



SWIS 2012 - 2013 Newsletter



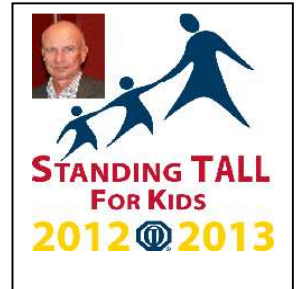
Volume 16, Issue 1

October / November / December 2012

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Governor Larry's Message

“Governor of the SWIS District...I don't think so! Well, here I am and we're off "to the races". The new Fiscal year 2012-2013 got underway October 1st. To continue to move the District forward will certainly be a challenge for all of us, myself included, as we follow Gov Bonnie's great year, but it's also a significant opportunity to continue to grow Optimism while enhancing our ability to serve Kids in our District. I have a deep confidence that as we grow in our ability to work together, we will strengthen the SWIS District and amplify the energy devoted to this important mission.



In my opinion, we have a terrific group of Lt Gov's, willing and able to be that important "link" between the Clubs and the District. Some of them will be functioning in this position for the 1st time, some are repeating for a 2nd consecutive year and we have a couple coming back after an absence. This varied experience will give us a valuable springboard as we share thoughts, engage and challenge our Clubs, as well as, helping to drive the important "hands on" work that happens at the Club level. I urge you to know them, use them, test them because they are there to help you and your Clubs become even more productive and purposeful.

In a new year there's always goals and objectives--that's no surprise. Let me touch on a few of mine. First, let's talk about our upcoming Conferences. We need to build attendance. Fun and fellowship is part of who we are. We only get together 4x a year and the time goes so fast between sessions. One, two, three more attendees from each Club would make such a big difference--we need to see more Presidents and Club Board members--that's part of the job. We'll do our best to put together strong agenda's with broad application for each conference. The lineup for the next year follows:

November 2-3 The beautiful **Heidel House** in Green Lake. This is a joint conference with WINUM--our first since we became separate Districts in the early 90's. We'll review the OI Convention, which we hosted together, with Mike Allen from Nebraska, the Convention Chair. A packed agenda will conclude with a costume party--with many surprises--on Saturday night. Check out the agenda--GET REGISTERED.at <http://www.swisdistrict.org/register/register.asp> .(See following pages for more information)

February 1-2 The **American Center Holiday Inn**, visible from I-94 on the way into Sun Prairie

May 10-11 The **Kalahari**, back by popular demand, in Wis. Dells for the conclusions of our Zone competitions

August 16-17 We return to the **Country Springs and Conference Center** after a long absence. Another family friendly facility with plenty to do for the kids and free water park passes for both Friday and Saturday (must be a hotel guest). Also conveniently located off I-94 in **Pewaukee**.

Stable, growing membership is just so important. Every single good thing we do will be lost without sustainable growth. The process of adding members must start at the beginning of the year... not when our backs are against the wall. Get a strong Membership Chairman in place, develop a Club plan, draw up lists of potential members and have membership as an agenda item every single meeting. Finding new members is fun, stimulating and gains positive momentum as success is achieved. For Optimists--it should be easy--we have some many good things to share. As a new member said to me last week in Whitewater, " I want to be part of a group that does good things in the community". That's what we're selling in every corner of the SWIS District.

Isn't this a great Newsletter--thanks to our editors and all of you who contribute? Let's make it better by bragging, applauding, and recognizing what's going on in SWIS Clubs. I encourage each Club to have a qualified PR person who submits interesting and noteworthy articles about helping Kids on the Club level--if that person doesn't exist in your Club--recruit one. Lot's a good things are happening--let's make sure these stories get told.

Remember, Optimism is Project Driven with 11 different activities authorized and encouraged by OI. You should know that OI doesn't require us to do any or all of these projects--pick and choose. If you need more manpower to spread the load--ask for help and add more members. I encourage each Club to think about adding a project—it stimulates growth and strengthens resolve.

We need to pay more attention to the Personal Growth and Involvement (PGI) program. This is a solid, proven self-improvement program that builds and stimulates leaders. This is our program--use the tools available and we'll see a difference in attitude and activity. Let's always remember that we're bound together by a terrific Creed.

Optimist or not, these 10 profound statements provide all of us with direction and substance. Don't forgo the Creed recital because you don't have time or because there's reluctance to introduce the Creed in a public place. The "Promise Yourself..." message is just plain fundamental to what we do and why we're so proud to be Optimists.

I'm proud to be your Gov--and I look forward to a great year sharing and building together. Thanks a million. **Gov Larry**

Governor Larry Barbera's BIO:

And, for all the Optimists in the SWIS District who aren't familiar with me, here's a brief insight into my background. I'm a proud member and Past President of the Menomonee Falls Club. I've been with the Club since the early 2000 when my daily schedule became more flexible. I've had two (2) terms as Lt Gov, in Zone 1 and the former Zone 6, which featured most of the larger Clubs in the District. Proud to have two (2) sons, Jace in Minn and Nick in the Falls, both married, Sarah and Sara, with four (4) kids between them. We also have a very active daughter Natoli, who graduated from Winona State in 2011, and is now employed fulltime in the Day Care Service offered to employees of Kohls Corp in the Falls. My wife Jan, originally from the Kenosha area, graduated from Oshkosh with a teaching degree and I came out of the Business School at Eau Claire. I spent 22 years with the Wisconsin National Guard and the Army Reserve and retired with the rank of Major. i'm still involved with a couple of businesses and Jan and I have been unfranchise owners with Market America for the past fourteen years. In addition to Optimism, I've been involved with a long list of community concerns including the MACC Fund, Lombardi Charities, Greater Milwaukee Open, Falls Fest, MF Scholarship Fnd and Booster Club. All have been rewarding in a variety of different ways.

