



Dream, Inspire, Grow

Governor 2017-2018 Message

Dream, Inspire, Grow...three words I will live by. Dreams lead to inspiration and inspiration lead to growth. If one is not growing intellectually, emotionally and spiritually, you are losing out on opportunities that once gone may never again be presented.

I would like to share a couple thoughts/comments on my year serving as your SWIS District Governor. To start with, thank you to my wife Eileen and sister-in-law Maxine for your encouragement, believing in me and twisting my arm just enough. I had some big shoes to fill, looking at my Governor predecessors and the support I received made my journey memorable. I give special mention to my mentor, Bonnie Spindler, my writer, Maxine Lane and last, but certainly not least, my event coordinator who brought all four conferences together without a hitch, Jo'El Pearlman. If I may use the phrase "The 'Power of One'", as shared by Past Governor and Past OI President, Jim Kondrasuk, these ladies each have their own 'special talent' and I was fortunate to have them on my team.

I did some arm twisting myself at the beginning of my term and I can now publicly say thank you to Duane Borgen, serving as SWIS District Treasurer during my term. Finally, I tip my hat to the volunteers who took on the responsibility of serving as Lt. Governors. The challenge of communicating with club members falls within the responsibilities of Lt. Governors. It calls for visiting clubs within their zones, sharing what is happening within the district, encouraging membership growth, etc., etc., etc.

A Final Thank You to my entire Team! To all Optimist Members, continue serving our youth and our communities to the best of your ability. Remember the words of Jim Kondrasuk, "The Power of One". Someone invited you to attend a meeting, return the favor. New members result in more youth being served. What will your legacy be? Go Forward and continue to Dream, Inspire, Grow.

In Optimism Always

Gary Engelke, 2017-2018 SWIS Governor

FINISH 2017-2018 YEAR STRONG

Closing out 2017-2018...What's Left?

I'm going to introduce this short article with a quote from one of my Optimist Friends, Jim Kondrasuk, "The Power of One."

The Power of One can make a tremendous difference to 35 children, yes, 35, as each member directly impacts 35 children. To those clubs that have successfully increased their membership within the last few weeks, Thank You! You are 'Optimist Strong, Be the Difference'.

We still have a several 'short' weeks to 'Finish Strong' by continuing to build your membership. I look forward to receiving the Club Roster Adjustment (CRA) reports, reflecting the new members being added within the SWIS District.

Also, remember the completion and filing of the 'Club Presidents Pride Report'. Play a part in deciding Optimist International's future by submitting this report! This information is used for prospective grants and sponsorships and helps determine what programs will receive emphasis in the coming years. This report is due to the International office no later than September 30, 2018. This report is also required to be acknowledged as Honor Club and/or Distinguished Club. Remember....September 30, 2018.

I close with Dream...Inspire...Grow! Thank you to everyone for making my year memorable.

In Optimism Always

Gary Engelke, 2017-2018 SWIS Governor

Rebecca Butler Mona 2018-2019 International President



I'm deeply honored and truly thrilled to be teaming with you during our 2018-19 Optimist International Centennial Year! It is so exciting for us to have the opportunity to serve during this unique and important milestone of our 100th anniversary. We have the chance to celebrate our history, while we also convey our enthusiasm for our future. I believe that who we are and what we do as Optimists are needed now more than ever!

Our Centennial Theme is "Bringing Out the Best into the Next Century" – recognizing that this is not only about celebrating our past 100 years of service, but even more importantly, it's about the positive impact our Optimist Clubs continue to have today and going forward. We have 4 simple goals for our year together:

- **Growth:** Expand the impact of Optimist International through growth in members and clubs
- **Engagement / Training:** Strengthen Optimist Clubs and members through effective involvement and leadership development
- **Marketing:** Raise the profile of Optimist International and Optimist Clubs both internally and externally
- **Financial Strength:** Ensure sound financial budget management (expenses and revenue) and reduce reliance on club / member dues to support priorities.

My personal theme for the year is "**Promise Yourself**" – and I hope that resonates with each of us not only with our Optimist Creed, but with the commitment we each make to bring our own personal best to everything we do– to make things better for our clubs, our communities and the young people we serve.

