



OptiViews

Michigan District
Optimist International

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Set the PACE—Get in the Race!

Ray Finocchio

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Michigan District 2011-2012 Governor



What's Inside

GREETINGS FELLOW OPTIMISTS!!

It is a distinct honor and pleasure for me to be your Governor for 2011 – 2012. It has been my dream for many years to lead this great District. As I have said many times, my goal is to leave the District better than I found it, and I will do all I can to make this come to pass.

I again want to offer congratulations to Governor Jan and her great Focus Team for a fantastic year!! Our District has achieved new heights as the largest and BEST in Optimist International!

This year, our theme is "Set the PACE". PACE is an acronym for Passion, Action, Commitment, and Enthusiasm. It is my firm belief that we ARE setting the PACE within Optimist International, as the leading District, but we must continue to set the PACE now and in the future, if we intend to remain number one. I also believe that we have the dedicated, committed members to do it!!

This year's Optimist International theme, under the leadership of President Jack Creswell, is, "100% and Then Some". This means that we should all strive to achieve 100% of our goals; but the "and then some" represents a little bit extra—stretch goals, if you will. Our District will embrace this concept in all we do.

Our goals for this year are quite simple:

	<u>100%</u>	<u>AND THEN SOME</u>
Member Growth	+1	+100
New Clubs	+4	+6
College Clubs	+2	+4
JOOI Clubs	+2	+6

I want to urge everyone to get behind these goals and do what you can to make a positive contribution to their achievement. I also want to stress one other item – our Clubs. Without successful Clubs, the Michigan District and indeed, even Optimist International could not exist. So our emphasis must necessarily be to do all we can to make our Clubs successful – in terms of member growth, service projects, fund-raising, and whatever else is needed. I want everyone to know that our Lieutenant and Assistant Governors, Secretary/Treasurer Tom Longhway and our 38 Committee Chairs are all there to help make our Clubs successful. Please use them as necessary; they can help!!



A few words about Member and New Club growth - we are trying a completely new approach this year. First, we are going to implement some marketing/publicity programs (newspaper/radio ads, posters, billboards, etc.) targeted in areas where we are focused on Member growth

or new Clubs. Second, we will achieve new Member and/or new Club growth by adopting a hands-on approach. Our Membership and New Club Building Committees will partner with existing Clubs to conduct NOW meetings or build a new Club. So Clubs will not be left alone to boost membership on their own. They will have the help of our Membership team to plan and execute NOW meetings or New Club Building activity. Interested? Please contact your Lt Governor, or Stacia Little and Lorenzer Frazier – Membership Co-Chairs, or Rich Bloom – New Club Building Chair.

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As you know, our First Quarter District Meeting is upon us. It will be October 21-23 at the Auburn Hills Marriott Pontiac at Centerpoint Parkway. Please see other articles in this issue for more details, but I want to urge as many of you as possible – especially Club Presidents – to attend. I promise – you will learn many new things, and have loads of fun doing it!! I hope to see many of you there to help us celebrate our new Optimist year!!

Last, I want to thank those of you who have stepped up to District leadership positions and urge those of you who would like to

assume District Level positions, to please contact me. I am also available at any time to help members with problems, issues or opportunities. Please do not hesitate to contact me.

Optimist Regards,

Ray

Ray Finocchio, 2011-2012 Governor
Michigan District Optimist International

Michigan District Meeting Dates and Locations



FIRST QUARTER

October 21—23, 2011
Auburn Hills Marriott Pontiac
3600 Centerpoint Parkway
Pontiac, MI 49341

THIRD QUARTER

May 4—5, 2012
Weber's Inn
3050 Jackson Road
Ann Arbor, MI 48103

SECOND QUARTER

February 10—12, 2012
Lexington Hotel
925 S. Creyts Road
Lansing, MI 48917

FOURTH QUARTER

August 24—26, 2011
Treetops Resort
3962 Wilkinson Road
Gaylord, MI 49735

Congratulations Linda Brooks 2010—2011 Optimist of the Year

The Optimist of the Year award was established to recognize the Optimist member who has made the greatest contribution to the community, humanity, the Michigan District and Optimism—and to show that the “Heart of Optimism” lies within our local club members.

The 2010—2011 Michigan District Optimist of the Year was awarded to **Linda Brooks** at the Michigan District Convention in Grand Rapids on August 27, 2011. A specially designed plaque was presented and Linda will have a place of honor at District functions during the coming year.

Linda Brooks is the current Secretary-Treasurer of the Detroit-Northwest Optimist Club. She has been an Optimist member since 1994. Linda is also a Past-President of her Club. She has been actively involved in programs for her Club that include Childhood Cancer, Youth Appreciation, Oratorical and Essay Contests.



Linda has designed flyers and programs for club events and designed awards for member recognitions (Opti-awards). She also designed a program for Secretary-Treasurer reports and established her Club's own website.

Many of you will most recognize Linda for being in charge of the District supplies and selling them at the quarterly meetings. She brings everything from pins to pens to sweatshirts and vests. She has done this for several years and always does an excellent job.

