

MINUTES

BOARD OF DIRECTORS' MEETING Optimist International

December 5-6, 2008

Sheraton Westport Hotel
St. Louis, Missouri

The following Members of the 2008-2009 Board of Directors were in attendance for the entire meeting:

Theo Golding	Immediate Past President & Chairman of the 2007-2008 Board	Kingston, Jamaica
Donald R. Sievers	President	Jackson, Missouri
Mark O. Shriver	President-Elect	Woodstock, Georgia
Carrollyn C. Cox	Director	Virginia Beach, Virginia
Durward M. Rushforth	Director	Fairfax, Virginia
Claire Labrèche	Director	Montréal, Québec
Herbert Strather	Director	Detroit, Michigan
Ken Garner	Director	Fort Worth, Texas
Marlene Phillips	Director	Windsor, Ontario
Benny Ellerbe	Executive Director	St. Louis, Missouri
Julie d'Auteuil	JOOI President	Jonquiere, Quebec

Excused:

**Committee Reports are to be considered an integral part of these Minutes.
All items are not officially approved and subject to correction until they are adopted at the next meeting of the Board of Directors.**

Friday, December 5, 2008

Chairman of the Board Theo Golding called the first meeting of the 2008-2009 Optimist International Board of Directors to order at 8:48 a.m.

The invocation was given by Herb Strather, followed by the Pledge of Allegiance led by President-Elect Mark Shriver and a Toast to Canada, the Caribbean, and all nations where there are Optimist Clubs was led by Claire Labrèche.

Certificates of office were presented to the Board of Directors by President Don Sievers.

The flag that waved over the headquarters building from October 1, 2007 to September 30, 2008 was presented to Immediate Past President Theo Golding. The Mission Statement was recited while standing. Executive Director Benny Ellerbe was appointed parliamentarian for the meeting.

APPROVAL OF THE CONSENT AGENDA

Adopted as presented

Strather/Labrière

To approve the items on the Consent Agenda as presented and shown below:

Approval of Board Meeting Minutes

June 30 – July 1, 2008 Board Meeting

Motion adopted

To approve the minutes of the June 30 – July 1, 2008 meeting.

Teleconferences:

July 30, 2008 Teleconference

Motion adopted

To approve the minutes of the July 30, 2008 Teleconference.

August 5, 2008 Teleconference

Motion adopted

To approve the minutes of the August 5, 2008 Teleconference.

September 30, 2008 Teleconference

Motion adopted

To approve the minutes of the September 30, 2008 Teleconference.

Email Ballot

District Dues Increase Request

Colorado-Wyoming District (25)

The Colorado-Wyoming District is in the process of raising their District Dues by \$1.00 per quarter (or \$4 annually from \$16 to \$20). The Governor has been notified that the District must hold an approved special convention to vote on the increase and must receive approval from the Optimist International Board of Directors before instituting the increase.

Motion adopted unanimously

To approve the action taken by the email ballot to allow the Colorado-Wyoming to hold a special convention for the District delegates to vote on a \$4 a year dues increase. The increase would be effective immediately if approved.

District and Club Requests – Staff Report

District Dues Increase Requests

Rationale: Optimist International Bylaws, Article VII, Section 5B, requires that Districts must receive the approval of the International Board of Directors for any increase in District dues.

North Carolina East District (43)

Rationale: The NC East District Executive Board by a unanimous vote and the NC East Board by a vote of 25 to 1 is requesting that the OI International Board of Directors approve a district dues increase of \$3 per year from \$13 to \$16 dollars beginning the first day of October 2008. They have not had an increase since 1998 and had to make some cuts in the budget this year to make ends meet. They would appreciate the Board's approval of this request in order that they may continue to support leaders and especially the youth in the District.

Motion adopted

That the Board of Directors hereby approves the North Carolina District (43) request for a \$3.00 dues increase, that would be from \$13.00 to \$16.00 annually and to make this effective October 1, 2008.

District Request for Fundraising

Optimist International Board Policy D-9 states that all Districts may conduct fund raising projects with prior written permission from the International Board of Directors. Any fund raising activities must conform to Products Endorsement Policy I-65 paragraph 1e and District budgets; annual audited financial statements shall include identification of such fundraisers. Excess revenues upon approval of the Board of Directors may be used for operating and/or administrative expenses.

Iowa (40)

Rationale: The Iowa District is requesting permission to hold a District Fundraiser. The District will be using the OI logo to promote a project to alleviate some of the suffering as a result of the Iowa flooding. They have developed a flyer to send to all District Governors. The Foundation will assist with a Pass Through as soon as Craig Kelley sends in a Pass Through Grant application form and checks.

Motion adopted

That the Board of Directors hereby approves the Iowa District's fundraiser.

Club Merger Requests

500 Optimist Club of Speedway and the Suburban West Optimist Club of Indianapolis (IN)

Rationale: It is requested that the Board of Directors approve the merger of 500 Optimist Club of Speedway and the Suburban West Optimist Club of Indianapolis (IN). The Suburban West Optimist Club of Indianapolis will surrender its charter immediately. The 500 Optimist Club of Speedway name, number and policies will stay the same. All policy and procedures set by Optimist International have been met.

Motion adopted

That the Board of Directors approves the merger of the 500 Optimist Club of Speedway and the Suburban West Optimist Club of Indianapolis (IN) with an effective date of October 1, 2008.

Approval of Club Charters

Motion adopted

That the new 108 Optimist Clubs organized in 2007-2008 as submitted, be granted an affiliated Optimist International Club Charter in keeping with Optimist International Bylaws Article III, Section 1A2, New Clubs. (See attachment to these minutes.)

ADOPTION OF THE AGENDA

Motion adopted

To adopt the agenda as presented dated 12/04/08.

Rushforth/Cox

PRESIDENT'S REPORT

President Don Sievers submitted a written report and addressed the Board of Directors. The Board of Directors reviewed the Convention Resolutions adopted by the delegates at the July 2008 Convention.

2007-2008 ADMINISTRATIVE YEAR'S PERFORMANCE

Theo Golding addressed the Board and reviewed his written report.

PRESIDENT-ELECT’S REPORT

President-Elect Mark Shriver submitted a written report and addressed the Board of Directors.

JOOI PRESIDENT’S REPORT

JOOI President Julie d’Auteuil addressed the Board of Directors and reviewed her written report.

EXECUTIVE DIRECTOR’S REPORT

Executive Director Benny Ellerbe addressed the Board of Directors and reviewed his written report.

Reaffirmation of Board Fiscal Responsibility, Board Policy I-70

Motion adopted

Shriver/Phillips

That the Board of Directors reaffirms its support of the Board Fiscal Responsibilities as follows:

“All requests which require the Expenditure of funds must be accompanied by the following:

1. Statement of Purpose
2. Statement of Expectations in Measurable Terms
3. Statement of Expected Time Frame to Implement
4. Statement of Expected Time Frame to Realize Identifiable Results
5. Inclusion of an instrument for Measuring Expectations vs. Results
6. Initial Cost, Budget, Underlying Assumptions and Funding Schedule with Pay-out Time
7. All Proposed New Programs Shall be Reviewed by the Executive Director and the International Finance Committee Chairman prior Approval to Determine the Fiscal Impact.
8. That as a matter of policy, the International Board of Directors requires that all proposals with a financial impact, regardless of the source of the request, will be referred to the International Finance Committee to determine the financial impact. The Optimist International board of Directors will not consider such proposals until it has received a report from the International Finance Committee as to the expected financial impact.”

The above policy shall be submitted for reaffirmation every year at the first meeting of the Board of Directors.

The meeting recessed at 10:32 a.m. and reconvened at 10:45 p.m.

AUDITOR’S REPORT

The report of the auditor was given by Judith E. Murphy CPA, Partner and Ted Williamson CPA of RubinBrown LLP.

On behalf of the Board of Directors Carrollyn Cox thanked the auditors for the report.

The meeting went into executive session at 11:18 a.m. to 11:49 a.m., then reconvened into regular session at 11:56 a.m.

REPORT OF THE AUDIT & FINANCE COMMITTEE

The report of the Audit & Finance Committee was presented to the Board of Directors by Committee Chair Mike Allen.

Acceptance of Auditor's Report

Rationale: The Audit and Finance Committee reviewed the draft report and recommendations of the auditors followed by an executive session with the auditors. The Committee has accepted the auditors' report. The Board is requested to adopt the following motion:

Motion adopted

Rushforth/Phillips

That the Board of Directors hereby adopts the audit report for the fiscal year 2007-2008 as presented by Rubin Brown, LLP-CPA's.

Appointment of Auditors

Rationale: The Audit and Finance Committee, after reviewing the audit reports and with discussion with management, recommends that the firm of Rubin Brown, LLP-CPA's be appointed as auditors for the 2008-2009 fiscal year.

Motion adopted

Labrèche/Rushforth

Garner abstained

That the Board of Directors hereby appoints Rubin Brown, LLP-CPA's as the auditors for the 2008-2009 fiscal year.

Master Schedule of Dues and Fees 2008-2009

Rationale: The Committee reviewed the Master Schedule of Dues and Fees. The Committee recommends no changes for this year: however, the Committee does recommend changes for the 2009-2010 fiscal year. The Committee recommends that the Charter Fee for new Clubs be increased by \$100 and that the fee for Charter Members be increased by \$1. The Committee could not determine when the fees were last increased, but they believe it has been at least 15 years.

Motion adopted

Shriver/Labrèche

That the Board of Directors adopts the Master Schedule of Dues and Fees as presented for the Fiscal Year 2008-2009.

Master Schedule of Dues and Fees 2009-2010

Motion adopted as amended

Shriver/Labrière

That the Board of Directors increases the Charter fee by \$100 for new Clubs and **all new member** ~~charter~~ fees by \$1 for the Fiscal Year 2009-2010.

Policy D-4, District Dues Increase Requests.

Rationale: The Committee noted that, with the changes to the bylaws at the Convention in Grapevine, Policy D-4 needs to be modified to reflect the deletion of the District financial review required for Districts filing a Form 990.

Motion adopted

Rushforth/Phillips

That the Board of Directors add the following to Item 2 of Policy D-4:

An IRS Form 990 or its equivalent may be substituted for the annual financial review.

