

# Hotline

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## Notes from the neighborhood



It's halftime. Let's step out of the arena for a bit. This is our opportunity to take a good, hard look at our year so far – a great time to review our goals and a great time to measure our progress. Keep what's working and change what's not. With your team, celebrate your successes and brainstorm new ways to solve problems. I am fully convinced that there is not a single issue facing us that we can't solve. If you are encountering excuses from

any source then check out **this video**. If there is anything I can do to assist, just let me know – [jdr731@yahoo.com](mailto:jdr731@yahoo.com).

How's that New Club project coming? There are tons of resources to help you make that a reality, and a terrific place to start is on the New Clubs section of the website. It's spring, the season of growth, so let's all get busy.

How is your campaign toward Honor Club going? Remember the 20% is not net. Questions? Look for answers **right here**.

OK, Optimists, halftime is over. Back into the arena we go. There is much to accomplish and we are the ones to do it. See you in Baltimore!

Thank you, thank you, thank you for all that you do!

Danny Rodgers  
Optimist International President

# 176:

Days left to make this year's goals a reality!



## The New Club race is on

*This mural in Vancouver, British Columbia, is of Harry Jerome, a Canadian Olympic bronze medalist in track and field.*

Inside this issue:

- 2 - Top Optimist leaders have 'Drive'
- 4 - Start walking for the CCC

**Spring weather is upon us.** That means warmer temperatures and the start of the season for track athletes in many communities. The warmer weather also means that Optimists are speeding up on New Club projects in many areas to pass the Optimist baton on to new people in their communities.

While you're out in the sunshine and avoiding spring showers, we hope that you'll share your stories with the rest of the organization by contributing a video to be posted on the New Club section of [www.optimist.org](http://www.optimist.org). These videos will mostly consist of Optimists reaching out to people in their communities to spread Optimism and build relationships. If you have a video, and you'd like to share your story with others, please send it to [newclub@optimist.org](mailto:newclub@optimist.org).

Make sure to stretch!



# Drive to succeed

“Danny’s Awesome Achievers” is the current International President’s recognition for Governors who have set the pace for the year in membership growth. Based on the book *Drive: The Surprising Truth about What Motivates Us*, this year’s recognition works at the speed of trust of the organization’s leaders.

Ten District Governors and four Vice Presidents reached nearly a third of their goals to inspire the recruitment of new Members who help us serve more children. Please help them continue the momentum.

## Danny’s Awesome Achievers

### Governors

Charles Davis – Ohio

Wayne Dunn – Kentucky–West Virginia

Robert Floyd – West Missouri

Lou Anna Hardee – North Carolina East

Thomas Hogan – Arizona

Bertrand Lavoie – Quebec East and Acadia

Claude Normand – Quebec West

Anne-Marie Philippe – Eastern Ontario

Daniel Rich – North Florida

Charles Robinson – South Carolina

### Vice Presidents

Bob Buss – Mid Atlantic Region

Adrian Elcock – Southeast Region

Debbie Hill – Middle America Region

Raymonde Michaud – St. Lawrence Region

**E**ach one of us possesses a unique and innate yearning for what makes us happy in life. Since we’re Optimists, a component of that yearning is to “bring out the best in children, our Members, and our communities.”

There’s plenty of time to join in the movement. Ask a friend to join today!

## ‘FRIENDS’ HELP OPTIMISTS ACHIEVE HONOR CLUB



Every Club needs a few good Friends (of Optimists) and this year, making new Friends will help your Club achieve the Find Some Friends membership incentive. This incentive helps Clubs build a support system and brings you one step closer to the 20% Member addition goal and Honor Club!

Until June 30, 2011, Optimist Clubs that recruit three or more Friends of Optimists will also be able to add one traditional Optimist Member with no processing fee and international dues waived through September 30, 2012.

All Clubs that achieve this incentive will also receive a special Find Some Friends banner patch to proudly place on their Club banner.

