

The Southern Exposure



INDIANA SOUTH DISTRICT – OPTIMIST INTERNATIONAL

Volume 12, Issue 1

October 2006

2006-2007

“TARGET THEIR HEARTS”

Rich Slayton, Governor

Gary Burk, Secretary-Treasurer

Steve Arisman, Immediate Past
Governor

Jim Fleming, Past Governor

Jerry Schue, Governor Elect

Lt. Governors

Zone 1: **Darrel Paul**

Zone 2: **Rick Hollin**

Zone 3: **John Craig**

Zone 4/5: **Mark Wilson**

Zone 6: **Evan Cunningham**

Zone 7: **Chuck Divine**

Zone 8: **Betty Strickland**

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 **January 3, 2007**. Send your articles to p_grant@fastmail.fm if you have e-mail. If you prefer, send it snail-mail: 466 South State Road 267, Avon, IN 46123-8486.

DON'T FORGET!

From the Governor's Desk:

Welcome to the new “Target Their Hearts” Optimist year. This ties in with OI President Ronnie Dunn’s theme of “LOVE”. Most Clubs have new Presidents and many new Board Members. All of the new District Chairs are ready to help your Club excel at serving kids.

What does “Target Their Hearts” mean? Have you listened to the interests and needs of your members? What do they like about your Club meetings and projects? What improvements might they recommend to the meetings and projects? Have you asked? Target their hearts by asking what they want at the Club meetings.

How about looking at your projects? Which gets lots of kids and which don't? Which do your members eagerly wait for each year and which do you have a hard time getting volunteers? The kids and your members are telling you something. Listen to their hearts. Drop the dead projects and add new ones to meet the needs of the kids and the interests of your current members.

We are privileged to have the Optimist International President Ronnie Dunn and her husband Wayne coming to our First Quarter Conference in Indianapolis on Nov. 3 and 4. Ronnie is the first women President of Optimist International. She really tells some great stories about helping kids, like Penny, near her home in Frankfort, KY. Come and meet Ronnie and Wayne and take many of her great examples of BRINGING OUT THE BEST IN KIDS back to your members. Better yet, bring lots of your members to the Omni Severin Hotel in downtown Indy to meet Ronnie in person. Gary Burk has mailed registration forms to all Clubs. Please return them to Pat France quickly. (Deadline was October 13.)

Indiana South District has lofty goals for this year. We want to build 15 new Optimist Clubs. Nine are

already spoken for and will start soon. Do you have a friend in a nearby town who envies your Optimist work and would like to have an Optimist Club to service the kids in their town? Ask if they will help you develop a list. Then you're well on your way.

We also plan to build 20 JOOI Youth Clubs in Southern Indiana schools this year. We currently have 13 JOOI Clubs. We will be organizing them into a JOOI District and having JOOI District officers elected and installed by Ronnie Dunn as part of the Nov. 4 meeting. If your Club sponsors a JOOI Club, please bring your officers to the Nov. 4 meeting. They may get elected to serve as a JOOI District officer. If you plan to organize a JOOI Club, do it quickly to allow the new officers to attend the JOOI meeting with Ronnie Dunn on Nov. 4.

We are also asking EVERY Club to host a NOW (New Optimists Welcome) event during October, November or December. If you hold the NOW event and get 3 new members, your Club will be eligible for the frame of a bicycle. Why would you want the frame of a bike?? Well, if you sign 2 more members and get one wheel, then 2 more for the second wheel and two more for the handlebars and one more for the seat, your Club will receive a bike which you can donate to a needy kid. Get all of those members signed by the holidays and you will have a really neat Christmas gift for some needy kid. They will remember your Club for the gift for many years, and you will be serving 351 additional kids for many years as well.

See you in Indianapolis on November 3 and 4 at the First Quarter District Conference.

Thanks, Rich

From Dale Robertson (Barb) --Vice President, Underwood, Iowa

Greetings Indiana South District:

"LOVE" is our Optimist International President Ronnie Dunn's theme. Our Optimist vision/mission is to: "Provide hope and positive vision, Optimists bring out the best in kids."

