



District 19C NEWSLETTER



DG Rick Drury

"Quest for Miracles through Service"

October 2011

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↘ District Website ↙
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DISTRICT GOVERNOR'S MESSAGE

"We Serve." There are no two words that mean so much to any one group than these two words mean to members of Lion Clubs International. We serve the world. We serve our communities. We serve our club. We serve each other. I can think of nothing more meaningful than seeing what we do to help others in need. Some examples:

Providing a child with everything they need for the first day of school to be successful; such as school supplies and food, when their parents cannot.

Providing glasses to an adult or child to help them bring things into perspective when it comes to seeing what those of us with good vision take for granted.

Working to provide support to our young military members and their families as they adapt to being home after serving overseas in areas where their lives were put in danger 24/7.

These are only a few of the things that clubs within District 19 C are continuously doing in their communities to help those who are less fortunate. How many of the members or your communities know that you are doing these types of things?

So why am I addressing this? I am addressing the idea of service because we do and provide so much within our communities and yet we seem to be one of the best-kept secrets out there. There are challenges to getting the information out to the members of the communities within which each club or clubs call home. So let's confront this challenge as we do others and let people know who we are, what we stand for, and most importantly what we do. Show them the same excitement that I have seen in each club that I have visited. Get them excited, too. You can do this through local newspapers; announcements of upcoming events positioned in high traffic areas in the community; or by sharing your club's newsletter with neighbors,

Cont. on Page 2



District 19C
The Class District!

DG Rick
Tree Planting Project
Oct. 1

(He stopped by on his way to work and planted a tree, assisted by PDG John Bergvall)

DG Rick (cont.)

Chamber of Commerce members, city officials, etc. I know this may not be easy, but I also know that we do a lot of things that are not always easy and yet we get them done.

I would like to leave you with a quote from Carrie Chapman Catt: "Service to a just cause rewards workers with more real happiness and satisfaction than any other venture in life." So, if that is true we should be some of the happiest people because "We Serve."

1VDG Dave's Dispatch

As I travel I'm noticing more club members talking about membership woes. I believe the key is to keep our individual enthusiasm up and communicate ideas about attracting new members. Send your ideas to our District Membership Chair Jack Ford so that he can compile a list (membership@md19clions.org).

Some ideas I've heard recently:

- * Hold committee meetings regularly in coffee shops. Wear your club vest or shirt. Let those around you hear your enthusiasm, laughter, concerns. Perhaps others in the shop will ask you about what you are doing, or the owner/manager will want to help you in some way.
- * Invite everyone you meet to your events. Whether as customers or workers, they will see what Lions do.
- * People want to work - the term "sweat equity" applies. Generate interest with hands-on projects. Ideas for improvement and new projects will flow from the enthusiasm that's generated.
- * Do you know what needs your community has, or do you just think you know? Have you taken the time to do a "Community Needs Assessment"?

Our main communication channel is via our membership chairpeople. Does your club have one? Do you know who your zone membership chair is? Have you taken advantage of inviting one of the Faculty Development speakers to your club to incite a discussion about membership? Have you shared some of your successes and failures with your zone membership chair or other clubs so that we might all benefit from your experience?

2VDG Marilyn's Memo

During the last few months I have visited clubs and attended several meetings in our District and also in the Multiple District, and the one thing I hear over and over again is "We need to communicate better".

As Lions we all communicate differently; we use websites, newsletters, Facebook, Twitter, texting, blogs, instant messaging, e-mails, the phone, daily mail, and yes even face-to-face meetings. So my question is, with so many ways to communicate, what is the best way to communicate to the Lions of District C?

I have struggled with this as 2nd Vice District Governor, and have come to one conclusion: there is no one way to communicate. Yes, I must admit that e-mail is the easiest way for me. I can send out information when I am thinking about it, at any time, day or night. However, if the person I want to communicate with only reads e-mails once a week or once a month, then it becomes an ineffective way to communicate. Just because I sent the e-mail, it does not mean I've communicated with the person. The receiver needs to receive and understand your communication. We as Lions need to be flexible and improve our method of communicating by understanding who we want to communicate with and how they best receive their information. We would never think of sending a blind person an e-mail nor would we try leaving a phone message for a deaf person, so why do we assume all Lions communicate via e-mail?

