



# SWIS 2017-2018 Newsletter



Volume 21, Issue 2

January, February, March 2018

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**GARY ENGELKE, GOVERNOR SWIS District**

Greetings fellow Optimists! Welcome to the year of ...2018

**DIG It!** Dream, Inspire, Grow

**Dream:** My initial message was to build on the Dreams of our youth by building our Junior Optimist Clubs. We have taken steps to do just that. There was a request to update contact information for our Junior Optimist Clubs and we have put a plan in motion. The 'dream' is to improve communication between the Junior Optimist Clubs, giving them an opportunity to share ideas, learn from each other, hopefully grow their membership and just maybe, host a semi-annual conference, with the help of Advisors and adult club Presidents. We owe it to our Junior Optimists the networking opportunity that we realize within our clubs. We also have interest in a new Junior Optimist Club that will be further acted upon now that the holidays are in the past.

**Inspire:** One can only inspire themselves! You can admire another person and 'wish' you were like them, had their career, their lifestyle, whatever it might be; however, you are the only one that can change yourself! You might ask yourself, "What have I done to inspire myself to be a better Optimist member for my club"? Our clubs need each and every member. Our clubs need every members support. Our clubs need each member to sponsor a new member. Make a difference in 2018 to attend your club meetings, invite a potential new member to a meeting or social event, attend a quarterly conference, and bring excitement and enthusiasm to your clubs and membership. Let your communities know you are 'here to make a difference' and you want them to join you in your efforts.

**Grow:** Growth is essential to survival, regardless of what the endeavor. I had stated my focus was to encourage clubs to grow their membership and my personal goal to build no less than 3 new clubs in our SWIS District. Here we are at the end of our first quarter and we stand at plus 12 in membership. It is my pleasure to also share that we did build one new club, Sussex-Lisbon-Lannon-Butler in Zone 1, starting with an impressive 45 members. Our number of clubs remains at 54 as we also disbanded a College Club in Zone 6; however, with a new one on the horizon as students return from their semester break. My challenge continues, and with your help, the challenge will become a reality.

Continue the good you do for your clubs, your communities and our youth. Thank you as we continue to **DREAM, INSPIRE** and **GROW** and Help Create a Better Tomorrow for our Youth.

Happy 2018

Optimistically, **Gary Engelke**, Governor 2017-2018 (608) 732-6663 [engelke.gary@gmail.com](mailto:engelke.gary@gmail.com)

## SWIS 2<sup>nd</sup> Quarter 2017-2018 CONFERENCE

**DATE:** February 9 – 10, 2018 at the Country Inn & Suites (Fri) and First English Lutheran Church (Sat) in Platteville.



New Club AWARDS



Club AWARDS



Speakers

See MORE Picture Highlights on SWIS Website at link:

[http://swisdistrict.org/conferences/conference\\_photo\\_gallery.asp?id=26](http://swisdistrict.org/conferences/conference_photo_gallery.asp?id=26)

### SWIS Future 2018 Conferences

SWIS 3<sup>rd</sup> Quarter: May 4 - 5, 2018 Kalahari, Wisconsin Dells  
SWIS 4<sup>th</sup> Quarter: August 3-4, 2018 Milwaukee Area, TBD

### What's Inside

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**SWIS 17-18 DISTRICT TEAM**



**SWIS SECRETARY**  
Bonnie Spindler



**SWIS TREASURER**  
Duane Borgen



**SWIS 17-18 Lt. Governors**

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**Lt. Governor, Zone 2:**

**Diane Matuszak**  
[Dmatuszak1@wi.rr.com](mailto:Dmatuszak1@wi.rr.com)  
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**Convention Ambassador**  
Josh Zaidel



