

MANE LION

A PUBLICATION OF LIONS DISTRICT 4-C1



DISTRICT GOVERNOR
SUSAN KERR
Enterprise Lions Club



VOLUME 24 ISSUE 12

JUNE 2019

“BLUE SKIES AND TAILWINDS”



1st VDG ELISA COYLE
Enterprise Lions Club



2nd VDG TYLER SPENCER
Enterprise Lions Club

Cabinet Secretary
Lion Melanie Hunter
Anderson Lions Club

Cabinet Treasurer
Lion Aaron Chatfield
Yuba City Peach Bowl Lions

Cabinet Chaplin
Lion Karen Marceau
Weaverville Lions Club

IP District Governor
Lion Marianne Keesee
Etna Scott Valley Lions

DG Sue Kerr

I have started the “let down” towards landing at my destination. This, however is not the end of my journey. I have had so much help from my navigators and controllers along the way. Navigators pointing me in the right direction and helping me to stay on course. Controllers who point out “traffic” (dangers) along my route of flight. My ground crew kept me up to date on all aspects of my plane (district) so that we could have as smooth a ride as possible.

I want to thank my crew for their encouragement and help this past year. I am so proud of our district and the way we have come together to work on so many projects. We had fires, but we did so much more. Lots of vision screening, diabetes education, cleaning up our environment, feeding the hungry and as we go forward my hope is that we can learn more about childhood cancer as well.

Your board of directors, GAT team, region chairs and zone chairs have been hard at work all year to help our clubs share projects, report to the district and to Lions International. I am so grateful for all that they have done to encourage our clubs to be the best they can be. No governor is ever alone when it comes to taking care of district business. It takes all the mem-

QUOTE: *“Life is a succession of lessons which must be lived to be understood.”*

AUTHOR: HELEN KELLER

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bers participation to make an impact. It is all about you, the members, we try our best to help in any way that we can.

Most of the district's service goals were met. We had hoped to have more clubs reporting service projects to LCI. Our biggest handicap is the transition to MyLion for service reports. Your incoming officers are hard at work to present the process that will make it easier for clubs to transition. There are already two districts that have 100% of their clubs reporting. We can do it too!

We had great success with a membership workshop. A portion of that training was a section on New Voices that encourages women to participate in leadership roles. We hoped to have a Women's Workshop this year, but it is now planned for March 2020. Watch for details.

We formed one new branch club this year and have another in process. There is a good possibility that we will soon have a new Leos Club. I was so happy to see some young club members from Live Oak at our district convention. Lots of new energy and ideas.

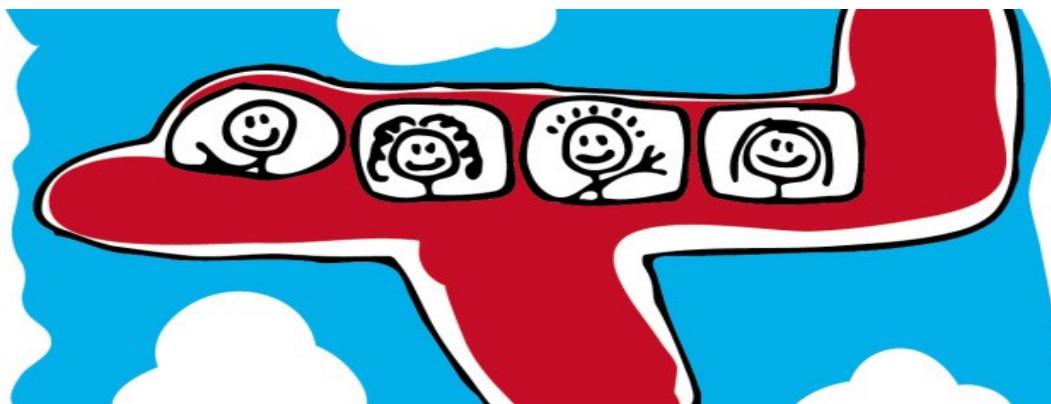
Your incoming governor team has a lot of good things planned for our district. I am very excited to see it in action.

It has been a privilege and honor to serve as your district governor this past year. I loved every minute. My favorite activity was visiting all the clubs; each one is special and unique. Thank you for your service.

