



SWIS 2011 - 2012 Newsletter



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Happy New Year Optimists.

The holiday season is a wonderful memory; now we can reflect on the many club sponsored accomplishments of the last 3 months. Where has the time gone; we're now approaching our SWIS 2nd Quarter Conference. As SWIS Optimists, we look 'ForWard' to more interaction 'With' more kids in 2012 and continue our optimist legacy. That legacy is only as strong as our members wish it to be. We lead by example; our legacy will be the guidance, advice, empowerment, and patience that we show for those we serve.

The SWIS Mission is to "Achieve the vision of the District through a dedicated network of members committed to service of its members, youth, and communities". We can achieve that 'vision' by: *(see articles included in this newsletter).*



Leaving a legacy through 'Involvement in Planned Programs':

- SWIS Essay Contest Due by: February 28, 2012;
- SWIS Oratorical Club Contests February/March 2012, Zone Contests - March/April, 2012;
- SWIS Tri-Star Basketball Competition Saturday, April 14, 2012;
- SWIS Golf Program Spring 2012;
- SWIS Communication for Deaf/Hard of Hearing – CCDHH May 12, 2012
- SWIS JOOI Programs throughout the district;
- SWIS Other Youth Programs being planned;
- SWIS Club projects and activities planned in 2012.

Leaving a legacy through 'Growth in Membership' and New Club Building:

- Building a stronger membership by sponsoring a new member, Just Ask?
- Scheduling a Winter/Spring Membership Drive. Post Cards/Introductory letters, with a 'to do' list is available.
- Expansion of optimism through new club building in your area.

Leaving a legacy through 'Personal Growth/Training' and continued 'Communication':

- Attend SWIS 2nd Quarter Conference February 10-11, 2012 Hilton Gardens Inn, Middleton, WI.
- SWIS 3rd Qtr Conference May 11-12, 2012 Wilderness, WI Dells;
- SWIS 4th Qtr Conference August 24-25, 2012 Sheraton, Madison;
- Milwaukee International Convention July 12-14, 2012 Milwaukee, WI..
- Monthly News of upcoming SWIS events & activities for Club Officers to communicate to club optimists.

Leaving a legacy through support of Fundraisers that support the kids we serve:

- Optimist International Foundation: Thanks for your past and future individual and club donations.
- Childhood Cancer Program: Thanks for all the past and future support for this program.
- Milwaukee International Convention. Thanks for your past and future support for this awesome event.
- Various Club Fundraisers used for club programs, scholarships, and other programs for kids.

I will be attending a Governor's conference in mid-January 2012 where I will be asked questions concerning membership and new club building. Traditionally there is a 'clearing out' of members who have not kept up with dues. As we delete out these members, please attempt to replace each of those members to continue the support of 1 optimist for 35 kids. Please contact me with any new contacts or potential locations for new clubs.

Optimists, THANK you for all you do! The time is now. International President, Jack Creswell has laid out a plan to achieve great things by 'Bringing Out the Best in Kids -100% and then some". If your club would like to identify a member for outstanding leadership and effort, please send me their name and a description of why you're nominating them. The goal is to honor that optimist at the SWIS 2nd Qtr. Conference. Let's continue to 'Move ForWard With Kids' 100% and then Some, in our great SWIS organization. See you in February at the conference.

Optimistically, Bonnie Spindler, SWIS Governor 2011-2012

My fellow Optimist,

This is the year “it” is finally going to happen! So what is “it,” you are asking?

My reply is quite simple. GROWTH! That is what we are and must be all about for the foreseeable future. For far too long now, we have suffered under the burden of negative growth. Shrinking numbers mean financial problems, fewer projects and, finally, less service for our young people. Not a pretty picture. These are certainly not any of the reasons you or I joined this great organization!

The groups of leaders and Members who have come together this year have rededicated themselves to making us grow! No longer will you hear, “We can’t,” but rather, “What can I do to make ‘it’ happen?” Now that you know and understand just what your job is (growth), we need to tell you where your resources and support are going to be coming from. Our staff in St. Louis and Montreal stands ready to guide and direct you. Our website is just filled with information for your use. Also, never forget to call upon the current or, for that matter, the past leaders of our organization. All stand ready to serve.

