

The 4-L4 Forum

The Official Publication of California Lions District 4-L4

Volume 89 Number 1 JULY 2010



DISTRICT GOVERNOR

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DISTRICT NEWSLETTER EDITOR

PDG Ellen Liebherr (Lion Mike) 616-17th Street, Huntington Beach 92648 C (714) 458-3077 F (714) 891-7169 ellen@creativecatieringhb.com As I write this column, I'm looking out my 29th floor window in the Marriott Hotel taking in the awesome evening view of the infamous Sydney Harbor Bridge and skyline. I left California on Thursday and arrived here on Saturday the 19th of June at 7:30 a.m., lost Friday in cyberspace someplace. It's now Monday evening and time for me to meet the Forum's deadline for articles.

As the new District Lions year begins, I want to share with you the Action Plan for 2010-2011 that I feel the new Cabinet and Club leadership can achieve based on the achievements of last year. This plan has be presented to the Cabinet at their training and to Club Membership Directors at Officers' Training June 12th.

Membership Growth Goal Statements

- Promote formation of three University Clubs
- Promote formation of two traditional clubs
- Arrange GMT (Global Membership Team) Extension Workshop by October 2011
- Have a net gain of a least 50-72 members per year for 2 years = minimum net of 100 by 2012
- Encourage clubs to attain a net 2 by June 2011 = minimum gain of 72 per year
- Encourage each club to promote and implement one new community service project by June 2011
- Promote the recruitment of 100 people District-wide by December 2010
- Encourage clubs to tell the Lions story
- Encourage clubs to be more visible in their community
- Recommend clubs have Membership Growth Plan in Annual Club Strategic Plan
- Increase Retention by reducing average number of dropped members per club from 7 to 3 by June 2011
- Encourage frequent Orientation Programs
- Encourage frequent recognition at Club, Zone, Region and District Meetings
- Insure all members are participating on a community service project
- Encourage clubs to complete a community assessment by June 2011
- Improve Club Management
- Encourage Club Assistance

New Clubs Action Plan - Start three University Clubs

- Southern California School of Optometry (Fullerton)
- Western University Medical College (Pomona)
- University of La Verne

Start two new Traditional Clubs

- Rancho Santa Margarita
- San Dimas

2010-2011 DISTRICT CABINET

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DISTRICT GOVERNOR'S MESSAGE (continued).....

Contact Completion

August 2010

Persons responsible for Action

• Extension & Membership Chairs of MERLO Team, DG Team and area PDG's

How will we know the action step is accomplished?

• New clubs chartered by end of June 2011

Membership Action Growth Plan

1. Club Membership Chairpersons

- Meet with all clubs and share successful methods of recruiting
- Work with club members to attain a net 2 for the year

2. When

- Officer Training June 12
- At District Networking Meetings (AKA Cabinet Meeting)

How will we know the action step is accomplished?

Implementation

Use LCI Training & Recruitment Materials

 Canvassing Training with intense role playing. Two days canvassing targeted businesses in designated area

When?

Breakout sessions at District Networking Meetings and in targeted Zones

Persons responsible for action

• Membership & Extension Chairs of MERLO Team

Continue Community Outreach

- Join local Chambers of Commerce
- Staff information booths at Lion functions with printed materials and Membership Applications
- Improve name recognition by volunteering to help local groups & organizations
- Improve Public Relations by encouraging advertising and news releases on Lions events
- Encourage prospects to visit your Club, District & International websites

Increase Retention by 10%

1. Improve IT & Communications

- Update District Website with latest technology & information
- Streamline email communications
- Insure District Master Calendar on Website is kept up to date
- Insure which communication process works best for each club

2. Insure all members are assigned to a community service project

Do a Community Assessment Analysis to create another service project

3. Increase Recognition at meetings

Insure members are recognized for large or small achievements

4. Have more Orientations

- Use Power Point provided by District
- Orientation of new members should be done ASAP
- · Each club should have presentation at least once a year

5. Increase Management Skills

- All Club Officers should attend District Officers Training
- Club Officers & members should attend Zone, Region, and District Networking Meetings
- Insure reports submitted by 25th of month and dues are paid on time
- Insure meetings start & end on time keep within one hour
- Do an annual analysis of your operations

6. Club Assistance

- The District Governor Team & MERLO Team are available to help you –
 use us!!!!
- Take advantage of District Resources more often
- Smaller clubs should seek assistance from larger clubs when manpower is needed for fundraisers or service activities
- Use District approved projects for programs

Retention's Key Element

Recognition is a behavior deeply rooted in Lionism, but it is also a tradition that could become obsolete unless members commit to implementing it regularly... keeping it fresh and relevant... And making it a part of their lives.



