



SWIS 2014-2015 NEWSLETTER



SWIS District

October / November / December Volume 18, Issue 1

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Message from Governor Jeff



Jeff Kuchenbecker

It's Time to Reassess How We're Doing!

I believe that we, as Optimist Club members, continually have to ask ourselves, "Are we doing everything we can to help our communities?"

There's certainly no arguing that our communities need help. Just look at public schools. Many teachers simply don't have the funds to properly supply their classrooms. And many families can't afford them. I know we can help. This is why I am encouraging every Optimist club to build a strong partnership with a local school or community center. And if your club already has such a partnership, I ask that you look for ways to enhance your involvement.

Please read the following items. I hope you'll agree that we can be more visible in our communities and generous.

Let's Be Visible Project.

There's a label, on Optimist International, we need to tear-off and throw away. It's "World's Best Kept Secret". Ouch, that's not really the "Best" we had in mind. But let's be fair, such a label doesn't apply to all Optimist clubs because there is a lot of fantastic work being done in the communities of the SWIS District. The message I read into this is the District Team should provide more help to the clubs. An initiative, that I call the Let's Be Visible Project, is a new club awareness program. It's an incentive for clubs to establish additional partnerships with their local schools and community centers. Every club that establishes a new partnership AND adds a local school or community center employee to their membership will receive a \$50 check from the District. My hope is that clubs accepting this challenge will apply their best marketing effort to make the community aware of this new partnership. And ultimately that will move us to our goal. More community involvement, more projects with community partners, leading to increased membership and serving more youth. Make sense? Please look for the Let's Be Visible information page included in this newsletter. I will also be saying more about this at the upcoming Super-Zone meetings and conferences.

Message from Governor Jeff Cont.

Let's Be Generous

I think we can all agree that the Optimist International Foundation is a wonderful charitable organization. Each year the Foundation provides scholarships, totaling \$10,000, to every District for the Oratorical, CCDHH and Essay contest winners. It's a remarkable mission. In order to secure the continuation of this mission I am challenging the SWIS District to add 100 new "Dime-a-Day" givers this next year. As a Dime-a-Day giver, you become part of the movement of "Helping Optimists Help Kids" and a member of a larger group of Foundation supporters who realize what a difference they make every day in the lives of children. But wait, I'm not done yet. For every new giver of \$36.50, I will personally match that with another \$36.50. My hope is that you will want to be a long-time contributor to Optimist International Foundation. Please look for the Dime-a-Day information page included in this newsletter.

Let's have a great Optimist year.

Jeff Kuchenbecker
Governor



SWIS Website Update 'Recommendation'

SWIS Governor Elect, Jeff Kuchenbecker requested that the current SWIS Website, which is 10 years old, is in need of an update to:

- Make it easier for a Webmaster to update using 'Content Management System' technology.
- To give the current website an updated 'look' for both current and future members.

A SWIS Website Project Team was formed in May 2014 consisting of: Bonnie Spindler, Howard Crofoot, Jeff Kuchenbecker, George Breadon, and Vern Andren. The team has acquired proposals and solicited bids from different companies in Wisconsin. After much review and on site interviews, the team recommends continuing with our association with ISADIX Corporation in Stoughton. Tim Miller, ISADIX President and his family are members of the Stoughton Club, have hosted the website for 10 years, and are also active in the SWIS organization.

At this time, the 'recommendation' has been submitted to the SWIS Finance Team after which it will be submitted to the SWIS Executive Team. If approved by both these teams, it will take approximately 3 months to complete with implementation early in 2015.

