

Optimism

The Official Newsletter of the Atlantic Central District of Optimist International

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• **Optimist International** •

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Are you already making plans to attend the 2011 OI Convention?

**If not, why not? It's in our backyards...Baltimore, MD
July 3-5, 2011**

What I Did On My Summer Vacation

Ate French fries on the boardwalk in Ocean City, Maryland. Celebrated three graduations of grandchildren. Was inspired by the creative Optimists of our Atlantic Central District.

Some of you are bringing out the best in kids, recognizing not only the academic achievers but those who do their best everyday. Some of you help out children and their families with holiday baskets or respite care for youth with cancer.

Some of you raise funds for these projects with game nights, parking cars at sports events or even auctioning off those white elephant Christmas gifts.

The "O" of Optimism is alive and well and in this new year, I want us to be able to share with each other our programs and fundraising ideas so we can have even more "O"utreach to our communities.

I hope that through our Zone and District meetings we will have the "O"pportunity to talk with each other, encourage each other, energize each other, and maybe even find a way to work on some joint ventures so that not only our membership will grow but the word of Optimism can reach and help even more kids in our neighborhoods.

Plan on attending your first quarter zone meeting and join in the conversation with fellow optimists.

Make it all about the "O" this year!!!

Yours in Optimism, *Governor Designate Pat*



Atlantic Central District

Second Quarter Board Meeting

February 26, 2011

Centra State Medical Center
Starr & Barry Tobias Conference Center
Freehold, New Jersey

Congratulations to International President-Elect Jack Creswell

As a District, let put our hands together for our friend, mentor, motivator...but most important fellow Optimist Jack Creswell on his election to Optimist International President-Elect. Jack's election serves as a tremendous honor to our District. Now more than ever the Atlantic Central District will be in the spotlight. He won't take office as OI President until October 1, 2011, but let's get started right. What can you do now to spread Optimism and help a youth in need?

The following is a reprint of a biographical outline and interview with OI President-Elect Jack in the May 2010 OI Hotline.

Member (date joined): Optimist Club of Daniel Boone- Douglassville, Pennsylvania (1970)

Occupation: Retired

Optimist Service: Club President – 1973-1974 (Honor); Lt. Governor, Delaware–Eastern Pennsylvania District – 1974-1975; Governor, Pennsylvania–Upper Delaware District – 1976-1977 (Distinguished & Outstanding) and 2005-2006 (Distinguished & Outstanding); Member, International Leadership Development Committee – 1977-1980; Member, International Membership Committee – 1981-1984; Member, International Activities Committee – 1989-1990; Member, International Audit & Finance Committee – 2008-2009; Chair, International Activities Committee – 1990-1991; Chair, OIJGC Committee – 1995-1997; Chair, International Leadership Development Committee – 1995-1997 and 2006-2008; International Vice President – 1980-1981; International Certified Trainer

What is your vision for the future of the organization?

Vision, to me, means looking forward. From that perspective, I can only see a growing need for an organization with our dynamics. From a history of "Friend of the Boy" to today's direction of covering all youth, I see a field of service opportunities which is unlimited. In a world of increasing electronics usage, our role will become one of guide, friend and mentor. I feel that with Optimist Members to guide and support our youth, their tomorrow will quickly become one of light and progress.

What specific things will you strive to accomplish during your tenure as International President?

I hope to bring the Optimists into the world of electronics and communications. Today we only see the tip of the iceberg. The opportunities are boundless for us; new levels of membership, a new concept for Clubs, one that will allow service to be directed by needs and resources. All the while adhering to our vision statement of being recognized worldwide as the premier volunteer organization that values all children and helps them develop to their full potential.

What management and leadership skills will you use to lead the organization?

Leadership is truly the key to reaching one's goals. Strong leadership requires that one have a clear vision. My vision is clear. Next, a leader needs to understand what resources are available and how to use them. I have worked, for years, with our membership and its leaders. I feel comfortable with my ability to bring out the best in all. The final part of the picture is having goals that can and will be shared by all. I have the vision. I understand our resources. I am goal oriented. So I invite you to "come with me" – "viens avec moi."

It's Not Too Early to Think ESSAY



This year's topic is: "How My Education is the Key to a Successful Future"

Youth under the age of 19 as of December 31, 2010 are eligible to submit an essay to their local Optimist Club. Clubs must then have their winning essay submitted

to Atlantic Central District Essay Chair Marion Dourte by February 28, 2011.

For the rules and forms for the Essay Contest, please contact Marion at marion@dourte.org or call her at 717-464-3535.