Optimistically, **Rebecca Butler – Mona, International President 2018-2019**

Maureen Crombie, Governor Designate Pre-Planning for 2018-2019

Fall Conference #1: October 12-13, 2018
 Winter Conference #2: February 15-16, 2019
 Spring Conference #3: May 10 – 11, 2019
 Summer Convention #4: August 10 – 11, 2019

Heidel House, Green Lake, WI
 QBE, Sun Prairie, WI
 Kalahari, WI Dells
 Radisson, Milwaukee, WI.



Getting to know Your Governor 2018-19:

One of my passions has always been with Youth and Families. I grew up on a Dairy Farm with four brothers and three sisters. My parents always instilled in us the importance of volunteering and giving back to our community. At a young age, I was already planning events such as Muscular Dystrophy Carnivals and walks. I was fortunate to have adult mentors throughout my life that created the person I am today. It takes a village to raise a child. I continued my work with youth in college by coaching volleyball, basketball and softball teams and actively involved in a college Circle K club. After college I raised my two children as a single parent and continued to be involved in the community. As a single parent, I knew how important it was to have a support system and role models in my childrens' lives.



My first Optimist meeting I attended was amazing. The events and activities centered around youth and combining that with fellowship and the Optimist Creed I knew I needed to be part of this organization. Optimist members truly make an impact and difference in the community. I have been an Optimist since 04/11/2006. As an Optimist, I have served in many capacities in the club and district level. I started out being a board member, Club Secretary (Honor and Distinguished), Club President (Honor and Distinguished), Builder of Excellence, number of committees, District Foundation Representative and Lt. Governor (Distinguished). I currently serve on the Sun Prairie City Council and work at an Apartment Complex for Independent living for Seniors as their Services Coordinator.

I could not do everything I do without the support of my boyfriend Larry. He is my rock and keeps me motivated in bringing out the best in myself. I am also part of an organization that provides a community meal once a week called the Sunshine Supper, Junior Achievement volunteer, Big Brother Big Sister Volunteer and Community Schools volunteer. In my free time I enjoy movies and going to Sporting events.

**Optimistically,
 Maureen Crombie. Governor 2018-2019**

Optimist International Great Plains Vice President, Edie Harris

The guest speaker for the SWIS/WINUM combo 100 Year Centennial will be the Great Plains Region Vice President from Canada, Edie Harris. She has been in various offices at the Clearview Mountain Optimist Club in AMSNW – Canada. She was also the Outstanding Distinguished Governor in 2015-16 and has been in various district leadership roles. We're excited to have Edie Harris train and share with us at our first conference at the Heidel House in Green Lake, Wisconsin on October 12-13.



SWIS District Governor Elect 2018-19

Hellooooo Optimists! What an honor it is to serve all of you in the SWIS District of Optimists International as the Governor Elect this coming year. I have asked myself repeatedly, "How did I get HERE?" This is my story.



In 2005, the head librarian of our public library, Gloria Rosa, who was also my boss asked me to come to an optimist meeting. She was such a sunny person, so I did. When I heard the words "Bringing Out the Best in Kids", I knew this was the club for me. After all, I had made children the focus of my entire life, teaching school and Sunday School, creating and teaching a pre-school for 6 years and being the children's/youth librarian in Brodhead for nearly 14 years. I've also raised 2 beautiful children of my own and am nurturing 5 grandchildren. My husband, Wayne, stands at my side, serving our community as club President as of this moment. I love the projects, the people and most of all the principle of this fine organization. I have chaired many of the committees in the club and have served on the board, later holding the offices of President, Ol Representative, and secretary. Going to conferences helped me to meet wonderful people at the district level. I was asked to be Lt. Governor for zone #6, where I served for 2 years. When I was asked to run for Governor, I was afraid. I didn't think I could handle the responsibility leading the district of such a distinguished organization as Optimists International. But with reassuring friends at the conferences, and promises of plenty of training I decided I could make a difference in the world by embracing this extraordinary organization.

