

CINCINNATI EDUCATIONAL CONSORTIUM

Welcome to Optimist International's premier training event! All sessions are held in the Duke Energy Center and are filled on a first come, first served basis.

Thursday, July 4

9:00-10:00 am

Telling Your Optimist Story

201

Every Member has a story of how they became an Optimist and how Optimism has impacted their lives. Optimist Clubs have invaluable stories of their work in the community, accomplishments of their Members and how they have touched the lives of children. These stories need to be shared within the Club's community and throughout the Optimist organization. Gain insight into how you can spread the message of Optimism through personal stories and experiences.

Faculty: Michel Listenberger

Rules & Tools for Leaders

202

This workshop features a "down to earth" guide for effective leadership in an Optimist Club.

Faculty: Jerry Kelley, Steve Schuneman

Croissance et maintien

203

Comment fait-on pour augmenter l'effectif de notre club et pour garder nos membres?

Formateurs: *Pierrette et Yvon Ricard*

New Club Follow-Up

204

Building a new club is only the start. To be successful and give our newest members the greatest chance to flourish we need to be sure there is a strong New Club Follow-up Program completed. Come and hear, from someone who has walked the walk, what has worked and what definitely does not work.

Faculty: Jann Van Dreser

Best in Film and Best in Writing CPA

205

Want to showcase your Club's project on the Optimist website and have the chance to have it in *the Optimist* magazine and win \$500 for your Club? Attend this workshop to review the process and see how simple it is to submit your entry as either a video or document.

Faculty: Andre Therrien

Field Representative Update Training

206

Whether you're an experienced Field Representative or you'd like to become newly certified, this session is for you. All Field Representatives are encouraged to be involved so that we can discuss new materials and tools, and share best practices. We all need a 'refresher' every once in a while.

Faculty: Patsy Garner, Sandy Larivee

First Timer's Orientation

232

2012-2013 International Convention Chair/International Past President Charles Wiles welcomes you to your first International Convention while other members of the Convention team explain what you should expect to see and do during the three days of Optimism.

Faculty: Canadian Children's Optimist Foundation, Convention Committee, Credentials Committee, Foundation, Governance Committee, Leadership Development Committee, Past International Presidents, Sergeants
Faculty: Dr. Charles Wiles

Membership Magic

236

Has your club struggled with increasing membership and attracting younger members using traditional methods? Do you have the same 10 people doing all of the work? Then this is the workshop for you. Learn methods to motivate and organize your club members to work as a team to increase your numbers and to make your club more appealing to the younger generation. We will also share ideas for increasing awareness of your club in your community.

Faculty: Laura Barker

10:15-11:15 a.m.

Their Voice, Your Vote

201

This open forum will formally introduce you to our six candidates seeking election to our International Board of Directors. Learn their strengths, experience and ideas they intend to bring to Optimist International.

Faculty: CQ Committee

The 10 Commandments for OI Districts

202

Have you heard all the things that "OI" makes Districts do? Are you sure that you know what you really have to do as a District? Come find out exactly what the "Thou shalt's" consist of for your District!

Faculty: Jim Kondrasuk

Swing Your Way into Junior Golf

203

Optimist Junior Golf, a well-known junior golf program, is one of the most successful in our organization. Learn how you can be a part by holding a tournament, be a sponsor, help a child advance to the next level or just by helping out at an event. No experience necessary! No other junior golf program quite compares to that of the Optimist Junior Golf Program. As the Junior Golfers describe it – It's Fun, It's Awesome, It's Competitive, It's International! Learn how to become a part of this great program that helps kids compete and learn!

Faculty: Lois Philbrick

No Longer the Best Kept Secret-Effective Club Marketing

204

Marketing is crucial in order to spread your Club's message to the residents of your community. But marketing is more than just press releases and photos in your local newspaper. Learn how to effectively increase awareness of your Club's activities using the latest in marketing techniques.

Faculty: Jim Boyd

Les albums de service communautaire

205

Depuis mars 2012, le format des albums de services communautaire est passé au mode numérique. Venez apprendre les nouveaux règlements et comment soumettre un album à Optimist International dans les catégories Meilleur film et meilleur scénario d'une entrée ASC

Formateur: André Therrien

Choose to Be Different

206

This session will focus on non-traditional styles of building a new community. It is possible to build a traditional Club using non-traditional methods, and vice versa. We will discuss some ways to think differently about building new clubs.

