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Districts can be tops with
Internet Safety

It's election time throughout
Optimist International

HOTLINE

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Fellow Optimists,

All it takes is 4. Do you know 4 people who aren't Optimists? Have you ever asked them to join your Optimist Club? Now is the perfect time to ask that important question, because Optimist International recently announced an exciting new incentive called "Recruit 4 Members and You're Free."



Mark Shriver

Right now, when you recruit 4 new Members into your Club, you essentially get a free pass for a year. As a way to say thanks, Optimist International will waive your international dues for an entire year. You can put the checkbook away and concentrate on doing what you do best – helping kids.

This program is a great new way to say thanks to those Members who work hard each year to bring fresh faces and new energy into the Club.

Let's think about the math. Four new Members in your Optimist Club means 132 additional kids served in your community. It means 4 more sets of hands to help at your next fundraiser. It's 4 more voices talking about the great work your Club does. And your Club will have 4 people with unique talents to be used in ways the Club may not have imagined before.

It's a money saver, but more than that, it is a way to bring new life into your Club. That's something you just can't put a price on.

You are an Optimist leader, and it's time to lead the way. I urge each of you to look around you and find 4 potential new Members. It's another way to soar to new heights for Optimism!

P.S. Thanks to everyone for the birthday cards and notes, and especially to all of those who made contributions to the Optimist International Foundations. It was a day to remember!

International Candidate Qualifications Committee Announces Candidates

The Optimist International Candidate Qualifications Committee has announced the slate of candidates it is expected to nominate July 9 at the International Convention in Denver.

For International President-Elect:

John "Jack" Creswell of Reading, Pennsylvania

For International Vice President-Elect:

Northeast & Great Lakes Region – Dwight Phillips of Windsor, Ontario

Southeast Region – Sonia Anderson of Ocho Rios, St. Ann, Jamaica

Mid Atlantic Region – Sandy Cyphers of Wilmington, North Carolina

Middle America Region – Mary Ann Gilpin of Marshall, Missouri

Great Plains Region – Judy Boyd of Urbandale, Iowa

Southwest Region – Patsy Garner of Fort Worth, Texas

West Coast Region – Esthermarie Hillman of Tucson, Arizona

St. Lawrence Region – Claire Labrèche of Montreal, Quebec

In addition, nine candidates are running for two seats on the International Board of Directors:

Richard Bloom of Gladwin, Michigan

Gerard Bourcier of Prevost, Quebec

Ron Cisco of Denver, Colorado

Chris Jernigan of Morganton, North Carolina

Gil Ortiz of Pflugerville, Texas

Fatima Plater of Detroit, Michigan

Linda Stein of Clayton, Indiana

Ron Whitaker of Broken Arrow, Oklahoma

Eddi Wint of Kingston, Jamaica

Biographical and other information on all candidates will appear on the Optimist website shortly, in the May issue of the *Hotline* and in the summer issue of *The Optimist*.

An Optimistic Unveiling



Immediate Past President Don Sievers (left) and International President Mark Shriver do the honors as the newly renovated board room is unveiled at the beginning of the March Board of Directors meeting at the International Office. A number of Optimists and Clubs donated generously to the Optimist International Foundations to make the renovations possible. Building Engineer Carl Dowdy (second from right) took care of much of the renovation work.

Be a Top Internet Safety District

April has officially been named Optimist Internet Safety Month, and many Optimist Districts have fully embraced the newest Optimist International program. In order to recognize those Districts that play a vital role in implementing the Internet Safety program in their communities and bring attention to this important issue affecting today's young people, International President Mark Shriver is offering an exciting incentive to the following:

- The District that has the most adults attend the Internet Safety Education presentations by May 15, 2010. Attendance will be verified by Participant Evaluation Forms submitted to Optimist International.
- The District that receives the most media exposure, such as newspaper articles and television or radio spots, by May 15, 2010. The publicity must be verifiable from the media outlet and details must be submitted to the Programs Department of Optimist International.
- The District that gains the most new Optimist Members by May 15, 2010, due to implementation and participation in the Internet Safety program. After Members have been submitted to Optimist International, please e-mail the names to programs@optimist.org for verification.

One representative from each of the winning Districts will be recognized on stage at the 2010 International Convention and receive a plaque.