So here I am, your Governor-Elect! Our goals as Optimists are always looking at how we can grow and flourish so we are better able to assist kids in need, offer more to the youth in out communities and encourage the best in everyone. We all dream of how we accomplish these goals and look to the positive results that they bring. My dream for the Optimists is to reach even farther, to actively help the children of this broken world who are hungry, unhealthy, abused or orphaned. It seems impossible, but to Optimists "if you can dream it you can achieve it." I read a book by John Ortberg titled "If You Want to Walk on Water, you have to Get out of the Boat". It made me realize that fear is not an option. You have to try in order to achieve. I invite all members of the SWIS District to get your feet wet; try new projects, exchange ideas with other clubs, research ways to serve needy children, lean on each other for support and have fun doing it!

I look forward, as Governor- Elect, to working with our centennial Governor, Maureen, who's theme is "100 Times of Awesomeness" as she prepares to succeed in everything she does to make our district the best ever!

**Optimistically,
 Christine Dieckhoff, Governor Elect 2018-2019**

SWIS 2018-2019 DISTRICT TEAM

Promise Yourself

SWIS Zone 1 Lt. Governor



Rose Schwartz

rschwartz24@wi.rr.com

414-322-9323
(cell)

SWIS Zone 1 Clubs

Club #	Club Name
09031	Milwaukee Metro
09101	Meq/Thiensville
09110	Milwaukee
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 2 – 3 Lt. Governor



Diane Matuszak

Dmatuszak1@wi.rr.com

262-820-1952
(home)

SWIS Zone 2 Clubs

Club #	Club Name
09190	Racine Tuesday
09086	Kenosha
09145	Racine

SWIS Zone 3 Clubs

09017	Beloit Breakfast
09021	Janesville Wednesday
09022	Janesville Breakfast
09028	Milton
09910	UW-Whitewater (students)
09915	Janesville Noon
09230	UW-Whitewater/Community

SWIS Zone 4 Lt. Governor

As a Lt. Governor for the SWIS District you would visit with clubs in your zone, meeting new optimists and finding out about what they do for the youth in their community. Some of the duties could include: Installing club officer in clubs, based on their request and your schedule; Setting goals with clubs in your zone; Working with Governor to promote organization goals, build camaraderie, and share ideas among club leaders. Attend quarterly SWIS Conference Executive meetings to share about needs for the clubs in the zone. More information available at: [SWIS-Lt-Gov](#)

SWIS Zone 4 Clubs

Club #	Club Name
09024	Jefferson
09172	Stoughton
09072	Ft. Atkinson
09134	Oregon
09092	Lake Mills
09183	Sun Prairie

SWIS Zone 5 Lt. Governor



Jeffery Kuchenbecker

jeffk@meichercpa.com

(608) 770-0755
(cell)

SWIS Zone 5 Clubs

Club #	Club Name
09025	Madison Breakfast
09050	East Madison, Monona
09095	Madison Downtown
09125	Madison Northeast
09091	McFarland
09019	Cottage Grove
09931	Fitchburg

SWIS Zone 6 Lt. Governor



Lori VanNatta

lavannatta@yahoo.com

(608) 214-3993
(home)

SWIS Zone 6 Clubs

Club #	Club Name
09137	Platteville
09935	Platteville Area
09934	Fennimore
09026	Darlington
09925	Brodhead
09117	Monroe
09926	Monroe Tuesday
09066	UW Platteville Student

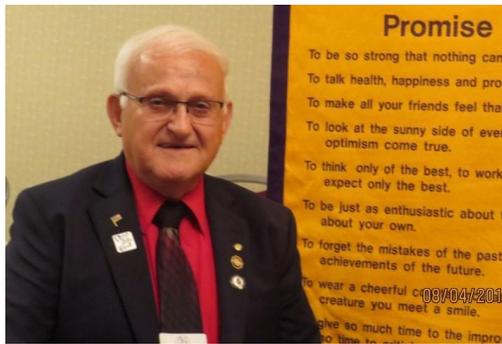
SWIS Zone 7 Lt. Governor

As a Lt. Governor for the SWIS District you would visit with clubs in your zone, meeting new optimists and finding out about what they do for the youth in their community. Some of the duties could include: Installing club officer in clubs, based on their request and your schedule; Setting goals with clubs in your zone; Working with Governor to promote organization goals, build camaraderie, and share ideas among club leaders. Attend quarterly SWIS Conference Executive meetings to share about needs for the clubs in the zone. More information available at: [SWIS-Lt-Gov](#)

