

Bringing Out the Best



Into the Next Century

# The Optimist

Spring 2019



**Bringing Out the Best**  
100 Years of Optimism







# OPTIMISTS IN ACTION MONTH

During the month of May, Optimist Clubs will create a widespread spirit of unity bringing together Optimist Members and other community volunteers for a variety of local-based activities, fundraisers and special events.

Optimist Clubs can conduct any program or special event that meets the needs of their community!

Take photos and videos and share your Club's program on social media by tagging **#OptimistsInAction**

For questions, contact [marketing@optimist.org](mailto:marketing@optimist.org)

#### MISSION STATEMENT

By providing hope and positive vision, Optimists bring out the best in youth, our communities and ourselves.

#### VISION STATEMENT

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

#### 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 agreement and friendship among all people; To aid and encourage the development of youth, in the belief that self in service to others will advance the well-being of humankind, community life and the world.

#### 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.

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#### POSTMASTER:

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*Happy Centennial! Here is a look at the masthead for The International Optimist, Optimist International's first publication from 1919, found in our archives.*

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## The Optimist

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### On the Cover

The Optimist International Centennial would not be possible without the mosaic of people, events and cultures that make up our membership and supporters. Thank you for serving your Club, your communities and your International organization.





# SHARE THE JOY OF SPRING!

INTERNATIONAL PRESIDENT 2018-19  
President Rebecca Butler Mona



Ah, Spring! Following one of the coldest, snowiest winters on record for many Optimist communities, we can now look forward to welcoming blue skies, warm sunshine, and fresh blooms on flowers and trees. Spring brings a very special positive energy, with renewal and growth all around us. Let's share the joy of Spring – and Optimism – with children, our communities and each other!

Many Optimist activities are focused on this time of year, such as our scholarship contests for Essay, Oratorical and Communications Contest for Deaf and Hard of Hearing (CCDHH), sports programs including qualifiers for our Optimist International Junior Golf Championships, and a variety of projects and District Conventions for our Junior Optimists. For many Optimist Clubs, Spring is a great time to work on projects for Childhood Health & Wellness, as well as collaboration with schools or helping to improve communities with clean-up of parks and trails.

Now is the perfect time to reinvigorate your Members and strengthen your Club as you focus on the positive impact you are having in the community, and how you can build on that by reaching out to invite others to join you in your efforts. Plan a New Optimists Welcome (NOW) event and share your Club with others – or invite them to your Club projects and activities. Consider reaching out to another nearby community to

help serve their children through a new Optimist Club. Sharing the joy of Optimism in this way is truly one of the best service projects we can do!

As you've heard me say, for many of us, our best memories and feelings of personal fulfillment come from working together to help others and make a difference in our community and the world by improving people's lives... one child at a time, one person at a time, one day at a time, one project at a time. Never underestimate the impact you have with a single act of kindness, a word of encouragement, a helping hand. This Spring, let's share our joy with others – with children, with our Members, with others who may be looking for exactly what we offer: Optimism.

I continue to be inspired in my Optimist travels by the many ways that our Optimist Clubs are having a significant and positive impact on their local communities. When you multiply that by 100 years of "Bringing Out the Best," it is truly remarkable. Thanks for all you do! And please consider if we are doing all that we can... or could we stretch a little bit more to reach others?

Let's make the most of this Spring season to renew, refresh, and revitalize our Optimist Clubs with the ideas and energy which come from involving our Members and also reaching out to invite new Optimists to join us in our mission. Together, we can "provide hope and a positive vision" and continue to Bring Out the Best in youth, our communities and ourselves – into the Next Century!

**Promise Yourself – to Share the Joy of Spring and OPTIMISM!**



## For the next Optimist International At-Large Board of Directors

Your Optimist Club will once again have the ability to participate in the election of Optimist International At-Large Board Directors by casting its vote online. Voting begins on May 1 and ends May 30. But to be eligible to vote, your Club must have a valid e-mail address for your Club President on file with Optimist International. And your Club will need to have all of its financial obligations paid by April 30.

### Dates to Remember

**April 30** – Club voting strength is determined per International Bylaws.

**May 1** – Online election voting will open for 30 days.

**May 31** – Results of elections posted on the Optimist website (pending audited review of ballots).

Make sure your Club President's e-mail address is correct in the Optimist membership database to ensure that your Club receives the voting procedures. The Club President or Secretary should:

- Go to [www.optimistleaders.org](http://www.optimistleaders.org).
- Login with your credentials.
- If you do not know your credentials, click on the "Password Recovery" link.
- Click on your name and confirm e-mail is correct or enter correct address.



## Reel OPTIMISM — VIDEO CONTEST —

### CAST A VOTE FOR YOUR FAVORITE REEL OPTIMISM VIDEO

When creating a video entry for the 2019 Reel Optimism contest, adult and youth Clubs were asked to construct a short video that visually illustrates the topic, "100 Years of Optimism." Optimist International received many outstanding submissions and the International Marketing & Communications Committee has narrowed the contest down to a limited number of finalists in each category.

An integrated Facebook and online contest experience allows you to view, share and vote for your favorite video. Votes are tabulated based on "Likes" with Facebook users allowed to submit one vote per day during the voting period. Help promote your favorite videos by visiting the contest site and the Optimist

International Facebook page often. Encourage your social media connections to participate, too! Public voting will be open from May 11 to May 31.

During the Optimist International Convention in Louisville, winning videos in each category will be announced and shown on stage. Each winning video will receive a \$1,500 Club grant, courtesy of Optimist International, the Optimist International Foundation and the Canadian Children's Optimist Foundation.

Save the dates of May 11 to May 31 to cast a vote for your favorite Reel Optimism entry by visiting [www.optimist.org/ReelOptimism](http://www.optimist.org/ReelOptimism) or the Optimist International Facebook page.

# NEWS & VIEWS

## Optimists Accomplish P.G.I. Goals

The following Optimists submitted their requirements for achieving Levels VII and X of the Personal Growth & Involvement Program between December 1, 2018, and March 1, 2019:

### LEVEL VII

|                  |       |
|------------------|-------|
| Henry Herzig     | OK    |
| Gail Ingram      | GATE  |
| Gwendolyn Little | AL-MS |
| Robert Meyer     | OK    |
| Ginette Simoneau | DEQA  |
| Kris Valentino   | CALSO |

### LEVEL X

|                |     |
|----------------|-----|
| Kurt Gassen    | LA  |
| Linda Shepherd | NCE |

For more information about the Personal Growth & Involvement Program and the Professional Development Programs offered, visit [www.optimist.org](http://www.optimist.org)

## HOW FIT IS YOUR CLUB? AND WHY DOES IT MATTER?

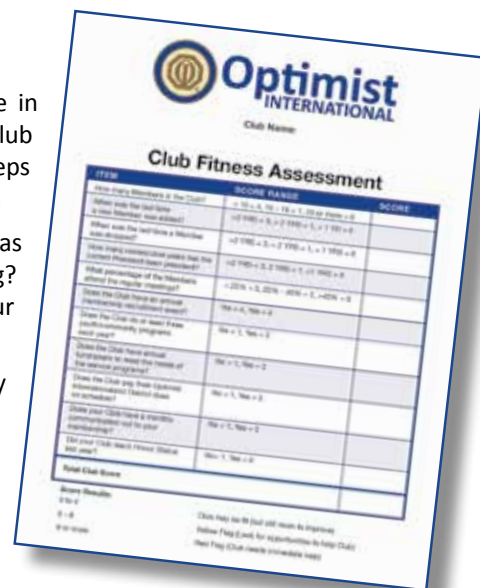
All Optimist Clubs make a difference in the lives of the children they serve in their communities. Are your plans for serving more kids working? Is your Club functioning in the most effective way? Do you know where you are, and the steps you need to take for your goals to become a reality? Club Fitness is the answer.

Take the first step and complete the Club Fitness Scorecard to determine areas needing improvement. Could membership be a problem? Is leadership lacking? Are finances difficult? These issues and more contribute to the health of your Club, and the health of your Club forms the foundation for a successful year.

Sustaining the service from your members to the children in your community is a major part of the equation. The size of your Club matters. It's important to keep membership at the forefront—to continually assess the loss and gain of members. Recruitment programs are vitally important. New members bring fresh ideas, talents, and leadership strengths to the group. Leaders who repeat their jobs can become stagnant. Clubs that fail to bring in new members can experience burnout, putting their youth programs and the very existence of their Clubs at risk.

Use the Club Fitness Scorecard as your guide to assess where you are now and where you need to be. Annual membership-recruitment programs, such as NOW (New Optimists Welcome), and annual retention programs, such as "C.A.R.E" and "Renew, Refresh, and Revitalize," can be your keys to success and longevity.

Be sure to contact your District Club Fitness Committee for more help. Your Club will become stronger. Your Club will be able to serve more young people for years to come. **And isn't that what we're all about?**



## New program to benefit all former Junior Optimists

JOI's pilot program to offer memberships to graduating seniors is expanding. In the past, Junior Optimist International graduating seniors received one year of free Membership to an adult Club or College Club. Now, in addition to current graduating seniors, the program is extending to allow ANY past Junior Optimist Member to receive a free Membership for one year to join their local adult Club or College Club. This would not be restricted to the first year following graduation.

For more information, contact [membership@optimist.org](mailto:membership@optimist.org) or (800) 500-8130 ext. 226.



