

The OPTIMIST

Fall 2012

For the future
Pour le futur



OPTIMIST
INTERNATIONAL

2012-2013 PARALLEL DISTRICT CONFERENCES

Southwest Region Conference
Oklahoma City, OK | March 2-3, 2013

Assemblée de la Région
Quebec City, QC | March 8-10, 2013

Parallel District Conference #2 Southeast Region
Augusta, GA | May 17-19, 2013

Western Optimist Workshops Conference
Las Vegas, NV | February 15-17, 2013

Parallel District Conference #1 Southeast Region
Tampa, FL | Nov 16-18, 2012

Mid-Atlantic Parallel District Conference
Roanoke, VA | Nov 2-4, 2012

Leave a Legacy Member Development Conference
Toronto, CN | Oct 19-21, 2012

**The 2013 Middle America
Optimist Workshop**
Terra Haute, IN | April 12-14, 2013

Great Plains Region PDC
Rapid City, SD | March 22-24, 2013

Grow from the best training that Optimist International has to offer – agendas designed for current leaders, past leaders, future leaders and every Optimist Member! Save the date and prepare for new opportunities in Optimism!

Fantastic Fellowship

Meet, laugh and make friends with Optimists from all over your Region, your Governor, your International Vice President and your 2012-2013 International President, Jean Claude St-Onge and First Lady Marcelle. Seize this dynamic opportunity to take your Club to new heights in shaping the greatest generation yet. Know that every Optimist is invited and encouraged to attend, especially Club Presidents – your Club and those you serve will benefit from this fun and inspirational event.

BE CERTAIN THAT YOU ARE PART OF THIS AMAZING EXPERIENCE!
MORE INFORMATION IS AVAILABLE AT WWW.OPTIMIST.ORG/PDC

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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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The Optimist

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On the Cover: *Be an important part of the President's team and participate in the 2012-13 incentive program. Help grow the Optimist organization for the future.*

Leading Optimism into the Future



Every winning team is led by a strong head coach. The job of the head coach may seem simple, but without the proper support and direction even the strongest team can falter. Coaches plan, prepare and motivate their team to succeed. Optimists can be confident that the organization is being led by a solid leader focused on growth and new Club building in International President Jean-Claude St-Onge, also known as J.C.

His involvement with his local Optimist Club began the same way as a number of Members. J.C. was continually asked by his brother-in-law to join until he finally agreed in 1983. While he had numerous personal and professional commitments, he recalls that his family always placed an emphasis on community service and doing things for kids.

Early Days

J.C. was born in 1950 to a relatively poor family. His father worked for the railroad and the family moved quite often. At the age of six, the family settled in Dorion, Quebec, then later moved to a mining town where 99% of the community spoke English. Because of the remote location, the bus trip to school every day took 45 minutes and became an hour and a half in the winter. By grade 12, the trip had become 2 hours each way, making for very late night dinners. He graduated at age 15, but was too young

to go to the university, so he took some additional science classes before starting college and majoring in business.

In 1966, J.C. began training in judo for five to six hours a day, and by 1972 was qualifying for the Canadian Olympic team. Unfortunately, a broken shoulder left him unable to compete, but he did serve as a trainer and learned the importance of that role.

After meeting Marcelle while working part-time for an electrical wholesaler, the two married in 1972. A few years later he was offered a full-time job and by 1975 was specifying lighting for the Olympic Village and part of Olympic Stadium in Montreal. Moving up to senior buyer and purchasing director for the eastern Quebec region, he began to learn the concept of teamwork.

Eventually, J.C. started his own business as an electrical manufacturer's representative, which forced him to be away from home on business three weeks out of the month. In four years, he grew the business from 3 to 10 employees. He is now semi-retired, but built a system that allows him to supervise his company from anywhere in the world.

The Importance of Family

J.C. and Marcelle have two daughters and one son. Their oldest daughter, Melanie is a full-time lawyer and mother of three- Anais(7), Emile(5) and Elliot(4) with her spouse Martin. Sandra is a visual concept supervisor, who has 2 daughters- Charlie (5) and Clara(2) with her spouse Mathieu. Their son Mathieu, also known as Matt has been working with his father for the past 10 years and will be manning operations while J.C. serves as International President.

"My wife and I are very proud of our children and 5 grandchildren." J.C. says.

Family is very important to J.C. and he credits his oldest daughter with helping him remember that.

"When I was Lieutenant Governor, my daughter was sixteen. She asked me if Optimists spend time with kids," J.C. recalls. "I told her yes and she asked when I was going

to spend time with us, meaning her and her sister and brother. That was when I realized I must make equal time for my work, Optimism and my family.”

Marcelle is not an Optimist Member, but is very involved in community service and caring for her mother, who is 97 years old. She has been taking English classes for the past year, so that she can communicate with Optimist Members. While she is nervous about making a mistake, J.C. says that “she loves people and they are naturally attracted to her.”

Life as an Optimist

While J.C. may have initially been reluctant to join a Club, he quickly embraced the values of service. In 1985-86, he became a Distinguished Club President. He built an Alpha and a JOOI Club. Three years later, he became a Lieutenant Governor and organized Zone meetings every month. J.C. stressed the importance of communication to all of his Clubs.

“Optimism means fellowship, helping people and trying to find solutions for the youth in the community. It means

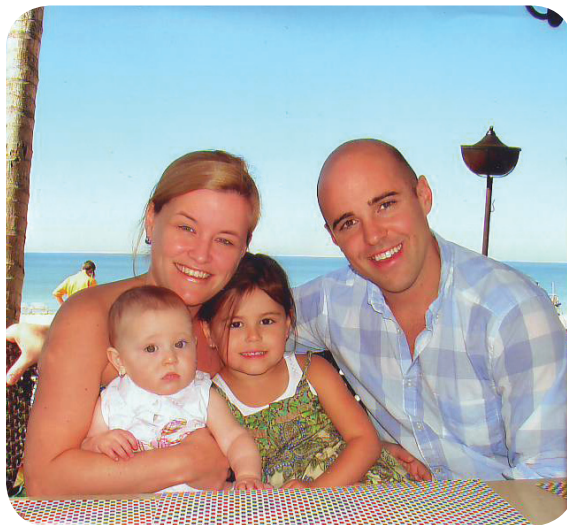
working with all kids, not just the elite kids,” J.C. says. “The best example is because of my job, I was able to get Mario Lemieux, a well-known hockey player to attend a Tri-Star event. The Club was able to provide 55 less fortunate kids with skates and hockey sticks. Kids still approach me to thank me for that experience.”

His effectiveness at the Club and Zone levels led to him being asked to serve on District Committees, mainly Finance and Governance. J.C. developed a reputation as the “Club services guy” and was willing to assist wherever his talents could be best utilized.

In 1998, he was asked to serve on his first international committee. Since then he has served as New Club Building Chair, Finance Chair and on the Growth Panel. While he understands the importance of activities, his focus has always been more membership-based.

J.C. was honored to be asked to serve as a Vice President in 2000-01 and organized the first PDC in the Region that over 700 people attended. Following his term, he served on other international committees including Junior Golf. His straight-forward style to shoot from the

For the future!



Top left: Matt's innovations have brought the family business to new heights and he will be handling operations while J.C. serves as International President. Bottom left: Melanie and Martin with their children, Anais, Emile and Elliot. Top right: Sandra and husband Mathieu with Charlie and Clara.



Optimists in *Action*

Showcasing Optimism with a Twist

The Fort Mill Community Optimist Club of South Carolina conducted their third annual “Tea with a Twist” fundraiser to bring the community together, promote Optimism and benefit youth.

A gathering of about 50 young people and adults were entertained by a mime group and a fashion show featuring Club Members. Attendees were served a wide variety of teas such as southern ice tea, hot peach, raspberry, green, chamomile and lemon. There was also a wide variety of hors-d'oeuvres ranging from pinwheel sandwiches to pigs in a blanket, as well as delicious desserts that included cheesecakes and cupcakes.

Informational Optimist materials were on display. Attendees had the opportunity to review the items and chat with Club Members to learn more about the organization.

The proceeds from the event will help finance the Club's scholarship program for two deserving seniors, one from each of the two local high schools. The fundraiser also provides funding for the Club's “Fun Day in the Park,”



which involves a wide range of activities, food and the distribution of school supplies.



Attendees were entertained while learning about Optimism.

The “Tea with a Twist” event provided an enjoyable opportunity for the community to interact with the Optimist Club, while raising awareness of the work they do for local youth.

Going Green for Optimism

In honor of Earth Day, the Breakfast Optimist Club of Kalamazoo (BOCK) sponsored a latex paint recycling project. The Club partnered with e-Paint Recycling, a company that reconditions leftover latex paint for resale.

There were two designated drop-off locations for members of the community to turn in their paint. The cost was \$2.00 per can with no limits on how much or how little paint is left in the can. This leftover paint would be recycled into fresh new colors.

