

**Optimist International
Executive Director Report
December 1, 2010**

As Executive Director it is my honor to submit for review a brief report and summary of many of the actions, operations and activities of the St. Louis and Montreal staff and headquarters.

PDCs

The staff worked closely with President Danny and the Vice Presidents in presenting successful and productive Parallel District Conferences with staff team members serving and working at all the PDCs. Total attendance of the seven PDCs was nearly 2,000 Members with each PDC providing a unique and outstanding program of events.

New Club Building:

- We are continuing to update the New Club Database as we find ways to make it better
- Communication with New Clubs – New Club Announcement revamp, re-thinking our line of communication with the new officers when Clubs charter and how to be effective and who to connect them with
- Communication with New Club builders and Governors – this is key to focusing on keeping on top of them as leads come in
- Targeted Growth Seminar in Seattle – This will be good for 3 purposes:
 - Build at least a couple new Clubs in Seattle from the whole effort
 - Grab other Districts' attention using PNW as an example and show something exciting and new in NCB
 - Teach many Optimists in the District how to build Clubs and ask them to commit to re-creating the process back home
- Eight new Clubs built effective November 24

Membership:

- The dashboard was released to the Governors in November. Plans to scale to VPs, other District officers, Lieutenant Governors, and Club Officers are already under way.
- Several Governors are “in the running” for Danny’s Awesome Achievers – by adding 30% of their individual Member goal.
- Intensive Membership Sessions presented at two PDCs (Middle America Region [Branson, MO] and Great Plains Region [Minneapolis, MN]) presented by the Director of Member Services, streamed live and archived at www.optimist.org/watch.
- Tutorials have been made available and there are more plans to make those even more prevalent, relevant and accessible as On Demand at www.optimist.org/watch.
- Hello, My Name is... packets were sent in early November and changes were adapted based on Member feedback – such as easy-peel nametags – from last year’s program. There will be another enhanced roll-out in the 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.
- Personal contact with Optimist Leaders over various channels including telephone, e-mail, enriched e-mail, *Leadership Views*, and hand-written notes.
- October membership results were down by 209 Members, with 1,109 new Members, 1,318 deletes.
- We currently have 1,087 Friends of Optimists and a Friends brochure will be included in the next magazine.
- President Danny passed out about 1,500 free eOptimist coupons at all of the English-speaking PDCs.
- eOptimist information sessions, booths or presentations were held at the Mid Atlantic, Northeast & Great Lakes and Great Plains PDCs.
- An interactive session on social media (Facebook, LinkedIn and Twitter) and eOptimist was presented by the Director of Social Media at the Northeast & Great Lakes PDC.
- There have been 3,897 views (and counting) of The Optimist Creed video on YouTube since it was released to Optimist Members and eOptimist Members on Oct. 11, 2010.
- Over 1,000 eOptimist Members have joined since the site was released at the Board of Directors meeting in July. One-third of the eOptimist Members are paid and about 60% of the eOptimist Members also belong to an Optimist Club.
- A marketing campaign called "Flirt with Optimism" will be released before Valentine's day and other holiday-related campaigns will be released in the next year.
- eOptimist has 330 followers on Twitter and 333 "likes" on its Facebook page.
- eOptimist has four guest writers on the blog who contribute at least once a month.
- The eOptimist website is averaging 70-80 page visits per day.

JOOI:

JOOI numbers as of November:

557 Clubs

15,110 Members

- The 2010-2011 JOOI Planning Guide has been updated and posted online.
- JOOI renewal kits are being sent to the Clubs that have submitted current rosters and paid their dues. (Renewal kits include officer certificates, membership cards, 10/11 date dots, JOOI literature.)
- The fall *Torch* has been mailed to the JOOI Clubs' Advisors for distribution.
- JOOI updates are sent out weekly to 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 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 put together educational kits.

Leadership Development:

- The new English PGI passports have been printed and distributed to District PGI Chairs. The French PGI passports are in the process of being printed.
- Training classes for Certified Club Trainers and Certified District Trainers will be held in St. Louis on Jan. 29 at Hotel Indigo. Information about the classes has been distributed in the magazine and *Hotline* and at the Parallel District Conferences.
- The Leadership Development committee is in the process of reviewing all of the current material on the Optimist Leaders website to determine what is outdated and how it will be categorized on the revised Optimist Leaders website.

