



SWIS 2013-2014 NEWSLETTER



SWIS District

April / May / June

Volume 17, Issue 3

Inside this issue:

2013-2014 SWIS District Agenda - Friday	3
2013-2014 SWIS District Agenda - Saturday	4
Awards Wrap-up - 2012-2013	6
OI Convention	9
Membership 2013-2014	10
NOW Membership Event	12
SWIS ZONE Membership Meetings	13
Stories of Optimism - NOW	14
District Oratorical Contest	15
Essay Contest	16
Zone Updates	16
Wisconsin Leadership Seminars (WILS)	18
Optimist Day at Miller Park	19
Optimist International Leadership Summit	20

Message from Governor George



George E. Breadon

Well here we are half way through the current Optimist year.

I'm excited about the upcoming Conference at the **Abbey on Lake Geneva** at the end of April. There will be a lot of exciting material presented, as well as an opportunity to share ideas on what works in each of our various clubs. On top of that we have the annual presentations from the winners of the Essay, Oratorical, and Communication Contest for the Deaf and Hard of Hearing (CCDHH). Each year, the efforts put forth by all the contestants in these competitions has been inspiring to me, and to have these young people stand in front of a crowd of strangers and share their thoughts, and dreams, has been truly awesome. The mere effort of participating makes each of them a winner. I know from personal contact with many of the contestants in past years, that participation at this level has helped prepare them for greater achievements as they progress to higher levels of education and beyond. I encourage as many of our Senior Sponsoring Club members as possible to come to the conference and show support not only for the contestants, but also for the District Chairs of the competitions, **Don Kresch (Essay); (Oratorical) Co-Chairs - Jim Costanza & Terry Hensel, and (CCDHH) Co-Chairs - Donna Cairy & Matt Hubert**. Each of these individuals has put forth a huge effort to coordinate all the steps necessary to get finalists and ultimate winners at the District level. Please thank them when you can.

Let's not forget **Bonnie Spindler and Eric de Groot**, Co Chairs of **Membership**. They have communicated already with Lt. Governors and thus to Club Presidents to encourage all club members to share their optimism.

I really need all members to continue to bring in new members; some club members have done a great job, and I sincerely thank them; there are others who have been a bit slow getting started ---- Remember "**none of us has become an Optimist member without being asked and invited**". So don't be shy, if you have enjoyed your association with Optimist International, why not share that joy with a friend or acquaintance.

Both Myself, **Joanne Ganske and Michael Shields**, Co chairs of **New Club Building**, are anxiously waiting to hear from clubs who would like to share their Optimism, and start a new club. Please look around your local area, and

Message from Governor George Cont.

see where there is a need to **“Bring out the best in Kids”**; these folks are ready and willing to help you.

Jim Kondrasuk, (first Governor of the SWIS District-1993-94) will be sharing information at the Conference, and subsequently on line, on the upcoming **“Summit”** to be held in **Madison, May 17th**. Our **International President, Ron Huxley**, as well as a panel of expert speakers, will be available to share concepts and ideas to strengthen, encourage and help clubs for the future. I ask that all clubs in the SWIS District have at least one member attend; it is not restricted to Presidents and/or Board members; remember **ALL members are welcome**. Please take this opportunity to register and attend.

I very much appreciate the efforts all the Lt. Governors have put forth so far this year; it has been a source of help and encouragement to me. In fact, I’m indebted also to **Josh Zaidel**, SWIS- **Sec/Treasurer** and all the committee chairs for their ongoing help.

Coordinating with the Adult club’s Conference, will be a **Junior Optimist Convention**, at the same location. There they will learn leadership skills, elect a new JOOI Governor and Board, and share information, plans, etc to continue the great work they do at present. Please have your Sponsoring Clubs support them financially and encourage ongoing participation in all their activities.

Last, but not least by any means, you will get to meet and learn more about our SWIS **Governor Elect, Jeff Kuchenbecker** at this conference. He is a member of the Madison Club, which celebrates 90 years of activity this year. A truly remarkable feat.

Looking forward to seeing as many of you as can make it to the next Conference, April 25-26 .

George E. Breadon, MD, SWIS Governor, 2013-14.