1ST VICE DISTRICT GOVERNOR REPORT KEN SHERWOOD

The last "second opinion" is written during a whirlwind of Lions activity. June is a particularly busy month in District 4-L4 and all Lions Districts in the world. As I attend and participate in many installations of officers, I think about similar festivities occurring all over Lionism.

As one club meets in Mission Viejo or Rancho Cucamonga, so does a club in Milwaukee, Seattle, Kobe, New Delhi, Shanghai, Nice, Wiesbaden, and a HUGE celebration in Sydney. Old friends meeting to install new officers full of hope and plans and enthusiasm. New friends meeting to install returning guides of Lionism with continuing sustainable projects and fundraisers to bring necessities and caring love to those less fortunate.

I think of anyone not in Lions as less fortunate and in need; not in need of food, clothes, shelter, but in need of enlightenment and charitable hearts. The gift of being able to help others, not just at Christmas and Thanksgiving but year round, is a gift we give to ourselves of ourselves. Enrichment of the soul and filling our hearts is better than filling our pockets.

Give the gift of Lionism to a friend, neighbor, or relative and let more people feel the love and the satisfaction of helping others.

There are many Lions activities this summer for entertainment and education. Take friends and show how much you care about them by including them in the fun.

I'm off to another installation, so that's my opinion for now.

Don't refuse!

DISTRICT GOVERNOR'S VISITATION SCHEDULE



DATE	Day	Тіме	CLUB
July 20	Tues	7:00 p.m.	Fullerton Host
July 21	Wed	7:00 p.m.	Orange Host
Aug 2	Mon	6:30 p.m.	Harbor Mesa
Aug 3	Tue	12:15 p.m.	Tustin Host
Aug 3	Wed	6:30 p.m.	Chinese-American of OC
Aug 4	Thurs	Noon	Garden Grove Host
Aug 4	Thurs	7:00 p.m.	OC Korean
Aug 10	Tues	Noon	Buena Park Noon
Aug 10	Tues	7:00 p.m.	La Habra Host
Aug 11	Wed	11:15 a.m.	San Clemente
Aug 11	Wed	7:00 p.m.	Mission Viejo
Aug 12	Thurs	7:00 a.m.	Costa Mesa OC
Aug 12	Thurs	7:00 p.m.	Brea
Aug 25	Wed	Noon	Stanton
Sept 1	Wed	Noon	Laguna Niguel
Sept 1	Wed	7:00 .p.m.	Orange County Cent
Sept 2	Thurs	7:15 a.m.	Fullerton Breakfast
Sept 2	Thurs	6:30 p.m.	Anaheim
Sept 3	Fri	11:00 a.m.	UC Irvine
Sept 7	Tues	12:15 a.m.	Ontario Host
Sept 7	Tues	6:45 p.m.	Costa Mesa Newport Harbor
Sept 9	Thurs	11:30 a.m.	Santa Ana Host
Sept 9	Thurs	6:30 p.m.	Chino Valley
Sept 10	Fri	7:00 a.m.	Pomona Breakfast
Sept 15	Wed	7:00 p.m.	Seal Beach Host
Sept 16	Thur	12:10 p.m.	Pomona Host
Sept 16	Thurs	7:00 p.m.	Huntington Beach Host
Sept 18	Sat	4:00 p.m.	OC Costa Rica
Oct 4	Mon	7:00 a.m.	Diamond Bar Breakfast
Oct 6	Wed	7:00 p.m.	Westminster
Oct 7	Thurs	6:30 p,m.	Walnut/Diamond Bar
Oct 20	Wed	6:30 p.m.	Newport Beach Hawaiian
Oct 21	Thur	7:30 a.m.	Upland Host
Oct 21	Thurs	6:30 p.m.	RC Community
Oct 27	Wed	6:00 p.m.	Cucamonga District Host
Oct 28	Thurs	6:45 p.m.	Ontario Upland



2ND VICE DISTRICT GOVERNOR REPORT

P.J. SMITH

Wow!!! I can't believe that it's been four month since I started on the campaign trail and finished visiting Thirty five of the clubs in our district. What a fantastic journey. I met so many great Lions and have seen and heard many spectacular things that all of our clubs are doing in our 4-L4 district. Keep doing the great job and things that make our District shine. I now get to start all over again, visiting our clubs. Our District Governor Norm will be returning from International Convention soon and we will be making our club visitation starting towards the end of July.