**Past Governor**  
Howard Crofoot



**Lt. Governor, Zone 3:**

**Diane Matuszak**  
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**OI Foundation Rep**  
Eileen Engelke

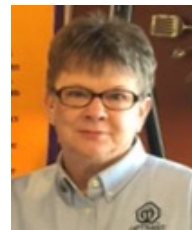


**District Leadership**  
Lori VanNatta



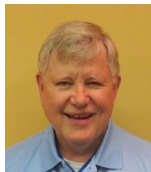
**Lt. Governor, Zone 4:**

**Maureen Crombie**  
[Crombie0112@gmail.com](mailto:Crombie0112@gmail.com)  
608-834-2584 (H) 608-576-5819 ©



**Lt. Governor, Zone 5:**

**Jim McDonnell**  
[Wis.jim.mcdonnell@gmail.com](mailto:Wis.jim.mcdonnell@gmail.com)  
608-698-0858 (cell)



**New Club Bldg.**  
Vern Andren



**Governor Elect**  
Maureen Crombie



**Lt. Governor, Zone 6:**

**Maxine Lane**  
[Msmacy105@yahoo.com](mailto:Msmacy105@yahoo.com)  
608-778-7786 ©

**Lt. Governor, Zone 7:**

**Elizabeth VanNatta**  
[Elizabethvannatta26@gmail.com](mailto:Elizabethvannatta26@gmail.com)  
608-214-4261 ©

**SWIS CHAIRS 17-18**

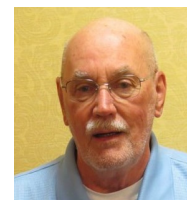
Christine Storlie  
Cindy McKeown  
Jo'El Pearlman  
Jack Soceka  
Tom Carls  
Amy Soleimani  
Joe Mundwiler  
Josh Zaidel  
Maxine Lane  
Bonnie Spindler

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



**Lt. Governor, Zone 8:**

**Fred Dorn**  
[Fdorn46@gmail.com](mailto:Fdorn46@gmail.com)  
608-849-5290 (H) 608-220-1531 ©



**Lt. Governor, Zone 9**

**Don Rudolph**  
[Spelker.ks194@gmail.com](mailto:Spelker.ks194@gmail.com)  
608-783-6082 (h)

(See *What Clubs are in Zones* near end of this newsletter)

ALL District Officers/Chairs on website: [http://www.swisdistrict.org/resources/district\\_officers.asp](http://www.swisdistrict.org/resources/district_officers.asp)

### 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!

### President Nick's 2nd Quarter Incentive

The growth of our Clubs is the main priority for the health and success of Optimist International. The 2nd Quarter Incentive is targeted at our local Clubs to encourage them to add new adult Optimist Members. Additionally, new Junior Optimist Clubs are a key to future successes and an area of opportunity. Roll-up banners are a sought after item for Clubs and Optimist road signs are a valuable tool for local branding and marketing of our Clubs in their local communities.

Recruit seven new Members into any adult Optimist Club OR charter a new Junior Optimist Club in the 2nd Quarter and receive your choice of:

- Roll-up Optimist Creed banner
- Roll-up Optimist Purposes banner
- Optimist road sign

For questions, contact [membership@optimist.org](mailto:membership@optimist.org)

**AWARDS & RECOGNITIONS**  
NUMERO SPECIAL SUR LES MARQUÉS DE RECONNAISSANCE 2016-2017  
SPECIAL AWARDS ISSUE

**Gratifying My Fellow Optimists.**  
The 2016-17 "Year of the Honor Club" and "Together We Can" is now in history books. I want to thank each Optimist Member for their hard work last year. This was the first year with the new Honor Club criteria, which took us back to the basics of why we really are Optimists: to serve our communities, and keep our local Clubs strong and healthy. Our Clubs are the real heart of Optimist International. By keeping our Clubs strong, we can better do what we do best, give personally through service, and have fun at the Club level.

**Remember the Power of One!** Each of us makes up one Member—a friend, family member, church member, or business associate—we can serve so many more of our people by all of us remembering that is why we are Optimists. It is indeed a privilege to be an Optimist Member. Someone cared enough to take you in. Now it is your turn to pay it forward. It has been said that we can, but we just do not ask enough!