Faculty: Patsy Garner, Sandy Larivee

Protect Children, Protect Your Club

207

We all work to safeguard children from dangers. It is the responsibility of every adult to keep children safe. Optimists are leaders in providing programs that teach sports, Bike Safety, Internet Safety, Respect For Law, Substance Abuse Prevention and more. Each year, millions of children face the dangers of child abuse. Preventing abuse can make a difference in every community influencing the effects of social problems, such as teen pregnancy, depression, suicide, academic failure and substance abuse. In this session, you will learn what child abuse is and how we can be leaders in Child Abuse Prevention. You will also learn how to protect our Members, our Clubs and the entire Optimist International organization.

Faculty: Laurie Ferris

Innovative Fund Raising Forum

208

Share your Club's innovative fund raising ideas and learn from other Clubs about how they raise funds for different projects. Attend this important interactive discussion and learning experience on new and successful fundraising ideas.

Faculty: Mirosław Kuderewko

How to Plan District Conferences & Conventions

232

A practical "how to" session with ideas on determining site selection, hotel selection, vendor selection, budgets and contract negotiations for District Conferences and Conventions. This workshop also features discussions on preparing your conference agenda.

Faculty: Harry Margo, Ronda Vaughn

Selling YOUR Optimism!!!

236

Once upon a time there were youth who needed help. Every day, many Optimists made a difference by weren't as many of them helping as there once had been and some needs were no longer being met. Because of that, these Optimists committed to learn about the ABC's (Attunement, Buoyancy and Clarity), the "six successors to the elevator pitch" and why "upservice" is preferable to "upselling" in our growth efforts. Because of that, they became more confident in their ability to sell their Optimism to others. Until finally, our clubs and districts began to grow once again as more people became inspired to join in our efforts to "Bring Out the Best in Kids"!

Faculty: Mark Claussen

1:00-2:00 pm

Caring for Kids with Cancer-the Optimist Way

207

Learn about Childhood Cancer Campaign (CCC) projects being successfully run by Optimist Clubs and Districts. Get inside information straight from the experts. Clubs of all sizes can play a major role in this campaign – come find out how!

Faculty – Mark Claussen, Jo-Anne Pelzer

Membership Recruitment Kit

209

This session features ideas on how to build new clubs along with ideas to grow new clubs to 35 or more members. This workshop will also include discussion on a New Club's first fundraiser. Crowd participation is encouraged in this session!

Faculty: Esthermarie Hillman, Joyce Filsinger

MAINTENANT-français

230

Venez en apprendre d'avantage sur ce programme qui vous permet d'augmenter votre membership tout en ayant du plaisir.

Formatrice: Déane Dussault

1:00-3:15 pm

Clicking Around Optimist International: Websites and & Social Media

205

We will review each of the Optimist International Web Sites: Optimist.org, Optimistleaders.org, optimistmail.org, oifoundation.org, and eoptimist.org. We will also look at OI on the prime social media sites: Facebook, Twitter, Linked In, and YouTube. When we are done, you will have a better understanding of where to find scholarship information, program ideas, foundation materials, President's Pride report, add/delete members, how to "Like" someone, post information about club events, and much more.

Faculty: Thomas D. Lloyd, II

New Club Building (Formation) THE BASICS

233

Everyone asks, but no one seems to have the answer – “What does it take to build a new club”, or “How do I get one of those medals”? This two hour presentation will give you the basics to go out and build (form) a new Optimist Club. You will be given techniques tested in the field, scripts which work, and hints on getting past “the road blocks”.

Faculty: Jann Van Dreser

1:00-5:00 pm

Club President-Elect Training 1

200

If you want to be a successful and effective Club President, the Club President-Elect workshop is a must for you! This workshop will take you through a step-by-step process in which you will learn invaluable leadership skills; be shown techniques for running effective, fun-filled and interesting club meetings; and it will illustrate how you can use Optimist Internationals Personal Growth and Involvement (PGI) program as a catalyst for growth, retention and membership satisfaction.

A Club President's job is to orchestrate a healthy club environment that is growing in membership, provides service to the community and adds value to the lives of each club member. Come join Nick Prillaman and Deanna Morrow and they will show how to accomplish this, as you begin your exciting journey to become the very best leader you can be!

