



THE Leader

THE NEWSLETTER OF MULTIPLE DISTRICT FOUR/CALIFORNIA LIONS

AUGUST 2014

Where We Are ... and Where We're Going



"Imagine the possibilities"

By Dr. Dennis Grotrian, Council Chair

This is the challenge I am setting forth as Multiple District 4 comes together for the 2014-15 Lions year. Our challenge is twofold. First, we need to celebrate and showcase the existing members, the strengths and the traditions already present in MD4. Second, we need to creatively envision the ways in which we'll leverage these members and those very qualities to achieve even higher levels of excellence in the years to come.

Recap of where we are now

Before we leap too far ahead, I want to provide a recap of where we are now. We are already into the 1st month of the District Governors' year and they have spent much of this time visiting your clubs and listening carefully to input from a wide variety of MD4 stakeholders. We've spoken to hundreds of Lion members and friends, and read hundreds of email messages from constituents about the definition of our "next level." We are receiving numerous in-depth briefings from clubs participating in the [Club Excellence Program](#) (CEP), members attending the [USA/Canada Forum](#) and other leadership development opportunities.

We have spent significant time out of the multiple learning how MD4 is perceived in our international Lions community, hearing from Past International Presidents, Past International Directors, numerous Past District Governors, District Governors and Vice-District Governors about MD4 to better understand our perceived strengths, weaknesses and opportunities.

This Multiple punches far above its weight.

This ongoing process of discovery has left me more honored than ever to be your 2014-15 Council Chair. Over many conversations, we have been struck by how highly regarded MD4 is. In addition to the exceptional attributes of which we are all aware, a dynamic, deeper truth about MD4 is emerging. To use a boxing analogy, this

In This Issue

Message from CC Grotrian

Message from ID Dicus

MD-4 GMT Coordinator

MD-4 GLT Coordinator

LCIF Coordinator

Long Range Planning

USA/Canada Lions Leadership Forum

Lions 2015 Float

Essay Contest

Peace Poster Contest

History of 4-C1

Multiple District Office

Lions on the Web

Important Links

Multiple punches far above its weight. It is noted that MD4 has an impressive number of talented Lions who provide wisdom and leadership; our Lion membership is accomplished and engaged and the quality of our facilities, services, and programs is excellent by any Lion standard.

We face some serious challenges

That said, it is also important to acknowledge that we face some serious challenges. Far and away, the most prevalent concern among our members is the need to increase our membership: better programs to attract new and younger members, upgrade our orientation and mentor programs for new members, take a good look at why we lose members and create a retention program that reaches our membership. This also includes a new approach to starting new clubs and improving our existing clubs. Other concerns include our need to achieve higher levels of recognition for program quality and to achieve greater diversity among our membership and leaders.

Send me an email

I am focusing my attention on these and the other concerns and ideas that you are sharing with me. I thank all of you who have taken the time to provide your thoughtful insights and comments so far. There's obviously much more to learn about MD4 and I will keep doing that in the months ahead.

What I'd like to ask you this quarter is to suggest individuals I should know, places I should visit, or connections I should make as we continue our dialogue. Reading your suggestions will allow me to reach out to stakeholders whom I may have overlooked thus far, and to ensure the widest possible outreach. Please send me an email at lion.denny@comcast.net to share your ideas.

"We Serve"



MULTIPLE DISTRICT 4 COUNCIL OF GOVERNORS 2014-2015

[DR. DENNY GROTRIAN](#),
COUNCIL CHAIR

4-C1 [LARRY MARCUM](#)

4-C2 [BUCK LARSON](#)

4-C3 [VINCENT LIPINSKI](#)

4-C4 [JACK VAN ETTEN](#)

4-C5 [ERV GON](#)

4-C6 [KAREN FILLMORE](#)

4-A1 [KENT CHRISTENSEN](#)

4-A2 [ANTHONY MARTINEZ](#)

4-A3 [JOE HOHENWARTER](#)

4-L1 [EVA HEBEBRAND](#)

4-L2 [ALBERTO MONTES
DE OCA](#)

4-L3 [SONJA MENOR](#)

4-L4 [GIL SMITH](#)

4-L5 [JIM MAITLAND](#)

4-L6 [MARY RYNEARSON](#)

Multiple District Four
Headquarters
129 Los Agujas Avenue
Santa Barbara, CA 93101

Cass Cara, Office Manager

(805) 963-6681

(800) 546-6634

F: (805) 963-8254

E: admin@md4office.org

www.md4lions.org

Cal Lions-Office on
[Facebook](#)

[Lions Clubs International](#)



Happy New Lions Year! Congratulations MD4 Lions!