## RESOURCES

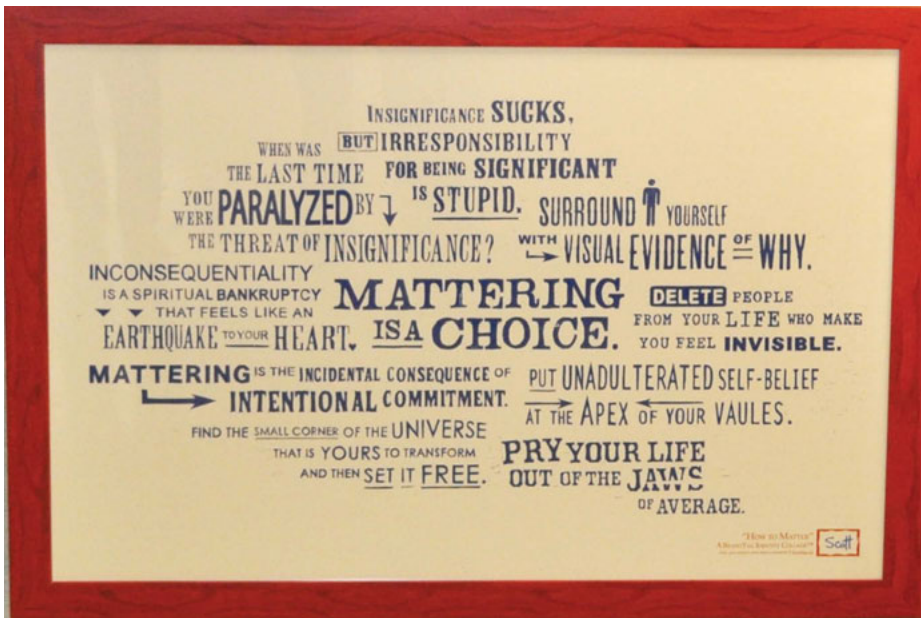
[Find Some Friends webpage](#) | [Friends application](#) | [Find Some Friends FAQ](#) | [Friend of Optimists FAQ](#)

“Like” Find Some Friends on Facebook to follow Flat Danny as he travels with Optimists and new “Friends.”



Find us on  
**Facebook**





*From a father and educator:  
'Thanks, Optimists'*

*The following letter was sent to the Optimist Club of Bristol, Tennessee–Virginia by the local school superintendent and father of a Club project participant. The letter makes clear the impact one afternoon can have in the life of a youth.*

Dear Optimists,

I had the pleasure of watching my son and nearly 100 other children participate in the Youth Basketball Shootout Saturday afternoon. Being new to the area, I had no idea how special this event was. My son Robert had the pleasure of participating and was the proud winner of a third-place shirt. Other than Sunday morning church, he has not taken his T-shirt off for three days. In addition, he came home and shot baskets with his new ball for several hours. I believe this event will motivate him to continue to play basketball.

More importantly, the Optimist Club giving every participant a basketball was extremely meaningful. Knowing the poverty rate in our school system, I am certain many of these young people have never had their own basketball. It was a thrill to watch each child's face light up as they were awarded a new ball.

Please accept my most sincere thanks for making my son's Saturday afternoon special; and please accept my most heartfelt gratitude for helping the youth in our community.

Warmest regards,

Dr. Mark Y. Lineburg  
Superintendent  
Bristol, Virginia, Public Schools

## 'Mattering is a choice'

Scott Ginsberg might be known to most Optimists as the “Nametag Guy” or perhaps the 2010 Convention keynote speaker or even the inspiration behind the “Hello, My Name Is ...” initiative. But now Optimists can also know him as the man behind the “brand tag” that is proudly displayed at the International Office.

In mid-March, Scott stopped by the International Office to present a gift to the organization. There have been ups and downs in Scott's career, and he has come to realize that “mattering is a choice.” Even Optimists may need a pick-me-up on occasion, and Scott has presented the organization with a piece of art to inspire Optimists, because youth depend upon them, the future depends upon them and Optimists everywhere truly do matter.

Using Scott's thoughts about “how to matter,” local St. Louis company Firecracker Press created the design for the piece of art and used a letter press to run off each copy of the limited-edition artwork.

Optimist International was the first of several organizations to be presented with such a gift. Optimists can read the inspirational words here, or they can ask to see the piece in person the next time they stop by the International Office to say “hello.”

## JOOI District Conventions mean rebates

Has your JOOI District had its Convention yet this year? If not, it's time to start planning!

Please go online to [www.jooi.org](http://www.jooi.org) and look for the JOOI Districts section of the website to access the “Guide to Organizing a JOOI District.” After the District Convention, please submit the agenda along with the officer form. The adult Optimist District will receive a rebate after this information has been submitted.

## Show your heart for the CCC



Optimist International  
Childhood Cancer Campaign

This June, lace up your tennis shoes and help Optimist International be “the leading force to rid the world of childhood cancer.”