Faculty: Nick Prillaman

Club President-Elect Training 2

201

Attending this class is a “must do” as the first step to becoming a great Optimist Club President. You will be given ideas to develop helpful leadership skills; be provided with ways to make your club meeting fun, interesting and effective; learn how to involve board members and members in the growth of the

club. This class will assist you in leading your club to achieving the most recognition possible, with the least amount of stress to you.

Faculty: Rich Bloom

The “in’s and out’s” of being a Lt. Governor and why it is the BEST Job in Optimist International 204

Faculty: Sue Creswell, Don Crall

District Leadership Development Chair Training 231

District Leadership Development Chairs for the 2013-2014 year should attend this session, and Governor-Elects are invited to attend as well. This session will define the role of the Leadership Development Chair. It will also describe how to work with the District Governor to put on a premier education seminar that will energize, motivate and inspire people to promote and grow optimism in the District. We will also discuss how to develop future leaders in your District, and the new awards program for Leadership Development Chairs that could result in you becoming Distinguished! **Past International Vice President and Certified International Trainer Mark Weinsoff and Past Governor Janet Oord** have years of experience to share with you as you take on this very important role for your District.

Faculty: Mark Weinsoff, Jan Oord Graves

Club Secretary-Treasurer Designate Training 232

Are you the club secretary and/or treasurer for 2013-14, a member of your board of directors, a new or seasoned member looking to gain a better understanding of your club’s activities and operations? If so, then this session is for you! Join us as we take a look at procedures, finances and budgeting, required documentation and suggestions on how you can lead your club to success and “bring out the best in kids” *and* your fellow Optimists.

Faculty: Judy Boyd

District Membership Chair Training 234

This interactive session will explore opportunities to identify and recruit new members; the retention and engagement of existing members – where we’ve been and where we’re going; and how you can assist your Governor and other district officers in creating and exceeding membership goals. We’ll also learn about President Ron’s incentives and goals for the 2013-2014 year; and develop successful plans where “More Optimists = More Children Served.”

Faculty: Debbie Hill, Joanne Ganske, Stephanie Monschein

District New Club Building Chair Training 235

Looking for new ideas for increasing your District Membership? Do you want to learn the Who, What, Where, When and Whys of Being a New Blubs Chair. Join us and leave energized to meet your goals for 2013-2104!!

Faculty: Sandy Larivee

District Secretary-Treasurer Designate Training 236

No matter how many times you have held this position, it is always changing. Come in and learn the latest techniques it will take to keep your district on top of their financial obligations and discuss the districts responsibility for training its club Secretary-Treasurers properly so it makes your job easier. If you have been there before, this will be a perfect time to share some of that experience and get

updated on what has changed. If you are brand new to this position, then you need this more than anybody. There are ways to make your job as District Secretary-Treasurer easier...come and find out about some of them.

Faculty: Dan Moss

2:15-3:15 pm

Securite dans Internet – En etes-vous encore a l'age des tenebres? – francais 202

Claire Labreche vous presentent les trois volets du programme de securite Internet, notamment la video du volet adolescents du programme de Securite internet, La vie dans le cyberspace. Ils vous aiguilleront egalemetnvers les outils pour pouvoir implanter le programme de Securite internet au sein de votre collectivite.

Formatrice: Claire Labreche

Understanding the Club Grant Process for Optimist International Foundation 203

Join us as we discuss the process for a successful submission of a Club Grant request from Optimist International Foundation. Each year, the Foundation awards 20 \$500 Matching Grants for Clubs to start new programs in the community. Don't miss your Club's chance to be awarded one of these grants!

Faculty: Ed Finn, Emily Standley

We Worked So Hard to Get You, Then Let You Go? 208

Getting new members is only half the battle. Keeping members is a balancing act we all need to learn! People don't step up to become volunteers to then sit at home and not be involved. Learn how the different dynamics in the membership of your club can work harmoniously together so that everyone's needs are met. Happy members make for lifetime members and that makes for the most productive club your community and the children can ask for.

Faculty: Tracy Huxley

The Optimistic Leader 211

Leadership is a learnable skill that can be instilled in others by instruction, role modeling, and mentoring. You will learn powerful strategies to use each of these methods to assist others. The purpose of the workshop is to foster a deep understanding of the importance of leadership in every facet of life. We will identify leadership styles, incorporate Optimism in the framework of leadership, and develop proven techniques to accomplish success in the life of your club, community and home.