To be your Gov for the next fiscal year is a tremendous honor and a significant challenge. I promise to do whatever I can to "get the Job done" to your satisfaction. Like you, " I like this stuff". Optimisms are a great group of people, bound by such a worthy mission and supported by an outstanding Creed. Let's get the job done and move the SWIS District forward--working together...there's nothing we can't accomplish.

Joan Kenney, co-Editor

Bonnie Spindler, co-Editor

Distribution: Many Optimists

SWIS 2nd Qtr Articles, e-mail to blspindler@charter.net by December 22nd, 2012

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WINUM & SWIS Joint 1st
Quarter Conference
November 2-3, 2012
Heidel House Resort, 643
Illinois Ave
Green Lake, WI 800-444-
2812

Weekend Highlights

Friday

Executive Board Meetings start at 5pm (separate). Dinner will be on-your-own. See <http://visitgreenlake.com/dining> for the great offerings within the village...some are part of the Heidel House property!! Joint Hospitality Suite opens at 8pm.



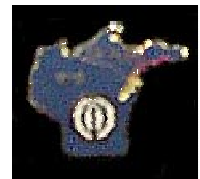
Saturday

Meet our Optimist Int'l VP, Debbie Ettleman from Billings, Montana!!



Governors John & Larry and their Leadership Development teams have planned a variety of sessions to help all of us become better informed leaders in our clubs...including a special break out explaining the details of our OI Liability Insurance. Bring your questions!! (See the details on the tentative agenda elsewhere in this newsletter.)

How many of you remember when our State was ONE District?? Learn about the history of WINUM & SWIS as the "WISUM" (Wisconsin-Upper Michigan) District!!



Celebrate the success of the BEST DARN International Convention EVER: Milwaukee 2012!!

BONUS Saturday Fun Night

It's just a few days after Halloween....so don't put away that killer costume!! We're having a Halloween party with LIVE entertainment!! GREAT PRIZES for Best Costumes!! (But costumes are not required!) The Merrill Optimist Club is taking the lead on this party - be ready to have FUN! Music provided by Jimmy Rosetti offering tributes to Eric Clapton, Jimmy Buffet, The Eagles, Johnny Cash, Neil Diamond and more!!



WINUM & SWIS JOINT 1st QUARTER CONFERENCE Heidel House – Green Lake, WI November 2 – 3, 2012

FRIDAY EVENT Room

- 5:00 - 6:30 pm **Executive Committee Meeting - WINUM** Dartford C
 6:00 – 7:30 pm **Executive Committee Meeting - SWIS** Dartford D
 Dinner (on your own)
 8:00 – 11:30 pm **Hospitality Suite 393-395**

SATURDAY EVENT Room

- 7:00 - 8:00 am **Past Governor's Breakfast**
 (All Past Governors and Governor-Elect are welcome to attend) TBD
 7:00 - 10:00 am **Registration** Dartford Lobby
 8:00 - 8:20 am **"First Timer's" Orientation.** Welcome to your first District meeting!
 8:30 – 9:00 am **Opening Session – Welcome!** Dartford A & B
 9:00 – 9:45 am **Review of past – when we were one & O.I. Convention** Dartford A & B
 9:45 – 10:00 am **Break**
 10:00 – 10:45 am **Separate District's Board of Directors Meeting & General Session**
 11:00 am – 12:30 PM **Key Note presentation – O.I. Liability Insurance**
 Gail Farrett, Marsh Affinity Group Dartford A & B
 12:30 – 2:00 pm **Lunch with O.I.F. Presentation and Raffle** Sandstone
 2:00 – 4:05 pm **TRAINING MODULES**

TWO TRACKS – CHOOSE ONE PER TIME SLOT

- 2:00 – 2:35 pm **Optimist International Foundation or Membership** Dartford A & B
 2:45 – 3:20 pm **Personal Growth & Involvement or Secretary/Treasurers** Dartford A & C
 3:30 – 4:05 pm **New Club Building or Essay/Oratorical or Club President** Dartford A, B & C
 4:15 – 5:00 pm **Closing Session with V. P. Debra Ettleman** Dartford A & B
 5:00 pm **Adjourn**
 5:30 – 6:30 pm **Social (Cash Bar)**

HALLOWEEN COSTUME PARTY!! Dartford A & B

- 6:30 – 8:00 pm **Dinner: Pizza & Pasta Buffet, Costume Judging** Dartford A&B
 8:00 – 10:00 pm **Entertainment – Jimmy Rosetti** Dartford A & B
 10:00 - Midnight **Hospitality Suite 393-395**

The next SWIS Conference will be on Feb 1-2, 2013 in Sun Prairie.

**Please be there to celebrate Past Governor Bonnie Spindler's year!
 There will be many Honor and Distinguished Awards given to 11-12 clubs and optimists.**

**There will also be some pre-planning information and training provided by Governor
 Elect 12-13, George Breadon at this SWIS 2nd Qtr Conference.**

Fellow Optimists: We have a **GREAT SWIS Team of optimists**. I've met a lot of you while traveling around visiting clubs and really appreciate all the support you've given to me personally and to the SWIS organization. We have all been in this together for the future of the 'Kids' that we serve for the next generation. This year has flown by so fast; we've had a lot of fun as Optimists building wonderful memories and making a difference in the communities where we live.