All Clubs are asked to sponsor a CCC Walk during June, Optimist International Childhood Cancer Awareness Month. The walks will promote childhood cancer awareness and raise much-needed funds.

If your Club plans to conduct a walk, please complete the “Walk Commitment Form” and submit it to Optimist International. This form is available in the walk planning guide on the Optimist website. The form asks Clubs to list their goals for the number of walkers and the funds they will raise. This information will allow Optimist International to promote this activity as an organization-wide event. For more information, visit [www.optimist.org/ccc](http://www.optimist.org/ccc).

### First in line

The **Camillus Optimist Club** in New York was the first Club to turn in its CCC Walk goals!

Number of walkers: 100

Fundraising goal: \$2,500

They are hitting the pavement June 5!

## Circle the date: Important Essay Contest deadline

This year’s District Essay Contest winners worked hard to present thoughtful, well-written essays. Make sure they are recognized!

District Essay winners must be submitted to Optimist International no later than April 15. The District Entry form, Winner’s Information form, a copy of the essay and the winner’s birth certificate should be sent to the Programs Department.

First-place District winners will be awarded a \$2,500 scholarship funded by the Optimist International Foundations. The international judging will be completed by the end of May. The first-place international winner will receive a plaque and recognition in *The Optimist* magazine.

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

## Promote your winner

Fill-in-the-blank news releases are available in the Marketing section of the website to help Districts announce this year’s winners. To access the releases, just click here and go to the section marked “District.”

## Elections: Share the good news

Has your Club elected new officers for 2011-2012? Be sure to let Optimist International know!

After Club elections, a current Club officer should file a Club Officer-Elect Report by either logging on to [www.optimistleaders.org](http://www.optimistleaders.org) or downloading a hard copy from the Forms page of the Optimist website ([www.optimist.org/forms](http://www.optimist.org/forms)). The Club should report the incoming President, Secretary and Treasurer (or combined Secretary/Treasurer).

Clubs should submit the report by May 20, 2011, although reports will continue to be accepted through September 30.

The earlier the names are submitted, the more time those Optimists have to prepare for their year in office!

## Update the basics

Is your Club changing when or where it meets? Now is a great time to update that information! When your Club reports its incoming officers, it will also have the chance to update this key information.


Members can visit the Club directory at [www.optimist.org](http://www.optimist.org) to see what is on file, or Club officers can check while they are logged in at [www.optimistleaders.org](http://www.optimistleaders.org).

Keeping up to date with the time, place and frequency of meetings will help your Club attract prospective Members!

# Make a difference for the Childhood Cancer Campaign

Here's an idea a day for taking action during June, Optimist International Childhood Cancer Awareness Month.

## June 2011

			<b>1</b> Ask city or state official to sign proclamation designating June as CCC month	<b>2</b> Write encouragement cards for children undergoing cancer treatment	<b>3</b> Request the CCC PowerPoint and show it at a Club meeting to educate Members	<b>4</b> Work with a JOOI Club and hold a carwash or bake sale for CCC
<b>5</b> Offer to make dinner for a family affected by childhood cancer	<b>6</b> Place a new CCC bank in a local business	<b>7</b> Give gift certificates or small gifts to local service providers	<b>8</b> Purchase a copy of <i>The New Normal</i> and donate it to a local hospital	<b>9</b> Take the siblings of a childhood cancer patient to a movie	<b>10</b> Sponsor a Bermuda shorts or jeans day and have everyone pay \$1 to wear	<b>11</b> Volunteer at a summer camp for children with cancer
<b>12</b> Host an ice cream social for families affected by childhood cancer	<b>13</b> Request free CCC brochures from Optimist International to share with community members	<b>14</b> Coordinate a CCC activity with a local agency such as Ronald McDonald House	<b>15</b> Visit with childhood cancer patients at a local hospital	<b>16</b> Hold a penny war with another Optimist Club or community group	<b>17</b> Sponsor a camper for a summer camp for children with cancer	<b>18</b> Host a public forum to educate community about CCC
<b>19</b> Take family dealing with childhood cancer to the zoo	<b>20</b> Ask local hospital or treatment center for their "wish list" and provide one item	<b>21</b> Volunteer to do chores for a family affected by childhood cancer	<b>22</b> Collect CCC bank proceeds and send 50% to Optimist International Foundations	<b>23</b> Purchase <i>Reflections</i> journals and donate to local pediatric oncology center	<b>24</b> Play board games with children with cancer	<b>25</b> Sponsor a fundraiser and invite the media; send half of the proceeds to Optimist International
<b>26</b> Donate puzzles and toys to the childhood cancer ward at a local hospital	<b>27</b> Send an article and pictures about Club CCC activities to local newspaper	<b>28</b> Choose one Club CCC activity and create a CPA entry for District competition	<b>29</b> Send article and pictures about Club CCC activities to Optimist International	<b>30</b> Give gas certificates to families affected by childhood cancer		