We are all members of an outstanding organization committed to: reaching out, helping our communities, promoting Optimism as a way of life, being a "Friend of Youth" and to "Make a Difference". We are among the thousands of proud Optimistic individuals who have made a special commitment to our communities and youth. It is not often that one has the opportunity to meaningfully affect the lives of others as we have. It is in our hands, and in our hearts to do it. Let's show the "LOVE".

Leaders--get organized and start your real business of being a "Friend of Youth". You and your members probably had many different reasons for joining your club. It is essential to get the members active. Number One reason members leave a club? -"I wasn't asked to do anything". Don't make the mistake of not getting everyone involved. Members are waiting to be asked and given direction and remember the main reason people join is to "Make a Difference".

I hope you all plan on attending the November 4 District Conference in Indianapolis as your Governor Rich promotes your District theme of "Target Their Hearts".

Barb and I are very much looking forward attending and participating in your 2nd quarter conference January 20. This will be a great opportunity for us to meet and hear from fellow Optimists throughout the Great Indiana South District. See you there!



Camp CareFree Indiana (formerly Camp Quality Indiana) website:

www.campcarefreeindiana.org <<http://www.campcarefreeindiana.org/>>

The Optimist Creed Calendar

Everyone loves The Optimist Creed, and now Optimist Clubs have the opportunity to share the Creed and raise money for their Club at the same time through the Optimist Creed Calendar.

The full-color calendar features pictures of youth with the tenets of the Creed highlighting each month. The 15-month calendar (October 2006 through December 2007) also features optimistic quotes and important dates for the Optimist year.

Optimist Clubs and Members can purchase calendars at the price of \$4.75 (US) each (minimum order of 60 calendars). The suggested selling price is \$8 each. Order your Club's supply by downloading the order form or sending an e-mail to thomasd@optimist.org.

Don't Keep Your Club A Secret Any Longer

Now you have three opportunities to let the community know your Club is "Bringing Out the Best in Kids".

"I Am an Optimist": A new 7-minute DVD that lets people in the community and potential new Members know what Optimists are all about. It gives a concise overview of what Optimist Clubs do and includes testimonials from several Optimists about what they get out of being a Member.

Radio Public Service Announcements: An audio CD with more than 20 pre-recorded, professionally done public service announcements (PSAs) that your Club can take to a local radio station. Some of the PSAs are designed to have local Club information added.

Optimist Road Sign: Let visitors to your community know there's an Optimist Club in town by erecting an Optimist road sign. Any Club that purchases one of the large road signs through Shumsky or the Canadian Service Centre will be reimbursed for the cost by sending a picture of the erected sign along with the receipt.

To order either the DVD or the radio PSAs, contact communications@optimist.org.

To be reimbursed for the road sign purchase, send the photo and receipt to: Senior Director of Member Services, 4494 Lindell Blvd., St. Louis, MO 63108.



The Avon Club did it. Erected a new road sign, that is. And we received \$100 from Optimist International. See the pictures above. Recognize anyone? Yes, I know that the bushes need trimming. They hide the Rotary emblem really well.

Friend of Optimists

Is there anyone in your community who would like to become a Friend of Optimists? The newest membership class was designed to meet the needs of individuals who want to show support for Optimist International but either do not live in an area where there is an Optimist Club or do not have the time to fully commit to joining a Club. A Friend of Optimists has all the rights and privileges of a regular Optimist Member with the exception of voting at the International and District Conventions. Upon joining, a Friend of Optimists receives a membership card, four issues of The Optimist and a frameable copy of The Optimist Creed, as well as a cling-on Friend of Optimists decal.

A Friend of Optimists recruited by your Club will also count toward your Club's membership numbers for the year, meaning more growth for your Optimist Club.

For more information about Friend of Optimists, visit the Friend of Optimists page of the website.

Don't Google Internet Searches

A new deal with Internet searches as a fundraiser for OI:

When searching the Internet, don't Google, use this address for your search engine www.goodsearch.com and enter optimist as your charity before searching.