This is a new chapter in my life as a Lion and I'm looking forward to working with our new leadership team and continuing to do the great thing that we do. A big thank you goes to our convention team. We all had a delightful time at the convention celebrating Governor Judy's year as Governor and welcoming the newly elected leadership team.

It was so refreshing to see so many Lions at the Officers Training Day on Saturday June 12. For all those Lions attending, this time spent will make your year a lot easier and more successful.

PDG'S Ed Bordenkircher and Dan Mayer made a very informative Orientation presentation on June 15 in Ontario. Several Lions attended but we could have had many more for this great program.

I'm looking forward to my first assignment as Rose Parade Float merchandise salesman. I will be contacting Club Presidents in the very near future to let you know what's available to sell at our Governor's visitation. I'm looking forward to working together with all the Lions Clubs.

Thank you for honoring me as your 2nd Vice Governor, PJ



Dedicated to Bringing Basic Eye Care & Eyeglasses To a World of People in Need

WONDERING WHAT TO DO WITH THOSE BOXES OF USED EYEGLASSES COLLECTED?

No Problem. Just bring tem to the next Network Meeting. District 4-L4 Lions In Sight Chairman Diane Martin will take them off your hands and make sure they are transferre to the Lions in Sight Warehouse.

For more information: (949) 770--2290

6th Annual Cucamonga District Host Lions

Blind Buddies Golf Challenge



Saturday July 10th, 2010

A FREE Golf Event for the Blind and Vision-Impaired

The Cucamonga District Host Lions 6th Annual Blind Buddies Golf Challenge will be held on July10th at Empire Lakes Golf Course in Rancho Cucamonga. Each participant will have the opportunity to learn basic fundamentals of chinping and putting, in addition to hitting balls on the driving range. There will be a Closest-to-the-Hole contest at the chipping and putting area. Professional golf instructors and Volunteers will be on hand to assist and provide instructions to each participants, and a lunch will be provided at the conclusion of this event.

11015 Sixth Street Rancho Cucamonga, CA



Event Schedule

Check In: 8:00am to 8:30am Sign-in: 8:30 am to 9:00 am Clinic: 9:00 am to 10:00 am Golfing: 10:00 am to 11:30 am Lunch: 11:30 am to 12:30pm Awards: 11:30 am to 12:30 pm

FREE for the Blind and Visionimpaired. Participants must be able to walk 200 yards without assistance. Wear comfortable shoes with traction. (tennis shoes ok) All participants must wear a collared shirt. NO T-shirts or Jeans.

> Registration and Sponsorship Opportunities

Contact: Bill Davis at (909) 989-9145 or E-mail: billyraydavis@hotmail.com Or Tony High (909) 457-1222 E-mail: tonyh@charter.net

PRE-REGISTRATION IS REQUIRED
Available to the first 21 players to register. So don't wait, sign up today. Volunteers are needed to support this event. This event is supported by Cucamonga District Host Lions, the United States Golf Association, and the Challenged Athletes Foundation. For more info on lions go to: www.cucamongadistricthostions.org



Fun – Food – Flicks **District 4-L4 Youth Exchange Program Fundraiser**

BAR-B-QUE, SWIM AND MOVIE (POOL AND SAUNA WILL BE HEATED)

SATURDAY, JULY 10, 2010 - 5:00 PM KEN & DENISE MYERS' HOME 2131 ALBRIGHT, UPLAND, CA 91784

ADULTS - \$15.00 CHILDREN (UNDER 10) - \$5.00

FOR INFORMATION CALL KEN MYERS - (909) 608-1938 MARTHA HEBERT - (909) 624-8670



COME JOIN US FOR A BAR-B-QUE AND AN EVENING AT THE MOVIES, WITH POPCORN, MILK DUDS, ETC., ALL THE THINGS YOU ENJOY AT THE MOVIES AND SUPPORT THE DISTRICT YOUTH EXCHANGE PROGRAM

COULDN'T HAVE ASKED FOR A MORE BEAUTIFUL WEEKEND!