## 2011 Convention: It's time for more in Baltimore

In just three short months, Optimists will be boarding trains and planes and programming their GPS to head straight for Baltimore, Maryland, for the 2011 Convention!

Baltimore is a city just waiting to be explored, with several other destination cities close enough for a day trip or two. Why not plan to spend a few extra days in the area and make a true vacation out of it?

To get the week off to an Optimistic start, early arrivals plan to head to the Optimist Night at Camden Yards on Thursday, June 30, to see baseball's Baltimore Orioles take on the St. Louis Cardinals. Tickets start at just \$20, and to make it even better, it's T-shirt night at the ballpark for the first 10,000 fans through the gates! To reserve your tickets, contact Optimist Mary Lu at [baseballtix@yahoo.com](mailto:baseballtix@yahoo.com). Reservations and payment must be received by May 31.

Speaking of deadlines, the early bird registration deadline is just one month away. Register for the Convention by May 1 and save some cash! Click on the link below to register online.

Once registration is out of the way, don't forget to figure out where to stay. Choices are good, and this year Convention attendees can choose between two hotels. Will it be the Baltimore Marriott Waterfront, home of all 2011 Convention events? Or will it be the Renaissance Baltimore Harborplace Hotel, just a few blocks away and a slightly lower price? Rooms are limited at each hotel, so click on the link below to get the registration process started.

### Quick Links

[Hotel](#) | [Registration](#) | [Travel details](#)



**93rd annual  
Convention**  
**July 3-5, 2011**  
**Baltimore, Maryland**

## Sharing ideas means serving more kids

Optimist Clubs do great work in their communities, and the 2011 Convention offers Members the chance to spread the word.

Clubs are invited to participate in the Bragger's Hall to share their unique and creative programs while learning new ideas from other Clubs.

The Bragger's Hall will be from 2-4:15 p.m. Monday, July 4. Each participating Club will be assigned a table where they can display project materials such as posters, pictures or informational handouts. Participating Clubs are responsible for transporting their own materials. A representative from the Club must be present during the entire session to talk to visitors and answer questions.

The Club with the best project display at the Bragger's Hall will receive one free registration to the 2012 International Convention in Milwaukee, Wisconsin! As attendees leave, they will be able to vote, and the winning Club will be announced at the Closing Business Session.

Click here to download the registration form to participate in the Bragger's Hall. Clubs must complete the form and submit it to Optimist International by May 20, 2011, to ensure space availability.

Please contact the Programs Department at (800) 500-8130 or via e-mail at [programs@optimist.org](mailto:programs@optimist.org) if you have any questions.

# Certified to lead



*Trainees and leaders gather in January 2011 with President Danny Rodgers during Club and District Certified Trainer classes. The next classes will be offered Saturday, July 2, in Baltimore, Maryland. To sign up, contact [leadership@optimist.org](mailto:leadership@optimist.org).*

## Take advantage of training this summer

Are you a Club or District officer-elect? Do you think that you might want to be? In either case, did you know that the Baltimore Convention is full of training opportunities for you?

On Sunday, July 3, training sessions will be held from 1-5 p.m. for District Activities, Leadership Development, Membership and New Club Building Chairs. There will also be a training session from 2-6 p.m. for Club Presidents-Elect, Lt. Governors-Elect, Club Secretary/Treasurers Designate and District Secretary/Treasurers Designate. These sessions are excellent opportunities to find out more about what the position requires, and you will have the opportunity to meet other people who are in the same position as you.

These sessions fill up fast, so make plans now to attend the training. We look forward to seeing you in Baltimore!

## Use resolutions to suggest changes

Clubs still have time to take advantage of the Convention Resolutions Process, which is used for any aspect of the organization not covered in the Bylaws.

Clubs must submit resolutions by May 4, 2011, to the Resolutions Committee. The committee will choose the strongest resolutions and report them to Convention delegates on Tuesday, July 5, for debate and vote (note: Resolutions endorsed by Convention delegates are non-binding and are sent to the International Board of Directors for further consideration and study).

