



**We Serve**

# Rochester Lions Club

Home Club of Leader Dogs for the Blind  
[www.rochesterlionsclub.org](http://www.rochesterlionsclub.org)

April 2003  
**NEWSLETTER**

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***“Service is the rent we pay for our time on earth”***

Lion Doc O'Brien

## MARK YOUR CALENDAR:

- **District Convention** – April 4,5,6 in Traverse City
- **General Meeting** – April 7th; Joe Flynn – Soapbox Derby
- **Board Meeting** – April 14th; at Leader Dogs Kennel (Avon Rd) building conference room, 7 PM
- **Joint Meeting** – April 21st; with Lake Orion, at **Leader Dog**; in the Residence Hall lower level. Gov. Bill to present
- **White Cane Week** – April 25th – May 4th
- **General Meeting** – May 5th; Program – Open
- **General Meeting** – May 19th; L. Brooks Patterson – The Rainbow Connection
- **Heritage Festival Car Show** – May 24th - 25th
- **President's Ball** – June 16th; Paint Creek Cider Mill Restaurant
- **Soapbox Derby Classic** – June 28th – 29th

## President Bill's Message

I wanted to take a moment to report on some of the many wonderful and dynamic areas that are currently strengthening the shape of our club. These are a continuation and implementation of our Club Retreat last month.

The Retreat was a huge success. I would like to thank all of you that attended, as it was your contributions that enabled its success. I would also like to take this opportunity to give special thanks to Lion Dave Bates for coordinating the event. Special thanks are also in order to Lion Steve Shelton and Lion Celia Domalewski for the fabulous smorgasbord we all enjoyed. Two others that were instrumental to the Retreats success were our outside facilitators; Lion Paul Hemeryck of the Eastpointe Lions Club, and Lions Club, and Lion Connie Shelton of the Bloomfield Lions Club. Again, thank you all.

During the five hours of dialogue we touched on many different aspects related to the dynamics of our club. In the end we comprised six very specific and core areas to carry away with and concentrate on implementing. I am happy to relay that we have team leaders that are following through with putting all this into action. However, these leaders need your support. I would like to encourage a strong support from the membership and am calling you to step forward to assist these leaders with accomplishing our six goals.

Some of our action items have target dates for completion and some are ongoing. All of them will yield an enhanced vitality and betterment to the club. As great as the spirit and momentum our club has now, we should always strive to further

*President's Message - continued on page 2*

## Featured Charity



### Welcome Homes for the Blind

Welcome Homes opened its doors in 1952, inviting all to discover that blindness does not have to result in helplessness, confinement, or loneliness. At the time, many long-term healthcare facilities turned away the visually impaired as too “high maintenance”, so, Welcome Homes was established to provide retirement with dignity for

the visually impaired.

In May of 1952, the Lions of Michigan, “Knights of the Blind,” named Welcome Homes as one of their three state service projects. Their service continues today. Whether a simple birthday card for a resident, a financial contribution, support for our Annual Strawberry Festival or a visit just to say “Hello,” the Lions have always had a



tremendous impact on the happiness of those who call Welcome Homes “home”.❖

complement what is already great. Following is an outline of the six areas. The team leaders are highlighted in bold and these are whom you should contact to lend support. The other members are ones who have already volunteered for that panel. Through spirituous comradery we can accomplish many great feats. Thank you again for making our club the best there is in Lionism.

**1) Establish a Written Club History:** (Dale Burke)

Do you know who our ten most senior members are? Dale 1964 ranks first. The rest: Al Lucas and Jim Williams 1968, Mike Gendich 1969, Don Westphal 1970, Jim Kemler, John Murphy, and Dave Padilla 1971, Tom Petterson 1972, Dan Williams 1975. Amazing! Panel that consists of the most senior members. Panel to conduct a 'brainstorm' session(s) and document the club's history. To be archived in the club brochure and on the club website. Target Date - Mid/ Late April

