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HOTLINE

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Club Brightens Up Schoolyard

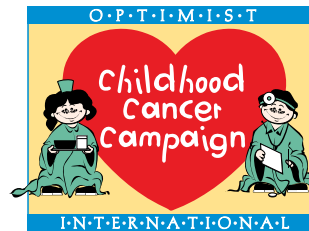
Knowing that a student's environment is important to the learning experience, the Optimist Club of Christiana, Jamaica, recently embarked on a project at Spalding Primary School. The Club's goal was to promote safety and health for the school's 1,000 students and 40 staff members, provide historical information for the school and enhance the school's overall environment.

The Club Members planned in advance, organizing a fundraiser and accepting contributions from local businesses and Optimists to cover the cost of the project, approximately \$2,000 US. Knowing they couldn't do the work all in one day, the Optimists added educational and artistic murals to the walls of the schoolyard beforehand.

On the big work day, the Optimists brought in plenty of paint for the walls, landscaping blocks to line the flower beds and colorful flowers and plants. Approximately 40 Optimists, school officials, parents and students worked throughout the day to spruce up the schoolyard. They put finishing touches on the walls of the yard, installed the blocks for the flower bed walls and did plenty of planting.

After working throughout a cloudy day, the workers finished up just in time for the skies to open and give the new flowers a good first watering.

Optimists Make Sizeable Impact on Childhood Cancer Awareness during June



Every Club that participates in Optimist International Childhood Cancer Awareness Month does so in its own way. There are no rules on the programs or activities that must be held, the number

of people required to participate or attend or the amount of money that should be raised. The objective of Optimist Childhood Cancer Awareness Month is for Clubs to sponsor a CCC-related activity of any size, whether it is a community service project or a fundraising event designed to raise awareness of children's cancer and gain public support for Optimists' efforts.

A small Club may decide to purchase stuffed animals to distribute to childhood cancer patients at a local hospital. A new Club may decide to hold a Childhood Cancer Awareness Fair to help educate the community about the disease and the Optimist organization. A larger Club may choose to conduct a silent auction and dinner fundraiser to purchase new medical equipment for a local children's hospital. A Club with a busy calendar may choose to donate funds to the Johns Hopkins commitment and earn the recognition banner patches to add to their banner.

The size of the project isn't what is important – it's the effort and outreach. Sometimes the smallest act can make a world of difference to a child with cancer.

If your Club would like ideas on a project to sponsor during Childhood Cancer Awareness Month, please contact your District CCC Chair or Optimist International at (800) 500-8130.



IT'S TIME TO GET AWAY!

Make plans to get away this summer! This year's Convention is July 8-11 in Central Florida. To register for the event or to get more details, visit www.optimist.org.

OPTIMIST Website Gets a New Look →

Optimist International has a new look online at www.optimist.org.

Members have requested a website that is easier to navigate and separates Member and visitor information. The organization has responded with a website that has the same amount of information but with far less clutter.

Now visitors can find the areas they need without getting lost in pages of information geared toward Members.

And Optimists can go to a special Members section. While the website still holds vast amounts of information, users have more options upfront so they can find what they are looking for in less time.

If Optimists realize they are on the wrong Optimist site, links to the websites for Optimist Leaders, Optimist International Foundations and Optimist e-mail are at the bottom of every page on the Members side, as is a sitemap listing all of the pages located within the website.

If you use the website often, take some time to look around and become familiar with the new site!



Say It with Flowers and Help the Foundation

Optimists can help the Optimist International Foundation every time they want to send someone flowers!

By going to www.optimistflowers.org, Optimists can place a flower order, and 5 percent of their total purchase will be donated to the Optimist International Foundation (5 percent does not include tax and delivery). Just go to the website, follow the links, select your arrangement and don't forget to enter "OIF" as the promotion code.

To order by phone, call (800) 318-1754. Don't forget to tell them you're an Optimist and mention the promotion code!

