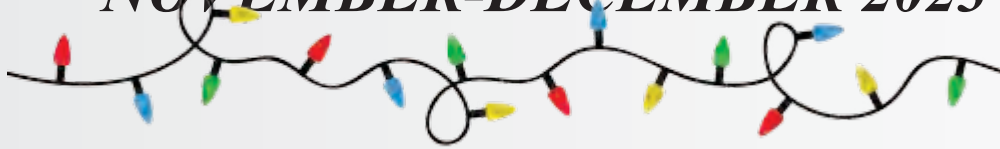




District A-15

Governors Newsletter

NOVEMBER-DECEMBER 2023



What is your club's cultural DNA?



In the year 2000, the directors of Blockbuster sat down in the boardroom and discussed if they should drop late fees. A relatively new company called Netflix were sending CDs to their customers on a subscription base and there were no late fees. The directors of Blockbusters rejected the idea of no late fees because they made 8 million dollars on late fees in

1999. Blockbusters cultural DNA at the beginning was renting out entertainment but then their culture changed. In the year 2000, their culture DNA was making money on late fees. We all know the rest of the story. Blockbuster is gone and Netflix is worth more than 170 billion dollars. Netflix's culture DNA is still providing entertainment. Their method has changed from shipping CDs to streaming, their marketing has changed, their data collection has changed, but not their cultural DNA.

What is your club's cultural DNA. There are 4 questions a club could ask.

1. Who do we serve? Lions International says we serve people less fortunate than ourselves. That has been Lions International cultural DNA for over 100 years. "We Serve" We also serve our members. What is your club's focus?
2. What do the people we serve need or want. Question 1 and 2 are closely related. Blockbuster did not see that the people they served wanted to watch the movie more than once and did not want late fees. What do the people we serve need? Do our members want to meet twice a month, or do they just want to do service projects? Where do we find the people our club should be serving?



3. What do we own. Netflix has data which they use to try to provide movies and shows to each individual customer. Corporations may look at their physical assets but most Lions clubs do not have many physical assets. The three assets we do have are the Lions logo, the power of Lions International combined human and financial resources and most important, the skill, talent and experience of our members. Lions International has an ever-increasing library of information. Our members have direct access to more than fifty training modules and worldwide collection of service ideas and best practise.

4. What do we know? Do we know what our community needs are? Clubs in ever expanding urban centres require regular updates of their community needs and current status. Do our members have the same needs as they had 5 years ago? You're training and past accomplishments are gifts and not an obligation to maintain the status quo. Beginning the analysis with, "what I used to do was..." is a great way to open the door to what you're going to do tomorrow. Does your club need help to become a Netflix not a Blockbuster? This is all part of the GMA process. It is a process of asking the questions and then creating an action plan. Got questions about the process? Contact the district GMA chairperson Tracey Robinson or myself and we can answer your questions.



Nancy and I would like to wish you all the very best during the holiday season and a very Happy New Year!

Lion Garry



CABINET 2023-2024



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Tony Davidson
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PASSINGS

“THEY SERVED”



**Lion Cheryl Grant
K.W. Community
Spirit Lions
October 16th**



**Guelph Lions
Lion Jim Akerstream
October 24th**



**Copetown Lions
Lion Doug Paddon
October 28th**



**Thamesford Lions
PDG George Corrin
November 2nd**



**St. Marys Lions
Lion Bob McGregor
November 6th**



**Dundas Lions
Lion Ron Butwick
November 8th**

obituary available, click the individual images.....



KITCHENER - OCTOBERFEST



At the A15 Cabinet Meeting Nov. 15,
hosted by the Kitchener Octoberfest Lions,
we were treated to a Great Meal of rolled ribs and stuffing.

One highlight of the night was campaign speeches
by our three candidates for International Director.

Click the images to hear the presentations:



Minutes available on the A15 Site



KITCHENER - WATERLOO COMMUNITY SPIRIT LIONS

On November 14th, World Diabetes Day, KWCS Lions Evelyn and Jack Fisher held a Diabetes Awareness event at the Clair Hills Retirement Residence in Waterloo. They gave out diabetes literature and blue carnations; and accepted donations for Diabetes Canada. The Assisted Living Wellness manager also delivered handouts to residents with diabetes; and helped to engage residents as they passed by the table.





GLOBAL SERVICE TEAM

December 2003



What Makes a Great Service Project Idea?

Do something that's meaningful to you, look at your interests and what you're passionate about. Look around your community, at the business, people and local causes and identify the need. Know the difference between a fundraiser and a service project. Fundraiser means a cost to the public even if the money raised is being donated. i.e.

- Food Truck
- Bake Sale
- Tickets Sold
- Craft Show

Service Projects are the things we do directly for and with our community to assist and better their lives. In and out of the home! No Cost, No Cash Donation.

- Prepare & Distributing Meals
- Collecting & Providing Winter Apparel
- Reading to Kids
- Provide Gift Wrapping
- Make Milk Bag Mats for the Homeless
- Organize a Social Time for Seniors Living Alone
- Offer Education Days to Help Others Learn New Skills

What about a Bottle Drive?