Congratulations Linda Brooks for FOCUSing on Bringing Out the Best in Kids!



2011—2012 Michigan District Secretary-Treasurer

Tom Longway

tomtlongh@aol.com or (248) 568-5608

Michigan District Secretary-Treasurer

Hey Hey Hey.... Welcome to the new "Set the PACE" Optimist Year... For those of you that don't know me, I'm the guy in the shorts (with very sexy legs, I might add). I became a member of the Birmingham Optimist Club in 2003, and served as its President in 2005-06. Since that time, I have been a Lt. Governor in Zone 12 on 4 occasions, serving as an interim replacement this past Optimist year. You will probably note that I have never been a club Secretary-Treasurer, but will give it my best shot for your District Governor, and my friend, Ray Finocchio. Actually, Ray is the one who brought me into the Optimists, so I guess this is his way of forcing me to show my gratitude. Ray, Marc Katz, and especially immediate past Secretary-Treasurer Jeanna Clifford have been a tremendous help in giving me the training necessary to learn the requirements of this position, and to them I give a hardy Thank-You. Ray, myself, and all the other members of our Leadership Team are here to assist you and your clubs in any way we can, so please do not hesitate to call on any of us to help you as needed.

Training: Club President and Secretary -Treasurer Training was held on August 6th at Weber's Inn in Ann Arbor. Certified International Trainer Marc Katz led the group, ably assisted by Certified District Trainer Danny Moss. Asst. Governor, Lt. Governor and Committee Chair Training was held on August 13th at the Lexington Hotel in Lansing. Once again, Certified International Trainer Marc Katz led the group, assisted by Harry Margo and Jeanna Clifford. District Governor Ray presented his mission statement on both occasions, as well as reviewing his expectations for every position within the Michigan District.

New IRS Rules: This information has been in past OptiViews editions, but it bears repeating: Beginning in 2008, small tax-exempt organizations that previously were not required to file returns, may be required to submit an annual electronic notice, Form 990-N, "Electronic Notice (e-postcard) for Tax-Exempt organizations not required to file Form 990 or 990-EZ ". Small tax-exempt organizations, whose gross receipts are normally \$25,000 or less, are not required to file Form 990 or 990-EZ. With the enactment of the Pension Protection Act (PPA) of 2006, these small tax-exempt organizations will now be required to electronically submit Form 990N, also known as the "e-postcard", with the IRS annually.

The e-Postcard will require each organization to provide basic information, such as their name and address, any other names they use, a Web address, if they have one, the name and address

of a principal officer of the organization, and a statement that the organization's annual gross receipts are still normally \$25,000 or less.

The PPA added this filing requirement to improve transparency within the non-profit sector. The information provided is disclosable and will ensure that donors and the IRS have current information about these small tax-exempt organizations.

How to Submit the e-Postcard: Small organizations must submit the e-Postcard electronically. ***There will no longer be a paper form.*** Filing procedures are outlined on the IRS website at www.irs.gov/eo. Please note that the consequences of not filing either the e-Postcard, or Form 990 or 990 EZ or 990PF, will result in having their tax-exempt status revoked. So please be sure that you Club Sec-Treas. understand these requirements. For more information, Optimists can visit www.irs.gov/eo.

District Meetings: This year, we are going to hold the registration fees at \$40.00 for early registration; however, for late registrants, the fee will increase to \$55.00. The reason for this is to encourage all to get their registrations in as soon as possible, so we can provide the hotel an accurate estimate of attendees for lunches, dinners, meeting rooms, etc. This will also give "presenters" an estimate of group size, to assist them in putting together handouts, etc. In the past, the Michigan District has paid out hundreds of dollars in penalties for meal guarantees that did not materialize. On the other hand, if we commit to too little, then some attendees are not guaranteed meals. So please get your registrations in early, and save \$15.00. I'll be watching!!

Training at the First Quarter Meeting: I will be presenting to new Club Secretary-Treasurers on Saturday, October 22nd at one of the Breakout Sessions, so please let me know some of the topics you would like discussed to help you with your job, and I promise to make the training interactive.

Mark your calendars for the First Quarter Meeting in Pontiac at the Auburn Hills Marriott at Centerpoint on October 21-23, 2011. Early registration ends October 6th. Don't forget to book your hotel room now.



Set the PACE!





Thank You for Your FOCUS on Optimism

Janet Oord

governorjan@gmail.com or (269) 873-1954
Michigan District Immediate Past Governor



Dear Fellow Michigan Optimists:

What a wonderful year it has been! It has truly been one of the highest honors of my life to have served as your Governor for the 2010 - 2011 Optimist year! The most rewarding part of this year has been to see, first hand, the incredible work our members do for the children and youth of Michigan. These memories will warm my heart for the rest of my life. It is also very true that Optimists are Optimists no matter where you go, such a welcoming and positive group. I am proud to count myself as one of you!

As I write this article, I have not received the final results of our achievements for the year, but I do know that we rocked it! We remain the largest District in all of Optimist International! Also, our District achieved our goals in growth, healthy clubs and communication.