Thanks to each one of you for being an Optimist and helping to '**Move ForWard**' with the kids in each of your areas 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 have continued to achieve that goal** during the 11-12 year as follows:

Provide Leadership Development and Personal Growth Training: Accomplished by the following:

- 1) Training Lt. Governor's in July 2011.
- 2) Training President/Sec/Treasurer's at August 2011 Convention.
- 3) Providing hard-copy training 'booklets' to 11-12 SWIS Lt. Governor's, Chairs, and ALL Club Officers.
- 4) Provided SWIS Club, Chair, and District Directories on Sept. 30, 2011.
- 5) Training by OI Representatives and SWIS Officers/Chairs at each of 4 conferences.
- 6) Use of Maxwell Series, You-Tube Simple Truth videos, OI, SWIS Websites, and other media.

Provide 'Full and Open Communication' for Optimists: Accomplished by the following:

- 1) Monthly SWIS News on up-coming needs/events sent to Lt. Governor's and forwarded to club officers.
- 2) Quarterly SWIS newsletters by e-mail/US mail.
- 3) Sharing events/activities between clubs and at conferences.
- 4) Almost daily e-mail or phone contact with optimists as needed.

At each quarter Executive Meeting, Lt. Governors shared about clubs in their zones and how kids were being served. I also heard from many Optimists while visiting clubs and at SWIS Conferences about the various recognitions, club scholarship programs, cheese curd sales, skate boarding activities, Tri-Star sports, fishing projects, Cancer programs, Christmas programs, Oratorical / Essay / CCDHH Contests, and many-many others. **What a legacy we can leave as Optimists for the kids we all serve.** Here are some highlights...

SWIS 1st Quarter Conference – Baraboo: Over 70 Optimists and over 30 JOOI kids attending. Our Great Plains Region Vice President, Judy Boyd was our guest speaker. Presentations by: SWIS Chairs on Membership, Childhood Cancer, Oratorical, Essay, CCDHH, Tri-Star, Skateboarding, Internet Safety, Personal Growth Initiative, Belize Service Project, Optimist Websites, and others.

SWIS 2nd Quarter Conference – Madison: Over 75 Optimists and 15 JOOI kids. We had Marlene Phillips, from Canada as our guest speaker. There were many chairs speaking, Awards Luncheon for 10-11 year by Immediate Past Governor CoryAnn, District leadership training on 'values to Membership', Childhood Cancer presentation, Internet Safety, Oratorical/Essay updates, JOOI Planning Update, promotion of Milwaukee International Convention for July 12-14..

Provide environment for 'Involvement' at all levels Accomplished by:

- 1) Providing district/club use of Annual Club Planning Conference-ACPC.
- 2) Continue tracking of club goals by Lt. Governor's.
- 3) Recognize club projects/successes
- 4) Address website understanding and needs,
- 5) Past Governor's serve as mentors.
- 6) Encourage and inspire members for personal growth projects/positions.

Provide environment for 'Growth' to Serve

Youth: Accomplished by: 1) Builder of Excellence Awards for UW LaCrosse Student Club, chartered in March 2012, to CoryAnn StMarie-Carls, Don Rudolph, Andrea Vivian, Robin Krumholz. 2) Builder of Excellence Awards for Edgerton Club, chartered August 2012, to Vern Andren, Maureen Crombie, Bonnie Spindler, Dwaine Sievers. 3) Six applications for UW Madison Student Club, Dan Bergs Coordinator, anticipated chartering in 2012-13. 4) '50' Club Member Award to Frank Marshall. 5) Menomonee Falls increased membership to 200, Cathy Sharkey, Club President. 6) Goal of +1 for SWIS 11-12 year membership by Sept. 30, to support more kids in communities

SWIS 3rd Quarter Conference – Wilderness,

Dells: Over 155 in attendance, 75 optimists and over 80 Oratorical/Essay/CCDHH contestants and families. We had OI President, Jack Creswell and First Lady Sue as guests.

SWIS 4th Quarter Convention – Madison:

There were 70 in attendance. We had Dwight and Marlene Phillips as our guest speakers. There was a Memoriam given by Steve Bailey, many chair presentations, and speaking on the X&Y Generation and brain development, Awards for 11-12 Service and Installations for 12-13 year officers. Introduction and nomination of Governor Elect for 12-13 year, George Breadon.



Milwaukee International Convention – July 12-14: There were over 1,200 in attendance, with over 90 SWIS optimists and JOOI kids participating. We were honored to host this Convention with WINUM. Thanks to Joanne Ganske and Laurel Schirmer, WINUM co-chairs for their coordination. It was a wonderful experience for our SWIS District and the Optimist Organization

The **Milwaukee Club, #09110 is 96 years old** and the youngest club, **Edgerton, #09039 is 1 month old.**

The following clubs recognized anniversaries in 11-12: **Janesville Noon- 15 years; Sun Prairie – 45 years; Monroe Tuesday – 10 years, Brodhead – 10 years, Sauk Trails Madison – 20 years, Beaver Dam – 30 years.** Based on Charter Date of the 60 SWIS Clubs: 16 are less than 20 years; 17 are 20-30 years, 15 are 30–50 years, and 12 clubs are more than 50 years old.

