



# The Spirit

## "Catch the Spirit of Lionism"



Newsletter Editor Lion John Muniz

Assistant Editor Lion Paul Larson

Volume 1 Issue 4, October 2006

### DISTRICT GOVERNOR'S MESSAGE

Hello Everyone-

We have been very busy in our travels around the district, after three months on the road we have just visited 31st clubs out of a district of 41 clubs. I am happy to report most of the clubs that we visited are busy with their projects and working on recruiting new members. New members are the lifeblood of any organization. Perhaps more important is your efforts to reach out to those members you haven't seen lately, retaining members means maintaining their interest and enthusiasm. Along those lines, I think it is very important that every club have some means of communication on a regular basis a bulletin or newsletter. If that is not possible, maintain a phone committee or phone-tree to contact each and every club member on a regular basis. I strongly urge every club in the district to re-evaluate your membership and retention programs regardless of your size or your influence in your community. Very exciting news!! It is time that we formally welcome the new **San Mateo Metropolitan Club**! This club was chartered on June 28, 2006, making it the 41st club in this district. It is called the San Mateo Metro Club because all of its members are employees of Metropolitan Life which is located in the tower building in Foster City; it is to be chartered with a membership of 42 members. Charter night is Sunday, October 29th at the Crown Plaza Hotel in Foster City. Tickets are available and your support would be greatly appreciated by the club. **CONGRATULATIONS TO THE SAN MATEO METROPOLITAN LIONS CLUB!!!** Some other exciting news; the new **Belmont Lions Club** was formed on Tuesday, October 17th and will be chartered in January or February 2007. Additionally, the new **Bayview Hunters Point Lions Club** is very, very close to attaining the necessary 20 members which is required for the chartering process... this event will happen very soon!!

Governors message continues on page 3.



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



Vice District Governor  
Lion Maxine Frazier

### VICE DISTRICT GOVERNOR'S MESSAGE

Dear Fellow Lions,

October 13-15, 2006 was the Council of the Governors meeting in Palm Springs. It was an exciting and informative time in meeting leaders of MD4. Also, former Castro Lions Club member Lion Gardner Poon and his club, Cathedral City Lions Club were our welcome committee.

Membership is the life blood of Lions. 1,390 Members, 41 Clubs

Extension is the creation of new clubs.

Belmont Lions Club with 21 members.

Congratulations!

Charter Night TBA

Bayview/Hunters Point with 18 prospective members

Vice District Governor message continues on page 6.



# The Spirit



## District 4-C4 Officers

2006-2007

As of 08/27/06

Position	Incumbent	Home Phone	E-mail Address
District Governor	Al Russell	650-474-3680	arussell@cbnocal.com
Vice Dist Governor	Maxine Frazier	650-991-0754	Lionmaxcat@yahoo.com
Cabinet Secretary	Elaine Borland	650-349-6309	Lionelaineborland@aol.com
Cabinet Treasurer	Sam Nervino	650-592-3804	snervino@aol.com
Exec. Director	Frank Cauterucci	650-593-6689	fcauterucci@aol.com
Exec. Coordinator	Doris Grason	650-368-1109	dgrason@msn.com
IPDG	Eugene Chan	650-345-7773	eugenechan4c4@yahoo.com
Region 1 Chair	Thelma Ajero	650-731-6012	ccajero@rcn.com
Region 1 Zone 1 Chair	Frances Tolosa	415-752-0572	lion_fran13@yahoo.com
Region 1 Zone 2 Chair	Dick Kishimoto	650-869-6220	rkaokeman63@aol.com
Region 1 Zone 3 Chair	Robert Ramos	510-522-6988	ramos@alamedanet.net
Region 2 Chair	Mike Simonini	650 697-6346	jsimvista@aol.com
Region 2 Zone 1 Chair	Rudy Pedagat	415-652-7271	rrpedagat@comcast.net
Region 2 Zone 2 Chair	Rick Ochsenshirt	650-794-1224	Ochs323@aol.com
Region 2 Zone 3 Chair	Bob Wilson	415-467-3427	skipperbob@ship134.com
Region 3 Chair	Vhangee Mesa	650-572-8685	laurelmesa@sbc.net
Region 3 Zone 1 Chair	Robert Myers, Jr.	650-728-7163	bobmyers_jr@yahoo.com
Region 3 Zone 2 Chair	Ken Harker	650-968-2207	ken.j.harker@worldnet.att.net
Region 3 Zone 3 Chair	Eldon Fernandes	650-325-4744	efernan314@aol.com
DISTRICT NEWS EDITOR	John Muniz	650-871-5829	jfmflash@flash.net
MERLO EXTENSION CHAIR	Helen Olson	415-215-7267	lionhelenolson@aol.com
CONTEST COMMISSIONER	Sandee Ige	650-589-0860	dinosauersandra@yahoo.com
STUDENT SPEAKER CHAIR	Toni Nava	650-343-8926	dntoycollector@aol.com
MERLO LEADERSHIP CHAIR	Ken Ibarra	650-827-1005	lionkenibarra@yahoo.com