3RD Quarter Conference
April 25-26



2013-2014 SWIS District Agenda - Friday

2013-14 SWIS DISTRICT 3RD Quarter Executive Committee Meeting, Friday, April 25, 2014, 7.00 – 8.30 PM The Abbey on Lake Geneva

Agenda:

1. Call to order: *George Breadon, Governor.*
2. Pledge of Allegiance: *Jeff Kuckenbecker.*
3. Introductions/Attendance/Welcome: *George Breadon.*
4. Secretary's Report: *Howard Crofoot, Sec/Treasurer:*
 - A. Overview of District Finances to date;
 - B. B. 2nd Quarter Budget Report;
5. Strategic Focused Discussion: *Jim Kondrasuk/John Wyttenbach*

Lieutenant Governor and Committee Chairpersons Reports:

A focused discussion on club issues: retention, clubs in trouble, relationship to the District; and "How the SWIS District can best help our clubs on these and other issues facing our clubs"

6. Old Business:
 - A. Review of 2nd Quarter Conference, New Glarus, 2/08/14: *G. Breadon*
 - B. New Club Building report: *Joanne Ganske*
 - C. Business from the Floor
7. New Business:
 - A. Review 3rd Quarter Conference Agenda: (Changes, additions). *G. Breadon*
 - B. OI Summit, Madison, Sat. May 17th:** *Jim Kondrasak*
Ron Huxley, *International OI President:*
Small Group Brunch—Sun. May 18th (explore interest)
 - C. 2014- OI Convention, Las Vegas: July 10 to 12, 2014:** *Larry Barbera*
 - D. Business from the floor
8. Governor's Remarks, *G. Breadon.*
9. Next Meeting **August 8-9, 2014: Sheraton Brookfield, Wi.**
10. Optimist Creed: *Scott Getz.*
11. Adjourn.

2013-2014 SWIS District Agenda - Saturday

2013-14 SWIS DISTRICT 3RD Quarter Conference: Saturday, April 26, 2014, The Abbey on Lake Geneva

AGENDA FOR APRIL 25-26th MEETING

Saturday April 26th

7.30 am: Past Governors Breakfast.

Registration: 7.30 to 9.30 AM:

8.30 am: Start of Conference

General membership meeting: Call to order: *George Breadon, Governor*

Pledge of Allegiance: *Jolene Austin*

Parade of banners:

Invocation--- *Chris Dieckhoff, Brodhead*

Introductions: Recognition of Former Governors, First Timers:

9.00 – 10.30 am: First Business Session:

SWIS District JOOI : Introductions, report: *Morgan Quinn, SWIS-JOOI Gov*

Consent Agenda: *George Breadon, Gov 13-14:*

Review of Board Minutes from **2nd Quarter Conference (2/08/14):**

Financials- Budget Report/update: *Howard Crofoot, Sec/Treasurer*

Expand your Horizons in Volunteering:

Brent Bowers, Exec. Director **Wisconsin Badger Camp:**

Presentation by ***UWW Student club*** on upcoming trip to **Burkina Fasa.**

WILS Program Report:

10.30 -10.45 am: Refreshment Break.

10.45 am - Noon: Second Business session:

Old Business:

Report/update on Brewer's Game on August 9, 2014: *Jo'El Pearlman*

2013-2014 SWIS District Agenda - Saturday Cont.

OI Foundation: *Fred Dorn & Maureen Crombie, Co-chairs*

Anything from the floor:

Aids to recruitment: **Perspective from the SWIS District**:--Update:

Bonnie Spindler/Eric deGroot

New Business: Governor Elect **Jeff Kuchenbecker's** plans:

2014-15 - Governor Elect Nomination:

2014-15 – Lt. Governor Elections:

Committee Reports:

New Club Building:

Joann Ganske, Chair NCB:

PGI Update:

Vern Andren & Jerry |Schewe: Co-chairs:

11.55 am: Optimist Creed:

Gerry Guenther.

