Another Lions year has begun, and it brings its usual issues and challenges, none of which cannot be overcome. As a district we are faced with a dwindling membership, which is being addressed with the help of the North American Membership Initiative (NAMI), a pilot group of nine districts in Constitutional Area 1 (United States and Canada), programs are being utilized to help turn the tide of losing membership to gaining membership. Our district GMT PCC Rob Manning has been working diligently to address membership growth throughout the district by helping clubs to rejuvenate their membership as well as new club development. It is up to all Lions to pitch in and help by recruiting new members and offering suggestions to GMT Rob.

In addition to membership we need to also focus on developing new leadership within our clubs and district. Our district GLT PDG Bill Windham will be addressing several ways to identify and develop leadership at the club level as well as the district level. Take time to observe those members in you clubs that you believe are ready to step into a leadership role for your club as well as the District.

One more area that we need to focus on is service. GST PDG Ken Reed monitors our clubs service projects as they are reported to LCI and others in the district. My focus this year is on the environment and hunger. Lion Jim Rizor is the district environmental chair and is working on several possible projects that everyone in the district can participate in. Lion Vita Charleston is the district hunger chair and is also exploring ways we as Lions and as a district can address the hunger issues that so many people both locally and throughout the world are experiencing.

This year will be challenging, as it should be, but by working together we as a district can grow and serve more through cooperation, innovation, and change.

"We cannot do all the good the world needs, but the world needs all the good that we can do"

Until next time,
Ron Charleston
District Governor

"Live with Purpose"
Leadership is a lot bigger than just yourself. Sure, leadership can bring a lot more recognition in most cases, but that’s not even remotely close to defining what true leadership is about.

True leadership is much more than authority and recognition from the outside world. Instead, leadership is about developing people and helping others reach their full potential. The best leaders to ever live not only succeeded at helping their team win championships or organizations reach new milestones, but they deeply cared for people and understood what a privilege it is to be a leader.

I firmly believe that one of the most important traits that all leaders must possess is a passion to foster and maximize the potential of others. When you begin to transform people individually, you then begin to transform your organization the leaders that are too caught up in egotistical gratification rather than the development of people will surely fall short in the long run.

Your dedication to going the extra mile to care for your people, lend a helping hand and inspire them will determine the results you receive. When a leader fully understands what true leadership is about, not only will their organization never be the same again, but they as individuals will be changed as well.

There is nothing easy about true leadership. It’s one of the most difficult jobs in the world, but it also has the potential to be one of the most rewarding jobs in the world. Whether you lead a Club of five or 500, focus more on being a developer of people and helping those you lead become all that they can possibly become. That’s true leadership.

Phil Burch
1st Vice District Governor

“Live with Purpose”
Prepare Your Club.
Without proper preparation, your club’s recruitment efforts will not be as effective as possible.

• Decide what your club would like to accomplish and how new members will help achieve this.
• Develop a member recruitment team that can focus on all aspects of member recruitment.

Create your club’s growth plan.
Develop an action-oriented plan that clearly outlines your recruitment efforts.

• Determine who you will be recruiting.
• Determine where you will focus your recruiting efforts.
• Gather the materials you will need for your outreach.
• Set and promote your informational meeting.

Implement your growth plan.

• Reach out to target members as outlined in steps one and two.
• Host your informational meeting.
• Follow up with meeting attendees.

• Review your growth plan and adjust timelines if necessary.

Welcome new members.

• Conduct an induction ceremony.
• Ensure that new members are properly onboarded.

Download the complete Just Ask! New Member Recruiting Guide from the Resource Center at lionsclubs.org.
2019 - 2020 Governor’s Project

How California Lions Foundation (CLF) Will Benefit Your Club or District.

The California Lions Foundation (CLF) matching grants will be available in smaller dollar amounts, $500-$10,000, for projects that do not qualify for support from other foundations or to complement grants already available from other foundations (e.g. LCIF). CLF will provide matching grants from $500-$2,500 with a more streamlined review and approval process.

