



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 ~ District Governors Message

Fellow Lions;

On behalf of The International Association Of Lions Clubs and President Dr. Tae-Sup Lee, welcome to Lions Year 2003-2004.

D4-C4 was well represented at the recently concluded International Convention in Denver, Colorado. The delegation of 27 Lions and spouses or guests are from Lions Clubs as follows: Burlingame, Castro, Chinatown, Foster City, Golden Gate, Marina-North Beach, Millbrae, Ocean-Ingleside, San Carlos, and San Francisco Host. We witnessed the passing of the torch from now Immediate Past President Kay K. Fukushima to now President Dr. Tae-Sup Lee. I had one of my defining moments as well. I was officially installed as district governor, 2003-2004 with the assistance of sitting Governor Michelle. I certainly appreciate our delegation for their attendance. I hope they had as much fun as I had!

"Innovation: Gateway To Our Future" is Dr. Tae-Sup Lee's slogan, symbolized by a pagoda. Some of his key concepts are: Building the future through innovation; focus on critical elements of innovation which are membership and attainable goals; innovative/creative ways of improving many of our activities; enhancement of women membership in the Association (hence, the establishment of District Women's Membership Development and Participation Committee); and energized focus on potential Lions at university/college campuses and/or recruit graduating Lions into established clubs (hence, the establishment of District Campus Club Committee). Dr. Tae-Sup Lee will continue **MERLO**.

The **MERLO IMPACT TEAM, 2002-2003** was a success. The latest count for new clubs is 1920 and a net gain in membership of 13,707. We are now in 191 countries. The Vatican City is the newest member. Innovation goes hand-in-hand with creativity--when we transform the ordinary into the extraordinary. Dewitt Jones once said: "When our patterns go too long unquestioned, they become our prisons." There is nothing more permanent than the reality of change. Changes are very dynamic and we as Lions must acknowledge the permanence of change. To be relevant as a service organization we must respond accordingly and proactively to ensure our future as a viable world-class service organization.

To cope with the growing needs, membership dues increase was adopted: \$11.50 effective July 1, 2003; \$13.975 effective July 1, 2004; \$16.75 effective July 1, 2005. Fellow Lions, we have a big challenge ahead. Let us all be cognizant of our responsibilities under Lions Clubs International and in D4-C4, as well. I urge each of you to be the ideal team player. Join me in my journey "To care, to share . . . to need no more." The impact of innovation in this arena is as dynamic as it is permanent. Success in responding to each need requires teamwork. Together, let us go the extra **MILE** (Membership, Integrity, Leadership, Enduring (outlook) -- one mile at a time to help a person in need --one person, one family at a time, until the need no longer exists. To kick off Lions Year 2003-2004, we will hold the cabinet installation on July 20, Sunday at the Green Hills Golf and Country Club in Millbrae. PDG Dana Biggs of 4-A2 will be our installing officer with PDG Don Stanaway as the Master of Ceremonies.

Our first cabinet meeting will be held on August 16th, Saturday, hosted by Region One Chair Rosie Jones and the zone chairs of Region One. It will be held at Lincoln Park located at Brunswick and Acton in Daly City. This is our chance to show off our national colors and be proud to be an American! The theme is "**RED, WHITE & BLUE**". We plan to have all our cabinet meetings thematic. Maybe suggestions are in order.

To close my year as vice district governor, I am taking this opportunity to thank all of you for the support and friendship I have received. I thank Governor Michelle for making me an integral part of her team.

Sincerely in Lionism,

Jocelyn M. Mina
District Governor, D4-C4

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District 4-C4 ~ Vice-District Governors Message

Hello District 4c4 Lions

This Lion's year started with a great International Convention in Denver, Colorado. I am really looking forward to working with District Governor Jocelyn, and hope to visit all of the clubs in the coming months. As Vice District Governor, I will be involved with many different aspects of the district functions. My main function will be leading the team of MERLO. You will hear more from this committee later in the year.