SWIS Zone 7 Clubs

Club #	Club Name
09051	Cross Plains
09083	Sauk Trails – Madison
09105	Middleton
09129	Mt. Horeb
09195	Verona
09917	Mazo/Wisconsin Hgts

SWIS Zone 8 Lt. Governor



Fred Dorn

Fdorn46@gmail.com

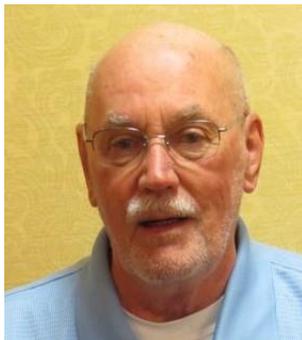
608-849-5290 (H)

608-220-1531 ©

SWIS Zone 8 Clubs

Club #	Club Name
09005	Baraboo
09006	Beaver Dam
09093	Lodi
09139	Portage
09155	Sauk Prairie
09202	Wauwaukee

SWIS Zone 9 Lt. Governor



Don Rudolph

Spelker.ks194@gmail.com

608-783-6082 (h)

SWIS Zone 9 Clubs

Club #	Club Name
09096	LaCrosse BFT
09038	LaCrosse Students

SWIS Website has a listing of All the Zones and Clubs in each Zone in District Optimist Clubs at:

[SWIS-Clubs-in-Zones.](#)



Maureen Crombie
Governor on October 1, 2018



Gary Engelke
Governor 2017-2018



Josh Zaidel
Past Governor 2016-2017



Monica Title
SWIS Secretary 2018-19



Carol Esser
SWIS Treasurer 2018-19



Christine Dieckhoff
Governor Elect 2018-19



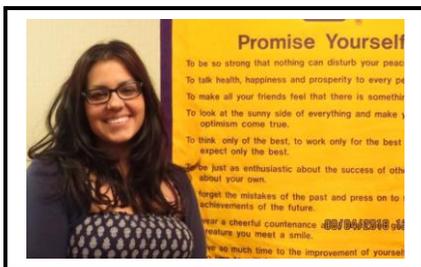
Vern Andren
Leadership Dev. Co-Chair
with Josh Zaidel



Bonnie Spindler
SWIS Website Chair
News Communication



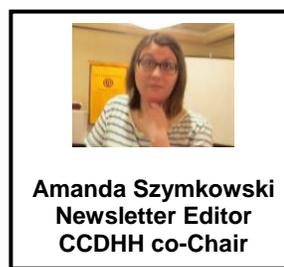
Jeffery Kuchenbecker
Finance Committee with
Josh Zaidel, Vern Andren, &



Amy Soleimani-Mafi,
Tri-Star co-Chair
with Joe Mundwiler



Eileen Engelke
SWIS Foundation
Representative



Amanda Szymkowski
Newsletter Editor
CCDHH co-Chair



Howard Crofoot,
Finance Committee
Past Governor

SWIS Chairs/Co-Chairs 2018-2019

- | | |
|----------------|--|
| Jo'El Pearlman | Conference Chair /Oratorical co-Chair |
| Tom Carls | Optimist International Junior Golf |
| Josh Zaidel | Essay Chair/CCDHH co-Chair/Oratorical co-Chair |
| Carl Trapp | Hospitality Chair |
| Joe Mundwiler | Tri-Star Co-Chair |
| TBD | Membership / Fitness Chair |
| TBD | New Club Building Chair |

SWIS District Team 2018-2019 will be available on the SWIS website after October 1, 2018 in the Resources area at this link:
[District-Officers.](#)

OI International Convention Louisville, Kentucky 2019

The Optimist International Convention will be held in Louisville June 30 – July 3, 2019. The main Convention will be held at Galt House. Don't Miss This Special OI Convention to Honor the Milwaukee Club. More details at: [OI Convention](#).

Gary Engelke, OI Ambassador



The Milwaukee Club will be honored in Louisville as the 9th Centennial Club in Optimist International. Don't Miss This GREAT Event.