Lions Ray Mahaffay and Elaine Borland @ Sr Cntr



Please direct comments, concerns or pertinent articles to your District Newsletter editor Lion John Muniz.

E-mail: [jfmflash@flash.net](mailto:jfmflash@flash.net)

Thank you.

Lion John Muniz

The San Mateo Lions last Saturday (9/30) participated in the San Mateo Senior Center Health Fair in which the public was made aware of the services that are available to them through the Lions Clubs. We informed the public of our eye sight and hearing programs for those in need. Here is Lion Ray Mahaffay and Lion Elaine Borland (Cabinet Secretary) representing the club. Lion Elaine was also representing the Mills Hospital Aquatic exercise program.

We are proud of these Lions and their service to the community.

Lion Douglas Borland



# The Spirit



## San Mateo Lions is on the Go!

September went out with a bang for the San Mateo Lions Club. Our new President, Lion Douglas W. Borland, in fulfilling his theme "The Joy of Service", had lined up two major events for the Club to participate in. The first was on the 28<sup>th</sup> of September and was taking part in the San Mateo Business Expo at the Event Center off Delaware in San Mateo. We were joined by members of Burlingame Lions Club. This was San Mateo Lions 4<sup>th</sup> year to do this event. Approximately 350 businesses and organizations were there to meet and greet the public.

We drew names for prizes on a TV/DVD and some candy and a free dinner to a San Mateo Lions meeting. Did we get a lot of interest and responses? Yes! We gave out packets that had information on Lionism, LIS, Lions Eye Foundation, Diabetes, Hearing, and many other areas that Lions give service in. At least eleven of our Club members were there all day Thursday and about 4 more came and went as time allowed. Burlingame had at least 5 that I saw in the afternoon and presumably more in the early shift. We talked and visited other booths and shook hands, but I don't think we kissed any babies – only because we didn't see them! However, we did have our secret weapons – Vhangee and Nick Mesa running the area in their Lion Costumes with a bullhorn! Talk about a real attention getter!

We did get some prospective members not only for the two clubs that were there, but some inquiries for a Fremont Club, San Carlos, Pacifica, and Menlo Park Host. We did our best to send them all in the right direction. Most of all, we felt great being Lions and had fun doing it.

With one day to rest and refill our folders, we were signed up to work the Senior Wellness Health Fair on Saturday, September 30<sup>th</sup> in San Mateo at the Senior Center. This is a large, lovely location with several open area rooms. That Saturday they were packed with display tables from organizations with a special outreach to seniors in health or in organizational interest. Here again, we triumphed. We brought goodies to go with our packets of information. San Mateo Lions offered bite sized brownie's, sugar free cookies, or an assortment of mini muffins to munch on while we talked about our eye programs, recycling glasses, hearing aids and new glasses and eye surgeries and how to apply for one of them or how you can get involved and help. We also put in a new eyeglass drop off box at the Senior Center. It was a wonderful day of service to the community. We may have even gotten a couple of members from the day but we certainly let them know that San Mateo Lions was out there, active, and available for their needs.

Lion Linda

## Governors message continued from page 1

A few notes about some current activities **PEACE POSTER CONTEST:** Peace Posters need to be submitted to the Governor no later than NOVEMBER 15<sup>th</sup>. **STUDENT SPEAKER CONTEST:** – this is coming up in early 2007 Information packets should be received by the end of the month. Please remember your MD4 dues must be current in order to compete in this event, MD4 is the sponsoring organization for this contest. For your information: MD4 is short for Multiple District 4 which consists of 15 districts in California, our district is one of the 15 California districts. **WHITE CANE DAYS:** on our travels around the district we have listened to many positive results of club participation in one of our most visible sight related projects.

