



# SWIS 2015-2016 NEWSLETTER



SWIS District

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## Message from Governor Howard



Howard Crofoot

It is an honor & privilege to be selected as Governor for the SWIS District for the 2015 – 2016 Optimist year. In keeping with the Optimist International theme, Optimists bring out the best in kids, in their communities and in themselves.

Our strength is in our clubs. I want to strengthen the clubs in our District so we can do more for the kids.

The theme, Optimists bring out the best in kids, in their communities and in themselves is a powerful message. Every time an Optimist is doing a project, the Optimist is bringing out the best in the kids served. This, in turn, helps us bring out the best in our communities by providing those positive experiences for the kids. Optimists have the opportunity to network with Optimists and others in the community while helping kids. As Optimists we also have the opportunity to improve ourselves by being a member, by working on a project, by leading other Optimists in completing a project, by chairing committees in charge of many projects, and serving in leadership positions from Club level to International level. To that end, we have the First Quarter Conference coming up on October 10 at the Middleton Marriott. I hope all can join us for fun, camaraderie and personal growth through training. Please ask a friend to join the Optimists to help your club with projects that help kids, the community and their own personal growth.



## TRI-STAR BASKETBALL

As we are just beginning another new Optimist year and clubs are planning activities, fundraisers and social events, we ask you to consider Tri-Star Basketball in your plans. The SWIS District has a strong tradition (going back to our beginning in 1993-1994) of supporting local clubs who put on local Tri-Star contests. Our district-wide competition each spring continues to be the largest gathering of kids at the district level, a record that makes us proud.

We've lost a number of clubs participating in the event in recent years and in discussion with them we hear that the project gets get due to a lack of funds, member interest and declining participation in local events. To help combat that, we added 6 and 7 year olds to the competition a few years ago, which greatly helped our numbers - and we continue to work on making the district event more fun for the kids participating. A number of clubs have increased their success rate by collaborating with other organizations to stage the local contests. These organizations include YMCA and Boys and Girls Clubs. Clubs report that with a partnership, expenses go down, attendance goes up and they get staff help to stage their local contests. These organizations have robust membership roles that can be marketed to join in the events. Other clubs tie in with school programs to garner higher participation levels. No matter which way you go, there is a lot of help out there to host an excellent local event. You can then sit back and watch your kid's excitement as they win trips to the district competition!

The **2016 SWIS District Tri-Star Basketball event is scheduled for Saturday, April 16<sup>th</sup> at Mukwonago High School.** We promise your kids will enjoy their trip to the district competition. We owe it to you and to them to host a first class program.

If we can ever be of service or answer questions for you, feel free to reach out.

Yours in Optimism,

Joe Mundwiler & Amy Soleimani-Mafi, Tri-Star Basketball Co-Chairs

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## OI Foundation Update



Optimist International has a nearly 100-year legacy in serving youth and promoting civic engagement to communities all over North America. Whether you read to or tutor kids after school, organize a Tri-Star event, oratorical contest or take part in any of the other community service projects that clubs organize, you will have a lasting, positive impact on your community and its young people.

At the beginning of each Optimist year, I have asked all SWIS District clubs to assign a Club Foundation Representative. This individual would work with the Club President on ways to encourage members to donate to the Optimist International Foundation.

Why are donations extremely important? The Optimist Foundation gives back a tremendous amount of funds to the districts and clubs, in the form of scholarships and materials that clubs need on an ongoing basis. The International Foundation is aggressively helping Optimist International remain a Supporting role to the health of Optimist Clubs across the globe. If it weren't for the foundation donations received every year, our Optimist dues would be higher on an annual basis. Please keep this in mind when you decide to donate to the foundation.

One of the easiest ways to donate is to have every club member donate to the Dime-A-Day club. It is easy to get your club involved. Just go to [www.optimist.org](http://www.optimist.org) website, click on Foundation and look for the application for Dime-A-Day. Have your club's check sent to me or bring it to one of our district conferences with all the applications filled out with your club members and I will submit the applications for you. Make sure you send all donations to me so that the SWIS District gets the credit.

On behalf of children everywhere please make a difference and consider becoming involved with Foundation donations this year. If other donations are sent to me for the foundation, make sure you write in "Unrestricted Funds" in the memo section.

Maureen Crombie, Foundation Representative, SWIS District

## CLUB FITNESS

CLUB FITNESS exists to help you!

Do you know if your club is fit? Do you wonder how 'something' works? Do you have a concern about something in your club, in your zone, in your district? Do you want to know how to do a NOW program or administer PGI? If you want to 'Look at the sunny side of everything and make your Optimism come true' but need someone to talk with...SWIS District Web site gives you contacts and a host of resource information at 'swisdistrict.org'. Your Governor, Lt Governor and SWIS District team are there to help...let's use them. If you can't find what you want or who you want to talk with give me a call. If you think you can help others and want to be introduced, let us help you.

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## CLUB PROFILES 'SHARE' with OTHER SWIS CLUB OPTIMISTS

Thanks to the SWIS Club Leaders in 14-15 who have logged on to the Leaderboard area to update their club profile and share some events and accomplishments with other SWIS Clubs. The goal is to have ALL the clubs update their Club Profile and continue sharing upcoming events and accomplishments with other clubs in 1516.

As new 1516 Club Officers and ALL District Leaders have had passwords 'internally' set-up that can be acquired in the Leaderboard logon of the website.

Following are steps for access to your clubs information:

- 1) [WWW.SWISDISTRICT.ORG](http://WWW.SWISDISTRICT.ORG)
- 2) Leaderboard Tools > Leaderboard.
- 3) Club Leaders E-mail Address > click on obtaining password.
- 4) Obtain your 'personal' password in your e-mail input box.
- 5) Go back to the SWIS Website, put in your password, Security Code and login.
- 6) **TRAINING VIDEOS** have been created for: **Submit an Accomplishment; Upload Logo; Edit Member Information; and Add an Event.**
- 7) In Leaderboard area you can update your Club Profile with:
  - a. General information including Meeting Location/Time.
  - b. Short Description of Your Club. (250 characters).
  - c. Longer General Description of Annual Club Activities/Events/etc.
- 8) Upcoming Events to share dates/information with other clubs.
- 9) Past Accomplishments, with pictures to share with other clubs.
- 10) If you have a Club Website and/or Facebook, link to it.
- 11) Photo Gallery of any pictures you would like to share with other clubs.

There will be continued SWIS Website presentations at the conferences and also at the Super Zone Meetings in the future.

**I can come to any club that would like a meeting presentation and / or some one-on-one support on the new website, please contact me.**

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