



Serving California MD4 Lions and Leos Members #californialions

We're Coming Back, World!

February 2022



As we now start to awaken from our cocoons of dealing with a pandemic for the past two years, it's worth asking the question: Which parts of "normal" are worth saving and what have we gained? As the world resets, our focus is on inclusivity and the power of community.

We've learned much that make us better human beings and better leaders.

Lesson #1: Words matter. They influence our attitude and our energy, which impacts our behavior. If we call something a "problem," it sounds insurmountable! But if we refer to it as a "challenge," we can say with confidence, "Bring it on! It's an opportunity for growth and improvement!"

Lesson #2: Light is never affected by darkness. If one person lights a candle, the room is brighter. If that candle is shared, the entire room is illuminated! Lions spread that light throughout the world with service.

Lesson #3: The purpose of a leader is to grow more leaders who believe what you believe – not to generate more followers. You can be a leader by your passion, sincere heart, and willingness to serve. Together as Lions we do great things.

Lesson #4: The sky is a brighter blue than it has ever been. It is time to rebuild, decide how we rebuild, and make the changes we always wanted, wished for, or dreamed of. It is time to get involved using the new tools we've learned to use, look at different ways for clubs to meet and serve. This is our motto - "We Serve" – and we are serving better than ever.

Let me take this opportunity to welcome back this edition of "The Leader" through the collaboration and hard work of the Marketing Committee in bringing this issue to you after five years. Thanks go to Chair Jason Laird for his foresight; Editor Liz Steves, for her creativity; and VDG John Hui, for his experience and amazing graphics talent. Way to go, Team, in shining that light on all the remarkable things California Lions are doing!

Linda Pugliese
Council Chair 2021-2022
MD4 California Lions



From The Editor.

Fellow Lions,
Working side by side with the MD4 Marketing Team to bring Council Chair Lion Linda's vision come alive to rejuvenate "The Leader" publication has been fun and meaningful. This issue was developed on paper specifically for 2022 MD4Con however moving forward issues will be available for online view. Simply scan the QR code with your device and you're on your way! Thank you and thank you for being a Lion.
Lion Elizabeth Steves

New Voices Initiative



Promotes gender parity and diversity and seeks to increase the number of women, young adults, and underrepresented populations within our association. It features a diverse group of Lions and Leos

who are selected annually by their district governor for their dynamic and innovative contributions in one of four areas: service, membership, leadership, and marketing. New Voices Initiative offers meaningful volunteer engagement recognition. For details contact PCC Lion Mary Rynearson at maryryno@gmail.com

Quarterly Project Initiatives

Winter quarterly project success! The results for Project Care Hunger are in and the California Clubs of MD4 collected 65,279 pounds of food during the month of December 2021. So many lives were impacted because of the service our Lions, Leos, and Cubs provide! Thank you to each District and Club that participated. "Alone we can do so little, together we can do so much".



Credit to Lion Susan Gall MD4 GST Area Coordinator and MD4 Marketing Chair Jason Laird

Spring into service! California Lions Project Care: Environment is a statewide Lions Service Initiative during the month of April 2022, encouraging Lions Clubs to plan, execute, and report their service activities which enhance the environment, All clubs in good standing in Multiple District 4 may opt to participate during the month of April 2022. Clubs will report their service activities in MyLion by May 15th. The District GST Using information in MyLion, Chairs will report the number of hours of service for each club in their District and the final data will be posted on the California Lions website.

What is the purpose/goal of this program?

The purpose of California Lions Project Care: Environment is to engage clubs in a common statewide service initiative. All clubs, regardless of size, can take part. We will demonstrate and record the impact of California Lions Clubs across the state. It is an opportunity to attract new members via community and social media news coverage. Finally, this project will provide each District and Lions Club with a newsworthy, PR- friendly service campaign.

How will Districts implement California Lions Project Care: Environment?

Districts are encouraged to have all clubs participate regardless of size and/or to join with other clubs and service organizations via organized efforts.

Will there be recognition for this project?