Magazine:

- An updated look was introduced with the fall issue, with a more personal focus on Clubs, Members and even staff as well as more visual elements
- Online magazine signup will be offered soon in lieu of hard copies; details are coming in the winter magazine and the changes will go into effect with the spring issue

Communications:

- All of our official communications tools have received a new look this fall – magazine, *Hotline*, *Torch*, Weekly Update
- We are working with IT to send Weekly Updates and other news to all Member addresses, and that should be up and running shortly
- Members continue to respond positively to our official social networking efforts

Websites:

- The main website is getting a new look to better meet our branding guidelines and to revamp the main page with regularly updated Optimist news; the Board can look forward to some fun new features on the main page of the website
- We are working with Leadership Development on an overhaul of the Optimist Leaders website as well – new look, better organized content
- Both of these are being done by staff in-house with little or no budget implication

Meetings:

We are closely working on details for the 2011 Baltimore Convention internally and externally with the Convention Chair and members of the Host Area Committee. Host Area Committee's fundraising efforts are doing really well. The host committee member volunteers have sold many Santa and Mrs. Claus ornaments, which are being home made out of sea shells by the volunteers to raise money. The host committee is also offering a banner patch to Clubs that donate money for the cause. Thank you to Danny Rodgers and all the District Convention Ambassadors for their recent efforts in promoting the Convention at the PDCs.

- Online registration is live and ready to use
- Currently 16 Members and 1 guest have registered and 568 total room nights have been booked at the Marriott Waterfront with 120 rooms on peak.
- The Convention page of the website has information on Baltimore available, including, but not limited to, housing, tentative agenda, airfare and rental car deals
- The agenda will include meeting room assignments by June 1 and will be distributed in hard copy on site the day prior to the opening of registration
- We are in the process of working on the agenda (meeting space requirements), meals and housing changes with the venues for the 2012 and 2013 Conventions.

Working on details of all the meetings coming up for the rest of the 2010 year as well as the 2011 year.

July 2010 OIJGC

- July 22-August 1, 2010 @ PGA National Resort & Spa (Palm Beach Gardens, FL)
- 53 District qualifiers throughout North America involving 3,400+ junior golfers.
- 596 total junior golfers at international championships representing 43 states, 4 Canadian provinces and 33 nations.
- 820 total guests (parents, grandparents, siblings, coaches, etc.) joined their kids.
- 50+ Optimist Members (Committee, District Chairs, other volunteers) attended to serve in key event volunteer roles.
- 3,120 total room nights at PGA National.
- \$813,280 of Direct Economic Impact on Palm Beach County, FL.
- Approximately \$30,000 in cash and in-kind donations via grants, sponsorships, partnerships, etc.
- Inaugural Optimist Golf World Cup involving 16 two-player teams representing their nations.

October 2010 TOC

- October 30-31 @ Disney's Palm Golf Course (Walt Disney World, FL)
- 96 top-ranked junior golfers representing 20 states, 2 Canadian provinces and 14 other nations.
- 24 Optimist Members (Committee, District Chairs, other volunteers) attended to serve in key event volunteer roles.
- 184 total room nights at Disney hotels.

Looking Ahead to 2011

- Expecting 50+ District qualifiers again in 2011.
- Revision of age divisions for girls to Girls 10-12, Girls 13-14 and Girls 15-18, which will result in three larger age divisions for girls and will allow for some growth at international championships.

- Refined process for exempt golfers to ensure maximum participation by golfers who qualify through a District tournament.
- Possible creation of a new promotional video in order to further promote the junior golf program to Members, golfers, parents, potential sponsors, etc.
- Creation of new Parent-Child Event to be held in conjunction with summer championships.

Network, Data Systems:

- Currently with the Graphics Dept. redesigning the main Optimist Website.
- Changing the online "New Club Database" for the Optimist Leaders website, so officers can help create new Clubs and add Members.
- Creating new reports: New Club Progress Report, Builders of Excellence, and Notice of Official Organizational Meeting.
- For the Membership System, we are adding the ability for Members to have multiple addresses (home vs billing), phone numbers, and e-mail addresses.
- Also, gathering some personal info, e.g. Occupation, Title, Company
- Enhancing the way the Online Bylaws work, so Club Officers can change them better.
- The new accounting system we purchased is working great and saving us money in annual contracts.
- We will be upgrading everyone to Windows 7, and upgrading some of the staff to faster computers.
- Installing new server system.
- Upgrade the Mail Server from Exchange 2007 to Exchange 2010
- Upgrade all workstations to Windows 7.
- Upgrade from Microsoft Office 2007 to Office 2010.
- Add 2 new physical servers and a Storage Area Network running Microsoft Hyper V hosting 9 virtual servers.
- Replacing 7 workstations
- Move static Website data to offsite server to reduce the bandwidth demands
- OI Database SQL documentation project
- Change IP subnet to Legal address range (Completed Thanksgiving weekend)
- Move Raiser's Edge and Financial Edge to Standard edition SQL server
- Added Barracuda webfilter to reduce exposure to website viruses

Programs:

- A Committee has been established to work on developing a teen component for the Internet Safety program, improving the Adult Education presentation and also begin assembling a corporate sponsorship package. Two of the Members of the JOOI Board are on the Committee. The teen component will focus on social networks and have an interactive discussion format.

