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class style

HOTLINE

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Fellow Optimists,

2010 is a new year and it is off to a strong start with new energy and enthusiasm.

It started at the first-ever combined Governor/Governor-Elect Conference in Orlando. As the Governors and Governors-Elect met separately and jointly, a new spirit of teamwork and united purpose was established. Both teams of leaders are to be commended for the cooperation and commitment they exhibited for the future of Optimist International.

The themes of the conference were *accountability* and *urgency*. In short, it is time for all of us to step up and take action – to provide more service to kids by adding Members and Clubs.

As Austin Pusey, North Carolina East Governor, says, “Our membership is an honor and privilege ... share it!”

The plans for achieving our growth objectives are readily available in the Honor Club and Distinguished Club programs. I encourage each of you and your Clubs to put these plans into action **now**. You have the opportunity to earn banner patches that will help define this year forever.

Speaking of patches, start planning to earn my Presidential Award, too. You will receive an impressive banner patch by completing two of the following three:

- *Present the Internet Safety Adult Education Program
- *Donate \$2,000 to the CCC Johns Hopkins Initiative or the Canadian CCC
- *Contribute \$365 (unrestricted) to the Optimist International Foundation or Optimist International Foundation of Canada

Let's lead by example to use our renewed energy and enthusiasm for the new year to make our Members, Clubs and kids soar!

“As an Optimist leader, we know the score
And like that eagle, we need to soar.”

– Randy Shouse, Arizona Governor

Mark Shriver

Optimist International President



Mark Shriver

Google, iKeepSafe and Optimists Make Powerful Trio



Students at Robinson High School in Virginia help kick off the new Digital Media Literacy Tour.

Optimist International President Mark Shriver traveled to Fairfax, Virginia, on December 16 to kick off a Digital Media Literacy Tour. Optimist International, iKeepSafe and Google partnered to bring this new program, which is targeted to kids 13-17 years old and their parents.

“Optimists are excited to expand our commitment to internet safety by establishing this collaboration with Google and iKeepSafe,” Shriver said. “The Digital Media Literacy Tour provides an opportunity for students and parents to understand the importance of using the internet in ways that benefit, not harm, their future education and employment opportunities.”

Teenagers have access to many methods of communication and social networking such as cell phones, e-mail and websites like YouTube and Facebook. They need to understand the impact of and how to deal with potential

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Cash for Clubs

Working as a Builder of Excellence or as a Sponsor Club could mean big money for two lucky winners each quarter this year!

The International New Community Growth Committee is offering incentives for work toward New Clubs. One winner's name will be drawn in a Builder of Excellence category (worth \$250 to the winning individual), and another winner will be drawn in the Sponsor Club category (also worth \$250). Winners will be determined each quarter, and there's no time like the present to start working toward those second quarter goals!

Congratulations to the following winners from the first quarter:

Builder of Excellence – Odell Witherspoon Jr., North Carolina West Governor and Member of the Optimist Club of Charlotte-Hidden Valley, North Carolina

Sponsor Club – Optimist Club of Windsor-Riverside and the Optimist Club of Roseville-Fontainebleu (the two Clubs split the \$250)

To find out what is required for each category, go to www.optimist.org/news and scroll down to the "Build Early, Build Strong" story, or send an e-mail to newclub@optimist.org.

FIND IT AND PASS IT ON

"Just where did I see that?" is one question Optimists can stop asking as they peruse the Optimist website at www.optimist.org. Now each page is equipped with a feature that allows visitors to save pages with one click of the mouse.

All in one area, visitors to the website can share a page by printing it, adding it to their favorites or e-mailing the link to a friend. Visitors can even share the link through their Facebook, MySpace, Twitter, Blogger and WordPress accounts and more. Just look for the area marked "Share" near the bottom left of each page, under the yellow sidebar. The feature sends out information about specific pages, not just the website in general, making it easier to find those important pages once again.

Looking Beyond the Diagnosis, Borders and Limits

Dear Optimists,

You can't reach the horizon while standing on the shore. Sometimes you need a little push.

