

# 105 SC



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on page 4!

# SENTINEL

NOVEMBER 2021 EDITION



## BE A REBEL



WITH A CAUSE!

**REBEL** Against Poverty

**REBEL** Against Disability

**REBEL** Against Natural Disasters

YOU CAN CHANGE THE WORLD  
IN A NICE WAY EVERYDAY



LIONS HERE



LIONS THERE



EVERYWHERE

# RECRUITMENT DRIVE!



The International Association of Lions Clubs

## District 105SC

District Governor 2021 - 2022 ♦ Lion Brian Donovan

✉ [dg@lions105sc.org.uk](mailto:dg@lions105sc.org.uk) ♦ [www.lions105sc.org.uk](http://www.lions105sc.org.uk)

**“Through Service We Grow”**



# **The DG's Leader...**

## **Through Service We Grow**

*Dear Family of Lions...*

**A**s I write this the other members of the 'Lions Donovan' are off to organise the parking tonight for a week long run of 'All Shook Up', put on by Abingdon Operatic at the theatre in Abingdon School. It is odd not being able to go out to do the parking this year, but with all my evenings this week being taken up with one thing or another Lion Lesley has let me off, just this once.

The start of October saw Lion Lesley and I returned from our little break in Newquay at the start of the month. It was only a short holiday between Lesley's work contracts, but it was great to be able to get away and spend some time together.

As the nights draw in, we turn our minds to the fireworks and bonfires in early November and to the final planning for our Christmas events throughout the District.

Since many Clubs missed the normal events last year, I am sure that many have had to go back through their records and remind themselves of what needs to be done; the street and door-to-door local authority licences, the additional insurance for towers that don't elect to have the sleigh cover themselves and to download a copy of the Lions music licence. There are many other things besides.

I have continued with my Club visits, and I extend my thanks to Melksham, Blandford Forum and Farnborough for allowing me to attend their business meetings and to the Clubs of the Isle of Wight for organising a special dinner meeting. I had a warm welcome from all, which is pleasing after a long trip on busy roads, mostly with just my collection of various music on my iPhone to keep me company

I was also honoured to join three clubs for their Charter Anniversary events, a dinner at Warminster on Friday 8 October followed by New Milton the following day, to join with them for their 50<sup>th</sup> Charter. I rounded out the month by joining with Marlborough & District Club for a Sunday lunch to celebrate their 45<sup>th</sup> Charter Anniversary.

Lion Lesley and I came away from Marlborough with arms full of raffle prizes. Lesley has also been delighted by the floral gifts and a thank you from Lion Lesley to Warminster for their donation to her chosen charity.

Looking forward to November, I have four Club visits lined up - Wareham on 1 November, Wimborne & Ferndown the next day (if I did not have to be in work, I would have stayed down the south coast overnight), Ringwood and Fordingbridge on 11 November and Maidenhead on the 23<sup>rd</sup>. I look forward to meeting with you all.

I will also be joining with Guernsey as they celebrate their Charter Anniversary on 6 November. Our tickets all booked for our first flight in some time.

Now to pack for the MD Council this weekend.

I do wish you all well for your events during November, stay safe, have fun and be happy.

*Yours in Lionism*

*Lion Brian* DG105SC



# The Bigger Picture

## Global Service Team News - November 2021

### DIABETES

Don't forget that Sunday 14 November is World Diabetes Day and this year marks the 100<sup>th</sup> anniversary of the discovery of how to extract insulin from the pancreas which changed the life of people with diabetes, so can we please do something extra special to mark this historic milestone! Diabetes can be a killer and the problem is that you can live for years without realising you have Type 2 diabetes. If you are feeling extra tired, going to the loo more than usual and always feel thirsty, then contact your doctor. Treatment can vary from simple diet control and increased exercise to medication to insulin injections.

### ENVIRONMENT

Please remember the Environmental Photographic Competition. The four categories are:

- ◆ Plants
- ◆ Weather phenomena
- ◆ Animals
- ◆ Aspects of nature, including landscape

The photos can be either colour or black and white and should measure 5" x 7" (13cm x 18cm).

