

The OPTIMIST

Fall 2011

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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: *International President Jack Creswell and First Lady Sue toured Johns Hopkins in Baltimore, Maryland. With them are Morgan Morton, a childhood cancer survivor and Donald Small, M.D., Ph.D., Director of Pediatric Oncology.*

Photo courtesy of Joe Rubino Photography

Getting on the



Recruiting Members and building new Clubs can be a road filled with bumps and detours along the way. The best laid plans may not always go smoothly, but the key is to adapt as needed and be up to the challenge.

Optimist International President Jack Creswell started his career in commercial aviation. He later became part of the family business, which was car washing and detailing. While this was a big change, Jack welcomed

the change and the tests that came with it. “Every day was different,” he says. “I loved the challenge!”

The key to engaging a new Member is to explain the reasons why being an Optimist not only allows you to help children in your local community, it also has a profound impact on your own life. Jack is very aware of how Optimism has shaped his life and is thankful for the experience.

Growth Track

"I was a parent with two young children and a new home in a new community. I wanted to be involved," Jack says. Becoming an Optimist Member was an easy decision.

"My new neighbor invited me to his Club 'because we work for kids.' I joined that night!"

Since that first night forty years ago, Jack has been involved with every aspect of the organization, from the Club level to the International level. He continues his service as a Member of the Optimist Club of Daniel Boone – Douglassville, Pennsylvania.

Jack insists that in his 40-year history as a Member, he has held every office and some of them twice. He served his first term as District Governor during the 1976-1977 year and held the position again in 2005-2006. He served as International Vice President in 1980-1981.

There was one office that Jack had almost given up hope of ever holding, President of Optimist International. "When I picked up the phone and heard the voices of the Candidate Qualifications Committee, I was both shocked and silent. Can you imagine... me silent? Well really, I was," Jack says.

Jack was born in Phoenix, Arizona, where his father was stationed with the United States Army Air Corp at Luke Field. His family soon moved to Pottstown, Pennsylvania, where Jack grew up.

A Look at the Year Ahead

During the 2011-2012 year, Optimists are asked to give 100% and then some. "To give less than 100% is to waste your time and effort. So 100% is the baseline," Jack says. "It is the 'and then some' that makes one truly successful. One extra call, letter or invitation could make the difference between making your goals and falling short."

Jack's first goal is education. He wants to ensure that all Members are aware of the resources available and how to use them. Next, he wants to encourage Members to take action to reach their goals "and then some!" There will be a focus on bringing training to every level of the organization – Club, Zone, District and International.

While the year ahead will be hard work, Jack encourages Optimists to remember that growing is fun. More Members equals more opportunities for fellowship and fun!

He describes himself as a "typical small town" boy. His first school was one room with grades 1

Presidential Favorites

Quote: "Attitudes are contagious. Are yours worth catching?"

Book: *The Prophet* by Kahlil Gibran

Movie: *Doctor Zhivago*

to 3. A bike ride was the mode of transportation to and from school and lunch was an additional trip home during the day. He recalls being on the heater team and taking the ashes out twice a day.

Jack has always enjoyed being a part of the Oratorical contest because he understands the



value of listening to youth. The contest is also special to him because he met his wife, Sue at a training session for a Club contest. They have been married for 12 years. Jack credits Sue with being his sounding board for new ideas and never giving a "no," but a "why not?"

In family life, the Creswells have a daughter and son and one granddaughter. His daughter, Laura is a child librarian specialist while son Greg is a commercial real estate specialist. Greg recently announced his engagement to Christian Enoch of Richmond, Virginia. Laura and husband Mark have a daughter named Emma, who is a "special gal" of her "Pop-pop."

Jack has now retired, while Sue remains active in the world of banking and finance. During his now somewhat limited free time, he enjoys playing a round of golf or taking a quick trip in his 1961 silver and red Corvette.



Optimist Spin on Reality

When Optimists learn of a need in their community, they do their best to find a way to fulfill that need.

If you have seen the popular television series, “Hoarders,” then you are aware of the unhealthy and dangerous conditions in which people with this condition often live.

Past Governor of the South Carolina District, Ashby Skinnell received a call from York County officials requesting help from the local Optimist Club. An elderly woman had been fined and was facing possible jail time due to the hoarded items that had accumulated in her

yard. She had been hoarding for many years after the death of her husband.

Skinnell, a Member of the Clover Optimist Club, called on the high school Members of the Palmetto Octagon Club. The youth were ready to get to work, even though it had been raining for two days and the yard would be muddy.

The group of workers was not prepared for the scene they encountered. Broken glass and rusted metal were strewn throughout the yard. The smell of decaying trash made it difficult to breathe.

Although the woman was grateful the JOOI Members were there to help, it was difficult for her to handle other people touching her possessions. She endured the wet conditions, instructing the youth

and three adult Members what could be disposed of and taken away.

After an hour and a half of sifting through the trash, household items, metal and glass, the woman asked the group to leave and return another day. The process was draining and she was unable to proceed any further at that time. The JOOI Club has committed to working on this project each weekend until the county officials are satisfied with the results.

Corrie Holiday, the Advisor for the Palmetto JOOI Club and Past President of the Clover Optimist Club, contributed information for this story.

There's no place like the



The Des Plaines, Illinois Optimist Club recently conducted their second annual “Free Friday Night Movie in the Park” series. Family-friendly movies were shown and the season closed with the classic 1939 film, “The Wizard of Oz.”

Children were invited to dress up in character and participate in a costume contest before the movie. Eight children ages three to ten participated and gift cards were

History Comes Alive Through Optimism

The Optimist Club of St Louis, Missouri partnered with City Academy, a private independent school to give students the opportunity to experience history first-hand.

The Academy's sixth grade class developed an hour-long documentary on the civil rights movement in St Louis as part of their history studies. Students had the opportunity to interview some of the people who not only witnessed but helped shape the movement, including Civil Right Activist, Norman Seay, Congressman Lacy Clay Jr, Frankie Freeman, the first woman to lead the Civil Rights Movement and Beth Louis, the granddaughter of Branch Rickey, who helped sign the first African-American athlete into Major League Baseball.

The Optimist Club provided funding for the fifth and sixth grade classes to make a spring break trip to Memphis, Tennessee, where students toured the Staxx Museum, the Slave Haven and the National Civil Rights Museum.

"The Club Board of Directors unanimously approved the grant as an exciting way for the Club to expand these students' learning beyond the classroom," Member Tom McNeely said.

The project was featured in two St. Louis newspapers, on the local NPR affiliate and by a local television station. A full screening of the completed documentary was held at a special event at the Missouri History Museum, as part of the "American I Am" exhibit.

"During my time down in Memphis, I saw many things that changed the way I look at the world. The trip gave me an out of the classroom experience and I think every student should have the opportunity to be face to face with their history," said Marshall Strawbridge, a then City Academy sixth grader.

While this sixth grade class has now graduated and moved on to other schools, the memories of this experience will have a lasting impact.



movies

awarded to the top three winners. All of the participants received passes to local attractions.

The Club also conducts their fishing derby, kite fly and golf outing at the local park facility. Club Members met with the Park Director and addressed the concern that the facility was underutilized in the evenings. The movie series was organized to provide family entertainment and bring people into the park that might otherwise not be using it.

"The more important reason I think, is that this brings parents, grandparents, and kids together for an enjoyable evening," Member Chris Ladner says, "There's

a powerful feeling of community spirit at these events, and that makes us proud to be Optimists."

During the first year of the series, the Club received a \$500 grant from the Optimist International Foundation. The funds were used to pay for an inflatable movie screen. Refreshments are sold to help pay for the licensing costs of the movies.

The project has served to strengthen the Club's relationship with the local park district. The Club now conducts their annual Christmas tree sale on park property and has welcomed a district employee as a new Member.

Half Full: Coffee Recruiting

By Aaron Kaskowitz,
Director of New Clubs and
Member Services

According to the National Coffee Association (US) and the Coffee Association of Canada, 49% of Americans and 63% of Canadians over the age of 18 drink coffee.

There is only one answer to the question, “is the glass half full or half empty?” An Optimist always sees it as half full. We always have something to count on; we “look at the sunny side of everything.” That permanently present ‘half’ may represent those stalwart Members of an Optimist Club that keep coming back. They’re the ones we rely on. To those Members, the whole world is half full.

Optimists recognize the glass is half full, but work to fill it. This other half is full of opportunity, holding our visions for a better community. How will you fill that half? Remember that two halves make one whole. There are other people out there with the

One of the new approaches that we're having success with when we meet with people to talk about becoming Optimists is to use phrases like, 'come volunteer with our friends.' We may want to try to talk about joining in a more casual sense. I purposefully didn't say anything about the organization or the Club meetings because we want new people to think mostly about helping the kids. Later we can get into how Optimist International supports the local community to do big things.

