

# The OPTIMIST

Summer 2013

Reel in a  
Friend of  
Optimists this  
summer



**OPTIMIST**  
INTERNATIONAL



## New This Year

**Opening Ceremony and President's Banquet combined  
to start off the convention on Thursday, July 4**

### **Black Tie Optional**

The HitMan and his hostess will thrill you, starting with a crooner-style show, including romantic surprises for the ladies. This show will recapture all the greatest hits from Frank Sinatra, Nat King Cole, Tony Bennett, Elvis Presley, Tom Jones, Engelbert Humperdink and many more. It will be followed by social dancing with songs from the 1950s to 1980s, faithfully interpreted by Sylvain Desruisseaux, the HitMan.



## Appreciation Luncheon

The Eleventh Hour, recipients of a gold medal in the World Choir Games and commonly referred to as "the real-life Glee," are performing at this year's O-H, I-O, Ohio, Buckeye Country Appreciation Luncheon at the Duke Energy Convention Center on Friday, July 5. The cost is only \$37.00 U.S.



Come and "KICK IT IN" with Fran Kick at the Old Timers' Breakfast! Fran Kick is an author, educational consultant and professional speaker who knows *What Makes Kids KICK!* He is the creator and presenter of KICK IT IN® a series of self-motivational personal leadership presentations and materials. He works with association, convention and corporate organizations who are actively engaged in teaching and reaching today's kids. He has his B.A. in Education and a M.A. in Educational Psychology. From fifth-grade students to Fortune 500 professionals, Fran Kick always KICKs IT IN!

## Features

### Sharing Optimism with Youth . . . . . 6

Optimists are dedicated to bringing out the best in kids and one of the greatest ways to do that is by building a JOOI Club. Find out how from the JOOI President.

### The Importance of Friends . . . . . 12

The Friend of Optimists program has numerous benefits for everyone involved. Learn why your Club needs to find Friends.

### Training, Fun and Fellowship . . . . . 16

This year, the Parallel District Conferences offered opportunities to learn, share and connect with old and new Optimist friends. Read about one notable experience.

### Leaders for the Future . . . . . 23

Optimist International announces candidates for President-Elect, Vice Presidents-Elect for 2013-2014 and the International Board of Directors.

## Departments

### From the Coach's Corner . . . . . 2

Optimists are in the fourth quarter and victory is in sight. Make sure your game plan is in place to reach your goals for the year.

### Social Media . . . . . 9

Stay connected with the 2013 International Convention, even if you are unable to attend!

### Finance . . . . . 22

The International Audit and Finance Committee Chair breaks down the organization's financial situation.

### Leadership Development . . . . . 30

The PGI program helps Members with personal growth and developing leadership skills to aid in their service and work with youth.

## The Optimist



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**On the Cover:** *Share your enthusiasm about the world of Optimism and bringing out the best in kids. The Friend of Optimists program can help you spread the word.*

## 2012-2013 Board of Directors

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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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# From the Coach's Corner

Dear Optimist Members and partners,

The final quarter is about to start. Are we ready to continue doing the many good things we put into practice this year?

Several new Members have joined us. They are new players who are keen to give us a hand to bring out the best in kids for the future.

Some of us are tired. We might need a time-out to plan our two minute drill and ask our new players to take over, but many of us are still ready to fight to the last second. The goal posts are within reach. We must resolve to meet our commitments to secure our victory.

We all have the ability to win this game - some of us are good Club builders, others are good recruiters. One thing that strengthens our team is that we all care for the children we serve and want to be able to serve more.

As mentioned at the 94th annual convention in Milwaukee, if a community does not have an Optimist Club, we must do our best to build one. We need to recruit new players to ensure the continuity of our legacy.

We might be tired, bruised and out of breath, but the game is not over until the final whistle. Like the great coach, Vince Lombardi once said, "winners never quit, and quitters never win."

I know that we will finish this game strong for the future of all.

**We are committed.**

**We have our goal in sight.**

**We can do it as a TEAM.**



J.C. St-Onge

Optimist International President



**For the future!**



## Optimist International at a glance

Membership:	90,180*
Total Clubs:	3,148*
Founded:	June 19, 1919

\*As of April 15, 2013; figure includes JOOI Clubs



# Knitting for Newborns

The Duluth Noon Optimist Club in Minnesota is serious about knitting. They combine their knitting skills and their commitment to children, which add up to a great project that Club Members look forward to every year.

The Club holds an annual knitting contest and Members spend their time knitting newborn baby-sized hats. Members split into teams and knit against each other for a month. At the end of the month, the number of hats from each team is counted and the winning team is announced.

This year, the winning team was known as the “Mad Hatters.” The team knit 106 hats! Member Bill Harlander won the most hats knit by an individual with 80 hats.

The entire Club knit a total of 131 hats. These hats were distributed to local hospitals and babies in need.

The knitting contest is a fun way to provide service to the youth of the community and creates good-natured competition within the Club.



## Optimists Support **MILITARY FAMILIES**

The Apple Valley Optimist Club of California has reached their goal of raising \$1000 to support United Through Reading's Military Program. United Service Organizations, also known as the USO, along with its partner United Through Reading® gives deployed troops the opportunity to record themselves reading books to their children. The recordings are then mailed back to the family with a copy of the book.

“Think how wonderful it would be for these children to have something so memorable, not to mention the moral support this offers to the parent at home,” Member Julie Whittingham said.

For the past year, the Club has held various fundraisers to support this program. Some of the events included partnering with their local bookstore to gift wrap books over the holidays and having a booth at a local festival, to pass out information and ask the public for their support.

The Apple Valley Optimist Club is the first Optimist Club to receive the USO/Optimist International commemorative patch for their outstanding support of military families. All Optimist Clubs raising \$1,000 or more earn this patch. For more information, please call 800-500-8130 or e-mail [communications@optimist.org](mailto:communications@optimist.org).

# OPTIMISTS Showcase Talent

The Jay Huitt Junior Optimist Club in Wheat Ridge, Colorado is a little different than most youth Clubs. Its Members are from all over the area and

do not attend the same school. Some are even homeschooled. They have come together because they are dedicated to the cause of kids helping kids.

Since the Club itself is not the norm, Members wanted to make sure their next project was something special. They met and brainstormed about the possibilities – a fundraiser, a social or a day of service.

At a previous Club meeting, a speaker from the Children's Hospital Handicapped Sports Program (HSP) spoke about their efforts and how they work with children who may not otherwise have the opportunity to be involved in sports. One of the JOOI Members recalled this presentation and suggested raising money for the kids in the program. That got the entire group thinking and numerous ideas were suggested.

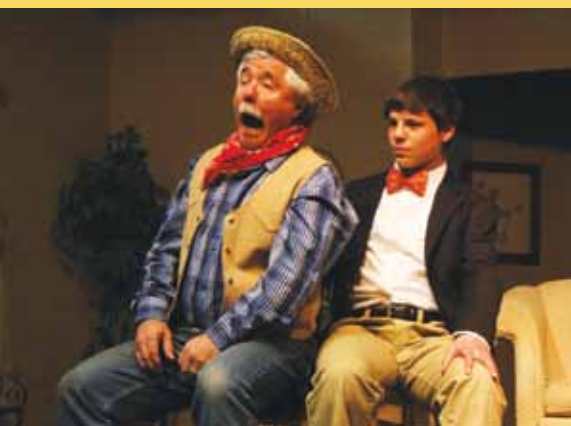
Another interesting fact about this JOOI Club is that they meet at the Festival Playhouse, a community theatre in Arvada, Colorado, and as it turns out all the Members have a talent. Some can sing; some like to act and some are tech savvy. Advisor Charles Ault, a Member of the sponsoring Wheat Ridge Optimist Club, mentioned that many of the adult Members had talents they were not often able to share. It was then that the idea for "Optimists Got Talent" was born.

JOOI Members excitedly discussed what they should do for the show. Charles suggested presenting old-school humor pieces from the television show, Laugh-In and old Edgar Bergen routines. Adult Optimists and JOOI Members were selected to sing and perform the skits together, so they could learn from each other. It also gave the Members of both Clubs an opportunity to bond while providing service.

Children who participated in and benefitted from the Children's Hospital HSP were asked to speak after the show. They told their story and shared how the program had impacted their lives. This was a heartwarming experience and proved to the Optimists and JOOI Members they were helping to make a difference.

"I truly enjoyed myself at the "Optimists Got Talent" production," said Charles. "The combination of adult Optimists performing alongside all of the great teens was very rewarding."

The fundraising goal set by the Clubs was \$1000. This could have been accomplished by selling out the theatre at \$10 a seat. The Clubs were incredibly pleased to present the Children's Hospital HSP with \$1384. Everybody walked away feeling like they had accomplished a lot that night.