I am heading off in new directions that I hope will be of service to our district. There will be calls for help and ideas. I hope you will answer.

“Never quit. Never give up. Fly it to the end”.

Chuck Aaron





GRIP IT AND RIP IT!



FAREWELL!!!!

The time is quickly approaching for the “changing of the guard”. I would like to encourage the members of District 4-C1 to consider attending the Transitional Cabinet meeting in Shasta Lake on July 13 and 14 to bid good tidings to our outgoing Governor. DG Sue has done a fabulous job this year under extremely difficult circumstances. We owe her our thanks and appreciation, in addition to having a little “fun” with her at the evening Roast. Sunday morning the installation of the new cabinet will commence, and you will get the opportunity to hear a short speech regarding the goals of the district for the coming year.

I am frantically trying to prepare myself for the changing of the guard as well. I wish to serve you, the members of our district, with compassion and dignity as we all strive to move forward in our commitment to the communities we serve.

Your support and good-natured ribbing are always welcomed. I look forward to a wonderful year of service with you, and I do mean “with you”. I am furtively praying for a light disaster year to give our district time to regain its footing. (I even wrote a goal for that very thing!!)

Once again, I thank you all for your service to your communities and your support of your district leadership. We are all volunteers, out for the betterment of all!

As I wrap up this final article as a 1VDG and prepare to move to the head of the line, so to speak, I will leave you with this one little nugget....

“Leadership is about Vision and Responsibility NOT Power” – Seth Berkley

I believe in this quote and intend to serve with Vision and Responsibility with you as a teammate not as the queen of the realm.

Thank you for your support and service.

DGE Elisa ‘Lisa’ Coyle





2nd VDG Tyler Spencer



Social Media is Good for SEO

It is all over the Internet, TV & Radio – it's the biggest movement in civilization since the industrial revolution; millions of people use it daily! Do you think it can help your Club? When you add social media to your existing marketing strategy you are taking advantage of both Internal SEO and External SEO. Implementing an online marketing strategy to push your Lions Club out over the Internet has become an added element to marketing and if you take advantage of how it works, it will give your club a leg up with recruiting membership.

Social Media is not going away anytime soon – there are two generations in our society who have grown up with it on their cell phones, which have Internet, TV & Radio! People search in their cell phones or on the computer to find your Lions club now, so the stronger online presence you carry, the better success rate your club will have of being found. This is where Internal SEO and External SEO work together to get your Lions Club discovered.

When websites are built, the programmer imbeds alphanumeric characters in the backend of your website that describe your club, it's location, the industry, etc. This is called Search Engine Optimization or SEO, which includes, Meta Tags and keyword descriptions. These words are used by search engines like Yahoo, Google, Dog pile and Bing to find what people are looking for. If you have good SEO, people will find your Lions Club. This is your Internal SEO because it is imbedded in your clubs website.

Social Media throws an added bonus to the discovery of your Lions Club through search engines. When you develop a social media profile, you fill out a description of your club, the name, location and contact info, where they meet, your activities etc. This is called External SEO or Social Media Optimization, because it includes a lot of the same information the programmer imbedded in your website. So when people search for a service or fundraiser your club is hosting, the search engine goes out and retrieves not just your clubs website, but the social media profiles as well.

In short, if you have an aggressive online marketing strategy that includes social media, you will be miles ahead in regards to recruiting. So by implementing Internal SEO and External SEO to your online marketing strategy, you will increase the online presence of your lions club which will send visitors to your website or social media platform which both will contain information about your club and how to contact you, which will ultimately drive membership.

