



OptiViews

Michigan District
Optimist International

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Focus on . . . Bringing Out the Best in Kids

Janet Oord

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Michigan District 2010-2011 Governor

Greetings Fellow Michigan Optimists:

I am honored to step forward as your Governor for this 2010—2011 Optimist year. First, I would like to congratulate our Immediate Past Governor Dorothy Tyler for her dedicated leadership over the past year. As I mentioned during our Michigan District Convention; it's not about Dorothy's year or Jan's year, but it is about providing seamless assistance, guidance and nurturance to the children and youth in our great state. To achieve this goal the leadership teams, as we transition from year to year, run side by side to assure that we do not skip a beat in helping our kids.

You may have noticed that my theme for 2010-2011 is "Focus on Bringing out the Best in Kids". This theme plays out in many ways. First and foremost being that every single thing we do as Optimists must "Focus" on our mission.

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

In order to continue to bring out the best in kids we must, at all levels of our Optimistic efforts, "Focus" on our goals, strategies and resources. The result of this "Focus" will be the productive and best use of our most valuable resource, our member's time.

You will find the theme of communication underlying all of our District goals. Based on this foundation, our District leadership will "Focus" on communicating opportunities for training, strategies and tools to our clubs. Lieutenant Governors will "Focus" on sharing resources with the clubs in their Zone and assist them in

maintaining the health of their club. You can look forward to numerous ways throughout the year that we will recognize and celebrate productive and healthy clubs and members at club and district meetings.

Our Michigan District efforts this 2010-2011 year will "Focus" on three goals:

1. Every Club a Healthy Club = Honor Club

Our number one "Focus" as a District is to assure that all of our Clubs are maintaining healthy practices. Honor Club requirements at International and District levels are a way of measuring a Club's health and recognizing them for their diligence to maintain and improve the health of their club. While as Optimists we are not in it for the recognition, it is important to recognize and celebrate the dedication of our members.

2. District Growth - Michigan must regain it's rightful position in all of Optimist International - Being Number One!!!

Of course we want to be number one, but the true reason for growth is to serve the many needs of the children, youth and families in our great state. Increasing the number of Optimists in Michigan is serious business, and you will be recognized for helping with this effort! Members and Clubs building new clubs and bringing in new members or Friend of Optimists (FOOs) will receive significant recognition, some will even be delivered in person to your club by your Governor.

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Ask your Club President to find out more about the District recognition program. The Growth Team will have excellent tools and assistance available to all club members for building new clubs, bringing in new members and bringing in a Friend of Optimists.

3. Excellent ongoing communication with Club members and their leaders

So, we are back to the foundation of our District "Focus" - Communication, Communication, Communication! In addition to the OptiViews, we will have a bi-weekly electronic newsletter that will be e-mailed to all Club Presidents and Secretary/Treasurers. It will be up to these leaders to share the information with their club members. We will also post these electronic newsletters on our Michigan District website (www.michiganoptimists.org)

A "Focus" for this goal will be to increase the number of Optimist members who attend our District meetings. To achieve this, we plan to significantly change the format of our District meetings. The business session will move to the end of the day and the morning

session will be filled with fun, fellowship and learning together. I hope to see huge numbers of you there and look forward to having a fabulous time together. We will begin the year with the first ever Parallel District Conference in Niagara Falls and will also have a Super Zone meeting in each of our four Regions. Look for more information regarding these meetings in this issue.

I look forward to a wonderful year together as we "Focus" on "Bringing out the Best in Kids" and work together make Optimism grow and flourish in our communities.

Do not hesitate to contact me if you have questions, suggestions or need assistance with your goals.

Yours in Optimism,

Jan

Janet Oord, 2010-2011 Governor

Michigan District Optimist International



Parallel District Conference Niagara Falls, Ontario

Don Brose

broseelectric@msn.com or (248) 736-8833

Optimist International Vice President

It's not your ordinary First Quarter District Meeting. It's not even in Michigan. It's travel time folks, we're going to Canada! Something new for the 2010-2011 Optimist Year is a Parallel District Conference so all the Optimist Districts in a given region can meet and network with each other. We are in the Northeast & Great Lakes Region consisting of Atlantic Central, Atlantic Northeast, Central Ontario, Midwestern Ontario, Southwestern Ontario, and Michigan. Michigan District's very own Don Brose is the Optimist International Vice President for our region.

The Parallel District Conference is in lieu of a First Quarter District Meeting in Michigan so we will be heading for Niagara Falls, Ontario during the weekend of October 22-24, 2010 instead. On-site registration is \$65. Hotel reservations can be made at the Hilton Fallsview Hotel by calling (905) 354-7887. Hotel reservation deadline is September 29, 2010. Room rates start at \$99.00.

Jeanna Clifford will be handling the registration for the conference. If you have registration questions, please contact Jeanna at (810) 287-2530 or cliffordjec@aol.com. Payment can be made by Visa, MasterCard or check made out to "Optimist Parallel Conference". Additional information including: agenda, registration form, and local attractions can be found at www.optimist.org/pdc.

The Michigan District will have an Executive Board Meeting on Friday, October 22 at 7:30 PM. After the breakout sessions and general meeting on Saturday, members of the Michigan District may join together for dinner at East Side Mario's located next to the hotel. Dinner will start at 6:30 PM.