FOUNDATIONS ANNOUNCE INCOMING BOARD MEMBERS

Congratulations to Luc Dubois of Sherbrooke, Quebec, and Roger Vaughan of Birmingham, Alabama. Luc was recently elected to the Optimist International Foundation of Canada Board of Directors. Roger was recently elected to the Optimist International Foundation Board of Directors. They will begin their terms on October 1.

Community Projects Awards Program Alters Focus

This year's Community Projects Awards program is making some changes, and Clubs should take note of the new focus.

The CPA program is intended to provide recognition to Clubs for outstanding projects and to encourage membership involvement in meaningful Club activities. Another important goal of the program is to provide information about exceptional Club projects that can be shared with other Clubs seeking a similar community-serving opportunity. The sponsoring Club can use the entry as a reference book for the organization of a similar activity in the future.

Submission of a CPA entry is an Honor Club requirement for the 2008-2009 year. To make the CPA program more beneficial to Clubs and to encourage participation, a number of changes were made to the official rules, Project Story and judging sheet.

The judging criteria was modified to meet the objectives of the awards program. The overall quality of the project, including uniqueness and creativity, will count for 50% of the score. A detailed step-by-step explanation of the project in order for another Club to be able to successfully run a similar activity from planning to completion will make up 45% of the total score. The final 5% will be based on the organization of the entry, documentation and compliance with the official contest rules.

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HELP BRING PLAY BACK INTO THE LIVES OF CHILDREN WITH **KABOOM!**



Do you think every child deserves a great place to play?

Of course you do! So does KaBOOM! – a national not-for-profit organization that envisions a great place to play within walking distance of every child in America. Since its inception in 1995, KaBOOM! has used its innovative model to bring together business and community interests to construct more than 1,600 new playgrounds, skateparks, sports fields and ice rinks across North America.

Unfortunately, play still remains on the decline throughout America. Children are playing significantly less than previous generations as parents keep their children at home out of concern for their safety.

To help bring play back into the lives of children, KaBOOM! is encouraging communities to take an easy (and fun) step: hosting a KaBOOM! Play Day. Taking place any day from September 19 through 27, a KaBOOM! Play Day is a free, fun-for-the-whole-family outdoor event that celebrates play and raises community spirit.

This event combines national reach with local impact in a fun and engaging way. It's a block party, a backyard barbecue and a field day all rolled into one – a turnkey event that helps you celebrate play with your Club Members, supporters, donors, community leaders and local youth. Each event is a valuable way to bring your community together to celebrate play and engage your Members in a meaningful service program.

Groups that host a KaBOOM! Play Day will demonstrate their commitment to play and the well-being of children while attracting new Members and donors and raising their Club's visibility at the same time.

KaBOOM! will provide your Club with everything needed to make the event successful. The organization has helped thousands of local not-for-profits raise money, recruit volunteers and organize events that bring communities together for a great cause – kids!

By hosting a KaBOOM! Play Day, your Club will receive:

- A free interactive online planning tool to successfully plan and organize your Play Day
- Free tips and advice to share with your volunteers about how to successfully plan, organize and execute this event and others
- A free KaBOOM! Play Day kit full of fun-filled games and gear valued at \$100
- Inclusion in a directory of KaBOOM! Play Days at kaboom.org, with links to your website to help drive recruitment to your Club
- Dedicated web pages to post your KaBOOM! Play Day stories, photos and videos
- The chance to receive a play space grant to build or improve a playground or play space

Hosting a KaBOOM! Play Day is a chance for the Members of Clubs to stand alongside thousands of other communities all across North America to say that play has purpose. More information about hosting a KaBOOM! Play Day can be found at kaboom.org/playday.

Southwestern Ontario District is Optimist's Top Duck

Optimist International conducted a special "Luck of the Ducks" promotion through the months of March and April. Each District CCC Chair was encouraged to sell the most ducks to win a special prize for themselves and their District Governor. The winning CCC Chair and District also earned "Top Duck" bragging rights.