# The Sale **MUST** Go On

The weather in Kansas can be somewhat unpredictable, but one thing is certain. In March, the Annual Optimist Consignment Sale will be held. Members of the Concordia Optimist Club have braved biting wind, bitter cold, huge mud puddles, snow and sleet, all in the name of serving youth.

While March may seem like a bad time of year for a fundraiser, it is the perfect time in the heart of farm country. "It's usually too wet to get in the field," said Member Dean Holbert, "so it's a great time for a sale."

People come from miles around to bid on antique tractors, semi tractors, construction equipment, trucks, farm implements, cars, campers, boats and numerous other small items.

Beginning in January, calls from consignees were received on a daily basis. Two weeks prior to the sale, consignment items were gathered and stored at the fairgrounds where the sale was conducted. President Mark Morgan made sure everything was organized, while Members' wives supplied cookies, cinnamon rolls, coffee and tea to the workers.

Even though a sale bill was published weeks prior to the auction, items still arrived just hours before the sale. Club

Treasurer, Charles Johnson was responsible for keeping all the titles and money in order. Two local professional auctioneers donated their services.

This year marked the 27th year the Concordia Optimists have held the Consignment Sale, the Club's largest fundraiser. There were 158 consignees and the Club raised \$16,000. Optimist George Larson brought in a rare Allis Chalmers riding tractor that sold for \$785. To date, the most expensive item consigned to sale was a \$75,000 combine.

In previous years, money raised from the sale has been used to assist Special Olympics, Boy Scouts, Girl Scouts, Club 81, 4-H Clubs and individual children in need.

"We have yet to turn anyone down. We like to have kids come and ask us for help; then we like them to come back and talk to us about what they did with the money," Johnson said, "It is important for kids to learn how to talk to adults."

In 2012, the Concordia Optimists began construction on a new soccer complex, which will be finished with the funds raised during this year's sale.

# BUILDING THE FUTURE of Optimism

by A.J. Cifuentes, JOOI President

One of the greatest projects an Optimist Club can do is building a Junior Optimist Octagon International (JOOI) Club. Why? The answer is simple. The adult Club is passing on the mission and vision of Optimism to a group of youth, ensuring the future of service.

When building a JOOI Club, there are a few fundamental things to keep in mind. An advisor, who can truly commit time and not just volunteer on occasion, needs to be selected. A meeting location has to be found and the most convenient place is usually a school. Finally, Members have to be recruited, which is often easier than you might think.

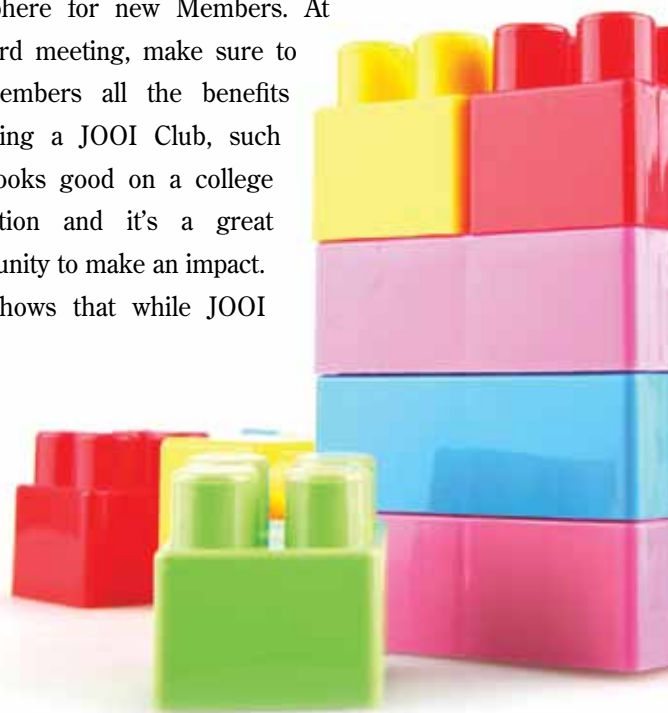
The first step an Optimist Club should take is to conduct a face-to-face meeting with the school principal to explain who Optimists are and what they do for the community. A designated Member should be responsible for contacting the principal, scheduling the meetings and working out necessary details, such as when the first JOOI meeting will take place and what will be discussed. The purpose of the meeting with the principal is to ask permission to start a Club and to find out if you may hold the meeting on school grounds.

Before this meeting, it may help to find an advisor or at least someone who can help run the first few JOOI meetings. The best place to look is within your own Optimist Club! Members who are active or retired teachers can often help by acting as a JOOI advisor, finding a potential advisor or attending the meeting with the principal. If you are unable to find an advisor, try asking at the school where you are building the Club.

Once you have received permission from the principal, it's time to promote JOOI. Optimist International offers a JOOI brochure that provides all the information you'll need to convey. Since brochures are often unappealing to youth, the International JOOI Board has launched a new JOOI website! The new website, [www.junioroptimists.com](http://www.junioroptimists.com) is completely maintained by the JOOI Board and is aimed at providing the most information possible to current and potential JOOI Members.

The most important thing to promote is that JOOI does not have any requirements. Potential Members do not have to have letters of recommendation, a certain GPA or any previous experience volunteering!

Now it's time to prepare for your first Club meeting. Here's a helpful tip - the first three events that you put on as a JOOI Club should be fun and provide free food! It may sound strange, but offering cupcakes or a similar snack creates an enjoyable and welcoming atmosphere for new Members. At the third meeting, make sure to tell Members all the benefits of joining a JOOI Club, such as it looks good on a college application and it's a great opportunity to make an impact. This shows that while JOOI



If you have questions about building a JOOI Club, call (800) 500-8130, ext 218 or e-mail [youthclubs@optimist.org](mailto:youthclubs@optimist.org).

is a lot of fun, it also provides numerous benefits for the future.

The Club should hold elections for a President or Co-Presidents, a Secretary and a Treasurer during the third meeting. What you may not realize is that most kids like responsibility, particularly middle-school age kids. If you tell a kid they are now President of the Club and responsible for putting together events and running meetings, the kid will likely take the opportunity and run! The adult Optimists should emphasize and remember that they are only there to make sure meetings run smoothly and help if needed. Advisors are there to give advice, not do the work for the kids.

Another great tip is for the adult Club to sponsor events that JOOI Members can participate in throughout the year. These can be service projects, fundraisers or even recreational outings. Make the JOOI Members feel like a valued part of the group and they will want to become adult Members.

Building a JOOI Club can be a very rewarding experience. It's a "win" for everyone involved!



## Top Ten Reasons to Build a JOOI Club

- 10 JOOI family and friends offer many membership recruitment opportunities
- 9 To offer kids in your community the opportunity to learn valuable leadership skills
- 8 It embodies the true meaning of "Bringing Out the Best in Kids"
- 7 JOOI enthusiasm and fresh ideas can motivate adult Members
- 6 To work directly with kids and influence their lives
- 5 More volunteers to help your adult Club with service projects and fundraisers
- 4 Kids keep you on your toes and make things fun
- 3 JOOI kids grow into adult Optimists
- 2 For the JOOI of it!
- 1 It's an investment in your Club's future and the future of Optimism!

# 95<sup>th</sup> Optimist International Convention

July 4-6, 2013

Duke Energy Convention Center,  
Millennium Hotel Cincinnati &  
Hilton Netherland Plaza  
Cincinnati, Ohio

The Optimist convention is the place to be this July, whether you are a new Member, someone who has Optimist experience to share, an incoming Club or District officer or just someone who wants to be more Optimistic. It is a three-day event full of fellowship, training and fun. There is truly something for everyone.

Many Optimists are taking advantage of the time before and following convention to get acquainted with everything the city of Cincinnati has to offer. Visit [www.cincyusa.com](http://www.cincyusa.com) and [www.northernkentuckycvb.com](http://www.northernkentuckycvb.com) to learn more about the local attractions.

Registration and Credentials will be open on Wednesday this year for your convenience. The International Convention Committee is coordinating a celebration of fellowship at the Charity Chili Fest on Saturday! There will be delicious chili, which Cincinnati is known for, and cool, refreshing ice cream to beat the summer heat. Visit [www.optimist.org/convention](http://www.optimist.org/convention) for more information. See you in Cincinnati!

Business attire is appropriate for all sessions and meal events. Formal attire is appropriate but not required for Thursday's Volunteer Appreciation Banquet.