The Multiple District will present Certificates of Participation and Achievement to all clubs which participate

Who is behind this project?

California Lions Project Care is a partnership between the MD4 GAT and the 2021-2022 COG



MD4 Marketing Committee Progress for Lions Year 21/22

Promoting MD4 California Lions License Plate Project Everyone's help is needed to make California Lions roar through MD4. We need 7,500 license plates pre-registered before we can kick off the ordering and delivery phase. California Lions License Plates registration link <https://district4c4.wufoo.com/forms/r1cpgje415aftdu/>



MD4 Marketing Committee
How Can We Help?

Roll out a California Lions License Plate 30- 45 second Video Production to be used only as a marketing tool that District Governors and Lions Clubs across California can use to gain interest.

Promote MD4 2021-22 Quarterly Projects. Pediatric Cancer - Blood/Marrow drive (August), Vision – Eyeglass Collection (October), Hunger – Food Collection (December) and Environment (April).



The Marketing Committee purchased four Lion/Leo inflatables (10' x 11' x 4') that can be used by any Districts and California Lions Clubs.

This Committee meets once or as needed each month, so if there is any item related to marketing that you wish this committee to discuss or would like to participate please send an email to marketing@md4lions.org and we can include it on the agenda plus send a meeting invite.



Some Things to Know About Lions Clubs International Foundation by Past Council Chair Roger Powell, MD4 LCIF Coordinator. One of the most important ways that Lions make a difference in their communities and throughout the world is through our Lions Clubs International Foundation.

the official charitable organization of Lions Clubs International. Founded in 1968 by Lions for Lions on the basis of our slogan "We Serve," the Foundation seeks to provide assistance to those in need in a wide variety of areas. No donated money is used to pay administrative expenses. 100% of donated funds are used for the programs and are tax deductible! Lions Clubs International Foundation money is there to help Lions and their communities everywhere, so we ask that you support your official Lions charity today. Donations are easy to make online at the LCIF web site! Our Multiple District 4 Slogan: "Giving Is Good!"



Leos

Most Lions are familiar with the USA/Canada Lions Leadership Forum, but many have no idea there is an equivalent leadership development opportunity for Leos – namely the USA/Canada **Leo** Leadership Forum. Like at the Lions Leadership Forum, Leos are able to select from a variety of seminars covering a range of topics targeted to meet their specific needs and interests. The Leos themselves, through the USA/Canada Leo Leadership Forum Advisory Council, work in partnership with Lions to provide direction on seminar content, speaker selection, and Forum format. And don't forget the fun. The Forum always includes a sightseeing adventure and participation in a hands-on service project.

In 2022, California Leos and Lions will have the honor of hosting the 5th USA/Canada Leo Leadership Forum at the Wyndham Hotel in Visalia. From July 28th thru 31st, Leos from all over the United States, Canada, and beyond will gather right here, in our midst. The Host Committee has been hard at work for the past two years to make the 2022 Forum an exceptional experience. One of our primary goals is to enable a large contingent of California Leos to participate to experience the benefits of camaraderie, education, and serving together. This goal CANNOT be realized without the support of California Lions. Districts, clubs, and individual Lions can assist by dedicating scholarship funds for Leos to attend, spreading the word to Leo clubs, Leo advisors, and sponsoring Lions clubs about the event, and participating in fundraisers to support the Forum itself and the Leo scholarship fund. There are also opportunities for Lions who would like to assist during the Forum.

Look who's on



A Tell-All Video That You Just Must See

Do you have four minutes to view one of the best videos available that does a fantastic job explaining exactly what Lions do with the funds donated to LCIF? It will be time well spent. In fact, you may even end up watching it 2 or 3 times it so good and vividly detailed.

The video is available on YOU TUBE and is entitled: LCIF: Helping Humanitarians Roar. Once you see It, you will want to show it at our club and district meetings, it is just that good. Yes....Club Giving Is Great and Yes...your Individual Giving Is As Well

For most of our LCIF history, the funds received have come from the generous donations of clubs and districts, and will continue to do so. However, starting with Campaign 100 we have begun to lift up what a difference even a small personal donation can make to work done through LCIF.

