



SWIS District Newsletter 2022 – 2023



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

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SWIS District Newsletter
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Governor's Message: A Heart Full of Gratitude

Jo'El Pearlman: Governor SWIS District of Optimist International 22-23
"All Roads Lead to Optimism" and "Enjoy the Ride!"

November is the month that traditionally we celebrate Thanksgiving. In reality, Optimists celebrate all year round and find reasons each and every day to be grateful. Have you ever looked into a crowd of youngsters smiling, laughing and participating in an activity that your Club provided, and just felt that special kind of Optimism? Me too, and I am grateful. Even on the crummiest of all days, when we step up for kids and our community, we activate our Optimism and fill our heart

with joy and thanksgiving. We are grateful for our family, our friends, and fellow Optimists.

Quite often, our fellow Optimists become our very special family and dearest friends. We plan together, work together, laugh together, dine together, and we lift up our communities together. It just makes sense that Optimists are healthier and happier. We not only adjust to bumps in the road, but perform random acts of kindness along the way. I have been visiting clubs and am inspired by the kindness, gratitude, and passion for helping others not only in their own community but for other communities as well. Hearing the stories and ideas from our SWIS District members makes me even more grateful and ready for our journey together this year!

In the months ahead, we will live our "All Roads Lead to Optimism" theme by making pit stops in as many clubs as possible, getting to know the clubs, the members, and the communities, and highlighting each club in future SWIS communications. We hope that this will encourage communication and even more friendships, ignite new ideas and projects between all our SWIS Optimist family members, and if you have a friend or loved one in that particular community, you have the opportunity to work together with that club to invite them to attend a meeting or event.

At our 1st Qtr. Conference, several clubs provided information and ideas in our Club Expo. This was very helpful to other members and helped open up communication between clubs and members. In fact, members from different clubs found themselves laughing together, exchanging ideas and suggestions not only during the conference, but in the days since. I am grateful for everyone who helped with our conference and for all who attended. My hope is to continue that wonderful trend and keep the communication, relationship building, and fun growing and growing!

Please consider sharing your Optimism and Optimist family with your family and friends. Just invite a friend, neighbor, co-worker or business to your club meeting, event or activity. Encourage your clubs participation in Optimist programs: Respect for Law, Tri Star Basketball, Scholarship programs (Essay, CCDHH, Oratorical, Jr. Golf), Safety, Art, Photo and more. Reach out and make the connection, share your Optimism and foster more gratitude by keeping your community strong and your club the "Go To" entity in your community that brings out the best in youth, your community and yourselves! With Much Gratitude and Optimism!

SWIS District Conferences 2022-2023



We began our “All Roads Lead to Optimism” journey with our 1st

Quarter conference at the Homewood Suites in Oak Creek on Friday night. Shout out to Cathy Sharkey, Jess Hodgson, Jeanette & Tom Nowakowski, Amy Soleimani Mafi, Kamal, and Sean and Janet McGinty for providing a very fun hospitality night filled with great conversation, delicious food, cold beverages, Optimist give-a-ways, and very serious cribbage matches! The atmosphere drew the guests of the hotel to join the fun, and two of them even attended an Optimist meeting!

We continued on Saturday! Cathy, Janet, Jeanette, Carol Esser, CoryAnn St. Marie Carls, Barb Brinkmann, and the SWIS Pit Crew offered attendees a photo op with our “All Roads Lead to Optimism” mascot, a "Heritage 500K", a close replica in appearance to a 1934 Mercedes Benz "540K Spezial Roadster". Lindsay & Terry Hyland, our District Optimist Foundation Chairs, encouraged all Optimists to support the Optimist Foundation through the Dime-A-Day program (a \$36.50 donation). As a special promotion, conference attendees who signed up also received a \$10 gift card. Dr. Kathy sang the National Anthem. and when it was time to introduce the Lt. Governors, attendees were surprised by little Lt. Governors, “Mini Me” youngsters from ages 3 to 9 who represented the adult Lt. Governors. The kids were dressed like superheroes to encourage all Optimists to be a superhero for kids in your community and provide Optimist programs like Respect for law, Tri Star, Jr Golf, Essay & Oratorical Scholarship contests, music, art, and safety. The youngsters returned later that morning and as a thank you to all Optimists for providing a brighter future for kids, they serenaded us with a sweet rendition of “You are my sunshine”. We all joined in and sang along!

Fuel for Ideas! We hosted our 1st Expo Celebrating Clubs where clubs showed off their exciting projects and fundraisers! Special thank you to all clubs that participated. Members shared ideas and an opportunity to connect to make your communities stronger and clubs even more successful. Say “Hello” to Nancy Sutherland, member of the Platteville Optimist Club and our SWIS District Journey of Opportunities Team! Nancy sold Scholarship program medals at our 1st quarter conference and will continue to sell these as well as other Optimist Items at each conference. Leadership Development Chair Josh Zaidel provided training on both the Optimist Website as well as the Optimist Institute. We received immediate feedback that both training sessions were helpful and very well received!