**2) Establish Club Brochure:** (Steve Shelton)

Arnold Sell: Establish a form of literature outlining the functions and roles of the club. To be made available at fundraisers and other times when in contact with general public. If possible, distribute in a display case next to coin canisters. Something resembling the new website, though more concise. Target Date - Mid May (for circulation at Heritage Festival and upcoming summer events)

**3) Establish format for Orientation/ Training/ Mentoring of new members:** (Lynn Demsky, Carol Morency [co-captains])

Jim Kemler, Gene Fererra, and Al Lucas: Develop an itemized checklist of criteria that new prospectful members would follow along with their sponsor. The sponsors duties would continue on after prospect becomes a member. Target Date - June 1st

**4) Establish criteria to meet Michigan Model:** (Jim Kemler)

Dave McKenzie, and Jim Hoehner: Implement a strategic plan to obtain new members. To take place after series of events in the 'public eye'. Will conduct 'membership drive' at general meeting. Target Date - Mid October

**5) Heightened Level of Charity Awareness:** (Celia Domalewski)

John Cadieux and Larry Cole: Increase the understanding to both our membership and the general public of the organizations that the Rochester Lions Club supports. Target Date - Ongoing Effort

**6) Full Utilization of Public Relations Opportunities:** (Dave Bates)

Mike Gendich, Jean Kemler-Larkum, and Frank Mulholland: Ensure that our club is getting full exposure at events. Increase outreach to the general public. Areas of possibilities: newspapers, public television, Chamber of Commerce, joint communication with other local service groups. Target Date - Ongoing Effort

Sincerely,

**Bill Sefcik**  
President❖

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## General Meetings Report- March

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**MARCH 3<sup>RD</sup>:**

With nearly 40 Lions in attendance, the membership elected next year's leadership team. Congratulations to our Club Officers for 2003-04:

*President:* Steve Shelton  
*I. Past President:* Bill Sefcik  
*1<sup>st</sup> Vice President:* Gary Senical  
*2<sup>nd</sup> Vice President:* Celia Domalewski  
*3<sup>rd</sup> Vice President:* Sherry McBroom  
*Secretary:* Arnold Sell  
*Treasurer:* John Cadieux  
*Tail Twister:* David Beane  
*Lion Tamer:* Lynn Miller  
*Membership:* Jim Kemler  
*Board of Dir.'04:* David Bates  
*Board of Dir.'04:* Al Lucas  
*Board of Dir.'05:* Larry Cole  
*Board of Dir.'05:* George Newton

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## MARCH 17<sup>TH</sup>:



Date Night brought us a tasty, entertaining and ultimately inspiring presentation by Gerald Matthes, Proprietor of the Give Thanks Bakery here in Rochester. His story of a career change after 39 years in

advertising and of a 220 year family history in baking was not only enjoyable but inspiring. His commitment to good food and a sharing life were easily evident in his stories as well as the bakeries commitment to tithing. You are well served in many ways by visiting his bakery in downtown Rochester off West Alley.

That night we also had the pleasure of Lion Jim Kemler, dressed in full Scottish garb, treated everyone to several St. Patrick's Day jokes. For those who missed out, here's one of them...

*An Irishman, Englishman and Scotsman go into a pub and each orders a pint of Guinness. Just as the bartender hands them over, three flies buzz down and one lands in each of the pints.*



*The Englishman looks disgusted, pushes his pint away and demands another pint.*

*The Scotsman picks out the fly, shrugs, and takes a long swallow.*

*The Irishman reaches in to the glass, pinches the fly between his fingers and shakes him while yelling, "Spit it out, ya bastard! Spit it out!" ❖*

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## Upcoming General Meetings - April

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### APRIL 7<sup>TH</sup>:

We Rochester Lions have the opportunity not just to say we support our troops but to actually do something that truly gives assistance and comfort to our guys and gals doing the real duty of protecting our freedoms. The Troops are looking for old (but in *good condition*) paperback books, sport/hobby magazines, playing cards, puzzle games and writing stationery. They are also looking for small items to help tolerate the desert conditions such as eye drops, licorice, lollipops and Sweet tarts. Thanks to Terri Williams at Potere-Modetz Funeral Home all we

have to do is haul in the stuff! Potere-Modetz is paying for postage, supplying boxes for shipping! ---- So the theme for the April 7<sup>th</sup> meeting will be to bring in as many of the items mentioned as you can. Ask your friends and neighbors for donations of these goods too. A table will be in the back of the room. --- let's fill it up! You may have heard that the military is not accepting unsolicited "goodies" for the troops due to security and logistics concerns. This is true, and we are especially thankful to Terri Williams for solving this challenge so that our community can support our Michigan troops in Iraq and Afghanistan. A special thanks to Lion Lynn Demsky for spearheading this drive. The Eccentric newspaper reporter and its photographer will be at our meeting so let's show them what the Rochester Lions can do. Remember to wear your Rochester Lions shirts and hats.

This will be an event full meeting as it will also include information regarding the 2nd Annual (June 28-29, 2003) DADA Soap Box Derby Classic. Joe Flynn will be starting us off through encouragement/ directions/ suggestions on the event. And in preparation of Annual White Cane Week - April 25th to May 4th, distribution of the White Cane materials will also occur.

### APRIL 21<sup>ST</sup>:

This will be a "special" joint meeting with the Lake Orion Lions Club. Many are referring to this as a "charity" meeting from our club to theirs!

For the past several years, we have challenged one another to see who could raise the most money during White Cane Week, with the loser buying the other club dinner. After winning the first two years with relative ease, Past President Murray at last year's district convention (rumored to be after several of his favorite drinks!), decided to "spot" them \$7,000. After catching hell for this ridiculous "spot", Lion Murray felt compelled to accept early retirement, leave the country and transferred out of our club! (just kidding Murray!). Needless to say, the Rochester Lions Club rallied behind the leadership of Lion Al and still won the wager even with spot. Feeling sorry for Lake Orion, we have decided to buy them dinner this year.

Don't forget, this will held at the Leader Dog School for Blind on Avon Rd. In the Residence Hall lower level. 6:30 PM with Dinner at 7 PM. ❖

## Fundraiser News

### WHITE CANE – April 25th thru May 4th



At the April 7<sup>th</sup> meeting Chairperson Al will distribute starter supplies. Come to the meeting to pick up your supplies. Also if you have any questions from the White

Cane Alert letter than was mailed to you this is the meeting to get your answers. The annual White Cane fundraiser is approaching quickly. This is our biggest event in terms of dollars raised and therefore extremely important in determining how much our club is able to donate to the charitable organizations we support. We thank Lion Al Lucas and his site captains for spearheading this effort, but it takes the offer of time from the membership to make this event successful. We need you on the street and at the storefronts filling those white canes with donations. Every member needs to contribute more than a few hours to this cause. Contact Lion Al Lucas or one of the site captains and give them your support and time. Last year we raised a near record \$20,000. We can surely top that this year, but it will take serious member participation.

White Cane Contacts		
Chairperson: Lion Al Lucas (248) 651-0474		
Site Captains		
Livernois & Walton	Ron Barnett Gary Senical	
University & Main	Dennis Scott	
Farmer Jack @	Stu Clemens	
Kroger @ Liv. & Walton	David Beane	
Kroger @ Adams	Mike Johnson	
L&L @ Adams	Jim Hoehner	
Whole Foods	Al Lucas	
Post Office	Arnold Sell Ted Kamrath	
Food Emporium	Lyn Demski	

### HERITAGE FESTIVAL CAR SHOW -

While the motto of the Lions Club is "We serve", it should be done so out of enjoyment rather than obligation. Consequently, as I can no longer say that I don't know what it takes to put together a Car Show of this magnitude, my motto is "work smarter, not harder". To that end, I have tried to break down the various areas into definable elements that I believe are enjoyable to do rather than burdensome tasks. Many times, just finding the "right" person for the "right" job can get you most of

the way toward that pleasurable goal. Additionally, consistency from year to year can greatly improve the "thru - put" and the fun. So, if you have become familiar with something, don't hesitate to sign up for it again. On the other hand, those who enjoy variety may assist in new areas. Please remember that all volunteers (be they a Lion, family member or friend) will receive a beautiful "Festival of Cars" T-shirt for their efforts. While our traditional one-day show has now expanded to Saturday with the "Warm Up", very little effort is required to support it. The "Sign Up" sheets (don't forget to indicate your size) will be passed around for your review at our General Membership Meetings beginning on April 21st. If you are unable to attend, do not hesitate to call as your support is sincerely appreciated.