I want to thank each of our District leaders that stepped up and worked so hard to make 2010 - 2011 a positive and productive

year. I believe that some of the systems and "ways we do business" will carry forward to help our Michigan Clubs and District thrive in the future.

I would also like to thank our Club leaders and members. You are the foundation of our great organization and make our Optimist Creed come to life. Our District and Optimist International are here to help you do your work. Thank you for the dedication you exhibit every day for our youth!

I look forward to celebrating your dedication and success for the 2010 - 2011 Optimist Year at the Second Quarter District Meeting in February during the Celebration Banquet.

Yours in Optimism,

Jan

Janet Oord
Michigan District Immediate Past Governor



Setting the PACE to Increase the Membership Race!

Stacia Little

hsalittle@sbcglobal.net or (313) 410-2897
Michigan District Membership Co-Chairperson

Governor Ray has penned his "slogan"; however it is up to each of us to work as a team to yield the positive results of membership growth. Our goal is to begin the journey at a steady P.A.C.E. to finish at the top by the end of this fiscal year. Let's think of ourselves as farmers, planting seeds at the right time, expecting a bountiful harvest. I believe that opportunity is always present, but a plan is needed to fuel a successful opportunity.

Our unique plan is a different approach to increasing membership. It has been proposed by the Governor with Co-Chair Lorenzer Frazier, the Assistant and Lt. Governors, the Marketing/Publicity Committee and me, Stacia Little, as your membership Chair.

We will offer support to clubs having New Optimists Welcome (N.O.W.) meetings by providing two membership committee members to assist in the planning, which should relieve the clubs of completing this task alone.

I will have my all Membership Committee Members in place to start

planning the N.O.W. meetings. The plan is to have representatives throughout the District to give immediate assistance to struggling clubs and any others who could use a helping hand. I don't think anyone has too many members, N.O.W. do they?

"Urgent necessity prompts many to do things." - Miguel de Cervantes. This quote along with our mission as Optimists should motivate us to pick up the pace and get going.

Hope to see you at the First Quarter District Meeting in Pontiac to plan your N.O.W meeting and learn about the 2011-2012 Membership Awards Program.





We Accept Paper or Plastic

Linda Brooks

lybb_1999@yahoo.com or (313) 570-6046

Michigan District Supplies Chairperson



You've heard the saying "don't leave home without your American Express" many times before. You just never know when it might come in handy for that fantastic once in a lifetime "got to have" purchase! At the First Quarter District Meeting in October you will have a chance to purchase the official 2011-2012 Michigan District shirt with Governor Ray's logo, available in limited supply. In addition, lots of new and exciting Optimist supplies from Promotions Corall will be available for purchase. Please stop by the Supplies Expo to purchase your Club supplies and gifts. Make a list of the things you will need for your Club programs and activities and buy them early to help keep your cost down by eliminating shipping cost. And remember, we accept paper and plastic!



We FOCUSED to Find New Optimist Members

Welcome Our Newest Members Added 07/01/11—09/07/11



<u>Bay City Noon</u>	<u>Battle Creek—Harper Creek</u>	<u>Clinton Township Area</u>	<u>St. Clair Shores</u>	<u>Every Second Counts-Waterford</u>
Karen Amon	Samantha Kasten	Corliss Barnes-Darnell	Pamela Balint	Benjamin Anderson
Rebecca Kaiser	<u>Mt. Pleasant</u>	Nilsa Cruz	Charles Beckwell	Richard Anderson
<u>Muskegon Heights</u>	Andrew Martin	Lisa Edwards	Jared Dell	Jill Hemming
Jeanette Casson	Patrick Mease	Keith Edwards	Matthew Dishman	<u>Clarkston Area</u>
Angelia Coleman	<u>Flint—Breakfast</u>	Peter Ellis	Kristen Rebelein	Derek Dagostino
Orbra Coleman	Kate Mackenzie	Daniel Heppler	Barbara Scavone	Phillip Dutton
Efreida Day	Bob Nelson	Evelyn McKenzie	Tracey Tuck-Kuvilla	<u>West Bloomfield</u>
Stanley Grissom	<u>Flint—West</u>	Edward Samulski	Cynthia Tyner	Jesse Garcia
Willis Jenkins	Paul Haines	Susan Share	Michael Westfall	Ian Goldberg
Patrice Johnson	Geri McCormick	<u>Shelby Township Area</u>	<u>Grand Rapids—Kent</u>	<u>Roseville</u>
Safornia Johnson-Pierce	Carl Wolf	Frank Bailey	Mary Vernon	Kurmmell Knox
Peggy Lewis	<u>Ann Arbor - Breakfast</u>	Jay Blazius	<u>Niles</u>	Dee Lindroth
Angela Locke	James Adams	Barbara Bolhuis	Stacie Bowker	Sylvia Maisano
Edmund McAllister	Willie Campbell	Barbara Crawford	Aaron Carroll	Kelly Matta
Rashawn McClanahan	Connie Taylor-Haines	Angelena DeGregy	<u>Ludington</u>	Patricia Stonehouse
Georgia Moss	<u>Clarkston Area</u>	Karen DeGregy	Barbara Furstenberg	Vince Tocco
Mattie Porter-Dye	Rod Bereznicki	Catherine Einhaus	Michael McDonald	Kathy Tocco
Dewey Ross	Joette Kunse	Loretta Kunath	Michael Machaaud	Thomas Young
Glenda Scott	<u>Auburn Hills</u>	Adam Mandziuk	James Vanhoven	<u>Central Detroit</u>
Anthony Simmons	Mahlon Ozmun	Melenie Mandziuk	<u>Auburn Hills</u>	Denice Childers
Kimberly Sims	<u>Pontiac</u>	Chris Orjada	Alan Albright	Pearlie Faulkner
Leslie Slater	Liz Bond	Suzanne Orjada	Jim Albright	<u>Detroit—Faith, Hope, Love</u>
John Thornthton	<u>Lakes Area</u>	Imogene Pilarski	<u>Detroit—Northwest</u>	Cynthia Tyner
Katherine Warner	David Baker	Su-z Shaw	Darlene Gant-Leonard	<u>Michigan FOO</u>
Kimberly Washington	Scott Liebold	Sood Shikha	Maria Kane	Mary Zeppelin
Nathaniel Wells	<u>Central Macomb</u>	<u>Saginaw</u>	Kenneth Scott	
Janna Wright	Jan Zambelli	Linda Kramer	Eric Smith	