Ron Huxley, the Southwestern Ontario District CCC Chair, sold an astonishing 118 ducks in two months! The dedication and efforts of Ron and the entire Southwestern Ontario District are greatly appreciated by Optimist International.

CCC DUCKS ... GOING, GOING, GONE!



The clock is ticking and time is running out. The CCC Duck Race presale only runs through June 16. Don't let this opportunity waddle by and leave you out of the fun.

The presale is open to everyone, even Members who will not be attending the Convention. It's just \$10 US/CN a

duck! All proceeds from the race will go to the Optimist International Research Fund in Pediatric Hematology and Oncology and the Canadian Childhood Cancer Campaign.

All order forms must be submitted to Optimist International by June 16. Checks should be made payable to "OIF-CCC." There is no limit to the number of ducks each person can buy.

The first three ducks across the finish line will win the title of "Lucky Duck" for their ticket holders. The first-place duck wins its owner the grand prize of

\$100 US. The second-place finisher receives \$50 US and the third duck across the line gets \$25 US. If the owner is not present at the race, the check will be mailed after Convention.

If you would like to purchase your duck or ducks today, contact your District CCC Chair or Optimist International to obtain an order form. After the presale ends, ducks can be purchased in the House of Optimism at Convention during the normal hours of operation.

Each duck purchased gives you another chance to win and can bring Optimist International closer to meeting its \$1 million commitment to Johns Hopkins to fund childhood cancer research.

Become a Programs Expert at the International Convention

If you want to learn more about Optimist International's programs and activities, then the International Convention is the place to be! A wide variety of workshops will be conducted that are designed to provide Members with the latest updates and information needed to sponsor the activity in their communities. If your Club has ever wanted more information or had a question about an Optimist program, these workshops will provide the answers.

Fundraising workshops will explain the procedures for organizing an event and present ideas of all sizes. One workshop will be conducted by Members of Clubs that ran very successful events, who will explain how they organized their fundraisers step by step. Another session will give numerous ideas that Clubs can tailor to meet the needs of their communities. Make sure to stop by and pick up some new ideas and tips on how to make your Club's next fundraiser a success!

Attend an Internet Safety workshop and see what the newest component in the program is all about and how you can use it in your Club and community. You will learn how your Club can make a presentation to adult groups about the potential dangers to children while online and ways to safeguard them from inappropriate contacts and behaviors. Attendees will receive a packet of Internet Safety materials, including the CDs and DVDs needed to run the program to share with their

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Junior Golf Selects All-Scholastic Team

Optimist Junior Golf recently announced the junior golfers who will make up the 2009 Hugh Cranford All-Scholastic Team. The team recognizes junior golfers who excel on the golf course and also in the classroom.

Optimist Junior Golf bestowed the All-Scholastic Team honor on four exceptional student athletes – Nicole Agnello of Longwood, Florida; David Catt of Shawnee, Kansas; Kaitlyn Hutcherson of Greeneville, Tennessee; and Brandon Jobe of Fayetteville, North Carolina. In addition, Patrick Cansfield of Port Huron, Michigan, was honored with the “Bringing Out the Best in Kids” Community Service Award.

The four members of the 2009 Hugh Cranford All-Scholastic Team and the recipient of the “Bringing Out the Best in Kids” Community Service Award will receive automatic exemptions into the 2009 Optimist International Junior Golf Championships July 28 through August 2 at PGA National Resort and Spa in Palm Beach Gardens, Florida. In addition, the members of the scholastic team will have their registration fee for the tournament waived. All of this year’s honorees will also be recognized for their accomplishments at the tournament’s opening ceremonies on July 29.

“The selection committee was truly impressed with the many applicants who not only excel in junior golf but also use that same discipline to succeed in the classroom and in so many other activities,” said Steve Feinstein, chairman of the Hugh Cranford All-Scholastic Team Committee. “The quality of this year’s applicants was outstanding, and the selection process was a difficult one.”

