



MULTIPLE DISTRICT 4

THE Leader

OFFICIAL NEWSLETTER OF MULTIPLE DISTRICT FOUR/CALIFORNIA LIONS • FEBRUARY 2013

PIP Kay K. Fukushima remembered . . .

*By PCC Larry Dicus
MD-4 Endorsed Candidate for International Director*



KAY K. FUKUSHIMA
International President
2002-2003

Lions of California and the world are saddened at the passing of our own Past International President Kay K. Fukushima on November 30, 2012. A beautiful memorial service was attended by over 800 family members, Lions and friends from around the world in Sacramento on December 14, 2012. At the December 14th service, there was a request that we conduct a second service for PIP Kay in Southern California enabling local Lions in Southern California to honor and thank PIP Kay for his leadership and service to Lions.

Over 200 Lions in Southern California attended a 'Celebration of Life' service held at the SkyRose Chapel at Rose Hills Memorial Park in Whittier. The service featured PIP Kay's 'One World, One Heart' video from the 2002 LCI convention in Japan, a Eulogy by PID Bill Crawford, a memory video prepared by DG Tony Manuel, Lion reflection remarks by 4 local Lions, Taps by PDG Howard Hudson, and songs by Karen Taylor-Good and Tom Sullivan. The Southern California service was also attended by Kay's wife Denise Fukushima and their daughter Cori.

Prior to listening to Nashville Singer/Songwriter Karen Taylor-Good's song "Because You Serve" the following words from Karen were read:

"I had been introduced to the Lions, had fallen in love with the Lions, had become a Lion, and had written two songs for the Lions.....and yet, my Lion sponsor could not get any of the higher-ups to listen, or to consider me as a speaker for an event. Then she (her sponsor) sent my songs to Kay Fukushima. That's all it took! - I'm so grateful to him....for all that he did for me, and for all that he did for the Lions. . .

"Kay...you made this world a better place....because you served." - Karen Taylor-Good

Prior to listening to author, actor, song-writer Tom Sullivan singing 'One World, One Heart' which was inspired by PIP Kay's presidential theme, the following words were shared from Tom:

"When I think of Kay, the only thing warmer than the soup he ate was his heart, as big as the world and as intimate as every conversation that made you feel you were the most important person he had ever met. To know him was truly to love him because that was what you received in return. Love without hesitation or limitation. Kay blended amazing people skill with a commitment to detail that always made me feel like I was not up to speed.

Even in his final days, our last call was about the up-coming Lions Convention and what he hoped I'd achieve in my speech.

Throughout the rest of my life I'll remember you Kay every time I'm involved in working to change the lives of blind people and their families. You stand right there with Helen Keller as the role model for all of us to follow as we work to improve the lives of the people we serve.

Thank you is a small word, but it's the best I have to offer when considering how important you have been in my life and the lives of blind people throughout the world. That's why the song "One World, One Heart" was written, because through your "global" heart, you touched the world and made a difference.

I love you. - Tom Sullivan

PIP Kay will be missed!

Editors Note: Tom Sullivan will be our motivational/inspirational speaker at the MD4 Convention in Sacramento at the Sunday morning breakfast on February 10th. Please be sure not to miss this outstanding event.

**MULTIPLE DISTRICT 4
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2012-2013**

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From the Council Chair
CC Liz Crooke

My Interview with International President Madden

First, I must say that our International President Wayne Madden and his wife Lion Linda are very delightful Lions. I can say without a moment's hesitation, our organization is in great hands this year.



And in the interest of full disclosure, I did not really sit down and interview I.P. Madden, but I did have the opportunity during the Rose Bowl festivities to listen to him and jot down many notes.

I.P. Madden cares deeply about our organization. He proved to all of us time and time again that he and Linda have hearts dedicated to service and the betterment of Lions Clubs International.

He had some exciting information to share from his recent Board Meeting, such as LCIF will be expanding our partnership with Special Olympics to include a hearing program and we will be enhancing our partnership with Medic Alert. This last bit of information is especially exciting for our Multiple as the Medic Alert office is in District 4-A1 in Turlock California. The Board approved \$100,000 to go toward relief efforts to the communities impacted by Sandy.