-Jim Oliver, 2011-2012 International
New Club Building Chair

getting to know someone because they are held in a comfortable environment where we can have casual conversations without any strings attached. There are no expectations. We are asking them to meet so we can create a relationship.

These new Optimists become partners in advancing our mission to “bring out the best in kids.” We impart on them our positive vision and encourage them to bring their talents to the Club. Bringing individuals into a new group is difficult because we have to find a place for them to fit. Getting to know an individual before bringing them to a Club meeting or service project can be a big advantage. Once we take the time to get to know one another as individuals, we can start to involve new Members in service projects based on their interests and talents.

6 • The Optimist • Membership

What:

Have coffee with a friend or acquaintance that you would like to get to know. Engage with them as a new friend, but not yet as a potential volunteer or candidate to join your Club. Once you've learned more about each other, you may have something to build upon when you bring up the possibility of becoming involved in your programs.

Why:

Our Clubs sometimes feel half-full, too. We can always use fresh faces and new voices to fill in when we need additional help to meet the needs of our communities' children.

How much will it take to make your mug completely full?



Introducing Optimist Radio:

where positive people and great music come together



By Maggie Fairchild, Director of Social Media

“Lucky,” “Happy,” “Livin’ the Life” and “Sound of Sunshine” are just a few of the songs played on Optimist Radio. In July, Optimist Radio made its first appearance at the Optimist International Convention in Baltimore with the use of QR (quick response) codes. QR codes provided Convention attendees with an opportunity to listen to Optimist Radio directly from their smartphones. Optimist Radio can be found on the eOptimist homepage of www.eOptimist.org.

“The goal of eOptimist is to spread Optimism to the world, and to make sure people know the folks behind the message are not businessmen making millions selling t-shirts, but are devoted volunteers who have worked

tirelessly for a full century to make their communities better for everyone, especially children,”

said Chris Jernigan, Member of the Optimist International Board of Directors.

Designed with you in mind, Optimist Radio provides additional features so listeners get the full radio experience.

Features:

- A free customized internet radio player with an eclectic selection of Optimistic songs
- Mobile listening options on all smartphones and tablets
- Listener requests and custom “between the music” messages, advertisements and contests
- Ability to purchase songs directly through the player
- Options to share songs with your social network



Listen Now:

- Download a QR Code reader on your smartphone.
- Launch the reader and hold your phone’s camera facing the code.
- Turn up the volume and enjoy the music!



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Optimist past *shines bright* on our future

By Jim Nagel, Chief Administrative Officer, Optimist International

As you walk past the United States Library of Congress, an imposing marble building, you may barely even see a small stone pillar. Carved into the pillar is a passage worth noticing, “Our past is the prologue to our future.” Taking a moment to reflect on the upcoming 100th anniversary of Optimist International, the headquarters staff did some searching through the archives and found some notable Optimist Members. These Members were leaders ahead of their time.

Long before there was television, air conditioning and the internet, there was magic and Optimist Clubs. Howard Thurston was born in Columbus, Ohio in 1869 and became a Member of the Columbus, Ohio Optimist Club. In the 1920’s and 30’s, Thurston had the largest traveling magic show in North America. It was so large, that the props took up eight train cars. Thurston was widely considered more popular than Harry Houdini.

Thurston was most famous for his work with playing cards. He had specially designed cards with his picture and would “sail” or throw these out to the audience in rapid fire fashion for the crowd to take home as souvenirs.



Howard Thurston received such popularity in his day, promotional posters like this one were hung on sides of barns as advertisements.

Another notable Member born in Ohio was Branch Rickey. A Member of the St. Louis Optimist Club, Rickey was a professional baseball player for the St. Louis Browns (now the Baltimore Orioles) whose on-field talent was not nearly as impressive as his front office leadership skills. After his playing days were over, he became the Business Manager of the St. Louis Cardinals.



Branch Rickey (right) and Jackie Robinson (left) at the signing of Robinson’s contract with the St. Louis Cardinals.

During his time in St. Louis, Rickey invented the “farm system of baseball.” He was responsible for developing Hall of Fame players Dizzy Dean, Joe Medwick, Enos Slaughter and Stan “The Man” Musial. Rickey may be best known for breaking Major League Baseball’s color barrier by signing African American player, Jackie Robinson and for drafting the first Hispanic superstar, Roberto Clemente.

Harry S. Truman was the 33rd President of the United States and a Member of the Liberty Missouri Optimist Club. He grew up on a farm in a very modest part of rural Missouri and went on to be President Franklin D. Roosevelt’s third vice-president. Truman succeeded to the presidency on April 12, 1945 following President Roosevelt’s death shortly after beginning his fourth term.

During all his political struggles, Truman had a sign on his desk with the inscription, “The buck stops here.” This statement best described his leadership style and today provides a symbol that endears him to millions of people, regardless of their political beliefs. This was meant to indicate he didn’t pass the buck to anyone else and accepted responsibility for the way the country was governed.

On the reverse side of the sign, which faced Truman was inscribed, “I’m from Missouri.” That is a shortened version of the saying, “I’m from Missouri. Show me.” Natives of the Show Me state, which included Truman, are known for their skeptical but cheerful nature.



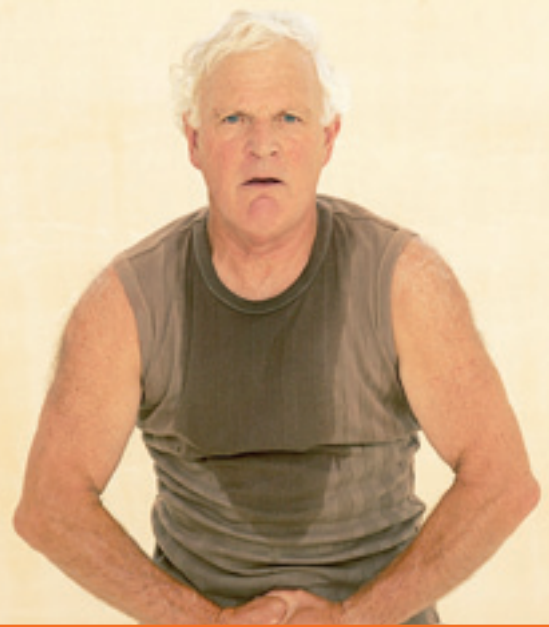
In 1948, Missouri native and newly-elected President Harry S. Truman holding the paper which prematurely declared Dewey the winner.

Many social, political and economical changes have occurred since these people were Optimist Members. However, one thing has remained constant...the Optimist Creed.

What legacy will you leave behind? What will people say after you’re gone? Will you have made the world a better place? Have you asked other people to take the opportunity to better themselves by becoming a Member of an Optimist Club?

As we celebrate our past notable leaders and look toward the future, the next 100 years, consider whether you have thought only of the best and expected only the best from yourself.

SWEAT FOR SERVICE



By Kai Gansner, Director of Member Services

Optimist Clubs across the United States, Canada, and the Caribbean are employing the techniques of the Member Services' Sweat Equity concept to grow in service to youth.

"It's so simple that the opportunities were right in front of our eyes and we didn't even know it," said Optimist Member Lou Medal from Boulder, Colorado.

Opportunities surround us in abundance, especially when we are open to new possibilities. Sweat Equity is one of those "ah ha" moments of potential Club growth in terms of targeting young professionals and those just starting a family. We've all heard the contemporary phrase "volunteerism is rising among youth." How can your Club capitalize on this trend?

Young professionals fall mostly into Generation Y – otherwise known as the Millennials. They were born in the 80's and 90's, depending on which expert you ask. Some of them don't know the phrase "be kind, please rewind" because they have only had experience with DVD players. Their jukebox is the size of a stick of gum. They think about the world differently. Their approach to life is often mistaken for being self-consumed, yet in reality they give back to their communities in unprecedented volume. So how can your Club guide their impressive volunteer spirit? Sweat Equity.

WE CALL IT SWEQUITY

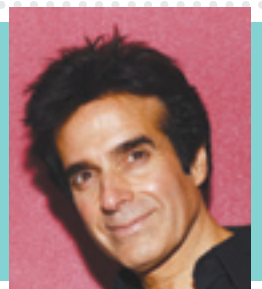
- *Fundraise and disclose the use of those funds.
- *Ask young professionals and young families to join.
- *Pay for their dues with designated funds.
- *They join and volunteer.
- *Your Club gets extra help and shared responsibility.

