



# The Lions Din

Oxnard Noontimers Lions Club

Published Weekly

Meets every Friday at Residence Inn by Marriott in Oxnard

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## [This week](#)

It is open. It is supposed to be open. At long last the Noontimers have it right.

## [Last week](#)

Jim Mays, from Lazer radio 102.9, a Spanish speaking station decided to talk a bit about his stations, the state of Spanish-speaking listeners in Oxnard and why companies should advertise on his station.

Basically, most native Spanish-speakers want to listen to broadcasts in Spanish because it takes less effort. Most of us are more comfortable in our native tongue. But most of them (85%) do speak English and those that don't bring someone who does when they go where they might need translation, so businesses who have no Spanish-speaking help can still profit from advertising on their radio stations.

Some of the advantages of advertising with his stations are (1) because there are so few Spanish language stations, far fewer listeners station-flip during commercials, (2) every person listening to the radio



station hears the commercial, while many readers of newspapers never see most ads, and (3) most of the listeners are in cars or in situations where they are doing nothing but listening to the radio. They aren't doing housework with the TV running in the background where they never really hear the ads. Jim isn't a dynamic speaker, but he made good points, answered a ton of questions and was to-the-point. Good job..

## [Next week](#)

Joining us next week will be Lion Steve Bowman of the Ventura Downtown Lions

Club, who will be speaking about private investigations. Lion Steve is a partner in Sintra Group and a former Ventura Assistant Police Chief. Lion Steve is also a frequent MC at club and district events where he is known for his sense of humor and quick wit. It should be a memorable event.

## Tapie's Tirade

Fellow Lion's:

May 15th & 16th is our time to shine! The Oxnard Strawberry Festival is on!

We need everyone's help to man our booth this year. Please set the time aside to take a shift or two for either Saturday or Sunday. You will also be required to wear your Responsible Beverage Service (RBS) Training Card around your neck. We will have a sign up sheet going around prior to the event. Soooooooooooooooooo Please help out this year, it is a lot of fun and we make some great tips.

Dave

sible beverage cards where they are visible at all times and they will be checking names, dates, etc. Don't try to cheat. It will cost us significant money.



## Winners

Lion 1VP Jim PLISKY is our Greeter. Is there anyone you'd less want to be greeted by? To top it off, Lion P Dave TAPIE has Free Fines. Oh great. Just when we thought we'd tamed the head table they get a license to inflict themselves upon us once again. Lion LT Ross OLNEY managed to have his name pulled for the \$10 Attendance Prize. If he shows today, he collects (if he can recollect). In the Mad Marble Malarkey, Lion Chris PACHANA missed his shot at \$177. Well, of course. He was the only non-officer to "win" and there was no way that cabal was going to let Lion Chris walk off with that much money.



## Bored Report

After luring as many people as possible to the Bored meeting Wednesday, Lion P Dave TAPIE started by cornering everyone who was behind on their dues. We got almost \$1,000 out of the suckers.

Welcome new Noontimer, Lion Ryan ALTHOFF. His application for membership was approved, despite the fact that he's a friend of (and was sponsored by) Lion Roman VAISMAN. He was approved while he was in attendance. That's a first.



## Beverage Classes

Be sure to attend when you are scheduled. Oxnard now requires us to wear our respon-

# calendar

- May 14-16 \_\_\_\_\_ District 4-A3 Convention, Santa Maria
- May 15-16 \_\_\_\_\_ Strawberry Festival, Strawberry Meadows — we pour margaritas
- May 28 \_\_\_\_\_ Lion Jeff NORRIS' birthday
- August 20-21 \_\_\_\_\_ First Cabinet Meeting, Camarillo — Ranch House and Officers Club