Community members were able to get rid of extra paint in an environmentally-conscious manner and BOCK was able to raise funds for projects that would benefit local children.



Club Members gather at one of the paint drop-off locations.

If you are interested in learning more about this project, please contact Wilma VanLoo from BOCK at dwvanloo@sbcglobal.net.

While Optimist Clubs are autonomous and vary in numerous ways, there is one thing they all have in common. Members are ready to get involved and meet the needs of their community. Here are just a few examples of Optimists at work.

Recognizing Service and Commitment

Honoring law enforcement is a long-standing and valued tradition for the Optimist Club of Downtown Houston in the South Texas District. The Club held their 54th Annual Respect for Law Day event at a local hotel to honor 10 deserving law enforcement agents for outstanding service to the greater Houston area.

Jack Cagle, Precinct 4, Harris County Commissioner, and a former Optimist Essay Contest winner, was the guest speaker. Bill Balleza, NBC News 2 anchor introduced the distinguished guests.

"The Club is proud of the lawyers and judges who were members of our Downtown Club that started this program 54 years ago. This is the oldest Club in Houston," said Club Secretary Bill Young. "Other former speakers at this occasion have been respected leaders of the city, county and state including President George H.W. Bush, Governor Rick Perry and the director of the FBI.

South Texas Governor Joe Smith closed the event by leading the honorees and guests in reciting the Optimist Creed.

Club Reaches Out to Children in Crisis

The Howard-Suamico Optimist Club in the Wisconsin North-Upper Michigan District donated 300 children's books to local law enforcement. This generous donation was made as part of the Club's involvement with the REACH a Child organization.

REACH a Child is designed to put smiles on the faces of children in crisis across America through the power of books. REACH stands for Reading Enjoyment Affects Childhood Happiness. The organization provides books to law enforcement officials to give to children during crisis events. Books can be used to distract children from focusing on traffic accidents, domestic disturbances, illnesses and fires.

This was the second year the Club has been involved with the program and Members plan to continue contributing as part of their mission to be a friend of youth.



The Club's contributions will mean a lot to children going through difficult times.

Supporting the Medical Professionals of Tomorrow

Members of the Winter Haven Optimist Club of North Florida had a unique opportunity to get a glimpse into the world of a surgeon. One of their Club meetings was conducted at the Winter Haven Hospital and hosted by Dr. Sijo Parekattil, the Director of Robotics/Medical Director of Urology and members of his staff.

After an informational presentation, Optimists were escorted to a surgical suite, where they put on gowns, slippers and hairnets. Each interested person was allowed to use the \$2 million da Vinci Surgical Robotic System to maneuver small micro-sized rubber bands and place them on even smaller obstacles underneath the robotic arms.

The hospital in conjunction with Polk State College initiated a student internship for high school juniors and seniors to attend an eight-week summer course in the

"Scholarobotic Academy." Upon completion of the course, the student will receive three hours of college credit. The Winter Haven Optimist Club partnered with the hospital and college to provide financial aid to any interested student to meet the application fee for the course.



Club Members smile as they pose in their hospital attire.

Immediate Past President Jack Creswell Recognizes Optimist Leaders

by Kai Gansner, Director of Member Services

Top performing 2011-2012 Vice Presidents and Governors got swinging into action early for Immediate Past President Jack Creswell's "Swing into Action" incentive. There were three ways for these Optimist leaders to earn the opportunity to play golf with Immediate Past President Jack on a PGA course at the Optimist International Junior Golf Championships in Palm Beach Gardens, Florida. The winners won by helping others win. The avenues of achieving the incentive were New Club Building, Membership and New Optimists Welcome (NOW) events.

Over the course of five months, Immediate Past President Jack's incentive followed suit in the spirit of the old Pace Maker recognition. It rewarded achievers for leading New Club growth, Membership growth and increasing community awareness of what we do as Optimists. From January through May, Optimist leaders thought their way around challenges and got the job done.

More Members means more youth we can serve. It's important to reward in terms of "now that" instead of "if then." That means instead of saying, "If you do this action, then you get this widget," we're shifting to "Now that you've done this action for the right reasons, we recognize and praise your efforts publicly."

The Optimist leaders who received the recognition got to play golf with Immediate Past President Jack Creswell and feel like a V.I.P. They helped others win by introducing new Members to and involving them in our Optimist philosophy, celebrating our positivity about life and "bringing out the best in kids!"

You don't need a title to be a leader. You, too, can make a positive difference.

Swing into Action

(January 1 to May 31)

Build New Clubs

Top two Governors and Top VP

Governor Ray Finocchio
(Michigan) 3 new Clubs

Governor Jean Paquet
(Quebec East-North Shore)
2 new Clubs

Vice President Dwight Phillips
(Northeast Great Lakes Region)
5 new Clubs

Add New Members

Top Governor and Top VP

Governor Kathy Howard
(North Carolina West) Net+ 63

Vice President Sandy Cyphers
(Mid-Atlantic Region) Net+ 72

Host a NOW Event

Top District

Governor Dwight Phillips
(Caribbean) 16 NOW events

Training for NEW Digital CPA Program

Is your Club ready for their close-up? If so, then the digital CPA program is for you. Maybe your Club is more comfortable submitting your projects in document form. Then the new CPA program was designed with you in mind too!

In the Best Film category, Clubs are asked to showcase their project in a 10-minute video clip. The questions from the Project Story need to be answered during the video and the entry must be submitted on CD.

In the Best Writing in a CPA entry category, Clubs are asked to complete the Project Story

and instead of printing it and their supporting documents, save them to a CD in .pdf format.

A CPA tutorial is now available on the Optimist website, www.optimist.org. The tutorial PowerPoint walks you through the process of assembling a CPA entry and the submission process. There are also two sample entries available for review.

Check out these resources and get started with your CPA entry today! All entries are due to the International Office by December 15.

OIF is Seeking a New Board Candidate

Support the Foundation... by becoming a Board Member! The Optimist International Foundation is now seeking nominations for the upcoming opening on the Foundation Board of Directors for the term beginning October 1, 2013.

Members interested in nominating themselves or others may visit the Foundation website, www.oifoundation.org,

to download the application. Nominations will be accepted between October 1 and December 1, 2012. All qualifying candidates will be listed online in January.

Please review the candidate qualifications on the website prior to submitting a nomination. For more information, please feel free to contact the Foundation office at 800-500-8130.

Past International President Donald E. Strub Passes Away

1982-83 Optimist International President Donald E. Strub died at his home in Springfield, Missouri, on August 4, 2012, at the age of 82.

Don Strub's Optimist service began in April of 1960, when he was asked to join the Optimist Club of Coralville, Iowa. "My sponsor was the Club President," Strub recalled, "and he kept persisting. So I told him I would join on one condition—that he didn't ask me to do anything."

In time, however, Strub was asked to serve and in 1965-66 was the Coralville Club's president. In 1968-69, he led the Iowa District as its Governor. His service on the International level began in 1970-71 as a member of the Membership & Attendance Committee. The following year he was elected to the office of International Vice President. He also was a member of the Achievement & Awards Committee (1972-73); Leadership Development Committee (1973-74); chair of that same committee (1974-76); member of the Candidate Qualifications Committee (1976-79); chair of the New Club Building Committee (1978-81); and International President-Elect in 1981-82. He was a member of the Breakfast Optimist Club of Springfield, Missouri, at the time of his death.

"Our challenge should not simply be to bring in more members to increase our growth, nor just to expand our geographical coverage by building more Clubs, nor solely to increase our programs of service to mankind," Strub wrote while President in 1982. "Our challenge is much greater than any one of these. Our challenge is to perpetuate the pride of this great organization and, yes, to elevate it even higher by excelling in all areas of endeavor."

Strub is survived by his wife, Jae, and their three children. The family requests memorials be made to the Optimist International Foundation.



"Our challenge is to perpetuate the pride of this great organization and, yes, to elevate it even higher by excelling in all areas of endeavor."

Reel Optimism

Optimist International and the Optimist International Foundation are partnering to announce the first annual Optimist Club video project. You and your Club now have an opportunity to share your Optimism, be part of a promotional video for Optimist International and potentially receive a Club grant.

Clubs have through March 1, 2013, to create a short video segment that answers the question, "What does Optimism mean to you and your Club?" Technology-savvy Members can follow the submission guidelines to upload the video to YouTube.

Entries will be judged based on original content, creativity, composition and the extent to which the topic question was answered. All types of submissions are encouraged. All Clubs that submit a video will be automatically entered into a drawing to receive a \$250 Club grant.

This is your chance to get creative and start brainstorming ideas for your Club's video! For more information about the project and submission guidelines,

go to www.optimist.org/ReelOptimism.