Let me know if you have any questions,

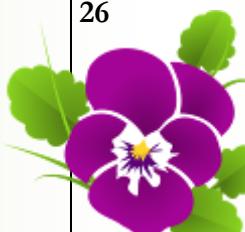
2VDG Tyler Spencer

District 4-C1

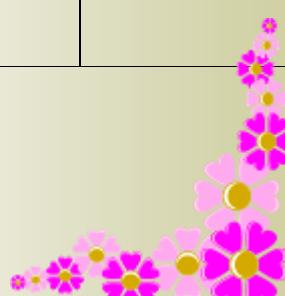
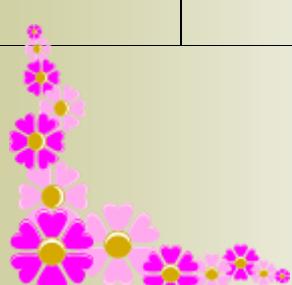


JUNE 2019



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2						7
9						8
16 FATHER'S DAY	17	18	19	20	21 <i>1ST DAY OF SUMMER</i> <i>HOT/HOT</i>	22 ZONE & REGION CHAIR TRAINING/ ALL STAR FOOTBALL
23	24	25	26	27	28	29
30						

TRANSITIONAL DISTRICT MEET-
ING AT SHASTA LAKE—JULY 13, &
14, 2019





IMPORTANT DATES FOR DISTRICT 4-C1 2019 - 2020



June 22, 2019	Zone & Region Chair Training	Redding
June 22, 2019	Lions All Star Football	Chico
July 5 – 9, 2019	International Convention	Milan, Italy
July 13 & 14, 2019	Transitional District Meeting	Shasta Lake
August 2 – 4, 2019	Council of Governors Meeting	Cathedral City
September 14, 2019	Shasta Region District Meeting	TBD
September 19 – 21, 2019	USA/Canada Forum	Spokane, WA
October 11 – 13, 2019	Youth Leadership Institute	Camp Pacifica
October 24 – 27, 2019	Council of Governors Meeting	Redding
November 9 & 10, 2019	South Butte District Meeting	TBD
January 25 – 27, 2020	MD-4 Lions Leadership Institut	Santa Rosa
February 8, 2020	North Butte District Meeting	TBD
February 19 – 20, 2020	Council of Governors Meeting	Visalia
February 21 – 23, 2020	MD-4 Convention	Visalia
March 21, 2020	Lions Eyes Across California	California
April 17 – 19, 2020	District Convention	Redding
June 7 – 9, 2020	Joint Council of Governors	TBD
June 26 – 30, 2020	International Convention	Singapore

2020 Student Speaker Contest Dates

Order Packets By	October 1, 2019
Club Contest By	February 24, 2020
Zone Contest By	March 16, 2020
Region Contest By	April 6, 2020
District Contest On	April 18, 2020 (Red Lion Hotel – Redding)
Area Contest By	May, 18, 2020
Final Contest On	June 6, 2020 (Modesto)



Global Membership Team (GMT) Coordinator PDG Maggie Robeson	Global Service Team (GST) Coordinator Melanie Hunter	Global Leadership Team (GLT) Coordinator PDG Jamie Hart
GLOBAL ACTION TEAM		
A Little Attention Goes A Long Way Every year one of the main goals of our District Governor and the District Leadership Team is to focus on retaining existing club members. We need to make EVERY club member's participation meaningful and rewarding. Most club members take joy in their membership. That joy and satisfaction can be enhanced if clubs have a nurturing atmosphere and all members feel valued by their club. Scheduling purely social events periodically will foster friendship among members – picnics, dinners, etc., will ensure that members feel invested in the club. Your club can prevent the loss of existing members by appointing a Membership Retention Chair who will check in with members who miss meetings and/or projects. The Retention Chair becomes the "Minder" of club members as the Membership Chair is the "Finder" of new members. A phone call to ask if things are okay with a member after a few absences can make all the difference. I urge all clubs to "beef up" membership efforts during May and June to prevent the membership losses we usually suffer at the end of our Lions year.	Planning Your Service At the beginning of each Lions year, the most successful clubs have some type of planning session to establish the framework of their service activities for the coming year. The ideal Lions to guide this effort are your club's incoming and outgoing Service Chairs. Each club has the opportunity to either elect or appoint a Service Chair each year. The role of the club Service Chair is to help identify resources and practices to improve projects and impact. For the most part, it is our service projects that keep members coming back and they help to attract new members who are looking to serve. When planning activities prior to the start of the new Lions year, it would be fantastic for the outgoing Service Chair to share their successes, challenges and ideas for improvement with the incoming Service Chair as a part of the planning process. This will help to ensure that clubs build on their accomplishments and pass along information critical to the success of future projects. The time to select your Service Chair is now. Please identify a Lion from your club who is willing to take on this important responsibility and make sure the LCI site is updated to reflect the selection. Information about service opportunities and service challenges from our new International President will be coming soon – make sure your new Service Chair is in the loop!.	Planning Your Year At the recent District Convention, those in attendance were able to hear DGE Elisa Coyle share some of her goals, providing a map to guide her term as Governor in 2019-2020. Incoming Club Presidents and Vice-Presidents can also benefit from planning their year by making goals of what they would like to accomplish, be it a pet project or growth in membership to better serve their community. Some of you may have heard the acronym of S.M.A.R.T. in the formulation of goals, but you might not have a full understanding of what it stands for. S is for specific. M is for measurable. A is achievable. R is relevant, and T means time bound. To give an example of how this works, let's start with a goal which is broad and then compare to one which follows the S.M.A.R.T. format. Original goal: "I want my Club to be stronger." S.M.A.R.T. goal #1: "Within 3 months, 75% of the Club's activity committees will have a Chairperson in place." S.M.A.R.T. goal #2: "A budget item will be presented during the business meeting in July of 2019 to provide 60% of the payment for our 1 st Vice President to attend the MD-4 Lions Leadership Institute. Of course, there are several more examples of how an incoming President can better define what he or she would like to happen. What are your aspirations?
"Success is stumbling from failure to failure with no loss of enthusiasm." (Winston Churchill)		

