

## 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 onto 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.

## It's Our Time for Growth

By Governor Scott Pinheiro

As Debbie and I prepare to write this message, we are still energized from an exhilarating and enjoyable week in Orlando, Florida where we attended this year's Optimist International Convention.

For those who have not had the opportunity to attend an International Convention, you may want to consider going to Denver, Colorado in 2010. You can add the OI Convention to your bucket list; but why wait? Perhaps the convention is not as exciting as a parachute jump but there are some great times to be had and it is a lot safer.

What a great way to get reacquainted with Optimist friends old and new. There is nothing more powerful than hearing one-thousand Optimists recite our Creed in unison. It is really an awe-inspiring experience.

This year's Convention has helped us get a better understanding of the many challenges we face as an organization. It has helped to reassure us of our leadership's commitment to guiding us through these challenges. Finally, this year's convention has strengthened our resolve to be part of our organization's solution for the future.

Debbie and I will be serving as this year's Governor and teammate. We are grateful for the opportunity and the confidence you have shown in us. However, there is a lot to do and we cannot do this alone. We need the help of the entire district and all our members past, present and future.

As of this date, our District membership stands at two-thousand-ninety strong; we have seventy clubs providing wonderful service projects to our communities. Nevertheless, the more members we have the more children we serve. Through July we have added two-hundred and twenty-three new, eager and excited Optimist members and three new clubs.

During this same time frame we have allowed four-hundred and ninety-eight members to exit our ranks never to be seen again. That is seventeen-thousand fewer kids served by Optimists. We have to stem this tide. We have to somehow improve the retention of our membership at the same time building new clubs. That's why we selected as this year's theme "**It's our Time for Growth.**" See "Growth" pg. 3



# HOWELL

*Submitted by Club Secretary Dawn Nakash*

We've tried some new fundraising opportunities this year. We began with a Yankee Candle catalog sale which offered a 40% profit. With everyone pitching in just a little bit (Yankee Candle provides everything), we were able to add some new revenue to our coffers.

We are also introduced a new event to the area called "A Taste of Howell". This very successful evening was an area restaurant sampling and wine tasting fundraiser. Partnered with Southard Fire Department, guests (for a small cost per person) enjoyed a night of excellent food and wine tasting.

Restaurants paid a fee for the privilege of preparing and presenting some of their finest local cuisine.

During the evening we offered cigar sampling, entertainment and a mini silent auction.

Attendees received a "goodie bag" with coupons, giveaways and information on the Optimist Club and how to get involved.

We continue to partner with the Howell PBA #228 and Center State (Mortgage) Foundation for Autism with raffles to benefit area youth.

The club, again this year, awarded seven scholarships to graduating high school seniors and computers to middle students who do not have one.

In addition, we supported one of our "volunteers" with a portion of tuition to attend a week-long youth program and we continue to support the Howell S&B (Stitch & Bitch) group with yarn to make blankets for babies and hospice patients.

We are in the planning stages of our annual Breakfast with Santa at Our House Restaurant and getting ready to celebrate our 20<sup>th</sup> year as a club.

The club will be assisting Officer Chris Hill of the Howell Police Department with a raffle for the Police Athletic League.

**"We cannot always build the future for our youth, but we can build our youth for the future."**

—Franklin D. Roosevelt

## **IT'S PERFECT!!**

**Governor Scott and the members of the Atlantic Central District Executive Committee sincerely thank Heather Pinheiro for an outstanding job on this year's district logo. "The logo conveys perfectly the theme of this year's message of strength and growth," said Governor Scott. Heather is a graphic arts student at Rutgers University in New Jersey**

## **Governor Maxcine Bids Farewell**

**How time flies when you are having fun!! It seems like it was only yesterday that I was installed as Governor Designate in Cape May. Now I am about to wear the hat of Immediate Past Governor.**

**First, let me thank the hundreds of Optimists in our very own Atlantic Central District who gave their time, talent and finances to insure that we continued to reach out to kids all over Pennsylvania, New Jersey, Upper Delaware and even lower New York (many Essay Contest participants). What a difference all of you have made in the lives of others!!!**

**Let me also give special thanks to all of those on my team. What a GREAT group of Executive Committee Members and Board Members I was blessed to work with in 2008 - 2009!! I truly appreciated all of your help with so many, many things!!! I will never forget all that you did to make our communities better places in which to live!!!**

