



A Publication of the Port City Lions Club
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Monthly News

President's Comments

Happy New Year! These are strange words for the month of July, but we have, indeed, begun a new Lions year. With a new year come a burst of enthusiasm and a set of good resolutions. It is my hope that the Port City Lions Club will continue to do all that it can to support our motto, "We Serve." Let us resolve to increase membership by having each club member actively recruit at least one new member; to increase our ability to donate to Lions' causes by having one large fund raiser to which we are all committed; to increase our charity fund by building upon the success of last spring's broom sale; to renew our commitment to Lionism through an exciting speaker's program; and to have fun working and socializing with one another.

Accordingly, I have asked Lion Jack Streicher to supervise the speaker's program and Lion Ellie to oversee broom sales. Also, Lions Chris and Jon will be responsible for organizing any fifth Tuesdays.

It is going to be a great year.

Lion President MaryAnn

Save these dates: July 22 Lions Day at the Camp.
 July 25, Board Meeting, Lion Mary Ann and Chris's home
 July 30, District Cabinet meeting in Baxley.
 Sept. 19, club visit by DG Joe Bill Brannon

How Lions Can Institute a Paradigm Shift —LCI President Jimmy Ross

"As Lions, we need first to take care of our own communities, where our members live," says Jimmy M. Ross. "If we do this, we will encourage other community-minded citizens to join our clubs and, upon meeting local needs, we can expand our outreach on a global humanitarian basis. But first we must focus on our own localities. It will build membership and

strengthen both our individual clubs and the entire association."

"Today Lions clubs need what I call a Paradigm Shift," says Ross. "We must help Lions Clubs International better answer the needs of our customers—the individual members. Ask members and potential members what they want as Lions and then work to meet those needs. Only then will we strengthen the foundation of our clubs, districts and association."

Ross is focusing on a number of objectives for his year. Among the most important is Campaign SightFirst II. "The fundraising goal of Campaign SightFirst II is something we must achieve," he says. He is also committed to expanding the Leo club program, International Youth Exchange, the affordable hearing aid project, Lions Quest and other activities in which Lions are involved. "If we're going to do something, let's do it right," he says.

"I hope to set the stage for membership growth in the years ahead. I realize that tremendous growth can't be made in one year because it takes, I would say, five to seven years for any plan to be successfully implemented, to establish the proper environment for people to want to be members of the club."

"Everything we do as Lions," he advises, "we should ask, 'Is this helping us live better as an organization and grow and establish goals and more clubs?' If not, we need to re-evaluate ourselves."

Ross believes it is an important objective of this association to serve the needs of the entire family. He advises Lions to recruit young men and women ages 21-35 because they represent the future of Lions Clubs International.

According to Ross, "We Serve says it all. Those two words have given inspiration and guidance to the greatest service club organization in the world...and they will continue to do so."

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Birthdays and Anniversaries

Anniversary Mary Ann and Chris Barbieri	July 1
Birthday Jennifer Eisenhart	July 6
Joyce Bovee	July 11