

# The Southern Exposure



## INDIANA SOUTH DISTRICT – OPTIMIST INTERNATIONAL

Volume 14, Issue 4

August 2009

### 2008-2009

#### **“Stand Tall For Kids”**

**Tony Trimble**, Governor

**Gary Burk**, Secretary-Treasurer

**Jerry Schue**, Immediate Past  
Governor

**Rich Slayton**, Past Governor

**Sandi Holstein**, Governor Elect

#### Lt. Governors

Zone 1: **Pat France**

Zone 2: **Hank Herpel, Jr**

Zone 3: **Andy Tice**

Zone 4/5: **Frank Deckard**

Zone 6: **Charles Schladand**

Zone 7: **Teresa Richardson**

Zone 8: **Larry Neisen**

Zone 9: **Edwin Rinehart**

#### Club Presidents

Presidents of all Clubs in the District serve as members of the District Board of Directors.

### **Attention:**

#### Committee Chairs & Lt. Governors

The deadline for submitting articles for the next District Bulletin is

**September 20, 2009**. Send

your articles to [p\\_grant@fastmail.fm](mailto:p_grant@fastmail.fm) if you have e-mail. If you prefer, send it snail-mail: 770 N County Road 625 E, Avon, IN 46123.

**DON'T FORGET!**

From the Governor:

### COME TO CLARKSVILLE!!

The Indiana South District Convention is August 13-16! Clarksville has always been a favorite convention site for our District. It's going to be a busy and fun weekend.

There will be golf, dinner theater, and a visit from President Jefferson. OI Rep. Ron Lackey will be with us to help next year's officers prepare for the tasks ahead and to help us end this year on a high note to get Gov. Sandi off to a good start.

I'm sure Ron will remind us that this year is not over and we need to keep recruiting members and building clubs. Growth is key to meeting our goals. Remember, every new member will serve an average of 32 children a year. The kids are waiting for us, let's not disappoint them.

On behalf of the entire South District Team, See You in Clarksville!!

Stand Tall For Kids!

Governor Tony

# **Optimist International Birthday**

**19 June 1919 was the  
date  
90 years and counting**



***Indiana South District Optimist International***

**2009 District Convention**  
***Holiday Inn Clarksville***  
***August 13-16, 2009***  
**“Stand Tall for Kids”**

**Convention Agenda**

**Friday, August 14th**

7:30 a.m. Tee-Times (Elks Lodge 362)  
Noon Registration – 12:00 noon to 7:00 p.m.  
2:00 p.m. Executive Committee Meeting (Churchill)  
Joint Meeting – Trimble & Holstein executive boards  
4:30 p.m. 1st General Session (York)  
5:00 p.m. District Board Meeting (York)  
6:00 p.m. Dinner – Derby Dinner Playhouse

**Saturday, August 15th**

7:30 a.m. Registration – 7:30 a.m to 9:30 a.m.  
7:30 a.m. Old/New Timers Breakfast (Shakespeare-Chaucer)  
9:00 a.m. Break  
9:15 a.m. University of Optimism  
Lt. Governor, Club President & Secretary/Treasurer Training  
10:45 a.m. Break  
11:00 a.m. University of Optimism  
Lt. Gov Elect Training  
Club Secretary/Treasurer Elect Training  
12:00 noon Lunch  
Mock Club Meeting Gov-Elect Sandi  
Special Speaker President Jefferson  
1:30 p.m. Break  
1:45 p.m. University of Optimism  
Internet Safety Program Bill Myers  
Club President & Lt. Gov Elect Training Gov-Elect Sandi  
2:30 p.m. Break  
2:45 p.m. Navigating the Web Jan & Jim Scandlin  
3:30 p.m. 2nd General Session (York)  
6:00 p.m. Governor’s Reception & Cash Bar (Royal Ballroom)  
6:30 p.m. Governor’s Banquet (Royal Ballroom)  
9:00 p.m. Governor’s Ball

## Sunday, August 16th

7:00 a.m. Catholic Mass (Dickens)  
7:00 a.m. Protestant Worship Chaplain LuAnne Williams  
7:30 a.m. Past Governors & IPG Spouses Breakfast (Champions Grill)  
9:00 a.m. Memorial Service (York)  
9:30 a.m. Closing General Session (York)  
10:50a.m. Closing of Convention Gov. Tony Trimble  
11:00a.m. Adjourn with Optimist Governor Elect  
Creed

