



The International Association Of Lions Clubs
(Lions Clubs International®)
District A4 Cabinet
2006 - 2007



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District A4 – Governor’s Newsletter – October 2006

From District A4 Governor Lion James Johnston:

Welcome to a new Lions year! I trust your summer was an enjoyable and relaxing one.

Had a really terrific time at the International Convention in Boston. The weather was terrific, especially when touring around the “walking city”. The Harvard University and Massachusetts Institute of Technology campuses in Cambridge as well as the USS Constitution were just a few of the amazing sights to see. Many Lions had the opportunity to watch the Boston Pops playing in sync with the fireworks on the Charles River, on July 4th. I understand that these are one of the best fireworks presentations in the United States and people were lining up early on July 2nd to get a good spot. The International Parade and the marshaling of flags, representing 200 countries and geographical areas, during the opening ceremony really demonstrated what the “International” in Lionism is all about.

Our International President, Lion Jimmy Ross, has introduced a paradigm shift in the International Program, this year. The format of the Program includes:

1. Lions Clubs International (LCI) exists to support clubs and club members.
2. Each club exists to fulfill its purpose and its mission as determined by the members.
3. If members have the opportunity to make a difference in their community, and feel good about what they do, they will continue to be members. It will make recruiting and retaining easier.

Bienvenue à une nouvelle année de Lions! J’espère que votre été a été agréable et détendant.

J’ai eu un temps vraiment fantastique à la Convention Internationale à Boston. Le temps était agréable particulièrement en faisant le tour à pied autour « de la ville de marche ». Les campus universitaires, soit de Harvard et l’Institut de la technologie de Massachusetts à Cambridge, aussi bien que le *USS Constitution* étaient justes quelques unes des sites stupéfiants à voir. Plusieurs Lions ont eu l’occasion d’observer l’orchestre *Boston Pops* jouer en synchronisation avec les feux d’artifice sur la rivière Charles le 4 juillet. Je comprends que ce sont l’une des meilleures présentations de feux d’artifice aux Etats-Unis et les gens s’alignaient tôt le 2 juillet pour obtenir une bonne place. Le défilé International et le défilé des drapeaux, représentant 200 pays et secteurs géographiques, pendant la cérémonie d’ouverture ont vraiment démontré le “*international*” dans le Lionism.

Notre président international, Lion Jimmy Ross, a présenté une variation de paradigme dans le programme international cette année. Le format du programme inclut :

1. Le Club International des Lions (LCI) existe pour soutenir les clubs et les membres.
2. Chaque club existe pour accomplir son but et sa mission déterminée par les membres.
3. Si les membres ont l’occasion de faire une différence dans leur communauté, et ils sont fiers au sujet de ce qu’ils font, ils continueront à être des membres. Ceci fera le recrutement et la retenue plus facile.

In essence, you are the customer, and LCI and the District are there to support you and ensure that you are serving your communities as effectively as possible.

LCI has introduced a new family membership initiative. It offers a reduced dues rate to its members and presents special programs, activities and opportunities for families. Details of this program are included in an article in this newsletter.

LCI is also encouraging all clubs to get involved with the emergency management team in your area. In light of the ice storm in 1998, recent medium and long term power failures, and the severe winds that left wide swaths of fallen trees in Otter Lake, Quebec and Combermere, Ontario, this summer, this is definitely worthwhile and would allow us to serve our communities when we are needed most. Your Zone Chair will be providing further information on this in the near future.

This marks the second year of a three-year worldwide campaign for SightFirst II. Our goal is to raise \$200 million US to continue and expand the SightFirst programs. Since 1990, SightFirst has prevented or restored vision in 24 million people and with Campaign SightFirst II, we can continue to alleviate preventable blindness around the world. By working together, I know we will accomplish this goal and even surpass it. To quote Helen Keller, "alone we can do so little, together we can do so much". After all, it was Helen Keller that challenged us to be the Knights of the Blind in the crusade against darkness, at the International Convention in 1925. To this day, we continue to embrace that challenge in what we do. I encourage all clubs to participate in this very worthwhile project. If you would like more information on campaign SightFirst II, please contact the Campaign SightFirst II coordinator in your Zone. The contact information is provided in the District A4 Directory.

Times are changing for Lions clubs and we all know how it has become harder and harder to attract new members. We know how great this organization is, but we must let prospective members know and explain to them what Lionism is all about. An article is included in this newsletter that provides key messages and answers to key questions that you should find useful. We also need to look at new and innovative ways to attract new members and deal with other challenges that clubs are experiencing. On that note, the District will be hosting a club renewal challenge on November 26th in Cumberland. More information on the

Essentiellement, vous êtes le client et LCI et le District sont là pour vous soutenir et pour assurer que vous servez vos communautés aussi efficacement que possible.