Contest Dates

**October 1, 2012 -
March 1, 2013**

**Members and Clubs can submit
videos on YouTube using the
submission guidelines.**

May 1, 2013

**Finalists will be announced and
voting will be opened to the
public.**

May 15, 2013

**Public voting will end and
winning Clubs will be notified.**

July 4-6, 2013

**Winning videos will
be announced during
the 2013 International
Convention and Clubs will be
invited on stage to receive their
Club grant.**

Prizes

First Place

\$1,000 Club grant

Second Place

\$500 Club grant

Third Place

\$250 Club grant

Bringing Reading to Life



Imagine being a 5-year old and having Dr. Seuss reading “Green Eggs and Ham,” or a princess reading “Sleeping Beauty” to you. The Wayne Optimist Club of Corydon from the Iowa District made this fun scenario come to life for children during a Storybook Characters Book Fair.

The Club focused on designing a program targeted towards children ages 0-5 years that were in need of a school-ready summer program. This age group was determined to be neglected in most community activities.

Promotional flyers were given to every child at the local preschool and swimming pool. The Club contacted the local library and asked them to promote the project by displaying flyers.

The Storybook Characters Book Fair introduced the joy of reading and the world of books to youth. Children were invited to make their own “reading buddy” stuffed rabbit and received a book and book bag to take home.

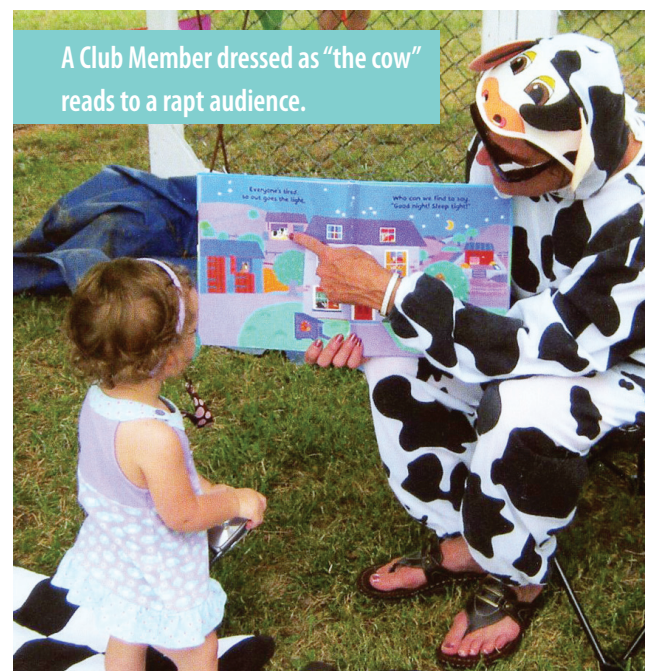
Club Secretary Marguerite Fehseke said, “We do this in conjunction with our local county fair. We have been asked to do this as a reading program for our local elementary school, at a local church for their fun fair and in connection with a parenting class with social services.”

After the project was conducted, Club Members used photos from the event to make a display for a window on the town’s square. This allowed the Club to promote their involvement in the community and the wonderful work they do with children.

The Wayne Optimist Club of Corydon received the “Best Overall Community Service Project” award in the 2010-2011 Community Projects Awards.

“We have just completed our second year adding Mr. Potato Head reading “Toy Story” and Peter Pan and Captain Hook reading “Peter Pan.” It is hard pressed to say at this time who is having more fun, the kids or the storybook character readers,” said Marguerite.

The project benefitted the children that participated, raised awareness of the Club in the community and resulted in interest from potential new Members.



A RAFFLE for Research

The Jackson Noon Optimist Club of the East Missouri District set a goal of making Optimist Childhood Cancer Awareness Month a memorable event. While promoting the Childhood Cancer Campaign and research, Members wanted their community to learn more about the wonderful work of the Club.

This was no small task, so Members knew they had to sponsor an event that would get the whole community involved. It was decided that a raffle for a king/queen-sized quilt and a baby quilt would be conducted to raise money for childhood cancer research at St Jude Children's Research Hospital. The Club solicited donations of quilts and a local business offered to print the tickets for the raffle.

Tickets were sold by individual Club Members as well as local businesses. Donation jars were placed in a variety of local establishments with the contributions designated for childhood cancer research. Signs and posters were placed



Two beautiful quilts were raffled off by the Club

throughout the community promoting both the raffle and the Optimist Club.

Hunter, the childhood cancer survivor who was the focus of the Club's previous CCC project, volunteered to help sell raffle tickets. Club Members were touched by his desire to help and welcomed his participation.

"Hunter is doing much better now and wanted to be involved," said Member Pat Abernathy. "He consistently displayed a sunny attitude, courage and appreciation for what the Club was doing. He even took it upon himself to actively participate by selling many tickets at his ballgames."

Community newspapers printed stories promoting the raffle, ticket sales and also the winners being selected. As a result of the article promoting the upcoming raffle, people were looking to buy tickets before Club Members even had a chance to sell them!

A grand total of \$1500 was contributed to St Jude Children's Research Hospital. The Jackson Noon Club received the "Best Overall Fundraising Project" award in the 2010-2011 Community Projects Awards for their efforts.

The Club is already planning their next raffle and Members are full of ideas to make it even more successful.



Members pitched in to raise money for Childhood Cancer Campaign

Giving the Gift of Caring to Youth in Need

by Audrey Raymond, Optimist International intern

Members of the Garden City Optimist Club of St. Catharines in the Central Ontario District organized a service project to benefit the youth of the Resource Association for Teens (RAFT) in Niagara Falls. The Club created a memorable holiday for the teens by providing stockings, dinner and other donations. The Club was awarded the 2010-2011 Optimist Innovation Award in the Community Projects Award competition.

RAFT is a non-profit organization that serves young people without secure housing, many of whom lack financial resources or come from unstable homes, by providing support and a safety net for these at-risk youth. The organization relies solely on donations, including the one facilitated by the Garden City Optimist Club.

After selecting RAFT as the agency to sponsor for this first-time project, the Club had just a little over a month to complete the project. However, the short time frame “was a minor challenge as everyone pitched in, and teamwork did the job,” said Club Members.

One of the goals for the project was to “to bring some joy and happiness into the teens’ lives and make this Christmas one which they will remember,” said Members. The Club brought this holiday joy to the youth in a personal way by arranging a Youth Night at the shelter where teens could decorate their own stockings.

The Club was able to fill these personally decorated stockings as well as provide the shelter with a Christmas dinner and much-needed winter clothing through an outpouring of support from donators. Member donations



funded the purchase of personal hygiene items to fill stockings, and a dental company and local dentists donated toothbrushes and toothpaste. A local store provided the Club with a 10% discount on anything purchased at their facility.

When a second-hand discount store provided garbage bags and boxes full of donated clothes, Optimist Judy Hagadorn said she was “overwhelmed” by the amount of the donation.

Delivery of all the donated items to the RAFT occurred in mid-December. This delivery also included items contributed by Members for the RAFT kitchen cupboard. The Club reported the donations were much more than expected.

“The most rewarding part was seeing the smiles on the youth when they helped us unload the vans in the snowstorm, which made us realize we made a difference to them,” said Members of the Garden City Optimist Club.

The Club intends to continue the project in the future, and some Members plan to contribute to RAFT throughout the year as well.

Optimists *meet* Milwaukee

The 94th International Convention in Milwaukee was great fun. From the Cele“BRAT”e FEST to the Closing Session, good times were had by all!

Crowds of Optimists gathered this summer to meet up with old friends, share new ideas and listen to inspirational talks by key Optimist leaders. It was an amazing experience of fellowship and fun, productive workshops, training sessions and memorable events of all kinds.

Don't miss out on the excitement in 2013, as Optimist International makes its way to the “walking city” of Cincinnati. Mark your calendars for July 4-6, 2013. You won't want to miss it!







Optimists Endow Scholarships for Future Generations

During the 94th Optimist International Convention, Ron Graves made a presentation to 2011-12 Optimist International Foundation President, Frank Ruman. Ron graciously presented a check for \$100,000 to endow two scholarships in honor of his late wife Kitty:

Optimist International Girls Oratorical Scholarship for South Texas District in memory of Kitty Graves and Barry and Tod Graves

Optimist International Boys Oratorical Scholarship for South Texas District in memory of Kitty Graves and Andrew Pena

This very generous gift will provide two \$2,500 scholarships each year in perpetuity and brings Ron's lifetime giving to the Foundation over \$250,000. Ron currently serves on the Planned Giving Committee for the Foundation.

