

“If You Don’t Know Where You Are Going.....

...you might end up someplace else.” So said that Master of Malapropism, Yogi Berra. Like many of Yogi’s quotes, you scratch your head trying to figure out what he meant. Unlike many of his quotes, this one really makes sense if you give it some thought.

Think in terms of the antithesis of this statement---- If you do know where you want to go, you have a good chance of getting there.

That is exactly why DG Georgia and LCI have encouraged club officers to set goals. With no goals, you flounder. With goals, you have a focus and with leadership, the goals are achievable. It really is that simple.

THIS YEAR’S OFFICERS

One assumes that, as an officer, you have goals in mind for your club. You might call it “A Wish List.” If you lived in a perfect Lions’ world, what would you want for your club? More members? A wider recognition of your Lions Club and their efforts in your community?

We are now half way through the Lions year and we are also starting a new calendar year. It is time to assess where you stand as the leader of your club.

When you took office, your installation reminded you that your record as a leader will be noted in the history of your club. Did you lead? Or are you satisfied with the status quo?

Now is the time to assess your club’s progress and your leadership. Adjust your goals and maybe create some new ones.

Then set about to make things happen. If you are lost in this process, consider the following information for...

NEXT YEAR’S OFFICERS

Now is the time to start planning for success during your term as an officer in 2012-13. There are many websites available to help. That being said, there are almost too many and the more you read, the more uncertain you may become.

Therefore, let’s take a look at a couple of ways to establish goals. One of the easiest ways is for the President and perhaps the other officers to conduct a special session as to where the club should be putting its efforts.

The problem with the easy way to do things is that it frequently is not as successful as those which have received more thought and study. AND involved everyone. It’s called buy-in. When your members are part of the planning and establishing of goals, they are more likely to “buy-in” and make the goals into reality. The Lions who suggested the idea will take ownership!

One way to get this involvement is to have a meeting during which members throw out their ideas of how to make their good club, even better, or

perhaps even GREAT!

Usually during this process, you will find common themes. Let your Board of Directors examine those themes and pick two or three goals that you feel your club can likely achieve. Too many goals make it more difficult to succeed.

Then, you can “charter” teams to address these goals. Make sure that you have Lions who suggested these concepts as well as Lion leaders but make the every-day Lion your team leader. (i.e. NOT an officer) Be sure to include those Lions who may be reticent to participate or may even be at-risk of dropping out.

Have the groups establish a timetable for their project. They should meet, decide how to address the goal, and set out their timeline. This timeline should include reporting back to the club as a whole on a regular basis.

Successful goals usually will follow a pattern. They will be

Specific (We will get new members!)

Measureable (We want 5 new members)

Achievable (5 is a reasonable number for our club)

Relevant (it is vital for our club to add numbers and new energy)

Time Bound (we will do this by June 30, 2012)

Still Have Questions?

Call any District Officer for advice.



**From the
computer desk of
District
Governor
Georgia**

“Happy New Year!”

It’s that time of year when we find ourselves singing “**Auld Lang Syne**” The song begins by posing a rhetorical question as to whether

it is right that old times be forgotten, and is generally interpreted as a call to remember long-standing friendships. “*For auld lang syne*”, as it appears in the first line of the chorus, is loosely translated as “for (the sake of) old times”. (From Wikipedia)

Tallied by Lions Clubs International, the report of District 13-J’s membership has been posted and published in the Healthy Club Assessment. On July 1, 2011 our membership was 1,395 Lions. By November 30th we have inducted 44 new Lions but dropped 83 Lions. This brings the total membership count to 1,356. Where did the 83 Lions go? I know they didn’t all die, but when did that spark of “we serve” disappear? Why did so many Lions quit being members?

According to LCI research, 50% of new members drop within 3 years of becoming a Lion. The reasons were identified as:

1. Lengthy, boring meetings
2. Club cliques and politics
3. Lack of meaningful involvement

What is the solution? How do we fix this retention problem? The answer can be found on Lions Clubs International website at www.lionsclubs.org. At the homepage, click on Membership, then Resources. Find Publications and click. Next choose Membership. Scroll down until you see “Addressing Retention Issues”.

Open the publication “How are your ratings?” This is a survey that club members (yes, even dropped members) can take to evaluate the following: Club meetings, Membership, Club activities and Personal Satisfaction.

