

Chicago, Chicago, that toddling' town – Peter's Pages


**Welcome home,
Lions.**
Celebrating a century of Service
#LCICON



IN THE WINDY CITY...



105D



TIMES

AUGUST 2017 EDITION



The International Association of Lions Clubs
District 105D

Incorporating Lions Clubs International District 105D Charitable Trust
Registered Number 1072984

District Governor 2017 - 2018 ♦ Lion Peter Burnett

✉ dg@lions105d.org.uk ♦ www.lions105d.org.uk



**“Putting Fun into Fundraising and giving
Service with a Smile”**



Back in 1999 I attended the International Convention in San Diego and it was there that I first saw dogs helping disabled people in wheel chairs, and realised what a wonderful idea this was. Then in 2004 when John was DG he was able to have one of these special dogs plus his owner at Convention.

What can these dogs do to help? They are trained to help with everyday tasks such as opening and shutting doors, unloading the washing machine, picking up dropped items, pressing buttons and switches and fetching help in an emergency as well as providing companionship, a sense of security and increased social action.

These dogs work with people with such conditions as cerebral palsy, muscular dystrophy, MS, brittle bones, polio, arthritis, spina bifida, spinal injuries and amputees including injured ex- service men and women.

Canine Partners, who attended our Convention in Bournemouth, is a charity which trains and provides these amazing dogs which transform lives but the charity has to rely on donations as it does not receive any Government funding.

To find out more go to www.https//caninepartners.org.uk. This is not a District Charity so please send any donations direct to Canine Partners but remember to include this in your LCI Activity Reports.

I have just been appointed the District Global Service Co- Ordinator and in the next few months I will be writing about how you can support this campaign.

PDG Lion Judith Goodchild

105D Community Relations Portfolio Holder

welfare@lions105d.org.uk Tel: 0118 981 2260

Global Action Teams for Club Presidents

From July 2017 Lions Clubs International has realigned certain roles within the organisation and have introduced, as part of the overall structure, Global Action Teams. These comprise three separate roles under a specified leader at every level from Club through to Constitutional Areas and by so doing brings together the three key areas of Lionism:

- **Leadership Development**
- **Membership**
- **Service**

It is hoped Clubs will be able to appoint/nominate Lions for each of the designated roles. At Club level it is envisaged the Leadership Development role will be undertaken by the 1st Vice President (although the Club President is at liberty to appoint another Lion to this role),

Membership is likely to be the current Membership Director and Service is likely to be the Welfare Officer. All three will report to the Global Action Team chairman - who will be the Club President. Each role has a job description which includes Actions for Success and Measuring Success alongside Recommended Qualifications. As well as reporting to the Club chairman each Club Officer will also report to the District Global Officer. For 105D these, with their email addresses, are:

Leadership Development – PDG Lion David Merchant – leadership@lions105d.org.uk

Membership – Lion Tim Hanton – gmt@lions105d.org.uk

Service – PDG Lion Judith Goodchild – welfare@lions105d.org.uk

Chairman – District Governor Peter Burnett – dg@lions105d.org.uk

The whole process is repeated and mirrored at District, Multiple District, Area and Constitutional Area and Lions Clubs International has appointed Past International President Lion Tam to oversee the whole process. To find full details of job descriptions and the structure please follow these links:

www.lionsclubs.org – Member Center – Lions – Global Action Teams – Global Action Teams structure.

Support is available to all Clubs via the District Teams or the Zone Chairman. If help, advice or support is needed, please do not hesitate to seek it.

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Chicago, Chicago, that toddlin' town...



Debbie, Beth and I have now just about got over our jetlag following the trip to Chicago.

I can do nothing but enthuse about our experiences over there. We extended our stay to two weeks and had a few days before and after the Lions' training and Convention to have a good look around this lovely city. It really is lovely, we were not expecting much thinking it would be quite a rough place but the city centre where we were based was spectacular with a 20 mile lakefront walkway and numerous parks and open spaces. Debbie and Beth loved the Magnificent Mile shopping area and we had a wonderful architectural boat trip followed by watching the Fourth of July fireworks from the lake.

As for the Convention and training themselves we were lucky enough to hear some quite amazing speakers. These included Nick Vujicic who was born with no arms and legs and is now a fantastic motivational speaker who works extensively with schools to try and reduce bullying, I really do recommend looking him up on YouTube. We also heard from former Vice President Al Gore and one-time UN Secretary General Ban Ki Moon, both of whom spoke to us about global warming. Al Gore's presentation was extremely informative and thought provoking and Ban Ki Moon challenged Lions to become 'The Champions of Climate Change'.

