

District 410D Southern Africa  
2010-2011

The Newsletter of  
District Governor

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## WORDS FROM OUR DG

As your District Governor, I would like to remind you about a very important area of Lionism: Lions Clubs International Foundation, or LCIF. LCIF is **our foundation and supports Lions' humanitarian projects locally and** throughout the world. Here in our own District, LCIF helped find an eye clinic, a sea rescue craft, fire fighting equipment, a wing at a home for the physically disabled as well as providing disaster relief on several occasions. The foundation is here to help Lions carry out large-scale projects or initiatives that clubs cannot easily find on their own. LCIF supports several core areas which align with Lions ideals. Our foundation provides support following natural disasters such as hurricanes, cyclones and floods and is currently playing a significant role in Haiti. Other core areas of support include preserving sight, combating disability, promoting health and serving youth. At our recent Spring Conference a very pleasing amount was donated by Clubs to LCIF and I thank those Clubs, and the others who contribute during the year. Every cent that you donate goes towards a humanitarian need as the administrative costs of the foundation are covered by interest earned on investments. It would be wonderful if each Club could make a contribution this year to LCIF. It would really be another achievement for our District, Your contributions do not come out of your administration account but out of your projects money and can be earmarked towards a Melvin Jones Award for a deserving Lion in your Club or a person in your community.

PDG Otto Reinecke is our District Co-ordinator for LCIF and he and I will gladly give you whatever information you need about LCIF.

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NEW MELVIN JONES FELLOWS



IPDG Joggie

Lion Frankie

*SPRING CONFERENCE*

**Spring Conference was held in King William’s Town this year with about 82 delegates registered for the Saturday (excluding the host Club).**

The Saturday morning was started by a Parade through King led by the South African Police band and backed up by Police horses from our local Equestrian Wing.

We were privileged to have Council Chairman Elect Rob McClarty and IPDG Lillian attend the conference. CCE Rob opened the conference.

Our guest speaker was MDC Adrian Barnes who spoke on LIONS ALERT and also shared his experiences with us on his climb to the summit of Mount Kilimanjaro with a group of blind children. They hoisted a Lions Banner on the summit.

Lion Adrian urged all Lions Clubs to get involved with their Disaster Management Forums as this is another way for Lions to help their communities. We as Lions would also have better control over the distribution of donated items in a case of a disaster.

Thank you to all who Donated Blood and all who tried but could not

Well done to all the Clubs who received awards and a special congratulations to IPDG Joggie and Lion Frankie on being recipients of the highest award a Lion can get.

The District Peace Poster completion was judged by 3 independent judges and after much deliberation a winner was chosen who will go on to the next stage.

On behalf of District Governor Brian and the King Lions Club we would like to thank all who travelled from far and wide to attend and hope that you all had an enjoyable conference and found something of interest to take any with you .

SPRING CONTINUED



SPRING CONTINUED



## KAROO TO COAST

The Karoo to Coast as usual was a huge success. We had in excess 2700 riders this year. Between Uniondale and Knysna Lions we were able to hand over a cheque for R100 000.00 to the South African Guide Dog Association in order to provide them with 10 guide dogs. Many thank you letters have already been sent to us congratulating us on a great organised race. Penny Pinchers have at this time committed to sponsor the race again next year.

The 2 riders you see in the photo were first man and lady to win the race. Kevin Evans has won the race many times in the past.

We would like to thank the Sedgfield and Eden Lions for all their help.



## TREE PLANTING ON THE 12 SEPT

The Knysna Lions did their bit for the environment on the 12th September. 4 trees were planted which were kindly donated by MYO Forestry. There were 2 yellowwoods, 1 Cuscuta Spicata and 1 Ekebergia Sapensis.



ABOUT TIME THE LADIES WORK AND THE MEN RELAX

## RETENTION

LET US FIRST OF ALL RECAP: Retention implies that every Lion has been given a reason to stay. Further more that the first seeds for retention are sown when persons are made aware of Lions and in fact are being recruited. We also mentioned that during recruitment the role of the SPONSOR is that of a salesperson.

**The importance of having “prestigious” induction ceremonies can hardly be overstressed.** Think back to the day you were inducted – yes the feelings which you experienced and the impressions it left you with. I presume that, depending on how the ceremony was conducted, it either lifted your level of motivation or put a damper on it. IPIP Eberhard Wirfs actually went so far by saying that retention is influenced by how a new Lion experiences his/her induction. So let us keep on making each induction ceremony special, culminating in the newcomer feeling welcome and rearing to go in making a difference to the lives of those less fortunate.