**JUST AROUND THE CORNER,** the second District wide cabinet meeting will be held on November 18<sup>th</sup> at-the Mission Blue complex in Brisbane. Region 2 chair, **Lion Mike Simonini** and his Region 2 committee have been working very hard planning for this event. Please mark your calendars now November 18, the theme is Team Spirit. There will be 2 break-out sessions The Student Speaker Contest with District Chair Lion Toni Nava and Club Contests with District Chair Sandee Ige. Our guest speaker will be Lion Dan Andersen from the Burlingame Lions Club – He will be talking to us about Public Relations. The cost is \$15.00 paid in advance and \$20.00 at the door. Food will be served; come early for breakfast stay for lunch. SEE YOU THERE!!!

In the meantime "Catch the Spirit of Lionism" Governor Al





# The Spirit



## District 4-C4 Wins Top Award.

(Dateline October, 2006)

It is now official; District 4-C4 was honored with the 5 Star District Award from Lions Clubs International for 2005/2006, due much to the hard work put in by (then) District Governor Eugene Chan, (then) Vice District Governor Al Russell, and all the Cabinet Officers. District 4-C4 was judged in the many categories of the 'Plus One' program established by 2005/06 International President Ashok Mehta to win the award. As such, our District had achieved the highest level of accomplishments, the '5 Star District', which is an extremely very rare feat among all the Lions districts Worldwide. For the fine efforts, IPDG Eugene Chan (S.F. Chinatown Lions Club) received an International President's Medal from LCI, and a Gold 5 Star District Award Plaque for District 4-C4.

At the end of Lions year 2005/2006, twenty seven -(27) of the forty-one (41) clubs in District 4-C4 achieved the 'Plus One' distinction (66%). Numerous Lions in the District were nominated by IPDG Eugene Chan to LCI for awards and accolades. Those receiving an award included District Governor Al Russell (San Carlos LC), who was awarded a Presidential Leadership Medal; Past Cabinet Treasurer Jayne Leon (S.F. Chinatown LC) received a Presidential Leadership Medal; Past Cabinet Secretary Emil Kantola (Pacifica LC) received the prestigious International President's Medal. Five other District 4-C4 Lions received 'Star Diamond Awards' from LCI; they included Past Student Speaker Chair Alan Hafter (San Bruno LC); Past Executive Coordinator Esther Lee (Marina-North Beach LC); Past Newsletter Editor Linda Lopez-Wood (San Mateo LC); Zone Chair Bob Wilson (Brisbane LC); and Past Zone Chair Al Thomas (Palo Alto Host LC).

PDG Lion Eugene Chan

## Congratulations one and all!

Vice District Governors message continued from page 1.

**Retention**; keep quality members and make them feel useful

Retention is Satisfaction is what keeps members coming back to meetings to projects, to SERVE.

**Leadership** is what keeps our clubs on track with the ideals of Lions Clubs International.

September 24<sup>th</sup>... Guiding Lions Seminar; 28 members

**Orientation** is the key to everything. Members learn what it means to be a Lion and how they can contribute to their Club and community.

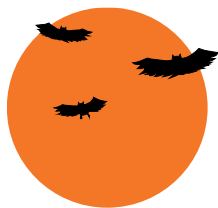
September 20<sup>th</sup>... Orientation Seminar; 14 clubs and 38 members.

Region Chairs and Zone Chairs monitor clubs monthly and report activities to MERLO TEAM. They will ask for MERLO TEAM assistance if a club needs help.

Lets Make Our Goal to attend the 2<sup>nd</sup> District Cabinet Meeting on Saturday, November 18, 2006.

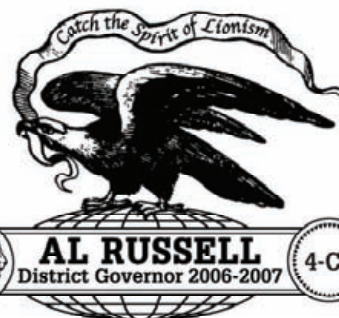
Lions Do a Lot! Happy Halloween!