See You in Indy at the Indianapolis Hilton North, 8181 N. Shadeland Ave. October 30-31, 2009  
~~~~~

**"The pessimist sees difficulty in every opportunity. The optimist sees the opportunity in every difficulty."**  
~~~~~ **Winston Churchill**

**We make a living by what we get, but we make a life by what we give.**  
~~~~~ **Winston Churchill**

**OptiClub** - Software for Club Secretary/Treasurers that has the endorsement of the Optimist International Board of Directors has been updated. Version 4.09 was released July 5, 2009.

OptiClub automates all the duties of the Club Secretary/Treasurer, making the Club Secretary/Treasurer's job easier and less time consuming. Click on the link below to view description and screenshots.

<http://www.dbscompany.com/OptiClubDemo/OptiClubDefSheet.htm>

The software is available through Optimist Supply (Shumsky [www.optimiststuff.com](http://www.optimiststuff.com)) downloadable or on CD. Item number 786. There is a 45-day free trial period.

The software was developed and is maintained by Don Keating, a longtime District and Club Secretary/Treasurer who is also a software developer. Don can be reached at 803-781-0320 or [OptiClub@dbscompany.com](mailto:OptiClub@dbscompany.com).

**"We all have our time machines.  
Some take us back, they're called memories.  
Some take us forward, they're called dreams."  
--Jeremy Irons**

## **"SWEAT EQUITY" IDEAS FOR CLUBS**

Does your Club have a "sweat equity" plan? Sweat equity is a great way to offset the cost of dues to Members. With so many people currently unemployed or underemployed, it might be an idea to think about for the years ahead. Gloria Kloster of the International Membership, Recruitment & Retention Committee has been gathering up ideas that Clubs are using. Here is the first in a series of ideas that will be coming your way!

The St. Boniface Optimist Club in Manitoba has been using the following sweat equity criteria since October 2000 (they chartered in April 2000). They review it each year to make sure they can afford it (they always have been able to) and that it is effective (it always has been). They have it balanced so that it encompasses all aspects of Club participation.

Here's the plan:

- \* Every Member pays the first half of their annual dues upfront.
- \* Every Member then has the opportunity to "sweat equity" up to half their annual dues using the following criteria:
  - \$5 credit for every new Member sponsored
  - \$2 credit for every service project participated in
  - \$2 credit for every fundraising project participated in
  - \$1 credit for every Club fellowship function attended
  - \$1 credit for every Club meeting attended
- \* All new Members are automatically given half off their dues for their first year; after that they have to earn it.
- \* About 80 percent of the Members take advantage of this sweat equity program to reduce their dues by some portion.

**Condolences to Rick France on the death of his Father.**

Pictures from the International Convention



Sandi & Tony



Bill & Tony

**Hello Optimist Club Member,**

**I'd like to introduce you to a wonderful opportunity to work with a great organization dedicated to saving play. We're KaBOOM! And we're the national non-profit that is bringing play back into the lives of children. We passionately believe that play has purpose, and that unstructured play in particular helps make children happier, fitter, smarter, more socially adept and creative.**

**We're working on a great event coming this September called the KaBOOM! Play Day and we're reaching out to Optimist Clubs and other communities like yours to participate in the fun and host a Play Day!**

**Taking place any day from September 19th–27th, a KaBOOM! Play Day is a free, fun-for-the-whole-family outdoor event that celebrates play. This event combines national reach with local impact in a fun and engaging way. It's a block party, a back-yard BBQ, and a field day all rolled into one - a turn-key event that helps you celebrate play and engage in a meaningful service program with your club members, donors, community leaders and the children in your community.**

**Host a KaBOOM! Play Day and you will:**

- **Raise your club's profile and visibility in the community**
- **Attract new members and donors**
- **Demonstrate your commitment to play and to the health and well-being of children**

**KaBOOM! will provide your club everything needed to make the event successful. We've helped thousands of local non-profits raise money, recruit volunteers and organize events that bring communities together for a great cause - kids! Hosting a KaBOOM! Play Day is a chance for the members of your club to stand alongside thousands of other communities all across America to say that play has purpose.**

**By hosting a KaBOOM! Play Day, your club will receive:**

- **A free online interactive planning tool with step-by-step instructions to share with staff and volunteers to successfully plan, organize and execute your Play Day**
- **A free KaBOOM! Play Day kit full of fun-filled games and gear valued at \$100**