You will need a passport or enhanced Michigan driver's license/I.D. to travel across the Canadian border. Start the process now as it may take up to 6 weeks to process the information. Your local U.S. Post Office branch can help with passport information and most Secretary of State branches can assist with the enhanced driver's license/state I.D. Processing fees range from \$50.00—\$200.00. If you have questions regarding requirements for crossing into Canada please reference the following numbers: Bluewater Bridge (Port Huron, MI) - (810) 985-9541 or Ambassador Bridge (Detroit, MI) - (313) 226-3141.

No plans are being made for group travel to this event so please make your own arrangements.



uper Zone Meetings

What is a Super Zone Meeting? During the First Quarter, all Zones in each Region of the Michigan District will meet together, rather than have their individual Zone meetings. Your Assistant Governors and Lieutenant Governors are working together to plan a fun and worthwhile meeting for everyone. Governor Jan will be attending each of the four meetings to share some thoughts with you. Below are the dates and some details for the Super Zone meetings.

Region 1—November 6, 10:00 AM—2:30 PM

Location: Alma VFW Hall

Contact: Melissa Young, Assistant Governor

melissa_p_chef@yahoo.com

(231) 845-7150

Region 3—November 20, Lunch Meeting

Location: TBD

Contact: Monetta Foster, Assistant Governor

mofoster888@sbcglobal.net

(248) 451-9494

Region 2—December 4, Lunch Meeting

Location: Hunt Club, 544 W. Columbia Ave.

Battle Creek, MI 49015

Contact: Marilyn Lenox, Assistant Governor

wolfpawss54@hotmail.com

(269) 673-8887

Region 4—November 13, 8:30 AM—11:00 AM

Location: Lakeland Manor, 2621 Harper Ave.

St. Clair Shores, MI 48081

Contact: Barry Burnham, Assistant Governor

barry.burnham@sci-us.com

(586) 566-1137

Please put these dates on your calendar. More details will be coming from and Assistant or Lieutenant Governor near you soon!



Dates and Locations for Michigan District Meetings and Convention

FIRST QUARTER

Parallel District Conference

October 22—24, 2010

Hilton Fallsview Hotel

Niagara Falls, Ontario, CA

Super Zone Meetings

Region 1—November 6

Region 2—December 4

Region 3—November 20

Region 4—November 13

SECOND QUARTER

February 25—26, 2011

Lexington Hotel

925 S. Creyts Road

Lansing, MI 48917

THIRD QUARTER

May 13—15, 2011

Doubletree Dearborn

5801 Southfield Service Drive

Dearborn, MI 48228

FOURTH QUARTER

District Convention

August 25—28, 2011

Amway Grand Plaza

187 Monroe Avenue NW

Grand Rapids, MI 49503





Together We Will Have a Great 2010—2011 Year!

Jeanna Clifford

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

Michigan District Secretary-Treasurer

Beginning a new Optimist year provides us an opportunity to reminisce on what our clubs accomplished last year. A strong financial base is important to the vitality of our clubs, for it will allow them to serve youth without concern for the solidity of the club itself. I encourage everyone in Michigan to pay your Club dues promptly, allowing you and the leadership of your club to FOCUS on the kids. That's what we're all about.

Optimist International Dues and Michigan District Dues will be mailed to your Secretary/Treasurers the first week of October. It is their responsibility to make sure club dues are paid....please be nice to them.

The Annual Club Planning Conference report is due no later than November 15, 2010. We hope that your club leadership will involve the entire membership to fill out this form. Discussing this

report among members will encourage involvement from all and lead to excellent planning. I have provided labels for everyone to use to send these in.

Finally, a great way to supplement the budget of your club is to recruit a Friend of Optimists. Did you know that your club gets back \$40 for every Friend of Optimist recruited? The Friend of Optimists recruitment is a great way to involve those who are unable to attend your club meetings but would like to support your club in any way that they can. We have a great product to sell....think about it.

If there's anything at all that I can do for you, don't hesitate to contact me. Remember, we're all working together to "Bring Out the Best in Kids".



Focus on Leadership Development

Marc Katz

marcgoblue1@gmail.com

(248) 219-5949

Harry Margo

ceioffice3268@sbcglobal.net

(616) 475-1167

Chris Shults

clshults@sbcglobal.net

(269) 349-0972

Michigan District Leadership Development Team

Leadership development refers to any activity that enhances the quality of leadership within an individual or organization.

Trained Optimist club leaders and trained Optimist club members equal healthy Optimist Clubs. Healthy Optimist Clubs equal more youth in our communities being served.

There are two upcoming opportunities for leadership training that are being offered to members of the Michigan District. The Parallel District Conference (PDC) for the Northeast and Great Lakes Region will be held in Niagara Falls, Ontario on October 22-24 and four Super Zone meetings will be held within the Michigan District during November and December.

The PDC will offer twelve training sessions along with round table discussions and a General Session activity. Breakout sessions will be for both club leaders and club members and include training sessions for Lieutenant Governors and Assistant Governors, Club Presidents and Club Secretary-Treasurers. Club members will have sessions on Mentoring, Social Media, the US and Canadian

Optimist Foundations, Fun and Fellowship at Club Meetings and the Internet Safety program. There will also be a session on "What's in it for me, why get involved at the District level". The District Executive Committee will meet on Friday evening and the District Board of Directors will meet on Saturday afternoon. Governor Jan is also planning a District dinner on Saturday evening. Detailed information about all of the breakout sessions will be available on the Michigan District website, www.michiganoptimists.org, for members to review and plan which sessions that want to attend prior to arriving in Niagara Falls.

