



# SWIS District Newsletter 2021 – 2022



*To inspire youth of Southern Wisconsin to be the force of positive change now and in the future.*

## Table of Contents

Message from the SWIS District Governor	02
Message from OI President Patsy Gardner	03
SWIS District Conference Details 2021-2022	04
SWIS District Club Stories	05-10
SWIS District Club Sponsorship – Belize & Algeria	11
SWIS District CCDHH Competition	12
SWIS District Essay Competition	12
SWIS District Tri-Star Competition	13
SWIS District Oratorical Competition	13
Optimist International President Incentives	14
2022 Optimist International Convention – Reno, NV	15
Optimist International Foundation Message	16
What Could Go Right? A Message from John Fons	17
SWIS District Website	18
Optimist Creed	18
2021-2022 SWIS District Governor’s Team	19-20
2021-2022 SWIS District Lieutenant Governors	21
Writers, Readers, Photographers - Oh My!	22

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## John Fons, Governor SWIS District

Did you have a good Christmas?  
I certainly hope so.

Of course, the New Year is a little more difficult to pull off. After all, the Big Day is only One Day and Happy New Year involves a whole 365 so the effort is considerably more involved,

but we can do it. We're Optimists.

I got off to a good start this morning, shoveling a little snow that fell overnight. I went out with my coffee to view the dawn and saw a couple neighbors walking by. Some with dogs. Some without.

My next door neighbor said hello as he cleared his walk and informed me he and his wife are expecting their third child this summer. That alone should put a positive outlook on the year. Plus there's a baby due in my own family any day. Our cell phones are placed by the bedside with care, in the hopes the New Baby soon will be here.

It's that special time between Christmas wrapping paper going out to the recycling bin (hopefully with no gift cards) and champagne at midnight on New Year's Eve. It lends itself to plans and dreams and resolutions that must be made, just to see how close we can come to the bull's eye.

We've had a good year thus far in the SWIS District. I've written dozens and dozens of notes to new members, thanking them for their Optimism in joining various local clubs and I have a beautifully printed proclamation from OI President Patsy Garner to the Janesville-Noon club in recognition of their 25 years of dedicated service.

I intend to travel to Janesville to make that presentation in the New Year.

I also have a large envelope filled with recognition pins and certificates to individuals throughout the District which will pleasantly require trips or correspondence with many clubs to be sure these dedicated Optimist members receive their well-earned recognition.

Our New Optimist Year began October 1st and I am delighted to report the success of our 1st Quarter Conference in DeForest on November 5-6. [Photos here.](#) Maybe the enthusiasm came in part from the long-awaited return to in person meetings after a year and a half of pandemic restrictions, but I would prefer to believe we found plenty of reason to be together as Optimists because we always 'think only of the best, work only for the best and expect only the best'.

Did you think Christmas and New Years are just between you and the kids, aunts and uncles and teenagers who call you Grandma or Grandpa? Better look again. There's a whole world out there waiting for your Optimism. We need one another as members of an honorable and determined publicly minded organization with children at the top of our mission. None of us can do it alone and if we don't meet to confer and compare and challenge one another as Optimists, we're facing a road we've only made more difficult in accomplishing our goals.

Give it a try.

Promise yourself to attend a District Conference in 2022. Make it a Resolution. Call it a Best Intention. Prove It to Yourself.

## A MESSAGE FROM THE PRESIDENT



Happy New Year, Optimists! As we approach this new year 2022, I think of a message in a song from the Broadway musical Annie: "The sun will come out tomorrow, bet your bottom dollar on tomorrow... Tomorrow is only a day away!" However grim or dark today may seem

For some, tomorrow can bring change. Tomorrow is always a new day, and we all have a chance at a new beginning.

I want to take you back 100 years. On June 29, 1922 – Optimist International President Cyrus Crane Willmore of St. Louis gaveled the fourth International Convention to order in Kansas City, Missouri. During that time, Optimists would discover a purpose, a mission, and a creed to guide the future of our Organization. At that convention, Optimists adopted a poem entitled "Promise Yourself" by Christian D. Larson as the official creed of the Optimist Club.

According to President Willmore, "The true Optimist can see beyond the shores of an old ocean, and in his vision can see the needs of the entire world. In fact, the entire world is hungry for the help of the Optimists... The larger our field of cultivation, the greater our harvest will be. If we look upon our International relations with naught but self-interest, we cannot fully realize the right results. We have a name above all names in service clubs. It is not difficult to sell Optimism to the up-to-date progressive man who is born with at least a spark of Optimism that needs to be fanned into a flame by our work." This second quarter of our optimist year will be a busy one and provides numerous opportunities to promote & cultivate Optimism:

- Optimist Day: February 3, 2022
- Club Essay Scholarship Contests: Topic - "How Does an Optimistic Mindset Change My Tomorrow?"
- Club Oratorical Scholarship Contests: Topic - "Staying Optimistic in Challenging Times"
- Club Kids Speak out Contest: Topic - "Optimism-A way of life."
- Optimism – Promise Yourself Video Contests: Highlighting tenants of the Optimists Creed.

