

THE BUZZ

("B" in the KNOW!) November 16, 2015



Starting with the next BUZZ! issue – go to the District 21-B website to get future issues – less emails for everyone – that is the goal this year – reduce the amount of emails to the clubs and members. Club secretaries – it is your

responsibility to ensure that members who do not have email get information mailed to them. Go to: edistrict.org/sites/21b



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The article below is a repeat from the last issue – there are STILL SIX clubs who have not reported ANY activities after four and a half months into this Lionistic year. Contrary to popular belief, the club IS obligated to report activities to LCI. Your zone chairperson will be calling these six clubs this week to assist in reporting your activities. Please get this obligation taken care of promptly.

REPORTING CLUB ACTIVITIES - We

have 43 clubs in the district. Out of 43 clubs – **six** clubs have not reported any activities. Really? A Lions club who has not done any activities? Or is it they have just not reported any activities? Remember, you DO have an obligation to report club activities every month online at Mylci. If you need assistance reporting your activities, please let me know and we will get you help immediately.

Club Presidents - To schedule a governor's visit please contact me at bebopp2002@yahoo.com or phone (520) 954-0411 to set a date for a visit. - DG Barbara

CLUB SECRETARIES - PLEASE

NOTE: Please review all information that is online at MyLci with each of your members. There is so much wrong information or missing information on members. Please verify all information is correct for each of your club members. The information we have about your club and members is only as good as what you have input online at MyLci.

This means all phone contact numbers, email addresses, missing information like birthday, sponsor, even family unit that will save the member money! Also verify that your club meeting information is correct.

Let's make November and December the member and club information review months – if you need help with this let me know. **2VDG**Bob Hutton will be calling each of the club secretaries to make sure this task is accomplished.



The Environmental Photo Contest!!! Lions from clubs in good standing can enter an original, unaltered, black-and-white or color photo (without people) of the environment in the following 2015-2016 Lions Environmental Photo Contest categories:

- · Animal Life
- · Landscape (Urban or natural)
- · Plant Life
- · Weather Phenomenon
- Special Theme: Dignity, harmony, humanity:
 Celebrating the peaceful coexistence of species.
 The impartial judging of photos should focus on originality, artistic merit, and portrayal of the environmental theme. LIONS CLUBS select and submit one winning photo to the district to: <u>Juliet Yardy 3532 E. Presidio Rd. Tucson, AZ 85716 by postmarked December 30.</u>



ATTENTION ALL 21-B CLUB OFFICERS AND MEMBERS

PLEASE PUT THE FOLLOWING DATES ON YOUR CALENDAR TO ATTEND THE FOLLOWING LIONS EVENTS

(Especially the highlighted events)

2016 MD21 Arizona Calendar

Jan 9*	MJM Rededication Day	MJLIM	Ft. Thomas
Feb 5-8	21C Convention	Prescott Resort	Prescott
Feb 27	21A Convention	Wickenburg Community Ctr	Wickenburg
Mar 11	3 rd Council meeting	Radisson	Tucson
Mar 11-12	21B Convention	Radisson	Tucson
May 20	4 th Council meeting	Mesa Hilton	Mesa
May 20-22	MD21 Convention	Mesa Hilton	Mesa
Jun 24-28	International Convention		Fukuoka, Japan

^{*} bring your new members to be inducted

SPECIAL SECTION FROM YOUR DISTRICT ZONE CHAIRPERSONS!

As promised in the last issue, here are the presentation notes from each of your 21-B Zone Chairpersons. They provided a wealth of information on **Six Basic Areas of Great Club Management**. Hope you find something to help your club be even more successful! If you missed the presentation, please contact any and all of our zone chairpersons for a club presentation of their material – they would love to speak to your club.

1. Dues / MMR / MAR (basics that MATTER) - ZC Laurie Genz

DUES - All dues are paid from the Club's Admin Account.