Our theme this year, “100% and then some,” really says it quite nicely. It is, after all, that little bit of extra effort that will make all the difference. “And then some” will make this the year others will talk about for years to come. I ask of you most sincerely, step forward today so that tomorrow there will be an Optimist to hear a child’s call for help. 100% and then some ...



Jack Creswell
2011-2012
Optimist International President

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SWIS 2nd Quarter Conference, Guest Speaker:

Marlene Phillips, Certified Trainer, from Ontario, Canada will be our special guest speaker at the SWIS 2nd Quarter Conference. She’s a spouse to Dwight, is a self employed Accountant, mother of 4 children, and has many grand-children. As a member of the Riverside, Fontainebleu, and Essex Optimist Clubs, she has been a Club Membership Chair, Double Distinguished Club president, and has chaired or sat on committees in fundraising, tri-star sports, and served as club treasurer. In District Service, she has been a Lt. Governor, JOOI Chair, Distinguished Governor, and in many other chair positions. Marlene has been a Key builder of 19 clubs and sponsored an additional 75 members to date. At the Baltimore Convention 2011, she was elected to the Certified International Training Board and appointed to the 11-12 Finance and Audit Committee.

We are honored to have Marlene as our guest speaker and trainer at the SWIS 2nd Quarter Conference, February 10-11, 2012.



Bonnie Spindler
SWIS Governor 2011-2012

SWIS 2011-2012, Future Conferences:

- SWIS 2nd Quarter Conference: February 10-11, 2012 Hilton Gardens Inn, Middleton, WI
- SWIS 3rd Quarter Conference: May 11-12, 2012 Wilderness, WI Dells, WI.
- SWIS 4th Quarter Convention: August 24-25, 2012 Sheraton, Madison, WI

Please put these future dates on your calendars.

2012 SWIS Conference Planning

SWIS Optimists: Our SWIS 2nd Quarter Conference, **February 10-11, 2012**, will be at the Hilton Gardens Inn, Middleton, WI. There will be an Executive Meeting February 10th in the evening followed by a Hospitality Room. The General Session will be Saturday, February 11th, 8:15 – 3:30 PM. *(See Schedule for more information).*

- To continue with building our legacy, there will be presentations of planned programs including Internet Safety, UW Children's Cancer Center, Oratorical, Essay, CCDHH, Tri-Star, golf, and other program updates. We will also have 'side tables' with programs on: WILS (Wisconsin Leadership program), Fundraising and supporting children in various ways.
- Our special Guest speaker will be Marlene Phillips, from Ontario, Canada. She will be sharing about Membership, Personal Development, and other areas of knowledge.
- Our Immediate Past Governor, Cory Ann St. Marie-Carls will be giving 10-11 Awards, followed by lunch.
- We will also be having 2011-2012 Incentive Awards given through out the day for:
 - Optimists sponsoring a new member in the 1st Quarter;
 - Clubs/Individuals contributing to the OI Foundation;
 - Optimists submitting Club Performance Recognitions-CPR's;
 - Clubs/Individuals contributing to the Milwaukee International Convention;
 - Drawings for 'gas dollars' for attending the 1st and/or 2nd conferences;
 - Optimists who have been nominated by clubs for 'outstanding leadership and effort';
 - Other club recognitions that help 'Move ForWard With Kids'.
- There will also be 2012-2013 activity and event planning that will be lead by our Governor Elect, Larry Barbera with support of our guest speaker, Marlene Phillips.
- There will be a Leadership Growth Activity being lead by Karen Skonecki, Leadership Development Chair with support of Marlene Phillips.
- There will be special Personal Development in the continuing Maxwell Series as well as other on-line programs through out the day.
- There will be a JOOI Conference being run in an adjacent room at the same time as our conference. Besides various JOOI planned activities, there will be an election of the 12-13 JOOI Governor. She/he will be presented to the Optimists immediately after lunch along with an update on JOOI.

May 11-12, 2012 will be your SWIS 3rd Quarter conference at the Wilderness in Wisconsin Dells. There will be a District Oratorical Combined Contest, with the winners who have won earlier in a Club and/or Zone Contest. A Communication Contest for Deaf and Hard of Hearing - CCDHH Contest will be held, with students who are also sponsored by clubs and qualify for that contest. The winners of these 2 contests, as well as the Essay winner selected earlier, will all be honored and present at the lunch that day. You don't want to miss these presentations, they are fantastic. There will also be other speakers and programs scheduled for that day.