Note from editor: I've tried it and the searches work real well. I don't know anything about the fundraising for Optimist International.

Optimist International Credit Card

Members of Optimist International can support the organization with every purchase they make. Optimists in the United States and Canada can now apply for a WorldPoints credit card bearing the Optimist International name! Not only does the credit card promote the good name of Optimist International, but fees from the card's use go back to the organization to help in "Bringing Out the Best in Kids." For information or an application, see the Optimist.org website.

RESPECT FOR LAW

First of all I would like to say welcome to all the NEWBIES and OLDIES on the Indiana South District 2006-2007 team. Here's wishing all of you a great and successful Optimist year being there for all the kids in Indiana South.

I look forward to working with all the clubs and your RFL endeavors this year. I encourage the club presidents to name a RFL chair to help facilitate this year's projects. I hope that each club will participate in helping somehow to get kids to our RFL camps. (I think this is most important.) But to also consider honoring and or hosting your local law enforcement officers. Inviting them to a dinner or luncheon in their honor. Another idea might be to join with your local FOP to include a memorial service to honor the fallen or deceased officers. I can help with an agenda for this service if you like.

Thank you for your support and interest.

Tom Foisy, RFL Chair

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Cell: (812) 639-1439

E mail: tandlfoisy@hotmail.com or talfoisy@peoplepc.com

SOFTWARE FOR CLUB SECRETARY/TREASURERS HAS BEEN UPGRADED

OptiClub ~ Software for Club Secretary/Treasurers that has the endorsement of the Optimist International Board of Directors has been upgraded. Version 3.00 was released during the Convention in Nashville.

OptiClub automates all the duties outlined in the Secretary/Treasurer Answer Book, making the Club Secretary/Treasurer's job easier.

Primary additions included in version 3.00 are:

- > Bilingual (English and French).
- > Choice of address format (with or without postal (zip) code).
- > Handles input and reports to comply with IRS Code Section 501(c)(3).

For more information about additions/changes please go to www.dbscompany.com/DLFiles/AdditionsChangesVersion3.00.pdf.

OptiClub 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.

For more information about OptiClub see item 786 on the Shumsky website (www.optimiststuff.com).

Essay Contest

Here's an activity for every Optimist club in the District. The essay contest offers a chance for your local youth to win scholarships. I urge every club to sponsor a contest in the local schools. This scholarship could be the difference between attending college or going to work in a fast food joint for some youth in your town. It does not take a lot of time, and most schools will cooperate when they find out about the chance to win scholarships.

This year's theme is "I want to make a difference because...", and the District deadline is February 28. Get with the English department and/or Guidance office at your local schools and get things rolling. I want to see 100% participation in this contest.

Ralph Purkhiser, Essay Chair railroad@bluemarble.net

Unofficial Final 2005-06 Report - New Members Added

As of September 30, 2006

| Club | Members | Place |
|---|----------------|---------------------------------------|
| Perry Central Optimist Club # 05584 | 44 | 1 st Place NEW CLUB |
| Tell City Optimist Club # 05583 | 37 | 2 nd Place NEW CLUB |
| Santa Claus Optimist Club # 05483 | 21 | 3 rd Place |
| St. Vincent Children's Hospital # 05578 | 17 | 4 th Place |
| French Lick-Springs Valley # 05552 | 14 | 5 th Place |
| Georgetown Optimist Club # 05235 | 13 | 6 th Place |
| Wabash Valley Optimist Club # 0554 | 12 | 7 th Place |
| Evansville IN Optimist Club # 05175 | 10 | 8 th Place |
| Chrisney Optimist Club # 05581 | 9 | Tied 9 th Place |
| Evansville Westside Optimist Club # 05557 | 9 | Tied 9 th Place |
| Huntingburg Optimist Club # 05270 | 9 | Tied 9 th Place |
| Jasper Breakfast Optimist Club # 05301 | 9 | Tied 9 th Place |
| Jeffersonville Optimist Club # 05300 | 8 | Tied 10 th Place |
| Plainfield Optimist Club # 05435 | 8 | Tied 10 th Place |