We worked hard in the training with long days but the opportunity to mix with Lions from all over the world and share their problems was really useful. Certainly in the West most countries are having the same membership issues that we are having, although some of the Asian participants could not understand this.

One of the highlights of the whole experience was the International Parade which took place on the Saturday. It involved having one of Chicago's main shopping streets closed to traffic for about five hours while around 25,000 Lions, either in their national dress or their District uniform, paraded.



Debbie, Bethany and I meet the International President Lion Dr Naresh Aggarwal and his wife Lion Navita

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We were about half way through the parade so we could watch the second half of it when we were finished – some of the outfits were amazing. Another high point was, along with nearly 800 other District Governors-elect having my 'Elect' ribbon removed towards the end of business on the final day. This was done for me by Debbie.

The incoming International President's theme for the year is 'We Serve'. He wants Lions Clubs to get back to being service organisations rather than fundraisers for other charities. I think he is copying me as this falls in line with my own request made at the Convention in Bournemouth that we have a District-wide service month in October. He also emphasized 'The Power of We' which stands for how much more effective a group is than individuals. He stated that each Lion member affects the life of on average 70 people. Just imagine that for each 14 new members we attract across the District, it would mean that we could affect the lives of another 1,000 people.

Last weekend 89 members and partners attended the District Handover at the St Leonard's Hotel near Ringwood. I deliberately organised this as a Sunday lunch so that attendees did not have the expense of an overnight stay. I would personally like to thank everybody who came for the support shown, to both IPDG Lion David and myself. I enjoyed the afternoon and took great pleasure in badging up your First Vice District Governor Lion Ken Staniforth and Second Vice District Governor Lion Jarvis Macdonald. They then helped me to present the chains (where appropriate), pins and my personal banner to the District officers, committee and zone chairmen. Thank you once again to everybody who has agreed to work with me this year.

I have already done my first two Club visits of the year and had the honour of presenting a Melvin Jones Fellowship in one and badging up a new member in the other. I really enjoy this part of the job, every Club is different and I enjoy visiting every one of them.

Finally I will mention a couple of initiatives which the GMT team are planning. PDG Lion Alan Chapman is forming a District-wide group of younger Lions to advise us on how to attract more younger members and what they would want from a Lions Club or a branch of an existing Club. Lion Pauline McCreanor is planning a retention evening on Monday 4 September in the Southampton area.

We are hoping that all Clubs will send somebody to share ideas for keeping our existing members happy and wanting to stay as members. I am sure that everyone will get something out of this particular evening and hopefully we can reduce the 50 per cent of Lions who leave within three years of joining.

Now we are in the main summer holidays I am sure that most Clubs are going to be busy raising funds.

Debbie and I wish you all good luck with your fundraising events. Please let us know what you are up to so that if we are in the area we can come along and support you.



DG Lion Peter

Matters of Moment

DG Team Visits

August 2017

DG Lion Peter

Date	Activity
1 Aug:	Warminster Club Official Visit
2 Aug:	Dorchester Club Official Visit
7 Aug:	Henley-on-Thames Club Official Visit
9 Aug:	Romsey Club Official Visit
10 Aug:	Poole Boat Trip
14 Aug:	Southampton Solent Club Official Visit
16 Aug:	Hythe & Waterside Club Official Visit

2nd VDG Lion Jarvis

Date	Activity
1 Aug:	Gosport Club Official Visit
8 Aug:	Bridport Club Official Visit
9 Aug:	Fleet Club Official Visit
14 Aug:	Bournemouth Club Official

Welcome New Lions!

I am delighted to welcome the following new members into Lions Clubs International and wish them a long and happy time as a Lion.

DG Lion *Peter*

Fleet - Lions Allison Andrews, Arie van Nieuenhuijzen and Paulo Silva

Guernsey - Lion Neil Stratford-Hall

Weymouth & Portland - Lion Roger Sutherland

Woolmer Forest - Lion Maureen Johns

Newbury - Lion Sally-Jane Kruger

Poole - Lions Bridget Barrett, Lynne Powell and David Powell

Reading - Lion Marie Thomas

Ringwood & Fordingbridge - Lion Michael Bennett-Smith



Lions Clubs International FOUNDATION

As we begin a new Lionistic year I am pleased to be continuing my role as the District LCIF Coordinator. This is in fact my fifth year – it is a three years' appointment but I was asked to carry on after the first three years ran out.

