



Lions Clubs International

Governor's Newsletter

District A4

Ontario and Quebec



Volume 19/20
Issue #1

Editor: Lion Sandra Baldwin slbaldwin@rogers.com

Governor's July/Dec. Message

The Governor's Musings

Greetings Fellow Lions, Lion-ess, Lionette and Leos

As this year's District Governor, I want to convey the message that I am here for all the clubs. Just Ask.

This year again we will be supporting the "5 Global Causes" which includes youth. My Governor's Project will be youth which will include Diabetes - CHEO Camp Banting, Childhood Cancer, Lions Quest.

After working with the 1st VDG & 2nd VDG we will continue working on the 3 to 5 year plan.

I will be asking for support for the following:

- increasing membership
- increasing community awareness through promotions and marketing
- increasing knowledge into your clubs by using the training material available



District Governor
Beth Lewis

- increasing communication between the clubs and the District
 - by supporting the "Global Action Team" ("GAT" "GLT" "GMT" "GST")
 - by supporting "My Lion" and entering all your services
 - by supporting "New Voices" more female members
 - by supporting "Diversity" - Speciality Clubs and Branch Clubs
 - by adding to your Club Board of Directors Chairpersons for LCIF, Services, Marketing,
- In Closing let us all continue to learn and to serve our Communities.

Message du Gouverneur-jul/dec.

Muse du gouverneur

Chers membres Lions, Lion-ess, Lionette et Leos

En tant que gouverneur de district de cette année, je tiens à faire savoir que je suis ici pour tous les clubs. Il suffit de demander.

Cette année encore, nous soutiendrons les «5 causes mondiales», qui incluent les jeunes. Mon projet de gouverneur concernera des jeunes, parmi lesquels: La diabète, le camp Banting de CHEO, le cancer infantile, *Lions Quest*.

Après avoir travaillé avec le 1er et 2e vice-gouverneur de district, nous continuerons à travailler sur le plan de trois à cinq ans.

Je demanderai un soutien pour les suivants:

- augmentation du nombre de membres

• accroître la sensibilisation de la communauté par le biais de promotions et de marketing

• accroître les connaissances de vos clubs en utilisant le matériel de formation disponible

• renforcement de la communication entre les clubs et le district

• en soutenant le "Global Action Team" ("GAT" "GLT" "GMT" "GST")

• en soutenant "My Lion" (mon Lion) et en entrant dans tous vos services

• en soutenant "New Voices" (nouvelles voix) plus de membres féminins

• en soutenant "la diversité" - Clubs spécialisés et clubs de branche

• en ajoutant à votre conseil d'administration de club des présidents pour la LCIF, les services, le marketing,

En terminant, continuons à apprendre et à servir nos communautés.

Beth Lewis

District Governor / Gouverneur de district

2019 / 2020





District Governor: Beth Lewis		Zone 13 (N) Chair: Kristina Jensen
Cabinet Secretary: Joyce Firlotte	Region 13 Chair: Robert Fournier	Zone 13 (S) Chair: Jacques Duquette
Cabinet Treasurer: James D. Doyle	Region 22 Chair: James Hall	Zone 22 E Chair: Trevor Howard
1st VDG: Jean Lauziere	Region 30 Chair: Susan Tunnicliffe	Zone 22 (W) Chair: Rachelle Clayton
2nd VDG: Renee Devenny	Region 41 Chair: Raja Wysocki	Zone 20 (W) Chair: (contact Region Chair)
		Zone 30 (S) Chair: Jerome Andre

Dr. Jung-Yul Choi - International President



Dr. Jung-Yul Choi of Busan, Republic of Korea, was elected to serve as international president of Lions Clubs International at the association's 102nd International Convention, held in Milan, Italy, July 5 through July 9, 2019.

A member of the Busan Jae-il Lions Club since 1977, President Choi has held many offices within the association, including club president, cabinet secretary, district governor and international director. He also served numerous times as a DGE Group Leader and served on 11 committees as a member of the International Board of Directors. In addition, he was a chairperson of the 39th OSEAL Forum in 2000 and a host committee chairperson at the 95th Lions International Convention in Busan in 2012, the largest convention ever held in Lions history.

