



District News
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BIOGRAPHY

District Governor 2019 / 2020

“Lion Carl Chafe “

Lion Carl Joined the Gould’s Lions Club on June 8th 1989 under the guidance of his sponsor Lion Vince Miller .

Since then Lion carl has held most positions on the Board of Directors of his Club . Including 3 Terms as Club President .

Lion Carl has Received the Following Awards over his Lions Career :::

- 1) Presidents Appreciation Award - 1988 / 89**
- 2) Lion of the Year Award - 1989 / 90**
- 3) 100% Secretary Award - 1989 / 90**
- 4) 100% Presidents Award - 1992 / 93**
- 5) Life Membership Award - June 1993**
- 6) Lion Melvin Jones Fellowship Award - 2011 / 12**
- 7) Judge Brian Stevenson Fellowship Award - March 2014**

Lion Carl Has also held Office as Zone 8 Chairperson on the District Level in the Lions Year of 2015 / 16 .

Lion Carl has also served as a member of the Global Membership Team and also a member of the Quest Program .

Lion Carl has attended a Leadership Skills Seminar at the Lion Max Simms Memorial Camp in May or 2009.



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**Has completed the 2ND Vice District Governors Training in Fredricton NB in May of 2017 .
Served as 2VDG for the 2017/18 Lions Year .**

**Has attended the ALLI (Advanced Lions Leadership Institute) training in Denver Colorado
in November of 2017 .**

**Has Attended the 1VDG District Governors Training in Corner Brook NL in May of 2018 .
Served as 1 VDG for the 2018/19 Lions Year .**

Lion Carl has attend the Canada USA Forum in Columbus Ohio in September of 2018 .

**Lion Carl has attended District Governor Training in Chicago in February 2019 and
Attended the Multiple District DG Training in Antigonish NS in May 2019 , and finished his DG
Training at the Lions International Convention in Milan Italy in July of 2019 where he was
inducted as District Governor of District N 4 on July 9th 2019 .**

**Lion Carl has served 3 years of a 4 Year term on the Board of Directors at the Lion Max
Simms Memorial Camp , serving as Secretary for 2 years , serving as Chairperson 2018/19.**

**Lion Carl is one of the Founding Members of a Group of Lions that formed a Fundraising
Motorcycle Ride to the Max which is currently going into its 10th year and is currently the
largest Fundraising event that raises money for the operations of the LMSMC..**

**Outside Lionism , Lion Carl has served as a Volunteer Group Leader with the 1st Goulds's
Scouting Group Movement for over 15 Years , serving as Group Leader on 3 levels as well as
on the committee for Fundraising .**

**Lion Carl is the Father of 4 Sons (Jeffrey ,Cory , Curtis ,& Adopted Son Tyler) from his First
Marriage ..**

**In September of 2017 Lion Carl got Married to his current Wife Sharon who has 1 Daughter
(Natalie) .**

All Children are currently working here in NL .

**Lion Carl has worked in his current Job position as a Sales Representative now for the last
38 years , receiving Numerous Sale Growth awards throughout his Career .**

**Lion Carl is looking forward to serving the District of N4 as District Governor for 2019 /2020
as part of the next step in his Lions Career .**



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District Governor Carl Chafe

Visitations / Travel Schedule 2019/20

July 4 -9 LCI Convention in Milan Italy
July 12-13 LMSMC Board of Directors Meeting
July 22nd B & A Meeting (Clarenville Lions Club)

August 4th. 1st District Cabinet Meeting (Clarenville Lions Club)

August 9-10. MDN Council of Governors Meeting (Halifax NS)

August 17-18. Ride To The Max (LMSMC)

August 22. Placentia Lions Club Charter

September 24 Dunville Lions Club

September 25 Victoria Lions Club

September 29 Zone Meeting Zone 8 @ 2pm

October 18-20 October District Convention (Marystown)

October 22 PCSP Lions Club Meeting

October 24 St.Johns Lions Club

October 26 Brimstone Head Lions 40th Charter

November 1-2 MD-N Fall Convention (Gander Quality Inn)

November 8 Gander Lions Club

November 9 Trepassey Lions Club

November 10 St Vincent's Lions Club (2pm)

