

**2010-2011  
BOARD LIAISON**

**VICE PRESIDENT(S) COMMUNICATIONS**

|                       |               |
|-----------------------|---------------|
| <b>DATE</b>           | 3/02/2011     |
| <b>BOARD LIAISON</b>  | Ken Garner    |
| <b>VICE PRESIDENT</b> | Rocky Jackson |
| <b>REGION</b>         | West Coast    |

|                                      |   |
|--------------------------------------|---|
| Status of Region                     | <p>The VP Rocky has now done 70 days on the road since just before October 1 visiting clubs and districts throughout the region. Included in this time frame is 20 days in Arizona where they doing great and have even planned for 3 new clubs for the incoming governor to be brought in before 12/31/11.</p> <p>The 3 California districts will be spending a day in April in Long Beach, CA with the VP discussing membership growth. This daylong event is scheduled from 9-4 and only costing \$25. VP Rocky is hoping to attract a large crowd from the 4000 current Optimists in the area.</p> <p>The PSW district is being lead by Idaho which is going great guns, but there is some struggles in British Colombia and the Seattle area. Hope for growth in Seattle from the growth conference.</p> |
| Concerns/Issues for Board Discussion | <p>Concerns about the OI supplier still exist throughout the region. Shipping costs are through the roof. Rotary licenses various distributors throughout a region/area to serve those areas.</p>   |
| Other                                | <p>VP Rocky has taken the year off from his job to devote to this endeavor and travelling mainly on his own dime.</p>   |