From induction to say three months onwards the responsibility of the Sponsor towards the orientation and guidance of the newcomer in becoming a knowledgeable and dedicated Lion is all but over. It is only his role which changes from that of **salesperson** to that of **mentor**. In our context a mentor can be viewed as an experienced friend, guide and advisor. It is basically his responsibility to assist a new Lion in getting to know his co- Lions; to develop an understanding of who Lions are; their vision and humanitarian services; the organisational structures; as well as the responsibility of being a Lion member.

A lot more can be said and done if we were to answer the following question:  
What were my needs when I first became a Lion?  
Hopefully our discussion on the crucial role of the Sponsor will assist us in ensuring that our recruitment, induction and after care of new Lions will assist in making them keen and motivated and as a result keeping them in the **“family”**

A while ago we sent an e-mail to Club Presidents in which we emphasised the need to service our members in a bid to boost retention. Hopefully you have taken note of its content as we will discuss it in greater depth during the next couple of newsletters.

Till then groetnis  
Joggie Kastner  
DC: RETENTION

**PS. Please don't ignore me. In order to assist each other in our retention drive, I need to know which relevant and pressing issues need to be addressed. As it stands I am conducting a monolog with a hope of “mogge troffen”, which clearly is not good enough and awfully boring.**

### Uitenhage Lions Club – Lake Farm Visit

Under the leadership of Lion Andre van Niekerk the Lake Farm visit was revived.

Three hairdressers, Lulu, Lorinda and Bernadine from Uitenhage gave up their time freely to go out with the Lions to cut the residents hair.

Sweets and cool drinks were handed out to all and the afternoon rounded off with the Lions braaing and socializing with the residents. A great day had by all.



Lions members at Lake Farm



The hairdressers  
(Bernadine, Lorinda & Lulu)



Lions Alan and Church with caregivers and one of the residents.



Lake Farm residents getting to know Lions Lady Tanya and her kids



Residents having fun with the Lions

## MARKETING

**Today I begin a new life**

I have taken the liberty to add to your list of good habits :

Habit	Reason	Outcome
Get up the moment the alarm	Less stressed when running	Small beginning, great victory
Attend Scheduled Lions meeting	Meet my obligation	Get involved again
Put on my Lions pin every day	To honour my undertaking when I promised to do so at my induction	Show my friends, colleagues and all whom I meet that I am proud to be a Lion

THE HIGH-5  
MULTIPLE DISTRICT 410  
LIONS AWARENESS DRIVE

The proposal is that all Lions Clubs in the MD participate in a project which should take place on the same date, at approximately the same time, across our entire Multiple District.

The Proposal :

Project name : Lions High-5 Day  
 Date : **January 15, 2011 (Saturday closest to Melvin Jones' birthday)**  
 Time : Between 09:00 and 14:00  
 Venue : At a local shopping mall or something similar  
 Objective : To create visibility of Lions having fun  
 Outcome : Awareness

Synopsis :

The primary objective is to engage the public in a fun exercise, causing them to pause for a moment, asking question as to who we are and complimenting our efforts.

Secondary objectives could be numerous and may differ from Club to Club. These could be, but not limited to :

- Recruiting new members
- Raising/collecting tins of dog food/bottles of water/exercise books, etc. for distribution to needy
- Collecting funds
- Driving this simultaneously for awareness of hunger, cancer, gender issues, etc.

**In order to ensure success, one key ingredient is that the public should not be expected to “pay” for their participation**

Should this project prove to be successful and repeated on annual basis, we could, in future on MD level decide what we want to link this to with possible national sponsorship – but one step at a time

The Windhoek Lions Club ran with this project as a trial run and it was a great success

### PEACE POSTER COMPETITION

DG Brian opens the peace poster display which was put up in Moffit on Main in Port Elizabeth.

It was a brilliant initiative which gave both the project and Lions huge coverage.