to Our New Member Sponsors Success During 07/01/11—9/07/11

Bay City Noon

Marlene Sajdak

Joellen Strieter

Muskegon Heights

Joanne Butts

Edward Causey

Angelia Coleman

Terry Nash

Jaronique Benjamin

Ron Jenkins

Kellie Kitchen

Bobby McCowan

Ester Moody

Kimberly Washington

Battle Creek—Harper Creek

Terry Eisen

Mt. Pleasant

James Binder

Ann Arbor—Breakfast

Jerry Kelley

Sandy Elden

Louis Haines

Clarkson Area

Nanci Anderson-Bereznicki

James Evans

Joan Patterson

Jeffrey Reed

Auburn Hills

Michael Ardelean

Joseph Hopper

Pontiac

Jo Ann Legge

Lakes Area

Bob Schiller

Central Macomb

Sue Kardasz

Clinton Township Area

Theresa Jarratt

Margaret Howard

Lou Moss

Helen McCormick

Terri David

Sharon Lowe

Shelby Township Area

Toni Hill

Lou Moss

Nancy Rylicki

Nancy Tarpey

Ann Marie Carufel

Daniel Graves

Joe Hill

Central Detroit

Bernestine Whitmore

Stacia Little

St. Clair Shores

Geraldine Hofmann

David Martin

Verlyn Rebelein

Joseph Wielgot

Detroit—Faith, Hope, Love

Sharyn Greene

Rogers City Luncheon

Kelly Bruning

Grand Rapids—Kent

Harry Margo

Saginaw

Jeffery Webber

Niles

Tammy Anders

Michelle Morse

West Bloomfield

Brian Flaggs

Ludington

Deborah Wright

Thomas Walsh

Every Second Counts-Waterford

Bob Schiller

Debbie Berry

Detroit—Northwest

Terrence Oden

Secialue Porter

Sylvia Spencer

Roseville

John Surhigh

Jan Haggerty

Frank Maisano

Maggie Rollinger

Judy Hartwell



Introducing the 2011—2012 Governor-Elect...

Barry Burnham

barry.burnham@sci-us.com or (586) 703-4435

Michigan District 2011-2012 Governor-Elect

Thank you, thank you, and thank you. I am so excited and humbled by the support and encouragement from all of you to be elected to the position of Governor-Elect for 2011-2012. Our District has a long tradition of excellence and heritage that I will do my best to preserve and enhance. I feel we are so fortunate to have the time and talent of so many distinguished individuals that are committed to upholding the values that make the Michigan District what it is today. Think of how you would like to be of service during the 2012-2013 Optimist year and let me know, I would love to have you on my team!

Find the Information at the EXPO!

Jeanna Clifford

cliffordjec@aol.com or (810) 287-2530

Michigan District Director of Committees



Your committee chairpersons are looking to set the P.A.C.E. at our First Quarter District Meeting at the Marriott Centerpoint in Pontiac on October 21-23, 2011. They will be there in full force with displays at our Michigan District EXPO. Are there programs that your club has never participated in? Need to know how to increase membership, build a new club, get involved with JOOI, find out more on Childhood Cancer Campaign? This is the type of information you will find when you visit the EXPO in Pontiac. Your Michigan District Leadership Team is willing and able to assist your club this year. If you would like to have a display or exhibit at the EXPO, please send me an email ASAP. Space may be limited, so get your request in quickly!



Set the PACE at the First Quarter District Meeting

Bob Smith

bosmith8@earthlink.net or (810) 923-1480

Michigan District Meetings and Convention Chairperson

A lot of activity has been going on behind the scenes, and the First Quarter District Meeting should be quite memorable. We will be at the Marriott Centerpoint Hotel in Auburn Hills on October 21 – 23, 2011. The registration form is available on page 15.