12.15 – 1.30 PM: Lunch:

Including OIF Awards; Football Sweepstakes craze & Raffle:

Keynote Address: **How Optimism influenced My Life**: *A. J. Cifuentes*

1.45-4.00 pm: 3rd Business Session:

Introduction of plan for clubs to develop own website: *Adam Miller*

2.00 pm: Presentations-- Winners of Essay; Oratorical; CCDHH:

Round table Discussion on “How to encourage club involvement in The Oratorical, Essay, and CCDHH Events”

Save the Children-World Marathon Challenge: *Grace Policastro:*

Next meetings:

OI Summit, Masonic Center, Madison, Wi. **Sat. May 17th**: *Jim Kondrasuk*

Tentative open discussion on **Sunday, May 18th** meeting with International president, **Ron Huxley**, and OI Executive Director, **Benny Eberly**:

“Open Forum with emphasis on helping clubs—answering ANY questions”

Annual Convention, August 8-9, 2014, Brookfield, Wi.

(11) **OI International Convention, July 10-12, 2014, Caesar’s Palace, Las Vegas:**

Larry Barbera, OI Convention Ambassador

Optimist Creed:

Jeff Kuchenbecker, Gov. Elect.

2013-2014 SWIS District Agenda - Saturday Cont.

HAIL TO OPTIMISM

April 3-Steve Esser and Horst Hart Chip Carving

April 10 Ron Speilman Monroe Fund

April 17th Noreen Rueckert Green County Tourism

April 24 John Ditter Youth Physical Activity.

Speaker Organizers for the Month

May Fran Donny

June Rex Ewald

July Adam Bansley

August Lisa Hendrickson



Awards Wrap-up - 2012-2013

Congratulations to the entire SWIS District for your Optimist efforts this past year. As you can see from the accompanying Awards Program, we had decent Club representation in all award categories. We all know, that to be recognized for a Club Award, it has to be a TEAM effort. Achieving Honorary Club status and earning the Bringing Out the Best Award is within reach of every Club in the District. We hope, as current Club leaders, that you're challenged to repeat as an Award winner, and if your Club hasn't been successful lately, that you'll rededicate yourself to moving down a more positive path. It makes such a big difference in Club morale and membership momentum.



Each year the departing Governor has the option and obligation to recognize some very special individual contributions in making our past fiscal year a success. Included are our Lt. Governors: Zones, (1) Amy Soleimani-Mafi, (2) Jo'EL Pearlman, (3) Joleen Austin, (5) Maureen Crombie, (6) Paul Nelson, (7) Rochelle Robkin and, (8) Gerry Guenther. A special shoutout goes to Carole Klopp who stayed on top of our JOOI Clubs for the past few years. Great job everybody!

Next, the following Committee Chairs were recognized for their exceptional service to the District: OI Foun-

Awards Wrap-up - 2012-2013 Cont.

dation Reps, Fred and Maggie Dorn; Immediate Past Gov, Bonnie Spindler; Newsletter Editors, Eric DeGroot and Brock Sarnstrom; Membership Chair/Conference Tech Support, Josh Zaidel; Conference Agenda Coordination, Cathy Sharkey; Conference Registration, Steve Fleming; Conference Planning and Arrangements, Michele St. Marie-Boelkow; Oratorical Chair, Jim Costanzo; Comm. Deaf/HH-CCDHH, Donna Ann Cairy; Essay Chair, Don Kresch; Junior Golf Coordinators, Todd Paulus and Tom Carls; TriStar Basketball Co-Chairs, Amy Soleimani-Mafi and Joe Mundwiler; Skateboard Chairs, Kevin and Joleen Austin; Finance Committee Chair, Bob Wortinger; and Conference Hospitality Co-Chairs, John JJ Selland and Carl Trapp. Besides the outstanding effort shown by those mentioned about, all District Committee Chairs are to be applauded for their willingness to serve and support the needs of the District. We can't do it without you.

Now for the biggies. I'm proud to have recognized the Sauk Trails-Madison Club as the Governor's SWIS District Club of the Year. Always a high achiever, Sauk Trails was a Distinguished Club the previous year and a Honor Club this past year. They are totally dedicated to supporting the mission of Optimism to Bring Out the Best in Kids. Next was the Henry Stiner Award given to an individual who follows in Henry's footsteps in regard to service to kids, club, community and District. Someone who has a bright outlook and cares and shares with others. Someone who gives of their time and talents freely for the purpose of Bringing Out the Best in Kids throughout the District. My only choice for this Distinguished Award was Howard Crofoot, who captured the Stiner for the 2nd time. He just did so much in terms of going "above and beyond" what is normally expected or anticipated from a volunteer. Howard was District Finance Chair for the last two (2) terms, the organizer of our very active Finance Committee, heavily in-



Awards Wrap-up - 2012-2013 Cont.

volved in Conference coordination and meeting development and he played a special role in the formation of the recently chartered UW Platteville Student Club. All of that, was in addition to being a member of both Platteville Clubs. We salute both Sauk Trails-Madison and Howard Crofoot for their exceptional commitment and dedication to the SWIS District.