November 15 Indian Bay Lions Club



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November 16 Pouch Cove Lions Club

November 22 Grand Bank Lions Club

November 23 Garnish Lions Club

December 7 Come By Chance Lions Club

December 10 PCSP Lions Social

2020

January 18 Bonavista Lions Club

February 7-9 February District Convention (Capitol Hotel St John's)

February 15 Port Union Lions Club

February 22 Conception Bay South (CBS) Lions Club

March 7 Gould's Lions Club

March 14 Carbonear Lions Club

March 21 Gambo Lions Club

March 28 Baccalieu Lions Club

March 29 Hants Hr Lions Club

April 3 Badgers Quey Lions Club

April 4 LEO Convention (Burry Heights, Salmoneer line)

April 17-19 April District Convention (Gander)

April 25 Fort Point Lions Club

May 6 Mount Pearl Lions Club

May 15-17 MD - N Spring Convention - Fredericton NB

May 30 Marystown Lions Club



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- June 6 Alexander Bay Lions Club
- June 7 Diabetes Cavalcade (Placentia / Dunville Lions Clubs)
- June 13 English Harbour East Lions Club



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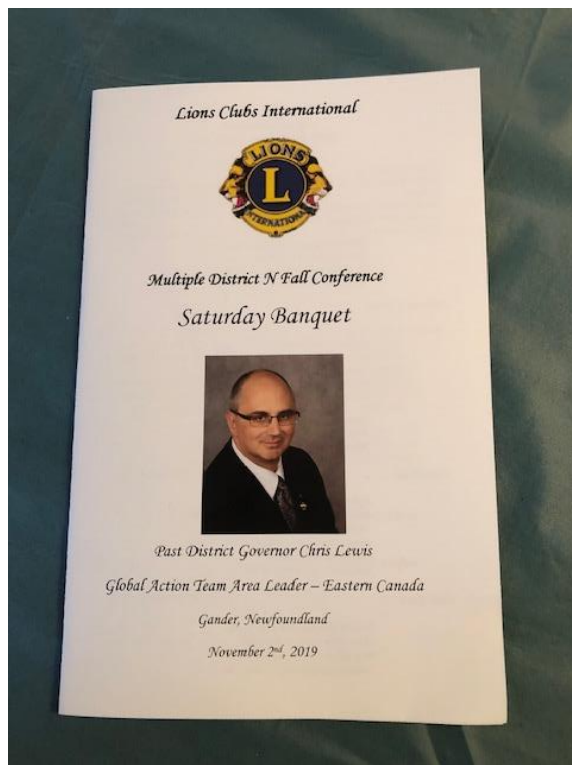


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Mount Pearl Lions continue their SERVICE to community & Province!

MP Lions supported the Janeway – Toronto Maple Leafs fundraiser. Nearby Lions Clubs from Zone 8 & 9 assisted in the efforts. Special thanks to Lions from – Mount Pearl – Paradise - St John's – St John's Health Care and Waterford Hospital Lions Clubs. Thanks to MPLC President John Oates and WHLC Past President Joy Hewitt for their coordination efforts at the activity sites. The public were invited to the Practice sessions for the Toronto Maple Leafs training camp. Then Sobeys offered a community BBQ. Donations were collected at all events by Lions. Lions presented the Janeway with \$7,144.88 raised from the events.



Fans line-up early in the morning to watch the Training Camp scrimmage.



money offered!

Lions are eager to take any





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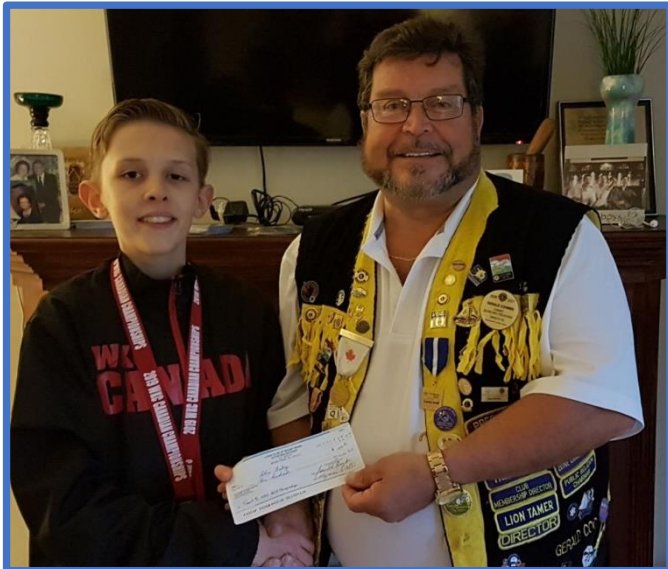