Don't forget the Milwaukee International Convention, **July 12 – 14, 2012**. There is more information in this newsletter on that awesome event for Wisconsin.

August 24-25, 2012 will be the SWIS 4th Quarter Convention at the Sheraton in Madison. We will be having a Certified Speaker, other presentations, honoring our 2011-2012 teams, and preparing for our SWIS 2012-2013 year with Larry Barbera as the future Governor. Don't miss this convention, it will be very informational and exciting, as they all are.

Bonnie Spindler, SWIS Governor 2011-2012

SWIS District's Challenge for Honor Club, 2011-2012

We have been challenged by International President Jack Creswell to "Give 100% and then some" to grow our service for youth. The 2011-2012 criteria for Club Recognition, which will be continuing for 5 years, includes

1. "Bringing Out the Best" Club
(*banner patch then year bar thereafter*)
 - Add at least one member.
 - Be current on District and OI dues.
 - Recognize Club member or local community individual.
2. Honor Club:
(*banner patch, year bar with Club President's name/year and \$100 credit on next dues billing*)
 - Sponsor at least three service projects a year.
 - Recognize a Club or community member.
 - Grow Club by Net plus 1 (*Example: Oct. 1 have 30 club members, 2 drop, need to add 3*)
 - Be current on District and OI dues.
3. Distinguished Club:
(*watch for club President, secretary and/or treasurer. Banner patch with Club President's name/year and \$250 credit on next dues billing*)
 - Meet honor Club Criteria plus.
 - Net of 15 OR Charter a New Club.

The Officer Elect Report for the following year's 12-13 officers needs to be initially submitted by mid-May.

The President's Pride, submitted by September 30th, 2012 is for a club president to identify and share the accomplishments of his/her club with the SWIS District Officers and Optimist International.

We all know more members translate directly to more kids being served: each member equates to 35 kids. New members bring new ideas for projects and fundraisers for your Club, and provide additional community service projects. Building new clubs brings optimism and service to youth where it didn't previously exist. International President Jack believes that with having the greatest programs in the world we should be helping more kids every year, which starts with growing our clubs.

Bonnie Spindler, SWIS Governor 2011-2012

New Optimist Supply Companies

Optimist International is proud to announce there are two new supply companies to meet the needs of Optimists. The supplier for the U.S. and Caribbean Clubs is now:

Optimist Supply
www.optimistsupply.com
 855) 664-3506
 (314) 664-3506

Clubs can order directly from Optimist Supply or choose to e-mail an order to Dennis Skonecki, Supply Chair, skoneckidj@hotmail.com On a quarterly basis, Dennis will combine orders, to save on shipping, and have the items available to be purchased at the next conference.

The Awards Hotline Honors Our Own!

The Optimist newsletter "Hotline" is available on at www.Optimist.org and the special Awards edition for 2010-2011 features some of our own SWIS members.

We have two Distinguished Lt. Govs, a few Distinguished Clubs and 14 Honor Clubs that made it into this prestigious list.

Congratulations to everyone, who through their hard work and dedication, made the list. We salute

Josh Zaidel and Kevin Austin,
 Distinguished Lieutenant Governors,
 and
Milwaukee, Delaven-Darien Breakfast, and Menomonee Falls,
 Distinguished Clubs

Check out <http://www.optimist.org/hotline/Hotline-Awards2010-2011/Hotline-Awards2010-2011/index.html> to see if your club is one of the Honor Clubs listed.

Optimist International Junior Golf Outing

Attention all Optimist Clubs in the SWIS District – begin thinking of ways that your club can help promote the Optimist Junior Golf Outing that Tom Carls and myself are beginning to plan.

What is the Optimist International Junior Golf Outing? It is a qualifier for the International tournament that will be held in late July in Orlando, FL. The contest is open to boys and girls ages 8-18. The kids play stroke play within their respective division. If they happen to win and shoot a qualifying score or better, they can enter the International tournament to test their skills against kids from all over the world.

At this time, we do not have a date or location picked out, but the process has begun. Once we know the particulars, we will have Governor Bonnie pass them along to all clubs so they can start promoting the outing. Last year was the first time that Tom and I co-chaired the event. Although Mother Nature did not cooperate with us to complete the event, we did have a nice turn out and learned a lot in our first year.