Finally, we recognized some milestone Club anniversaries this past fiscal year with Racine Wednesday, chartered (11/01/1923) celebrating 90 years and leading the way. That's almost being around from Optimist Day 1. Congratulations to you and the other five (5) Clubs who enjoyed milestone anniversaries. Very special.

I'm taking off my hat and putting down my pen. From the bottom of my heart, thank you all for the support given to me as your Governor for the 2012-2013 fiscal year. This was a remarkable time for me and I'm deeply appreciative. I also want to express my gratitude for the fine Clock and Plaque you gave to me as a parting gift. They will be treasured. Please continue to Stand TALL for Kids and remember that nobody "Does it Better than Optimists...especially SWIS Optimists".

Immediate Past Governor, Larry Barbera



OI Convention

President's Message

April marks the start of the last six months of the "MO" Optimist year. For Club leadership, it may be that time when some start asking, "What have I gotten myself into?" Those that have been more successful may say, "This has been an incredible experience!" In either case, April is a time for renewed energy and focus. If some of the things you have been doing don't seem to be working, then take this opportunity to change them. If things are working fine, then make plans and think of ways to improve for the future. Don't get bogged down in the same ol', same ol'.

April is also the time to plan for succession in the Optimist world, including Club officers and Lieutenant Governors. We struggle when we cannot find a willing Optimist to move forward into these positions. It is vital that we motivate new Members to bring energy and a fresh perspective to these leadership positions. Be mindful of the fact that a lack of willingness to serve may be the result of an overworked Member and a lack of planning.

I am impressed by the number of strong Clubs that share with me they have never had a repeat President. One Club that comes to mind is sixty-two years old this year. Can you imagine such success? What do they do that others are not? The answer is simple. These Clubs have a succession plan that includes an awareness to inspire new membership. New membership brings with it an eagerness to get involved. Take advantage of that, as it can be contagious! At the same time, you need to be cautious and give positive guidance where guidance is needed.

There are nine incredible Leadership Summits still available for you to attend. These Summits help Clubs learn how to be more successful. Don't forget the wonderful high quality workshops being offered in Las Vegas at the 2014 International Convention. Check out the Optimist website for more information.

Promise yourself to watch over the children of your community and the world, for they are all that we have, all that we are and all that we will ever be. Build an "MO."

Yours in Optimism,

President Ron

Jack Canfield (originator of the Chicken Soup for the Soul series) will be the keynote speaker at the 1st Business Session on Friday, July 11th. You can also mention that room reservations may also be made by calling Caesars Palace direct [866-227-5944](tel:866-227-5944), indicating Attn: Opt Internation Convention, code: SCOIN4, dates: July 9, 10, 11, 12. Rooms begin at \$119+.

One last thing, we had 17 SWIS District members attend last summers Convention in Cincinnati and we're hoping, because of the date change and the western venue, to attract an even bigger group this summer in Las Vegas. So now's the time to get registered. Thanks! Larry

Membership 2013-2014

Congratulations to all clubs who have maintained their current membership and/or added new members in this calendar year. For each member, there are approximately 35 kids served. Club scheduled activities and events become the key in keeping members and the 'legacy' for the history of your club.

All clubs lose members during the year for various reasons. One of the goals of the Membership program is to provide information to promote growth and success with knowledge and incentives that are available from Optimist International.

Membership Material Available: (<http://www.optimist.org/e/member/membership6.cfm>).

Awards and Incentives: (<http://www.optimist.org/e/member/membership10.cfm>).

SWIS District's Challenge for Honor Club, 2013-2014

We have been challenged by International President Ron Huxley to continue to grow our service for youth. The 2013-2014 criteria for Club Recognition, which will be continuing for 3 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*)
 - 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*).
 - Meet honor Club Criteria plus.
 - Net of 15 OR Charter a New Club.