In recognition of his service to the association, President Choi has received numerous awards, including the Humanitarian Partnership; Senior Master Key Award; 100% District Governor Award; multiple International President's Leadership Awards; multiple International President's Awards; and an Ambassador of Good Will Award, the highest honor the association bestows upon its members. He is also a Progressive Melvin Jones Fellow.

In addition to his Lion activities, President Choi is chief executive officer of Koala Company, Ltd., an international trading company, and is also a past director of the Busan Sports Association. President Choi and his wife, Seung-Bok, have one son, four daughters and two granddaughters.

The Special Olympics Committee - November 2019

This is a very special Committee and I am pleased to serve and try and assist Para Olympians on their way to special sporting events.

The purpose of this committee is to provide support for sport programmes and competition. Opportunities for individuals with an intellectual disability both on a community level and up to global competition.

MDA was challenged us to give help to change more lives of families with young children and adults with these challenges.

My individual task is to suggest how A 4 Lions can help to the best of our ability with the limited resources of A 4. I received an E Mail from Mr. Jason Hussack. Special Olympics Community and Marketing Developer for the Greater Ottawa Area. He suggested how possibly A 4 Lions could get involved: In Event support, Helping with Fund Raisers and of course Monetary support.

I have also contacted Kris Kelm of Essilor to get his suggestions and find out about the Opening Eyes Programme supported by Lions Club s International.

At this time I have not heard back from Lion Frank Hewitt who is MDA coordinator for the Special Olympics. I want to know what is the common focus ALL multiple Districts are concentrating on in this matter.

I have also contacted PDG Lion Andy Etherington to ask if he would be willing to help out at our upcoming convention in April 2020 where we would discuss the Special Olympics programme,

Vision Screening and the Lions Club Intl Opening Eyes Programme.

Respectfully Submitted

PDG Lion Tony Lawson

Diabetes

A Fork in the Road Decision



Prevent

Remember

- Fear, force and facts do not help to change
- When we know better we do better

Global Diabetes:

2015 — 415 million

2040 — 642 million

One in two is undiagnosed

12% of global healthcare is spent on diabetes

2015- \$673 Billion

2040- \$802 Billion

China is 1st - 100 Million

Indonesia is 2nd - 10 Million

Japan - 9th - 7.2 Million

Prevent

- Healthy weight
- Eat a plant strong diet
- Exercise regularly
- Get checked annually over 30 years

Manage

1. Identify your risk and get checked often.
2. When diagnosed start medication early and try to reverse.
3. Change your nutrition pattern. It's good for all of you - heart, brain, kidneys, colon, prostate, breasts, etc.
4. Follow up with your provider as recommended. Tight Control = Great Outcomes
5. Get angry and try to defeat it.
6. Get a monitor, a friend, and a program - you can't be in it alone.

Reverse

Type II Diabetes can be reversed through lifestyle changes.

- Eat a whole food plant based diet.
- Aim for a manageable weight loss of a 10 to 20% if overweight.
- Find a lifestyle medicine doctor or clinic
- Access computer aids:
 - ◊ NutritionFacts.org
 - ◊ Undo it by Dr. De-am Omish
 - ◊ Dr. Neal Barnard
- The World Health Organization says 70% of all disease is preventable with health lifestyle.

**HAPPY NEW YEAR
2020**



"A PICTURE SAYS A THOUSAND WORDS"

Leveraging Your Club's Service Activities to Enhance Your Public Relations and Membership Recruitment Efforts

We have all heard the phrase, "a picture is worth a thousand words". An annual poster highlighting your clubs service activities is a powerful public relations tool that can have an immediate and positive impact on how your community and your own club members view your club. Past International President Judge Brian Stevenson suggested this idea at a recent District A4 Convention.

The Killaloe & Area Lions Club placed a poster in the local newspaper last year, highlighting among other items that their club raised \$62,000 in 2018. The positive effect of this message not only changed the town council's opinion from being unaware of what the Lions did in the community to such an extent that the Mayor joined the club.

The moral of the story is to never assume that the community is aware of what is happening at your club.