For more information, please contact the Programs Department at programs@optimist.org or (800) 500-8130.

COMING UP IN OPTIMISM

As the weather gets warmer, planners generally start to fill up with more activities. Below are some big happenings in the organization over the next few months. Don't forget to schedule them in!

APRIL

It's Optimist Internet Safety Month. Clubs that haven't done so already should take this opportunity to request their free packet and get started educating youth, teachers and parents. Just contact programs@optimist.org.

District Essay Contest winners are due to Optimist International April 15.

MAY

Early-bird registration for Convention ends May 1! Register online at www.optimist.org/convention.

Club elections are under way this month. Club Officer-Elect Reports are due May 20. See page 3 for details.

JUNE

June means Optimist Childhood Cancer Awareness Month. In what new ways will Clubs raise awareness of the impact cancer can have on young patients and their families?

District winners of the Oratorical Contest and Communication Contest for the Deaf and Hard of Hearing are due to Optimist International June 15.

JULY

The month starts off with the JOOI Convention July 5-7 in Denver, Colorado.

As the JOOI Members head for home, Denver welcomes Optimists for the 2010 International Convention July 8-10.

Later in the month, hundreds of junior golfers head to Palm Beach Gardens, Florida, July 22 through August 1 for the Optimist International Junior Golf Championships.

Submit the Names of Next Year's Officers

Has your Club elected new officers for 2010-2011? Be sure to let Optimist International know!

Optimist International communicates with each Club officer throughout the year. Clubs can get the year started off right by reporting the names of those chosen to represent them. After Club elections, a current Club officer should file a Club Officer-Elect Report by either logging on to www.optimistleaders.org or downloading a hard copy from the Forms page of the website (www.optimist.org/forms). The Club should report the incoming President, Secretary and Treasurer (or combined Secretary/Treasurer).

The Club Officer-Elect Report is due by May 20, 2010, for awards purposes. However, reports will continue to be accepted through September 30, 2010.

One Month Remains to Vote

The polls will be open through May 1 for the Optimist International Foundation Board of Directors election.

The candidates are:

Thomas D. Lloyd II, Iowa

Karen Monville, Michigan

Jann Van Dreser, Southern Wisconsin

To be eligible to vote, an Optimist must have made a minimum contribution of \$36.50 to the Foundation between October 1, 2008, and September 30, 2009. For an Optimist Club to be eligible for one vote, to be cast by the Club Foundation Representative, the Club must have made a minimum unrestricted donation of \$365 to the Foundation during that same period of time.

Optimists can vote at www.oifoundation.org. For those who need assistance with the voting process or need to arrange alternate balloting procedures, contact Rachael Lowes at (800) 500-8130, ext. 249.

Board Introduces Unification Option

The Optimist International Board is making an offer to any Districts that would like to voluntarily unite with another District to form a new District. Under this "District Unification Program" the new District would receive 1.5 times the normal allotment for the two Districts combined. This would continue for the first three years. The Board strongly recommends that these additional funds be used for leadership development and growth programs within the new District.

In any year during the first three years after unification that a District achieves Distinguished District status, it will receive two times the normal allocation. In addition, during that time frame, if the unified District builds more new Clubs than the average number of Clubs built in the two original Districts combined in the three years prior to unification, the new District will receive the charter fee and 50 percent of the international dues collected for 1.5 years for any new Clubs built in excess of that average. For example: If District A had averaged two new Clubs built per year and District B had averaged three new Clubs built per year, the combined average would be five new Clubs. If a sixth Club is built in the unified District, the District would receive that new Club's charter fee and 50 percent of the international dues collected from that Club over the next 18 months.

District leadership is urged to discuss this program and study the merits of unification. Any Districts wishing to participate should contact the International Office.

Optimist Ed Turns into Honest Abe



Abraham Lincoln (also known as Governor-Elect Ed Murphy) talks about life in the 21st century with residents at Courtyard Fountains.

The president was in Oregon recently. Not President Mark Shriver, but former U.S. President Abraham Lincoln.

Lincoln, also known as Pacific Northwest Governor-Elect Ed Murphy, decided to make a visit

to a local retirement center while in town for a Zone meeting. He stopped by Courtyard Fountains to recite the Gettysburg Address and show what Lincoln might think of life in the 21st century if he were alive today.