Youth-driven presentations! Thanks to Technology Chair Sean McGinty for helping with in-room audio and video all day as well the Zoom session of past Optimist Essay & Oratorical Scholarship recipients Charlotte, Carson, and Ratika. all who promoted the experience and contributed their success to participating in the scholarship programs. They encouraged our clubs to be superheroes for kids and continue to provide these opportunities to youth in our communities.

In addition to the wonderful “Be Your Best Self” presentation by the incredible Addison Strunz, we also heard from representatives from [Sleep in Heavenly Peace](#), an organization that builds and delivers beds to youth in need. One of the most impressive representatives was a 14-year old girl who developed a hinge/bracket that improved and expedited the build process.

Membership & Club Fitness Co-Chairs Amy Soleimani Mafi and Christine Dieckhoff gave an update on two new Optimist International programs. (1) The *Just Invite* program celebrates Optimism by encouraging all members to “just invite” a guest to a meeting/event. The second program is an opportunity for 2 clubs to partner together to become stronger and grow. (2) The *Partners in Optimism* program encourages clubs, one that has at least 20 members and the other that has less than 20 members, to work together and attend at least one event each month. Each club must work to meet the qualifications for honor club and Distinguished club.

Conference Break! Each conference attendee was given a toy vehicle during the General Session and was asked to sit with the people who had similar toy vehicles at lunch. This was a fun way to engage with different Optimists and spark new ideas and connections.

Service Station! (Afternoon Service Projects) Thanks to a generous donation by Jess Hodgson, everyone was invited to help stuff “Optimist Care” Snack Packs for the homeless. Optimists jumped in, and over 100+ “Optimist Care” Packs were assembled and ready to be delivered! Our Optimist Rally Gals Kim Burlage and Jeanette Nowakowski cheered for and encouraged Optimists to put the pedal to the metal and donate money to race their little toy cars against each other to help raise funds for Sleep in Heavenly Peace. In between the laughter, waving checkered flags and animated winners and losers encouraging fellow Optimists to grab their cars and race each other again! We raised over \$150 in a matter of 15 minutes! Great job Optimists!

Back inside the General Session room, we refueled with pizza and got ready for the Optimist Foundation Raffle! Terry & Lindsay revved everyone up and announced the winning numbers which was gleefully echoed by Maureen Crombie and the rest of the room! Special thank you to everyone who donated a basket or item for the raffle. We love treasures and we found several—from beautiful clocks to Santa playing the saxophone! Thank you for supporting the foundation!



The conference adjourned but the fun didn’t end there. Some Optimists boarded the Optimist Shuttle and others jumped in their cars and headed over to the Boerner botanical gardens at Whitnall Park for the International China Lights Wonderland Display to see the incredible day into night lantern exhibit, entertainment, inter-active experiences and food!

SAVE THE DATE!
SWIS District 2nd Quarter Conference
Friday, February 17th –
Saturday, February 18th
Hilton Garden Inn, Sun Prairie

SWIS District Conferences 2022-2023 First Quarter Conference – Distinguished Young Women



The SWIS District and the Distinguished Young Women (DYW) of Wisconsin program will be collaborating to provide opportunities and scholarships for young women and youth of southeastern Wisconsin. SWIS is now the “High School Reachout” sponsor for DYW. Optimism and our youth scholarship programs will be promoted in Southeastern Wisconsin high schools along with DYW scholarship program opportunities.

At the 1st quarter SWIS conference the DYW of Prairie du Sac, 2023 and 2nd runner-up to the DYW of Wisconsin, 2023, Addison Strunz, gave her *Be Your Best Self* presentation with the support of Cathy Sharkey, a long time DYW volunteer and member of the Optimist Club of Menomonee Falls. Addison announced that she and her mother were going to chair the Sauk County’s Distinguished Young Woman program and they would appreciate help from Optimist Clubs in the area.

Following the presentation, District Governor Jo’El Pearlman proposed a sponsor scholarship of \$500.00 from the SWIS District Optimists to Wisconsin DYW that was accepted by the delegates in attendance. In addition, club representatives and generous individual optimists in attendance pledged additional monies to the sponsorship for a total sponsor scholarship commitment in the amount of \$1,700.00. Special thanks go out to Diane Matuszak, Carl Trapp, Janet Mcginty, Jeanette Nowakowski, Jo’El Pearlman, Friends of St. Francis Club, Milwaukee Club, Sussex, Lannon, Lisbon, Butler Club, Waunakee Club, for their contributions.

SWIS District, contributing clubs, and individuals will also be recognized as part of a full-page Optimist ad in the State program book for Distinguished Young Woman. District Governor, 2022-23 Jo’El Pearlman commented, “Our members are very impressed with the Wisconsin DYW program and are optimistic about the partnership and how the two organizations can work together”. As the High School Reachout sponsor our essay and oratorical scholarship opportunities will be promoted more than ever before”.

