



The Spirit

"Catch the Spirit of Lionism"



Newsletter Editor Lion John Muniz

Assistant Editor Lion Paul Larson

Volume 1 Issue 8, February 2007

DISTRICT GOVERNOR'S MESSAGE

Hello Everyone,

As we head into March, there is sudden realization, whatever goals we set for ourselves to attain this year, are either close to becoming a reality or a well-intentioned dream. Hopefully, we as individual LIONS members and our clubs, zones and regions are within sight of achieving those goals, whether they are a net increase in membership, starting up a new community project, or raising a certain amount of funds to be distributed in your community.

Already we are two months into 2007. Already, all of the significant holidays of January and February have passed and spring is just around the corner. Last Saturday, February 24th, our Third District Wide form and cabinet meeting was held at the San Mateo Senior Citizens Center on the Alameda de las Pulgas in San Mateo. More than 130 Lions members and guests were in attendance. The event, featured the cabinet meeting, breakout sessions on the upcoming District Convention and recruiting new members. The convention committee chaired the sessions on the convention and PDG's John Benson and Mel Phillips were the featured speakers for the membership sessions. Many thanks to Region 3 Chair Lion Vhangeee Laurel-Mesa for chairing this meeting with its innovative theme of celebrating all of the holidays in a year. Zone Chairs Lions Bob Myers, Ken Harker and Eldon Fernandes and many other LIONS who worked long and hard to make the event a success. Finally, Cabinet Secretary Elaine Borland spent countless hours in preparing the days meeting schedule, recognition certificates and last minute details.

Governors Message continued on page 8



District Governor Lion Al Russell
District 4-C4
And
Lovely Lady Loretta Russell



Vice District Governor
Lion Maxine Frazier

VICE DISTRICT GOVERNOR'S MESSAGE

Retention IS Satisfaction Retaining Members

Every person likes to be treated in the same manner, as we ourselves desire to be treated. These mutual feelings apply directly to our membership strength. We must not only gain more new members in order to help meet human needs of our world, we must also keep our current members if we are going to be able to properly **SHARE THE VISION OF SERVICE** through the activities which Lions Clubs conduct. When Lions drop away and forfeit their membership, it is apparent their follow Lions have failed to **SHARE THE VISION** with them. We keep our members when we first "sell" them on the ideals of Lions, when we invite them to our club and we take a personal interest in them and their families. We will also retain our members when we use the twelve "I's".

VDG Message continued on page 9



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District 4-C4 Officers

2006-2007

As of 08/27/06

Position	Incumbent	Home Phone	E-mail Address
District Governor	Al Russell	650-474-3680	arussell@cbnocal.com
Vice Dist Governor	Maxine Frazier	650-991-0754	Lionmaxcat@yahoo.com
Cabinet Secretary	Elaine Borland	650-349-6309	Lionelaineborland@aol.com
Cabinet Treasurer	Sam Nervino	650-592-3804	snervino@aol.com
Exec. Director	Frank Cauterucci	650-593-6689	fcauterucci@aol.com
Exec. Coordinator	Doris Grason	650-368-1109	dgrason@msn.com
IPDG	Eugene Chan	650-345-7773	eugenechan4c4@yahoo.com
Region 1 Chair	Thelma Ajero	650-731-6012	ccajero@rcn.com
Region 1 Zone 1 Chair	Frances Tolosa	415-752-0572	lion_fran13@yahoo.com
Region 1 Zone 2 Chair	Dick Kishimoto	650-869-6220	rkarokeman63@aol.com
Region 1 Zone 3 Chair	Robert Ramos	510-522-6988	ramos@alamedanet.net
Region 2 Chair	Mike Simonini	650 697-6346	jsimvista@aol.com
Region 2 Zone 1 Chair	Rudy Pedagat	415-652-7271	rrpedagat@comcast.net
Region 2 Zone 2 Chair	Rick Ochsenhirt	650-794-1224	Ochs323@aol.com
Region 2 Zone 3 Chair	Bob Wilson	415-467-3427	skipperbob@ship134.com
Region 3 Chair	Vhangee Mesa	650-572-8685	laurelmesa@sbc.net
Region 3 Zone 1 Chair	Robert Myers, Jr.	650-728-7163	bobmyers_jr@yahoo.com
Region 3 Zone 2 Chair	Ken Harker	650-968-2207	ken.j.harker@worldnet.att.net
Region 3 Zone 3 Chair	Eldon Fernandes	650-325-4744	efernan314@aol.com
DISTRICT NEWS EDITOR	John Muniz	650-871-5829	jfmflash@flash.net
MERLO EXTENSION CHAIR	Helen Olson	415-215-7267	lionhelenolson@aol.com
CONTEST COMMISSIONER	Sandee Ige	650-589-0860	dinosauersandra@yahoo.com
STUDENT SPEAKER CHAIR	Toni Nava	650-343-8926	dntoycollector@aol.com
MERLO LEADERSHIP CHAIR	Ken Ibarra	650-827-1005	lionkenibarra@yahoo.com