Annual Audit

Rationale: The Committee noted that given the new auditing standards, the bylaw requirement to have the audit 45 days after year end caused undue pressure on staff and the auditors resulting in some additional audit adjustments. Therefore, the Committee recommends the following change to the bylaws.

Motion adopted

Shriver/Sievers

That the Board of Directors offers the following bylaws amendment to the delegates of the 2009 convention:

Bylaws Article VIII, Section 7. Audit

The Board of Directors shall contract for an annual audit of the books of account of Optimist International by a certified public accountant. Said audit shall be taken within ~~45~~ **60** days after the close of the fiscal year, and a report thereon shall be submitted to the Board at its meeting next following the completion of the audit.

Budget Assumptions for the 2009-2010 Fiscal Year

Rationale: The Committee, along with the President-Elect, reviewed past years' history to determine the budget assumptions for the 2009-2010 Fiscal Year.

Motion adopted

Shriver/Labrière

That the Board of Directors approves a two percent decline in Membership and the building of 125 new Clubs as the budget assumptions for the 2009-2010 fiscal year.

The meeting recessed for lunch at 12:30 p.m. and reconvened at 1:15 p.m.

REPORT OF THE CONVENTION COMMITTEE

The report of the Convention Committee was presented to the Board of Directors by Chair Ron Whitaker.

2010 Convention Registration and Meals

Rationale: The budget for the 2009 International Convention is set based on a projection of 1300 total paying registrants at the rate of \$151 increased from \$125 for the 2008 International Convention. In light of the recent increase in registration fee for the 2009 International Convention in Florida the committee recommends the registration fee and meal costs remain the same for the 2010 International Convention in Denver, July 7-10.

Motion failed

Shriver/Garner

The Board of Directors hereby approves the following registration fees and meal costs for the 2010 Denver Convention:

(Note: The below fees are in \$US)

Adult Member or Guest Discount/Early Bird (no meals) - \$151

Adult Member or Guest Regular (no meals) - \$186

Adult Member or Guest Early Bird Package (registration and 3 meals) - \$250

Adult Member or Guest Regular Package (registration and 3 meals) - \$285

Adult Daily (no meals) - \$80

Adult Daily Regular (no meals) - \$100

Youth (non-JOOI) (4 day program)- \$125

Youth (non-JOOI) On-site (4 day program) - \$145

Club President-Elect & Lt. Governor-Elect Breakfast - \$27

Appreciation Luncheon - \$37

Fellowship/Old Timers' Breakfast - \$32

President's Banquet - \$52

Budget Impact: none

Motion adopted

Cox/Strather

That the Board of Directors directs the Convention Committee to report back with a revision on the fees that will provide enhancements they will believe will make an increase in fees be palatable to delegates and a recommendation for a breakeven budget on the convention.

2009 Convention Room Rate

Rationale: Negotiations have secured the \$15+ per night resort fee Gaylord is currently charging other guests at \$10+ per night for Optimist Convention attendees. Additionally, in the contract with Gaylord, Optimist International has a \$3 rebate per paid room night payable to Optimist International to help offset the overall cost of the convention. The committee feels it will attract more attendees to relinquish the \$3 rebate and reduce the base rate an additional \$3+ per night. This is a total of an \$8+ per night reduction in the rate.

Current rate: [$\$152 \times 13\%$ ($\$19.76$) = $\$171.76$] + [$\15 resort fee $\times 13\%$ ($\$1.95$) = $\$16.95$] = $\$188.71$
New rate: [$\$149 \times 13\%$ ($\$19.37$) = $\$168.37$] + [$\10 resort fee $\times 13\%$ ($\$1.30$) = $\$11.30$] = $\$179.67$
Negotiations have also secured a \$20+ per night upgrade to the base rate for Emerald Bay rooms vs. the \$40+ per night rate Gaylord is currently charging other guests.

Motion adopted

Rushforth/Labrèche

Opposed: Strather

The Board of Directors hereby approves relinquishing the \$3 rebate to offer the lower room rate.
Budget Impact: \$5,000 (FY: 2008-2009)

On behalf of the Board of Directors Dee Rushforth thanked Chair Ron Whitaker for the report.

REPORT OF THE NEW CLUB BUILDING/GROWTH COMMITTEE

The report of the New Club Building/Growth Committee was presented to the Board of Directors by Chair Jim Kondrasuk.

Board Policy I-102, International Development

Rationale: The Committee feels that with the removal of the International Development Committee that the ID Rules are sufficient guidelines for directing and implementing New Clubs in non-districted countries.

Motion adopted

Rushforth/Phillips

That the Board of Directors remove Board Policy I-102.

Board Policies I-55 & I-56, Authorized Representatives

Rationale: The Committee feels that Board Policies I-55 and I-56 should be combined into one policy regarding the authorization and assignment of Field Representatives. The Committee also suggests that the suggestion of President Don Sievers that a builder may not serve as a Field Representative be added to this policy.

Motion adopted

Cox/Rushforth

That the Board of Directors delete Policy I-55 and revise Policy I-56 Item as shown below:

4. Only the executive director or his designee shall be authorized to fix dates for official organization meetings of new clubs **and assign an authorized representative for the purpose of conducting the official organization meeting. If a member participated in the pre-organization of a New Club, they are not allowed to serve as the authorized field representative.**

On behalf of the Board of Directors Herb Strather thanked Chair Jim Kondrasuk for the report.

The meeting went into executive session at 1:57 p.m., recessed at 2:40 p.m. and reconvened into regular session at 2:52 p.m.

MARKETING RESEARCH

Charles and Judy Wiles addressed the Board of Directors and reviewed their written report compiled from surveys of club presidents and members.

The meeting went into executive session at 3:45 p.m. and reconvened into regular session at 3:59 p.m.

REPORT OF THE AD HOC STAFFING COMMITTEE

An informational report of the Ad Hoc International Headquarters Staffing Committee was presented to the Board of Directors by Chair Dee Rushforth.

REPORT OF THE JOOI COMMITTEE

The report of the JOOI committee was presented to the Board of Directors by Chair Judy Boyd.

Youth Club Structure

Rationale: To clarify who would be eligible to be a JOOI Member, the JOOI Board and Committee request:

Motion adopted

Rushforth/Sievers

That the Optimist International Board of Directors propose the following amendment to the bylaws to the delegates at the 2009 Convention:

OI Bylaws, Article III, Section I

- C. *Youth Club Structure*. Membership in this class of Optimist International shall consist of affiliated Junior Optimist Octagon International Clubs (JOOI). JOOI Clubs shall consist of young people ages 19 or below and ~~still in high school or its equivalent and not yet eligible to be members of an Optimist Club~~ **not yet a member of an Adult Optimist Club (to include College Clubs)**. JOOI Clubs shall consist of Alpha, Junior Optimist, or Octagon youth clubs; the requirements of which shall be set forth in JOOI policies. JOOI Clubs shall meet all requirements for affiliation as prescribed in the JOOI policies of Optimist International. New Club formation and Club revocation procedures must also be consistent with JOOI policies. JOOI Districts and JOOI Board of Directors shall have direct supervision over JOOI Member Clubs under the auspices of the Optimist International Board of Directors. JOOI policies shall be established by the JOOI Board of Directors with the approval of the Optimist International Board of Directors.

JOOI Dues Increase

Rationale: In recognition of the downturn of the world economy while acknowledging that the cost of mailings, material printing and convention expenses have increased significantly since the last dues increase in 2004, the JOOI Board and Committee request:

Motion adopted

Labrèche/Rushforth

That the Optimist International Board of Directors approves the following revision to the JOOI Policy for Governance, Policy XVII: International Revenue, Section 2: Annual Dues, as stated below pending approval by the JOOI Delegates at the 2009 JOOI Convention in Orlando.

POLICY XVII: INTERNATIONAL REVENUE

SECTION 2: Annual Dues.

Member Clubs. An annual ~~\$8.00~~ \$12.00 (U.S.) per Club member Membership fee, shall be paid to Optimist International by Alpha, Junior Optimist and Octagon Clubs for Clubs in Tier 1 countries, ~~\$5.94~~ \$8.88 (U.S.) per Club member Membership fee for Clubs in Tier 2 countries, and ~~\$4.17~~ \$6.26 (U.S.) per Club member Membership fee for Clubs in Tier 3 countries of not more than 50 members per Club. Fifty percent of this fee shall be set aside to help fund and offset the costs of the JOOI Convention. This fee is due 30 days after receipt of billing in October. No increase in this membership fee shall become effective unless voted upon by a majority of the delegates at the annual JOOI Convention.

Tier 1 shall be defined as High Income Economies; Tier 2 shall be defined as Upper Middle Income Economies; Tier 3 shall be defined as Lower Middle and Low Income Economies. The terms High Income Economies, Upper Middle Income Economies and Low Middle and Lower Income Economies shall have the definitions established from time to time by the World Bank's published statistics.

JOOI Committee Structure

Rationale: Due to JOOI being a unique part of the organization, led by young people and having its own policies and programs, it is critical that the majority of the members serving on the JOOI Committee have had JOOI experience. Therefore, the JOOI Board and Committee request:

Motion adopted as amended

Shriver/Phillips

That the Optimist International Board of Directors adds the following Paragraph H to Board Policy I-70 as stated below:

Committees

I-70

H. The Junior Optimist Octagon International (JOOI) Committee shall consist of a maximum of five members with at least three of the members selected having served as either a District JOOI Chair or a past International JOOI Board member, or a JOOI club advisor.

On behalf of the Board of Directors Marlene Phillips thanked Chair Judy Boyd for the report.

AD HOC OI AND OI FOUNDATIONS JOINT COMMITTEE

The report of the Ad Hoc OI and OI Foundations Joint Committee was given by committee member Carrollyn Cox.

OI and OI Foundations Joint Committee

Motion adopted

Cox/Shriver

That the Ad Hoc OI and OI Foundations Joint Committee be made a permanent committee consisting of the Presidents, Presidents-Elect and executive directors of each organization.

Childhood Cancer Campaign

Motion adopted

Shriver/Labrèche

That fundraising for the Optimist International Fellowship in Pediatric Hematology and Oncology at the Johns Hopkins Medical Center conclude on December 31, 2009; and that the Activities & Programs Committee be charge with developing guidelines for a CCC granting program for Clubs in the United States as soon as practicable; and that expenses for operating the granting program be considered a functional expense of the CCC gift monies.