## Wednesday, July 3

Credentials  
District Foundation Representative Training  
(by invitation)  
House of Optimism (exhibits)  
Registration  
Ribbon Cutting

## Thursday, July 4

Club and District Officer-Elect Training  
Credentials  
Foundations Presidents Club Member Luncheon  
(by invitation)  
Governor Training  
House of Optimism (Exhibits)  
Lt. Governor-Elect Training  
Meet the Candidates (International and Regional)  
Philosophy of Optimism  
Registration  
Volunteer Appreciation Banquet (President's Banquet)  
Keynote Address by President J.C. St-Onge  
Workshops  
including Orientation for First Timers  
Youth Programs & Information Desk

## Friday, July 5

1st Business Session - Awards Presentations,  
Candidate Speeches  
Appreciation Luncheon  
Club President-Elect & Lt. Governor-Elect Breakfast  
Credentials and Registration  
Foundation Kiosk  
Foundations William H Harrison Society  
Recognition Dinner  
House of Optimism (Exhibits)  
Meet the Candidates (International & Regional)  
Town Hall Meeting  
Workshops  
Youth Adventures and Information Desk

## Saturday, July 6

2nd and 3rd Business Sessions  
Address by President Designate Ron Huxley  
Bylaws Report and Voting  
Keynote Address by President J.C. St-Onge  
Elections  
Preview: 2014 Convention in Las Vegas  
Resolutions  
Charity Chili Fest (Casual Attire)  
Credentials  
Foundation Kiosk  
Old Timers Breakfast  
Youth Adventures

## Sunday, July 7

Governor-Elect Training



# Keeping up with the 2013 Optimist Convention

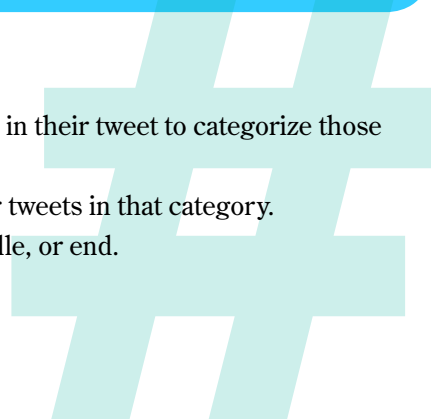
Would you like more information about the training sessions, speakers and events being conducted at convention? Maybe you would like to know more about the candidates or bylaws amendments being voted on this year. Would you like to know some of the best places to have dinner or do some shopping? By following the convention hashtag, #OIConv13, you will get an insider's view on all the happenings at the 2013 Optimist International Convention in Cincinnati! Use this hashtag to join the conversation and follow what other Optimists are saying.

**Follow @optimistorg on  twitter**

## What Are Hashtags?

People use the hashtag symbol # before relevant keywords (no spaces) in their tweet to categorize those Tweets and help them show more easily in Twitter Search.

- Clicking on a hashtagged word in any message shows you all other tweets in that category.
- Hashtags can occur anywhere in the tweet – at the beginning, middle, or end.



## Follow the Action on Facebook



Make sure to check the Optimist Facebook page for convention news and updates. Find out interesting and fun facts, as well as what Members are saying about convention events. Watch for pictures of workshops, business sessions, attendees and our host city of Cincinnati.

Please take a minute to 'like' the page at [www.facebook.com/optimist.international](http://www.facebook.com/optimist.international). Respond to posts and share your thoughts about Optimist International's 95th annual Convention.

## Live from Convention

All of the action at this summer's Convention will once again be streaming live! The July Board of Directors meeting and the Convention Business Sessions will be streaming live on the Optimist channel at [stream.optimist.org](http://stream.optimist.org).

Here are approximate times for each big event:

<i>Board of Directors Meeting:</i> 8:30 a.m.-5 p.m. July 3	<i>First Business Session:</i> 9-11:30 a.m. July 5	<i>Second Business Session:</i> 9-11 a.m. July 6	<i>Closing Business Session:</i> 2-4 p.m. July 6
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# 4 Reasons You May Need a LIVING TRUST

If you peruse the financial pages or spend much time exploring the tools of financial planning, you're familiar with the term "trust." A trust is an arrangement whereby a designated person, called the "trustee," invests and manages specific assets for the express benefit of the "beneficiary." A trust can be created at death, through instructions in a will or during one's lifetime to become operable immediately. The latter is referred to as a "Living Trust."

In recent years, the living trust has become increasingly popular, and a living trust may be an ideal planning tool for you and your family for one or more of the following reasons:

## To Provide Financial Management

For those to whom the management of financial matters is more of a chore than anything else, the living trust offers an attractive alternative. By transferring the ownership of all estate assets into a living trust, it is possible to streamline financial management. The trust can be managed personally, by a bank, a family member or a friend.

## To Avoid Probate

Probate is the legal process by which the court oversees the distribution of an estate as provided for by a will. Those assets within a living trust are not subject to probate. Probate can be an unnecessarily expensive ordeal, not to mention time-consuming and frustrating. For this reason, many individuals decide to create a living trust.

## To Minimize Expense

A trust simplifies the probate and estate distribution process and minimizes expenses. Since no probate proceeding is necessary, the trustee can simply distribute the assets from the trust without further cost.

## To Ensure Privacy

After an individual dies, a will becomes a matter of public record, while a trust remains a private document. When the majority of assets are distributed via a trust document, only the family and other loved ones, where appropriate need be aware of the nature of the assets and how they were distributed.

For some or all of these reasons, you may find that a living trust fits into your future.



Visit [www.oifoundation.org](http://www.oifoundation.org)  
or call [800] 500-8130  
for more information on  
living trusts.

# CONVENTION HOTSPOT:

## The OI Foundation Kiosk



The Optimist International Foundation is hosting a lot of excitement during the 2013 International Convention in Cincinnati! At the Foundation's kiosk, there will be plenty of chances for fun, socializing, shopping and of course, supporting the Foundation's mission. Members will also have an opportunity to purchase the limited edition convention pin.

The Women's Philanthropy Council's 5th Annual Purse Snatching will be taking place at the kiosk. Each day of convention, there will be numerous purses, bags, wallets and other fun items for people to bid on. The Council will be selling their mystery bags again this year, as well as allowing everyone who visits the opportunity to become a WPC member.

Each year, the Foundation hosts a golf raffle for chances to win beautifully crafted clubs from Adobe Golf. There is a new addition to the kiosk this year that is also golf related. The Foundation will be hosting a putting green! Everyone is encouraged to stop by, try their luck at winning a beautiful putter also donated by Adobe Golf, have some fun and support the Foundation!

A new and exciting feature to the kiosk will be a Sailing regatta, the Foundation's theme for the year. As OI Foundation President Roger Vaughan promotes "All hands on deck, for the kids!" the Foundation will be hosting a Regatta between the US and Caribbean Districts. It is a race, so be sure to help support your District! The winner will receive the Regatta Cup, as well as the bragging rights that come with it.

With all this activity, the Optimist International Foundation's kiosk will definitely be one of the "can't miss" attractions at this year's convention. Make sure you stop by, say hello and join in on all the excitement!

# PURCHASE

## TICKETS NOW

### for the Foundation Golf Raffle

The Optimist International Foundation is pleased to announce that tickets for the yearly golf raffle are now available! Adobe Golf has once again gone above and beyond to provide fabulous prizes.

First Prize is a complete set of clubs including three woods, nine irons - 3 thru sand wedge - all with filament wound graphite shafts, plus a stainless steel putter with copper pixel face. The clubs are all contained in a Sun Mountain golf bag and the woods come with head covers.

Second Prize is a set of three trouble/rescue clubs, also built with filament wound graphite shafts.

Third Prize is a Toski designed beryllium copper 7-wood with Tungsten inserts. This club also has a graphite shaft.

Chances are available at one for \$10 or three for \$20. The purchase of a ticket is not a contribution.

Tickets are available in every OIF District now through July. To purchase tickets, see your District Foundation Representative, visit the Foundation kiosk during convention, or contact the Foundation office at (800)500-8130.

The drawing for winners will be held on July 6, during the Foundation presentation at the Cincinnati convention. Winners do not have to be present to win.

Don't hesitate as a limited number of raffle tickets are available. Get yours today!

# FACTS

# about Friends



One constant in life is that everyone needs friends. That adage holds true for Optimist Clubs. Friends are by definition, a support system to help you through rough patches, provide encouragement, praise and a sense of well-being, just from knowing they are behind you. Every Club can benefit from additional people rooting for their success and providing assistance when possible.

Optimists are focused on serving their community and bringing out the best in kids. It's only natural that others would want to be part of the great work and positive energy Clubs bring to their communities. Sometimes these people already have too many commitments with their job and family. They may want to be involved, but just not have the opportunity. That's where the Friend of Optimists program comes in.

Since 2005, Optimists have invited individuals to become friends of their local Optimist Clubs. The Friend of Optimists program was started to accommodate people who believe in what Optimist International stands for and what Optimist Clubs do in their communities. Friends are different from regular Club Members in that they may not attend Club meetings or participate in every Club project. However, they still provide support to the Club, whether it is through financial contributions, volunteer hours, promotion or helpful advice. There are no set expectations for Friends.

