

Sentinel's Santa on Meon Valley Lions' new sleigh!



SENTINEL

PRE- CHRISTMAS 2022 EDITION



The International Association of Lions Clubs

District 105SC

District Governor 2022 - 2023 ♦ Lion Dave Ebsworth

✉ dg@lions105sc.org.uk ♦ www.lions105sc.org.uk

“Service with enthusiasm and pride”





The DG's Leader...

Lions serving with enthusiasm and pride

My fellow Lions ...

It's that time of the year again when all Lions turn their attention to helping the big man, Father Christmas.

I have been speaking to Lion Yorkie Tuke about this year's Young Ambassador competition which will be held on Saturday 7 January via Zoom. It is not too late to get your entry in; the closing date is Tuesday 20 December.

On 28 November I spent three hours at a Zoom meeting discussing our Lions Insurance cover. It is becoming clearer and this week we should have from Multiple District a clear and precise letter explaining it, which will also cover the Santa sleigh. Please remember Santa must be wearing his seat belt on the float, I know it is restricting but safety comes first.

I know that all Clubs have lots of spectacles, and aware of the problem with getting them to Chichester or National Headquarters.

I am working on solutions, so please bear with me and if I ask for information, let me know a.s.a.p. We will get this sorted.

May I ask all members and Clubs that if a member passes to higher service, you let the District Almoner know and please copy me in since if possible one of the DG Team will attend the funeral if the family agrees.

On a personal note, I have had very good blood results this week and if things continue to go in the right direction it looks like my cancer is going to be confined to the prostate.

Another very busy month for Annie and I starting on Tuesday 1 November with a visit to Warminster Lions Club. A good meeting and I won the raffle! Next I attended Salisbury Lions and took part in helping them to organise their PSA testing day. Still some way to go but they will get there. Then we attended Bradford on Avon's Charter lunch where I was able to hand out service awards. The lovely meal was topped off by the wonderful singing of the Courage Choir.

I took part in the final interviews of my own Club's Lion's Den which I found really interesting, and informative. It was great to hear what smaller charities are doing and how they want to help our community. The next day, together with our President Lion Ian, we collected on behalf of the Royal British Legion Poppy Appeal.

I met up with all five Clubs on the Isle of Wight at the Yacht Club in Cowes, meeting new members and old friends. There I presented long service awards and a Melvin Jones Fellowship to Lion Ann Twining. A lovely evening.

After getting stuck on the A34, I arrived home to hear Annie and the Take Note Community Choir sing at our village memorial.

On Saturday we travelled to Wimborne & Ferndown Lions' 53rd Charter, where I handed out long service chevrons, one to my old friend Lion Godwin.

At our Club meeting on 14 November our doctor presented the Club with £1000 cheque she raised running the London Marathon.

On Friday 18 November we went to Windsor Lions to celebrate their belated 60th Charter with a 60's theme and the next day, Saturday, it was down the M4 to celebrate the 50th Charter of the Calne Club, another really lovely social event.

The 21st saw me at the Devizes Lions Club for plenty of discussion and the presentation of service chevrons. On the Wednesday I gave a presentation to the PSA committee of Henley Lions.

On the Sunday morning I did a litter pick of our communal car park opposite our house ending up with two big bags of rubbish! In the afternoon Annie and I attended the Wokingham Lions' Winter Street Carnival and what fantastic job they did.

The next day I attended the Council meeting via Zoom to discuss the our Insurance cover and on Tuesday 29 November, along with Club members and the Mayor of Reading we launched this year's Christmas Float. To finish the month members of the DG Team had a Zoom meeting with the Clubs from the Isle of Wight to help them with membership planning.

So that's November over. Thank you again for what you are doing for your communities, doing what I asked for when I started our journey on 1 July, serving with "Enthusiasm and Pride" and, of course, having fun.

Annie and I wish you all a very Merry Christmas and a Happy New year and I look forward to working alongside you in 2023.

Lion Dave



The Bigger Picture

Global Service Team -

December 2022

Club reports up by 9%

Thank you to all Clubs who are reporting service activities on MyLion. To date in October we now have 49 per cent of Clubs in our District reporting (up nine per cent from the previous month). If we keep this up then we will soon smash the previous year's high of 55 per cent.

It seems a lot of Clubs hosted activities for sight on or around World Sight Day as 1,601 people were reached for sight in September and this figure rose to 7,076 in October. A wonderful result to celebrate!

If your Club is facing a challenge with service reporting:

**WHY?
WHO?
HOW?**

The following link will take you to a series of videos to help you.