Corporate Grant Proposals

Motion adopted

Phillips/Rushforth

That staff preparing proposals be authorized to offer such benefits as web links, literature recognition, magazine advertising, product placement, International Convention exposure and recognition, access to District meetings at the discretion of the Governor; and that similar benefits be sought from the corporate/foundation entity in return in the process of developing a mutually beneficial relationship; and that specific questions for approval be addressed by the “OI and Foundations Joint Committee.”

Scholarships

Motion adopted

Rushforth/Garner

To begin implementing the scholarship component of the potential future comprehensive campaign by authorizing the Foundations to seek named scholarships within each District for two oratorical, one essay, and one CCDHH scholarship in the amount of \$2,500 each through contractual multi-year commitments or permanent endowment with funds given before scholarships are awarded.

Introduction of OI/OIFC Board and Spouses at Convention

That OI/OIFC Board and Spouses and committee members be introduced at the Opening Ceremonies, freeing the Foundations' time slot in the Second Business Session to present information and grants.

On behalf of the Board of Directors Ken Garner thanked Carrollyn Cox and the committee for the report.

REPORT OF THE OPTIMIST INTERNATIONAL FOUNDATIONS

The report of the Optimist International Foundations was presented to the Board of Directors by the President of the Optimist International Foundation Bill Scott and President of the Canadian Foundation T. Les Rogers.

On behalf of the Board of Directors Ken Garner thanked Presidents Scott and Rogers for the report.

The meeting recessed at 5:08 p.m. and reconvened at 5:11 p.m.

The Optimist International Board of Directors recessed and reconvened as the Optimist International Youth Foundation Board at 5:13 p.m.

REPORT OF THE OIJGC COMMITTEE

The report of the OIJGC Committee was presented to the Board of Directors by Chair Wes Norris.

Continuity of the Junior Golf Committee

Rationale: In response to the charge letter to the committee from International President Don Sievers, the committee discussed ways to ensure the stability of the Junior Golf Committee. The budget for the golf program is now close to \$1,000,000.00. This amount represents approximately 1/6th of the Optimist International total budget. With the responsibility of this budget comes a great learning curve. We also had to consider the incoming International Presidents' desire to appoint members to the committee and to name his/her chairperson. We strongly suggest that all members come from the District Chairs and from volunteers who have served the program. The committee requests the following:

Motion adopted as amended

Rushforth/Labrèche

That the Board of Directors revise Board Policy I-70 (Paragraph E) as follows:

The ~~Optimist International~~ Junior Golf ~~Championship~~ Committee ~~will~~ **shall** consist of four (4) members. **The initial appointments (FY 2009-10 ~~not 2008-09~~) will be: one member for a three year term; one member for a two year term; and two members for a one year term.**

In future years the International President will appoint a member for a three year term and one member for a one year term. The chair can be selected from the new appointments or from the sitting members. Current members whose term has ended can be reappointed. ~~The President-Elect shall select two Members to serve on the committee for a two-year term and will designate a member of the Committee to serve as the Chair. At least two of the Committee members will be current or former District Chairs.~~

“Bringing Out the Best in Kids” Award

Rationale: In an effort to further promote our branding and due to the fact that all young people are not A+ students but give of their time and energy to service and support of their community, we propose giving a “Bringing Out the Best in Kids” award. This award will be in the form of a scholarship (golf fee only) to a person selected by the all-scholastic team sub-committee. This will be done on separate applications. Applications are to be developed by the sub-committee.

Motion adopted

Shriver/Rushforth

That the Board of Directors authorize the additional scholarship to come from the Junior Golf Fund for the “Bring Out the Best in Kids” Award.

OIJGC Fund

Rationale: The fund’s growth is accumulated by a \$25,000 gift from the 2002-2003 International Board of Directors plus donations from the families of junior golfers and volunteers of the program. At this time, the committee has no say in the oversight of the fund.

Motion failed

Labrèche/Rushforth

That a member of the OIJGC Committee be appointed to the board that oversees the Junior Golf Fund.

Consultant to the Junior Golf Program

Rationale: The program has now grown into one of the largest and most prestigious junior golf programs. While in a previous requested motion above, the committee has asked for a method for continuity of the committee, the members are still on an “on and off” situation. To further stabilize the program, the committee sees the need of input from someone who is in touch with Junior Golf 24/7. This person would have no vote.

Motion adopted as amended

Sievers/Cox

That the board authorizes the **reimbursement of housing expenses up to \$1300 for services** of a consultant in conjunction with the OIJGC program

Budget impact: \$1,300.00 (FY 2008-09)

Contract with PGA National

Motion adopted

Phillips/Strather

To extend the contract with PGA National to 2014 and to request postponement of deposit until July 2009 for the duration of extension.

Parent-Child Tournament

Motion adopted

Strather/Sievers

To limit expenses for committee members to three nights room only for the Parent-Child Tournament with no per diem, etc. (Budget Impact: \$1020, FY 2008-09)

On behalf of the Optimist International Youth Foundation Board of Directors Don Sievers thanked Chair Wes Norris for the report.

The Optimist International Youth Foundation Board of Directors adjourned and the Optimist International Board of Directors reconvened at 5:55 p.m.

The meeting recessed at 5:55 p.m. for the evening.

Saturday, December 6, 2008

The meeting reconvened at 8:00 a.m. with an invocation by Dee Rushforth.

AUDIT & FINANCE COMMITTEE REPORT (CONT'D)

Past Presidents' Travel to Convention

Motion adopted

Sievers/Strather

To table until the March meeting the issue of reimbursement of travel for Past Presidents' travel to convention.

2008-2009 Budget

Rationale: The Audit and Finance Committee reviewed the fiscal year 2008-2009 budget. In addition, the Audit and Finance Committee has proposed changes to the budget.

Motion adopted

Shriver/Strather

That the Board of Directors approves the changes to the fiscal year 2008-2009 budget as presented.

Strategic Growth Initiative

Motion failed

Cox/Phillips

To refer the proposal for appropriate study by the Audit & Finance Committee, NCB Committee, Benny Ellerbe, and/or Herb Strather (at the discretion of the President) as a pilot program outside of the awards program.

Life Memberships

Rationale: The Audit & Finance Committee asked permission from the Board (as was granted in 1998 - 99) to send a letter to OI Life Members and Club Secretaries, and draft a magazine article detailing the current financial needs and seeking that Life members (quoting the 1998-99 language) “Voluntarily waive their privilege to deduct Optimist International dues from their annual payment of dues to their Clubs and authorize Optimist International to bill their Club for said International Dues.” Staff would develop a form, similar to the one used in 1998-99 to allow Life Members to voluntarily waive their privilege to deduct OI dues.

Motion adopted

Strather/Rushforth

Opposed: Labrèche

To authorize a form to be sent to life members to voluntarily waive their privilege to deduct Optimist International dues from their annual payment of dues to their Clubs and authorize OI to bill the club for International dues.

REPORT OF THE ACTIVITIES & PROGRAMS COMMITTEE

The report of the Activities & Programs Committee was presented to the Board of Directors by Chair Ron Huxley.

Adoption of Internet Safety as an International Program

Rationale: In today’s society, the safety of youth on the internet is a growing concern. According to statistics provided by the IKeepSafe organization, 99% of children have access to a computer and the internet, whether it be at school, the public library or at a friend’s house. The increased number of children using the internet raises the need for programs to educate children on potential dangers and how to protect themselves online. Programs like “Faux Paw the Techno Cat” allow Optimist Members to work directly with youth to teach them to not provide personal information over the internet, tell an adult if someone contacts them with inappropriate content and to not meet anyone from the internet in person. In light of the broad scope of internet safety, the Activities Committee feels that children would be better served if internet safety were made a separate program for Optimist International. The program will give Optimist International credibility as a strong organization that is dedicated to meeting the changing needs of children and parents in today’s society. The adoption of an Internet Safety program will allow Optimist Members, Clubs and Districts to play a vital role in keeping youth safe while online.

Motion adopted**Cox/Phillips**

That a separate internet safety program be established by Optimist International. The program will include aspects like Faux Paw, peer to peer communication and parent education. There will be new aspects of internet safety that will be applied to the program as communication needs change. From a growth perspective, the program targets a group of potential new Members, including parents, school personnel, law enforcement and Chambers of Commerce.

Scholarship Topics for the 2009-2010 Essay, Oratorical and CCDHH Contests

Rationale: Contest topics should encourage students to examine their views on the world around them and challenge them to utilize their critical thinking skills. As part of the new Internet Safety program launch, the JOOI Board of Directors and the Activities Committee have selected the following topics.

Motion adopted**Cox/Strather**

That the Optimist International Board of Directors approve “Cyber Communication – Progress or Problem?”/ “La cybercommunication — une avancée ou un écueil?” as the Oratorical and CCDHH topic and “The internet: today’s evolution or tomorrow’s menace?”/ “Internet : opportunité actuelle ou embûche éventuelle?” as the Essay Topic for the 2009-2010 year.

Renewal of Endorsed Organizations

Rationale: The following currently endorsed organizations have fulfilled the requirements and request renewal of their endorsed status for the 2008-2009 Optimist year. The Scouts Canada organization did not submit materials for renewal of endorsement despite repeated attempts by Optimist International staff to obtain the required documents.

Motion adopted**Labrèche/Phillips**

That the Board of Directors renews endorsed status for the following organizations: Boy Scouts of America, Camp Quality USA, Camp Quality Canada, Children’s Organ Transplant Association (COTA), Harrison’s Hope (formerly Kids in Cars), Hugh O’Brian Youth Leadership, the National Crime Prevention Council, the National Center for Missing & Exploited Children and SafeAssured ID.