Faculty: James Ranki

Programme MAINTENANT - francais 230

Come and learn more about this program that allows you to increase your membership and have fun at the same time.

Venez en apprendre d'avantage sur ce programme qui vous permet d'augmenter votre membership tout en ayant du plaisir.

Formatrice: Déane Dussault

3:30-4:30 P.M.

Social Media for Dummies

202

Do you consider yourself technologically impaired? What better way than to participate in JOOI's workshop on "Social Media for Dummies!" In this class you will learn how to create a Twitter, LinkedIn and Facebook account, along with how to use the websites.

Faculty: International JOOI Board

Priorité jeunesse

205

En partenariat avec le Centre canadien de la protection de l'enfance, le centre de service canadien d'Optimist International désire implanter le programme **Priorité jeunesse** dans tous les clubs Optimistes du Canada. Ce programme sert essentiellement à prévenir les abus pédosexuels par des mesures de sensibilisation et d'éducation.

Formateurs : Claire Labrèche et Robert Doyle

Grow Optimism with an "Expect Only the Best " Approach

230

In this workshop, you will learn, in a fun and enlightening way, how to successfully recruit New Members and build New Clubs, utilizing the tenets of the Optimist Creed, especially the 5th Tenet, which reminds us to "expect only the best.

Faculty: T G Thomas

Friday, July 5, 2013

2:00-3:00 p.m.

The Power of Email Marketing and Social Media

200

This information-packed session will show you how email marketing – the hands-on, low-cost marketing tool – along with Social Media, can really help you drive your Club's success. Discover how communicating with your members regularly can help you stay connected, and generate increased referrals, engagement, and unwavering loyalty.

Workshop presented by Constant Contact.

Faculty: Steve Robinson

Putting the FUN back in Fundraisers

201

Raising money for your Club's projects can be enjoyable and bring Members together. Come and learn about some innovative fundraising ideas that will have your Club laughing all the way to the bank.

Faculty: Miroslaw Kuderewko

Taking Care of Our Members

202

Are your members involved? Are your members burned out? How to keep the new members interested? These are just some of the questions that we will look at in an interactive workshop. You should leave with tools to help retain members and to attract new members.

Faculty: Ilze Epnars

Conducting a Scholarship Contest is Easy

203

All this Optimist scholarship money is looking for an exceptional student to put it to good use! Has your Club been afraid to hold an Essay or Oratorical Contest because it seemed too intimidating - or you just didn't know where to find the participants? There are many hard-working, dedicated, and deserving

students in your District who deserve the opportunity to compete for scholarship dollars offered by Optimist International. This course will brainstorm ideas on where and how to find participants and how to run a successful contest.

Faculty: Janet Lloyd

Online Voting-A way to Engage More Optimist Clubs!!!!

204

This is a forum to discuss the Bylaws Amendment Proposal for Online Voting. Since this proposal would impact the Officer Election procedure after this International Convention, the Board of Directors welcomes questions, and is seeking input, regarding the specific details of the election process. Please bring your questions, comments, and even concerns, about this exciting new way to involve all Optimist Clubs in the governance of the Optimist International.

Faculty: Governance Committee

Go Giver

206

The Go-Giver: Based on the book by Bob Burg and John David Mann, this course will discuss "the 5 laws of stratospheric success" and how these simple rules can be applied every leadership role in which we may be blessed to successfully serve others.

Faculty: Ken Garner

A Lion in the House: True Stories from the War on Cancer

207

Cancer kills without reason or mercy. It spreads the incurable virus of grief. It scars survivors and those who love them. A uniquely aggressive enemy, it can lurk undetected for years. Apparently vanquished, it may only be in temporary retreat.

Yet, the disease also inspires bravery, generosity, compassion and family bonds that no ordinary life can match. It taps unsuspected reserves of hope, resilience, determination, even humor, in children and parents. It drives scientists to test the limits of their skill in the search for a cure.

This award-winning documentary takes you into the lives of five families over a six-year period as they battle childhood cancer. Most of the documentary was filmed at Children's Hospital Medical Center right here in Cincinnati. Come be inspired to get involved in the war as so many Optimists have done and share your story!