Divisions: Youth, Members, Clubs – Cash prizes \$250

Deadline for submission (communications@optimist.org) March 15, 2022

Winners to be announced on March 30, 2022

Musical Happiness Event: March 20, 2022

The Spring Magazine will have recognition and celebration of centurion Optimist Members. Please send pictures and contact information directly to me (patsy.garner@gmail.com) by March 1, 2022, and I will reach out to them personally with specifics.

This New Year is our tomorrow. Time to re-focus and to go the One Degree More in all you do. To all Optimist Members across our globe, Ken and I wish you all a BRIGHT 2022 Year ahead, and we THANK YOU for BEING AN OPTIMIST!

# SWIS District Conferences 2021-2022



Guest Speaker:  
Rebecca Butler-Mona  
Past President  
Optimist International

Comfort Inn & Suites  
DeForest, WI 53532

Reserve your hotel room  
by January 31st!

SWIS District



## 2nd Quarter Conference

Friday, February 18th 2022

Saturday, February 19th 2022

Register <https://swisdistrict.org/conferences/default.asp>

Our 2nd Quarter Conference will be held again in DeForest on February 18-19. Our theme will be **The JOI of Optimism**. Rebecca Butler Mona, Past International President, and her husband Mike will lead discussion and/or workshops during the conference related to JOI Clubs in addition to her keynote address. We will also incorporate a pre-recorded message from JOI President Maya Gluck. Megan Larrabee of Lake Mills will present on SWIS District JOI clubs.

Special entertainment during lunch will be the illustrious WaunaStrummers Ukulele Players from Waunakee. We are planning to have JOI members from across the District attend not as spectators, but active participants.

**Planning ahead:** All four quarterly conferences will be conducted at the Comfort Inn & Suites/North Star Conference Center in DeForest (608-846-9100). The location is central to the district for maximum convenience in travel for all SWIS District Optimists. The Comfort Inn & Suites staff is attentive to our needs and gratefully the event came in significantly under budget for the 1st Quarter.

**3rd Quarter Conference:** Special Guest May 14 will be Craig Culver, Mister Butter Burger himself, who has graciously consented to present scholarship awards to our Oratorical Contest winners at the General Session.

SWIS District Conferences are in the life of our individual clubs, zones and the SWIS District itself. Rather than think of all the reasons why it might be best not to attend, we need to affirm all the reasons why it's essential we should. Our SWIS District Conferences are Reunions. They are Celebrations. They are Mixers and quite honestly, they are Family.

### Save the Dates:

2<sup>nd</sup> Quarter Conference: February 18-19

3<sup>rd</sup> Quarter Conference: May 13-14

4<sup>th</sup> Quarter Conference: August 12-13

## Sauk Trails Optimist Club

### STOC December Newsletter

Happy holidays and new year wishes from Optimist members in the Sauk Trails Optimist Club (STOC) who shared their best memories and their hopes for the future. These stories were initially shared in their STOC December newsletter.

**Bonnie and Gene Spindler:** The 2021 pandemic has made us more creative in our interactions with each other. We've enjoyed each other online, and also at distances, with friend and family get-togethers. The excitement of this season is currently stretching into 2022. As Optimists, we have the creed to continue to remind each of us to "Promise Ourselves...to be so strong that nothing can disturb our peace of mind" and that life is precious now and in the future.

As we continue to "talk health, happiness and prosperity to everyone we meet" and "make our friends feel there is something in them", we can make our own personal optimism come true. Expecting only the best of ourselves and "being just as enthusiastic about the success of others as we are about our own" will help us with our own personal life challenges.

Each of us has many memories of the past and hopes for the future. Our hope for the immediate future is to be able to handle life challenges. None of us know what life has in store, but we have continued day by day with hope for our future and continued support.

**Jane Meyers:** We all grew up with Lifesavers candy. Remember them? They're still sold in the same roll of 14 round fruit flavored candies with a hole in the center – like a lifesaver on a boat. Years ago, in a popular magazine, there was a small column in every issue titled "Lifesavers." It was a list of fourteen things that offered something to make you smile – a quote, a short poem, a joke – all sorts of small, ordinary offerings. I loved it.

As an Optimist, I am going to challenge myself – and you – to find 14 common, ordinary things each week to smile about. To take joy from. Not the big things – the little things. Like a beautiful sunset, a full moon, geese flying overhead, a hot shower, a cup of cocoa, a cat purring, a child's laughter. You get the idea.

Fourteen. Every week. That's 2 per day. I'm going to write them down and at the end of a year, I can look back at my list and see that there were 728 things that made me smile – that gave me a little bit of sweet joy – just like a lifesaver. And don't forget, they were made to share.

**Rick Thomas:** My hope for the future is that we "Respect only the Best" in each person that we meet. Instead of basing our opinion of people on the worst thing they have done, we should instead base it on the best thing that they have done. So many people do so many great things and we should celebrate them.

The more we celebrate the good in people, the more good there will be in people. Optimism is contagious and it is our job to pass it on to everybody we meet.

## **Brodhead Optimist Club**

Nancy Sutherland

The first week of December, the Brodhead Optimist Club delivered 66 student dictionaries to three classrooms of third graders at the Albrecht Elementary School. Each dictionary has the students name printed in the book and it is theirs to keep for life. The neighboring town of Juda, WI. has 16 third grade students and they were also presented with their very own dictionary to keep forever. Now, the schools have a few weeks of learning how to use the dictionary! The Brodhead Optimist Club has been doing this project for many years and it is great to see the reaction of the students.