To learn more about the Wisconsin Distinguished Young Women program, please contact me.

CoryAnn St. Marie-Carls
Junior Optimist International District Chair

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October: Happy Optimist New Year! Thank you so much for being an Optimist and making a positive difference within your community.

A brief introduction: I am Bob McFadyen, 2022-2023 OI President. I live in Kitchener, Ontario, Canada and am a Member of the Kitchener West Optimist Club. I have been a Member for 29 years and one of my favorite Club projects is our Children's Christmas Party. My goal as President is to connect with you and grow our impact (of course). Every month I will send an email with “Just 3 Things” - my own message, something I'd like to spotlight, and a list of the upcoming activities in the Optimist world. Just 3 Things.

There are changes happening with the future direction of our organization and I will share those changes with you as I am able. Look for two membership initiatives that I am introducing next month, “Just Invite” and “Partners in Optimism” program.

A new Optimist year brings renewed energy and enthusiasm. We need to work together to strengthen our organization so that we can continue to bring out the best in youth, our communities and ourselves.

“I believe any success in life is made by going into an area with a blind, furious optimism.” - Sylvester Stallone. Let's keep moving forward together with blind, furious optimism!

November: Happy November Optimists! Do you enjoy being an Optimist? How could you not? There are so many benefits from being an Optimist!

Benefits like having community specific service projects, because living in your community means you see where the gaps are. From kid's athletic opportunities to providing after school care and everything in between – each Club decides what is beneficial for their community.

And then there's the connection with others. Serving together enhances a deeper connection to everyone involved - people we volunteer with and those we serve.

Volunteering gives us a chance to step outside of our “normal” with opportunities to enhance our leadership, public speaking or just learn more about our neighborhoods.

And it's all backed by data! Science has shown that Optimists are healthier, happier, more successful people. We bounce back quicker from personal setbacks and live longer.

And the most obvious benefit of all is how we have a positive impact on the lives of children, making our community a better place to live. Through hope and positive vision, Optimists bring out the best in youth, our communities, and ourselves.

Who wouldn't want to be an Optimist? And yet, we have experienced a steady decline in Membership over the past 30 years, dropping from a peak Membership of 175,000 in 1990 to today's Membership of approximately 53,000. If we have so much to offer, why are we so reluctant to ask someone to join us? Let me ask this question in a different way. Why are we choosing to deprive people these same benefits?

Immediate Past Governor's Message:

Immediate Past Governor: John Fons

In the time I was Governor of the SWIS District I have learned a few things about people and about myself. You'd think I already knew enough.

In business you learn about people, but in business there's always money involved and quite often, in fact almost always, money gets in the way. Then there's other work. In my case church work, because I took a seminary degree. In which case God seems sometime to get in the way, because people who believe they have a special deal with God can be just about impossible to deal with any other way.

And then, of course, there's Optimism, which turns out to be the one group of people I've had more association with than any other common denominator in my life. Imagine that. I didn't at first. I never came to realize until now, when my term as District Governor is nearly over that Optimism and its people have become my own creed.

Except for my family, there is no other assortment of people I've dealt with more consistently on a regular basis in my entire life. It hasn't been for money and it hasn't always been easy, but I'm prepared to say as with my own family it's the one I've been given, the one I'm stuck with and the one who's stuck with me and I'm proud to be an Optimist.

We've had a few laughs this year. We've shed a few tears. We lost some members and we've gained a few. All told we're successful and that's what it takes to be a family for better or worse and since we've all meant well, it's more than likely for the best.

Do you remember the slogan I offered when I began my term?
Prove It.

Do you remember what I said?
I said numbers and goals didn't mean as much to me as One Child helped along the way.

One Child and then Two Children and then Three, but One Child at a time and we could compare numbers and goals whatever the outcome later on.

Well, I found my One and then another and when I come to think of it another and if I keep on going, that number is bound to keep getting bigger. So I'll keep on being Optimistic and I won't spend a lot of time looking back, just looking ahead, not as your Governor, but just as Optimistic as my first day in office and just as appreciative of the people I've met along the way who have become and always will be my Optimist Family.

What Just Happened at the Convention?!

Past Governor 19-20: Christine Dieckhoff

Something wonderful happened at the 4th quarter convention of John Fons' governorship, and I don't know how to explain it but every fiber of my being felt it! Perhaps it was **The Power of One** person that brought it about, or maybe it was another's efforts to create this kind of atmosphere. All I know is that someone was willing to **Make Awesomeness Happen** right then and there, and that it took every single person at that convention to **Prove It!**

There wasn't just politeness, there was true joy, laughter and fellowship as we danced together, listened to Governor John sing, exchanged optimistic ideas and dined. It was like **Turning Walls into Bridges**. Everyone sought to **Dream, Inspire and Grow** one another. We were so pumped up and ready to go out into our communities and start **Bringing Out the Best in Kids** making **Every Child Count!** What a delight to be an Optimist! May all our upcoming conferences and convention be as inspirational as this one was!