Faculty: Mark Claussen, Member of the US CCC Advisory Council; Stephanie Davis, Johns Hopkins

Swing Your Way into Junior Golf

208

Optimist Junior Golf, a well-known junior golf program, is one of the most successful in our organization. Learn how you can be a part by holding a tournament, be a sponsor, help a child advance to the next level or just by helping out at an event. No experience necessary! No other junior golf program quite compares to that of the Optimist Junior Golf Program. As the Junior Golfers describe it – It's Fun, It's Awesome, It's Competitive, It's International! Learn how to become a part of this great program that helps kids compete and learn!

Faculty: Lois Philbrick

Canadian Children's Optimist Foundation/
Fondation Optimiste des enfants canadiens

209

CCOF celebrates 25 years of service for Canadian Children's. Luc Dubois, President of the CCOF and the Board of Directors of the Foundation will take you through 25 years of Optimist philanthropy in Canada. FOEC celebre 25 ans de services pour le benefice des enfants canadiens. Luc Dubois, president de la FOEC et les membres du conseil d'administrations retraceront 25 ans de philanthropie optimiste au Canada.

FOEC célèbre 25 ans de services pour le bénéfice des enfants canadiens. Luc Dubois, président de la FOEC et les membres du conseil d'administrations retraceront 25 ans de philanthropie optimiste au Canada.

Bilingual Session/atelier bilingue

Formateur: Luc Dubois président et Duane Kelly président élu FOEC

Fondation et suivi de nouveau club

210

Il existe plus d'une méthode pour fonder un club. Venez nous rencontrer afin de découvrir les méthodes et les outils qui peuvent venir vous soutenir dans la fondation d'un nouveau club. En collaboration avec votre comité, on mettra l'accent sur vos qualités pour faire de votre fondation de nouveau club un succès!

Formateur: Yvon et Pierrette Ricard

Seeking Rising Stars

211

This workshop will answer your questions regarding how to achieve your leadership goals through service at the Optimist International level. This includes being appointed to International-level committees, becoming a trainer, running for the Board of Directors, being selected as an Optimist International Vice President or International President. Candidate Qualifications Committee members will be on hand to enlighten you!

Faculty: Ronnie Dunn, Sandy Larivee

À la recherche des étoiles montantes

212

Cet atelier répondra à vos questions pour pouvoir réaliser vos ambitions de dirigeant en offrant vos services à Optimist International. Ceci inclut les nominations aux postes de membre de comité internationaux, de formateur, de membre du conseil d'administration, de la sélection des vice-présidents et président internationaux. Des membres du comité de qualification seront sur place pour vous éclairer.

Formatrice: Claire Labrèche

Effective Time Management

230

Today we have more demands on our time than ever before. There just doesn't appear to be enough hours in the day for us to do the things that are important – things we need to do or want to do. This workshop is designed to help you focus on time, reflect on the importance of time management in living a more focused productive life, and learn simple and effective time management techniques.

Faculty: Nick Prillaman

Childhood Wellness as a Successful Focus for New Club Building

231

In this workshop, we will discuss the approach to building New Optimist Clubs with a focus on Childhood Wellness. We will also present a proposed template for conducting a Childhood Wellness Program, which may then be distributed by Optimist International to all Optimist Clubs and all Districts, throughout Optimist International.

Faculty: T G Thomas

How to Succeed as Club Foundation Representative-All You Ever Wanted to Know 232

Join the Optimist International Foundation staff for a step-by-step explanation of the role of Club Foundation Representative. Understanding the processes will put you in a better position to raise more funds for your Club.

Faculty: Steve Skodak, Shenita Taylor, Emily Standley

Insurance Plans for Clubs 233

Attend this workshop to learn more about the Optimist International Blanket Club Liability plan which protects your Club from liability from losses resulting from its activities. An overview of the elements of the policy will be provided along with examples of events that may be covered, not covered, or in some cases excluded.

Faculty: Gail Farrett

2:00-4:15 pm

Braggers Hall

Ballroom Pre-Function

Optimists are encouraged to show off their projects and learn about new project ideas to serve their community. Whether you're looking for innovative community service or fundraising activities, you're sure to find those and more in this event. Visit each table and learn about a new idea directly from Members who have run the event!