Sweat Equity is a model for recruiting young professionals into your Club. While volunteerism continues to rise, so does the competition for the volunteers. The essence of the Sweat Equity model is to fundraise either within your Club or from citizens of your community to place some padding in your Club's administrative budget. In turn, your Club uses that money to pay for all related dues of young professional Members. In exchange for not having to pay dues, the young professionals commit to active participation in at least four service projects your Club organizes, leads, and conducts in your community.

The result is not just a win-win. It's a win-win-win. The young professional wins because they get to give back without cash out of pocket. Your Club wins because of the extra help and shared responsibility. Ultimately, the youth in your community win because of the additional attention.

Friends are the Future

Hyman Kotkin was a clothier in New Jersey for over 50 years before moving with his wife, Rebecca to Rancho Bernardo, California. Mr. Kotkin was a Member of the Garden City Optimist Club in New Jersey. His son, David Seth Kotkin became a Friend of Optimist in 2011 at the request of the Optimist International President. David Seth Kotkin, now a Friend of Optimist, is better known to the world as master magician, David Copperfield.



The History of Optimist International Now Online

How did Optimist International get started?

What was the first Optimist service program?

How were Optimist Clubs affected by the Great Depression?

How did Optimist Clubs help the World War II effort?

These and many more questions are answered in the pages of “Of Dreams & Deeds,” Optimist International’s official history now available for free online at www.optimist.org.

Newly rewritten and updated, “Of Dreams & Deeds” is the complete story of the organization from its beginning in the early part of the 20th century up to the present day. Go online and experience over 90 years of the heritage of Optimism.



First Parent-Child Event a Hit

Moms and dads in attendance at the Optimist International Junior Golf Championships had a chance to team up with their children for the inaugural Optimist Golf Parent-Child Classic, and the event turned out to be a great success. A total of 48 two-player teams competed in a best-ball format event in four different divisions on the Champion course. Taking home the title in the Boys 10-11 & Parent division were Nahuel and Alejandro Barrera of Argentina shooting 75. Walker and Randy Lee from Houston dominated the Boys 12-13 & Parent division with a 9-under-par 63. In the Boys 14-15 & Parent division, Matthew and Bill Walker from Ottumwa, Iowa, finished one ahead of the competition at 67. In the Girls & Parent division, Alexa and Kevin Hammer from Boynton Beach, Florida, combined for a 67 to take the title by two strokes.

Club President Training at Your Fingertips

Being a successful Club President has never been easier! Optimist International is proud to announce the availability of online Club President training. The course has been designed as an easy to follow, step by step program to sharpen leadership skills and provide the necessary tools to be an effective leader.

The training can be accessed by visiting www.optimisttraining.org. The Club President will need to create a user profile and then get started with the training. The course does not have to be completed all at once and should only take one to two hours. Club Presidents will receive a leadership certificate to recognize their completion of the program.

To learn more about this new training resource, please contact monscheins@optimist.org or call 800-500-8130.

Tournament of Champions Moves to ChampionsGate

The seventh edition of the Optimist International Tournament of Champions will take place November 12-13 on the International Golf Course at ChampionsGate Golf Club in ChampionsGate, Florida (Orlando area). The tournament will feature top junior golfers who are eligible by way of their top finish at the summer Optimist International Junior Golf Championships, by winning their District qualifier, or by being a top-ranked national player. Keep up with the event online at golf.optimist.org/toc.

Spreading Optimism through New Club Building

Building a new Club in six weeks is a big job but a little Optimism and perseverance can make anything happen. Thanks to the cooperative efforts of the California City Optimist Club and the West Bakersfield Optimist Club, along with the work of community members, the Ridgecrest Optimist Club of California was chartered. The new Club is dedicated to providing service to youth and Members are eager to start working in their community.

Members from the sponsoring Clubs presented the values and mission of Optimist International to interested citizens of Ridgecrest. They explained how the community would benefit from the installation of an Optimist Club and outlined how the Club would function. Optimists presented the material succinctly and in a conversational tone, and then invited the perspective Members to join Optimists worldwide in our mission to “bring out the best in kids.” The responses were positive and a new Club was formed.

On the two-hour drive back to Bakersfield, Members of the sponsoring Clubs discussed plans to build another new Club. Ideas were shared as to how it could be done and what community should be approached next. The potential for building a Club at the area community college or in any of the three small towns nearby was discussed. The Clubs are eager to get started to expand their outreach to additional children.



Optimist International at a glance

Membership:	97,052*
Total Clubs:	3,319*
Founded:	June 19, 1919

*As of August 15, 2011; figure includes JOOI Clubs

Counting on new Members

New Optimist Members can be found everywhere you go, if you are looking for them. The Alabama-Louisiana-Mississippi District has instituted the “3-foot rule” as a reminder to all Members to just ask. The rule states “when you are within 3 feet of someone, ask them to come and see what Optimism is all about.”

In an effort to increase membership, the District gave their Club Presidents and Lieutenant Governors a 3-foot rule challenge. Every Club President was asked to indicate their Club’s membership goal by drawing a line on a yardstick. For example, if their goal was 10 new members, they drew a mark across the stick at 10 inches with a bold black marker. Each time a new Member was added, the President could mark off an inch in red. Lieutenant Governors were asked to complete the same process using ½-inch intervals and using a different color marker for each of their Clubs.

Club Presidents and Lieutenant Governors were encouraged to take their 3-foot rule yardstick to every Optimist function as a reminder to increase membership. If the stick was forgotten, the Optimist was charged a dollar, which was donated to the Childhood Cancer Campaign. Thanks to Pam Gargis, the District Membership Chair for sharing this creative idea!





TOGETHER WE CAN MAKE A DIFFERENCE

Optimists everywhere can make a difference in the lives of military children. Through a new partnership with the USO, Members can 'bring out the best' in the two million United States military children around the world.

The mission of the USO, a nonprofit organization, is to lift the spirits of troops and their families. In 2010, the USO's more than 160 worldwide locations received nearly 8 million visitors. The USO not only provides entertainment and activities for troops, but also offers support and comfort for military families through programs such as Sesame Street/USO Experience for Military Families, United Through Reading® Military Program and Operation Phone Home®.

United Through Reading® Military Program



The United Through Reading® Military Program, a collaborative effort between the USO and United Through Reading gives deployed parents, whether on a dusty, dangerous forward operating base in Afghanistan or at stateside USO centers like Dallas-Forth Worth International Airport, the chance to keep reading to their children.

After the parent is recorded reading the stories on camera, the USO sends the book and DVD home to their families. The uplifting, emotional cycle is completed when the deployed service member later receives a picture of his or her child reading the book and watching the video.

Last year, the USO shipped more than 70,000 books and DVDs to military families. There is much more inside these packages than those special items. Each package is full of smiles, a few tears, new memories, and renewed Optimism for what lies ahead, even in uncertain times, thanks to the United Through Reading's Military Program.

Operation Phone Home®

Corporal David Leland is deployed to one of the most dangerous areas of the world, Afghanistan's Helmand province. As the Marine went about his day on July 6, important news reached the war zone all the way from Webberville, Michigan. His wife, Heather, was in labor with the couple's second son.

When Leland rushed into USO Camp Leatherneck, the staff and volunteers of the center, who have helped several Marines witness their babies born via Skype this summer, were ready. The USO's satellite based phone system and a computer screen linked a volatile hotspot to a small farm town, where Leland saw his wife give birth to their son.

"Even though I was half a world away, I was right there," Leland plans to tell his son Wyatt about the day

Learn more about United Through Reading®

Founded in 1989, United Through Reading was the nation's first nonprofit to promote the read-aloud experience for separated families. Research shows that the read-aloud experience is a way for children to experience the joy of reading and gain critical learning and communications skills. For more information, visit www.unitedthroughreading.org or call (858) 481-7323.



OPTIMIST INTERNATIONAL

he was born. “The Marines within my command and the USO made sure it was possible for me to see it.”

USO employees and volunteers around the world work tirelessly to put smiles on the faces of warriors like Leland. The USO’s Operation Phone Home program has provided tens of millions of calls home as well as emails and Skype connections bringing families together one at a time.

Sesame Street/USO Experience for Military Families

As the wars in Iraq and Afghanistan ramped up, more and more military parents were coming home with injuries that were often hard for young children to understand. Then, there were the invisible wounds of war, such as traumatic brain injury. The worst challenge a young military child could face, however, was a parent not coming home at all.

In 2008, the USO teamed up with Sesame Workshop, the nonprofit organization behind Sesame Street, to help children cope with the daily challenges of military life as part of Sesame Workshop’s military families initiative. The Sesame Street/USO Experience for Military Families, a live, half-hour, character performance offering support combined with resources for military families with young children, has already circled the U.S. twice and is currently making its third trip abroad to visit military bases.