LCI Dues

- Billed twice a year in July and January. Amount billed is based on membership records on June 30th and December 31st.
- Consequences for not paying dues: A Club with delinquent dues can be placed in a temporary suspension known as "Status Quo." In other words while in status quo, a club can't:
 - Conduct service activities;
 - Conduct fund-raising activities;
 - o Participate in district, multiple district, or international functions or seminars;
 - Participate in any voting outside of the club;
 - Submit any report forms;
- It is critical that club secretaries provide up-to-date information to LCI via the Monthly Membership Report (MMR) for added or dropped members. This ensures the club is billed for the correct number of members

MULTIPLE DISTRICT 21

- The MD Constitution & By-Laws state that the dues are based on the number of members according to LCI records as of June 30 and December 31.
- <u>Consequences:</u> A Club can't vote at the MD Convention if they owe MD \$50 or more over 90 days at the time of the Convention.

DISTRICT 21B

- Based on the number of members according to LCI records as of June 30 and December 31.
- <u>Consequences:</u> A Club can't vote at the District convention, if more than \$50 is outstanding at time of convention.

Monthly Membership Report (MMR)

- The MMR is filed on the 1st day of each month.
- Club secretaries file a "No Report" MMR. They can log in and make any changes throughout the month.
- It does not matter if a club is "dark, on hiatus, etc." the club secretary must still file a "No Report" MMR.
- All membership information must be kept up to date. This is where LCI, the Multiple District and District extract required information from (e.g., number of members for billing purposes, club and Lion's contact Information, etc.)

SERVICE ACTIVITIES

- Service activities must be entered each month (preferably as they happen)
- Reportable servicer activities are not limited only to club sponsored service activities
 - You are Lion all the time (24/7). Therefore, any community service performed by a Lion can be counted as a service activity for their Club.
- Centennial Service Challenge
 - The goal is to serve 100 million people by June 2018
 - o Right now, only about 60% of clubs worldwide are reporting their activities
 - o The Centennial Service Tracker on LCI website shows 49 Million people served as of today.
 - Just imagine how many it would show if 100% of our Lions Clubs reported all their service activities
 - When the club secretary selects the activity type, MyLCI automatically selects the correct Centennial Service Campaign based on the activity type selected.
 - The secretary stills need to verify that the Centennial Service Campaign category is autofilled before they submit the activity.

2. Service opportunities (WOW - imagine that - in a service organization!) **ZC Bonnie Weaver**

SPECIAL PROJECTS

CENTENNIAL SERVICE CHALLENGE-an important challenge to think about what you can do to earn your challenge award.

- YOUTH-Leos, Camp Tatiyee, Exchange Program and Scouts
- VISION-Recycle eyeglasses (San Tan Leos doing recycling), vision screenings, Lions Eye Health Program, Eye Banks. After researching this I discovered the eye bank. Good information on LCI, check it out!
- HUNGER-Food Banks, Homeless, Senior Population.
- ENVIRONMENT-Tree Planting, Recycling, Community Clean-Up, Environmental Education.
- Many of these projects are ones that you have done or are planning.

GLOBAL OUTREACH-Club Twinning, Missions

DIABETES-Screenings, Diabetes Awareness, Partnerships

DISASTER RELIEF-Disaster assistance around the world, Alert program

HEARING-Screenings, Hearing Aid Recycling

CONTESTS-Peace Poster, Essay Contest for Vision Impaired, Environment Photography, International Contest for Newsletters or Websites, International Leo Day Video Contest. Made a suggestion that Bobbie Ravenscamp should submit her MD21B website for the contest.

LITERACY-Reading Action Program. Murriel is doing great work with this program for MD21B.

COMMUNITY OUTREACH-Community Services, Community Culture

3. A job for every member (members feel connected when they are involved) **ZC Mimi Wittenborn**

Giving Members a "Job" - Getting everyone involved - Some Things to

Let me ask you......... Why did you join Lions? (Anyone want to share?)

And why are you still a Lion? When did you **Become** a Lion and how can you help others **become** a Lion.

Research shows people join Lions for many reasons. The most common are:

- *To serve their community
- *To be involved with a specific service or cause
- *To be with friends
- *To become a leader in the community
- *To be with other family members who are Lions

So what is the common idea of the first two.... SERVICE!!! Our Moto!

We all know that to have a successful, active club we must have happy, fulfilled members. The first step to ensuring your members have a positive experience is to know what they want from membership in your Club, why they joined.

When you have a new member, along with welcoming them, it is important to make sure they begin to participate in club activities right away.

It's important to know all your members, their skills, their interests, their desires. Listen to your members, current, new & even those prospective members. Sometimes a good idea could come from someone who isn't even a member, YET.

