

District 410D Southern Africa  
2010-2011

The Newsletter of  
District Governor

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## WORDS FROM OUR DG

Last weekend a friend spent time pruning her roses, a task that is necessary every so often to ensure that the plants grow better and produce more beautiful flowers. In our Clubs it is necessary from time to time to prune as well, to ensure that the Clubs grow better and produce more service-minded members. I have noticed a fair bit of pruning taking place in our Clubs, and it is now time to start growing again. We started the year well, attracting new members through our service activities, being Beacons of Hope in our communities. We do not want to end the year worse off than we started and **I urge all Clubs to increase their effectiveness as "servers" by bringing on board more pairs of hands to serve with you.**

Raj Phairembam – the 11-year-old boy from Moirang, Manipur, India, who **created this year's grand prize Peace Poster** – was honoured recently at the Lions Day with the United Nations. After Lions Clubs International President Sid Scruggs presented Raj with an award, Raj surprised attendees by **making a donation.** "I want to share the pain I feel for Japan due to the tsunami ... I want to donate \$250 through the Lions Clubs International President."

President Scruggs thanked Raj and the crowd applauded his generous donation. **Raj's parents and the president of his sponsoring Lions club, who joined us at this event, were very proud of his accomplishment and thoughtfulness.** "To some, seeing you here is a chance. To me, it is an opportunity to say that we want freedom from fear," said Raj. "Thank you to my sponsoring club – the Moirang Lions Club – and thank you Lions across the world."

The Lions International Peace Poster Competition is one of several means to introduce the public to our Organisation and interest prospective members in joining us. Let us use all means possible to enable us to become a strong community service organisation.

DG Brian presenting LP Euen Flanagan of Fort Beaufort with a Club President Excellence Award



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## TROLLIE RUN

Nadat Spar sy deure net na 7 gesluit het, het die onderskeie wenners elk 'n beurt gekry om vir 2 minute deur die winkel te stap en te kyk na die produkte wat hulle kon inlaai. Lions President Marcel du Plessis het aan hulle die reëls voorgelees en Zone Voorsitter Herman Smit het die aankondiginge gedoen terwyl die resies aan die gang was. Daar is links en regs deur die rakke gehardloop en geskarrel, soms het dit weer gelyk of die deelnemers rigtingloos was wanneer hulle so doodstil voor die rak gestop en weer gekyk het. Uiteindelik is elke deelnemer daar weg met 'n heerlike voorraad kruideniersware en sê ons hiermee hartlik dank aan Kosie van Spar en sy span wat die Trollie Run vir ons moontlik gemaak het.



En hier is die onderskeie wenners van die Trollie Run! Met groot afwagting is die name getrek en derde was I B Langeveldt, tweede C Rademeyer en die uiteindelijke wenner was Willie de Kock.

## LIONS OORHANDIG TJEK VIR DOWNSINDROOM

Ongeveer een maand gelede het die fietsryers vir die Downsindroomse Swellendam besoek. Dit is al 'n jaarlikse instelling dat hulle Laerskool Swellendam besoek waar die Lions dan ook die geleentheid kry om 'n bedrag aan hulle te oorhandig. 2011 was geen uitsondering nie en Johannes Steyn oorhandig hier die tjeke. Vir diegene wat nie weet nie, hierdie mense is 'n inspirasie vir ons. Hulle het vertel hoe hulle ook meedoen aan doodgewone aktiwiteite soos dans, scrapbooking, enige ding wat ek en jy nog dink om te doen, het hulle reeds met groot entoesiasme aangepak.



## LIONSKLUBS KUIER SAAM OP RIVERSDAL BY HUIS WALLACE ANDERSON

Die klubs van Swellendam, Riversdal en Stilbaai het op Saterdag 5 Maart 2011 'n vergadering op Riversdal gehad en het dit goedgevind om dit by Huis Wallace Anderson te hou en daarna die inwoners te trakteer op 'n snoekbraai.