Unlike Phases 1-4 of the tour, which helped kids cope with frequent deployments or when their parent returned home changed, this year’s tour aids youngsters experiencing a change of duty station or relocation by

presenting them with a character who identifies with them personally. Designed exclusively for this tour, Elmo and his friends introduce a brand new Sesame Street character named Katie, a military child relocating to a new home. During every tour stop, Katie opens up about her fears and excitement in moving as she deals with change and making new friends.



To date, the Sesame Street/USO Experience for Military Families has logged more than 61,000 miles and performed over 350 shows for more than 218,000 troops and military families. By November 2011, Phase 5 is expected to have delivered approximately 147 shows on 59 bases in Alaska, Hawaii, Guam, Korea, Turkey, Italy, Germany, the Netherlands, Belgium, the United Kingdom, Spain and Japan.

HOW OPTIMISTS CAN HELP

Optimist Clubs can play an important role in providing care and support for military families. For more information on how Clubs can support military children, contact Lisa Ferrari, USO Relationship Manager, Clubs and Organizations at lferrari@uso.org or 703-740-4938.

How my Education is the Key to a Successful Future

The following is the winning essay for the 2010-2011 Optimist International Essay Contest.

By Matthew Klassen (Sponsored by the Optimist Club of Mitchell in the Midwestern Ontario District)



Essay Winner Matthew Klassen receives recognition from 2010-2011 Midwestern Ontario District Governor, Catherine Herdman and 2010-2011 International Vice President Bob Buss.

In the words of philosopher and psychologist John Dewey, “Education is not a preparation for life; education is life itself.”¹ Education is a lifelong quest. It is not a destination, but rather a journey with milestones and checkpoints along the way. The key to a successful future is to become a lifelong learner.

Early in life, we are like sponges, soaking up whatever knowledge is within our reach. Our parents shower us with educational opportunities, beginning with nurturing and cuddling. Together, we learn what it is to love and be loved unconditionally. As we become more independent, we learn lessons from those around us: family, caregivers, coaches and playmates.

Independence and education are closely linked. We are taught skills that enable us to become more independent. We gradually learn to take care of ourselves and make choices about the toys we play with, the food we eat and the clothes we wear. Although we do not have the power to “escape” from our environment, we still make a choice about whether we like the taste of broccoli.

Some things we learn by trial and error or by modeling our parents. Other skills require specific information, training and practice. I know from personal experience that it is impossible to figure out the relationship between the big hand and the little hand on the clock without specific instruction. Imagine my teacher’s surprise when I was the only one in the first grade who could not tell time. My parents quickly realized we only had digital clocks in our house. After a few minutes of instruction and practice drawing a traditional clock, I quickly learned to tell time on the school clock. Who knew that 9:45 was the same as “a quarter to ten?”

As we move into elementary school, we already have an arsenal of skills, knowledge and information in our educational quiver. From this point on, we are exposed to “formal” education. There is a prescribed curriculum of important facts, concepts and principles that we must learn. No education is complete without the “three R’s:” reading, writing and arithmetic. The curriculum or collection of imparted knowledge is continually in flux. Already, spelling has largely been replaced by spell cheque, oops, spell check.

There is no bigger thrill than learning to read and being able to pursue your own interests and passions. My passion in elementary school was ancient Greece and Rome. I devoured books on ancient history. My library card was the key to unlocking the world outside my own community.

The goal of formal education is to equip students to learn on their own. More important than the myriad of facts and figures are the tools we acquire to ultimately teach ourselves. As we move into secondary school, we look to our teachers to challenge us intellectually and creatively. We learn to work in groups, solve problems and effectively present information in a way that imparts our knowledge of the world. We learn to think critically and to differentiate between data and information.

We begin to take responsibility for the direction of our formal education and our informal learning opportunities. We begin to plan our futures and explore options for post secondary education and careers. We begin to critically assess what knowledge is needed to make important decisions and what steps we need to take to achieve our goals and aspirations.

As I contemplate my future, I think about the knowledge, skills and values I have learned from my family, teachers, coaches, employers and peers. I have worked hard to be a well-rounded high school student and to collect as many arrows as possible in my educational quiver. My goal is to continue to acquire the skills, experiences and knowledge necessary to make effective contributions in a rapidly changing world.

I am excited about attending university next year, where I will be surrounded by students pursuing diverse academic passions. My passion is history, but I am also keenly interested in science and math. I plan to study both arts and sciences. I do not know what the future holds for me, but I am committed to continuing my education, both formally and informally. I am inspired by my grandmother, who is taking a college-level French course for the sheer joy of learning and to keep her mind active and sharp. I too want to be a lifelong learner!

How is my education the key to a successful future? The answer is clear. It is the compass I will use to chart the course of my life’s journey.

1. Dewey, John. Experience and Education. New York, NY: Simon & Schuster Inc, 1938/1997.

Community Projects Awards

Congratulations to the winners of the 2009-2010 Community Projects Awards!

Service project of the year: *Young Artists Showcase*

The Optimist Club of Timonium in the Maryland-South Delaware District conducted a juried competition and exhibition of original artwork by student artists from high schools in Baltimore city and county. Public, parochial and independent schools were invited to submit up to 3 works of art created by students.



Two professional artists served as jury members and selected a best painting, best drawing and best photograph as well as an honorable mention work in each of the categories. The top winners received awards of \$100. A total of 51 youth representing 18 local high schools took part in the program.

Fundraiser of the year: *Taste of the Towns*

The Noontime Optimist Club of Freehold, New Jersey was interested in sponsoring a project that had not been done recently and would generate a lot of interest. Members decided on a food tasting event called "Taste of the Towns." In cooperation with another group based in the Atlantic Central District, the Optimists contacted restaurants about participating and other local businesses were asked for donations for a gift basket auction.

Attendees sampled food and were able to bid in a silent auction for the gift baskets. The event raised over \$19,000. The Optimist Club allocated its share to Camp Quality, Childhood Cancer Campaign projects and scholarships.



Future of Optimism winner: *TRx: Meds Disposal Educator*

The Fairbury Optimist Club in the Nebraska District was concerned about the ecological effects of improper disposal of pharmaceutical products. They spoke with local law enforcement and the Poison Control Center about



the increased use of prescription pills by teens and the rising number of accidental fatalities. To increase awareness of the problem, Club Members designed and made a dinosaur costume, dubbed TRx.

The dinosaur attended the annual Earth Festival for fifth graders and presented each student with an informational bookmark. Since the event, TRx has received many invitations for additional appearances during the school year.

Learn more about CPAs

CPA entries can be used at NOW meetings to generate interest from potential new Members. For more information, visit www.optimist.org/cpa.

From Optimist Ball to the

Many people have received their beginnings with the Optimists,

and one of the most recent to enter the spotlight in the sports world is Gaby Sanchez, first baseman for Major League Baseball's Florida Marlins.

Gaby is rounding out his second full season in the big leagues and has become a household name in Florida and beyond. But long before he put on the Marlins uniform, he was proudly wearing the Optimist logo as a young player in the Optimist Club of Miami-West Kendall's baseball league in the South Florida District.

The Sanchez family lived across the street from the Optimist fields, and Gaby "officially" started playing in the Optimist league at age 5.

"In fact, I think I had him on the field at 4," his father, Remberto Sanchez, confessed. "I sneaked him in."

Remberto was an Optimist Member who coached Gaby and his Optimist teammates from age 5 until Gaby was 12 or 13 years old, along with older brother Rem. But Remberto said that from the time he held a ball, it was clear that Gaby had a special talent.

"At 4 years old, he was able to throw and catch like a regular guy," Remberto said.

His father was in a softball league, and Gaby would help him warm up for games. Gaby's older brother couldn't do that.

Big Leagues

Others suggested Gaby switch to a more competitive league, but the Sanchez family wouldn't hear of it. "I loved the Optimists," Remberto said. "I loved the way they ran things."

Gaby played with the West Kendall Optimists until he reached the age limit, and then he moved on to traveling teams. He also played soccer for the West Kendall Optimists and moved on to traveling teams for that sport as well. At age 14, he had to choose between the two sports, and baseball came out on top. Gaby never looked back. He was almost drafted by the Seattle Mariners out of high school. He ended up attending the University of Miami, was drafted by the Marlins and spent four years in the minor leagues before coming up to the big leagues permanently last season. He made a statement as a rookie and ended the season in third place in the Rookie of the Year balloting.

Growing up, Gaby first and foremost simply loved the game of baseball. And the atmosphere he started out in with the Optimists may have helped him on his way. Remberto was also quick to point out that regardless of natural ability, it's Gaby's work ethic that has gotten him to where he is. "His skills are great, but he's worked very hard at those skills," he said.