"I decided to give it a try a few years ago in Seattle and discovered
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Survivor: Denver

This year, JOOI Members heading to Convention will receive a JOOI Survival Kit to get them through the week. Optimists and their contacts have the opportunity to determine just what goes into those kits!

Each JOOI Member will receive a kit upon their arrival at the hotel in Denver, and the kits will be bags full of fun and useful items to get the week started off right. The kits may include snacks, gum or mints, candy, sunscreen or lotion, notepads and pens or pencils, bottled water, key chains and more.

The JOOI Committee invites Optimists, Optimist Clubs or businesses to participate in this project by donating items to enhance the JOOI Convention experience. Interested participants would be asked to provide an item in quantities of 150, or monetary contributions can be used to solidify a sponsorship option. Sponsorships start at \$50, and various sponsorship levels offer certain benefits in return. Funds from sponsorships will be used to check more items off the kit's list.

To read more about the JOOI Survival Kit, visit the JOOI Convention section of www.jooi.org or send an e-mail to youthclubs@optimist.org.

Johns Hopkins Welcomes Continued Support

While Optimist International has met its \$1 million commitment to Johns Hopkins University through the Childhood Cancer Campaign, many Clubs are still dedicated to contributing funds to assist in their worthwhile research efforts. Clubs may continue to send funds to the Optimist International Foundation designated for Johns Hopkins. Funds received for Johns Hopkins will be forwarded in a timely manner.

If you have any questions, please contact Optimist International at ccc@optimist.org or (800) 500-8130.

Essay Winners are Due



District Essay winners must be received by Optimist International no later than April 15, 2010. 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. District entries received by the deadline will be entered into the International-level judging.

A Message Hits Home

The over-40 crowd and the under-40 crowd are finding middle ground.

Mike Jones, a Lieutenant Governor in the Dakotas–Manitoba–Minnesota District and self-proclaimed member of the over-40 crowd, was paying attention when Optimist Jim Boyd stood up to speak at the District's Second Quarter Conference. Boyd is a member of the International Marketing Committee and a Builder of Excellence many times over.

Boyd's message at the quarterly conference was that if Optimist Clubs want to grow and maintain their vitality, they need to reach the 20- and 30-somethings. To do this, Optimists beyond this age range need to alter how they communicate with the younger set. Jones listened to what Boyd had to say and kept the message fresh in his mind when he went home.

"I had struggled to make contact with one of the Clubs in my Zone for several months," Jones said. "No e-mail address, no phone message service, and snail mail isn't sufficient. One night after several more attempts via phone, my frustration took over."

Jones got on Facebook, signed up for an account, found the person he was trying to contact and sent the fellow Optimist a message. His phone rang within 15 minutes.

"The message is simple," Jones said. "If you want to reach out to the under-40 crowd, you have to speak their language or, more correctly, use a medium that they most likely use. We (age 40+) may have to change our ways of thinking. It worked for me."

Resorting to new ways of doing things might be what it takes to maintain a strong organization and continue to serve so many kids.

"Optimist International is a unique organization, structurally, that will permit it to stand the test of time," Jones said. "We have Clubs for kids and teens and college students as well as adults. What other organization can reach out to all age groups and provide ways to serve the community? Optimist Clubs in the future may resemble a loose-knit web of Members who connect regularly, but don't meet every week. But they will still be committed to serving the kids in their community. Are you ready for that?"

Clubs Can Speak Up with Proposed Amendments

Optimist Clubs have just a few more days to turn in any proposed amendments to the Optimist International Bylaws. Proposed changes must be received at the International Office by 5 p.m. (CST) April 8, 2010.

If your Club wants to recommend a revision, it must submit a proposed amendment citing the article and section, and exact proposed wording change to all articles and sections cited, along with a written rationale (in 200 words or less) for the change. The Club must submit the proposal on Club letterhead signed by the Club President. The proposal may be e-mailed or faxed to the International Office, but the original Club letter must be received in the International Office in order for the proposal to be considered. The rationale as submitted will be printed in the May issue of the *Hotline*. All submitted changes will be brought before the 2010 Convention delegates for vote and possible endorsement.

The deadline is April 8, and items postmarked on or before but received after April 8 will not be accepted. Please mail them to: Dana Thomas, Executive Assistant, Optimist International, 4494 Lindell Blvd., St. Louis, MO 63108.