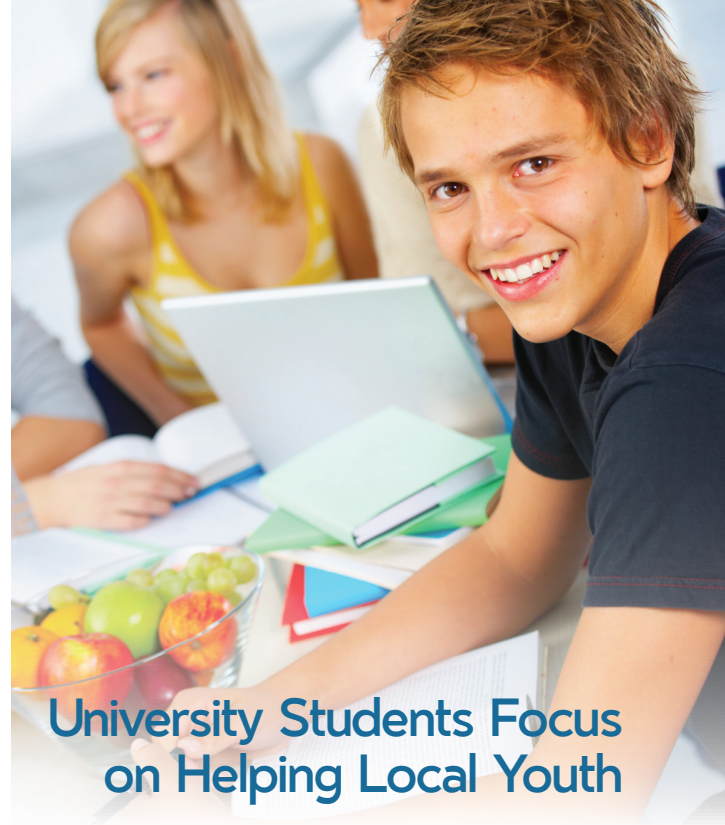
"It is my belief that the work of the Foundation is so important to the future of Optimist International that I have committed my time and resources over the years to make a difference for those served by the Foundation," said Ron.

Karen and Dana Monville, of Bay City, Michigan endowed a third scholarship:

Girls Oratorical Scholarship – Michigan District in honor of Karen and Dana Monville

Karen and Dana are longtime supporters of the Optimist International Foundation and have committed \$50,000 to ensure there will be a scholarship available annually in the Michigan District for the winner of the Girls Oratorical Contest. Karen is the President-Elect of the Optimist International Foundation and recently spearheaded the 40th Anniversary Committee as the committee chairperson.

The Optimist International Foundation would like to thank these Optimist Members for their generosity!



The Montreal University Optimist Club decided to focus their efforts on providing youth with the opportunity to reach their full potential.

The Academic Support Project, a student initiative allows students to improve their skills through independent practice. Thirty youth, ages 6 to 17 from the Montreal Youth Center receive 30-minute individualized tutoring sessions twice a week. The sessions are aimed at overcoming their academic difficulties and helping them grow as students.

A partnership was established between their school, the youth center and the Club to identify each student's difficulties. Eight university students are working on this project from October through June.

The Club's Physical Education Project (PEP) takes place during the 8 weeks of summer break. The mission of PEP is to offer close to 500 youth the opportunity to be physically active and develop healthy life-long habits through a wide variety of sports and activities, from football and volleyball to yoga and kayaking. Ten university students work full-time on this activity during the summer.

The Club is dedicated to "bringing out the best in kids" through academics and healthy living.

Continued from pg. 3

hip and ask questions later proved to be an asset to many areas of the organization.

Focus on the Future

As International President, J.C. wants to inspire excitement and dedication in all Optimist Members. His focus is on moving ahead one step at a time by empowering Members, building Clubs in communities that do not have one and getting Generations X and Y involved in the Optimist organization.

"I want to bring back the fun to Club meetings. I have almost perfect attendance at my Club's meetings, but I always manage to mentor someone who can take over for me the following year," J.C. says. "It is important to be a winner."

J.C. believes that every Member has their own strengths and it is important to help them utilize those strengths. Vice Presidents will be responsible for coaching the Governors, who will act as quarterbacks and coach the other players on their team. He is focused on organizing a game plan for growth that can be put into action and modified as needed. His goal is to leave the organization in a positive situation following the 2012-13 year, even if it means finishing with just one more Club and one new Member than we had when the year began.

"Members are the owners of this organization. The lines of communication have to be open down to every level," J.C. says. "Members need to be involved in the decision-making process."

While J.C. supports the programs sponsored at the International level, he believes the most important programs are the ones being done at the Club level.

"Clubs know what is needed in their community. The International organization is here to serve the Clubs and assist them in their efforts. Each Club should find their own purpose," J.C. says.



The upcoming Parallel District Conferences are designed to unite Regions and encourage communication. Districts often have the same needs and these conferences will give them a chance to see what is being done in other areas. Members

"When you wake up in the morning, you are faced with two possibilities. One is to go back to sleep and keep dreaming. The other is to stand up and fulfill your dreams."

will have the opportunity to meet other Members, learn from each other and exchange ideas. J.C. looks forward to the chance to visit all the

Districts and meet with the Governors.

International President J.C. St-Onge asks if you will be part of his team for the 2012-13 Optimist year. He believes the organization can grow and serve more children if Members and leaders work together. Let's do it for the future.

Marketing is essential for Clubs to attract new Members, establish a strong basis in the community and effectively “bring out the best in kids” through Optimist programs. According to the American Marketing Association, marketing is “the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners and society at large.”

It sounds complicated, but the secret is that marketing can be simple. As Optimists, you are the best source of marketing for your Club. You understand the value of being a Member and working with the children in your community. Now it is up to you to share that value with others, so your Club can grow, attain new Members and help more kids.

At the 2012 International convention in Milwaukee, Vice President-Elect Jim Boyd presented two Club marketing workshops. The response was tremendous. Jim and those in attendance worked to compile the following list to get every Member excited about marketing and sharing the value associated with being a part of their Club.

The best time to start marketing is now!

TOP TEN:

#1 YOU and Your Story

There is no better way to tell people about the organization than to explain why you are an Optimist or why you are a Member of an Optimist Club. The personal approach should always be number 1 as it is often the most effective.



#2 Websites

Every Club should have one. When marketing the Club in person, it makes it much easier to give a detailed perspective if an Optimist can say, “Check out our website at www.youoptimistclub.org.” Please make sure Optimist International knows about your Club’s website if you already have one.

#3

Social Media

Utilize resources like Facebook, Twitter and LinkedIn. These are some of the best ways to connect with the 35 and under crowd. The best part is they are all free. Visit the social media page of the Optimist website for guides on how to utilize social media.

#4 Optimist Marketing Kit

The kit is full of useful information about how to market your Club and resources to help. It is free and available on the Optimist website www.Optimist.org.



Ways to Market Your Club

#5

Traditional Media

Do not discount the effectiveness of radio, television and newspaper in today's technology-based society. Send press releases and photos to local media outlets.

#6 Public Events

Make sure your Club is part of the community. Members should attend farmer's markets, state and county fairs, leadership classes and other local events. Potential Members should know that Optimists value their community.

#7 Personal Stories

This can be incorporated into # 1, but think outside the box. Try filming 30-second video clips of Members telling why they are Optimists and posting them on the Club website and Facebook page.

#8 Meet the Optimists

A Club could set up an informational table at a restaurant or grocery store. Invite people to ask questions and learn more about Optimism. The forum could be used as a way of inviting prospective Members to learn more about your Club without running a NOW meeting.



#10 Club Clothing

Wear your Optimist pride on your sleeve...literally. It is an easy way to promote your Club, but it makes a strong statement. Members can wear t-shirts promoting the Club during your next project and then showcase their Optimism on any given day.

#9 Partner with Another Community Group

Consider working with another community-based group in a mutually beneficial relationship. Run a joint project so each group effectively markets the other.

BONUS!

Sponsor a local sports team

Just imagine a team of little league players all wearing jerseys with your Club name and the Optimist logo. The team gets funding and your Club gets to showcase how they serve youth.

New **SCHOLARSHIP CONTEST TOPICS** Announced

In 2011-2012, the scholarship contest topics asked youth to consider how Optimism plays a role in their lives. Here is a small sample of their responses.

Essay: “How My Positive Outlook Benefits My Community”

“Often individuals require encouragement to realize that they alone can make a significant impact on the community in which they live. It is the individuals who possess an unyielding willingness to improve their community through enhancing the lives of the citizens residing in it, that greatly improve communities, and on a larger scale, the entire society. Having a positive outlook not only helps individuals accomplish great things for themselves, but for the rest of us in return.”

Nicole Nantais, Southwestern Ontario District Essay winner

Oratorical and CCDHH: “How My Optimism Helps Me Overcome Obstacles”

“Life is full of obstacles. People lose their jobs. People get sick. The solution is to be optimistic and move on. When something bad happens, learn from your mistakes. Everyone makes mistakes. We all need to learn from mistakes. Practice! Work harder! Never give up! Then you will be successful. I stay confident and always put in my best effort at everything.”