Clubs may submit as many photos as they wish but must be taken within the British Isles and preferably within the District 105SC geographic area. A prize winner in each category will be selected and it is from these that the winner of the Peter Allen Trophy to be announced at Convention. The winning category entries will be then sent to MD for inclusion in the MD Competition. I am happy to answer any questions.

Photos should be sent to me at

88A, Franklin Avenue,  
Tadley,

RG26 4EU by Monday 10 January.

### VISION

I am sorry to say that Chichester Lions are still unable to accept used specs. I know this is getting to be a problem for some, including me, who are holding large stocks. Hopefully the situation will change soon.

Finally, please do report Service on MyLion. It is now relatively straightforward and does not have to be done by the Secretary since another member can undertake this task.

Why report?

Reporting a service is the final step in our service journey. Reporting service can be a point of pride to be celebrated and creates a database of the great projects done in a given community.

Reporting Service helps -

- ◆ Accurately measure our global impact;
- ◆ Identify the best ways to work together;
- ◆ Bring attention to the great work of Lions; and
- ◆ Ensure Clubs' service is supported in the best ways

At District level, it helps us all realise what great work is being carried out by our Clubs. We can all learn from what others are doing. A new venture by one Club can inspire others to do the same and help increase our service.

"We Serve" is our great motto and we should be proud of it and should do all we can to let others know about how we do it. For too long we have been the World's Best Kept Secret. Let's all change that and you can start by reporting service.

Thank you to the Clubs that regularly report but let us see if we can get 100 per cent of the Clubs reporting.

*Lion Judith Goodchild*

I05SC GST Co- Ordinators

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Tel: 0118 981 2260



# Lions matters of moment



As we head towards the end of the year I want to thank, once again those Clubs and individuals who have donated to our Foundation. As a District we have the smallest number of Clubs, just 56 and of those Clubs 18 have supported LCIF so far, which is down on our usual figures, and I know that this is due to the strange situation the world has found itself with Covid. On a positive note, \$12,321 has been donated by 105SC so far. I encourage you to look at the International website and see the work the Foundation supports across the globe. On the site videos that can be accessed showing various projects supported by LCIF. A gentle nudge. If your Club is thinking of honouring someone with a Melvin Jones Fellowship and wish to present it at a particular event, please apply in plenty of time. A few weeks is not enough.

Due to the worldwide situation with Covid and shipping difficulties, it is taking longer. Oakbrook are dealing with applications from around the world. A particular busy time is towards the end of Lions year when handovers are on the horizon. To avoid disappointment, apply months ahead and either ask me to apply, or send me a copy of the application should there be any issues.

**LCIF Day 2022** – in June of this year Lions in Europe held events to support the work of LCIF and raise awareness of Lions in their communities. This took place in June and for our Clubs the timing was not good as we were still under Covid restrictions. The plan is to go again in or around 11 June 2022. If you can think of an event your Club can put on to support this, then please get in touch. Further details will follow.

If you have any questions about our Foundation, then please contact me. Thank you.

*Lion Ann Huntley* MJF

District 105SC LCIF Coordinator

The background of the poster is a red stage curtain with gold fringe. The text is centered and reads:

**SHOWTIME!**  
**in Swindon**  
**11–13 March 2022**  
**District 105SC Convention**  
Let's get together again - make a note in your diary  
*More details SOON*  
*Lion Steve Spencer*  
*[steven.spencer@lions105sc.org.uk](mailto:steven.spencer@lions105sc.org.uk)*

# More Lions matters of moment

## Welcome New Lions

I am delighted to welcome new members into Lions Clubs International and wish them a long and happy time as a Lion.