The editors of *The Optimist* magazine sincerely apologize for the incorrect photo that was published with the article on the death of 1984-85 International President Ardyn "Art" Long in the Winter 2019 magazine. The correct version is published on the left. Again, we sincerely apologize to the family and friends of Mr. Long, and are grateful for his service to our organization.



# Optimist International at 100

## PAST, PRESENT AND FUTURE

Submitted by: Rachel Webb, Editor



**The original members of the Optimist Club of Indianapolis, 1916:**  
 Top row, from left: Charles Habig, James Trotter, W. T. Trotter, W. T. McCullough, Frank E. Gates, Edwin Quarles, Dr. J. W. Ricketts, Joseph Raub. Center row: Eli Schloss, Charles A. McKeand, Luman Babcock, R. L. Mellett, Sumner Clancy, A. W. McKeand. Front row: Harlan Bosler, D. J. Crittenberger.



**2018-19 Optimist International Board:** From left: OIF President Melvin Bannister, Board Director Mark Weinsoff, Board Director Sandy Cyphers, Board Director Sandy Larivee, 2019-20 International President Adrian Elcock, 2018-19 International President Rebecca Butler Mona, JOI President Cole Mullins, 2017-18 International President Nick Prillaman, Board Director Patsy Garner, CCOF President Vince Parker, Board Director Nicole Paquette, Board Director Don Brose, and Executive Director Benny Ellerbe.

When Optimist International held its first convention in June 1919, World War I had been over for mere months. The recent Spanish Flu pandemic had taken the lives of 675,000 in the U.S. alone. In the U.S., suffragists were still fighting for the women's vote, and legalized segregation would be in place for decades yet to come.

The organization that would become Optimist International traces its roots to February 16, 1911, in Buffalo, New York. That's when five men met in that city's Lafayette Hotel to form a new organization to help promote businesses in the community. Shortly after forming, civic projects began taking place, such as Christmas parties for children from less fortunate families. Within a few years, the model spread to other cities in New York, such as Syracuse and Albany, and the organizations developed a focus on assisting youth.

### Number of Countries

1919: 1  
 2019: 23

Clubs formed elsewhere, and in June 1919, the group decided to hold an international convention for the first time, and International Optimist Club was officially established with William H. Harrison as the first president. Yes, he was a descendant of the president of the same name.

Even though Buffalo is often credited as the original Club,

members in Indianapolis had the vision for an international organization, said Dave Bruns, a past international president and author of a book on Optimist history. The group's formation cannot be separated from the tribulations of the era, Bruns said.

"It's a time where everyone could have been depressed, but instead these guys responded with optimism as the way to make the world a better place," Bruns said.

### Number of Continents

1919: 1  
 2019: 6

As the group's message spread, Optimists became known for their emphasis on hands-on service with a focus on children's issues. The organization's original motto was "Friend of the Delinquent Boy," which then evolved into "Friend of the Boy," which has now morphed into "Friend of Youth."

The youth emphasis creates a generous atmosphere today, said Barb Brinkmann, president of the Optimist Club of Milwaukee, Wisconsin, one of the original Clubs that founded Optimist International.

"The people in the Optimist Club are the nicest people you will ever meet, and they will give you the shirt off their back and that doesn't happen in other organizations," Brinkmann said.



From left: President Harry S. Truman; Kansas City Club President Justus W. Putsch; and U.S. Rep. C. Jasper Bell, a charter Member and organizer of the Club. This photo was taken at a meeting in 1955.

Milwaukee is among several original Clubs still operating. The Indianapolis club also still meets regularly downtown and has a full slate of activities. When Bob Brafford joined in 1968, it was considered good business for employers to pay for memberships for the staff members. Membership rosters typically included local dignitaries such as presidents of utility companies and owners of high-profile businesses, Brafford said.

"We had the president of the gas company, the president of the water company, the top vice president of the power and light company, and two brothers who owned the largest office supply firm in the state, maybe the Midwest," Brafford said. "All those types of people were members and then they started designating other people to come."

### Chapters forming International Optimist Club in 1919:

- Optimist Clubs of Buffalo, New York
- Chicago, Illinois
- Denver, Colorado
- Indianapolis, Indiana
- Kansas City, Kansas
- Kansas City, Missouri
- Louisville, Kentucky
- Milwaukee, Wisconsin
- St. Joseph, Missouri
- St. Louis, Missouri

### Chapters added to Optimist International in 2019:

- Junior Optimist Club of Keswick, Ontario
- Optimist Club of Hartford, South Dakota
- Optimist Club of Hickman, Nebraska
- Optimist Club of Ilam, Nepal
- Optimist Club of Lockwood, Montana
- Optimist Club of Montevideo, Uruguay
- Optimist Club of Parbat, Nepal
- Partners Optimist Club, Ohio
- University of Windsor Optimist Club, Ontario
- Waggin' Tails Optimist Club of Great Falls, Montana

\*and many more on the way!



(Left) Optimist Branch Rickey signing Jackie Robinson to play for the Brooklyn Dodgers. (Below) Optimist A. B. "Happy" Chandler shaking hands with Jackie Robinson. Rickey is best known for breaking Major League Baseball's color barriers by signing Robinson. Chandler was the commissioner who approved Robinson's contract with the Brooklyn Dodgers.



Prominent politicians have also been active in Clubs. Harry Truman was a member of the Kansas City, Missouri, Club. Joanna Doyel has been among those maintaining that original Club's legacy, seeking to build membership and organize events. Her Club, founded in 1916, emphasizes both its historical legacy and its positive impact on the community. Doyel tells as many people as possible about the Club's activities, such as distributing dictionaries to children.

"When you start talking about the programs, they know about it," Doyel said. "With the dictionary program, people will say 'I remember getting a dictionary from you guys.'"

The most important factor in the Club's longevity is the dedication of Members, Doyel said. The Club has had success promoting itself on Facebook, and hosting open houses or New Optimists Welcome programs.

"We focus on quality, members that we know will do stuff... We do still look for people that actually want to be hands on," said Doyel, the Club's former president.

The Optimist Club of Milwaukee is also an original Club, and its leaders have been working steadily to find new activities and outlets for the Club's generosity. The group took advantage of an offer to use space at a community center free of charge, and has a full slate of activities. Brinkmann also makes sure to talk about the Optimist Club wherever she goes, even when she's in line at the cash register.



1978 Communication Contest for the Deaf and Hard of Hearing winners are presented with trophies.





"I was standing in line at a dollar store and I had my cart filled with all sorts of stuff," Brinkmann said. "Another lady said 'what is this for?' I told her it was for the Optimist Club and she said 'Oh my God, I want to join.'"

In the next century, Clubs should assess what youth in their own communities need, especially in regards to Optimist International's newly expanded emphasis on childhood health and wellness, growing concerns about anti-bullying, along with traditional programs such as Junior Optimist International, Junior Golf and scholarships and academic programs, said President Rebecca Butler Mona. These assessments should also consider marketing and partnerships with other organizations in their communities, she said.



Adults from left, summer camp teacher Maria Sanabria, community center leader Damon Lundrum, and Optimist Barb Brinkmann, work with children during a bike-safety program.

A successful second century will also likely have more international expansion, Mona said. In addition to the United States, Canada and many Caribbean nations, Optimist Clubs operate in Uganda, Ghana, Nigeria and several other African countries, as well as China, Thailand and Europe. In the first few months of 2019, Optimist welcomed two Clubs in Nepal, bringing that country's presence to seven, and initiated a South American presence with a Club in Uruguay. Optimist International is also considering additional countries for expansion as well.

"We're serving some new countries this year, and there's so much energy in that," Mona said. "That international expansion is something we want to improve going forward."

Another path to success and expansion will include using new resources for communication to seek members and support, such as digital marketing, Mona said. This could provide an opportunity to connect supporters with Optimist-related content, and volunteer opportunities that don't necessarily involve committing to full membership.

"Optimism means something to many people, so we can build on that and give people options to volunteer in their local communities," Mona said. "Local Optimist Clubs could augment their volunteer base with some of these individuals who have expressed an interest in this community. This could be a great way to expand our positive impact."

One hundred years after its founding, the need for Optimism remains crucial. Members should be proud of their legacy as they move forward into the next century, Mona said.