Bonnie Spindler, SWIS Website Project co-Coordinator

District Oratorical Contest



SWIS District of Optimist International



District Oratorical Contest

2014 – 2015

Topic: "How My Optimism Will Help Me Press On To 'Greater Achievements of the Future'"

- Date:** Saturday, April 25, 2015
- Awards:** 1st, 2nd and 3rd place winners receive a \$2,500, \$1,500 and \$1,000 college scholarship & plaque.
- Eligibility:** Contestants under the under of 16 (SWIS District limit) as of December 31, 2014. Combined boy and girl contests at all levels (Club-Zone-District). No minimum number of contestants for Club Contests.
- 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 and March
- Zone Contests..... March and April
- Scheduled and organized by Lt. Governor of zone
 - Minimum of 3 contestants per Zone Contest
 - Must be completed by April 5, 2015
 - Zone winner information must be submitted by April 6, 2015
- Contact Info:** Jack Soceka, District Chair
- 2976 Triverton Pike Dr
Fitchburg, WI 53711
Cell phone: 608-438-8140
Email: jack@socekaproperties.com
- More info at:** <http://www.optimist.org/e/member/scholarships4.cfm>

Dime-A-Day



OPTIMIST INTERNATIONAL
F O U N D A T I O N

Dime-A-Day

Optimist International and Optimist International Foundation coexist as two separate organizations that support each other. Optimist International Foundation is the fundraising arm of Optimist International, and works to develop funds to support the endeavors of Optimist International and its mission.

When Members and Clubs make a contribution to support Optimist International Foundation, they are, with that gift, supporting Optimist International itself and themselves as a Club as well.

With just one dime a day, you can become part of the movement of "Helping Optimists Help Kids" and become part of a large group of Foundation supporters who realize what a difference they make every day in the lives of children. Would you consider making a gift of just a dime a day to assist the charitable work of Optimist International?

The Dime-A-Day level is reached by a contribution of \$36.50 to the Foundation within one Optimist Year, and is recognized by the presentation of a pin.

Building a future where every kid counts
Can you spare a **dime a day**?

Sign me up! Please accept my \$ _____ donation. (Enclose check, payable to Optimist International Foundation, referencing "Dime-A-Day" in the memo section.)

Sign me up! Please accept my \$ _____ donation. Charge my MC Visa Discover American Express

Account # _____ Exp. ____/____ Signature: _____ Security Code _____

Sign me up! Please deduct \$3.05 per month from my checking account.

Checking account number: _____ (Please include a copy of a voided check)

Name _____ Email _____

Club Number _____ Member Number _____

Address _____

City _____ State _____ ZIP _____

Please return to: Optimist International Foundation • Dime-A-Day Campaign • P.O. Box 952126 • St. Louis, MO 63195



Zone updates

Zone 1 Update

Zone 1 is finishing strong. We are up net 6 members! Clubs are holding their installation banquets and are in great shape for the 2014-15 Optimist year. A special thank you to the Mequon-Thiensville Club for donating the 40" Samsung Smart TV which was raffled off to help the Optimist International Foundation. They raised \$900 and presented a check to the Foundation at the 4th Quarter SWIS District meeting.

I want to welcome incoming Lieutenant Governor, Pete Olson. Pete is the current president of the Mequon-Thiensville club and is taking on the added responsibility of supervising Zone 1. I know he will do a fantastic job.

It has been an honor to serve the clubs in Zone 1 this past year. Best of luck to the Menomonee Falls, Mequon-Thiensville, Milwaukee, Milwaukee Metro, Mukwonago, Waukesha and West Bend clubs!



Save the Date!!



"Save the Date" for the Annual District Tri-Star Basketball Competition at Mukwonago High School on Saturday, April 18th. Get your local events scheduled and we'll look forward to hosting your winners this spring! More details to come in the second quarter district newsletter.

WILS Article

Wisconsin Leadership Seminars would like to thank the SWIS District Optimists for sponsoring 10 students to attend the 2014 WILS Seminar held in June 13th – 15th at University of Wisconsin-Whitewater. We had about 175 students in attendance for this year's seminar which again included motivational speakers, volunteering, team building and leadership activities.

SWIS District Optimist contributions allow us to keep offering the WILS program free of charge to attendees, their parents, and their respective schools. As you begin to plan this year's budget for your club we hope you will consider sponsoring a student for the upcoming 2015 seminar.

I look forward to another great year working with the SWIS District Optimists! Thank you again for all of your support in the past and we hope you will keep WILS in mind while setting a budget for the upcoming year!