As we enter this new Lions year for 2014-2015, I am pleased to congratulate MD4 Lions for an outstanding year of service and growth this past year. Lions in California proudly continue to serve and improve the lives of thousands of people in our state and around the world. MD4 Lions continue to be responsive to the needs of others, whether it be providing eye exams and glasses in California through California Lions Friends in Sight, or providing eye care overseas through Lions in Sight, California Lions are improving lives!

Additionally, California Lions worked together to feed thousands of refugees and firefighters during the Yosemite Rim Fire last August. There are hundreds of additional projects where California Lions demonstrate that each are 'Loving Individuals Offering Needed Service!' Again, congratulations!

In addition, your MD4 leadership team expanded California Lions membership by chartering 16 new clubs and turning around our membership trend by a positive 775 Lions from the prior year! This positive result is due to a combination of adding more new Lion members and improving our Lion loyalty (retention). This is a great accomplishment!

Jane and I just returned from the LCI Annual Convention in Toronto, where International President Joe Preston introduced his theme 'Strengthen the Pride' and shared a little background. A 'Pride' is a close-knit family of Lions, as can be found in the savannahs of central Africa. Each member of the pride has responsibilities. Whether they are the hunters, protectors, caregivers, teachers, or learners, the pride works as a team for survival and prosperity.

Therefore International President Joe has challenged us to 'Strengthen the Pride' this year - he encourages each of us to do our part by working together to strengthen Lionism worldwide - through increased service activities, through growing membership, through strengthening our clubs, and through developing leaders.



MD4 California Lions has another strong leadership team this year, our new District Governor teams have fresh ideas and I share their commitment to enable every California Lion to have a fruitful year of service and make a difference.

I'm looking forward to working with you as we 'Strengthen our Pride' together and prosper as we serve our communities.

Yours in service,
Larry Dicus, International Director



"Strengthen the Pride" and "Just Ask 1" are the recurring themes and goals we as Lions will be working to fulfill. These goals of strengthening the pride does not end on June 2015, but rather continues through the "Celebration of Our Centennial" and onward.

Imagine the world wide impact of 1.36 million Lions, asking just 1 to join Lions!

As Lions, we all have the knowledge and tools to invite someone to join Lions; however, we do not do this simple task. Share your passion and your desire to make your community a better place. Start the ASK with a family member, then move to a neighbor or a co-worker. Make the invitation to join you and your club doing a service project either feeding the hungry, vision screenings, working with our youth or planting a tree. It is simple - JUST ASK! and share your passion and desire to serve others.



However, before we have invited our new members we need to have goals - what do we want our club to look like in the future? What is our club's focus? Have we done a community needs assessment? Is an action plan in place? If not, start now with answering these questions and plan for the future growth of your clubs.

Lions, now is the time to continue the growth of your clubs, your district, the multiple district and Lions Clubs International. Now is the time to focus on being able to serve more citizens of our communities - locally and globally. Now is the time to start and "JUST ASK 1."

Ask One

Ask One

I'm looking forward to working with the 2014-15 District Governors as well as the rest of their Leadership Teams. My Team, comprised of PDG Ken Ibarra, IPDG Jim Goodheart, and PDG Chris Ohrmund, is a skilled and knowledgeable group whose talents will enhance the MD 4 efforts to provide the advice and training to its current and future leadership corps.

The Governor Teams are a vital part of the success of "Leadership Enhancement." Without District level help and promotion of our common goals, success will be difficult. The fifteen District GLT Coordinators are crucial. The Governor Teams and my committee will do everything we can do to ensure their success.

We need to clearly lay out the programs and processes to achieve the long-term goals:

1. Identifying the new leaders for our clubs and our districts. This is the job of local club and district Lions leaders.
2. Developing the skills of our current and future leaders.
3. Providing the appropriate training necessary to advance our membership. This will generate the enthusiasm which accompanies an appreciation of all that we do as Lions in the process of providing "Service" to our communities. Certified Guiding Lion Training is an invaluable tool that provides positive local expertise within a district and/or a club.
4. Growing our membership quantity and quality due to the elevated knowledge and skills of our leaders. Our MD 4 Lions Leadership Institute is a proven entity for the benefit of all of us within Multiple District 4.
5. Promoting our existing club improvement programs like the Club Excellence Process (CEP). We can also provide the staff to help clubs when they request help.
6. Recognize and publicize the USA/Canada Forum and the annual Lions Clubs International Convention.
7. Act as a rallying focus group for all things "Leadership."
8. Provide the staff for the Leos Leadership Institute.