Under publications titled “President’s Retention Campaign Clinics” find “Working Together”, here you will find four things you can do to motivate/revive your club. They are: LOOK closely at the current state of your club; LISTEN to input from fellow club members; LEARN where problem areas exist; and RESPOND by implementing appropriate changes. If you continue reading, the action plans are spelled out for you, ready for implementation by you.

After reviewing the above LCI publications, put the information to use in your club. Let’s make a new song entitled “Welcome Back” to sing. In recruiting new members for your club, don’t forget to ask the men and women in your community that have been Lions. With your new revived/motivated club meetings, they just might find what they have been missing in their lives...an opportunity to serve.



By the time you get to read this, all the shredded paper and boxes from Christmas will have been disposed of, the New Year’s celebrating should be pretty well over, and most of us will be preparing to go back to work.

Many of the clubs in District 13 J have a negative net membership for the year, which doesn’t come as a total shock since we encourage clubs to drop members by the end of November to avoid being charged dues for members that were leaving.

The real question I have is, do you have a plan in place to replace them and get your membership back to a positive net? If you don’t have a plan, and you don’t know where to start, let me encourage you to go to the multiple district website and look up the Ohio Plan. I have never been involved using the Ohio Plan, but have talked with many people who have who say if you follow the plan to the letter, dotting the I’s and crossing the T’s, you will be successful at recruiting new members.

There are several clubs in our district that have used the Ohio Plan and have been successful at recruiting new members. Some clubs have used pieces of the Ohio Plan and been successful recruiting new members. However you choose to do it, I believe that the key ingredient to success is your willingness to work at it, not just a couple of days, but all year long.

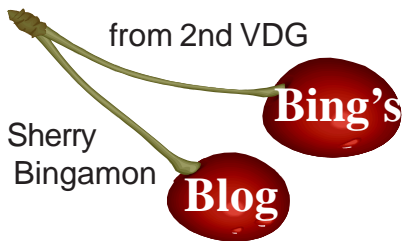
The next big Lions event will be the Winter Retreat, January 13, 14th and 15th. One of the seminars will be a refresher on the Ohio Plan. There will be people there much better prepared to deal with questions and teach you how it works, than I. I can tell you a place to start this week, ask someone to be a Lion.

WANTED

2nd Vice District Governor

13-J is in need of a candidate (or more!) for 2nd Vice District Governor for Lions Year 2012-13. It is so important to the success of a District Governor that he/she has he two preceding years to prepare. Jumping on the band wagon at the last minute, short changes the district and the person filling the position.

If you have interest in serving as a district officer, contact DG Georgia ASAP and she can fill you in on the duties and requirements. Don’t wait!



Sherry
Bingamon

Setting goals is the process of specifying what your club wants to accomplish in the current year or on a long term basis. Goal setting involves establishing

specific, measurable, attainable, realistic, and time targeted objectives. Achieving our goals requires a commitment on everyone's part. It requires focus and long term diligence and effort. Success in any field requires foregoing excuses and justification for poor performance or lack of adequate planning. The measure of belief that a club has also affects their ability to achieve their goals.

One formula for achievement is **A=IM**. **A=achievement, I= intelligence, M=motivation.** When motivation equals zero, achievement is always zero, no matter the degree of intelligence. If intelligence equals zero, achievement is always zero. The higher the combination of both intelligence and motivation, the higher the achievements.

Organizational goal management consist of the process of recognizing goals of individual team members, abandoning no longer relevant goals, identifying and resolving conflicts among goals, and prioritizing goals consistently for optimal team collaboration and effective operation. An organizational goal management solution ensures that individual club member goals and objectives align with the vision of the club. The key to effectively achieve the club goals is having it all emanate from a pivotal source (President) and providing each club member with a clear, consistent club goal message. With goal management, every club member understands how their efforts contribute to their club's success or failure.

Now is the time to review your goals. It is important for your club to understand the progress on those goals. It is not too late. Set some directions and go for it. It is important that your club accomplish their goals. They define the club's success. Your club needs to perform to the best of their ability because your community needs your service.

We have done a good job this year and I know that we will finish this year stronger than we were last year. One of our goals this year was to work together more as a team, and to treat each other more like family. When I have visited clubs this year, members have treated each other with courtesy, concern, and respect. I know at times there are conflicts but we as Lions have overcome most of them without creating division within the clubs. I have been a member of several different organizations, and I have to say that I am proud of the way Lions work together to accomplish their goals.