There will be many 11-12 Awards given to optimists and clubs at the February 1 – 2nd Conference in Sun Prairie. Thanks again for all your support in making my year as Governor a year I'll always remember as both challenging and memorable. On **October 12, 2012** the 2011-12 year was closed and SWIS District was at +5 members, or 2015 optimists and became a **DISTINGUISHED DISTRICT** thanks to all your support as optimists. As a SWIS group, we'll continue to **'Move ForWard With Kids'** into the 2012-13 year and we'll be **'Standing Tall For Kids'** into the future as we support **Governor Larry Barbera** and leave our legacy as Optimists.



Bonnie Spindler, SWIS Governor 2011-2012



Start planning now to attend the
International Convention in 2013
Cincinnati, Ohio,
July 4-6, 2013 - Thursday through Saturday
Watch for more information in future newsletters.

Bonnie Spindler, International Convention Ambassador 2012-13

SWIS District's Challenge for Honor Club, 2012-2013

We have been challenged by International President JC St-Onge to continue to grow our service for youth. The 2012-2013 criteria for Club Recognition, which will be continuing for 4 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.

We all know more members translate directly to more kids being served: and each member equates to 35 kids. New members bring new ideas for projects and fundraisers for your Club, and provide additional community service projects. More incentives and information will be available in future newsletters.

Optimist International Foundation Request:

During this current Optimist year, Governor Larry Barbera has asked that our District be more involved in helping the Optimist International Foundation reach their goals for the 2012-2013 Optimist year. In order for the OI Foundation to be successful, it is very important for every club in the District to make sure that the club has assigned a Club Foundation Representative to work with the District Foundation Representative Fred Dorn

A description of the Club Foundation Representative is attached to this newsletter. It is my goal this year to provide individual Optimists and clubs with the story of why the Foundation is important to them as a resource for their local Club. Beyond the support of every program offered by Optimist International, the Foundation is one-half of the Clubs resources when serving their local community. I have a Power Point presentation which delivers this message in a clear and consistent way to all Clubs. The amount that the SWIS District donates to the Optimist International Foundation has been declining each year. This certainly must be turned into a positive direction soon, or the Foundation will be in jeopardy of fulfilling it's goals. Please contact me if your club has any questions on how you can increase your donations to the Foundation. At the combined District Convention at Green Lake, I will be asking all the clubs in attendance to bring club and individual donations forward to be added to the District Foundation donations. Thank you in advance for your commitment to the Foundation.

Fred Dorn, District Foundation Representative

Club Foundation Representative Position Description

Purpose:

The Club Foundation Representative (CFR) position is responsible for informing Club members of the mission and purpose of the Optimist International Foundation and how crucial the Foundation involvement is in the local Clubs charitable activities.

Specific Duties and Responsibilities:

The CFR is expected to:

1. Attend local Club meetings and make Foundation information available to Club members
2. Speak to Club members about the value and purpose of the Foundation
3. Solicit donations from Club members, local individuals and business in support of the Clubs charitable programs
4. Maintain accurate records of Club charitable gifts and mail in donations
5. Speak to the Club members about donor recognition programs available to members
6. Provide information to Club members on services available from the Foundation

Qualifications and Desired Skills:

To be considered for the position of CFR, the volunteer should:

1. Be comfortable speaking with Club members
2. Be organized and able to complete reporting on gifts given within the local Club

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.

SWIS Lt. Governor's 2012-2013

Amy Soleimani-Mafi
SWIS Lt. Gov. Zone 1
Amy.soleimani@gmail.com

Zone 1 Clubs

Milwaukee Metro
 Mequon/Thiensville
 Milwaukee Menomonee Falls
 Waukesha West Bend
 Mukwonago
 Milwaukee Area Young Professionals

I first became involved with the Optimist organization 11 years ago, as a freshman at the University of Wisconsin-Whitewater in the Student Optimist Club. I had actually just received a scholarship from the Menomonee Optimist Club for school that summer when I stumbled across the organization at the college-level that fall. I simply thought I would check out an organization that had first invested in me! I quickly became involved in numerous activities with the Student Optimists and it was a natural fit for me! While at UWW, I served in a number of roles, including Club President in the fall of 2004 – the 10 year anniversary of the club's charter.

After college, I became active with the Mukwonago Optimist Club and was glad to make such a seamless transition to a traditional club! Almost immediately, I became active with the board, and had the honor of serving as Club President for 2010-2011 year.

In 2010, I also found myself assisting in the building of the Metro Milwaukee Club (MMOC) to serve kids in my local vicinity and am pleased to sit on the board of this young club. I remain active with both the Mukwonago Optimists and Metro Milwaukee Optimists and look forward to serving in my second year as Lieutenant Governor for Zone One. My first year involved a lot of learning about how other clubs in my area operate and how I can assist them as they fulfill our mission to serve youth and our community. Of course, my favorite part is meeting fellow Optimists and learning about all the extraordinary projects our clubs do!

I am also excited to serve as a co-chair of Tri-Star Sports with Joe Mundwiler for the District again this year. I truly love the Optimist organization, the mission, our creed and the people with whom I am fortunate enough to work alongside. While at UWW, we always used to say "Optimist for Life!" following the reading of the Creed, and it has always been fitting. I hope you, too, are an Optimist for Life! Cheers to the 2012-2013 year.