**In the pages that follow, we recognize the Clubs, Zones, Districts and Regions that achieved so much in their endeavor to serve, but equally important, they have provided their respective clubs with so strong and healthy work into the future. They have all earned their awards. Let us look on the real reason for awards: Yes, it is recognition, and a thank you for a job well done. All of us like to be thanked, and we like to be recognized. It is simply a part of our human nature. Awards are a means to an end and they are used to recognize achievement, honor, and excellence.**

**To earn these awards our fellow Optimists set goals, built their respective teams, and monitored their progress in achieving their goals, with a very specific mission, their never-ending commitment, courage, and determination. So, thank you to all the Optimists for your hard work. We have been a great deal, and we have earned that our great organization will continue to serve youth and serve our communities.**

**We as Optimists can be proud of what happened last year. We have returned to our basics, I sense a new enthusiasm in Optimist International. I feel we are determined to make Optimist International an even stronger organization. The youth of today need us more than ever, and we cannot let them down.**

**Thank you to every Optimist who has served. We are doing our part to make the world a better place. Together We Can – Together We Will – Be Optimist Strong.**

**Jim Kondrasuk**  
2016-17 Optimist International President  
Président 2016-2017 d'Optimist International

### Awards and Recognition

The numbers are in and the awards have been determined for the 2016-2017 Optimist year! To view the Awards and Recognition Special for 2016-2017, please click [here](#).

You can also view the Awards and Recognition Special on the Optimist International website, [www.optimist.org](http://www.optimist.org) under the "Other Member Resources" section of Member Resources tab.

Congratulations to everyone who made the list!

**Jim Kondrasuk, OI President 2016-2017**

### Sussex-Libnon-Lannon-Butler SLLB



**Diane Matuszak, Vern Andren, Carl Trapp, Gary Engelke**

**New Club Builders Nov. 2017**

### SWIS 16-17 Awards and Recognition

**Bringing out the Best in Kids:** Southwest Milwaukee Optimist Club, Menomonee Falls Optimist Club, Optimist Club of Milwaukee, Optimist Club of Monroe, Platteville Optimist Club, Sauk Prairie Optimist Club, Sun Prairie Optimist Club, Wisconsin Heights Optimist Club, Monroe-Tuesday Optimist Club, & Platteville Area Optimist Club.

**Honor Club:** Southwest Milwaukee Optimist Club, Optimist Club of Monroe, Platteville Optimist Club, Platteville Area Optimist Club, Wisconsin Heights Optimist Club, Sauk Prairie Optimist Club

**Optimist International Award:** Maureen Crombie, OI Foundation Chair award plaque for Dedicated Service.

**Distinguished Club:** Platteville Club, Board of Directors at OI provided certificates/watches for club officers.

**Henry Stiner Award:** George Breadon shared about award which represents who has done above and beyond in service. Awardee was not present and the award will be presented later.

**Recognition Josh Zaidel as 2016-17 leader:** Presented by Vern Andren for his leadership in the year and acknowledged by optimists present.



**Josh Zaidel, Governor 2016-17 honors Platteville Distinguished Club & Distinguished President, Kevin Haerten at Feb. 10<sup>th</sup> Conference.**



## OTTAWA, ONTARIO Canada, July 8-10, 2018

As International District Convention Ambassadors, here are some areas to check out for the upcoming Ottawa convention in July 8-10, 2018!! GREAT CITY, LOTS to SEE and DO, and WONDERFUL Food opportunities to [entice your palates](#).



Online registration is now live at:

[www.optimist.org/convention](http://www.optimist.org/convention).

Here is a link to find what to see and do in Ottawa:

<https://www.ottawatourism.ca/>

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.

Optimistically yours,

Joanne Ganske, Optimist International Convention Chair 2018

Josh Zaidel, SWIS Convention Ambassador 2018

## 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.

The District Oratorical Contest will be held in conjunction with the 3<sup>rd</sup> Quarter Conference at the Kalahari Resort in Wisconsin Dells on May 5<sup>th</sup>, 2018. All of the winning contestants and their families (4 attendees today) will get a hotel room stay and lunch as part of their registration. *There are resources available at the following:*

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

SWIS website at: [http://swisdistrict.org/youth\\_programs/programs\\_details.asp?ypid=4](http://swisdistrict.org/youth_programs/programs_details.asp?ypid=4)

Club competitions should be taking place between February and March, with the majority of Zone competitions taking place in Late March or early April. District registration forms and fees are due by **April 15<sup>th</sup>**. The Registration for hotel/lunch will be sent to Jo'El Pearlman for processing with the hotel, and Registration forms and contest materials will be sent to Jack Soceka for processing for the contest and to send on to OI for the Regional and World Competition (your packets will have all of the correct instructions and contact information).