To the clubs that have had their officers installations and to all incoming officers I want to congratulate you all and thank you for the new added responsibility that you have taken on. Please know that you are not out there alone, the Past Presidents and Past District Governors are all behind you to help make your year a pleasant and successful one, a year of friendships and learning. Please take your responsibilities with a grain of (sugar) and do not be afraid to take your club to the next level of successes. It's exciting! District committees are standing by to help on demand, call your District Zone Chair or Region Chair to get the line up of information that you need. Please enjoy the up coming year as proud Lions.

Lion Vice District Governor Ray

A message from the newsletter editor

Congratulations to all of the new officers in the district. I am sure that you will have a very successful year. To help you reach that goal we are here to help you. Please add me to your newsletter mailing list so that we can get your club news out to the District. The newsletter will be mailed to all Club Presidents, Past District Governors, Cabinet Officers, club newsletter editors, as well as others from outside of the district. If you would like your own copy of the newsletter, please let me know. The newsletter will also be published on the District 4-C4 web site.

Ads are available for the newsletter. If you would like to support the newsletter by placing a business card ad in the newsletter, please mail me your card and \$25 to: Lion Emil Kantola, 660 Manor Drive, Pacifica, CA 94044.

The District roster will be available at the first cabinet meeting to be held in August. I have enclosed a list of District 4-C4 club presidents until you receive the roster. Club information received from some newsletters is also included in this newsletter. If you have any questions or concerns, feel free to call me. (650) 355-3526

Lion Emil Kantola
District 4-C4 newsletter editor

Castro Lions Club:

Great American Bake Sale:

The event benefits after school programs and nutrition programs for children. The Club will be participation on the event at 18th and Castro between 10am and 4 pm on August 16th. A great event and it helps the kids. If you would like to bake something for the event e-mail Lion Linda at "lionnewed@aol.com".

Foster City Lions Club:

Foster City Lions Blood Drive:

The blood drive is at the Foster City Recreation Center. Come and give on October 11th. Contact Lion Fred Kelly for more information.

Marina North Beach Lions Club:

Annual Installation of Officers:

The installation and 65th Charter day Anniversary Dinner will be held at the Basque Cultural Center, 599 Railroad Avenue, SSF. Cocktails are at 5:30 and dinner at 6:30. The event is on August 22nd but please RSVY to Lion Frances Tolosa at (415) 674-8767 by August 15th.

Nikkei Lions Club:

Annual Fishing Derby:

The event benefits the Tenderloin Children's Christmas Party. Lion Captain Don is hosting the derby on the "Fully Vested" out of Emeryville. Cost is \$125 for a full day of fishing and fun. Please RSVP Lion Don at (415) 772-2946 ASAP as space is limited.

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San Bruno Lions Club:

San Bruno Annual Charity Golf Classic:

The annual golf tournament is at the Crystal Springs Golf Course on Wednesday, October 8th. The cost of the event is \$150 per player. Call Mitch Juricich @ (650) 697-5946 and sign up by September 26th.

Pacifica Lions Club:

Thank You Dinner:

The clubs annual thank you dinner will be at Nicks Restaurant, 100 Rockaway, Pacifica, on August 23rd. The cost is \$25 per person. Call IPP Michael Giusto @ (650) 359-5665 for reservations.

Pacifica Fog Fest:

The event is on Palmetto Avenue in Pacifica on September 27th and 28th. Come and have fun and eat a Pacifica Lions Club Steak Sandwich. No entrance fee.

Pin Vest:

The Club is auctioning off a pin vest. One hundred tickets are to be sold at \$10 per ticket. The winner will receive the pin vest and a Helen Keller Fellow from the Lions Eye Foundation. Next time you see lion president Emil Kantola, ask him for a ticket.

Halloween Party:

At IPP Michael Giusto home. This is the second annual Halloween party. The proceeds from this event go towards the Club convention fund. Costumes are required but the price has not been set yet. If it is anything like the first, it is worth attending. The party will be in October 25th.