For the City Christmas Fire & Ice Festival, Optimists baked over 500 cutout cookies, decorated them, bagged two cookies each, and handed them out to children 12 years and under. The count was 280 bags received. We've done this for several years. The program has been adjusted slightly due to the pandemic. Hopefully, kids will be able to decorate a couple of cookies to take with them in years to come!

On December 14, The Brodhead Optimist Club presented two \$2,000 checks for childhood cancer. One check was for UW-Wisconsin American Children's Hospital and the second check was presented to Badger Childhood Cancer Network, Madison WI. The \$4,000 was fundraised during our annual Pig Roast held in July at the Veterans City Park.

The Broadhead Optimist Club sponsored a Mitten Tree Project for Brodhead Children who need Christmas presents. There were 92 presents purchased and wrapped bought by the generous citizens of Brodhead. On December 18<sup>th</sup>, we parents of families in need picked up these presents. We hope all have a very Merry Christmas.

## **Madison Optimist Club**

Vern Andren

On December 6, the Madison Optimist Club was joined by guest speaker Terry Whitfield, a program officer at The Skillman Foundation where he leads its [Afterschool](#) program. Prior to this role, he served as a youth development worker and community organizer for 10 years for organizations such as Southwest Counseling Solutions and Alternatives for Girls.



Terry is the President of the Metro Riverfront Optimist Club, and a board member of 100 Black Men of Greater Detroit, a group working to improve the quality of life in the African American community through their collective resources, abilities, and experiences. Terry was born and raised in Detroit, MI. He earned a master's degree in youth development from Michigan State University. He enjoys cooking, golfing with his father, watching movies with his wife, and volunteering with his parents to feed the homeless population in Detroit.

**Optimist Club of Milwaukee**

Club President: Barb Brinkmann

Yes, it's the Omicron Covid time of the year. For the second year in a row, the Kosciusko Community Center's Breakfast with Santa was canceled. And we were unable to bring Santa to Escuela Vieau like we did last year. But neither of these barriers stopped us from bringing holiday cheer to youth in Milwaukee. We worked with the Social Worker at Escuela Vieau to find out what items would be needed to keep their students safe and warm for the winter. They suggested warm jackets, leggings, and waterproof mittens and hats. With this request, two of our newest members stepped up to the plate. On behalf of the club, Melissa Brun purchased twelve Puffer Jackets and four sets of hats and gloves, and Jan Schram purchased 10 pairs of leggings. 70% of the students who attend Escuela Vieau are underprivileged. Pictured are Optimist members, the Social Worker, Student Counselor, and students.



Through our partnership with Escuela Vieau, the Optimist Club of Milwaukee is participating in the Optimist International Youth of the Month program. We awarded 3 students LilElla, Isaac, and Sydnee for September and October.

Photos include the 3 student winners, club president Barb Brinkmann, member and Student Counselor Elisha Wolfe, member Jan Schram, and School Principal Mr. Radmanovic.





The Metro Milwaukee Optimist Club completed their second book club. The autumn series was “On Fire: The 7 Choices to Ignite a Radically Inspired Life” by John O’Leary. Those in person met at the Wauwatosa Public Library and others joined via Zoom. This book club has been regional with an Optimist member from St. Louis joining. Now, we made it international! Both Liz from St. Louis and Tracy from London, Ontario were present (in-person) for this final session. We were also joined by a personalized video message from Mr. John O’Leary himself! He interwove his own experiences with the Optimist Creed! It was truly inspirational! All in all, this book club has been incredibly successful, and members and non-members alike look forward to these monthly chats!

The winter selection is “Year of Yes: How to Dance it Out, Stand in the Sun and Be your own Person” by Shonda Rhimes. Our discussion schedule is December 9<sup>th</sup>, January 13<sup>th</sup>, and February 10<sup>th</sup>. Our final in-person session will include "Blind Date with a Book," an activity where we wrap a book that we already own, decorate in way that others know what type of read it is (mystery, romance, etc), and then we'll take turns selecting. It'll be the perfect way to celebrate the Valentine's Day holiday.

Josh, Amanda, Amy, and Kamal of the Metro Milwaukee Optimist Club spread holiday cheer and collected donations for the Midwest Athletes Against Childhood Cancer (MACC) fund at Candy Cane Lane on Thursday, December 16, 2021. Special shout out to Jo'el for arranging this winter wonderland opportunity and to Amy for capturing these memories. Candy Cane Lane was lit from November 26<sup>th</sup> to December 26<sup>th</sup>. Donations were not required for entry – but were very much appreciated. Candy Cane Lane raised a total of **\$158,273.35** for the MACC fund!





## Optimist Club of McFarland

Club President: Penny Simmons

Optimist Club of McFarland members have been busy this winter! As Santa and/or his elves, members ran a Santa Hotline on December 12<sup>th</sup> where they, as Santa or his elves, spread some magical cheer by making personalized phone calls to youth (pictured). This event raised \$300 for the Weekend Snack Sack, a program currently serving weekend meals to 60 students (K-8) and their families. They also kicked off their major fundraising project: UW-Women's Hockey Concessions. At least six Optimists, friends, and/or relatives will sell concessions at each game throughout the hockey season.