The name of your zone oratorical contest contact and date are below:

<b>Zone 01</b>	Faith VanderHorst – <a href="mailto:vanderhorst@prodigy.net">vanderhorst@prodigy.net</a>	April 7 <sup>th</sup>	Sussex Public Library
<b>Zone 02</b>	Diane Matuszak – <a href="mailto:dmatuszak1@wi.rr.com">dmatuszak1@wi.rr.com</a>		
<b>Zone 03</b>	Diane Matuszak – <a href="mailto:dmatuszak1@wi.rr.com">dmatuszak1@wi.rr.com</a>		
<b>Zone 04</b>	Jim McDonnell – <a href="mailto:wis.jim.mcdonnell@gmail.com">wis.jim.mcdonnell@gmail.com</a>		
<b>Zone 05</b>	Maureen Crombie – <a href="mailto:crombie0112@gmail.com">crombie0112@gmail.com</a>		
<b>Zone 06</b>	Maxine Lane – <a href="mailto:msmacy105@yahoo.com">msmacy105@yahoo.com</a>	March 16 <sup>th</sup>	Mound City Motor Branch
<b>Zone 07</b>	Elizabeth VanNatta – <a href="mailto:elizabethvannatta26@gmail.com">elizabethvannatta26@gmail.com</a>	April 7 <sup>th</sup>	Memorial High School?
<b>Zone 08</b>	Fred Dorn – <a href="mailto:fdorn476@gmail.com">fdorn476@gmail.com</a>		

At the Zone competition, the winning contestant and their club will receive the appropriate documentation that will be needed to register for the hotel and the contest. **Please return these promptly.**

If you are the zone oratorical chair, and are not listed above, please contact Josh Zaidel or Jo'El Pearlman ASAP so we can make sure you get the registration forms needed.

Look forward to working with you all on the Oratorical this year.

**Jack Soceka, Oratorical Co-Chair**

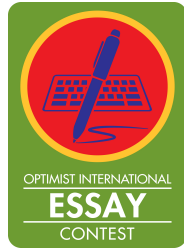
[isoceka@charter.net](mailto:isoceka@charter.net)

608-438-8140

**Josh Zaidel, Oratorical Co-Chair**

[Joshzaidel@me.com](mailto:Joshzaidel@me.com)

262-993-2516 (talk or text)



## 2017-2018 SWIS District Essay Contest

The SWIS District Essay Contest is in full swing. We hope that you are well into the planning of your Club's Essay contest. If not, there is still time. The deadline for submitting your entry into the District Contest is **February 28th**. The entry form and required documentation should be sent to Cindy McKeown. We would prefer a digital submission (either Microsoft word or pdf) to [cindymckeown66@gmail.com](mailto:cindymckeown66@gmail.com). If you need to mail in the registration forms please send them to Cindy at this address: **Cindy McKeown, 2426 11th Street, Monroe WI 53566**.

The final judging at the district level will take place prior to April 15th. We will publicize the winners prior to the 3rd quarter conference on May 5th at the Kalahari. If your clubs contestant is chosen as the winner we would invite their family to the Kalahari for the conference to ready their winning essay to the district and other attendees at lunch. The family (up to 4 people) would get a hotel stay with waterpark passes, as well as lunch at the awards presentation for the Essay and Oratorical Contest.

For the official club planning guide, you can click [here](#), or visit the optimist international website at [www.optimist.org](http://www.optimist.org). The planning guide will list out off of the documents needed for the district contest submission. You can also acquire information on the SWIS Website at: [http://swisdistrict.org/youth\\_programs/programs\\_details.asp?ypid=3](http://swisdistrict.org/youth_programs/programs_details.asp?ypid=3). Required documents:

1. Application for 2017-2018 Optimist International Essay Contest
2. Copy of the winning essay (cover page reattached - may be digital, Microsoft word document or pdf preferred)
3. Copy of winner's Birth Certificate or Passport
4. District Essay Contest Entry Form

If you have any questions feel free to reach out to Josh Zaidel ([joshzaidel@me.com](mailto:joshzaidel@me.com)) or Cindy McKeown ([cindymckeown66@gmail.com](mailto:cindymckeown66@gmail.com)), Essay contest co-chairs.