The Friend of Optimists is a great way to introduce people to the world of Optimism. If someone declines to join a Club due to time constraints, Friend of Optimists might be a good fit. Then once a Friend sees the wonderful things done by the Club first-hand, they may decide to become a regular Club Member.

The Friend of Optimists program is also designed for people who would like to be associated with Optimist

International, but do not have a Club in their area. It connects them to the organization and allows them to do their part in serving youth for the future. These friends may be interested in building a new Club in their community and can act as a great resource.

A Friend of Optimists membership is a wonderful gift to give a supporter to say "thank you." It lets them know their contribution made an impact and they are valued. When people feel like an appreciated part of the group, they are more likely to want to participate in activities and contribute their time.

## Figures for Friends

The cost of a one-year Friend of Optimists membership is \$100. If a Club is listed on the application, \$40 will go back to the local Optimist Club. If no Club is listed, \$40 will go to the District in which the Friend lives.

In exchange for the fee, a Friend of Optimists will receive a one-year subscription to The Optimist magazine, a membership card and a cling-on Friend of Optimists decal. A Friend of Optimists is only covered under Optimist International insurance when participating in an Optimist Club or District activity. They will not have voting rights at District and International Conventions.

For additional information about the Friend of Optimists program, please contact (800) 500-8130 or e-mail [membership@optimist.org](mailto:membership@optimist.org).

## Find Your Friends

Does your Club have any Friend of Optimists? Optimist International wants to know how you found your friends. Send your suggestions to [communications@optimist.org](mailto:communications@optimist.org). These may be included in future Optimist publications.

# Who can be **A FRIEND?**

## **NEIGHBORS**

*Local business owners*

*1001 friends and family*

## **SCHOLARSHIP CONTEST JUDGES**

**TEACHERS** *Principals*

*Librarians Newspaper reporters*

## **POLICE OFFICERS**

**COACHES** *Nurses*

## **DOCTORS**

## **PHOTOGRAPHERS**

**Anyone**  
who wants to  
help bring out the  
**best in kids!**

# How to find **FRIENDS?**

**Ask!**

Run an ad in the local newspaper

Invite attendees at a Club project

Post an invite on Facebook or Twitter

Give as a holiday gift

Set up an informational booth

Pass out brochures





*by Kansas District Governor-Elect, Dale E. Fox*

Optimist Clubs all over the United States, Canada and the Caribbean work hard each year to bring out the best in kids. This includes traditional Clubs as well as non-traditional ones like sports Clubs, college Clubs and senior citizen Clubs. All Optimist Clubs do an excellent job in their efforts to be a positive force in the lives of the youth in their communities. Numerous youth are recognized and positively impacted through projects such as youth appreciation, sports leagues and scholarship contests.

While the organization is doing a good job of bringing out the best in kids, we are still faced with a significant problem. Is your Optimist Club satisfied with where you are in membership? Are you doing the same projects you did 20 years ago? Have you inducted a new Member in the past 6 months? Do you have younger Members in your Club? Do you continue to do things as you have always done them? These conditions are red flags and should be addressed.

This is the story of two Optimist Clubs. While it is fictional, many points may hold true for a number of Clubs.

The Optimist Club of Punt was struggling. They had been declining in membership for a number of years and currently had 12 Members. The drop in membership was to be expected as Members had passed away or moved from the community. The Club worked hard to maintain their programs for the youth in their community and had been relatively successful. However, as their numbers dwindled, more responsibility fell on each of the Members because the same amount of work that was previously done by 25 or 30 was now done by 12.

Dues were not a problem, but the number of Members doing the labor for fundraisers was becoming more and more of an issue. When suggestions were made to try a NOW program, the response was “we’ve tried that before and it wasn’t very successful.” The Club’s last NOW program was 10 or 15 years prior. Other suggestions were made for increasing membership and they had either tried it or were not interested. The Club was doing the same projects and running them the same way they had been for the last 20 years. They had guest speakers, but no other guests had attended their meetings in 2 years.

Needless to say, this Club got very frustrated and eventually disbanded. They were once a very good Club, but they were focused on planning for the present and not the future.

The Optimist Club of Pack, on the other hand, had also been gradually declining in membership and was currently at 12 Members. They decided that if they were going to continue into the future to serve the youth in their community, they had to get serious about membership. The average age of the Club was close to 67. They conducted a NOW program, even though they had previously held one. The Club began distributing brochures and pens to guests and speakers that attended their meetings. They also began distributing brochures and membership applications at every event that served youth in their community.

The Club recruited 2 new Members from their NOW program. One of the new Members presented a few new fundraising ideas. The fundraisers were very successful and Members were pleased to move away from what they had done for the past 15 years. One of the ideas had the Members out in the community talking about the Optimist Club. They recruited another Member from this contact. That new Member shared a new idea for a project. The project was completed and the Club gained 4 new Members through the contact with the parents in their community. The Club's membership was now at 19 and they were making plans for future projects. This Club continued to flourish and grow because they were planning for the future.

## A Club for Every Community

It would be ideal if every community had an Optimist Club that would serve its youth and bring out the best in kids. This goal may seem overwhelming. However it can be accomplished by taking things one community at a time. Our youth deserve our best effort. As the Optimist Creed states, "promise yourself: to think only of the best, to work only for the best and to expect only the best."

Do you have a Club near you that is struggling? Do you have a community near you that does not have an Optimist Club? The time to make a commitment is now. There is no better place to make a time commitment than building a new Optimist Club, so that more youth can be served.

## WHILE THE BOOK,

*Good to Great*, by Jim Collins primarily addresses the field of business, it has implications for organizations, such as Optimist International.

"Good" companies climbed the ladder of success, reached a plateau, maintained that level for 10-15 years and then began a gradual decline.

After reaching the plateau, "great" companies began studying their product, efficiency and marketing strategies to determine how they could continue and even improve.

Mr. Collins contends that being "good" is the enemy of being "great." Too many organizations get to the point of being good, become complacent and satisfied with who they are, where they are and what they are doing. It can be easy to assume that what we are doing is, and always will be successful. Optimist Clubs must continue to strive to be great in all areas including service, marketing and growth for the future.



# BRINGING THE Optimist Experience TO QUEBEC CITY

*Article contributed by Theresa Tremblay, Optimist International Vice President*

Recently over 1,100 Members, representing 200 of the St Lawrence Region's 356 Optimist Clubs, attended a Parallel District Conference (PDC). The weekend was focused on the theme, "be part of the experience." The atmosphere at the Quebec City Hilton Hotel was stimulating, enthusiastic and friendly.

Optimist International Vice President Theresa Tremblay emphasized "the immense success of this Regional District Conference for the six French-speaking Districts, which required nearly two years of preparation." The numerous workshops and training greatly contributed to the conference's popularity.

Optimist International President, J.C. St-Onge, praised the fact that this conference brought together more attendees than all the other PDCs conducted during the year. The secret of its success was maintaining a network of involved Optimists who are in constant close communication within their District. This ensures that messages are relayed to Members at the Club level.

J.C. spoke about his start as an Optimist, when he found that selling lightbulbs was an excellent fundraiser and how the money raised surpassed all expectations. He used this example to explain that involvement, willingness and inclination can make an impact and help successfully overcome a challenge.

The Opening Ceremony got the conference off to a great start with a show presented by youth from the Quebec Circus School. The Laval University football cheerleaders showcased acrobatics. The young artists and athletes displayed extraordinary concentration, agility, coordination and creativity. The District Governors presented a comedic skit with a football theme. Each Governor also sang along to a theme song written to represent his District.

Three professional speakers were scheduled to present their experiences and knowledge on personal development. Each presenter expressed points of view that highlighted the importance of an Optimistic lifestyle and sparked great interest from the attendees. One of the speakers, Paul Hindelang will also be presenting at the International Convention in Cincinnati.

A luncheon was conducted to mark the 25<sup>th</sup> anniversary of the Canadian Children's Optimist Foundation (CCOF). Over 800 people were in attendance to commemorate this special event. CCOF President Luc Dubois spoke about the necessity and benefits of having a foundation focused on financing Optimist programs and projects.

On Saturday, a group of trainers from the St Lawrence Region provided over thirty workshops centered on personal development, District level training and international programs and community activities. Nearly 200 Optimists participated in an open discussion concerning the future of the organization. A detailed

report will be provided to each of the Region's Clubs, so they are aware of what was discussed.

There was also the "Carrefour Optimist," a common open area where dedicated Optimists were invited to share their projects, which often focused on safety and prevention for kids. Each District had the opportunity to meet on Friday night and Sunday morning in reserved rooms to take care of their own business, such as Board meetings.

The final speaker of the weekend gave his presentation on Sunday morning. The theme, the fight against bullying, was particularly directed to the 150 JOOI Members in attendance. JOOI Members had the opportunity to have forums and join in with the adult Districts during the meetings. The Parallel District Conference ended with a short march against bullying, which received nationwide media coverage.

