



# Sailing

The SF Bay of Service  
Together



July 2012 - Issue 1

Service Action Integrity Leadership

From the Desk of the District Governor  
Skipper Bob Wilson

Dear Lions

*Many Lions who attended the Installation of our 2012-13 Cabinet requested a copy of my speech. So here it goes ...*

“Service is dynamic action bridging the gap between service, vision and reality.

Service and vision becomes a reality when we Lions come together to serve as a Crew on our Ship District 4-C4 to provide community service. As Melvin Jones said often: "You can't get very far until you start doing something for somebody else,"

Effective service is only possible through team work. Our motto is "We Serve."

In baseball the successful hitter is the person who can find the 'sweet spot' of the bat.

My daughter did her science project in the 7th grade on this.

We must apply this same scientific fact to our clubs and find the "sweet spot" - the optimum balance point between our strong and diverse Lion members, the needs of the Lions Club and the many opportunities we have for service.

As International President Wayne Madden states each club should take the time to examine what they are doing right and what they could do to fine tune their club. It's called honing your 'sweet spot' which leads to a sense of accomplishment, respect for each Lion member, confidence and Lion power.

We ROAR.

The world we live is in need of service. Service is important because leaders give hope in a community.



THE DISTRICT  
APPLAUDS

New Members  
Membership Growth  
Activity Reports



District Governor  
Skipper Bob Wilson

In times of disaster, people feel hopeless. Good service projects give hope. We Serve because We Care". Teddy Roosevelt once said, "People don't care how much you know until they know how much you care." And as Lions we do care and I know that each of you cares as well. We are Lions! Where ever you go, you should wear your Lions pin!

As your Governor, my goals are simple First, I am asking each Club to look at your membership as of this month July

2012. My challenge to each club President is to have a positive membership by the end of June, 2013. I talk about membership but, in reality, I am talking about service.

By building your membership you are able to provide more service to your communities and that is what is important. Service is Fun and Increases Membership! Service is the mission of Lions Clubs, while Membership is the lifeblood of our organization. Without Members nothing happens, nothing works. Mother Theresa said that the desire for appreciation is greater than the desire for bread. Appreciation is

powerful. A recent study in USA reveals that 48% of people leave their clubs because they feel they are not recognized. Recognition is critical for a leader. Andrew Carnegie once said "No man will made a great leader who wants to do it all himself, or to get all the credit for doing it." We lose members, for the most part, because we do not keep our members actively engaged in doing things that help them feel needed and appreciated. I want to work with clubs that are under 20 members to help them grow their membership.

Second, to continue to form new Lions Clubs in areas that will meet identified needs in the community.

Service Matters. Our Motto is "We Serve" I encourage each Club to promote the Youth Opportunities Programs such as the Students Speaker Program, Flag Day, Lions Quest, the Essay Program, and the Peace Poster Contest. By doing this, the Lions are involved in schools, working with youth of their community and promoting what we do best and that is "Service". International President Wayne

IP Madden's theme, "In a World of Service" challenges



Lions in districts and clubs to demonstrate their dedication to service with a special focus on the Reading Action Program. One of every 20 adults here in the United States of America is not literate! We are a network of over 46,000 clubs in 207 countries around the world. We can help STAMP out illiteracy worldwide and here in the USA. There are many ways Lions can help in their respective communities, such as: developing after school reading programs; reading to children at local libraries; donating books and/or computers to our local school or library; volunteering as tutors through a local school; and many other such activities. Yes, Service includes engaging youth, working with the blind and visually impaired, feeding the hungry, working to improve the environment and to protecting children from Measles through our partnership with the Bill and Melinda Gates Foundation. I know that many of our Clubs in the District are already engaged in such programs. As your Governor, I want to encourage all of you to participate in helping to eradicate illiteracy. President Madden, having been a high school teacher himself, wants to focus on reading and improving the literacy rate

through the “Reading Action Program” (RAP).