LCIF NOTES

PDG Maggie Robeson, District Coordinator

As we wrap up the current Lions year, I want to share with you the 14 Melvin Jones Fellowships and Progressive Fellowships awarded this year. These Lions and their clubs are to be congratulated and thanked for their generosity to our Foundation.

From Enterprise Lions:	Joe Schwarm, Dana and Liz Packenham
From Forest Ranch Lions:	Ida Marcum
From Gridley Lions:	Paul Breitag and Curtis Scribner
From Live Oak Lions: takes a LOT of MJFs)	Jay Puls who achieved Yellow Sapphire status (that
From Sutter Lions:	Edwin Davis and Robert Fremd
From Weaverville Lions:	Karen Marceau
From Willows Lions:	PDG Jamie Hart
From Yreka Lions:	PDG John Robak
From Peach Bowl Lions:	Ronald Weaver
From Sunset Buttes Lions:	Pat Uyemoto

Two of these recipients actually won their MJF from our District LCIF Raffle. At our upcoming Transitional Meeting next month, I'm pretty sure we will be ready to pull another winner. Join us in Shasta Lake City for a chance to purchase the winning ticket.



REDDING HOST LIONS PRESENTS—WES CAMP FUNDRAISER

We the Redding Host Lions have organized a Wes Camp fund raiser. We are looking for Lions Club support, volunteers for the event, and PR to let the general public know we need help in the endeavor. If you know a corporation, business or philanthropist who can help please reach out to them or if you prefer send us that information.

Nate Fairchild from the Shasta County Office of Education wrote "First, we deeply appreciate the efforts of the Redding Host Lions 501 3C, Golden Valley Bank, Bella La Vie Wig Boutique, the Hill Street Band, and everyone who wants to be part of having a WES program for the children of Shasta County. We would like to clarify some things. At this point the Wes Camp Board is gathering a great deal of information regarding the future of WES and has not made a decision regarding the direction they are going.

Three possibilities are returning to a modified site at Whiskeytown, seeking a new area elsewhere in the county, or discontinuing

The safety of the former site is unclear. Major debris flows of the life-threatening type are a possibility. It's not clear what areas of the park have been affected to this level, We will not put children in harm's way.

We have asked for a thorough safety review by our wonderful partners at the National Park Service. It's certain that parts of the site are unsafe and would require major rebuilding. NPS has been a terrific partner for the past 49 years and especially the past eight months.

A new site in a different location outside the park has an estimated cost of \$13 million. It's not clear that the community could generate those funds. Our arrangement for the past 49 years with the National Park Service was that WES was in the NPS buildings on their land and we simply offered a program. County Offices of Education do not receive funding for this type of purchases."

