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April's Optimist
Internet Safety Month

the
OPTIMIST



OPTIMIST
INTERNATIONAL

Spring 2010

'The Nametag Guy'

This year's Convention keynote speaker will definitely stick in your mind!

Scott Ginsberg (aka "The Nametag Guy") is an author, speaker, consultant and entrepreneur and the inspiration behind Optimist International's new "Hello, My Name Is ..." membership initiative.

Scott says it's all about *approachability* and creating a friendlier society.

Hear the man behind the nametag during the **3rd Business Session on Saturday, July 10.**



What's Scott been up to lately? See page 25.



ON THE COVER

Optimist Internet Safety Month has arrived! To read about what Optimist Clubs are doing with this exciting program, please see page 11.

The Optimist
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Mission Statement

By providing hope and positive vision,
Optimists bring out the best in kids.

Vision Statement

Optimist International will be recognized
worldwide as the premier volunteer
organization that values all children and
helps them develop to their full potential.

The Optimist Creed

Promise Yourself-

To be so strong that nothing can disturb your
peace of mind. To talk health, happiness and
prosperity to every person you meet. To make
all your friends feel that there is something in
them. To look at the sunny side of everything
and make your optimism come true. To think
only of the best, to work only for the best and to
expect only the best. To be just as enthusiastic
about the success of others as you are about
your own. To forget the mistakes of the past
and press on to the greater achievements of
the future. To wear a cheerful countenance
at all times and give every living creature you
meet a smile. To give so much time to the
improvement of yourself that you have no time
to criticize others. To be too large for worry,
too noble for anger, too strong for fear, and
too happy to permit the presence of trouble.

Purposes of Optimist International

To develop optimism as a philosophy of life
utilizing the tenets of the Optimist Creed; To
promote an active interest in good government
and civic affairs; To inspire respect for the
law; To promote patriotism and work for
international accord and friendship among all
people; To aid and encourage the development
of youth, in the belief that the giving of one's self
in service to others will advance the well-being
of humankind, community life and the world.

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International President

Optimists,

Spring is the season of new beginnings,
rebirth and new growth. Spring is the season
of Optimism.

This is our opportunity to grow our service
to the children and to the communities. But
only with more Members and more Clubs can
we provide more service. And we all know the
children need us, and our service, now more
than ever.

In the words of Auston Pusey, North Carolina East Governor,
“Membership is an honor and a privilege – so share it!” Spring is the
time for your action!

Bringing Optimism to a nearby community creates a new
beginning that will improve the lives of the children served and the
quality of life in that community. Spring is the time to spread our
mission to our neighbors.

Speaking of service, this would be a prime time to conduct a
“needs assessment” for your community – evaluate your current
youth projects, consider new activities for today’s young people.
Spring is the time for the rebirth of your Club’s services.

Let’s turn our “spring fever” into “Optimist fever!”

With all your action this spring, your Club will be on the road
to Honor and Distinguished status – a great achievement for a
memorable year.

My year has most certainly been (and, no doubt, will continue
to be) memorable because of your generosity for my birthday
wishes! Many, many thanks for your support of the Optimist
International Foundations.

In spring the winds get warmer and eagles fly higher – together
we soar to new heights!

Mark Shriver
Optimist International President



Soar for Optimism

Clubs are reminded that if they soar for Optimism this year, they
have the opportunity to add a special patch to their Club banner.
Clubs will be eligible to receive the Presidential Award banner patch
if they accomplish two out of three goals for the year:

- 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
- Clubs just need to submit the appropriate documentation to the

Programs Department before they can receive their patch. For
information, call (800) 500-8130 or e-mail programs@optimist.org.

A Day Just for Kids



Each year San Fernando Valley in California celebrates its youngest residents with Children's Day.

This year, the big event kicked off with a Children's Parade, and 60 Optimists from the Pacific Southwest District led the children through the exciting opening activity.

One of the main focuses of the day was to present children with alternatives to gangs. After the parade, children and families had the chance to visit about a hundred resource booths where youth learned about fun and exciting opportunities for them. Optimists manned booths and offered face painting and informational handouts. This year's event attracted 76,000 residents.



Past International Vice President Jim Oliver taps into his artistic side at the face painting booth.