The Super Zone meetings will be conducted by the Assistant Governors. Region 1 will meet on November 6th, Region 2 on December 4th, Region 3 on November 20th and Region 4 on November 13th. Information will be posted on the District website with the agenda and registration information.

Remember; Trained Optimist club leaders and trained Optimist club members equal healthy Optimist Clubs. Healthy Optimist Clubs equal more youth in our communities being served.



Growth in the Michigan District. . . A Focus on Membership, New Club Building and College Clubs

During the 2010 - 2011 Optimist year the Growth Team consisting of Membership, New Club Building and College Club Chairs will be working closely together to coordinate their work to bring Michigan back to its rightful position in Optimist International. What is that you ask? NUMBER ONE, of course!!!

The Growth Team has an exciting year planned. Recognition of members at the individual and club level for bringing in new members or Friend of Optimists and who build new clubs will be at the forefront.

Membership

Michelle Kauffold
newmichelle@att.net or (313) 885-5407

I personally don't need to get any taller and I definitely don't want to get any wider; but I am interested in Growth. I need to grow the number of kids served in my community. I need to grow the number of friends, family and business associates that get to experience the power of Optimism.

As a club we want to reward you quarterly for your growth. The club that adds the most members will get a visit from our Governor Jan with a TREAT.

- ☺ Starting now until December 31st, Jan will come to a club meeting bringing either Hot Chocolate or Cinnamon Rolls, or if your group is into New Year Resolution's, she'll bring celery sticks, baby carrots and water.
- ☺ From January 1st to March 31st the club that has the most growth will also get a visit from Governor Jan with Pop and Pastries.
- ☺ From April 1st (no foolin') to June 30th, the club with the most growth will get a visit that includes Iced Tea, Lemonade and Potato Chips.
- ☺ The club with the most growth from July 1st to September 30th will get a visit with Cider and Doughnuts.

As individuals we want to reward you for the number of members you bring in - THIS INCLUDES "FOO"s. (Friend of Optimists) * We have special pins designed for the sponsors:

- ☺ One new member you get the single digit 'thumbs up'!
- ☺ Two new members you will get the 2-finger peace sign pin
- ☺ Three new members you will get the 3 fingers OK sign



*FOO's are one of Optimism's best-kept secrets. You never have to accept the answer of "I don't have the time to come to a meeting" from anyone; just invite them to be a FOO and their involvement is as much as they choose.

There is something for everyone- Just Ask, hold a NOW meeting and send FOO letters to local businesses you frequent. We want to reward everyone's growth.

New Club Building

Dave Fries
david.fries@us.army.mil or (313) 971-5458

Hello! I want YOU to build a NEW Club! I can show you HOW! We are here to help! Do YOU Know the four easy steps to build a new club? Here they are...

1. Needs Assessment:
As I say in the office: "what about my needs?"
A way to accurately identify and understand the needs within the community in order to build a strong Optimist Club.
2. Recruitment:
"Why! Because it's all about the KIDS!"
The process of connecting and recruiting with community-minded individuals to an Optimist Club for the purpose of "Bringing out the Best in Kids!"
3. Meetings
"It should be fun but serious too!"
The process of coming together as an assembly for a common purpose during the formation of a Club.
4. Follow up
"Talking feedback" and "Follow-up and Follow through"
The ongoing process, led by the District, to ensure that each new Club becomes a strong, viable asset with effective leadership that provides excellent service to the community.

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Read all about "New Club Building":

<http://www.optimist.org/e/member/newclub1.cfm>

Read 100's of "Membership Recruitment" Ideas:

http://www.ads-software.com/club_ide.htm

Feel free to contact me if you have questions or would like help.

College Clubs

Rocco Romano

roccor712@yahoo.com or (248) 435-8173

Our goal for New College Clubs in the Michigan District is FIVE. Also in order to help maintain the existing College Clubs, I am planning on contacting each of them to introduce myself and see if I can help them succeed. A few possibilities for new college clubs are: Madonna College, Macomb Community College and Lawrence Technological Institute. If anyone knows a contact person at these

four facilities, or any other College/University, please contact me at (248) 321-0883.

Building a college club is a great way to engage the students in community service (required by many of the colleges) and to build future Optimist Club members. One of the first things to do is connect with someone who works within each college. A teacher, a Director of Student Services or a Community Service Credit Counselor, etc. are good contacts.

If anyone wants to be part of the New College Optimist Club Committee let me know. We are all looking forward to the upcoming Super Zone meetings and Parallel District Conference. I am excited to see everyone there.

Looking at the Sunny Side of Everything, *Rocca*

The Challenge of Staying Focused in a Start-up Mode

Debra J. Berry

debinparis@sbcglobal.net or (248) 467-0592
Michigan District Director of Committees

Hey, check out that DATE, it's October! Yee Ha! It's a new Optimist Year! Are we all in 'start-up' mode? There is such a lot of work to be done! Start-ups can have a hard time staying focused. It's the nature of the beast. The level of enthusiasm that leaders have for their start-up can very quickly lead to chasing too many opportunities. *The big risk?* Running in every direction, chasing every lead, idea and opportunity only to realize at the end that you've made very little progress. As we work our way through this "Focus" year with Governor Jan, *let's remember the enthusiasm we have on this day!*

Startups are great at finding opportunities. The enthusiasm, creativity and freshness of "start-up leaders" often gives them the ability to find new solutions – they're not locked in a box. That's a good thing when looking for new opportunities – watch for them, they are out there.