Yours in Lionism,  
VDG Maxine Frazier



# The Spirit

## Governor's November Visitation Sched-



November 7<sup>th</sup> , East Palo Alto Lions Club at 5:30pm (13)  
 Day Top Village, 2560 Pulgas Avenue, EPA  
 President Freda Johnson Secretary Laurie Bauer  
 650-248-8800 (cell) 650-329-3800 (bus)

November 8<sup>th</sup>, San Francisco Sunset Lions Club at 07:00pm (14)  
 (RE-SCHEDULED FROM Oct. 11<sup>th</sup>)  
 Parkside Restaurant, 2325 Taraval St. SF  
 Pres. Sandra Collins Secretary, Gail Wood  
 415-334-2352 (Res) 510-881-1331 (Res)

November 9<sup>th</sup> SF Chinatown Lions Club at 7:15pm (108)  
 Far East Café, 631 Grant Avenue, San Francisco 94108  
 Pres. Margaret Lee Sec. Eleanor Szeto  
 415-661-9076 (res) --

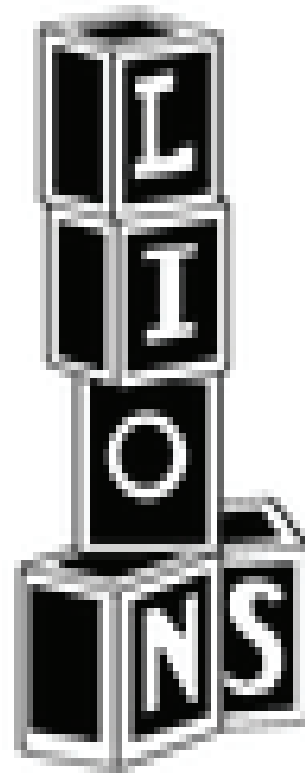
November 10<sup>th</sup>, San Francisco Bay Lions Club at 7:30pm (14)  
 Marie Callender's Restaurant, Serramonte Shopping Center, Daly City  
 Pres. Miriam Chaname Secretary Yuffa Palacios  
 415-550-1068 work 650-922-1711 work

November 14<sup>th</sup>, Merced Heights at 5:00 pm  
 Johnson Center 1099 Capitol, San Francisco 94112  
 Pres. Lydia Taylor Secretary Gail Wood  
 415-334-2352 (Cell) 510-881-1331 (Res)

December 8<sup>th</sup>, San Francisco Highlands Lions Club at 07:00pm (35)  
 Pacific Restaurant, 250 90th Street, Daily City  
 Pres. Kristy Elayda Secretary, Flor Camota  
 707-554-1795 (Res) 510-877-8455 (Res)

December 12<sup>th</sup> West of Twim Peaks Lions Club at 7:00 pm (12)  
*Meets 2<sup>nd</sup> Tuesdays and not on Mondays*  
 Marie Callender's Restaurant, Serramonte Shopping Center, Daly City  
 Average cost for meal \$20.00.  
 Pres. Fel Armistad Secretary Erna Pablijan  
 650-544-5221 (res) no tel.

Lion Doris Grason, 650-368-1109 mess # or 650-533-2111 cell  
 ( ) the number in parenthesis after club name is the approx. club membership.



### News From Your Newsletter Editor

Your District Newsletter is now available online at our District 4-C4 website. To reach our district website, on your browser address bar type:  
[www.lions4c4.org](http://www.lions4c4.org)

The District webpage will appear. On the left hand side of the District Webpage, click on "Newsletter" and this year's three issues will be listed plus past years issues. Our District Website contains much useful Information so visit it often.

**HAPPY HALLOWEEN**



# The Spirit



## Lion Elaine Borland Receives Accolade



San Mateo Lions is proud to announce that Lion Elaine Borland, who is our District Women's Membership Development & Participation Chair, was recently honored with an achievement pin "United In Service" from IPP Ashok Mehta, for her services in this capacity. Lion Elaine is a charter member of San Mateo Lions and is also our Cabinet Secretary under District Governor Al Russell. Congratulations, Lion Elaine!