"Who we are and what we do as Optimists are needed now more than ever," Mona said. **"We have continually focused on hope and positive vision and bringing out the best in youth, communities and ourselves. That is as relevant going forward as it's been for the last 100 years."**



1929 Milwaukee Junior Optimist Harmonica Band

## Notable Optimists

**Harry S. Truman**  
U.S. President

**Jimmy Stewart**  
film actor

**Branch Rickey**  
baseball player and sports executive  
who recruited Jackie Robinson to play  
Major League Baseball

**A.B. "Happy" Chandler**  
U.S. Senator from Kentucky

**Sherman Jones**  
Major League Baseball player

**Will Rogers**  
Actor and comedian

**Dana Wynter**  
British actress

**Lawrence Welk**  
Musician and bandleader

**Maria Giorlando**  
Miss Canada 2018-19



# CELEBRATE 100 YEARS!



To order more items with the 100<sup>th</sup> year logo,  
contact Michelle Monhollen at [mmm@shumsky.com](mailto:mmm@shumsky.com)

For more Optimist products and apparel, visit  
[www.shumskyideas.com/optimist](http://www.shumskyideas.com/optimist)



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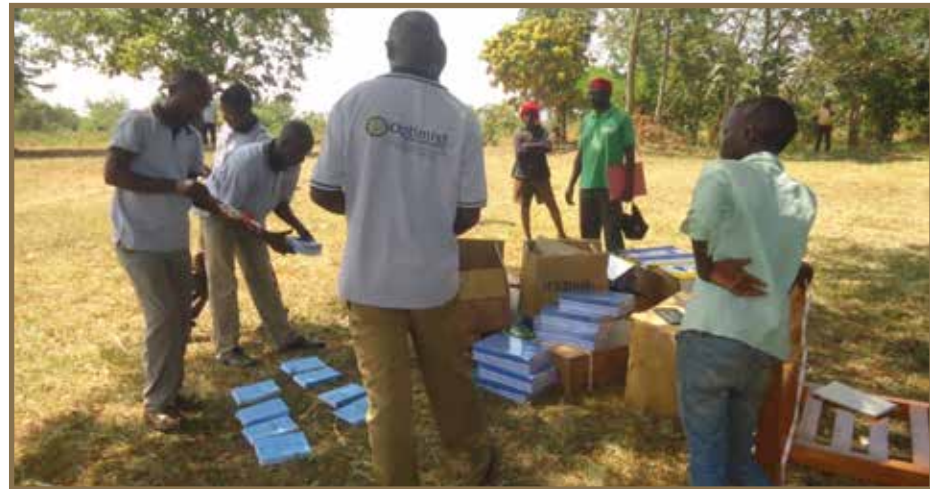
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# Foundation Grant Helps Uganda Optimists with Vaccination Project

Submitted by: Rachel Webb, Editor



Volunteers and members of the COCLAD Optimist Club prepare a vaccination program at a school on Optimist Day, February 7. Photos submitted by COCLAD.

**Optimists in Uganda are well on their way toward an ambitious goal to inoculate 3,500 girls against the virus that causes a deadly cancer by July, thanks to support from the Optimist International Foundation.**

The COCLAD Optimist Club of Uganda received a \$1,000 grant from the Optimist International Foundation to provide vaccinations against strains of human papilloma virus, also called HPV, that cause cervical cancer. The Club is seeking to vaccinate 3,500 girls between the ages of 10 and 14 before July 2019.

**As of this winter, they had vaccinated more than 1,400 girls, including 198 at a single event on Optimist Day, February 7.**

"Many girls between the ages of 10 to 14 years, mainly in grade schools don't receive this free government service due to understaffing of health workers and the costs in terms of transport means to reach every community," said Thembo Selevano, the Club's secretary and a public health specialist.

Cervical cancer is the fourth-most common cancer among women, with about 570,000 new cases worldwide and 311,000 deaths in 2018, according to the World Health Organization. More than 85 percent of the deaths came from low- and middle-income countries such as Uganda, according to WHO.

In Uganda, cervical cancer is the most common cause of death from cancer, with about 4,300 deaths in 2018, according to WHO. Despite this, vaccinations against cervical cancer are not part of the regular vaccination schedule in

Uganda. The Ugandan government does not offer sustainable funding to provide vaccinations, and many people living in rural communities may not be aware of the measures available to prevent the disease, Selevano said. In addition, vaccines may sit in refrigerators due to lack of use, expiring before they can be administered.

To organize the vaccinations, the COCLAD Optimist Club meets with teachers at area schools to provide education about cervical cancer, and works with the schools to schedule the vaccinations. Many of the Club's members are teachers, which also helps with education and coordination, Selevano said. Professionals from the local area's health agencies administer the immunizations, although many of them are Optimist members as well, Selevano said.

The girls receive the Gardasil vaccine, one of three products that offer vaccination against some of the forms of HPV that cause cervical cancer. Worldwide, rates of cervical cancer have decreased since Gardasil was introduced in 2006, according to the American Academy of Pediatrics.

The vaccination project fits in well with the Optimist International Foundation's emphasis on supporting Children's Health and Wellness.

**"The Optimist International Foundation is proud to support clubs worldwide with assistance for significant projects that help their communities, especially the children. We look forward to seeing what COCLAD and our other grant winners achieve."**

**— Foundation Director Craig Boring**



# Election Project Encourages Voting in Rochester, New York

Submitted by: Rachel Webb, Editor, with information by Jason Taylor and Teri Davis



More than 200 young people voted in a mock election in Rochester, New York, last fall after a meeting between school officials and Optimist Club members sparked the idea.

Members of the Optimist Club of Greater Rochester met with Jason Taylor, community coordinator for the city's East School, to discuss ways that they could encourage participation in their essay and oratorical contests. As a Club in its fourth year, they wanted to spread the word of Optimism as much as possible, said Club Secretary Teri Davis. During the meeting, Taylor mentioned that he wanted to introduce his students to election engagement, and that idea took hold.

"We jumped at the chance to participate and took the lead in putting together the slate of candidates in the District that the school is in and included the New York State candidates," Davis said.

Taylor said that he was interested in organizing a mock election because students in New York often get little exposure to the electoral process before they are of legal voting age. For many students, this means studying Participation in Government during their senior year of high school, but that class is only half a year, which Taylor feels is not enough.

"It is too late to wait until students turn 18 to teach them about politics and voting," Taylor said. "From research over the past 50 years we know that young voters age 18 to 21 are some of the least likely to vote — often only 20 percent of young voters cast a vote in an election. Think about that. Four out of five voters do not bother to make their voice heard in the electoral political process. That basically means that young voters are an invisible part of the electorate."

For about \$100, the Optimist Club provided funding to create a VOTE Here poster, I VOTED stickers for each young participant and to print candidate-information sheets.

The mock election took place over the course of a week, with Club members helping during lunch time. Students were supplied with ballots that offered details of all the candidates, including their party affiliations, offices sought and explanations for what all of the offices did including governor, attorney general and U.S. representative. They also had access to a voting booth with levers that regular voters would use.

Optimist Club members helped participants review the candidates, learn to operate the voting machine, and cast their votes.

"It is so important to vote because society will only function if people are both knowledgeable about and invested in the political system," Taylor said. "Not voting basically means letting other people decide for you how you are going to live your life."

In addition to fostering participation on the day of voting, the project encouraged students to do their homework about candidates and issues they would see on the ballot. About one-fifth of the school's student body from grades 6 through 12 participated, which is similar to the numbers of younger voters who participate in mid-term elections. Still, Taylor considers the turnout a success and would like to increase participation by making the mock election an annual project.



"While I would have loved to have had more voters, it is not enough to view success in raw numbers," Taylor said. "What really matters is changing culture, attitudes, and dispositions. I think the Mock Election was a start on that."

Support from Rochester's Optimist Club was vital to the project's success, Taylor said.

**"Our Mock Election would not have happened had our local chapter of Optimist not enthusiastically offered to help," Taylor said. "We are all stakeholders in the future of our youth, and the folks from Optimist really exemplified that."**

The response from the Optimist volunteers was equally enthusiastic.

"Based on the outcome of the program we will work with Jason to deliver this program again next year," Davis said.





# Idaho Optimists Create a Home for Former Foster Kids

Submitted by: **Barry Knoblich, Optimist Club of Twin Falls, Idaho**

Optimists in Twin Falls, Idaho, live in the Magic Valley, a place not only of enchanting beauty but of remarkable generosity and community spirit. They put that magical reputation into action when they realized that young adults aging out of foster care needed help.

Their magical vision came to reality in January when the Twin Falls Optimist Youth House opened for its first residents, providing a place to live, gain life skills and more.



"This community has done so much to make this a reality," said Club member Barry Knoblich, one of the project's leaders. "This house is great, but really everybody understands this is about these kids and we want them to know, don't worry about where you are going to go when you age out, we have provided a place for you."

The journey started in 2012 when the executive director of CASA (Court Appointed Special Advocates) talked with Barry about a young man sleeping in a car. He had left foster care at 18 and had nowhere to go. Barry felt the Club needed to help, and early research showed there were some services for these young people, but what they really needed was a place to live.

As a result, many could not finish high school and headed to homelessness and/or incarceration within two years. In addition, many foster care youth often lacked drivers licenses, work experience or basic life skills, such as doing laundry or cooking. The Optimist Club of Twin Falls set out to change that.

The Club started with \$20,000 earmarked as seed money for an Aged-Out Foster Care Youth House, and started contacting agencies to identify the scope of the area's needs.

The magic of the community took over following the initial outreach. Individuals, agencies, businesses, the City of Twin Falls, Twin Falls County, other civic organizations, clubs, and churches of the Magic Valley came together to provide transitional housing for aged-out foster care youth.

County Commissioner Jack Johnson, also a Club member, helped to identify a county-owned house set for demolition. The house was in an ideal location and fit perfectly within the project's needs, and has been leased for \$1 a year.

Major remodeling was needed to make the old house a home. The magic arose again as the community answered the Club's calls for donations, volunteers and materials. Almost everything in the house was donated or provided at a discount.

After months of demolition and remodeling, the Twin Falls Optimist Youth House opened in January. The Youth House can accommodate six males on the second floor, six females on the main floor, and resident advisers on each of these floors.

The basement houses a training room, laundry facilities, and rooms for females who have progressed to living independently without the need of a resident adviser.

A separate 501(c)(3), Twin Falls Optimist Youth House, Inc. has been set up to manage the operations of the Youth House. The home's Board of Directors consist of subject-matter experts and business leaders who are all passionately concerned about assisting youth.