Another great example illustrated below is the Kanata-Hazeldean Lions Club annual fundraising poster, placed outside their hall. The poster includes a summary of the charities they donated to with a total of all donations in a larger font. The poster also includes their web page, a reference to a BeALion.org, is colourful and large enough to stand out and uses the adjectives "over" and "more" very effectively.

The poster "certainly makes the club members proud to have it up when events are happening."



Kanata-Hazeldean Lions Club Annual Fundraising Poster

Steps and considerations for your poster could include the following:

Step 1: Work with your club secretary and treasurer to compile a list of charities your club has donated to over the last year, including the dollar total. For privacy, don't in-

list, prepare a summary, focusing on local charities, similar to the Kanata-Hazeldean Lions Club poster. Then determine the total number of service activity hours the club has provided to the community over the last year as Lions clubs donate thousands of hours every year to the community. This could also be included on the poster to have an even greater impact.

- Adding a question like, "Would you like to be part of making a difference in the community?" to plant an idea about potentially becoming a Lion.
- Include an email address and a telephone number so contact information is available should someone have any questions.

Members of the community quickly become aware the impact your club has in the community and begin to recognize that there are needs in the community they can assist with.

Prepare a paragraph answering the questions who, what, when where and why, such as the following:

The Downtown Lions Club has proudly served the community since 1958. Over the last year, we have continued to support the community by donating to charities and people in need and provide many hours of service to the community to make it a better place to live. The poster summarizes this effort.

Step 2: Once your poster and paragraph have been created, the next step is to spread the message in as many ways as possible. You can click on the links below to view different methods of communicating your message.

- Emailing a news release to the community newspaper.
 - Publishing the poster on your club's website.
 - Publishing the poster on social media such as Facebook, Instagram and Twitter.
 - Placing the poster inside and outside you Lions hall.
 - Including the information in your club brochure.
 - Using the poster during club events by placing it on tables and including it in your event program.
 - Sending the poster along with a cover letter to the local municipality or town council.
 - Placing the poster up in the post office or other town message boards.
- Be sure to update your poster annually so the information on the poster remains current and the community sees that



Continued from n Page 4 *A Picture Says A Thousand Words"

This is a practical idea for your club to consider and more ideas will be shared on a regular basis. If your club has experienced successful public relations for an event, please get in touch with me or any committee member listed below. We need to "get the message out" by sharing ALL of our successes to ALL clubs in the district.

If you have a question regarding this idea, promoting your club in your community or if would like to invite a committee member to visit your club, please feel free to contact any one of us. We are here to help you to reshape public opinion and improve your club's visibility so that club activities become a success. The committee members include:

Region 13

Lion Judy Grant, 613-256-2882,
judyinalmonte@gmail.com

Lion Gus Este, 613-825-1168,
estelarence40@gmail.com

Region 22

Lion James Johnston, 613-589-2092,
james.johnston@magma.ca

Region 41

Lion Renee Devenny, 613-925-5955,
rldevenny@gmail.com

Lion Jim Devenny, 613-925-5955,
devennyjim@gmail.com

By working together to improve the awareness of our clubs in our communities, we can work towards ensuring effective and successfully promote club service projects, fundraisers and events.

Together in Lions Service,

Lion James Johnston
District A4 Public Relations and Promotions Coordinator

Gift of Life

One larger project this Committee is working on is assisting one of the Seaway Valley Rapids hockey teams. A coach/parent is currently awaiting a kidney transplant. A4 assisted with a Transplant Assistance financial donation. The youth are entering the Chevrolet Good Deeds Cup Challenge. We provided materials from Trillium Gift of Life and the Kidney Foundation to assist them. Their 'good deed' is the promotion of tissue and organ donation with a focus on living kidney donors. Voting will take place in 2020 and I will send out more information when it is received.

As has been done in past years, I will be assisting the Kidney Foundation in delivering Christmas Care Packages to patients of the Winchester Hospital Dialysis Unit. Packages are also given at other facilities, but I have 'adopted' WDMH.

Website Report - November 2019

It has been a year now since the website became an E-Clubhouse site.

We are adding information all of the time and we are encouraging all clubs to participate in sending images to be placed on the site.