The Club honored McFarland High School Seniors of the Month Snow Maly in October and Sarah Kopp in November. Snow's nomination cited: "She completed the course to become a CNA and is now working in that field. She is an excellent example of a student who has set goals and utilized the people and resources around her to achieve them. She has advocated for herself and sought out educational opportunities that will help her be successful in her chosen career. It's been a pleasure to watch her grow as a student and person over these past few years, and we're excited to see what she achieves in the future!" Sarah's nomination included: "Sarah is a positive leader in both the classroom and the tennis court. She served as captain of the girls tennis team this fall and made a strong point of welcoming and including new team members...Sarah was always a beacon of positive energy. She also put a great amount of energy into classwork and always encouraged classmates to discuss and share..."



The Optimist Club of McFarland has also had a successful recruitment season, welcoming five new members! Sending out a warm welcome to Arlene Bast, Lane Bley, Becky Cohen, GERALYN Hurley and Kurt Wambaugh!



The Wednesday Club, along with the Tuesday club, finished our last Movies in the Park in July. The city provided the movies and snacks; we made sure the park was in good shape and provided barrel train rides for the kids. In October, the Wednesday club provided train rides (in the dark!) in conjunction with the city-sponsored Enchanted Forest. The kids love the train; they would have kept riding until midnight if we had let them! We completed a landscaping project around one of the signs in the park in October. Now that COVID restrictions are lifting somewhat in the schools, we are again helping Jackson School once a month with their popcorn sale fundraiser.

In December, we bagged over 1,000 baggies full of popcorn! We also adopted a couple of the school families over the holidays and shopped to help make their holidays a little brighter. We ended the year with our Christmas gathering. We are always looking for successful fund raisers. For a number of reasons, we no longer put up our cheese curd tent at the county fair, and our hours got cut back for working at the Jets' hockey games, but we did continue selling cheese curds at the Threshere with some success. For the first time, we held a Scoopie night at one of the local Culver's; we were happy with the outcome and will probably do it again.

We hosted the 18<sup>th</sup> Annual Optimist Classic Girls Basketball Tournament over the Christmas holidays. Congratulations to Janesville Craig High School who won the event. They are featured holding their trophy and medals.

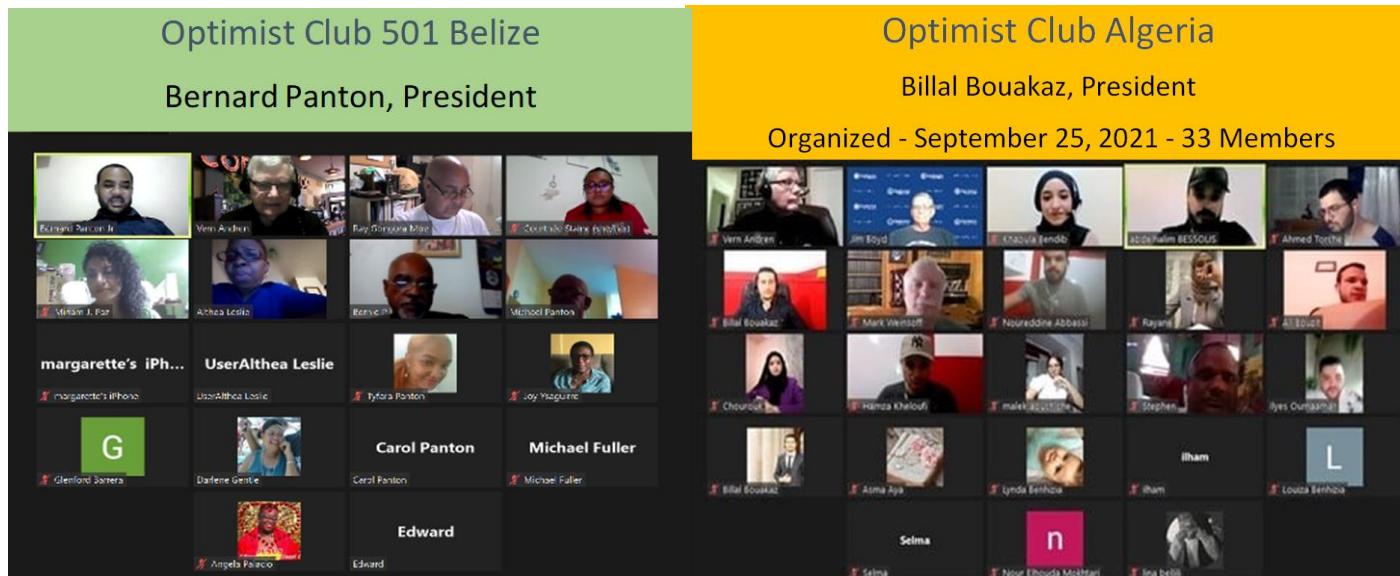




If you don't know Vern Andren by name, I'm sure you'll recognize him as "the man with the camera", snapping photos at SWIS District events and conferences. What you may not know, is he is heavily involved at the international level, most recently helping to sponsor clubs in Belize and Algeria. He even sponsored the 2020-2021 Optimist Club of Belize Club President Stephen Whyte (pictured left) to attend the Atlanta Convention and hosted him in Madison, WI.