CLF will be able to aid in disasters that are not “natural disasters”. In 2014, a fire destroyed the food delivery trucks at the Monterey County Foodbank. The fire was determined to be arson, not a natural disaster and as a result, the local Lions were not able to get assistance from LCIF.

CLF offers special recognition for Club and Individual/Corporate donations as Founding Members. Lions may become a “Founding Member” of CLF as well as a Kay Fukushima Fellow for a minimum donation of $1,000 or as a Reginald Harris Fellow for a minimum donation of $2,500. Additionally, California Lions Clubs may become a Founding Club of CLF for a donation of $5,000, and get banner patches for smaller donations. Founding Lion, Founding Club and Founding District will be available until CLF achieves its initial funding goal of $250,000 in charitable donations.

100% of All Donations Received Will Serve Californians Through California Lions. CLF ensures that 100% of donations are put to work to provide service to California communities.

CLF will be available to partner with local Lions Clubs that do not have a 501(c)(3) designation. CLF will be available to accept donations from individuals, businesses or corporations that are meant for use by a Lions Club that does not have a 501(c)(3) designation. Any donation such as this will require prior approval by CLF.

LCIF Mission

To support the efforts of Lions clubs and partners in serving communities locally and globally, giving hope and impacting lives through humanitarian service projects and grants.
CONGRATULATIONS TO PDG MEL NIEZ! A large plaque honoring PDG Mel Niez has been placed at Guide Dogs of the Desert in recognition of her fundraising effort during her term as District Governor in 2009-10. There was a large amount of money raised from the Lions and Lioness of District 4L5 and also a substantial grant from LCI to create a “Puppy Den,” which is an important first stop for potential guide dogs. We’re not sure why it took so long, but we are all very happy to see this well-deserved recognition... Thanks to PDG Mel for a job well done! Shown in this photo are (L-R): Lion Laurinda Ortiz; Lion/Lioness Jeannne Vaughan; Guide Dogs Exec. Director, Ben Schirmer; and PDG Bob Niez.
Hello to all who “Serve with a Purpose”,

Our first two months are ending and there’s been all kinds of activity throughout the Desert Region and District. I’ve been able to visit 3 of my clubs; Banning Centennial, Yucaipa Valley, and of course Calimesa Breakfast (my home club). Still must visit Redlands, but that’s in the planning stages. I was able to share with each club the importance and focus of continually building upon their membership and creating contact lists for use in events and mailings to keep those who have participated in some fashion to their clubs. Of course, having our District Governor Lion Ron with Yucaipa Valley Lions Club, the visit was more of a listen and learn for me with so many of the club part of his cabinet.

The **BIG** push for me with these visits is the upcoming **Lions Clubs Golf Tournament** it’s scheduled for Saturday September 7th at the Yucaipa Valley Golf Club. Tee off is 8:00am with lunch and prizes being given away after. The 5 Lions Clubs involved this year are: Calimesa Breakfast, Highland, Banning Centennial, Grand Terrace, and Yucaipa Valley. I had hoped to fill the course with golfers and at this time of printing we are short on sign ups. So, if you would like to get some information on the tournament visit any one of the clubs listed above on their website or Facebook. I really would like to grow this event to include every club in the district and get the attention of corporate America. This would allow for some serious donations from the proceeds that would go to Guide Dogs of the Desert, Kids Sight USA, and California Lions Friends in Sight. Last year with just 4 clubs involved we were able to donate $3800 to each of the 3 charities.

Just a reminder, all clubs in the District can create an event to build on membership and our District has been designated by Lions Clubs International as a pilot program for membership growth, see Lion Rob Manning or your Global Leadership Team for more details.

In Service,
Lion Tony Phillips
Desert Region Zone A Chair
Calimesa Breakfast Lions Club IPP
South Citrus Zone A

We had their first zone meeting on August 19th. Five out of six clubs were represented by the Club President, Secretary or member of the club. Sixteen Lions, including Governor Ron and Vita were in attendance for a total of 16.

Project from Diabetes to registering for a match on cancer; from Car Show plans to rummage sale plans; from learning about having an open house membership recruitment to new club in Colton membership recruitment; from one club project to many clubs’ projects; from school activities to community activities. Where there is a need, there’s a lion.