We are adding information on how to send images and ensuring that we have permission to do so. If there is anyone in the images that are less than 18 years of age, a permission/model release is necessary. We have a Fillable Photo Release form that will be available on the website to assist lions to do this. Having such a document facilitates us to post images in a timely fashion.

We also have asked all the clubs to keep us up to date on what is going on in their clubs so that too can be added at an ongoing basis.

The Convention Information was added this week.

Any club that has a webpage has a link from the A-4 District website.

Also included are contact information numerous Resource Information, links, Memorial, Club websites, Global Action Team, GAT, GLT, GST, GMT, photo galleries, District and Club projects and different protocols.

Respectfully submitted

Lion Susan Tunnicliffe

**District A-4 – Effective Speaking Report
November 2019**

District Governor Beth Lewis & fellow Lions Letters have gone out to all the Clubs and we are waiting to hear from the Clubs or Schools as to how many Students we will have in our Effective Speaking for the District A-4.

Manotick Lions will be host Club in 2020. We have insurance Therefore we are ready. The contest will take place on Saturday March 28th, 2020 at the Royal Canadian Legion, 5550 Ann St., Manotick, Ontario. The finals will be in Sarnia, Ontario April 17, 18, 19, 2020.

Results will be sent to the District upon completion of the event.

Volunteers will again be asked to help out.

Respectfully submitted
PDG Lion Kris Schulz



Lions Clubs International New Service Framework



Lions Clubs International website details the development of a new service framework. "The overarching structure of service consisting of topical area platforms in which the organization focuses resources to enhance service focus and impact.

The service framework is populated with the following service platforms:

Diabetes, Environment, Vision, Childhood Cancer, and Hunger –
platforms in which the organization focuses resources to enhance service focus and impact."

We invite you to review this package.

All items contained here have been donated and provided for your thoughtful consideration of these service areas.



Environment: The health of our planet is essential to life. The environment impacts the quality of our air and water, the availability of food and medicine, the health and beauty of our local communities, and the future of us all. Lions and Leos are meeting environmental challenges at the local and global level by planting trees, organizing recycling programs, providing clean drinking water and cleaning up communities to help preserve our environment for generations to come. We believe that a healthy planet is fundamental to the wellbeing of all.



Hunger: Nearly one billion people go to bed hungry every night. That's why Lions and Leos are hard at work addressing this global need by providing help and hope to the children, families and neighbors who need it most. Lions and Leos distribute food to schoolchildren, stock food banks, create sustainable community gardens and lead community food drives to fight hunger where they live and work. We work to sustain life and dignity for the most vulnerable among us.



Sight: Lions and Leos save sight. Since Helen Keller challenged Lions to become "Knights of the Blind" in 1925, we have improved eye health and eye care for hundreds of millions of people around the world. Today, 80% of vision impairments are preventable or curable, so our service is more important than ever before. Lions and Leos screen vision, educate our communities, build clinics and support the blind and visually impaired through assistive technology and vocational training programs. We work to preserve the precious gift of sight for the world.



Childhood Cancer: Children are a gift to the world, yet every two minutes a child is diagnosed with cancer and less than half of the world's children have access to effective care. Children who survive cancer are often left with debilitating effects that can impact their physical development and ability to learn. That's why Lions and Leos are answering the call to expand access to life-saving treatment and support the children and families who need us most. We are working to give children with cancer a second chance at life.



Diabetes: Diabetes contributes to more than 5 million deaths a year, making it the eighth-leading cause of death in the world. And the numbers are rising. Lions and Leos are confronting this global health emergency by raising awareness of diabetes through Strides events, expanding access to care through screening and treatment programs, and improving quality of life through diabetes camps and community recreational programs. We believe we can help prevent and control this global epidemic by uniting Lions and Leos around this cause.

Thank you for being a Lion!

Thank you for supporting our communities!

Golf Friendly

Greetings

The Cornwall Lions Club is holding its' Inaugural Golf Friendly on June 27, 2020 at one of Cornwall's premier golf courses, the Cornwall Golf and Country Club.