It is a simple process to sign up to donate any amount you wish on a monthly basis...even \$5 or \$10 a month adds up in incredible ways. \$10 a month is \$120 a year...which helps in itself... but multiply by what would happen if most of the members of your club, or your district did so as well...and you can see just how great an impacts those donations can have. Talk to your LCIF District Director to find out how to do so or contact LCIF directly .IPDG Steve Lacey, 4L4

Don't miss your chance to be a part of something spectacular! For additional information or to get involved, please contact Host Committee Chair PDG Kevin Patel at chiragkumarpatel@yahoo.com or Host Committee Secretary PDG Jamie Hart at lionjamie4c1@gmail.com. ❤️

MD4 Speciality Clubs

World-wide, over 60% of the new clubs last year were specialty clubs with membership increase seeing great success with joining groups that share a common cultural identity. Three such stand out in the multiple district that are experiencing their club, their way!



The Visalia Pride Lions Club is made up of LGBT+/Friendly members who desire to serve the community, and make a difference to assist their LGBT community and the larger Tulare/King County communities through projects, scholarships, and volunteerism.

The Visalia Pride Lions originated with 24 members who were determined to create an influential LGBT club and hopes to inspire the development of more LGBT clubs across the state of California and beyond. President, Bobbie Jo Mendez.

Time to start thinking of how you can become a leader next Lions year. Marketing? Service? Membership? Let your VDGs know your interests. They're scrambling for leaders. Great opportunities everywhere. LEADERSHIP REQUIRES A TEAM. The Lions Leadership Team requires everyone to participate, and bring many skill sets. We should recognize that not all potential Lions Leaders desire to become District Governors. We also need Lions to step up to lead our Service Projects, Foundations, do training, Marketing and Recruiting.

Talented, fun, energetic, dedicated, youthful, together

Kaisahan Unity Lions Club

4C6 Lion Helen Pastor-Moreno, President. Founded on a love for performing arts, their presence on social media is the best, contributed to by their young leaders in training. Their fun Mrs. Valentine fundraiser raised over \$1,000 to give barefoot kids in the Philippines shoes to wear to prevent ringworm that 50% of the kids suffer from.



The MD4 Lions Flag Crew rocked its way to the convention!



"To provide a supportive and positive learning experience in which members are empowered to develop communication and leadership skills, resulting in greater self-confidence and personal growth." This is the Mission of the California Lions Toastmasters Club. Being a member of this club is a great opportunity to grow both your leadership and public speaking skills, **with friends!**

Meetings are twice a month on the 1st and 4th Tuesdays VIRTUALLY made up of California Lions from across the State. Toastmasters International offers a "pathway" from which you can choose your public speaking focus and a guide to creating your speeches. The hilarity happens during "Table Topics" where one Lion/Toastmaster leads the rest of the club through "questions" where the responding Lion/Toastmaster has an opportunity to "think on their feet, speak within a given time frame, and answer the question" Who knew our Lions were so good at this!! The California Lions Toastmasters Club continues to grow in membership, so if you are interested, please contact Lion Liz Crooke, liz@lionliz.com for more information, an application, or to visit a club meeting! **inclusion, diversity, unity**

California Lions Family and Women's Membership

Families and women are valuable in the growth of Lions membership. Women represent 51% of the world's population therefore including them and their family is an excellent way to grow your membership and take your club in a new direction. Usually, when inviting women to become members they will encourage their children and significant other to get involved as well. Furthermore, by taking in the point of view of women and the youth a club can have a new outlook and new ideas to help a club succeed. The Women's symposium is scheduled for Saturday Feb. 26 at 3 pm in the West Coast room, Post-convention communication and support will be available on "The Leader" online or contact Lion Arminda Ruiz, California Lions Family and Women's Membership Specialist 2020-2022 lionarminda@yahoo.com



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