The Board has developed a plan encompassing a two-year transitional program to take the role of what has been missing in these kids' lives: somebody who cares; somebody who is willing to be a good example; somebody willing to be a mentor. Often, these things are taken for granted as provided by parents to their children.

The first year's operating funds have been acquired, and the Board is embarking on fundraising to provide for future expenses. The dream has become a reality.

For more information, visit [www.twinfallsoptimistclub.com/youthhouse](http://www.twinfallsoptimistclub.com/youthhouse).



# President Rebecca's Travels

**It was a busy winter and early spring for International President Rebecca Butler Mona and her family. President Rebecca visited with Optimists and others near and far, both in person and online.**

The travels started during winter break, when the "First Family" of Optimist International visited Optimists and Junior Optimists in four California districts, as well as the Optimist Youth Home. She also participated in the Service Club Presidents' Summit in Pasadena, which allowed for collaboration with the international leaders of Rotary, Lions and Kiwanis Clubs. The summit helped to forge a strong relationship with other service organizations that will benefit all involved.



The family started in Sacramento with an evening with Pacific Central District Optimists, where they received proclamations from the city, county and state assembly. A highlight was seeing Savanna Karmue, the inspirational 12-year-old author, social reformer and future cardiologist honored by President Rebecca at the 2018 Optimist International Convention in Ottawa with the "Positive Vision & Impact Award." This award recognized Savanna for her personal vision, passionate leadership and clear impact in improving childhood health and wellness through her "Happy Heart Advice" program combating childhood obesity. With the expansion of Optimist International's focus on Childhood Cancer to a broader focus on Childhood Health and Wellness, Optimist Clubs and Junior Optimist Clubs will now be better able to address a range of health needs for children, such as healthy lifestyles, chronic diseases, mental health and disabilities.



In the Los Angeles area, President Rebecca met with members from Pacific Southeast and Pacific Southwest Districts, and visited the historic Optimist Youth Home & Family Services facility. The home has served at-risk teens and their families in Southern California for more than 100 years.

The Mona family had a bit of behind-the-scenes fun when they were invited to work on the Rotary International Rose Parade Float. The Tournament of Roses Parade is broadcast across the United States on New Year's Day.



The California trip concluded with a visit to the California South District in San Diego. The visit to this dynamic district included meetings with Junior Optimist International (JOI) President Cole Mullins and Optimist Richard Bailey, mayor of Coronado, California.



After returning home to Iowa, President Rebecca headed to St. Louis, for the Mid-Year Conference. This training event brought together Governors from the U.S., Canada and the Caribbean to learn the best ways to improve their Districts and Clubs.

February sent President Rebecca to two regional conferences bringing together nearly 200 Optimists each in Kansas City, Missouri and Panama City Beach, Florida. The Tri-District Conference in KC joined Kansas, East Missouri, West Missouri and surrounding states for training and a Centennial celebration for several of the original Optimist Clubs in our organization. The Southeast Regional Summit was hosted by North Florida Optimists, in a region still recovering from 2018's Hurricane Michael. In addition to great training and fellowship, President Rebecca helped Optimists with local projects including a children's Mardi Gras parade and an event for children with cancer, and also presented two checks for \$1,000 each from the OI Foundation's Disaster Relief Fund to area Optimist Clubs working on hurricane recovery efforts.

In addition to her travels, President Rebecca welcomed Optimists in new Clubs serving communities across the United States, Canada, Caribbean and as far away as Nepal.

**She also offered greetings to many Optimist Clubs celebrating milestone anniversaries during our Optimist Centennial year. Much more is on the horizon for Optimist outreach in the coming months!**



From left, Rotary International President Barry Rassin, Optimist International President Rebecca Butler Mona, Lions International President Gudrun Yngvadottir and Kiwanis International President Florencio C "Poly" Lat.



# Optimist Day

Optimists around the world celebrated Optimist Day in a variety of ways in all corners of the world. On February 7, Optimists were asked to wear their Optimist attire to help spread the word of Optimism in person and on social media. Many also chose to engage in service that day as well.

Here is a roundup of Optimist Day activities from around the world.



The Optimist Club of Waterloo North in Ontario, Canada, sent in this photo of their day's meeting. Clockwise from top left are Treasurer Doug Johnson, Director Blaine Gray, President Ross Robertson, Director Charles Cardiff, Secretary Peter Michels, and Past President Allan (Smokey) Balfour.



The Optimist Club of Jasper, Indiana



The Eastern Region Optimist Club of Ghana organized a career guidance lecture for students at a school in Adadekrom.



The Optimist Club of Marshalltown, Iowa



Members of the Optimist Club of Waynesboro, Georgia



Kent Reyling, of the Optimist Club of Jasper, Indiana



Members of the African Future Leaders United Optimist Club conducted a book drive for children at a homeless center in South Africa.



Merlene Hercules, of the Optimist Club of Barbados Central, showed off her Optimism on the beach, before buying groceries to help a family in need.



The Douglas County Optimist Club in Georgia met for lunch, including President Diane Connors, left, and Club Member Elvina Calland.



From left Colleen Coombs, treasurer of the MDSD District and secretary/treasurer of the Optimist Club of Mechanicsville, Maryland, and Club Treasurer, Foundation Representative Teri Branch and Club President Tina Bahen pose for a photo after having lunch.



Tom Lloyd, President of the Optimist Club of Des Moines, Iowa, showed his Optimist pride while pumping some iron.



The Optimist Club of St. Paul, Minnesota



Maya Gluck, JOI board member



Marvin Erdman, Member of the Shawano Optimist Club of Wisconsin

Our organization greatly appreciates each and every one of our Members striving each day to bring out the best.

Mark your calendars for Optimist Day 2020: February 6



# CONVENTION IS FOR EVERYONE!



The annual gathering of Optimists is open to Members and their guests to learn from one another and share success stories. There truly is something for everyone. Are you an everyday Optimist from whom others could gain insight? How about a volunteer who has a successful program, a Member looking for a unique project idea or maybe a first-time Club or District Officer? Are you thinking about becoming a Club or District officer? Are you someone who supports an Optimist Member in the family? Do you have stories about the history of

the organization you can share? If you answered yes to any of these questions, then you have something to contribute and gain from attending the International Convention.

Celebrate 100 years of Optimism with us as we return to the city of the very first Optimist International Convention.

## LOUISVILLE, KENTUCKY



### DISCOVER THE LAND OF FAST HORSES AND SLOW POURS!

As anyone who visits soon discovers, Louisville is a unique destination.

#### Welcome to Bourbon City.

Yes, Bourbon is a spirit that comes in a glass, but it's also a spirit that defines the culture and compassion, arts and parks, and creative energy. It's this same spirit that continued and created Louisville itself – a city that combines heritage with innovation, authenticity with originality, quirkiness with friendliness in a way that's unique to the region. Louisville is an entirely different type of Southern. From boundary-pushing twists on Southern cuisine that have made it one of the "10 Best New Food Cities" in America to the one and only Urban Bourbon Experience™, featuring the world's only, citywide trail filled with award-winning micro-distilleries, exhibits and craft cocktail destinations. Then discover one-of-a-kind attractions like the legendary Churchill Downs, Louisville Slugger Museum & Factory, and the Muhammad Ali Center. And that's just your first day.

### YOUR SOURCE FOR UP-TO-DATE CONVENTION INFORMATION

Visit [optimist.org/convention](http://optimist.org/convention) to view the agenda and learn more on numerous topics, including registration fees and group meals costs, housing, travel and rental car discounts, youth activities, group tours, entertainment for the Opening Ceremonies, Appreciation Luncheon, Old Timers Breakfast, featured events, and more.

If you would like information sent to you, e-mail [convention@optimist.org](mailto:convention@optimist.org) or call (800) 500-8130 ext. 205 or 221.

### The Convention and Louisville Host Area Committees are working hard to create a memorable experience for everyone.

**SATURDAY, JUNE 29** at 5 p.m. there will be a Centennial Walk featuring some of the original Optimist International Clubs. At the end of this walk there will be the installation of a historical marker funded by our Past International Presidents. Back in 1919 there was a historical marker near the Tyler Hotel honoring the birth of Optimist International. The Tyler Hotel was the location of the first convention in June 1919.

**SUNDAY, JUNE 30** features workshops for everyone and training for 2019-20 District and Club Officers. Registered attendees will be taken 'Through the Decades' during a Live Time Line of Optimism at the Opening Ceremonies.

On **MONDAY, JULY 1**, attend the Town Hall Meeting and workshops in the morning. Enjoy a 'Day at the Derby' at the Appreciation Luncheon with entertainment by Anna Grace Seuberling. Don't forget to bring your Derby hat or fascinator!

Monday afternoon's business session will feature a keynote by Monica Hardin, a former Miss Kentucky and anchor at Louisville's WLKY, and former winner of the Optimist Oratorical contest.

After you have dinner with your District on Monday, join the fun at Trivia Night from 8-10 p.m.!



On **TUESDAY, JULY 2**, get up early to enjoy breakfast, honor our Past International Presidents as they are Called to the Post, and laugh 'til you hurt with Mack Dryden. Speaker/actor/comedian Mack Dryden has made several appearances on *The Tonight Show* and in a number of movies, co-hosted his own syndicated TV show *Comedy Break with Mack & Jamie*, and acted in such shows as *The Guardian* and *JAG*. A survivor of a stay in an African prison and two different types of cancer, he has delighted and inspired thousands across the U.S.

and on five continents with his compelling personal story and hilarious delivery. For more about Mack visit [www.mackdryden.com](http://www.mackdryden.com). The Old Timers Breakfast is for everyone, not just Old Timers!