Why not make this year the year your club holds an Essay Contest?

CPA Entries for 2010-2011

Submitted By: Juliana Persely

Hi, My name is Juliana Persely and I have agreed to be CPA Chairperson for Pat McMackin. My phone number is 717-266-3215.

Check out the Optimist International website for additional information about submitting CPA Books. The rules should be the same as last year but I will try to get information to your Presidents and they can pass it on to their appropriate chairperson. There are two categories, Community Service and Fundraising. It is a good way to earn points so that you can be the top club in the district.

It is a way to show off the wonderful work that your club does each year to help the KIDS. I am looking forward to hearing from you and helping you with your books.

Help and Ideas are Only a Click Away!!!

Check out these Optimist websites.



Optimist.org This is a good resource for a wide variety of information about Optimists and what we do for youth and our communities. Special headings include: Members; Visitors, Foundations, Junior Golf; & JOOI Clubs.

Optimistleaders.org Club leaders can access information to help you be more effective. Much of the educational material is available to all members. Club electronic reports & payments, Club rosters and adjustments – adds & deletes, update roster information, plus Club & District reports – are password protected for clubs.

Optimistmail.org This is your clubs online Optimist mailbox. Leaders should check every week for needed and updated information. The best advice is to go to your club mail box and forward all emails to the officers and bulletin editor in your club.

**** Use the help/site map button for ease of accessing information or use the search field.**

Optimist-ac.org is our Atlantic Central Districts web site – visit it to keep up-to-date on what is happening in the District. It is connected to the Optimist International web site and to various club web sites.

Does your club have a web site? Is it linked to the Atlantic Centrals or to Optimist Internationals web site? You can do so by notifying the web masters at both sites.
webmaster@optimist.org or webmaster@optimist-ac.org

The “Goings Ons” in Zone 6

Submitted By: Tom McGlynn, PDG, Assit. Gov. Zone 6

On the latest A&A report thru July 10, 2010: East York is #2, Lancaster is #3, First Capital is #5, Gettysburg is #6, Hummelstown is #9, Penn State York is #11, Elizabethtown is #12, and Dallastown-Red Lion is #13...AND...Zone 6 is #1.

A great job by all clubs in Zone 6 with all activities and reports.

The Gettysburg Club hosted the August 18 zone meeting with 42 people in attendance. Additionally, 14 people from Zone 6 attended the AC District Convention.

Zone 6’s membership is a plus 4 for the year!!!

Thanks to all clubs for all of your hard work during the past year in the communities that you serve!!!!!!!!!!!!!!

NOTICE: ****NEW** Membership Requirements**

Submitted By: Les McMackin, PDG

To obtain Honor Club status club must have a 20% increase in new members over the 10-1-10 Roster (ie. A 50 member club as of 10/1/10 will need 10 new members by 9/30/11). To obtain Distinguished Club Status a club must attain Honor Club plus build at least 1 new Adult Club.

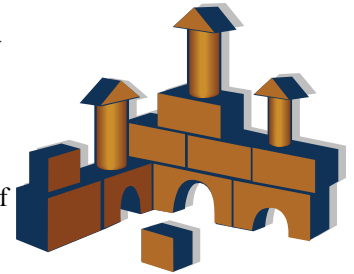
Extra: There will be a Membership Banner Patch to clubs which have 5% New Membership additions plus all International and District dues paid quarterly by 12/31/10, 3/31/11, 6/30/11 and 9/30/11.

These new guide lines will be tracked by the Membership Chairman and given to the A&A Chairman on a timely basis.

New Club Building

Submitted By: Elmo Vestal, PG

An Optimist Club impacts the youth of the community in many positive ways. One of the purposes of an Optimist Club is "To aid and encourage the development of youth in the belief that the giving of one's self in service to others will advance the well-being of humankind, community life and the world".



Come to Governor Pat's First Quarter District Conference and learn a new "step by step" method to build a new Club in a community near you. The hard part is getting started. There are experienced New Club Builders waiting to help you. You will help the youth; you will grow personally; and your Club will grow stronger.

Check Out What First Capital Optimist Club of York is Up To

Submitted By: Tamara Leas, President

First Capital Optimist Club of York will be helping Big Brothers Big Sisters with it's annual hayride at Raab's Fruit Farm, Saturday, October 23. Club members host children who are currently on a waiting list for a Big Brother or Sister. The club provides coffee, juice and donuts for everyone on the outing. Throughout the hayride children enjoy picking apples, pumpkins and gourds. A popular outing, the club anticipates 40 children and 20 adult matches and club members.

