



Congratulations to:
2011-2012
District Lion of the Year
2011-2012

PCC Emil Kantola and Lion Eleanor Lindquest-Britter

We Serve

SI Moyer - Rick Nucitelli District Governor Award
2011-2012
Lion Oriye "Ora" Seyler and 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. 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 for more information.

Service Action Integrity Leadership

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."

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.

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 in times of disaster, hope in a community, because leaders give Service is important. The world we live in is in need of service. We ROAR.

From the Desk of the District Governor
Skipper Bob Wilson



THE DISTRICT
APPLAUDS
New Members
Membership Growth
Activity Reports

Photographs
Events

1st VDG Steve Picchi
2nd VDG Jack Van Etten
Stuff You Need to Know
Treasurer's Column
Report on Visitation



July 2012 - Issue 1



website: www.lions4c4.org e-mail: lions4service@gmail.com

District Governor
Skipper Bob Wilson

INSIDE THIS ISSUE



Lions Clubs International | District 4-C4 | California | U.S.A. | July 2012 - Issue 1
DG Skipper Bob Wilson 2012-13 | 415-279-7097 | skipperbob@skipper-bob.com
District e-mail: lions4service@gmail.com | District website: www.lions4c4.org



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:

1. First, I am asking each Club to look at your membership as of this month 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 make 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. Email me at skipperbob@skipper-bob.com.

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

3. 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 Contest, and the Peace Poster Program. By doing this, the Lions are involved in schools, working with youth of their community and promoting what we do best and



Lions Clubs International | District 4-C4 | California | U.S.A. | July 2012 - Issue 1
DG Skipper Bob Wilson 2012-13 | 415-279-7097 | skipperbob@skipper-bob.com
District e-mail: lions4service@gmail.com | District website: www.lions4c4.org