Eliyas Assefa, Capital Virginia District CCDHH winner

“Optimism emerges from within; it’s an internal force that each of us possesses from which the sweat of a perpetual effort keeps us out of trouble, helps us better understand the mysteries of existence or rationalize deceptions that would otherwise baffle us. We all live at the center of a world full of influences, the bad ones and the good ones. It is up to us to decide by which ones we want to be influenced and it seems like it is often easier to let the bad influences take over.”

Marie-Jades Lacroix, Eastern Quebec and North Shore Oratorical winner

What will the youth in your community come up with next? The 2012-2013 scholarship topics give youth an opportunity to think about how their actions affect others and the world around them.

Essay – “How Can I Help My Friends Realize Their Value?”

Oratorical and Communication Contest for the Deaf and Hard of Hearing - “Why My Voice is Important”

WORKING TOGETHER in the Fight Against Childhood Cancer

Optimist International and Johns Hopkins enjoy a partnership built on a common goal... a desire to find a cure for childhood cancer.

Optimists may remember reading about Clarissa Schilstra in the Fall 2011 magazine. Here is an update on Clarissa's life and college plans. Thanks to the wonderful work of the doctors at Johns Hopkins and the support of people like the Optimists, Clarissa is able to pursue her dreams.



Dear Optimist International,
I am so happy to share my college plans with you!
In the fall, I will be attending Duke University in Durham,
North Carolina. I plan to major in biology and minor in
Spanish in order to prepare for medical school and a career as
a doctor. I have wanted to become a doctor ever since I finished
my first leukemia treatment, at 5 years old. I am, therefore,
very excited to be moving closer to my goal!

While I am at Duke, I hope to continue to help children
and young adults with cancer and other serious illnesses by
volunteering at the Duke University Hospital and getting
involved with Duke's Blue Devils vs. Cancer club. I am also
really looking forward to taking advantage of all of the fun
experiences Duke has to offer, like playing on the intramural
basketball team, hiking in the Duke Forest, watching the Duke
vs. UNC basketball games and studying abroad.

I know that I will have a wonderful time at Duke and I just
cannot wait to see what the next four years will bring!
Thank you for your active and continued support in fighting
childhood cancer! You have helped give me and so many other
pediatric cancer patients a second chance.

Sincerely,
Clarissa Schilstra

You can still play an important role in helping youth like Clarissa. Please donate to the Optimist International Foundation and the Canadian Children's Optimist Foundation. Funds can be designated for research or the matching grants program.

Stories of Optimism

What is an Optimist?

by Samantha Simmons, Optimist Club of Cape Girardeau, East Missouri District

I am often asked, “What is an Optimist?” I answer with the typical explanation and then go about my day. But lately, I’ve found myself asking... what is an Optimist?

Being an Optimist is more than just “bringing out the best in kids” or being a “friend of youth.” It is living your life with intention. We live in a world where a person would rather complain about the trash on the side of the road than simply pick it up, or where a person can go to a fast food chain and get a greasy burger for cheaper than they can buy a head of lettuce. Today children no longer dream of being astronauts, but rather dream of living a single day without being laughed at or bullied. We live in a world that needs Optimists.

I believe that being an Optimist promotes unity, leadership and hope.

When an Optimist Club holds a Respect for Law dinner, it is likely not just because law enforcement personnel have recently saved a life. It is because we want to show unity by supporting their never-ending efforts of striving to maintain a peaceful community. When a child receives an award for Student of the Month, it may not just be because of their academic accomplishments, but also because they set an exemplary standard of leadership for others in their class and school. When an Optimist Club gives a donation to a local food bank, it is not just to feed the hungry, but to inspire hope in the lives of the less fortunate. Being an Optimist is about helping people to become the very best version of them.

So while an Optimist strives to “bring out the best in kids” and be a “friend of youth,” the answer to the original question, “what is an Optimist?” is so much more than that. An Optimist is a person who lives their life with intention.

Share your story of Optimism

What is an Optimist? What does Optimism mean to you? Are you living your Optimist life with intention? Share your story with Optimist International at communications@optimist.org. Stories may be used in future Optimist publications or on the website.

Optimist Software

OptiClub for clubs

Recently Updated!

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<http://www.dbscompany.com/products/products.htm>



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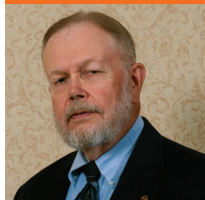
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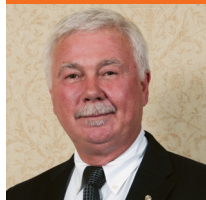
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South Florida



Jerry Medlin
North Carolina East



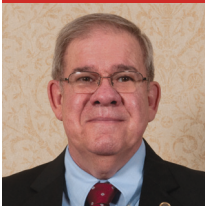
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Patricia France
Indiana South



Joseph Madden
Ohio



Josh Floyd
West Missouri



Alan Penner
Nebraska



Larry Barbera
Southern Wisconsin



Steve Inglis
Wisconsin North-Upper Michigan



SOUTHWEST REGION

For the future!



Optimist International at a glance

Membership: 92,915*
Total Clubs: 3,204*
Founded: June 19, 1919

*As of August 15, 2012; figure includes JOOI Clubs

Chris Black
Vice President



Jay Morgan
North Texas



Larry Rahmeier
Oklahoma



James Rankin
South Texas



Sue Barton
Arkansas



Philip Perington
Colorado-Wyoming



Jane Harris
Kansas



Thurman Reynolds
New Mexico-West Texas



Linda Molthen
Vice President



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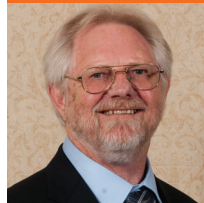
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California South



Max Fountain
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Pacific Northwest



Linda McWeeney
Pacific Southeast



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Pacific Southwest



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Québec East-Acadia



Evelyn Gagnon
Québec East-North Shore



Jacques Desrosiers
Québec South



Nathalie Boulet
Québec West



JOOI Clubs Strengthen Optimist Clubs

By Don Brose, International JOOI Committee Chair

Are you looking for that project that will fire up your Optimist Club? The project that rocks above all else is the creation of a JOOI Club in your community.

JOOI Clubs encourage community service among youth in your area. JOOI Clubs build young leaders in your community. JOOI Clubs give the youth in your community positive avenues to challenge their energy. Yet the best kept secret about JOOI is what it does to improve the status of your Optimist Club in your community.

JOOI Clubs create amazing publicity for your Optimist Club. When young people in your community are active serving others, the local media rush to cover it. Youth “bringing out the best in kids” is easy to sell to local papers and media outlets when you sponsor a JOOI Club. The media love to see young people serving others.

JOOI Clubs are a wonderful source of labor for some of your projects. Given proper notice, young people are more than willing to step forward to help, allowing you to increase the scope of your projects, “for the future” and for now.

JOOI Clubs give your Members inspiration as they assist in the JOOI Club’s projects. Watch the smiles coming from your Members’ faces as they assist the young leaders in your JOOI Club. Their projects are unique, projects that our adult Clubs do not see often. It is excellent motivation and creates new energy among our Members.

JOOI Members have parents. With 21st century communication methods, the possibilities of creating adult Members in our communities through our JOOI Clubs are



outstanding. As we take advantage of this communication, we are serving the adults of our communities by offering membership in the greatest service organization in the world.

The 2012-13 International JOOI Committee and the Optimist International staff have more than 50 years of combined experience working with JOOI Clubs in our own communities and Districts. We know how beneficial it can be to have a JOOI Club in our communities, and we offer our expertise in helping you “do something special for your kids.” Please contact us at 800-500-8130 or via e-mail at youthclubs@optimist.org.

Revitalize your Optimist Club....build a JOOI Club today!



JOOI Members Provide Service and Fun in Milwaukee

During the 2012 JOOI Convention, JOOI Members had more than just leadership training and fellowship on their minds. JOOI partnered with Easter Seals, an organization that runs a nine-week camp to provide children ages 7-21 with and without disabilities a summer day camp experience.

Easter Seals Southeast Wisconsin strongly believes that creating a community where children with and without disabilities live, learn and play together strengthens the community as a whole. All children and families have the right to actively participate in community life and the Easter Seals program embraces all families and their unique strengths and challenges.

“Our service project was the most amazing part of the entire convention. Every year JOOI makes a positive impact on whatever city we find ourselves in,” said 2011-12 JOOI Board Member, Mary Morall. “That is what being an Optimist is about, to “be just as enthusiastic about the success of others as you are about your own.”

JOOI Members assisted the camp staff with an Olympic Field Day. Various Olympic-style events, including relay races, water balloon toss, kickball games and many others were conducted. The day ended with an awards ceremony for everyone involved complete with ice cream.