**Bloomington Lions**: CLFIS vision screenings and collecting used batteries

**Fontana Breakfast Lions**: Monthly bingo games

**Highland Lions**: Be a Match, Lions Golf Tournament, Car Show, Chamber of Commerce Marketing Meetings, Christmas Tree for Seniors, Pancake Breakfast

**North Fontana Lions**: Walk for Diabetes, Diabetes Camp for families, Adapt a family for Christmas

**Rialto Breakfast Lions**: Percy Sight House, Pancake Breakfast, Retirement Home visitations, CLFIS vision screenings, rummage sale

**Rialto Host Lions**: Basketball Academy, 9-11 crosses, Fighting 4 the Tatas

South Citrus Lions are active in volunteer service for their communities. Doing good for those in California and Mexico through vision screenings. What better way to spend your time than helping others? We have great lions in South Citrus Zone A. And most importantly, we HAVE FUN.

WE SERVE,

Lion Kathy McCracken
South Citrus Zone A Chair
Disaster ALERT Chair
President Rialto Host Lions Club
CITY OF HOPE UPDATE

First of all, I wish to thank all the Lions and Lioness for their support of the newest Lions Clubs International Fundraising Campaign for Diabetes at City of Hope. In just the first year, the Lions and Lioness of MD-4 have donated over $204,000. So, we are off to a great start!

City of Hope has offered us an additional naming opportunity, in addition to our name and logo being in the Diabetes Lobby, our name will also be added to the Wall of Donors off the main hospital lobby. So that is an added reward for our efforts and dedication.

Our Steering Committee will be attending the USA/Canada Forum in Spokane and holding a ‘mini’ Tribute Day in Burlingame CA (Northern CA) in September, so we are branching out as never before to more and more Lions, Lioness, and Leos.

My home club, the Big Bear Lions, recently held their 30th Annual Pizza Benefit Fundraiser for City of Hope and raised over $2,000 at that event. I also received the enclosed flyer from Murrieta Lions who are holding their City of Hope Benefit Fundraiser on September 14.

So, thanks again to all of you for your continued dedication and generosity to City of Hope… and keep those emails and checks coming!!!

L/Ls Jeanne Vaughan
4-L5 City of Hope Chairperson
1451 Paradise Island Lane
Banning CA 92220
951-797-0214 / heyjeanne@aol.com
At the recent Council of Governors Meeting in Cathedral City, the District Governors selected this year’s Student Speakers Contest topic, “Homelessness in California – What is the Solution?”. Once again, another thought provoking topic in store for the high school students of California to ponder. However, the only way that a high school student has the opportunity to participate, is if each Club signs up to offer the Contest to their community’s students and the chance to obtain $21000 in scholarship money for post-high school education.

For Clubs to participate, all they need to do is go to the website www.md4lions.org and click on the Student Speakers Contest tab and fill in where you want your Student Speakers Contest packet sent. Please only ask for one packet per Club as that is all you need to run your Contest. The deadline to order packets online is October 1, 2019. After that time, Clubs ordering packets will be assessed a $25.00 fee by MD-4. Packets will be sent to the Clubs that sign up in mid-October. Zone Chairs will receive their packets later through the District Governor.

I will be providing training for Clubs and Zone Chairs sometime in the Fall, however, if any Club, Zone or Region would like me to come out and provide training for them, I would gladly do so. All you need to do is ASK! Newer Clubs and those that have not run a Club Contest in a while may want to take advantage of the training. The deadline for running a Contest at the Club level is Monday, February 24, 2020, so you have plenty of time to prepare.

The Student Speakers Contest is one of the finest programs that California Lions has to offer. It is a great opportunity to introduce your community to one way your Lions Club is serving high school students. It also provides an opportunity to introduce community leaders to Lionism as your judges for the Contest cannot be Lions. On a personal note, my introduction to Lionism was being asked to be a judge for my Club’s Student Speakers Contest over 25 years ago and the rest is history!

Remember, the deadline to order your Student Speakers Contest packet is October 1st. Best of luck to all the Clubs for a successful Student Speakers Contest year!