Tom and I will also be at the 2nd Quarter SWIS conference to do a short presentation to all clubs. The success of this event is dependent on getting golfers to participate. We are trying to secure a private course, to allow the entrants to play an elite course for this event.

OI Junior Golf Co-Chairs,
Tom Carls, wmtomc@gmail.com
Todd Paulus tpaulus@ritehite.com



2012 Essay Contest Update

Theme: "How My Positive Outlook Benefits My Community"

Just a reminder: Each club's winning essays are due to me by **February 28th, 2012**. I've heard some good interest from clubs in the area and from families and teachers, who've contacted me about it, so let's make this year even better than last. Let's see if we can beat 21 entries.

Send the winning essays and required accompanying papers to:

Don Kresch
5602 36th Avenue, Upper
Kenosha, WI 53144



or they can be emailed to me at donkresch@att.net. You can scan the birth certificate and paperwork and send as a JPG or pdf. I can accept pretty much any word processor format, so Word / WordPerfect / Open Documents are okay. There is more information available at:

<http://www.optimist.org/e/member/scholarships3.cfm>

The OI Board of Directors recently voted to eliminate the International level of the essay contest to level the field for all OI contests, so District-level is the endpoint.

2012 ORATORICAL CONTEST

Theme: "How my Optimism Helps me Overcome Obstacles"

There is still plenty of time for your club to participate in the longest running program (since 1928) of Optimist International – the Oratorical Contest! It helps kids gain valuable experience in public speaking while having an opportunity to win a **\$2,500 - \$1,500 or \$1,000 scholarship** to a school of their choice! And it provides many opportunities to network with parents, teachers, judges and administrators.

This year's theme is basic yet challenging: "**How my Optimism Helps me Overcome Obstacles**". Using this theme boys and girls prepare and recite a 4 – 5 minute speech judged on Poise, Content, Delivery and Effectiveness. For the first time our District will run a combined boys and girls contest! This means that at all levels (Club-Zone-District) boys and girls will compete together. Each Club can then send its top two winners to the next level of the Contest. In addition, the age maximum for our District has been established under the age of 16 as of 12-31-11. This has been the standard age requirement all but one of the last 16 years I have had the honor of chairing this event.

There is **NO minimum number of contestants for a Club Contest**. This allows more clubs to participate without having to meet a minimum. Also, **at the Club Level judges may be Optimist Members** as long as they are not acquainted with the contestants.

Take the opportunity to help kids in your community experience an Oratorical Contest. Once organized, it can become an annual program for your Club with great rewards. It's an opportunity to make a difference for the kids while experiencing the satisfaction of "listening" to the results. Each year I receive inquiries from parents or kids asking how they can participate. The need is there!

You can start the process by obtaining the 2011-2012 Club Oratorical Planning Guide that gives you step-by-step instructions on how to hold a contest. You can access this information at OI's web site at: <http://www.optimist.org/e/member/scholarships4.cfm>. **You will need to change the age on the application provided in the Packet from 18 to 16 before distributing.**

Club contests are usually held in January, February and March. The next level is Zone Contests organized by the Lt. Governors and held in March or April for Zones having a minimum of three contestants participating. The final District Contest will be Saturday May 12, 2012 at our 3rd District Conference in Lake Delton at the Wilderness Resort.

Optimists bring out the best in children, and so can you!
Do it for yourself, your club and, most importantly, the kids.

Jim Costanzo, District Co-Chairperson
(608) 849-7747 (h) (608) 206-2060 (cell) jvito@chorus.net



2012 Communication Contest for Deaf and Hard of Hearing – CCDHH

Theme: "How my Optimism Helps me Overcome Obstacles"

The CCDHH Contest will be run at the Wilderness Resort, Lake Delton, WI. There is more information on the contest at: <http://www.optimist.org/e/member/scholarships2.cfm>. If you know of a student who is a candidate for the CCDHH program, please contact one of the co-chairs. Each of the CCDHH students, as well as the Oratorical and Essay students, are sponsored by a club. If you don't have a student and would like to sponsor one, please contact one of the Co-CCDHH Chairs.
(Sponsorship Cost: \$200/student).