C.U.T.E. Kids, Green Planet

The Optimist Club of Winston-Salem, North Carolina, has developed a cute new website to encourage youth to become C.U.T.E. (Cleaning Up the Earth) Kids. The Club's Members have been working under the thought that if we want to have a greener planet, we need to start instilling those ideas in children.

The new website, at www.wearecutekids.com, encourages and rewards children for environmentally friendly efforts. The website encourages leaders of school classes, scouts, church groups and sports teams to check out the website and get the kids they work with involved in becoming C.U.T.E. Kids.

The website has suggestions for activities, an area where groups can blog about their activities and a \$100 monthly reward for the class or group with the winning project of the month. Groups are encouraged to pre-register with their group name and project description, and they can be eligible to receive complimentary C.U.T.E. Kids coloring books. Groups can also download C.U.T.E. Kids wristbands that they can print off, decorate and tape on their wrists.

The Optimist Club is working in partnership with Red Birch Energy on the project.

Optimists Do Their Part in Big Project

The University Hills Optimist Club of Colorado collaborated with a number of local community groups, churches, Sam's Club and Wal-Mart to bring a traditional Thanksgiving dinner to 8,160 families this past November.

Epworth United Methodist Church was the headquarters for the project, which welcomed the helping hands of 1,000 volunteers and hundreds of generous donors.

The annual project saw a great increase in the number served this year, with 64,000 individuals sitting down to a hot Thanksgiving dinner.



A Twist on Starting New Clubs



Top: JOOI Member Breanna Hall signs on as Builder of Excellence as the landmark event is noted by Gloria Kloster, Certified Club Builder and New Area Representative.

Above: JOOI Members from the sponsoring Clubs visit with some of their newest recruits.

Optimist Clubs hear it often enough: Have you thought about starting a JOOI Club?

But this past September, a group of well-established JOOI Clubs in Nebraska turned the tables and decided it was time to start an Optimist Club.

The Norfolk Panther JOOI Clubs, led by the RAOK Junior Optimist Club, formed the Meadows Optimist Club of Norfolk at The Meadows, a local assisted-living facility. Optimism is not new to the residents at The Meadows. The local JOOI Clubs are proud to boast an eight-year run of playing bingo with the facility's residents – that's 96 months without missing a beat!

The JOOI Clubs also celebrate the holidays each year with an annual Christmas party at The Meadows, and each spring the residents put on their dancing shoes for a "Senior Prom" hosted by the young volunteers. To top it all off, the Alpha Club of the Meadows has been going strong for four years, with Members being students at the elementary school just across the street.

An Optimist Club at the facility where JOOI Members spend so much time seemed like a natural next step. As one 97-year-old new Optimist put it, she thinks she still has "something to give."

The JOOI Clubs did not do it alone. The Noon Optimist Club of Norfolk is co-sponsor of the New Club, but most of the work was done by the JOOI Members and the Nebraska GrowMasters (the District's New Community Growth and Membership Committees). The Builders of Excellence are Breanna Hall, an eighth-grader at Norfolk Junior High, and McKenzie Dyslin, a fifth-grader at Westside Elementary and granddaughter of the New Club's Charter President. The girls will

receive their Builder of Excellence medallions eventually, but for now they have doll necklaces in place of the medallions.

"The dolls serve as a reminder that the Builder of Excellence is about kids, not awards," said Optimist Mark Claussen, Nebraska Governor and Adviser of the Norfolk Panther JOOI Clubs.

The New Club's plans are still in the works, but no doubt the JOOI Members will be on hand, helping out and giving their support.

Face Time on Facebook

Up for just a few months, the official Optimist fan page on Facebook is quickly closing in on 1,000 fans! Optimists should note what an easy and beneficial marketing step becoming a fan can be.

Over the years, Optimists have been known to say that the organization is a “best-kept secret.”

Optimists who frequently use Facebook need to think only of their friends, family and acquaintances, especially those old friends from years past that they have recently reconnected with. How many know they are in an Optimist Club? How many of them don't really know what Optimist International is or that the local Optimist Club focuses on helping kids?

Becoming a fan of Optimist International is a great way to show what Optimists stand for and to get the name in front of people who may not normally come across it. It is easy marketing to benefit the entire organization!