Listen, appreciate & be open to new ideas, find a reason to say "yes" to an idea. Maybe put that member in charge of the project they presented. What better way is there to have them feel connected to the club & give them a sense of "ownership" and belonging?

How many times have we heard "we tried that but it didn't work" or "we don't do things that way." Nothing discourages a member, especially a new member, more than to hear those phrases.

Praise new inventive ideas. And don't be afraid to ask what they want to do.

Members feel involved when asked for their opinion.

We all have those members whose hand goes up immediately to volunteer for everything but remember some people will always be ready to work but they like to be **asked.** Don't be afraid to ask.

Regularly check with your club to see that your projects still excite your members or are they just what we do every year.

We must meet every member where they are today in service.

Your members' lives change. Does your club adapt to these changes & the needs of its members? Not every change can be accommodated, but some may only require small adjustments to keep your members a part of your club.

Recognize that there are family, work & financial limitations, BUT everyone can do SOMETHING, some time. In other words be sensitive to the amount of time & ability each member has to offer. For example: Many of our clubs have "older" Lions that standing for 3-4 hrs flipping pancakes for a breakfast may be difficult. But they can easily sit and collect the payment for the meal. Fit the job to the Lion.

Make every member feel that their contribution, no matter how small, is important.

Two common reasons mentioned for members feeling out of touch or not part of the group/club are:

- *I had been with the club for a while and started to feel unappreciated.
- *I did not feel like I belonged.

Appreciated and belonging – think about it!

How can we, as leaders, make sure all our fellow Lions feel appreciated and belong?

We should look at getting members involved not only with our service and fundraising projects but with the "workings" of the club. They need to be a part of the culture of the club to feel involved, such as board member, committee chair/member or an officer.

Think about whether your club is comfortable for your members. Make every member feel that they contribute to your club and that their contribution is important.

Along with getting members involved is to make sure they are trained for the "job" they have been assigned or volunteered for. Encourage orientation for new members and officer training for new officers.

Remember communication is key to keeping all members involved, connected and excited to be a Lion. The type of communication must fit your members. E-mail is a very common method these days of getting the word out but what if you have a member that doesn't have a computer? Don't leave them out of the communication loop. Phone, snail mail whatever it takes – make sure you do it.

Each Lion should be proud to be a member of your club. Are they? Are you?

We each should find our answer to the third question "when did you **become** a Lion" and as leaders you can help each Lion in your club to answer it as well. Remember you don't have to do it alone. The district has many knowledgeable Lions, such as our GMT & GLT to help. All you have to do is ASK.

Would anyone like to share their story of when they "became" a Lion?

Remember let's never say "NO" to a new idea. Listen to your member's needs & abilities then give everyone a job to get them & keep them involved! Don't be afraid to make changes to better fit the club to your members. It's important to keep your club efficient, productive & meaningful to each member.

And last but not least..... Communicate, Communicate, communicate!!

So in closing; we join Lions to serve, we stay a Lion when involved, and we become a Lion when we find our passion and what moves us.

(Resources: DG Barb, GMT Bobbie, "Membership Satisfaction Guide, "Blueprint for a Stronger Club" brochures & LCI Webinar "Five Ways to Boost Member Satisfaction")

4. Importance of PR / social media (we keep no secrets - we shout it everywhere) **ZC Lennie Spicer**

Importance of PR/Social Media

(MD21b - We keep no Secrets –we shout it everywhere)

Woohoo! We are Lions hear us *ROAR*, in numbers too big to ignore!

- I. What is **PR** Practice of managing spread of info between an individual & an organization. The aim of PR is to <u>inform</u> the public.
- A. Creating coverage for clients—Our clients are those we serve & other Lions Clubs thru our Service Projects PR is *free*, unlike marketing or advertising which is paid for.
- II. <u>PR's Goal</u> Inform public& ultimately *persuade* them to have a certain view about us When they hear & see what we do- they will want to join us Let's not stay the best kept secret. We are the largest service organization in the world .We are in numbers too big to ignore.
- III. Websites & Facebook:1st Websites –When I prepare a talk I go to the Dictionary to check on the correct meaning of the words. So I go to the Dictionary not anymore. I go to Wikipedia. The World has changed, so must we.
- A .Social Media You got Twitter/ Instagram/YouTube /Linked-In, e-clubhouse & Facebook– we'll talk about **FB** because it's the BIG Dog on the scene
- 1 FACE BOOK –: Has grownfrom 1 million users in 2004 to .1.8 Billion users in 2015 We're talking some big numbers!
 - a.USERS* Friends*Family*Businesses*Non-profits
- b* Non-profits District 21B has 43 clubs & 30 clubs with FB pages with over 20, 000 followers. **Don't be left out**. We have a mission to Serve.*Youth*Literacy*Hunger*Vision. And we do a great job We do a Greater job with FB because