During the weekend, Members had the opportunity to meet, share and socialize with people who have the same passion, bringing out the best in kids for the future. These

people have chosen to be Optimist Members, to be part of an organization which is always looking for new ideas and challenges. They are people who believe in the future of our Clubs and believe that young people's initiative is as valuable as the experience of older Members.

The St Lawrence Region's PDC was a complete success and provided numerous benefits to attendees, which will allow them to conduct meaningful service for the youth in their Districts.

## THE PDCs IN PICTURES

Let's see the PDCs through your eyes - and your camera lens! Optimist International is looking for good photos of the PDCs to use in *The Optimist* magazine, the Hotline and other promotions.

Did you catch a great shot at your local PDC? Optimists can send their best shots to [magazine@optimist.org](mailto:magazine@optimist.org).



# PROTECT YOUR MEMBERS

## Against Abuse and Molestation Charges

Optimist International's Club liability insurance offers optional abuse and molestation liability defense coverage for Members accused of abuse and molestation. To protect from financial loss due to plaintiff judgments, Optimist International has made this abuse and molestation coverage available for purchase by Clubs.

United States and Caribbean Clubs can apply for this special coverage by following this two-step process:

- **Contact Praesidium at (800) 743-6354 for a review of your Club and Loss Prevention certification. Clubs can visit [www.praesidiuminc.com/optimist.php](http://www.praesidiuminc.com/optimist.php) for further details.**
- **After certification, apply for abuse coverage. Contact Marsh U.S. Consumer at (800) 503-9227 and ask for the Abuse or Molestation Liability Insurance application.**

For more information about all of Optimist International's Club and Member insurance coverage, please visit [www.optimist.org/e/member/administration4.cfm](http://www.optimist.org/e/member/administration4.cfm).



## Train for Success

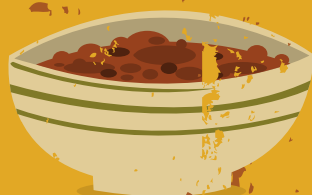
Training is essential for incoming Club or District officers to provide the tools and information needed to have a successful year. If you are thinking about becoming an officer, it's never too early to start preparing. The Cincinnati convention is full of training opportunities to meet the needs of both incoming and future officers.

On Thursday, July 4, training sessions for District Leadership Development Chairs, District Membership Chairs and District New Club Building Chairs, will be conducted from 1:00-5:00pm. There will also be training sessions for Club Presidents-Elect, Lieutenant Governors-Elect, Club Secretary-Treasurers Designate and District Secretary-Treasurers Designate from 1:00-5:00pm. These sessions will outline what the positions require and strategies for handling your responsibilities. You will also have the opportunity to meet and talk with other Optimists who are in the same position as you.

These training sessions fill up quickly, so make plans to attend now!

## CHARITY CHILI FEST

**Saturday, July 6  
6-9pm**



"At Your Service"  
Catering



\$10 per person - additional donations are welcome || Proceeds to benefit Cincinnati Public Schools || For more information, please contact Optimist International at 800-500-8130 or via e-mail at [convention@optimist.org](mailto:convention@optimist.org).

## @ Your International Office

To better serve our Members, Optimist International has reorganized departments and made staffing changes. The Leadership Development and Member Services departments have merged to form the new Leadership Development and Growth department.

Executive Director Benny Ellerbe has promoted Stephanie Monschein (pictured) to Senior Director of Leadership Development and Growth. Stephanie has been with the organization for over 15 years and served in numerous capacities.

Danny Schuette will be moving from the Meetings department to take on the role of Leadership Development and Growth Coordinator. Joe Fetter was promoted from the Shipping and Receiving department and will also serve as Leadership Development and Growth Coordinator.

Aaron Kaskowitz continues to serve as Director of New Club Building and aid in efforts to spread Optimism into new communities. Charlotte Baker and Jackie Moore continue to be available to respond to Member inquiries and provide quality service and support.

These changes will move the organization in an exciting new direction.



## Optimist International Helping to Unlock the **Mysteries** of Pediatric Cancer



*Reprinted from Promises & Progress, a publication of Sidney Kimmel Comprehensive Cancer Center at Johns Hopkins*

Optimist International has been a vital partner to Johns Hopkins Pediatric Oncology in its fight against childhood cancer. A \$1 million legacy endowment has helped our clinician-scientists realize breakthrough discoveries. The success of this partnership is best reflected in the lives of the many children who have benefitted from innovative therapies developed by our Optimist Fellows.

For the first time in the history of cancer medicine, the technology exists to quickly decipher the cellular causes of every cancer. Kimmel Cancer Center researchers have pioneered the science that has led us here and were the first to crack the genetic code of a pediatric cancer. What we have learned is now allowing our scientists to target the very biological mechanisms that cause a cancer to grow and spread. With these discoveries, they can begin to alter the course of pediatric cancers in ways that could only be imagined a decade ago.

Optimist International has generously made an additional commitment to make sure we get there. The Optimist International Innovative Research Fund will allow us to significantly expand our clinical and research programs in childhood leukemia, pediatric brain tumors, sarcomas and other solid tumors and bone marrow transplantation.

# TAKE PRIDE IN YOUR CLUB'S WORK



Your Club can help Optimist International improve the quality and effectiveness of the International programs and community activities. All it takes is for a Club officer to complete the President's Pride Report and submit it to Optimist International. The report provides a wealth of information that shows which programs and activities Clubs are participating in and which ones may need to be reviewed to encourage participation.

The 2012-13 report can be filled out online at [www.optimistleaders.org](http://www.optimistleaders.org) or printed and completed by hand at [www.optimist.org](http://www.optimist.org). There are a few demographic questions about the size and age of the Club. The report also asks officers to indicate which projects the Club has conducted, what organizations they have partnered with and the fundraisers they have held during the Optimist year. Clubs are asked how many children they served, the cost of their activities and whether funds were distributed to other charitable organizations.

Clubs can enter and change information on a periodic basis by clicking on the "Save" button. When the Club has completed the form entirely, an officer should click on the signature button and then click "Submit." Once a Club officer has clicked "Submit," no changes can be made to the form.

A record number of Clubs, 49.6% submitted the report at the end of the last Optimist year. While submission of the Pride report is a requirement for both Honor and Distinguished Clubs, the information is needed from all Clubs to ensure programs are meeting the needs of Optimists and the children they serve.

The deadline for submitting the report is September 30. Please take the time to complete this year's report and make your Club's voice heard.

If you have any questions about the form, please contact the Programs Department at (800) 500-8130 or [programs@optimist.org](mailto:programs@optimist.org).

## FACTS FROM THE 2011-2012 SUBMITTED PRESIDENT'S PRIDE REPORTS *(49.6% of clubs submitted)*

**57% of Clubs sponsor Youth Appreciation projects, making it the most participated in Optimist community activity**

**18,981 youth participated in Optimist Oratorical contests**

**Baseball is the sport sponsored by the most Optimist Clubs, with 28.4% participating**

**Clubs contributed \$7,930,712.16 to all Optimist community activities**

**Total youth participating in all Optimist community activities was 1,127,986**

# OPTIMISTS SHARE IDEAS TO BENEFIT YOUTH

Optimists sponsor great programs that meet the needs of their communities and at the 2013 convention, they can brag to help others. While communities have varying needs, sharing project ideas can be extremely beneficial.

Clubs are invited to participate in the Bragger's Hall to showcase their unique and creative programs. Projects can be community service or fundraising activities and can be a new or ongoing event. The Hall will be conducted on Friday, July 5 from 2-4:15pm.

Each participating Club will be assigned a table where they can display program materials including, but not limited to posters, pictures, handouts and samples of media coverage. Members are encouraged to be creative and display items that best showcase their project. A Club representative must be present during the Hall to speak with Members and answer questions.

## Why Your Club Should Participate

There are numerous reasons to participate in the Bragger's Hall. First, it is an opportunity to share a great program with Clubs that may implement it in their community to serve children or raise funds. The Hall provides Clubs with much-deserved recognition for the tremendous projects they sponsor. Participation also gives Members the chance to pick up new ideas to take back to their own Clubs following convention. The Hall fosters a fun collective atmosphere where Members can interact, share and make new Optimist friends and connections.

## An Added Incentive

All Clubs that participate in the Bragger's Hall in Cincinnati will be eligible for the Best Project Display Award. As attendees leave the Hall, they will be able to cast their vote for the Club they feel deserves this honor. The winning Club will receive one free registration to the 2014 International Convention in Las Vegas, Nevada! The winner will be announced at the Final Business Session on Saturday, July 6.

