

**LIONS CLUBS INTERNATIONAL  
CONNECTICUT LIONS  
MULTIPLE DISTRICT 23A**

2009



2010

**DISTRICT GOVERNOR'S NEWSLETTER**

August 2009  
Issue No. 2

**DG Mark's Monthly Message**

Greeting to the Lions of District 23A! Summer has passed way too quickly for most, and some of us (me included) are getting our children ready to head back to school. It's a busy (happy) time, but hopefully you've had a chance to take some well-deserved time off to recharge the mind and body. And that's important, because the Lions are cranking it up a notch with a lot of activities that we know are going to get you excited and engaged in **SERVICE** to your communities!!

Last month, I mentioned that this issue would focus on MERL initiatives, so let's start with the basics for all you new Lions out there. **MERL** stands for **M**embership, **E**xtension, **R**etention and **L**eadership. These four areas are the cornerstones for building successful Lions clubs and Districts. In our little corner of the world, we are blessed to have strong leadership in each of these disciplines, as well as our two MERL Team Leaders, 1<sup>st</sup> VDG Walter Sherman and 2<sup>nd</sup> VDG Lyn Meyers. Together, this Team will be working proactively to ensure that no club gets left behind in the effort to grow in Lionism.

Let's admit it...every club needs a little shot in the arm now and then. Whether it's in retaining its members, developing leaders for the future, or recruiting new members to share in the excitement of Lions, it's important for you to know that District 23A has the resources and the dedicated Lions in place to make this happen. Now we all know this doesn't happen overnight. It takes hard work and perseverance to make our clubs thrive. But we need to do this for the communities we serve, don't we? I'm asking the Lions of District 23A to revisit my four District Governor goals pertaining to MERL:

- “MOVE TO GROW” Membership – encourage the recruitment of no less than 25 new members per quarter across the District.
- “MOVE TO GROW” Extension – conduct an LCI-supported Extension Workshop early in the 2009-2010 Lions Year with the intention of chartering 2 new clubs in the District, each with a minimum of 25 Charter Members.
- “MOVE TO GROW” Retention – enhance existing retention programs in an effort to continue to reduce the number of dropped members, particularly those who are considered to be in “good standing” with their club.
- “MOVE TO GROW” Leadership – empower our Lions in an effort to develop a new stable of leaders, leveraging our experience and focusing on best practices.

Later on in the newsletter, you'll read about activities coming up very soon that you can and should participate in. But for now, please keep these goals front and center as you start to get your club and the District back together after the summer hiatus. Jump right into growing our clubs, filling them with new members and energizing existing members. Be a part of our movement – celebrate Lionism and the **SERVICE** to the community that we are known for. “MOVE TO GROW.”

Thank you for being Lions.

### **“CONNECTICUT BLITZ” – MULTIPLE DISTRICT EXTENSION WORKSHOP AND CANVASSING**

In March 2009, under IPDG Joan Bennett's leadership, the District was fortunate to be able to participate in an Extension Workshop sponsored by Lions Clubs International. In three days, we had the makings of the Ansonia Lions Club. This was a great accomplishment, and our District is so proud of its newest club. But we're not stopping there.

For the new Lions Year 2009-2010, the three in-coming District Governors from Connecticut were tasked with promoting another workshop, and this is now on the calendar for September 20<sup>th</sup> – 22<sup>nd</sup>. In an effort to maximize our strength as a Multiple District, MD23 will be sponsoring a workshop known as the “**Connecticut Blitz**” on Sunday, September 20<sup>th</sup> at the Courtyard by Marriott in Cromwell. At this workshop, Lions will learn everything they need to know about forming new clubs, from recruitment to Charter Night and beyond. These are invaluable skills for Lions to learn, and we are encouraging all Lions with an interest to attend. As an added bonus, our facilitator will be conducting Certified Guiding Lions training in the afternoon. Certified Guiding Lions serve many useful roles, including guiding new clubs through its first years of operation, orienting new club officers, motivating and supporting the new club, and working to retain members.

For the next two days, September 21<sup>st</sup> and 22<sup>nd</sup>, each District will relocate its canvassing team into a select community (or communities) which have been designated as being supportive, and in need of, a new Lions club.

More information will be provided by our District Extension Chair Don Cleary as we get closer to the Connecticut Blitz. For now, please keep these dates in mind. Again, the workshop and canvassing is open to all Lions, so please spread the word to the members of your clubs who have a strong interest in growing Lions in our District.

### **UPCOMING DATES TO REMEMBER**

District Governor Visitations:

- September 1            Ansonia
- September 8            Bethany
- September 9            Western Greenwich
- September 10           Danbury
- September 15           Cheshire
- September 17           NF/Candlewood

#### District 23A Events:

- September 15            Zone 5 Meeting
- September 16            Lions Low Vision Center Meeting
- September 21-22        Extension Workshop/Canvassing (see article above)
- September 21            Region I (Zone 1 and Zone 2) Meeting; Zone 4 Meeting
- September 24            Zone 6 Meeting

#### Multiple District 23 Events

- September 18            Veteran's Stand Down, Rocky Hill
- September 20            Extension Workshop, Cromwell (see article above)

#### Lions Clubs International Events

- September 24-26        USA/Canada Forum, Memphis, TN

### **SAVE THE DATE – PSTM/ZONE AND REGION CHAIR TRAINING**

On Saturday, October 3<sup>rd</sup>, District 23A will be hosting its annual PSTM training seminar (that's Presidents, Secretaries, Treasurers, and Membership), and adding a new segment for Zone and Region Chairs. We will also have selected speakers on hand (100% Club Requirement projects) to provide information on how your donations work to support their efforts. You will be hearing directly from our District Leadership Chair Frank Phillips soon with all the details. But for now, please note that we'll be meeting at the Crowne Plaza Southbury from 8:15 a.m. to 12:00 Noon. A continental breakfast will be available. The cost for the seminar is \$15.00 per person. This seminar is open to all Lions!

### **SAVE ANOTHER DATE – 2<sup>nd</sup> Cabinet Meeting**

Our 2<sup>nd</sup> Cabinet meeting will be held on at 7:00 p.m. on Monday, October 5<sup>th</sup> at J. J. Sullivan's in Ansonia. Cabinet Secretary Tom Sullivan will be sending out a separate notice a couple of weeks before the meeting. Please make sure you respond on a timely basis so that an accurate count can be given to the restaurant. As you know, Cabinet meetings are open to all Lions. FYI, the notice goes out in two separate e-mails, one to the Cabinet and one to Club Presidents and Club Secretaries. It is my hope that these club officers will take us up on the opportunity to attend, and invite other Lions to join us. What better way to learn the goings-on of our District, right??

### **MD23A District Directory – Errata**

Please note the following additions/corrections in your Directory. And remember, if you see something that needs to be fixed, please let me know!

### **Next Month**

In the September issue, you will get an update on our Connecticut Blitz efforts, information on our Lions Low Vision Center activities, and lots more stuff on the calendar. Until next time, let's get our District activities up and running. We've got lots to do!

In Lionism,

*Mark*

DG Mark