



We Serve

District 14-B Newsletter



International Association of Lions Clubs

Gail Titus,
Newsletter Editor

January 2004

DISTRICT GOVERNOR'S MESSAGE

A New Start

I hope that everyone had a great Holiday Season. As the New Year starts we all make resolutions to improve ourselves, to change bad habits. The start of the New Year also means a new beginning, where we can look at what we have started, and make the changes necessary to breathe new life into our clubs and projects.



Start the new year out with your first meeting bring positive and up-beat. What we did last year was good; but what we do this year, we may need to do even better. Every club meeting and project needs to be done with a new enthusiasm. We are the future of our clubs and Lionism. If we all make a resolution to make our club better this year we can not fail. Please remember one of my goals is the finish this year with each club showing a PLUS 1 membership gain. Start the New Year out by inviting a friend, relative, business person or a neighbor to your next meeting. Sometimes all it takes is to "ask someone" to join the Lions. The end results will mean 51 new members for District 14-B. Incredible and yet so simple.

I want to wish everyone a health New Year and a year that we all can look back on next December and say that we did complete our goals. If we all work together for our goals, we can achieve our goals together, and we can celebrate together.

Yours in Lionism,
DG Rich

www.lionsofalleghenycounty.org

**DISTRICT GOVERNOR'S CLUB
VISITS 2003-2004**

JANUARY 2004

6	Pitcairn	15	Wilmerding
7	Boston-Greenock-Mt. Vernon	20	McKeesport
7	Versailles	21	Sunset Hills
8	Hilltop	22	Braddock
13	Shadyside / Squirrel Hill	27	Glassport
14	Gibsonia-Hampton-Richland	28	Mt. Lebanon
		28	West Mifflin

FEBRUARY 2004

3	Monroeville Leo's	10	Pittsburgh DeafBlind
3	Oakland	12	Liberty Boro
4	Brentwood	17	Oakmont
5	Turtle Creek	25	Monroeville

Please note that the District Governor's scheduled in the newsletter is the most current schedule. make note of changes from the District Directory.

State Committee Members Needed

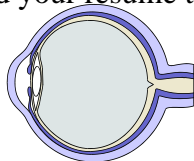
Youth Exchange Committee

If anyone would be interested in servicing on the Multiple District 14 Youth Exchange Committee please contact the District Governor.

Eye Research Sight Conservation Foundation

If anyone is interested and has the qualifications to serve on this foundation please send your resume to:

PDG Albert Dettore
11 Brookside Dr.
Feasterville, PA 19053
e-mail dett0317@comcast.net



If you have any questions please contact PDG Al Dettore directly.

Pennsylvania Counsellors Award / District 14-B Counsellors Award

It's not to late, if you hurry, to put someone in for the Counsellors Award.

The Pennsylvania Counsellors have established an award for presentation to deserving Lions throughout Pennsylvania. This is the **"Pennsylvania Counsellors Distinguished Service Award"**. District 14-B is legible for awards. The criteria and application is included in the newsletter.

All applicants for the Pennsylvania Counsellors Award are legible for the District 14-B Counsellors Award. The Past District Governors of 14-B will select from the candidates for both awards.

Please submit qualified candidates application by December 31, 2003. **(I am sure if you get your applications in before the 15th of January IPDG Ken would accept it.)**

IPDG Ken Lloyd
450 Rosslyn Ave.
Springdale, PA 15144-1153

Dates to Remember

- February 6,7,8 State Council Meeting South Point
Canonsburg, PA
- February 19 3rd Cabinet Meeting Blue Flame
Restaurant Rt.51 6:00 PM
- February 20, 21, 22 Keystone Blind Bowlers Tournament
Greentree, PA
- April 11 Easter
- April 23 District Spring Party



Directory Updates and Corrections



Newsletter Editor Gail Titus
New email address: grtitus@verizon.net

Pennsylvania Lions 81ST State Convention

The 2004 MD-14 State Lions Convention will be held May 20, 21, 22, 23, 24, 2004 in Scranton PA. Information on the convention will be coming in the next few months. The District needs to appoint Lions to Committees during the convention. The committees are:

Credentials	Registration
Elections	Resolutions
Rules	Necrology
Nominations	Sergeant – At – Arms

Some of these committees need more the one member. The Credentials committee needs as many Lions as possible because this committee is in session most of the day every day of the Convention.