## Get Registered Today!

Registering for the Hall is simple. Just contact the Programs department at 800-500-8130, ext. 201 or send an e-mail to [programs@optimist.org](mailto:programs@optimist.org). Interested Clubs will receive a short registration form that must be completed and submitted to Optimist International by June 20.



**Optimist Software**  
OptiClub for clubs  
**Recently Updated!**  
OptiDist for districts  
\$\$ Forty Five Days Free Trial \$\$  
For details go to  
<http://www.dbscompany.com/products/products.htm>

The advertisement is a rectangular box with a blue border. It features the text 'Optimist Software' in large purple letters at the top. Below it, 'OptiClub for clubs' is written in pink, followed by 'Recently Updated!' in a bold, black, 3D-style font. Then 'OptiDist for districts' is written in purple. Below that, '\$\$ Forty Five Days Free Trial \$\$' is written in green and red. At the bottom, it says 'For details go to' followed by the URL 'http://www.dbscompany.com/products/products.htm' in blue. On the right side, there is a small square logo with the Optimist International emblem and the text 'Endorsed By: OPTIMIST INTERNATIONAL'.

*paid advertisement*

# FINANCIAL HIGHLIGHTS

## For the Fiscal Year Ended September 30, 2012

by Robert McFadyen, Chair of the International Audit and Finance Committee

Throughout the 2012-13 Optimist year, Past International President Jack Creswell's motto was "100% and then some!" This charge was successful in bringing out the best in everyone. Optimist International and the Optimist International Youth Programs Foundation concluded the fiscal year with strong financial results and continued to further its mission of serving children despite the challenges of the economic environment, declining membership and the resultant need for financial restraint.

Here are several noteworthy financial highlights for the fiscal year that ended September 30, 2012:

The organization finished the year with a surplus from operations of \$200,066.

Total unrestricted net assets increased by \$514,254 to an ending balance of \$989,539.

As of September 30, 2012, Optimist's defined benefit pension plan is fully funded.

Optimist International received grants totaling \$206,756 in support of Optimist programs from the Optimist International Foundation.

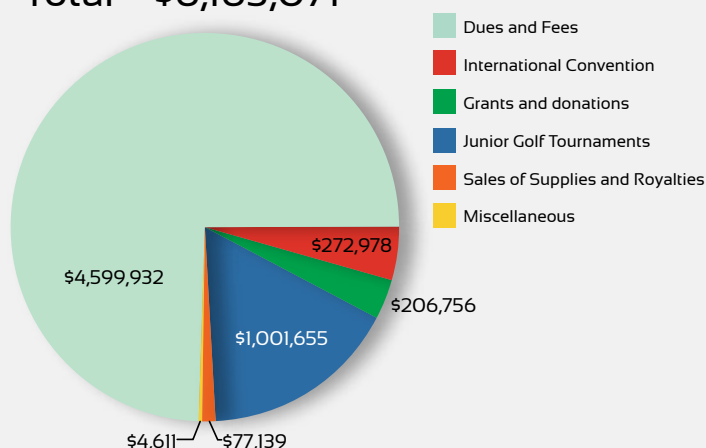
Friend of Optimists Members experienced continued growth and ended the year with 1,792 Members.

The Optimist International Board of Directors is firmly committed to strengthening the fiscal health of the organization in both the short-term and long-term. Accordingly, the Board began the development of a Strategic Plan during September 2012. As part of the planning process, several Ad Hoc Committees were formed to study and report on specific goals, objectives and tactics. With the information received from the Ad Hoc Committees, the Board Members will prudently develop a Strategic Plan designed to further the long-term health and success of the organization.

To view a copy of Optimist International's Fiscal Year 2012 Audited Financial Statements, visit the Optimist website at [www.optimist.org](http://www.optimist.org) and click on Administration.

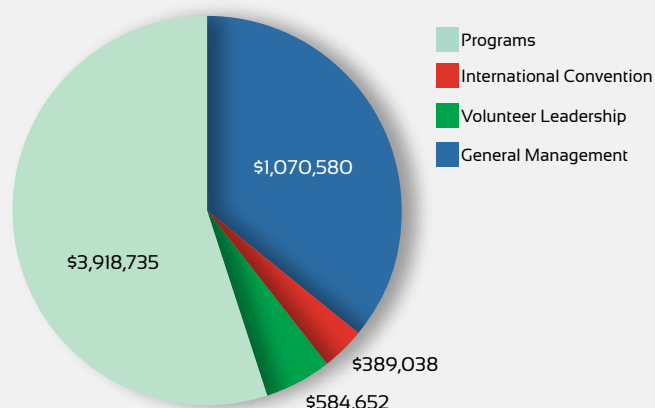
## REVENUES

Total = \$6,163,071



## EXPENSES

Total = \$5,963,005



# Get to know the candidates

*Candidates have been announced for the positions of 2013-14 International President-Elect and Vice President-Elect as well as for two positions on the International Board of Directors. Eligible delegates to the 2013 International Convention in Cincinnati will have the opportunity to vote to fill these positions. Basic biographical information on the candidates can be found on the following pages. More extensive candidate information is available at [www.optimist.org](http://www.optimist.org).*

# 2013-2014

## INTERNATIONAL PRESIDENT-ELECT CANDIDATE

### Kenneth R. Garner

**Member:** Breakfast Optimist Club of East Fort Worth, Texas (joined 1994)

**Occupation:** Executive Tax Director, CPA

**Optimist Service:** Honor Club President (1997-98 & 2008-09); Distinguished & Outstanding Lt. Governor, North Texas District (1998-99); Distinguished & Outstanding Governor (2001-02); Certified International Trainer (2002-present); Member, International New Club Building Committee (2003-04); International Vice President (2005-06); Member, International Convention Committee (2006-08); Host Area Chairman, International Convention (2008); Member, International Board of Directors (2008-11); Member, International Leadership Development Committee (2011-12); Chair, International Leadership Development Committee (2012-13).



#### **What will you strive to accomplish during your tenure as International President?**

Surrender Optimism's title as "world's best kept secret" via marketing efforts.

Urge Optimist Clubs, Districts and Regions to be bigger and bolder than before.

Create a strong sense of pride in being an Optimist and especially an Optimist leader.

Continuity among leadership teams that change annually (no more "my year – your year").

Elevate awareness of both current and "new" projects and programs in our communities.

Secure future leaders and allow them to grow so that future generations are able to experience Optimism.

Significant steps toward attaining 100,000 Optimist members by our 100th anniversary

# 2013-2014

## INTERNATIONAL BOARD MEMBER CANDIDATES

### Oscar Derby

Member: Optimist Club of Knutsford Circle, Jamaica (joined 2010); former member of the Optimist Club of New Kingston, Jamaica (joined 1989).

Optimist Service: Club President (1992-93 & 2004-05); Lt. Governor, Caribbean District (1993-94); Secretary-Treasurer, Caribbean District (1994-95); Governor, Caribbean District (1997-98); Member, International Development Committee (1999-2000); Member, International Convention Resolutions Committee (2000-01); Member, International Leadership Development Committee (2007-08); Certified District Trainer (2007-present); International Field Rep (2007-present).



### Marc D. Katz

Member: Optimist Club of Royal Oak, Michigan (joined 2000); Optimist Club of West Branch, Michigan (joined 2003); and Breakfast Optimist Club of Kalamazoo, Michigan (joined 2010). Previous member, Optimist Club of Berkley-Huntington Woods, Michigan (joined 1993).

Occupation: Training Manager/Senior Instructor

Optimist service: Club President (1995-97); Lt. Governor, Michigan District (1997-99); Secretary-Treasurer, Michigan District (1999-2000 & 2006-07); Assistant Governor, Michigan District (2001-02); Governor, Michigan District (2003-04); Member, International Leadership Development Committee (2006-08); Member, Certified Trainer Board (2006-09); International Vice President (2009-10); Chair, International Governance Committee (2011-12); Member, Certified Trainer Verification Committee (2012-present); Member, OIF Grant Committee (2012-present).



### Nicole Paquette

Member: Optimist Club of St-Albert, Ontario (joined 1993)

Occupation: Owner & Administrator of residence for intellectually handicapped adults.

Optimist Service: Club President (1998-99); Lt. Governor, Eastern Ontario District (2005-06); Governor, Eastern Ontario District (2009-10); Member, International Convention Credentials Committee (2011-2012).



## Essie L. Johnson

Member: Optimist Club of Knoxville, Tennessee (joined 1994)

Occupation: Retired Teacher; Small Business Owner

Optimist Service: Distinguished Charter Club President (1994-95); Lt. Governor, Tennessee District (1995-96); Distinguished District Governor, Tennessee District (1998-99); 1st Quarter Governor, Tennessee District (2011-12); District Foundation Rep (2012-13); Member, International Activities Committee (2000-01); Member, International Club Services & Tracking Committee (2001-02); Member, JOOI Committee (2002-04); Member, International Ad Hoc Diversity Committee (2003-04); International Vice President (2004-05); Member, International Convention Committee (2004-05); Host Area Chair, International Convention (2005-06); Member, International Convention Committee (2006-07); Chair, International Convention Committee (2007-08); Member, International New Community Growth Committee (2009-10); Chair, International New Community Growth Committee (2010-11).