News From Your Newsletter Editor

Your District Newsletter is now available online at our District 4-C4 website. To reach our district website, on your browser address bar type:

www.lions4c4.org

The District webpage will appear. On the left hand side of the District Webpage, click on "Newsletter" and this year's three issues will be listed plus past years issues. Our District Website contains much useful Information so visit it often.

Lion John Muniz



Please direct comments, concerns or pertinent articles to your District Newsletter editor Lion John Muniz.

E-mail: jfmflash@flash.net

Thank you.

Lion John Muniz

Newsletter Editor





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RETENTION - Keeping Members

Each time members are recruited, we TRUST that they will become actively involved and will develop a bond of long – term commitment to the club and to the service that it provides. Don't drop a member, please read this article published in the 1999 Spring MD-4 Newsletter.

VDG Maxine Frazier

STOP! Don't Drop that Member!

Does your club have members on the roster who haven't been to a meeting in a long time? Maybe a few of those members also owe dues? Don't drop these members in June without reading the rest of this article.

Why do Lions club members lose their enthusiasm for attending meetings or work projects? After all, when they first joined your club, they showed their willingness to participate in club activities and serve their community. Call one of these members and ask him "Why did you become a Lion? " You may think that his response will be "to serve my community". But are there other reasons for joining and staying in a Lions Club?

Past International Director Pat Quigley, in a speech at an MD-4 convention, proposed that there are four reasons why we join a Lions club. And these same four needs are what keep members in a Lions club.

Business needs and networking. This is one of the reasons Melvin Jones founded the Lions organization in 1917. We should encourage members to tell about what they do so that all members of the club can become better acquainted about each other's business.

Social interaction. Friendships are made in a Lions club and membership opens up a whole new circle of friends. Socializing at the Lions club activity fulfills a basic human need for fellowship.

Self improvement. Through the very nature of a club and the opportunities to hold office, be on a committee, make a presentation, and interact with others, you grow as a person. Your communication and leadership skills improve. You have the opportunity to attend seminars and workshops. All of this is available because of membership in your Lions club.

Personal satisfaction. The need for individual and community service and to feel good while doing so, is a common reason for joining Lions club. There is a great deal of personal satisfaction from helping others and making the community a better place.

By fulfilling these four basic needs, we attract members. If a club ceases to fulfill these basic needs, it loses members.

So, before your club "cleans house" at the end of this Lions year, perhaps the club should look at how it does business and examine whether or not the club is providing opportunities for its members to fulfill at least one or two of these four basic needs.

One of the best ways to conduct a self-examination of your Lions club, is to hold a club retreat.



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Belmont Lions Club Charter Night



Charter President Stuart
& Lion Gina Latimerlo.



PDG Lion Kay Fukushima,
Lady Loretta Russell and
District Governor Lion Al
Russell



PDG Lion Kay Fukushima



L to R Lady Helen Habeeb, PDG
Lion Kay Fukushima, and PDG
Lion George Habeeb



L to R Lions Sam Nervino,
Helen Olson, Frank
Cauterucci



Pictures courtesy of Lion Theresa
Garcia District Photographer.
Thank you Lion Theresa. You Go
Girl!