Jo'El Pearlman
SWIS Lt. Gov. Zone
eventplanner2000@hotmail.co

Zone 2 Clubs

Burlington, Racine Friday
 Racine, Racine Tuesday
 Kenosha

I had just moved back to Wisconsin last fall and was looking for something special to do with my spare time when my dear friend Cathie, invited me to become an Optimist. She said, "Optimists bring out the best in kids and it brings out the best in us!" My friend was right!

Since becoming a member, I have learned some really great lessons like-how to toss a pizza in the air the *right way* from a 6 year old, I found out the best way to prepare for a triathlon from an 8 year old and even saw a dream come true for a very appreciative little girl who wished for her own bike. When she got the news that she was going to have a bike, her first thought was to share it with her friend who didn't have one. How can you not smile!

It has been a pleasure getting to know great people of all ages and I am thankful to be part of fun opportunities that help make a positive difference for kids in our local community and around the world. I look forward to this next year sharing ideas, celebrating Optimism and moving forward with kids.

Joleen Austin
SWIS Lt. Gov, Zone 3
kevjoeaustin@peoplepc.com

Zone 3 Clubs:

Beloit Breakfast Janesville Noon
 Janesville Wed Janesville BFT
 Delavan/Darien Milton
 UW Whitewater Students
 UW Whitewater Community

Kevin and I have been married since Oct 1994. We have two children, Zach 17 & Ariel 14. I have been a member of the Delavan-Darien club since 2000. I have been a board member, secretary, and presently 3rd year of being President of our club. Year 2010 – 11 Distinguished President. I co-chair with Kevin the District Optimist Skateboard Competition Series for the past 3 years. I enjoy stamping, making cards, and scrapbooking. I am excited to join the SWIS District as Lt Governor for Zone 3.

Joleen Austin, President Delavan-Darien Optimist Club, 262-325-1237
SWIS District Optimist Skateboard Chair, www.doptimist.wordpress.com

Richard Zentner
SWIS Lt. Gov. Zone 4
mrzent@hotmail.com

Zone 4 Clubs:

Jefferson Cambridge
 Ft. Atkinson Oregon
 Stoughton Lake Mills
 Sun Prairie

I have been an Optimist since 9/01/1969 when the Monroe, WI club was formed. I have only belonged to two clubs in that period of time, the Monroe Club and the Stoughton Club. When I am not promoting Optimism, I am selling Insurance and Real Estate and have been for many years.

I live with my wife on a 12 acre farmette and have 4 horses, 4 dogs, and rehabbing 3 raccoons.

M. Richard Zentner
 97 Shady Willow Road, Brooklyn, WI 53521
 (mail: P.O. Box 8, Stoughton, WI 53589) cell# 608-669-8431 for all calls

Maureen Crombie
SWIS Lt. Gov. Zone 5
Maureen.crombie@wpsic.com

Zone 5 Clubs:

Madison Breakfast, East Madison/Monona
 Madison Downtown McFarland
 Cottage Grove Monona Grove
 Madison NE Edgerton

I have been with the Monona Grove Optimist club since 04/11/05. Shortly after I joined the club I was appointed to the Board for the 2005-2007 years. I then served as Club Secretary for the 2007-2009 years. For the last two years I served as President of our club. I have been able to attend many of the district conferences and training sessions. This year I attended the International Convention in Baltimore and brought back with me exciting ideas and felt regenerated. I'm excited to be Lt. Governor for zone 5. I am also looking forward to visiting the clubs in zone 5 and finding out more about what they do in their clubs to make a difference for our youth. After all, we are all about the kids and ready to move forward into the 2011-2012 year.

An Optimist touches many children and these children are our future. I truly believe it takes a village to raise a child and that we can make a difference in their lives. I grew up in Columbus WI with 4 brothers and 3 sisters. Right after high school I moved to Madison, WI to attend college and graduated from Edgewood with a double major in Elementary Education and Psychology. Since high school I have always been involved in volunteering my time to make a difference for a child. I have two grown children. Keelan recently graduated from Madison College with degrees in Finance and Business and plans on attending Upper Iowa in the spring. Ian also recently received a degree from Madison College in Construction Remodeling and is currently studying Business Management..

In the 2011-12 year I had the honor of helping with the chartering of the new Edgerton Club in August 2012. What a wonderful way to spread optimism into the Edgerton community.

Paul Nelson
SWIS Lt. Gov. Zone 6
paulmarennelson@tds.net

Zone 6 Clubs:
 Platteville Platteville Area,
 LaCrosse BFT Fennimore
 Darlington Brodhead
 Dodgeville Monroe
 Monroe Noon LaCrosse Students

My name is Paul M. Nelson. I have been married to Maren since 1994.. Between us we have 5 children and 13 grandchildren. In 2004, I retired from 39 of civil service with the State of Wisconsin as a tax auditor. Currently, I do have a part time job and do a lot of years volunteering. I have been a member of the Monroe Morning Optimist Club since September 1969. I have served two separate terms on the Board of Directors, Secretary/Treasurer for a year plus in the early 1970's and Honor Club from 1991 through 2007, Vice President for 2007-2008, and Honor Club President or 2008-2009. My roles in the SWIS District have been two time Secretary/Treasurer, several term Activities and Achievement Chair, several terms as hospitality chair in charge of International Visitors, and will be serving as Lt. Governor for Zone 6.

