



The Challenge

Individual commitment to a group effort – that is what makes a team work, a company work, a society work, a civilization work. It is what makes an organization like Optimist International work!

The 2011-2012 Leadership Team has a great challenge before it. Each of you are working hard to prepare yourself for the job at hand. You have committed yourself to do whatever it takes to move Optimist International to the forefront of the “go to place” for volunteers. Volunteers who not only strive to “Bring Out the Best in Kids”, but are dedicated to adding value to people’s lives, and promoting and spreading Optimism as a philosophy of life.

Soon you will be taking the field and will begin leading this great organization. It will not be an easy task. There will be many challenges along the way. But with the strength of your convictions and Optimism in what the future holds, this team without a doubt has the ability to lead our organization to begin to fulfill and realize its potential as the premier volunteer youth service organization of the world!

The challenge is to prove this to our membership and club leadership. And how do we do that? By taking a stand! By drawing a line in the sand! By committing ourselves for the coming Optimist year to not allow our overall membership to drop below our October 1 beginning numbers. To “hunker down” and refuse to allow our membership numbers to decrease anymore! Is it a tall order? You bet it is! But it is doable if we approach it as the Leadership Team committed to “100% and then some”.

Let’s commit ourselves to hold the line and bring in one new Friend of Optimists or traditional Member by October 31!

A special Club award and recognition will be given to Clubs that are net + 1 by October 31, 2011.

Jack Creswell
2011-2012 International President

International Membership Committee

