

The Association of Lions Clubs International  
 District 4-C4  
 Newspaper Editor  
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**Congratulations to:**  
 2011-2012  
 District Lion of the Year  
 PCC Emil Kantola and Lion Eleanor Lindquest-Britter  
 SI Moyer - Rick Nuccitelli 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

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

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'

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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.

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

From the Desk of the District Governor  
 Skipper Bob Wilson



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 Skipper Bob Wilson

website: www.Lions4C4.org e-mail: Lions4Service@gmail.com

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

community and promoting what we do best and that is "Service". International President Wayne

