



201W2 DISTRICT NEWSLETTER

WE SERVE December 2006

From the District Governor's desk A SIMPLE WAY TO INCREASE YOUR MEMBERSHIP

BACK in June of this year I wrote an article entitled "The Easiest Way to Obtain a New Club Member". I am so passionate about this topic at the moment that I felt it may be helpful to revisit it.

If you are a concerned Club member who really would like to make a difference and help then please read on....

When was the last time (if at all) that we sponsored a new member? This is a pretty confronting question I know, but before we can move on we need to establish this fact. If our answer is "more than a year ago", then the time is ripe to start up our invitation list again. Work with the other Club members to ensure that an interesting guest speaker can be at one club meeting a month and we have a perfect reason to invite someone along to listen to them. 'Shout' them the meal and make them feel welcome. Andrew Horabin said at our Convention recently, "the most important thing we can do is to make people feel WELCOME". All the other stuff can come later.

There are usually 10 good months that we could have a guest speaker so I have listed ten potential speakers for your club to consider.

- Your local doctor
- Your local vet
- Your local MP
- Your local Shire President or Mayor
- Your most successful local business owner
- Your leading educator in the district
- Your highest achieving youth in the district
- Your most successful sporting personality
- Your own ambulance volunteer representative
- Your most prominent community leader

I'm sure that if we put our thinking cap on we can come up with more interesting names specific to our area.

SET A GOAL

Last year when Dave Molcher was District Governor, Past International President Ashok Mehta had a "plus one" target. Many of the clubs in our district achieved this target and as such the District increased its membership and became a 4-star District. This achievement brought with it some significant awards for various members. I feel that our District is well on its way to achieving another increase this year if we all still continue to focus on the "plus one" concept. Your club has a GOAL of a net increase in membership of one this year. You CAN do it.

ASK SOMEONE

If we set a personal goal to invite just one per-

son to the Club meeting in the next month or so, chances are they may be interested in joining our Club. The law of averages will ensure that if each of the members in the Club did this, then a certain percentage would join. The worst that can happen is they say no. So big deal, at least they would have a greater knowledge of what our Club is all about.

BUT I HAVE ASKED EVERYONE I CAN THINK OF.

In March 2005 a survey showed that the number of people who would join us if only they were ASKED was 2% of the population. A Club of 15 members would each need to invite one person every two months. Six people per member invited for the year. Not a difficult task if we start to utilize the tools we have available to us via the Membership section of our District Website. What tools I hear you ask? I'm sure if you really want to know then you will find out. You would discover....

- how to use the 'Recruiting Wheel'
- to use the skills of Networking to add value to your membership
- learn effective networking questions
- ind out how to start and finish a conversation
- understand the concept of Target Marketing
- find the list of simple effective strategies for boosting your membership efforts
- the Member-Get-a-Member Referral Form
- Develop a three person Membership Committee using the instructions provided

These are also available on the CD's that were distributed at the Incoming Officer Forums and your Club should have three copies. We can really speed this process up by using the *Project Refresh* concept and run an *Information Evening*.

The big question is, are we "Fair Dinkum" about taking up this challenge for the betterment of our Clubs? Obviously some of us are because we are already seeing some great advances in new members in certain Clubs. If you don't know how these Clubs are doing it - Why not give someone in that Club a call and ASK them what they are doing. It might just work for you!

The fact is that not everyone is comfortable in speaking to others about membership so this is where the rest of us can help them. Help your fellow Lion by ASKING who the name of the person is they want to invite, get the phone number and invite them on behalf of your fellow Lion.

We are members of the best District in



■ Keith Jones

Australia (in my opinion) and I am proud to be your District Governor. I want to help each and every Club become the BEST it can be. Help me help you to discover your potential. If you're in it you may as well give it your best shot. Your Lions Club is too important to lose. Who knows where you can take your dreams and goals if you just start.

Lorri and I wish a safe and Merry Christmas to one and all.

Remember your website:
<http://lionsdistrict201w2.mysouthwest.com.a>

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The Old Club Member

Foreword: "Lions, Take your positions" is an acknowledgement of your willingness as a Lion to step forward and face the challenge of doing that little bit extra. It is a satirical, but realistic look at ourselves in a position of, for want of a better word "power". It is my thoughts on what we, as Lions, are all about and in this verse, I have tried to capture what I feel is the real personality governing the various positions in the Club. Naturally, there will be those who will disagree with my interpretation and this is respected. To those, it is hoped that they take it in the way in which it is intended. "A source of FUN".