OI President, Ron Huxley Targeted Incentives 2013-2014:

International President Pin of Excellence: District Governors can award this to a club or individual to honor outstanding club service or youth activities during the year.

Recruitment Incentive: Add 3 new optimists at a 'New Optimist Welcomed – NOW' meeting and your

Membership 2013-2014 Cont.

name will be put in a quarterly drawing by region, for \$250 towards youth activity. (The club president will also receive ac 'club bar'.)

30 Under 30: Recruit younger members, for \$30 for those under the age of 30 for the first year only for OI dues.

See: <http://www.optimist.org/e/member/membership1.cfm> for more information on all these programs.

Membership Co-Chairs: Eric DeGroot and Bonnie Spindler

Thanks for interacting with the clubs in your zones as Lt. Governor's. Attached is a summary of the information you were able to obtain from most all of your clubs.

As a general evaluation of the information received the end of the March 2014, the following was interpreted:

- 1) About 15% of the clubs have or will be having a 'New Optimist Welcomed' – NOW meeting.
- 2) There was an increase of 19 members so far in the month of March.
- 3) There was also a loss of 11 members so far in the month of March.
- 4) That is an increase of 'net 8' for March 2014.
- 5) It seems like most new members join as a result of a club event or activity involving the kids in the community.

To provide a status of membership, requested by Governor George Breadon and Optimist International, the following reflects the T-Shot status as of March 28th, 2014:

Zone 1:	4 additional Optimists in March	(Menomonee Falls – 4)
Zone 2:	1 additional Optimist in March	(Racine Wednesday – 1)
Zone 3:	2 additional Optimists in March	(Whitewater Club – 2)
Zone 4:	2 additional Optimists in March	(Jefferson – 2)
Zone 5:	1 additional Optimist in March	(East Madison-Monona – 1)
Zone 6:	5 additional Optimists in March	(UW Lacrosse Student – 1; Monroe Morning – 1; Monroe Noon – 3)
Zone 7:	4 additional Optimists in March	(Mt. Horeb – 3; Verona – 1)
Zone 8:	No additional Optimists in March.	

The T-Shots reflect as of March 28th, that there are 97 new members in SWIS, 172 members have been deleted so far this year, with a net of -75 for the year in membership. (The retention rate is almost 96%).

Membership 2013-2014 Cont.

Thanks so much for all you do. You are the main 'link' to the clubs in your zones. There will be a SWIS Conference coming up April 25-26th at the Abbey Resort, in Fontana, WI near Lake Geneva. There is also a 'Leadership Summit' in Madison on May 17th. (Registration will be coming soon for the SWIS Conference on www.swisdistrict.org and is currently available on www.optimist.org for the 'Leadership Summit').

If you have any questions or need support in membership situations, please call or e-mail us.

Optimistically,

Bonnie Spindler	blspindler@charter.net	608-338-7244 (Cell)	SWIS Co-Membership Chair
Eric DeGroot	degroot.eric80@gmail.com	414-350-7300 (Cell)	SWIS Co-Membership Chair



NOW Membership Event

VERY IMPORTANT!!!

NOW Membership Event- Optimist Day At Miller Park Saturday, August 9th

following the conference in Brookfield.

The Optimist Day at Miller Park tailgate party and ball game was such a great success last year that we just had to do it again this year! Many Optimists, friends and future Optimists were able to socialize, have a good time and continue the Optimist Family-Friendly weekend and even have an opportunity to stay the next day (or week) for Wisconsin State Fair and Milwaukee's ethnic festivals! We will be doing that again this year and it is important to get the word out to all Optimists so that they can invite future Optimists. Please mark the date on Your calendar and plan to attend. This message should also go out to our student clubs and JOOI club families.

Optimists can register and pay by **June 1st** for the **Saturday, August 9th** Brewer game package and receive a Terrace Box Seat and Delicious tailgate party along with a special gift from the Milwaukee Brewers and an opportunity for a great Brewers Package all for \$28.

After **June 1st**, the \$5 discount does not apply and the ticket package is \$33.

****Kenosha is sponsoring the following promotion:**

Anyone wishing to donate an additional \$2 (or more) per ticket will receive a special sticker/button or bracelet(tbd)acknowledging their donation to the Childhood Cancer Campaign

****There will also be a silent auction for childhood cancer during the tailgate social.**

Make it a great day!