Applicants were required to be 16 to 18 years old and past participants of the Optimist International Junior Golf Championships, Optimist International Tournament of Champions or Optimist District qualifiers. Those making the team exemplified an impressive balance between golf and academics.

Nicole Agnello is finishing her senior year at Lake Mary High School in Lake Mary, Florida, where she is ranked fifth in a class of 573 students. She has a 4.48 GPA and has performed well on the ACT and SAT, with exceptionally high scores in math. Outside of class Agnello is active in golf, piano, weight training and community service work. Agnello has served more than 230 hours as a volunteer junior golf coach. She finished in sixth place at the

2008 Optimist International Junior Golf Championships and will play golf for the University of Virginia when she enters the university this fall.

David Catt is a junior at Shawnee Mission Northwest High School in Shawnee, Kansas, who maintains a 4.71 GPA and is ranked second in his class of 403 students. He recently received high scores on the SAT and was particularly strong in math and critical reading. Catt is involved in a number of student organizations, plays varsity golf and will be co-editor-in-chief of his school’s newspaper in the fall. Catt has competed in Optimist junior golf tournaments for several years, taking first place in the Kansas District qualifier in 2005 and 2007, placing third at the District level in 2008 and competing in the Optimist International Junior Golf Championships in 2005 and 2007.

Kaitlyn Hutcherson is completing her senior year at Greeneville High School in Greeneville, Tennessee, where she is tied for first in a class of 200 students. Hutcherson excelled on the SAT and the ACT, with high scores on the English and reading sections of the ACT. Hutcherson has maintained a perfect 4.0 GPA throughout high school. Hutcherson has served as her high school’s golf team captain for three years, performs in theater and an audition-only choral group, served on her student council and has dedicated a lot of time to volunteering. Hutcherson competed in the 2004, 2005 and 2007

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This year Optimist Junior Golf honors (from top) Nicole Agnello, David Catt, Kaitlyn Hutcherson, Brandon Jobe and Patrick Cansfield.



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Optimist International Junior Golf Championships, and she will play golf for the College of William and Mary when she begins there in the fall.

Brandon Jobe is completing his senior year at Jack Britt High School in Fayetteville, North Carolina, where he maintains a 4.72 GPA. With impressive results on the SAT and ACT and a challenging course load, Jobe is ranked 10th out of his class of 421 students. Jobe has been named a North Carolina Academic Scholar and has received a number of other academic honors. He has participated in leadership conferences and has volunteered time with the AJGA Care 4 the Course, a golf course beautification project. Jobe is on his school's varsity golf team and is a member of a number of other student groups and organizations. Jobe competed in the 2006 Optimist International Junior Golf Championships and will be attending the University of North Carolina in the fall.

Receiving the "Bringing Out the Best in Kids" Community Service Award is Patrick Cansfield of Port Huron, Michigan. Cansfield, a junior at Port Huron Northern High School, has shown a strong dedication

to community service in addition to his high academic performance and extracurricular activities. Cansfield has served on a Youth Advisory Council, taken on youth leadership roles through his church, worked as a fun fitness advisor for his school district and as an advisor for the Port Huron Youth Tennis League and volunteered at a local soup kitchen and at the Port Huron Museum. Cansfield placed first in the Michigan District qualifier in 2008, competed in the 2007 and 2008 Optimist International Junior Golf Championships and tied for 10th in the 2007 Optimist International Tournament of Champions.

The All-Scholastic Team is named for Hugh Cranford, who served as Executive Director of Optimist International from 1967 to 1986. He was instrumental in starting the Optimist Junior Golf program and in 1978 led the efforts to co-sponsor the Optimist Junior World Golf Championships in San Diego, the forerunner to today's Optimist International Junior Golf Championships. In recent years, Cranford has served as chairman and member of the committee that oversees the Optimist Junior Golf program. He is currently an emeritus member of the committee.