I.P. Madden also stressed to us that Lion membership is not on sale. He used this statement to emphasize his feeling that we should not be reducing membership dues to any perspective members. It is his feeling that our new members may also "discount" their dedication to our organization, a controversial idea perhaps, but one that deserves consideration.

Of course the topic of membership growth came up. I.P. Madden shared that Constitutional Area 1 has seen a 10% decrease in the number of dropped members for the past two years. Worldwide we have enjoyed an increase of 10,000 new members so far this year.

He emphasized using "Pit Stops" to regroup the leaders in your District and honestly look at where you are in meeting your goals. Now is the time to focus on what has been working and make adjustments to what is not working and finish this year strong.

He reviewed the benefits of encouraging your clubs to complete the steps necessary to receive the Club Excellence Award. A club focusing on these activities is a club that is becoming stronger and has a good chance of membership growth.

He spoke passionately about the "Reading Action Program" and gave us all pause when he provided the statistics of the number of people in our communities and world wide who can not read. Any size club can take on the project of helping people with their reading skills. All it takes is time and the result is giving someone the gift of literacy.

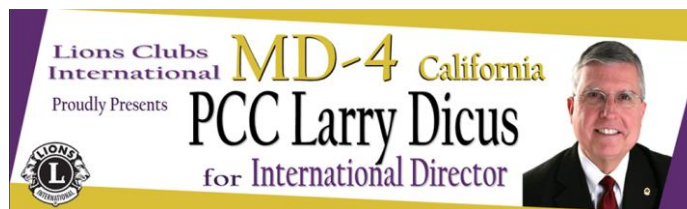
He shared this comment on his decision to become a Lion; "the potential for professional growth is amazing, I joined to make a difference in my community and the result has been that Lions has made a difference in me."

I would add that the opportunity to spend time with International President Madden and his wife Lion Linda certainly made a difference in me as well.

INTERNATIONAL DIRECTOR CANDIDATE CAMPAIGN UPDATES

By PCC Larry Dicus

MD-4 Endorsed Candidate for International Director



It is hard to believe that we have less than 6 months until the LCI convention in Hamburg, Germany. We are grateful to the many MD4 Lions and Lion Clubs who have contributed to our campaign fund. Our campaign team continues to update our supporter recognition page on my website at www.LarryDicus.com.

In preparation for Germany, I met with International President Wayne Madden during his Pasadena Rose Parade visit. During the same week, Jane and I were also able to visit with two current International Directors, Brian Sheehan from Minnesota, and Carolyn Messier from Connecticut. Their insights will be very helpful as we prepare for the activities in Hamburg.

We were deeply saddened on November 30, 2102 when our Honorary Chairman PIP Kay K. Fukushima passed away. Jane and I attended PIP Kay's stirring memorial service in Sacramento on December 14th. After the service, PDG Kurt Vanderwest suggested that we conduct a service in Southern California to allow Southern California Lions to honor and celebrate PIP Kay's life and service to Lions. Our campaign team led the effort to conduct the 'Celebration of Life' service in Whittier on January 13, 2013 and over 200 Lions and friends in Southern California attended. It was a great opportunity for Lions in Southern California to pay their respects to Kay's wife Denise Fukushima and their daughter Cori.

Jane and I continue to visit clubs and districts throughout California. We are hosting a hospitality suite at our MD4 convention and we hope to see many Lions there. We are pleased that a growing number of MD4 Lions are planning to attend the LCI convention this year. Again, if you are coming to Hamburg, we would like you to get involved in our campaign activities. Just send me an email (LionLDicus@gmail.com) with your contact information and I will send you periodic updates about planned events and provide an opportunity for you to participate.

Regular LCI convention registration forms mailed to arrive by March 31, 2013 cost \$130 per person registration fee. From April 1 until the Convention the registration is considered late and the fee increases to \$150. The registration form can be downloaded from the LCI website or from my website. Online registration is also available and easy to use. Our California delegation hotel is the Hamburg NH Horn Hotel.

We continue to conduct 'meet and greet' fundraisers in local Districts. Some of the upcoming locations include Linden on March 16th, Foster City on April 5th, Seal Beach on April 6th, Gardena on April 7th, and Malibu on April 27th. As other events are added, they will be posted on our website on the 'Events' page.

