

istrict 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, oWhat 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 TV so 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



District Governor Kenny Shu

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. Dong you feel you like dong 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. Letes continue to work hard for our club and communitiesí

Yours in Lionism, Lion Kenny Shu, 4-L2 District Governor

	New	Reinstated	Transfer	Total Mbr	Total Mbr	Total	Gain/Loss
State or Country by 1/31/2014	Members	Members	Members	Added	Drop	Membership	Fiscal Period
U.S. and Affiliates, Bermuda	17,807	1,317	1,149	22,056	27,066	336,852	-5,010
and Bahamas							
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® Day was full of love and happiness with your loved ones.

How are we doing with the õJUST ASKö? I need your help. I want your district to be an ex-

ample to the rest of the districts in California but I canot do it alone. I need the participation of all the members. Remember, we are a Team of LIONS õLOVING 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 grandfathersø club? If your answer is yes, you need to rethink your approach. Todayøs 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 & GO OUT TO THE WORLD AND ÕJUST ASK.Ö 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 letæ 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 õfly,ö I hope we can strengthen our membership. I am asking a favor of you, õPlease 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

Monthly Publication of

District 4-L2 Lions Club International

Governor

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E-mail submissions
Submission deadline

4L2newsletter@gmail.com
Second Friday of month

Upcoming Events

- **3/8, Saturday**, 8:30 a.m. 11:30 a.m., Montebello Lions Pancake Breakfast, Montebello Senior Center, 115 S. Taylor St., Montebello. \$5 Includes pancakes, sausages, eggs, milk or O.J., unlimited coffee. Contact, Lion Sally Torres (323) 357-2742.
- **3/8, Saturday,** Lions Clubs of San Gabriel Region 2nd Mixer, 10:30 a.m.-2:00 p.m. Sunny Day Adult Health Care, 10530 Lower Azusa Rd., El Monte, \$10, Brunch, raffle and two keynote speakers. Mail checks payable to MPDLC to Lion Jack Sun, POB 1912, Arcadia CA 91077. Phone (626)-782-8666.
- **3/10, Monday,** 6:30 p.m. Lions Mobile Health Screening Unit Quarterly Board Meeting, Non-hosted dinner \$16.50. Bruce Restaurant, 12623 Imperial Hwy., N/E corner Imperial & Bloomfield, Santa Fe Springs. Contact 4-L2 PDG Mike Brassard. Phone (562) 650-6158.
- **3/15, Saturday, Norwalk Lions Stateline Turnaround Fundraiser.** \$35 includes buffet upon arrival. 7:30 a.m. to approximately 11:30 p.m. Departs from Norwalk City Hall parking lot. Contact Lion Lenora Perri (310) 283-9825 or any Norwalk Lion.
- **3/15, Saturday, Pasadena Host Pancake Breakfast,** 8:00 a.m.-11:00 a.m., \$5. Salvation Army Corps Dining Hall, 960 E. Walnut, Pasadena.
- **3/18, Tuesday, Downey Lions Spaghetti Dinner** 6:00 p.m.-8:00 p.m. \$7.00 plus one drink purchase. So-Cal Pizza, 12253 Imperial Hwy., Norwalk. Dine in only. Contact Lion President Lenora (310)283-9825 or any Downey Club member.
- **3/22, Whittier Host Lions Sight for Kids,** 5:30 p.m. 7630 Washington AVENUE, Whittier.
- 3/29, Saturday, Montebello Lions Welcome District 4-C6
- BBQ Tri-tip dinner and entertainment \$15, Montebello Senior Center, 115 S. Taylor. Bring canned non-perishable food item. Call (909)598-0554 for information.
- **3/29, Saturday, Bellflower Noon Lions Las Vegas Night,** \$25 or \$30 at door. Simms Park 16614 Clark Ave., Bellflower. Includes dinner, \$100 õfunny moneyö, prizes. Contact Lion Jerry Miller (562)925-5005 x222.
- 5/3, Saturday, Covina Lions Breakfast Club Diabetes Walk Fundraiser. \$25. Starts at Covina Park, 7:30 a.m. Contact Lion Tawni Patrick (909) 525-5922.

Health and Welfare

Lion Connie Minsky (East L.A. Lions) fell and broke her hip. A card would be welcome. 2474 Sherwood Rd., San Marino, 91108. Our condolences go to Lion Gary Cordova (Bellflower Noon Lions) on the loss of his mother and Lion Levi Richard (Baldwin Park Lions) on the passing of his wife.

District Officers

Lions 4-L2 Business Directory Listings

District 4-L2 Lions have the opportunity to include their business in the *District 4-L2 Yellow Pages* that will be posted to the <u>Lions4L2.org</u> website. All that is required is that the õyellow pagesö form be filled out. It is available on the website home page. The form can be mailed to:

Lion Manny Sanchez P.O. Box 1201 Norwalk, CA 90651 or emailed to him at: boldexplorers@yahoo.com.

Lions4L2.org

The District Newsletter can be accessed under the *District Documents and Forms Library* link which is listed on the column to the left on the website homepage.