Emma Pittard 13 on the far right was a contestant and is with Justin Pittard 10 and Carla Visser 13 all from Clarendon Park



Judges hard at Work

#### THE WINNER

The Winner from our District comes out of the Eden Lions Club and is **KAYLA THIRION FROM OUTENIQUA PRIMARY WHO IS IN GRADE 7**



## MEMBERSHIP

What follows is a sad but true business story. Please share this story with your members as there is a lesson to be learnt.

A young couple bought a bakery franchise but could not make ends meet. It was then that their father, who had just gone on pension, decided to plough his hard earned pension into the franchise. Everything was apparently going well and it was decided to buy a brand new delivery van.

After a year or so things started to turn for the worse, culminating in the delivery van ceasing up. Quotes for the repair of the van amounted to some R90000.00. Not to worry they thought as the vehicle was still under guarantee.

Here comes the sad part. The guarantee was declared nil and void because the vehicle had not undergone the prescribed maintenance services. To cut a long story short, the owners never overcame this setback as it also impacted negatively on their output. They were eventually liquidated.

The significance of this story lies in the word **SERVICE**. Not service to our clients but servicing our members. Motor engines cease if they are not serviced. Our physical side stops functioning if not looked after. Not looking after our members nor helping them to enjoy their "stay" or just being a Lion, means losing them. From 1 July to the end of Augustus we gained 17 new members but lost 10.

Surely that is a blow to increased services to those in need.

I am sure we all know what to do in order to keep Lions wanting to be Lions. The stumbling block seems to lie in the **DOING**. We can start off by just treating each member the way we would like to be treated. If you have doubts about the motivational level/ feelings of a member (s), I have found the attached questionnaire most helpful. It can be completed by members or used during discussions. Try it – it works

Groetnis

Joggie

## Generosity to LCIF Continues

The commitment of Lions to providing aid long after disasters strike is unparalleled. Some examples of Lions' generosity in recent weeks include US\$500,000 from MD111, Germany, to rebuild lives in [Haiti](#) and US\$81,000 from Lions in Norway, US\$66,000 from Lions in Sweden and US\$47,000 from MD105, British Isles and Ireland, for relief in [Pakistan](#). Additional examples of Lions' generous support to LCIF for these disasters is listed online, and photos are also posted [online](#). Through Lions' generosity, LCIF continues to bring hope to those in need.

## CLUB INVOLVEMENT FORM

Please help us evaluate the quality of club involvement by taking a few minutes to complete this survey. Use the rating 1 to 5 (Never = 1; Seldom = 2; Sometimes = 3; Often = 4; Always = 5) à

Date:

Name:

1)

**I feel involved in my club's activities.**

2)

**I enjoy my Lion's club.**

3)

The committee/s on which I serve are well suited to me.

4)

New members are warmly welcomed into our club.

5)

New members become involved in activities immediately.

6)

Members are encouraged to become involved in activities that interest them.

7)

Members are encouraged to try new activities/responsibilities.

8)

My input during Committee Meetings is valued.

9

My input during club meetings is valued.

10)

Club leadership knows my skills and interests.

11)

The activities I am involved with are meaningful to me.

12)

My club responsibilities take too much of my time.

13)

I feel I have too many club responsibilities.

14)

I became a Lion because:

15)

My personal goals for becoming a Lion are being met.

16)

**I believe these are our club's strengths:**

17)

These are the primary areas I think need improvement:

18)

I would like to make the following suggestions:

*Very useful tip.*

Recycling Idea - Plastic bottle cap

This is a great idea to share. Good for us and the environment too.

Incision - cut RIGHT AT the NECK.



Stick the plastic bag up through the NECK of the bottle which you have just cut off, and cap.



Better than the plastic clips that you have to buy.

LIONS CLUBS  
INTERNATIONAL  
DISTRICT 410D

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**We're on the Web**

[www.lionsmd410.org.za](http://www.lionsmd410.org.za)

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 consoled,  
as to console,  
to be understood,  
as to understand;  
To be loved, as to love;



**We Serve**



## Supporting Cataract Surgery in Mexico

The Edith Walters and Kenneth E. Behring Operating Theater was inaugurated in August in the town of Guadalupe, Nuevo Leon, Mexico. The event marks the successful completion of the first project funded by the Global Health and Education Foundation (GHEF) through a US\$250,000 gift to LCIF. The clinic will provide free cataract surgery to 140 people monthly and is an integral part of a larger clinic campus that includes a diabetes clinic, substance abuse clinic, soup kitchen and physical therapy clinic.

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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