



SWIS 2017-2018 Newsletter



Volume 21, Issue 1

October, November, December 2017

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GARY ENGELKE, GOVERNOR SWIS District
Greetings fellow Optimists! Welcome to the year of ...

DIG It! Dream, Inspire, Grow

Our first month of the Optimist calendar year has passed and we have already realized some challenges, losing members when we are working so diligently to grow our membership. On a positive note, we also celebrate some successes! We have already established a new Optimist Club in Sussex starting with 29 members. But, we can't stop there, we need to continue building our membership in an effort to reach more children and if you 'Just Ask' I have no doubt we can easily build our SWIS District.

If you joined our first quarter conference at Deer Valley Lodge in Barneveld, you know this is yet another success to celebrate. We had some 40 members in attendance, enjoyed a fun and exciting Halloween table decorating contest with some very creative minds, and enjoyed some interaction with attendees on a couple challenging exercises, that inspired us to think about our clubs and what we do successfully and areas we can perhaps to better! Last, but certainly not least, we were delighted have Roger Lesofski, VP OI Great Plains Region 5 and OI Representative Patsy Garner speak to our members and lead us in several training exercises. We also heard from Beth Kenny & Jenny Pritchette on a program the SWIS District is working to support, 'Kids in Crisis'.

As your Governor, I have set some expectations/goals for myself and I'm asking that you do the same for yourself and your club. I would not ask any President, Club Member, Officer, etc. to do that which I do not expect of myself. Talk amongst yourselves at club meetings or social functions and set a goal to be an Honor Club in the 2017-2018 calendar year. **Accept no less.** I ask all Lt. Governor's to share with clubs in your Zone the listing of requirements to make Honor Club. Optimist Strong...Be the Difference. We have 54 Clubs in the SWIS District. I'm challenging all 54 clubs to be Honor Clubs, the first time in the history of our District. Thank you for joining me in this challenge.

I'm excited to work with the members and clubs throughout the SWIS District during 2017-2018. I ask that you **DREAM, INSPIRE** and **GROW** with me and Help Create a Better Tomorrow for our Youth. Your comments, questions, suggestions, ideas, etc. are welcome and I encourage communication.

Please do not hesitate to contact me.
Optimistically, **Gary Engelke**, Governor 2017-2018
engelke.gary@gmail.com

(608) 732-6663

| What's Inside | |
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SWIS 1st Quarter 2017-2018 CONFERENCE

DATE: October 27-28, 2017 at the Deer Valley Lodge in Barneveld, WI.

Picture Highlights on SWIS Website at this link:
http://swisdistrict.org/conferences/conference_photo_gallery.asp?id=25

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Howard Crofoot



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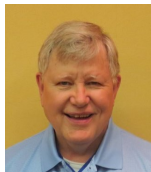
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District Leadership
Lori VanNatta



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New Club Bldg
Vern Andren



Governor Elect
Maureen Crombie



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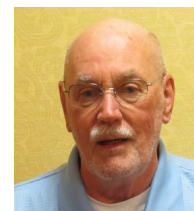
SWIS CHAIRS 17-18

Christine Storlie
Cindy McKeown
Jo'El Pearlman
Jack Soceka
Tom Carls
Amy Soleimani
Joe Mundwiler
Josh Zaidel
Maxine Lane
Bonnie Spindler

CCDHH
Essay
Conference
Oratorical
Golf
Tri-Star Basketball
Tri-Star-Basketball
Oratorical, Essay
Members/Fitness/News
Website/Newsletter



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SWIS District Past Governor's



Back row: Steve Bailey, Vern Andren, Sue Kranz, Joanne Ganske, Josh Zaidel, Jerry Schewe.

Front row: George Breadon, Dave Miser, Bonnie Spindler, Jeff Kuchenbecker, Jim Kondrasuk.

Nick Prillaman, Jr.
2017-2018

International
President



Welcome to the Leadership Hotline!

Every month during your year of leadership, a copy of the Leadership Hotline electronic newsletter will be sent to your email. The newsletter is designed to keep you up to date with information and news that you can use during your year in office. This newsletter is sent to all Optimist leaders, from the Club to the International level. While the information will be targeted to leaders, we encourage you to share the news with other members in your club.