Resolutions for Other Areas

Optimists have a little more time to turn in resolutions. The Convention Resolutions Process can be used for any aspect of the organization not covered in the Bylaws. Clubs must submit resolutions by May 8, 2010, to the Resolutions Committee. The committee will choose the strongest resolutions and report them to Convention delegates on Saturday, July 10, 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.

Optimists Bring Out the Best Projects in Denver

A little bragging never hurt, and at the 2010 Convention, it may help Clubs find a new way to "Bring Out the Best in Kids" in their communities. All Clubs and Districts that sponsor a unique or creative community service project or fundraiser are invited to participate in the Bragger's Hall at the International Convention.

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 participating Club must be present during the entire session registered for so they can talk to visitors and answer questions.

A special prize will be offered to the Club with the best project display at the Bragger's Hall. As attendees leave, they will be able to vote, and the winning Club will be announced at the Closing Business Session. The prize will be one free registration to the 2011 International Convention in Baltimore, Maryland!

If you would like to participate in the Bragger's Hall, please contact the Programs Department at (800) 500-8130 or programs@optimist.org and request a registration form. Clubs must complete the form and submit it to Optimist International by May 21, 2010, in order to ensure space availability.

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I have kind of a knack for it," Murphy said. "I kind of look like Lincoln even without the beard."

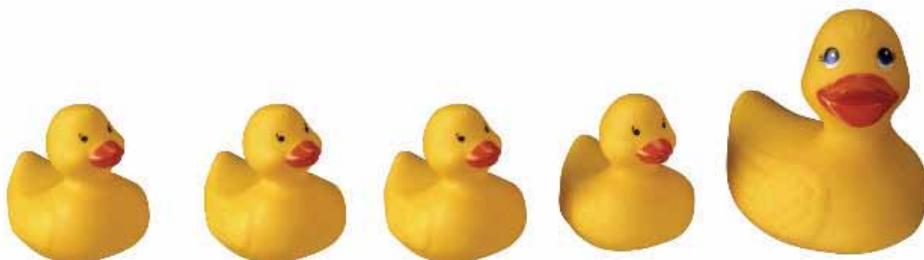
Murphy's goal was to visit a few schools in the area as well, but the academic calendar did not cooperate. He said another opportunity might present itself if he visits the area next year while serving as Governor.

Promotions Corall to Launch New Website

Optimist supplier Promotions Corall is launching a new website in early April. The website is at www.optimistsales.com and will have a whole new look and a new inventory.

Promotions Corall became the sole supplier for Optimist Clubs throughout the United States, Canada and the Caribbean as of January 1, 2010. The website launch is an added effort to best serve the needs of Optimist Clubs, their Members and the children who benefit from their projects.

It's Ten Bucks a Duck for the CCC in 2010!



Help the Childhood Cancer Campaign get its ducks quacking at the International Convention in Denver, Colorado! Show your support of the CCC and participate in the fun.

For a \$10.00 donation, Members will be given a ticket for a cute yellow rubber duck. At the Denver Convention, all the ducks

purchased will participate in a race and the first duck to cross the finish line wins its owner the grand prize of \$100.00 US/CN. The second-place finisher receives \$50.00 US/CN and the third duck across the line gets \$25.00 US/CN.

Now for the interesting twist! Members do not have to attend the Convention in order to participate in the race. Simply send in your ten bucks and reserve your duck today! If your duck wins, the check will be mailed to you after the Convention.

Members can purchase as many ducks as they like at \$10 each. Please keep in mind that only individuals may purchase ducks, not Clubs. Payment must be sent with your order form via credit card, money order or check. **Order forms must be submitted by June 14 or ducks must be purchased at the Convention.**

All proceeds will go to the CCC Matching Grants program.

Name: _____

Address: _____

City: _____ State _____ Postal Code _____

Country: _____

Phone number: _____ E-mail Address: _____

Credit Card Type: MasterCard, Visa, AMEX

Credit Card Number: _____

Expiration Date: _____

Will you be picking your ticket(s) up at the International Convention in the House of Optimism at the Programs booth? Yes No

Please return forms to: Optimist International, Attn: CCC, 4494 Lindell Blvd., St Louis, MO 63108 or via fax at (314) 371-6006 **by June 14!**