That is what Optimist International is – that boost that propels our ship out of the harbor so it can set its sights on the new frontiers of childhood cancer research. Since 2004, your fellow Optimists have pushed our fleet forward, undeterred by conventional wisdom that the challenge ahead might be too great.

Fortified by your support, our crew faces the tough voyage head on and goes where others are not able. Through commitment, collaboration, innovation and tenacity, work done in the Division of Pediatric Oncology is paying off – it can be measured in lives prolonged, lives saved and uncharted waters mapped.

Each day we are on the brink of the next great discovery in our pursuit to end childhood cancer. We have come so far and are fully committed to reach further, until there is no further to reach. Together, we can set our sights on a new horizon, a horizon without childhood cancer.

With much appreciation and admiration for your hard work,

Stephanie Rice Davis

Senior Associate Director of Development

Sidney Kimmel Comprehensive Cancer Center at Johns Hopkins



State of Georgia Honors Optimist International President

Optimist International President Mark Shriver has received a prestigious award in his home state of Georgia. Mark was recently announced as the recipient of the Justice Robert Benham Award for Community Service. The award is presented each year to lawyers and judges in Georgia who have contributed significantly to their communities through their service work.

The award is named for a former Chief Justice of the Supreme Court of Georgia who emphasized the importance of community service throughout his term. Justice Benham stressed the positive effects service had not just on those being served or the public's view of the legal profession but also on the individual serving.

Mark will receive the award at a presentation later this month.

Golfers Team Up for World Cup Event



Optimist Junior Golf has announced an exciting new team competition that will take place during the 2010 Optimist International Junior Golf Championships.

The Optimist Golf World Cup will be a one-day, 18-hole competition featuring two-player teams representing their nations. Optimist Golf World Cup participants will consist of players who are also competing in the Optimist International Junior Golf Championships. The teams will

be made up of two boys, two girls or one boy and one girl, and the tournament will follow a best-ball format.

This new event, set for July 27, will feature a select group of young golfers competing under their nation's flag.

For information visit <http://golf.optimist.org>.

Brief Notes from Junior Golf

District Qualifiers Right Around the Corner

The Optimist golf season gets under way this April with the District qualifying tournaments for the Optimist International Junior Golf Championships. Qualifiers will continue in May, with the schedule really filling up by June.

To find out dates and locations for your area, go to <http://golf.optimist.org>, click on the tournament name and look for the District qualifier schedule.

The Championships: This Summer's Main Event

This year's Optimist International Junior Golf Championships returns to PGA National Resort & Spa in Palm Beach Gardens, Florida. The younger age divisions (10-11, 12-13 and 14-15) compete July 24 through 26, and the older age divisions (16-18) hit the courses July 29 through August 1.

New volunteers are always welcome. Send an e-mail to golf@optimist.org for information.

Tournament of Champions to Head to Disney

The 2010 Tournament of Champions will take place over Halloween at Disney's Palm Golf Course at Walt Disney World Resort in Orlando, Florida. The two-round tournament is set for October 30 and 31 and is guaranteed to be a thriller!

JOOI Convention: Destination Denver

Optimists aren't the only ones heading to Denver, Colorado, this summer. The JOOI Convention will take place in the same spot, but just a few days before the adult event.

The JOOI Convention dates are July 5-7 at the Sheraton Denver Downtown Hotel.

Convention is the place where decisions are made, ideas are shared and friendships are formed. Will your local JOOI Club be represented?

For information, check out the JOOI Convention link at www.jooi.org.

THE BACKPACKS ARE BACK!

JOOI found so much success with its 2009 Convention service project that the organization is embarking on a similar project for this summer.

During the 2010 Convention in Denver, JOOI Members will be assembling backpacks full of school supplies in addition to special school-site recreational kits for a program called Summer Scholars. Summer Scholars' mission is to narrow the educational achievement gap. To accomplish this, Summer Scholars partners with Denver Public Elementary Schools to operate three programs for students and families, including a summer literacy and recreation program, Scholars After School and a family literacy program.

Optimist Members and Clubs provided much-needed support to the JOOI project in 2009 and are once again encouraged to help the JOOI Members reach their goal. The JOOI Board has set a goal of being able to provide 150 complete backpacks (\$25 each) and at least 20 site kits (\$250 each).