Ons kon heerlik kuier en gedagtes uitruil en vir diegene wat nog nie weet nie, Huis Wallace Anderson is geheel en al self-onderhoudend en die 7 inwoners doen elkeen een of ander werk in die tehuis self om die pot aan die kook te hou.

Indien u graag by een of ander gemeenskapsdiens betrokke wil raak, kan u hierdie mense beslis op u prioriteitslys voeg.



## SKATTEJAG

Tydens die afgelope skou was die Skattejag, aangebied deur die Lions, weer een van die groot trekpleisters en vermaaklikheid.

Na 'n dolle gejaag was die uiteindelijke wenners Jurie Swart en Emile Tomlinson, in die tweede plek met net 'n kortkop agter die wenners was dit Vernon Wesels en Marcelle Viviers en in die derde plek het die dames hierdie jaar hulle staal getoon met Ronel Mostert en Adriana Barnard agter die stuur. BP Atlantic was die borg.

Daar was nie minder dan 34 spanne kinders wat ingeskryf het nie en hier was die wenner as volg: 1ste plek: Etienne Zeeman en Sybrandt du Preez, 2de plek: Nicola Alberts en Koula Constantinides, 3de plek: Garth Bloemfontein en Sonja Kriek, 4de plek: Anri Roux n Anneleen Terblanche.

Baie dankie aan ons borge, Nico Loubser, Keurboomen Lodge, Powell Kelly Veldman en Louw & Steyn, en vele ander instansies in die dorp wat pryse geskenk het.





## RETENTION

### WHAT DO WE MEAN BY RECOGNITION

In short it is an acknowledgement with a show of appreciation. In other words **finding and implementing a wide variety of ways to let people know you appreciate their efforts.**

In a LCI training document recognition is described as a behaviour deeply rooted in Lionism, but it could also become obsolete unless members commit to implementing it regularly -----, **keeping it fresh and relevant .....** and making it part of their lives.

### WHY IS RECOGNITION IMPORTANT

Recognition remains one of the biggest challenges facing Lions. Just as recognition can be a motivation stimulant, non recognition where it is deserved can be a de-motivator culminating in apathy and resignation

Here is what four distinguished people had to say:

\* Alfonso Rivera:**“People value being appreciated for their contributions.** Recognition does **not have to be elaborate, just genuine”** - to which one can add **timorously and appropriate.**

\* Mary Ash:“ --- everyone has an invisible sign hanging around their neck saying make me feel important.

\* Arthur Ward:**“ Feeling gratitude and not expressing it is like wrapping a present and not giving it”**

\* Mark Twain:**“ I can live for two months on one good compliment”**

The benefits which can be reaped from a sound system of recognition can perhaps best be summarised as follows:

- Assists in satisfying human needs, in particular social and ego needs
- Acts as motivation stimulator
- Helps to increase self confidence
- Helps to lift group morale
- Helps to retain members

### CRITERIA FOR RECOGNITION

There are many human outputs which could warrant recognition,of which the following come to mind:

- Long term positive performance such as regular attendance at meetings
- Exceeding expectations in completing tasks
- Volunteering for assignments and responsibilities
- Helping other members in meeting their goals and overcoming obstacles

## RETENTION CONTINUED

Making people laugh in stressful situations/ defusing tension/resolving conflicts and retaining members

### **Contribution in creating a “WE” feeling**

Introducing prospective members to a club

Mentoring another Lion

I also came across the following guidelines in giving recognition:

- \* Make it appropriate and genuine
- \* Find out what motivates the members
- \* Be specific
- \* Make it a habit

### TYPES OF RECOGNITION

A distinction is usually made between informal and formal recognitions.

**Informal recognition** includes: a mere thank you; pat on the back; active listening; voice – and e-mails; coverage in newsletters; providing opportunities to develop talents and enhance skills; asking opinions on matters; and giving greater responsibilities such as to act as project leaders and as mentors.