If you are interested in working on any of these committees please contact the District Governor.

BEACON LODGE CAMP

Fellow Lions,

On behalf of PA Lions Beacon Lodge Camp as well as District 14-B, I would like to thank all Clubs to date who made donations to PA Lions Beacon Lodge "365 Club", For those clubs who have not, please remember to include your roster so the camp can determine what members are eligible to receive special 5, 10 or a 25-year pin for continuous membership in the "365 Club". Donations to the "365 Club" are considered donations from an individual member/s and as such will be applied to maintenance only. Other donations such as administrative, camper sponsorship, district projects, etc. are club donations and should be indicated as to what type on the memo section of your check. Donations, regardless of type or amount, will yield a bountiful harvest of the good things in life for those less fortunate than us.



Again, I personally thank you for your past and ongoing support to PA Lions Beacon Lodge Camp. Upon request, I am able to visit your club with a slide presentation of camp and to be of all other service with respect to PA Beacon Lodge Camp.

Yours in Lionism,
Lion Tom Hurrell 412-466-6358
Beacon Lodge Chair 14-B

Quote for the Month

There is more in us than we know. If we can be made to see it, perhaps, for the rest of our lives, we will be unwilling to settle for less.

Kurt Hahn (1886-1974)
Founder, Outward Bound

34th Annual District 14-E Youth Seminar

Date: February 27, 28, and 29, 2004.

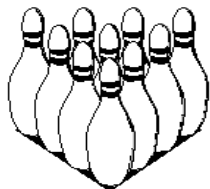
Place: St. Joseph Center, Route 30 East,
Greensburg, PA.

Cost: \$75.00 includes lodging, meals, and snacks.

For a registration form and student application form please contact the District Governor. Registration form and Application must be returned by February 20, 2004.

Blind Bowlers Tournament

The Keystone Blind Bowlers Tournament is coming up on February 20, 21, and 22, 2004 in Greentree. All Regions have bowling session assignments. Please start making plans to man your Region's session. Your help is always needed during the tournament.

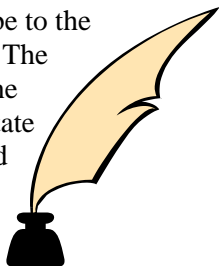


Need a Speaker?

Need a speaker for your next Club meeting? How about one of the District Chairpersons for a speaker. There are many to choose from: Beacon Lodge to Western PA School for Blind Children. Call any one of the District Chairpersons in the directory, and I am sure they would be happy to come to your club and give their presentation.

Note to all Secretaries

The December M&A reports need to be to the District Governor as soon as possible. The December membership numbers are the numbers that will be reported to the State Office for per-capita tax for the second half of the Lions year. So please get you M&A's to the District Governor.



“LIONS NEEDED TO FILL TWO NEW POSITIONS ON THE MULTIPLE DISTRICT LEVEL”

At the State Convention in May 2003 the Lions of PA approved the position of a “**Multiple District Protocol Chairperson**”. This Lion shall be a Past District Governor and a member of a Lions Club in good standing and may be appointed from any region in the State.

The Chairperson shall be versed in all procedures set forth by Lions International when an International Officer is attending a Multiple District Council Meeting or State Convention, shall be available to attend all State Council Meetings and State Conventions when an International Officer is in attendance and have knowledge of Lions Club International Protocol.

The second newly created position as directed by Lions Clubs International is the “**Women's Membership Development Chairperson**”. This chairperson may come from any region in the State and have a proven track record in recruitment and retention work that may be applied to the recruitment and retention of women, have knowledge of promotion and marketing as they relate to ongoing membership recruitment and retention of women, have a strong, positive attitude and understanding of the need for women members in the Lions Clubs, have a willingness and ability to travel within the multiple district and have the ability to given an effective presentation to Lions and non Lions groups. (per Lions International this position should preferably be held by a woman)

These Chairpersons shall be reimbursed according to Policy 202A, PA Rules of Audit. Anyone interested in either of these State level positions should contact your District Governor or the State Office (717 564-2586) for more information regarding the qualifications and duties and how to apply for the position.