Please feel free to contact me with any questions you might have about what we do, how to sponsor, or if you would like someone to come speak to your club about what we do. I am always happy to talk about this great organization!

Jesse Braun

WILS Club Fundraising Chair

Jkbraun_wils@yahoo.com

608-279-1722



WILS Additional Info

WILS is up for a \$10,000 merchandise grant from a company called 4Imprint and ask for the Optimists support! Here are the details:

WILS created a fun video (featuring Cam who came to speak at the convention!) that describes how we would use the grant and we were selected as a finalist in this nationwide competition. WILS is the only 100% volunteer non profit on the finalist list and a grant of this size would equal 15-20% of our annual operating budget!

To win, WILS must get the most votes on our video by October 23rd. We are up against some large companies with far reaching client and customer bases that makes the competition very tough. So far we have been doing really well but today slipped into second place. Is there any way that the Optimists can help us by voting?

You can vote once per day and have to "log in" using your Facebook account. They do not use any information from your account and will not spam anyone either. It is only used for verification in the one vote per day model. You can find the competition here:

<http://www.4imprint.com/brandwithtengrand/> and we are on the lower left.

WHAT WERE YOU DOING WHEN YOU WERE A SOPHMORE IN HIGH SCHOOL ???

At the Mequon - Thiensville Optimist Club weekly meeting this past Thursday, 11 - 13 - 14, a young lady named Megan Dogra visited our Club and presented us with some unbelievable and sobering news.

Megan is a sophomore at the University School in River Hills, WI just north of Milwaukee. Megan doesn't even have her driving license yet. She was born here in the United States where she has grown up. Her parent's are from India.

She told us a story, presented a professionally edited video - she did herself - and answered question after question from members of MTOC. We wished our meeting lasted longer and there were many questions for Megan after the meeting.

30 years ago (keep that number in mind) a Union Carbide Plant in Bhopal, India had a toxic gas leak that occurred in the middle of the night. An enormous cloud of toxic gas formed and blew across the City of Bhopal while residents were sleeping. There were 500,000 people living in Bhopal at the time. That very night 8,000 people died a horrible death and over 20,000 people were directly affected by this catastrophe. Today, over 30 years ago, there are over 200,000 people suffering from the affects of that toxic gas AND the site has not been cleaned up. The citizens of Bhopal are so poor they can't afford to move from the area and are still forced through circumstance to drink stagnant and toxic water standing in the area. Horrible birth defects, lung and cognitive problems are still common today - 30 years later.

Megan heard what was happening and this year (2014) visited Bhopal to see for herself what was going on. Her parents had lived about 200 miles away from Bhopal. She produced a video of her visit and this video was screened at the Milwaukee Film Festival 2014 about a month ago on September 28, 2014. It is a captivating video and a sobering reminder of what life can be like outside our great country.

Megan is raising money and awareness about this tragedy and she can tell you about a 501(c)(3) non profit agency where you can help if you are interested. She is an unassuming but captivating speaker and has traveled to locations across the United States to raise awareness. I am certain she would be happy to speak to your club if you asked her.

WHAT WERE YOU DOING WHEN YOU WERE A SOPHMORE IN HIGH SCHOOL ??? Cont.

You can write to Megan Dogra at 10501 North Manor Circle, Mequon, WI 53092 or visit her Facebook Page at <https://www.facebook.com/AssistBhopal>

I will ask the question again. What were YOU doing when you were a sophomore in high school and 16 years old ???

Pete Olsen
SWIS District
Zone 1
Lt. Governor



Tri-Star Basketball



We are pleased to announce that we will again be hosting a district-wide **Tri-Star Basketball competition**. **The event is scheduled for April 18, 2015 at the Mukwonago High School in Mukwonago.**

We are also delighted to share that we will continue to host kids from **age 6 to 13 year olds** in the contest!

Starting at the 2nd Quarter SWIS District meeting, we will have materials and will be available to answer questions you may have about the program.

As always, we are available to you at anytime. 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 Basketball Co-Chairs,
Joe & Amy

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North Prairie WI 53153
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