Tuesday morning's business session will feature introductions of some very important people and a treat with a keynote presentation from artist Jeff Hanson.

On **WEDNESDAY, JULY 3**, the morning's Closing Business Session will feature awards presented to Optimist Members from around the globe, and be sure not to miss President Rebecca Butler Mona's closing remarks as well as Convention Chair Joanne Ganske as she announces the winners of the various drawings.

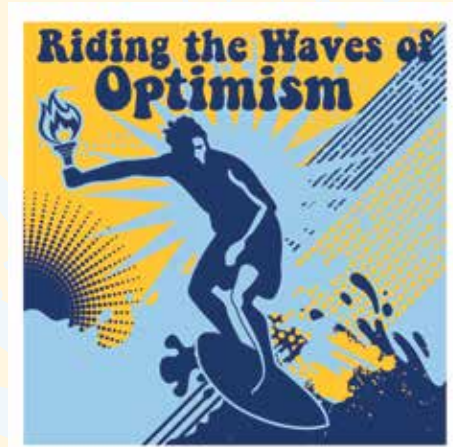


There will be free time Wednesday afternoon followed by a fun-filled evening 'Dancing Through the Decades' with the Vinyl Kings at the President's Banquet and Ball. The Vinyl Kings are one

of Louisville's premiere rock/pop bands playing the sounds of the 60s with a splash of hits from the late 50s and early 70s. They play songs by the Beatles, the Rolling Stones, Buddy Holly, Paul Revere and the Raiders, Elvis, Johnny Rivers, Wilson Pickett and many other artists from the greatest decade of rock 'n' roll.

The Vinyl Kings formed in 1999; each member has played in bands from the Louisville area since the 70s. The band has performed at over 600 corporate and private events, wedding receptions, night clubs, and festivals over the past 20 years. Members of the Vinyl Kings are Mike Murphy (guitar and lead vocals), Rick Graves (drums and vocals), Joe Campbell (lead guitar and vocals), and Don Greene (bass guitar and vocals). Just nice boys playing nice rock 'n' roll music.





## Junior Optimist International Convention

June 30 – July 2, 2019

**Registration is \$199 USD for adults and youth who register by May 31. Registration includes the cost of function space, workshops, speakers, supplies, entertainment and meals starting with dinner on June 30 and ending with the banquet on July 2.**

If you are not registered for the Junior Optimist Convention and would like to attend the JOI President's Banquet on July 2, please e-mail [junioroptimist@optimist.org](mailto:junioroptimist@optimist.org) or call 1 800 500-8130 ext. 218.

Visit [www.junioroptimist.org](http://www.junioroptimist.org) and select joiCON for more information.



## MONICA HARDIN

Monica Hardin has many accomplishments, but an early Optimist-related success helped launch her MoMentum. As an eighth-grader, Monica won the Kentucky-West Virginia Oratorical Contest, sponsored by the Kenwood Optimist Club.

Her profile has only grown since then, accumulating a combined 27 years of experience in communication as a motivational speaker, accomplished singer and professional model.

The Louisville native won Miss Kentucky 2001 and competed in the Miss America Scholarship Pageant. She was featured on the MTV documentary "True Life: I'm A Beauty Queen," and is a contributing author in the book, "Under the Crown."

Monica earned a Bachelor of Arts Degree in Communication from the University of Louisville, graduating with honors. She began working in radio as a host, producer and sound engineer for a weekly, 2 hour show called "Posted Up" on Louisville's WLKY.

In 2006, she joined WLKY as a morning traffic reporter. Today, she anchors the weekday morning news on WLKY, Louisville's CBS affiliate. Each morning after the broadcast she hosts "MoMentum" on Facebook Live. This platform gives her the opportunity to connect with people on a more personal level. Her goal is to encourage, uplift and have an open dialogue, focused on positive living with other "MoMentum Makers."

In 2005, she received the Volunteer Service Award personally from President George W. Bush for her work with Creation Prison Music Ministry and Kentucky Harvest.

Monica is married to James, who is living his dream as the head boys' basketball coach at Kentucky Day School. They have two sweet and sassy little girls named Faith, 5, and Eden, 3.

You can follow Monica and her MoMentum on Facebook at [www.facebook.com/MonicaHardinWLKY](http://www.facebook.com/MonicaHardinWLKY), and follow her on Twitter at @WLKYMonica.

## JEFF HANSON

Like all Optimists, Jeff Hanson believes that he can change the world. His artistic talent and success set him in a league of his own, though.

Jeff is using the gift of his paintings to tackle his goal of raising \$10 million for charity before he turns 30. He will be a keynote presenter at the Optimist International Convention in Louisville. In addition, Jeff has produced a painting funded by Optimist that will hang in the Ronald McDonald House of Kentuckiana, brightening the environment of children and their families for years to come.

Jeff has been visually impaired since childhood due to neurofibromatosis. During treatment for an optic nerve tumor at age 12, he taught himself to paint while undergoing chemotherapy. His signature style developed into what he calls "a sight for sore eyes," with vibrant colors and sculptural textures that leap off the canvas.

Jeff originally set out to raise \$1 million for charity by the time he turned 20, a goal that has been revised to \$10 million before he turns 30. At age of 25, he's raised more than \$5 million and supported more than 200 organizations. Along the way, collectors such as Sir Elton John, Dale Earnhardt, Jr. and Warren Buffett own his pieces.

Jeff has received numerous awards for his efforts including Young Philanthropist of the Year, Young Entrepreneur of the Year and the NASCAR Foundation's Betty Jane France Humanitarian Award. People Magazine named him a Hero Among Us, CNN featured him on "Impact Your World," and he has been profiled on CBS Sunday Morning. His book, Lessons from CLOD, also provides in-depth insight into finding inspiration through adversity.

Find out more at [www.JeffHansonArt.com](http://www.JeffHansonArt.com).





## Remembering our Roots with a Historical Marker

Submitted by: **Don L. Arnwine, Ronald Thompson, and Ronnie Dunn**



The Industrial Revolution began in the mid-1800s, and by the first two decades of the next century America was well on its way in transitioning away from an agrarian society. Citizens were realizing that they needed forums for socialization and to address issues that came with people living closer together. A sprinkling of Optimist Clubs began to pop up with no knowledge of the existence of each other, which will be chronicled in *Bringing Out The Best* by Past International President Dave Bruns.

Eventually, they began to collaborate, and in June 1919 eight of those clubs convened to create Optimist International. They met at the former Tyler Hotel in downtown Louisville, Kentucky, in the block where the current Louisville International Convention Center is located.

In the intervening years the development of Optimist International has resulted in service to millions of children in thousands of communities. The Past International Presidents of Optimist International believed that our great organization's birthplace needed to be acknowledged, so we personally funded the creation of a historical marker in collaboration with the Kentucky Historical Society. The marker will be unveiled and dedicated at 5:15 p.m., Saturday, June 29. We want to invite those Optimists who attend the Centennial Convention to join us for this historic ceremony.

A Centennial Walk will begin in an area called The Belvedere located next to the Rivue Tower of the Galt House. Participants are encouraged to arrive by 4:30 p.m. for placement in the walk, which is scheduled to begin at 5 p.m. Clubs are encouraged to bring club banners and walk as a group. The walk route is approximately four blocks long and will end at the site of the historical marker, where the ceremony will take place.

If you cannot participate in the walk or the ceremony, please take the time to explore Fourth Street in downtown Louisville and locate the marker. We are happy to be sponsors of this part of our heritage.



# TARGETED RECRUITMENT CALENDAR

The 2018-2019 International Membership Committee is encouraging all Optimist Clubs to participate in "targeted recruitment" each month of this Optimist year. While all Members are valuable; this calendar will hopefully encourage Clubs to look for new Members in areas that they may not have thought of.

## MAY

**Law Enforcement/Active Duty Military/Veterans** One of the purposes of Optimist Clubs is to: "to inspire respect for the law; to promote patriotism and work for international accord and friendship among all people." What better group to help with this than law enforcement, military, and veterans?

## JUNE

**Past Junior Optimists** Work with your local Junior Optimist advisors to try and keep these kids involved even after they have graduated from high school! Any past Junior Optimist Members are able to join any Optimist Club free for an entire year.

## JULY

**Neighbors/Friends/Coworkers** Another opportunity to recruit Members who are right under our noses! Ask people close to you about joining Optimism during those summer barbeques or pool parties.

## AUGUST

**Educators** With schools getting back into session, speak with teachers, coaches, and administrators at your local schools about joining your Club. These individuals interact with local youth on a daily basis and can be a great asset to your Club through these connections. All educators can join for \$30 for their first year!

## SEPTEMBER

**Friend of Optimists**  
September is your last

chance of the year to get some new Members and hopefully reach Honor or Distinguished Club status! Consider reaching out to local businesses, community leaders, speakers at your meetings, or anyone who says they "don't have enough time to volunteer." Friend of Optimists support your Club financially, but many also eventually become active Members!