4. Training. I want to encourage all Clubs to participate in training programs whether it is in Orientation, Club Excellence, Mentoring, Guiding Lions or other leadership programs to help build stronger and more engaged members. We lose members, for the most part, because we do not keep our members actively engaged in doing things that help them feel a part of something good and helpful.

5. One of the most common critical aspects of teamwork and services is Communication.

Communication is a two way street. I am working on improving the communication between you and the District. We have a New E-mail address Lions4Service@gmail.com for you to E-mail your news and

Shout Outs for the Web, the Newsletter, the Bulletin, yes, our NEW BLOG and Social Media. I have instructed the webmaster to include an interactive calendar for our website as well as create advertising opportunities on our website ... How many of you know our web site?... it's Lions4C4.Org. I encourage each of you to take advantage of all resources



.... including the telephone, to publicize your outstanding Lion Club Service projects, club accomplishments, dinners and meetings. Shout it out “WE SERVE.”

6. Lastly, I want to impress on each Club the importance of remaining in good standing which means not only paying your dues on time to District 4- C4, MD-4 and LCI but, to also complete and submit all

Monthly required reports including the Monthly Membership Reports now known as My LCI and Club Activity Report. Remember you are the Sailing Crew of District 4-C4. It's Up To You to Sail Ship District 4-C4 and Navigate the waters both in smooth sunny weather but in stormy seas on the Sea of Service. You are the Crew, You are the Navigator, You are the Helmsperson. Each and every club makes a difference and together we will chart a course to successfully navigate and berth our ship in 2013 with more members, more service projects, more fun and more friendships.

At this time I want to thank my Home Club, the Brisbane Lions, for their support, as well as, District 4-C4 for your continual

support and encouragement in my new role as your District Governor. I want to give a Shout Out of thanks to Immediate Past International Director Bob and Vickie Smith for your ongoing support, guidance and friendship. A special thank you and SHOUT OUT to PDG Al Russell and PDG Mike Simonini, Lions Elaine Borland, Amy Fink, Tashaki Ford, Vilma Lopez, Toni Nava, and Lydia Taylor-Bellinger. They have done a great job organizing and promoting this event! Thank you!

People do not know how much you know until they know how much you care. I leave you with a wonderful quotation by a woman named Margret Mead “nothing in this world could be compared to a small group of committed people who want to change this world.”

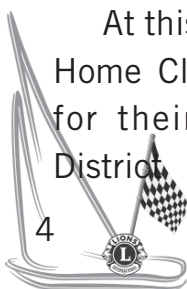
Indeed a small group of people can change the world and the choice is yours.

Let's SAIL Together Service Action Integrity Leadership

*Live Well, Laugh Often, Love Much.*

*DG Skipper Bob*

*DG 2012-13*





## Congratulations to: 2011-2012

### District Lion of the Year

**PCC Emil Kantola**

**Lion Eleanor Lindquest-Britter**

### Si Moyer - Rick Nuccitelli District Governor Award

**Lion Oriye "Ora" Seyler**

**Lion PDG Larry Wong**

### Lions International Purposes

- **To Organize**, charter and supervise service clubs to be known as Lions clubs.
- **To Coordinate** the activities and standardize the administration of Lions clubs.
- **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 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 others, to resolve such doubt against myself.
- **To Hold friendship** as an end and not a means. To hold that true friendship exists not on account of the service performed by one to another, but that true friendship demands nothing but accepts service in the spirit in which it is given.
- **Always to bear in mind** my obligations as a citizen to my nation, my state, and my community, and to give them my unswerving loyalty in word, act, and deed. To give them freely of my time, labor and means.
- **To Aid others** 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 destroy

### 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 Clubs in your area go to [www.lions4c4.org](http://www.lions4c4.org). Go online and find the Lions Club near where you live and find out what we are doing in YOUR community. Are you ready to be a Lion? E-mail [lions4service@gmail.com](mailto:lions4service@gmail.com) for more information.