Newsletter Note

If your club would like to put something in the District newsletter please get you article to the District Governor by the 15th of the month. Plan ahead so your article can be put in the newsletter before not after your club's event or function. This is YOUR newsletter.

MEMBERSHIP RECRUITMENT STRATEGIES

1. TAKE ADVANTAGE OF THE NEW 'ERA' OF VOLUNTEERISM

President Bush and President Clinton have said that from now on any definition of a successful life must include service to others. Volunteerism is growing more popular every day. Volunteerism has replaced networking and materialism as the vogue.

2. INVEST THE GREATEST EFFORT IN ATTRACTING NEW MEMBERS

Lions Clubs must reach out to working men and women once considered as not having enough time to volunteer.

3. WE MUST NOT NEGLECT THE PHYSICALLY DISADVANTAGED

If the Lions Clubs do not tap into this group, we will miss out on a dependable and valuable resource.

4. THE BEST WAY TO RECRUIT IS SIMPLY ASK "ONE ON ONE"

Many people have never been asked to personally volunteer, even though it has been shown that this is the primary motivation for initially volunteering.

5. DEMONSTRATE THAT LIONS CLUBS NEED MEMBERS FROM ALL RACIAL AND ETHNIC GROUPS

Lions Club members are perceived - especially by people from minority groups - to be primarily white and middle class. Recruitment materials should portray Lions members coming from a variety of racial and ethnic groups, and copy should be written with sensitivity to different cultures.

6. USE "HANDS ON" OPPORTUNITIES AS A MAJOR RECRUITMENT TOOL

Volunteers are choosing hands on projects in which they have direct contact with people in need. People want to "really do something" when they volunteer their time and talent.

7. USE STRATEGIES THAT EMPHASIZE ALTRUISTIC RATHER THAN PERSONAL REASONS FOR JOINING A LIONS CLUB

People have recognized that personal gains were possible from volunteering - work experience, self confidence and recognition from their community. However, such personal benefits are strongly perceived to be the wrong reasons for volunteering. Efforts to promote altruistic benefits are viewed more positively.

8. DEVELOP THE IMAGE OF THE LIONS CLUBS AS AN ORGANIZATION TO WHICH PEOPLE FEEL A STRONG PERSONAL ATTACHMENT IN ORDER TO POSITION IT AS AN ORGANIZATION WORTHY OF PERSONAL COMMITMENT

Most volunteers do not feel a bond for an organization until they are affected by its services. This bond can be achieved by addressing problems or concerns experienced by the community.

9. SHOW THAT LIONS CLUB MEMBERS WILL USE THEIR SKILL TO DIRECTLY AFFECT THE QUALITY OF LIFE TO OTHERS

A Lions Clubs' ability to effectively use the skills of its members is critical.

10. PROMOTE THE MOST ATTRACTIVE ACTIVITIES AVAILABLE TO THE MEMBERS

Without detracting from the importance of other activities, Lions Clubs must emphasize the individual preference relative to a new Lions interest.

11. MAKE EFFORTS TO REACH SATISFIED CUSTOMERS

We must appeal to those whom we have helped or have been associated with in a service activity. They already know what we are all about.

12. ESTABLISH LIONS CLUBS AS A COMMUNITY BASED ORGANIZATION THAT BENEFITS PEOPLE AT THE LOCAL LEVEL AS WELL AS NATIONALLY AND INTERNATIONALLY

Many people choose to work with a community organization rather than a national or international one. They do this because they can more easily see the results of their efforts and where their work directly benefits their neighbors.

13. DISPEL THE BELIEF THAT THE LIONS CLUBS NEED ONLY MEMBERS WITH SPECIAL SKILLS.

The Lions Clubs will provide training with all types and level of skills depending on the individual preference.

Pauline Waide
Membership Chairperson