[Digital Products on Vimeo](#)

This is a short video of about 25 minutes which is very easy to follow.

After watching it I went to MyLion and had a go at reporting our business meeting. It took under two minutes to complete the on-line form – job done!

Wishing you all a Happy Christmas and I look forward to hearing about your service in the New Year.

Lion Sandra Manktelow

GST Coordinator



**From LCIF
Chairman
Lion
Douglas X.
Alexander**

Greetings, Lions and Leos!

It is my pleasure each month to share stories of how Lions empowered by LCIF serve a world in need. LCIF is funding projects in Poland that are helping Ukraine refugees during the ongoing war and a project in Turkey aimed at enhancing the eye health of infants and children. Life-changing and life-saving projects like these take funding, and our global Foundation proudly awards grants to enable Lions worldwide to serve in this capacity. This is only possible with the continued support of Lions and others - like YOU.

Thank you to everyone who has supported LCIF this year. I ask you to join me in adding to your support in 2022. Your end-of-year gift - like your service - matters. With 100 per cent of donations benefitting grants and programs, every donation makes a difference.

Don't forget to share with your fellow Lions your reasons for supporting our global Foundation by entering the Melvin Jones Photo Contest in recognition of our Founder's 144th birthday. And remember, giving is serving.

Lions matters of moment



Lions Clubs International FOUNDATION

We find ourselves drawing to the end of another difficult year. For many the shadow of Covid remains a long one and, of course, this year has been dominated for many by the war in Ukraine.

We have all seen the pictures, some of us are in contact with Lions in or around Ukraine. The Lions blog has an article by Lion Natalie who left Kyiv with her three children leaving husband behind, which is worth a read.

The Lions family has rallied round to support those who have left their homes and the Lions in surrounding countries who have set up various projects to support them.

Our Foundation has issued many grants for various projects since the invasion began, a list was issued in the latest

District mailing. The Lions in surrounding countries have received help to set up refugee centres for those leaving the country and have also helped those Lions and communities who have stayed behind. The response has been amazing and is consistent with what Lions are about and certainly lives up to the motto, 'Where there is a need, there is a Lion'.

If you or your Club has made a donation to our Foundation, thank you. Your support has helped Lions support and help those in need and who cannot thank you personally. I would like to take this opportunity to wish you, your family and club a Merry Christmas and a peaceful and healthy New Year.

Lion Ann Huntley MJF

District 105SC LCIF Coordinator
lcif@lions105sc.org.uk



Christmas is coming, time to treat yourself.

How about a weekend at:

DISTRICT CONVENTION 2023
3 - 5 MARCH 2023

at the handily located Holiday Inn, Pembroke Road, Portsmouth, PO1 2TA.

BREAKING NEWS!

Chairman Lion Patrick has negotiated a reduction in the hotel rates. All rooms, double/twin or single are £75 a night with bed and breakfast!

To book at our Convention rate call the hotel on 0333 320 9345 option 1, quoting Lions23

Join us for all the usual fun and fellowship of the Convention.

Book online at: <https://www.lions105sc.org.uk/booking>

Find out more at: <https://2023.lions105sc.org.uk>

Lion Steve Spencer For District Convention 2022 Host Committee

There's more about the Convention on page 11

More Lions matters of moment

DG's Month December 2022

5 Dec. Annie's choir (shaking the bucket)
6 Dec. Annie's birthday
7 Dec. Circle Hospital - Reading PS
9-11 Dec. Family time in Coalville
12 & 13 Dec. Annie's choir (shaking the bucket)
14 Dec. Basingstoke Lions Official Visit
15 Dec. Carol service
16 Dec. Christmas Panto at Windsor
17 Dec. Reading Lions Santa Collection
18 Dec. Reading Lions Santa Collection
19 Dec. Annie's choir (shaking the bucket)
20 Dec. Reading Lions Christmas float

1st VDG's Month

18 Dec.. GAT meeting

2nd VDG's Month

5 Dec. Woolmer Forest Lions Official Visit
12 Dec. Bournemouth and Christchurch
Lions Official Visit
28 Dec. 2nd VDG meeting via Zoom

A Christmas Message

Annie and I know that Christmas cards are often the subject of much discussion and whether to send them is a personal decision. We also know how nice it is to receive cards from our friends.

However, with our commitment in Lions Clubs to serve our communities, we have decided to make a donation to our District Appeal to support "My Cancer, My Choices" in lieu of sending cards this year.