Focus. That's really the key! Start-ups need to be 'laser focused' on what they are trying to do. It's very challenging but 'do-able' – especially when having to simultaneously build a committee, realize efficient goals, succeed in objectives and more – with focus, your committee will succeed and grow the District in untold ways.

1. **Be Merciless.** Opportunities that take too long to materialize are bad opportunities. Start-ups don't have the time – especially

right out of the gate – to spend long periods of time making plans and strategizing.

2. **Be Organized.** It's almost impossible to succeed unless you're well organized. That goes beyond stating the obvious. But something that might not be as obvious is making sure you have the infrastructure in place to support what you're doing. For example, you get your committee members secured, work on that yearlong strategic plan and create a timeline.

3. **Be Analytical.** Question things. Track data. *Test everything. Try it!*

The MI District Optimist organization is depending on you – as a **Committee Chair or Committee Team member**, we ask you to support each other and bring your finished products to the District, in meetings, publications, marketing and networking. Just to name a few, there will be **deadlines** for the OptiViews newsletters, for reports to be made at MI District meetings and for goals to be realized all during the year. For now, make sure you have tapped into all of your resources, checked with previous years' Committee Chairs for guidance, gone online to see where you can reach out and retrieve, and lastly, give myself or Governor Jan a call, email or shoutout on Facebook. We will check on you frequently to touch base and make sure all is going well. Have a fantastic year and prepare to adjust your vision. . . Focus! Focus! Focus!



Michigan District SOARS with New Members During 07/01/10—08/31/10



<u>Traverse City</u> James Noller	<u>Waterford Twp-Breakfast</u> Gyla Demetrak	<u>West Branch</u> Kelly Kimball	<u>Brighton</u> Karla Griscom	Christina Inman
<u>Berrien Springs</u> Sandra Pena-Edington	<u>WSU Warriors-Detroit</u> Lorena Woods	Kami Shields	Alyssa Magid	Jeanola Jackson
Steve Tidwell	<u>Central Macomb</u> Deborah Selkey	Susan Timlick	John Noss	Stephan Johnson
<u>Jackson</u> Carol Sherman	<u>Roseville</u> Gil Tijerina	<u>Muskegon Greater</u> Charlotte Johnson	<u>Southfield Lathrup</u> Heather Brown	Narvia Twyman
<u>Ann Arbor Breakfast</u> Corey Curtiss	<u>Bay City</u> Lisa Tijerina	<u>Lapeer</u> Mike Butterfield	<u>West Bloomfield</u> Shelley Kemp	Dinah Wilbert
<u>Clarkston Area</u> Kim Boose	<u>Birmingham</u> Cynthia Longhway	Tom Patten	<u>Livonia</u> Teuta Welker	Estelle Wright-Alexander
Vincent Licata		Caleb Rutledge	<u>Detroit Metro Riverfront</u> Lona Burch	<u>Shelby Twp Area</u> Nancy Senatore
Rosalie Lieblang		<u>Ypsilanti</u> William Love	Paulette Carter-Scott	<u>Detroit Downtown</u> Gregory Schindler
		Leanna Tyler		<u>Oak Park-Royal Oak Twp</u> Juanita Reynolds

A Round of Applause for Our New Member Sponsors

During 07/01/10—08/31/10



<u>Traverse City</u> Samuel Mitchell	<u>Clarkston Area</u> Robin Brose	<u>Central Macomb</u> Fred Lyon	<u>West Branch</u> Chris Borchardt	<u>Detroit Metro Riverfront</u> Fatima Plater
<u>Berrien Springs</u> Roger Edington	Susan Ring	<u>Lapeer</u> Ronald McDougall	Perry Shields	Betty Bruner
Rex Welch	Joan Patterson	Daniel Gerlach	Nancy Griffin	Sandra Battle
<u>Jackson</u> Robert Inman	<u>Waterford Twp Breakfast</u> Debra Berry	<u>Roseville</u> Judy Hartwell	<u>Muskegon Greater</u> Timmy Smith	Edith Watts
<u>Charlotte</u> Sandy Elden	<u>WSU Warriors-Detroit</u> Fatima Plater	<u>Bay City</u> Rob Short	<u>Brighton</u> Robert Smith	Denise Cruise
<u>Livonia</u> William Colbeck	<u>Ypsilanti</u> James Mays	<u>Southfield Lathrup</u> Cherryl Thames	<u>West Bloomfield</u> Louis Goutman	<u>Detroit Downtown</u> Gregory Schindler
	Detra Pittman			<u>Oak Park-Royal Oak Twp</u> Gloria Jefferson





WELCOME OUR TWO NEWEST CLUBS TO THE MICHIGAN DISTRICT FAMILY

The Optimist Club of OCC of Auburn Hills
and Soaring Mentors Optimist Club of Detroit

OCC Auburn Hills

Walter Allen
Monique Broadnax
Carol Brogan
Matt Butler
Sam Currier
Tishea Day
Ray Devone
Pamela Dodd
Dornal Garry
Amy Hanbury
Krystal Herron
Deanthony James