“Having attended the JOOI convention since 2009 in Orlando, Florida helped me decide what kind of service project I wanted to help put together with my fellow JOOI Board members. I am happy to say that this year’s service project was an absolute success because I knew that when the JOOI Members were in town, we were going to make a difference in the community... and that is exactly what we did!” said 2012-13 JOOI President, A.J. Cifuentes.

This year’s service project established a relationship with Easter Seals, an organization that shares many of the Optimist values. The children participating in the camp had the opportunity to interact and learn from the JOOI Members and have a fun day they will likely remember for quite some time. This was another example of “kids helping kids” and the amazing service done by JOOI Members.



Optimist International Asks... How Does Your Club Use Facebook?

Every day, more than 250 million people log on to Facebook. Optimist Members and future Members are using social media to engage and connect with their friends, interests and causes. Clubs were asked how they are using Facebook to promote Optimism in their community. Here is some of the feedback received:

Jenna King - Southwest Omaha Optimist Club, NE - We use our page to let people know what kind of activities are going on in the community that might be fun for kids. We post uplifting messages, relay information from District and International and try to keep people apprised of Club activities. We also direct our Members to our blog via Facebook when there are new articles.

Barbara Timmons – Northern Wake Optimist Club, NC - We use ours to post events - Club, Zone and District, meeting information & invites; to share information about local children with cancer needs; photos of our events.

Amanda Kostman Uwex – Optimist Club of Merrill, WI - We use Facebook to promote Optimism, our annual fundraiser (selling cheese curds), events and our Club's page through Facebook advertising.

Charles Mayhew - We use our Facebook page - **Optimist Club of Belleville** - to post Club events, pictures and news and to share information from the District and Optimist International.

Beth Kerns – Optimist Club of Charleston, WV Zone 5 - I created a Facebook page for our Zone to keep in touch with each other and to pass along information. I post my Club's events on my own Facebook page as well as local TV, radio and newspaper pages to get the most reach.

Karen Taggard-Hauca - We use our page - **Foothills Optimist Club in Tucson, AZ** to post pictures of events, share upcoming events and Club meetings on the calendar. We plan to use it more as we do more things with the Club.

Orville Griffin - Optimist Club of Hamilton, Ohio recently put a Facebook page together. We are using it to spread the word throughout Butler County about our Club and its activities. We also use it to thank some of our sponsors. We are getting ready to start a spotlight in our community each month to let our Facebook fans and Members know a little something about that small business we drive by every day.

Optimist Club of Norwich and District, ON - We are super successful with our Facebook page. We create events and invite everyone, post things that the Club is doing, post notes on other youth activities in our community when asked, post pictures of everything we do and share ideas with other Optimist Clubs. When our Club or a family in the community has a need, we ask on Facebook. Our local paper finds it easy to share our links on their Facebook page and Twitter. We list our Members, talk about the Creed and thank people that have helped us and our sponsors.

Marge Melroy – Optimist Club of Holdrege, NE uses Facebook to post all announcements, photos, promotional projects and to keep our Members informed! We also have a website with detailed info about the Holdrege Optimist Club.

Dallis Winsor - Kermodai – Optimist Club of Terrace, BC - It's no substitute for meeting people face-to-face in the process of explaining the benefits of having an Optimist club to a community. But, it's certainly a valuable tool and, I think, essential, in this digital and "social media" world. I think I'm unbiased when I recommend to New Club Builders that they sign up for their own Facebook pages and one for their respective proposed new clubs, as well!

For a step-by-step guide to starting a Club Facebook page, go to www.optimist.org/socialmedia

Facebook Tips for Clubs:

Consistency is important. Consider nominating a Social Media or Marketing chairperson who is in charge of creating a content calendar for your social media efforts.

Utilize your resources. On the Optimist International Facebook Page, you will find an album with a Facebook ready logo and Optimist Creed photo covers.

Keep fans engaged. Encourage your Facebook fans to spread your message by posting photos, short updates and links from outside website. Studies have shown that photos posted on Facebook are more likely to get likes, comment and shares.

We are all in the same boat, so remember to seek out other Clubs to broaden your network. Connect with other Optimist Clubs and help each other spread our mission. The search box, located in the Facebook toolbar is a great way to search for other Optimist Clubs.

Connect with us! Make sure to "like" the Optimist International page, www.facebook.com/optimist.international, to get ideas for posts and stay up-to-date on new tools and resources.

Emails about social media can be sent to socialmedia@optimist.org.



Optimist Junior Golf: A Championship Event

image courtesy of Chip Shots Photography

The Optimist International Junior Golf Championships, conducted annually at the PGA National Resort and Spa in Palm Beach Gardens, Florida, are an impressive example of “bringing out the best in kids.”

During the spring, over 4,500 golfers participate in District qualifiers with the goal of making it to the Optimist tournament. In the end, just 595 golfers advanced to the International-level championship. Many of those players received financial assistance from their District to reach the tournament.

The two-week event brought together golfers from 42 states in the United States, 6 Canadian provinces and a total of 31 different nations. The International aspect of the tournament is celebrated beginning with golfers from each nation carrying their country’s flag during the Opening Ceremonies. Golfers had the chance to meet and talk with other golfers from across the country and the world. No matter where the players called home, they all shared something in common, their love of golf and the determination to play their best.

For junior golfers to advance to the championship event as a District winner is quite an honor. Each week

during the tournament, these young golfers were invited to a District Winner Banquet sponsored by Golfsmith. The younger age divisions were entertained by a magician and the older age divisions enjoyed a guest speaker.

In true Optimist fashion, the tournament was family-oriented and included activities to keep the golfers and their guests busy. For some golf-related fun, a long-drive competition sponsored by Arnold Palmer Golf was held. An Optimist volunteer was on hand to announce fun facts about each golfer participating and the golfers were able to request music to get them ready to drive the ball as far as they could.

There were plenty of other enjoyable events to keep a smile on the face of all the golfers, even those who may have not done as well as they liked on the course. Golfers could participate in the popular “Glow-Ball” Putting Contest. Other activities included a movie night, “block party” with a DJ and photo booth, as well as a game room full of arcade games and pool tables.

None of this would have been possible without the support and efforts of dedicated Optimists! This year, 57 volunteers assisted with the tournament. Some were

veterans and some were newcomers, but all of them were excited and ready to help. While the volunteers do have fun in the Florida sun, they are hard workers who ensure the tournament runs smoothly. They could be found stationed in the Optimist office, throughout the resort and on the course. Optimist volunteers were always ready to provide assistance, support or congratulations.

Optimists can mark their calendars for July 25 through August 4 for next year's international tournament at PGA National!



Champions of the 2012 Optimist International Junior Golf Championships

For complete results, go to www.optimist.org/golf

Girls 10-12

1. Thanyawarat Temyord (*Thailand*)
- T2. Ela Belen Anacona (*Argentina*)
- T2. Nicha Vorrasanpisut (*Thailand*)

Girls 13-14

1. Kesaree Rojanapeansatith (*Thailand*)
2. Maria Hoyos Villegas (*Colombia*)
3. Cynthia Diaz (*Colombia*)

Girls 15-18

1. Marcella Pranovia (*Santa Ana, California*)
- T2. Annie Dulman (*Palm Beach Gardens, Florida*)
- T2. Carly Ray Goldstein (*Coral Springs, Florida*)
- T2. Maho Hayakawa (*Mexico*)
- T2. Thamonpat Siriko (*Thailand*)
- T2. Eunice Yi (*Evans, Georgia*)

Boys 10-11

1. Guangshi Chen (*China*)
- T2. Yuki Moriyama (*Japan*)
- T2. Alejandro Madariaga (*Mexico*)

Boys 12-13

1. Ryan Grider (*Lewisville, Texas*)
- T2. Adrien Pendaries (*France*)
- T2. Andrew Kozan (*Palm Beach Gardens, Florida*)
- T2. Victor Sanchez (*Mexico*)

Boys 14-15

1. Mike Graboyes (*Watchung, New Jersey*)
2. Fitz Woodrow IV (*Charlottesville, Virginia*)
3. Rosswell Sinclair (*South Africa*)

Boys 16-18

1. Joey Lane (*Great Falls, Virginia*)
2. Corey Pereira (*Cameron Park, California*)
3. Ryan Troyer (*Dover, Ohio*)

Save the Date:

Make sure to mark your calendar for the 2012 Optimist International Tournament of Champions on November 10-11. For more information about the tournament, visit golf.optimist.org/toc.

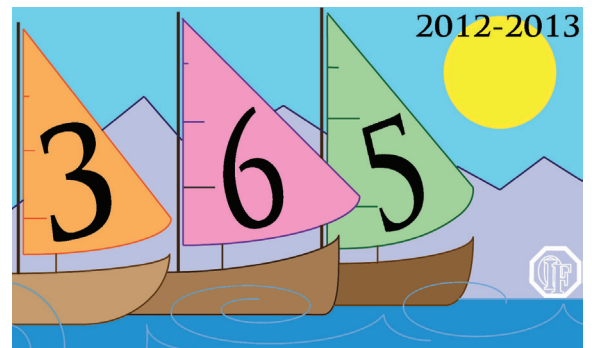
All Hands on Deck, for the Kids!