As you can see our task is formidable. We're up to it!! And we are anxious "To Lead."

"Giving is Good!"

by PCC Roger Powell, LCIF Coordinator



Lions Clubs International
FOUNDATION

As we begin this new year I would like to thank all of the District Coordinators and the 2012-13 and 2013-14 District Governors for the last two years of support for our LCIF efforts in MD4. Although the final report for 2013-14 is not yet in, I know we have surpassed our goals and all expectations. This is due to your tireless support and encouragement.



For 2014-15 I will be laying out our goals at the August Council of Governors meeting in Santa Maria. Major areas of focus will be increasing both our club and membership participation. I know we will have another great year, and I look forward to working with Lions throughout the state to make it happen.

Long Range Planning and Research Committee

by PDG Ron Hurd, A-3

The purpose of the Long Range Planning and Research (LRP) Committee is to organize and analyze problems for the Council of Governors and prepare long range planning for items of common interest for Multiple District Four. Hat tip to 2VDG Dave Roberts and Cass Cara who got our committee re-organized and in contact during the past year. Your LRP has met via teleconferencing between January and May and once in person in February.

The members of the LRP Committee include: Marianne Keesee Area I, Leland Lee (Senior Member) Area II, PDG Ron Hurd (Chair) Area III and PDG Brad Weeks Area IV. The committee is complemented by DG Member Alberto Montes De Oca, 1VDG member Leo Macias and 2VDG member Dave Roberts from the current COG. We are looking forward to a successful year.

Current projects undertaken include the potential requirement for re-districting. While the demand for re-districting is not imminent, LRP will continue to work with DG's. We would recommend that each district designate an LRP contact for future planning purposes. Other topics include the Lioness Club program, and the support of Leo and Campus Clubs.

In the coming year the LRP will be considering PR plans for the 2017 Lions Centennial in MD-4, stimulating Lions interest in MD-4 Activities/Conventions and researching techniques for boosting membership. Feel free to contact any committee member if you have any questions or suggestions for us.

38th Annual USA/Canada Lions Leadership Forum Registration



San Juan, the Island of Enchantment is beckoning you. The beauty and history of this island will be the backdrop for the 38th Annual USA/Canada Lions Leadership Forum to be held September 11-13, 2014. Take advantage of the special early bird discount prices and register today. By registering early you get to take advantage of discounted registration. While there is plenty of time left to register, the special discount pricing won't last. So Register today, you'll be glad you did!

Register Now!
Click Here 

Lions 100th Anniversary Pins

Lions 100th Anniversary Pins are being offered by the Student Speakers Foundation to raise money for the Foundation. They are \$7.00 each and can be obtained by contacting PDG Chris Ohrmund (District 4-L2) 909-0598-0554 or ohrmu@aol.com. She will also have them available at the August COG.

Lions 2015 Float Under Construction

"Inspiring Challenges"

Lions providing recreation for the blind and visually impaired

The 2015 Tournament of Roses Theme is "Inspiring Stories" and the theme of the Lions float is "Inspiring

Challenges," a float that depicts five challenging recreational activities that Lions around the world provide for hundreds of thousands of blind and visually impaired individuals.



These



"Inspiring Challenges" are:

- Blind Fishing Derby - District 31-J North Carolina
- Blind Surfing - District 4-L6, Encinitas, California
- Blind Buddies Golf Challenge - District 4-L4, Rancho Cucamonga, California
- Blind Bicycling - District 4-C5, Antelope, California
- Miracle League Blind Beep Baseball - District 34-B Moody, Alabama

Many clubs around the world provide these activities, not only for the blind, but handicapped people as well.

[Lions Float, Inc.](http://www.lionsfloat.com) (LFI) is a year round project and meets monthly on the second Saturday at Ontario Airport Hotel except in June and July. For more information about the float activities, call Norm MacKenzie @ 760-802-6018, Jon Casteel @ 951-235-4606 or visit www.lionsfloat.com.

A Letter from Wayne

by DG Larry Marcum, 4-C1

Hi

My name is Wayne and I am 12 years old. I like to paint pictures using all of the colors of the rainbow. When I was young I used to paint clouds and trees and birds and animals all living together and getting along. I could really use my imagination about all of the beautiful things in the world that makes people happy and get along.