So let's all take a step back and ask ourselves before we send anything out, *am I communicating effectively and in the best way for my message?* We cannot just rely on these modern forms of communications – sometimes the best way to communicate is face to face or on the phone.

UPDATES/CHANGES

The Kent Lions Club is now meeting at Down Home Catering, 211 1st Ave S, Kent. Meetings are on the 1st and 3rd Tuesdays, starting at 7:00 pm.

HELPFUL HINTS FROM THE CLUB SUPPORT TEAM

Effective Communications

Bill Ellis, 19C Leadership Chair lionellis@aol.com

The most basic leadership skill is communications. It seems simple and easy. Yet every group has the need to improve their communications to their members and their customers.

Verbal versus Written Communications

The value of using different delivery techniques to remember information was determined by the 3M Corporation in a series of studies. They concluded that people remember:

- 10 percent of what they read
- 20 percent of what they hear
- 30 percent of what they see
- 60 percent of what they see, hear, and read

If we want our target audience to remember what we have communicated, we must use a combination of written and oral communication. Only using one or the other introduces a risk of our audience not remembering the message.

Four Rules of Communications

There are four rules for developing effective communications:

◆Rule of Frequency ◆Rule of Primacy ◆Rule of Recency ◆Rule of Emotion

The Rule of Frequency states that people will remember information they have heard more frequently. This is the basis for multiple mailing from advertisers and why they repeat commercials on TV frequently. Advertisers recognize that it takes multiple times to break through to your consciousness. If we communicate important information, you must recognize that one time will not be enough for people to remember it.

The Rule of Primacy states that people remember well the first time they heard about something. The first time people heard your information, it sets a mental benchmark in their mind. It means that we must be very careful with the initial message.

The Rule of Recency means that people will remember the most recent information they hear and compare it to previous announcements for any inconsistencies. If changes have been in the message we need to be clear what has changed and why.

The Rule of Emotion says that people remember information that impacts them emotionally. While you can't back off from any changes, you need to be sensitive to the situation.

GMT* Roundtable

Jack Ford, Membership Chair

lynjac@att.net

Saturday, October 22nd, 8:30 to 10:30 AM

Lacey Fire Station 34 (Across from the mushroom farm)
8407 Steilacoom Road SE, Olympia, WA 98513

*Global Membership Team Roundtable will consist of three modules, each beginning with an informative presentation followed by a discussion period. The three modules will address recruiting of quality Lions, new member development, and retention. The focus of the Roundtable is to generate communications among Zones and Clubs that will result in positive membership growth at the Club level. Lessons learned and new approaches should be integrated into the discussions.

The challenge to be addressed is “*Stop the bleeding*” and improve recruitment and retention of new quality Lions to insure MD 19C has a positive growth in membership to better support service to the community.

Club Presidents, Club Membership Directors, Zone Chairmen, and Zone Membership Directors, both serving and past, are encouraged to attend and participate in the discussions. Any Lion member is also encouraged to attend since the thrust of the challenge's success rests with the individuals within each Club.

District C Cabinet Meeting

DG Rick is setting up a location and date in November
Details will be posted on the District website and a notice will be sent via email

Peace Poster Contest

Theme: Children Know Peace

Students age 11-13 can enter their artwork.
Is your club participating this year?