The weekend will start with an affordable, yet optional, training session on New Club Building on Friday afternoon. Friday evening will be the Executive Committee Meeting and then the infamous Hospitality Suite for casual networking. You will not want to miss Saturday evening's Masquerade Ball with a DJ and karaoke following the reception for OI Vice President Dwight Phillips and First Lady Marlene and dinner.

Costumes for the Masquerade Ball are optional, but we would like a minimum \$5/per person donation to the OIF for those not so attired.

We have EXCELLENT room rates of \$79/night single or double and suite upgrades will be just \$99/night single or double. Take advantage of these great prices and skip the driving. Room rates guaranteed only to October 6, 2011, which is also the early registration price cutoff – so don't procrastinate!

If you have suggestions for round table or workshop topics you'd like to see later this year, please pass them along. We rely heavily on your input taken from meeting evaluations, so please remember to complete them and turn them in.



2011—2012 Michigan JOOI Governor and More!

Cherryl Thames

cherryl@quantumleaps-u.com or (248) 506-5118

Michigan District JOOI Co-Advisor



Serving as Secretary on the 2010-2011 JOOI MI Board of Directors was a grand experience! It was an experience that provided me numerous opportunities for growth and development. I am truly privileged to be a part of the JOOI organization. Serving on our JOOI MI Board of Directors has enabled me to meet youth and adult JOOI members and advisors from around the state which is an amazing opportunity for learning and sharing "What JOOI Clubs Do".

Our 2011 Leadership Conference increased our JOOI awareness world-wide including an opportunity for supporting the Kupsya JOOI Club of Uganda. I was intrigued to know that JOOI clubs are helping people around the world and making the world a more joyful place to live.

From the district conferences to starting new JOOI clubs in Michigan, Ms. Thames (our District Chair), Samantha Fentress (our Governor), the Lieutenant Governors and I put our best foot forward to make the 2010-2011 year a great year. I am happy to be a part of a youth and adult collaboration such as the JOOI MI Board of Directors and District JOOI Committee and I look forward to serving as the MI District JOOI Governor for the 2011-2012 year!

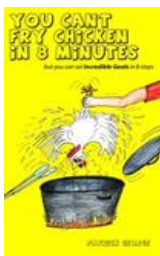
Experience Vu Déjà with JOOI!

We've all experienced déjà vu, looking at an unfamiliar situation and feeling like we've seen it before. It turns out the most

successful and creative people flip this around and consciously practice *Vu Déjà* – looking at a familiar situation as if you've never seen it before. - Posted on 8/7/2011 by Josh Linkner

Vu Déjà is our theme for the First Quarter. JOOI club leaders, members and their advisors will look at what they've always done and explore opportunities that are brand new. If we support a vision of JOOI clubs united, we are destined to do even greater things for the communities that we serve. The plan:

All Michigan District Optimist meetings will include an **All District JOOI Community Service Project** and a JOOI Leaders workshop/breakout session.



1st Quarter - Tutoring community service project at Pontiac Middle School for 7th and 8th graders on Saturday, October 22 from 9:00 a.m. - 11:30 a.m.

1st Quarter - JOOI Leaders workshop/breakout session theme and focus: "You Can't Fry Chicken in 8 Minutes" (Patrick George, author).

SAVE THE DATE!
MICHIGAN DISTRICT JOOI CONFERENCE
SATURDAY, FEBRUARY 11, 2012



I Want to Start a New Optimist Club, Now What?

Rich Bloom, Certified Club Builder

investor51@aol.com or (989) 246-0116

Michigan District New Club Building Chairperson

Your Optimist Club can extend their commitment to young people by starting a New Club. Through a New Club, you bring together a group of volunteers who focus on youth development and thereby help improve an entire community. Your Optimists also benefit from the New Club process, which sharpens leadership skills, increases fellowship and strengthens personal development.

Optimist International and the Michigan District understand that people join Optimist Clubs for different reasons, most often for "intangible benefits." People join for the good feeling they receive from helping a young person succeed. The Michigan District also recognizes the diversity and time limitations of today's volunteers. Different Optimist Club models are in place throughout the organization, and we're optimistic that one might be a Club concept that fits the goals of potential volunteers in your community.

- ◆ **Traditional Club** – A traditional Optimist Club conducts a number of exciting, youth-oriented events and promotions each year. The Club meets on a regular basis at a fixed location.
- ◆ **Sports Club** – A Sports Club is built with the primary goal to serve youth through athletics, be it baseball, football, golf, tennis, basketball, soccer or hockey.

- ◆ **Non-Traditional Club** – The Non-Traditional Club is built around a single focus or a single event during the year. This Club has officers and they meet via electronic newsletters and e-mails. Members may not all be located in the same community.

The Michigan District New Club Building Committee of Rich Bloom, Lou Moss and Tom Welch are ready to help you start the biggest and best youth activity in another town or even a second club in your town. We will be having a New Club Building Seminar at the First Quarter District Meeting, by invitation only, *so let Governor Ray know that you would be interested in attending.* The seminar will be taught by two Optimist International Certified Club Builders, Sandy Larivee (Southwest Ontario District) and Rich Bloom (Michigan District).