Notes from Nick is a weekly message from 2017-18 International President Nick Prillaman. In his first message of the Optimist year, President Nick explains his theme. "**Optimist Strong - Be the Difference**"

CONGRATULATIONS

Sussex-Lisbon-Lannon-Butler OPTIMIST CLUB

The new club held its organizational meeting on November 14th, at Tailgators in Sussex at 5:30 pm. Sponsorship of the new Optimist Club is Menomonee Falls and Platteville Optimist Clubs.

The driving force in this effort is **Diane L. Matuszak** and **Carl Trapp** both members of Menomonee Falls Optimist Club. They both saw a need that was lacking in the schools that reside in the towns named in the new Optimist Club. They noted that while the Menomonee Falls Club serves Menomonee Falls schools, there wasn't an Optimist Club representing the schools in Sussex-Lisbon-Lannon-Butler. The students in these areas are not being as recognized as they could be – with contests, competition, sports, volunteering etc.

We **ALL** want **OPPORTUNITY** for all of the youth in our communities. Please be prepared to welcome this new Optimist Club to the SWIS District as of November 14th, 2017.

Is there a need for youth services in an area near you? A new Optimist Club may be the solution. Call Governor Gary Engelke, Eileen Engelke, or Vern Andren to begin a process in your area.



New Club Members
that worked on
Club's first project.



New Club Optimists with Governor Gary Engelke, Immediate Past Governor Josh Zaidel, Past Governor and Field Rep Vern Andren.



Charter Club President,
Diane L. Matuszak,
Secretary, Treasurer,
Executive Board
with Gov Gary Engelke
and
Field Rep Vern Andren

SWIS SCHEDULED CONFERENCES 2017 – 2018

| | | |
|-------------------------------|-----------------------|---------------------------------|
| SWIS 2 nd Quarter: | February 9 - 10, 2018 | Country Inn Suites, Platteville |
| SWIS 3 rd Quarter: | May 4 - 5, 2018 | Kalahari, Wisconsin Dells |
| SWIS 4 th Quarter: | August 3 – 4, 2018, | Milwaukee Area, TBD |

**HOW TO DESCRIBE OUR
 2ND QUARTER CONFERENCE SPEAKER!!!**
**DYNAMIC, CAPTIVATING, INSPIRING, INNOVATIVE, ENERGETIC,
 HUMOROUS, MOTIVATING, INFORMATIVE. . . .**
You Don't Want to Miss This One!!

OTTAWA, ONTARIO in 2018

The Optimist International Convention is scheduled for July 8 – 10, 2018. The SHAW Center is where the OI Convention is being held. The Westin is the main hotel. Novotel is a bit closer to the Shaw Center. Les Suites is about 2 blocks away, and closer if you walk through the Mall just ½ blocks away... AND All of the rooms are Suites, so 2 Couples would enjoy this location if they don't mind walking a little bit.



If we can get a **minimum** of **25 SWIS District Optimists to attend**, I think there may be a registration incentive for lower rates...**or an opportunity for the SWIS District to get one FREE Registration for the Louisville Convention in 2019.** The Committee is working on a way to increase attendance at the OI Convention.

More information is available on the SWIS and Optimist.org website at: <http://optimist.org/Member/convention.cfm>

Joanne Ganske, OI Convention Officer

Josh Zaidel, SWIS Convention Ambassador

SWIS District Oratorical Youth Contest 2018

The SWIS District will once again hold our annual Oratorical Contest, part of the Optimist Oratorical World Championship. This year's theme is **"Where are My Roots of Optimism?"** Thanks to all of the clubs that have participated in the past, and we look forward to even more clubs participating this year. Contest is open to students under the age of 18 as of Oct. 1, 2017.



Our District Competition will be held on **Saturday, May 5th at the Kalahari Waterpark and Resort in Wisconsin Dells.** Be on the lookout for more information soon, from the District Committee and you Zone Lt. Governor. This is always an exciting event and is great for your community. Due to the generosity of the Optimist International Foundation, you can provide this opportunity the youth in your town, without having to fundraise for the top prize of over \$20,000 in scholarship money for the student who wins at each level of the competition.

If you would like more information, or are the Oratorical Chair for your club, please contact either Oratorical Co-Chair and let him know you are the chair. We will make sure to get the appropriate information on how to run a local competition as well as the dates for your zone contest: More general information is available at either the Optimist International or the SWIS-Southern Wisconsin websites.

