



TRACKS



“Westerville lions”

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JANUARY 2011

WESTERVILLE
LIONS CLUB
OFFICIAL
NEWSLETTER

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From the president's desk

When members come to me for advice about strengthening our Westerville Lions club, most imagine that what we need is a new “system,” a toolkit, workshop, a list of definitive do’s and don’ts or a checklist. But what we often discover in our assessments, other consulting engagements, or even technical assistance calls, is that the area that requires the greatest care and attention is **human behavior**.

Humans are at the heart of every nonprofit mission, from that humans who design and deliver services to those who participate as members, service recipients, consumers and attendees.

Aspects of human behavior that are antithetical to sound management include:

- The very human tendency to *blame others* or look for scapegoats to explain why things did not turn out as we had hoped;
- The common challenge of *getting lost in the weeds and failing to see the big picture*;
- *Pride*. The first of the seven “deadly” sins is evident when human beings fail to admit that they do not understand the rules and policies of the workplace or the performance expectations of their supervisors and
- *Discomfort hearing “bad news” or in extreme cases, ignoring unproductive behaviors* in the workplace and imagining that all is well all the time.

We humans are quick to blame, prone to lose focus, prideful and easily discomforted. New systems, methodologies, training and the occasional checklist can be helpful in strengthening practices. But if resources are constrained and time is precious, your best investment is in the work you do to *change human behavior*. An impressive program “on paper” will be of little benefit if your staff and volunteers disregard its purpose, fail to appreciate its underlying rationale, or work to undermine its effectiveness. I would like you all to consider the following tips to empower the human beings that are the cornerstone of missing fulfillment:

- *Encourage candid assessments of employee performance, organizational results, and progress towards ambitious goals*. Admitting that you fell short of the target is the first step to determining “why” and how to improve performance in the future. Glossing over results that fell short of the mark will increase the likelihood of repeating the same mistakes next year.
- *Coach, staff and volunteer leaders to become comfortable with uncertainty*. Resolving to identify “every risk” and ensure that a plan is in place for any eventuality is impractical. Mission-driven nonprofits exist in an uncertain world. There is no checklist or framework that will change that, The key to thriving in an environment of uncertainty is to aim for equal measures of agility and resilience. Effective organizations maneuver and bounce (continued on page 2)

(From the president's desk continued)

Inspire a commitment to continuous learning. No nonprofit can avoid every possible wrong turn of misstep. Making mistakes, some argue, is the essence of deep learning and organizational advancement. Rather than let mistakes slip from your grasp, commit to inspire the human being in you nonprofit to learn from their experiences, both expected and unexpected. Show them how it's done and lead by example. Great questions to support learning include:

1. Were there any signs or warning signals of the outcome? Are there ways to better spot and act, in a timely basis on those signs should they occur again?
 2. How are we evolving... as we speak? What different signs or signals should we be looking for in our changing environment?
 3. What steps can we take today to increase or agility and resilience in the face of similar (or not so similar) future events?
 4. What were the most important lessons from this experience?
- *Provide outlets for volunteer frustration.* Today's volunteers have an unlimited array of avenues for venting, and a few clicks on a mobile phone keyboard can broadcast the gist of a complaint to a large audience . While we wrestle with balancing the interests of volunteers, you can reduce the risk of potentially harmful venting by providing accessible and meaningful opportunities for volunteers to provide candid feedback. Remember that a complaint is a potential gift to your nonprofit that can help you improve the organization.

As we continue the process of planning for 2011, I invite you to consider how to address the "human factor" with the Westerville Lions. I would like to invite EVERYONE from all corners of the Westerville Lions to participate in broadening our view, Ask yourselves if the rationale behind the key rules and policies of the workplace are understood. I would also like to invite EVERYONE to actively participate in our efforts to identify and understand the changing environment in which we operate as well as the implications of our changing world.

As always, don't hesitate to reach out to me to discuss our challenges, blue-sky ideas, or ours plans for 2011 and beyond.

Yours in Lionism and thank you for helping me to truly live our motto of "We Serve"

A.J. Westlund aka Lion L



Make plans to attend the Jukebox Revue on February 13th at Westerville Central High School.

Support Honor Flight Columbus

HONOR FLIGHT

What a great program we have to honor those of “the greatest generation”. It took almost 60 years for this nation to recognize those that put their lives on the line so we could continue to enjoy the many freedoms this great nation has given us. The program is called “Honor Flight” and the Westerville Lions Club has been an enthusiastic supporter. I have had the privilege of being the guardian on many of these flights including the flight with a very good friend of mine, Harold Baker. Harold flew SB2C’s during WWII. What an honor and a privilege to have been Harold’s guardian. It was one of the highlights of my life.

Earl Morse, a retired Air Force Captain from Springfield, conceived Honor Flight. After his military service he became a Physician’s Assistant working with WWII vets in a VA clinic. When the WWII Memorial was dedicated in May, 2004 he found that several of the vets he had met in the VA clinic expressed a desire to go and see the memorial but didn’t have the funds or the transportation to do so. So, Earl persuaded several pilots from a private aero club that he belonged to at Wright Patterson AFB to fly these vets for free in their personal aircraft. In May of 2005 12 veterans in 6 aircraft flew from Springfield, Ohio to Washington, DC. Honor Flight was born.