## 2nd District Cabinet Meeting

Cost \$15.00 In Advance  
\$20.00 at the Door

**Wear Your Team or Club Colors**

2 Breakout Sessions  
Short Program After Lunch



**District 4-C4 Cheerleaders**



## District 4-C4 Team Spirit

Saturday, November 18, 2006  
Elegant Game Day Food Extravaganza

**All You Want!**

Continental Breakfast 8:30 - 9:00 AM

Meeting Starts 9:00 AM

Lunch 12:00 - 12:45 PM

Program 12:45 - 1:30 PM Meeting Over



Mission Blue Conference Center  
475 Mission Blue Dr., Brisbane, CA 94005  
(Directions Coming Your Way Closer to Event)

**Make Checks Payable to: District 4-C4**

**Send to:**

Lion Mike Simonini

1075 Vista Grande

Millbrae, CA 94030

650-697-6346 jsimvista@aol.com

# Governor Visits Millbrae Lions



Left to right: Dist. Governor Lion Al Russell, MLC President Dan Quigg, Lady Loretta Russell, Vice Dist. Governor Lion Maxine Frazier, and IPP Lion Don Beyer

Since your Newsletter Editor is a member of the Millbrae Lions Club I would be remiss if I did not report on our Governors visitation. On Wed. Oct. 18th the Millbrae Lions Club was honored by a visitation by Dist. Governor Lion Al Russell and Vice Dist. Governor Lion Maxine Frazier. The Terrace Café was packed with 65 Lions, spouses and guest as our Governor re-affirmed the message of community service. Also in attendance were three Millbrae Lions Club members and past District Governors, Lions Art Pignati, Rocky Lombardi and George Habeeb.

Lion John Muniz





# The Spirit



**AL RUSSELL**  
District Governor 2006-2007 4-C4



Boo!  
Happy  
Halloween



*The San Francisco and The Peninsula  
Coordinating Council of Lions Clubs  
Cordially Invite all 4-C4 Clubs  
To a joint Halloween Soiree*



*Hosted by:*

*The San Francisco Coordinating Council of Lions Clubs  
On*

*Monday, October 30, 2006  
6:30pm no host cocktail; 7:00pm dinner/meeting  
at the*

*United Irish Cultural Center  
2700 45<sup>th</sup> Avenue, San Francisco*

*(between Sloat Blvd and Wawona)*

*Prizes for: Most Original Costume, Funniest and Scariest*

*Please RSVP by October 20 and make your check; (\$25.00)  
payable to SFCCCLC and mail to: Lion Frances Tolosa  
360 Apt #3 - 32<sup>nd</sup> Avenue, San Francisco, CA 94121*



## Our District's new Guiding/Rebuilding Lions

IPDG EUGENE CHAN  
CONNIE BRIDGEWATER  
JAYNE LEON  
DOUGLAS BORLAND  
ELAINE BORLAND  
PAUL CADEMARTORI  
JUN MADRINAN  
HELEN OLSON  
BILL STIPINOVICH  
ESTHER LEE

FRANCES TOLOSA

DENISE KELLY  
MIRIAM CHANAME  
NORMA VILLA  
LARRY BUNN  
ELDON FERNANDES  
JIM BIGELOW  
ROBERT RAMOS  
EVE SANTOS

ORA SEYLER  
KEN HARKER  
FLOR CAMOTA  
BILLY CAMOTA

S.F. CHINATOWN  
OCEAN-INGLESIDE  
S.F. CHINATOWN  
SAN MATEO  
SAN MATEO  
SAN CARLOS  
REDWOOD SHORES  
SSF HOST  
NIKKEI  
MARINA-NORTH  
BEACH  
MARINA-NORTH  
BEACH  
DALY CITY HOST  
S.F. BAY  
REDWOOD SHORES  
MENLO PARK HOST  
MENLO PARK HOST  
MENLO PARK HOST  
S.F. HISPANIC  
MARINA-NORTH  
BEACH  
SSF GOLDEN GATE  
PALO ALTO HOST  
S.F. HIGHLANDS  
S.F. HIGHLANDS

September 20, 2006 Burlingame Lions Hall

What a wonderful fun filled evening we had with 38 members representing 14 of our District's Clubs. Other guest included our IPDG Eugene, VDG Maxine, CS Elaine and Leadership Chair Ken.

The task at hand was to provide each Club Membership Chair with the tools they need to conduct an Orientation of their clubs new members as well as their existing members, based on their clubs traditions, projects, fund raisers and a broad overview of Lionism in general.

This year approach was somewhat different then prior years because this session was completely pro-active, in other words, the members present taught themselves by taking part in oral orientation presented by the participating Membership Chairs and then being critiqued by the members of the clubs present.

Judging from the comments I received that night and for the next few days I say this training session is a success.

[Lion Mel Phillips](#)

### 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

The Association of Lions  
Clubs International  
District 4-C4

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**We Serve**

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**"Catch the Spirit of Lionism"**

**The Spirit**