Phyllis Kinsman and Lions celebrate the great success of the Toronto Maple Leafs opportunity to support the Janeway Children's Hospital.





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World Karate Championship

competitor, 14-year-old Alex Fahey is proudly recognized by the Mount Pearl Lions Club. He will travel to Niagara Falls, New York in November and to Europe next year. Alex has many notable academic and athletic accomplishments ... and his family of six just became a family of eight as his parents and two brothers, welcomed two exchange students. (from Brazil and Italy). Best wishes Alex!

MPLC has entered into a sponsorship agreement with the **Marconi Sea Cadets**.

Lions are looking forward to a multitude of joint ventures in fundraising, training and exciting community service.

Mount Pearl Lions Recognize SERVICE!

MP Lions proudly presented a Life Membership in Lions Clubs International to Lion Edna Parsons After two decades of service to Lionism by assisting Lion Sam and providing leadership to MPLC, Lion Edna was awarded the Lions Clubs International Life

Membership. Her contributions over the years have been greatly appreciated by Lions and especially the Mount Pearl Lions.



PDG Sam - Life Membership in Lions Foundation of Canada.

Although PDG Sam was awarded a LFC Life Membership decades ago from the Hare Bay-Dover Lions Club, it was not in the LFC records. So, MPLC finally rectified the situation with a new certificate and the national



recognition!



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Mount Pearl Lions are well underway with their fundraising . . .

Lions are busy with **Lions – VOCM Radio Bingo**; **ticket sales** on a picture donated by Linda Doody; and now a **Craft Fair** on the 20th of October ... the day we return from the Marystown Convention!!



CBS Lions

Ronald McDonald House





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USA/CAN Lions Leadership Forum Spokane, Washington

First of all, thank you District N4 for allowing me the opportunity to participate in this year's forum in Spokane, Washington. The forum is an event that is dedicated to delivering information and skills to the participants on how we can move our organization forward through interactive seminars and banquets. This year it was apparent that a focus on many of the seminars was, moving our organization forward into the new century of Lionism.

So, how do we move forward, attract new members and not lose our existing members who appreciate the traditional way of things?

Have fun in your meetings, introduce Gamification into your meetings. Have some fun, play a trivia game, use the history of our great organization to challenge the more senior members of your club while teaching the younger members of your club the history of LCI and your club. You will find that an effective TailTwister will add to your meetings and make them a little more inviting to new members.

Speaking of new members, how do we get those new members? How often do we hear or say, the young adults these days don't want to volunteer, they don't really have the values of a volunteer, they are more concerned about themselves and not the community and world around them? Well, think about it, is that really true? How about the climate change march that happened just a short while ago? What age group was the driving force behind that? And is environment not one of LCI's focal points? Look at our teams of Dr. and Nurses heading to Haiti with Team Broken Earth, a large number of them are young adults, is this not a value of LCI? The fact is, many of the young adults these days are more concerned about the global community than generations in the past.

These young adults have a desire to serve the globe, maybe we should be promoting our global causes that are always at the heart of LCI. We all support these causes when we support LFC and LCIF. I would urge all clubs to promote when ever you hear of work that LCIF is doing around the world, if you are a Facebook user, follow the LCIF facebook page and share share share. It may peak the interest of some new members who see that our efforts are felt world wide and being part of a Lions Club is more than just serving your community and even though sometimes your supporters do not see your funds distributed in their area, you are putting them to good use through LCIF.