This doesn't lessen my gratitude for all your hard work this year. We look upon you all as our friends and hope you will accept our decision as a mark of respect for that friendship.

Why not join us in making a donation via the website.

A Merry Christmas and a Happy New Year .
We wish you a successful and healthy 2023.

Best wishes *Dave and Annie*

MARKETING – PART 17

Looking at the Marketing Mix

In October's edition we identified the nine disciplines that make up 'the marketing mix'. In this article we examine three more of them.

EARNED MEDIA: Comments about the Lions' 'product' from third parties, e.g. news stories, social media comments, etc. Essentially these should be the results of our own public relations activities. Other people talking about us, particularly when it's in praise of what we do or have done, is among the most valuable 'product' endorsements we can achieve. We can stimulate such third party endorsement by asking, where it is appropriate, those, particularly other organisations such as charities, rather than individuals, who benefit from our community service if they would publicly say so.

USER EXPERIENCE: How people feel after 'using the product'. The Lions' 'products' are our services to the community and hopefully anyone will feel better from the experience of being helped and supported by Lions, whether that's by funding, providing manpower (a non-gender expression!) or counselling. The 'user experience' should always be positive and we should always seek to make it so.

PATH TO PURCHASE IMPACT: What people experience in the run-up to 'using the product'. This experience will be tempered by how easy we are to find, how we respond to enquiries and how we activate our responses by following up. This will also be conditioned by how people perceive us - is our profile higher when we are fundraising or when we are active in community service? In other words, are we perceived as an organisation that raises money so that it can help others, or an organisation that helps others but needs to raise money to do so. Perhaps surprisingly, there is a significant difference.

Next month, we'll be analysing the final three of the nine elements of the 'marketing mix' and looking in the same detail at how we apply them.

In the meantime, have a wonderful Christmas and a peaceful, fulfilling New Year.

Lion Peter Tabb MJF MCIM MCIPR

Even more Matters of Moment

Welcome New Lions

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

ALTON - Lion Gary Harvey

BURNHAM BUCKS—Lion Terry Gamble

FLEET - Lion Nicola Painter

HOOK & ODIHAM - Lion Lynn Sandford

WESTBURY - Lions Velia Hall and
Chris Saunders

DG Lion *Dave*

LIONS CLUBS MD105 CORONATION CONVENTION 2023 Celebrating the King's Coronation and our Lions successes!

Full details on page 8

PASSED TO HIGHER SERVICE

The Lions Club of Alton has reported with sadness the passing to higher service of
Lion Nicholas Branch.

To family, friends and his fellow Lions,
105SC Sentinel sends sincere condolences.

COMPETITIONS

The competitions for this year are now under way.

We have a new competition this year - **THE DAVE EBSWORTH AWARD FOR ENVIRONMENTAL EFFORT**. This award is being presented by DG Dave to the Club or Zone that has achieved the greatest impact on maintaining or improving the Environment within 105SC.

It could be awarded for one particular action such as a Beach Clean, Litter Pick or Tree Planting or for a number of smaller actions during the year. These could be recycling projects such as collections of spectacles, foil packaging from tablets, bras, tins and glass or anything else that can be reused. It could also be awarded to a Club that works with another group to help the environment including working with your local Council on planting up flower beds. Taking part in the Environmental Photographic Competition will also count. In fact, anything to improve or maintain our Environment will be considered by the GST Committee and the DG team.

To enter all you have to do is record what you are doing on MyLion! I would ask that I can advertise any new activities so that other Clubs can take them on as well.

Also a fairly new Competition is open – **THE NIXON AWARD**. This award was given by Eric and Pat Nixon in recognition of all the work that Eric performed over the years for Community Service. This can be for the greatest variety of community service carried out by a Club from one Convention to another or for a special innovation in response to a particular situation e.g. the refugees arriving from Ukraine, food parcels or a specific piece of technical equipment needed for someone with special needs.

The award will be judged by the GST Committee in conjunction with the DG team.

The award was made, but never presented to Romsey Lions during lockdown. It was presented to Hook and Odiham Lions at Convention in 2022 for the variety of the work carried out including their Village Connect Trail.

Also being revived this year is the **BARRIE RICHARDSON TRAVELLING AWARD** which encourages Clubs to visit other Clubs, Zone Meetings, Conventions, helping other Clubs at fund raising activities or attending other Clubs' social events including Charters. Different points are given for the various categories and full details can be found on the 105SC website - <https://www.lions105sc.org.uk/clubs/awards/barrierichardsontravellinglionaward.html>

Currently there are 22 Clubs taking part and the leaders to date are Loddon Valley followed by Hook and Odiham and Eastleigh. Don't forget to send in your photos for the **ENVIRONMENTAL PHOTOGRAPHIC COMPETITION** by **Friday 30 December**.