- c. <u>Electronic Newspaper</u> Acts as Marketing& Advertising but unlike them has no cost it is free. FB is <u>Current</u> & <u>Colorful & Keeps</u> us in Touch.
- * Current.- We can post our Service Projects as they are happening. Just use your Smart Phone & post right after you snap pic.* Colorful- Displays photos LW Lions"Fly the Flag" program- they thought to take a picture when the 1st flag went in the ground & posted it to **FB**, now it's one of our biggest Fundraisers(we need our fundraisers to help pay for our Service Projects) We have a pictorial record Can act as a Club Historian *Keeps us in touch with other clubs> Ideas for Service Projects & Fundraising- Our clients When they see what we do, the people we help & the fun we are having "the world will beat a path to our door"**And those we serve have **FB** pages, too Mesa FOS Lions hands out reading glasses at Red Mt Public Library which they posted to their **FB** page— Just go one step further & post the same pic to Red Mt Public Library's **FB** page. LW Lions do a great job with Literacy at Jefferson Elementary. It would be a good idea to Post a pic to LW FB page, tag the people in the pic so the post will appear on that persons **FB** page, next post to the schools **FB** page. All the Schools have their own **FB** page. Sometimes schools don't allow posting. But give it a try. Chandler Lions are having a Fundraiser at Texas Roadhouse which they've put on their **FB** page How about posting it to Texas Roadhouse **FB** page & get double duty from your Post. Great PR & it's *free!*
- c. <u>Photo Album</u> Record of our Service Projects & fun we had. TIP -*Put a little girls pic in that post & its viewing quadruples! When Mesa FOS does Vision Screening at the mall they are doing more than a Service Project they are spreading goodwill to everyone who sees them at the mall. One pic is worth a 1000 words I know because I saw the pic on **FB**
- d. <u>FB</u> Personally Love or leave it but you don't have to marry it. Just be aware that **YOUR CLUB NEEDS IT>** To get along in the year 2015. All you need to know is that the Young people use it, your clients use it, schools where you vision screen use it, Malls &. Restaurants where you do Fundraisers use it. Enough said. Mesa LW Lions **FB** was started just about 1 year ago & now we have over 660 likes & are in more than 45 countries from India>Brazil>Mexico.to Zimbabwe.. Maybe those countries are served by seeing what we do. WE SERVE. Lions in those countries "like" the FB page. <u>Please</u> when you go to a FB page "like" it.
- *V.* .DISTRICT 21 B website has everything you need to know & can't find- **FB** info. & District Social Media Chairperson Richard Stevenson. He'll start you up with a new **FB** page or Tune up your current one. Plus, he'll post your Service project pic to the District Service **FB** page. We are layering our PR. He can also set up your e-clubhouse page. *V. Wrap Up WE SERVE. Don't hide your light under a bushel basket No more best kept Secret Shout it to the world through FB. Did I mention it was <i>free?*

5. Orient, Orient (make sure what they know is right)and then RE-orient!] **ZC Jim Brotherton, PDG**

Three areas of orientation.

First area is LCI. You have many sources for this via LCI. There are numerous video clips & etc. at LCI for this. We find most clubs do a good job of LCI education.

Second area is District & multi District. Most clubs do a fairly good job of this as well, however many clubs do not educate about the District projects & what they do. This needs to be addressed to all Lions. There are four multi district projects & two 21 B projects. If you want to see how your members understand them, ask them to list them & explain what they do.

Third area is club orientation. Because each club is different & unique this needs to be handled on an individual basis. This is the area that orientation is left undone in almost all clubs. Ask your members what the club does, what are the club goals & whom do there serve. If you are not handling this part of education, then you can expect a high dropout rate of lions from your club. This orientation should start when a new member is recruited, and a lot of follow up as that new member grows. Remember, orientation is education, recruit to what your club does & have happy members.