This will be a friendly and fun event, with various challenges throughout the game. Registration includes Golf, Cart, Dinner and a welcome gift to participants. The cost of participation is \$125. per golfer.

While it is early in the Lions year to start promoting this event, we are hoping that with early notice it will be easier for clubs and members to make plans to attend and participate in what should be a fun day for all.

We are also offering a package for \$600 which will include 4 golfers in the event plus a hole sponsorship, if there are any clubs or businesses that are interested.

If you wish to pre-register or have any questions, you can contact the committee by email at kiblutz1@gmail.com or by phone at 613 930 3340.

We hope that we can count on your support and participation. It will be a fun day.

Cornwall Lions Club



District A4
Lions Convention

2020

We're planning a fun filled & learning weekend for the
Lions family of District A4

April 17 - 19, 2020

Did you guess the theme is 'Disney'?

It's NOT too early to think about our Lions convention planned for April 17 - 19, 2020! Your convention Planning team is working now on plans.

Two important forms are on the district A4 web site for you to review and complete as needed:

1. Hospitality Rooms - book soon so you get your choice (first come first served).
2. Advertisements for the Program book - an excellent means for promoting your club, programs, services, business - and your charter anniversary.

Please visit the web site: <https://www.e-district.org/sites/a4/> and click on [Lions Convention 2020](#) for forms and information current to this time.



How We Serve



Pediatric
Cancer



Diabetes



Environment




Hunger



Vision



MORRISBURG CURLING BONSPIEL

A large, stylized graphic of the event title 'MORRISBURG CURLING BONSPIEL' is centered on the page. The text is in a bold, yellow, outlined font. Behind the text is a large blue circular graphic that contains a smaller version of the Lions International logo, which is a yellow 'L' on a blue background with 'LIONS' and 'INTERNATIONAL' written around it.

Hosted by the Morrisburg and District Lions Club

Morrisburg Curling Club

Saturday January 25th, 2020

2-six end games (9:00 am & 10:30 am)

\$25.00 per person/\$100.00 per team

Lunch included

Open to the public

Silent Auction

All proceeds go to

South Dundas and Cornwall Hospices

Contact Keith and Linda Robinson

613-543-3338 or 613-330-3868 or email "klrobinson011@gmail.com"



Billboard

Upcoming Event

Please mark this date on your calendars

Zone Chairs & Region Chairs and anyone else who you think should attend.

Place: Stittsville Lions Hall

Date: January 18th, 2020

Time: 10 am to 12 noon

Topic: MyLion training for ZC & RC & Secretaries & Presidents & Membership Chairs and any Lion member interested

12 noon to 1 pm light lunch \$5.00 per person

Time: 1 pm to 3 pm

Topic: ZC & RC information session

Bring your laptops or tablet wifi is available

Secretaries, Presidents & Membership Chairs please plan to attend, we need to get the clubs reporting their service activities.

Why service reporting matters

- ◇ Reporting shines a light on how, where our local clubs are making a difference across the world
- ◇ Helps people understand the needs of our communities and around the world
- ◇ Provides tangible evidence to prospective partners of Lions Internationals global engagement and impact
- ◇ Shares ideas globally
- ◇ Measurement leads to insight which in turn sharpens our focus
- ◇ People want to participate in real, visible change. This may grow your membership
- ◇ Show how funds from Lions Clubs are used in Grants to serve your communities.

Thank you and hope to see you all attend.

Please reply by Jan 10th. to
DISTRICT GOVERNOR BETH

IN MEMORIAM

Lion Stan Suffel

Smiths Falls Lions Club
September 6, 2019

Lion Richard Kenny

Beachburg Lions Club
October 1, 2019

Lion Robert Kemp

Gloucester Lions Club
October 3, 2019

Lion Jack Chaters

Prescott & District Lions Club
October 29, 2019

Lion Murray Arthur Phillips

Perth Lions Club
November 3, 2019

Lion Maurice Labelle

Orleans Lions Club
November 13, 2019

Lion Richard Cliffe

Gananoque Lions Club
November 16, 2019

Lion Donald Erwin

Winchester Lions Club
December 7, 2019

Lion Bernie St. John

Stittsville Lions Club
December 16, 2019