## 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.

In February 2018 an information package was made available and US mailed to all clubs. Want to get started early? I hope, as you read this article, that your club has conducted a successful local contest or at least is well along with the planning process. If not, there is still time to get moving. The SWIS District competition is still weeks away on April 14<sup>th</sup>. Our goal is to have at least half of our clubs sending participants to the district competition.

What a day it will be! The younger ones may well be on the floor competing in front of a large audience for the first time ever. Not only will we have a spirited competition, we will also conduct a large raffle for all participants where many will take home new tee shirts and maybe even new basketballs.

If you are thinking our club can't get it done this year, please read this article at your next meeting and just maybe someone will step forward and say "I can handle this". A lot of deserving kids will appreciate that person and hopefully it will be you. We look forward to seeing many of you in April in Mukwonago.

**Joe Mundwiler, Tri-Star Co-Chair**  
211 Muirfield Circle, North Prairie, WI 53153  
Cell: 414-416-6551  
Email: [jjmundwiler@centurylink.net](mailto:jjmundwiler@centurylink.net)

**Amy Soleimani-Mafi, Tri-Star Co-Chair**  
1906 East Broadway #604, Waukesha, WI 53186  
Cell: 608-436-1815  
Email: [amy.soleimani@gmail.com](mailto:amy.soleimani@gmail.com)

## 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](http://swisdistrict.org/youth_programs/programs_details.asp?ypid=2)



**Christine Storlie**, co-CCDHH Chair  
**Josh Zaidel**, co-CCDHH Chair

[drchris@centurytel.net](mailto:drchris@centurytel.net)  
[joshzaidel@me.com](mailto:joshzaidel@me.com)

(608) 348-3049  
(262) 993-2516



**Maxine's Message**  
**Club Fitness and Membership District Chair**

*You cannot plough a field  
 by turning it over in your mind.*

(Author Unknown)

**HOW CAN YOU HELP?**

**Just Ask!**

Each Optimist member reaches 30-35 children. If you have not, now is the time!  
 Make a difference.  
 "Just Ask"

**Optimist Strong  
 Be the Difference**

Greetings Fellow Optimists!

For anyone who missed my article last month, WHO AM I you ask? Maxine Lane, member of Platteville Optimist Club 09137 since 2009, Lt. Governor Zone 6 2016-2017/2017-2018 and **I AM AN OPTIMIST!!**

The quote I used last month was by Ralph Waldo Emerson, "Nothing great was ever achieved without enthusiasm." As I stumbled across the quote I'm using in this article, I really never got the connection between the two until giving both some thought. Hopefully you will find the connection, as did I. How do I relate this quote to my position of Fitness/Membership Chair? If all you do is **think** about inviting someone to join you at a meeting, allowing them to learn about Optimists and the wonderful things our clubs do, nothing is going to change! You invite them to become a member and the decision is for them to make.

*You cannot plow a field by turning it over in your mind!  
 You cannot build your membership by just thinking about asking someone to join!*

We have been working on sharing contact information between the JOI Clubs. Just as networking is valuable between our clubs and the benefits we realize by reaching out to share ideas, it is also important for our JOI Clubs to have the same communication channels. We are in the process of sharing primary contact information, that being the Club Advisors, to build improving networking and sharing ideas. This project of sharing contact information was at the request of a JOI Club. It was my pleasure to do what I could to help.

In mid-December I forwarded a short questionnaire (6 questions) to Zone Lt. Governors, asking they reach out to their Club Presidents. The questions were intended to help me better understand how the clubs were moving forward to grow their membership and serve more youth. This information was also important to Governor Gary, to see how the Clubs were doing in supporting him in his goals. Thank you Lt. Governor's as the response rate was great. Needless to say, some clubs are increasing membership, some are struggling, but the main point, they are all trying!! Thank You!