2018-2019 SWIS TEAM
(See Newsletter pages 4-6 of ALL Leaders)



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



Year one is history and here I am, having accepted to serve as the Foundation Representative for a second year. It is easy to do something you believe in, and yes, I believe in what the Foundation does for Optimist International, I believe in what the SWIS District does to impact children in a positive way, I believe in what myself and my club members do for our community and our youth in living according to the Optimist Creed. Amen!

I am happy to serve as the Foundation Representative for the upcoming 2018-2019 year and ask that you join with me, your Governor, Maureen Crombie and her administrative team to make the 100th Anniversary of Optimist International and 2018-2019 year for the SWIS District.

What to look forward to from my standpoint and what can we do to support the Foundation? Kick your year off with a challenge to exceed the dollar amount and number of members who gave to the annual Dime-A-Day Campaign. I would think all clubs did something and if not, this is the year to start. Talk with your Board of Directors and introduce this event to your members as something small but so very, very powerful. A mere \$36.50, yes, a dime-a-day, can have a monumental impact for our youth.

Finally, I'm reaching out to all of the clubs within the SWIS District to lend a helping hand with the silent auctions we hold at each of our four quarterly conferences. Years past, this has been the responsibility of the Foundation Representative to make available 10 to 12 items for the silent auction, with all proceeds going to support the Foundation. This year, I'm proposing to divide the clubs per quarterly conference to donate items for the silent auction. This will bring new ideas, share the giving and take the pressure off of just one club and/or individual.

What say, will you join me on both of these fantastic fundraisers for the OI Foundation? We're counting on your support for youth. Have a Great 2018-2019 Optimist Year! **Eileen Engelke**, OI Foundation Representative

SWIS District Oratorical Youth Contest 2018-2019

The SWIS District will once again hold our annual Oratorical Contest, part of the Optimist Oratorical World Championship. Theme is **"Is There a Fine Line Between Optimism and Reality?"** 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, 2018.



Our District Competition will be held on **Saturday, May 12-13, 2019 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 the Oratorical 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,
SWIS website, 2018-2019:

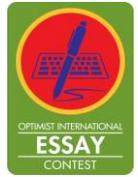
[Oratorical-Optimist-International](#)
[Oratorical-SWIS-Website](#)

Optimistically,
Jo'El Pearlman, Oratorical-co-Chair
Josh Zaidel, Oratorical co-Chair

eventplanner2000@hotmail.com 262-620-1588
joshzaidel@me.com 262-993-2516 (talk or text)

SWIS District Essay Youth Contest 2018-2019

The SWIS District will hold an Essay contest again this year. This year's theme is **"When All the World's Problems are Solved, is Optimism Still Necessary?"**



Keep on the lookout for more information to come to your club. If you want to make sure you get it please contact me.. More general information is available at either the Optimist International or the SWIS Southern Wisconsin website.

Optimist International website: [Essay-Optimist-International.](http://www.Optimist-International.com)
 SWIS website 2018-2019 Year: [Essay-SWIS-Website.](http://www.Essay-SWIS-Website.com)

Contest is open to students under the age of 18 as of Oct. 1, 2018. The deadline for Clubs to submit their winning essay to the District Chair is **February 28, 2019**. Awards given at May 13 2019 conference.

Optimistically, **Josh Zaidel , Essay Chair** joshzaidel@me.com 262-993-2516 (talk or text)

SWIS District Tri-Star Basketball Youth Contest 2018-2019

Greetings to all SWIS District Optimists!



We are all wrapping up another year filled with projects, activities, and fund raisers. We will soon turn our attention to a new Optimist year and We hope many of you will include Tri Star Sports in your 2018/2019 club plans. We in the SWIS District are ready to support your efforts.

We have reserved Saturday, April 13, 2019 as the date for our SWIS District Tri Star Basketball event. We have listened to you who expressed a desire to hold the District event a little earlier so we moved to a date before Easter.

We plan to hold expenses down and we are pleased to report that the participation fee will not change. It has been \$15 since the District formed in 1993 and we think all will acknowledge that 25 years at the same price is remarkable. We give you this commitment now so you can work the costs into your budget and plans for the upcoming year.

As always we will provide updates and planning materials well in advance of the season and again as always we are available to assist you and answer questions at any time.