Deadlines: Nov. 15, DG Rick to receive entries
Dec. 1, District 19C winner to MD-19 for judging

C-5 Zone Meeting

Saturday, Nov. 5

Hosted by Spanaway Lions Club
JR Whistle Stop on Hwy 7 (near Fred Meyer)

C-2 Zone Meeting

Tuesday, Nov. 15, 6:30 pm

Hosted by Olympia Host Lions Club

C-1 Zone Meeting

Monday, Nov. 21

Hosted by Tacoma Downtown Lions Club
Denny's Restaurant on 6th Ave, Tacoma

* * * * *



MD-19 Annual Convention

"Lions at the OK Corral"
October 13-15 in Yakima

Fun & Fellowship
Seminars, Tours, Speakers

Registration form and all the details are at
www.lionsmd19.com/events/fallannual.pdf

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NW Lions Leadership Institute

February 9-12, 2012
Wesley Inn, Gig Harbor
"Right in our own backyard!"



Info/Registration: PDG John Bergvall
johnbergvall@comcast.net

CLUB ACTIVITIES

GIG HARBOR LIONS CLUB

80th Anniversary

Saturday, October 22, 5:30 pm
Kensington Gardens

Reservations Required \$45/person
Info: Pres. Bonnie Manning
vanbonmanning@comcast.net

WHITE RIVER VALLEY LIONS CLUB

Mary Tallouzi, Wounded Warrior Project

Wednesday, October 26, 6 pm
Filipino American Hall

103 6th Ave N, Algona
Special speaker, dinner, and raffle
Cost: \$15/person; \$5/kids 5-10 yr
RSVP/Info: Chris Anderson, 253-261-5741
chrisanderson14@msn.com

TENINO LIONS CLUB

Fundraiser for Liz Meinberg

Saturday, November 5, 3-6 pm
Earth Artisans Gallery

325 Sussex Ave W, Tenino
Open House and Silent Auction
Raffle Tickets for Original Painting
\$2 each or 3 for \$5
Available from Tenino Lions
PO Box 568, Tenino, WA 98589
Proceeds to help with medical expenses for
spouse of Lion Mike Meinberg
Info: Sec. Judy Cryderman
juddec@scattercreek.com

SHELTON LIONS CLUB

12th Annual Lions Night at the Theatre

Tuesday, November 8, 7:55 pm

Cat Delaney's comedy "Welfarewell"

Live performance plus munchies & door prizes!

Olympia Little Theater

1925 Miller Ave NE, Olympia 98506

\$15 each, \$125 for a party of 10

Info: Mel or Bonnie Williamson, 360-427-1964

TACOMA DOWNTOWN LIONS CLUB

90th Anniversary

Saturday, November 12

6pm Social / 7pm Dinner

CI Shenanigans, Ruston Way in Tacoma

\$40/person RSVP Required by Nov. 1

Info: 2VDG Marilyn Danby

mdanby@comcast.net or 253-208-4556

**Check out the District website for flyers
on these and other club events**

www.md19clions.org



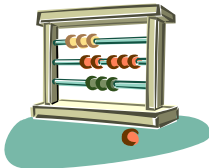
7 NEW MEMBERS

Club	New Member	Sponsor
DuPont	Allen E Crowell	Philip Courts
DuPont	Linda L Crowell	Gayle Courts
Eatonville	Susan L LaFantasie	Steven Nelson
Olympia West	Lindsey Johnson	Tim Johnson
Poulsbo	Grace E Shisler	Karl O Ostheller
Shelton Morning Star	Karl W Ostheller	Stephen Warner
Yelm	Brian Wharton	Shawn Batstone

In Memoriam

Name
Arne Haynes
Donald Olson

Club
Eatonville
Key Peninsula



BY THE NUMBERS

District Membership as of July 1, 2011: 1625 Total Members
District Membership as of Oct. 1, 2011: 1564 Total Members

Environmental Photo Contest



The Lions Clubs Environmental Photo Contest for 2011/2012 is up and running for District 19C. Any member of a Lions Club in good standing can enter an 8x10 original, unaltered, black-and-white or color photo of the environment.

The list of photo categories and contest rules can be found on our website at www.md19clions.org.

Photos will be judged based on originality, artistic merit, and portrayal of the environmental theme.

For further information, contact Dave Pratt, 19C Environmental Chair, at Dave.DHP@comcast.net or at 360-791-6531.