As I mentioned in my last news our District did very well with contributions to LCIF in the 2016/2017 year. 80% of Clubs in the District donated to LCIF. Thank you again to all of you on behalf of LCIF. To those Clubs that didn't donate to our very own charity, is there anything you would like to know to help you make a decision to donate this year? Just ask and I will be pleased to answer any questions regarding LCIF.

LCIF Club Coordinators:

If Club LCIF Coordinators have any unanswered questions relating to LCIF, please do not hesitate to contact me to resolve them.

Please record the details of the nominated LCIF Club Coordinator Lion in your Club on 'My LCI'.

Disaster grants

Natural disasters continue to cause major problems around the world. A further eight (by coincidence the same number as last month!) disaster grants were awarded in June to Lions Clubs in various parts of the world to assist with disaster relief following floods, cyclones, fires and earthquakes.

Other grants:

I am disappointed not to be able to give you any information on other grants made following the May Board meeting but the information does not appear to have been published as yet. I am taking up the need for such information to be made available for Clubs.

Melvin Jones Fellowships (MJFs)

A very large number of Clubs have sufficient credits to be able to award one or more (in some cases many) Melvin Jones Fellowships. Please let me know if you wish to be made aware of your Club's credits. Even if these do not amount to US\$1,000 a Club can pay the difference between the credit and the required amount and still obtain the MJF.

Presentations on LCIF

LCIF is still a mystery to many Lions. Part of my role is to provide presentations to de-mystify LCIF. These can be given to individual Clubs but preferably to Zone meetings. Please liaise with your Zone Chairman and request a presentation on LCIF.

Other LCIF matters

Please contact me if you have any questions relating to LCIF, MJFs, etc.

Why not take a look at the LCIF website. The link is <http://www.lcif.org/EN/index.php>.

PDG Lion Patrick Hamblin

District 105D LCIF Coordinator)
patrick.hamblin@lions105d.org.uk



News from the Clubs

A Centennial Year in the life of Fleet Lions



Photo - J.D. Wetherspoon

Do you remember among all those Centennial targets that our International President said the we should not forget to celebrate. So Fleet Lions did.

It was a late night conversation with a CAMRA chum. "So do you want me to organise a party in June to celebrate those 100 years?" A no brainer, of course. So our chum Derrill Carr got to work on the local Wetherspoons who were than happy to host. A few more conversations and we had three more Lions-themed beers to add to the Lions Golden Pride from Langhams.

We had more than 200 at the June party and the Prince Arthur in Fleet set a new sales record for a Monday evening! We invited many local movers and shakers as well as our Melvin Jones Fellows, many of whom are not Lions and one is actually a Rotarian! We had Lions too from other Clubs - even a Birmingham Chinatown Lion. We also invited many people without whose help we couldn't run many of our events and several local charities we had supported. Our then DG-elect Lion Peter also came along to talk about Lions Clubs International and the event will be covered in the September edition of the Wetherspoon's magazine read on-line by two million people. Not a place Lions often pop up!

We started our year with a Centennial concert for the older folks of the town where they were entertained by a fabulous and crazy orchestra. That was followed by our beer festival where the Lions Golden Pride was the star of the show. And we made sure that people around the town who help us were given a special commemorative glass. Next was our fireworks display culminating in a specially commissioned Lions 100 fireworks. The crowd went home knowing much more about Lions.

We staged a motorcycle rally and even found a 100 year old machine to exhibit.

We brought our Centennial year to an end with an exhibition in our indoor shopping centre featuring photographs of what we do and have done in the past 43 years. Our handouts and newsletter went like hot cakes all week. Our local film society lent us a widescreen and PA system so the people of Fleet could be treated to the premiere of our Centennial film "A Year in the Life of Fleet Lions". It's on our website - letting people know what we do and hopefully to inspire people to join us. We have used the Centennial as an incentive to raise the profile of Fleet Lions and it's paid dividends with several new Lions being badged up with more to come.

It was difficult to brand Santa Claus for the Centennial, so our prostate screening in May became our principal legacy to Fleet although we had provided funding of £12,000 for a new viewing platform at Fleet Pond, our local nature reserve, and we were honoured when the conservation society added a new plaque to mark the Lions' 100th birthday.

So there you go, a busy 100th year for Fleet Lions and we were certainly ready for a pint of Golden Pride at the end of it!

