



*The authors of a motivational talk on "Applied Optimism" are (left to right) Mark Weinssoff, Chuck Champlin and Elroy Pinks.*

**Trust that your positive energy and efforts will surely spread, because Optimism is integral to the infinite possibilities of the universe.**

It takes effort to make the best of anything. We love the classic story of Thomas Edison, who famously tried 1,000 different materials for the filament of the light bulb he was inventing before he found the carbon wire that would glow brightly in a vacuum without burning up. Edison had the Optimistic confidence that success would eventually come. He applied his Optimism with true determination, and now we all benefit from it!

There are numerous stories of athletes, explorers and ordinary individuals who committed themselves to worthy goals and changed the world

as a result. With our Optimist Creed, our 'CAN-do' attitudes and our beliefs that Optimism is the natural order of the universe, we can confidently continue to bring out the best in kids and in our own lives as well.

**If you would like to learn more about Applied Optimism, please contact the authors of this article.**

**Mark Weinssoff**  
mark.weinssoff@sa.ucsb.edu

**Chuck Champlin**  
chuck@champlinmedia.com

**Elroy Pinks**  
epinks@gmail.com