Thank you again for your endorsement. We look forward to the honor of representing you at Lions Clubs International.



IMPORTANT INFORMATION - INTERNATIONAL PARADE UNIFORMS

The order forms from Drew Sasser for the International Convention Parade shirts and hats are now available. Please use this form to order your items. Remember that this uniform is for the 2012/2013/2014 conventions. Deadline to place your orders is May 1, 2013 and the orders will be distributed at the June COG meeting in Torrance. Those ordering AFTER May 1 will incur the cost of shipping their orders to them in June.

Here are the specific deadlines:

1. All orders placed by **MAY 1**, will be distributed & available for pick-up at the Council of Governors Meeting in Torrance on June 2nd (*Final Student Speaker Contest*). If you will not be attending, add a \$20 S/H to your order.
2. Orders placed **AFTER MAY 1**, will be shipped to you, no exception. Add \$20 S/H to your order.
3. **FINAL ORDER DATE IS MAY 30TH**
4. Orders received **AFTER MAY 30**, will incur a 25% price increase & \$20 S/H
ABSOLUTELY NO ORDERS AFTER JUNE 5TH

Lion Kerry Holguin of the International Convention Hospitality Committee will handle the questions & distribution of the orders in June. She may be contacted at kerryholguin@att.net or by phone @ R: 559.229.7616 or C: 559.908.2717



MD-4 Student Wins Grand Prize in Lions International Peace Poster Contest

(Portions of the story courtesy of Lions Clubs International)

OAK BROOK, IL, USA, Feb. 1, 2013 – Jenny Park, a 13-year-old from California, USA, has been named the grand prize winner of the Lions International Peace Poster Contest. Jenny was sponsored by the Northridge Lions Club of District 4-L1.

Lions Clubs International is celebrating the 25th anniversary of the Peace Poster contest, which was created to showcase the importance of world peace to young people everywhere. More than 400,000 students worldwide, ages 11-13, submitted posters to be considered for the grand prize or one of the contest's 23 merit awards. Entries were judged for originality, artistic merit and portrayal of this year's contest theme, "Imagine Peace."

Park represented her image of peace through portraits of influential individuals who have made an impact on world peace. "These are people from different places and different times, of different faith, of different race, gender, ages and many more characteristics. Yet, they all share one thing in common: they all found peace within themselves," said Park.

The poster features portraits of the Dalai Lama, Barack Obama, Aung San Suu Kyi, Ban Ki Moon, Martin Luther King Jr., Mother Teresa, Woodrow Wilson and -- a self-portrait of Park.

"The reason why I decided to draw a self-portrait in the middle of this poster is because I wanted to convey that peace begins with any regular individual, just like me and you," said Park. "We don't have to be the Dalai Lama or Mother Teresa to be creators of peace."

As the grand prize winner, Park will receive US\$5,000 and a trip to a special awards ceremony at the 96th Lions Clubs International Convention in Hamburg, Germany. She will be accompanied by two family members and the president of the Northridge Lions Club in California, USA, which sponsored her local contest. **Jenny and the other California district winners will also be honored at a reception during the MD-4 Convention in Sacramento on February 9, 2013 at 3:00 pm in the El Camino Room, Doubletree Hotel, Sacramento.**

"We knew Jenny's poster was special the minute we saw it," said PDG Yasin Lakhani, president of the Northridge Lions Club. "This contest is just one of many programs our club is sponsoring to serve residents in our community, and because of these efforts, we are seeing more people ask how they can become Lions."

"In addition to promoting peace on a global scale, Lions utilize this contest to encourage youth to think about the people and the world around them and creatively express their feelings," said Lions Clubs International President Wayne Madden.

In addition to the grand prize winning poster, there were 23 merit award winners who receive a certificate of merit and US\$500. This year's merit-award-winners live in Brazil, Canada, Chile, China, Cyprus, Ecuador, Indonesia, Israel, Japan, Nigeria, Philippines, Republic of South Africa and the United States (Alaska, Hawaii, Minnesota, Missouri, Oregon and West Virginia).