Please also record all your Service Activities on MyLion as this will be a major part of the judging for some competitions.

Good luck to you all and a very happy and prosperous Christmas.

PDG Lion Judith Goodchild

**You can't build up a reputation on what you
are going to do.**

Henry Ford

“Blackmore Vale Half”

**The Blackmore Vale
Run for Charity**



Blackmore Vale Lions Club are delighted to confirm they will be organizing the Blackmore Vale Half Marathon on Sunday 5 Feb 2023 starting in Bishops Caundle at 11.00 am and finishing whenever the runners get back!

There was some doubt as to whether and when the event would happen in 2023 with the changes to the running calendar necessitated by Covid. All is now back on track for this valuable fundraiser.

A THOUGHT FOR CHRISTMAS

**“What I don't like about office
Christmas parties is looking
for a job the next day.”**

Phyllis Diller

THOUGHT FOR THE MONTH

As a Zone Chairman I attend more Club meetings than perhaps the average Lion.

We all know that even for our most successful Clubs, recruiting new members is getting very difficult. I am the most optimistic person you could ever meet, but even I find it difficult to see a long-term future for some of the Clubs in our District and Multiple District.

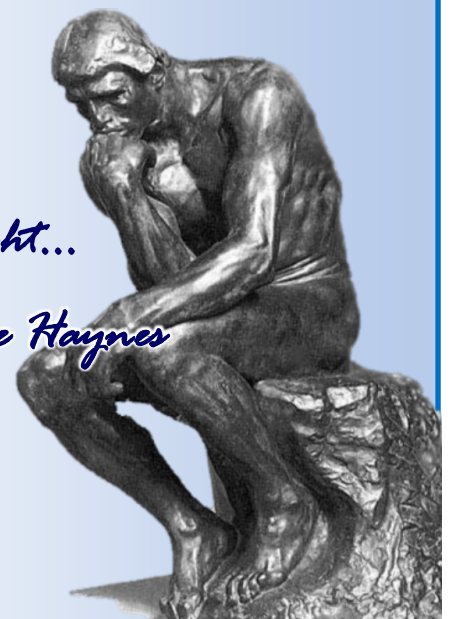
I was at a meeting recently when a Lion raised the subject of next year's Coronation and asked if the Club was going to do their own event to cover the occasion? He mentioned that our new King has always been, like us, a supporter of a greener and more sustainable planet.

As Lions we tend not to get involved in religion or politics (that's why I joined!) but it has occurred to me that if every Club in our District, (or even in the MD and the world) planted at least one tree, and if every tree had a number on a large and readable plaque, they might help to attract the younger people that we desperately need for Lions Clubs to have a long term future in the

United
Kingdom.

Just a thought...

Lion Barrie Haynes



If you torture the data long enough, it will confess to anything.

Economist Ronald Coase



The poster is for the Lions Clubs MD105 Coronation Convention 2023, celebrating the King's Coronation and Lions successes. It features a central circular portrait of King Charles III with the text "GOD SAVE THE KING" and "CHARLES III" around it, and "CORONATION 06.05.2023" below. The main title "LIONS CLUBS MD105 CORONATION CONVENTION 2023" is in large blue letters, followed by "celebrating the King's Coronation and our Lions successes". The venue and dates are "At The Grand Hotel Gosforth Park, Newcastle Friday 5th - Sunday 7th May". The poster details the schedule: Friday is a red, white and blue themed Cabaret Night; Business Session is on Saturday with a Buckingham Palace balcony wave; Saturday Night is a right Royal knees up and formal Celebration Dinner. It also mentions the Immediate Past International President Lion Douglas X. Alexander and provides booking information: "Bookings are now open and you can book your place through this link www.md105convention.uk/hoteldetails.html. Information will follow on the MD Website and Social Media #md105con2023. Any problems contact HQ 0121 441 4544". The bottom of the poster features the Lions Clubs International logo, MD105 British Isles logo, and various charity logos including Children, Environment, Hunger, and others.

MD CONVENTION BOOKINGS AND ALL THAT!