ANOTHER FANTASTIC YEAR FOR THE BLACKMORE VALE LIONS SWIMATHON

Earlier this year the Blackmore Vale Lions Club held their 30th fundraising Swimathon at Clayesmore School Sports Centre, Blandford.

In total 21 teams of six individuals collect sponsorship prior to the event and then swim in relay for 55 minutes. The total distance swum was 56 km and sponsorship raised £4,935, bringing a total of quarter of a million pounds over the 30 years of the event.

At the Awards Ceremony on 10 July, Blackmore Vale Lions Swimathon organiser Lion David Birt thanked everyone for their splendid efforts and achievements. Lion David also gave his gratitude to Clayesmore School Sports Centre for the continuing use of their excellent facilities.

Half the money raised through the event is presented back to the teams for the benefit of their own organisations or selected charities. The remainder is donated to charities chosen by the Blackmore Vale Lions including the Amelia-Grace Rainbow Fund, a charity to support children with neuroblastoma cancer and life limiting conditions and the Blackmore Vale Branch of Riding for the Disabled.

The next Swimathon will take place on 10 March 2018.



The Amelia-Grace Rainbow Fund's Lynsey Docherty receives a cheque from President Lion George Wagland

More news



WOKINGHAM'S MAY FAYRE PROFITS DONATED TO THREE CHARITIES

Profits from this year's May Fayre event were donated to three local charities by the Wokingham Lions Club at their business meeting of 12 July. These include DrugFAM, Building for the Future and Berkshire Women's Aid.

"We are once again delighted to be able to support three worthy charities, with a cheque for £3,000 to each recipient. We hope that this money will enable them to carry on their amazing work," said Lion Sue Jackson, president of the Wokingham Lions Club.

The Club works in partnership with the Wokingham Town Council to organise the event. The May Fayre's profits are made up from proceeds from the May Fayre (stall sales), sponsorship and public donations on the day.

Organised by Lion Andy Slay and other Lions members, this year's annual May Fayre event took place on Monday 1 May.

Pictured are (l - r) Lion Andy Slay, Jane Holmes, CEO Building for the Future, Liz Terry, chief executive Berkshire Women's Aid, Lion Bob Westerman, Club president Lion Sue Jackson and Elizabeth Burton Phillips MBE, founder and director DrugFAM.

The Pride of Gosport

Gosport and Lee-on-Solent Lions Club decided they wanted Lion David Andrews to serve a second year as president. So to celebrate the start of the new Lions year, David and his wife Peggy hosted an American-style barbecue for all members in their back garden (dodging the showers) entertained by local musician Derrick Ince (coincidentally married to Vice President Lion Linda) ending the evening with a lively singalong enjoyed by all.

The following weekend several of the Gosport Lions met in a local café, supported by friends from the Prince of Wales Masonic Lodge for a vinyl evening on the theme of a 50s/60s Summer Party. A most enjoyable event at which a magnificent £200 was raised and donated to the Lions Clubs International Foundation.



Bournemouth Lions mark the Centenary with a tree

A Norway Maple has been purchased and planted, free of charge, by Bournemouth Council at the Muscliff Arboretum north of the town near the River Stour.

At a later date, when the tree is established, a plaque will give information of the Lions Centennial and there will be a ceremony to dedicate the tree, followed by a very large birthday cake!



Blandford & District Lions performed their handover at a free concert by the Stour Valley Brass Band in the beautiful Woodhouse Gardens. Picnics and great music were enjoyed by Lions, guests and members of the public. Pictured is outgoing President Lion Ian Corben handing over to a resplendent Lion James Mayo who promised members a year of fun and fellowship.

Are social media effective for advertising Lions events?

District PR Lion Richard Keeley poses the question and answers it. Many Clubs ask this question because they are cautious about using social media after hearing of disappointing results.

A new Lions year is a good opportunity to allay some fears and outline methods used to maximise the advantages of social media.

To illustrate I use the inaugural Farnborough Lions Springtime Classic Motor Vehicle Show in April this year as an example.

The object of this event was to promote Lions in Farnborough town centre by exhibiting classic vehicles in the main shopping precinct as an introduction to this future annual fundraising event. With the Borough Council and shop traders on board and a good number of classic motor vehicle owners it came down to advertising effectively the event to draw the crowds.

Therefore a co-ordinated PR push involving press releases to the local paper, details posted to online community events boards on three local radio stations, promotion on Farnborough Lions' website and on Facebook, plus posters in the shopping precinct and car parks. Sadly the releases to the local newspaper were not published. Would this setback ruin the Car Show before it even started?

