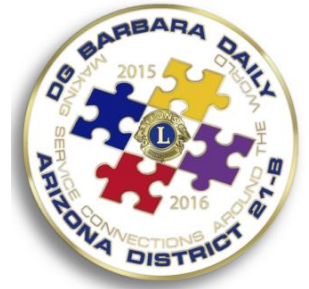


Dignity.
Harmony.
Humanity.



THE BUZZ

("B" in the KNOW!)
August 3, 2015



PEP RALLY ???

There's a rumor going around that we're having a pep rally? Really? A pep rally??? Why – well why not. It's the beginning of a new Lions year so why not get pumped up over service and leadership. Why not get excited about being a Lion and wanting to serve our community? Why not get excited about trying something new? Why? Because we all can use a pick me up from time to time. Time to rally the troops and head on up and over or down and over to Chandler Sun Bird and see what's going on for 2015 – 2016.



So get out that tried and true Hawaiian shirt and get on those slacks or shorts – doesn't matter as long as you wear pants you're OK in my book. We are going to get

down to having some good old fashioned fun and fellowship. After a little bit of district business that we have to take care of – then it's all about you – how we serve and how we want to serve.

Time to do things a bit differently – so come on and be part of doing something fun and different – I am here to serve each Lion in this district – you are not here to serve me. I need to know what you want to see and what help you want or need.

Remember no suits, ties, jackets, vests – come cool and comfortable in a Hawaiian shirt and shorts or slacks – the other things will be confiscated at the door and you will be fined. Besides it's going to be a scorcher on Saturday!



GOALS / PLANS / IDEAS



Come to the kickoff and find out what goals we have for reaching the Centennial goal of 100 million acts of service in hunger, youth, vision, and the environment. We have

some pretty impressive committee chairpersons to pull this off this year but we'll need your help to succeed. We can do this together – let's make the connection Lion to Lion.

Let's plan together how we're going to succeed this year.



Come find out about the district contest – not by club but by Lion. We are taking it down to you, the Lion – not the club. Come have some fun doing some old fashioned cheerleading for us – the Lions. Bring your club tail twister along for some extra fun – you'll find out at kickoff so be there or you'll be missing out.

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Remember – send CS Samantha information on your club activities to publish in The BUZZ!

The Three W's

All Lions received a little gold lapel pin to wear over our hearts when we were inducted into our clubs. This small pin is the globally powerful insignia of the world's largest service organization. Because each club shares the same motto of WE SERVE, we are a united force for good active in 210 countries. Importantly, each club is unique in unique communities and more especially, unique opportunities for service. Whether located in cities or rural communities or cyber communities, we share additional challenges – finding and keeping new members.



IPIP Joe Preston commented that we have 1.4 million members; and, if each one of those members were to sponsor another new member, we could easily be 2.8 million members in one year. It's doable and very possible. We just have to ask potential candidates. If there is a first rejection of 'I just don't have the time for one more obligation', we should respond with "when would be a good time to ask you again?" and catalogue that date to follow-up. In the meantime, we need to make sure that membership in our clubs is worthy of their consideration. *Lions need to be visible with a reputation grounded on service - "Where there's a need, there's a Lion".* We need to promote the service that we do and then find even more opportunities for Lions to fill an unmet need. And, as IPDG Larry so often says, we need to find the "igniter" person who will bring others along to become members. It works!

Much like spring cleaning, each new term members can evaluate all elements of their clubs. There truly is something new or innovative to learn about all the time through the LCI website and promotional material. Lions all over the world share ideas, techniques and stories about their experiences. It starts with the monthly service activity reporting on MyLCI, print articles, the "LION" magazine, the "CANYON STATE LION", MD-21 website, our 21-B website/Facebook pages and THE BUZZ newsletters.

So, how do we start? We first look to our elected and appointed leaders at all levels who look at the make-up of club membership and service opportunities. This time of year let's evaluate whether we need to shift our methods to attract and keep new members. We need to ask them for their opinions – is there something else to fill an unmet need or are we duplicating another group's efforts? Can we look to establish new partnerships with those groups? We need to look hard at those projects "we've always done" and measure the cost effectiveness of each opportunity – does it still fill a need? Does it provide more leadership paths for newer members? Do we need to think about a branch club or a new club?

LCI provides us with many tools to measure our club effectiveness and also tools to help improve our image within communities whether with on-line training courses, webinars, or good old-fashioned guest speakers. There truly is something new or innovative to learn about all through the LCI website and promotional material. Lions all over the world share ideas and techniques and stories about their experiences.

Lion Audrey of Globe uses a phrase she calls the three W's. She and others of a certain age (70+) adopted a philosophy about remaining and being an active part of community service: She says:

We do - What we can
 When we can
 While we can

This philosophy applies to all Lions who want to make the connection helping out with projects in our communities. It means that no one is less than – everyone can make a difference in some way.

ALL Lions can do something. Explore ways to promote IP Dr. Yamada's theme of Harmony – Dignity – Humanity. Wear your pin and be proud of the traditions of yesterday and the opportunities of today..... and be ready to tell your own story about why you are a Lion.

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