Donna Cairy, dlasowski@charter.net 608-558-5633
Barbara Nelson myhchili@tds.net 608-558-0348



SWIS Zone 1 Update:

We are looking forward to "getting to know our Optimist neighbors" at our Zone Meeting / Social on **Tuesday, January 17th** in Milwaukee. We're looking forward to having all eight clubs represented and members getting to know one another.

All of our clubs are making a positive impact in our local communities with their projects and efforts -- and we are proud to collectively be +8 in members. Yay, Zone One!!

Respectfully,
Lt. Gov - Zone One,
Amy Soleimani-Mafi

New Club Building, 2012

There are currently 3 different clubs that are in contact with potential future New Clubs. The LaCrosse Club has been working with a LaCrosse Student Club; the Racine Wednesday Club may be working with a Student College Club in the area; and there have been some established contacts and meeting continuing in the Edgerton area to revitalize that club.

If any of you have contacts in these areas, please contact Governor Bonnie or one of the SWIS NCB Co-Chairs.

Gary Engelke, engelkeg@plattevillerealty.net
 CoryAnn St Marie-Carls Coryann.stmc@gmail.com

Breakfast With Santa

Saturday, December 10, marked the fourth annual Breakfast with Santa hosted by the Monona Grove Optimist Club in Monona, Wisconsin. This year over 250 people enjoyed eggs, sausage and orange juice at tables decorated with Christmas centerpieces. Attendees were able to get their picture taken with Santa throughout the breakfast. Monona Grove Optimists are already looking forward to another wonderful Breakfast with Santa in 2012!

Thanks, **Megan Tatreau**
Monona Grove Optimist



Please send SWIS 3rd
 Quarter Articles to
joanmkenney@hotmail.com
 BY April 1, 2012.

OI Foundation Dime-A-Day Plus

The Optimist International Foundation has announced the newest pin, the Dime-A-Day PLUS pin. This will be available for only one year for just a \$40 (dime-a-day plus) contribution.

Remember the OI Foundation contributions are used for scholarships for our Oratorical, Essay, and CCDHH programs as well as other programs. Contact the OI Foundation Rep, Fred Dorn for more information on the OI Programs and how you and/or your club can make a 'non-restricted' donation.

Fred Dorn, OI Foundation Rep. fdorn@chorus.net

JOOI Update for February 11th Conference

Attention all JOOI Clubs! On February 11th, all JOOI clubs are invited to join the Middleton "Giving Heart" JOOI Conference. Together, we will discuss how to make our clubs even better for 2012 — especially by pooling our best ideas for volunteer projects and club recruitment. There will also be a group service project and a presentation by Paul Gilbertson, Founder of the "R.E.A.C.H. a Child" program. Each club should plan to send at least 3 members, so we can also consider a few ways to keep our different JOOI clubs connected to each other during the coming year.

There will be a charge of \$10 per person to cover the cost of the room, lunch and registration materials. All clubs will be contacted within the next few days to confirm status and conference attendance. (Register: www.swisdistrict.org website, early bird rate \$10 BEFORE January 27th, otherwise \$15).

I look forward to seeing all of you!

JOOIfully Yours,

Priya Kalluri

Co-President of the Memorial High School JOOI Club "Spartan Youth Service"



Milwaukee International Convention Housing

For the 2012 Convention, it's all about choices! Convention delegates can choose one of three hotels. So what will it be: the Hilton Milwaukee City Center, where some of the Convention events will take place, the Hyatt Regency or the Double Tree Hotel? Learn more about them all!

The Hilton and Hyatt Hotels are connected and the DoubleTree Hotel is adjacent to the Frontier Airlines Center all located in the heart of downtown Milwaukee. For additional information on each hotel, go to their websites listed below. One night room and tax due at time of booking.

Hilton Milwaukee City Center Hotel (Headquarters)

509 W. Wisconsin Avenue

Milwaukee, Wisconsin 53203

Book your hotel reservation online by [clicking here](#)

Call (414) 271-7250.

Standard room rate (King or dbl/dbl) \$125.00 + tax.

Hyatt Regency Milwaukee

333 West Kilbourn Avenue

Milwaukee, WI 53203

Book your hotel reservation online by [clicking here](#)

Call: (888) 421-1442

DoubleTree by Hilton Hotel Milwaukee Downtown

611 W. Wisconsin Avenue

Milwaukee, WI 53203

Book your hotel reservation online by [clicking here](#)

Call (414) 273-2950 or (800) 222-TREE - use block code "OPT".