All submissions are due **no later than November 30**. Send entries to Dave at 14953 101st Way SE, Yelm, WA 98597.

Melvin Jones Birthday

Join us in Ft. Thomas, Arizona on Saturday, January 14, 2012 for the annual celebration of the birthday of Lions Clubs International Founder Melvin Jones.

Cost is \$525 per person or \$1020 per couple for air transportation and hotel for the first 25 registrants.

Depart Seattle on Jan. 13, arrive home on Jan. 15, stay at the Stafford Best Western Hotel for the nights of Jan. 13 & 14.



For more details, contact PZC Al Hedstrom at LionAl@telebyte.com or at 360-830-4327

A reservation form is on our website at www.md19clions.org

DG Rick's Schedule (subject to change)

DATE	CLUB	TIME	ZONE
OCTOBER			
10/3	Yelm	6:00 pm	C-6
10/4	Covington	6:30 pm	C-3
10/5	Lacey Lamplighters	6:00 pm	C-6
10/6	Port Orchard	7:00 pm	C-4
10/17	Puyallup South Hill	7:00 pm	C-5
10/18	Shelton	6:30 pm	C-2
10/19	Tumwater	6:45 pm	C-2
10/25	Silverdale Sunrise	7:00 am	C-4
10/25	Auburn Noon	Noon	C-3
NOVEMBER			
11/1	Kent	7:00 pm	C-3
11/2	Key Peninsula	6:30 pm	C-1
11/8	Olympia Host	Noon	C-2
11/8	Olympia Capitol City	7:00 pm	C-2
11/9	Lakewood First	7:00 am	C-1
11/9	Bremerton Central	Noon	C-4
11/9	Tacoma Southeast	6:30 pm	C-1
11/10	Lacey Sunrise	7:30 am	C-6
11/10	Lacey Mid-Day	Noon	C-6
11/10	Tenino	7:00 pm	C-6
11/15	Enumclaw	Noon	C-3
11/15	Brem. Chief Kitsap	7:00 pm	C-4
11/16	DuPont	7:30 am	C-6
11/16	Orting	7:00 pm	C-5
11/22	Olympia West	6:45 pm	C-2
DECEMBER			
12/1	Eatonville	7:00 pm	C-5
12/6	Federal Way	Noon	C-3
12/6	Federal Way Knights	7:00 pm	C-3
12/14	White River Valley	5:30 pm	C-3

NW Lions Leadership Institute Moved to Gig Harbor

Plan now to become a participant in the NW Lions Leadership Institute held in District 19C in Gig Harbor, Washington.

The Institute is being held in a unique setting at Wesley Inn for an outstanding leadership experience. It starts at noon on Thursday, February 9 and concludes at noon on Sunday, February 12, 2012. That is just about four months away.

The MD19 Lions Services & Leadership Foundation will provide a scholarship of \$175 for all MD19 Lions that attend for the first time. The remaining \$200 (\$220 after Jan. 1) is up to the Lion or the Lion's club. The total amount pays for the motel room (double occupancy), all meals, materials and meeting room.

What a bargain -- corporations pay much more to get the same thing. Plus you won't have to travel over the mountain passes or down to another state.

If you want more details or a registration form, contact PDG John Bergvall at johnbergvall@comcast.net.

If you want to know how graduates of the Institute feel about their experience, **ask them**. More Lions from our district are NW Lions Leadership Institute graduates than any other district.

District 19C Cabinet

Looking for a list of this year's cabinet members?
It's posted on our website at

http://www.md19clions.org/Roster/Maintenance/display_cabinet.php



Webmaster Dave Risley is still looking for an assistant to help keep our District website updated. Need not be a Lion to apply; don't need to be experienced; just need to be willing to learn! For further info, contact him at davidrisley@comcast.net

GOT NEWS? Send information for the newsletter to Editor Jacqueline Pratt at LionJ.Pratt@comcast.net

DEADLINE: 1st of the Month (but you don't have to wait until then!)

