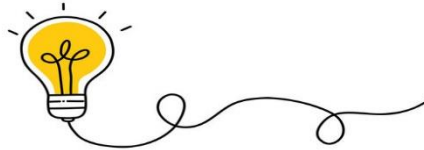




District 4-L3 2025-2026 1st Quarter Marketing “Bright Ideas” Award Recipients



Emerging Club: *A club that is building, improving, or enhancing their marketing.*

- Club name – **Southern California Inka Lions Club**
- District - **4-L3**
- Club Marketing Chair: **Lion Helen Park**

The **Southern California Inka Lions Club** is an inspiring example of an emerging club making a powerful digital impact. Under the leadership of **Club Marketing Chair Lion Helen Park**, the club has shown exceptional initiative by launching its own **YouTube Channel** and maintaining **consistent Facebook updates** that showcase the club’s dynamic service and cultural pride.

They’ve also created **custom membership brochures** to attract and educate potential new Lions, ensuring their message of service reaches diverse audiences across Southern California. These combined efforts demonstrate innovation, creativity, and a growing commitment to visibility and engagement — perfectly aligned with the MD4 Marketing mission to help more people see what Lions do.

 **Facebook:** [Southern California Inka Lions](#)

 **YouTube:** *Southern California Inka Lions Club – YouTube*

Submitted by:

Lion Juan Rodriguez

Club President 2025-2026

Southern California Inka Lions Club

Exceptionally Leading Club: *A club demonstrating meaningful, innovative, and exemplary marketing practices.*

- Club Name: **Santa Monica Pacific Palisades Lions Club**
- District **4-L3**
- Marketing Chairperson : **Derrick Beerensteyn**

The **Santa Monica Pacific Palisades Lions Club** has demonstrated outstanding creativity and strategy in digital marketing. Rather than relying solely on standard outreach, the club has developed **rich, bespoke content** across **Facebook and Instagram** that not only highlights their service activities but also celebrates their identity and community relevance throughout the **Westside of Los Angeles**.

Through **creative storytelling, consistent branding**, and the **thoughtful use of hashtags and visually engaging posts** — particularly those supporting the **victims of the Palisades wildfire** — the club has elevated its social media presence into a powerful engine for **member recruitment, public visibility, and meaningful community impact**.

 **Social Media:** Facebook: <https://www.facebook.com/smlions>

Website: <https://e-clubhouse.org/sites/santamonica/>

Submitted by:

Lion Derrick Beerensteyn

Marketing Chair / Co-President 2025-2026

Santa Monica Pacific Palisades Lions Club

~ Lions Edwin Vasquez and Noni Alfonso
District 4-L3 Marketing Co-Chairs