Optimist International website, <http://www.optimist.org/member/scholarships4.cfm>

SWIS website at: http://swisdistrict.org/youth_programs/programs_details.asp?ypid=4

Optimistically,

Jack Soceka, Oratorical Co-Chair

Josh Zaidel, Oratorical Co-Chair

isoceka@charter.net

Joshzaidel@me.com

608-438-8140

262-993-2516 (talk or text)

SWIS District Essay Youth Contest 2018



For those who might be better suited to writing rather than speaking, the SWIS District will hold an Essay contest again this year. This year's theme is "**Can Society Function Without Respect?**" Keep on the lookout for more information to come to your club, if you want to make sure you get it please let us know, by contacting either of the Essay co-Chairs. More in general information is available at either the Optimist International or the SWIS Southern Wisconsin websites.

Optimist International website: <http://www.optimist.org/member/scholarships3.cfm>.

SWIS website at: http://swisdistrict.org/youth_programs/programs_details.asp?ypid=3

Contest is open to students under the age of 18 as of Oct. 1, 2017. The deadline for Clubs to submit their winning essay to the District Chair is **February 28, 2018**.

Optimistically,

Cindy McKeown, Essay Co-Chair
Josh Zaidel, Essay Co-Chair

cindymckeown66@gmail.com
joshzaidel@me.com

608-325-2810
262-993-2516 (talk or text)

SWIS District Tri-Star Basketball Youth Contest 2018



The SWIS District is pleased to announce that we will again host a Tri Star Basketball contest in 2018. The date has been confirmed as **April 14, 2018** and the location will be at Mukwonago High School in Mukwonago Wisconsin. Contestants from local clubs will be ages 6 through 13 and we encourage all SWIS District Clubs to plan and host local contests in home communities. Local clubs can then choose their participants who will represent their clubs at the SWIS District contest.

For those clubs who have not run Tri Star Basketball events in the recent past, we ask you to consider 2018 as the year to get back in the game! This is not a difficult project to run and it need not be expensive. Clubs tell us that they are able to use school or YMCA facilities at little or no cost and they are able to recruit high school students (future Optimists) to help stage the event.

In early 2018 an information package will be available to all clubs and will be mailed to all clubs. Want to get started early? Contact us and we will e mail or mail last year's package to you so you can get into planning. Most clubs tell us the biggest challenge they face is marketing their local event to attract a good number of participants. Start with last year's participants list and also get to the coaches of local teams who will often encourage participation. They will also help you avoid dates that conflict with other events. Otherwise, this can be handled by starting early and often with publicity. Make sure your local kids get a chance to join us.

Let's pick a date and get going now! We can promise that your local club participants will have a fun filled day at the SWIS District contest. We also conduct a raffle to give away lots of great gifts for them. Can we count on you to support us? SWIS District Tri Star Basketball is still the largest gathering of kids at the District level.

SWIS Website info: http://swisdistrict.org/youth_programs/programs_details.asp?ypid=1

Joe Mundwiler and Amy Solemani-Mafi, SWIS District Tri Star Sports Chairs

SWIS District Communication Contest for Deaf Hard of Hearing – CCDHH Youth Contest 2018



TOPIC: "Where are My Roots of Optimism?"
WHO: Students with hearing loss of 40 decibel's or more.
WHEN: All Club-level contests are held by late March.

Optimist International website: <http://optimist.org/member/scholarships2.cfm> .

SWIS website at: http://swisdistrict.org/youth_programs/programs_details.asp?ypid=2

Christine Storlie, CCDHH Chair drchris@centurytel.net (608) 348-3049



Maxine's Message
Club Fitness and Membership District Chair

**Nothing Great Was Ever Achieved
 Without Enthusiasm**

(Ralph Waldo Emerson)

Greetings Fellow Optimists!

Brief introduction....Maxine Lane, member of Platteville Optimist Club 09137 since 2009, Honor Club President, 2014-2015, Lt. Governor Zone 6 2016-2017 and 2017-2018 and I have recruited 16 new member into our Club.

Do I believe in the mission, vision and goals of Optimist International? Do I believe in the mission, vision and goals of the SWIS District? Do I believe in the mission, vision and goals of my Platteville Club? I am confident my intro will provide answers to all three of these questions. I want to be a part of helping as many children as I possibly can, and I'm hopeful you will join me in 2017-2018 in reaching even more youth!! I'm excited to serve the SWIS District as Chair of the Fitness and Membership Committees. With that said, I could use 3 to 4 volunteers to join me on these committees. If Interested, please contact me at msmacy105@yahoo.com or call 608.778.7786.