The grand prize Peace Poster and the 23 merit award winners' Peace Posters will be featured prominently at the 96th annual Lions Clubs International Convention in Hamburg, Germany.

The rest of the 2012-2013 District Peace Poster Contest winners:

DISTRICT	SPONSORING LIONS CLUB	CLUB PRESIDENT	STUDENT
District C1	Redding Host Lions Club	Lisa Grimmett	Cassidy Henry
District C2	Redwood Empire Lions Club	Sheryl Metehum	Marisol Ceja
District C3	Castro Valley Breakfast Lions Club	Linda Osias	Ana Guo
District C4	Millbrae Lions Club	Ron Frediani	Rebecca Luu
District C5	Rocklin Lions Club	Victor Tulbure	Talia Panadero
District C6	San Jose Willow Glen Lions Club	George Jewett	Mary Jo Mendoza
District A1	Modesto Sunset Lions Club	Dave Thompson	Lori Dion
District A2	Hanford Breakfast Lions Club	Chiragkumar Patel	Shecid Gomez
District A3	Ventura Downtown Lions Club	Charlie Burnham	Tenushrec Pal
District L1	Northridge Lions Club	PDG Yasin A. Lakhani	Jenny Park
District L2	Pasadena Host Lions Club	Richard M. Kasten	Hector Castellanos
District L3	L.A. Olympic Lions Club	Frank Kim	Nicholas Kim
District L4	Tustin Host Lions Club	Judy Barr	Shea Meyerson Jung
District L5	Desert Center Chuckwalla Valley Lions Club	Gerry Grey	Aja Hernandez
District L6	Montgomery Lions Club	Stephen Tadlock	Lily Loudon



JENNY PARK'S WINNING POSTER

Lions clubs interested in sponsoring the Lions International Peace Poster Contest can order a Peace Poster Contest kit (PPK-1) from the Club Supplies Sales Department at International Headquarters from January 15 to October 1. The cost of the kit is US\$10.95 plus shipping, handling and applicable taxes.

Global Leadership Team

PDG Chris Morris
MD-4 GLT Coordinator



Stop Recycling

Not cans and paper! Stop recycling the same old club officers in the same old positions.

If we are going to bring in new members and encourage them to move into leadership positions, we need to have leadership positions available for them. If someone is club president for six years, club secretary for 20 years or treasurer for 40 years, where does that new Lion go? The answer is that they go somewhere else.

Are you part of the solution, or are you part of the problem?

Global Membership Team

PDG Chuck Cassy
MD-4 GMT Coordinator



MD4 Lions: The MD4 Sacramento Convention is fast approaching. I'm puzzled with why Lions in our Clubs don't see the merit in attending a MD4 Convention. First, we all need a boost of our enthusiasm and motivation. Lions get that at the Convention. Lions share new ideas, form friendships, and come back to their Clubs charged up and ready to go. Here are some highlights from GMT at the Convention:

GMT has Membership Seminars on the 8th and 9th in the afternoon sessions. Two of the outstanding trainers in MD4 will be training PDGs: Jeff Roundy and Gary Wong. Get your Lions there!

GMT and GLT will be presenting awards on Saturday the 9th at the morning business session. We will be recognizing Clubs back to 20 Members, Top 20 Clubs in Membership, 10 Outstanding Club Membership Chairs; Top 3 Districts; 5 Outstanding Region Chairs and 10 Outstanding Zone Chairs. Get your folks there to see who is recognized.

GMT and GLT will also have a "party" room Friday and Saturday. It will be FUN, FUN, FUN. Come by and get a "Passionate Kiss" or a "Shark Bite."

GMT will also have Membership materials available – Applications, Brochures, and Branch and New Club kits, as well as the new Proud Lion pins. If you need them now, just contact me.

I'm asking you, as a Lions leader, to lead and **motivate your Lions to attend the Convention.** After all, "IT'S A GREAT DAY TO BE A LION!"