LCI a présenté une nouvelle initiative d'adhésion de famille. Il offre un taux réduit des frais d'adhésion à ses membres et offre des programmes, des activités et des occasions spéciales pour les familles. Les détails de ce programme sont inclus dans un article dans ce bulletin.

LCI encourage également tous les clubs à devenir impliqué avec l'équipe de gestion de secours dans leur secteur. Suivant la tempête de glace en 1998, les pannes récentes de courant à moyen et à long terme, et les vents puissants qui ont déraciner des arbres à Otter Lake au Québec et à Combermere en Ontario cet été, ceci est certainement valable et nous permettrait de servir nos communautés quand nous sommes dans le plus nécessaire. Votre président de Zone fournira d'autres informations sur ceci dans un proche avenir.

Ceci marque la deuxième année d'une campagne mondiale de trois ans pour SightFirst II. Notre but est de soulever 200\$ millions US pour continuer et agrandir les programmes de SightFirst. Depuis 1990, SightFirst a empêché ou a reconstitué la vision à 24 millions de personnes et avec la campagne SightFirst II, nous pouvons continuer à alléger la cécité évitable autour du monde. En travaillant ensemble, je sais que nous accomplirons ce but et le surpasserons même. Pour citer Helen Keller, "*Nous pouvons seul faire ainsi peu, ensemble nous pouvons faire tellement*". Après tout, c'était Helen Keller qui nous a défiés d'être les *Chevaliers des aveugles* dans la croisade contre l'obscurité à la Convention Internationale en 1925. À ce jour, nous continuons à embrasser ce défi dans ce que nous faisons. J'encourage tous les clubs à participer à ce projet très louable. Si vous voudriez plus d'information sur la campagne SightFirst II, s.v.p. contacter le coordonnateur de la campagne SightFirst II dans votre Zone. Le contact d'information est fournit dans l'annuaire du District A4.

Les temps changent pour les Club Lions et nous savons tous cela est devenue de plus en plus difficile d'attirer de nouveaux membres. Nous savons que cette organisation est grande, mais nous devons laisser les futures membres savoir et leur expliquer qu'est ce que le Lionism. Un article est inclus dans ce bulletin qui fournit des messages clés et des réponses clés aux questions que vous trouverez utile. Nous devons

<p>challenge will follow shortly.</p> <p>It is important that club presidents, secretaries, membership chairpersons, and all club members attend and take an active role at Zone Meetings. If you are looking for assistance, answers or information, there is a vast array of knowledge out there and zone meetings are an excellent place to start. The District Chairpersons are another great source and are willing to assist you in any way they can. Please utilize them.</p> <p>And finally, thank you for the opportunity to serve as Governor of our great District. I look forward to meeting with you to personally see and hear about the great things you do to build a better tomorrow for the world and the communities in which we serve. Most of all, it is each and everyone one of us that makes Lionism what it is today, the world's greatest service organization.</p> <p>Together, in Lions Service, Lion James Johnston</p>	<p>également regarder de nouvelles manières d'attirer de nouveaux membres et de faire face aux défis que les clubs éprouvent. Sur cette note, le District présentera un défi de renouvellement de club le 26 novembre à Cumberland. Plus d'information sur le défi suivra sous peu.</p> <p>Il est important que les présidents de club, les secrétaires, les présidents d'adhésion, et tous les membres de club assistent et prennent un rôle actif lors des réunions de Zone. Si vous recherchez de l'aide, des réponses ou de l'information, il y a un vaste choix de connaissance disponible et les réunions de Zone sont un excellent endroit par où commencer. Les présidents de Zone sont une autre grande source et ils/elles sont disposés à vous aider autant que possible. Veuillez les consulter.</p> <p>En terminant, merci de l'occasion de servir de gouverneur de notre grand District. J'ai hâte de vous rencontrer personnellement pour voir et d'entendre parler des grandes choses que vous faites pour établir un meilleur demain pour le monde et les communautés dans lesquels nous servons. Surtout, c'est à tout un et chacun de nous qui faisons le Lionism ce qu'il est aujourd'hui, la plus grande organisation de service au monde.</p> <p>Ensemble, dans le service de Lions, Lion James Johnston</p>
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Key Messages and Answers to Questions When Talking with Potential Lions

Key Messages

Lions Clubs International is the world's largest service club organization – made up of a network of nearly 1.4 million men and women in 200 countries and geographical locations.

Lions make a difference by serving youth, sight and community needs around the world.