Review of Optimist International Policy I-36, International Partners

Rationale: Optimist International endorses outside organizations that are international in scope, have a mission or vision statement that is in line with the goals of the Optimist organization and that has been reviewed by the International Activities Committee and Board of Directors. The Committee felt that Optimist International should be more pro-active in establishing partnerships with outside organizations. In order to provide more opportunities to Members, International Committees and the Board of Directors should seek out organizations that have similar missions and pursue them for endorsement and partnering opportunities. The Optimist endorsement tells Clubs that the organization is reputable and would be beneficial to work or partner with on a project. The Committee felt that in order to establish and maintain mutually beneficial partnerships with the goal of expanding service and growth opportunities for membership, the benefit package for endorsed organizations should be enhanced.

Motion adopted**Cox/Garner**

The Optimist International Board of Directors approve the changes to Policy I-36 as follows:

The Board of Directors, on its own initiative or upon the recommendations of a committee may select "Endorsed Organizations" from other organizations requesting this status **or organizations identified by an Optimist International Committee or the Board of Directors.** "Endorsed Organizations" shall be reviewed annually. Considering the resources required to maintain ongoing programs/relationships with Endorsed Organizations, the number of such organizations shall be limited as recommended by the Activities Committee and approved by the Board of Directors. All applications for recommendation must be submitted to Optimist International by August 15th of each year to be considered. Organizations to be selected as Endorsed Organizations must meet the following qualifications at the time they are applying for endorsed status:

1. They must submit a copy of the organization's most recently complete audited financial statements.
2. Shall be national or international in scope or character.
3. Shall not be specifically commercial, racial, religious or politically partisan in nature.
4. If non-governmental, shall have been in continuous existence for the past five (5) years.
5. Must submit a copy of the organization's mission and/or vision statement.

Renewal of endorsed status will consist of the following requirements:

1. A letter sent by the Endorsed Organization requesting renewal of endorsed status to the Programs Department of Optimist International by August 15th of each year.
2. A statement within the letter indicating whether there has been any fundamental changes to the organization's financial condition in the past year.
3. A statement within the letter indicating whether there have been any fundamental changes to the organization's mission/vision statement within the past year.

The following guidelines provide the framework for cooperative efforts between Optimist International and its Endorsed organizations.

1. An "Optimist International Endorsed Organization" is one which has been examined by the International Board of Directors, and has been found to be suitable for Optimist Clubs. When the organization has been designated as an "Endorsed Organization," this means an affiliated Club can depend on the sincerity and authenticity of the organization's objectives and can be assured of its reputability.
2. Only a small number of organizations within the geographic boundaries of countries having Optimist Clubs receive such consideration. They are reviewed and approved annually by the International Board of Directors.
3. Endorsed Organization status does not imply that Clubs must work with a particular program or organization, nor are Clubs required to cooperate with them if they do not choose. Clubs are autonomous in the selection of their service projects.
4. On occasion, the assistance of Optimist Clubs may be solicited directly by representatives of an Endorsed organization, or by District officials while at District and zone meetings. This does not require participation. District officials should guard against overzealous solicitation by endorsed organizations
5. Whenever possible, Optimist Clubs are encouraged to fully consider Optimist International

programs before expending major effort in promoting the work of an outside organization, regardless of Board endorsement.

The benefits of endorsement offered to Endorsed Organizations shall be a letter of endorsement, publication on the resource library page of the Optimist website, a reduced rate for exhibit space at the House of Optimism, and the option to buy advertising space in the magazine, (based on availability) an article in the Optimist magazine, the opportunity to present a workshop at the International Convention on the last day of workshop sessions, and other opportunities as may be determined by the Activities Committee.

It will be communicated to Endorsed Organizations that Optimist International should be given or offered reciprocal benefits when available within the capabilities of the endorsed organizations.

Renewal of June as CCC Awareness Month

Rationale: June has been designated as CCC Awareness Month for the past five years and many Clubs and Districts sponsor large CCC activities during the month. Since Optimist International has until December 2009 to meet the Johns Hopkins Commitment, the Committee recommends that June be designated as CCC Awareness Month for the 2008-2009 year.

Motion adopted

Strather/Rushforth

That the Board of Directors endorse June as Childhood Cancer Awareness Month.

Additional Server to Increase Optimist Information Available on the Website

Rationale: As communication needs change, it becomes increasingly important to provide Optimist material on the internet. This allows Members the convenience of having the information immediately available to them. The Online Resource Library provides Clubs with community service projects and fundraiser ideas. The Library assists Clubs in finding new and creative ways to meet the needs in their community and provides set-up steps, materials needed and a contact for more information. Providing training materials is vital to the sustainability of the Optimist organization because it strengthens Member's knowledge and prepares them for future leadership roles. In order to make this information available to the membership, additional server space needs to be purchased.

Motion failed

Cox/Phillips

For: Cox

That a server be purchased during the 2008-2009 fiscal year to provide additional space on the internet, which will increase awareness and information available regarding programs and the Resource Library and to develop future communications, such as flash and video communication. This would develop more Member participation and inspire potential new Members through what Optimists do.

Budget: \$8,000 FY 2008-09

On behalf of the Board of Directors, Herb Strather thanked Chair Ron Huxley for the report.

The meeting recessed at 9:18 a.m. and reconvened at 9:30 a.m.

STRATEGIC GROWTH INITIATIVE

Herb Strather presented a proposal for a Strategic Growth Initiative. For example, Michigan Districts has a starting base on October 1, 2008 of 99 existing adult Clubs, 20% would equal 20 New adult Clubs as the goal and commitment of the Michigan District. Payment of incentives would commence upon the Michigan District achieving 14 New Club adult clubs (70%) built after January 1, 2009 until December 31, 2009.

Motion adopted

Phillips/Cox

That a Strategic Growth Initiative Pilot program be implemented from January 1 2009 until December 31, 2009 to build 25 member adult community clubs. That Districts may apply to be participants of the SGI Pilot Program, using the starting numbers of Clubs as of October 1, 2008, and said Districts goal and commitment is to build 25 adult member new clubs to a level of at least 20% of their base clubs (Oct 1, 2008). OI will afford a monetary incentive of \$300 paid to the District in the first year of paid Club dues, and a additional incentive of \$200 will be paid to the District on the 2nd anniversary of the Club upon paid dues. Districts must obtain at least 70% of the goal to begin receiving monetary incentives payments.

REPORT OF THE MARKETING, RESEARCH & DEVELOPMENT COMMITTEE

The report of the Marketing, Research & Development Committee was presented to the Board of Directors by Chair Rebecca Butler Mona.

Revisions to the Strategic Marketing Plan

Rationale: Last July, the Board approved the Strategic Marketing Plan to create global awareness of the mission/vision and core values of Optimist International, including strategies for growth and the sustainability of the organization. In keeping with the spirit and framework of the approved plan, the Strategic Marketing Plan has been examined and some necessary revisions have been made. The committee has identified the International committees that most closely interact with the Optimist “customers” as defined in the original plan. It is expected that these committees would, in turn, develop promotional and marketing strategies, in conjunction with the Marketing Committee, to reach these key customers.

Motion adopted

Rushforth/Phillips

That the Optimist International Board of Directors adopts the revised Strategic Marketing Plan as presented and attached to these minutes.

Distribution of Optimist Public Service Announcements

Rationale: The committee reviewed the results of the distribution of the Optimist TV public service announcements (PSAs) during the 2007-08 year. The latest report shows that 150 TV stations report airing the PSAs a total of 12,872 times, for an average of 86 times per station. The estimated “broadcast impressions,” or the potential number of people who could have seen them is 181 million. The equivalent dollar value of these airings (in other words, what we would have had to pay if we had bought the time on all of the stations) was \$1.75 million. The cost to Optimist International for the distribution was \$25,000. The committee feels that the program has been successful in marketing the Optimist name and mission. While additional distribution of the TV PSAs would probably not achieve much more exposure for us, it is felt that distribution of the already existing radio PSAs to a larger audience through a limited targeted distribution (1250 radio stations) would enhance our marketing efforts. Additionally, the committee feels distribution of internet banner ads, also known as “internet PSAs”, would reach millions of internet users who might be directed to our web site for additional information about the organization. This should help us extend our reach dramatically at a modest expense – 10 million impressions for \$12,500. We are also exploring the possibility of a free "ad words" package for non-profit organizations via Google.

Motion adopted

Cox/Labrière

That the Optimist International Board of Directors approve up to \$25,000 funding from the original marketing grant from the Optimist International Foundations to support expanded distribution of PSAs to a targeted number of radio stations, as well as via internet banner ads. Budget impact: \$25,000 (FY 2008-09) (from the OIF marketing grant)

On behalf of the Board of Directors Claire Labrière thanked Chair Butler Mona for the report.

REPORT OF THE LEADERSHIP DEVELOPMENT COMMITTEE

An informational report of Leadership Development Committee was presented to the Board of Directors by Chair David Gass.

Webcasting

Motion adopted

Garner/Labrière

That staff find the web space to move forward with webcast capabilities.

Password Protection of Training Materials

Motion adopted

Garner/Labrière

To password protect for only members to use Optimist International training materials and to lock down the training materials on optimistleaders.org.

On behalf of the Board of Directors, Claire Labrière thanked Chairman David Gass for the report.

REPORT OF THE AD HOC INT'L HQTRS BUILDING COMMITTEE

An informational report of Ad Hoc International Headquarters Building Committee was presented to the Board of Directors by Chair Claire Labrèche.

COMMUNICATION

Claire Labrèche addressed the Board of Directors and presented a written report.

The meeting recessed at 11:10 a.m. and reconvened at 11:19 a.m.

REPORT OF THE COLLEGE CLUBS COMMITTEE

The report of College Clubs Committee was presented to the Board of Directors by Dwight Phillips for Chair Judy Boyd.

Collegiate Presence and Involvement at the 2009 Orlando Convention

Rationale: The College Clubs Committee, in conjunction with Staff Liaison Kai Gansner (Director of Membership), host, promote, and judge a College clubs youtube.com™ video competition to produce a College version of the *I am an Optimist* DVD – all entries release copyrights as part of the competition. This is a low-cost way to easing into acceptance barriers. This effort is also geared toward youth development because the winning College Club's representatives will be present at the Convention.