NEW DISTRICT 19C PROJECT – Thank First Responders

At the first cabinet meeting on August 11th, Shelley Clayton, Chairwoman of Thank First Responders, asked for the Lions' support. A unanimous vote endorsed her program as a new District project. The following information is provided by Lion Shelley:

In 2009, Washington State lost six Law Enforcement Officers in three separate tragedies.

The communities in their grief responded to the tragedy, lining the streets of each procession with signs that read "Fallen but not forgotten" and "Thank you for your service, for your sacrifice". It seems that the only time we as a community say "thank you" to a 1st Responder is when we are saying goodbye.

I am part of an organization that is working hard to change that! The day after the Lakewood shootings, November 30th, our first day of recovery, was selected as a day to say thank you to the fine men and women who faithfully serve our communities.

Our organization asked citizens to adopt a station and on November 30th 2010, do something nice for that station. The response was overwhelming! In our first year, we had 143 stations in 47 cities adopted. Groups, clubs, schools and private citizens adopted stations all over Washington State and showed their love!

In reaching out to groups last year, I spoke at several Lions Clubs meetings in our District. Their compassion and genuine respect for the 1st Responders in their communities spoke volumes. Because of their generosity, I am proud to say that I too, am now a Lion.

Recently, I spoke at the District 19-C Cabinet meeting. I asked District Governor Rick Drury and the cabinet to consider endorsing November 30th 2011 and encouraging all the clubs in our District to adopt a station. The vote was unanimous!

Won't your club join us? We are in need of clubs to adopt a 1st Responders (Fire, Law Enforcement, or EMS) facility on November 30, 2011. On November 30th, DO something for a 1st Responder that says ***thank you***. Thank you cards or poster, coffee, treats, the ideas are endless but the message of thanks is powerful.

For more information about us, please go to our web site: www.thankfirstresponder.com



Last year, Lakewood First Lions Club presented this cake to thank their local police department.

If every Lions Club in District 19C adopted just one police or fire station, that would be over 50 Thank You's to hundreds of dedicated men and women who serve our communities.



Lions Quest – Pilot Program in Lakewood!

Cheryl Comsia, Quest Chair

LCIF has partnered with the U.S. Army's Child, Adolescent & Family Behavioral Health Office (CAF-BHO) to provide workshops sponsored by the Department of Defense (DOD). The BHO is headquartered at Joint Base Lewis-McChord in Lakewood. There are 6 schools located on the base that are governed by the Clover Park School District. A recent workshop is a pilot to determine if Lions Quest is something the DOD would like to provide for military families nationwide. There are 6 or 7 other BHO's on military bases across the countries, but Lakewood is the pioneer, hence the pilot.

If the BHO is happy with the workshop and the program, and decides to move forward, then regional type workshops will be scheduled outside military bases in various locations. Local school educators and BHO personnel would attend, with the BHO providing "tuition" to cover the registration fees. These regionals would also be open to outsiders.

Since the project is so new, we've not yet determined the role of local Lions. However, the BHO's are interested in working with Lions on some level. It will probably be another year before we promote to membership or elsewhere.

LIONS MINTS AVAILABLE

The Montesano Lions Club has closed their doors and is no longer considered a club. They had recently purchased a stock of Lions mints before the club folded. Knowing that these mints still remained to be dispensed from the inventory, one of the previous Montesano Lions has taken it upon himself to try and sell the remaining stock. Before the club disbanded, the club voted that monies collected will be donated to the Montesano Food Bank.

Remaining mint inventory:

4 cases of Wintergreen - 14 boxes of Wintergreen: Totaling \$317.75

1 case of Peppermint - 27 boxes of Peppermint: Totaling: \$145.00

19 display boxes @ \$2.00 each: \$38.00

Total: \$500.75

These prices are what the club paid and they would like to reclaim their investment and put the money to good use.

PZC Mel Williamson is assisting the previous club member to disburse these mints and holders because he does not have computer access.

Please contact Mel via e-mail: mellow24@comcast.net or call (360) 427-1964.