Last year Lions donated approximately \$512 million dollars (US) and 64 million hours of service to their communities – the equivalent of 31,000 people working fulltime for one year.

Lions make a difference everyday everywhere.

Key Answers to Questions

Who are the Lions?

Lions are an international network of nearly 1.4 million men and women dedicated to making a difference in lives and communities.

What do Lions do?

Lions meet the critical unmet needs of their communities and of the world, ranging from assisting the visually impaired and working with local youth to medical missions and disaster relief.

How are Lions relevant to today's world?

Since 1917, Lions have met the needs in their communities and continued to evolve and improve the areas in which they live. As long as there are needs around the world, Lions will work to meet those needs.

How do I become a Lion?

If you are interested in becoming a Lion, contact your local Lions club and express an interest in learning more. A club locator can be found on the Lions Clubs International web site www.lionsclubs.org.

Are there women Lions?

Yes, there are. With 65,000 women becoming Lions just last year, they are the single fastest growing segment of Lions.

As in other community organizations, is the membership of Lions declining?

Yes, however, in areas where Lions are most active, we see remarkable membership growth. Like our ever-changing society, Lionism is going through a transition. With programs such as Leo Clubs, Campus Lions Clubs and New Century Lions Clubs, Lions are learning to adapt to meet the growing needs of the world around us. While traditionally Lions have been strong in small towns, we are expanding into large urban areas, where the needs are many.

I would like to volunteer in my community but why should I do so as a Lion?

Lions meet the needs of those in their own communities as well as around the world. Working together locally and internationally, the worldwide network of Lions had vastly more resources and is able to accomplish much more than individuals as small groups working alone.

Message from Lion Jimmy M. Ross 2006-2007 Lions International President

During the next 12 months, you will encounter many opportunities to contribute to the success of your Lions club.

One such opportunity is the Lions **Club Renewal Initiative**. At a full meeting early this year, please consider conducting a review of club practices. This can include the success of your club meetings, member recruitment, member relations, service projects, and fundraisers.

A **Club renewal Initiative form** may be accessed and submitted online through the Lions Web site: www.lionsclubs.org. The form is also available in a paper format from executiveservices@lionsclubs.org or 630-571-5466, ext. 287. It will help guide you and your club through the renewal process by identifying:

- **Highly successful** club activities/practices that should be continued and expanded.
- **Less successful** club activities/practices that should be changed and improved.
- **Unsuccessful** club activities/practices that should be replaced by something brand new.

This discussion will help strengthen your club. Your fellow members may decide to eliminate an unprofitable fundraiser, or perhaps introduce a new service project.

For your club's participation in the renewal process, the club will receive from Lions Clubs International a **Club Renewal Banner Patch**. Through your participation, your fellow Lions will benefit as members of a renewed, invigorated club.

Thank you for participating in the Lions Club Renewal Initiative.

Message from Lion Lawrence Black: **District Co-Chairman Lions Foundation of Canada**

Governor James has designated Sightfirst II and Lions Foundation of Canada (LFC) as his District Projects for this Lions year. Governor Lion James Johnston has appointed us as the Lions Foundation of Canada Chairmen for District A4 for the current Lions year 2006/2007.

Many of you already know Lion Ed Firlotte, but very few know me, I would like to give you a little bit of information about myself. I have been Lion off and on and in varying provinces since about 1985 but because of first my military career and then my medical problems I never really did push myself towards Lionism that much. This year though I started to really get involved with Lionism, this is more than likely due to the fact that I have finally started to see a real sense of direction once again. It has been a difficult couple of years for me as I adjusted to the fact I was losing my sight, today I am totally blind and last Nov received my first step towards independence, a guide dog from LFC, named Dillon.

Because of my loss of sight I have a rather strong connection towards both LFC and to Campaign SightFirst II, but today I am writing this letter to talk about LFC. Over the next year or so I would like to be able to visit each club so that everyone has an opportunity to meet both myself and Dillon and thus give you a better understanding of the importance and need for this project. I am not sure exactly how much you know about the Lions Foundation Canada presently located in Oakville. The school there provides services for all three types of service dogs, as well as a puppy program located in Breslow. To ensure for many generations to come our foundations success is incumbent upon all of us to do our part by financially supporting our school.

Helen Keller called upon Lions to become the Knights of the Blind and implored us with her vision of how the Lions Clubs and its members could help the blind. I too would like to express my thanks to Lions world wide. I welcome the chance to discuss with every club the wonderful gift of sponsorship towards a service dog, and the benefits these dogs provide to those who use them. Should your club decide to support the project, cheques should be made payable to District A4 LFC. You can send it to either Lion Ed Firlotte or me, but we would welcome the opportunity to come and visit your club and pick it up in person. I know that all of us would be very happy to come and visit.