The Spirit Academy Awards of Lionism



Each year, Multiple District Four, (which comprises of the 15 Lions districts in California, and includes us here in District 4-C4), honors achievements in about ten separate categories with the Academy Awards of Lionism, on behalf of the 24,000 plus Lions members through out California. These beautiful awards, which resemble the "Oscar" statuettes in many ways, were presented by International President Jimmy Ross at the Gala Dinner at the annual MD-4 Convention in Fresno, CA. in early February. This year's awards honored achievements by Lions covering the period from July 2005 to the end of June 2006.

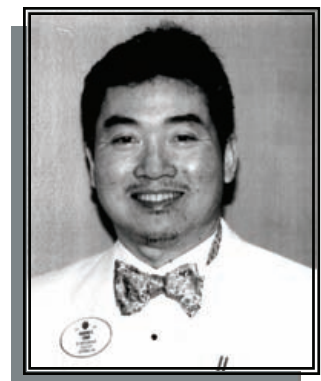
This year, District 4-C4 nominated individual Lions or Lions clubs in four different categories of the Academy Awards of Lionism, and won the awards in 3 of the 4. Congratulations to the husband and wife team of Past District Governor **Elma Loreda** and Past District Governor **Rudy Loreda** for being honored with the award for the *Highest Number of New Lions Clubs by a Member*. Kudos to Lion **Cindy Zheng**, Charter President of the San Mateo Metro Lions Club for being honored with the award for the *Highest Number of New Members by a Member*, which happened to be 25 members in her case. Hurray to the **San Bruno Lions Club** for being honored with the award for the *Most Original and Unusual Service Project*, for their annual 'Posy Parade' in San Bruno. And the **Daly City Host Lions Club's** 'Fun Day' project was nominated in the *Most Significant Service Project of the Year* category (it is true when they say that it is indeed an honor to be nominated).



Congratulations again to all the above Lions and Lions clubs for truly a job well done!

PDG Lion Eugene Chan

Pictures of award winners on page 10



LCIF

LIONS CLUBS INTERNATIONAL FOUNDATION



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Celebration Registration Form

The fee is \$50 per person. It includes dinner, desert, and coffee. Registration deadline is March 4, 2007. (Or until all available seats are sold)

No refunds after March 4, 2007.

Please select the Lions charity you wish to have your support given to.

I would like my contribution to go to:

- ☐ Lions Eye Foundation of California/Nevada, Inc.
- ☐ Campaign LCIF/SightFirst II

Name _____

Address _____

City _____

State/Zip _____

Telephone _____

Email address _____

I would like the following entree:

- ☐ Sliced Cross-Rib Roast
- ☐ Chicken Marsala
- ☐ Grilled Salmon

I would like to:

- ☐ Underwrite the event \$5,000.
- ☐ Sponsor a table(s) _____ @ \$100 each.

Total amount enclosed _____

Send your registration form and check to:

Lions Clubs 90th Anniversary
c/o Emil Kantola
660 Manor Drive
Pacifica, CA 94044

Please make payable to:
Lions District 4-C4

Join in our 90th Anniversary Celebration...
District 4-C4 is holding an event to celebrate the 90th anniversary of the founding of the Lions Clubs, and to raise funds to help prevent blindness in the world.



District 4-C4 Lions Club
660 Manor Drive
Pacifica, CA 94044



Lions Clubs International
District 4-C4

90th Anniversary

Celebration

March 11, 2007

at the

San Mateo Elks Lodge

This event will help support:





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The Lions Club

Mission statement of Lions Clubs International:

"To create and foster a spirit of understanding among all people for humanitarian needs by providing voluntary services through community involvement and international cooperation."

Lions Clubs International, District 4-C4 is made up of 42 clubs from San Francisco to Palo Alto, and part of 46,795 clubs worldwide, with 1.4 million members in 200 countries. Each club is made up of men and women who volunteer their time and talent to aid their community. Our district clubs have been an integral part of local community since its creation. Our members come from all facets of the community.