BURNHAM BUCKS - Lion Amar Gill

DEVIZES - Lion Dora Kan

ISLE OF WIGHT SANDOWN SHANKLIN -  
Lion Amanda Hollands

JERSEY - Lion Alison Bisson

MELKSHAM - Lions Rosie Evitt and  
Horace Prickett

PETERSFIELD - Lions Mike Gadd and  
Christopher Hart

DG Lion *Brian*

## 1st Vice DG's Month November

3 Nov. - Convention meeting

8 Nov. - Club meeting

20 Nov. - Club Santa Sleigh meeting

22 Nov. - Club meeting

## December

2 Dec. - Hart Lions Official Visit

13 Dec. - Bracknell Lions Official Visit

15 Dec. - Bradford on Avon Official Visit

20 Dec. - Finance meeting

“I’m supposed to respect my elders, but it’s getting harder for me to find someone older than me.”

**OVERHEARD AT A LIONS MEETING**

## MARKETING – PART 3 ABOUT PROMOTIONS

In simple terms a promotion is an activity that supports or encourages a cause or aim. It's part of the marketing mix and perhaps could be described as marketing in three dimensions.

That probably reads like a piece of typical marketing babble that readers of this series of articles are becoming used to. However in practice promotion is a valuable and very effective marketing tool since promotions will often reach parts of the marketing mix that advertising and PR will not. Unlike advertising and PR which rely on the media for dissemination, promotions can work face to face with its targeted audience.

Promotions usually set out with a particular objective and their supporting tools (see above) will be aimed at what is needed to inform and persuade the 'customer' to that objective. As with advertising, a promotion has you saying what you want, how you want and when you want but in addition to WHO you want. Promotions, unlike advertising, do not rely on a medium between themselves and their public and can be aimed very accurately at their target market.

A key factor in most if not all successful promotions is that they always offer their target market an incentive to pursue the desired course of action. The most common incentive (and the one we are most familiar with) is the discount which at its most basic is probably the BOGOF, buy one, get one free. It might seem difficult to relate this sort of promotion to Lions activities, so what a Lions promotion must have instead is a benefit. What does the customer gain by being persuaded by the promotion? This is what you define, and this is what you promote. Think very deeply of what the benefits to the public of your activities are. Almost always, the benefits of supporting the promoted Lions activity will be that others, e.g. the less fortunate or the disadvantaged, will be the beneficiaries.

Identifying who will benefit is the key to any successful promotion. If we are using promotion to recruit new Lions, what are the benefits to anyone becoming a Lion? Spell them out, remembering that a benefit must be a gain, must be added value. Make sure your promotion leads to what marketers refer to as 'the call for action' where the promotion prompts a measurable response which can be acted upon.

As Nicolo Machiavelli said, "It is the nature of men to be bound by the benefits they confer as much as by those they receive."

*Lion Peter Tabl* MCIM MCIPR



**At a dinner party one should eat wisely, but not too well, and talk well but not too wisely.**  
**- Somerset Maugham**

## **Lions Clubs provide new immersion suits for Channel Islands Air Search**

The Lions Clubs of Guernsey and Jersey have provided the crews of Channel Islands Air Search with new immersion suits which were last replaced 20 years ago.

Lion Paul Alloway of the Lions Club of Guernsey says: 'The Guernsey Lions have had a long association with CI Air Search and the search aircraft is named "Lions Pride". So when we learned the crews needed new immersion suits we were happy to be involved. Due to the side-ranging area of operations around the Channel Islands, we invited the Jersey Lions to join us and between the two Clubs we provided the necessary funds.'

John Fitzgerald, Search Crew Manager for CI Air Search says: 'As a charitable organisation with annual operating costs, we rely entirely on the goodwill of the public and organisations to enable us to provide 24/7 search and rescue cover around the Channel Islands. The crews wear immersion suits when the sea temperature is below 16C, which is for much of the year, so they are an essential but costly pieces of kit. We are very grateful to the Lions Clubs of Guernsey and Jersey for their continuing support over the 40 and more years CIAS has been in operation.'



**The crew, the suits and Lions Pride**



Blandford and District have been busy. They took on the repair of the Millenium Fountain originally provided by the Club in the grounds of Blandford Community Hospital. The fountain had been badly damaged by vandals in August but thanks to Club president Lion Tony Ives and Past President Lion James Mayo, the feature is back in working order.