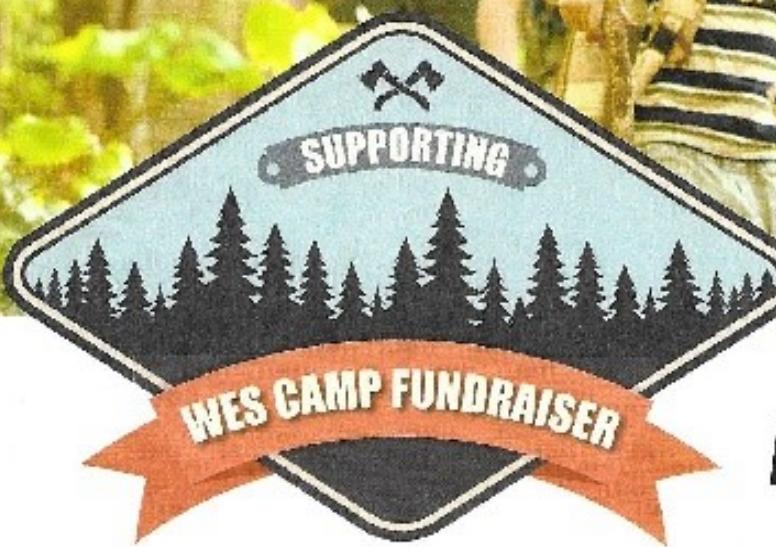
We believe as do so many in our community that we can raise 13 million dollars for SCOE to use to rebuild Wes Camp either in the original location or in a new location.

We believe we are strong enough to reclaim that which was taken from us in the CAMP Fire.

We can rebuild if we rise up together. We need your help to write the next chapter in our community history, the chapter where we all come together and create a new WES Camp one that will serve generations to come.

Heidi Prado

Redding Host Wes Camp Chair



SATURDAY

August 3, 2019

5:00-8:00PM

Market Street in front of the Cascade Theater in Downtown Redding

Hot Dog Eating Contest • Live Music • Raffle Prizes • Beer • Food

Presented by:



NATHANAEL MUNN WINS DISTRICT COMPETITION IN LIONS STUDENT SPEAKER CONTEST

Nathanael Munn, a Senior, at Etna High School, sponsored by the Etna Lions Club, has won a \$4500 scholarship for college by winning the District 4C-1 Student Speaker contest held in Redding at the District Conference on April 13th.

Nathanael's speech was selected for its originality, logic, organization, logic, persuasiveness, and for his poise, sincerity, enthusiasm, and for adhering to the topic, "Freedom of the Press: What Does It Mean?"

Other finalists at the contest were Christopher Nance of Core Charter School, Izabella Fredericks of Live Oak High School sponsored by the Live Oak Lions Club, and Victoria Cox of Weaverville and Shasta Charter Academy.

The speeches were judged by an impressive panel of judges: Jacob Lauser, Assistant District Attorney of Shasta County; Tracey Quarne, Glenn County Superintendent of Schools; Matt Darlington, Attorney for Dannis, Wolliver, and Kelly; Robert Johnson, Administrator of Shasta Union High School District; and Charlie Troughton, Principal of Corning High School.

Nathanael now advances to the Area competition to be held in Linden, California on May 19th and, if he is victorious there, on to the MD-4 Final Contest on June 8th. The MD 4 winner will accrue scholarships of over \$21,000.

SUBMITTED BY LION RAY ODOM—PICTURES BY LION KRISTYANNA VIRGONA



Lassen Region Transitional District Meeting

American Legion Hall

4309 Vallecito Street, Shasta Lake, California 96019

July 13 & 14, 2019

HARMONY THROUGH SERVICE

Lodging Suggestions:

Comfort Suites (Choice Hotels)

1195 Grand Avenue, Redding, CA 96003

(530) 246-8100

Rate: King Bed \$111.20 +tax; Double Queen \$115.20 + tax

Ramada Inn (Wyndham Hotels)

1286 Twin View Boulevard, Redding, CA 96003

(530) 246-2222

Rate: King Bed \$72 +tax; Double Queen \$85.50 + tax

To receive the Lions rate call the hotel directly to make your reservations no later than June 25, 2019 and let them know you are with Lions District 4-C1

Reservations due on or before July 1, 2019

Sunday Continental Breakfast (donations welcome)