It is also an attempt to encourage us to develop the ability to laugh at ourselves but at the same time, recognize the underlying demand for service to others through fun and fellowship. –Greg Dunn

© Copyright No form of copying or reproduction of this material is permitted without the express permission of the author. Mandurah Lion Peter Lamb met up with Lion Greg Dunn the author at a District Convention where he delivered the Old Club Member poem to the audience. So impressed was Peter that he requested permission to use it for our District Newsletter. Our thanks to both Peter and Greg.

We're comfortable in our Lions Club,
Every couple of weeks we meet
We're not real energetic,
And our projects are discreet.

We tend to run our Club low key;
We don't make any fuss,
We almost got new members once,
But they wouldn't agree with us.

They tried to throw in new ideas,
Did not go over well,
What do they think they're trying to do?
Who are they trying to tell?

These new ideas are all old hat;
We tried them all before,
Maybe it was not quite like that,
But it still won't work, I'm sure

But let's think why my Club's so small,
New members hard to get.
I won't accept alternate ways,

For mine are far too set.
I put my head into the sand;
My backside in the air,
I'm stubborn, 'have my own ideas;
Pretend that I'm not there,

With head in sand and feet fixed firm,
Knees, like me, unbending
The sight that remains contains all the brains.
Is this what I'm defending?

The Old Club Member
I've been here for a hundred years;
I know what it's all about,
But maybe I'll try their new ideas,
Maybe it might work out.

I know it failed last time we tried,
Let's profit from what we did.
Naturally, then, we could do no wrong
But who were we trying to kid

Let's listen to what the new ones say,

Let's keep an open mind
Past experience and new talent,
Together as one, combined.

Our membership could grow as well,
More knocking at the door
It may be a bit more effort,
But spread through many more.

The community might realize
They have a Lions Club
And an increase in good fellowship,
Emanating from the hub.

And maybe we'll discover,
The answer to our dream
A more exciting Lions Club,
Because we are a team

A new exuberance within the Club,
I can't explain, it's strange,
But someone's quality of life improved,
'Cause we elected to change. *Lion Greg Dunn.*

Children of Courage Awards 2007

PLANNING is under way to make the 2007 Children of Courage Awards Day something special for the children.

It's their day and I am certain that you will all agree that they are, themselves, very special.

The event will be held at St Mary's Anglican School, Karrinyup on Sunday, April 29, 2007. Please note that on your calendar and in your Lions diary.

We shall need at least two weeks to put together the trophies and award certificates and to fine-tune the catering, so we need to have nominations in by **MARCH 27, 2007**, earlier if you can.

I will be liaising with Princess Margaret Hospital and other organisations for nominations, therefore we would prefer that Clubs seek nominations within their own areas of influence.

This is one of the greatest projects we have. Support it by nominating one or even two children.

–W2 Children of Courage Chairman,
Tess Leedham.

THE BRICK: FOOD FOR THOUGHT

A YOUNG and successful executive was travelling down a neighborhood street, going a bit too fast in his new Jaguar. He was watching for children darting out from parked cars and slowed down when he thought he saw something.

As his car passed, no children appeared. Instead, a brick smashed into the Jag's side door!

He slammed on the brakes and reversed back to the spot where from where the brick had been thrown. Feeling extremely angry he jumped out of his car, grabbed the nearest kid and pushed him up against a wall, and shouted into his face, "What was all that about and who are you? Just what the heck are you doing? That's a new car and that brick you threw caused a lot damage which will cost me a lot of money to repair. So why did you do it?"

The young boy was apologetic. "Please mister" he said meekly, "...please, I'm sorry but I didn't know what to do." And then he pleaded; "I threw the brick 'cos no one else would stop." With tears dripping down his face and off his chin, the youth pointed over the top of a parked car. "It's my brother," he said. "He's just rolled off the curb and fell out of his wheelchair and I can't lift him up." And now, sobbing convulsively, the young boy went on; "I didn't know

what else to do. I needed someone stronger than me."

The executive followed the boy as he staggered to the other side of the parked car, still sobbing.

"Would you please help me to get him back into his wheelchair? He's hurt and he's too heavy for me to lift."

Moved beyond words, the executive tried to swallow the rapidly swelling lump in his throat. He hurriedly lifted the handicapped boy back into the wheelchair, lifted it onto the pavement and then took out a linen handkerchief and dabbed at the fresh scrapes and cuts.

A quick look told him everything was going to be OK. "Thank you and may God bless you," the grateful child told the stranger. Too shook up for words, the executive simply watched the boy as he push his wheelchair-bound brother back towards their home.

It was a long, slow walk back to his Jaguar. The damage was very noticeable, but the executive never even bothered to repair the dent in the side door.