To this day, he spends hours in the batting cage and working on his defense. His father recalls Gaby taking batting practice while nursing a broken arm. And there were nights when the father and son found themselves at the

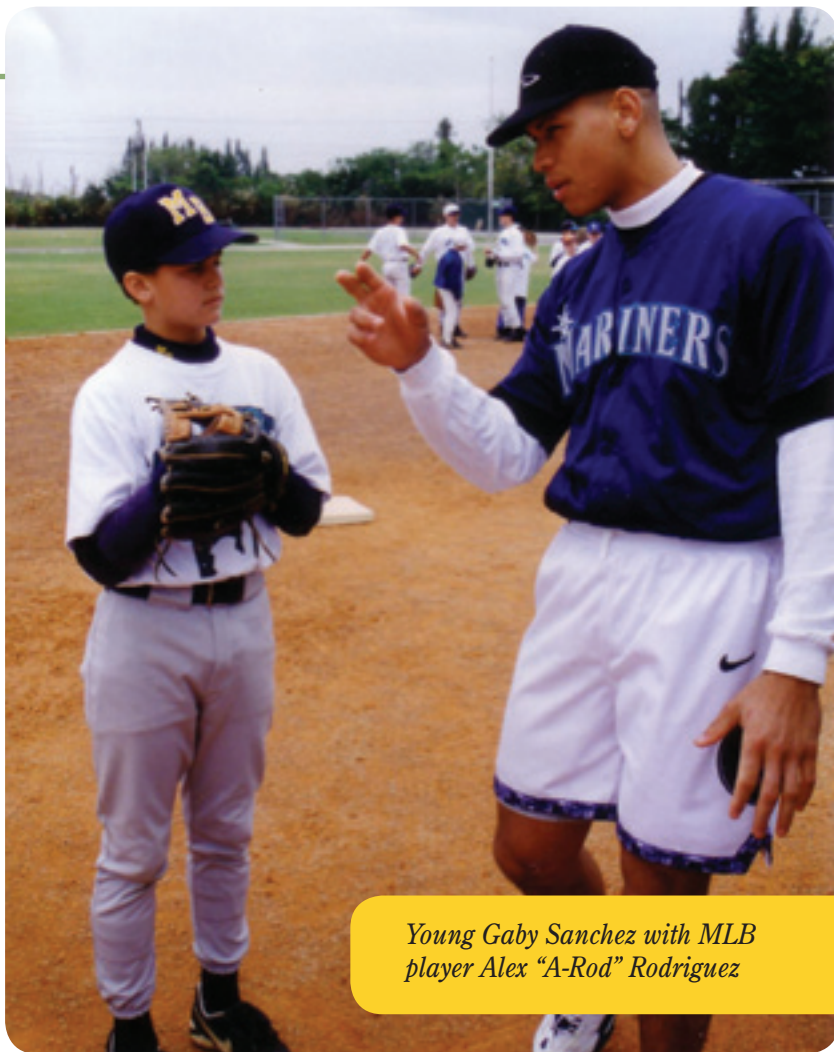
batting cage at 2 a.m. because Gaby was not satisfied with how he'd played in a game the previous day.

The West Kendall Optimists' positive outlook and strong work ethic were certainly reflected in Gaby and their other players. Remberto said there were a number of really talented kids coming through the Optimist league in those days. While Gaby made it to the big leagues, at

least a few others played in the minor leagues for a time.

In line with his past, Remberto is optimistic about the future, with a new Marlins ballpark on the way and good changes to come. "I think Gaby's in their future," he said.

Remberto still lives across the street from the fields and said the park continues to be busy. But his focus these days is a little farther down the road, at a stadium that's just a tad bit bigger.



Young Gaby Sanchez with MLB player Alex "A-Rod" Rodriguez

Clockwise starting top left: Director David Treadway shooting a classroom scene; Optimist International staffer Barbara Zurcher plays an internet predator; volunteer actors Tristan and Olivia study their lines; volunteer Andrew plays "Gary", who encounters an internet predator in a chat room.



NOW PLAYING

THE OPTIMIST TEEN INTERNET SAFETY DVD

Optimist International is proud to announce the availability of the new teen internet safety DVD. The DVD was filmed entirely at the Optimist International headquarters in St. Louis, Missouri.

The script was developed through a partnership with Junior Optimist Octagon International. The new component is for teens by teens. The goal is to acknowledge that teens use the internet on a daily basis and to encourage diligence, awareness and safe practices. Topics discussed include posting pictures or damaging information on social networking websites, internet predators, identify theft and cyber-bullying.

Optimist International has also developed supplementary materials for the new component. The materials available include a presenter's script, handouts, sample press releases and much more. The new DVD is available by request through the Programs department at programs@optimist.org or by calling 800-500-8130. The accompanying materials can be downloaded from the Optimist International website.



Faces of Hope

Clarissa's Story

Clarissa Schilstra was too young to remember the first time she was treated for cancer, but she has vivid memories of the time, ten years later, when the cancer returned. She and a friend were in New York City with their moms, celebrating their upcoming thirteenth birthdays, when it became clear that Clarissa was gravely ill. Her mom, Chris rushed her home to their pediatrician to hear, "Go immediately to the Johns Hopkins ER! They're expecting you." Clarissa's leukemia, a form of ALL that is normally highly curable, had relapsed.

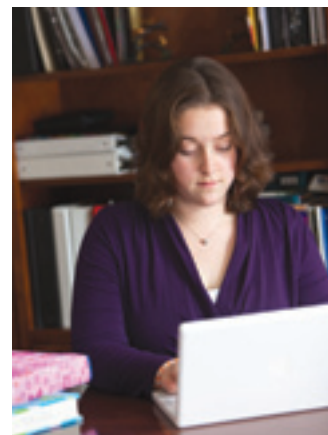
Now living in Maryland, she would be treated at Johns Hopkins. Either Clarissa's mother or her father, Paul would stay in the hospital with Clarissa when she was an in-patient, while the other cared for her younger brother, Erik, at home. One of the most reassuring things about being at Hopkins, Chris said, was having the confidence that everything was being done for the optimal good of her child. "Somebody moved a mountain to help us," Chris said.

Now, her treatments completed, Clarissa is a junior at Mt. Hebron High School and she has made it her goal to help other teens

with cancer. She remembers once being the only girl her age on the inpatient floor and how isolating that felt. For two years she was homeschooled, often losing track of friends and missing the fun stages of starting high school. She has started a blog for teens with cancer and ultimately plans on writing a book. "I want to provide a place where other teenagers can read about somebody who is like them, so they don't feel alone," she said.

Clarissa's recovery from cancer has changed her in unexpected ways. Normally shy, she gave a speech at her end-of-treatment party that was well received. Soon she found herself speaking at events to raise awareness for pediatric cancer throughout the Maryland area. "I realized I could bring hope to others," Clarissa said. "I never had anything in my life before where I could make a difference and have an impact on others. Now I could do something important, just by telling my story."

Clarissa is busy thinking ahead to college. She plans on becoming a doctor, and is pursuing an internship at Johns Hopkins with one of her former physicians, doing research on the disease that has had such a profound impact on her life.



To read more on Clarissa's inspiring message, visit www.teen-cancer.com

Stories of Optimism

Our Midwestern Ontario District has funded a program called 'Computers for Kids' over the past five years. This program provides laptops and computer access to kids with cancer and their families.

A few months ago, one of the recipients, a young fellow, passed away. At the visitation, the family played a slideshow of some of the special trips they had made. All of the photos taken were stored on his laptop. The family would not have had those memories stored in this way had they not been given the laptop. There was not much money and the laptop and the trips were all funded. The family was enormously thankful for the laptop for their son, who was able to stay in touch with his friends and share his life.

That's why I'm an Optimist!

-Jackie Kinder, 2011-2012 Midwestern Ontario District CCC Chair

This fall, I will enter the College of Engineering at Iowa State University. The generous scholarship you have granted for your Essay contest offers me an invaluable stepping stone toward graduation. I cannot express my gratitude enough. With this financial assistance, I will be able to devote my focus to coursework and career preparation. This is phenomenal because I relish the opportunity to continue performing research in the lab as a companion to my scientific studies and exploration.

Upon graduation, I plan to continue studies in graduate school in pursuit of a master's degree or doctorate. It is unclear exactly where my engineering studies will lead me, but working to improve the human experience through advancements in crop production is intriguing. I have also dreamed of founding my own company to accomplish the goals I have set. The future is ripe with opportunity.

Thank you deeply for your support.

-Genna Tesdall, 2010-2011 Iowa District Essay winner

I had been an Optimist for about 2 years. One day while I was standing in our local coffee shop waiting for my order, a young girl of about 8 came racing over and threw her arms around me to give me a big hug. My reaction was "what in the world?" Then her Mom came over and said "Honey, who is this lady?" The child smiled and replied "Mommy, this lady was the witch at the Halloween party!" From that moment on, I knew I had joined the right volunteer group.