DID YOU KNOW...

The hundred billionth crayon made by Crayola was Perriwinkle Blue. Artificial Christmas trees have outsold real ones every year since 1991. Why is this important? It's not!!! Check out more "Totally Useless Trivia" at millennium.fortunecity.com/Zebedee/582/page7.html

Club Highlight of the Quarter: Pittsburgh North Optimist Club

Submitted By: Chrissy Schaeffer, District Bulletin Editor



So, did you ever wonder about the clubs west of Harrisburg, PA? Who are they and what do they do? You hear their names and know they are fellow Optimists, but do you really know the FABULOUS things that they do? Pittsburgh North, Mercer, Indiana (no, not the state), California (no, not the state either), and Allegheny Valley...Well, AC District, **WELCOME TO THE HOME OF THE BLACK & GOLD!!!!** While this article is highlighting the Pittsburgh North Optimist Club, it is important to remember that our western frontier as a whole is an amazing and Optimistic place.

Club Name: Pittsburgh North Optimist Club

Website: www.pittsburghoptimist.com (Be sure to check out their website! It's a fantastic informational piece and marketing tool.)

Board of Directors: John Sinnott (President), John Harford Jr. (Secretary/Treasurer), Todd Veltri, Joe Deluca

Meetings: The Club meets regularly at Atria's Restaurant & Tavern (next time you find yourself in southwestern PA, stop in to one of Atria's several locations...you definitely will not be disappointed)

Events: Essay Contest, Punt-Pass-Kick Contest, Every Day Hero, Oratorical Contest, Pirate Baseball Nite, Earth Day Projects (the Club partnered with Fox Chapel District Association to plant over 90 trees along Fox Chapel Road), and the Family Bicycle Ride...just to name a few. What's their most recent event you ask? It's the Pirate Baseball Nite. The provides and opportunity for deserving children to attend a Pirate's Baseball Game at PNC Park in Pittsburgh, PA. According to President John, "we try to take children that have never been to a professional baseball game. When this happens, I enjoy watching the children more than the ball game." By the way...if you are looking for a fun afternoon, why not join the Club for the Family Bike Ride on Sunday, October 10.

Fundraisers: Paddle Tennis Tournament at the Pittsburgh Field Club, Annual Gala (money from this event has been donated to the Lauri Ann West Library, Fox Chapel Soccer, Aspinwall Baseball, and several other organizations), and The Trail Mix Party at Beechwood Farms (a wine tasting party to raise money for additional community walking, jogging, and biking trails).

Questions/Comments/Suggestions? The Club would LOVE♥ to hear from you! Feel free to drop them a line at info@pittsburghoptimist.com.

Please Note: The image above of PNC Park was downloaded through Google Images at <http://pittpeas.mlblogs.com>.

Want to learn more about individual clubs and/or zones throughout the Atlantic Central District? Stay-tuned for the next newsletter! We have so much more coming your way!

The Lancaster Club Moves Forward with its Club Grant Project

Submitted By: Marion Dourte via the Lancaster Club's Monthly Newsletter, *The Opti Chronicle*



The club is making great progress on its grant project, which is supplying area schools with Internet Safety materials. In early September the club met and filled bags for 13 elementary school. The bags included two *Faux Paw* books, two parent CDs, bookmarks, and posters for the computer labs and classrooms. Also included was a SunWise kit CD for each grade (K-8), and one for each library. As an added bonus, each SunWise kit comes with a Frisbee! Middle schools received the SunWise kit CD ~ one for each science teacher ~ with Frisbees.

(FYI...SunWise Kits help students in grades K-8 understand UV rays; specifically, the science behind UV radiation and stratospheric ozone, health risks when overexposed, and what steps can be taken as protection from these harmful rays.)

WAY TO GO LANCASTER CLUB!!!!!!

Do you have news about your club that you want to share with the AC District? Make sure you send a copy of your Club's Newsletter to the District Bulletin Editor...Chrissy Schaeffer ♥ chrissy.schaeffer@gmail.com ♥ 3002 Ben Venue Drive, Greensburg, PA 15601

Is Your Club Participating in the Optimist International Internet Safety Program?



Internet Safety

Statistics show that 99% of all teens have access to the internet and 94% of students admitted to being cyber bullied and did not tell an adult. The

importance of protecting the children in your community is a major undertaking and Optimists Clubs can play a vital role.