Jo'El

SWIS Lt. Gov Zone 2

[262 620 1588](tel:2626201588)

SWIS ZONE Membership Meetings

SWIS Zone 1 Cathy Sharkey, Lt. Gov.		SWIS Zone 2 Jo'El Pearlman, Lt. Gov.	
Club #	Club Name Membership Mtg.	Club #	Club Name Membership Mtg.
09031	Milwaukee Metro - Trivia Contest Membership Recruiting Event to be held in the next few months.		
09101	Meg/Thiensville – Holding a membership pizza party in the next few months.		
09110	Milwaukee -	09145	Racine
09103	Menomonee Falls - New Member Social 2/26/14 with 3 new members signed up from that meeting; spring membership meeting to be held sometime in May.	09190	Racine Tuesday
09200	Waukesha -	09086	Kenosha
09208	West Bend – No formal event planned, but are actively recruiting from local businesses and through the current membership.		
09911	Mukwonago -		
SWIS Zone 3 Joleen Austin, Lt. Gov.		SWIS Zone 4 Adam Miller, Lt. Gov.	
09017	Beloit Breakfast	09024	Jefferson
09021	Janesville Wednesday	09036	Cambridge
09022	Janesville Breakfast	09072	Ft. Atkinson
09028	Milton	09134	Oregon
09048	Delavan/Darien	09172	Stoughton
09910	UW-Whitewater (students)	09092	Lake Mills
09915	Janesville Noon	09183	Sun Prairie
09230	UW-Whitewater/Community		
SWIS Zone 5 Scott Getz, Lt. Gov.		SWIS Zone 6 Mike Hutchinson, Lt. Gov.	
09025	Madison Breakfast	09137	Platteville
09050	East Madison, Monona	09096	LaCrosse BFT
09095	Madison Downtown	09035	Platteville Area
09125	Madison Northeast	09934	Fennimore
09091	McFarland	09026	Darlington
09010	Cottage Grove	09025	Brodhead 3/20/2014
090__	Edgerton	09929	Dodgeville
		09117	Monroe
		090__	Platteville Students
		09925	Monroe Tuesday 3/29/2014
SWIS Zone 7 Rochelle Robkin, Lt. Gov.		SWIS Zone 8 Gerry Guenther, Lt. Gov.	
09051	Cross Plains	09005	Baraboo
09083	Sauk Trails – Madison 6/4/2014	09006	Beaver Dam
09105	Middleton	09093	Lodi
09129	Mt. Horeb	09139	Portage
09195	Verona 1/23/2014	09155	Sauk Prairie

SWIS ZONE Membership Meetings Cont.

		09202	Waunakee
09917	Mazo/Wisconsin Hgts		
09931	Fitchburg		

SWIS Lt. Governor's: Could you fill-in, after all the tabs in print layout view, what you're aware of in clubs in your zones, as to future planned OR past membership drives. Please get back to me with an update to this document by Wednesday, March 26th. We need to get an update to Gov. George and OI by the end of March. Thanks for all you do. Bonnie Spindler & Eric DeGroot, co-Membership Chairs.

Stories of Optimism - NOW Wow! - Provided By Optimist International

By Paula Reyling, Member of the International Leadership Development Committee

January 21, 2014

A small town Optimist Club in the Indiana South District conducted numerous NOW programs over the years, but each program only generated one to three new Members. The approach was to plan a special event, such as a cookout or guest speaker to allow potential Members to experience the Club and then invite them to join. The Club decided to try the approach recommended by Optimist International. As a Member of the Club, I would like to share the results!

A group of four Members was assembled to plan the NOW event. All Club members were contacted to generate the prospective new Member list. An invitation letter was sent to each prospect, using the format suggested on the Optimist website, www.optimist.org. The sponsors followed up with phone calls to confirm their new Members' reservations for the evening.

Packets containing a Creed card, the purposes of Optimism, a flyer with information about the Club, a question and answer sheet and information on PGI were created for the prospective new Members. The tallies began to come in and we realized that the 15 packets we had made were not going to be enough. We needed to double that number to keep up with the confirmed reservations.