It is unfortunate to report that as of October 31 we were down 16 members and as of November 7, our membership is down a total 23. Not exactly what I wanted to report within my first newsletter article.

However....as an Optimist, just as all of you are this number is just that....a number.

We have 54 clubs within District 9, with 1680 members. **WOW!** Considering the numbers I'm using with this article, if each club added one new member within the next 30 days or less, we would make up that 'number' and be a plus 31. How is that for being **Optimistic** and **Enthusiastic**?! The thing is, you and you and you have to make it happen!

I'm jumping on the bandwagon with Governor Gary to make this a historical year for the SWIS District. More Honor/Distinguished Clubs than in the history of our District 9, membership growth like has never been realized in the past and helping Governor Gary meet his goal of building 4 clubs within the SWIS District. Please join Governor Gary and myself as together we. . . .

Dream~Inspire~Grow

HOW CAN YOU HELP?

Just Ask!

- * Share your experience
- * Give a membership gift
- * Invite a friend to join you at your luncheon or breakfast meeting
- * Plan a NOW Luncheon. Make it a holiday gift exchange or Spring luncheon.
- * Invite local businesses to join as a Friend of Optimist.
- * Set a club goal, no less than one new member per quarter.

GET EXCITED

***Optimist Strong
 Be the Difference***



What's Happening with the Foundation?
 Yours Truly. . . Eileen Engelke, OI Foundation Representative



I'm excited to serve as the OI Foundation Representative for 2017-2018 and know going into this position, I have some **BIG** shoes to fill, following Maureen. However; I know as Optimists, we always have each others backs and she will be there to pick me up if I fall!

A couple things I want to mention in this first newsletter article. . .

~We can always use donations for our quarterly conference fundraiser raffle. If you can help, please contact me at eengelke52@yahoo.com. All donations are greatly appreciated.

~We are approaching, and some clubs have already kicked it off, the **Dime-A-Day Campaign**. Start your club event today and let's make it a better year than last year! One Dime a Day, \$36.50, can make a significant difference in creating scholarship dollars distributed through the Foundation. **Optimist Strong...Be The Difference!**

~If you have not already done so, appoint a Club Foundation Representative (CFR).

CLUB HIGHLIGHTS



Governor Gary and the Officers/Directors
Zone 6 Darlington Club



Platteville Optimist 2017-2018
Board of Directors Zone 6 Platteville



John Wyttbach, presents
Charter Member Gloria Sutter,
with service/appreciation award.
Zone 6 Brodhead Club



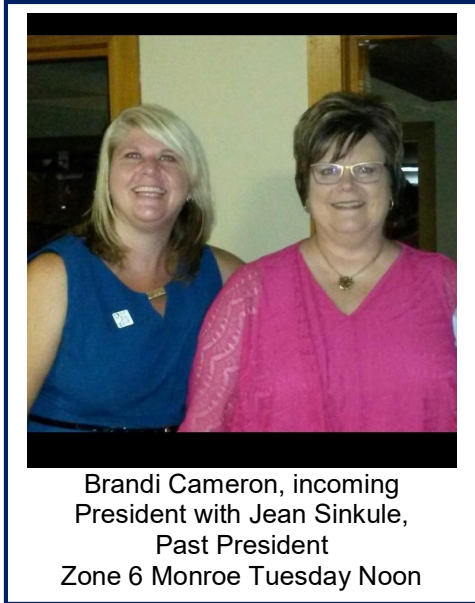
Curtis Wiemann presented with
Life Membership
Monroe Morning Optimist
Zone 6 Monroe



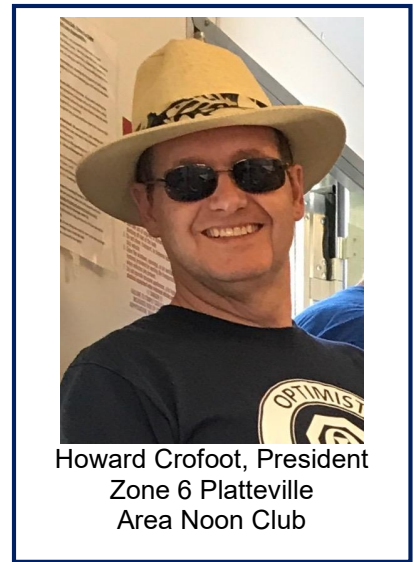
Cindy McKeown, incoming
President with Patrick Bodell,
Past President
Zone 6 Monroe Morning