This could be a Fundraiser, as we receive cash for the bottles, but did you know it could also be reported as an environmental service project.

Let's look twice at what we do each day, ask questions, offer to help and you will find the next great Service Project.

When doing a Service Project ensure you are entering them into MyLion, this allows your club to be recognized for all your great work and shares ideas with other clubs. Support available here as well.



MyLion®

ROCKTON LIONS

@ Merry Farms Pumpkin Fest

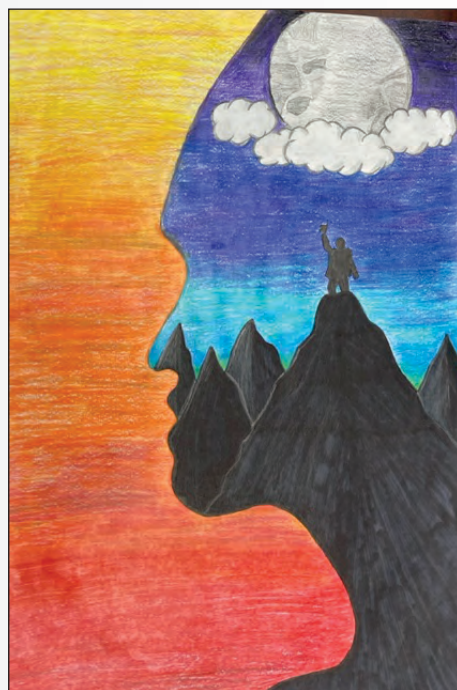


At one of their busiest events of the Rockton Lions year is the annual *"Pumpkin Fest"* at Merry Farms. They go none-stop to keep up with the orders. Shown in the photos are only part of their crew, another great community presence!



COPETOWN LIONS

A15 PEACE POSTER WINNER



The Lions International Peace Poster Contest is an event that encourages children, 11 to 13, to creatively express what peace means to them. The 2023 – 2024 theme is “Dare to Dream”. This allows students to share their unique images of peace so that we may all have greater tolerance and international understanding.

The winner from District A15 this year is Emma Forrest from BalACLava School in Freelon, Ontario. The Copetown Lions sponsored the contest and Lion Debbie Nelligan was the co-ordinator. Emma’s quote about peace: “Without a heart you have no love. Without a mind you have no thoughts. Without effort you have no peace”. The larger photo shows the winner and on the left is art teacher Sarah DeLong, on the right is Lion Debbie. The first, second and third winner are show in the second photo, they are from L - R, Chloe Vis and Daisy Meanchoff, along with Emma in the middle and Sarah and Debbie.

SWEABURG & DISTRICT LIONS

Trillium Woods Trail Renewal



30 years ago the Sweaburg and District Lions transformed the 1 km trail at Trillium Woods, just west of Sweaburg, into a trail that was accessible for wheelchairs, strollers, walkers, etc. Over the years, although the trail remains a gem, its

“accessibility” has faded.

On October 23 and 24 the Lions renewed the trail once again make it welcoming for all. This included clearing and spreading new limestone screenings along the entire trail. In addition, in the spring, they will add more benches as well as bird houses to enhance the park.

The Lions have received a generous donation from the Retired Teachers of Ontario to cover a significant portion of the expenses. Other community partners have included Carmeuse Lime Beachville, Paul Brown Excavating Ingersoll, Total Rental Woodstock, Brant Car Logistics Woodstock and Ontario Parks.



CUMBERLAND LIONS & CUMBERLAND COMMUNITY ASSOCIATION

FIRST ANNUAL CUMBERLAND BOIL



Sunday September 24, 2023 the Cumberland Lions and the Cumberland Community Association held the First Annual Cumberland Boil in support of Caleb and Elias Fouchard who have Sjögren-Larsson Syndrome (SLS). A disorder characterized by scaling skin, intellectual disability, speech abnormalities, and spasticity. Affected infants develop various degrees of reddened skin with fine scales soon after birth. After infancy, the skin loses its redness and dark scales often appear on the neck and under the arms. Larger plate-like thick scales may develop on the lower legs. Developmental delay, speech abnormalities and seizures may accompany skin symptoms. Spasticity in the legs typically impairs motor ability and walking. Many children with this disorder have degeneration of the pigment in the retina..



Along with the Lions and Community Association special thanks goes out to the Cumberland Village Heritage Museum, Da Artisti Studio & Gallery Wendy Canci; Wilmead Farms Andrew Williams and Wanda Williams; the crew from Cumberland Fire Station 72; Cumberland Farmers' Market; Councillors Matt Luloff and Catherine Kitts; MP Francis Drouin, our performers Dr Kaboom and Linda Barnes. And indirectly the Ottawa Valley Steamer trains.