Come sail away with the Foundation this year as they embark on a sailing adventure! Roger Vaughan is captaining the helm this Optimist year as President of the Foundation. He, along with his Board, is leading a strong team of Foundation supporters that are helping spread the mission of "helping Optimists help kids."

As you navigate the 2012-2013 year, look to the horizon for the great Foundation programs happening, such as the Club Grant Program, which provides grants to 20 selected Clubs for new projects, and the all new Reel Optimism Campaign, which will give Optimists a chance to submit a video and enter to win a grant for their Club.

Be on the lookout for this year's incentives. The \$365 Banner patch is for any Club that donates \$365, or one dollar a day, to the Foundation. The new Dime-A-Day pin is back to the classic template and available to individuals that donate \$36.50 or more this year. Also being released on October 1 is the much anticipated Women's Philanthropy Council Purse Pin.

If you have any questions about the Foundation, please contact the Foundation office for more information, or visit their website at www.oifoundation.org. Together, Optimists and the Foundation can set sail and make sure that they have "All Hands on Deck, for the Kids!"



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Optimists Accomplish Much in PGI

The following Optimists submitted their requirements for achieving Levels VII and X of the Personal Growth & Involvement Program between April 1, 2012 and August 1, 2012.

PGI Level VII Recipients

Greg Lester STX
Kendra Roper NTX
Vaughn Yarbrough GA
Juanita Sanders SC

PGI Level X Recipients

Wayne Dunn KYWV
Marie Roze Hollyday STX
Auston Pusey NCE
James Rankin STX
Charles Robinson SC
Gloria Sandie AMSNW
Joe Smith STX
Barbara Timmons NCE

Christian D. Larson Partners Membership

474. Michael R. (Max) Wood 480. In Memory of Laurent Jodoin
479. In Memory of George L. Douglas

**The list can be found in its entirety on the Optimist International Foundations website at www.oifoundation.org.



To read about the Foundation's efforts to aid children for their future, check out page 14.

District	Representative	Avg Member Contribution
California South	Jim Walker	\$22.72
Arizona	Nova Sipe	\$22.22
Tennessee	Rhonda Luebke	\$11.70
North Florida	Ric Carvalis	\$10.37
North Carolina East	Bill Edgerton	\$10.04
South Texas	Jack Hopkins	\$9.63
Georgia	Frank Cullins	\$9.26
Pacific Central	Russell Blowers	\$9.05
AB, MT, SK, N.W	Doug Kirby	\$8.83
Oklahoma	Don Crall	\$8.75

District	Representative	Total Contributions
Michigan	Marc Katz	\$24,896.53
Arizona	Nova Sipe	\$22,240.85
California South	Jim Walker	\$20,493.55
South Texas	Jack Hopkins	\$17,071.00
Georgia	Frank Cullins	\$15,586.59
Dakotas-Manitoba-Minnesota	Susan Fix	\$15,553.50
Tennessee	Rhonda Luebke	\$15,002.50
North Florida	Ric Carvalis	\$14,513.39
East Missouri	Loretta Kelly	\$14,041.23
Iowa	Barbara Robertson	\$13,860.67

Canadian Children's Optimist Foundation		
District	Representative	Avg Member Contribution
PNW	Edward Murphy III	\$24.89
AMS&NW	Douglas Kirby	\$22.58
EONT	Alain Leblond	\$14.26

District	Representative	Total Contributions
AMS&NW	Douglas Kirby	\$22 135.60
QC	Gaétan Globensky	\$18 731.61
EONT	Alain Leblond	\$17 213.10

Donor Listing



The following is a record of lifetime accumulation levels achieved through June 30, 2012, for individuals and Clubs. This listing is for gifts recorded up to the deadline date for the printing of *The Optimist*.

**SILVER BENEFACTOR - \$25,000

EAST MISSOURI
Optimist Club of Cape Girardeau-Noon, MO
NORTH TEXAS
Optimist Club of Fort Worth-Breakfast East, TX

**BRONZE BENEFACTOR - \$15,000

AB, MT, SK, N.W
Duane Kelly, Alberta
CAPITAL-VIRGINIA
Carrollyn and Les Cox
DAKOTAS-MANITOBA-MINNESOTA
Optimist Club of Brookings, SD
EAST MISSOURI
Charles and Judy Wiles
GEORGIA
Optimist Club of Carrollton, GA
NEW MEXICO-WEST TEXAS
Optimist Club of Canutillo-Sun Up, TX
NORTH TEXAS
Optimist Club of Fort Worth-Aerospace, TX
SOUTHWESTERN ONTARIO
Optimist Club of Petrolia-Lambton Central
MIDWESTERN ONTARIO
Optimist Club of London-Carling Heights
CENTRAL ONTARIO
Optimist Club of Oakville
QUÉBEC WEST
Jean-Claude St-Onge

**EMINENT BENEFACTOR - \$10,000

ALBERTA, MONTANA, SASKATCHEWAN & NORTHERN WYOMING
Douglas G. Kirby
Optimist Club of Medicine Hat, Alberta
CALIFORNIA SOUTH
Optimist Club of La Mesa, CA
NEW MEXICO-WEST TEXAS
Optimist Club of El Paso-Cielo Vista, TX
OKLAHOMA
Don and Deborah Crall

NORTH TEXAS
Optimist Club of Green Bay-Sunrise, WI
PACIFIC NORTHWEST
Optimist Club of Abotsford, BC
Optimist Club of Chilliwack, BC
Peter Smith
SOUTHWESTERN ONTARIO
Optimist Club of Windsor-Forest Glade
Ray Stanley
MIDWESTERN ONTARIO
Optimist Club of Sebringville
Optimist Club of London-Fanshawe

**DISTINGUISHED BENEFACTOR - \$5,000

AB, MT, SK, N.W
Vince Parker
ALABAMA-LOUISIANA-MISSISSIPPI
Harold H. Stratz
ATLANTIC CENTRAL
Thomas and Judith McGlynn
CAPITAL-VIRGINIA
Thomas A. Shearer
COLORADO-WYOMING
Optimist Club of Arvada-Clear Creek, CO
ILLINOIS
Martin and Sandra Schmidt
IOWA
Optimist Club of Bloomfield, IA
Optimist Club of Urbandale, IA
CENTRAL ONTARIO
Ian Carter
QUÉBEC OUEST
Cub Optimiste de Lachenaie

**HONORED BENEFACTOR - \$2,500

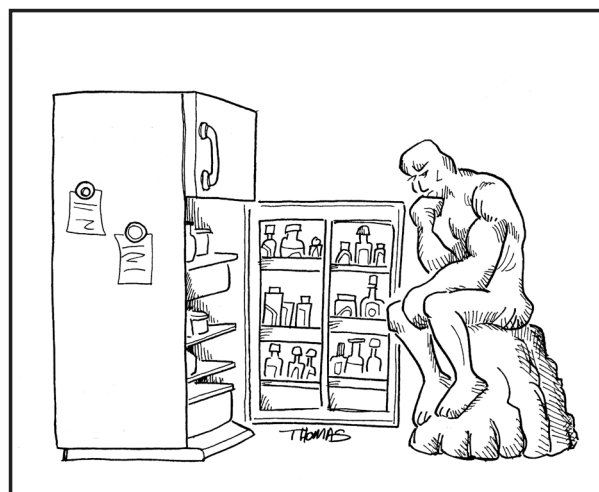
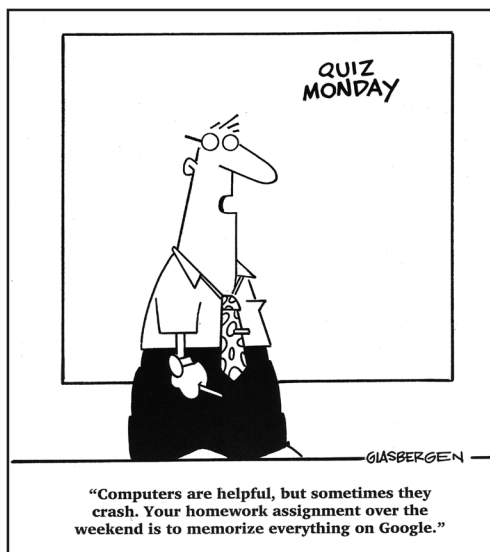
AB, MT, SK, N.W
Marilyn Bushell
James McWilliams
John Anderson
Irene Hoggarth
DAKOTAS-MANITOBA-MINNESOTA
Glen E. Anderegg
EAST MISSOURI
Optimist Club of Cape Girardeau-Esprit, MO