Hi all, a quick update on Convention 2023, another great opportunity to meet with your fellow Lions and experience the wonderful city of Newcastle too. We have a great line up with the Host Night on the Friday, the AGM on the Saturday, followed by the Gala Dinner and the spectacular DG-Elect Walk-Ins on the Sunday morning. More details follow.

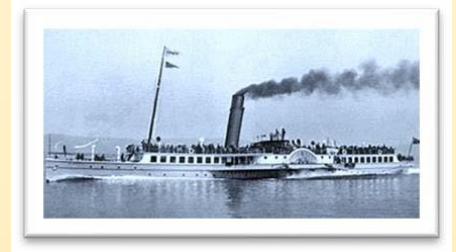
Time: Friday 5 to Sunday 7 May 2023

Venue: The former Marriott - Grand Hotel Gosforth Park, High Gosforth Park, Newcastle, NE3 5HN

Room Rate: A brilliant £60 b&b single occupancy and £70 b&b double occupancy, £20 extra to upgrade to superior rooms.

Booking Accommodation: To make a reservation please either email: groups760@theelitevenueselection.co.uk with your details and they will call you or telephone: 01912 364 111 taking option 2, the hotel sales team are available Monday to Friday 9.00am - 5.30pm.

An Evening of Edwardian Entertainment and Mince Pies



MURDER!

On the "Mudeford Belle"

Performed by Bournemouth and Christchurch Lions Club members and friends

Fancy dress positively encouraged!



Saturday 10 December

Stanpit Village Hall

7.00 pm.

£6 per head

(inc. Mince Pies and Hot Drink)

Bring your own wine (optional)

Soft drinks available

**All Profits go to the
Local Community**

History never looks like history when you are living through it.

John Gardner



The headline is not the sort of thing you expect to read about, quoting someone wearing a Fleet Lions' hi-vis jacket - unless you're in our town and something big is happening.

Fleet Lions have just celebrated ten years of closing roads around Fleet! The Fleet Lions Temporary Traffic Management team supports big local events that need closed roads to make them safe. We've just done the Remembrance parade and service for the Royal British Legion and the town's High Street Christmas Festival. We also do food festivals, our carnival, jubilees and a host of other smaller events. And it's not just the Lions who make this happen. We have many non-Lion volunteers who help. We think we have saved local good causes more than £100,000 on professional fees! We've picked up a few new members too.

We have a small management team including County, District and Parish councillors. Our involvement at the major events and planning has raised the Lions' profile within the town. Now we are always at the table to discuss plans for key events. We support other Lions Clubs in the area, along with local functions, who can hire our signs for a small fee to cover wear and tear. We also have hi-vis tabards as well as nice warm jackets because this isn't just a fair-weather role and it got pretty cold when we helped at a local vaccination centre car park in the winter of '21!

Fleet Lion Mike Collen says: 'We are so pleased to help make these big events happen for the people of Fleet. The Lions' motto is "We Serve" and ours is "and have fun too!".

If anyone wishes to know more, please email Lion Mike at FLTTM@fleetlions.org.uk

News from Meon Valley

Extracts from the Club's newsletter



Santa and his Elves will be out and about

This year Santa and the Lions will be out and about with visits to villages from East and West Meon at the top of the valley to Wickham, Boarhunt and Knowle at the bottom.

Lions go wild at Fitzroy Rural Skills

There are some amazing people in our community. Fitzroy and all those involved in the Rural Skill Project at East Meon definitely fit the bill. A couple of years ago Meon Valley Lions Club were asked to support the purchase of materials for a wildlife pond they were working on. Covid and some bad weather slowed things down but the wonderful team at Rural Skills persevered and got the job done. Tons of soil were moved, bridges built, liners laid and landscaping completed. So, when a few of us were invited back to see the results of their hard work, we jumped at the opportunity.



It was lovely to meet the Rural Skills Team again, the pond they'd created was amazing and already buzzing with wildlife. The joy on the faces of everyone involved was something to behold.

Thank you to everyone who makes this happen.

**The best time to plant a tree is 20 years ago;
the second-best time is today. Chinese proverb**

Good news from Romsey & Waterside Lions



After a successful collection in Romsey Town Centre, the Romsey and Waterside Lions Club has bought and donated to Romsey Foodbank a large quantity of festive supplies including sweets and Christmas treats for children. In the photograph President Lion Andrew Trowbridge is presenting the donation from the Lions to Eve Ibbot from the Foodbank.



The Club has also donated Snuddies to Romsey Young Carers. The hooded fleece blankets in a variety of designs will keep the youngsters warm as they snuggle down during the winter evenings. In the photograph Lion Sandra Trowbridge presents a cheque for £490 to Chris Hall and Charlotte Anthony of Romsey Young Carers.