Finally, what do our numbers look like at the end of January? Congratulations....we are moving in the right direction. October, 2017 we were at 54 clubs with 1,703 members....January 31, 2018 we show 54 clubs with 1,711 members!! I'm enjoying my time with the SWIS District, serving as the Fitness/Membership Chair. To be effective and meet the expectations of the position, it is important that I communicate with clubs and I choose to do so through the Lt. Governors. Thank you for working with me to bring into reality Governor Gary's theme of "Dream, Inspire, Grow"

**Foundation Update**  
 Eileen Engelke, OI Foundation Representative

As I pondered my article for this issue of the SWIS District Newsletter, I thought for the benefit of newer members, I would share information about the Foundation.



**MISSION STATEMENT:** Seeking, receiving and managing funds and real property for the benefit of Optimist International and its Member Clubs in its charitable, literary and educational activities.

**VISION STATEMENT:** We envision a Foundation that can provide significant funding for Optimist International's youth and service programs and is proudly supported by individual Optimists, their Clubs, and the community at large.

Optimist International Foundation (OIF) was established in 1971 exclusively for the charitable, literary and educational purposes of Optimist International. OIF works with Optimist Clubs located in over 21 communities in the United States and the Caribbean.

The Foundation has grown steadily since 1971 and is recognized as a not-for-profit 501©(3) charitable organization. The Foundation's Board of Directors grants funds to Optimist International each year for the development and improvement of International programs. Programs funded by the Foundation serve 1.5 million children annually. Optimist International depends on the support from Optimist Clubs and individual Members, the general public, businesses and corporations.

It is through the Foundation that we are able to provide the youth we serve with scholarships, Tri-Star Basketball, Essay and Oratorical Contests,

## Fund Craz Sweepstakes



Another banner year for the Fund Craz Sweepstakes. This year we had a couple clubs that sold more tickets than previous years, and a few clubs sold somewhat less tickets and a few clubs sold a lot less tickets. All I all, we still ended up close to the previous year, so the amount paid back to clubs for their selling efforts remained about the same.

At this time, it is important for all club members that will be selling tickets this coming selling season to get in touch with your club Sweepstakes chairperson and let them know how many tickets you feel you can sell this upcoming season so I will know how many tickets to print up. These colorful tickets are an expensive piece of property, so I really don't want to print up more tickets than we as a District feel that we can sell.

It is also important for all club Chair persons that will be collecting the number of tickets needed by your club to get that information to Fred Dorn before **April 1, 2018**. Your cooperation will be greatly appreciated.

It is important that each club notify their sellers to be sure that the e-mail address and phone number is included on the ticket stubs that are set to me along with the money. Another item of importance is to make sure that all information is included on the stub. This year we had many stubs with e-mail address and phone number missing. It is important that I contact all the winners by e-mail when they win so the checks will be cashed in a timely manner. Can you imagine the chore each month when 50 checks show up uncashed on a bank statement?

Maggie and I want to thank all the SWIS District clubs that participated in the past, and ask the Lt. Governors to help get all SWIS clubs to participate in the Sweepstakes. We still have a number of clubs that are not participating. More clubs in the system, more money for club Treasuries. **REMINDER: April 1, 2018** is the deadline to let me know the number of tickets that you feel your club can sell.

Fred and Maggie Dorn Sweepstakes Coordinators 608-849-5290 [fdorn@gmail.com](mailto:fdorn@gmail.com)

### CLUB HIGHLIGHTS

#### Future Miller Park Planned Games

I am doing a spring all-inclusive game on Friday, May 25th--it is inside the stadium in the Dew Deck...and our Childhood Cancer Campaign Brewer game is Saturday August 4th--that is the one with the outdoor social and regular seating in the Terrace and the Lodge.

More information will be coming at the May 5<sup>th</sup> conference.

Jo'El Pearlman, Kenosha Optimist



Fennimore Optimist Club was happy to donate \$500.00 to the Fennimore Pool Committee.

Pictured and representing the Fennimore Optimist (L-R) is Tina Frye, Club Secretary, JoAnne

Blume, Club Treasurer, Beth Nelson, President, and Martha and Jim Hestad, CFR. Pictured with the Fennimore Optimist Club Members are representatives of the Fennimore Pool Committee.