Saturday Lunch: \$10.00 per person

(Summer Lunch Buffet with Assortment of Wraps, Pasta Salad, Dessert and Beverages)

Saturday Dinner: \$15.00 per person

(Barbecued Tri-Tip OR Chicken with Twice-Baked Potatoes, Vegetables, Dessert and Beverages)

Name: _____

Club: _____

No. of Lunches: _____

No. of Dinners: Tri Tip _____ Chicken _____

Amount Enclosed: _____

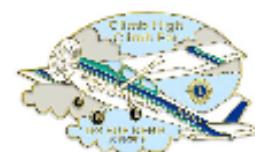
Make Checks Payable to: Shasta Lake Lions

Mail Reservations and Payment to:

Region Chair Marilyn Moody

12394 Angora Road

Redding, CA 96003



DG SUSAN KERR AT THE LAKEHEAD LIONS INDUCTION OF NEW MEMBERS



2VDG Tyler
Spencer having
some fun at the
District 4-C1
Annual conven-
tion in Redding,
CA in April,
2019

PHOTOS BY
KRISTYANNA
VIRGONA



4C1 2018-2019 Pull tab contest RUNNING TOTALS

Your Club	PREVIOUS 16 Clubs 343 lbs. 8 oz As of May. 25 -21 clubs	
Anderson	35 lbs. 13 oz.	42 lbs. 07 oz.
Chico Breakfast	139.lbs. 01 oz.	152.lbs. 09 oz.
Cottonwood	6 lbs. 02 oz.	07 lbs. 03 oz.
Enterprise	5 lbs. 01 oz.	11 lbs. 07oz
Forest Ranch	9 lbs. 12 oz.	51 lbs. 01oz.
Foothill Loma Rica	-	44 lbs. 03 oz.
Fort Jones	17 lbs. 11 oz.	19 lbs. 08 oz.
Gridley	10 lbs. 02 oz	14 lbs. 02 oz
Hamilton City	-	13 lbs. 00 oz.
Lakehead	7 lbs. 10 oz.	7 lbs. 10 oz.
Live Oak	-	8 lbs. 06 oz.
Oroville	19 lbs. 00 oz.	19 lbs. 00 oz.
Paradise Host	2 lbs. 02 oz.	02 lbs. 02 oz.
Redding Host	7 lbs. 08 oz	12.lbs. 08 oz
Shasta Lake	-.	288.lbs. 04oz.
Siskiyou South	1 lbs. 09 oz	01 lbs. 09 oz
Trinity Gold Diggers	4 lbs. 12 oz.	04 lbs. 12 oz.
Trinity Lake	6 lbs. 08 oz.	06 lbs. 08 oz
Weaverville	45 lbs. 07 oz.	45 lbs. 07 oz.
Willows	14 lbs.13 oz.	22 lbs. 03 oz.
Yreka	10 lbs. 03 oz	10 lbs. 03 oz

total 786 lbs. 02 oz. PLUS 13LBS. 8 OZ. UN MARKED BAGS



*******YES—LIONS RECYCLE—YES*******

Recycle—Yes, we RECYCLE eye glasses, cell phones, prescription bottles, printer ink cartridges, and hearing aids.

We have several chairmen for the various recycled items:

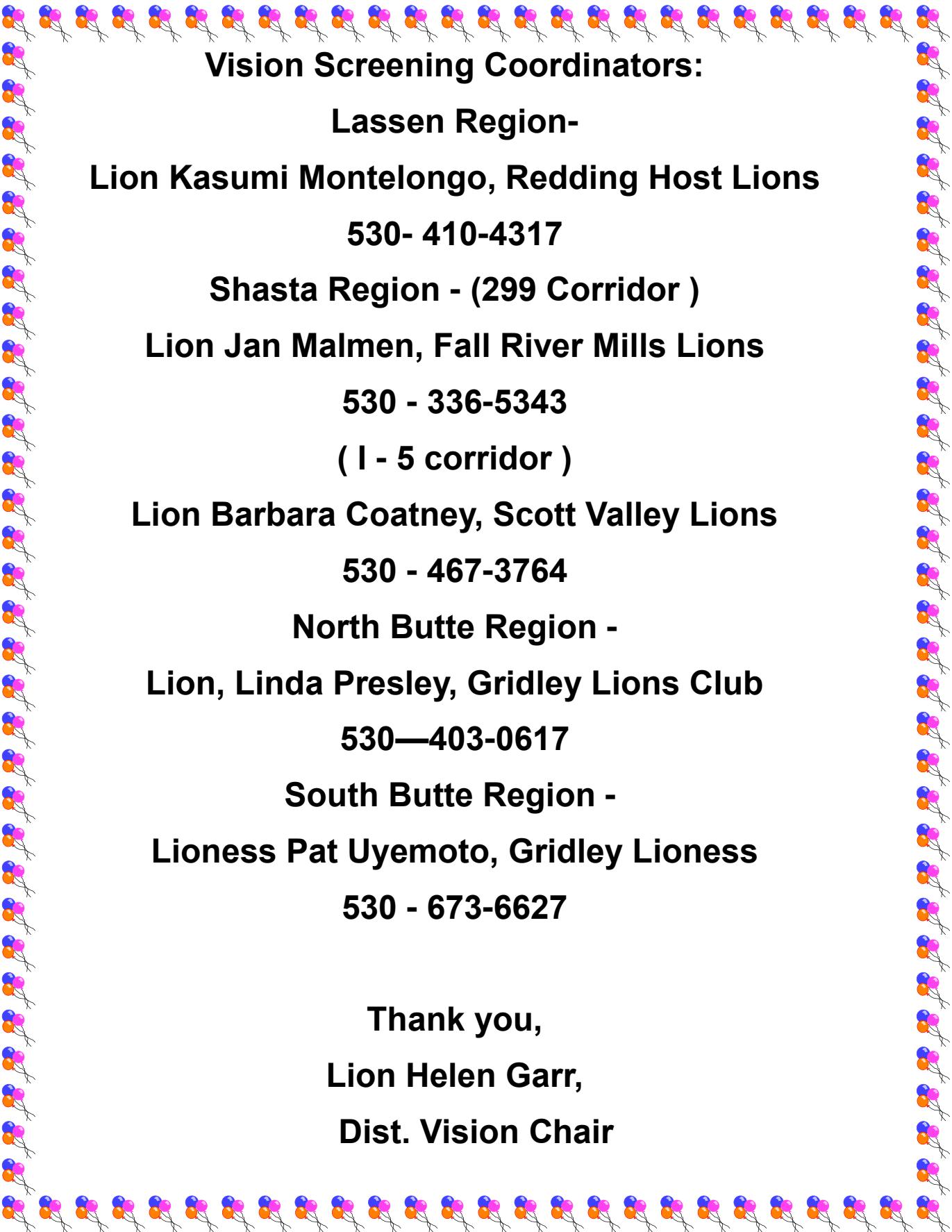
PDG John Robak—eye glasses, cell phones, hearing aids, and ink cartridges. (Yreka Host Lions Club)

Lion Linda Bullock—prescription medicine bottles (Trinity Lake Lions)

Lion Roger Plato (Redding Host Lions) is the chairman of the pull-tabs for the Ronald McDonald House. The pull-tabs may be brought to the cabinet meetings as well to be weighed for entrance into the pull-tab contest.

. Please make the Recycle program a part of your club's activities.





LOMA RICA FOOTHILL LIONS CLUB PRESENTS CITIZENSHIP AWARDS TO 10 STUDENTS FROM FOOTHILL INTERMEDIATE SCHOOL, LOMA RICA, CA, AT THE 8TH GRADE GRADUATION HELD ON JUNE 6, 2019. EACH OF THE STUDENTS RECEIVED \$50 AND A CERTIFICATE OF ACHIEVEMENT.



Mane Lion

Please email submissions for the Mane Lion to 4c1manelionspc@gmail.com by the 20th of the month. If you are unable to send submissions via email, they can be mailed to:

Please mark outside envelope "Mane Lion".

*Lion Sally P. Carter
12286 Scott Grant Road
Marysville, CA 95901*

"FLY HIGH—FLY FAR"

Thank you!

Editor:

*Lion Sally P. Carter
Loma Rica Foothill Lions Club*