Lions Eye Foundation of California-Nevada, Inc.

Lions Eye Foundation of California-Nevada Inc. offers member clubs the privilege to refer to the Foundation's medical facility for needed of examination, treatment, surgery, and hospitalization any resident of the club's community in need of eye care, other than glasses, when this service is not otherwise available. The Lions Eye Foundation is generously supported by the Lions in District 4-C4.



Campaign SightFirst II

Campaign SightFirst II: Vision for all is proving that blindness is among the most cost-effective of all health initiatives. On average, every \$6 donation to Campaign SightFirst II restores someone's sight. Lions continue to be the world's foremost champions of sight. Most blindness is preventable, and Campaign SightFirst II will insure that the growing threats to sight are not realized.

Lions Clubs District 4-C4 90th Anniversary Fundraiser

Sunday, March 11, 2007
San Mateo Elks Lodge
229 West 20th Avenue
San Mateo, CA 94403

Choice of entree:

Sliced Cross-Rib Roast with Mushroom Sauce

Chicken Marsala

Grilled Salmon with Lemon Butter

Each entree is served with asparagus
and potatoes Anna, desert and coffee.

Event Activities

No Host Cocktails at the San Mateo Elks Lodge from 4:30 to 6:00PM. The dinner and raffle will take place in the dining room at 6:00 PM.

Black tie optional.

Event Raffle

Drawing during dinner

Our raffle is something that all our guests look forward to. If you would like to donate a gift or service to the raffle, please let us know. All donations are recognized during the event.

Name _____

Phone _____

Donated item _____

Contact Emil Kaniola at 650-355-3526 or send this to

660 Manor Drive, Pacifica, CA 94044



A Message From District Governor Al Russell

Hello Everyone,

It is with a great deal of pride and pleasure to announce to you the 90th anniversary of LIONS service to the community!

On behalf of the 1,400 members of District 4-C4 (San Francisco and the Peninsula) please accept our invitation to help celebrate this festive occasion. The celebration will take place on March 11, 2007 at the San Mateo Elks Lodge.

In 1917, a young insurance agent in Chicago by the name of Melvin Jones was struck by the idea that his business group could also serve the needs of their community by pooling their efforts and talents. It was from this group of business people that the first Lions Club was formed... From these humble beginnings, the Lions Club organization has grown to be an international association with more than 1.4 million members in over 200 countries or geographic areas.

At our 1925 convention, Helen Keller challenged us to become the "Knights of the Blind." ... Our Lions organization accepted that challenge with many sight related programs including the Lions Eye Foundation, Campaign SightFirst, and other programs including hearing, diabetes, youth and seniors.

Join us in celebrating our 90 years of helping hands and giving hearts.

Catch the spirit of Lionism and service.



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Governor's Message continued from page 1

Lion Jim Steiner, Palo Alto Host, Esther Caraway, San Francisco Host, Charles "Smitty" Smith, San Bruno, Annie Lopez, SSF Golden Gate and Rich and Steve Picchi, Half Moon Bay Lions were presented with Governors Awards in recognition of all their efforts above and beyond the call of duty. Congratulations and thank you to all of you.

In case you have not heard, this is what is happening around the District in March:

- Sunday, March 11th is our 90th Anniversary Birthday Bash and fundraiser for the Lions Eye Foundation and Campaign Sight First II. The event will be held at the San Mateo Elks Lodge. We have the entire facility for the evening with plenty of parking. Tickets are \$50.00 per person and clubs are encouraged to buy and sponsor a table to \$100.00. We will recognize Melvin Jones and Helen Keller Fellows and there will be special Helen Keller presentation. Local dignitaries will be present, including State Senator Leland Yee and Past San Mateo Board of Supervisors President Jerry Hill. There will also be a Live Auction, Silent Auction and raffle. The co-chairs for the Lions 90th Anniversary are Lions Rich Lee and Ester Lee. Please come and celebrate with your fellow Lions and friends the 90th Anniversary of Lionism.
- Friday, March 30th is the annual Peninsula Council Police and Fire Awards Banquet at the Crown Plaza Hotel in Foster City. Get your tickets early, this is a popular event and sells out fast.