Kathy Jubelt
Ebonee Kelly
Beth Kerry
Kim Klemens
Charisma McCoy
Tyler Miller
Rhea Reid
Erica Roberts
Stephanie Shoulders
Stephanie Vance
Wendy Voccia
Fred Wassman
Dominique Young

Soaring Mentors Detroit

Glorious Fambreau
Sherry Brown
Annie Caine
Myrline Collins
Francetta Crook
Juliet Funches
Fredia Harris
David Harrison
Jasmine Jenkins
Adrienne Jones
Rita McKay
Elmorie Miller

Keith Moore
Bessie Moore
Oscar Murray
Janet Nelson
Antoine Rockingham
Donna Ross
Precious Smith
Andre Spivey
Reeshemash Spivey
Shirley Tolliver
Dorothy Tyler
Karen Walker
Carmen West

Stephanie Wilson



Thank You for Believing in Me

Ray Finocchio

rfinocchio11@comcast.net or (248) 203-6635
Michigan District 2010-2011 Governor-Elect

Greetings Fellow Optimists!

I hope everyone in attendance enjoyed our Fourth Quarter District Convention. We had much business to complete, as well as much celebrating to do in recognition of a wonderful year under the leadership of Governor Dorothy. I am especially proud to have served as your Meetings/Convention Committee Chair and would be lacking if I didn't AGAIN acknowledge and thank my Committee Members for an OUTSTANDING job for ALL FOUR District Meetings, but especially for assembling and implementing plans for our Convention. It was truly a wonderful weekend. Those members are **Debbie Berry**, **Barry Burnham**, **Marge Howard** and **Bob Parker**, with the tireless assistance from Zone 12 Lieutenant Governor, **Tom Longhway**.

I also want to thank all of you who supported and encouraged me during my campaign for Governor- Elect. To be elected to this position, and serve as your Governor for the 2011 – 2012 Optimist year is truly an honor. I want to assure you that I will devote my best efforts to leading this great District toward the achievement of even greater goals than in the past, and to continue to enhance our vision of Bringing out the Best in Kids within our respective communities.

For those of you that did not attend our Convention, I want to reiterate what I said during my election speech—I promise to first, provide support to Governor Dorothy and her Leadership Team, to help finish this year on a high note. Second, I promise to provide assistance to Governor-Designate Jan Oord during her year, to help her and her Leadership Team make her year a success. I will also work closely with Jan to ensure that the best practices of her Team are transferred to and implemented by my Team for 2011 – 2012.

I want all of you to be particularly aware of one of my 2011 – 2012 objectives - - that being to encourage more Member attendance at District Meetings, and to solicit more Member involvement in District Leadership. We have a tremendous wealth of talent within the District. Unfortunately, less than 3% of our Members attend District Meetings and an even smaller number assume leadership positions.

To that end, I encourage anyone interested in assuming a leadership position at the District level to contact me. Don't wait until my Optimist year begins. Now is the time for us to talk and for you to share your ideas and best practices with me. Please feel free to call me anytime.

All the best in Optimism, *Ray*



All Aboard. . .The O-P-T-I-T-R-A-I-N!!!

Bob Schiller

migov0708@comcast.net or (248) 722-4407

Michigan District Optimist International Foundation Representative

(Start thinking the "Soul Train Theme Song) Yes sireee indeed, it's the (your voice goes up here) O-P-T-I-T-R-A-I-N with

your host Past Governor Bob in the Engineer's seat. We're going to take you on the greatest ride of the year as we work toward our "unrestricted gifting" goal of \$35,000. And how are we going to do that? We are going to **FOCUS on reaching bi-monthly goals** that will earn us **passenger cars** that will carry kids filled with optimism, because the Michigan District knows how to "Bring Out The Best In Kids!" In fact, the Michigan District's generosity was recognized at the 2009 – 2010 International Convention for being the first District to reach the \$1 Million dollar mark in "unrestricted funds" under the leadership of Governor Dorothy and Past Governor Lou Moss as the DFR. So this year, **Governor Jan's year of "FOCUS"**, Michigan needs to lead the way in reaching our Foundation goals.

For **October/November** Governor Jan and I will be looking for five (5) new donor members to make a one-time **Century Circle donation of \$100** each.

In **December/January** the challenge is to get one (1) new **Scholarship Sponsor** (\$2,500/yr for five years) for any one of the Optimist International Scholarship programs.

February/March the FOCUS is on renewing our current **President Club** members (\$250 donation level) and encouraging others to

help us create hope and a positive vision for the youth of our communities.

For **April/May** our fourth passenger car will come with the recruitment of two (2) new **Christopher D. Larson partners** (\$1,000 donation) and/or **Executive Club partners** (\$1,000 Corporate donation). Governor Jan and I have some tricks up our sleeves for this one. Who knows, **you may be the next Christopher D. Larson Partner!**

June/July brings a **Club Challenge** to all of us. It is called the **365 Club Patch** and is given for "**club**" donations equaling **\$365**. The patch is really nice and will draw attention to all banners that display it.

That leaves **August/September** for us to reach a **5% - of - Membership** to participate in the "**Dime-A-Day**" program (**\$36.50 donation**) and receive our sixth passenger car.