#### Heritage Festival Car Show Contact

Chairperson:	Day	
Lion Steve Wolken	Evening	

### SOAPBOX DERBY – June 28th -29th

Planning for this years Derby is well underway. We are in the process of lining up sponsors and drivers for our cars. We are also working with Oakland University and local high schools to arrange for additional help.



Joe Flynn, Director of the Detroit Metro Soapbox Derby, will be the main program at our April 7<sup>th</sup> general meeting.

Joe is looking for approximately 6 Lions who would be interested in being trained to perform car inspections. Training is scheduled to take place Wednesday, May 14<sup>th</sup>, 7-9pm. Those interested should contact Lion Steve Shelton or Lion Ralph Vitale.

#### Soapbox Derby Contact

Lion Steve Shelton		
Lion Ralph Vitale	Home Cell	

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## Committee News

All committee members are encouraged to send Lion Gene information about their committees for publishing in the newsletter and sharing with the membership.

### CLUB WEBSITE:

Yes it's true, the Rochester Lions Club now has a web presence. We are "out there" for everyone to see and learn about our organization. For those of you with access to the Internet, please take a little time to get familiar with our site. We are always looking for feedback and ideas. Most of the changes since going live, March 1<sup>st</sup>, have been in the "photo gallery" sections (Our Club, Rock 'n Rods, Soapbox Derby and Nite Lite Golf). Please bring in any photos you may have that you feel shows off our club.

We are also actively looking to find ways to get the word out about our Club and our website. These include adding our web address to such things as... the food wagon, stationary/letterhead, business cards (see sample below), newspaper articles, fundraiser flyers and White Cane thank you cards.

### DONATION CANNISTERS:

Lion Arnie Sell reported Leader Dog Canister money was recently collected from the nine locations that he was responsible for. So far \$2084 has been collected for the period 9-20-02 thru 2-18-03.

### MEMBER CALLING CARDS

	<h2 style="margin: 0;">Rochester Lions Club</h2> <p style="font-size: small; margin: 0;">Home Club of Leader Dogs for the Blind www.rochesterlionsclub.org</p>
<p><b>Gene Ferrera</b> Past President</p>	<p>811 Croydon Rochester Hills, MI 48309 (h) 248-651-4685 (w) 248-651-7242 gferrera@frankrewold.com</p>

Lion Steve Shelton has already made up business cards for all board members. He is now prepared to do the same for any member who requests them.

### 2003-04 COMMITTEE SIGN-UP

This is the perfect opportunity to get more involved with fellow Lions who share common interests. Sign up soon for next year's committees. Lion Steve plans to have all the committee spots filled in time for the July publishing next years Roster. Most committees require just a small amount of time and effort, but play a significant role for the Club and it's Charities. Select from the following list and give Lion Steve Shelton a call...

Administrative & Service Committees:	
All State Band	Newsletter
Attendance & Meals	Nominations & Elections
Constitution and By-Laws	Peace Poster Contest
Convention	Photographer (New)
Christmas Party	Picnic
Diabetes Awareness (New)	Programs & Guest Speakers
Eye Glass & Hearing Aid	Public Relations
Finance (New)	Raffle
Float Construction	Roster
Fund Raising Think Tank (New)	President's Ball
Greeter(s) (New)	Sickness & Welfare
Induction Ceremony	Sight & Hearing Conservation
Invocations	Supplies (Logistics)
Leadership Development (New)	Youth Programs (New)
Membership	Website (New)
Memorial Services (New)	
Fund Raising Projects:	
Canister Collections	Mint Sales
Food Wagon	Nite-Lite Golf
Heritage Festival Car Show	Rock-n-Rods Car Show
Leader Dog Christmas Cards	Soapbox Derby
Memorial Golf Outing	White Cane

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## Fun Stuff!