## Make the Most of Your Membership Marketing

Submitted by **Carol Hodges, Optimist Club of Galveston-Noon, Texas**



Every time your club is out in public, do you have membership applications, information about the club, and a sign-up sheet for guests and attendees? For instance, in the past few months many Clubs held an oratorical contest. There were the contestants, their families and friends, the judges, and maybe a teacher or two there. What did your club have there?



Hopefully, the Club banner and the Optimist Creed were on display. During the down time, did one of the members do a PSA (public service announcement) about the Club or Optimist International? Did the guests sign in so you have a way of contacting them to thank them for coming and assess if they might be interested in attending a NOW event? And how about that fundraiser or sponsored tournament? Same thing – is OI information prominently displayed? Make sure your club is taking advantage of every opportunity!

The Galveston Noon Optimist Club of Texas prominently displays Club information at local events. Photos courtesy of Carol Hodges.



## Background Checks

### Ensuring the safety and security of your organization

We understand the importance of protecting your Optimist Club and the children you serve. IntelliCorp has partnered with Optimist International to ensure Optimist Clubs receive comprehensive and validated screening services at the lowest possible cost.

#### Optimist Discounted Background Check Package

We help deliver a thorough picture of your applicant, so you'll get a full representation of who you're hiring based on your specific requirements.

Package Price: \$15.30

#### Includes:

- Validated Criminal Database
  - Validated Nationwide Sex Offender
  - Validated Department of Corrections
- Unlimited Single County Searches (7 year address history)\*
- SSN Verification w/Address History
- Government Sanctions (Terrorist Search)

Note: \*Some courts charge a mandatory fee. These are treated as pass-through fees to our clients and are clearly highlighted before processing the search.

#### Package Add-Ons

- Federal Criminal Searches
- Motor Vehicle Reports
- Employment Verifications
- Education Verifications
- Adverse Action Letters
- Drug Testing
- Credit Reports
- I9/E-Verify

**Contact:**  
 IntelliCorp Sales  
 800-539-3717  
[sales@intellincorp.net](mailto:sales@intellincorp.net)  
[www.intellincorp.net](http://www.intellincorp.net)



#### Program Benefits

- Preferred pricing
- Criminal product validation
- Compliance resources
- Best-in-class client service
- System & product training sessions
- Secure online process

Please Note: Information and preferential pricing provided for U.S. Clubs only. Canadian Clubs should contact IntelliCorp for more information.

Sign up today at [www.intellincorp.net](http://www.intellincorp.net) and complete the first page of the registration process.

## REGISTRATION FOR ONLINE TRAINING

Webinars are an easy way for Optimist leaders to gain new skills and learn new information. In just an hour, you can come away with information about recruitment, leadership, goal-setting and more. Check out this list of Webinars to see what's scheduled, and stay tuned for more to come!

#### May 13, 2019

**Forms: Why Waste Your Time** Venus Sanford/Nicole Paquette

We will explore some of the forms involved, reporting, tracking, eight causes of procrastination and how to avoid wasting your time. Some things to ponder and ask yourself to find out if your task is getting accomplished...

- Fear of the Unknown
- I'll do it later
- You are unclear about how to get started or where to find what's needed
- You often get distracted. You know the task will require effort and work
- I'm working on small tasks because they're easier
- You experience a lack of motivation

We will cover the understanding of what forms are needed to complete your task (via online or mail) and find in the most efficient way to accomplish it all. **To register, visit <http://tinyurl.com/OptimistMay>**

#### June 10, 2019

**B2B Transitioning Leadership/Continuing Success** Mark Weinssoff/Claire Labrèche

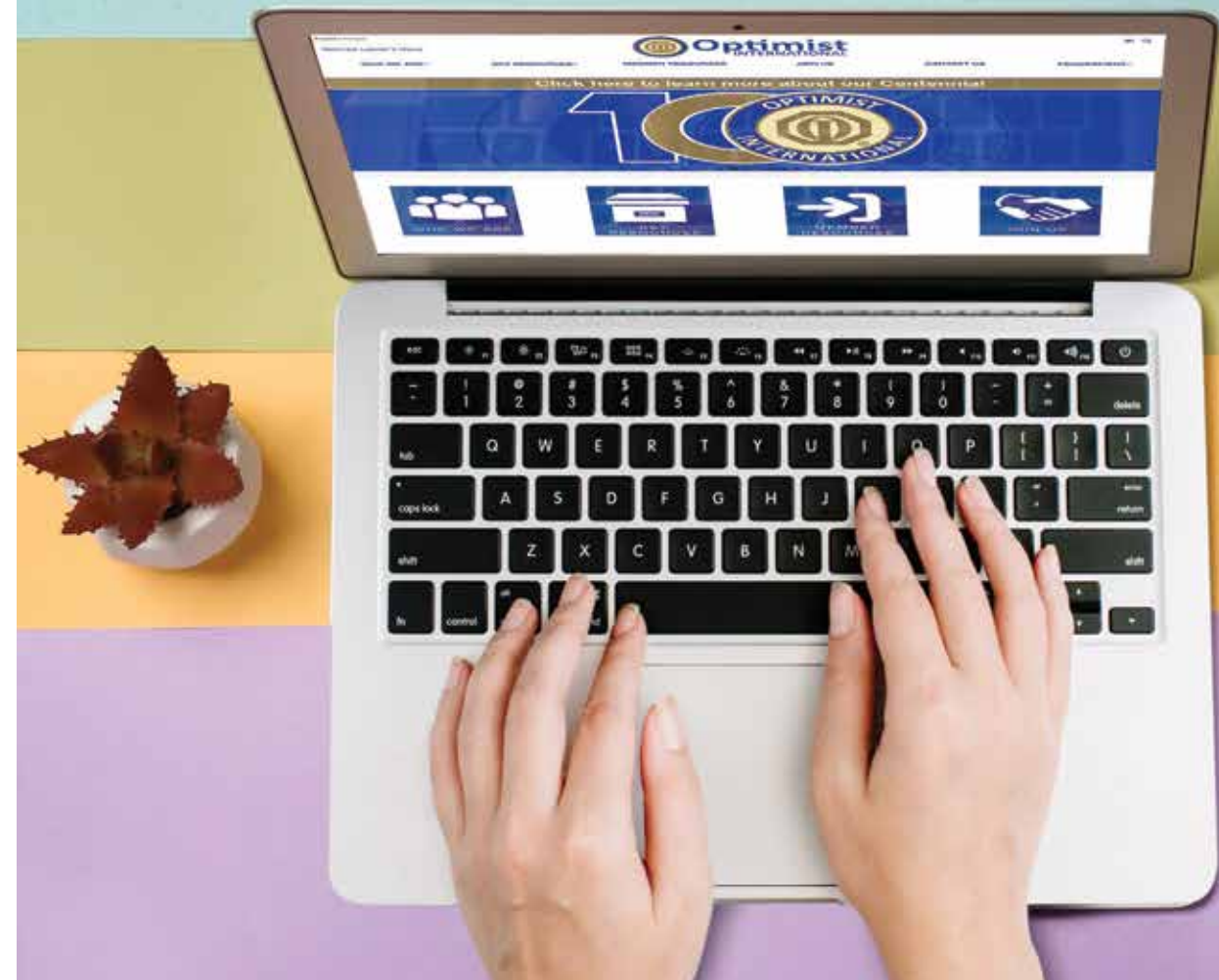
Healthy Optimist Clubs change leadership on a regular basis. As detailed in the book Good to Great, great organizations thrive even with changes in leadership. This webinar will describe how a club can transition to new leadership every year while sustaining success. You will find that even if present leadership is strong, change will keep your club vibrant and the community will benefit as well. **To register, visit <http://tinyurl.com/OptimistJune>**

#### September 9, 2019

**B2B September Checklist: Are You Really Done?** Daniel Rich/Sylvain Ménard

The end of the Optimist year is just a few weeks away – have you done everything you set out to do? How will you know? This webinar will help you to review the goals you had for the year and evaluate your progress toward them and the goals set for the whole organization. Once you know where you stand, remember – “You are never really done until October 1.”

**To register, visit <http://tinyurl.com/OptimistSeptember>**







## Help the Dreams of Young Golfers

Spring is here and that means it is the Optimist District qualifying season. Junior golfers are headed out to courses with dreams of making it to the big tournament and possibly of continued success on the collegiate or professional level. Excitement is growing and many Optimist Districts are making an extra effort to help the dreams of these young golfers become a reality.

### How a Golfer Qualifies

How does a golfer qualify for the Optimist International Junior Golf Championship? Optimist Districts in the US and Canada organize tournaments that serve as qualifying events. Golfers who live in an Optimist District can play in any District qualifier in order to attempt to advance to the Championships. If a golfer cannot play in his/her District tournament due to a conflict, he/she may travel to another District to attempt to qualify. A limited number of golfers in each age division will advance to the Optimist International Junior Golf Championship through all qualifiers. See where your District qualifier is located by going to the Optimist Junior Golf website at [www.optimist.org/golf](http://www.optimist.org/golf). There you will see a list of the qualifiers by location, date and a map.

### Help a Child Advance

Help a child advance to the Championship by sponsoring them. Contact your local District Junior Golf Chair for more details. This is a once-in-a-lifetime chance for our Junior Golfers.