Since then an estimated 50,000 WWII veterans from 38 states and 100 airports have flown on Honor Flight. Columbus Honor Flight started in 2007. Bobbi and Bill Richards took over shortly thereafter. Bobbi and Bill came to one of our meetings 2-3 years ago to talk about Honor Flight. Two more dedicated patriots you have never seen. Since 2007 over 2,000 vets have flown Honor Flight out of Columbus. In 2010 Columbus had 12 flights – 2 each in April, May, June and July, 1 in September and October and 2 in November. The last 4 flights have been charter flights. All flights have been with Southwest, which is the official

airline for Honor Flight. In addition to Columbus, Honor Flight flies from Akron/Canton, Toledo, Cleveland, Dayton, and Cincinnati.

It costs \$13,000 to fund a regular flight with Southwest, which carries 30 vets, their guardians and medical personnel in addition to the regular paying airline passengers. A charter flight costs 3 times that much and can carry 90 vets and their guardians and no regular airline passengers. That price includes all tickets, bus transportation, meals, t-shirts, certificates, “Jewel of the Mall” photo book, disposable camera’s, printing, etc. Guardians have to pay \$200 per flight. Each flight is funded by students, businesses, communities, organizations and other private donations. There are fund raisers such as pancake breakfasts, concerts, parades, etc. It appears that only charter flights will be available for 2011. The cost will be about \$45,000 per flight.

On February 13th The Community of Westerville will present a Jukebox Revue at Westerville Central HS. It will be a benefit variety show in the mold of the old Bob Hope USO shows during WWII. Tickets costs \$20 for non-vets and \$10 for vets, students and seniors 65+. WWII veterans are free. Several club members were sponsors last year. A sponsorship is \$20 with your name being listed in the program. All proceeds go to fund a 2011 Honor Flight which Westerville will sponsor on September 10th. I will have more information at our January 20th meeting. Please consider attending this excellent event and supporting Honor Flight. We are losing about 1,000 WWII vets a day so we need to get as many of them to their memorial as soon as possible. Please contact me if you have any questions. Thank you and remember:

“If you can read this thank a teacher. If you can read this in English thank a veteran.”

Lion Dave Bergman

Time for new Goals

It's "that time of year." You know what I'm talking about. It's the time of year when it is often hard to find an empty parking spot near the door of the neighborhood fitness center. Church attendance is up and restaurant menus are offering an impressive number of "light and fit" options. It's a great time of year to set aside pessimism and embrace an optimistic outlook, whether you're focused on your personal fitness or the health of the Westerville Lions.

It is also the time of year to create a list of goals for the Westerville Lions. On the off chance that you'd like some help, I've created a list of six simple goals to consider and adapt.

1. **Take the time to explain "why" as well as "what."** A common mistake in the roll-out of new policies or projects is putting the emphasis on "what" and neglecting "why." Keep in mind that misunderstood policies are unlikely to be followed closely. Explaining the rationale for new or revised policies is an inexpensive way to increase the likelihood of consistent application.

2. **Examine risk from a new perspective.** As you survey the top risks facing the Westerville Lions, consider whether you're seeing risk from a range of perspectives. Does your list reflect the view from the boardroom? The vantage point of supervisory staff? Ask whether you have missed the risks clearly visible to line-staff, volunteers, personnel working "in the field" or in remote locations, or those whose formal duties include following, but not developing policies.

3. **Simplify.** Unfortunately, in our efforts to make programs and activities more comprehensive, we sometimes add unnecessary complexity. Keep in mind that when you choose a complex policy over a simpler version, you may be adding a dose of downside risk to the mix.

4. **Fight fear.** While it's true that a little fear keeps us on our toes, fear in organizational life too often has a paralyzing and unproductive effect. We fear damage to the organization's reputation, accusations of mistreatment by clients, or loss of a major funding source, but instead of taking action on those fears, we lose sleep. A better approach is to commit to facing your fears with practical strategies designed to increase the agility and resilience of your nonprofit.

5. **Remember to train.** The economic downturn led many Clubs to forego staff training as an unaffordable luxury. Skimping on training for your key staff and volunteers could have disastrous consequences. Avoid a train wreck down the line by recommitting to providing the hands-on skills and management training that your ambitious mission deserves.

Resolve to get your board "on board." There is no time like the present to resolve to strengthen governance practices. *How* the board governs is directly related to *what* the Club is able to accomplish. Great governance creates the energy needed to propel your mission forward, while ineffective governance is akin to an empty fuel tank. When the board is "out of gas," a Club spins its wheels and inspires frustration instead of commitment.

A. J. Westlund



—Bob Berry

BOB BERRY –DISTRICT 13F GOVENOR SPEAKS AT THE JANUARY 6TH MEETING

DISTRICT 13F GOVERNOR SPEAKS TO THE WESTERVILLE CLUB ABOUT GAINING AND
RETAINING MEMBERSHIP AT THE JANURAY 6TH 2011 MEETING.

GLAUCOMA SCREENING TRAINING AT BEEHCROFT LIONS

LION JIM SHIVELY LEAD A TRAINING SECTION AT THE JANUARY 18TH BEEHCROFT
LIONS MEETING. HELPING WITH THE TRAINING WAS LION A.J. WESTLUND, LION DON
NIEBLING AND LION GARY BIX

LIONS VALENTINE’S DANCE

**TIME TO GET YOUR RESERVATION MADE FOR THE WESTERVILLE LION’S VALENTINE
DANCE ON FEBUARY 17TH. THE COST IS \$45 PER COUPLE OR \$25 FOR SINGLE. MEAL
WILL BE “UP SCALE” AS WILL BE THE MEETING.
SEE YOU THERE.**

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OFFICE HOURS: 114 NORTH STATE STREET
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