However the social media took off well. The Farnborough Facebook postings were shared to other local community groups and they in turn were being shared amongst their friends. Banner adverts appeared on the community events pages local radio stations websites.

These in turn were shared on Farnborough Lions Facebook feed together with expressions of thanks to the radio stations for promoting the event. By tagging the 'thank you' message with @ and the radio station name they see this message and can 'like' it so spreading the goodwill even further. The Lions Springtime Classic car Event was mentioned several times 'on air' by radio stations in Basingstoke, Guildford and Reading and in the 10 days up to the event the Facebook messages reached more than 23,500 people.

On the morning of the event, a pre-written email was sent to the studio at the nearest local radio station asking the DJs to promote it throughout the day. At 7.20 am the presenter replied saying he would plug the event. His response and promotion of our event was much appreciated.

During the Classic Car Show itself two Facebook posts with pictures were sent out from a mobile phone reaching 1,200 Facebook users that day. While it's not possible to quantify just how many people actually turned up as a direct result of Facebook and the 'on air' radio station promotions, the crowds on the day spoke for themselves. Footfalls in Farnborough increased significantly to the delight of the shop traders and the Council. The street collection on the day made £400 for Farnborough Lions welfare funds.

Although fairly modest in PR terms, the combined effort of the goodwill created by the Fundraising Committee with the Council and shopkeepers together with a planned and integrated PR campaign turned a potential flop into a very successful first time event.

More information with examples as used in Farnborough's campaign is available on the opening post on the **Lions District 105D Ideas Group** on Facebook. This new forum is a closed group for Lions in 105D. It is designed specifically to share good ideas, ask questions and discuss positively what works for your Club. Lions club members in 105D have always been open and positive in sharing their successes so let's expand this goodwill by making this Facebook Forum an ongoing exchange of good ideas. Any Club member in 105D may join by either clicking on <https://www.facebook.com/groups/lionsideas105d/> or by emailing pro@lions105d.org.uk.

BRADFORD ON AVON LIONS MAKE DONATION TO YOUTH FOOTBALL TEAM



Bradford on Avon Lions recently made a donation of £500 to the Bradford Town Youth F.C under 11s, meeting the cost of hiring pitches and referees on a tour to Barcelona, during which time they played against three different clubs and a local school. The highlight of the tour was a coaching session at the F.C. Barcelona Academy. All other costs (around £14k) were raised by the boys and parents. President Lion Mike Evans is pictured with the squad at the handing over of the cheque.

MD CONVENTION 2018

WHY THE WESSEX WAY?

You may have wondered: Why the name? Who is the bloke in the picture? He is, of course, Alfred the Great, who dreamed of creating a nation he called "Engaland". During his reign Wessex extended across the south of England, including London, and also a town known as "Basingestoches".

"Basingestoches" became Basingstoke and Alfred's dream of uniting England and ultimately creating a united Kingdom came into being.

In the same way Lions Clubs started in London in Wessex and eventually extended over the whole of the United Kingdom and Ireland.

And, of course, our Patron is the Countess of Wessex.

So what else could we call our MD Convention in Wessex?

Join us on the weekend of 4 to 6 May 2018 for a right royal occasion, with the usual Lions mix of work and fun. Book online at: www.md105convention.uk



TAIL TWISTER

The Editor has the last word

I am about to be a little controversial because I tend to tremble when I see what I perceive to be 'management speak' creeping into what we do; 'management speak' such as 'Global Action Teams' and 'Leadership Development'. I might be quite alone in my perhaps jaundiced view, but I shudder at the reaction of most of my colleagues in my own Club to the introduction of what will be considered as corporate concepts alien to dedicated volunteers more anxious to achieve their own perception of self-fulfilment coupled with fellowship and commitment than complying with some 'multi-national' norm. While we must be business-like and professional when it comes to managing the funds the public entrusts us with (which is why we have always appointed treasurers who know what they are doing), I believe our concern for those we seek to help should stem from our desire 'to serve' from the heart, not the manual.

Lion Peter Tabb

**Lions'
Ale...**



Fleet Lions celebration!

Photo - Derrill Carr

Please send all articles and pictures for publication in the

DISTRICT 105D TIMES

to the Editor, Lion Peter Tabb, e-mail : news@lions105d.org.uk and/or peteretabb@gmail.com
at least a week before the end of the month