

Optimist International
Executive Director Report
March 4, 2011

As Executive Director it is my honor to submit for review a report and summary of operations and activities of the St. Louis and Montreal headquarters since our meeting in December.

Headquarters Renovations:

Renovations and repairs at the headquarters building continue, utilizing budgeted maintenance funds and the remaining balance of payments received from the insurance company for repairs. Several additional offices on the main floor and 2nd floor have been painted and refurbished. We plan to replace the 58-year-old boiler with a new heating boiler system this summer. Heating efficiency and fuel savings should pay back the cost of the new boiler within 6-7 years. It was noted by the CFO that the organization saved some \$32,898 in the past fiscal year by hosting official meetings at the headquarters facilities.

Communications:

The new Optimist website is up and running. More features will be added as we move forward. We are also in the process of creating an *Of Dreams and Deeds* website and designing the new Optimist Leaders site.

The spring magazine will be out in a few weeks, with a big focus on new club building. So far approximately 75 Optimists have signed up for the electronic version of the magazine, and they will receive their first copy with the upcoming spring issue. Promotions for this option will continue from this point forward.

By April, we will also increase our communications with the general membership, e-mailing them timely messages that are similar to what is sent to Club e-mail boxes, but with some items geared more toward the general Member rather than Club and District leaders.

In late January, we welcomed the 2,000th person to our official Facebook page. Other social media efforts continue to increase, and the Communications Dept. has been working with JOOI and Junior Golf staff on their efforts as well.

We have developed a fun side project revolving around the Optimist Creed, thanks to a program written by Tom Carver and designs by Melissa Budrow. Members can now download tenets of the Optimist Creed as the background on their desktop so a dose of Optimism is never further than their computer monitor.

Leadership Development:

The Leadership Development department hosted and assisted with the Mid-Year Certified trainer classes that were held in St. Louis on January 29, 2011. There were 8 attendees in the Club trainer class and 4 attendees in the District Trainer class.

A survey is being developed and sent to last year's Convention attendees to determine the effectiveness of the training sessions offered. Information gathered from this survey will be utilized in determining workshop sessions for Baltimore.

Training and materials are being finalized for the upcoming Governor-Elect Conference being held in St. Louis March 23-27 at the Sheraton Westport Chalet.

Progress is being made on the development of the online training modules for Club Presidents. Software has been determined and purchased and content for the modules is being developed. It is anticipated that the modules will be "live" on the Optimist Leaders website by late May. Work will begin on revising the Optimist Leaders website in March.

Faculty and workshop sessions are being developed for the Baltimore International Convention. Sample agendas will also be created and distributed for the upcoming Convention.

Governor-Elect Conference:

The planning and development of the Governor-Elect Conference is in the final stages of work. The Sheraton Westport will be the host site of this year's Governor-Elect Conference. Currently, we expect full attendance by all 49 Governors and 8 Vice Presidents.

Paula Reyling, Nick Prilliman, Brian Brewer, Ken Garner and Craig Kelly will serve as program presenters.

Governance Committee:

Staff is working closely with the Governance Committee on a wide variety of issues and supported their work at their January 14-15 meeting. The committee is proposing a new election policy with the goal of improving efficiency of the elections at the annual meeting. Chairman Rick Quinlan will be presenting his report this weekend.

Pilot Club Program Report:

In April 2008 we began trials of the Pilot Club program, allowing new Clubs to be built in targeted areas with 15 members. Since that date 68 Clubs have been built and 93% of those Clubs are still active.

- 5 of the 68 clubs have been disbanded/revoked (2 disbanded, 3 revoked).
- Pilot Clubs average 20 charter Members when they organize
- Regular Clubs have averaged 27 charter Members within the last 3 years
- Recruit an average of 3 additional people within their 90-day charter period

Dates	Total clubs	Regular clubs	Pilot clubs	Pilot %	Pilots reached 25
4/23/2008 (1 st pilot) – 9/30/2008	63	60	3	5%	2 – 66%
2008-2009 Don	91	69	22	24%	8 – 36%
2009-2010 Mark	93	58	35	38%	26 – 74%
9/30/2010-2/17/2011	18	9	8	47%	2 – 25%
Totals	264	196	68	26%	

As a reference, in 2008-2009, 15-Member adult pilot Clubs look sound in comparison to regular 25-Member adult Clubs:

- 4 Pilots deleted of 22 built, **18%** deleted.
 - 26 regular Clubs deleted of 69 built, **38%** deleted.
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- We are presenting New Club Building training at the South Carolina District conference on February 26
 - Seattle Growth Seminar was a success, with 2 new Clubs in the works, follow through still in progress
 - Next Targeted Growth Seminars are presently being planned for two other regions
 - 18 New Clubs built to date

Membership:

4,006 02/21/11 Members have been added since October 01, 2010.

Dashboard – a custom visual representation of data used to more efficiently manage and communicate – was released to the Governors in November. Plans to scale to VPs, other District Officers, Lieutenant Governors, and Club Officers are already under way.

Ten Governors and four Vice Presidents met or passed the threshold for Danny’s Awesome Achievers – by adding 30% of their individual Member Goal.

The Member Services Department has led the path for applications of new technology for the benefit of Optimists. In April 2010, we began streaming Membership sessions. Sessions are streamed live and archived at www.optimist.org/watch. Membership Sessions both online and in

person are being planned for the near future. Member Services sees high potential to monetize these opportunities to get quality content from the comfort of their home.