It is estimated there are only ten children in Canada with Sjögren-Larsson Syndrome (SLS) and the family is extremely grateful to the Cumberland Lions Club and Cumberland Community Association for their support. The funds collected will go towards physiotherapy for the boys. If interested in contributing towards the fund please send your donation to the Cumberland Lions Club, 2552 Old Montreal Road, Cumberland,

ON, K4C 1A4 and on the info line state Fouchard Boys.

The Cumberland Lions Club, Andy Etherington and the Cumberland Ontario-Community Association, Yuri Locmelis are **beyond proud** to Reveal that the Community together raised an incredible **\$16,254.70** for the The Black Walnut Bakery Fouchard Family - Myro, Isaac, Evy, Caleb and Elias.

Fellow Members,



In this festive time of year, consider giving yourself the gift of personal and professional development through the Lions Club International set of forty Learning Modules listed below. While the majority will assist you in better fulfilling your roles and responsibilities as a lion, many will provide you with skills that will enhance your everyday life.

Here are just a few examples: Effective Speaking, Conflict Resolution and Time Management. So treat

yourself to a gift that keeps on giving with the only cost being fifteen to thirty minute chunks of your time. Just log in to My Lion Learning Centre. You can stop and re-enter any time without losing your place. If you would like some assistance, send me a note.

Beyond Leos
Club Officer Responsibilities
Club Officer Training
Club President Responsibilities
Club Secretary Responsibilities
Club Treasurer Responsibilities
Coaching Conflict Resolution
Council Chairperson
Decision Making
Delegation
Effective Listening
Effective Teams
Global Action Team
Introduction to Live Virtual Training
Invite for Impact
Promoting Innovation
Promoting Your LCIF Grant Project
Second Vice District Governor

Selecting Your Team
Servant Leadership
Member Motivation Member Satisfaction Global
Membership Approach Orientation
Goal Setting
Leo Club Officer course
Managing Change Meeting Management
Public Speaking Mentoring
Introduction to SWOT Analysis Most Frequently
Asked Policy Questions
New Club Development
Policy FAQ Policy Practice
Service Journey
Succession Planning
Team Motivation Time Management
Working Together in a Mutual Respective
Environment

On behalf of your Global Leadership Team, Lions Cheryl Bauman, Ray Derouin, Ken Linington, Linda Vinette, we wish you and your family a safe and special family holiday.

Jim Sanders
GLT Chair



A15 Marketing Chair
Lion Ken Biehler



LEARN HOW TO MARKET YOUR CLUB



Thanks for all who joined in the meeting on November 21st, as the first marketing event for the district.

Here is the link to the recording of the meeting.

<https://youtu.be/3KS6e7DcNs8>



The slides used in the webinar have been circulated through the District via the A15 email system and can be viewed on the video.



GUELPH LIONS CLUB



Guelph Lions Club provides a substantial annual contribution to the training of blind persons with their respective service dog. Most recently, the club pledged \$100,000.00 to the Lions Foundation of Canada Dog Guides. The donation will go towards the construction of a new state of the art training Centre in Breslau, Ontario.

Shown in the photo are many club members, along with Bev Crandall, CEO of LFC on the right.



Let's be Litterless Lions



Glen Morris Lions Litterless Story

Our dinner meetings are held at the Community Hall and we have plates and cutlery, there we ask everyone to bring their own place setting to avoid washing up after the meeting. Its easy to pop your place setting into a reusable bag and bring it to the meeting. We use a milk bag multiple times to carry the dirty dishes g multiple times to carry the dirty dishes home. Our caterer sends the food in regular trays and pans and we wash those up and return the next day. Everyone brings their own drink and we supply coffee/tea/water. Attendees bring reusable containers to take leftovers home. At the end of the evening there may be 3-4 paper napkins and some plastic wrap from the pies in the garbage.



Our Community BBQ feeds almost 200 people is also B.Y.O.B. The flyers for the event ask that bring your own dishes and with the intent to be LITTERLESS. We do have plates and cutlery available for people that forget. The Community contributes salads and desserts and takes home their containers at the end of the event. We supply cans of drinks and have a recycle bin and in the past have had compost bins as and have had compost bins as well. We are still trying to work on less garbage from the burgers, sausage, and hotdogs that we cook. Bulk buying helps.



ST. MARYS LIONS CLUB

**COATS
4
KIDS**



**TEENS
&
ADULTS**

Are you **in need** of something warm to wear?
Visit us at **23 Water St. S** and select your
warm wearable outerwear for
Kids, Teens & Adults!

Our Lions store front is open **Nov. 13 to Dec. 15**
8 AM to 7 PM, Monday through Saturday.
Closed on Sunday

Thank you so much for your donations!



*Many thanks to Marlene Forman
Cascade Cleaners*



District A-15 *Governors Newsletter* *Publishing Schedule*



The plan is to have the Newsletter be distributed the second week of the following months, subject to adjustment where required: October, December, February, April and June

It would be good if we could get your submissions on the first day of the scheduled month, however experience shows this might not be practical in some cases.

THE GRAVEYARD OF PAST DEADLINES