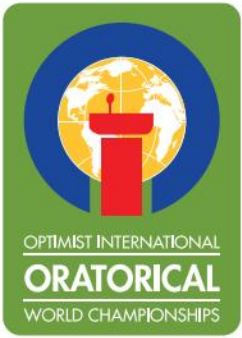
It's so important now to remember these good feelings and take them on the road with us as we go back to our clubs. My fellow Optimists, we know that **All Roads Lead to Optimism** when we make the effort to reach out and make our optimism come true. Let's get more clubs to attend these amazing conferences, reach out and grow your clubs, and enjoy working with the children and young people in our communities. The world has been turned upside-down in the last few years, but we optimists continue to **Imagine: Serving Children in a Changing World**.

Peace, Love and Optimism Forever!





Provide Youth Optimist Programs in Your Community and Be a Superhero for Kids



Topic
"Discovering the Optimism within Me"

ORATORICAL CONTEST

Beginning in 1928, the Oratorical Contest has become the longest-running program of Optimist International. The contest is designed for young people to gain experience in public speaking and provide them with an opportunity to compete for multiple college scholarships with a pre-assigned topic.

District Scholarships:
First Place: \$2,500 • Second Place: \$1,500 • Third Place: \$1,000
with a chance to win up to \$22,500 at the World Championships level

Oratorical Contest
Chair: Judy Metta
Planning Guide: [here](#)
Application: [here](#)
Oratorical Contact: [here](#)

ESSAY CONTEST

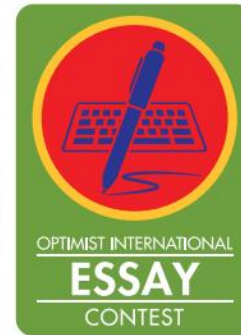
The Essay Contest is sponsored by Optimist International to give young people the opportunity to write about their own opinions regarding the world in which they live.

The approach can encompass a young person's personal experience, the experience of their country or a more historical perspective. In addition to developing skills for written expression, participants also have the opportunity to win a college scholarship!

One District Scholarship of \$2,500



Topic
"Who is an Everyday Hero that Brings Out the Optimism in You?"



Essay Contest
Chair: Janet McGinty
Planning Guide: [here](#)
Application: [here](#)
Essay Contact: [here](#)



Topic
"Discovering the Optimism within Me"

COMMUNICATION CONTEST FOR THE DEAF & HARD OF HEARING

This contest offers an opportunity for students who are Deaf or Hard-of-Hearing to present their thoughts in the community, gaining skills, which can only come from signing or speaking to a large audience. Patterned after the Optimist Oratorical Contest, the contest offers youth the chance to compete in speech or sign language with the chance to win a college scholarship.

One District Scholarship of \$2,500

CCDHH
Chair: Judy Metta
Planning Guide: [here](#)
Application: [here](#)
CCDHH Contact: [here](#)

SWIS District Essay Contest

Another Optimist year has begun and together we continue to help kids in our communities through service and opportunities such as the essay contest. The essay topic for the 2022-2023 year is: Who is an Everyday Hero that Brings Out the Optimism in You?

The competition is open to contestants under the age of 19 as of 10/1/22 and who have not yet completed secondary school or its equivalent. There is no minimum age. Essays must be 700-800 words in length. Publicize the competition at your local high schools and student groups. Interested students should submit their essay on the assigned topic to your club. Each club determines their own deadline for submission of entries, but a deadline between January 1 and February 1 is recommended to allow time for your judges to give every essay a fair reading.

Each club's 1st place essay must be mailed to me no later than midnight, February 28, 2023. If necessary, they can also be scanned and emailed to me. The winner of the District essay will receive a plaque and a \$2,500 scholarship, and will join the oratorical winners at the Kalahari Resort for the 3rd quarter conference in May.

Please do not hesitate to contact me with any questions.

Janet McGinty
SWIS District Essay Chair
swisdistrictessay@gmail.com
(414) 699-5989

SWIS District Oratorical Contest

This year's topic for the Optimist International Oratorical Contest is "Discovering the Optimism within Me". Students must be under the age of 19 as 10/1/22. Clubs should hold their competitions in February/March 2023 and award 1st, 2nd and 3rd place winners with medallions. Club's 1st and 2nd place winners will advance to compete at the Zone contest, hosted by the Lt. Governors in early to mid-April 2023.

The Zone Contest 1st and 2nd place winners are typically awarded with a plaque and advance to the District Oratorical Scholarship contest which will be held May 5th and 6th in the Wisconsin Dells at the Kalahari resort & waterpark during our 3rd quarter District Optimist conference & celebration. The District 1st place Winner receives a \$2,500 scholarship, the District 2nd place Winner receives a \$1,500 scholarship and the District 3rd place Winner receives a \$1,000 scholarship.