Think About It

"Two assumptions that guide the world's best managers: (1) Every person's talents are enduring and unique. (2) Each person's greatest room for growth is in the areas of his or her greatest strength." - Now, Discover Your Strengths by Buckingham and Clifton

"The keystone of high achievement and happiness is exercising your strengths, not correcting your weaknesses." - M. Seligman

"The essence of love is not what we think or do or provide for others. But how much we give of ourselves." - From The Purpose Driven Life

"Time is your most precious gift because you only have a set amount of it. You can make more money, but you can't make more time. When you give someone your time, you are giving them a portion of your life that you'll never get back, Your time is your life. That is why the greatest gift you can give to someone is your time." - Rick Warren

Hamburg Here We Come

It is our privilege to invite you and your families to the 96th Lions Clubs Annual International Convention, from July 5-9, 2013 - and the hallmark port city of Hamburg, Germany is ready to welcome you.

European culture, cuisine and music abound in Hamburg, a city where over 100 years of history complements a modern-day lifestyle with an international flair. The bustling port of Hamburg, Germany's biggest harbor, is where cruise ships meet. Stroll through the proud architecture in the old part of the city, with more than 2,300 bridges, and visit the brick-built warehouse district where still today the smell of roasted coffee and exotic spices fills the air.

Our 96th convention in Hamburg will offer lively plenary sessions in the O2 World Arena, inspiring guest speakers, the gala International Show, our International Parade of Nations along spectacular Inner Alster Lake, and the election of LCI's 2013-2014 International President. A European Lions market right in the center of the city is also being prepared for all to see and savor.

Sign up today and join us "In A World of Service" - as we gather together in friendship and service - and that is what we are all about.

See you in Hamburg! Questions? E-mail convention@lionsclubs.org



Lions Quest

Increase Academic Achievement • Decrease Problem Behaviors • Improve Prosocial Behaviors

Grades K-5

Grades 6-8

Grades 9-12

Lions Quest programs are comprehensive, positive youth development and prevention curricula that unite the home, school and community to cultivate capable and healthy young people of strong character. Lions Quest K-12 programs teach essential life skills that support character development, social and emotional learning, civic values, substance and violence prevention, and service-learning.

Our programs enhance the academic mission of K-12 schools through exceptional professional development, which is an essential component of implementation. Sponsored by Lions Clubs International Foundation, Lions Quest Skills for Adolescence and Skills for Action programs are rated as "Select SEL" by the Collaborative for Academic, Social and Emotional Learning (CASEL). Skills for Adolescence is rated a "Model" program by the Center for Substance Abuse Prevention (CSAP), U.S. Department of Health and Human Services.

As we seek to promote our new Skills for Adolescence for Out-of-School Time program, it would be helpful to provide you more information about the program.

What is Skills for Adolescence for Out-of-School Time (SFA for OST)?

SFA for OST is middle school program adapted from Lions Quest's evidenced-based, highly rated Skills for Adolescence program. It is designed to give after-school programs, summer-school programs, and camps a ready-to-use character education program that teaches social and emotional learning and service-learning through easy-to-use lesson plans. Please keep in mind that SFA for OST is designed for middle-school-age students.

Does SFA for OST require training to use the program?

Unlike our traditional classroom curriculum, SFA for OST does not require training, which dramatically reduces the cost and makes the program more accessible to youth-service providers. Lions Quest does offer optional face-to-face training (\$2,700 for one day), as well as a 4-part webinar series (\$350) to provide programs with training and support options.

How much does it cost?

Lions or after-school providers can purchase the curriculum for \$89.95. This includes a self-contained program book with lesson plans, and tracking and implementation tools, as well as a copy of Changes & Challenges, a student activity book.

Who is the primary market for this program?

SFA for OST was designed for use in Boys & Girls Clubs, YMCAs, local after-school program providers, and in traditional middle schools that have their own after-school program. The program is also a good fit for summer school and summer camps, or any other organization that works with middle school-age students outside of traditional school hours.

How is marketing SFA for OST different from other Lions Quest programs?

Two of the biggest challenges with marketing Lions Quest are the cost and the inability to get in front of a decision maker for a school or district. SFA for OST eliminates both. Since there is no training requirement, the costs associated with the program are minimal. There is far less bureaucracy in after-school programs than in traditional school districts, which makes it easier to get in front of a decision maker.