IOWA
Optimist Club of Marshalltown-Morning, IA
KANSAS
Margaret V. Ingle
Optimist Club of Kansas City-Northeast, KS
NEW MEXICO-WEST TEXAS
William Danner
NORTH FLORIDA
Robin and Daniel Rich
OKLAHOMA
Judy K. Osborn
SOUTHERN WISCONSIN
Optimist Club of Beaver Dam, WI
MIDWESTERN ONTARIO
Optimist Club of St-Jacobs
EASTERN ONTARIO
Yvon Quesnel
Gaétan Labelle
Henri Sylvain
Gaétan Globensky
QUÉBEC OUEST
André Jobin

**BENEFACTOR - \$1,000

ARIZONA
Herb A. Kelley
ARKANSAS
Optimist Club of Fort Smith, AR
CARIBBEAN
Optimist Club of Barbados South, BA
DAKOTAS-MANITOBA-MINNESOTA
Don Stover
Beverly Watje
INDIANA NORTH
Michael D. Fisher
IOWA
Sharon Nakato
KANSAS
Clara Herbel
KENTUCKY-WEST VIRGINIA
Willie M. Lee
MICHIGAN
Wilma J. Vanloo
Optimist Club of Shelby Township Area, MI
NEBRASKA
Larry and Beth Rippe

NORTH CAROLINA EAST
Jerry and Libbie Medlin
NORTH FLORIDA
Michael Sprague
OKLAHOMA
Patricia Thomas
SOUTHWESTERN ONTARIO
Brian R. Denning
MIDWESTERN ONTARIO
Jack & Teresa Van Nes
Optimist Club of Mannheim
CENTRAL ONTARIO
Barbara Holly
EASTERN ONTARIO
Marie Rollin
Gerald Mayer
Optimist Club of St-Eugène
Sylvie P. Couturier
Gaétan Bougie
Alain Leblond
Ghyslaine Laliberté
QUÉBEC CENTRAL
Jean-Pierre Hamelin
Denis Lévesque
Bernard Giroux
André Prud'homme
Club Optimiste de Lasalle
QUÉBEC OUEST
Pierrette Laroche
Gilbert Jolin
Claude Normand
Nicole Normand
QUÉBEC EST-ACADIE
Diane Lavoie
PACIFIC SOUTHEAST
Charles W. Mills
SOUTH CAROLINA
Donna Keating
SOUTH TEXAS
Lynette Hickman
SOUTHERN WISCONSIN
Howard Crofoot
WEST MISSOURI
Kenneth D. Donnell



A Mother's Warning

A young mother spent the entire morning chasing her four-year-old son around the mall. Finally, she couldn't handle any more. "Do you want a stranger to take you?" she scolded.

Her son yelled back, "Will he take me to the zoo?"

Mortified!

A six-year-old named Annie came home from school after a lesson on families.

"How was school today?" her mother asked.

Annie responded, "I was so embarrassed! Billy said that the stork brings babies. Sally said you can buy babies at the orphanage. Peter explained to the class, you can buy babies at the hospital."

"But you have no reason to be ashamed," her mother replied, laughing.

"I couldn't tell them that we were so poor Dad had to do it himself!"

Courtesy of the Club Optimiste De Templeton, Quebec

You know you're no longer a kid when...

Just one peanut butter and jelly sandwich doesn't do it anymore.

Driving a car doesn't always sound like fun.

Saturday mornings are for sleeping.

You are taller than the slide at the playground.

Your parents' jokes are now funny.

Naps are good.

You actually buy scarves, gloves and sunscreen.

You leave concerts and ballgames early to beat the crowd.

You don't want a sports car because of the insurance premiums.

Crisp Cookies

One day, a mother was making a huge batch of cookies with her ten-year-old son. She asked him to read the recipe and ingredients, doubling them as he went along. He did as he was told. His first instruction: "Preheat the oven to 700 degrees."

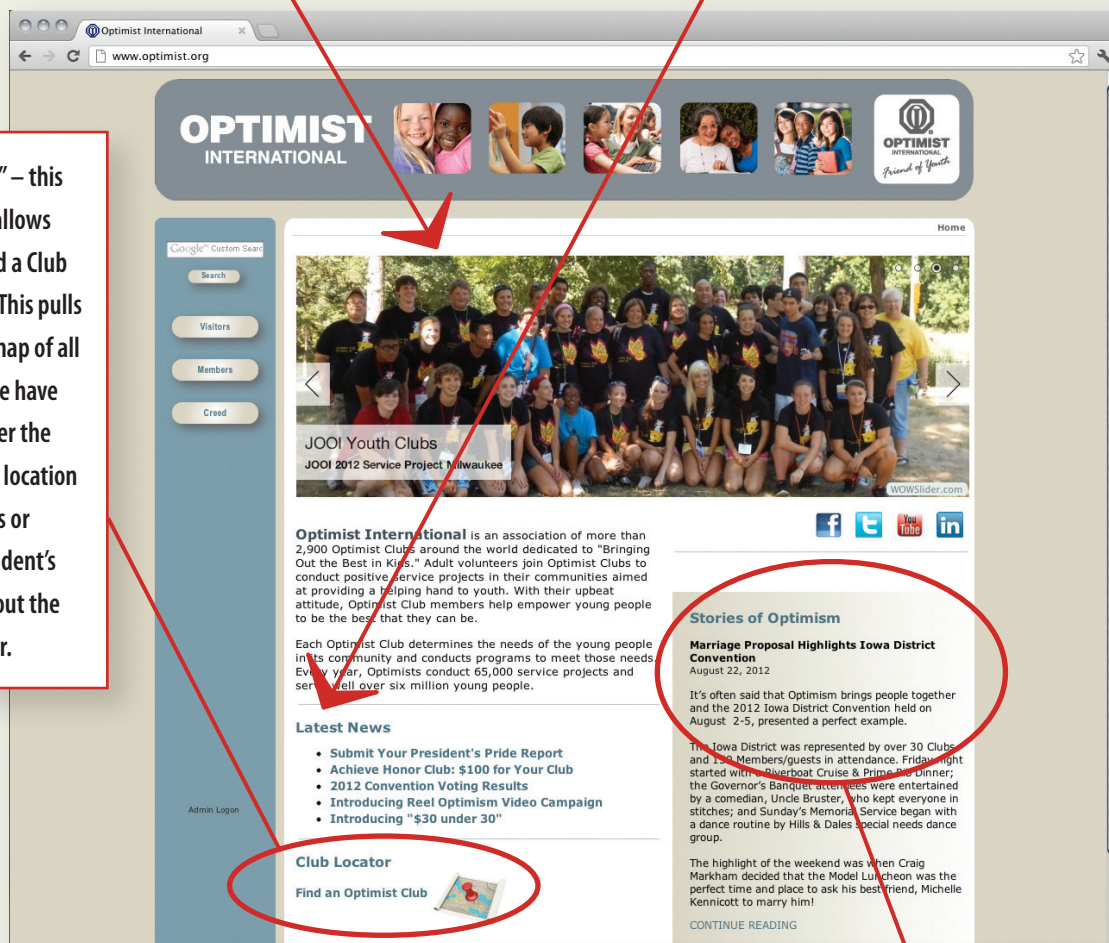
Utilizing the New Optimist Website

The Optimist website, www.Optimist.org was redesigned in July with the Member in mind. More user-friendly and easy to navigate, the new design will make visiting the website a valuable experience. Here is a brief introduction to all the new features to help you find everything you need to be a successful volunteer.

Slider images - focus on important components of the Optimist organization like membership, convention and programs featuring photos of Club, District and International events. Each image has a brief description and can be clicked on to take the visitor to more information.

Latest News – headlines of important information, deadlines and updates will be posted to keep Members informed. Clicking on a headline will take the visitor to the main news page where they can get the whole story and find other updates.

“Club Locator” – this new feature allows visitors to find a Club in their area. This pulls up a Google map of all adult Clubs we have and uses either the Club meeting location as the address or the Club President’s address without the street number.



“Stories of Optimism” – features stories from around the organization to share what Clubs are doing, recognize Members for their outstanding work and give potential Members an inside view on what Optimists do. Members are encouraged to submit stories of their experiences as Optimists and their Club, Zone or District activities to communications@optimist.org. These stories will be updated regularly.

2012-2013

President's Incentives

MEMBERS WILL AUTOMATICALLY RECEIVE PINS FOR RECRUITING NEW MEMBERS.



Recruit 1 new Member – Bronze Pin



Recruit 5 new Members – Gold Pin



Recruit 3 new Members – Silver Pin

Member Special

Any Member that recruits 5 new Members by April 30, 2013 will be invited to attend a cocktail reception with the International President and be introduced on stage at the 2013 International Convention in Cincinnati, Ohio.

All dues and fees must be paid in full by September 30, 2013 in order to qualify for incentives.