In addition, our District 1st place Winner advances to compete in St. Louis July 20-22 2023 to compete for in the Great Plains Regional contest for a chance to win a \$5,000 scholarship. Should our student representing the SWIS District win at the Great Plains Regional contest, our student would compete at the final level in the World Championship Scholarship contest on July 22, 2023 for a chance to win scholarships in the amount of \$15,000 for 1st place, \$10,000 for 2nd place and \$5,000 for 3rd place

For more information or an oratorical informational binder for your club, contact our SWIS District Oratorical Team at SWISdistrictoratorical@gmail.com.

SWIS District OI Foundation

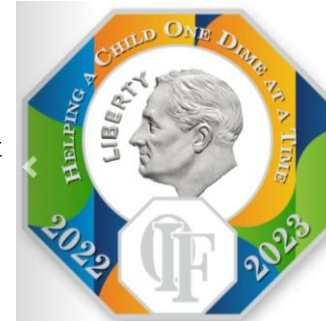
SWIS District OIF Representatives: Terry and Lindsey Hyland

We are Terry and Lindsay Hyland, your District Foundation Representatives for Optimist International. It is our goal to help you understand what this important arm of Optimism does.

Briefly, money received by the Optimist International Foundation (OIF) is used to:

- Supply scholarships for students through the oratorical, essay, CCDHH, and Musical Happiness contest in each of your clubs.
- Support Childhood Health and Wellness projects that your club hosts through a grant application process.
- Continuously support the ongoing work of our very active Junior Optimist organization.

An easy way to contribute to OIF is through the Dime a Day program. Your club foundation rep can contact us for additional forms or any questions. Use your imagination to create great projects.



SWIS District Junior Optimist International (JOI)

SWIS District JOI Chair: CoryAnn St. Marie-Carls

The SWIS District would like to announce a new award for the 2022-2023 Optimist International: Junior Optimist International (JOI) Club of the Year! The awards have been privately donated with first place \$400 and the runner up \$100, they will be judged and given points based on five criteria.



1. Help with Projects of your Sponsoring Club: **30 Points Max**
2. Member Development Programs and Optimistic Activities: **40 Points Max**
Attach a list of Youth Activities and Contests such as: Optimist Day, Optimist in Action, Optimist Photography, Spark in the Park, Visual Arts, Musical Happiness, Oratorical and Essay contest, etc.
3. Club Growth and Increased Awareness Campaigns: **10 Points Max**
Promotions throughout your school and new members etc.
4. Increased School Project Base: help your school with something! **10 Points Max**
5. New Community Efforts: help in your community specifically. **10 Points Max**

All Clubs wishing to participate should submit/email a letter addressing each of the 5 criteria points, by May 31st. Currently we have eight JOI Clubs in the District and we are looking to start more. We encourage your club to get involved and start a JOI club in 2022-23. **New JOI clubs as well as established Clubs, as well as clubs with large or small memberships will have an equal opportunity to receive Club of the Year. Award and Club building details are available by contacting me at coryann.stmc@gmail.com or (262) 914-1020.

The Sun Prairie Optimist club is excited to host the SWIS District Tri-Star Basketball competition for the 2022-23 Optimist year. The SWIS District Tri-Star Basketball event is scheduled for Saturday, April 29th at Prairie View Middle School in Sun Prairie.

Tri-Star Basketball is for boys and girls between the ages of 6 and 13. Club competitions can take place between January and April. Kids compete against others in their own age and gender group in three 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 advance to the District contest.

NOW is the time to start securing a date and location for this event. Looking for a new project? This would be a perfect project for your club. If you have not received additional materials on how to have a successful event reach out to me at and I will send the materials out. The information you will be receiving will make it possible for you to have a successful event.

The SWIS District has a robust tradition of supporting local clubs who put on local Tri-Star contests. Our district-wide basketball competition each spring is the largest gathering of kids at the district level. A number of clubs have increased their success rate by collaborating with other organizations to stage the local contests. These organizations have included YMCA, Boys and Girls Clubs, Recreational and other Basketball programs. Clubs report that with a partnership, expenses go down, attendance goes up and they get staff help to stage their local contests. These organizations have robust membership roles that can be marketed to join in the events. Other clubs tie in with school programs. No matter which way you go, there is a lot of help out there to host an excellent local event. You can then sit back and watch your kid's excitement as they win trips to the district competition! I promise your kids will enjoy their trip to the district competition. Again, If I can ever be of service or answer questions for you, feel free to reach out to me.

Governor Jo'El's theme is "All Roads Lead to Optimism." We are all going to have roads that will challenge us. There will be roadblocks when planning your event. These roadblocks may stop you from reaching your goals. The outcome is tougher roads will lead to amazing places. An event like this is an effective way to improve programs and provide opportunities for kids and members. It will also grow your mission, vision and purpose in the community. Eventually, after your event the roads will lead to smooth sailing. It is all about celebrating teamwork and roads leading to OPTIMISM. Let's go out there and have a successful club and District event! More than ever we need OPTIMISM and to provide opportunities for kids.