He kept the dent there to remind him of this message: "Don't go through life so fast that someone has to throw a brick at you to get your attention!"

–Lion Mike Lee.

Peace Poster competition at Koorana school

THE Koorana Primary School has been involved with Peace Poster competition through the direction of teacher Mrs Waldron for the past five years.

On one occasion the school had a poster entered into the Multi District judging. The students come from year two to year seven art classes.

The school conducts its own judging, sending only the best 20 drawings to the Port Kennedy Lions Club for further judging.

The Port Kennedy Lions Club then attends the school assembly and hands out the prizes.

Celebrating 60 years of Lions in Australia 1947–2007

THE Sydney Convention Organising Committee has been lucky enough to secure an agreement with the Darling Harbour Foreshore Authority to display banners on all the poles within the precinct, 250 in total for the week of the Multiple District Convention in May 2007.

Lions often talk of not getting exposure at these types of events, so this is now one opportunity to flood a major tourist and business area in a capital city and make your presence felt.

SPECTACULAR

With flag poles at all the entrances to the area and the mass on the old Pyrmont Bridge it will look spectacular.

A sample of the flag was featured at the 2006 Gold Coast Convention and received almost 200 expressions of interest from Clubs to purchase a flag.

The Proposal is that flags will be 4.5mtrs long x 1.5mtrs, made for indoor or outdoor use. Printed as shown with individual Club names.

DARLING HARBOUR

They will be hung in Darling Harbour for the week of the Convention, after which they will be returned to Clubs for their own future use.

The cost is \$250 which includes all artwork, production of the flag, hanging, GST and return to the Club.

This can be paid out of your Activities Account as it is promoting Lions.

For a small number of Foundations and Projects you can add a logo along with the name at no extra cost provided artwork is supplied that can be used.

As there are over 1300 Clubs in the MD, allocation will be on a "First In" basis. More information available at the Lions website: www.lionsclubs.org.au



■ TOP PICTURE: Teacher Mrs Jenny Walden with Kylie Moore with her Achievement Certificate, second prize and Madison Murray a winner and VDG Darrel Mainard. ABOVE: VDG Darrel presenting Certificates to the winners.

Narrogin Convention Committee now in top gear

AFTER returning from Busselton's Simply Irresistible Convention the Narrogin committee realised that the ball was firmly in their court, they had to get on with the job of organising their own even better 2007 Convention.

The first meeting was to firm up arrangements, allocate specific tasks to members. One major point was to sell the idea of the hostel as an acceptable form of accommodation.

Convention chairman Kim Darbyshire told the *District Newsletter* that, "Most people had an idea that they would be staying in army style barracks with beds lined up against the wall. Not so.

"The majority of rooms have doors and others without doors are quiet private," he said.

A new registration form is expected to be published in the January edition of the *West Lion* – watch for it.

"There are a variety of accommodations available for Lions in Narrogin two motels, two hotels, several home stays and a caravan park. The town has plenty to offer," Kim said.

"The beauty about the hostel is your convention is on site – no travelling. Park your car, that's it.

"The Narrogin Convention is about Fellowship, Fellowship, Fellowship," Kim added.



■ Narrogin 2007 Convention committee: Phil De Gruchy (left) David Russell. John Whitely, John Tate, Geoff Abbott, Gordon McDougal. Front: Rhonda Carbone, Maxine Whitely and Ann McLeish. PICTURE: Kim Darbyshire.

A UNIQUE OPPORTUNITY FOR YOUR CLUB TO BE PART OF LIONS HISTORY

A Committee has been formed to collate and write the History of Lions in WA.

All Clubs are invited to be a part of this unique opportunity by submitting their Club's History in written form (with special project photos) to . . .

**WA Lions History Project,
C/- PO Box 2106 High Wycombe WA 6057.**

If you or anyone you know of has any detailed information on Clubs that may have since closed, we would very much welcome this information.

The History of Lions in Western Australia IS the history of every Lion,
Lioness and Leo Club in WA.

Please don't miss the opportunity.

**For further details contact Project Chairman Ray Zinner
on 9352 8712 or email: rzinner@optusnet.com.au**

WEST LION BUMPER EDITION

SOME stories suitable for this edition of the *District Newsletter* have been held over and will be printed in the January edition of the *West Lion*.

It will be mailed to all Clubs in W Districts on December 14.

Club secretaries are urged to check their Club mail box so that Lions can take their copies earlier than the normal distribution time of January 2007.

The January edition will have more colour pages and more human interest stories for readers. Our picture (right) is one story not published in this edition. It's one about the newly chartered Morley Leos Club.

And that's only one story, there's much more.