Paul M. Nelson
 745 11th Street, Monroe, WI 53566
 608/325-3248

Rochelle Robkin
SWIS Lt. Gov, Zone 7
robkin@centurytel.net

Zone 7 Clubs:
 Cross Plains Fitchburg
 Middleton Mt. Horeb
 West Madison Verona
 Mazo/Wisconsin Hgts
 Sauk Trails-Madison

I am a retired Art teacher , Baraboo schools, all levels from 1973-2010. I am married to Gene (he's a City Alderperson in Baraboo). We have two sons and two grandsons, who live in the L.A. Area. I am active in Children's Theatre. I run the Stage III Theatre arts programs for Youth at the AL. Ringling Theatre . I am also on the Board of Directors of the Al. Ringling Theatre Friends. I work on various projects for Boo- U. Including the Visual Art Classic meet for High School Art students.and the Summerset arts festival August/ and when I have a chance .. I paint (pictures, not bathrooms). I'm the one with the chops sticks in my hair. Other community group involvements include the International Crane Foundation and the Sauk County Art Association.

Rochelle Robkin
rochellerobkin@gmail.com !608-3563539 (home) 1608-393-2317(cell in my pocket)
 1402 Ash St
 Baraboo WI 53913

Gerry Guenther
SWIS Lt. Gov., Zone 8
gnguenther@frontier.com

Zone 8 Clubs:
 Baraboo Beaver Dam
 Lodi Portage
 Sauk Prairie Waunakee

Gerry Guenther, Lieutenant Governor, Zone 8. Born and raised in Howards Grove.
 Married with two grown children. Served 4 years in the Air Force (1965-69). Graduated from University of Wisconsin - Oshkosh. Taught science for 30 years, all but 2 at Portage Junior High. Currently live in the Portage/Poynette/Pardeeville area. Joined the Portage Optimists in 1995 and served two terms as president. Addicted to baseball and travel.

Carole Klopp
SWIS Lt. Gov. Zone 9
JOOI Clubs
klopp@chorus.net

I'm the Lt. Governor for Zone 9, JOOI Clubs and have been the lead adviser for Spartan Youth Service JOOI Team for the past 18 years, since the club's inception. I have seen the club grow from 25 students to the over 200 students with many joining every year. The club does numerous service projects every year, including organizing the all school "SPIRIT Day" where students fan out into the community doing service for a morning every April. I've been a Sauk Trails Optimist for 11 years and a Past President of that club. Having just retired as Volunteer Director for Middleton Outreach Ministry, she currently volunteers with the Madison Metropolitan School District in 2 schools, is on the Board of Directors for John Muir Academy and is very active in her church.

Carole will be working with the new JOOI Governor to bring into existence the new SWIS JOOI Council in order to better facilitate communication among all the JOOI Clubs.

Charles He
JOOI Governor, 2012-2013
charles2he@yahoo.com

**Madison Spartan Youth Service
 Team High School JOOI Club**

Zone 9, JOOI Clubs:

Whitewater Middle School Junior
 Mt. Horeb Junior Club
 Monroe Junior Optimist Club
 Janesville Green Beret JOOI Band
 Del/Darien Comet Junior Club
 Whitewater High School Club
 Monroe Students of Service
 Janesville Joseph Craig High School
 Madison Spartan Youth Service Team
 Lake Mills Octagon Club
 McFarland Youth Center
 Kenosha Tremper Octagon
 Racine Junior Optimist Club

Tri-Star Sports Update

We are pleased to announce that we will again be hosting a district-wide **Tri-Star Basketball competition**. **The event is scheduled for April 13, 2013 at the Mukwonago High School in Mukwonago.**

We are also delighted to share that we are have **added 6 and 7 year olds to this contest**, now being age-eligible to kids 6 to 13, as of **March 15, 2013!**

Starting at the 1st Quarter SWIS District meeting, we will have materials and will be available to answer questions you may have about the program.

We are also always looking for more clubs to take on other Tri-Star sports activities. As these continue to grow in popularity, we would certainly welcome hosting a district-wide competition. For example, Tri-Star Baseball and Tri-Star Soccer are great programs that have been gaining popularity and have been well -recieved by host clubs and their participants.

As always, we will be available to you at any time! If you have questions – or if you are ever in need practical support for your efforts, we are here to help. We wish you all the best in the upcoming Optimist year. Let's do everything we can to make it a meaningful year for our local communities.

Tri-Star Co-Chairs, Joe and Amy.

Joe Mundwiler, Co-Chair
 211 Muirfield Circle, North Prairie WI 53153
 Home: 262-392-2355, Cell: 414-416-6551, Fax: 262-392-2355 (please call first)
mundwilerconsulting@wi.rr.com

Amy Soleimani-Mafi, Co-Chair
 6501 West Greenfield Avenue #411
 West Allis, WI 53214
 Cell: 608-436-1815
amy.soleimani@gmail.com

Optimist International Oratorical Contest

Topic: "Why My Voice is Important"

Who: Students under the age of 16 who have not yet graduated from high school or the equivalent and who are educated in the United States, Canada or the Caribbean.

1. Combined gender contest with 3 scholarships (\$2500-\$1500-\$1000)
2. Age maximum **less than 16** as of **12-31-2012**

For the second year 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 12-31-12. This has been the standard age requirement all but one of the last 16 years I have had the honor of chairing this event. The majority of the Clubs that have consistently run contests have targeted this younger segment specifically Middle School youth. (*see flyer on next page in this newsletter*).