## OPTIMIST JUNIOR GOLF CHAMPIONSHIP

Trump National Doral Miami

July 16-21, 2019 - Boys 10-11, 12-13 and Girls 10-12

July 21-26, 2019 - Boys 14-15 and Girls 13-14

July 26-31, 2019 - Boys 16-18 and Girls 15-18



## 15<sup>TH</sup> ANNUAL OPTIMIST INTERNATIONAL TOURNAMENT OF CHAMPIONS

November 9-10, 2019

ChampionsGate, Orlando, Florida

An invitational event for Boys 11-13, Boys 14-15, Boys 16-18, Girls 11-13 and Girls 14-18 which is ranked by *Golfweek* and the Junior Golf Scoreboard and is included in the AJGA Performance Based Entry process.



For more information on the Optimist Junior Golf Program  
(800) 500-8130 ext. 207 or e-mail [golf@optimist.org](mailto:golf@optimist.org)

# Texas Bank Wants Everyone to Opt for Optimism

Submitted by: **Rachel Webb, Editor**

People who foster optimistic habits are more likely to have financial success. Many of us also deal with pessimistic feelings toward finances and other aspects of life. Frost Bank decided that people across the world could use some help moving into the optimistic column and took up the cause in a new initiative.

Opt for Optimism launched in June 2018 with the [OptforOptimism.com](http://OptforOptimism.com) website. Visitors can take in tips for improving optimistic habits, read profiles of how optimism has helped people, watch helpful videos and take part in the 30 Days of Optimism Challenge.

The initiative's roots go back to statistics showing a high rate of financial worry among Americans, coupled with the bank's research showing that people with optimistic mindsets are more likely to be successful. Frost Bank is based in San Antonio, Texas, with 134 branches, but Frost leaders felt the message of optimism has universal implications.

"We felt it was a message that was needed, particularly in a period of time that there's a lot of division and pessimism and uncertainty and confusion," said Frost Bank CEO Phil Green. "We thought this optimism message was useful and helpful, and we thought it would help people understand who we are."

Frost Bank's study found that optimists are seven times more likely to experience financial health than pessimists, and optimists report 145 fewer days per year of financial stress than pessimists. That prompted the company to seek to understand the connection between optimism and financial health, as well as other forms of well-being said Ericka Pullin, Frost's senior vice president for research and strategy.

To become more optimistic, Opt for Optimism recommends three habits, Pullin said.

1. Take the taboo out of money. Those classified as optimists are more likely to feel more comfortable talking about money with others, and are more likely than others to seek help from a financial expert or resource and use that advice.
2. Seek progress not perfection. Optimistic habits include saving for a major purchase over time, and to have a basic financial plan in place.
3. Expect the unexpected.

Customers should also understand the bank's definitions regarding optimism, Pullin said. Optimism does not refer to simple happiness, but to anticipate that challenges will come along in everyone's life, and to look for solutions.

"What we're talking about is the mindset of determination in the face of adversity," Pullin said. "Optimists are able to anticipate challenges and learn from them. It's that mindset in the face of adversity and challenges that we think is making a difference."

Opt for Optimism also encourages website visitors to sign up for the 30-Day Optimism Challenge. Subscribers receive a daily e-mail with tips to cultivate optimism in daily life, such as buying coffee for a stranger, or leaving an uplifting note for someone.

"It will change your life," Green said. "It will make your life better. It did mine. Only 25 percent of the optimism you have is innate within you; 75 percent is developed. There's a lot we can all do to develop our optimism, and to exercise that optimistic muscle within ourselves."

The initiative was created in partnership with brand-development firm McGarrah Jessee, which helped craft the message and create content. Partnerships with Texas Monthly magazine, Culture Map and Moneyish have also helped to spread the word and develop materials, Green said.

So far, the feedback has been overwhelming positive and gracious, said AJ Hickcox, associate strategy director at McGarrah Jessee.

"We've had people reach out and say that they've taken the 30-day challenge twice because it was so meaningful to them," Hickcox said. "We've had teachers reach out and say they had their students do it. It's really exciting see how people are appreciative of this."





# OPTIMISTS IN ACTION

Submitted by: Janet Lloyd, Optimist Club of Des Moines-Western-Noon, Iowa

**Are you looking for a new project to make a big difference in your community?  
Have you considered adopting an area to clean up or maintain in your community?**

Sharon Miner, a member of the Optimist Club of Greenfield, Iowa, who moved to Hollister, Missouri, took it upon herself to start her own one-person cleanup crew in her neighborhood. Each day when Sharon would go for a walk she noticed trash along her route, a busy highway through town. She started taking a bag with her on her daily walks and picked up trash. As Miner continued this practice over the next few weeks, neighbors began to notice how nice the street looked. They would approach her and thank her for her service to help keep their community clean. Sharon said this is a great way to meet people. Not only did neighbors thank her, but visitors would wave, or cars would stop, put down their windows and thank her.

Eventually, Sharon was invited to city hall for the board of aldermen meeting. Mayor David Tate introduced her, publicly thanked her for keeping the highway and town clean. Next the mayor presented a proclamation about community pride and personal service, and declared that day "Sharon Miner Recognition Day" in Hollister, Missouri. Sharon's response is "I'm walking for my health, so I might as well pick up litter. It's no big deal." But to others it is a big deal. Her actions are noticed and appreciated.

Sharon's challenge to each Optimist Club is to set an example in your own community. There are a variety of programs to adopt a highway, street, park or bike trail. Talk to your area's department of parks, natural resources or conservation, and see how you can help them. Maybe clean a campground or a lake area. Talk to city officials and maybe clean a park or the town square or main streets. Talk to school superintendents and principals. Maybe school grounds, outdoor sports fields, stadiums could be picked up after events. This would be a great opportunity to involve JOI Clubs and kids of every age. Optimist members can work along with them when necessary.

When working on the cleanup project, be sure to take photos and submit articles to the local media or post on social media. Let your community know what you are doing and how they can get involved as well.

A perfect opportunity to showcase your club and a chance for membership.

**There is no limit to what can be done. Every community has needs. People will notice and thank you for what you do. Let's put our "Optimists in Action" to help make our communities beautiful!**



Rebecca Butler Mona  
Optimist International President



Melvin Bannister  
OIF President

**Check out the OIF Coin on the next page**



## Centennial Commemorative Coin

In commemoration of the 100<sup>th</sup> anniversary of Optimist International, the Optimist International Foundation has available a special commemorative coin to celebrate the milestone. The coin, with the 100<sup>th</sup> anniversary logo on one side and the Optimist International Foundation logo on the other, highlights the partnership between the two organizations in furthering the mission of Optimism worldwide.

This partnership has helped children and communities in thousands of ways: from scholarships to support of Junior Optimist International, to Club Grants and so much more.

The proceeds from the 100<sup>th</sup> anniversary coin will be dedicated to help the launch of the new Optimist International effort: the **Childhood Health & Wellness** program. This high-quality keepsake will be a 1.5-inch bronze coin, in a blue velour box. The donation will be \$100 (USD).



Please join your fellow Optimists in **Bringing Out the Best in Kids** through the Centennial Coin Program.

Sign me up! Please accept my \$ \_\_\_\_\_ donation.  
(Enclose check, payable to Optimist International Foundation, referencing "Centennial Coin" in the memo section)

Sign me up! Please accept my \$ \_\_\_\_\_ donation. Charge my  Mastercard  Visa  Discover  American Express

Account # \_\_\_\_\_ Exp. \_\_\_\_/\_\_\_\_ Security Code \_\_\_\_\_

Signature \_\_\_\_\_

Name \_\_\_\_\_

E-mail \_\_\_\_\_

Club Number \_\_\_\_\_ Member Number \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP Code \_\_\_\_\_

Please return to: **Optimist International Foundation** • Centennial Coin • 4494 Lindell Blvd. • St. Louis, MO 63108







# DISASTER RELIEF



The Optimist International Disaster Relief Fund assist clubs working in their communities to that have been affected by terrible natural disasters.

They are Optimists In Action to get a community back on its feet.

Help with their great work by donating to the Optimist International Foundation Disaster Relief Fund.

More information available at [www.optimist.org](http://www.optimist.org) or [www.oifoundation.org](http://www.oifoundation.org)

## CONGRATULATIONS to Our Newest Optimist International Foundation Board of Directors Members!



T G THOMAS



JIM KONDRASUK

**VISIT** [www.oifoundation.org/election.html](http://www.oifoundation.org/election.html)  
**TO LEARN MORE ABOUT THE NEW MEMBERS!**



## Hammond Club Funds Deskcycles

Submitted by: Nadège Fortier, Administrative Director, Canadian Children's Optimist Foundation

In Spring 2018, the Saint-Mathieu Elementary School in Hammond, Ontario, was getting ready for big changes for the teaching staff. Many of them would be assigned to a new class in September, and that was the case for Manon Girard who would now teach in 5th grade.

As she was looking for a way to meet the needs of a class with many kids dealing with ADD, ADHD and other learning challenges, and a way to keep them motivated all year long, Girard had the idea to buy deskcycles. These pedal exercisers sit under the students' desks so they can use up excess energy. Girard also decided to decorate her class with racecars, and kept some space for rest areas.

Supported by the Club Optimiste de Hammond Inc. and by the school management team, Girard applied for a Canadian Children's Optimist Foundation's Club Grant. This program aims to be a jumpstart for projects and supporter of innovative ideas. Her project met the criteria, as it promotes and encourages the education, health, social, artistic or physical development and growth of Canadian youth. The grant committee awarded a \$500 grant to help Girard and the Club Optimiste de Hammond buy two deskcycles.