**Formal rewards** are exactly what it says. It includes certificates of appreciation; club competitions; pins; souvenirs; and Melvyn Jones Fellowship.

There is the general misconception that recognition is something reserved for the Lions leadership. The fact is that all Lions, regardless of their positions, can be both the givers and recipients of recognition.

### CLOSING POINTS TO PONDER

#### **Let's answer the following two questions:**

have you ever felt unappreciated or unrecognised for the work you do?

Have you ever missed an opportunity to recognise someone for the good work he/she did?

## RETENTION CONTINUED

Most people will probably answer yes to both questions. If you answered “yes” to the first question, you will know how bad it feels to be taken for granted. If you said “yes” to the second question you will have passed that bad feeling on to someone else – probably without even thinking

### DC RETENTION

NOTE: Due to the fact that no feedback was received from clubs on Fellowship (refer to previous newsletter), I am not in a position to share any success stories with you.  
**PLEASE DON'T FORGET TO ADD FUN TO ALL YOUR ACTIVITIES**

## GONUBIE

The Gonubie Lions recently assisted the East London CANSA Association with their Shavathon – here we are all some with our coloured hair (rather than shaving the head) at Vincent Park where we manned a depot.



**Sponsor a 2011-2012 Peace Poster Contest in your community**

## KWT Golf Day

**King William's Town hosted a Golf Day on Sunday the 27 March which drew a fair amount of golfers.**

We served flame grilled steaks instead of the usual snack trays which went down well with the golfers



It is the job of Lion leaders at all levels to serve those who serve. It is our responsibility to ensure that the experience of Lions Club members is everything they hope it will be.

The best way to ensure that Lions maintain their spirit and enthusiasm is to make certain that they have opportunities for hands-on service activities that have a real impact on the community. This means that all service activities must be constantly evaluated and adjusted to meet the most pressing needs of communities in 21st century Africa.

It also means that Lions Clubs should operate in the most efficient and effective way possible. An ideal way to make this happen is through the Club Excellence Process which helps clubs look at their community's needs, take a survey on their membership experience, use resources and develop action plans.

Programs like the Club Excellence Process, more and better leadership training and increased education about member retention strategies can help any club build teamwork and avert problems.

Information about the Club Excellence Process and other member retention tools are available at the Lions Clubs International web site.

## KING HIGH5 DAY

2

THE BUGLE

FRIDAY 11 MARCH 2011

**LIONS High5 project raises R3000 for youth centre**

THE Kings Lions Club raised a massive R3000 for the KWT Child & Youth care Centre at a High5 charity day held at the Stone Towers Shopping Mall on Saturday while a Dale College worker received a pair of much needed spectacles from the club on Monday as part of the Bright Sight Project.

The High5 was part of a national project and all it cost the public was a slap on the hand with 50c for each High5 donated by the KWT Lions Club.

We decide that we would donate 50c for every High5 we received at the event along with donations received as well as the profits from 485 boerewors rolls we sold to the KWT Child & Youth care Centre for their school fund, said project co-ordinator Lion Russell Volker.

**A whopping 802 High5's were given by the public. A few people had to be persuaded because they could not believe it would not cost them anything. Suckers were also used to persuade youngsters to help the cause.**

Volker said that each person who gave a High5 was given a sticker and at the end of the day a grand total of R3000 was raised.

We would like to thank the public who participated as well as Stone Towers management and Pick

**'n Pay for the support thsy gave us so that the project turned out to be the success it was said**

Volker, adding that Lions members had a great time doing their thing for a good cause. Centre PRO and fundraiser, Julie Lentz said that Lion Nicci von Abo mentioned at a meeting that the

**Lion's would like to include the centre in their High5 day.**

**"Three of our children and one child care worker went along for a few hrs on the morning, the children were a little shy but, Lindile one of the male child care workers approached many passersby, explaining to them in isiXhosa what the whole High5 day was all about"**

A big thank you to the Lions for choosing the KWT Child Care Centre to be the recipients of the funds raised.