COSTA MESA NEWPORT HARBOR FISH FRY 2010



COSTA MESA LIONS FRY THE FISH



UCI LIONS SPUN THE COTTON CANDY



BUSY HARBOR MESA LIONS



HARBOR MESA LIONS OPEN FOR BUSINESS



FISH FRY MIKES - SCHEAFER & MCILROY



HARBOR MESA LIONS BREAK OUT THE BEVERAGES



LA HABRA HOST LIONS FRYING FUNNELL CAKES



ANAHEIM LIONS SELLING ICEES



SADDLEBACK REGION REPORT JEFF CARROLL

Well, we're kicking off a new year and I am pleased to accept the position of Saddleback Region Chair. I would like to take this opportunity to introduce myself and the Zone Chairs I am so pleased to have helping me.

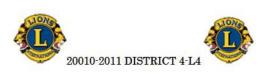
I have been a Lion for 3 years and am a founding member and the Charter President of the UC Irvine Lions Club. I served as President for 2 years, Treasurer for 2 years and Zone Chair last year. I also founded the Lions Hearing Clinic and Research Center Foundation and serve as Co-Chair. I have served on the District Sight and Hearing Foundation for the last 2 years. I am looking forward to this next year and hope that I can live up to the incredibly high standard set before me.

In Zone A, I would like to introduce Zone Chair Hank Lopez of the Huntington Beach Host Lions. Hank has been a Lion since 1982, and performed all the positions in his club such as VP, Secretary, Treasurer, etc. plus president twice. He has been on a few District committees through out the years, such as the Sight & Hearing Foundation and Teen recognition, as well as currently holding the position of treasurer of Project Look. He is professionally retired from NCR for the last couple of years.

In Zone B, I would like introduce Zone Chair Diane Quinlan. I would like to offer a special thanks to Diane. Her position in the Huntington Beach Host Lions puts her in Zone A, but due to the number of small clubs in Zone B, a suitable Zone Chair candidate was not available and Diane stepped up to volunteer. Diane joined Lions in 2009 and served as Secretary in 2009/2010 and again in 2010/2011. She was honored as Lion of the year in 2009-2010. She serves as chair of Ronald McDonald House for her club where she serves dinner monthly, is active with the new Leos club, and walked with her husband and the blind drill team along with a group of Leos in

the 2010 Rose Parade. While Diane is a short time Lion, she is dedicated to becoming a long term Lion who believes with all her heart in the motto "WE SERVE".

In Zone C, I would like to introduce Zone Chair Mark Snider. Mark joined Lions within a year of graduating from College in 1978. He was a member of 4 clubs in Houston, including serving as Charter President of one club before moving to Yorba Linda in 1987. He joined Placentia Yorba Linda and held various offices including Zone Chairman. He closed down P/YL in about 1995 and took a break before rejoining Laguna Niguel Lions in 2006. Mark is currently the 1st VP into 2010-11. He has been married for 5 Years to his wife Helene and has 3 Grandkids. He is in his 14th year with Indoff, Inc. (www.socalindoff.com) as well as serving as President of Capri HOA, Chairman Laguna Niguel Chamber of Commerce, Governmental Affairs Committee, and



FIRST District 4-L4 Networking Meeting (aka Cabinet Meeting)

Saturday, July 24th



"Clans Building the Next Generation of Lions"
INSTALLATION OF 2010-2011 OFFICERS

Diamond Bar Golf Course 22751 E. Golden Springs Drive Diamond Bar, CA 91765

Membership/Retention Workshop 8:30 – 9:30 a.m. \$30 per person. Registration: 9 a.m., Meeting: 10 a.m.

First Timers will be Recognized

Clubs are asked to bring a raffle prize (approximately \$20 value)

Please send your reservations and checks by July 15th to: Lion Alice-Faye Peugh 20965 Rancherias Road, Apple Valley, CA 92307

Phone: 909-989-2232 E-mail: lionalicefaye@yahoo.com

NAME OF CLUB:

NUMBER ATTENDING: (Please include list of names on reverse side of this flyer.)