Ok,so we have determined that the young adults of today do contain many of the same values we have, but why will they not join a Lion's club? Well, the issue may boil down



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to, they do not have time to partake in meetings. They live in a day and age where both parents of a family have to work and some more than one job. Then the kids have many more opportunities to be involved in afterschool programs than ever before and the parents wish to be part of these events and support their children and after all this, where is the time for meetings? But does that mean they cannot be a contributing member of a club? When do we have many of our service activities? For most clubs these happen on weekends, a time of the week that many of these young adults can volunteer some time. Why can't we seek out members of the community who have a specific set of skills, be it a motorcycle rider, a cook or a baker and have them donate some of their time and skills to organize an event. Our Ride to the Max started out the brainchild of motorcycle enthusiasts in our district and has grown to one of, if not the largest fundraiser for our Lion Max Simms Memorial Camp, can a cook or baker not assist you in serving the community with cost efficient ways to serve a meal to a group of people in our community in need. So, maybe we need to adjust our way of thinking of what to expect out of our members, and how we utilize their talents.

But what do we do when we have a group of like minded individuals who want to be Lions but would like to make their own mark or are not close enough to a current club to make it a reality? Well in the past we would start with the suggestion of a branch club or form a new club and expand our service footprint. Well in this day and age, as I noted before, where time is of the essence and a valuable resource, and with all the technical advantages and opportunities we have how about a club who conducts their business through the internet, a Cyber Club. There are a number of programs and sites out there that can be taken advantage of to conduct an online conference video or call meeting. These clubs can work just like our traditional club, with organization, meetings, service, and donations. The big advantage in today's world, you don't have to leave the comfort of your home and loose time traveling to and from your in person meeting. Many of the software options also work well with mobile apps, thus making it that much more easy to participate in the meeting. These clubs are popping up many places across North America and becoming very successful, these clubs can also work as speciality clubs, where the focus is on one particular purpose, for example; serving our Lion Max Simms Memorial Camp, or serving as a sponsoring body of a youth organization. So these Cyber Clubs, which can operate as a stand alone club or as a branch club, depending on the number of members they have, are working quite well.

With our membership across North America in a serious decline, both Canada and the USA alike, LCI has noticed and now have formed a new program to evaluate the problems and monitor various pilot projects that are being tried throughout the continent. The North American Membership Initiative, NAMI (yes, yet another acronym) is lead by 1st IVP Haynes Townsend and 2nd IVP Brian Sheehan. There has been a team of lions selected, based on specific skills, to oversee these projects and find out what



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works and fix what doesn't work. This initiative is still new and still in the research and development stages, there will be much more information coming, with ideas for all of us to try to help increase our membership, thus increasing our service footprint.

I have decided to take my report of the event in a different direction this year and show how all the seminars had connection messages. I have covered the information from 8 seminars in this report, the other two consisted of a session of training and familiarization for my DGE school in February and June at the International Convention and the other was the graduation for the Lions University, where I had the opportunity to receive my Bachelors Degree.

After all that said and done, I have to say that I feel much more prepared as a leader after attending the seminars at the USA/Can Leadership Forum. It was a fantastic experience and I would urge any Lion who has thought about attending not to hesitate and register.

Yours in Lionism
Lion Michael Foote
1st VDG, District N4.



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Public Relations Committee Report

October 19th, 2019

Good Afternoon DG Carl, 1st VDG Mike and 2nd VDG Arch and Lions Members.

I'm Lion Sylvain Gallant, and I am the incumbent PR chair. At this time, our committee consists of Lion Danny Ridgeley and Lion Bradley Moss. We are still looking for one more committee member to complete our team. Please send us your resumes! 😊

At this time, the public relations committee is ramping up its activities, and assessing the roles and responsibilities as per the District N4 policies. If you have ever read them, they are HUGE. DG Carl, we need to have a talk 😊

Having said that, our members have been busy. This year, Lion Danny is the new Newsletter editor, and has already published a great first issue for September. Lion Bradley has been diligent in promoting District and Club initiatives and projects on the District's facebook page, and twitter accounts.

These are great vehicles to promote Lionism in the digital age, and don't forget to submit your club's service projects so that they can be promoted. Each club should have a PR chair that should be doing this, and Presidents, you need to hold your chairs accountable to this task, as many hands make light work.