We really appreciate being given the platform at these initiatives; just to create awareness for the centre concluded Lentz.

With regards the Bright Sight Project, which Volker says is one of Lions best known service projects; Dale College worker Hendrick Mapheku received a pair of much needed spectacles on Monday.

We collect old spectacles and send them to Johannesburg where they wait for scripts and then are **donated to people who can't afford glasses said Volker.**

**We have collection boxes at optometrists in King so if you have old spectacles and don't know what to do with them, please drop them in the boxes provided.**

Mapheku was in desperate need of glasses to aid his impaired vision said Volker.

**Russell added:" I would like to take this opportunity to thank our optometrists in King for being so willing to test the people we help and supplying scripts at no cost."**

**Mapheku's script was supplied by DM Radue Optometrists.**



# KWT High5 Continued



**Her job is to Bitch...  
Mine is to give her a reason!**

## PLEASE READ

When I was a kid, my mom liked to make breakfast food for dinner every now and then. And I remember one night in particular when she had made breakfast after a long, hard day at work. On that evening so long ago, my mom placed a plate of eggs, sausage, and extremely burned biscuits in front of my dad. I remember waiting to see if anyone noticed! Yet all my dad did was reach for his Biscuit, smile at my mom and ask me how my day was at school. I don't remember what I told him that night, but I do remember hearing my mom apologize to my dad for burning the biscuits. And I'll never forget what he said:

*"Honey, I love burned biscuits." Later that night, I went to kiss Daddy good night and I asked him if he really liked his biscuits burned. He wrapped me in his arms and said, "Your mamma put in a long hard day at work today and she's real tired. And besides... a burnt biscuit never hurt anyone!"*

You know, life is full of imperfect things... and imperfect people. I'm not the best at hardly anything, and I forget birthdays and anniversaries just like everyone else. What I've learned over the years is that learning to accept each others faults and choosing to celebrate each others differences, is one of the most important keys to creating a healthy, growing, and lasting relationship.

So... please pass me a biscuit. And yes, the burned one will do just fine! And please pass this along to someone who has enriched your life... I just did!

Life is too short to wake up with regrets...

## ENJOY LIFE NOW - IT HAS AN EXPIRY DATE.

**IF ONLY WE AS LIONS WOULD LEARN TO ACCEPT EACH OTHERS FAULTS AND TALK TO EACH OTHER AND SOLVE OUR DIFFERENCES. I'M SURE WE WOULD NOT BE LOOSING AS MANY MEMBERS AS WE ARE.**

## LCIF in Japan Relief

As of our today, our outreach efforts have helped to mobilize US\$5 million for relief efforts. We are experiencing more online donations than ever before, as well as more views of our Web pages and social media sites, including [Facebook](#), [Twitter](#) and [Lions Clubs International Blog](#).

On Friday we received some [great publicity](#) within the Chicagoland area of our relief efforts in Japan. We were included on all four major television stations within Chicago, and the viewership of these stations also includes areas of Wisconsin and Indiana. Norio Tanabe, LCIF Development Manager for the Orient & Southeast Asia, was interviewed by four television news stations at our office. He did a great job, sharing his personal story that the town where he grew up in Japan was among the devastated, but also promoting Lions' and the Foundation's response. We have been seeing other stories of Lions' relief efforts in the media around the world, largely due to Lions' efforts to ensure the media is aware and help spreading the word to the public.

I'd like to ask for your assistance in promoting our relief efforts within your community. We encourage you to share the [news release on our Web site](#) with your local media, adding 1-3 sentences on how Lions in your area are helping the people of Japan. You can also repost our Facebook, Twitter and Blog messages to your personal pages to share with your friends and family. We hope if they are planning to donate to relief efforts, they will consider Lions Clubs International Foundation

## WORDS FROM OUR INTERNATIONAL PRESIDENT

Consider the effect that your club or district's innovative, successful service projects can have on another Lions Club or district, perhaps one on the other side of the world. You have the power to encourage and inspire fellow Lions you may never meet face-to-face. That is why it is so important to communicate your successes to the association as a whole.