Extensive How-To Optimist System related informative Tutorials are in the works for more prevalent, relevant, and accessible Member Services information as *On Demand* at www.optimist.org/watch.

There will be another enhanced “Hello, My Name is” roll-out in spring to encourage approachability... challenging Members with the question “Is my Club joinable?” and the action steps “Wear a nametag. Start the Conversation.” More information can be found at www.optimist.org/hello.

Extended Content – three-minute audio interviews with leaders, speakers, authors and interesting people. More information can be found at www.optimist.org/listen.

Efforts to make personal contact with Optimist Leaders over various channels including telephone, e-mail, enriched e-mail, *Leadership Views*, and hand-written notes.

eOptimist:

An article on eOptimist was featured in the February issue of ASAE’s (the Center for Association monthly magazine, *Associations Now*. The article is called, *New Membership Structure Brings Surprises* and can be found here <http://www.asaecenter.org/Resources/ANowDetail.cfm?ItemNumber=57208>.

We ran a Facebook advertising campaign that helped increase awareness and brand identity which resulted in an increase in page visits to the eOptimist Facebook page and website.

The eOptimist Facebook page has 411 “likes” and the Twitter page, @OptimistOrg has 392 (an increase since December)

There are 4,272 hits on The Optimist Creed video since its release on Oct. 11, 2010

We continue to have monthly guest writers and feature positive news articles every week for the eOptimist community and are continuing to come up with new ways to advertise and promote eOptimist.

Audit and Finance Committee:

The Audit and Finance Committee led by Chairman Mike Allen held its February meeting at the OI Headquarters the weekend of February 11-12. The Committee reviewed the finances of 2009-2010 ending in December 2010.

The committee began its work for the 2011-2012 budget as well as approved adjustments to be presented to the Board of Directors for its review and approval in regards to the 2010-2011 fiscal budgets.

The 2009-2010 Audited Financial Statements are now online at www.optimist.org for all members to review.

JOOI:

566 Clubs
15,342 Members

Invoices were sent out February 17, 2011, to all of the JOOI Clubs' Advisers and Sponsoring Clubs' Secretary/Treasurers (for the Clubs that are still pending)

The winter *Torch* has been posted online.

JOOI updates, reminders and award deadlines are sent out weekly in the JOOI Club email boxes.

JOOI is working in conjunction with the Programs Department to develop an Internet Safety Program geared toward teenagers. The JOOI Board has written scripts for the following topics: identity theft, internet predators, cyber-bullying and posting pictures or damaging information on social networking websites. The JOOI Board will take part in a presentation of the Teenage Internet Safety Program at the Adult Convention workshops.

The JOOI Convention dates are July 5-7, 2011, at the Baltimore Renaissance Harborplace Hotel and registration/housing forms are available online. The service project at Convention will be with the Living Classrooms Foundation. JOOI members will help paint classrooms and fences and help with other classroom improvements as well as putting together educational kits. It is located about a mile from the hotel so the attendees will be able to walk there.

The proposed amendments that will be voted on at the JOOI Convention have been posted online and included in the winter issue of *The Torch*.

Meetings:

Meeting Services is busy finalizing the housing and travel arrangements for the upcoming Governor Retreat to New Orleans, knee deep in planning details for the Governor-Elect Conference in St. Louis and working continuously on the myriad of items for the International Convention in Baltimore as well as the future conventions in Milwaukee and Cincinnati. If you have not already registered or made your housing arrangements, please do so at your earliest convenience. Delegates have reserved 1,316 rooms nights (out of 2,104 room nights) at the Marriott and 55 room nights out of 858 room nights at the Renaissance.

OIJGC & Tournament of Champions:

The OIJGC Committee held a meeting at the headquarters in mid-January in conjunction with the Governance and Middle America Region Meeting. Tournament Director Bob Patterson,

Associate Executive Director Dennis Osterwisch and Golf Director Andy Hudson met with the committee over two days reviewing the budget, summer program logistics and other administrative items.

Service Club Leaders Conference:

The Executive Director, President Jack Creswell and Meetings Director Ronda Vaughn participated in the annual Service Club Leaders Conference in Cancun, Mexico. The program presented was the best workshop on leadership presented during an SCLC in my memory. Optimist International will host the 2011 SCLC Conference in St. Louis in November 2011 with the Renaissance Hotel in downtown St. Louis serving as the headquarters hotel. As host to the event, this will give us the opportunity to reward or invite a greater participation of our leadership team to attend and participate.

Legal Issues:

The good news in the legal area continues to be no news. We have no outstanding legal issues. Our insurance broker reported to the Finance Committee on a variety of issues and no major items are under action at this time. Our renewal of the Club liability policy is under process and we should expect a flat or reduced premium for the coming fiscal year.

CCC Walk:

During June, Optimist Childhood Cancer Awareness Month, Optimist International will be hosting an inaugural organization-wide walk to promote childhood cancer awareness and raise much needed funds. All Clubs are asked to sponsor a walk in their community. The theme of the event will be "Have a Heart, Do Your Part." Our goal is for 300 Clubs in the first year to conduct the walk, with 15,000 walkers and \$75,000 in revenue for the CCC.

Participating Clubs can designate how they would like to utilize the funds they raise, whether it be sending them to the Optimist International Foundation, designated for research at Johns Hopkins, donating them to a hospital in the community or using them to conduct a CCC project for local children. A package program of materials for the event is now available on the Optimist International website, including a sample timeline, letters, press releases, promotional poster and more. Packets will be mailed to VP's, District Governors and District CCC Chairs.