I thank each and every one of you for your consideration in one of our ongoing District projects and look forward to reporting to Cabinet on the wonderful show of generosity of the clubs within our district. Remember as the Knights of the Blind it is this generosity that allowed the foundation to give me my independence through Dillon. Thank you very much for your support.

VDG Lion Jerome Andre: **News From the MERL Team**

As a new year begins, Lions should be motivated to serve their community, however, sometimes motivation will begin to diminish in some clubs. Repetition, lack of involvement or a lack of a challenge could be factors which could lead to unmotivated Lions.

So here are a few quick ideas to increase motivation:

1. Share your enthusiasm - Attitude is infectious. How you feel about making positive changes to your club will affect how members respond.
2. Be upbeat and enthusiastic - Members should be motivated to support your efforts.
3. Share praise freely - It's important to all members. Simple acknowledgements, positive reinforcement or a personal note of thanks.
4. Communicate constantly - Open communication is vitally important to club success.
5. Emphasize social development - Share happy occasions, birthdays, anniversaries or achievements during and outside meetings.

Try one or more of these ideas, if you're club needs a boost and you should be on your way to a healthier and more motivated club that is ready to serve it's community.

See you on November 26th and have a great year!

Lion Ray R Lebeau MERL Team Membership Chairman: **MEMBERSHIP RECRUITMENT**

When District Governor James Johnston asked me to serve as the MERL Team - Membership Chairman for District A4, for the period 01 July 2006 to 30 June 2009, I eagerly accepted. Having attended a Lions Leadership Institute in Lisle, Illinois, I know the high importance that Lions Clubs International places on membership. In order to ensure that membership recruitment, club extension, new member orientation and induction, member retention and leadership are kept on every club agenda as a high priority, the MERL Team, (which stands for **M**embership, **E**xtension, **R**etention and **L**eadership), will be asking for your support throughout this Lion's year.

On 26 November 2006, the DG, VDG and MERL Team will be hosting a 'Club Renewal' get-together at the Cumberland Lions Club. The DG, VDG and each chairperson of the A4 MERL Team will give a brief presentation, but the focus will be on allowing lots of time for the exchange of ideas and for doing some brainstorming on a variety of interesting topics. Renewal is an opportunity for club members to review their activities, procedures and operations and identify new ways to re-energize their clubs. All Lions are invited to attend this very important session. At the very least, all Club Presidents and all Club Membership Chairpersons should be in attendance.

Lions clubs cannot expect to recruit new Lions if they have not properly prepared. As your Membership Chairman, I am going to be asking if your clubs have taken the necessary steps to recruit new Lions, ensured that sponsors knew and understood their responsibilities, ensured that the new Lions attended well organized orientation sessions, were received into the club through a dignified induction ceremony, and so on.

The Induction Ceremony is the symbolic beginning to a member's service as a Lion. Does your Lions club have a good supply of New Member Kits on hand and does it have a New Member Induction Ceremony script? Are sponsors mentoring the new Lions and ensuring that they are making use of the new Lions unique talents? There

are lots of Lions projects, some of which I will be addressing in Cumberland, and there is absolutely no excuse to not have every Lion in your club assigned to a meaningful project.

Membership growth is vital to the future of District A4. Let's make this Lion's year 2006/2007 one of the best! I may be your Membership Chairman, but let me say this to you . . . membership recruitment in this great District is everybody's responsibility.

I am anxiously looking forward to meeting with you in Cumberland. Mark this date, **26 November 2006**, on your calendar now!

E-mail: raylebeau@sympatico.ca

Editorial Comment:

Well deadline time: time to go to press, this is the first newsletter I have done up since I joined Lionism in 1968 with the Masset-Haida Lions Club on the Queen Charlotte Islands under the leadership of Lion Ray Trudel. I therefore ask for your kind indulgence toward my first attempt at the Governors Newsletter. I would like to thank all of the contributors of articles. Contributions and comments are very welcome, please contact me at taroberts@rogers.com.

I would also like to make mention of a couple of items:

September/October is the beginning of the Lions year and time for Budgets, Projects and the like, I would like Lions Clubs to give serious thought to the many important issues and charities that are lead by members of Cabinet, they give their time and effort towards these Lions Sponsored charities and sometimes I don't think they get the recognition and definitely not the support they need, remember many hands make light work, a small donation for each charity from each club adds up to a large donation from all of us, so pitch-in and lets make this work!