(Music please) Now you all know what that means? All that is left is to shake our "**Caboose**" at our Fourth Quarter District Convention and based on the picture I have from Denver, Michigan knows how to cut loose! **To get this year's Foundation efforts underway**, visit our Michigan District website (www.michiganoptimists.org) and buy a ticket to **win an 8GB iPod Touch** for a donation of **only \$5.00!** The drawing will be held at the Parallel District Conference in Niagara Falls!!



93rd Optimist International Convention July 3-5, 2011 in Baltimore, Maryland

Fatima Plater

optimisticwoman@yahoo.com or (313) 393-4859

Michigan District Optimist International Convention Co-Ambassador

Location-, Location, Location...Baltimore, Maryland will be the site of the 2011, 93rd Optimist International Convention. The head-quarter hotel and meeting venue will be at the Baltimore Marriott Waterfront which is located in Harbor East on the waters edge.

Join optimists from **around the world** as we explore top-rated museums, the National Aquarium, the Fort McHenry Monument and Historic Shrine, the Babe Ruth Birthplace and Museum, Johns Hopkins University, Camden Yards and much more.

There will be three days of **fellowship, outstanding training, and elections** for International Officers and voting on policies that will impact your club and our organization for years to come.

So, put the dates July 3-5, 2011 on your calendar, dust off your piggy banks and start saving for the Optimist International Convention in Baltimore, Maryland. More information will be coming in the future from our other Michigan District OI Convention Co-Ambassadors Lou Moss and Karen Monville.



**AUTOMOTIVE GROUP WINS
CORPORATE SPONSOR OF THE YEAR AWARD**

The Huron Valley Optimist Club nominated this year's recipient of the coveted Corporate Sponsor of the Year Award for 2009–2010. The award was presented to LaFontaine Automotive Group located in Highland Township, Michigan. It has assisted in raising over \$20,000 for the Childhood Cancer Campaign, donated a car to the Huron Valley Optimist Club golf outing, sponsored the 2nd Annual Garden Party for the Children's Leukemia Foundation and raised \$12,000. The LaFontaine Automotive Group has developed a corporate culture that includes community service but does not seek individual recognition. It has a corporate policy of sponsoring the local Optimist Club events and projects and has employees involved with the organization. *Congratulations LaFontaine Automotive Group!*

**“How My Education is the Key
to a Successful Future”**

Betty J. Howard

bhowj@att.net or (313) 259-8853

Michigan District Essay Contest Chairperson



All interested students under the age of 19 as of December 31 of the 2010-2011 school year are eligible to participate in the contest. The essay contest presents young people the opportunity to write about their views and opinions. This year Optimist International will award each District Contest winner a \$2,500 scholarship for higher education. Winners at the Club level have the opportunity to advance to the District Contest to compete for a \$2,500 college scholarship.

support interested students in developing their skills of written expression. The deadline for Clubs to submit their winning essay to the District Chair is February 28, 2011.

For additional information, please e-mail the Optimist International Programs department at programs@optimist.org, or call (800) 500-8130, ext 235. To help Clubs get started, a program package for the Essay Contest is available on the [Package Programs](#) page of the website at www.optimist.org

Clubs – this is the time to spread the word about the Optimist International Essay Contest. Identify, encourage, mentor and



Membership Recognition and PGI

Maggie Rollinger

mrollinger@juno.com or (586) 777-5613

Michigan District Membership Recognition and PGI Chairperson

Watch for more details coming soon about the new, exciting, motivating...**Michigan Optimist Member Recognition Program!**

Each member can use the credit they earn to purchase Optimist merchandise at the supply store during District meetings. That's right, the credit will be redeemable just like cold hard cash.

The Member Recognition Program will be on the order of Achievements & Awards (A&A) program, through which clubs earn recognition, but this will be for individual members. Members will earn credit for...

I understand we don't do the things we do for fame and glory but it is nice to be recognized for things we do and this is what this is about. All the bugs are not yet worked out but will be soon. If you have any questions feel free to contact me.

- Optimist Foundation Contributions
- Bringing in new Optimist members
- Building a new Optimist Club
- Attending District, Zone and International meetings & training





The "Promise Yourself" 2009—2010 Eagle has Landed

Dorothy L. Walton Tyler
tylerdot@yahoo.com or (734) 697-0958
Michigan District Immediate Past Governor

October 1, 2009 ushered in the beginning of a year of excitement, new relationships, fun, travel, exposure to multifaceted activities, and an opportunity to see this wonderful state of Michigan in a new light! Oh, did I say, "Awesome, hard working, giving, sharing and yes, loving group of Optimists!" Just meeting so many of you was enough to make the year SOAR! *What a flight!* Thank you Optimists for extending invitations to visit your clubs, for words and notes of encouragement and the warm receptions I received at your affairs and the District meetings!

The Michigan District and I were so blessed to have the wonderful officers, committee chairs, hospitality host and meeting sites to do our Optimist work and fellowship with each other. Special thanks is extended to our last hospitality host at our Fourth Quarter Convention in Battle Creek, August 20-22, 2010, Dave Fries and the wonderful clubs of Zone 6 - Battle Creek, Battle Creek-Harper Creek, Kalamazoo Breakfast, Battle Creek-Pennfield and Jackson. Now that was the way to celebrate patriotism!