-Laura Barker, President Norwich & District Optimist Club, #46139 Midwestern Ontario District

Share your story of Optimism

Every Optimist has their own story of why they joined their local Club. Each Member has had a special moment that reminds them of the importance of being an Optimist and the difference they make in their community. Optimist International is asking Members to share their stories of joining the organization and the special moments they have experienced. Send your story to communications@optimist.org

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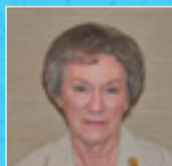


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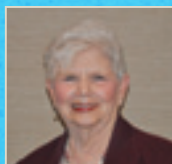
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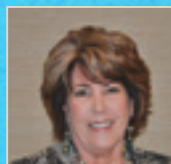
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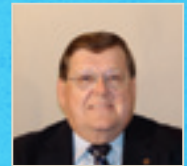
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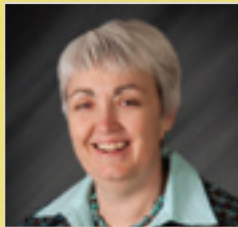
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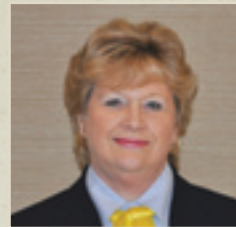


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@ your international office...

Aaron Kaskowitz, the Director of New Clubs and Member Services has been with Optimist International for 2 years. He recently set aside some time to sit down with the editor of The Optimist and discuss the importance of increasing membership and building new Clubs.

You are the go-to guy for new Club building information. What advice would you give to a Member who would like to build a Club, but is not sure how to get started?

Enlist the help of a team of Optimists, so you're not doing all the work. Delegate specific responsibilities and take the lead. Make friends with a few key people. Have a cup of coffee with potential Members or community leaders and develop a strategy based on their feedback.

It's the start of a new Optimist year. What can Members expect from your department?

We are introducing a few new programs, which focus on developing good relationships to help your Club grow. We'll also release a video project that we hope you'll enjoy. We continue to strive to improve your experience as Optimists and support your work to serve the needs of children. Please let us know how we can help.

You've had the opportunity to travel to various Optimist Districts. What have you learned from working "in the field" with the Members?

The great passion and compassion I've witnessed is what keeps us strong. You're all very different, but each local Club and volunteer lends their voice to our cause and gives unique value to our International organization. Every conversation is a learning opportunity, which makes it easier to do my job effectively.

Every staff member has those moments that remind them of why being an Optimist is important. Do you have any that stand out?

When I saw the Optimist Youth Home in Los Angeles, I realized there are a group of young people at that facility who rely on the Optimists to help them make the right decisions in their daily lives until their high school graduation. Without the

opportunity to live at the Home, they might be in jail or worse. The Optimists see they are more than troubled kids and that they will all have a bright future if they're given the right opportunities.



If there were one thing you wished every Optimist knew, what would it be?

What you do has a lasting, positive impact on children. Be proud of all you've done and understand that there are so many kids who need you to continue to provide for them and your community.

You're a big believer in joining Clubs. What Clubs and extracurricular activities are you involved with currently or have been involved with in the past?

I'm involved with ASAE, St. Louis Track Club and the St. Louis City Optimist Club. I take violin lessons individually and with a group of kids who are beginners like me.

Outside of the office, how do you spend your free time?

I enjoy running, biking, rooting for the Cardinals, playing with my dog and enjoying coffee with friends at one of the many cafés in the city. I also like playing and listening to music, traveling, reading, visiting with my family and finding joy in the small things.

Seven Junior Golfers Earn Title of Optimist Champion

Hundreds of junior golfers competed in this past summer's Optimist International Junior Golf Championships, but only seven could walk away as Optimist champions. A total of 597 golfers, ages 10 to 18, representing 43 states, five Canadian provinces and 33 total nations took part in the annual Optimist Golf championship event at PGA National Resort & Spa in Palm Beach Gardens, Florida.

Taking home the title in the Boys 16-18 division was Will Davenport of Palm City, Florida. Davenport, a member of the Hugh Cranford All-Scholastic Team, combined solid ball striking and consistent putting on the Champion course to finish at seven under par with a score of 72-72-66-71—281. South Africa's Zander Lombard finished one back while two-time Optimist champion, A.J. Crouch, finished the day with a 68 and took third place.

In the Girls 15-18 age group, Thailand's Panitta Yusabai took advantage of the lowest round of the day on the Haig course to finish at the top with scores of 73-73-72-70—288. One behind was Dottie Ardina of the Philippines while Maria Fernanda Torres of Puerto Rico finished in third place, two strokes back.

In the Boys 14-15 division, long time Optimist participant Evan DeRoche of Key West, Florida, shot a 71 in the final round to claim the title. DeRoche's three-day total was 78-65-71 —214. Two strokes behind was Yuvish Singh of Brampton, Ontario. In third place and one stroke behind Singh was Jose Chon of Argentina.

In the Girls 13-14 division, Brooke Henderson of Smith Falls, Ontario, finished the final round one stroke ahead with 72-71-71—214. In second was a golfer from the Philippines, Lou Daniela Uy. In third was Kaho Monica Matsubara of Singapore.

Philip Barbaree of Shreveport, Louisiana, shot a 68 in the final round, which was enough to take first place in the Boys 12-13 division. Barbaree's three-day total was 69-70-68—207, and he finished two strokes ahead of the competition. Finishing in second was Ivan Camilo Ramirez of Colombia. In third place and one stroke behind Ramirez was Dylan Naidoo of South Africa.

In the Girls 10-12 division, Claire Amelia Legaspi of the Philippines established herself as the leader early on with a 70 in the first round. She captured her third-straight Optimist title with 70-73-71—214. Coming in second place was Kesaree Rojanapeansatith of Thailand. Oi Lam Michelle Yan of Hong Kong took third place.

In the Boys 10-11 division, Thailand's Parathakorn Suyasri finished the final round two strokes ahead with 70-73-77—220. Coming in second was Juan Antonio Padilla of Mexico. Finishing in a tie for third were Brian Terlesky of Youngstown, Ohio, and Kritchayapol Sinchai of Thailand.

For complete results from this year's event, check out golf.optimist.org



Boys 16-18 division winners A.J. Crouch (3rd), Will Davenport (1st), and Zander Lombard (2nd) with their trophies.

Team Chile Takes Home World Cup

The second annual Optimist Golf World Cup, presented by Seminole Hard Rock Entertainment, was held on July 26 on the Champion course at PGA National. This 18-hole event featured teams of two players representing their home nation. A total of 20 teams competed and Team Chile captured the title in a sudden-death playoff over Team Indonesia.



JOOI Members Breathe Life into Baltimore Classrooms

by Liz Repp, *Optimist International Intern*

During the 2011 JOOI convention in Baltimore, Maryland, over 100 JOOI Members and their advisors took part in a service project to benefit the Living Classrooms Foundation.

Living Classrooms is a Baltimore-Washington based non-profit educational organization. Their mission is to strengthen communities and inspire young people to achieve their potential through hands-on education and job training, using urban, natural, and maritime resources as “living classrooms.”

The service project took place at the Living Classroom’s onsite campus located in downtown Baltimore. JOOI Members worked hard through the summer heat to apply fresh paint to classrooms. Even though they were tired by the time they finished, JOOI members were all smiles as they looked upon the impact made by their hard work. This year’s service project left Members with a sense of excitement and motivation to continue to carry out JOOI’s mission in their own communities.



The playtime boom

An inexpensive way to work together with a JOOI Club – and the entire community – is to organize a KaBOOM! Play Day. This free outdoor event celebrates play. It’s a field day, a backyard barbecue and a day of service all rolled into one. The KaBOOM! Play Day is a turn-key event that helps organizations such as JOOI celebrate play with their Members, supporters, donors and Club leaders. This is an awesome opportunity for JOOI Clubs to have an impact in their community and get a lot of publicity for their Club! Visit www.kaboom.org/playday.





JOOI awards high honors

JOOI Member of Excellence

Shantayaé Kadeen Grant, 19 years old, has been accepted to the University of the West Indies, Mona Campus to pursue a Bachelor of Arts Degree in Media and Communications. She was a dedicated Member of the Octagon Club of Alpha Academy in the Caribbean District and served as President and Lieutenant Governor during her last year. Her involvement with JOOI has given her the opportunity to spend time with the less fortunate and to raise funds to improve their lives. She has worked hard to embrace the tenet of the Optimist Creed that encourages one 'to talk health, happiness and prosperity to every person you meet.' During her free time she enjoys keeping her mind sharp through abstract thinking and reading. Shantayaé believes that with continued determination and hard work, she can achieve the goal of one day owning her own publishing company.



