



The Spirit

"Catch the Spirit of Lionism"

Newsletter Editor Lion John Muniz

Assistant Editor Lion Paul Larson

Volume 1, Issue 1, JULY 2006

DISTRICT GOVERNOR'S MESSAGE

Hello Everyone

This year has begun with a flurry of activities including many club installations and the district installation which was held on July 16th at the Sheraton Gateway Hotel in Burlingame. We had a great turnout with approximately 230 Lions & guests in attendance. The highlight of the evening was the inspiring address which was given by our installing officer, Past International Director Bill Crawford.... I would like to take this opportunity to thank several people whose efforts went way beyond the call of duty in making the evening a special one.....Lion Frank Cauterucci who spent hours in obtaining proclamations from public and city officials. Lion Al Thomas (Palo Alto) who handled tickets & reservations, sometimes working past midnight to update reservation counts....many reservations were not received until the day before or on the 16th. Lions Elaine Borland (San Mateo) Paula Ebejer-Moffitt (San Carlos) John Muniz & Paul Larson (Millbrae) who put the souvenir program together. Also a big thank you to Nancy & Tony Montes for the beautiful floral arrangements and to Lion Dick Kishimoto for his always great music.

In addition to the information regarding this year's International Presidents program which is contained in this newsletter, I would like to point out to the club presidents the following three new programs which will soon be made available on the LCI website (www.lionsclubs.org).

1. The Club renewal challenge (an opportunity for clubs & their members to review their activities, procedures and operations and identify new ways to re-energize their clubs.)
2. Lions Serving Humanity Project - A NEW LION EXCHANGE PROGRAM
3. Project and Fundraising Database - A NEW ACCESSIBLE DATABASE FOR CLUBS

Also, I would like to direct your attention to the following courses now available online for ALL LIONS at the Lions Learning Center: Governors message continued on page 5..



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

VICE DISTRICT GOVERNOR'S MESSAGE



Vice District Governor
Lion Maxine Frazier

Dear Fellow Lions and Leos:

Let me start out by thanking all of you for electing me as your Vice District Governor. I am very proud to serve all of the Lions and Leos. Remember a Leader is chosen to LEAD not to dictate, I will be there for you to assist you when needed.

We will be facing many new challenges for our MERLO

Committees. I am looking forward to a very busy, exciting, productive and fun year.

Membership Growth: Organize for Action.

Gather information and ideas in order to better serve your communities.

WHO ARE THE LIONS?

Our motto is "WE SERVE" our ideas are to serve promptly,

anyone, anytime, anywhere.

Our 1st Cabinet Meeting will be on August 26, please mark your calendar and plan to be there. Let's make it happen and have a great year.

Yours in Lionism,

Lion Maxine Frazier
Vice District Governor



The Spirit



District 4-C4 Officers

2006-2007

Position	Incumbent	Home Phone	E-mail Address
District Governor	Al Russell	650-474-3680	arussell@cbnorcal.com
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Region 1 Zone 3 Chair	Robert Ramos	510-522-6988	ramos@alamedanet.net
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MERLO LEADERSHIP CHAIR	Ken Ibarra	650-827-1005	lionkenibarra@yahoo.com

In Memoriam

Longtime Burlingame Lion Cliff Flook has passed away at age 94. Lion Cliff has been a fixture at District 4-C4 functions and activities for decades. A memorial was held July 24.



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





WE SERVE

HIGHLIGHTS OF THE 2006-2007 INTERNATIONAL PROGRAM



Lions are ordinary people providing extraordinary service for humanity. Lions clubs join together to serve the world around them, however each club makes their own unique contribution. First International Vice President Jimmy Ross recognizes the power of our motto, **We Serve**, and that each club is a fundamental component in our global alliance to serve. The 2006-2007 International Program, **We Serve**, focuses on clubs, the vital essence of our association.

The international program asks Lion leaders to **promote the motivation, growth, strength, and vitality of our clubs**. When clubs grow and thrive by succeeding in meeting members' needs, the association will grow and thrive.

We Serve with a New Lions Clubs International As society changes, Lions Clubs International must adapt to serve new members who want to make a difference or who seek self fulfillment. New members may expect flexibility, time efficiency, involvement in decisions, and a less formal structure.

We Serve by Supporting Clubs District Lion leaders are charged with the responsibility of helping clubs succeed by applauding their success, assisting in meeting challenges, and helping each club define their unique blueprint.

