Dear Club President-Elect,

Congratulations on your accomplishment and thank you for agreeing to take on the role of Club President in the first year of our second century as Optimist International. I am honored to serve with you during the 2019-2020 Optimist Year. This year will be a significant one in setting the tone for the future of our organization.

I have chosen the simple theme of iMagine to guide my year as President. However, though this word is simple, my goals are not. We must re-imagine the financial, marketing and operational programs of Optimist International to become the premier volunteer organization of the world.

Many of these goals will require change from what has once been the norm so we can begin iMagining what the future of our organization will be. Expect to see the beginnings of a digital transformation, including iOptimist.org. This is the centerpiece of my vision, which will be a new website that will provide content to improve our reach and engagement with new and potential members.

While I am working on the organizational aspects of improving Optimist International, I want you to know that everything we are doing moving forward is being driven by the fact that we know our Clubs and our Members are the centre of the Optimist universe. So I ask that you encourage your Club’s members to work at improving your Club and your reach into the community you serve. Take a moment to look at your programs and ask yourself if they’re still relevant. Ask your Members and your community what are the new projects or outreach that can be done to serve more children in this new century of service.

In closing, I invite you to iMagine a brighter future with me and for our children.

Yours in Optimism,

Adrian Elcock
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