SFA for OST is a great way to get Lions Quest started in a community. The program also gives Lions who do not have much experience promoting Lions Quest an opportunity to get familiar with pitching the program, which can make presentations to schools more effective.

If you have any questions on the SFA for OST program, please contact:

Chris Bunch

Lions Quest

Education Programs Coordinator

630-468-7024 (w)

christopher.bunch@lionsclubs.org

www.lions-quest.org

Relationships to build in 2013

By Council Treasurer DG Jim Syvertsen

2012 was a year of many great accomplishments, extreme challenges and unfinished business. There is a whole new year ahead of us filled with opportunities to succeed in many different areas of our life: Spiritual, family, business, financial, personal (physical & mental).

When you peel away the materialistic surface you find that true self esteem/confidence, fulfillment and contentment come from the relationships you build over time in each of these five areas.

Lions develop relationships with other members in their club that have impacted one to all five of these areas. Some Lions have become involved in our district, MD4, other areas of the USA and even internationally. All leading to relationships with a common bond and simple but powerful motto "We Serve"

Now take a look at the relationships you have built in your own community. There are many people whom have benefited from your effort. Your club is recognized and trusted in the community for the humanitarian deeds and contributions performed by Lions in your club.

Each of us has a sphere of influence between 200 and 500 people (Some even more). Every one of us has as a real passion for one or more worthy causes. We all agree that the cry for help always exceeds our ability to meet all challenges of those less fortunate. It is also known that there are many great people in each of our communities that are more than willing to help out when asked.

I suggest that you will create a win – win situation by simply asking someone you know to help out at an event or with a special cause. The individual you ask feels good that they participated and gave back to the community. You feel good with the extra help that may lead to a greater benefit and/or contribution. Best of all there is a great opportunity to develop a relationship in a new way that may lead to enabling a like minded person to become a Lion. ... (continued on Page 8)

MD-4 Student Speakers Contest

By Lion Carol Linehan

MD-4 Student Speakers Contest Chairperson

January/February is when over 430 Lions Clubs in MD4 will be sponsoring a Club Student Speaker Contest It is the 76th year of the contest. This year I'm actually chairing a Club Contest. Something I have not done in over ten years. In my estimation this is the most difficult contest because the Club Student Speaker Chair must work extra hard to find the Students to participate. So I want to say Thanks to all the Club Student Speaker Chairs for all their dedication to the Student Speaker Program.

In my calculations, us Lions will be hearing over 1290 different versions of "How Do We Create and Keep Jobs in America"? Every year we listen to many scenarios on the same subject. It's amazing the time that the students put into their research and all the new knowledge that we obtain from the Contestants, who make the commitment to enter the Lions Student Speaker Contest. Without them we would not be able to have a contest.

So, will your club have the winning student this year?

These Students need your Club's enthusiasm, guidance and support on this six level competition. One of these Club winners will go on to their Zone, Region, District, Area and then the Final Contest on June 1st in Torrance California.

Good Luck to each Lions Club who is sponsoring a contest. I hope to see "you" and "your" Student June 1st in Torrance.



**Lions Clubs International
FOUNDATION**

"Giving Is Good!"

By PCC Roger Powell
LCIF Coordinator



heartfelt "THANK YOU" to all of you who supported the "One Shot, One Life" measles campaign. As you no doubt know by now, donations to LCIF for this cause met and slightly exceeded the \$10 million goal, qualifying the Foundation for the \$5 million grant from the Gates Foundation. Speaking at an event during his Rose Parade attendance, International President Madden stated that the Gates folks were so impressed with our success that there is a possibility that the

measles effort will be extended with another challenge to completely eradicate the threat. Stay tuned!

Sandy Disaster Relief Moves Forward

In the wake of the devastation caused by Hurricane Sandy, LCIF immediately issued emergency grants to the districts in the affected areas. Contributions from individuals and clubs are being handled through the Disaster Relief Fund. MD4 districts and members have stepped up already as usual, but this will be a long-term relief effort, so continuing contributions are needed. These are eligible for credit toward Melvin Jones Fellowships, so districts, clubs and individuals should be sure to use the proper form to indicate that this is desired.