Respectfully,
Lion Alan M. Winkelstein
District 4-L5 Student Speakers Contest Chair
Lioness Installation
2019 - 2020
4-L5 District Lioness Board

(l-r) L/Ls Jeanne Vaughan, Moreno Valley Lioness, Lioness Valley Region Director; L/Ls Joanna Spiller, Canyon Lake Lioness, Lioness District Treasurer; L/Ls Stephanie Gwinn, Norco Lioness, Lioness District Chairperson; Installing Officer 1st VDG Phil Burch; L/Ls LaRue McNamara, Canyon Lake Lioness, Lioness District Secretary; L/Ls Shirley Varner, Norco Lioness, Lioness District Assistant Chairperson. Not pictured: Ls Tessa Dick, Crestline Lioness, Lioness Citrus Director; Ls Laurie Smallwood, Norco Lioness, Lioness District Bulletin Editor.
Diabetes Awareness

California and District 4L5 Diabetes Chair.

Lions Diabetes Camp of Southern California is putting together the first Diabetes Symposium.

We are partnering with Temecula Lion Dr. Hizon to talk about a new approach for Diabetes.

During our Adult Type 2 camp in May 2019, Dr. Hizon did a wonderful job explaining the program to diabetics, some follow his instructions and they not only lost weight but are no longer diabetic, this is extraordinary!

We were so excited to put a Diabetes Seminar in Ontario on September 14. Please share this resource with your Club members and community friends. To register sign up at www.lionsdiabetescamps.org.

For this seminar, we have the medical team including physicians, medical students, nurses and vendors like nutritionists, foot doctors for neuropathy exam, technology vendors, etc.

Lions Diabetes Camp and the Dr. Hizon are putting all this on for free, however we need to pay hotel lunch at $30.

I can't not stress how good this program is. I am carrying the torch for diabetes awareness for all other diabetics and hope to make a difference and have others diabetes free.

Warm wishes,

Lion Lidia Petrov-Jones
Lions Diabetes Camp of Southern California
www.lionsdiabetescamp.org
lidiasav@hotmail.com
World Services for the Blind

Programs offered at WSB through the Employment Development
Guidance and Engagement

Developmental Therapy Program (DTP)—Developmental Therapy Assistant (DTA)

The Developmental Therapy Program is a program designed to train and certify individuals interested in working in an area caring for children. This program is designed to train individuals with blindness and visual impairments to gain competitive employment in a great work environment. It allows them to gain independence, education and certifications that will make them more marketable for employment.

These students will be given an extensive career assessment using a comprehensive and interpretative report with their career training potentials. The report will utilize and expand on the individual’s abilities and interests that will make the work environment complementary to their abilities. The assessment will be proctored and interpreted by a Certified Vocational Rehabilitation Therapist and reviewed with the client extensively to understand their career training potentials. These scales will help the client in planning their career and making informed career choices. A copy of the interpretative assessment will be provided to the client and their state Vocational Rehabilitation Counselor. At the end of the program clients will leave with the following certificates: Comprehensive Childcare Orientation Training (CCOT) - 10 CR Hours, Standard of Childhood Development & Early Learning (SCDEL) - 18 CR Hours, Comprehensive Childcare Database Management System (CCDMS), State Childcare Computer Program.

Transitional Age Education and Employment Opportunity is designed to provide enhanced educational training and address the identifying deficits for individuals with blindness and visual impairments who have graduated or nor longer in high school, transitioning into the workforce. An extensive comprehensive career inventory will be assessed with each client to provide career training potentials and areas of strengths and weaknesses based on the inventory’s results. Supported assistance will be provided to these individuals based on their educational or prevocational needs, whether in college or training towards gainful employment. The program is structured as such to meet the client at their level of training and progress towards completion of an employment goal that is applicable to them. The opportunity will be provided for the client to gain independence in their living environment and community and enhanced educational and employment skills essential for the workplace that is required for successful employment.