Compiled by:

Robert J. Seger, Membership Committee Member

Unofficial Final 2005-06 Report - Membership Standings

As of September 30, 2006

| Club | Members | Place |
|---|----------------|------------------------|
| Santa Claus Optimist Club # 05483 | 121 | 1st Place |
| Jeffersonville Optimist Club # 05300 | 113 | 2nd Place |
| Greensburg Optimist Club # 05247 | 110 | 3rd Place |
| Plainfield Optimist Club # 05435 | 101 | 4 th Place |
| Jasper Breakfast Optimist Club # 05301 | 89 | 5 th Place |
| Indianapolis Optimist Club # 05280 | 81 | 6 th Place |
| Huntingburg Optimist Club # 05270 | 73 | 7 th Place |
| Mill Creek Optimist Club # 05351 | 64 | 8 th Place |
| Georgetown Optimist Club # 05235 | 63 | 9 th Place |
| Clinton Breakfast Optimist Club # 05036 | 58 | 10 th Place |

Compiled by:

Robert J. Seger, Membership Committee Member

Unofficial Final 2005-06 Report - Zone Standings

As of September 30, 2006

| ZONE | Standings |
|--------------------------------|------------------|
| 1 | MINUS 40 |
| 2 | MINUS 9 |
| 3 | MINUS 18 |
| 4 | MINUS 7 |
| 5 | MINUS 12 |
| 6 | MINUS 15 |
| 7 | PLUS 97 |
| 8 | PLUS 8 |
| IN SOUTH DISTRICT TOTAL | PLUS 4 |

Compiled By:

Robert J. Seger, Membership Committee Member

Do Something!

I once stopped behind several cars in an intersection. The winter weather was icy cold and a strong arctic wind blew relentlessly. Ahead of me a young woman stood alongside the street rubbing her bare hands together and dancing in place to keep warm. Beside her rested a sign that read, "I have a baby and no food." She was obviously crying, likely from the pain of the cold wind.

Homeless and unemployed people are a common sight in many of our larger cities, and most motorists drive by without offering assistance. They have no doubt been taught that giving money fosters a dependent lifestyle, or the ready cash may be used to purchase alcohol or another substance rather than the food it was intended for. Like me, they may have been taught that one should give to a local charity or through one's church, as these institutions can help those in need far more effectively.

This, of course, is true, but I am reminded of the college students who encountered a homeless man on the sidewalk. One of the students took a couple of dollars from his wallet and handed it to the unfortunate stranger. His friend commented, "Why did you do that? He's just going to spend it on booze or drugs." The student answered, "Yeah...like we're not!"

As I waited for the light to turn, I felt conflicted about that young woman. Whether or not I should give money, she was obviously in need. And whether or not she actually had a baby really didn't seem to matter. I gave up guessing people's motives and analyzing their stories long ago. It was cold. She was cold. And she obviously felt she had to be there.

What should I do? Give her money? What was best?

As I wrestled with these questions, the window rolled down from the car in front of me and a hand shot out holding a warm pair of gloves. The driver took her own gloves off and gave them to the shivering woman. I saw the young woman mouth the words "Thank you" as a broad smile lit up her face.

As I debated, somebody else helped. As I hesitated, somebody else acted. As I tried to decide the BEST way to assist, somebody else just did what she could. As I did nothing, she did something.

I made myself a pledge that day to always do SOMETHING. Whether it is big or small, just do something. Something is almost always better than nothing!

Educator Leo Buscaglia said, "Too often we underestimate the power of a touch, a smile, a kind word, a listening ear, an honest compliment, or the smallest act of caring, all of which have the potential to turn a life around." Don't underestimate what you CAN do! Each of us can do something, and the something you do may be more important than you'll ever know.

Indiana South District
Optimist International
The Southern Exposure
Paul R. Grant, District Bulletin Editor
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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, 466 South State Road 267, Avon, IN 46123-8486. Submissions may be sent to 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.

Target Their Hearts