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### THE PERFECT WORKER...

1. Bob Smith, my assistant programmer, can always be found
2. hard at work in his cubicle. Bob works independently, without
3. wasting company time talking to colleagues. Bob never
4. thinks twice about assisting fellow employees, and he always
5. finishes given assignments on time. Often he takes extended
6. measures to complete his work, sometimes skipping coffee
7. breaks. Bob is a dedicated individual who has absolutely no
8. vanity in spite of his high accomplishments and profound
9. knowledge in his field. I firmly believe that Bob can be
10. classed as a high-caliber employee, the type which cannot be
11. dispensed with. Consequently, I duly recommend that Bob be
12. promoted to executive management, and a proposal will be
13. executed as soon as possible.

### ADDENDUM:

That idiot was standing over my shoulder while I wrote the report sent to you earlier today. Kindly re-read only the odd numbered lines.

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*This brings “reading between the lines” to a whole new level of meaning!!!*

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### FACT...

NO message is received by the listener with the same accuracy as the speaker intends.

Consider the following points to improve the effectiveness of every-day communications while speaking and listening:

**Speakers:** “It’s not what you say, it’s how you say it”. Pay careful attention to your:

- Words – message content
- Inflection – vocal variations that change meaning
- Non-Verbal – information received by the eyes

**Listeners:** “Be an Active Listener” Work on the following Active Listening skills:

- Concentrate - pay attention to more than just the words
- Understand viewpoints of others (you don’t have to agree)
- Acknowledge their feelings
- Don’t give your viewpoint! (not while you’re listening) ❖

Club Officers:		
<i>President:</i> Bill Sefcik	<i>Secretary:</i> Arnold Sell	<i>Board of Dir. '03:</i> George Newton
<i>I. Past President:</i> Murray Rolland	<i>Treasurer:</i> John Cadieux	<i>Board of Dir. '03:</i> Stu Clemens
<i>1<sup>st</sup> Vice President:</i> Steve Shelton	<i>Tail Twister:</i> David Beane	<i>Board of Dir. '04:</i> David Bates
<i>2<sup>nd</sup> Vice President:</i> Gary Senical	<i>Lion Tamer:</i> Lynn Miller	<i>Board of Dir. '04:</i> Al Lucas
<i>3<sup>rd</sup> Vice President:</i> Celia Domalewski	<i>Membership:</i> Jim Kemler	

### Lions Club – Den Keeping

- **Attendance** - *If you can not attend a general membership meeting, contact Lion Lee Musson no later than the Friday prior to avoid incurring dinner charges:*  
 - voice: (248) 652-xxxx  
 - email: [Lee@Musson.net](mailto:Lee@Musson.net)
- **Sick & Welfare** - *If you know of a Lion or close family member, who is in need of a get well or condolence message or flowers, contact Lion VP Celia Domalewski (248) 651-xxxx.*

- **Newsletter Material** - *Send items you want published in the newsletter to Lion Gene Ferrera:*  
 - voice: (248) 651-xxxx  
 - fax: (248) 651-xxxx  
 - email: [gferrera@frankrevold.com](mailto:gferrera@frankrevold.com)  
 - mail: 811 Croydon Rd  
 Rochester Hills, MI 48309

- **Roster Changes** - *Changes to your mailing address, phone number, email address, etc. should be forwarded to Lion Secretary Arnie Sell (248) 375-xxxx.*
- **Business Cards** - *Members wishing to have personalized Lions Business Cards made should contact Lion VP Steve Shelton (248) 652-xxxx*
- **Hats** - *New “Rochester Lions Club” hats are available from Lion VP Steve Shelton (248) 652-xxxx*