Kidsight screenings have begun and we are looking forward to a busy season. Our program is full of great volunteers but, we can always use more screeners! If you are interested in helping please contact PDG Ken Reed and let him know you are willing to serve on this wonderful program. Last year we screened approximately 12,000 children throughout Riverside and San Bernardino Counties; what a rewarding feeling it is, to know that you have helped preserve the sight of a little child! Screening Follow-ups are taken seriously by the schools and Loma Linda Pediatric Ophthalmology Dept.

Come out and **SERVE**, you won’t be disappointed.
Upcoming Governor’s Visitations

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<thead>
<tr>
<th>Date</th>
<th>Lions Club</th>
<th>Time</th>
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<tbody>
<tr>
<td>Thursday, Sept. 5th</td>
<td>Big Bear</td>
<td>6:00 PM</td>
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<tr>
<td>Saturday, Sept. 7th</td>
<td>Big Pines Teresita Pines</td>
<td>5:00 PM</td>
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<tr>
<td>Monday, Sept. 9th</td>
<td>Banning Centennial</td>
<td>6:45 PM</td>
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<tr>
<td>Wednesday, Sept. 11th</td>
<td>Redlands Evening</td>
<td>7:00 PM</td>
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<tr>
<td>Thursday, Sept. 12th</td>
<td>Victoville</td>
<td>6:00 PM</td>
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<tr>
<td>Monday, Sept. 16th</td>
<td>Rialto Breakfast</td>
<td>11:30 AM</td>
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<tr>
<td>Tuesday, Sept. 24th</td>
<td>Barstow</td>
<td>7:00 PM</td>
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<tr>
<td>Thursday, Sept. 26th</td>
<td>Corona Host</td>
<td>12:00 PM</td>
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<tr>
<td>Wednesday, Oct. 2nd</td>
<td>Grand Terrace</td>
<td>6:30 AM</td>
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<tr>
<td>Monday, Oct. 7th</td>
<td>Blythe</td>
<td>7:00 PM</td>
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<tr>
<td>Tuesday, Oct. 8th</td>
<td>Desert Center/Chuckwalla Valley</td>
<td>7:00 PM</td>
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PEACE POSTER CONTEST 2019

This year the theme of the Lions Clubs International Peace Poster Contest is “JOURNEY OF PEACE.” For over thirty years Lions clubs around the world have proudly sponsored this contest in local schools and youth groups. Young people ages 11, 12, and 13 by November 15, 2019, are eligible to participate in the contest which allows them the opportunity to express their visions of peace through using a variety of mediums including charcoal, crayon, pencil and paint. (No computer art is allowed) The works vary greatly and reflect the young artists’ life experiences and culture. Please order your kits by October 1, 2019. You can order the kit for $11.95 through LCI online. One kit per group or school is needed. Club entries must be brought to the 2nd District meeting on October 19th for judging. Please make sure that you follow the directions for labeling each poster entry. The winner will be sent on for the next level (the MD4 contest) by the District Governor. Deadline for the District Governor to submit one winning entry is December 1, 2019. The Multiple District winner must be submitted to the Public Relations Department of Lions Club International by December 15, 2019. The winner will be notified on or before February 1, 2020. The winning poster will receive a cash award of $5,000 and a trip to a special award ceremony. There will also be awarded 23 merit winners. They will receive a cash award of $500 and a certificate of achievement.
MURRIETA BREAKFAST LIONS CLUB

PLEASE JOIN US AT

26755 Jefferson Ave., Murrieta, CA 92562

FOR A FUNDRAISER IN SUPPORT OF

CITY OF HOPE

SATURDAY, SEPTEMBER 14, 2019
6:00 to 9:00 pm
TICKETS: $25.00 INCLUDES FOOD & 1 BEER
Reservations must be made by September 4, 2019
Please Respond to:
Lion Nancy @ 909-289-7330 or
Lion Connie @ 714-329-5018

GREAT RAFFLE PRIZES
19th Annual Jurupa Valley FoodFest

At the Jurupa Valley Spectrum
8022 Limonite Ave, Jurupa Valley, CA 92509

GREAT FOOD • LIVE ENTERTAINMENT
RAFFLES • SILENT AND LIVE AUCTION
SOFT DRINKS & ADULT BEVERAGES

Saturday, September 28th 2019

Gates Open at 4:30pm
Tastes Served 5:00pm
For Ticket Info Call 951-505-6736
951-756-6387