In addition Lions Tony and James set up a stall in the market place to promote World Sight Week, along with Message in a Bottle and generally to stimulate interest in the activities of their Lions Club.

## **IN MEMORIAM**

**The Lions Club of Jersey reports with sadness the passing to higher service of Past President Lion Colin Smith (86). Lion Colin was President in 1979-1980 and served on most Club committees with distinction. A great and memorable character, he will be sadly missed by his family, friends and fellow Lions.**

**Look at life through the windshield, not the rear view mirror.**

**- Byrd Baggett**

## Woolmer Forest celebrate 40th Charter Anniversary



Woolmer Forest Lions celebrated their 40<sup>th</sup> Charter Anniversary with a well-attended lunch at Farminer Hall, Bordon. During her speech, which highlighted some of the achievements over the past 40 years, President Lion Joanne Wilson gave President's Appreciation Awards to their most senior member, Lion Ken Bassett, their longest serving member of 33 years, Lion Alistair Gallon and Lion Derek Port MJF, their member with the longest service history in Lions of 49 years.

Pictured: Lions Ken Bassett, Derek Port and Alistair Gallon receiving their awards.

## News from Meon Valley

Extracts from the Club's newsletter



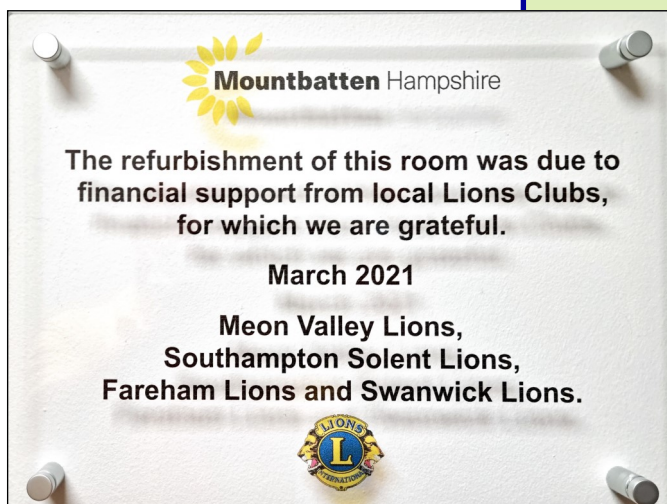
### Three Lions Clubs, one big heart

When the three Lions Clubs of Eastleigh, Swanwick and Meon Valley heard about the desperate plight of a family supported by Home-start, in need of a specialist pushchair for a disabled two-year-old boy, the Lions Clubs were quick to collaborate to make the purchase of the pushchair possible. The specialist pushchair was recommended by Occupational Health but unfortunately there was no funding available - hence the request from Home-Start to the three Lions Clubs. We were pleased to help the family with the specialist pushchair, hopefully providing many years of use.

**Home-Start** is a local community network of trained volunteers and experts supporting and helping families with young children through challenging times. Home-Start works with families in communities right across the UK. Starting in the home, their approach is as individual as the people they are helping. No judgement; just compassionate, confidential help and expert support.

### Teamwork and Collaboration

Local Lions Clubs (Meon Valley, Southampton Solent, Fareham and Swanwick Lions Clubs) came together to support a project to refurbish the rest room for the deceased at Mountbatten Hampshire Hospice. We were pleased to support such a worthwhile project that will impact across our communities, to provide calm and solace for the families and care workers in the worst of circumstances.





**On that best portion of a good man's life; his little,  
nameless, unremembered acts of kindness and of love  
- William Wordsworth**

## **A big hand for 50 years of Apple Tasting**



Woolmer Forest Lions were once again happy to be marshalling the car park at the 50th Blackmoor Apple Tasting Day. Their extra large hands pointed more than 1,300 cars in the right direction and a fantastic sum of more than £2,100 was raised in the collection buckets placed at the exit.