This seminar will cover the step-by-step process to learn what is involved in starting a New Club including how to request a Certified Club Builder.



Rah, Rah, Sis, Boom, Bah— Optimist College Clubs...Yah!!

Linda Owczarzak

mrsoenator@gmail.com or (734) 395-8313

Michigan District College Club Chairperson



College Clubs provide Student Development and Leadership opportunities. This is an exciting year, with wonderful opportunities to grow Optimism. Whether you are a mature adult updating your skills on a college campus, or embarking into college for the first time, a Michigan District Optimist college club provides flexibility for personal growth and community involvement for college students. Be a leader, make a difference, address a need on campus or in your community, and build your resume by starting a college club on your campus. Let me show you how you can do it. Contact: mrsoenator@gmail.com





Try Something Different— Build a Non-Traditional Club!

Dave Fries

David.fries@us.army.mil or (313) 971-5458

Michigan District Non-Traditional Club Building Chairperson

The Michigan District Non-Traditional “tree” is growing with two exciting new clubs!

The possibilities are endless and the concept can be duplicated all over the Michigan District.



The Professional Business Woman’s Network (PBWN) is being chartered in south-east Michigan. Dedicated to helping the kids and to support women, educate women, and promote women; this Club is growing rapidly. Contact Theresa Jarratt at tjarratt@vpgdesign.com or phone: (586) 306-7284 for more information.

And there is more..... as an Optimist Club, they can continue to meet, hold fundraising activities on their own and enjoy being a part of a larger group of individuals who share the same inspiration.

The Friends of Selfridge Optimist Club is being chartered too! This club is committed and dedicated to giving back to their communities, especially for the benefit of helping young military families. Specifically, this Club will provide manpower, funding and insurance. Contact me! Dave Fries at david.fries@us.army.mil or phone: (313) 971 5458



There are also manpower benefits. With a larger number of Optimists in your community, all working towards “Bringing Out the Best in Kids,” the job of providing programs and services to kids becomes easier. We as members already know the benefits of membership.

What ideas do **YOU** have? This could be the future of New Club “growth” in our District:

The truth is that we would prefer previously formed groups to be a Traditional Optimist Club, however, selling that concept to a group that is already formed, running and has its own mission is hard to do. Optimist International approves and understands the Single Focus and Non-Traditional Clubs.

Non-Traditional Clubs are any previously formed group or organization that supports or promotes programs or activities primarily related to youth.

Many Optimist Clubs exist to support minor sports, build playgrounds, operate ice arenas, and sponsor youth activities of every type whether organized by an external group or not. Take a look at some of the organizations that are endorsed by Optimist International as an example. Bringing them under our umbrella as an Optimist Club helps them, helps us help them in a very meaningful way.



There is an opportunity to expose members in our Community to the many benefits that come with being an Optimist Member. For example, parents and minor sports coaches who devote countless hours to kids, instructors who teach life saving techniques to children, a select group of individuals that support military family activities when their spouse is deployed, a church club, or a recreation club critically needed in a community are ideal sources of members for non-traditional clubs.



“What is your legacy?”



As I have always said: “You can do it, we can help!”

Build a Non-Traditional Club Today!



Optimist International Foundation, 100% And Then Some

Marc D. Katz

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Michigan District Optimist International Foundation Representative



This is the 40th anniversary of the Optimist international Foundation and to recognize the 40th anniversary there will be a special 40th Anniversary 2011-2012 club banner patch for clubs that make a \$400 club donation to the Foundation. This year, this will replace the \$1/day, \$365 club patch. Our District Goal for the 2011-2012 Optimist year is to have 10 clubs be recognized with the 40th anniversary patch. 100% and then some!

To increase the visibility of the Foundation, Governor Ray and I are asking each Optimist club to appoint a Club Foundation Representative (CFR) who would be responsible for making sure that their club is aware of the Optimist International Foundation, the programs of the Foundation, encouraging club members to consider Dime-A-Day+ contributions during the Optimist year. We are also asking Lieutenant Governors to have an agenda item at each one of their zone meetings that will provide information about the Foundation to those in attendance.



To recognize the 40th anniversary, the Dime-a-Day program, a \$36.50 individual donation will be "Dime-A-Day Plus", 11 cents a day, a \$40 individual donation, 100% and then some. Our District goal for the 2011-2012 Optimist year is to have 200 Dime-A-Day contributors.

If you have an interest in becoming a CFR please contact me. I am willing to attend club meetings and zone meetings to discuss the Foundation and all of the benefits that it provides to Optimist Clubs.

Many of the Foundation programs are continuing. The Century Circle, a \$100 contribution for the year, will continue. Individuals who contribute \$100 or more will receive a window cling recognizing their achievement.



Thanks to all Optimist club members and Optimist clubs for your continued support of the Foundation. Let's work together to make 2011-2012 the best year ever for the Foundation so that the Foundation can help Optimists help more children.



The President's Club is also continuing, which is a \$250 annual contribution; first time contributors receive a President's Club pin.