Buy tickets at True Value Hardware, Jurupa 14 Theater, and online at jurupavalleyrotary.org
#jvfoodfest
Saturday, September 14th
located in Simpson Hall at 30401 Reservoir Ave. in Nuevo
Doors open at 4:30pm. Games start at 5pm.
Only $10.00 to play! Over 30 chances to win!
- Upgrade to a $15.00 BINGO game pack
- Upgrade to a $20.00 BINGO game pack

$2.00 Buy In Game #11 is worth over $40.00!

The football parents will be selling food, drinks and desserts to help raise extra funds for their team. Come hungry! For every ticket sold the Nuview Lions Club will donate $5.00 to the football team.

Be ready to win!
THE PRIDE

3rd Annual Car Show

JACKET & SOCK HOP

Join Highland Lions Club for a day of fun to help local kids in need at
HIGHLAND FAMILY YMCA
7793 CENTRAL AVE. HIGHLAND, CA 92346
All Clubs & Solo Riders Welcome!
Roll-In Time 9am - Car Show 11am - 5pm
CARS: $20  BIKES/MOTORCYCLES: $15
PRE-REGISTRATION: $15 CARS  $10 BIKES/MOTORCYCLE

VENDORS WELCOME
For More Info Contact Lion Josie Bingochea 909-528-4662

REGISTRATION FORM
Mail To: 28015 Stratford Street Highland California 92346
Make Payment to: HIGHLAND LIONS CLUB

Name: ____________________ Club ____________________
Class: ________________ Model: __________ Year: __________
Lioness District 4-L5 Annual Report – July 2018 –June 2019

There are five very dedicated Lioness Clubs in District 4-L5: Canyon Lake, Crestline, Moreno Valley, Norco, and Victorville. As of this writing there are 121 Lioness members, both men and women, PDGs and a Past Council Chair, L/Ls Rob Manning in the Moreno Valley Club.

For the past year, from July 2018 thru June 2019, the Lioness have put some very impressive numbers on their Monthly Club Reports.

Volunteer hours: 8,646 Fundraising earnings: $17,103 Donations given: $19,228

They worked on over 100 different Service Projects, and held over 20 separate fundraisers. They made donations to over 50 different projects – including both Lions endorsed projects, and numerous community needs. They also presented two District Melvin Jones Fellowships this year.

The Lioness Quarterly Newsletter, “The Pride & Joy” shares the news and accomplishments of all the 4-L5 Lioness Clubs. It is currently being emailed to over 100 Lioness and Lions, and the list keeps growing with each issue. If you would like to be added to the newsletter email list, just let me know.

Thank you for your support of your Lioness. WE SERVE TOO!!

L/Ls Stephanie Gwinn
4-L5 Lioness District Chairperson 2018-2020

Calling All Lioness Clubs

The Lioness Bridge Program, established to help encourage Lioness clubs to join the Lions family, will be ending on June 30, 2021.

Between July 1, 2019 and June 30, 2021, clubs that decide to convert can have any number of members, and charter fees will be waived. In addition, all Lioness who join in this time period will carry over their years of service and will be offered a credit allowing them to pay half international dues throughout the remainder of the program.

Help spread the word to the hardworking Lioness in your district. It’s never been a better time to become a Lion.
THE 30TH ANNUAL Big Bear Lions and Village Pizza “City of Hope Pizza Feast” was held on May 21st - Shown here are District 4L5 COH Chair Lion / Lioness Jeanne Vaughan, Village Pizza owner Ken Carlson and Big Bear Lion Paul Geiger. Thanks to everyone who participated in this very successful event!

Lion Kathy McCracken

Received the Club President Excellent Certificate from Lions Clubs International for the Club Excellence Award. Great job Rialto Host Lions for achieving Club Excellence. Thank you PCC Rob Manning for presenting it. Also Received the Key Award for bring in 2 members last year
Just in case you missed the District Installation