Standard room rate (King or dbl/dbl) \$129.00 + tax.



REGISTER NOW for the 94th Optimist International CONVENTION in MILWAUKEE ! July 12-14

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 sights and experience Milwaukee! There is more information at: <http://optimist.org/e/Member/convention1.cfm>

Early bird registration deadline is midnight of Tuesday, May 1st, 2012.

Online registration is now open at:

http://www.optimist.org/reg/ConvReg_Member.cfm?e=conv&m=2012

Or you can print off a form to submit by mail/fax by clicking this link at:

http://www.optimist.org/Form/Registration_Milwaukee_E.pdf

The Convention Newsletter is at:

http://www.optimist.org/Documents/Convention_Planner-October2011.pdf

We're hoping for increased attendance being that many in the Great Plains region and some other Midwest regions may elect to drive to Milwaukee. For the RV'ers there will be information on area campgrounds on the convention page in the near future!

There is tons of FUN to be found in Milwaukee and we're planning some great entertainment and 'extras' for you!!

A 'Welcome to Wisconsin' picnic will be held Wednesday evening (on the registration form as the "CeleBRATE" fest at only \$5/person). Enjoy a brat and a beer, dance a polka or two, and enjoy a view of Lake Michigan to start the convention!

- The University of WI Marching Badger Band that you may have recently watched during the Rose Bowl will entertain at our Opening Session! (Well, a portion of the band will be there – during the summer the kids make up regional groups to march in parades, etc). The cadets from St John Northwestern Military Academy will present the colors and the Parade of the Flags of Optimism with, well...military precision! We're also proud to present the Kids from Wisconsin show choir as part of our Appreciation Luncheon.
- Milwaukee is home to Harley Davidson motorcycles – but all riders are welcome to participate in a special Charity Ride to benefit the Childhood Cancer Campaign on Sunday, July 15th! More information will be posted as it becomes available – including bike rental and trailer parking!

A 94th Optimist International Convention Tentative Agenda at the Frontier Airlines Center and Hilton Milwaukee City Center in Milwaukee, WI for July 12 – 14, 2012 is in the process of being updated and will be available soon on the link: <http://optimist.org/e/Member/convention1.cfm>

Joanne Ganske,
SWIS Co-Chair International Milwaukee Convention

Tri-Star Sports Update / Tri-Star Basketball Reminder

Greetings!

Just a reminder that the District-level Tri-Star Basketball event is scheduled for April 14, 2012 at the Mukwonago High School in Mukwonago. Although there has been a slight decline in the number of clubs participating the last few years, Tri-Star Basketball is still the largest youth gathering in the SWIS District each year (at the district level).

Next month, each Club President and Secretary will receive a packet of information in the mail with all the information you should need. Please share this with you Tri-Star Coordinator (if applicable). This packet is also accessible on the SWIS District site. The materials will also be available at the next District meeting in February. And, we are also on-hand and available to you at any time by phone or email! If you have questions – or need practical support for your efforts, we are here to help.

Further, we hope many clubs will continue to support Tri-Star Sports in your communities – and even consider adding another program. We heard about several successful Punt, Pass and Kick programs and soccer events that took place this fall. These are great programs and effective with even small groups of participants. As more clubs begin to participate in these programs, we would be glad to put together a district-level event, as we do with Tri-Star Basketball. Keep-up the good work!

Wishing you all the best in 2012!

Tri-Star Co-Chairs, **Joe and Amy**

Joe Mundwiler, 211 Muirfield Circle, North Prairie, WI 53153.

Cell: [414-416-6551](tel:414-416-6551) Fax: [262-392-2355](tel:262-392-2355) (please call first), mundwilerconsulting@wi.rr.com

Amy Soleimani-Mafi, 6501 West Greenfield Avenue #411, West Allis, WI 53214.

Cell: [608-436-1815](tel:608-436-1815) amy.soleimani@gmail.com



2012 Football Sweepstakes

At this time I am asking all Optimist Clubs to let me know how many tickets you think that your club can sell for the 2012 NFL Football Season. Yes, it will be back to the NFL games again this season.

Our committee really wants to thank all of the clubs that sold tickets this past college season. Due to the hard work in selling the college tickets and the great success that we had in the end, it should be really easy to hike up the number of tickets that your club can sell this year.