I noticed in the Lion Magazine an official sanctioning of our Sightfirst II goals, this is everyone's major priority this year, lets get behind International, Multiple District "A", and our own District A4 and support this very worthwhile project. I have included Lion Lawrence Black's letter to all Lions Clubs.

Cabinet Meeting Schedule vs Newsletter submission dates. I would like to get a newsletter out two weeks after each Cabinet meeting, so please use these dates as a guide, and sooner than better, thanks: The editor.

2nd Cabinet Meeting - Wed., Nov. 22 - Hosted by Navan Lions Club - 7pm

3rd Cabinet Meeting - Wed., Feb. 21, 2007 - Hosted by Plantagenet Lions Club - 7pm

4th Cabinet Meeting - Sun., April 15, 2007 - A4 Convention in Brockville

5th Cabinet Meeting - Friday, June 15, 2007 - Hosted by Chalk River & Area Lions Club

The Governor's Newsletter is packaged into a format call PDF which is the most common read-only format available, for clubs who do not have Email, then a snail mail copy will be sent, the newsletters are also posted on the District A4 Website.

Let me take this opportunity to thank Lion Karen Doyle for all her help in getting the Governor's newsletter sent/mailed out to all clubs.

Newsletter addendum:**DIRECTORY UPDATES:**

District A4 Secretary Lion Eileen Burke has sent the following corrections to the District Directory please advise of anymore updates required. (burkee@aecl.ca)	
Page 5 – MDA Secretary > Lion Dave Voisey > 30 Ventnor Way > Nepean, Ontario, K2J 1M3 > Res: 613-825-4371/ Fax: 613-825-1930 > dvoisey@rogers.com/ > Barrhaven Lions Club	Page 27 – Cantley LC secretary Lion Peggy Sullivan > new email address: isullivan@videotron.ca
Page 7 –Region Chair 41 Lion Al Page > new email address: hohoal@rogers.com	Page 40- Low & District LC acting secretary Lion Bill Merrifield 91 West Danford Lake Road Kazabazua, Quebec J0X 1X0 819-467-3215 shelley.merrifield@justice.gc.ca
Page 12 –Retention Chair Lion Bill Dixon, PDG new email address: pdg1999@gmail.com	Page 41 - Manotick LC > meetings > 2nd and 4th Tuesday - 7:00 pm > Carleton Lodge > 55 Lodge Road at Prince of Wales Drive > Manotick
Page 13 - District Historian Lion Dave Haines, PDG > new club: Greely Lions Club	Page 43 - Merrickville LC > club address: K0G 1N0 > president email address: lichen@magma.ca 613-269-2222
Page 14 - Hearing and Speech > Lion Don Redtman PVDG (Clare)	Page 43 - Metcalfe & District LC > new president phone and email: 613-774-9981, rbrady1@hotmail.com > new secretary email address: ross@storm.ca
Page 14 - Effective Speaking Lion John Musgrove Should end with .com instead of .ca. email - john.musgrove@personainternet.com	Page 50 –Plantagenet Lions Club Meetings - Time and Location 2nd Thursday of the Month - 7:30 pm President's Home
Page 19 - new Zone Chair 22 West > Lion Lynn Mathewson > 613-687-0191	Page 61 - Brockville Lioness Club President is Lioness Julie Pitre Box 1976 Brockville, ON K6V 6N4 613-342-3928
Page 23 - Athens LC secretary Lion Larry Winters 3 Kimberley Crescent, PO Box 337 Athens, Ontario, K0E 1B0 613-924-9511	Page 61- Elgin Lioness Club Secretary is Lioness Jane Simpson 301 Sand Bay Lake Rd RR #3, Elgin ON K0G 1E0 613-359-5528

**Barrhaven Lions are Sponsoring a new Pride of Lions
Cantley Lions Club Charter Night**

Saturday November 11, 2006

Cocktails 6:00pm Dinner Buffet 7:00pm

Cost: \$30.00 Adult – Children under 10, \$15.00

**Place: Rose des Vents School
112 Rue de Commandeur Street
Cantley, Quebec**

Punch and Soft Drinks will be available

NO CASH BAR

Bring your own Wine and/or Can Beer

**Tickets are Limited, reserve early so as not to be
disappointed.**

Contact Cantley Secretary Peggy Sullivan at (819) 827-4673

Email: isullivan@videotron.ca

Entertainment following official proceedings

*From Macdonald Cartier bridge take Hwy 50 towards Gatineau .
From Highway 50, take first exit St Louis and turn right at the
lights. Continue on St Louis which is also Hwy 307 approximately
11 kms. Turn right on rue Bouchette. At the third stop sign turn left
on rue Du Commandeur. Rose Des Vents School is the second
building on the right.*