Motion adopted

Phillips/Shriver

That the Optimist International Board of Directors approves one (1) free 2009 International Convention registration and four (4) night's lodging to the winning College Club to choose one representative to present at the 2009 Orlando convention. Funding for travel and board would be the responsibility of the collegiate representative.
(Budget : \$800; FY 2008-2009)

Smaller Banner for College Clubs

Rationale: College Members still desire a banner to reflect affiliation and accomplishments, but would prefer to have a smaller sized banner due to storage and transportation (mostly walking across campus). Since the District pays for and orders the banner directly from the vendor, there is no cost associated with this motion.

Motion adopted

Shriver/Cox

That the Optimist International Board of Directors approves Shumsky and Corral to make a smaller banner (27 x 34 in) available for College Clubs.

On behalf of the Board of Directors Marlene Phillips thanked Dwight Phillips for the report.

REPORT OF THE MEMBERSHIP, RECRUITMENT & RETENTION COMMITTEE

The report of Membership, Recruitment & Retention Committee was presented to the Board of Directors by Carrollyn Cox for Chair David Bruns.

Official Optimist International Time

Rationale: A recognized “Official Optimist International Time” is necessitated by the advent of online forms. This Official Time especially affects the end of each quarter and the end of the fiscal year.

Motion adopted

Garner/Phillips

That the International Board of Directors directs the Governance Committee to draft wording that the official time for all transactions or deadlines of and for Optimist International be the time zone applicable at the International Headquarters in St. Louis, Missouri.

Memorandum Regarding “Child Predator Awareness”

Rationale: As a result of the change to Bylaws Article III, Section 1A1a (“No individual shall be allowed membership or maintain membership if convicted of any serious crime against a child or persons under the age of 18”), adopted by the delegates at the 2008 International Convention and in relation to Board Policy ICD-13 Optimist International Code of Ethics for Optimist Members, Membership Chair Dave Bruns requested that Les Cox review this matter since it relates to membership and Retention. In response to this request, Les Cox presented a written memorandum to the Committee which states in part: Title 42 of the United States Code, “the National Child Protection Act of 1993,” section 5119a.(d) Liability [provides] “a qualified entity shall not be liable in an action for damages solely for failure to conduct a criminal background check on a provider...”

Motion adopted

Labrèche/Phillips

The International Board of Directors directs that a written memorandum regarding “Child Predator Awareness” be referred to the Executive Director for his discretion on further action, if any, to be taken.

Revision to International Board Policy IC-35, Charter Revocations & Disbandments

Rationale: The closing of the fiscal year has an impact on both current Governors and Governors Designate in relation to Membership and club volume, recognition through the International President’s Recognition and Awards Book, and violating expectations on the backend of the Governor and front end of the Governor Designate due to the thirty-day moratorium.

Motion adopted

Rushforth/Phillips

That the International Board of Directors adopts the revision to Board Policy IC-35 as shown below:

A. CLUB DISBANDMENT PROCEDURE (Club Resignation)

1. The Club initiates the disbandment procedure ~~when~~ **no later than August 30th for the current Optimist year by submitting** it ~~submits~~ its intentions in writing to the International Office. ...

B. CLUB REVOCATION PROCEDURE (By District)

1. The District initiates the revocation procedure **no later than August 30th for the current Optimist year** when the ~~g~~Governor submits a Charter Revocation Report

C. CLUB REVOCATION PROCEDURE (Administrative)

When a Club becomes 90 and 120 days in arrears in payment of dues or other indebtedness, a notice of an impending revocation of the Club's Charter will be sent by the appropriate Optimist International staff. The **120 day** notices will be sent **no later than August 30th for the current Optimist year** to the Board of Directors, Vice President, Governor, District Secretary, Lt. Governor, Club President and Club Secretary through the Optimist International email boxes. 120 day notices to be sent by regular mail.

A thirty day moratorium from the date of notification specified **or September 30th, whichever comes first**, above is established for the Club to reply.

Policy IC-35 - Reducing Appearances on the 120 Day List – Club Accountability

Rationale: Certain Clubs habitually wait until Revocation Letters are received or the Club is actually revoked before acting on their fiduciary responsibilities to the Club Members and Optimist International. The committee feels that any Club which is delinquent 120 days or more on the payment of International Dues three (3) time in any twenty-four month period should not be reinstated, unless the club agrees that International Dues be paid by direct debit for a one year period.

Motion adopted as amended

Phillips/Rushforth

That the International Board of Directors approves the following addition to Board Policy IC-35, Paragraph D.

D. CHARTER REVOCATIONS APPEAL/REINSTATEMENT

A former Club may appeal the revocation of its charter within 30 days of the mailing date of the notice of the Board's action (OI Bylaws Article III, Section 1A5d). The "Club" must respond with the commitment to comply with the following requirements for reinstatement.

- 1) Adopt the Standard Form for Optimist Club Bylaws.
- 2) Submit a list of Officers and a complete roster of the membership.
- 3) Resolve any unpaid balances with the District and International.

Clubs that are 120 days delinquent on International Dues payment three times in a twenty-four month period shall not be reinstated, unless the club agrees that International Dues will be paid through direct debit for a one-year period.

Spousal Memberships - Alternative Considerations for Membership Programs

Rationale: The spousal membership program is scheduled to sunset on September 30, 2009, and the Membership Committee and professional staff are exploring other alternative promotions.

Motion adopted by hand vote **Labrèche/Cox**
For: Phillips, Rushforth, Labrèche, Cox, Sievers, Shriver
Opposed: Garner

That the spousal membership program be allowed to sunset on September 30, 2009, and that other alternatives should be considered for encouraging the recruitment of spouses, family members, and others to become members of Optimist International.

On behalf of the Board of Directors Don Sievers thanked Carrollyn Cox for the report.

OIJGC FUND

Motion adopted **Sievers/Rushforth**
 To reduce the threshold to the OIJGC Tournament from \$10,000 to \$5,000 for contributions to the fund.

STRATEGIC PLAN

Motion adopted **Rushforth/Shriver**
 To accept the revised Strategic Plan as presented.

Motion adopted **Rushforth/Labrèche**
 That the Board of Directors will arrive at March meeting one day early, if necessary, to meet with a Strategic Planning facilitator or expert not serving on the Board.

Motion adopted **Cox/Strather**
 That the Board of Directors will give up one day per diem for the March Board of Directors meeting.

There being no further business, the meeting was adjourned at 1:00 p.m. on Saturday, December 6, 2008 with Optimist Creed.

Bennie Ellerbe
Executive Director/Secretary

ATTACHMENTS:

Chartered Clubs in 2007-2008
Strategic Marketing Plan

New Clubs Chartered in 2007-2008

District	Sponsor Club	NEW CLUBS	Charter Date	Init Mbrs	Final Mbrs
ALBERTA, MONTANA, SASKATCHEWAN & NORTHERN WYOMING					
13 - AMS&NW	z06, 13025 - CALGARY, AB	z06, 13104 - GAS CITY, AB	12/9/2007	27	37
	z09, 13056 - DAVIDSON, SK				
13 - AMS&NW	z03, 13115 - RED DEER, AB	z03, 13080 - FUTURES CLUB-RED DEER, AB	2/13/2008	27	27
13 - AMS&NW	z03, 13115 - RED DEER, AB	z03, 13184 - WASKASOO-RED DEER, AB	7/10/2008	27	29
	3		SUB TOTALS:	81	93
ARIZONA					
31 - AZ	z03, 31035 - FLAGSTAFF, AZ	z02, 31199 - LONDON BRIDGE-LAKE HAVASU CITY, AZ	5/3/2008	37	40
	z01, 31170 - YUMA, AZ				
31 - AZ	z08, 31092 - TUCSON-PUEBLO, AZ	z08, 31198 - VAN BUSKIRK-TUSCON, AZ	8/4/2008	30	33
31 - AZ	z06, 31186 - GILBERT, AZ	z06, 31200 - AHWATUKEE FOOTHILLS-PHOENIX, AZ	8/16/2008	26	26
	z06, 31010 - MESA-BREAKFAST, AZ				
	3		SUB TOTALS:	93	99
ARKANSAS					
34 - AR		z05, 34150 - UACCB-BATESVILLE, AR	4/23/2008	17	17
	1		SUB TOTALS:	17	17
ATLANTIC CENTRAL					
2 - AC	z12, 02100 - YORK-EAST, PA	z12, 02369 - PENN STATE YORK, PA	12/11/2007	25	25
2 - AC	z12, 02345 - YORK, PA	z12, 02370 - YORK COLLEGE, PA	2/19/2008	31	31
2 - AC	z02, 27030 - FREEHOLD-SUNRISE, NJ	z03, 02371 - MONROE & SOUTH BRUNSWICK TWP, NJ	8/5/2008	39	50
2 - AC	z09, 02068 - DOUGLASSVILLE-DANIEL BOONE, PA	z09, 02372 - OLEY VALLEY, PA	9/29/2008	27	27
2 - AC	z12, 02100 - YORK-EAST, PA	z09, 02373 - APPLES CHURCH, PA	9/29/2008	28	28
	z12, 02345 - YORK, PA				
	5		SUB TOTALS:	150	161
CALIFORNIA SOUTH					
41 - CALSO	z01, 41095 - OCEANSIDE, CA	z01, 41658 - ESCONDIDO, CA	9/1/2008	20	27
	z02, 41005 - CARLSBAD, CA				
41 - CALSO	z04, 41135 - SUNRISE-SAN DIEGO, CA	z03, 41660 - SAN DIEGO STATE UNIVERSITY, CA	9/29/2008	26	26
	z03, 41007 - BONITA, CA				
41 - CALSO	z02, 41033 - DEL MAR-SOLANA BEACH, CA	z02, 41659 - UCSD-LA JOLLA, CA	9/29/2008	26	26
	z02, 41045 - ENCINITAS, CA				
	3		SUB TOTALS:	72	79
CAPITAL - VIRGINIA					
16 - CAPVA	z04, 16254 - BETHESDA, MD	z04, 83010 - EFFIA-KWESIMINTSIM, GHANA	10/20/2007	30	31
16 - CAPVA	z05, 16026 - FAIRFAX-CENTRAL, VA	z05, 16258 - GEORGE MASON UNIVERSITY, VA	11/28/2007	25	29