6. Meetings (business and board) (make it a GOOD one) **ZC David Kennon**

(MEETINGS: BUSINESS AND BOARD)

GOAL: To improve the effectiveness of regular and board meetings throughout District 21B.

OBJECTIVES:

- 1. To identify some of the adverse effects of poorly managed meetings.
- 2. To identify some of the positive effects of well managed meetings.
- 3. To briefly introduce and review five meeting management steps for success.
- 4. To motivate attendees to further study, learn and practice the five effective meeting management steps.

INTRODUCTION:

- Briefly discuss the negative effects of a poorly-managed regular or board meeting. What do you believe are the effects of a poorly run meeting?
- Briefly discuss the positive effects of a well-managed run regular or board meeting. What do you believe are the effects of a well- run meeting?

Very brief discussion of effective models (military, professional, education, LCI etc..)

FIVE MEETING MANAGEMENT STEPS TO SUCCESS

- Briefly present and discuss the five LCI Meeting Management Steps to Success.
- 1. PREPARATION What actions should be taken prior to the meeting to assure success? (Five P's PRIOR PREPARATION PREVENTS POOR PERFORMANCE)
- Facilities
- Advance Notice
- Agenda (a definite must, President & Secretary must collaborate)
- Information
- Attendance sign in sheet
- Introduction Information for Guests
- Recognition
- The Art of Recognition
- 2. PROCEDURE Why do we need rules, customs and ethics to govern meetings?

- · Every member has equal rights
- The will of the majority is carried out
- Minority is heard and protected
- Only one topic considered at a time
- 3. FACILITATION What are the effects of facilitating a meeting properly?
- · You can stay on task and complete the agenda
- You can arrive at agreements, decision and next steps
- Start and end on time
- Stay on topic
- Encourage ideas/feedback from all
- Achieve topic closure in a timely way
- Diplomatically manage behavior
- Model active listening
- 4. FOLLOW UP Why is following up important?
- When
- How
- Worksheet
- 5. EVALUATION (Should be discussed by President and Secretary shortly after the meeting, by phone if not right after the meeting.)
- Attendance
- Start and End
- Completed agenda?
- Guests
- Engagement
- Diplomacy
- Proper procedures
- Determine next steps and assign tasks

WHERE CAN YOU GET GUIDANCE AND ASSISTANCE IN MEETING MANAGEMENT?

- Contact ZONE CHAIRPERSONS
- Log onto LCI website and ask for "Meeting Management."



The Sierra Vista Lions Club

cordially invites you to their

60th Anniversary Luncheon Celebration

12:00 Noon

Sunday. November 22, 2015 at the Windemere Flotel and Conference Center 2047 South Flighway 92 Sierra Vista, Arizona 85635 Telephone 520-459-5900

Special Guest Speaker Immediate Past International President Joe Preston

Business casual attire Please R.S. V.P. by Octob

Please R. S. V.P. by October 27,2015

Name(s)	
Number attending	Luncheon Buffet \$30 per person
Special dietary requirements _	
Make check payable to: Sierra	Vista Lions Club

Mail this portion, and check, to: Nancy A. Small
P.O. Box 4626
Huachuca City, AZ 85616-4626

Please RSVP no later than October 27, 2015

COCHISE STRONGHOLD LIONS CLUB

1965-2015

Come celebrate 50 years of Lionism with the Lions of Cochise Stronghold. Special guest speaker Immediate Past International President Joe Preston

Sunday, November 22, 2015 6 p.m.

Sunsites Community Center

1270 Treasure Road, Pearce, AZ

Steak Dinner \$20/person

Make checks payable to: Cochise Stronghold Lions Club P.O. Box 324 Pearce, AZ 85625

RSVP by November 18 to Lion Mary Appel, Cochise Stronghold Lions Club Treasurer (520) 507-5474



ARIZONA LIONS DAY AT THE PHOENIX SUNS

FOR YOUR LIONS CAMP TATIYEE SUNDAY DECEMBER 13, 2015

Seating: Section: MID-COURT 201-205 upper level

\$40.00

Gates Open at 11:30 A.M. TIPOFF at 1:30 P.M.

Cut-Off Date: December 7, 2015

Phoenix Suns V Minnesota Timberwolves Need 30 Sponsors for "Challenged Campers"

Early tipoff means you'll be home early!