- **Inclusion in a directory of KaBOOM! Play Days at [kaboom.org](http://kaboom.org), with links to your website to help drive recruitment to your club**
- **Dedicated web pages to post your KaBOOM! Play Day stories, photos, and videos.**
- **The chance to receive a playspace grant to build or improve a playground or playspace**

**To learn more about hosting a Play Day please visit:**

**[www.kaboom.org/playday](http://www.kaboom.org/playday)**

**If you have any additional questions, please feel free to send us an email at: [playday@kaboom.org](mailto:playday@kaboom.org)**

**Thank you.**

**Sincerely,**

**Scott Jones**

**Senior Marketing Manager**

**KaBOOM!**

# Give a 'High Five' Back to Your Community

With the unemployment rate rising, there are people in your community who have recently lost their jobs. Why not give one of those people in your community a "High Five" by inviting them to become a Member of your Club? For a limited time, Optimist International will waive the international dues for one new Member in your Club. You are encouraged to do the same with your local and District dues.

**It's a great way to show the community that Optimists support those who support them.**

Here are the details:

- Offer an open hand and a "High Five" to a person in your community who has recently lost his or her job. Recruit the Member before September 30, 2009. Current Members who become unemployed are not eligible (but you're probably waiving dues for them anyway – a heartfelt thanks to your Club).
- Optimist International will waive the processing fee AND international dues for only this new Member for one year, until September 30, 2010. The High Five Member designation is non-transferable. A special procedure must be followed to add the High Five Member (see link below).
- The new Member will count in the Awards and Recognition Program, because he or she is a new Member.
- LIMIT of one (1) new High Five Member per Club.
- Use this as a marketing opportunity for your Club to show that it cares about the community.

Find out how at [www.optimist.org/membership/highfivemember.pdf](http://www.optimist.org/membership/highfivemember.pdf)

\*College, Charter and Friend of Optimists Member classes not included

**Jim Nagel, Sr. Director, Member Services of OI has a new card. It carries the following information**

- \* **You don't buy a newspaper, you buy news.**
- \* **You don't buy life insurance, you buy security.**
- \* **You don't buy glasses, you buy vision.**
- \* **You don't buy awnings, you buy shade.**
- \* **You don't buy membership in an organization, you buy cooperation of people with whom you can join hands to do things you cannot do alone.**

**The 5th line is a telling reminder. Too often we sell club membership. What we should be "selling" is our projects, or more simply put, what we do with the kids - which we can do better with the invitee's help!**

## **GROWTH INCENTIVES OFFERED TO HELP CLUBS OFFSET THE DUES INCREASE**

Please note: The information distributed previously was in error. The dues reduction is per Club not per Member.

The Board of Directors will offer several growth incentives to Clubs beginning October 1, 2009 to help offset any increase in dues approved by Convention delegates this summer.

### **Membership:**

If a Club has an increase in membership of net plus 5 over its September 30, 2009 membership, the Club will receive a \$12.50 reduction in dues for the quarter in which the membership is attained. This reduction in dues will continue for every quarter in which the net plus 5 is maintained through the fourth quarter of 2009-10. If a Club increases membership by a net plus 10, the dues reduction will be \$25.

### **New Club Building:**

A new Club built during 2009-10 will get a \$100 reduction in dues and fees in the first quarter after its first anniversary and a \$50 reduction after its second anniversary. In addition, the Sponsor Club will get a \$50 reduction in dues and fees if the new Club is still in existence after its first anniversary and has grown by a net plus 5 members.

1. Life isn't fair, but it's still good.
2. When in doubt, just take the next small step.
3. Life is too short to waste time hating anyone.
4. Your job won't take care of you when you are sick. Your friends and parents will. Stay in touch.
5. Pay off your credit cards every month.
6. You don't have to win every argument. Agree to disagree.
7. Cry with someone. It's more healing than crying alone.
9. Save for retirement starting with your first paycheck.
10. When it comes to chocolate, resistance is futile.
11. Make peace with your past so it won't screw up the present.
12. It's OK to let your children see you cry.
13. Don't compare your life to others. You have no idea what their journey is all about.
14. If a relationship has to be a secret, you shouldn't be in it.
15. Everything can change in the blink of an eye. But don't worry; God never blinks.
16. Take a deep breath. It calms the mind.
17. Get rid of anything that isn't useful, beautiful or joyful.
18. Whatever doesn't kill you really does make you stronger.