Caribbean Cruse:

The Pacifica Lions Club is sponsoring a western Caribbean seven-day cruse out of New Orleans. The cruse is to be held in October 2004. Costs are \$1,100 inside, \$1,250 with window and \$1,400 for a balcony. All prices are per person and include air out of San Francisco. All profits from this event are to go to the Lions Eye Foundation. One person on will receive a Helen Keller Fellow from the Lions Eye Foundation. Those interested call President Lion Emil Kantola at (650) 355-3526.

Peninsula Council of Lions:

Installation Dinner:

The annual installation of officers will be at The Radisson Villa Hotel, 4000 So El Camino Real, San Mateo, on Sunday, August 17th. The cost is \$33 per person. The installation also honors Club Presidents and PLC Past Presidents. Call Lion Al Thomas @ (650) 493-4476 for reservations.

District 4-C4:

First Cabinet Meeting:

The first cabinet meeting will be held on August 16th at Lincoln Park, 901 Brunswick Street in Daly City. The Time will be from 8:30 am to 2:00 pm. The cost for the lunch is, Lions and Guests \$15 and Children \$8. The Theme is "Red, White and Blue". Enjoy the day with a light breakfast and lunch, plus raffle prizes. The Guest Speaker will be PDG Dave Johnson, District 4-C5. Lion Dave was Past Council Chair in 1999-2000. Please RSVP to Lion Rosie Jones at (410) 585-5725 by August 8th.

Second Convention Meeting:

Make your plans to attend the second cabinet meeting in Carmel. The meeting will on In November. More information will come at a late date.

Multiple District 4:

The 85th Annual Convention:

The MD4 convention will be held in Primm Nevada on February 6-8, 2004. For more information on the MD-4 Convention look up the web site at <http://www.md4lions.org>.

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District 4-C4 Cabinet officers for 2003-2004

DG Jocelyn Mina	539 Raymond Avenue	San Francisco CA 94134	(415) 239-7992
VDG Ray Rosenthal	361 Trysail Court	Foster City, CA 94404	(650) 574-1043
Secretary Chester Ajero	780 Beechwood Drive	Daly City, CA 94015	(650) 731-6012
Treasurer Al Lopez	410 Oak Court	San Francisco, CA 94014	(650) 334-7691
Admin Assistant Elizabeth Yolo	340 Lake Merced #17	Daly City, CA 94015	(650) 994-4480

Region One

Chair Rosie Jones	768 Belleview Avenue	Daly City, CA 94014	(650) 484-5725
Zone One Yvonne Lee	2414 California St	San Francisco, CA 94018	(415) 386-6668
Zone Two Mariam Chaname	33 San Felipe Ave	So San Francisco, CA 94080	(650) 761-0377
Zone Three Joe Farrah	1410 Murchison Drive	Millbrae, CA 94030	(650) 697-6359

Region Two

Chair Ken Iberra	100 Luchia Court	San Bruno, CA 94066	(650) 827-1005
Zone One Helen Olson	3764 Fairfax Way	So San Francisco, CA 94080	(650) 878-0511
Zone Two Tom Collina	266 Castaneda Drive	Millbrae, CA 94030	(650) 697-1921
Zone three Judy Malfatti	777 Morrell Avenue #301	Burlingame, CA 94010	(650) 343-5363

Region Three

Chair Doris Grason	451 9 th Avenue	Menlo Park, CA 94025	(650) 368-1109
Zone One Michael Giusto	768 Big Bend	Pacifica, CA 94044	(650) 359-5665
Zone Two Kurt Tolleson	1158 Blythe Street	Foster City, CA 94044	(650) 574-4504
Zone Three Jun Madranan	2 Seagate Place	Belmont, CA 94002	(650) 683-9021

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 of profit for 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 others. To be loyal to my clients or customers and true to myself.

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

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

TO AID my fellow man 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 CLUBS INTERNATIONAL OBJECTIVES

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, culture, 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 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 men and women 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.