16 - CAPVA	z03, 16149 - VIRGINIA BEACH, VA	z03, 16257 - VIRGINIA WESLEYAN COLLEGE, VA	9/3/2008	43	60
16 - CAPVA	z03, 16147 - NORFOLK-WARD'S CORNER, VA	z03, 16259 - NEW VISIONS-NORFOLK, VA	9/24/2008	27	27
	4		SUB TOTALS:	125	147
CARIBBEAN					
78 - CAR	z13, 78020 - ANGUILLA, BWI	z13, 78564 - SOUALIGA-ST. MAARTEN, NA	10/6/2007	34	36
78 - CAR	z01, 78223 - KINGSTON, JA	z01, 78560 - NEW- MONTEGO BAY/ST. JAMES, JA	10/17/2007	27	27
78 - CAR	z03, 78525 - NEW KINGSTON, JA				
78 - CAR	z01, 78223 - KINGSTON, JA	z01, 78562 - EASTERN EAGLES-PORT ANTONIO, JA	4/12/2008	32	35
78 - CAR	z09, 78350 - OCHO RIOS, JA	z09, 78567 - THE GRANDE-OCHO RIOS, JA	9/25/2008	26	29
78 - CAR	z04, 78317 - KINGSTON-WEST ST ANDREW, JA	z04, 78568 - SCENIC CASTLETON GARDENS, JA	9/25/2008	25	25
78 - CAR	z05, 78312 - KINGSTON-HARBOUR VIEW, JA	z05, 78570 - EXCELLENCE-EX-ED COMMUNITY COLLEGE, JA	9/25/2008	26	26
78 - CAR	z01, 78223 - KINGSTON, JA	z02, 78569 - SHORTWOOD TEACHERS COLLEGE, JA	9/27/2008	40	59
78 - CAR	z02, 78458 - NORTH ST ANDREW, JA				
78 - CAR	z06, 78303 - PORTMORE-NORTH, JA	z06, 78572 - GEORGE TOWN, GRAND CAYMAN	9/30/2008	27	27
	8		SUB TOTALS:	237	264
EAST MISSOURI					
30 - EMO	z08, 30390 - ST LOUIS, MO	z08, 30555 - HAZELWOOD-FLORISSANT, MO	11/15/2007	26	26
30 - EMO	z10, 30165 - FESTUS-CRYSTAL CITY (TCA), MO	z10, 83009 - BRAZZAVILLE, REPUBLIC OF THE CONGO	1/5/2008	21	21
	2		SUB TOTALS:	47	47
GEORGIA					
21 - GA	z11, 21249 - MACON-RIVERSIDE, GA	z11, 83013 - AKRIGHT, UGANDA	3/17/2008	24	24
21 - GA	z03, 21319 - WOODSTOCK-MIDDAY, GA	z03, 21609 - LAUREL CANYON, GA	5/19/2008	29	34
21 - GA	z03, 21335 - WOODSTOCK-TOWNE LAKE, GA				
21 - GA	z11, 21249 - MACON-RIVERSIDE, GA	z11, 83021 - MASAKA DISTRICT, UGANDA	7/24/2008	117	120
21 - GA	z11, 21249 - MACON-RIVERSIDE, GA	z11, 83020 - KAMPALA, UGANDA	7/29/2008	25	25
21 - GA	z11, 83013 - AKRIGHT, UGANDA				
21 - GA	z11, 21249 - MACON-RIVERSIDE, GA	z11, 83022 - GOOD HOPE INITIATIVE-KAMPALA, UGANDA	7/31/2008	25	25
	5		SUB TOTALS:	220	228
ILLINOIS					
12 - IL	z11, 12180 - HIGHLAND, IL	z11, 12377 - BETHALTO, IL	7/26/2008	31	31
	1		SUB TOTALS:	31	31
INDIANA SOUTH					
5 - INDS	z09, 05483 - SANTA CLAUS, IN	z09, 05575 - FERDINAND, IN	10/4/2007	27	35
5 - INDS	z09, 05483 - SANTA CLAUS, IN	z09, 05579 - DALE, IN	4/3/2008	31	36
	z07, 05440 - PETERSBURG-PIKE, IN				
	2		SUB TOTALS:	58	71

WEST

44 - NCW	z05, 44450 - GASTONIA-UNION ROAD, NC	z05, 44588 - PUMPKIN CENTER-DENVER, NC	10/18/2007	29	36
44 - NCW	z10, 42395 - SALISBURY, NC	z10, 44574 - LIVINGSTONE COLLEGE, NC	10/30/2007	41	47
44 - NCW	z08, 42128 - CHARLOTTE-PROVIDENCE, NC				
44 - NCW	z10, 42000 - ALBEMARLE, NC	z10, 44575 - PFEIFFER UNIVERSITY, NC	11/1/2007	26	26
44 - NCW	z10, 44581 - NEW HOPE-STANLY COUNTY, NC				
44 - NCW	z09, 42270 - CHARLOTTE-MALLARD CREEK, NC	z07, 44589 - WEST GASTONIA, NC	1/6/2008	45	49
44 - NCW	z10, 42395 - SALISBURY, NC	z10, 44592 - UNITED-IREDELL COUNTY, NC	2/13/2008	32	35
44 - NCW	z08, 42128 - CHARLOTTE-PROVIDENCE, NC				
44 - NCW	z11, 42410 - THE SANDHILLS, NC	z11, 44591 - SANDHILLS COMMUNITY COLLEGE, NC	2/19/2008	28	44
44 - NCW	z09, 42217 - CHARLOTTE-HIDDEN VALLEY, NC				
44 - NCW	z08, 42095 - CHARLOTTE, NC	z08, 44590 - MATTHEWS-MINT HILL, NC	2/24/2008	28	35
44 - NCW	z09, 42217 - CHARLOTTE-HIDDEN VALLEY, NC				
44 - NCW	z06, 44005 - GASTONIA-AM, NC	z06, 44594 - BOGER CITY, NC	3/10/2008	32	39
44 - NCW	z03, 44182 - GAMEWELL, NC				
44 - NCW	z09, 42217 - CHARLOTTE-HIDDEN VALLEY, NC	z09, 44593 - JOHNSON C. SMITH UNIVERSITY, NC	3/30/2008	25	27
44 - NCW	z03, 44182 - GAMEWELL, NC	z03, 44595 - GRANITE FALLS, NC	6/23/2008	32	35
44 - NCW	z01, 44324 - WEAVERVILLE-NORTH BUNCOMBE, NC	z01, 44596 - WOODFIN, NC	9/23/2008	28	30
44 - NCW	z01, 44142 - ASHEVILLE-ERWIN, NC				
44 - NCW	z09, 42270 - CHARLOTTE-MALLARD CREEK, NC	z09, 44597 - NC YOUTH LEAGUE-CHARLOTTE, NC	9/29/2008	25	25
	z08, 42128 - CHARLOTTE-PROVIDENCE, NC				

12

SUB
TOTALS: 371 428

NORTH FLORIDA

60 - NFL	z04, 60684 - OLD RIVER, FL	z04, 60685 - NORTH SANTA ROSA, FL	9/9/2008	25	39
	z04, 60168 - GULF BREEZE, FL				

1

SUB
TOTALS: 25 39

NORTH TEXAS

38 - NTX	z05, 38523 - NORTHWEST, TX	z05, 38513 - GRAPEVINE, TX	8/7/2008	30	35
38 - NTX	z06, 38045 - FORT WORTH-BFT EAST, TX				
38 - NTX	z07, 38010 - ARLINGTON, TX	z07, 38524 - HELPING HANDS-GRAND PRAIRIE, TX	9/19/2008	30	41
38 - NTX	z08, 38492 - GRAND PRAIRIE, TX				
38 - NTX	z07, 38010 - ARLINGTON, TX	z05, 38525 - BRIDGEPORT, TX	9/28/2008	32	35
38 - NTX	z06, 38025 - BURLESON, TX				
38 - NTX	z08, 38180 - GARLAND, TX	z08, 38526 - CHAMPIONS OF SKILLS-DALLAS, TX	9/29/2008	32	32
	z08, 38435 - DALLAS-TOWN NORTH, TX				

4

SUB 124 143

	2			SUB TOTALS:	61	61
QUEBEC SOUTH						
52 - QUSUD	z04, 52242 - FARNHAM, QC	z04, 52053 - ST-CÉSAIRE- ROUGEMONT, QC	5/20/2008	27	27	
	1			SUB TOTALS:	27	27
QUEBEC WEST						
53 - QUWE	z06, 53845 - ST-JÉRÔME-ST- PIERRE, QC z06, 53094 - ST-ANTOINE, QC	z06, 53041 - OKA 2008, QC	6/8/2008	27	28	
	1			SUB TOTALS:	27	28
SOUTH CAROLINA						
22 - SC	z06, 22117 - MYRTLE BEACH- GRAND STRAND, SC	z06, 82004 - PATTAYA CITY, THAILAND	4/1/2008	26	26	
	1			SUB TOTALS:	26	26
SOUTH FLORIDA						
61 - SFL	z03, 61145 - FT LAUDERDALE, FL	z03, 61994 - NORTH GLADE-MIAMI DADE, FL	5/21/2008	42	42	
	z02, 61078 - BONITA SPRINGS, FL					
61 - SFL	z02, 61300 - NAPLES, FL	z02, 61995 - MARCO ISLAND, FL	7/8/2008	40	40	
	z02, 61333 - NAPLES-SUNSET, FL					
61 - SFL	z08, 61280 - MIAMI LAKES, FL	z08, 61996 - POWER PROGRAMS-MIAMI LAKES, FL	9/29/2008	33	38	
	3			SUB TOTALS:	115	120
SOUTH TEXAS						
6 - STX	z06, 06326 - SAN MARCOS, TX	z06, 81025 - SAN JUAN CADEREYTA, MX	11/17/2007	16	16	
6 - STX	z03, 06098 - LA GRANGE, TX	z03, 81027 - SALTILLO- ESTRELLA ROJA, MX	11/17/2007	15	15	
6 - STX	z09, 06170 - SAN ANTONIO, TX	z09, 81026 - SALTILLO - LIGA UNIDA, MX	11/18/2007	16	16	
6 - STX	z09, 06170 - SAN ANTONIO, TX	z09, 06349 - ANDREW PENA MEMORIAL- BOERNE, TX	3/14/2008	29	29	
	z07, 06347 - STONE OAK COMMUNITY-SAN ANTONIO, TX					
	4			SUB TOTALS:	76	76
SOUTHERN WISCONSIN						
9 - SWIS	z00, 83002 - GHANA	z02, 83011 - SEKONDI-TAKORADI (TWIN CITY), GHANA	11/5/2007	34	34	
	z02, 09190 - RACINE-TUESDAY, WI					
9 - SWIS	z04, 09022 - JANESVILLE-BFT, WI	z04, 83012 - HO, GHANA	2/7/2008	16	16	
9 - SWIS	z02, 09190 - RACINE-TUESDAY, WI	z02, 09933 - GATEWAY TECHNICAL COLLEGE-RACINE, WI	3/14/2008	25	25	
	z04, 09910 - UNIVERSITY OF WI- WHITEWATER, WI					
9 - SWIS	z06, 09215 - MADISON-WEST, WI	z06, 83015 - AKROPONG-AKUAPEM, GHANA	6/1/2008	33	33	
9 - SWIS	z02, 83011 - SEKONDI-TAKORADI (TWIN CITY), GHANA	z01, 83016 - ABURI, GHANA	6/8/2008	36	36	
	z01, 09200 - WAUKESHA, WI					
9 - SWIS	z07, 09118 - MONONA GROVE, WI	z07, 83017 - LABONE-ACCRA, GHANA	6/10/2008	69	69	
	z02, 83011 - SEKONDI-TAKORADI					