Optimist Club of Algeria Club President Billal BOUAKAZ said: "Looking forward to seeing you all today at 08pm Algeria time to launch our club in the presence of guests, president and

board of directors. This club will be a great learning experience for all of us; bringing us closer to our international community too learn, share and celebrate differences in an intercultural adventure that will broaden out horizons to be effective professionals as well as better humans. The only challenge that exists in our own experience is the challenge between everyone of us and himself, setting the goal and making the promise that I will listen and learn, ask and clarify, grow and not judge. I believe every member of us has a lot to offer to our club; let's believe in each other's ideas and work together to make them reality and celebrate each other's success. I believe in you and am looking forward to hearing all your ideas, wonders and hopes in the year coming ahead."





## Communication Contest for the Deaf and Hard of Hearing

Chair: Maxine Lane

Contact: (608) 778-7786

[msmacy105@yahoo.com](mailto:msmacy105@yahoo.com)

Topic: “Staying Optimistic in Challenging Times”

I am excited to be the Chairperson for our 21-22 Communication Contest for Deaf and Hard of Hearing (CCDHH). As with any important event, it takes more than one person to be successful. So we need you!

Annually we have great participation in our Oratorical and Essay Contests. This year, I am hopeful we can have similar success with our CCDHH Contest. We just need a little help from you and your clubs!

To have a contest at any level, we need three contestants. I’m excited to announce that this year we will award **two** scholarships at the District level! We will split the \$2,500 allotment from the Optimist International Foundation, and award first place \$1,500 and second place \$1,000.

If you’d like more information on hosting your club contest, visit [www.swisdistrict.org](http://www.swisdistrict.org). Click on Youth Programs, scroll down to District Programs, then scroll down to CCDHH. You can also reach out to me at any time!

Thank you all in advance for bringing this wonderful opportunity to your communities!

## Essay Contest

Chairs: Diana and Paul Johnson

Contact: [paultheronj@gmail.com](mailto:paultheronj@gmail.com)

(608) 334-3577

Topic: “How Does an Optimistic Mindset Change My Tomorrow?”



The time is now! The New Year is here and the deadline for the Optimist International Essay Contest is right around the corner. Contest details can be found at [swisdistrict.org](http://swisdistrict.org) under Youth Programs and at [optimist.org](http://optimist.org). Please note: The SWIS District website was recently updated with the 2021-2022 application and contest guide. Please be sure contestants are preparing essays with the topic of “How Does an Optimistic Mindset Change My Tomorrow?”.

Contestants under the age of 19 (as of October 1, 2021) and who have not yet graduated from high school should submit their 700–800-word essays (3 to 4 double-spaced, typed pages) to their local optimist club.

Club Chairs can mail (Diana and Paul Johnson, 5418 Old Middleton Road, #205, Madison, WI 53705) or email ([paultheronj@gmail.com](mailto:paultheronj@gmail.com)) their contest winners’ essays by February 28, 2022. Winners of the club contest will then be submitted to the SWIS District competition for a chance to win a \$2,500 scholarship courtesy of the Optimist International Foundation. SWIS District winners are due to Optimist International by April 2022.



## Tri-Star Basketball

Chair: Maureen Crombie

Pass, Dribble and Shoot! It is not too late to plan your club's Tri-Star Basketball event. Now, more than ever we need to provide opportunities for our youth. The Sun Prairie Optimist club is excited to plan the District Tri-Star Basketball competition for the 2021-22 Optimist year which will be on **Saturday, April 30, 2022** at **Prairie View Middle School** in **Sun Prairie**.

Tri-Star Basketball is for boys and girls between the ages of 6 and 13. The competition can begin in January through April when Optimist Clubs sponsor local contests. Kids compete against others in their own age and gender group in 3 skills: dribbling, shooting and passing. Clubs determine the awards that are given to the winners of each group. The first-place winners of each age group go to the SWIS District competition.

If you have not secured a date or location for your event, NOW is the time to start. Looking for a new project? This would be a perfect project for your club. Materials were sent out earlier this year and were given out at Governor John's 1st quarter conference.

The SWIS District has a strong tradition of supporting local clubs who put on local Tri-Star contests. Before COVID, our annual SWIS district Tri-Star basketball competition was the largest district gathering of kids.

Governor John's theme is to PROVE IT! Let's go out there and prove that we can have a successful club and District event! More than ever, the kids need us to provide opportunities!

If I can ever be of service or answer questions for you, feel free to reach out to me at 608-576-5819 or email me at [crombie0112@gmail.com](mailto:crombie0112@gmail.com).



## SWIS District Oratorical Contest

Chair: Jo'el Pearlman

By hosting an Oratorical contest in your community, your club provides kids the opportunity to discover their optimism, find their voice, and express their views on this year's Optimist International oratorical topic "**Staying Optimistic In Challenging Times.**" They'll present their memorized speech (no less than 4 minutes & no more than 5 minutes) while gaining confidence and competing for their chance to win and advance to zone, district, regional, and international levels. The District Oratorical Team is here to help! Contact us anytime: (414) 378-8878 and/or [JpOptimist23@gmail.com](mailto:JpOptimist23@gmail.com).