At the First Quarter District Meeting there will be a silent auction to benefit the Foundation. Please bring items for the auction early on Saturday morning and the auction items will be available for bidding until lunch time. At lunch there will also be a special Chinese auction to benefit the Foundation.



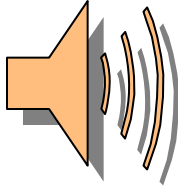


2011—2012 Oratorical Contest: “How my Optimism Helps me Overcome Obstacles”

Monetta Foster

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Michigan District Oratorical Contest Chairperson



It's That Time Again! That's right - Time to begin planning for the 2011-2012 Oratorical Contests. Guess what? There are thousands of eligible students 18 years of age as of December 31st 2011 and younger who are eager to share their experiences relating to our topic for this year,

“How my Optimism Helps me Overcome Obstacles” and to compete for the grand prize of \$2500 awarded at the District Contest. The District competition will be held at Weber's Inn in Ann Arbor on Saturday, May 5, 2012.

As with last year, Michigan has been divided into five areas:

AREA 1:

Northern Michigan from Saginaw to Traverse City to Alpena and back.

AREA 2:

Western Michigan—Manistee County south to Ottawa County, east to Clinton County, NW.

AREA 3:

Southwestern Michigan from Ingham County West and Ingham County South to borders.

AREA 4:

Lenawee to Shiawassee, over to Genesee up to Huron County, and a line south along county borders to Lenawee County—includes Lapeer, Oakland, Washtenaw, Sanilac, Livingston.

AREA 5:

St. Clair, Macomb, Wayne, and Monroe Counties.

A chairperson will be assigned to each area. Each chairperson will be expected to conduct their Area Contest no later than April 20, 2012.

Each club is invited to send one representative to attend the Oratorical Breakout Session October 22nd.

If you would like to volunteer to be an Area Chairperson for your particular Area or if you know of someone who would be excellent for this position, please pass that person's contact information to me.

I thank you in advance for making this year one of the best ever for involving students in this very worthwhile contest.



Learn How to Make Flower Arrangements

Gloria Finocchio

rfinocchio11@comcast.net or (248) 203-6635

Michigan District Spouses' and Children Activities Chairperson



It was so good to see so many of you at the District Convention in Grand Rapids. What a beautiful location, and a wonderful time we all had. Governor Jan and her Team really went above and beyond for us all. Also, Connie Bloom has done a great job with the Spouses' and Guest's activities and will be a difficult act to follow. Connie had so many fun activities for us this past year.

Now, we're on to the new Optimist year – the “Set the PACE” year. I'm really looking forward to planning the Spouses' and Guest's activities for you all. Please plan to come to our First Quarter District Meeting at the Marriott Centerpoint in Pontiac. It is sched-

uled for October 21 – 23, 2011. Our activity will be on Saturday and will involve flower arranging. Come and learn how to arrange flowers, with ideas for the upcoming holidays. Please check the Michigan District Website, www.michiganoptimists.org for more information.

Janice Smith of the Brighton Optimist Club has graciously agreed to work and plan with me. I believe we're a great team. If anyone has any questions or suggestions, please don't hesitate to contact me. Also, if any of you plan to bring children and/or grandchildren, please let me know. We will have activities for them, as well.



Childhood Cancer Campaign (CCC) Update

Jim Walker

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Michigan District Childhood Cancer Campaign Chairperson



A big thank-you to all the Optimists who turned out for the 2011 Grand Rapids District Convention CCC Walk. We had a great time with Optimist International President Danny Rodgers who joined us for our walk along the Grand River Walkway.

A lot of great things are happening throughout the Michigan District when it comes to The Childhood Cancer Campaign. Several projects have reached out and touched children in our great District in many different ways. Through devotion, resources and time, clubs have been able to help families through difficult times.

One example was brought to my attention by our upcoming Governor-Elect Barry Burnham. Leila France, President of the

Northwest Detroit Optimist Club says, "our proudest moment this year was when we partnered with the Goddard School in Canton, Michigan and the Rainbow Connection. A little girl named Paris was diagnosed with having a Wilms Tumor and her wish was to go to Disney World. Wilms tumor is a type of kidney cancer that occurs in children. It is the most common form of childhood kidney cancer. Well, we assisted in making her wish come true through club donations." Thank-you Leila, for sharing that great information regarding CCC and another thank-you to all the Optimist clubs throughout our great District who ran a Childhood Cancer Campaign program during the 2010 – 2011 year.

Clubs have also been major contributors to the Optimist International Johns Hopkins Childhood Cancer Campaign Fund. Thank You, Thank You, Thank You! Providing the Care, Finding the Cure.



It's Time to Set a Date for 2012 Junior Golf

Sherry Regiani

sregiani@comcast.net or (248) 877-8110

Michigan District Junior Golf Chairperson



Do you have an EASY button? It will feel that way, when you set your 2012 Junior Golf Qualifier date before your favorite golf course closes for the season. Several clubs have already set their 2012 date – how about yours?