19. It's never too late to have a happy childhood. But the second one is up to you and no one else.
20. When it comes to going after what you love in life, don't take no for an answer.
21. Burn the candles, use the nice sheets, wear the fancy lingerie. Don't save it for a special occasion. Today is special.
22. Over prepare, then go with the flow.
23. Be eccentric now. Don't wait for old age to wear purple.
24. The most important sex organ is the brain.
25. No one is in charge of your happiness but you.
26. Frame every so-called disaster with these words 'In five years, will this matter?'
27. Always choose life.
28. Forgive everyone everything.
29. What other people think of you is none of your business.
30. Time heals almost everything. Give time time.
31. However good or bad a situation is, it will change.
32. Don't take yourself so seriously. No one else does.
33. Believe in miracles. (you are one...)
34. God loves you because of who God is, not because of anything you did or didn't do.
35. Don't audit life. Show up and make the most of it now.
36. Growing old beats the alternative -- dying young.
37. Your children get only one childhood.
38. All that truly matters in the end is that you loved.
39. Get outside every day. Miracles are waiting everywhere.
40. If we all threw our problems in a pile and saw everyone else's, we'd grab ours back.
41. Envy is a waste of time. You already have all you need.
42. The best is yet to come.
43. No matter how you feel, get up, dress up and show up.
44. Yield.
45. Life isn't tied with a bow, but it's still a gift."

Friends are the family that we choose for ourselves.

**That is what I call the TILT/R&R of membership...**

**Talk, Invite, Listen, Team – Recruit and Retain**

**Talk** to people about Optimist activities and ideals;

**Invite** them to join the club;

**Listen** to what they have to say about projects and club operations;

**Team** with them to get the appropriate activities/changes considered and done.

**Talk** and **invite** are the **Recruit** portion;

**Listen** and **Team** are the **Retain** portion;

Alone the Recruit portion fails to garner long-term Optimists. Together they represent the way our clubs—the Optimist community—can remain active and grow.

The cycle itself perpetuates proud, active members who recruit proud, active members and all serve youth and communities...continuously.

Sounds so simple yet takes effort and time on everyone's part.

I believe that too many times I have said, "Sounds good, you go first."

Perhaps it is time all Optimists say, "Sounds good, let's all do it."

Thoughts?

Linda F. Stein, Past International Vice President

Try using this survey with you members. Ask each of them to fill one out, turn it in (don't need to identify yourself) and see what you learn about your club. It will open your eyes!

## *Club Self Analysis*

- 1.) Does your club meet regularly?
- 2.) Are club meetings well attended?
- 3.) Is there an interesting program or speaker at dinner meetings?
- 4.) Is discussion of business kept to a minimum at dinner meetings?
- 5.) Are club meeting facilities adequate?
- 6.) Are all members made to feel welcome?
- 7.) Are dinner meetings an enjoyable experience?
- 8.) Do all meetings start & end on time?
- 9.) Are all meetings run efficiently & effectively?
- 10.) Do members look forward to attending dinner meetings?
- 11.) Does the club have active "standing committees"?
- 12.) Are the club's projects organized by special "project committees"?
- 13.) Are Committee chairpersons aware that dinner & board meetings are not the time or place to plan the projects?
- 14.) Does the club have an active Board of Directors?
- 15.) Does the Board meet regularly?
- 16.) Are all members encouraged to share their ideas with the Board?
- 17.) Are all club officers, directors & chairpersons effective?
- 18.) Is the club represented at all Zone & District meetings?
- 19.) Is negativity within the club discouraged and kept to a minimum?
- 20.) Are personality conflicts identified early & resolved in a friendly matter?
- 21.) Does the club publish a regular newsletter?
- 22.) Does the club have an active phone Committee?
- 23.) Are the members reminded on a timely basis of upcoming events & meetings?
- 24.) Are absent members contacted?
- 25.) Does the club regularly recruit new members?



■ 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.*

*By providing hope and positive vision, Optimists bring out the best in kids.*

*-Optimist Mission Statement*

Indiana South District  
Optimist International  
*The Southern Exposure*  
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Address Correction Requested

Optimist:

*The Southern Exposure* is published for all Optimists located in the Indiana South District, Optimist International. The editor is Paul R. Grant, 770 N CR 625 E, Avon, IN 46123. Submissions may be sent to [p\\_grant@fastmail.fm](mailto:p_grant@fastmail.fm) and are subject to extreme editing.

Club Presidents: Please make copies of this Bulletin and distribute to the members of your club.



Give Me "Five" for the Kids  
Donne-m'en « cinq » pour les enfants  
2008-2009