## Jim Oliver

Member: Optimist Club of Van Nuys Airport, California (joined 1970)

Occupation: Business Owner

Optimist Service: Club President (1975-76) & Distinguished Club President (1983-84); Lt. Governor, Pacific Southwest District (1989-90); Secretary-Treasurer, Pacific Southwest District (1994-95); Distinguished Governor, Pacific Southwest District (2001-02); Chair, Rose Parade Committee (2006-07); International Vice President (2007-08); Member, International Membership Committee (2008-09); Chair, International Activities Committee (2011-12); Chair, International New Club Building Committee (2012-13); Certified Club Builder.



## Mike Woodward

Member: Optimist Club of Plainfield, Indiana (joined in 1976)

Occupation: Professional Accountant (Retired)

Optimist service: Honor Club President (1980-81); Lt. Governor, Indiana South District (1991-92); Secretary-Treasurer, Indiana South District (1994-96); Governor, Indiana South District (1997-98); Member, International Finance Committee (2002-04); Member International Convention Credentials Committee (2003-04); Member, International Junior Golf Committee (2005-06 & 2009-11); International Vice President (2008-09).



### Northeast & Great Lakes Region

(Atlantic Central, Central Ontario, Michigan, Midwestern Ontario, New York-New England, Southwestern Ontario)

#### Fatima N. Plater

Member: Optimist Club of Metro Riverfront, Detroit, Michigan; Living Community Optimist Club, Michigan; and WSU Warrior Optimist Club, Michigan.

Occupation: Retired Teacher

Optimist Service: Double Distinguished Club President (1996-97); Honor Club President (2003-04); Lt. Governor, Michigan District (1998-99); Assistant Governor, Michigan District (1999-2000); Governor, Michigan District (2001-02); International Field Rep (2003-present); attained P.G.I. Level 10 (2003); Member, International Strategic Growth Initiative Committee (2005-06); Member, International JOOI Committee (2006-07); Chair, International College Club Committee (2007-08); Master Club Builder (2008-present); Member, International Board of Directors (2010-2013); Certified District Trainer (2012).



### Southeast Region

(Alabama-Louisiana-Mississippi, Caribbean, Georgia, North Florida, South Carolina, South Florida)

#### Deanna S. Morrow

Member: Optimist Club of Carrollton, Georgia; former member, Optimist Club of Douglassville, Georgia (joined 1991)

Occupation: School Media Specialist

Optimist Service: Honor Club President (Douglassville-1993-94); Honor Club President (Carrollton-2000-01); Distinguished Lt. Governor, Georgia District (1994-95); Governor, Georgia District (2005-06); Certified New Club Builder (2007-present); Member, International New Club Building Committee (2011-12); Member, International Non-Traditional New Club Building Committee (2012-13); Certified International Trainer (2012-present).



## Mid Atlantic Region

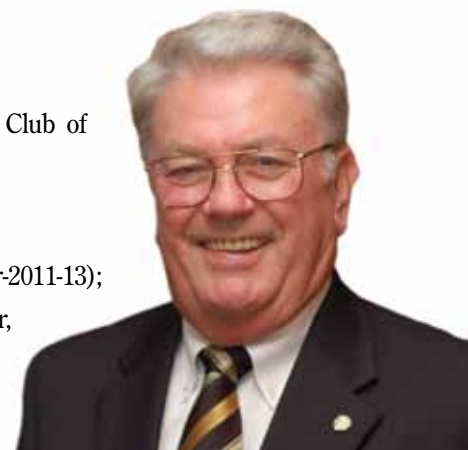
(Capital-Virginia, Kentucky-West Virginia, Maryland-South Delaware, North Carolina East, North Carolina West, Tennessee)

### Lawson K. Headley, Sr.

Member: Optimist Club of West Central Richmond, Virginia (joined 1994) and Optimist Club of Hanover, Virginia (joined 2008).

Occupation: President/Owner of an IT firm

Optimist Service: Club President (West Central Richmond-2003-04); Club President (Hanover-2011-13); Lt. Governor, Capital-Virginia District; Governor, Capital-Virginia District (2008-09); Member, International Junior Golf Committee (2009-12).



## Middle America Region

(East Missouri, Illinois, Indiana North, Indiana South, Ohio, West Missouri)

### Todd McMillan

Member: Optimist Club of Huntington, Indiana (joined 2012) and Breakfast Optimist Club of Janesville, Wisconsin (joined 1984)

Occupation: Automobile Manufacturing Engineering Projects Team Leader

Optimist Service: Honor Club President (Janesville Bkfst-2000-01 and 2003-04); Distinguished Lt. Governor, Southern Wisconsin District (2001-02); Distinguished Secretary-Treasurer, Southern Wisconsin District (2003-04); Distinguished & Outstanding Governor, Southern Wisconsin District (2005-06); Optimist International Foundation Rep, Southern Wisconsin District (2002-03); Certified Club Builder (2006-present); NCB Field Rep (2006-07); Member, International Development Committee (2007-09).



### Great Plains Region

(Alberta-Montana-Saskatchewan & Northern Wyoming, Dakotas-Manitoba-Minnesota, Iowa, Nebraska, Southern Wisconsin, Wisconsin North-Upper Michigan)

#### Janet Lloyd

Member: Optimist Club of Des Moines, Iowa (joined 1992) and Noon Optimist Club of Western Des Moines, Iowa.

Occupation: Operational Risk Consultant

Optimist Service: Club President (Des Moines-1993-94); Club President (West Des Moines-2002-04 & 2009-12); Lt. Governor, Iowa District (1999-2001); Distinguished & Outstanding Governor, Iowa District (2008-09); Member, International Activities Committee (2012-13); OIF Women's Philanthropy Council (2008-11).



### Southwest Region

(Arkansas, Colorado-Wyoming, Kansas, new Mexico-West Texas, North Texas, Oklahoma, South Texas)

#### Janet Oord Graves

Member: Optimist Club of Metrocom, San Antonio, Texas (joined 2012) and Breakfast Optimist Club of Kalamazoo, Michigan (joined 1997)

Occupation: Retired Educator

Optimist Service: Honor Club President (Kalamazoo-2001-02); Honor Lt. Governor, Michigan District (2002-03); Assistant Governor, Michigan District (2004-05); Distinguished & Outstanding Governor, Michigan District (2010-11).



## West Coast Region

(Arizona, California South, Pacific Central, Pacific Northwest, Pacific Southeast, Pacific Southwest)

### Ed Murphy III

Member: Optimist Club of Issaquah, Washington (joined 2004)

Occupation: Operations Manager, Wholesale Store

Optimist Service: Club President (2004-06); Lt. Governor, Pacific Northwest District (2004-05); Distinguished Governor, Pacific Northwest District (2010-11).



## Saint Lawrence Region

(Eastern Ontario, Quebec Center, Quebec East and Acadia, Quebec East-North Shore, Quebec South, Quebec West)

### Danielle Dupont

Member: Optimist Club of Thurso, Quebec (joined 2006). Previous member of Optimist Club of La Peche, Quebec (joined 1991).

Occupation: Retired Federal Government Office Manager

Optimist Service: Honor Club President (La Peche-1991-92); Lt. Governor, Quebec West District (1996-98 & 1999-2000); Assistant Governor, Quebec West District (1999-2000); Governor, Quebec West District (2001-02); Certified District Trainer (2004); Builder of Excellence (2006); P.G.I. Level 10 (2005); Member, International Membership Committee (2003-05); Member, International Resources, Retention & Renewal Committee (2005-06); Member, International Convention Credentials Committee (2006-07); Member, International Membership & Retention Committee (2007-08); Member, International Membership Committee (2012-13).



# Personal Growth Leads to Better Service

**B**eing an Optimist Member provides countless benefits. While the opportunity to serve children is easily the most appealing, the opportunity for personal growth is also remarkable.

Optimist International offers a Personal Growth and Involvement (PGI) program to help Members become more knowledgeable volunteers. Members learn more about Optimism as they progress through 10 levels of involvement, growth and achievement. Attendance, knowledge of the organization, programs, self development and communication are just a few of the elements of the PGI program.

Participation in PGI offers Members the opportunity to learn and grow into a leader while working at their own pace! For more information, contact the Leadership Development Department at (800) 500-8130 or by e-mail at [leadership@optimist.org](mailto:leadership@optimist.org).