More Info: at http://www.optimist.org/form/oratorical_rules_pad-e_12-13.pdf

Club contests are usually held in January, February and March. The next level is Zone Contests are held in March and April. The final District Contest will be held on Sat., May 11, 2013 at our 3rd District Conference at the Kalahari in the Dells area.

Jim Costanzo, District Oratorical Co-Chair
(608) 849-7747

(608) 206-2060 (cell)

Eric Baker, Co-Chair

jvito@chorus.net

Optimist International Essay Contest

Topic: "How Can I Help My Friends Realize Their Value?"

Who: Youth under the age of 19 who have not yet graduated from high school or the equivalent.

Clubs: submit their winning essay to the District Chair, **Don Kresch** by February 28, 2013

More Info: on the 700-800 word essay contest is at http://www.optimist.org/Documents/Essay_Club_Chair_12-13.pdf



Communication Contest for the Deaf and Hard of Hearing (CCDHH)

Topic: "Why My Voice is Important" – the same as the Oratorical.

Who: The contest is open to young people through grade 12 in the United States and Canada, to CEGEP in Québec and grade 13 in the Caribbean, who are educated in the United States, Canada or the Caribbean, and are certified to have a hearing loss of 40 decibels or more.

More Info: at http://www.optimist.org/Form/CCDHH_RULES_PAD-E_12-13

CCDHH Chairs: **Donna Cairy and Barb Nelson**

Southern Wisconsin Optimists **District Oratorical Contest**

Topic: "Why My Voice is Important", 2012-2013

- Date:** Saturday, May 11, 2013
- Awards:** **1st, 2nd & 3rd** place winners receive a **\$2500, \$1500 & \$1000** college scholarship & plaque. All contestants receive lapel pins and framed certificates.
- Eligibility:** Contestants under the age of **16** as of December 31st of the 2012-13 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 20, 2013**
 - Zone winner info submitted no later than **April 22, 2013**
- District Contest** Saturday, May 11, 2013..... 8:30 AM to Noon
- Location:** 3rd District Conference – Kalahari Resort, WI Dells-Lake Delton
- Contact:** Jim Costanzo
District Chair
- 5619 Cobblestone Lane
Waunakee, WI 53597-9000
Home phone: 608.849.7747
Cell phone: 608.206.2060
E-mail: jvito@chorus.net



To: The Optimists of the former Optimist Club of West Madison, and the SWIS District

From: Andy Kreutzer, Orator (1963-1965), Member, Past President, Past Sec/Treasurer & Board Member (1980 – 2012)

As I prepare to watch another Packer game, I remember how many times I have done this with club members over the past 30 plus years. My memories of Optimists and of this club (chartered in February of 1953) began in 1963. A member of the club asked my father if I would be interested in being part of an Oratorical contest. We didn't know much about it, but I was ready to give it a try. In the three years I competed, I was coached by club members, Bob Johnson, Irv Richter, and Matty Mathews. I was also introduced to club members Gordy Logan, Nick Stassi, Joe Gervasi, Wesly West and others who were there to listen, critique and offer friendly and positive support. Almost twenty years later, a business associate suggested I join a service club. He recommended the Optimist Club of West Madison. After visiting several meetings, I was sponsored to become an Optimist by Nick Stassi.

As I joined the club, I found several of my former mentors, Matty, Wes, Gordy, Nick and Joe still working hard to support the youth in the community. Others had joined them, Ken Sprain, Dan Googins, Joe Masino, Jack Klund, Dick Miagawa, Burt Hable, Gully Gullickson and many others. I was also introduced to new programs the club was offering, including the Essay contest, a Deaf and Hard of Hearing Oratorical contest, a Christmas Party for community children (complete with Santa Clause) and the All City High School Wrestling Banquet. When I joined, the club's primary fund raisers were an annual "Community Garage Sale" held in the parking lot of the Cuba Club and a concession stand for the Badger football games at Camp Randall.

Over the past thirty years members have come and gone, old programs have been dropped and new ones added to the mix. It has always been a pleasure to work on the youth programs with all of our members. In recent years, as part of the "Childhood Cancer Campaign", the Madison West Club was able to form a partnership with the American Family Children's Hospital at the UW. Through the efforts of Ed and Mary Root, John Litscher and many others, the club has served a "home cooked" meal the third Sunday of each month for the past 9 years, and we hope this program can continue through John's continued coordination, as he and Tiffany join the Middleton Club and the cooperation of several clubs.

As the CCC district chair, John Litscher initiated a program to provide funds for the "build out" and furnishing of a family lounge in the American Family Childrens Hospital. The Madison West Club has voted to complete that funding for the district, and looks forward to presenting the hospital with \$10,000 to complete the lounge. After the loss of long time member (1955-2004), friend, teacher and coach, Burt Hable, the club created a memorial scholarship fund in Burt's name at Madison West High School. That fund will be transferred to the Madison Community Foundation, to continue in his name, sponsored by the Optimist Club of West Madison. As with many programs, we are always flexible not only in location, but the community we serve. With the completion of the Lussier Community Center on Gammon Rd., we moved the children's Christmas party to that facility. Frank and Sheri Rath have headed that program for many years and look forward to its continuation as they join the Sauk Trails club, along with other Madison West members, Mary Breunig, Nancy Hach, Diane Hoebel, Doug and Mary Poole, Barb Sheeran-Hill and Roberta Sprain.