From a district perspective, one of the expectations of the PR committee is to prepare a district public relations plan. Not wanting to re-invent the wheel, I reached out to various N4 members to enquire about past plans, but my search came out with nothing. As far as I know, no one was aware of a plan existing in prior years. That gap will be my priority this year. I want to create a plan that has clear goals and a way to measure if these goals were met.

Additionally, some other activities that I hope to accomplish this year are reaching out to all clubs and connecting with your PR chairs. Please contact me if this is your role! I'm hoping we can share ideas and help bring the Lions Brand in Eastern newfoundland into the 22nd century!

Yes, I called it a brand. Our organization, like many others, has a distinct look and feel. We have colours that represent us. We have values, a motto, code of ethics. Did you know that LCI actually has a guide on how to promote our brand? If you need a hand with finding out more, please let me know.



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This is the end of the report, BUT

I want to leave you with a couple of tips, a few questions and a bit of homework, keeping in mind that in promoting Lionism and our activities, we are building a bridge towards new members.

Promotions

When promoting your club, or a service activity, I want you to think about a few things..

- Who is your audience?
- What is the specific message you're trying to convey?
- What is the call to action?
- What is your expected outcome?
- How will you know if the message was received and understood?
- How do you measure success?

In order to promote something to someone, you need to know a bit about them. As the "Old" IT chair, I'm sure you have heard me speak over the past number of years about promoting to social media, but that is not often the best tool. For example, if your club is hosting a senior's dance, then Facebook or Twitter is probably the worst tool to use. What about church bulletins..pamphlets on bulletin boards?

Using social media has its traps. With thousands of Facebook posts and tweets each day, how are you sure that your message was delivered to its intended audience?

Word of Mouth

Word of mouth is a very powerful tool, that some of us don't use to its full extent. Like what was already mentioned, the Lions is a brand.

Did you know that:

- 88% of consumers placed the highest level of trust in word-of-mouth recommendations of from people they know.
- 28% of consumers say word of mouth is the most important factor in strengthening or eroding brand affinity or trust.
- 64% of marketing executives indicated that they believe word of mouth is the most effective form of marketing.

So why am I talking about this? Because you are our district's most powerful marketing tool. Your **Word** is powerful. Just how?



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Over the past few years, you will all recall the expression “Ask One”. But what I’m telling you now, is “Tell One”. Even if you might have had a bad meeting, focus on what the meeting accomplished, activities planed, motions to help and to serve. That you did not agree with some of them, is irrelevant. Members of the public don’t really care about your meetings. They care about what you do in the community and are far less critical than you are. Tell everyone you know about the good that was accomplished; Tell your partner, family, friends, coworkers over lunch. Lions should be about serving, making volunteers feel fulfilled. If you take that attitude, then the image and positivity of your club and lions in general should go up. Tell One, Then Ask One.

As homework, I’m asking you think about what kind of Lions Club that you are in? Does your club have a goal? Do you have a specialty club? How is your club marketing itself? Based on the activities that your club has been doing, what kind of members are you hoping to attract? What skill sets do they have to offer and how can Lionism enrich their lives? Its only by being able to answer these questions that your club and PR chair can effectively work on marketing itself to the right people.

Actual End of Report.



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The District N4 IT Committee is seeking Lions Members to join the committee that have experience and abilities in areas such as:

1. Understanding the working of the internet.
2. Working knowledge of computer programs, such as word and excel .
3. Knowledge in preparing of electronic presentations. (ie : Powerpoint)
4. Knowledge in working with social media, such as Facebook, Twitter , Instagram.

If you are interested in serving on the District IT Committee send a email to the District IT Committee at: DistrictN4IT@gmail.com.



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The District N-4 International Service Project is now inviting applications for 2 (two) Lions to travel to Chinandega, Nicaragua on the 17-25 January Team Broken Earth mission.

All documents must be completed and submitted to Lion Bradley Moss no later than midnight Friday, November 22 2019 for consideration by the ISP selection committee. Applications may also be scanned and emailed to bradmoss49@gmail.com.

Any Lion in good standing with an N-4 Lions Club is eligible to apply.

Please read each section of the application carefully, bearing in mind that the vision mission requires some participation in advance of departure, and will require approximately 40 hours of work in the Nicaragua eye clinic over 5 days in a high patient volume environment, with no air conditioning and limited breaks.