“IDEAS ONLY WORK WHEN YOU DO”



Mike Hathaway, 13-J PR Chair

Another new year is upon us and that means that we have but six months to accomplish our remaining PR goals for the fiscal year. Much has been done, but much remains.

Reviewing the various sources of information available to us I offer the following:

“Projecting Our Image”, an article published in the Lions Clubs International Newsletter for December 2011, carries an important message from International President Wing-Kun Tam. I paraphrase... *Increased public awareness is important for the success for all Lions clubs. Projecting the Lions image is a crucial step in bringing new, quality members into our clubs. More members have a direct impact on meaningful service projects, which in turn, create new opportunities to increase awareness.*

Lions must take a broad approach. It is vital to keep traditional media informed about Lions service projects, but it is increasingly important to master online social media such as Facebook, Flicker, and You Tube. These media enable us to tell the Lions story directly to people everywhere, and are especially important for reaching young people. President Tam then asks some questions about our clubs, among them:

Does your club have a web site? If not create one using the e-clubhouse tool.

Does your club have a Facebook page?

Does your club have a PR chairperson?

All this brings us to the subject of the four New PSA clips, announced in the December *Newswire*, available to your club that show who Lions are in a fresh and fun way. Three of the PSAs are safari-themed spots that use humor to let viewers see how Lions help others through vision, feeding, and environmental projects. The fourth clip is an airport-themed spot that features a security x-ray machine to show viewers there's a little Lion inside all of us. Go to the LCI Website. Click on News and Events>Lions News Network>PSAs>General Image for more information on how to share with your local media outlets.

Last, but not least, remember applications for advertisement space in the 93rd Annual Ohio Lions State Convention Commemorative Program are now being accepted. Ads run from \$25 to \$100, depending on size. The ads provide an excellent opportunity to promote your club events and to support our district. Please contact me or IPDG John Davis at 419.422.5177 for additional information about submitting an ad.



IMPORTANT STUFF



MD 13 Leo Retreat

At the State Youth Committee meeting held on October 8th at Camp Echoing Hills, the committee discussed having a State wide Leo Retreat on the weekend of March 30-31, 2012; at Camp Echoing Hills.

Lion Cordell Brown has confirmed that this date is available.

It will begin on Friday, March 30th with an evening meal and end on Saturday (after a breakfast and nice lunch) at around 2:30-3:00 p.m. A program will be planned with activities. Since this is an overnigher, Chaperones will be needed as we will be co-ed! Also, a list of items that will be needed will be forthcoming.

The cost for this super neat outing is just \$25.00 per person!

It is estimated that there could be between 50-75 youth or more (6th grade through high school) in attendance.

For more details, contact 13-J Leo Chair PCC Ron Barber.

MD-13 LEO Contest

Hopefully, each 13-J Leo Club has received information about the state Leo Club of the Year Awards. AND, hopefully, you plan to enter.

Remember the deadline for the STATE contest is January 31. For more information, contact Leo Chair PCC Ron Barber.

13-J District Contests

Speaking of contests.... Information on the district contests is posted on district13j.org. Click on Leadership Resources. You will find each contest in Word and PDF. Deadline for each is March 31. Start now!

Recruit NOW for Ohio Lions Band

The 2012 band trip will start with the arrival of band members at band camp on June 27, 2012. Band camp will conclude with a performance for family and Lions.

The band will perform at the Rushsylvania 4th of July Parade and be treated to the Rushsylvania Lions chicken Bar-B-Que. Other possible performances are at Kings' Island, and Red, White, & Boom in Columbus. There may be a performance on a riverboat cruise and possibly a trip to the Columbus zoo and/or Zoombezi Bay.

All applications and a down payment of \$200 must be in by January 31, 2012. Fees must be paid in full by February 27, 2011. Checks should be made payable to **Ohio Lions All-State Band** and mailed to 13-J District Band Representative Louie Teufel, 115 Anita Ave, McDermott, OH 45652

This is a great experience for the kids and great exposure for Lions clubs. To see the informational brochure, log on to OhioLions.org/band.htm and click on Registration for the Ohio Lions All State Band.

Getting New Members --- Ohio Plan WORKS

If you have not made use of the Ohio Plan in your club, WHY NOT?