### Competition Timeline:

**Club:** Should be held in March or, at the very latest, the first week in April. 1st & 2nd place winners will advance to the Zone competition. The 3rd place winner will advance if either the 1st or 2nd place winner is unable to attend. All contestants should receive a club participation certificate, and the 1st, 2nd and 3rd place winners should be awarded with [Optimist International Oratorical medals](#).

**Zone:** Lt Governors will plan the dates, times, and locations for Zone competitions. These will be held in the 2nd or 3rd week of April. The 1st & 2nd place Zone winners will advance to compete at the SWIS District Scholarship Level Contest.

**SWIS District:** Will be held during our 3rd Quarter District Conference on May 14th. Scholarships will be awarded to 1st, 2nd, and 3rd place (\$2,500, \$1,500, \$1,000) winners. All students will be awarded a District Competition participation certificate. The 1st place winner will advance to the regional competition for the Great Plains in St. Louis.

**Regional & World:** Will take place July 20-22, 2022 in St. Louis. The 1<sup>st</sup> place scholarship winner of the Great Plains Region (\$5,000) advances to the World Championship competition that same weekend. 1st, 2nd, and 3rd place (\$15,000, \$10,000, \$5,000) winners will be awarded scholarships.



MEMBERSHIP GOAL: Net membership: +212  
CLUB EXPANSION GOAL: Charter 100 New Clubs  
JOI CLUB GOAL: Net membership: +212;  
JOI Districts: +12

## **MEMBERS AWARD: (Gift Card)**

- Sponsor: +2 NEW members
- OIF/CCOF: Unrestricted donation – minimum \$43/year

## **CLUB AWARD: Pop-up Tent**

- Membership: +2.12% NET club above Honor  
Ex:  $(15+3)+2.12\%=18.38$   
Ex:  $(60+3)+2.12\%= 64.33$
- OIF/CCOF: \$212 unrestricted donation
- JOI: Charter ONE new JOI club w/ 12 members
- Projects: 1 NEW project within your community  
(Reported on annual Club Pride report)

## **DISTRICT AWARD: (Governor receives: Black OI Jackets; Sec/Treas receives: Autographed 212 Book)**

- Membership: +2.1% NET over the required +3 for Honor?  
•  $(1000+3)+2.12\%= 1024.26$
- Charter 3.6 New clubs within your District (Excluding JOI)
- All clubs current on District and OI Dues (all financials paid by 9-30-22)
- BONUS: Form a new JOI District
- OIF/CCOF: +2.12% NET club above Honor  
 $(\$7500+2.12\% = \$7659U)$

## **LT. GOVERNOR AWARD: (212 Lt Governor Pen)**

- President/Secretary/Treasurer completes training on the Optimist International Learning Management System
- Club must be current on District and OI Dues (all financials paid by 9-30-22)
- All Clubs Achieve Honor Club Status +2.12% NET of the beginning membership on 10-1-21
- JOI: Charter One new JOI Club in the Zone with a minimum of 12 members
- Charter one new Optimist Club in the Zone (JOI excluded) w/21 members
- Lt. Governor completes the LT. Governor training on the Optimist International Learning Management System OR:
  - Growth: Zone achieves a membership growth of Net +2.12%: Membership begins on 10-1-21
  - JOI: Charter Two new JOI Clubs within the Zone with a minimum of 12 members
  - Charter ONE new Adult Club within the Zone with a minimum of 21 members
  - OIF/CCOF: 75% of clubs appoint a Club Foundation Representative
  - Lt. Governor completes the LT. Governor training on the Optimist International Learning Management System
- All clubs current on District and OI Dues (all financials paid by 9-30-22)

## Save the Date!

The 104<sup>th</sup> Optimist International Convention will take June 30<sup>th</sup> – July 3<sup>rd</sup> 2022 in Reno, NV. Book your stay at the Silver Legacy Resort Casino for this in person Optimist experience!

Please keep your eyes and ears open for more details as they become available. Follow the OI Convention page: <https://www.optimist.org/Member/convention.cfm>

Thanks for being Optimists.

Joanne Ganske  
SWIS District Optimist  
International Chairperson



Watch Optimist International presents [Reno Tahoe 2022](#)

A promotional banner for the 104th Optimist International Convention. The banner has a black background with a blue and white city skyline silhouette. On the left, there is a logo for "RENO 2022" with "OPTIMIST INTERNATIONAL 104th ANNUAL CONVENTION" written below it. In the center, a woman with short brown hair, wearing a teal shirt, is smiling and waving. To her right, the text "PRESIDENT PATSY GARNER" is written in white. Further right is the Optimist International logo, which is a gold circle with a blue "O" and the words "OPTIMIST INTERNATIONAL" around it. On the far right, there is a logo for "RenoTahoe" with the website "VisitRenoTahoe.com" below it. The dates "June 30 - July 3, 2022" are written in white at the top right of the banner.

"One hundred years from now it will not matter what kind of house you lived in, how much money you had, nor what your clothes looked like, but the world maybe a little better because you made a difference in the life of a child."

Welcome to the 2021-2022 Optimist year. As the Optimist International Foundation begins its 51st year, we are proud to continue to financially support all of the programs of Optimist International. We are also proud to continue the Club Matching Grant and the Childhood Health and Wellness Matching Grant.

