



PRESIDING

Lion President Charles Nelson presided and Lion Roy Minor offered the invocation.



GUESTS

We were pleased to welcome Lion Margaret K. Lee, 1st Vice President of the San Francisco Chinatown Lions Club, who is visiting us on her way the Long Tail award. Welcome Lion Margaret! You are the first we've seen on the Tail Trail this year!



MERLO Organizes for LY 2005/06

The District MERLO Committee met on Thursday to map out its objectives for 2005/06. This year MERLO will be divided into two working groups - one for San Francisco and one for the Peninsula in order to facilitate meeting schedules and better target extension efforts. The Peninsula MERLO working group will focus on growing the East Palo Alto Club, beginning a new club in Belmont, and stabilizing small clubs in the southern tier of the District. In addition, MERLO will be happy to work with any club that plans to start a branch club, a new Lions club or a Leo club, or who wants help with recruiting and retaining members.

CONCOURS D'ELEGANCE



Our second working group meeting was held on Wednesday evening. The field layout was finalized and registrations closed. We will have over 350 judged cars and more than 70 in special exhibits. Concours clothing is still available - ask Lion Joan, Lion Al, or Jenny for details.



Cost of Garment	\$?
Special Orders - See Catalog	
Basic Polo w/Concours	\$35 (Example)
Add Pocket	+\$5
Add Jaguar	+\$10
Add Cobra	+\$15
THANK YOU!	
Proceeds from sales benefit our Charities & Non-Profits! (Tax included on all purchases)	
Concours Apparel 2005	
Concours Logo - \$10.00	
"Women's Colors" that feature Gold, Purple and Blue will be used unless advised otherwise specified at the time the order is placed. All measurements are standard.	
* Determinate Cost of Item	
* Add Amount for 2X+ Sizes*	
* Add Sales Tax	
* Add Cost of Embroidery	
* Round to Nearest Dollar	



Diabetes Screening. Lions Jim Anderson, Chaz Nelson and Toni Cuvi (Menlo Park Host) staffed a diabetes information table at the East Palo Alto Get Fit get together on June 9th. We plan to work with EPAGF on their October event.

DOOR PRIZE

The Door Prize, selected from a bunch of Lions stuff, was won by Bruce Whitso - yet again. Future door prizes June 21 - Dennis Daly; June 28 -Bobbi Harold; July 5 - Dean Johnson July 12 - Pearl Director; July 19 - David Buchanan; July 26 - David Chappell; Aug 2 - Carole Martin.



Meetings

- June 25/26 - Concours
- June 27 -Peninsula Council of Lions
- July 9 - Bike for Breath
- July 26 - Installation of

Panthern metalica: The Iron Lion

Looking for that perfect summer film? Then *The Iron Lion*, directed by Leon Ferris, might be right up your wadi. Yes, wadi. You see, there are few alleys left in this distant future where Earth has become a garden of Eden. Set in an Africa without pollution, where cities like Nairobi are barely recognizable ruins and man is a dark rumor, virtually the entire animal kingdom has been replaced by robotic creatures that are a parody of a long forgotten ecology - our ecology. The hero, an Iron Lion who is awakened from the sleep of ages, leads us and a small band of highly intelligent denizens of this future Earth on a quest to find the meaning of their metallic lives, uncovering their dark past and our own problematic future. Understand the Lion and you will Understand the World.



PROGRAM

Gil Gilfix, our program chair for June, introduced Tom Antal, president and founding partner of Creative i, the marketing communications firm that provides marketing services for our Concours on a *pro bono* basis. Creative i was founded in 1990 and has become one of the leading marketing agencies in silicon valley.



Tom was on hand to share the underlying approach that Creative i is employing to help us grow the Concours and to review this year's advertising program. The approach is to keep our image sheikh, sassy and accessible, using images that are elegant together with copy that is humorous and a bit irreverent. Message: We've got the right stuff, but we're not stuffed shirts. Come and have fun dreaming your car dreams with us.

This year's campaign uses a combination of smart visual ads that will appear in local newspapers and on the LED sign on 101, and a series of very funny radio ads that will play on KGO in the week proceeding the Concours. The print ads are similar to those that have been used over the past two years and have won Creative i a series of Addys, awards given out annually by silicon valley's marketing community.

Creative i You can learn more about Creative i by going to: www.creatave-i.com . advertising & interactive media

Remember - Concours Working Group Meetings on the 22nd of June at Carr & Ferrell on Gang Rd.



- June 21 - Gil Gilfix and The Third Concours Program.
- June 28 - Recapitulation of Concours Day.
- July - To be announced.



NO fruit! Elizabeth Seton School is in recess.