Shantayaé is looking forward to a bright future.

Ruby Blair JOOI Member of the Year Award

Emily Kluck, Member of the Octagon Club of Century high school in Rochester, Minnesota, is a 2011 graduate with an Honors Diploma and Distinction in Science. She enjoyed playing an active role in her Club, served as President during her junior and senior years and was twice chosen as the Member of the Year. One of her favorite volunteer activities was raising funds to make tie-blankets and baking cookies for the residents of Ronald McDonald House. During her junior year, she completed a mentorship at the Mayo Clinic, which inspired her to pursue a career in the medical field. Emily will begin her studies at North Dakota State University, Fargo, ND this fall with a Pre-Pharmacy major. She plans to continue her volunteer and service work and looks forward to staying connected with Optimist International in the future.



Emily receives her plaque from Lyle Felsch, Octagon Club Liaison of the Optimist Club of Rochester.

Advisor of Excellence Award

Avon D. Carty is a charter Vice President of the Optimist Club of Anguilla, the first Optimist Club to be built on the island of Anguilla, in the West Indies (Caribbean District). She became the second President of her Club during the 1997-1998 Optimist year. When the Club took on the challenge of building Junior Optimist Octagon Clubs, she frequently chaired the JOOI Committee and has always served as an advisor to one or more of the six JOOI Clubs that currently exist in Anguilla. She has also served as Lieutenant Governor, Governor's Assistant/Governor's Ambassador and Co-Chair of the District's JOOI Committee. Avon was thrilled to be recognized as the "Advisor of Excellence" at the JOOI Convention in Baltimore and would like to sincerely thank the 2010-2011 JOOI International President Kayleigh White, who nominated her for this award.



Avon will serve on the 2011-2012 International JOOI Clubs Committee.

2011-2012 Optimist International Foundation Board of Directors



Frank Ruman
President



Roger Vaughan
President-Elect



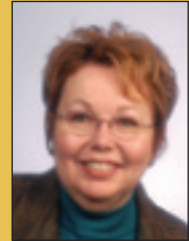
Karen Monville
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Judith A. Smith
Executive Director/
Secretary

2011-2012 Canadian Children's Optimist Foundation Board of Directors



Canadian Children's
Optimist Foundation



Michael Wood
President



Benoît Paré
Director



Lyle Merriam
Director



Luc Dubois
Director



Duane Kelly
Director



Thank you!

The Foundation would like to extend a huge thank you for all the support these past 40 years. It is through the generosity and cooperation of donors that the Optimist International Foundation can achieve their mission of 'helping Optimists help kids.' Stay tuned for all the great happenings throughout the 2011-2012 Optimist Year!

Join the Celebration

The Optimist International Foundation is celebrating its 40th Anniversary and Members are invited to be part of the festivities. The Foundation has planned some exciting new things and encourages all Members to participate.

To kick off the celebration, the Foundation released its limited edition 40th Anniversary Pin, which was available for a \$40 contribution during the months of July, August, and September only.

It is still not too late to earn a special customized pin to proudly display. The Foundation would like to announce the newest pin in its collection, the Dime-A-Day PLUS pin. This special edition pin will be replacing the basic Dime-A-Day pin for the 2011-2012 year only, and is available starting October 1 with a \$40 contribution... simply a dime a day, plus, for a year!

Also starting in October, the Foundation will begin seeking unrestricted \$400 gifts from individuals and Clubs. Individuals donating \$400 will receive a collectable 40th anniversary paperweight-type prism, similar to the 30th anniversary one. Any Club that donates \$400 will receive a 40th anniversary banner patch. Both the prism and the Club banner patch are available only for the duration of the 40th Anniversary celebration.

In honor of the celebration, the Foundation is offering a special gift to all donors at the \$100 level, an OIF 40th Anniversary value card. This card offers the benefits of a coupon book, without having to carry around a book. Value cards will have discounts for things such as food, lodging, services, and products, and are good at

varying locations nationwide. The Optimist International Foundation provides this gift to \$100 donors as a special thank you for supporting them for the past 40 years!

Fabulous at Forty: only becoming better with age!

One of the most exciting ways to celebrate this new Optimist year is through the 40th Anniversary parties that will be hosted! Each District is challenged to raise at least \$4,000 unrestricted for the Foundation by hosting a series of anniversary parties, and inviting both Optimists and non-Optimists.

These themed celebrations are funded by the host, and all attendees are asked to purchase a ticket to the event. It's a great way to get people together to have fun, spread the word about Optimism, and toast to 40 years for the Foundation! For more information about these parties, please contact the Foundation Offices, or check online at www.oifoundation.org.

In Memory

Past Optimist International Foundation President Paul Harbin passed away August 4, 2011. Harbin, who served in 2006-07, was the first person to serve as OIF President who had not previously served as President of Optimist International. He was a Member of the Optimist Club of Knoxville, Tennessee, where he served as President, and a Member of the Optimist Club of West Knoxville and the Angel Tree Optimist Club. He was a Past Governor of the Tennessee District (1992-93) and a Vice President of Optimist International (2001-02).

New Foundation website

The Optimist International Foundation has a new website. Visit www.oifoundation.org and check it out!

Optimists reach new levels with PGI

The following Optimists submitted their requirements for achieving Levels VII and X of the Personal Growth & Involvement Program between April 1 and August 2, 2011.

PGI Level VII Recipients

Name	District
B. J. (Mickey) Price	MDSD
Jim Smith	AZ
Michael Bess	AR
Ellen Brautigam	OH
Yvonne Haynes	CAR
Marie Roze Hollyday	STX
James Minyard	PSW
Auston Pusey	NCE
Chuck Sawyer	PSW
Mike Toepper	AZ
Curtis Weed	INDS

PGI Level X Recipients

Name	District
Cindy Bess	AR
Sue Boyer	EMO
Greg Camacho	NMWTX
Cheryl Curry	INDS
Brian Duck	AMS&NW
David Glazener	NTX
Henry Hollyday	STX
Bertrand Lemieux	CALSO
Charles Tansey II	NMWTX

Top Districts as of June 30, 2011*



Optimist International Foundation

District	Representative	Average Per Member
Arizona	James Smith	\$62.66
Maryland-South Delaware	Alice Allor	\$30.68
Indiana South	David Kirkman	\$13.02
Capital-Virginia	Carrollyn Cox	\$10.61
Georgia	Frank Cullins	\$10.17
North Florida	Ric Carvalis	\$10.05
California South	Bill Meyers	\$9.73
Oklahoma	Don Crall	\$8.19
South Carolina	Melvin Bannister	\$8.10
South Texas	Fay Hopkins	\$7.80

District	Representative	Total Contributions
Arizona	James Smith	\$59,649.82
Maryland-South Delaware	Alice Allor	\$46,872.50
Michigan	Robert Schiller	\$25,606.08
Indiana South	David Kirkman	\$22,396.74
Georgia	Frank Cullins	\$18,454.24
North Florida	Ric Carvalis	\$15,570.50
South Texas	Fay Hopkins	\$14,086.86
North Texas	Clark Miller	\$14,035.72
Iowa	Judy Boyd	\$13,537.28
Capital-Virginia	Carrollyn Cox	\$13,521.68

Canadian Children's Optimist Foundation

District	Representative	Average Per Member
AMS&NW	Lyle Merriam	\$19.14
PNW	Eddie Murphy Jr.	\$14.90
EONT	Alain Leblond	\$7.77

District	Representative	Total
AMS&NW	Lyle Merriam	\$23,142.31
MWONT	George DeWys	\$18,403.84
QUCE	Gaëtan Labelle	\$14,121.41

*Top Districts represent approximately 25 percent of total Districts served by the Optimist International Foundation or the Canadian Children's Optimist Foundation.

To learn how you can be part of the Foundation's anniversary celebration, check out page 29.

Donor Listing ✓

The following is a record of lifetime accumulation levels achieved through June 30, 2011, for individuals and Clubs. This listing is for gifts recorded up to the deadline date for the printing of *The Optimist*.