	(TWIN CITY), GHANA				
SOUTHERN WISCONSIN					
9 - SWIS	z02, 09086 - KENOSHA AREA-NOON, WI	z02, 83018 - ADOM-APOWA, GHANA	6/10/2008	30	30
	z02, 83011 - SEKONDI-TAKORADI (TWIN CITY), GHANA				
9 - SWIS	z07, 83008 - KUMASI, GHANA	z10, 83019 - GOLDEN AGE-KUMASI, GHANA	6/11/2008	35	35
	z10, 09137 - PLATTEVILLE, WI				
9 - SWIS	z10, 09926 - MONROE - TUESDAY NOON, WI	z10, 83014 - OKAI-KOI NORTH ACCRA, GHANA	9/17/2008	16	16
	z02, 83011 - SEKONDI-TAKORADI (TWIN CITY), GHANA				
9 - SWIS	z11, 09202 - WAUNAKEE, WI	z11, 83024 - ACCRA, GHANA	9/17/2008	16	16
	z02, 83011 - SEKONDI-TAKORADI (TWIN CITY), GHANA				
9 - SWIS	z04, 09017 - BELOIT-BFT, WI	z04, 83025 - TARKWA-NSUAEM, GHANA	9/30/2008	16	16
	z02, 83011 - SEKONDI-TAKORADI (TWIN CITY), GHANA				
	11		SUB TOTALS:	326	326
TENNESSEE					
11 - TN	z07, 11185 - KNOXVILLE, TN	z07, 11434 - KARNS HARDIN VALLEY, TN	4/10/2008	27	27
	z07, 11188 - KNOXVILLE-WEST, TN				
	1		SUB TOTALS:	27	27
WEST MISSOURI					
36 - WMO	z15, 36385 - ST JOSEPH, MO	z15, 36639 - CAMERON, MO	1/31/2008	30	31
36 - WMO	z03, 36149 - EL DORADO SPRINGS, MO	z03, 36640 - TRI LAKES-HUMANSVILLE, MO	8/2/2008	25	29
	z07, 36602 - MARSHALL-MID-DAY, MO				
	2		SUB TOTALS:	55	60
WISCONSIN NORTH - UPPER MICHIGAN					
23 - WINUM	z07, 23308 - TWO RIVERS, WI	z07, 23335 - ST. NORBERT COLLEGE, WI	10/11/2007	27	39
	z02, 09170 - STEVENS POINT, WI				
	1		SUB TOTALS:	27	39
	108		GRAND TOTALS:	3195	3462

Optimist International
Strategic Marketing Plan
Updated October 2008
Reviewed at December 2008 OI Board of Directors
(Includes Appendix for Goal 2 – Customers / Unique Selling Propositions)

Goal 1: Define scope of marketing.

Objectives:

- a. Define and develop key marketing considerations for the International organization and Optimist Clubs at the local level.
- b. Recognize that marketing is the unifying umbrella inclusive of defining customers, products/services, promotional strategies and connecting to various growth initiatives for the organization.

Goal 2: Define Optimist Customers

Objectives:

- a. Specify potential Optimist “customers” (*see Appendix – Eight (8) “Customer” groups identified, with summary of needs / what they are looking for*)
- b. Develop a unique selling proposition/value proposition for each of the organization’s “customers.” (*see Appendix*)
- c. Determine a promotional and marketing strategy for each customer segment.

Strategies: to be developed by committees / staff for each “Customer” as follows:

1. Existing Members -- *Membership / Leadership Development / Programs*
2. Potential Members – *Membership / Programs*
 - i. Members in Optimist Clubs
 - ii. Friends of Optimist / At-Large Members
3. New Clubs / New Communities – *NCB / Programs*
4. Corporate Sponsors – *Marketing / Finance / Programs / Convention / OIJGC*
5. Endorsed Organizations - *Programs*
6. College Clubs – *College Clubs / New Club Building / Membership / JOOI*
7. JOOI Clubs – *JOOI / College Clubs / New Club Building / Membership*
8. Other Civic organizations (i.e. Lions, Rotary, Kiwanis, Jaycees) – *Marketing / Programs / Membership*

Notes:

- *Consider connections / cross-sharing and “exit surveys” for JOOI and College Clubs to transition to “next level” of club membership.*
- *Leverage potential of new programs to drive growth (i.e. iKeepSafe).*

Goal 3: Define the Optimist product to be marketed.

Objectives:

- a. Develop profile and positioning of **“who we are”** (our Optimist membership base – inclusive of adult Optimist Clubs, College Clubs and JOOI Clubs).

Strategies:

1. Conduct Research and Development Committee Optimist Member and Leader surveys and compile results. (July – December 2008) Develop profile and trend analysis for adult Optimist Club membership 1988-1998-2008 surveys.
 2. Compile information regarding College Optimist Clubs and members from existing membership records (numbers, geographic location, age, gender, etc).
 3. Compile information about JOOI Clubs and membership from existing records (numbers, geographic location, age, gender, etc).
 4. Utilizing the Member data from Strategies 1,2 and 3, develop a demographic profile for the adult, college and JOOI membership bases and position relative to Optimist “customers.”
 5. Utilize ongoing research via President’s Pride Reports to gather updated demographic data on clubs and members.
- b. Develop a profile of our product defined as **“what we do.”**

Strategies:

1. Develop statistical analysis of the participation by Clubs and Districts in the Optimist International programs and community activities.
 - a. Encourage Clubs to submit the President’s Pride Report that will provide statistics and allow the International organization to determine what Clubs do.
 - b. Programs and project evaluation forms – Clubs and Districts
 - c. Conduct surveys on individual programs and activities
 - d. District participation in the scholarship programs
 - e. Data on impact and reach of programs – number of youth and the amount of money spent in the community
 - f. Testimonials from youth and adults impacted
 2. Utilize data to develop key positioning statements re: what we do for various Optimist “customers.”
- c. Determine and develop a **“niche, impactful project”** to unify and identify Optimist Clubs and assist in marketing to potential Members, partners, sponsors and new Club opportunities.

Strategies:

1. Define criteria for recommendation and selection of project.
2. Incorporate profile of Members and projects to inform recommendation (ie. likely participation)

3. Develop approach to identify candidate projects for consideration.
 4. Ensure collaborative plan involving marketing and programs.
- d. Evaluate current Optimist vision, mission, purposes and logo.

Goal 4: Define the Optimist delivery system ie. how do we take our “product” to market.

Objectives:

- a. Determine the current Optimist delivery system.
- b. Refine and recommend changes as needed.

Strategies:

1. Evaluate and make recommendations in collaboration with the Membership, New Club Building, Activities and Governance Committees.
2. Utilize the Research and Development Committee to compile market insights (external trends and data) and Member and Leader surveys to inform recommendations. Ex. limited meeting requirements, project-based volunteerism, alternative Club structure, time commitments, financial commitments, fundraisers or sponsors to cover dues, “community” – electronic in addition to local area, “local delivery of education and development, leadership exploration

Goal 5: Develop a proactive, systematic approach to successfully build new Optimist Clubs.

Objectives:

- a. Develop profile for key target demographics as foundation for New Club building strategy

Strategies:

1. Utilize Optimist Club demographics and secondary research to profile candidates for growth / new clubs around “traditional Optimist Club model” and typical demographics (age 45+)
2. Identify and profile potential Optimist Clubs built around a single project or focus (i.e. sports clubs)
3. Utilize research and input from College Clubs and JOOI to profile prospects and possible new club models targeted to younger prospects (age 25-45)
 - a. In addition to secondary research, conduct primary research via online survey / focus groups targeting college club members
- b. Develop targeting and New Club lead generation plan for each audience based on research and profile

Strategies:

1. Traditional clubs / age 45+ - potential targets for lead generation:
 - i. AARP – convention, magazine, member list/database

- ii. Retirement communities – identify locations
 - iii. Associations / memberships – identify candidates
 - iv. School related contacts (school administrators, etc)
 - 2. Project/single-focus clubs – opportunities to convert to Optimist Clubs (i.e. sports clubs attracted by value of liability insurance)
 - i. Pop Warner leagues
 - ii. Others?
 - 3. Younger target audience (25-45 age) – need to define targeting / lead generation strategy based on research yet to be done
- c. Develop lead follow-up plan and network of “sellers” (“swat team”) for the New Club Building prospects
- 1. Leads from Optimist website and other lead generation efforts go to NCB staff for distribution to Optimist “sellers” / swat team
 - 2. Optimist NCB “swat team” follows up on leads
 - i. Traditional clubs – CCB / BOE
 - ii. Single project clubs – specialized CCB / BOE
 - iii. Younger club prospects – To be determined
 - 3. Ensure follow-up to NCB team for prospects – staff, Governors, District NCB Chair
 - 4. Closed loop process... outcome on leads to be managed by staff and NCB Committee with NCB “sellers” and Districts.
- d. Develop and distribute to Governors-Elect NCB data and insights on current club locations and opportunities for new clubs, as well as history of club sponsors and BOEs in the District as network of builders.