The Ohio Plan has been explained numerous times at Zone Meeting over the past couple of years. In the event that you have missed hearing the pitch, the Ohio Plan is a structured member-recruitment strategy that works every time -- REALLY, EVERYTIME!

Just ask Fairborn (see back page). They installed SEVEN new members as a result of their club members implementing the Ohio Plan. So satisfied were they with the results that Fairborn club officers indicate that another new members night will be held soon.

Many clubs say they don't know how to go about getting new members. Well, this is it. To repeat: The Ohio Plan is a structured method of recruiting new Lions. It is a plan developed by members of Ohio Lions for Ohio Lions Clubs. If the procedures are followed carefully, it does work. For proof, see the statistics below.

Go to ohiolions.org and click on Resource Center (about 2/3 of the way down left column). Ohio Plan is listed in PDF, Word, and Power Point formats.

Plus, as before, a District Officer is anxious to present the plan to your club and assist you in making it work for you. All you have to do is ASK.

PROOF THAT IT WORKS!

District	1990	2005
13-B	64 Clubs w/ 2400 members	60 clubs w/ 2250 members
13-C	62 Clubs w/ 1990 members	43 clubs w/ 1270 members

In 1990, Ohio Lion Districts 13-B and 13-C were approximately the same size. Over 15 years, 13-B utilized the Ohio Plan and fairly well stabilized its membership. District 13-C did not use any type of recruit plan and shrank by over 30 Percent.

That Holiday Spirit ... The Lions' Way



The Frankfort Lions Club has an annual Christmas dinner & each member brings an item to be auctioned. All the money goes to The American Legion to buy food to make up baskets for the needy. This year our dinner was on December 15th at the Sunroom in Frankfort.



Waverly Leos collected over 4,000 food items to help their local food pantry through the holidays. They also assisted the Waverly Lions in selling fruit baskets.



Lion Santa visited the Good Hope Holiday Candy Store! Another great year for Good Hope Lions who donated nearly all of their proceeds to Lions projects and Fayette County groups.

Are you looking forward to Spring?

Yes, yes, I know Winter has just started but I can dream, can't I? Spring brings flower buds and warmer temperatures. And it also brings the annual District Convention! We will be gathering in Chillicothe on April 21-22 to celebrate the accomplishments of Lions year 2011-12.

There will be seminars and meetings and opportunities to renew friendships. In addition we will be hosting an outstanding Lion, ID Mark Hintzmann of Wisconsin. You will be getting the latest news from LCI when he arrives.

There will also be an opportunity for our LEO clubs to mingle. We have four active clubs and more "in the pipeline". This is our chance to give them a "boost" along the way.

The Convention will be held at the Christopher Conference Center in Chillicothe. The Comfort Inn [next door] will offer you a comfortable room for the weekend, so take advantage of its close proximity.

The cost of our conventions is always a concern and we hope to keep that cost reasonable for the attendee. To that end, we are asking all District 13J clubs to make a monetary contribution for the purpose of purchasing quality raffle items. The raffles will bring in money to help offset convention expenses. PDG Bob Richmond and son Rob will be obtaining these raffle items for us. So please send a check to CST Jay Carey as soon as possible.

Registration and delegate forms are posted on the District website <www.district13j.com>. Fill them out early and get your name(s) on the list.

Questions should be directed to the Convention Chair, PDG Norman Cupps <ncupps@district13j.com>



Ohio Plan Success....Fairborn Adds **7** New Members



Front row: Fairborn President Beth Cauley, DG Georgia Barber and Mike Adkins sponsored by Lion Beth. Back row: Membership Chair Lion Fred Pumroy sponsor of Tony Errett, Leanna Errett, Bill Kumanchik, Julie Kumanchik, Leann Fourman, and Craig Fourman.

Congratulations 13-J Peace Poster Winner



1st Place
Carly McCloy
Bishop Flaget 7th Grade
“Children of the world desire peace for all.”
Sponsor:
Chillicothe Lions Club



2nd Place
Cory Marcum
Greeneview 7th Grade
“Peace can happen at any time and any place.”
Sponsor:
Jamestown Lions Club



3rd Place Mariah Carter
Washington CH 6th Grade
“Children know peace because the child is expressing their feelings that all of us together make the world and together we can make our world peaceful.”
Sponsor: Washington C.H. Lions Club

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