### **MOBILITY CHAIR DONATED TO WOODLEY AND EARLEY LIONS**

**Woodley and Earley Lions have taken delivery of a mobility chair which has been generously donated to the Club.**

**The chair was originally bought for a lady with a neurological degenerative disease but it soon became apparent that it was not suitable for her. Her husband wanted the chair to be donated to the Lions who have agreed to offer the chair at a discounted price with the**

**proceeds to be retained by the Club for worthy causes. Vice-president Lion Mike Kennedy said that the chair was a most generous donation. It is in excellent condition and should realise around £300 from the resale.**



### **Calne Coffee for Macmillan**

At the end of September, Calne Lions held a successful coffee morning for Macmillan Cancer Support. The event was well attended by friends and families of Calne Lions and the community who enjoyed many delicious cakes made for the occasion. The Club's mascot, Stanley Bear (pictured), was also on hand (literally) to help.

On the day £84 was raised but the Club agreed to increase the sum donated to this great cause to £300.







# Sentinel's eye on...

## The Events Calendar

*Club events for the next three months and updated month by month are listed here*

### Club Events: November, December and January

- ♦ **ALTON** - Second Saturday of every month, **Lions Craft Markets**
- ♦ **BASINGSTOKE** - Saturday 27 November, **Bi-a-annual Quiz 'face-to-face'**
- ♦ **CHIPPENHAM** - Saturday 6 November, **Christmas Bazaar**; Friday/Saturday 26/27 November, **Collections for Marie Curie Cancer Care**; Sunday 28 November, **Mulled Wine Sale at Chippenham** **Christmas Lights switch-on**; Wednesday 1 December, **Carol Float starts**; Sunday 19 December, **Longest Day 10 miles**; Monday & Tuesday 20 & 21 December, **Collections at Morrisons**; Saturday 25 December, **Delivery of Christmas lunches**; Saturday 22 January, **Burns Night**
- ♦ **DEVIZES** - Wednesdays 1 to 22 December, **Carol Float**; 11 December - **Lidl**; 16 December - **The Brittox**; Saturday 18 December - **Morrisons**
- ♦ **JERSEY** - Saturday 20 November, **57th Charter Anniversary**; Saturday 4 December, **a Social Evening with 'Ghosts'**
- ♦ **NEW MILTON** - Saturday 27 November, **The Lions New Milton Christmas Festival & Carnival Parade**
- ♦ **ROMSEY & WATERSIDE** - Saturday 13 November, **Bookstall in Romsey Market**, Sunday 14 November, **Remembrance Day Wreath Laying**; Friday & Saturday 26/7 November, **Street Collections**; Saturday 11 December, **Christmas Bookstall in Romsey Market**; Friday 17 December, **Christmas Supermarket collection in Totten**

- ♦ **WAREHAM** - Saturday 29 January, **50th Charter Anniversary Dinner**

Webpage—[www.lionssc.org.uk/events.html](http://www.lionssc.org.uk/events.html)



**We are here on earth to do good unto others.  
What the others are here for, I have no idea.  
W. H. Auden**



# OLD MONARCH

*The Editor has the last word...*

Hopefully readers will not have missed the two recruitment posters on the cover of this edition. Neither is the work of a hotshot advertising agency but instead the creations of a long-established Lion who feels keenly, as surely we all do, that we do not do enough to attract new members. These are not rivals for the graphics we receive from HQ, but rather expressions of the motivators that inspired most of us to become Lions in the first place. We serve to make a difference. Let us try to live up to the aspirations of our founder and seek out those in our communities who will respond to these expressions and want to join us.

*Lion Peter Tabb*



**Lions  
tail...**



**Blandford Lions take to the pavement**

Please send all articles and pictures for publication in the

**DISTRICT 105SC SENTINEL**

to the Editor, Lion Peter Tabb, email : [news@lions105sc.org.uk](mailto:news@lions105sc.org.uk) and/or [peteretabb@gmail.com](mailto:peteretabb@gmail.com)  
ideally at least a week before the end of the month