Governor Gary and the Officers
Zone 6 Fennimore



Brandi Cameron, incoming
President with Jean Sinkule,
Past President
Zone 6 Monroe Tuesday Noon



Howard Crofoot, President
Zone 6 Platteville
Area Noon Club



Governor Gary at Mukwanago Officer/Director Installation



Fennimore Optimist, Martha Hestad receives pin for new member recruitment.



Governor Gary with Julia future Fennimore Optimist.



Sun Prairie Celebrates 50 Years of Providing Service to the Kids!

The Sun Prairie Optimist Club recently celebrated 50 years of making a difference for the youth in their community. In addition to receiving proclamations from the city and providing 50 hours of Community Service at one of the local Community Schools, they will be donating a bike safety station at Sheehan Park in the Spring of 2018. We also had an opportunity to display 50 years of celebration at one of the display cases at the Public Library. On October 18 the club celebrated 50 years with an Optimist social at

Buck and Honey's in Sun Prairie. We presented our charter member, Orville Frank with a gift of time to thank him for 50 years of service. It was a beautiful engraved clock. Special thanks to our member Jeff Robbins, Director of our Sun Prairie Media Center for creating a power point of 50 years of celebration. What a difference they have made for the youth in the community!

Maureen Crombie,
SWIS Governor Elect



Get your updated club identified Logo. Several formats. Contact: marketing@optimist.org



Other logo's available at: <http://optimist.org/member/marketing6.cfm>

SWIS Junior Optimist International - JOI

There are currently 13 active JOI Clubs in SWIS District in various Zones. The individual clubs are working together in planning a JOI Conference for the spring of 2018. More information will be coming in the next newsletter. Following are the current 13 clubs and their locations.

| | | |
|---------|---|--|
| Zone 1: | Menomonee Falls JOI Club | Mukwonago JOI Club |
| Zone 2: | Randall Junior JOI Club – Kenosha | Junior Optimist JOI Club - Racine |
| Zone 3: | Whitewater Middle JOI School Club | Green Beret Band JOI Club -Janesville |
| | Whitewater High School JOI Club | Joseph Craig High School JOI Club - Janesville |
| Zone 4: | Lake Mills Octagon JOI Club | |
| Zone 5: | Madison Starling JOI Club – Madison/Monona | |
| Zone 6: | Monroe Junior JOI Club | Students of Service JOI Club - Monroe |
| Zone 7: | Spartan Youth Service Team-JOI Club - Madison | |

WWW.SWISDISTRICT.ORG

THANKS to ALL the CLUBS WHO Have Shared Past Club Accomplishments and Upcoming Events with Other Clubs. Current Club Officers and SWIS District Leaders have access to the Leaderboard area. Any other Optimist can request to be added to the list and a password will be internally provided. (Contact the SWIS Webmaster for that access).

Leaderboard Tools > Leaderboard Login:

- E-Mail Address: Exists in Optimist International records.
- First time: Check to 'retrieve your password' (Your Internal Password will be sent to your e-mail address).
- Logon Process: Your Password, and security code.

LEADERBOARD MAIN:

Includes Resources and Club Tools

Resources:

District Directories:

- Current SWIS District Officers/Chairs.
- Current SWIS Club Directory (all CLUBS).
- Past District & Club Directories to 11-12 year.

District Documents:

- District & Club Training Programs Available.
- District Forms and Documents *
- SWIS Board and Executive Minutes
- SWIS District Policies
- SWIS Henry Stiner Award Recipients
- SWIS Special Clubs Honored Recipients

- Includes: Annual Club Planning – ACPC, Club Officer Installation, SWIS Expense Report, Liability Insurance, Internal Recognition Program, OI/SWIS Dues, others.

Online Resources:

Dime a Day, Personal Growth-PGI, Facebook, Unrestricted Funds, etc.

Club Building Strategies:

Club Tools:

Club Profile View, Edit, Update, etc.

Links to: Membership, Growth, Types, New Clubs, Club Services, etc

Club Logo Update

Club Events View, Post, Update, Delete, etc.