All Clubs that support the Convention service project will have their names published in a future issue of *The Torch*!

Please make checks payable to Optimist International and in the memo section please write JOOI Service Project. Please send all donations by June 1, 2010, to Optimist International, Attn: JOOI Department, 4494 Lindell Blvd., St. Louis, MO 63108. For information call (800) 500-8130 or e-mail youthclubs@optimist.org.

Be a Part of Optimist Internet Safety Month

The Optimist International Board of Directors has designated April as Optimist Internet Safety Month! While Clubs are encouraged to conduct Internet Safety events throughout the year, the establishment of a month dedicated to the program will assist in approaching local schools and community groups to establish programs on a yearly basis.

Get a Duck *for Just 10 Bucks!*

The proceeds from this year's Duck Race will go to fund Childhood Cancer Campaign matching grants available to Optimist Clubs and Districts.

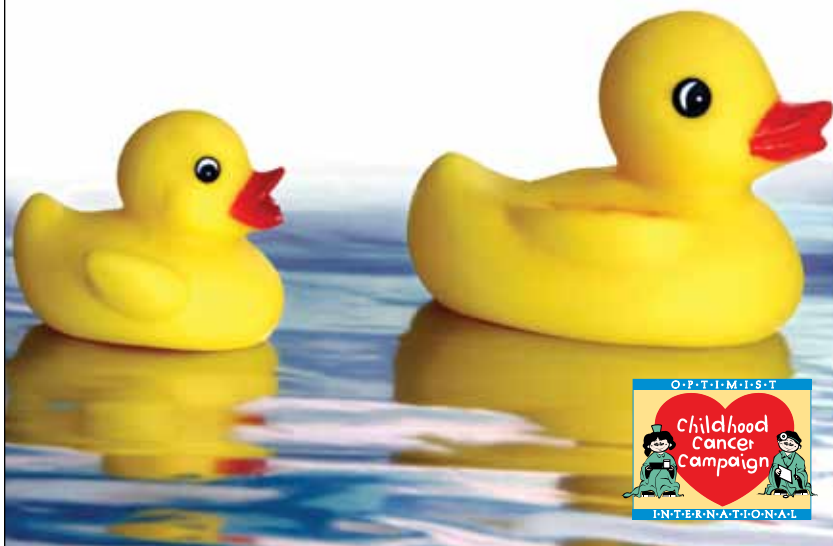
Grand prize – \$100 US/CN

Second place – \$50 US/CN

Third place – \$25 US/CN

Only a limited number of ducks are available – so reserve yours today!

Presale order forms are due to Optimist International by June 15. The order form is available on the CCC Resource Materials page of the Optimist website or by contacting the Programs Department at (800) 500-8130 or ccc@optimist.org. Ducks can also be purchased on site in the House of Optimism.



Clubs are asked to conduct at least one Internet Safety presentation, either the Adult Education component or Faux Paw, during the month of April. This will help in educating both youth and adults about the potential dangers online and help spread the word about what Optimist Clubs do.

Districts and Clubs can even take an Internet Safety Month proclamation to their local government offices and request that a resolution be adopted in their city, county or state recognizing April as Optimist Internet Safety Month. The proclamation can be found on the Optimist website or requested from the International Office.

If your Club has not requested your one complimentary program packet, there's no time like the present! Contact Optimist International at (800) 500-8130 or via e-mail at programs@optimist.org.

Club-Level Essay Contest Deadline



The deadline for Clubs to submit their winning entry for the Essay Contest is February 28. Clubs should submit the winning essay to their District

Chair. If you do not know who the Chair is in your District, please contact the Programs Department at programs@optimist.org.

Deadlines Approach for Bylaws Amendments and Convention Resolutions

The time to speak up is now. Please take time to re-evaluate the Optimist International Bylaws and make sure they continue to effectively serve the organization. By doing this, you and your Club can help shape and improve all of Optimist International.

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.

All proposed change submissions for the Bylaws must be received at the International Office by 5 p.m. (CST) April 8, 2010. 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 All Other Subjects

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.