Faculty: Various Presenters

3:15-4:15 pm

Supercharge Your Facebook Marketing 200

It's no secret that Facebook has become a huge part of how people interact with each other, share ideas and recommendations, and interact with the brands they like. But too many organizations aren't seeing results from their Facebook marketing efforts because they are posting content without a plan for turning "fans" into members and advocates. Workshop presented by Constant Contact.

Faculty: Steve Robinson

Comment faire connaitre OJOI en fondant un club OJOI-francais 202
(INSERT FRENCH TEXT)

Formatrices: Marie-Claude Bourgeois, Stephanie Thériault

"Bingo"-The Optimist Way! 203

Come and have fun, while at the same time learning about some of those abbreviations used in our "Optimist" lingo. Did we know what a CPA was when we first became Optimists? This workshop will be very beneficial to new and old members alike. It would also a good idea to use this game at a social event when you want to introduce some light-hearted fun.

Faculty: Pauline Leacock

Parliamentary Procedure 204

The objective of Parliamentary Procedure is to insure the right of the minority to be heard but serve the majority opinion. Understand the basic concepts of Parliamentary Procedure. What is "Roberts Rules of Order," What is the most current edition of "Roberts Rules of Order." Learn what a motion is and how to make a motion, learn how to amend a motion. Whether you chair a meeting or a participant in a meeting, understanding Roberts will allow for a smoother and more productive meeting.

Faculty: Marc Katz

10 Commandments for OI Districts

206

Have you heard all the things that "OI" makes Districts do? Are you sure that you know what you really have to do as a District? Come find out exactly what the "Thou shalt's" consist of for your District!

Faculty: Jim Kondrasuk

RUSITD about Internet Safety? (Are You Still in the Dark)

207

The Internet is completely awesome. Unfortunately... the same advances in technology that allow our children to reach out to new sources of knowledge and cultural experiences... are also leaving them vulnerable to exploitation and harm. Our Internet Safety Program is a wonderfully relevant gift from Optimist International to help us serve our purpose. It can also be the easiest and most inexpensive program our Clubs can offer to the kids, teens, and adults in our communities. Come back to school for an interactive class and get the tools to do just that!

Faculty: Barbara Scirto-Sullivan

HOBY & Optimists: A Partnership of Excellence

208

Hugh O'Brian Youth Leadership (HOBY) and Optimists are collaborating across the country. Together we are **Creating Possibilities** for youth. Come learn ways your Club or District can help change the lives of high school sophomores in your state. HOBY provides annual youth leadership seminars to educate, motivate and encourage high school sophomores to start making a difference now! When our sophomores leave the HOBY seminar, they are committed to making a positive contribution to their families, schools and communities. Many of our HOBY alumni go on to become JOOI members. HOBY and Optimist Members also conduct mini, one day seminars called CLeWs (Community Leadership Workshops). CLeWs allow us to change more lives with limited resources. Let's get that partnership going in your area.

Faculty - Vicki Ferrence Ray, Senior Director of National Programs, HOBY

Membership Blitz

209

Join us for an open discussion on implementing a successful membership campaign for your district, zone or club. We'll take a look at new member opportunities, rewards, incentives, and seeing success within 90 days or less.

Faculty: Debbie Hill

Avons-nous les bons ingrédients?

210

Notre société est à la zénitude, à la cuisine évolutive et au respect environnemental. En tant qu'Optimistes, qu'avons-nous à offrir au menu pour nos membres et nos jeunes? Pâté chinois ou gastronomie? Avons-nous la recette? À vos marmites, chers marmitons!

Formatrice: Thérèse Tremblay

New Club Follow-Up

212

Building a new club is only the start. To be successful and give our newest members the greatest chance to flourish we need to be sure there is a strong New Club Follow-up Program completed. Come and hear, from someone who has walked the walk, what has worked and what definitely does not work.

Jann Van Dreser

Optimism as a Philosophy of Business

230

Scientific studies have proven that optimists live happier, healthier and more successful lives than pessimists. Can the principles of optimism be applied to business to create a happier, healthier and more successful workplace? The answer is a resounding YES! A whole field of scientific studies looking at Positive Organizational Behavior has grown out of the field of Positive Psychology. Mark Weinssoff first came across the field of Positive Psychology while studying for his Master's Degree in Psychology at Pepperdine University in 1991. For the last two years he has been researching the field of Positive Organizational Behavior (POB). This workshop will explain the principles of POB and provide some practical ways they can be implemented in the workplace.

