



THE LIONS DIN

Oxnard Noontimers Lions Club

Published Weekly

Meets every Friday at Residence Inn by Marriott in Oxnard

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Tail Twister Steve Sabedra	Membership Chair Michael Plisky	Chaplain Andy Stay	First Year Directors Ross Olney David Migocki Pat Riggs Todd Rehanek Chuck Conway
			Second Year Directors Dick Maggio Bedford Pinkard

Last week

It was open, but the jokes (with one exception) were awful. We have to do better.

This week

Today is the Zone Student Speakers Contest. There are scheduled to be two speakers from two different clubs in the District. We cannot identify the clubs until after the contest has been completed.

Next week

Guess???

Winners

Lion D Bedford PINKARD has Free Files, while Lion S Rick SMITH is our Greeter. Lion John FARRAR wasn't here to qualify for the \$10 Attendance Prize, so today we draw for \$15. In the Mad Marble Malarkey, Lion Kirby KANESHIRO attempted to pocket \$126.50 but failed.



Amickable comments

THE PASSION TO PROMOTE by Dr. Ashok Mehta President The International Association of Lions Clubs
If our clubs are to receive the generous public support they need and deserve to carry out their projects and raise funds with optimum success, they must have a steadfast passion to promote. This requires building a strong working relationship with the news media in order to keep their communities informed of the services they provide and of their plans for future activities targeted to answering local needs. Indeed, your commitment to

promoting the full range of your involvement will prove decisive in determining how far you will move forward in giving further substance to our 2005-2006 International program theme, "Passion To Excel."

Does your club supply free eye exams and, if needed, eyeglasses to people in need, sponsor a Peace Poster Contest at a local school or conduct a public health screening? If you do, or if you participate in other community service activities, they should be reported to the media. Do you have a member who is handy with a camera? Quality photos enhance any article and increase the chances of getting published. An

even more effective way to spread the word of your successful activities is to invite members of the press to your functions. Have information prepared not only about the project being conducted but also an overview of your club's history and details about the objectives of the association and this year's international program. The public needs to understand our compelling passion for community service, our pledge to come to the assistance of people in need whenever possible. This was witnessed by the response of Lions to two recent tragedies—the tsunami that devastated huge areas of south Asia and Hurricane Katrina. If we are to substantiate our commitment to the ideals of “We Serve,” our story simply must be told. This isn't bragging; it isn't patting ourselves on the back; it is ensuring that everyone is aware of our accomplishments and consequently eager to support our service and fundraising initiatives. Our passion to promote is not to reap glory or accolades, but rather to be in a position to garner that support which will enable us to give still further of our time and energy in answering community and human needs. Although it is important that residents of your community know of the work your club performs locally, it is equally vital that they recognize that ours is an international association, that on the average Lions annually donate in excess of \$741 million to charitable causes



and provide more than 70 million hours in voluntary service to their communities. How often have you heard it said that the Lions club is the best-kept secret in town? Too often, I am sure. This needs to be reversed and, I assure you, there is no better way to improve our image and increase public awareness of our accomplishments and goals than through newspapers, television, radio and even paid advertising. There is only one way this image can be illuminated and that is for the Lions themselves to take the responsibility of getting out the word about their achievements and their unbounded passion To Excel in all their endeavors. I also urge Lions to take full advantage of modern technology in promoting their activities. I'm talking specifically of the Internet because the number of people receiving their news from this medium increases with each passing year. Lions need to explore and utilize the opportunities that are available online. Does your club or district have a Web site? These are tremendous opportunities for communication to reach both international and external audiences. Taking this promotion a step further, increasing public awareness of your community involvement is also an excellent way to recruit new members. Lions, the Passion to Promote must be a priority item on your club's agenda. It is a continuing challenge, one that is certain to play a crucial role in the degree of success you will experience in fortifying your central role in the community's voluntary sphere.

CALENDAR

- March 3 _____ Zone Student Speakers Contest, Noon at Noontimers
- March 8 _____ Lion D Pat RIGGS' birthday
- March 12 _____ Lion George THOMPSON's birthday
- March 21 _____ Lion IPP Will BERG's birthday
- March 23 _____ Lion Jim BICKEL's birthday
- March 26 _____ City of Hope Day: City of Hope
- March 28 _____ Strawberry Festival Drawing: Oxnard Performing Arts Center, 4:00 PM
- March 29 _____ Lion TT Steve SABEDRA's birthday
- April 28-30 _____ District 4-A3 Convention, Ventura
- May 20-21 _____ Strawberry Festival: Hopefully we pour beer