- We are also working on developing a training seminar to be run by staff or designated trainers at District or Regional meetings in the US and the Caribbean by request. Ideally, the first session would be run during February, which is Internet Safety Month.
- Districts will have the opportunity to award their scholarship winners one free year of JOOI membership. This allows JOOI to increase their membership numbers, while also keeping scholarship contestants involved with the organization.
- A digital CPA pilot program will be run during the 2010-2011 year. Clubs will be able to submit a 10-minute video clip showcasing their event.
- The 2009-2010 Canadian CCC Advisory Panel awarded \$27,800 in matching grants and the US Panel awarded \$14,500.

Building Renovations:

Since late summer, the Main Floor Board Room has been under demolition and renovation after the water damages to repair and upgrade. Walls, ceiling tiles, carpet, lighting fixtures, electrical features and other areas are being repaired, replaced and upgraded. Insurance proceeds from the roof contractor's coverage have funded this endeavor. Please recognize our building engineer, Carl Dowdy, for his work in the construction/renovation project.

Committee Meetings and increased usage of the Headquarters Building:

Optimist International Committees conducted their September meetings at the International Office for the first time in many years. The JOOI Board was in attendance, conducting their planning and JOOI Board meeting session. Utilizing the headquarters building provides significant cost savings in meeting expenses as well as increased communications and utilization of headquarters resources.

The Executive Director attended the Golf Committee Meeting and TOC conducted in Orlando, Florida, and Associate Executive Director Dennis Osterwisch attended the Convention Committee Meeting conducted at the Marriott Waterfront Hotel in Baltimore, Maryland.

Senior Staff and OIF Executive Director Judi Smith conducted two administration audits-planning sessions, reviewing operations, building, employee policies, human resources issues and other areas of concern. Numerous actions were derived from these sessions and action steps and timelines were developed.

Audit and Finance Committee:

The Finance Committee led by Chairman Mike Allen held its November meeting at the International Office the weekend of November 12-13. The Committee reviewed the finances of the 2009-2010 fiscal year and received the draft audit and management reviews from the auditor firm of Rubin Brown.

The committee was very pleased to highlight that the fiscal year operations ended in a strong surplus of \$742,000. The auditors noted that the Optimist International Board had taken

numerous actions in regards to their concerns over the annual budget, continuing operations and revenues.

The committee began its work on reviewing and oversight of the 2010-2011 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. Preliminary discussions were held in drafting the 2011-2012 budget with assumptions and goals of the President Elect.

The Audit and Finance Committee also received reports from our Club Liability/Insurance Provider Marsh U.S. Consumer. The report focused on our register of insurance, communication enhancements and new coverage opportunities.

The committee also received a detailed actuarial funding valuation report in regard to the Defined Benefits Pension Plan.

Pension and Defined Benefits Plan:

Senior Staff conducted a detailed meeting with our Pension manager and Qualified Plan Consultant with a review of the 10/1/2010 Actuarial Valuation report.

Plan assets as of 11/12/2010 were \$2,469,478, up from \$1,638, 899 04/30/2009.

Federal funding requirement/target: \$2,722,554

Service Club Leaders Conference:

The Executive Director and President-Elect Jack Creswell participated in the annual Service Club Leaders Conference in Cancun, Mexico, over the weekend of November 18-20. The leadership program conducted by Blackfish was some of the best training I've had the honor to attend and participate in. Optimist International will host the 2011 SCLC Conference in St. Louis November 17-19, 2011, with the Renaissance Hotel in downtown St. Louis serving as the headquarters hotel.

Legal Issues:

At this time we have no major lawsuits pending. Our insurance quotes for our Club liability policy according to our agent should again be flat this year without any significant increase.

Canadian Service Center

Districts Conventions

Attended the District Convention of Southwestern Ontario, Central Ontario, Québec Centre and Quebec West. Participated in a town hall meeting to help Members at the grassroots level understand the roles and responsibilities of their leaders and of the Optimist International staff.

PDC:

Northeast and Great Lakes Region

Participated in the Northeast and Great Lakes Region PDC, provided payment services for registration, offered administrative support. Also attended four workshops along with Geneviève Meilleur from CSC. Attended the District Executive and Board meeting for Ontario Districts.

St-Lawrence Region

Offered all-around support from the CSC to the St-Lawrence Region PDC and the 5 participating Districts: overall logistics, hotel contract, online registrations, PDC agenda, guest speakers and workshops, on-site registration and secretarial services.

Optimist International Foundation of Canada

Helped the OIFC set up their own administrative services. Ensured a transition between the St. Louis OIF's office and the CSC by hiring a full-time administrative assistant and securing outsourcing accounting services. Helped the OIFC Board with governance issues and strategic marketing goals for the future of the OIFC .

www.OptimistCanada.org

The CSC has extended its website and network services to Canadian membership. At the PDC, a new website hosting service for the Canadian Clubs was introduced to provide all Clubs with quality representation on the web and provide already-established Club and District websites with more quality content. Implementation for this new service is targeted for early January 2011.