The best way to do that is by using the Service Activities Report. Please keep this in mind as you plan to take part in the fourth Global Service Action Campaign -- Protecting our Environment -- in April. Using the Service Activities Report ensures that your district can qualify for the newly established Light Keeper awards.

Being recognized as a Light Keeper is not only an appropriate recognition for the hard-working Lions of your district. It also shows Lions everywhere what can be done when we work together in service.





**Uitenhage Lions Club – Winter Jersey Campaign 2011**

The areas in which both Uitenhage and Despatch are located have a high rate of unemployment with many parents dependant on social grants. These parents are therefore not in a position to afford to buy their children clothing to protect themselves against the chill of winter. This has an adverse effect in the absenteeism rate increasing alarmingly and the possible spreading of contagious diseases within the local community.



**Amanzi Primary School**



The need for education of a child is of paramount importance and is closely associated with the health and well-being of an individual to succeed. The Uitenhage Lions Club initiated a Winter Jersey Project commencing in 2007 to address these anomalies by focusing on the less affluent Primary Schools in the local communities.

**Ankervas Primary School**



**Laerskool Winterberg**



This year Uitenhage Lions Club donated a total of 133 jerseys to Amanzi PS, Ankervas PS, Laerskool Winterberg, Albertyn PS and Despatch PS, as reflected in the photos which will also appear in the UD which is our local Community Newspaper.

**Albertyn Primary School**



**Despatch Primary School**



**To date a total of 672 jerseys have been donated to a total of 18 Schools.**



**Uitenhage Lions Club – Lake Farm 26 February 2011**

**The Uitenhage Lions club held the quarterly hair cutting and braai for the residents of Lake Farm on 26 February 2011.**

**Once again great fun was had by the Lions members, family and friends who attended and interacted with the Lake Farm residents.**

**The residents thoroughly enjoyed themselves with more and more of them starting to interact with our members each time we come to visit.**

**This project under the leadership of Lion Church and the support of our hairdressers who give up their time willing and freely is growing from strength to strength.**



Lorinda and Bernadine cutting hair



Sonia, Bernadine, Joey and Lorinda



Lion Marius looking wild and rugged for the day



Project convener Lion Church and Lake Farm residents



Our braai master Lion Pillie and hairdresser Lorinda



Lorinda with one of the residents



Joey our photographer with ash on her face

Seuntjie aan ma: "Ek wil graag 'n boetie he vir Kersfees!"

Ma: "Daar is te min tyd daarvoor my kind."

Seuntjie: "Maak dan soos Pappa en sit meer manne op die job!!!!!"

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Lord make me instrumental of thy peace;  
Where there is hatred,  
let me sow love;  
Where there is despair, hope;  
Where there is darkness, light;  
And where there is sadness, joy.

O divine Master, grant  
that I may not so  
much seek to be con-  
soled, as to console,  
to  
be understood, as to  
understand;  
To be loved, as to  
love;



**We Serve**



## Lions Worldwide Induction Day

[Lions Worldwide Induction Day](#) will take place on Saturday, April 9, 2011. This day is dedicated to celebrating new members and recognizing their commitment. Download the [Lions Worldwide Induction Day Planning Guide](#) and the induction day [commemorative certificates for new members](#), signed by the international president. To place an order, use the [Lions Worldwide Induction Day Enrollment and Certificate Order Form](#)

PLEASE SEND ME ANYTHING YOUR CLUB HAS DONE, NO MATTER  
HOW INSIGNIFICANT YOU MAY THINK.

LETS USE THIS MAGAZINE AS A MARKETING TOOL .  
WITHOUT YOUR INPUT , AN INFORMATIVE NEWS LETTER  
WOULD NOT BE ABLE TO BE PRODUCED

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