Make Checks Payable To: Lions Camp Tatiyee

Mail To: Lion Ron Brown

11851 N. Mission Dr., Sun City, AZ 85351

Contact: rbrownenator@gmail.com

623-977-8844



Benefit for Richie Fund



Richie Lopez, born without eyes, just celebrated his first birthday in October, in Mesa, Arizona. He will have prosthetic eyes implanted soon, after having expanders put into the eye sockets. This has been done each of the past months.

The prosthetic eyes, costing \$8,000, will hopefully be partially covered by insurance, but the remainder must be covered by the Fund. Since his eye nerves are OK, there is a great chance he will be able to see in the future.

Transplanted eyes can survive, now, hooking up with existing blood vessels, but the secret of attaching the live eye nerves to the transplanted eye has not be discovered. Much expensive genetic testing will have to be researched before that secret will be revealed. This is not covered by insurance. Many dollars are still needed for the possibility of little Richie to see some day.

Five clubs in D21-B have already donated for which many thanks are given. They are Benson, North Tucson, Chandler, Casa Grande, and donations given at the D21-B Organizational Meeting. If any other Lions clubs could make additional donations to this little boy's Fund, it would be greatly appreciated.

Make donation checks to Mesa East Lions Club with a notion in the lower left hand corner, Benefit for Richie Fund. We have a separate checking account for the Richie Fund.

Send the checks to Mesa East Lions Club. 559 S. Racine St. Mesa, AZ 85206.

Thank you!!



ATTENTION ALL 21-B LIONS CLUBS

Is your club looking for a new way to serve your community? Join in the **Health & Wellness Initiative!** You can provide blood pressure screenings, test blood oxygen and belly fat, test blood glucose and cholesterol, and provide nutritional information. Provide one or all of the screenings - you decide. Learning tools are easily available. What do you need to do first? Contact your 21-B Coordinator for Health & Wellness, Lion Julie Minnick. She will walk you through the process of:

- Identifying where/when your club will hold an event.
- Advertising your event.
- What screenings you choose to do.
- What equipment and supplies you will need and how to acquire them.
- Ideas on table set up and presentation.
- Determining how many Lions you will need to provide the screenings.

Contact Lion Julie Minnick at (901) 359-4997 or jamin210@yahoo.com.

12th Annual



SUN LAKES LIONS FOUNDATION





SATURDAY

JANUARY 30TH, 2016

TICKETS

\$20.00

OVER \$1,000.00 IN GREAT PRIZES

SUN LAKES COUNTRY CLUB

25601 SUN LAKES BLVD, SUN LAKES, AZ

5:00 PM to 9:00 PM

Proceeds to Support

Arizona Lion's Camp Tatiyee Campers

Ticket price includes \$500.00 in casino chips

Food and Drinks are available

Tickets available at the Sun Lakes Country Club Resource center, any Sun Lakes Lion, or call 480-352-8076







ROCK III WALLEY

AVE Titan Valley Warheads

Favorite tunes of 50's & 60's by The Rave and traditional favorites by the legendary Titan Valley Warheads

Saturday January 16, 2016 at 6:00 p.m.



Visionary Sponsors: Spec-Tacular Sponsors:





Мауог John Lewis Will be our Guest MC

Gilbert High School Auditorium

1101 East Elliot Road & Gilbert, Arizona 85234 Tickets are \$10.00

For Tickets E-mail: gilbertlionsof21b@outlook.com Phone for information: 480-751-8284

FREE Vision Screening

Arizona Mission of Mercy (AZMOM) has partnered with the Arizona Lions Vision Center and Overgaard Ponderosa Lions Club To offer FREE VISION SCREENING for 2,000 adults and children utilizing Welch-Allyn Spot Vision Screeners to those who attend the AZMOM event seeking FREE restorative dental health assistance

VOLUNTEERS Needed for LIONS VISION SCREENING

December 11th & 12th

PHOENIX VETERANS MEMORIAL COLISEUM

Anytime between 6:00 pm

Sign up at www.ponderosalionsclub.com

tab "AZMOM SCREENING VOLUNTEERS"

Please contact Lion Donna Harris at 602-617-8051
or donna.harris@ponderosalionsclub.com for
additional information.