Another recent (now in its sixth year) program has been a Christmas day dinner at the Children's Hospital. Tom and Cheryl Stalowski and Patty and I have been fortunate to serve this meal and hope to continue the "tradition" as we join the Optimist Club of Verona. Joining us in Verona will also be Scott Getz, our club president. Two years ago the West Madison Club, with Scott as its representative, sponsored Cub Scout Pack 801 at the John C. Olson elementary school. As that school serves West Madison and the Verona area, we hope to continue that sponsorship through the Verona Club. Joining us in Verona will also be members Brad and Stephanie Gottbehuet.

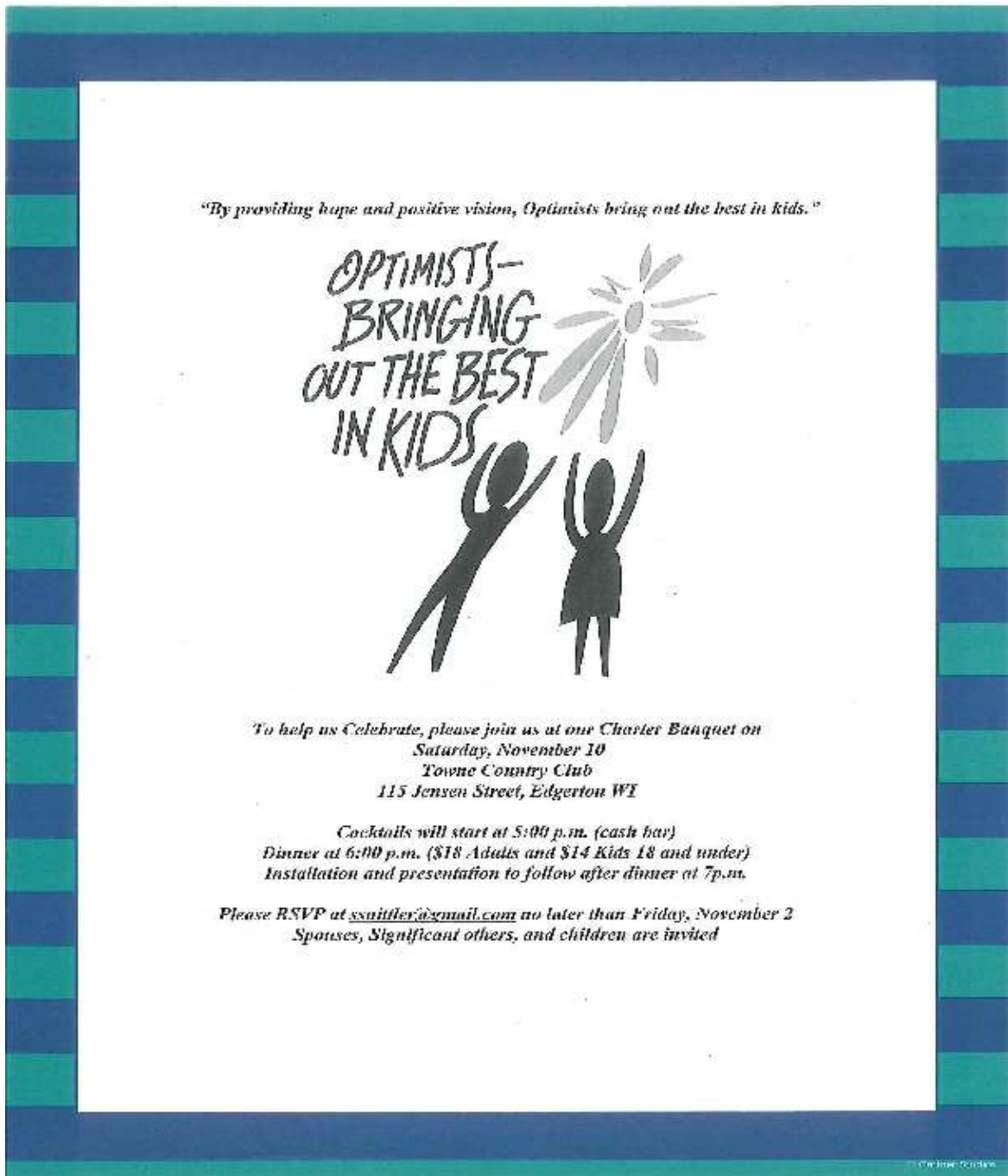
And continuing his long time membership as an Optimist, Roger Staven will be joining the East Madison/Monona club. As I look back on the programs and the fine Optimists I have met and associated with in the West Madison club, I know each and everyone has touched my life, meant so much to me and has had such a positive impact on countless youth in our community. As we and our programs go different ways, and become associated with new clubs, I am thankful for all those I have met and optimistic that we will continue to spread optimism and influence even more young people in the future.

Yours ALWAYS in Optimism,

Andy Kreutzer



The EDGERTON CLUB was Chartered on August 28, 2012. The Builders of Excellence are: Vern Andren, Maureen Crombie, Dwaine Sievers, and Bonnie Spindler. The Sponsoring Clubs are: Madison Downtown and Monona Grove. Below is the flyer for the Charter Banquet which will be held on November 10th, 2012. More Info will be provided in the next newsletter and awards given at the SWIS 2nd Quarter Conference in Sun Prairie on February 1-2nd, 2013.



ARTICLES for the SWIS 2nd Quarter Newsletter need to be e-mailed to Bonnie Spindler by December 22, 2012 at blspindler@charter.net . REMINDERS will be coming out in early December.