We Serve through Club Renewal and Development Concentrating on relevant community service and meeting the needs of our members will result in surprising membership growth. Each club will conduct an evaluation of current projects and identify successful projects that have a high priority to the members. New clubs will define themselves when they select their priority projects for relevant community service.

We Serve through Organizing New Clubs Each district is asked to establish an aggressive goal for chartering new Lions clubs this year. Forming new clubs is essential to expand the Lions ability to serve others.

We Serve by Developing Leaders Active leadership development is essential to strengthen the club leadership. Training is provided in the Lions Leadership Institute programs, MERL Chairpersons seminars and through electronic learning on the association's web site in the Lions Learning Center. Quality training of Lions faculty and of club and district officers, and successful orientation and mentoring of new members will increase our clubs potential for service.

We Serve through Working Together for a Better World Lions clubs can provide service through various programs such as Leo Clubs, Lions Quest, Services for Children, and many others. Clubs select their programs and service projects based on their vision.

We Serve Globally The desire to perform humanitarian services for others is at the very heart of Lionism. Lions Clubs International Foundation is just one successful example of Lions reaching out to the world. The programs of LCIF have touched millions of people in countless ways.

The importance of nourishing and revitalizing the clubs, our grassroots network, cannot be over-emphasized. Through club renewal and development, we will renew and develop our association to serve a modern society. It is the goal of the 2006-2007 International Program **We Serve**, that service be provided to club members and only through the network of clubs we provide humanitarian service to the world community.



Page 4

The Spirit



Installation Highlights



From Left to right::

Bing installed by Past International Director Lion Bill Crawford are Vice District Governor Lion Maxine Frazier and Cabinet Secretary Lion Elaine Borland



From Left to right::

Bing installed by Past International Director Lion Bill Crawford are Cabinet Treasurer Lion Sam Nervino and Executive Director Lion Frank Cauterucci



From Left to right::

Bing installed by Past International Director Lion Bill Crawford are Executive Coordinator Lion Doris Grason and Governor Lion Al and Lady Loretta Russell



From Left to right::

Bing installed by Past International Director Lion Bill Crawford are Lady Loretta and Governor Lion Al Russell . Receiving the Governor's pin Lion Al Russell with IPDG Lion Eugene Chan.





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AL RUSSELL
District Governor 2006-2007

4-C4

Governors message continued from page 1.

Lions Leadership Course
Lions Goal Setting Course
Lions Delegation Course
Meeting Management Course
Lions Public Relations Course

Just a reminder to all of the club presidents and secretaries.....your Region & Zone Chairs are only a phone call away! Please call them if you think you need them.

Our first Cabinet meeting will be on Saturday, August 26th at the Parkway Heights Middle School, 825 Parkway, South San Francisco.....flyers & details to follow.

The 30th Annual USA/Canada Leadership Forum., will be held on September 14-16 in Columbus, Ohio. Please circle your calendars now for this great event. This years theme is "Discover A New World of Leadership & Service". Do not miss this exciting opportunity to broaden you're leadership skills. For more information contact Lion Emil Kantola.

Have a great July & August!

Governor Al

Editors Corner

Fellow Lions and Friends:

This years Newsletter is not quite a spectacular as in the past. As a newsletter editor, I will do my best to convey the events and news of the District. Please e-mail your newsworthy, pertinent articles by the 15th of each month for publication. We will also continue to e-mail club flyers as in the past. Please e-mail your comments, concerns or questions to Lion John Muniz at: jfmflash@flash.net.

As the newsletter editor, I would be remiss if I did not mention the District Installation held on July 16. Those who attended would agree it was a grand affair. The attendees were "dressed to the nines"; the ballroom decor was nothing short of spectacular. I know there was lot of thought, preparation and hard work on the part of the installation planning committee. Governor Lion Al and his family have memories of a great evening to look back on, for his many years of countless dedication and service to Lionism. I am proud to be serving under our Governor's leadership and hope to gain the wisdom an insight that has guided Lion Al throughout his dedication to Lionism.

Lion John Muniz
Newsletter Editor



Governor Lion Al Russell being honored by San Carlos Mayor Matt Grocott



Governor Lion Al Russell being honored by Foster City Mayor Linda Koelling

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 www.lionsclubs.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?

The Association of Lions
Clubs International
District 4-C4

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We Serve

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