Christmas Ornament Exchange at Sauk Trails – Madison Optimist Club



Optimist Club of Platteville Celebrating 50 Years Of Serving Youth 1968 - 2018

Commemorating their 50<sup>th</sup> Anniversary, Platteville Optimist will partner with the City of Platteville on this Tot Slide for the Platteville Aquatic Center as a Legacy Gift to the youth and community of Platteville



Christmas Party for over 125 kids at Lussier Community-Madison where Sauk Trails – Madison Optimists coordinated Santa, presents, food, and had Optimist and JOI youth support.

#### Students of the Quarter – Sauk Trails –Madison Club



**First Annual Children’s Fun Day  
Sponsored by the Brodhead Optimists!**

An awesome activity day was held on February 17 at the Brodhead Middle School on February 17<sup>th</sup>. The day included crafts, games, a professional magician and lunch. Children could participate in craft projects by decorating a gourd birdhouse, jewelry making, model airplane construction, crocheting, stamping and others. Activities were also provided such as broom hockey, corn hole bean bag toss, shooting basketballs and dancing. Come and decorate your own gourd birdhouses, or make cute animals or picture frames. Other possible crafts include jewelry making, model airplane construction, crocheting, stamping and who knows what else! The highlight of the day was the professional magician, providing an entertaining 45 minute show. This was the first, of what is planned to be an Annual Children’s Fun Day.

**Menomonee Falls Chili Annual Chili Dinner**

2018 marks another successful year for the Menomonee Falls Optimist Club chili dinner. This dinner is a two day event that was held on January 11 and 12. Thursday we make the chili and Friday we sell the chili. This year we held the dinner before the varsity basketball game, Menomonee Falls Indians vs Sussex Hamilton Chargers. Go Indians! We won!

We start preparing for this event in September. At that time, we pick a date, go to the printers, contact local businesses for donations and secure a place to cook the chili. October is when we start contacting club members asking for help selling tickets. November leads us to the PR for the dinner. By December we start lining up volunteers for the 2 day event. Once January arrives we are in the final push of shopping and all the last minute details. The club has 189 members and 129 members responded. We had 263 people eat in and 188 people who took chili in takeout containers for a net profit of \$6,041.78.

Thank you to everyone who bought or donated tickets, sold tickets, came and helped both days, and those who came and enjoyed a bowl of chili. A special thanks to Ann Freudenthal who lined up all the volunteers, Shannon Dederich who lined up the Kohl's Cares volunteers, and Jerry Mislang who does a great job promoting the dinner with all the coaches and parents of both schools. Thank you to my committee, Sue Carney who always keeps me grounded and on track, Kathy Matthiessen who makes everything about this event fun and always makes herself available for whatever comes up, Rose Schwartz for her organization and creative talent, and Tom Wagner for his superb shopping skills.

Thank you to everyone involved to help make this another successful event! *Kirsten Sperl , Chili dinner chair*



**SWIS 2<sup>nd</sup> QTR Platteville Conference High-Lights**

**Secretary, Laura Guitierrez, WI Department of Safety and Professional Services of Heroin Epidemic / Drug Prescription Monitoring Program**

As a Secretary for Governor Walker, **Laura Guitierrez** gives an 18 year educator perspective to the Opioid program. The Opioid program, through pharmacies, was started in 2013 with all prescribers needing to go through the system as a monitor with currently 40,000 records in the system. In April 2017 all prescribers - doctors, dentists need to go through this system as a monitor check which currently has 40,000 records. For more information on who has access to the PDMP User List, click on this link:

[http://swisdistrict.org/client/client\\_images/uploads/files/SWIS\\_PDMP\\_User\\_List.pdf](http://swisdistrict.org/client/client_images/uploads/files/SWIS_PDMP_User_List.pdf)

Suggest bringing into schools, especially for the 12 and under age. **Sheriff Grant County, Matt Drekman** mentioned there is a lot going on and they work together. He mentioned that many start with OPOID's and later go to Heroin followed by Crystal Meth. The DARE program is one of the programs along with others in clubs. 'Set up Kids for Adulthood. Growing Great Adults is the goal.

**Rob Bell: Teamwork Makes the Dream Work and How to WOW Potential Members.**

As a Personnel Development & Education and Training Director, Rob had over 25 years' experience in leadership roles, customer service, and training. He has brought his high power message to companies' world-wide and is 'fired up' with the techniques to meet and exceed goals and expectations.