Spring Is Ideal Time for Awards

As districts move into conventions and clubs conclude their years, it's an excellent time to reward extraordinary service with a Melvin Jones Fellowship or a progressive Melvin Jones. These very prestigious awards serve both the purposes of recognizing outstanding Lions and of contributing to LCIF's worthy causes.

Grant Application Assistance Available

Clubs needing help with grant applications should be sure to contact the LCIF District Coordinator. The District Governor can direct you to this Lion who can assist you with the process or put you in touch with the appropriate staff person at LCIF.

Should you have questions or comments, contact me at kpow@charter.net or 562-433-7271. And remember MD4's LCIF motto: "Giving Is Good".

Public Relations: Every Lion's Responsibility

After all these years, there are still people who asks, "What is the Lions Club?" What are you doing as a Lion? It seems that in many places, the Lions Club is a well-kept secret. It is the responsibility of every Lion to know and to do public relations. Let's be serious about Public Relations as a responsibility of every Lion. There are many highly informative materials from Lions Club International.

You can send an e-mail to the Public Relations Department at pr@lionsclubs.org or call (630) 468-6817. Every Club should have the LCI Public Relations Guide. This guide will tell you the following: *What is Public Relations? What are the Public Relations Chairperson's Responsibilities? What Do I Determine is Newsworthy? How Do I Contact The Media? How Do I Share Lions Messages With The Public? What Are Some Additional Publicity Ideas? What Materials Are Available from International Headquarters?* It also contains sample fact sheet, press release and public service announcement.

By actively promoting your club and its programs, you'll be projecting a positive image in the community and showing that your club is worth joining.



OFFICIAL NEWSLETTER OF MULTIPLE DISTRICT FOUR/CALIFORNIA LIONS

Lion Aurora S. Cudal

Editor

MD-4 PUBLIC RELATIONS COMMITTEE

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District 4-C4, Area 2, Term 2010-2014

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District 4-L6, Area 4, Term 2011-2015

PDG Francis Bognuda

District 4-A1, Area 1, Term 2012-2016

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Council Chair, 2012-2013

Cass Cara

MD-4 Office Manager

EDITORIAL

Our heritage of service

Greetings to our fellow Lions!

Most of us took time from our busy schedule, to attend the MD4 Convention. Let us make our stay in Sacramento a productive and fun-filled experience. Let's make new friends, build new relationships and further enrich existing ones by sharing our stories on how we are serving others and touching lives, how we are making our communities much better than we found it, how we have kept the spirit of Lionism burning in our hearts, through the years. We can greatly learn from each other through the many opportunities available for productive conversations in this convention.



I was reading an old copy of the LION and this article on the Lions' heritage for service caught my attention, "In our pursuit of excellence, I want all Lions to embrace our heritage of service. From our founder Melvin Jones, to Helen Keller's call to be "Knights of the Blind" service to others has been our foundation. That heritage continues 95 years later and has been paramount in our ability to expand our service to areas such as disaster relief, fighting poverty and hunger, taking care of the environment, and working with the blind and vision impaired, and adopting new challenges like measles and childhood mortality. Service is what we do, and who we are. It defines us as a revered, highly respected institution.

But embracing our heritage does not mean that we should not be open to change. The world is changing. The world is evolving. We must evolve with it if we hope to keep pace and continue to make a difference in the lives of people in need. We should seek self-improvement and always be receptive to new ways of doing business and in establishing new traditions."

Indeed, all Lions should remain true to our heritage of service, but we should be creative in responding to the many opportunities for service in our respective communities. There is so much to be done. Let's open our eyes and educate our hearts in organizing programs and projects that will change people's lives for the better.

Lions stand for service, meaningful service clothe with love and humility. This is our heritage.

Be proud to be a Lion – WE SERVE!

Lion Aurora
Editor

RELATIONSHIPS TO BUILD (continued from page 7)

Life is full of challenges and obstacles and 2013 promises to create some that will test our skills and abilities to overcome. It is in these times where the relationships we have established become our most valuable asset. I ask you to step out of your comfort zone and to develop new relationships in all areas of your life. Some will become Lions and others will not, but you will prosper from the relationships.

Develop great relationships; they make life's journey enjoyable, and at the end they are our only valued asset that matters...