Congratulations again on an outstanding year of service to your communities and we sincerely hope 2019 will be even better.

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

SWIS District Communication Contest for Deaf Hard of Hearing – CCDHH Youth Contest 2019

TOPIC: "Is There a Fine Line Between Optimism and Reality"
 WHO: Students with hearing loss of 40 decibel's or more.
 WHEN: All Club-level contests are held by late March. (Award given May 13th conference)



Optimist International website: [CCDHH-Optimist-International.](http://www.CCDHH-Optimist-International.com)
 SWIS website, 2018-2019 Year: [CCDHH-SWIS-Website.](http://www.CCDHH-SWIS-Website.com)

Josh Zaidel, co-CCDHH Chair joshzaidel@me.com 262-993-2516 (talk or text)
Amanda, Szymkowski, co-Chair amanda.szymkowski@gmail.com 414-202-4116

SWIS Junior Optimist International - JOI

There are currently 14 active JOI Clubs in SWIS District in various Zones. The individual clubs are working together in planning a JOI Conference for the spring of 2019. Following are those clubs.

- | | | |
|---------|---|---------------------------------------|
| 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 HS 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 |
| | Platteville Middle School Junior Optimist Club. | |
| Zone 7: | Spartan Youth Service Team-JOI Club - Madison | |



CLUB HIGHLIGHTS

MEQUON-THIENSVILLE, M-T SUMMER EVENTS

Thanks to the Mequon's *North Shore Bank* who gave the M-T Optimist Club **\$250** to help cover the start-up costs of the grille-out. The Optimists chose the menu of hot dogs, chips, soda, and water and were able to keep all funds raised!

It was a windy and crisp first day of June, but the crowds finally arrived and helped raise about \$580 "for the kids" in our community!

We were only able to make that much due to some larger donations. (See pictures>>)



M-T President Michael Franks & Tom Frank



Volunteer, Tom Daub and M-T Optimist Kay Freyer, supported



M-T Peter Olsen & Mike Farina welcomed visitors!



Wisconsin Heights Optimist Club of Mazomanie and Black Earth

The Wisconsin Heights Optimists Club received a \$500 Club Grant from the Optimists International Foundation for their project "Kids Snack Bags" for the Christians in Action Food Pantry in Mazomanie. Club member Joanne Ganske accepted the grant at the recently completed Optimists International convention in Ottawa Canada. Shown in the photo above is Joanne Ganske presenting the check to WH Optimist Club treasurer and Christians in Action Food Pantry president Barb Blattner. The snack bags provide healthy snacks monthly for children of food pantry patrons.

Optimist International Foundation supported by Optimists and Optimists Clubs from all over the world annually provide over \$775,000 in scholarships and grants. Their mission is to provide funds for youth and service programs of Optimists Clubs throughout the world. The Wisconsin Heights Optimists received one of 21 Club Grants given in 2018.

The Wisconsin Heights Optimist Club



On July 31, 2018 **Jim Heyer, Bill Nimke, Michael Franks and Paul Oehler**, members of M-T Optimist Club presented **\$3,000** to Village of Thiensville for **park benches**.



Thank you to all that participated in the 2018 "Safety Town" this year! **Thiensville PD** and **Mequon PD** are very fortunate to have all of you attend and learn about safety!

Spartan Youth Service Team - JOI

Once again, the Spartan Youth Service JOI Team Officers & Board of Directors and their STOC – Sauk Trails-Madison Club Advisers got together for a 2-day retreat in Madison. They got to know new Board members, review guidelines, have fun, agree on communication strategies, pick committee chairs and plan for new school year including setting club goals, (around number of projects, service hours, member needs) and setting a service project for September.



By the end of the Retreat, all goals have been met including: Setting the 2018/19 calendar, agreeing on club goals, deciding on member recruitment strategies, listing service projects for first meeting when school starts.

After meeting until 9pm the night before, at 12:30 on Tuesday, the club stands to say the Optimist Creed and agree that this year is going to be a Fabulous Year for SYS. Many thanks to the Sauk Trails-Madison Optimist Club support for this yearly event and during the year.

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.