Jim Oliver, Optimist International Representative at our Fourth Quarter Convention shared insight, words of wisdom and encouragement to us as he visited with members from the breakfast meetings on Saturday morning to the closing session on Sunday. We were very fortunate to have him with us for the weekend. A special thank you is extended to Secretary/Treasurer Jerry Kelley and his wife Diane for serving as his host.

All of the committee chairs did a commendable job, however, I must personally thank the following chairs who made the District Meetings and Convention SOAR! as we convened to do District enrichment, training, OIF fund raising, appeals for membership and sharing: **Ray Finocchio, Jim Huston, Jerry Kelley, Fatima Plater, and Lou Moss!** You guys and your committee members were truly the "Wind Beneath My Wings!" Also, thank you Convention Committee for all of the "Specials" shown to me. You warmed my heart!

During the 2009-2010 Optimist year we said farewell to many optimist members who gave so much of themselves to the betterment of kids. We also said farewell to two Past Governors – Ben Lowery and Dr. Joe Sasaki. We truly thank all of them for their service and their families for sharing them with us.

This article is being written on September 15, 2010 before the year ends on September 30th, however, the work isn't over. Members, clubs, zones, and all leaders are still being encouraged to SOAR a little harder because, "The Push Is On" to become a Distinguished District! It is our heartfelt desire to leave the District as we found it or better. *We want and deserve to be Distinguished!*



I am thankful for the following clubs that have been built to serve more kids:

- **Optimist Club of Jamaica—**
Herb Strather
- **Oakland Community College—**
Don & Robin Brose
- **Soaring Mentors—**
Fatima Plater, Vivian Weaver & Dorothy Tyler
- **Kupsya Junior Optimist Club of Uganda—**Bob Schiller, Debra Berry & Kathy Gaita.

Clubs in Progress:

- ☺ **Every Second Counts in Waterford**
- Debra Berry, Linda McClure, & Bob Schiller
- ☺ **Lake Orion:** Roger Diederich, Don Brose & Sue Ring.

Thanks to all club officers and members for adhering to my call for *change* by dropping members in advance and doing your best to replace them. In times such as these, it hasn't always been easy, but you persevered! Thanks for bringing in more members to "Bring Out the Best in More Kids." I hope you will be the winner of the 32 inch flat screen HD TV, Designer Luggage Set or Gift Card for having brought in the most members between May 1, 2010 and September 30, 2010. Isn't that something, being rewarded for bringing in members to serve kids?

(Continued on Page 13)



(Continued from Page 12)

This SOARing 2009 – 2010 year has truly been geared toward communication. I have tried my best to answer each and every phone call, email or snail mail addressed to me timely and effectively. Thanks to our webmaster Theresa, we've been able to communicate in more ways and our website is second to none. The Michigan District *SOARed* higher through rapid communication to its members.

I believe as we *SOARed* more of us were also able to become

Honor and Distinguished Clubs. Congratulations is extended to all of you for your extra effort!

Finally, congratulation to Governor-Designate Jan Oord and her team as they *FOCUS* in 2010 – 2011. May success be all they encounter!

Norman (the fishing guy) and I thank you for entrusting the Michigan District to our care. *We SOARed in 2009-2010.*

Meet the 2010—2011 JOOI Governor: Samantha Fentress



My name is Samantha Fentress and I am the JOOI Michigan Governor for 2010-2011. I have had the wonderful pleasure of being involved with the Southfield and Lathrup Village Making a Difference JOOI Octagon Club for 3 years. I have also had the opportunity to serve on the Michigan District JOOI Board for 1 ½ years. Being a member of JOOI has provided me with exceptional skills in leadership and networking with others. As Governor, I hope that all Michigan JOOI Clubs will have a successful and prosperous year. We can achieve this through maintaining close ties in communication. My ultimate goal is to help Michigan JOOI build upon what has been established in the preceding years in order to help us advance to the next level!

I look forward to an exciting and rewarding year for us all. As the Mission of JOOI states, "Junior Optimist Octagon International is an all-inclusive youth organization that embraces the positive values of optimism, respect for self and others, and independence of mind through the unlimited opportunities of community service and sponsorship by Optimist International."



Sincerely and EnJOOI,

Samantha Fentress

The Passing of Dr. Joe Sasaki. . .A GREAT Optimist!



Dr. Joe Sasaki, a longtime member of the Ann Arbor Optimist Club, passed away on September 1, 2010 at the age of 98 years young. His Ann Arbor Club was formed in 1945 and Dr. Joe began his journey into the world of Optimism in 1959.

Dr. Sasaki spent many years as an integral member of his club and in 1966 he decided to take on a leadership role for the Michigan District. He served as Governor of the District during the 1967-1968 Optimist year and raised the District to the level of Distinguished within the halls of Optimist International. A little known fact about the Sasaki family is that during the same year Dr. Joe became a Distinguished Governor, his son became a Distinguished President.

Dr Joe's wife, Pam Sasaki, also a member of the Ann Arbor club, has been a companion and wife to Joe for the past 25 years. Pam has served as the Ann Arbor President since 2005, and together, she and Joe have always attended Michigan District conferences and conventions.

Since his years as a Distinguished Governor, Dr. Joe has been known for his artistic talents and wealth of Optimist history. He has served as the District's "Historian" for the past several years and, through his artwork, has endeared the Michigan District to many visiting dignitaries. He fashioned a wide variety of origami creations and always presented them to any Optimist International representative visiting the District on official business. The beautiful origami cranes he created represent longevity in Oriental cultures, and this is what he bestowed on the many visitors to the District.