Prior to applying, interested Lions should consider all personal risks associated with travel to Nicaragua, including risks associated with crime and potential violence. Lions selected by the committee must consult with their physician to be medically cleared to travel by January 17, 2020 having taken all necessary precautions against a number of tropical and communicable diseases including malaria, typhoid, tetanus and hepatitis. Nicaragua is also a Zika virus zone.

Recent political developments in Nicaragua have led to some unrest. For more information, travel advice and safety advisories, consult the Government of Canada's travel page on Nicaragua at:

<https://travel.gc.ca/destinations/nicaragua>

Pursuant to the ISP policy, and as listed on the application, PLEASE Note that only certain expenses are covered by the district. Expenses such as meals, passports, clothing, vaccinations, travel supplies etc. are the responsibility of the individual Lion.

As outlined in the application, participating Clubs are encouraged to make a donation in any amount to the District ISP account in support of the program. This donation helps with ongoing clinic supply and equipment costs, and helps ensure the long term health of the program.



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While the new District N-4 website is under construction, applications are available by request to bradmoss49@gmail.com , or via telephone [\(709\) 895-0472](tel:(709)895-0472) .

The ISP committee's final selections will follow by email to all Clubs after the notification of successful candidates.

Any Lion or Club that has questions about the ISP can contact me at any time.

Lion Bradley Moss
N-4 ISP
Vision Coordinator - Team Broken Earth



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Welcome Lions to a new exciting year of Radio Bingo.

Super Radio Bingo is now celebrating 30 years, which is exciting! In honour of this, VOCM Cares has decided to change up the escalating jackpot game for this upcoming Fall/Winter season. Instead of a full card in 50 numbers or less, Game 4 will now be a full card in 52

This change is being reflected on the cards and posters and a Lions Club VOCM Cares Super Radio Bingo Facebook page which will be launched this week. Lions Clubs are being asked to like and follow the Facebook page. Lions Clubs are also being asked to share regular Bingo social media updates as possible.

Please Note:

Lions Clubs are being asked to submit cards and a cheque for card sales for weeks 1 through 7 shortly after collecting the envelopes for week 7. The remaining envelopes and cheque's for each flight should be submitted as soon as that flight (Fall/Winter) is completed.

We are hoping this will reduce the time required for VOCM Cares to audit card sales for each club, and process the cheque's for each club more efficiently at the end of the flights.

Thank you

Never too early to start that spreadsheet of information!



Yours in Lionism,
Lion Maxine

lionmaxine@hotmail.com



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District N 4
Deceased Members reported
07/2019 - 06/2020

DUNVILLE (013833) - LIONS CLUB

ERIC SHAVE (631939)
G.D.
DUNVILLE, NL A0B1S0
Joined: 03/01/1974
Dropped: 08/19/2019
Reason: Deceased

Total Deceased Members in DUNVILLE: 1

HANT'S HARBOUR (031932) - LIONS CLUB

MARIE TUCK (1173718)
HANT'S HARBOUR, NL A0B1Y0
Joined: 09/01/1989
Dropped: 03/05/2019
Reason: Deceased

Total Deceased Members in HANT'S HARBOUR: 1

NORTH HARBOUR L C (013854) - LIONS CLUB

LARRY DROVER (847341)
P O BOX 27
NORTH HARBOUR PB, NL A0E 2N0
Joined: 02/01/1984
Dropped: 06/22/2019
Reason: Deceased

Total Deceased Members in NORTH HARBOUR L C: 1

POUCH COVE (042067) - LIONS CLUB

PAMELA WALL-JORDAN (2589789)
P.O. BOX 473
POUCH COVE, NL A0A 3L0
Joined: 12/01/2006
Dropped: 07/12/2019
Reason: Deceased

Total Deceased Members in POUCH COVE: 1

Total Deceased Members - 4



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Thank you for reading !

Please let me know if there is anything that you would like to see more, or less, in the future. Also, send me your comments. I want to hear the good, the bad, and the ugly!

Submit your picture(s) and article(s) for the October newsletter by November 25th, 2019

Lion Danny Ridgeley

(709) 689-7536

Email: DannyRidgeley@nf.sympatico.ca