Speaker Lineup Worthy of a Gold Medal

As athletes work on their speed, strength and concentration in preparation for the 2010 Winter Olympics later this month, Optimists have been getting into the Olympic spirit.

The Optimist Club of Kitchener-Waterloo in Ontario welcomed Optimist spouse and Olympic torchbearer Cecilia MacEachen to its meeting as a speaker recently. Cecilia, wife of Optimist Joe MacEachen, carried the torch in Nova Scotia. Cecilia arrived at the meeting in her official torchbearer's outfit and brought her torch along to pass around to the Club's Members. Her visit was definitely a crowd-pleaser!

Has your Optimist Club had a noteworthy speaker recently? Send speaker ideas to communications@optimist.org.

Optimistic from the Start

The Optimist Club of Grantham-St. Catharines, Ontario, recently celebrated its 55th anniversary with a dinner for 120 Members and guests. The evening's events included a visit by Central Ontario Governor Tom McNaught and Lieutenant Governor Terry Twocock, attendance by local government officials and the naming of a room at the Club's facility in honor of the two remaining Charter Members.

Optimists Ron French and Alex Mannell were there when it all began back in 1954, and they remain active in the Grantham Club today. The "French/Mannell Members Room" is used for informal get-togethers and board meetings and will now serve as a constant reminder of dedicated service, too!

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Optimist International President Mark Shriver (right of center) joins a number of Google and iKeepSafe representatives at the training session, including Scott Rubin (second from left), Google's senior manager of global communications, and Marsali Hancock (left of Shriver), iKeepSafe president.



Internet Safety

problem areas such as their privacy and online reputation, inadvertent exposure to pornography, hate e-mails, cyber bullying and unwanted sexual contacts.

The Digital Media Literacy Tour was launched in early November with the goal to help parents, younger students and teens learn how to log on together and develop habits and skills that promote online safety and security.

The pilot program tested in Fairfax focused on protecting teenagers' online reputation and how to be safe on sites such as YouTube and Facebook. The Central Fairfax Optimist Club helped to conduct the first event of this exciting program and partnership! Robinson High School Associate Principal Rick Mondloch and iKeepSafe's Amber Lindsay and Sammy Hislop were instrumental in making the program successful. Central Fairfax Club's Dee Rushforth helped coordinate the project.

Training was conducted on December 16 for the Club's volunteers. The materials were professionally done and impressive. They included training guides and handouts.

Training for the Robinson students took place during three morning sessions on December 17. Marsali Hancock, iKeepSafe president, introduced the program and Scott Rubin, Google's senior manager of global communications and public policy. Instructors representing iKeepSafe and Google did the training since it was a test project at this point. The sessions were successful and the kids asked a lot of questions regarding YouTube, Facebook and internet safety issues. A number of Optimists were on hand to observe the session.

As a result of this test, the curriculum and materials are being reworked to target the needs of the younger teenage audience and make it more user friendly for volunteers to present. A version for Optimist Clubs to use should be available by late spring. An enhanced version for parents is also being developed.

"The Internet Keep Safe Coalition is thrilled to partner with Google and Optimist International in providing critical digital literacy educational resources to families nationwide through the Digital Literacy Tour," Hancock said. "This partnership provides digital citizenship education through a scalable model to provide skills necessary to create a generation of responsible, ethical and resilient digital citizens."

The Internet Keep Safe Coalition (www.iKeepSafe.org) is a broad partnership of governors and/or first spouses, attorneys general, public health and educational professionals, law enforcement and industry leaders working together for the health and safety of youth online. It is also an organization endorsed by Optimist International, and Optimist International is an iKeepSafe partner.

Google's mission is to organize the world's information and make it universally accessible and useful. As the parent organization of YouTube and developer of its famous internet search engine, Google is concerned about protecting the reputation and online safety of children.

The Digital Media Literacy Tour will be a natural extension of Optimist International's involvement with internet safety for children. Optimist Clubs are presenting the iKeepSafe program Faux Paw the Techno Cat® for elementary school children. Optimist International also has an Internet Safety Adult Education Program for parents.

All Clubs are encouraged to use the existing Internet Safety Education Program materials. They are available online and upon request from Optimist International. Please don't wait to get involved with internet safety. The children need us now!