It was important to ensure the experience of the evening and promotion of our Club was superb for these prospective Members. Issues of The Optimist magazine were placed on the tables for guests to read, Optimist placemats were on the tables for the meal that had been planned, and our presenters were ready to share the topics they were most passionate about. We invited our Governor and our Lieutenant Governor to top off the special attention for our newcomers. Our registration table was prepared to greet our guests and distribute their packets as we welcomed them.

Once guests were seated with their sponsors, the evening began with dinner. We chose some of our most visible and popular programs to share and also showed the "I Am an Optimist" DVD. We took time for questions and then asked the guests to join us by filling out the applications. We kicked off the signing and collection of checks with the gift of an Optimist pen for each guest.

Excitement mounted as we reached 16, 17, on to 20 new Members! It didn't stop there, 2 more came forward and then our final 4! We welcomed 26 new Members at this NOW event... WOW! Our Governor installed our new Members, assisted by our Lieutenant Governor, who distributed Member pins.

We have many new enthused Members, as well as excited current Members, who are still smiling as they remember our evening of 'Wow'ing our guests with the Club's wonderful community projects. Spreading the spirit of Optimism in Jasper, Indiana was easy and lots of fun when we followed the program clearly outlined on our Optimist International website. Just don't skip any steps; each one is important!

Our next NOW program is already being planned. All our new Members have friends they would like to share Optimism with and our current Members are already thinking of more people to invite.

District Oratorical Contest

District Oratorical Contest

Topic: *“How My Passions Impact the World”*
2013-2014

SATURDAY, April 26, 2014
8:30 – 11:30 AM
Abbey Resort
Fontana, WI

From all across the SWIS District many clubs had Oratorical Contests with their winners advancing to Zone Contests. Each Zone will then send their top two winners to the District Conference. At the 3rd District Contest we will hear the speeches of these winning contestants to determine who will be the top three District winners. 1st, 2nd & 3rd place winners receive a **\$2500, \$1500 & \$1000** college scholarship and a large wooden plaque to be engraved with their names! All contestants will be recognized at the Saturday luncheon and receive a personalized, framed certificate along with special Optimist lapel pins. After the luncheon we will hear the top three contestants recite their winning speeches!

We are looking forward to a great District Contest for the contestants and their families! It will be a combined girls and boys Contest consisting of two rounds separated by a short intermission. Each contestant will give their speech twice. There will be six professional judges located throughout the audiences scoring the speeches. They are not Optimist Club members a condition required by Optimist International. Final instructions for the Contestants and their families will be available at the Conference Registration table on Friday.

I'm sure the Contestants arriving Friday will have fun "unwinding" by enjoying the special pizza party on Friday night from 7-9 by the indoor pool for Contestants only! Looking forward to listening to the kids at the Abbey Resort on Lake Geneva!

Jim Costanzo
District Chairperson

5619 Cobblestone Lane
Waunakee, WI 53597
Home phone: 608.849.7747
E-mail: jvito@chorus.net

Essay Contest

I'd like to thank all the clubs which participated in this years' Essay Contest. Once again, there were some amazing essays (and I have some awesome judges who love helping kids). This year's winner is Adria Braley, a senior in high school who submitted her essay to the Darlington club. She will receive a \$2,500 scholarship.

Don



Zone Updates

Zone 2 by Jo'El Pearlman

Governor George has great taste!

That's why he made the perfect VIP Celebrity judge at the Kenosha Area Noon Optimist Club's Great Pizza Bake Off in February to help raise funds for youth in the community.

Gov. George arrived and was escorted to the VIP Celebrity Judge's chambers where the Kenosha Tremper High School Octagon students brought him several different plates filled with tasty Italian treats! Our SWIS Governor and his fellow Judges (Milwaukee's Channel 6 roaming reporter, Chip Brewster, a local Radio Personality and other local celebrities) on the Celebrity panel tasted several different types of pizza all donated by generous pizza donors all competing for the best tasting pizza around! After his hard work, Gov. George mingled through the crowd of hundreds of his fellow pizza-lovin fans, met Miss Kenosha, area mascots and even participated in the award ceremony.



Several other Optimists from around Wisconsin supported the Pizza Bake Off 2014 including Milwaukee Metro Members, Racine Club members and even The Hylands all the way from Monroe! They must have been having a great time because the Kenosha News featured them in an article about the Pizza Bake Off.