## A Member's Perspective

Once upon a time, Optimist International wanted a way to create a more informed and stronger

membership. One day, Mark Claussen from Nebraska took advantage of the opportunity to learn more about the organization, recruited Members and developed his leadership skills. Because of that, he earned Level VII of PGI. Because of that, he became even more inspired to improve himself as an Optimist and help others do the same. Until finally, he achieved Level X during the Optimist Convention in Cincinnati!

## Optimists Accomplish Much through PGI

The following Optimists submitted their requirements for achieving Level VII and X of the Personal Growth & Involvement Program between January 30 and April 19, 2013.

### PGI Level VII Recipients

Phil Cox	SC
Russ Testorff	KS

### PGI Level X Recipients

Frank Lambert	AR
Ashby Skinnell	SC

## Benefits of the PGI Program:

- Allows Club Members to be recognized for personal and professional accomplishments.
- Gives Members an opportunity to participate in long-term Club involvement while learning more about Optimism.
- Offers personal growth opportunities to each Member.
- Provides Members with Club meeting, membership recruitment and retention ideas.

With so many benefits, there's no reason not to participate in this program!

## Christian D. Larson Partners Membership

471. Dr. Carl Bowen

472. Harold H. Stratz

473. Ronnie Osborn

475. Delmer Wallen, Jr. (In Memory)

476. Clara Gray

477. Clyde W. Bailey

478. Steven J. Duben

481. Wilma VanLoo

497. Donald Angus (In Memory)

498. Debbie Merriam

499. Sandy Middleton

500. Kelly Eggers

501. Dr. J.C. Boone

502. Alain Savard

*\*\*The list can be found in its entirety on the Optimist International Foundations website at [www.oifoundation.org](http://www.oifoundation.org).*

## Donor Listing ✓

### \*\*SILVER BENEFACTOR - \$25,000

SOUTH TEXAS  
Ed and Jo-Ann Finn

### \*\*BRONZE BENEFACTOR - \$15,000

EAST MISSOURI  
Don and Anita Sievers

INDIANA NORTH  
Leland Lemaster

MICHIGAN  
Michel D. Listenberger

NEW MEXICO-WEST TEXAS  
Optimist Club of Las Cruces, NM

### \*\*EMINENT BENEFACTOR - \$10,000

DAKOTAS-MANITOBA-MINNESOTA  
John and Cheryl Dyvig

ILLINOIS  
Optimist Club of Deerfield, IL

NORTH TEXAS  
Pauline S. Benson

CENTRE DU QUÉBEC  
Daniel McIntyre

MIDWESTERN ONTARIO  
Optimist Club of London East, Ontario

CENTRAL ONTARIO  
Optimist Club of Hamilton, Ontario  
Optimist Club of St-Catharines, Ontario

### \*\*DISTINGUISHED BENEFACTOR - \$5,000

AM&NW  
Glenn W. Turple

INDIANA NORTH  
Karyn J. Gilly

MICHIGAN  
David Fries

MIDWESTERN ONTARIO  
Bernice Bechthold

NORTH CAROLINA EAST  
Optimist Club of Raleigh-Dinner, NC

TENNESSEE  
William Stone

### \*\*HONORED BENEFACTOR - \$2,500

CENTRE DU QUÉBEC  
Johane Seracino  
Bruno Tremblay

DEQA  
Bernard Labrècque

CENTRAL ONTARIO  
Optimist Club of Forest Park, Ontario

### \*\*BENEFACTOR - \$1,000

ALABAMA-LOUISIANA-MISSISSIPPI  
Helen E. Howard

CARIBBEAN  
Kathryn Thompson

CENTRE DU QUÉBEC  
Bernard Giroux  
Guy Messier  
André Dumas  
Marie Samson

EAST ONTARIO  
Sylvie P. Couturier  
Anne R. Doyle  
Gilles Bélanger

MIDWESTERN ONTARIO  
Optimist Club of Mannheim, Ontario

OUEST DU QUÉBEC  
Mario Lauzon

PACIFIC CENTRAL  
Stephen Loomis

SOUTHERN WISCONSIN  
Optimist Club of Mequon-Thiensville, WI

SOUTHWESTERN ONTARIO  
Janet L. Waite

SUD DU QUÉBEC  
Line Grenier

This is a record of lifetime accumulation levels achieved from January 1, 2013 to February 28, 2013 for individuals and Clubs. This listing is for gifts recorded up to the deadline date for the printing of *The Optimist*.

WISCONSIN NORTH-UPPER  
MICHIGAN  
Judith A. Goodchild

DEQA  
Club Optimiste de Pointe-au-Père, Québec

Learn more  
about Living  
Trusts on  
page 10.

## Top Districts as of March 31, 2013 ✓

District	Representative	Avg. Member Con.	District	Representative	Total Con.
South Texas	Joe Smith	\$32.26	South Texas	Joe Smith	\$53,586.50
Arizona	Nova Sipe	\$9.26	Michigan	Dorothy Tyler	\$16,213.75
North Carolina East	Bill Edgerton	\$8.79	Indiana South	David Kirkman	\$13,731.08
Indiana South	David Kirkman	\$8.78	North Carolina East	Bill Edgerton	\$12,100.70
Tennessee	Essie Johnson	\$8.21	Alabama-Louisiana-Mississippi	Janet Smith	\$11,993.50
Capital-Virginia	Jeffrey Johnson	\$6.82	Tennessee	Essie Johnson	\$10,820.84
Alabama-Louisiana-Mississippi	Janet Smith	\$6.50	Arizona	Nova Sipe	\$8,842.92
Pacific Central	Russell Blowers	\$6.19	Colorado-Wyoming	Donna Priester	\$8,380.65
South Carolina	Donna Keating	\$6.05	Capital-Virginia	Jeffrey Johnson	\$7,607.00
Maryland-South Delaware	Richard Price	\$5.25	Ohio	Ellen Brautigam	\$7,572.10

### Canadian Children's Optimist Foundation

District	Representative	Avg Member Contribution
PNW	Peter Smith	\$19.00
AMS&NW	Douglas Kirby	\$16.40
MWONT	Warren Bechthold	\$5.66

District	Representative	Total Contributions
MWONT	Warren Bechthold	\$14,467.96
AMS&NW	Douglas Kirby	\$13,536.77
QC	D. Durocher & J. Seracino	\$13,056.83



## Children's Truths

- 1) When your Mom is mad at your Dad, don't let her brush your hair.
- 2) If your sister hits you, don't hit her back. They always catch the second person.
- 3) You can't trust dogs to watch your food.
- 4) Reading what people write on desks can teach you a lot.
- 5) Don't sneeze when someone is cutting your hair.
- 6) Puppies still have bad breath, even after eating a tic-tac.
- 7) Never hold a Dust-Buster and a cat at the same time.
- 8) School lunches stick to the wall.
- 9) You can't hide a piece of broccoli in a glass of milk.
- 10) Don't wear polka-dot underwear under white shorts.

## Animal Crackers

A mother and her young son returned from the grocery store and began putting away the groceries. The boy opened a box of animal crackers and spread them all over the table.

"What are you doing?" his mother asked.

"The box says not to eat them if the seal is broken," the boy explained. "I'm looking for the seal."

## Advice from Dad

A young boy and his dad went fishing one morning. After a few quiet hours in the boat, the boy became curious about the world around him. He looked up at his dad and asked, "How do fish breathe underwater?"

His dad thought about it for a moment, then replied, "I really don't know, son."

The boy sat quietly for a moment, then turned back to his dad and asked, "How does our boat float on the water?"

Once again his dad replied, "Don't know, son."

Pondering his thoughts again, the boy asked, "Why is the sky blue?"

Again, his dad replied. "Don't know, son."

The inquisitive boy, worried he was annoying his father, asks this time, "Dad, do you mind that I'm asking you all these questions?"

"Of course not," replied his dad, "How else are you ever going to learn anything?"

# They're small, they're yellow & THEY'RE BACK!

The Childhood Cancer Campaign (CCC) rubber ducks will be at the International Convention in Cincinnati. They'll be there to support the CCC and give you a chance to win!

Visit the CCC booth in the House of Optimism and purchase a duck raffle ticket for \$10. The duck with the corresponding number will be placed in the swimming pool next to the booth.

During the final Business Session, three ducks will be pulled and the lucky Optimists holding those numbers will win!

**First Prize – \$100 | Second Prize – \$50 | Third Prize - \$25**

All proceeds will go to childhood cancer research at Johns Hopkins and the Canadian CCC. Make sure to buy your ducks and support the fight against childhood cancer!





# \$30 Under 30 Membership Incentive



To help your Club bring in new energy, talent and leadership, Optimist International is offering an Optimistic incentive for young adult Members.

Any new traditional Member inclusive of 18-30 years of age who joins an Optimist Club by September 30, 2013 will receive this special dues offer.

Please call [800] 500-8130 or e-mail [membership@optimist.org](mailto:membership@optimist.org) for more information.