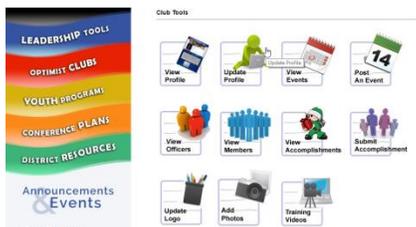
Club Building Strategies:

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)

Menomonee Falls Optimist Club 3rd of July Parade

The Optimist Club of Menomonee Falls has been organizing and sponsoring the 3rd of July Parade in Menomonee Falls since 1980. They have taken a small village parade and turned it into a main event for the Menomonee Falls area over the 4th of July celebration. It is a night parade starting at 7:00, lasting 2 hours and leads the people to the evening fireworks run by the Village. People are lining up with their family and friends far earlier. Having over 100 units, 100 volunteers, a \$20,000 budget and estimated attendance of over 25,000 people. The event starts months before the 3rd with the planning of the units, lining up the volunteers, coordination with the village police department, fundraising and making popcorn and cotton candy.

The event is so popular that the day before, a structured "land grab" is coordinated with the police department to shut down a major roadway for a half hour for people to section off areas in the medium along route to save a spot for their groups to congregate the next day. Days before the "land grab", people are placing vehicles and tents at other vantage points. The club sells Popcorn and Cotton Candy the day of the parade, which is made that day and the day before to help defray the cost of the parade. We also have a "bucket brigade" walking the parade for donations. The money raised during the parade isn't enough to pay for all the groups participating, but does help along with other fund raising during the year and money given from the Village of Menomonee Falls.

It isn't an easy task, but worth it to the kids and community. The units are broken down in a 3 categories; Civic Groups, Advertisers and Paid Performers. The parade included military organizations, honorees, politicians, marching bands, clowns, floats, cars, motor cycles, school groups, church groups and many children. It is truly a site to see. So many kids of all ages having fun. More events in the Fall and Holidays.

Fund Craz Sweepstakes 2018



It looks like we will be able to end up the same as last year once again if all the tickets that are out there will be sold. The deadline for getting everything back is August 31st. Looking forward to having another great year in sales.

As we wind down the last two weeks of the selling season, we want to thank all participating clubs that sold sweepstakes tickets for your timely delivery of sold stubs and money. Things are really heating up now, and the season is just around the corner. Keep prodding your club ticket sellers and good luck the rest of the way. Maggie and I are proud of all of you for a job well done.

Fred And Maggie Dorn, Sweepstakes Coordinators

Thanks to Fred and Maggie Dorn for all their efforts in coordinating the very successful program which is a fundraiser for many clubs. The SWIS Website has been set-up for your viewing of winners in 2018.



Thanks to SWIS District Optimists for being such gracious hosts as Wisconsin Leadership Seminars (WLS) presented at the quarterly conference in May! We enjoyed the opportunity to share the experiences of students who have attended WLS in recent years and were impressed with young speakers describing the "roots of their optimism".



WLS's mission is to identify outstanding high school sophomores throughout Wisconsin and Upper Michigan for being responsible citizens in their community and/or school and provide them with the opportunity and encouragement to recognize their leadership potential. WLS is 100% free of charge to students and their schools, so deserving student leaders have the opportunity to attend WLS regardless of their socioeconomic status. We center our activities around four pillars: *Responsibility, Service, Inclusiveness, and Decision-Making*. The 2018 leadership seminar was held June 8th-10th, 2018, once again at the University of Wisconsin-Whitewater. Thanks to the SWIS District Optimists for sponsoring students to attend the 41st annual WLS Seminar in 2018.

Like the Optimists, WLS is a 100% volunteer-based organization, so we rely entirely on the engagement and support of our volunteers and community partners to keep the seminar running each year. We are in the process of finalizing our student recruitment and program agenda for the 2019 Wisconsin Leadership Seminar. You should have or will soon be receiving an email and/or a letter providing more information about how you can support these students. Finally, if you are interested in joining us in person as a volunteer service trip chaperone at future WLS seminars, please reach out to Samantha at optimists@wils.us and she will pass your information on to the right people!

Thank you again for all of your support in the past, and we hope you will sponsor a student for our upcoming 2019 seminar

Samantha Glaser, WLS Board of Directors – Optimist Clubs Fundraising Lead

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.