My friends at school told me about a Peace Poster Contest that they are painting in so that they can win a prize and also show everyone what peace means to them. I think that this contest is by some club named Lions. It makes me sad though when they talk about it because I can't see well enough anymore to see the colors or where I have already painted. You see, a couple of years ago my parents took me to a doctor because I was having trouble seeing. My mom cried when the doctor said that there was nothing that he could do to help me, that I would be blind soon. I told my mom, "that's ok Mom, I will be ok, I still have you and Dad to help me".

I am learning how to do so many things differently. I have my own iPad and computer that talks to me and I talk to it. I really like to write stories now since I can't paint anymore, and guess what - I am talking this letter and my computer is typing it for me, how cool is that? But what I really wish is that I could show people what peace means to me just like my friends get to do with their paintings. I wish that there was a way that I could express what peace means to me the way they do.

Guess what, Lions of MD4, there is a way for Wayne to do this that Lions keep forgetting about, it's called the [Essay Contest](#) and it is part of the Peace Poster Contest each year. The information is in the Peace

Poster Contest packet. All it takes are some dedicated Lions who want to help kids like Wayne and go to the schools, the special education programs and find those kids that are blind or visually impaired and make the contest available to them.

Children that are blind or visually impaired have brains, imaginations and talents just like sighted children and how they put into words what peace means to them will knock your socks off. Let's make sure this year that every one of our 15 districts has entrants in this year's Essay Contest, these kids deserve the opportunity so let's make it happen.



2014 Lions International Essay Contest

Essay Contest Guidelines:

Lions clubs around the world are encouraged to sponsor students in the Lions International Essay Contest. This essay contest was created to offer an opportunity to visually impaired young people to express their feelings of peace.

The theme of the 2014-15 Lions International Essay Contest is "Peace, Love and Understanding." Students who are visually impaired and who are ages 11, 12 or 13 on November 15, are eligible to participate. Work with your fellow Lions, local schools and area families to identify young people who are interested in participating and who could benefit from this program.

One grand prize winner will receive an award and US\$5,000. Read the complete guidelines and rules at www.lionsclubs.org.

Peace Poster Contest

Peace Poster Contest "Peace, Love and Understanding" is the theme of the 2014-15 Peace Poster Contest. Lions clubs can sponsor this art contest for kids in their community, for children in local schools or organized, sponsored youth groups.

Ordering Peace Poster Contest Kits

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. The cost of the kit is \$11.95 plus shipping, handling and applicable taxes. Lions clubs must purchase a kit for each contest sponsored. Each kit contains:

It was just asking too much!

Following Lionism's entry into California (Oakland, 1917) its burgeoning popularity prompted District 4 leaders to carve up the state into manageable districts for better supervision. One of these was District 4A, a sprawling geographical entity that included California's massive central valleys as well as the forested elevations leading to the Oregon border.

By 1958 District 4A claimed 74 clubs meaning governor visits were to communities several hundred miles apart and often into winter snows. Overnight trips were common and travel time and costs were exorbitant. (A participant in this almost impossible commitment was 4A Gov. Vic Hencken of the North Sacramento Lions Club who logged more than 30,000 miles for 76 regular visits and 30 special visits which took him away from his business for 200 days during 1956-57.)

Leaders were sympathetic and designated the 37 northern clubs situated in 12 northeastern counties as C-1 while the southern half of 4A became C-5. The first C-1 governor (1958-59) was Kermit Neyens of Yuba City.

Some of the earliest clubs in District 4, 4A, and later C-1 were Marysville (1921), Chico Host (1922), Dunsmuir (1923), Yreka (1925,) and Tehama (1930). The first District 4 governor from the region was Dr. Cliff Johnson of Arbuckle (1941-42). Others included D. W. Montgomery of Paradise (1946-47), Harry Brown of Dunsmuir (1947-48) and filling in for Brown's vacated term, E.R. (Red) Deering of Yreka, (1947-48).

C-1 has had as many as 60 clubs and 1,700 members in a single year. The first women (5) were inducted in 1987. Many came later with leadership credentials established in the district's ambitious Lioness programs.

The most public recognizable activity of C-1 is its high school all-star football games held annually beginning in 1978 which diverts proceeds to the district's major project of a camp in eastern Shasta County for diabetic children. Camp McCumber gives kids recreation along with health education information to make diabetes more clearly understood to them and their families.

Other district services includes collecting eyeglasses for the needy, support of youth activities including sports and speakers contests, White Cane fund-raising and sight saving programs, support of the Lions Eye Foundation and Guide Dogs for the Blind, help for the hearing impaired, providing reading tutors in the schools, support of veterans, contributions to Lions International work for communities stricken with catastrophes, flag days in the schools, food baskets for the poor and hungry, Peace Poster contests for schoolchildren, recognition of outstanding citizens, international student exchanges, support of the City of Hope, and civic, park and playground improvements.

