



Optimist International and Pacific Northwest
Targeted Growth Seminar: Seattle
January 19-21
Teach the Process – Cluster Build – Replicate



The people you'll meet:
District Governor Ed Murphy III
Optimist International President Danny Rodgers
International Vice President Ron Graves
International Board Member Chris Jernigan

Trainers and Staff:

Mark Weinsoff
Essie Johnson
Aaron Kaskowitz
Maggie Fairchild
Krista Grueninger

The Team:

Fred Wallace
Jim Jensen
Gay Enyeart
Steve Anderson
Herb Tsuchiya
Eddie Murphy Jr.
Bill French
Ray Hilts
Alan Zehntbauer
Peter Smith
Al Kersey
Charlie Kissler
Larry Blackburn
Sue Thompson

Target Communities: Bellevue, Redmond, Kirkland, Renton

Overview: Engage Optimists in the process of New Club Building by teaching a successful method. The desired result is to have at least 3 new Clubs in communities within the Seattle area, and nearly a dozen Optimist builders with the experience and knowledge necessary to carry out a successful build with their own team when they return home. The program will also serve as a model for future Cluster-Build projects to be orchestrated by Districts across Optimist International.

Hotel: Red Lion Bellevue

Link to reservations - <http://redlion.rdln.com/HotelLocator/HotelOverview.aspx?metaID=14>

425-455-5240

11211 Main Street

Bellevue, WA 98004

Overall Agenda

Tuesday, January 18

- Seminar Attendees
Arrive in Seattle

Wednesday, January 19

8:00 – 10:00 am
10:00 am – 3:00 pm
3:00 pm – 5:00 pm
5:00 pm – 6:00 pm
6:00 pm

- Seminar Meeting Successful methods & plans
- Field Work Attend meetings, events
- Group meets at hotel Collaborate, discuss the day
- Break
- Dinner

Thursday, January 20

8:00 – 10:00 am
10:00 am – 2:00 pm

6:00 pm

- Seminar Meeting Plan the day's events
- Field Work Attend meetings, events
- Free Time Enjoy the city
- Informational Meeting Promote the Club and OI, and
ask people to get involved

Friday, January 21

8:00 – 10:00 am
10:00 am – 3:00 pm
3:00 pm – 5:00 pm

- Seminar Meeting Prepare for final, big day
- Field Work Attend meetings, events
- Final Seminar Meeting Put everything into context-
Collaborate, discuss the week

*Friday and Saturday
Pacific Northwest 2nd Quarterly
Saturday Morning: Internet
Safety Program*

Day 1

Wednesday, January 19th, 2010

- 8:00 am** Arrive at Meeting Location
- Seminar will begin with discussion of methods and best practices for Field Work
 - Plan for the day's events; hand out Seminar packets with meeting schedules
- 10:00 am** Make your way to the first point of interest in the community
- Work in teams of 3
 - Each team will be given a meeting schedule and community assignment
 - Meetings will be set ahead of time for you, and specific community events and locales will be chosen for your day of work
 - Remain open to cold-calling in the general locale to which you're assigned, get creative and keep your eyes open to opportunities
 - Please keep in touch with Seminar Leaders as issues come up
 - Have friendly conversations with people you see in the community
 - Hand out literature and invitations at the end of conversations
 - Track your conversations by collecting information from people and writing it down while it's fresh in your mind – collecting business cards works well
- 3:00 pm** Arrive at Meeting Location
- Discuss the day's event with the entire group and Seminar Leaders
 - Collaborate with your teammates to enter the information gathered on the New Club Database
 - Seminar Leaders will lead a discussion on the day's events and what we can take away from the day
 - Everyone will be given the opportunity to share their story
- 5:00 pm** Break
- 6:00 pm** Dinner

Day 2
Thursday, January 20th, 2010

- 8:00 am** Arrive at Meeting Location
- Seminar will begin with discussion of methods and best practices for Field Work
 - Plan for the day's events
- 10:00 am** Make your way to the first point of interest in the community
- Work in teams of 3
 - Each team will be given a meeting schedule and community assignment
 - Meetings will be set ahead of time for you, and specific community events and locales will be chosen for your day of work
 - Remain open to cold-calling in the general locale to which you're assigned, get creative and keep your eyes open to opportunities
 - Please keep in touch with Seminar Leaders as issues come up
 - Have friendly conversations with people you see in the community
 - Hand out literature and invitations at the end of conversations
 - Track your conversations by collecting information from people and writing it down while it's fresh in your mind – collecting business cards works well
- 2:00 pm** Meet with your team to collaborate all of your information and
- Record everything that comes to mind before you move on so that you don't forget it
 - We will pool our notes on Friday morning at the meeting
- 2:30 pm** This time will be set aside as free time until the Informational Meeting
- 6:00 pm** Informational Meeting in one or more of the target communities
- We will expect for some of the potential new Members to arrive during our meeting to find out more about what Optimists do and how they can get involved in their own community.
 - This is a chance to discuss what you love about Optimism in a casual environment and have pleasant conversations with members of the community to develop a relationship and get them into the habit of coming to meet with the group.

Day 3

Friday, January 21st, 2010

- 8:00 am** Arrive at Meeting Location
- Seminar will begin with discussion of methods and best practices for Field Work
 - Plan for the day's events
- 10:00 am** Make your way to the first point of interest in the community
- Work in teams of 3
 - Each team will be given a meeting schedule and community assignment
 - Meetings will be set ahead of time for you, and specific community events and locales will be chosen for your day
 - Remain open to cold-calling in the general locale to which you're assigned, get creative and keep your eyes open to opportunities
 - Please keep in touch with Seminar Leaders as issues come up
 - Have friendly conversations with people you see in the community
 - Hand out literature and invitations at the end of conversations
 - Track your conversations by collecting information from people and writing it down while it's fresh in your mind – collecting business cards works well
- 3:00 pm** Arrive at Meeting Location
- Discuss the day's event with the entire group and Seminar Leaders
 - Collaborate with your teammates to enter the information gathered on the New Club Database
 - Seminar Leaders will lead a discussion on the day's events and what we can take away from the day
 - Everyone will be given the opportunity to share their story
- 5:00 pm** PNW 2nd Quarterly Events