Without the support of our donors, whether it is our individual donors or Club donors, our support of these programs would not be possible. For individuals, an easy way to contribute is through the Dime-A-Day (\$36.50) program, although any contribution is of value and helps to build the available funds to give back to our Clubs and the youth in our communities.

The application for the **Childhood Health and Wellness Grant** will be available on the OIF website shortly, and the 1st deadline for submitting the grant application is January 28, 2022. The **Club Matching Grant application** will be available on the OIF website January 6, 2022 and is due on March 16, 2022. The Health and Wellness Grant is available for either a new program or a continuing program that your Club may be doing; however, a Club can only receive a grant one time for a project. The Club Matching Grant is for new programs only that your Club is doing.

Consider asking your District Foundation Representative to attend a Club or Zone meeting to discuss the Foundation and all of the things that the Foundation does to give back to the Clubs and the Districts of Optimist International. The Foundation Board of Directors is also available to either Zoom into a Club, a Zone or a District meeting, or to feasibly attend in person to provide a brief presentation.

Thank you again for all that you have done to support the Foundation, all that you continue to do to support the Foundation and all that you will do in the future to support the Foundation.



### OPTIMIST INTERNATIONAL FOUNDATION

## Club Grant Program

#### What is the Club Grant Program?

Any Adult Club served by OIF is eligible to apply for a grant for a **NEW** project of the Club. The requested amount can range between \$250 - \$1,000.

#### The Details:

The project must start and finish between April 2022 and March 2023.

Grants to Clubs will be matching grants, with Clubs expected to show plans for matching the money and reporting the results.

Grants are for one year only.

Club dues must be current.

Clubs might consider using the Pass Through Program to obtain donations from local businesses and Foundations.

#### Important Dates

**January 6, 2022**

Applications available at [oifoundation.org](http://oifoundation.org)

**March 16, 2022**

Applications must have been RECEIVED in the St. Louis office. Do NOT send to PO Box!

**May 11, 2022**

Winner notified and asked to identify someone to receive their Club Grant check at Convention in Reno, NV.

Contact the Foundation office at 800.500.8130 or visit [oifoundation.org](http://oifoundation.org) for more information.



## What Could Go Right?

SWIS District Governor: John Fons

Here's one for the books.

Maybe Santa's Book.

An Optimist Club in the SWIS District has an annual ornament exchange just before Christmas.

Every year.

Gladsome Optimists gather together and give one another Christmas ornaments. Of course, there's a twist. If you like the ornament someone else has received, you can take it from them and give them the ornament you've already got because you like theirs better, but we needn't go into that.

Let the Elves sort it out.

Anyway, this year everyone had their ornaments all wrapped up ready to go and everyone had the holiday spirit because the week before everyone met to wrap 127 Christmas presents to be given to disadvantaged children by a local community center. Everyone had a wonderful time, especially one Optimist who made special mention of the fact their sore throat and headache didn't amount to much because their Covid test came back Negative. Imagine the relief and good cheer of fearing you might have Covid and being informed you don't.

Then came the Grinch.

A few days later as symptoms persisted the ailing Optimist returned to the doctor and guess what?

Yep.

Covid Positive.

Which now meant everyone at the first gathering to wrap Christmas presents one week before had been exposed to the virus which meant no one could be sure they weren't contagious for the second week, at least until the two-week incubation period elapsed. So the scheduled Christmas ornament exchange got cancelled less than two hours before it was scheduled to begin. Well, actually about one hour.

Imagine the disappointment. Imagine the feelings of the Optimists who thought everything had been done right a week before Christmas when suddenly all of it went wrong, which begs the question of ongoing medical involvement.

Where does that leave us at this Festive time of year when our Oath admonishes us to 'think only of the best, to work only for the best and to expect only the best'?

Here's my Optimistic Resolution.

First, Christmas ornaments last all year. They have a great shelf life. In fact, saving Christmas ornaments only prolongs the pleasure of seeing them twinkle, maybe in June or July or whenever and wherever the spirit moves.

Second, by not attending the scheduled Optimist event, those who decided they couldn't or shouldn't and the club president who prudently cancelled the entire meeting became available for other Optimistic opportunities. For example: answer the important phone call they otherwise would have missed; escaped the traffic accident they would have been involved in by driving to the meeting; say Hello, Merry Christmas to the neighbor they would otherwise have missed as they walked by on the sidewalk; decided to go pick up a gallon of milk at the store and see a friend by surprise they hadn't seen for a year and put a dollar or two in the ringers' bucket by the check out line.

Third, came to realize how tenuous our hold is on life, on our plans, our health and our ability to participate with friends and family and how grateful we would be for each and every moment to be together as Optimists and as members of a society that still knows how to give and honor the beauty and serenity of Peach on Earth, Good Will Toward Men.

So the cancelled Optimist Christmas Ornament Exchange is still packed with Optimism and this New Year which stretches out ahead of us is full of opportunities to make this the Best Optimistic Year Ever.

And Ever.

Ho Ho Ho.