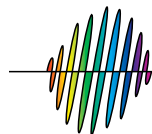


Scholarship Contest Deadlines

The 2008-2009 Oratorical Contest and Communication Contest for the Deaf and Hard of Hearing topic, "For Me, Optimism is ..." encouraged youth to explore what Optimism meant to them and how it affected their lives.

The deadline to submit District Oratorical winners is June 15, 2009. The District Entry Form, Winner's Information Form, a copy of the speech and the birth certificate should be submitted for each of the winners.

The District CCDHH Chair should submit the District Entry Form, Winner's Information Form, a copy of the speech and an audiogram by June 15.



COMMUNICATION CONTEST
for the Deaf & Hard of Hearing
OPTIMIST INTERNATIONAL

All materials must be submitted by the deadline in order for scholarships to be processed. If you have questions about the materials that must be submitted, contact the Programs Department at (800) 500-8130 or via e-mail at programs@optimist.org.

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Clubs will still be able to submit entries in two categories – Community Service and Fundraising. The official 2008-2009 Project Story form must be utilized or Clubs will be penalized. The first page of the story must be filled out on the form. The second page consists of a list of 14 questions about the project, and answers may be submitted typewritten on unlined paper. Clubs should use as many pages as necessary to provide complete and detailed answers to each of the questions. The final page of the Project Story is the budget, which also should be completed on the official form provided by the International Office. The budget line items should be modified to fit the expenses and income from the project.

Clubs must provide current contact information for a project representative on the Project Story and grant permission to Optimist International to publish a project summary and the accompanying contact information. This can include the use of photos, e-mail addresses and phone numbers. If a District-winning entry does not provide this information, the entry will not be entered in the International judging.

The Reference Section of the book should include contact information for all the resources utilized during the project and should be three pages maximum. The Publicity section should include press releases, newspaper articles, magazine clippings, Club and District bulletins, correspondence, programs and flyers used to promote the activity. The properly identified photos section should include action photographs whenever possible and not

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Club. Workshops will also be conducted on the “Faux Paw the Techno Cat” Internet Safety program geared toward children ages 6 to 10.

The CPA program was revised to make it more beneficial to Clubs and to encourage participation. A number of changes were made to the official rules, Project Story and judging sheet. Attend one of the CPA workshops to ensure your Club will have the inside scoop on how to complete this Honor Club requirement. Attendees will learn how to make the submission process simple and get a sample entry to take back to their Club!

A Braggers Hall featuring Clubs and their unique projects will also be held at Convention. Club representatives will be on hand to explain their project and how it was run. Attendees will have the opportunity to vote for the best program display. The sponsoring Club that receives the most votes will win a free registration to the Denver Convention in 2010.

This is just a small sample of the sessions that will be held at the 2009 International Convention. Information on all the Programs workshops will be available in the Convention program. If you have any questions, contact the Programs Department at (800) 500-8130, ext. 235 or 261, or via e-mail at programs@optimist.org.

include more than 12 photos. A page restriction of 30 one-sided pages must be adhered to for sections 2, 3 and 4 of the CPA entry.

The judging sheet was revised to evaluate the entry on the new criteria of adherence to rules, quality of the project and repeatability. The same judging sheet will be utilized during the District- and International-level judging.

Once a project has been named a District winner, it is not eligible to be resubmitted for a period of three years. Once a project has been named an International winner, the project is no longer eligible to be submitted as a CPA entry.

In the International-level competition, two award winners may be chosen – Best Overall Community Service Project and Best Overall Fundraising Project. Every entry submitted for International competition that is not based on a current Optimist International program is eligible to be considered for the Future of Optimism award. This award is not necessarily an annual award and is designed to recognize Clubs that develop new and unique program ideas.

All International winners will receive a leather-bound version of the entry, paid registration to the annual Convention for two Members of the winning Club, recognition at the Convention and a profile of their project in *The Optimist* magazine.

There are plenty of great reasons for Clubs to submit a CPA entry. If you have any questions about the changes or about completing an entry, contact the Programs Department at (800) 500-8130 or via e-mail at programs@optimist.org.