MAISON DES LANDES ACCESSIBLE HOTEL & COMMUNITY HUB

A major project of the Lions Club of Jersey since the 1960s is nearing the completion of a £3.8 million refurbishment programme



In the 1960s the relatively newly formed Lions Club of Jersey was approached by a local resident who, in a somewhat remote part of the Island (they do exist!), was providing holidays for people with disabilities. Her property was a surprisingly small cottage, albeit with significant land attached.

The Jersey Lions took up the challenge and began very active fund-raising. By 2020 the cottage had grown and become a hotel catering for up to 50 guests. Covid closed the Hotel that year and the Council of Trustees, the actual owners of the Hotel and appointed by the President of the Lions Club, embarked on a total refurbishment programme which began earlier this year with an eventual cost of circa £3.8 million.

To date the Trustees have raised £3.5 million (with, among others, generous help from the Jersey Lions Swimathon) and are confident of achieving their total, so that the new hotel and community hub will be open for business in June 2023.



Sentinel's eye on...

The Events Calendar

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

Club Events: December, January and February

- ♦ **ALTON** - Second Saturday of every month, **Lions Craft Markets**
- ♦ **BASINGSTOKE** - Saturday 3 December, **The Sussex Jazz Kings**
- ♦ **CHIPPENHAM** - Thursday 1 December for 18 evenings, **Carol Float**; Friday 2 December, **Mulled Wine at Corsham Lights Switch-on**; Wednesday/Thursday 21/22 December, **Bucket Collection**
- ♦ **DEVIZES** - Saturday 3 December, **Christmas Fair**; During month **Christmas Float and Collection**; Saturday 25 February, **Fashion Show**
- ♦ **READING** - Thursday 1 December, **Santa's Sleigh gets going**
- ♦ **ROMSEY & WATERSIDE** - Saturday 10 December, **Bookstall, Romsey Cornmarket**

Webpage—www.lions105sc.org.uk/events

GST Officers Zoom Meetings

- ♦ Wednesday 1 February at 7.30 pm

LIONS WIT

Over the weekend I took my partner to the theatre to see a performance that was all about puns.

It was a play on words.



Join us for all the usual fun and fellowship of the Convention!

DG Lion Dave is working on a captivating programme, and we have fun planned for all.

- ♦ **Friday night dinner, fancy dress theme Cops and Robbers and entertainment by the ever-popular Matt Black.**
- ♦ All the usual facilities of a low level security incarceration including:
 - ♦ BIA beauty salon
 - ♦ Large indoor heated swimming pool
 - ♦ Fully equipped gymnasium
 - ♦ Sauna and Steam room
 - ♦ Spa pool

Those able to escape for the day can sample the delights of Portsmouth which are all in easy reach, including:

- ♦ **The Historic Dockyard**, with famous ships such as HMS Victory -
- ♦ **The D-Day Story**, a fascinating museum -
- ♦ **The Spinnaker Tower** with magnificent views -
- ♦ **Gunwharf Quay** with a wide selection of shops, cafes, etc
- ♦ **Saturday night dress up in your formal best and enjoy dancing to David Brewster's Faze 3 Caribbean Steel Band.**

If you are coming for the day don't forget to book online, as this will register you for your participant's pack.

Remember: If you are to be a voting delegate or alternate for your Club this must be registered by your Club secretary on a separate online form. Noting you are a delegate or alternate the booking form **DOES NOT** make you a voting delegate for the Convention.



OLD MONARCH

The Editor has the last word...

A warm welcome to the festive season and best wishes to all the Lions who, with their Santa's sleighs, will be spreading goodwill and hope around the District.

We all face many challenges this Christmas and into the New Year and, as ever, Lions will be in the forefront of bringing cheer to our communities. Although Covid is, perhaps, no longer the threat it once was, living with the bug has been replaced with other tests of our ingenuity and there are many stories in this edition of how uplifting can be our role as cheerful bringers of community service.

Let us all follow their example where we can and the meantime the 105SC Sentinel sends warm seasonal greetings from the southernmost outpost of the District to all its contributors and readers. Have a good one!

Lion Peter Tabb



**Lions
tail...**



Please send all articles and pictures for publication in the
DISTRICT 105SC SENTINEL
to the Editor, Lion Peter Tabb, email : news@lions105sc.org.uk
ideally at least a week before the end of the month