Adult Internet Safety Education

This program is offered to adult groups of any size in order to educate them about the dangers on the internet that young people can unknowingly fall into. There is information and suggestions on how to keep children safe while navigating the online world and what adults can do to protect young people using the internet.

Faux Paw, the Techno Cat

The Faux Paw program is designed for children in first through fourth grades and teaches about the dangers of Internet Safety through an animated story. This program is also designed to be presented by Optimist Clubs to a group of any size.



More Information

If you would like more information about either one of these programs, please contact the Programs Department at Optimist International by calling (800) 500-8130.

Please Note: Information for this article was copied from the Optimist International Website (www.optimist.org)

Take Few Moments to Reflect Upon the Creed

The start of a new Optimist Year is the perfect time to reflect upon the Optimist Creed. You say it at every meeting...but what does it mean to you?

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.

Check Out What's Available on the Optimist International Website to Market Your Club and Programs!

Marketing is promoting your Club and what it does to the community, to potential Members and to the children you serve. In this section of the website you can request a Club Marketing/PR Kit; download news releases, radio public service announcements and Optimist logos; and get marketing tips.

Club Marketing/PR Kit: The Club Marketing/PR Kit serves as an introduction to the world of marketing and public relations. It provides an Optimist Club with all of the tools to get its marketing efforts off the ground and get the word out in the local community.

'I Am an Optimist' DVD: The "I Am an Optimist" DVD is a 7-minute video that can be used to promote the efforts of Optimist Clubs to potential members.

Sample News Releases for Clubs and Districts: Optimist International has developed a series of news releases that Clubs and Districts can use in connection with their participation in international programs and other activities. Optimists can simply fill in the blanks or use the news releases as a guide to creating their own.

Radio Public Service Announcements: Optimist International has a complete series of professionally produced public service announcements for use by local radio stations. Clubs can request a CD of PSAs or select specific PSAs to send to local stations.

TV Public Service Announcements: Optimist International distributed public service announcements to television stations in fall 2007.

Optimist Logos: Official Optimist International logos are available for download. The logos can be used to promote Optimist Club service projects and fundraisers and for use in Club newsletters and websites.

Marketing Tips: Optimists can find out just why they need to market their Optimist Club and learn how they can get the Optimist Club's name out in the local community.

Social Networking: Discover how to get to the organization's YouTube channel to view Optimist videos, become a fan of the organization's official page on Facebook, get connected to other Optimists on LinkedIn and more.

Additional Resources:

- ~ Public Relations Training Guide
- ~ Bulletin Editor's Guide
- ~ Strategic Marketing Plan

**Optimist International marketing materials are made possible in part by funding from the Optimist International Foundations.*

Please Note: Information for this article was copied from the Optimist International Website (www.optimist.org)

The Optimist International Foundation is on Facebook!

Check out the official Optimist International Foundation Cause: **Helping Optimists Help Kids** on Facebook and support the cause today!

October 22-24, 2010

Niagara Falls Hilton
Niagara Falls, Ontario
From \$99
Per night!

For More Information, contact
Vice-President Elect Don Brose
(248) 736-8833 broseelectric@msn.com



OPTIMIST
INTERNATIONAL

NORTHEAST-GREAT LAKES

PARALLEL EVENT



Join us as we assemble with hundreds of our Optimist friends to learn from each other, to be inspired from each other, and to plan for a year of "Bringing out the Best in Kids".

We're excited to have as our hosts, the Hilton Hotel in Niagara Falls Ontario. Located with stunning views of one of the natural wonders of the world, the Hilton is a wonderful place for our event, giving you the possibilities of a fabulous learning experience combined with a great vacation.

Highlights

- Tips for Growth of Members, Clubs, and Districts
- Top Quality Training For All
- Fellowship with hundreds of great Optimists
- Only \$60 registration, includes one lunch
- Something for experienced Optimists and new Optimists—everyone.
- Lots of Motivation
- Lots of Fun
- Plenty of time for Exploring the Falls
- Opportunities to express opinions to help others
- Work with OI International President Danny Rodgers

Northeast-Great Lakes Region

Jim Lynge—Governor Central Ontario
Jan Oord—Governor Michigan
Catherine Herdman—Governor Midwestern Ontario
Gordon Brownlee—Governor Southwestern Ontario
Pat McMackin—Governor Atlantic Central
Dave Fulmer—Governor Atlantic Northeast
Don Brose—Regional Vice President

**Support the Atlantic Central District of Optimist International
by Attending the Northeast-Great Lakes Parallel Event!**