Please type resolutions on Club stationery and include your Club name, Club number and Club President's signature. All resolutions should be written in standard resolution format: "Whereas ... , Whereas ... , Whereas ... , Be it resolved that the Board of Directors of Optimist International is asked to consider ... ." Please mail your resolutions to: Resolutions Committee, Optimist International, 4494 Lindell Blvd., St. Louis, MO 63108.

## Ducks bring luck to childhood cancer research and Optimists

April showers may bring May flowers, but the 2011 Optimist Convention brings the annual CCC Duck Race.

The presale has already started and only a limited number of ducks will be sold.

It's just 10 bucks a duck! For the \$10 donation, Members will be given a ticket for a cute yellow rubber duck. Members can purchase as many ducks as they like and do not have to be present at Convention in order to participate. Please keep in mind that only individuals, not Clubs, may purchase ducks.

At the Convention, the first duck to cross the finish line wins its owner the grand prize of \$100 US/CN. The second-place finisher receives \$50 and the third duck across the line gets \$25.

To download the order form, click [here](#) or contact your District CCC Chair or the Optimist International Programs Department at (800) 500-8130 or via e-mail at [ccc@optimist.org](mailto:ccc@optimist.org). Payment must be sent with the order form via credit card, money order or check. Order forms must be submitted by June 20, or ducks can be purchased on site at Convention.

Don't miss your opportunity to be a lucky duck and a supporter of childhood cancer research at Johns Hopkins and the Canadian Childhood Cancer Campaign.

# Spring cleaning on the Optimist website

If you've been to [www.optimist.org](http://www.optimist.org) lately, you may have noticed a new look and feel.

Cosmetically, the website is now more in line with the Optimist International Branding Guidelines.

In regard to content, the main page now boasts more news items that will be updated regularly. The main Members page lists some of the more popular pages to make navigating the website easier. The main Visitors page now features a series of Optimists talking about what Optimism means to them.

Optimists familiar with the website will find that, aside from these first few pages, navigation remains the same as in the past.

If you haven't been there recently, visit [www.optimist.org](http://www.optimist.org) and take a look around.



[www.optimist.org](http://www.optimist.org)

Thanks to all Optimists for the feedback, and please keep the questions and comments coming! Just e-mail [communications@optimist.org](mailto:communications@optimist.org).

## Wading through the website

The website's new look has sparked a few questions. Here are some answers.

**Q.** How do I get to other Optimist websites from the main site?

**A.** Scroll to the bottom of any page at [www.optimist.org](http://www.optimist.org). Links to all of the other websites will be listed in the bottom right corner.

**Q.** Can I log in to my Club roster from the Optimist website?

**A.** No, officers continue to log in on the Optimist Leaders website.

**Q.** Isn't Optimist Leaders the same as the Optimist website?

**A.** No, Optimist Leaders and Optimist continue to be separate websites.

**Q.** How can I go directly to all of these websites?

**A.** Here are the URLs for each website that you can type directly into the address bar of your internet browser:

Optimist: [www.optimist.org](http://www.optimist.org)

Optimist Leaders: [www.optimistleaders.org](http://www.optimistleaders.org)

Optimist E-mail: [www.optimistmail.org](http://www.optimistmail.org)

eOptimist: [www.eOptimist.org](http://www.eOptimist.org)

Optimist International Foundations: [www.oifoundation.org](http://www.oifoundation.org)

**Q.** Is there a way to jump to certain pages on the website without navigating?

**A.** Yes, some frequently used pages have direct links you can type into your browser's address bar. Examples include:

[www.optimist.org/cc](http://www.optimist.org/cc) (Childhood Cancer Campaign)

[www.optimist.org/essay](http://www.optimist.org/essay) (Essay Contest)

A complete list can be found at [www.optimist.org/links](http://www.optimist.org/links) (also a direct link!).

## JOOI DUES ARE DUE

If your Club hasn't paid its JOOI Club's dues for the year, this is the month to do it.

JOOI dues are to be postmarked by April 30, 2011, and revocations will take place in May.

Once dues are paid, the Adviser of the JOOI Club will receive a renewal kit, which includes the JOOI Planning Guide, officer certificates, membership cards and more. Please send in the current roster and officer information with the dues payment if you have not done so.

For information contact [jooi@optimist.org](mailto:jooi@optimist.org).