Optimist Institute - Now a Member Benefit

The Optimist Institute, is an improved resource and replaces the product previously known as the Learning Management System (LMS). The Optimist Institute was launched last quarter and is now **free for all Optimist Members!** The International Board of Directors voted unanimously to waive the Optimist Institute subscription fee of \$25 for a 12-month subscription, and it is renewable!

If you had an LMS account, your account automatically rolled into the Optimist Institute. If you did not, you can [register](#) now. Select “Leadership Development” and then “Optimist Institute”. There you will find the instructions on “How to Register for the Optimist Institute”.

In addition to the annual Club Officer Courses, the Optimist Institute will offer courses in: leadership development, Technology, Optimism, youth and sports, Optimist sponsored programs, personal development skills, and diversity.

The SWIS District will be hosting a tutorial on the Optimist Institute on **November 30th** at **7pm** via **Zoom**. Please send an email to JpOptimist23@gmail.com by November 27th to register and the zoom link will be sent to you.

Welcome New Members of SWIS District Clubs!

Congratulations and welcome to the Southern Wisconsin District of Optimist International! You and your fellow Optimists provide a brighter future for youth and a stronger community. Welcome new members and thank you to sponsors!

Edward - Racine (Wed) Sponsor Valerie
Jennifer - West Bend Sponsor Lance
Becky - Brodhead Sponsor Nancy
Ardyth - La Crosse Breakfast Sponsor Kathy
Sultana - Platteville Sponsor Gary
Kindra - Mazomanie-Wisconsin Heights Sponsor
Cory - Sun Prairie Sponsor Maureen

Laurel - Mukwonago Sponsor Edith
Nathan - Brodhead Sponsor Jessie
Keith - Brodhead Sponsor Nancy
Abigail - Monroe Sponsor Donna
Culver's - Cross Plains Sponsor (not listed)
Elizabeth Dwaine - Lodi Sponsor Allen
Jeromey - Sun Prairie Sponsor Maureen

It's that time of year that your club's treasurer has paid or will be paying your club's affiliation fee (dues) to Optimist International. Your club's treasurer is actively paying all the bills and making sure that things go smoothly. Part of that process is that your club's Treasurer or Secretary has sent or will be sending out your Membership Invoice. A gentle reminder to please pay your dues in a timely manner and help your Treasurer and your Club keep things on track and moving forward to help even more youth in your community. Special District Incentive this year: Any club whose dues are paid on time all year will be entered into a drawing for a special Optimist experience! You can learn more information on the [Dues and Fees](#) structure.

Our Southern Wisconsin (SWIS) District of Optimist International has not raised dues (and will not) this Optimist year. They remain at \$12 per year. However, during the Optimist International Convention in Reno, Nevada last summer, delegates from each club in attendance listened to discussions regarding our organization and the need to help strengthen our organization. The club's delegates in attendance voted to help our Optimist organization by increasing Optimist International affiliation fees (otherwise known as OI dues) an additional \$15 per club member. The increase is roughly \$1.25 per month. Since then, there have been some questions asking if a club could hold a fundraiser to pay for the additional fees per member. The answer is yes. A club may hold a fundraiser as long as your signs, promotions and all information plainly states that it is to raise funds for your club. Please check out the link for information on [Funding Our Future](#).

Please note that the "Friend of Optimist" membership has increased to \$140 per Optimist year. \$56 of that amount is credited back to your Optimist club.

Daylight Saving Time

- Sunday, November 7, 2022

Election Day

- Tuesday, November 8, 2022

Remembrance Day

- Friday, November 11, 2022

World Kindness Day

- Sunday, November 13, 2022

Leadership Development & Membership Webinar - November 14

- "A New Year . . . New Opportunities" – 7:00 PM - 8:00 PM,. [Click here](#) to register.

Thanksgiving Day

- Thursday, November 24, 2022

Day of Giving - Tuesday Nov. 29, 2022.

- Donate to your favorite Optimist Foundation [US](#) - [Canada](#).
- [Click here](#) for Giving Tuesday website.

Guided Tour of Optimist Institute

- Wednesday, November 30, 2022

Save the Date!

The 105th Optimist International Convention will take place July 2nd-July 5th 2023 in Arlington, VA

Kenosha Area Noon Optimist Club

Submitted by: Jo'El Pearlman

The Kenosha Area Noon Optimist Club enjoyed watching all of the children dance the night away at the trick or treat for Kids with Special Needs Halloween Party. Kids with all abilities were invited to share in an evening of fun and music. Kiddos danced and swayed to the music in between visiting different booths sponsored by local businesses and organizations giving out fun treats toys, and prizes.