***Submitted by Bob Pentzer, Chico Breakfast Lions Club, past editor of The Leader tab newspaper, and former chair (1992) and eight-year member (1988-1992, 1993-96, 2010-2011) of the MD 4 Public Relations Committee. 530-893-0507 Bobkay2012@gmail.com



Welcome all new officers to the MD-4 fold and welcome back to the returning Lions, helping to make a stronger bond in California Lionism.

The new year blasted off in Toronto Canada at the International Convention, and MD-4 California Lions are starting their first "Organizational" meeting of the year in Santa Maria, August 1-3, hosted by DG Joe Hohenwarter and PDG Tony Manuel in 4-A3. On Saturday, the VDG Adult Companions (AC) will select the winning Scrapbook that will earn an award that will be presented at the MD-4 Convention in Visalia. Also on Saturday the Student Speakers Topic will be chosen. The topic and other information will be posted on the MD-4 website and posted in the mail along with the first semi-annual invoice billing.

STUDENT SPEAKERS CONTEST: Clubs ONLY, please order your student sparkers packet online before October 1, 2014. All other contests (zone, region, district, area) will receive their packets automatically later. If a zone or region chair changes hands, please notify the office immediately. I won't have your contact information to send you the packet .

The annual PEACE POSTER CONTEST KITS are on sale through LCI 's website: Club Meeting Supplies; Peace Poster Contest Kit: Base SKU: PPK1 - \$11.95. The theme of the 2014-15 Peace Poster Contest is "Peace, Love and Understanding." Sounds like a Beatles song... Students, ages 11, 12 or 13 on November 15, are eligible to participate. The State contest will be in December. All winning district posters must be mailed to the MD-4 Office by the first week in December. AND PLEASE DON'T FORGET THE PEACE ESSAY!

MD-4 Excellence Awards: Clubs and District Cabinet members may nominate, in writing to their District Governor, a Lion for the prestigious MD-4 Excellence award. Your District Cabinet will vote on the winners at a regularly scheduled meeting and those nominations will be sent to the MD-4 office for the Council Chairs acknowledgment, and approved by the Council of Governors at the Mid-Winter meeting. The recipients will be awarded a medal and certificate by their Governor at their District Convention. So, Please Districts, have your vote early and submit the nominations before the holiday season. Many thanks.

In the office, the asbestos flooring the the back rooms have been replaced with porcelain tiles and the trees have been trimmed and thinned to let in light and are more manageable.

Many thanks for all you do. The office is here to assist you in any way possible.

Cass Cara
State Office Manager
MD-4, California Lions Clubs International
129 Los Aguajes Avenue, Santa Barbara, CA 93101
admin@md4office.org
www.md4lions.org
(805) 963-6681 (800) 546-6634 Fax: (805) 963-8254

The MD-4 Council of Governors Joint meeting will be Friday August 1-3, 2014 in Santa Maria, CA. Please go to the [Website](#) for more details.

Lions on the Web

Join one or more of these social media sites to network with other Lions. Share information, ideas and videos. Let the world know you're proud to be a Lion!

<http://lionsclubs.org/blog/>

<http://www.facebook.com/lionsclubs>

<http://www.youtube.com/user/lionsclubsorg>

<http://twitter.com/lionsclubs>

<http://www.linkedin.com/company/33854>

<http://www.flickr.com/photos/lionsclubsorg/>

<http://pinterest.com/lionsclubsorg/>

<http://instagram.com/lionsclubs>

<http://www.lionssmile.org/>

Important Links

- * [GLT \(Leadership\) library](#)
- * [GMT \(Membership\) library](#)
- * [MD4 Committees](#)
- * [MD4 Awards](#)
- * [MD4 Honor Roll & History](#)
- * [MD4 Endorsed Projects](#)
- * [MD4 Student Speaker Contest](#)
- * [MD4 Student Speaker Foundation](#)
- * [MD4 Youth Exchange](#)
- * [MD4 Leos Clubs](#)
- * [MD4 Office Manager Cass Cara](#)

*Welcome to this electronic edition of The Leader. Please send your articles and items for future newsletters to Linda Pugliese, MD-4 Newsletter Editor, at ljpugliese@hotmail.com.
You may unsubscribe at any time if you no longer wish to be on the mailing list.*

Linda Pugliese, Newsletter Editor
(408) 996-2986
ljpugliese@hotmail.com



Copyright MD-4 California Lions © 2013. All Rights Reserved.