Congratulations are in order:

- The new Belmont Lions Club was officially welcomed into the District on February 11th at Dominick's Restaurant in San Mateo. Over 130 people were in attendance and Lion Past International President Kay K. Fukushima was the inducting and installing officer. Welcome aboard Belmont Lions!
- The new Bayview Hunters Point Lions Club has applied to Lions International for their club charter. Charter Night, for the Bayview Hunters Point Lions Club is April 29th, more details are forthcoming.
- Congratulation to Lion Rich Picchi who has been appointed the District Student Speaker Trustee as successor to Lion Dick Noftsgar who passed away in December, 2006.

Finally, I want to thank you, the members of District 4-C4 for all of your efforts this year, they are much appreciated! A special thanks to Lion Doris Grason, who did an outstanding job in arranging for our cabinet visitations.

Governor, Lion Al.



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VDG Messaged continued from page 1

1. **Inform** present Lions, potential Lions and the public what the association offers its members.
2. **Inspire** every member to take an active part in recruiting new member and making them feel welcome.
3. **Inquire** how other successful membership drives have been conducted and adapt useful ideas for our own programs.
4. **Impress** on those who have talents our club needs that they can make a real contribution. It's flattering to be needed.
5. **Influence** prospective member with details of the Lions humanitarian achievements. People like to be identified with a successful organization.
6. **Innovate** new ideas, for perhaps it is time to change old techniques of recruitment. This year, try some new approaches.
7. **Introduce** new or prospective members to everyone in your club.
8. **Install** new members during an impressive ceremony. Such special attention adds warmth to a welcome.
9. **Involve** new members in specific activities immediately.
10. **Improve** methods of keeping old members active and interested.
11. **Instill** loyalty in every member. Use a club newsletter to keep everyone fully informed of the club's activities, achievements and forthcoming programs
12. **Infuse** your whole membership campaign with an air of success. Be positive!

Remember, keeping members is a positive approach and positive means act. This action must take place **NOW!**

Submitted by Lion Maxine Frazier



Queen Mary II sailing into San Francisco Bay, Photographed by District Newsletter Editor Lion John Muniz



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3rd District Cabinet Meeting





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LIONS INTERNATIONAL CODE OF ETHICS

TO SHOW my faith in the worthiness of my vocation by industrious application to the end that I may merit a reputation for quality of service.

TO SEEK success and to demand all fair remuneration or profit as my just due, but to accept no profit or success at the price of my own self respect lost because of unfair advantage taken or because of questionable acts on my part.

TO REMEMBER that in building up my business it is not necessary to tear down another's; to be loyal to my clients or customers and true to myself.

WHENEVER a doubt arises as to the right or ethics of my position or action towards my fellow man, to resolve such doubt against myself.

TO HOLD friendship as an end and not as a means. To hold that true friendship exists not on account of the service performed by one another, but that true friendship demands nothing but accepts service in the spirit in which it is given.

ALWAYS bear in mind my obligations as a citizen to my nation, my state and my community, and to give to them my unswerving loyalty in word, act and deed. To give them freely of my time, labor and means.

TO AID my fellow men by giving my sympathy to those in distress, my aid to the weak, and my substance to the needy.

TO BE CAREFUL with my criticism and liberal with my praise, to build up and not to destroy.

LIONS CLUBS INTERNATIONAL OBJECTS

TO CREATE and foster a spirit of understanding among the people 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 choice 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 CLUB MOTTO: WE SERVE

There are currently 1.4 million volunteers in over 193 countries and geographical areas of the world that are Lions. To find out more about Lions Club in your area go to

The International
Association of Lions Clubs
District 4-C4

Newsletter Editor
Lion John Muniz
600 Santa Florita Ave.
Millbrae, Ca. 94030
Phone: 650-8715829
Email: jfmflash@flash.net



We Serve

Asst. Editor
Lion Paul Larson
Email: lion-
paul@chapelofthehighlands.com

"Catch the Spirit of Lionism"

The Spirit

