to a survey of International officers and directors.

Cause of Drop	How to Prevent It
1. Poor club leadership (organization, planning, and a common purpose)	Have all club officers attend a club officer's School The District holds three classes in May and June each year.
2. Prospective members are not screened for "Quality."	Make sure membership committee and board of directors take time to screen prospective members.
3. Inadequate induction ceremony.	Make induction ceremony impressive and meaningful.
4. Inadequate orientation.	Give thorough orientation to new member using LCI guidelines.
5. No participation.	Involve all members and make sure they stay involved.
6. Sponsor "Shirks" responsibilities.	Make sure sponsor understands responsibilities.
7. Lack of friendship or fellowship.	Always make the new member feel needed and wanted; no matter how long that member has been a Lion.
7. "Cliques"	Emphasize teamwork in service projects that can involve all members.
9. Wrong committee appointments and use of talents.	Take time to understand the Lions inner motivation and natural talents.
10. Absence of meaningful club talents.	Carefully assess your community's needs.
11. Club did not measure up to Lions original expectations.	Fully acquaint prospective member with what can be expected.
12. Boring meetings, too formal and inflexible.	Have a talented Tail Twister; enjoyable program with some entertainment; conduct the meeting with more tolerance, a creative spirit and humor.
13. Complacency, indifference and apathy of some club member's and officers.	Recruit some young members; improve communication between members; aim for service projects that are badly needed in the community; strengthen the leadership encourage members to attend district and international conventions and events.
14. Lack of individual recognition.	Give members praise for a job well done; give awards in front of the entire club; a well deserved "Pat on the back".
15. Poor communication between officers and members.	Improve the newsletter; increase skills of leading discussions at board meetings; plan for some social events that involve spouses.
16. Inadequate public recognition.	Appoint an aggressive public relations chairman.
17. Lack of membership growth and development.	Get advice from the District Governor or the Cabinet members as soon as possible.

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### Would you like to improve your meetings? Here are ten hints:

1. Does our club president follow an agenda? All meetings should have an agenda. It keeps the meeting on track.
2. Do meetings start and end on time? No one likes to feel that their time was wasted.
3. Does the club provide interesting and varied programs? Have a reason to come (and return) to a meetings.
4. Are guests properly introduced? Who was that masked man? Make sure everyone is introduced.
5. Are meetings interesting and lively? Have programs and have fun.
6. Is there a friendly atmosphere during club meetings? Everyone is a volunteer. Disagreements are ok, Fights NOT.
7. Are speakers given enough time for their presentations? A 20 minute presentation in 5 minutes? Give time.
8. Do club members have the opportunity to participate and communicate? Everybody should have a chance to be heard and the opportunity to participate.
9. Are the minutes of the previous meeting and the board of directors meeting read and approved? They should be.
10. Does the treasurer give monthly reports regarding the club's financial standing? A report should be provided each month. Let the members know what they are working for.