MAKE YOUR CHECK (s) OUT TO: District 4-L4



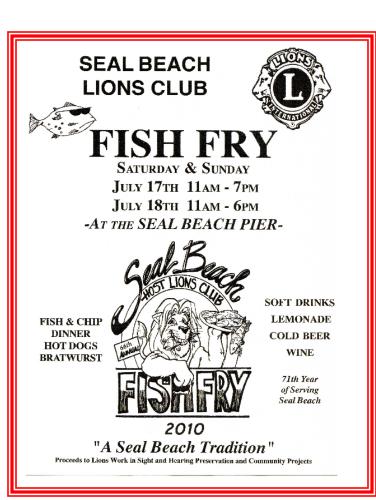
34th Annual
USA/Canada Lions
Leadership Forum
September 23-25, 2010
Milwaukee, Wisconsin



SADDLEBACK REGION CHAIRMAN'S REPORT (continued).......

Laguna Niguel Chamber Board member.

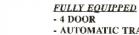
I hope that all Saddleback members, especially the Presidents and Secretaries, get to know me as well as their Zone Chairs and together we strive to have a successful and productive year in Lionism.



19th CAR OPPORTUNITY DRAWING

SEAL BEACH HOST LIONS CLUB

2010 Ford Escape



- AUTOMATIC TRANSMISSION
- AIR CONDITIONED
- CD STEREO SYSTEM
- AND MORE !!





In Cooperation With: (and thanks to)

6211 Beach Blvd - Buena Park, CA (866) 604-7223

\$1,000 GIFT CARD HOME DEPOT Queen Martinique Mattress
Vauled at \$2400
REM Sleep Solutions
304 Main 5t - 5B

Winners need not be present to win. Tax and License not included.

Only 500 tickets offered

Get your tickets early - The last 18 years drawings were sold out!! \$100.00 donation - Includes dinner for two Lions 66th Annual FIsh Fry July 17 & 18, 2010

Drawing will be held at the Lions Fish Fry: July 18, 2010 - 4:30pm - Seal Beach Pier Proceeds to benefit the sight and hearing impaired, local community projects and other charitable organizations.

For information or tickets call Jim: (562) 596-6600 or Jackie (562) 431-6092 or mail in the bottom portion of this flyer.

Number of Tickets X \$100.00 = \$	Mail to:
NameAddress	Seal Beach Host Lions Club
City Zip	1198 Pacific Coast Hwy, D-305
Phone #	Seal Beach, CA 90740
Method of Payment	
Credit Card #	Expiration Date:
	Month Year
Signature:	

ON JUNE 5 THE HARBOR MESA, MISSION VIEJO,
HUNTINGTON BEACH HOST AND RANCHO CUCAMONGA
COMMUNITY LIONS PARTICIPATED IN

VISION WALK 2010

IN SUPPORT OF DISTRICT PROJECT













Dear Lions Club Leader,

We are excited to share with you – a leader in our community - that CHOC Children's is committed to making Orange County one of the medically safest and healthiest places for children in the nation. We have embarked on a transformative journey to become one of the nation's top children's hospitals, and continue to nurture, advance and protect the health and wellbeing of our children – for generations to come. We are grateful that the Orange County community has embraced and supported CHOC since 1964, when we first opened our doors. We'd appreciate you sharing information about our "Change CHOC, Change the World" campaign with your members.

Secondly, as part of our commitment to the community and in response to an increasing number of requests for guest speakers, CHOC Children's is proud to announce the establishment of a Speaker's Bureau program. The Speaker's Bureau is a free community service that provides interested audiences with speakers on various topics related to children and healthcare such as:

- "Change CHOC, Change the World" campaign
- General information about CHOC Children's
- Children's health and wellness
- Pediatric specialties
- Healthcare industry

A CHOC speaker will provide your organization with valuable information regarding the topics above. If interested, we can send you a Speaker Request form that provides additional details. You may contact Monica Garcia, from CHOC Public Relations, at 714-289-4183 or email pr@chocchildrens.org to request this form, or if you have any questions.

CHOC Children's is exclusively committed to the health and well-being of children through clinical expertise, advocacy, outreach and research that brings advanced treatment to pediatric patients. Affiliated with the University of California, Irvine, CHOC's regional healthcare network includes two state-of-the-art hospitals in Orange and Mission Viejo, several primary and specialty care clinics, a pediatric residency program, and four centers of excellence - The CHOC Children's Heart, Cancer, Neuroscience, and Orthopaedic Institutes.

