

A NON-TRADITIONAL APPROACH to New Club Building

Success is often a result of thinking outside the box. Creative people who are willing to try a new approach or look at a situation in a different way may find a formula that works just as well, if not better than the original concept. Many of the world's best ideas came out of rather unusual circumstances or inventive thinking.

The ice cream cone was invented during the 1904 World's Fair conducted in the Optimist headquarters city of St Louis, Missouri. When the dishes to serve ice cream ran out, it had to be served in thin waffles. Soon cones became a popular way to eat ice cream. Almost anyone who has enjoyed an ice cream cone during the summer would agree that sometimes new ideas work out for the best.

In other instances, it is necessary to take an idea that works and tweak it a little to produce a new and wonderful outcome. Did you know that Play-Doh was originally marketed as a treatment for dirty wallpaper? The manufacturer discovered that children were using it to create art projects. By making a few small changes, the company turned their wallpaper saver into an incredibly popular toy and brought success to a company headed for bankruptcy.