Sharing that 'Most effective Teams are emotionally connected' and 'We all lead by Example'. Great Teams have: Vision; Passion; Communication and Consistency. Team members: Do What You Say You Will Do. In making decisions, suggestions are to: Simplify, Clarify and Let em Fly. Factors that matter most to Team Members: Appreciation; Feeling of being in on things, Sympathetic help with personal issues. The Optimists present participated in many short sharing questions to support some of the building relationship suggestions. Seek first to understand through: Empathy and Attentiveness when listening. Avoid selective, pretend, and ignoring listening in developing relationships. He ended with 'Where attention goes – Energy Flows'.. Rob Bell's Website is at: [www.robspeaks.com](http://www.robspeaks.com).





## 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. 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](http://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

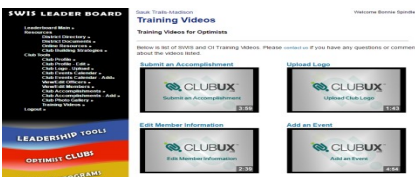
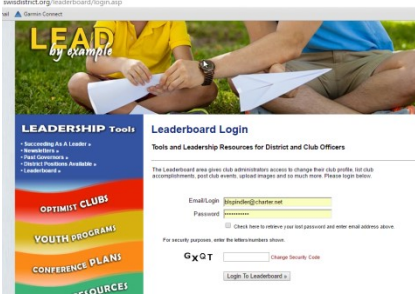
- Submitting Accomplishments
- Updating Logo's
- Editing Member Information
- Adding an Event and Processing

CONTACT:

**BONNIE SPINDLER, SWIS WEBMASTER**

[bspindler@charter.net](mailto:bspindler@charter.net)

608-850-9561 (H)



**SWIS 2017-2018 Zones (copy on [www.swisdistrict.org](http://www.swisdistrict.org) in Optimist Clubs)**

SWIS Zone 1		SWIS Zone 2	
Lt. Governor Rose Schwartz		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
09103	Menomonee Falls		
09200	Waukesha		
09208	West Bend		
09911	Mukwonago		
09037	Milw Young Professionals		
09062	SW Milwaukee Club		
09065	Sussex-Lisbon-Lannon-Butler-SLLB		
SWIS Zone 3		SWIS Zone 4	
Lt. Governor Diane Matuszak		Lt. Governor Maureen Crombie	
09017	Beloit Breakfast	09024	Jefferson
09021	Janesville Wednesday	09172	Stoughton
09022	Janesville Breakfast	09072	Ft. Atkinson
09028	Milton	09134	Oregon
09910	UW-Whitewater (students)	09092	Lake Mills
09915	Janesville Noon	09183	Sun Prairie
09230	UW-Whitewater/Community		
SWIS Zone 5		SWIS Zone 6	
Lt. Governor Jim McDonnell		Lt. Governor Maxine Lane	
09025	Madison Breakfast	09137	Platteville
09050	East Madison, Monona	09935	Platteville Area
09095	Madison Downtown	09934	Fennimore
09125	Madison Northeast	09026	Darlington
09091	McFarland	09925	Brodhead
09019	Cottage Grove	09117	Monroe
09931	Fitchburg	09926	Monroe Tuesday
SWIS Zone 7		SWIS Zone 8	
Lt. Gov. Elizabeth VanNatta		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	Waukegan
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 40<sup>th</sup> annual WILS Seminar in 2017.

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

Information available at: [www.wils.us](http://www.wils.us)

**Samantha Glaser**– Optimist Clubs

**SWIS E-Mail Update Process**

Thanks to ALL Lt. Governor's and Club Officers who helped with the process of updating SWIS Optimist E-mail Addresses. There were over 130 rejects identified in 2017 and after many updates in [www.optimistleaders.org](http://www.optimistleaders.org) by Club Officers that count is down to about 45 rejects. By correcting e-mails, both the Optimist International and the SWIS information will be made available to our SWIS Optimists.

**Bonnie Spindler, SWIS Secretary, SWIS Website, SWIS co-Newsletter Editor**

**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.