We need to know as soon as possible how many tickets we should be ordering for this season, so we only have to make one request to the printers, thereby saving money, which can later be returned to the selling clubs.

We will once again try to have the tickets ready to distribute to the clubs at the May Conference, so you will have a head start in getting the tickets out to your sellers.

Please contact me by e-mail as to the number of tickets that your club can sell, no later than the end of February, fdorn@chorus.net

Fred Dorn, Sweepstakes Chair

Don Damon, Sweepstakes Chair

ARE YOU THE ONE?

I am sending out a plea to all of you to please help me achieve my goal during this current Optimist year. My goal for 2011-2012 is to have one Foundation Representative in every club in the SWIS District.

What the Foundation Representative will do is to encourage the members of his immediate club and Board of Directors to budget a certain amount to the Optimist International Foundation each year in order to raise money of the "Unrestricted" category, that is money not designated for special purposes, money that can be used for Oratorical, Essay, and other Scholarship promises to these Kids – with our "LOVE".

This year our SWIS District has planned a contribution to the OI Foundation of \$22,500.00. A great way to get started is to push the Dime A Day (\$40.00) a year this year in honor of the 40th Anniversary of the OI Foundation, for every member of a club. This effort by only 7% of our team membership would pay for all the oratorical scholarships for a year. Imagine what all of us, 100%, together, can do!

Another way to help our cause is to strive to get as many members of your club as possible to contribute toward the President's Club membership, by donating \$250.00 per year to the OI Foundation. These checks can be brought to each Conference and delivered to me. I will send out a receipt for each check received and you will also get a beautiful numbered plate. This way the SWIS District gets credit for the donations.

Tell your club president **YOU ARE THE ONE** who will help me with this and send me your commitment in an email. For those of you who are already **THE ONE** in your club, I ask you to confirm it with an email to me and your club president. Thank you for your co-operation on this matter.

Optimistically yours,

Fred Dorn

SWIS District Foundation Representative

fdorn@chorus.net

Volunteers Needed!

Just a reminder that the SWIS & WINUM District are working together to make the July 12, 13, 14 (2012) Meet Milwaukee International Optimist Convention the Best Ever Attended Convention and we need YOUR HELP!! Our Host Area Committee (SWIS & WINUM members) are requesting \$5 per club member to help defray the expenses of Youth Activities, Shirts, Transportation and food; Entertainment for Opening Session and the St John's Military Academy Color Guard donation; the Appreciation Luncheon entertainment from [Kids from Wisconsin](#) and all decorations and thank you gifts to the 500 or more attendees (including YOU if you choose to attend this FUN luncheon Event); plus other items we are responsible to help out with expenses. WE ARE THE HOSTS for Optimists from all over the USA, Canada, Jamaican Islands, plus other countries.

We need volunteers to help out. Please contact our volunteer coordinator **Meredith Prebeg** (From WINUM) to get your name on the list. merrilloptimist@pesobic.net

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 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.

Southern Wisconsin Optimists **District Oratorical Contest**

**Topic: "How my Optimism Helps me Overcome Obstacles"
2011-2012**

Date: Saturday, May 12, 2012

"NEW" Awards: **1st, 2nd & 3rd** place winners receive a **\$2500, \$1500 & \$1000** college scholarship & plaque. All contestants receive lapel pins and framed certificates.

"NEW"Eligibility: Contestants under the age of **16** as of December 31st of the 2011-12 school year. Combined boy and girl contests at all levels (Club-Zone-District). No minimum number per Club Contest.

Requirements: Speech is limited to 4-5 minutes.

Components:

Poise (appearance, personality)	20 points
Content of speech.....	35 points
Delivery and presentation	35 points
Overall effectiveness	10 points

Schedule: Club Contests..... January, February,
March

Zone Contests..... March and April

- Scheduled and organized by the Lt. Governors of each zone
- Minimum 3 Clubs per ZONE Contest.
- Must be completed by April 21, 2012
- Zone winner information submitted no later than April 23, 2012

District Contest Saturday, May 12, 2012

- 8:30 AM to Noon

Location: 3rd District Conference – Wilderness Resort, WI Dells-Lake Delton

Contact: Jim Costanzo
District Co-Chair

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