According to Facebook, the average user has 130 “friends.” With just 1,000 fans, the Optimist name and logo have the potential to reach 130,000 users. If every Member became a fan, that number could jump to nearly 12 million. The organization would hardly be a “best-kept secret” any longer.

Optimists should also explore possibilities at the local level, as District and Club fan pages can make a big difference closer to home. They are easy to set up and maintain, and they help put the Optimist name in front of countless individuals.

To find the Optimist fan page, go to www.optimist.org and look for the “Social Networking” button on the left side of the page, or search under “Optimist International” after logging in to www.facebook.com and find it under the “page” results. Joining is free, but the Optimist benefits could be priceless.

Simple Publicity Steps

For those Clubs that take advantage of the fill-in-the-blank news releases available through Optimist International, a few new topics have been added to the list in recent months. News releases are now available for the Internet Safety program, New Club informational meetings, New Club charters and Optimist Junior Golf.

Sample news releases are available on almost 30 topics at the Club and District levels, making it easier for Clubs to spread the word about their programs, activities and accomplishments. The news releases are available in the Club Marketing/PR Kit and under the marketing section of www.optimist.org.

Sharing Made Easy

With an extensive Optimist website, it can be easy for Members to forget just where they found that important bit of information they need for an upcoming meeting, service project or scholarship program. Optimists no longer have to retrace their steps thanks to a handy new feature on www.optimist.org.

Now each page is equipped with a feature that allows visitors to save pages with one click of the mouse. 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 and Twitter accounts.

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.



Marketing

Optimist International at a Glance

Membership:	105,054*
Total Clubs:	3,512*
Founded:	June 19, 1919
	<ul style="list-style-type: none">• Six million young people served each year.• 65,000 service projects conducted annually.• \$78 million spent annually on community service projects.

*As of February 18, 2010; figure includes JOOI Clubs



Meet the Judges



International Programs Committee Chair Miroslaw Kuderewko (from left) and Committee Members Bob Schiller, Luke Hearn and André Therrien give careful consideration to a Community Projects Awards entry during the judging process in February. Pauline Langelier assisted with judging French entries in Canada. Winners will be recognized at the International Convention in July.

Remember to Vote!

The polls are open for the Optimist International Foundation Board of Directors election!

The candidates are:

Thomas D. Lloyd II, Iowa

Karen Monville, Michigan

Jann Van Dresar, Southern Wisconsin

Eligible voters are donors who gave at least \$36.50 to the Foundation during the 2008-2009 fiscal year.

New for the 2010 election

A \$65 or more unrestricted donation from a Club (not individuals in a Club), can qualify the Club for one vote to be cast by the Club's Foundation Representative.

Online balloting started March 1 and will continue until May 1.

For those who need assistance with the voting process or need to arrange alternate balloting procedures, contact Rachael Lowes at (800) 500-8130, ext. 249.

Optimists Make Strides in Personal Development

The following Optimists submitted their requirements for achieving Level VII of the Personal Growth & Involvement Program between November 18, 2009, and January 26, 2010.

PGI Level VII Recipients

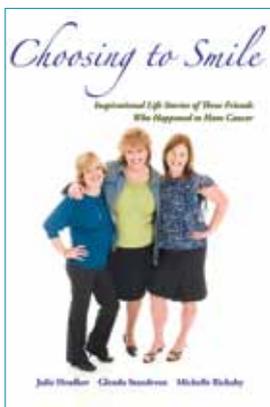
Monique Dicaire-Bourgie	QW
William Gum	OH
Denis Lavoie	QC
George Mill	COWY
Dwaine Stevens	SWIS
André Therrien	QW

Are you looking to do something for yourself that will in turn help you better serve others? Learn about how you can get involved in the PGI Program. Call (800) 500-8130 or e-mail stephanie.monschein@optimist.org.

Top in the State



In mid-February, President Mark Shriver received the prestigious Justice Robert Benham Award for Community Service in his home state of Georgia. Present at the ceremonies were (from left) Bryan M. Cavan, president of the State Bar of Georgia; Justice Robert Benham; Chief Justice Carol W. Hunstein; Patrise Perkins-Hooker, chair of the Community Awards Selection Committee; and Avarita L. Hanson, executive director of the Chief Justice's Commission on Professionalism. The award annually honors lawyers and judges in Georgia who have contributed significantly to their communities through their service work.



