

**2010-2011  
BOARD LIAISON**

**VICE PRESIDENT(S) COMMUNICATIONS**

<b>DATE</b>	2-28-11
<b>BOARD LIAISON</b>	Fatima N. Plater
<b>VICE PRESIDENT</b>	Debbie Hill
<b>REGION</b>	Middle America

Board Liaison: Please share with your Vice President pending Board discussions and review most recent Board meeting minutes.

Note to Danny: Should there be one question that is standard to all communications?  
i.e.: What, in your opinion, is the single most important issue facing Optimist International in the immediate future? (Maybe this question could be changed prior to each board meeting)

Status of Region (District)	Overall Growth Above Average/ 2 of 6 Districts Met Growth Goals (Ohio & West Missouri) first 4 months of the OI year. America District #1 in Net Membership, Total New members 100 more than the Middle Atlantic District. 653 New members as of 2-28-11. Indiana South built 2 clubs, 1 pilot and one traditional, since October 1, 2010. West Missouri has 2 new clubs (+100 members).
Concerns/Issues for Board Discussion	(1) Membership Growth & Retention Related to Economics, (2) The training of Governor-Elect's in overall understanding of their leadership role with an emphasis on the administrative and organizational process.
Other	All clubs still focused on membership retention, growth; utilizing past district leaders and incentive programs to aid in attaining their goals. Indiana North & South are having a mini PDC 4-29-11 to 4-30-11 for joint training & awards. They will hold separate oratorical contests. President Danny Rodgers and VP Debbie Hill will attend this historic event.

The overwhelming answer to the question regarding the most important issue facing Optimist International in the immediate future is still: Membership, Growth, Involvement and Retention.