Club Members, Officers: View, temporary updates.
(Permanent Updates > www.optimistleaders.org with quarterly downloads from OI of ALL SWIS Membership)

Accomplishments View, Post, Update, Delete, etc.

Photos: Can be Added, (verify sizing).

Training Videos:

For District/Club Leaders Assistance

Submitting Accomplishments

Updating Logo's

Editing Member Information

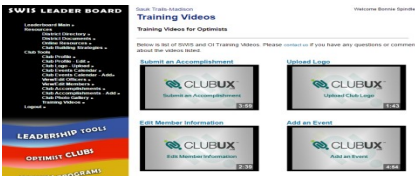
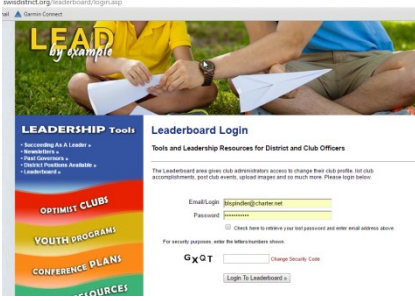
Adding an Event and Processing

CONTACT:

BONNIE SPINDLER, SWIS WEBMASTER

bspindler@charter.net

608-850-9561 (H)



SWIS 2017-2018 Zones (copy on www.swisdistrict.org in Optimist Clubs)

| SWIS Zone 1 Lt. Governor : Rose Schwartz | | SWIS Zone 2 Lt. Governor: Diane Matuszak | |
|---|--------------------------|---|---------------------------|
| Club # | Club Name | Club # | Club Name |
| 09031 | Milwaukee Metro | 09190 | Racine Tuesday |
| 09101 | Meq/Thiensville | 09086 | Kenosha |
| 09110 | Milwaukee | 09145 | Racine |
| 09062 | Southwest Milwaukee | | |
| 09103 | Menomonee Falls | | |
| 09200 | Waukesha | | |
| 09208 | West Bend | | |
| 09911 | Mukwonago | | |
| 09037 | Milw Young Professionals | | |
| SWIS Zone 3 Lt. Governor: Diane Matuszak | | SWIS Zone 4 Lt. Governor: Maureen Crombie | |
| 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 Lt. Governor: Jim McDonnell | | SWIS Zone 6 Lt. Governor: Maxine Lane | |
| 09025 | Madison Breakfast | 09137 | Platteville |
| 09050 | East Madison, Monona | 09052 | UW Platteville (students) |
| 09095 | Madison Downtown | 09035 | Platteville Area |
| 09125 | Madison Northeast | 09934 | Fennimore |
| 09091 | McFarland | 09026 | Darlington |
| 09010 | Cottage Grove | 09025 | Brodhead |
| 09931 | Fitchburg | 09117 | Monroe |
| | | 09925 | Monroe Tuesday |
| SWIS Zone 7 Lt. Governor: Elizabeth Van Natta | | SWIS Zone 8 Lt. Governor: Fred Dorn | |
| 09051 | Cross Plains | 09005 | Baraboo |
| 09083 | Sauk Trails – Madison | 09006 | Beaver Dam |
| 09105 | Middleton | 09093 | Lodi |
| 09129 | Mt. Horeb | 09139 | Portage |
| 09195 | Verona | 09155 | Sauk Prairie |
| 09917 | Mazo/Wisconsin Hgts | 09202 | Wauunakee |
| | | | |
| | | | |
| SWIS Zone 9 Lt. Governor: Don Rudolph | | | |
| 09096 | LaCrosse BFT | | |
| 09038 | LaCrosse Students | | |



Wisconsin Leadership Seminars would like to thank the SWIS District Optimists for sponsoring 17 students to attend the 40th annual WILS Seminar in 2017.

We hope your club will consider sponsoring a student to attend the WILS 2018 seminar June 8th-10th, 2018, once again at the University of Wisconsin-Whitewater. Information about the WILS program was sent to SWIS Club officers.

Please contact us with any questions.

Samantha Glaser– Optimist Clubs Fundraising Lead,

FUND CRAZR

The Fund Crazr program is progressing well with many winners. Thanks to Fred and Maggie Dorn for all their efforts in coordinating the very successful program which is a fundraiser for many clubs.

Promise Yourself

The 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 to 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.