## SWIS District Website Index

Website Chair: Bonnie Spindler  
blspindler@charter.net  
(608) 850-9561  
[www.swisdistrict.org](http://www.swisdistrict.org)



**SWIS Youth Programs** (*Youth Programs > District Programs*)

**Oratorical Updates for 21-22 Year:** [Oratorical 21-22](#)

**Essay Updates for 21-22 Year:** [Essay 21-22](#)

**CCDHH Updates for 21-22 Year:** [CCDHH 21-22](#)

**Tri-Star Updates for 21-22 Year:** [TriStar 21-22](#)

**SWIS Club Resources Available:** (*Resources Information > Optimist Public Resources > SWIS Club Forms/Documents*)

**SWIS Logo for Club Newsletters for 21-22 Year:** [SWIS LOGO 21-22](#)

**SWIS Expense Voucher for 21-22 Year:** [Expense Voucher 21-22](#)

**SWIS Policies:** [SWIS Policies 21-22](#)

**SWIS Public Resources Available:** (*Resource Information > Resources Main*)

**SWIS Fund Crazr Fundraiser:** [SWIS Fund Crazr 21-22](#)

**The Sunny Side:** [SWIS Sunny Side 21-22](#)

**SWIS Quarterly Newsletters:** (*Leadership Tools > Newsletters*): [SWIS Newsletters](#)

## Happy Anniversary to 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.

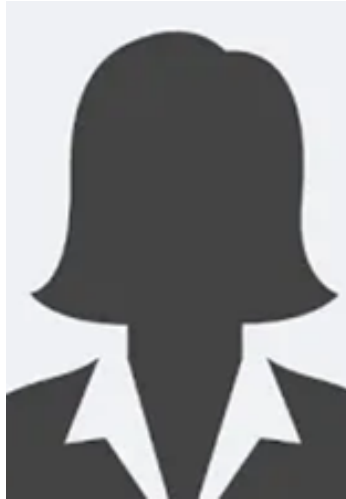
**To be** too large for worry, too noble for anger, too strong for fear, and too happy to permit the presence of trouble.

# SWIS District Governor's Team 2021-2022

[https://swisdistrict.org/resources/district\\_officers.asp](https://swisdistrict.org/resources/district_officers.asp)



John Fons  
Governor



Jo'el Pearlman  
Governor Elect



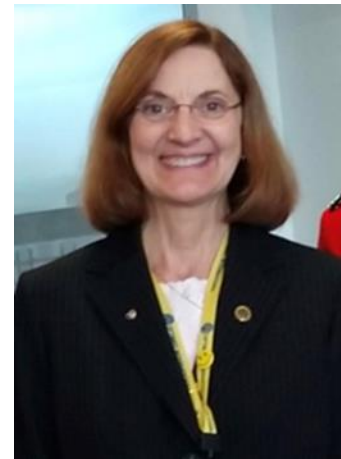
Jeff Kuckenbecker  
Treasurer



Joan Bahr  
Secretary



Sue Kranz and George Breadon  
OI Foundation Representatives



Joanne Ganske  
OI Ambassador



Jane Meyer  
Conference Chair

# SWIS District Governor's Team (continued) 2021-2022

[https://swisdistrict.org/resources/district\\_officers.asp](https://swisdistrict.org/resources/district_officers.asp)



Jo'El Pearlman  
Oratorical Chair



Diana Johnson and Paul Johnson  
Essay Chairs



Maxine Lane  
CCDHH Chair



Bonnie Spindler  
Website Chair



Amanda Szymkowski  
Marketing & Communications Chair



Maureen Crombie  
Tri-Star Basketball Chair



Tom Carls  
Tri-Star Golf Chair

# SWIS District Lieutenant Governors 2021-2022

[https://swisdistrict.org/client/client\\_images/uploads/files/SWIS\\_ZoneRestructuring21\\_22\\_Final\(1\).pdf](https://swisdistrict.org/client/client_images/uploads/files/SWIS_ZoneRestructuring21_22_Final(1).pdf)



Barb Brinkmann  
Zone 1



Jerry Schmitz  
Zone 2



Dave Lowe  
Zone 3



Phillip Sheahan  
Zone 4



Nancy Sutherland  
Zone 5



Kathie Newman  
Zone 6



Fred Dorn  
Zone 7



## **A Message of Gratitude: Writers, Readers, Photographers - Oh My!**

Thank you to everyone who contributed articles to this edition of the SWIS District Newsletter. I couldn't put out this quarterly publication without you – and I very much appreciate your time!

- **Articles Wanted:** If you are interested in contributing to the next edition, please send me your: Club Stories, District and Zone Events, Committee and Chair Updates, Member Acknowledgments, and any other articles that you would like to share. I will gladly accept them at anytime.
- **Helpful hint:** Does your club have a newsletter? Add me to your distribution list so that I can feature your articles at the district level. No need to write an article twice ☺
- **Deadlines:** If you are ever unsure of submission deadlines, please reference the SWIS District Conference schedule found [here](#). The date that registration opens, is the date that I try to send out the newsletter.
- **Feedback Appreciated:** I'd love to continue publishing what you want to read, so drop a note and let me know your thoughts.

One last, but very important thank you, goes to you – the reader. This newsletter loves to keep you company while you drink your morning coffee or orange juice, while you are on your lunch break at work, while you wind down from a long day, and everywhere in between. And this editor is very grateful that you chose to spend your time with us!

Amanda Szymkowski  
Editor, SWIS District Newsletter  
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(414) 202-4116