GOLDEN BENEFACTOR -\$50,000

ARIZONA
Optimist Club of Tucson-Uptown, AZ

SILVER BENEFACTOR -\$25,000

INDIANA SOUTH
Optimist Club of Indianapolis-North Side, IN

NORTH CAROLINA EAST
Optimist Club of Wilmington-Winter Park, NC

WISCONSIN NORTH-UPPER MICHIGAN
Optimist Club of Everest Area, WI

BRONZE BENEFACTOR -\$15,000

ARIZONA
Theodore F. Gaffin
Optimist Club of Yuma-Sunrise, AZ

CAPITAL VIRGINIA
Optimist Club of Hopewell, VA

INDIANA SOUTH
Minnie L. Malloy

NORTH FLORIDA
Optimist Club of Ft. Walton Beach, FL

EMINENT BENEFACTOR-\$10,000

ALBERTA-MONTANA-SASKACHEWAN-NORTH WYOMING

James B. McKinnon
Kevin Wallace

COLORADO-WYOMING
Samuel and Mary Keiffer
Optimist Club of Littleton-Breakfast, CO

GEORGIA
Mark Shriver

KENTUCKY-WEST VIRGINIA
Optimist Club of Cannonsburg, KY

MICHIGAN
Harry J. Margo

OHIO
Optimist Club of Lebanon, OH

PACIFIC NORTHWEST
Optimist Club of Coquitlam-Evening

PACIFIC SOUTHWEST
Steven J. Duben

QUÉBEC CENTER
Daniel McIntyre

SOUTH CAROLINA
Optimist Club of Clover, SC

DISTINGUISHED BENEFACTOR -\$5,000

CAPITAL-VIRGINIA
Jeffrey M. Johnson

IOWA
Robert F. Shaw

NORTH FLORIDA
Optimist Club of Tampa, FL
Optimist Club of Tri-County, FL

PACIFIC CENTRAL
Roy and Georgia Brackett
Optimist Club of Redwood City-Woodside Terrace, CA

SOUTH CAROLINA
Granville D. Whitaker

HONORED BENEFACTOR -\$2,500

ALBERTA-MONTANA-SASKACHEWAN-NORTH WYOMING

Marilyn Bushell
William Cummer

CALIFORNIA SOUTH
Albert and Patsy Wong

CAPITAL-VIRGINIA
Brooke Johnson

DAKOTAS-MANITOBA-MINNESOTA
James J. Speiker

EASTERN ONTARIO
Optimist Club of Wendover

KENTUCKY-WEST VIRGINIA
Optimist Club of Hardin County-Heartland, KY

MARYLAND-SOUTH DELAWARE
Alice K. Allor

MICHIGAN
Kathleen Margo
James C. Thorburn

NORTH CAROLINA WEST
Optimist Club of Charlotte-Mallard Creek, NC

NORTH FLORIDA
Louis E. Rich

QUÉBEC CENTER
Gaetan Labelle
Club Optimiste de Montréal-Ahuntsic
Monique Lévesque

BENEFACTOR - \$1,000

ATLANTIC CENTRAL
Lester and Patricia McMackin

CARIBBEAN
Carol E. Jacobs-Haynes

COLORADO-WYOMING
Optimist Club of Arvada-Lake Arbor, CO

EAST MISSOURI
George D. Ryan

EASTERN ONTARIO
Gilbert Jolin
Sylvie P. Couturier

ANN R. DOYLE
INDIANA NORTH
Douglas S. Fowler

INDIANA SOUTH
Optimist Club of Fort Branch-South Gibson, IN

IOWA
Earl and Margaret Hopkins
Susan P. Helmers

MARYLAND-SOUTH DELAWARE
Waldon E. Bosserman
James A. Williams

MICHIGAN
Helen M. Horn
Robert J. Balik

NORTH CAROLINA EAST
Auston Pusey

NORTH FLORIDA
Julie Hart

OHIO
Kenneth E. MacDonald

OKLAHOMA
Nancy R. Knutson

PACIFIC NORTHWEST
Ed Murphy

QUÉBEC WEST
Gerald Mayer
Nicole Normand

TENNESSEE
James A. Gordon

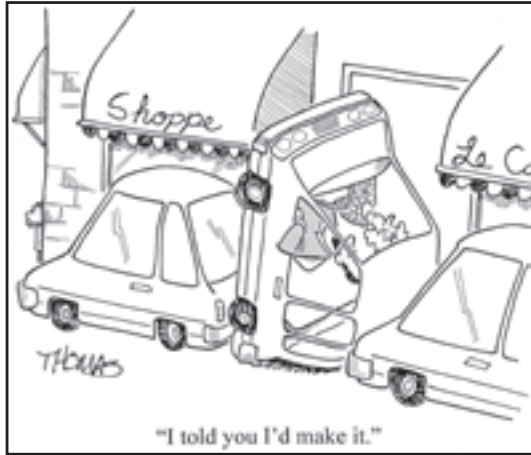
WEST MISSOURI
Robert Floyd
Letha Jensen

Christian D. Larson Partners Membership ✓

- 420. Clyde Kensinger
- 421. Harry J. Margo
- 422. Kathleen E. Margo
- 423. Douglas S. Fowler
- 424. Andy Shriver (In Memory)

- 425. Clement Hahn
- 426. David T. Fries
- 427. Dr. James B. Pretz
- 428. Marion Cummer (In Memory)

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



A True Sunnyside story!

Our Club Members were bringing in the flags one night and someone in the group said something negative. One thoughtful Optimist turned around and said, "Would you remind that flag bearer to bind his banners?"
Submitted by the Optimist Club of Concord, CA

Words of wisdom from kids

A first grade teacher collected a list of old proverbs. She gave each child in her class the first half of a proverb, and asked them to come up with the rest.

- As you shall make your bed, so shall you.....mess it up.
- Better be safe than.....punch a 5th grader.
- Strike while thebug is close.
- You can lead a horse to water but.....how?
- Don't bite the hand that.....looks dirty.
- A miss is as good as a.....Mr.
- You can't teach an old dog new.....math.
- An idle mind is.....the best way to relax.
- A penny saved is.....not much.
- Children should be seen and not.....spanked or grounded.

Looking on the bright side

Mortified doesn't begin to describe how Jane's parents felt after meeting her boyfriend. He sported vile tattoos, swore and just had a hostile air about him. After he left, Jane's mother said, "Dear, he doesn't seem like a very nice person."

Giving her mother an exasperated look, Jane replied, "Mom, if he wasn't nice, why would he be doing 500 hours of community service?"

Courtesy of the Cielo Vista Optimist Club, TX

Things to ponder

We could learn a lot from a box of crayons. Some are sharp, some are pretty and some are dull. Some have weird names and all are different colors, but they all have to live happily in the same box.

A truly happy person is one who can enjoy the scenery on a detour.

Some mistakes are too much fun to only make once.

When everything's coming your way, you're in the wrong lane.

Courtesy of the Fernandina Beach Optimist Club, FL

See what's new with pins this year!

If you see an Optimist Member with a pin you don't recognize, it is likely one of the newest pins available from the Optimist International Foundation. Make sure to get yours today!

Distributed by the Optimist International Foundation, these pins are available to qualifying US and Caribbean donors:

Pin for Women's Philanthropy Council Donor

Available to: All Women's Philanthropy Council Donors

Donation Level: \$100 Released: July 2011



Dime-A-Day PLUS Pin

Available to: All Dime-A-Day (Plus) Donors

Donation Level: \$40 Released: October 1, 2011

Available for a limited time only: 2011-2012 Optimist Year

For more information on how you can own one of these new pins, call the Optimist International Foundation at (800) 500-8130.

Patches, Patches, Patches!

One way to show pride in your Club's support of the Foundation, and to recognize special individuals to your Club, are through the patches available from the Foundation. Patches are a great way to display all your Club has worked so hard to achieve! For the 2011-2012 Optimist year, the new Club patch is the \$400 space-themed patch, available only during our 40th anniversary celebration year. Other patches available include our newest patch, the Veteran's Patch, along with the traditional In Honor and In Memory patches. These three patches are available with a \$100 donation in an individual's name. Forms for all patches can be downloaded from the website at www.oifoundation.org.





From the inner harbor to the lakefront

July 12-14, 2012



After a spectacular Convention in Baltimore, Optimists are holding on to fond memories of Maryland and putting the inner harbor behind them to head to the lakefront in Milwaukee, Wisconsin. The official dates are July 12-14, 2012 and excitement is already building. Members are encouraged to include additional days to visit the attractions, see the sites and experience Milwaukee!

The majority of the convention activities will take place at the Frontier Airlines Center. The headquarters hotel will be the Hilton Milwaukee City Center with additional housing available at the Hyatt Regency Milwaukee and DoubleTree Hotel Milwaukee City Center.

The hotels are just steps away from many local attractions including the Milwaukee lakefront and Henry Meir Festival Grounds, the Milwaukee Theatre and the famous Shops at Grand Avenue with its collection of 170 shops in historic Wisconsin buildings. Additional local attractions near our hotel in Milwaukee, WI include the Betty Brinn Children's Museum, Milwaukee Public Museum, Harley-Davidson Museum and the WELL Spa.

**For more information visit
www.optimist.org/convention**