Faculty: Mark Weinssoff

Bringing New Clubs-You Can Do It!

231

This session has ideas on How to build New Clubs along with ideas to grow new Clubs to 35 or more members. There will also be information and discussion on the first fundraiser for a new Club. Crowd Participation is encouraged!!!

Faculty: Bob Floyd, Josh Floyd

Membership Magic

232

Has your club struggled with increasing membership and attracting younger members using traditional methods? Do you have the same 10 people doing all of the work? Then this is the workshop for you. Learn methods to motivate and organize your club members to work as a team to increase your numbers and to make your club more appealing to the younger generation. We will also share ideas for increasing awareness of your club in your community.

Faculty: Laura Barker

Insurance Plans for Clubs with Sports Programs

233

This workshop will provide information about additional customized insurance coverage available to meet the individual needs of Clubs. These customized policies are available on an individual Club basis at a cost effective price and includes: Club Directors & Officers Liability, Club Sports Accident Medical Coverage, and Abuse & Molestation Coverage, Background Checks and Loss Prevention Training.

Faculty: Gail Farrett

3:15-5:30 pm

Dynamic Public Speaking

205

Often regarded as people's number one fear, public speaking can be a daunting task. Learn how to connect with an audience of any size, get your point across clearly and effectively and present yourself in a composed and professional manner. This skill can benefit you as an individual, Optimist Member and in the workplace. A lab portion will be conducted where Members can practice their public speaking and receive a one-on-one consultation with coaching and feedback.

Faculty: Jim Boyd

4:30-5:30 pm

Build Your Network Using LinkedIn

200

LinkedIn is a great place to build your network, but it's also a great tool to warm-up a relationship. LinkedIn can also be a great way to improve your personal and businesses SEO (Search Engine

Optimization). Matt Plapp of Driven Media Solutions will walk you through a few unique ways to capitalize on this great social media website.

Faculty: Matt Plapp, Driven Media Solutions

How to Spread the JOOI by Building a JOOI Club

202

“Doing something Special for Our Kids” has been a secondary theme for JOOI over the last two years. You can do something extra special for the kids in your community by organizing them into a JOOI Club, and we can tell you how! Experienced JOOI Club builders and the JOOI Board will guide you through the process to make something very special happen in your community, helping you to truly “Bring out the Best in Kids”

Faculty: JOOI Board & Don Brose

Hands-On the New Club Building Database

203

Let's harness the power of the internet! This session will feature an online visit to the New Club Database on optimistleaders.org. Join us to learn how simple it can be to navigate and use this database as a tool to help with the new club building efforts in your District.

Faculty: Deanna Morrow, Aaron Kaskowitz

You Make a Difference!!!!

208

This workshop will provide “how-to” best collaborate with your local Boys Scout office. We will share strategies on how to organize and implement the Scouting program at your club. This one hour workshop will maximize your efforts on delivering the nations’ foremost youth program of character development and values – based program.

Faculty: Paul Lucas - Optimist International Board Member, Patrick Lucas - Life Scout (Age 13)
Marcos Nava – National Director Community Relations, Boy Scouts of America

Les secrets de la réussite d'une bonne année Optimiste

210

«Les secrets de la réussite d'une bonne année Optimiste». C'est un assemblage de préparatif à l'année à venir, de petits trucs pour assurer le plaisir à être Optimiste, comment avoir des comités dynamiques,
Formatrice: Bruno Tremblay

Childhood Cancer 101 with Johns Hopkins

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The collaboration between Optimist International and Johns Hopkins Pediatric Oncology is a natural one. Optimist’s motto is “Friend of Youth” and cancer is the antithesis of this. So, joining the Johns Hopkins Kimmel Cancer Center to take on the disease that claims more time, young lives, and futures brings a unique and profound meaning to this motto. Get the facts about this disease and learn how Optimists can continue to bring hope to childhood cancer patients and their families. Don’t miss this opportunity!

Faculty: Stephanie Davis, Senior Associate Director of Development

Membership Recruitment Kit

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This session features ideas on how to build new clubs along with ideas to grow new clubs to 35 or more members. This workshop will also include discussion on a New Club’s first fundraiser. Crowd participation is encouraged in this session!

Faculty: Esthermarie Hillman, Joyce Filsinger