

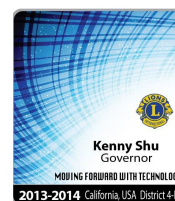


District Deeds

District 4-L2 Newsletter

“We Serve”

March 2014



District Theme: “Moving Forward with Technology”

Fellow District 4-L2 Lions,

California Lions celebrated the MD4 convention in mid-February in Ontario California. While we had a successful convention, I have been contemplating what International President Barry Palmer had asked me in his recent visit, “What is the solution for U.S. membership decline?” Currently, our District membership is sitting at minus three while the entire California membership is at minus 175. You may view the entire global membership update at <http://www8.lionsclubs.org/reports/cumulative/>

As you can see in the chart below, the U.S. is down 5,010 members so far since 7/1/2013. Southeast Asia and India are up more than 20,000 members. U.S. membership has been declining every year for as much as I have seen the figures.

In the old days, we had no TVs or just a handful of channels to watch. People felt like going out and connecting. Joining Lions Clubs became a logical step to meet people and help communities.

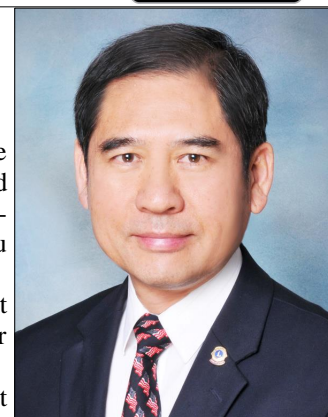
As technology advances, new technology has altered our life. Now people are involved in social media, the internet or games. TV features big screen, surround sound, home theater, High Definition and 3D and has hundreds of channels to select or streaming movies to watch. Have you noticed everyone has become busier? When we get up in the morning we answer phones, check emails, check text messages, check instant messages, check social media postings and messages and open snail mails. I feel like chasing never ending communications. Most people are connected by smart phone or internet 24 hours a day. Information travels in a split second. Don't you feel you like don't have enough time to finish everything every day? As a result, people are reluctant to commit their time and join Lions Clubs. With a few clicks people can find their favorite charity organizations and donate online.

Now, why does Southeast Asia enjoy such tremendous membership growth? In these regions, becoming a Lion is a status symbol. Prospects are screened and invited to join when they reach a certain social economic status. In China, Lions Clubs are young. They are full of fresh energy. My sister club in Guangdong, China said their members contribute approximately \$5,000 U.S. dollars per person per year. Becoming a Lion is considered a milestone in their career. The brand name effect fuels their impressive membership growth.

I am just jotting down some thoughts. Let's continue to work hard for our club and communities!

Yours in Lionism,

Lion Kenny Shu, 4-L2 District Governor



District Governor Kenny Shu

State or Country by 1/31/2014	New Members	Reinstated Members	Transfer Members	Total Mbr Added	Total Mbr Drop	Total Membership	Gain/Loss Fiscal Period
U.S. and Affiliates, Bermuda and Bahamas	17,807	1,317	1,149	22,056	27,066	336,852	-5,010
Canada	1,768	128	193	2,218	2,652	37,191	-434
South America, Central America, Caribbean & Mexico	5,317	605	172	7,445	9,875	100,676	-2,430
Europe	7,749	441	693	10,043	12,275	260,431	-2,232
Orient and Southeast Asia	26,459	1,364	578	33,550	21,837	276,959	11,713
India, South Asia, Africa and Middle East	23,220	3,276	543	39,384	30,145	301,634	9,239
Australia, New Zealand, Papua New Guinea, Indonesia, S. Pacific	2,581	132	234	3,640	3,229	44,909	411
GRAND TOTALS:	84,901	7,263	3,562	118,336	107,079	1,358,652	11,257



1st Vice District Governor Remarks

Fellow Lions,

I hope your Valentine's Day was full of love and happiness with your loved ones.

How are we doing with the ðJUST ASKö? I need your help. I want your district to be an example to the rest of the districts in California but I cannot do it alone. I need the participation of all the members. Remember, we are a Team of **LIONS ðLOVING INDIVIDUALS OFFERING NEEDED SERVICEö**.

How is your club doing? Has your club done a CEP (Club Excellence Program)? Are we listening to our members? Have we checked what kind of relationship we have with the members? Are we building a relationship with the new members? Membership has to be a continuous outreach. Are we communicating with the new generation so that they feel good at the club? Or, are we bringing the new members to join the old grandfathers' club? If your answer is yes, you need to rethink your approach. Today's new generation is very different from the one we joined. That is why we need to change our thinking, so that we will attract new and young members. This does not happen overnight, so you need to be determined and you have to be willing to also change for the better of your club.

The CEP (Club Excellence Program) is a great tool available through LCI like many other programs available to you to help improve your club and develop new leaders.

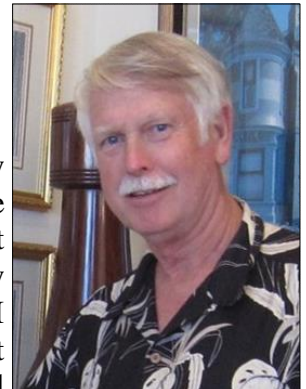
Does your club have many projects to get your members involved? Do you need to start a project? Have you assessed your community to see what services are missing or where your club can serve? This is a way to start a new project and recruit new members. Remember your club is a team. Think outside the box. Teams are only successful when they stay together and work together. Is your club using the internet as a recruiting tool? Maybe, you will want to try it; Facebook, Twitter, etc. This is also a great tool to promote your events.

Remember, there is nothing worse than being blind and it is having sight and no vision.

LET'S GO OUT TO THE WORLD AND ðJUST ASKö YOU WILL BE REWARDED.

Yours in Lionism,
Lion Alberto Montes De Oca
1st VDG 4-L2

Words from 2nd Vice District Governor



It is amazing how quickly time can move when you are busy. It seems as though it was only yesterday when my term as 2nd VDG began. I thought it would be a quiet year with visitations, Council of Governors meetings, and the District and state-wide conventions. Well, hello! I will be traveling to Fillmore, Sacramento, San Diego, Torrance, Pasadena, and Yuma in the near future. I am not complaining since I love to drive, but the time needed to do even a so-so job as 2nd VDG takes time.

Enough about me ó let's talk about you. You are the most dedicated, sincere, helpful people I know and I am thankful to know each and every one of you. In this time of diminished financial resources, it is inspiring to find people who continue to find ways to provide assistance to others. We tend to be creatures of habit, so I suspect your past assistance to others has motivated you to the point that nothing is impossible. Keep up the great work.

As the remaining months ðfly,ö I hope we can strengthen our membership. I am asking a favor of you, ðPlease follow-up with your members that forget to pay their club, district, and LCI dues.ö It is disheartening to see clubs drop huge numbers of members at the end of a month. If a member has been absent for awhile, have someone check up on that Lion. It only takes a few minutes out of your 10,080 minutes you will have during a week.

Yours in Lionism,
Lion Larry Wehage,
4-L2 Second VDG

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