Cover photo by Karen Massier Photography

Three Big Smiles

Three women related to Optimist International have recently become co-authors of a book titled *Choosing to Smile*. The authors are Glenda Standeven, Member of the Optimist Club of Chilliwack, British Columbia, and Julie Houliker and Michelle Rickaby, both previous Members of the Club.

The optimistic trio collaborated on the book, which talks about looking at the positive side of life after facing adversity. All three women are cancer survivors who faced different forms of cancer at different times in their lives. Because a positive attitude on life played such an important part in each of their journeys, each woman mentions the Optimist Club within her own story, and readers may even find a familiar creed within the pages.

The authors are quick to point out that the book is not just about beating cancer. *Choosing to Smile* is about the choice each person has when they are faced with challenges. They can either fill their lives with bitterness and regret or use the experience to better appreciate life.

As a way to “pay it forward,” Standeven, Houliker and Rickaby are extending a special offer to Optimist readers. For each book order placed on their website by an Optimist, the threesome will donate \$1 to Optimist International. Optimists just need to include “Optimist” at the end of their name when ordering (for example, Jane Smith-Optimist).

The book was available as of March 8 to coincide with International Women’s Day. For information, visit www.choosingtosmile.com.

It’s That Time of Year: Bylaw Amendments and Convention Resolutions

For Optimist Clubs that see something that could be improved upon in the organization, now is the time to get the ball rolling.

As part of the process, Clubs are encouraged to re-evaluate the Bylaws and make sure they continue to effectively serve the organization. By doing this, Optimists and their Clubs can help shape and improve all of Optimist International.

If a 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.

For subjects not covered in the Bylaws, the Convention Resolutions Process can be used. 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.



Six Ways to Advance *in Optimism*

Over the years, Optimists have made many advances to get to where they are today. These advances and Members' acceptance of change have helped the organization avoid missing out on tremendous opportunities to "Bring Out the Best in Kids." The following six advances make it easy for Members to utilize technology.

Track Club Progress

The Optimist Leaders website at www.optimistleaders.org allows Optimist officers to manage and view information for their Club, Zone, District and Region. Optimist Members can easily access statistical reports, forms and documents.

Keep Up to Date with the New Club Database

This tracking tool makes it easy to collaborate with other Members to keep a real-time list of new Club projects around the world. Optimists can add Members to their new Club's roster and create their new Bylaws. Teammates working on a new Club can check here periodically to be aware of progress and set a date for the official organization meeting. Officers can log in to Optimist Leaders and go to the "New Club Database" link to see many new Club targets that have been identified by Optimists from all over.

Learn Online to Grow

The New Community Growth process is online in a step-by-step format to make building a new Club easier. Each step has guidelines and tips to promote best practices. No matter the type of Club, you can find a guide for the path to successfully chartering a healthy new Optimist Club and help new Members help kids. Start here today by going to www.optimist.org/newclub.

Access New Club Building Materials

There's no reason to wait to receive a New Club Kit by mail. Members can access the Electronic New Club Building Kit online at www.optimist.org/newclubkit.

Easily Pay for Friends Online

Now that Friends are official Members, you can sign up and pay for a friend of Optimists membership on the website. Since its introduction in October 2005, hundreds of Friends have joined at this level because it's such a convenient way to support the good work of Optimists. To sign somebody up, go to www.optimist.org/friend.

Share and Explore Online

The Member Services Department provides interactive features to help build sustainable member involvement. Interactive features are online features that are hands-on, easy to access and user friendly. The newest addition, Club Family Tree, lets Members view, share and print their Club history. To view your Club's history, go to www.optimist.org/clubfamilytree.

Build Strong and Reap the Rewards

It's not too late to "Build Early, Build Strong!" Optimists and Optimist Clubs have the opportunity to enter into a quarterly drawing to win up to \$500 when they build new communities this year.

In the 2009-2010 Optimist year, the International New Community Growth Committee is working to offer an incentive that will help the organization soar. Members can help spread the Optimist spirit, creed and good works Clubs do for the kids of their communities. To find out more about these incentives, please visit www.optimist.org/membership/newcommunitygrowth.pdf.