Cory, Dave & Erin handed out more candy than the previous years as well as toys cars and coloring pages too! They spotted princesses, wicked witches, mascots and even a robot!



Southwest Optimist Club

Submitted by: Jo'El Pearlman

What do you call a dinosaur in a trunk? I don't know either, but we saw it! The Southwest Optimists turned into Pirates for the Franklin Trunk n Treat. They handed out spooky candy while kids dove into the Pirate's treasure chest for treats and beads. Pirates Mary, Jerry, Matt and Shelley (along with adorable pumpkin Jessica) "Walked the Plank for Optimism."



Optimist Club of McFarland

Club President: Penny Simmons

The Optimist Club of McFarland honored McFarland High School student Blare Wood with their *Senior of the Month* in September. Blare was nominated by the School Counselor Beth Canfield. Beth states: “Blare has been a leader in and out of school, in particular, he is a dedicated member of the Hope Squad, our peer to peer suicide prevention group. Blare cares about his classmates and goes above and beyond to make a difference. Blare is genuine, kind and caring. We are very proud of him.”



Blare’s extracurricular activities include: Football (Captain of the football team), Wrestling (twice captain of the wrestling team), Hope Squad Officer, Work Study program. Blare plans to attend a 4-year University of Wisconsin school to pursue a degree in Business with the ability to double major in Business Administration and Finance.



A shout out to those of you who volunteered and recruited friends to help at the LaBahn Concessions in October. It was a challenging start to the 2022-2023 UW-Women’s Hockey Fundraiser with 6 games all within the first month! But we did it! Thanks to you and your drive to support our Club’s fundraising projects—we provided 26 volunteers in October!



McKenna Malecki was awarded Senior of the Month in October. She was nominated by Jonathan Gillette (Assistant Coach Varsity Boys Soccer Coach) & Aaron Ziegler (Head Coach Boys Varsity Soccer Coach) who said: “McKenna Malecki has been serving as manager of the varsity Boys Soccer Team since last year and has done a tremendous job



of supporting the team and coaching staff. McKenna takes her responsibilities seriously and is like another adult on the coaching staff team. McKenna shows up with a model attitude, and we can always rely on her to take care of things that the team needs. McKenna embodies the Optimist Creed and is an example of someone who is just as enthusiastic about the success of others as she is about her own. We could go on and on about the great things she does, but she is very deserving of this award.” McKenna is a member of the National Honor Society, was awarded Rookie of the Year on McFarland’s Dance Team and the Silver Presidential Award for Volunteering.



Sun Prairie Optimist Club

The Sun Prairie Optimist club choose to use Governor Joel's theme "All Roads Lead to Optimism" for their community trunk and treat event. Over 2000 kids participated in this event put on by the Parks, Recreation and Forestry Department of Sun Prairie.



Oregon Brooklyn Optimist Club
Club President: Mary Kay Clark

President Mary Kay Clark with the Oregon Brooklyn Optimist club presented their Police Officer of the year award to Officer Jackson Bollig at their October meeting.

On 10/20 we had an extra special meeting. We had our Optimist Lt Governor, Maureen Crombie talk to our group, we had 2 Senior Stars from OHS Abileini E and Emily L (nominated from their OHS teachers) and finally we awarded Officer of the Year to Officer Jackson Bollig. It was an exciting night to be around such wondering people. Oregon is the most amazing community



Madison Optimist Club

Madison Optimist club hosted their installation and awards night. In center is immediate past President Jason McColl with Vern Andren and this year's President Kim Burlage.

Metro Milwaukee Optimist Club

Club President: Amanda Szymkowski



On Saturday, July 16th, Josh, Merilou, Amy, Kamal, and Amanda enjoyed another Beer Garden Social at the Umbrella Bar in Franklin! Thanks to both Amy and Merilou for donating dental care products for youth in need, and thanks to Merilou for the cake pop snacks! It may have been a little chilly, but the sites were beautiful, and the company was warm and fun!

Members from MMOC, Optimist Club of Milwaukee, Southwest Milwaukee, and Friends of St. Francis celebrated the end of the Optimist year at the Urban Stables on Monday, September 26th! A huge thank you to Barb for preparing door prizes, and agendas, ordering pizzas, and inviting a guest speaker! During awards and recognition, Josh surprised Amanda with a Boswell gift card. Amanda was shocked and was very grateful for the gift and for all of the support she has received and continues to receive as president from club members and especially her club officers Josh and Jo'el. Thanks to everyone who made this event and this Optimist year successful.

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MMOC members Barb, Emily, and Amanda volunteered at the Energy for Life Walk at Fox River Park in Waukesha on Saturday, September 24th. This walk, on paper, supports The United Mitochondrial Disease Foundation (UMDF). Off paper, it brings families together struggling with a debilitating disease and grieving loved ones. We hope MMOC continues to commit to helping out this very important cause and helping out a community who needs us!