Girard's students love the deskcycles and have expressed appreciation. Student Olivié said "I love cycling when I have a lot of energy. I can spend it and then concentrate on my schoolwork. Also, it is fun!"

**Thanks to the Canadian Children's Optimist Foundation!**

For more information on Club Grants, visit our website at <http://ccof-foec.org>





## Christian D. Larson Partners Membership

698 Josée Galarneau  
 714 Cindy Hagan

## Top Ten as of December 31, 2018

| District   | Representative      | Average Contribution Per Member |
|--|---------------------|---------------------------------|
| East Missouri                                      | Sallie Westenbarger | \$12.82                         |
| Alberta, Montana, Saskatchewan, & Northern Wyoming | James Rehm          | \$8.55                          |
| Colorado-Wyoming                                   | Ron Benson          | \$7.07                          |
| Arizona  | Marcia Aurand       | \$6.84                          |
| North Florida                                      | Sonny Kincheloe     | \$4.60                          |
| Michigan   | Steve Sucher        | \$4.57                          |
| Alabama-Mississippi                                | Nancy Ryan          | \$4.29                          |
| South Texas  | Gil Ortiz           | \$3.93                          |
| Capital-Virginia                                   | Barbara L. Grizzard | \$3.65                          |
| South Carolina                                     | Albert E. Eads, Jr. | \$3.64                          |

| District            | Representative      | Total Contributions |
|---------------------|---------------------|---------------------|
| East Missouri       | Sallie Westenbarger | \$19,767.55         |
| Michigan            | Steve Sucher        | \$14,144.10         |
| Colorado-Wyoming    | Ron Benson          | \$10,044.95         |
| GATEway             | Kevin Bush          | \$7,361.00          |
| Iowa                | Dave Phillips       | \$6,679.77          |
| South Texas         | Gil Ortiz           | \$5,665.15          |
| North Carolina West | Bill Teague         | \$4,603.00          |
| North Florida       | Sonny Kincheloe     | \$4,595.50          |
| Alabama-Mississippi | Nancy Ryan          | \$4,585.50          |
| Ohio                | William R. Able     | \$4,190.00          |

## Canadian Children's Optimist Foundation

| District  | Representative  | Average Contribution Per Member |
|---|-----------------|---------------------------------|
| Dakotas-Manitoba-Minnesota                        | Keith Norman    | \$23.56                         |
| Alberta, Montana, Saskatchewan & Northern Wyoming | Tiim Bell       | \$20.88                         |
| Pacific Northwest                                 | Earl W. Pollock | \$5.68                          |

| District  | Representative   | Total Contributions |
|---|------------------|---------------------|
| Alberta, Montana, Saskatchewan & Northern Wyoming | Tim Bell         | \$16,368.63         |
| Southwestern Ontario                              | Jurgen Walther   | \$9,847.81          |
| Midwestern Ontario                                | Warren Bechthold | \$5,389.68          |



Canadian Children's  
 Optimist Foundation

## Donor Listings

This is a record of lifetime accumulation levels achieved from October 1, 2018 – December 31, 2018, for individuals and Clubs. This listing is for gifts recorded up to the deadline date for the printing of *The Optimist*.

### COPPER BENEFACTOR - \$100,000

EAST MISSOURI  
 Optimist Club of Ashland, MO

### SILVER BENEFACTOR - \$25,000

ALBERTA, MONTANA, SASKATCHEWAN & NORTHERN WYOMING  
 Lyle Merriam  
 Clint Sopchyshyn  
 Uptown Optimist Club of Great Falls, MT

### BRONZE BENEFACTOR - \$15,000

NORTH CAROLINA WEST  
 John C. Johnson  
 NORTH FLORIDA  
 Optimist Club of Altamonte Springs-South Seminole, FL

### EMINENT BENEFACTOR - \$10,000

CAPITAL-VIRGINIA  
 Lawson K. Headley  
 MICHIGAN  
 Stephen R. Saph  
 Optimist Club of Auburn Hills, MI  
 MIDWESTERN ONTARIO  
 London Oakridge Acres Optimist Club, ON  
 PACIFIC SOUTHEAST  
 Optimist Club of Garden Grove-Orange Coast, CA  
 SOUTH TEXAS  
 Optimist Club of San Antonio-Towne-Country, TX  
 TENNARK  
 Margaret V. Ingle

### DISTINGUISHED BENEFACTOR - \$5,000

ALBERTA, MONTANA, SASKATCHEWAN & NORTHERN WYOMING  
 Optimist Club of Great Falls, MT  
 INDIANA NORTH  
 Optimist Club of Plymouth, IN  
 MICHIGAN  
 Margaret A. Rollinger  
 PACIFIC NORTHWEST  
 Florence and Larry Blackburn  
 PACIFIC SOUTHEAST  
 Optimist Club of Buena Park-Suburban, CA  
 SOUTH TEXAS  
 Optimist Club of Fredericksburg, TX  
 SOUTHWESTERN ONTARIO  
 Joseph Gatfield

### HONORED BENEFACTOR - \$2,500

ALABAMA-MISSISSIPPI  
 Debra S. Merritt  
 CAPITAL-VIRGINIA  
 Thomas D. Wagstaff  
 GATEWAY  
 Katherine Forster  
 INDIANA NORTH  
 James and M. Dianne Burk  
 QUÉBEC EAST & ACADIE  
 Bertrand Lavoie  
 QUÉBEC WEST  
 Cub Optimiste de la Sarre, QC  
 SOUTH TEXAS  
 John T. Blackwell  
 Martha C. Blackwell

### BENEFACTOR - \$1,000

ARIZONA  
 Anne M. McBride  
 CENTRAL ONTARIO  
 Gilbert L. Crampton  
 COLORADO-WYOMING  
 Ronald L. Benson  
 Marvin Montgomery  
 EASTERN ONTARIO  
 Club Optimiste de Bourget, ON  
 GATEWAY  
 Christopher D. Cox  
 Cynthia D. Hagan  
 John I. Sewell  
 ILLINOIS  
 James P. Schmidt  
 IOWA  
 Optimist Club of Washington Township, IA  
 KANSAS  
 Diana Carlin Pierron  
 MICHIGAN  
 Molly S. Eklund-Easley  
 Nancy A. Flipse  
 NEBRASKA  
 Curtis W. Huston  
 NEW YORK – NEW ENGLAND  
 Michael E. Damiano  
 NORTH CAROLINA WEST  
 Dianne S. Mallard  
 OHIO  
 Susan Armstrong  
 Ginger L. McAndrew  
 Stanley C. Wyllie  
 QUÉBEC SOUTH  
 Geneviève Gauthier  
 QUÉBEC EAST NORTH-SHORE  
 Club Optimiste de Lac St-Charles de Beauport, Delage, QC  
 SOUTHWESTERN ONTARIO  
 Crediton Optimist Club, ON  
 Essex Youth Optimist Club, ON  
 WEST MISSOURI  
 Renee J. Kerckhoff



For more information about the Foundations, see pages 26-29.





Even the smartest dogs have trouble with math.



"To be environmentally responsible, I'm recycling my sister's old book reports."

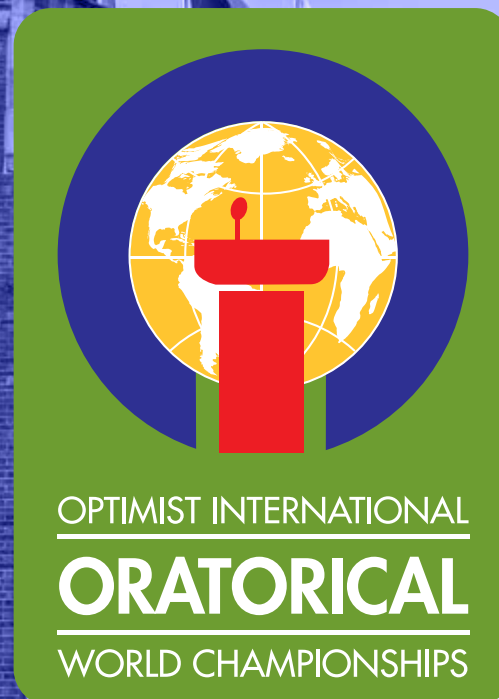
*In honor of the Optimist International Centennial, we have compiled some of the best jokes from the early years of the organization. So before you give us the bum's rush, ankle on over to a comfy spot and see if these jokes are the bee's knees!*

On the old seawall she held my hand  
I let my soul-felt pleadings flow  
I coaxed, I begged, I swore—and yet  
That doggone crab would not let go.  
—The Davidsonian, North Carolina, 1922

Eva: Would you like to take a nice long walk?  
Tom: I'd love to!  
Eva: Well, don't let me detain you!  
— Palladium-Item, Richmond, Indiana, 1920

There's really nothing wonderful about Niagara Falls. Nature just went away and forgot to turn the water off.  
— News-Journal, Mansfield Ohio, 1929

Home is where you can scratch any place that itches.  
— Miami News, Florida, 1923



JOIN US IN  
**ST. LOUIS**

July 18-20, 2019  
Saint Louis University  
St. Louis, Missouri



Visit [optimist.org](http://optimist.org) for more information.





# REGISTER NOW

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OPTIMIST INTERNATIONAL  
101<sup>ST</sup> CONVENTION  
[optimist.org/convention](http://optimist.org/convention)



**JUNE 30-JULY 3, 2019**