CHOC is one of only eight children's hospitals in the nation named a "2009 Leapfrog Top Hospital." CHOC earned the Silver Level CAPE Award from the California Council of Excellence, the only children's hospital in California to ever earn this distinction, and was awarded Magnet designation, the highest honor bestowed to hospitals for nursing excellence. Recognized for extraordinary commitment to high-quality critical care standards, CHOC is the first children's hospital in the United States to earn the Beacon Award for Critical Care Excellence.

CHOC Children's announces the "Change CHOC, Change the World" campaign, signifying the hospital's transformative journey to become a world-class pediatric institution. The comprehensive campaign will transform CHOC and, with it, the delivery of pediatric healthcare in the region by building a state-of-the-art tower; building a substantial endowment to support recruiting more of the world's top pediatric experts, while continuing to foster an environment of innovation and discovery; and building upon the academic and research affiliation with UC Irvine and its School of Medicine. The CHOC Children's Foundation is committed to raising \$125 million for the campaign by June 30, 2013.



The keystone of the campaign is the seven-story tower, set to open on CHOC's Orange campus in Spring 2013. In the new tower, CHOC will continue to expand and provide innovative tertiary and quaternary pediatric care. To promote a serene, healing environment for children and their families, the tower will feature leading design and safety principles; private rooms and enhanced family amenities; open, colorful spaces; a spacious new lobby; an outdoor space and cafe; as well as areas for work, study, play and reflection.

The tower will also include new and advanced pediatric emergency department, operating rooms and related services, laboratory, pathology, imaging and radiology services.

"CHOC is now responsible for the lives of more children than the entire child population in any one of 39 states—two million kids.

Market and mission demands are pushing us to grow and pulling us toward our destiny—to perform in the ranks of our nation's premiere children's hospitals. There's no room for ambiguity about where we are and where we must go."

Kimberly C. Cripe, President and Chief Executive Officer, CHOC Children's

DISTRICT 4-L4 CALENDAR

July 10 Youth Exchange BBQ Fundraiser

July 10 Cucamonga District Host Blind Buddies Golf Challenge

July 16 Brea Lions O.C. All-Star Football Game

July 17 & 18 Seal Beach Lions Fish Fry

July 24 District Networking Meeting, Installation of Officers, Diamond Car Golf Club

August 6-8 MD-4 Council of Governors Meeting, Santa Maria

September 8 Foothill Region Meeting
September 13 Saddleback Region Meeting
September 21 Orange Region Meeting

September 23-25 USA/Canada Forum, Milwaukee WI October 9 Project LOOK Clinic, Tecate Mexico

October 9-10 White Cane Days

October 15-17 MD-4 Council of Governors Meeting, Ontario

October 22 Harbor Mesa Casino Night

November 6 District Networking Meeting, Building the Next Generation of Lions, Orange Region

January 15, 2011 Melvin Jones Dinner

January 22, District Networking Meeting, Recognition of PDGs, Saddleback Region

January 29 Teen Recognition Dinner

February 3-4 MD-4 Council of Governors Meeting, Primm NV

February 4-6 MD-4 Convention, Primm NV

February 18-20 Lions Flag Days

February 28 All Club Level Student Speakers Contests must be completed

March 5-6 Hearing Days

March 15 Orange Region Meeting

March 21 All Zone Level Student Speakers Contests must be completed

March 21 Saddleback Region Meeting
March 27 Lions City of Hope Day
March 30 Foothill Region Meeting

April 16 District Networking Meeting, Student Speakers Contest, Foothill Region

May 12-15 District 4-L4 Convention, Doral Resort, Palm Springs

June 3-5 MD-4 Council of Governors Meeting, San Jose

June 4 MD-4 Student Speakers Contest Final
July 4-8 Lions International Convention, Seattle WA

September 22-24 USA/Canada Forum, Anchorage AL

ATTENTION

CLUB PRESIDENTS, CLUB SECRETARIES, CLUB EVENT CHAIRMEN

DO YOU SEE YOUR UPCOMING EVENTS ON OUR DISTRICT CALENDAR? IF NOT, PLEASE SEND DATES AND FLYERS TO YOUR EDITOR.

HAVE YOU HAD A FUN SOCIAL EVENT, A SUCCESSFUL FUNDRAISING EVENT, OR PARTICIPATED IN A GREAT SERVICE PROJECT? SEND PICTURES AND A REPORT TO YOUR EDITOR.

SHOW YOUR CLUB OFF THROUGH THE DISTRICT 4-L4 FORUM

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