This year I'm asking for your help to bring our program up a notch by following some simple guidelines from Optimist International. These are program steps followed across the country and around the world.

All local clubs desiring to participate in the Optimist International Junior Golf Championship (OIJGC) program must register with the Michigan District Chairperson no later than January 31 of the current Optimist year. You can make it easier on yourself by doing this by Dec 1, 2011.

Here's all you need to gather right now:

- Name of your local Optimist Club, or combined clubs, or Zone
- Chairperson's name, email and phone number (or Club President's name, email and phone number - if the chairperson has not yet been named)
- Name of Golf Course, including the name of the Club Pro, email and/or phone number

- Date of the Local Qualifying Tournament - at least 5 days prior to the beginning of the District Tournament – so set your Qualifier no later than June 13, please.

Send the info to me via email or at www.michiganoptimists.org. Junior Golf is listed under "Youth Activities" at the top of the Home Page. No Internet? FAX it!

Next year the District Tournament will be held June 18-19, 2012 (Mon-Tues after Father's Day). We're still negotiating and can't say which course yet, but it will be on the western side of the state.

The new District Registration forms will list the 2012 local qualifying sites, and we plan to distribute these at the three major golf shows this winter. Don't be left out!

Your commitment can make this a great year for parents and kids all across our District. One more point: Andy Hudson from OI asks that if you do insist on holding a Junior Golf event later in the year, please be fair to the parents and kids by noting on your registration form that your event may not lead to advancement to the District Tournament or Optimist International Championship.



Register Today For The Michigan Optimists 2011-2012 First Quarter Conference Auburn Hills Marriott Pontiac at Centerpoint Parkway 3600 Centerpoint Parkway, Pontiac MI 49341

Friday, October 21, 2011 Registration (5:30 p.m. – 7:30 p.m.) Executive Board Meeting (7:30 p.m. – 9:30 p.m.) Hospitality Room (7:00 p.m. – 11:00 p.m.) Saturday, October 22, 2011 General Business Meeting & Breakout Sessions; Membership Workshop with Marlene Phillips, CIT Luncheon Keynote Speaker: L. Brooks Patterson Masquerade Ball and Entertainment Sunday, October 23, 2011 Michigan Optimists Breakfast Program (9:00 a.m.)

P = passion A = action C = commitment E = enthusiasm

GENERAL SESSION STARTS PROMPTLY AT 8:45 A.M.

Please Use One Form Per Optimist Member!

Name: _____

Name for Badge: _____

Phone: () _____

Zone: _____

Club Name: _____

2011-2012 Office: _____

First Timer? Yes No

Any Special Meal Needs: _____

(If not specified, the standard menu selection will be served)

If attending, Spouse/Guest Name: _____

If attending, child's name(s) and age(s): _____

Please Check Which Activities You will Attend:

Early Registration: @ \$40 = Must be faxed or postmarked before October 6, 2011. Registration includes coffee, lunch and meeting room charges.

Late Registration: @ \$55 = Faxed or postmarked after October 7, 2011. Lunch NOT guaranteed.

JOOI & College Club Members: @ \$20 =

Past Governors' Breakfast: @ Free = 7:00 a.m. – 8:30 a.m.

Assistant Governors' and Lieutenant Governors' Breakfast: @ Free = 7:15 a.m. – 8:30 a.m.

First Timer's & Spouses Continental Breakfast: @ Free = 7:30 a.m. – 8:30 a.m.

Spouse's and Guest's Activity: @ \$10 = Note: Lunch is self pay

Saturday Evening Masquerade Ball (Costumes are encouraged) @ \$35 = 6:00 p.m. Cash Bar Reception for OI Vice President Dwight Phillips 6:30 p.m. Dinner and Entertainment

Saturday Evening Masquerade Ball – JOOI & College Club Members: @ \$20 =

Michigan District Optimists Family Breakfast: @ \$20 = 9:00 a.m. Breakfast and Program

Total: _____



Make Your Hotel Reservations Today!!

(Please mention that you are with the MI District Optimists)

Auburn Hills Marriott Pontiac at Centerpoint 3600 Centerpoint Parkway Pontiac, MI 48341 Telephone: (248) 253-9800

Reservation DEADLINE: October 6, 2011

Room Rate: \$79.00 (plus state and local taxes) Standard Room – Single or Double Occupancy \$99.00 (plus state and local taxes) Suite – Single or Double Occupancy

Please Make Checks Payable To: Michigan District Optimists

Send Registration to: Tom Longhway, Secretary-Treasurer 820 Willoway Estate Drive Bloomfield Hills, Michigan 48302

Cell Phone: (248) 568-5608 Fax Number: (248) 499-1520

Please note Policy #C7: All requests for refunds of prepaid registrations must be made in writing by the pre-registered individual. Such requests must be received by the Convention Chair or Secretary-Treasurer before the last day of the convention.

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Optimist International Mission Statement:

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



Michigan District
Optimist International

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.

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Next **OptiViews** Deadline

December 3, 2011

Submit articles via e-mail to Nicole:
ingers007@yahoo.com

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www.michiganoptimists.org

Optimist International
www.optimist.org

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