1st Quarter SWIS District Newsletter

MMOC Book Club continues! Our latest selection is called "The Measure" by Nikki Erlick. This is a hot read that all of the Bookstagrammers and BookTok-ers are talking about it! We've had two discussions so far, and our final one will take place Thursday, November 10th.

The concept: All humans throughout the world, 22 years and older, receive a box with a ribbon inside. The length of this ribbon coincides with the length of their life. We don't know who this "all-knowing" being is who sent them, but what we do know, is how this discovery impacts these characters.

The topics are a little heavy at times, but they definitely inspire meaningful discussions! Happy reading, Optimists!



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Wisconsin Heights Optimist Club

Sara Shackleton

We had two very successful brat frys in September and another one is October. Thank you to Bill Adler, Gail Pearson, Gail Harrop, Mary and Mike Lieck, Deb Schroeder, Julie Jensen, Betty Skidmore, Jim and Selma Bennett, Sara Shackleton and our chairperson, Barb Blattner for helping with these important fund raisers.

We will again this year honor a middle school and high school student each quarter. The Students of the Quarter are selected by their teachers for not only their classroom work but also their leadership skills and positive helpfulness to their fellow students and the school staff. The meeting dates for honoring the students of the quarter are:

- First Quarter: Friday, November 4
- Second Quarter: Friday, January 20, 2023
- Third Quarter: Friday, March 17
- Fourth Quarter: Friday, May 19



At the October 10 meeting, Zone 6 District Lt. Governor Kathie Newman, swore in our 2022-23 officer. 2022-23 officers are Mary Lieck, President; Gail Harrop, Past President; Julie Jensen, Treasurer; Sara Shackleton, Secretary; Joanne Ganske, OI Foundation Representative.

Platteville Optimist Club

Maxine Lane

Platteville Optimist Club members were delighted to welcome SWIS District Governor, Jo'El Pearlman on Friday, October 21 as a guest speaker. She joined on a special day as the Club inducted their first new member for the year. Jo'El reached out to many members, hearing how and why they joined the Optimist Club, and sharing her goals for her year as Governor.

She commented on her theme: "All Roads Lead to Optimism" and encouraged members to follow those roads as they continue to serve their community and youth.



Pictured with Jo'El is Melissa Palfrey, Club President, Sultana Amin (new member) and Gary Engelke, member sponsor.

Middleton Optimist Club

Joanne Ganske

Congratulations to Past SWIS District Governor Don Damon, the 2022 Good Neighbor Award Recipient!

“Don Damon has been active in our communities for decades! As an Optimist, Don raises significant money every year to support youth programs by selling Fundcrzr tickets. Stop by Paul's most any day at lunchtime, thank Don for all he does in the community, and maybe pick up a Fundcrzr!!



See more about our Good Neighbor Award winners in this Thursday's Middleton Times Tribune <http://middletontimes.com/> – posted on the Middleton Good Neighbor Festival Facebook page on 8/22/22.

**SWIS District Clubs**

Submitted by: Maxine Lane



It started as an idea and turned into a delightful lunch. On Wednesday, September 7th, several Optimist members from various clubs met for lunch and conversation at Sugar River Pizza in Verona, WI.

While it is great to see everyone at the quarterly conferences, the time between can sometimes be too long. We were grateful for this opportunity to gather as friends, and we hope to do this again in the near future.

SWIS District Governor's Team 2022-2023

https://swisdistrict.org/resources/district_officers.asp



Jo'el Pearlman
Governor



Howard Crofoot
Treasurer
Finance Committee Club



Christine Diekhoff
Secretary
Fitness & Membership



Josh Zaidel
Leadership Development



George Breadon
Childhood Health and Wellness



Lindsey and Terry Hyland
OI Foundation



CoryAnn St. Marie Carls
Junior Optimist International



Kathy Unger
Conference Chair

SWIS District Governor's Team (continued) 2022-2023

https://swisdistrict.org/resources/district_officers.asp



Janet McGinty
Essay Chair



Sean McGinty
Internet & Technology Chair



Marissa and Dr. Julio Rodriguez
OI Convention Ambassador



Vern Andren
New Club Building



Bonnie Spindler



Maureen Crombie
Website Co-Chairs



Amanda Szymkowski
Newsletter Editor



Tom Carls



Todd Paulus
Tri-Star Golf Co-Chairs

SWIS District Lieutenant Governors 2022-2023



Barb Brinkmann
Zone 1



Amy Soleimani Mafi
Zone 2
Club Fitness & Membership



Sherry Fickau
Zone 3
Finance Committee



Maureen Crombie
Zone 4
Tri-Star Basketball Chair



Wayne Dieckhoff
Zone 5



Kathie Newman
Zone 6



Fred and Maggie Dorn
Zone 7



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.

Writers, Readers, Photographers - Oh My!

Thank you to everyone who contributed articles and photos 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.
- **Feedback Appreciated:** I'd love to continue publishing what you want to read, so drop a note and let me know your thoughts.

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