Goal 6: Implement System To Retain And Grow Membership

Objectives:

- a. Develop strategies for successful Club recruitment

Strategies:

- 1. Develop and provide “best practices” to clubs for effective targeting and recruitment of new members
- 2. Encourage use of Just Ask program by Clubs and Districts.
- 3. Encourage use of Guest Registry at all Club events and follow up by Club Membership Chair
- 4. Encourage use of NOW events by Clubs.
- 5. Encourage use of Friend of Optimism program
- 6. Leverage use of Club Marketing/PR Kit for recruitment.

- b. Develop strategies for minimizing loss of membership

Strategies:

1. Provide and encourage use of Club survey to ensure Members' needs are being met. ex. Club rejuvenation survey
2. Train Club Presidents in Member participation. ex. give them tools to engage Members, run fun meetings and events, teach them to delegate, show appreciation to Members.
3. Conduct a follow up survey with Members when they are deleted. ex. an Exit Interview survey done at the International level

- c. Provide models for effective internal and external Club communication. (e.g. club websites, e-newsletters, e-mails, etc).

Goal 7: Develop a comprehensive promotional program for Optimist Clubs, Districts and the International organization.

Objectives:

- a. Provide "how-to" education to help Clubs utilize promotional materials effectively.

Strategies:

1. Develop Club Marketing/PR Kit to provide Clubs with available marketing materials and "how-to" instructions on how they should be utilized.
2. Provide training and workshops on marketing at International convention.
 - District Activities Chair Training
 - 3 Back-to-School Workshops
3. Include marketing in Governor-Elect training session.
4. Identify alternate means of educational delivery. ex. webcasts, new software tools.

- b. Improve awareness of existing resources and materials.

Strategies:

1. Utilize all available awareness vehicles:
 - Magazine (all issues)
 - Website
 - Communication with District PR chairs
 - Training sessions and conferences
 - Executive Update
 - District PR Chairs – communication from staff
 - Communication from Chairs to Members in District
 - Club Marketing and PR Kit
 - Provide materials for Regional Conferences
2. Define available Spanish-language materials and promote where appropriate.
ex. Spanish website

- c. Develop additional marketing materials for use in increasing awareness of Optimist Clubs, activities and the Optimist International organization.

Strategies:

1. Marketing materials will be developed and included on Optimist website and in the Club Marketing and PR Kit.
 - Sample Press Release for New Members
 - Sample Club promotional brochure – part of kit and available on the website
 - How-to for Optimist road signs
 - How-to for Optimist billboard
 - Define or revise Club level job descriptions to internal and external communications
 - International CPA winners press release – timing to coincide with recognition at International Convention
 - Tagline “How-to” for radio PSAs
 - Recommend including in New Member Welcome Letter encouragement to sponsor another new Member in reference to enclosed invitation
2. Develop and communicate “how to” and importance of maintaining an Optimist Club website.
3. Increase profile of marketing on the Optimist website.
 - a. Highlight marketing materials and improve navigation to increase visibility and encourage use.
 - b. Better leverage Optimist website as a marketing tool/vehicle to perspective Members.
4. Explore possibility of Optimist musical image (jingle). Consider a “contest” promoted via the Web.
5. Promote Optimism through partnerships with Endorsed Organizations.

Strategies:

- a. Announce partnership through press releases to major media outlets.
 - b. Encourage Endorsed Organizations to issue press release.
 - c. Submit articles for inclusion in Endorsed Organizations’ publications.
 - d. Request inclusion on the Endorsed Organizations’ website or in promotional materials.
 - e. Investigate opportunities of displaying at Endorsed Organizations’ national meetings or conventions.
6. Develop a recognition program for non-Optimist(s) that have achieved world-class performance.

Strategies/Considerations:

- a. Develop criteria
- b. Determine potential linkage of award to potential celebrity spokesperson
- c. Determine funding for award program

- d. Evaluate potential role of Clubs/Districts/International organization
- e. Determine judging committee
- f. Consider potential role for corporate sponsors and other recognition

Goal 8: Develop, promote and support Club, Regional and International marketing initiatives.

Strategies:

- 1. Research grants available from outside sponsors and organizations
- 2. Research development of grant program for Club marketing
- 3. Note: Additional strategies to consider adopting / executing from OI Strategic Plan:
 - a. Establish a grant program to enable grassroots Club marketing participation utilizing local clubs with pre-existing plans.
 - b. Continue and enhance a resource library on the web of “Best Practices” marketing programs of both Clubs and Districts.
 - c. Conduct training on marketing. Completed July 08 and on-going.
 - d. Optimist International to foster planning and strategy of a youth event to draw world attention and global participation through JOOI.
 - e. Districts may assist Clubs in developing marketing initiatives.

Goal 9: Develop and implement targeted marketing plan to gain support from corporate sponsors.

APPENDIX – GOAL 2, OBJECTIVES A AND B

OPTIMIST CUSTOMERS AND UNIQUE SELLING PROPOSITIONS

1. EXISTING MEMBERS:

Things the Existing Member is looking for:

- a. Community service – personal/ make a difference/help kids
- b. Social networking, fellowship/socialization
- c. Recognition – awards and banner patches
- d. Appreciation – pat on the back
- e. Networking for business
- f. Personal development and chance to expand their horizons/leadership

Unique Selling Proposition/Value Proposition for Existing Members:

Your Optimist Club provides you the opportunity to make a difference in a child’s life and your community, make new friends, develop networks, feel good about the difference you make, grow

personally through local Optimist programs and projects and provides the opportunity for involvement beyond your local Club.

2. Potential Members:

Things the Potential Member is looking for:

- a. An opportunity to give back/make a difference/be involved/volunteer
- b. The chance to be involved/associated with a group (cause/project) with common interests/values/purpose
- c. An opportunity for personal development/leadership roles
- d. The opportunity for networking – name recognition, potential clients

Unique Selling Proposition/Value Proposition for Potential Members:

Optimist Clubs provide you with the opportunity to make a difference in a child's life and your community. Optimist Club projects are tailored/unique to the needs of the local community and are covered by liability insurance provided by the International organization. They also provide the opportunity for you to make new friends, develop networks, feel good about the difference you make, grow personally through Optimist programs and projects and provide an opportunity for involvement beyond your local Club.

3. New Communities – New Club opportunities:

What they are looking for from an organization:

- a. Group should meet a need for young people in your “community.” The Community Needs Assessment tool can be utilized to determine the specific needs of an area.
- b. Organization provides liability insurance for program participation.
- c. Clubs are given the ability to utilize or leverage existing assets, such as projects and programs, scholarships, personal and leadership development opportunities, the youth Club structure and partnerships with other organizations. Optimist International provides things that the community would not have to rebuild or organize on their own.
- d. Support is provided at the Zone, District and International levels.

Unique Selling Proposition/Value Proposition for New Communities – New Club opportunities:

The organization provides individual Member benefits, which were referenced under the existing Member and potential Member customer headings. Building a new Club is a dual customer approach – the Club Builder is convincing the community they need an Optimist Club and then convincing 25 people individually that they should become Members. The tools that should be utilized with this group of customers are the new Club building kit, “I am an Optimist” DVD, *The Optimist* magazine, membership and Club brochures and the Community Needs Assessment.

4. Corporate Sponsors:

Benefits to association with Optimist International:

- a. Allows them to reach their target market, which is either a match or not with our membership
- b. Allows them to satisfy community service requirements for companies like Wal-Mart
- c. Allows them the opportunity to sell their product or service – It must be determined to what degree our Members would buy or how the association with Optimists would lead to sales or promote the company's image.
- d. Provides name recognition to a wider market

Unique Selling Proposition/Value Proposition for Corporate Sponsors:

Optimist Clubs and OI can deliver the _____ you are looking for. This blank could be a membership base (adult Clubs or JOOI/College Clubs) as potential customers (demographics), an image you want to be associated with, reach, or an affinity with Optimist programs/projects. Sprint may want to sponsor the Optimist scholarship contests because they are a communication company who targets college students to purchase their products.

5. Endorsed Organizations:

Why would an organization want to partner with Optimist International?

- a. Provides that organization an opportunity to reach their target market
- b. Provides and increases name recognition
- c. Provides access to a broader audience through Optimist International for their product or service and expands their customer base
- d. Organizations share "like" culture/values/objectives
- e. Provides leadership development and personal growth opportunities
- f. A resume building opportunity– activity/leadership and community service
- g. The promotion for the organization – convention booth and workshop, magazine article, opportunity to share materials with Members via the Club e-mail boxes, inclusion on the Optimist International website, sponsor opportunities

Unique Selling Proposition/Value Proposition for Endorsed Organizations:

Optimist International can offer a membership base and demographics (adult Clubs or JOOI/College Clubs) that can provide manpower and numbers, an image you want to be associated with and projects and programs that align to goals similar to those of your organization.

6. College Clubs (existing and new):

What are college students looking for in an organization?

- a. Provides the opportunity for networking and socialization
- b. Provides the chance to make a difference and participate in hands-on activities
- c. A college or university must see the need (why) for the establishment of a college Club on their campus, each college has requirements for the building of a new Club (how)

Unique Selling Proposition/Value Proposition for College Clubs:

Optimist Clubs offer unique and significant opportunities to develop youth leadership skills while providing a focus of hands-on community service with kids.

7. JOOI Clubs (target for future College Club and adult Optimist Members):

What are youth looking for in an organization?

- a. Opportunities for networking and socialization as well as a sense of belonging
- b. Chance to fulfill community service requirement in school curriculum
- c. Leadership development opportunities
- d. Scholarship opportunities

Unique Selling Proposition/Value Proposition for JOOI Clubs:

JOOI offers a unique and significant opportunity to develop youth leadership skills while providing community service focused on kids with nonrestrictive membership. Clubs from Alpha to JOOI to Octagon allow students of varying ages to interact with their peers. Students are given the opportunity to improve their leadership skills through District and International roles. The organization is endorsed by the NASSP.

8. Partnership with Other Civic Organizations – ex. OI, Rotary, Kiwanis, Lions

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