He was also an artist with his printed words, and presented many original, hand-made certificates, embellished with beautiful calligraphy and colored ornamentals, to many of those visitors, as well as several District members who rose to a level of accomplishment in Dr. Joe's eyes.

We will keep Pam Sasaki, Dr Joe's children and grandchildren, and the Ann Arbor Club in our thoughts and prayers. Our Optimist family will remember Dr. Joe with fondness.



Optimists In Action

Shirley Williams

dsdwms@aol.com or (313) 534-8594



The Fourth Quarter of the 2009—2010 Optimist Year has been a busy time for many of the Michigan District Clubs. Let's FOCUS on how we brought out the best in kids. Below is a summary of some of the activities within our District:

The **Optimist Club of Muskegon Heights** held its first ever N.O.W. meeting and recruited 11 new members. Several community leaders were in attendance and they had a great participation.

The **WSU Warriors Optimist Club** had a successful Stay at Home Tea Fundraiser for their Youth Service projects and would like to thank all Optimists who donated funds.

The **Waterford Breakfast Optimist Club** has been running a Bingo Night on Tuesdays for the past four months as a fundraiser. It is also a good wintertime indoor activity for all ages. Contact Club President, Debbie Berry, at debinparis@sbcglobal.net if you would like more information.

Royal Oak Optimist Club sponsors First Annual Youth Summit at the South Oakland County Boys and Girls Club. Seventeen boys and girls from Royal Oak and surrounding communities participated along with ten Royal Oak Optimist Club members. The youth shared their challenges, concerns, ideas, and suggestions regarding the state of our youth in the community. The initial goal was to identify potential needed programs and services where the Optimists could make an immediate and long term impact in the lives of the area youth.

In August, the **Grand Blanc Optimist Club** collected school supplies at the local farmers' market. Backpacks are filled with everything from rulers to paper to glue sticks to folders and pencils. These backpacks are passed out to the local elementary schools for the principals to hand out to those children in need.

Bay City Noon Optimists has a Bike Night every Tuesday where they bike the local trails and meet for dinner afterwards.

The **Optimist Club of Clawson-Troy** had four Junior Optimist Clubs start back to school so they are making a push for membership by setting up a booth at the school open houses which included fliers, pictures, and applications promoting Optimism.

The **Optimist Club of Metro Riverfront** had a N.O.W. cookout at a member's home on August 28th and welcomed 11 new Optimists.

The **Lakes Area Optimist Club** held their First Annual 5k Run and 1k Walk for the Walled Lake and Commerce Township Area. They teamed up with the Commerce DDA to host the event.

The **Breakfast Optimist Club of Kalamazoo** took 50 underprivileged children back-to-school shopping at Target for clothes and backpacks. The money for this event was raised at their Right Start Auction and Raffle Party in July. The Club also provides each child a gift bag full of new school supplies. **B.O.C.K.** held their annual OI Foundation Blind Auction in August at a weekly meeting and raised \$1175 in under an hour.

On behalf of the **Birmingham Optimist Club**, Michigan District Internet Safety Chairperson, Bob Schiller, did a pilot program for Internet Safety at Pembroke Elementary School for third graders. With success, this will soon be in all Birmingham Public Schools.

Reminder—please forward your club bulletins and special club announcements to: **Shirley Williams, 20190 Cooley, Detroit MI, 48219** or email: dsdwms@aol.com



MICHIGAN DISTRICT

Parallel District Conference Registration Form



Sign Me Up for the Northeast-Great Lakes Parallel District Conference, October 22-24, 2010

Name _____ District _____

Address _____ City _____

State/Province _____ Postal/Zip Code _____ Club# _____

Club Name _____ E-mail _____

Early Bird Registration \$55 (US or Canadian), Postmarked BEFORE September 10
Pre-Paid Registration \$60

Send, Fax, or Email registration to:

Our Hosts... The Hilton
Fallsview Hotel

Jeanna Clifford
7460 Atherton Rd.
Davison, MI 48423

Fax (810) 309-1480
cliffordjec@aol.com
Cell (810) 287-2530



ROOM RATES

Thursday and Friday City View \$99
Saturday City View \$139
Thursday and Friday Fallsview \$119
Saturday Fallsview \$279

Complimentary Valet Parking

Tell the Hotel that you're booking for the
"Optimist Parallel Conference"
Call for Hotel Reservations: (905) 354-7887
www.niagarafallshilton.com
Deadline for Reservations: September 29, 2010

In order to register, please send a check made out to "Optimist Parallel District Conference"
or pay by VISA/MASTER card.

Name On Card _____ Card # _____

Expiration Date _____ Security Code _____

NO REFUNDS AFTER OCTOBER 12, 2010

Any Questions? Contact VP-Elect Don Brose (248)736-8833 or broseelectric@msn.com
More Information about the conference and hotel is available at www.optimist.org/pdc



**Michigan District
Optimist International**

**Next *OptiViews* Deadline
December 1, 2010**

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

Websites

Michigan District
www.michiganoptimists.org

Optimist International
www.optimist.org

***OptiViews* Staff**

Nicole M. Ingersoll
Chief Editor/Publisher

Linda Ingersoll
Co-Editor

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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Optimist International Mission Statement:

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