Proceeds from the Pizza Bake Off help support The Kenosha Area Youth's sponsorship of the Boys and Girls Club Youth of the Year Scholarship, Opportunities and outings for children with special needs through the Discovery Youth Program, the Just Say No Activity Area at the Kenosha Expo at UW Parkside and also the upcoming Youth Appreciation & Respect for Law Pizza Lunch and Bike give-a-way coming up on April 24th.

At the Youth Appreciation & Respect For Law Pizza Lunch, Several Youth from the Kenosha, Racine and Milwaukee areas attend a special Pizza Luncheon along with their brothers, sisters and parents (and grand-

SWIS Zone Updates Cont.

parents) and get a chance to interact with JOOI/Octagon Club members, Local law enforcement and Optimist Members while they are provided with fun and informative safety and community information, and receive a certificate for a brand new bike and helmet. The Youth are also given an honorary "Jr. Safety Deputy" and Optimist Buddy certificate.



Wisconsin Leadership Seminars (WILS)



The 2014 Wisconsin Leadership Seminar (WILS) will be held June 13th – 15th for the second year at University of Wisconsin-Whitewater. We have almost 200 students nominated to attend and we are expecting over 150 attendees to this year's seminar!

Last year clubs from the SWIS district donated \$2000 in sponsorships to WILS, funding 10 students to attend. WILS would like to thank you all for your contributions that allow us to keep offering this program free of charge to the attendees, their parents, and their respective schools. We hope you will consider sponsoring a student to attend this year's amazing seminar.

You should have received a letter from WILS asking us to keep a student in your budget for this year. You will also be receiving a letter from us shortly (or you may have already received it!) asking to mail in your sponsorship. Soon after, a WILS Board member will give you a call asking if you have any questions and if we can count you in for sponsoring a student in your area. We will also be speaking at the upcoming SWIS District Conference in April and look forward to seeing you there.

We expect to offer the same quality programming at our new location that we have offered for over 30 years to students from all across the state and Upper Michigan. Students will hear from amazing speakers, participate in volunteer, team building and leadership activities, and hopefully also have a lot of fun!

We look forward to another great year and working with the SWIS district Optimists. Thank you again for all of your support in the past and we hope you will sponsor a student for our upcoming 2014 seminar.

Jesse Braun

WILS Club Fundraising Chair

Optimist Day at Miller Park



Join us for Optimist Day at Miller Park!

Saturday, August 9th

(Following the conference in Brookfield)

Delicious Tailgate & Social at 4:30

Brewers take on the Dodgers – 6:10PM

\$28*

Visit with fellow Optimists, future Optimists, and new friends while enjoying plenty of great tailgate food & having lots of summertime fun!

Ticket package includes a festive tailgate party that begins in the parking lot at 4:30, then head inside for a great view of the field & scoreboard from your Terrace Box seat.



Include an extra \$2 per ticket to your payment & it will be donated to the **Childhood Cancer Campaign**. You will receive a special thank you during the game

*Everyone is Welcome to attend! Bring your family! **Invite your future Optimist friends!***
ADA Wheelchair & companion seating is also available

Call 262 620-1588 or email eventplanner2000@hotmail.com to sign up

*Order & pay for your tickets by June 1st & receive a \$5 discount, gift from the Brewers and chance to win a Brewers Prize Package-all for \$28 (*plus \$2 cancer campaign donation*)
 Regular package price after June 1st is \$33.

Mail your check to:
 Jo'El Pearlman
 528 76th Street
 Franksville, WI 53126

***parking is *not* included**

*Ticket confirmations will be sent out within 24 hours

Optimist International Leadership Summit

Optimist International Leadership Summit

Optimist International Leadership Summits are a series of one-day training events located throughout the United States, Canada and the Caribbean. These Leadership Summits will provide quality training while remaining both geographically and financially accessible to a vast majority of Optimist Members.

Date: May 17, 2014

Location: Madison, Wisconsin

Fee: \$25



Photo courtesy of GMCVB/John Maniaci

TOPICS INCLUDE:

- What Makes a Good Club Meeting?
- Secrets to a Dynamic Club
- Mentoring a Member and Retention
- Social Media
- Community Needs Assessment
- Club Marketing and Publicity
- Developing Future Leaders
- And many more!

For more information and to register, please visit:

www.optimist.org/summit