**I would be remiss if I did not thank a very special Optimist whom I have known most of my life, my teammate, PG Bob. He has been down big highways and over small roads with me, spent endless hours helping with whatever tasks needed a hand, listened to me plan and dream, and held my hand when the road became a little rough and the going got a little tough. He has always been a source of encouragement. What an AWESOME teammate!!!**

**Best wishes to Governor Scott who is ready, willing and able to lead our District beginning on October 1, 2009. He has been an invaluable support to me throughout the 2008-2009 year. I pledge to do whatever I can to assist him, as well. What a FANTASTIC guy!!!**

**What is there left to say to all of you WONDERFUL Optimists? Continue to be ALIVE WITH FIVE FOR KIDS!! GOD BLESS YOU!!!**

*“Growth” from page 1*

There has never been a better time to grow service clubs. The message of service has never been louder or clearer. On March 31, 2009 President Barack Obama proposed the National Service Bill. This bill legislates September 11, a Day of Service. Our federal government is asking Americans to offer service as part of remembrance for those lost on September 11, 2001. I cannot think of a more fitting way to remember all those who lost their lives on that fateful day then in service to others.

This date will be one of National Service. What a great time to be a service organization. We offer a ready made answer for those seeking to provide service. This is our time. **“It’s our Time for Growth.”**

Our plan for 2009-10 is to be a district of distinction. For this to happen, we will need all our clubs and members working toward this goal together. Our district cannot be one of distinction unless all the clubs are striving for honor and distinguished status during this Optimist year. We plan to do some things differently then we have in the past. We have no choice but to change in order to grow. Just a few examples of what’s new.

- *We have reduced the number of zones from thirteen to seven.*
- *There will be seven Assistant Governors for these zones.*
- *Each Assistant Governor will have a membership and retention, a new club building and a leadership development liaison working with them in their zone.*
- *Assistant Governors will utilize the latest technology to communicate with clubs effectively. This will include conference calling, webinar and Facebook access.*
- *Zone meetings will be built around hands-on, youth community service projects done in the zone.*
- *Projects will include oratorical, essay, and Internet safety to name just a few.*
- *Incentives will be offered for membership growth along with new JOOI and adult club building.*

During the year we will consistently measure results against our goals.

Surely, every Governor wants to finish as a distinguished governor. The reality is the governor is only as good as the clubs and zones around them. Districts’ of distinction are those districts where all the clubs and zones achieve their set goals, think outside the box and help build and strengthen their community. They boast all honor and distinguished clubs, see an increase in membership, initiate cool community service projects and build new clubs as opportunities present themselves. Our District goals are as follows;

- *To have a lot of fun doing what we do best “Bringing out the Best in Kids”*
- *Have interesting and innovative zone and district meetings and conventions that have you leaving saying “WOW! Now that was worth the time and money spent away from my club, job, and family.”*
- *To have every club plus one in membership at the First Quarterly Board meeting.*
- *To build one new adult club in each zone with a minimum of twenty-five new members per club.*
- *Build three new JOOI Clubs*
- *Have an Oratorical Contest in each zone with the winners only coming to the finals at the district level.*
- *To have each zone and 50% of the clubs conduct an Internet Safety workshop.*

Lot’s to do? You bet we have a lot of work to do. But with a little planning, an early start and the commitment of the entire district, I am confident we are destined for a district of distinction. **“It is our Time to Grow.”**

Optimism is blind to human differences, whether they are gender, color, religion, age, disability, wealth or ethnic background.

The essence of Optimism is fellowship in a club, Optimism as a philosophy of life, and a personal service to Youth and Community.

Joe Salkin  
Freehold Optimist Club



**Marc D. Katz**  
**2009-2010 International**  
**Vice-president**  
**Northeast & Great Lakes**  
**Region**

The 2009-2010 Optimist year promises to be one of service and projects for the youth within our communities.

I look forward to working with Governor Scott, his teammate Debbie and all of the Atlantic Central District Optimists during the 2009-2010 Optimist year. I look forward to visiting your District, learning about your District and meeting many of you.

The leadership of the Atlantic Central District is committed to serving the membership of the District with skill and enthusiasm and the membership of the District is committed to serving the youth within the communities where there are currently Optimist clubs.

Take the time to look at communities where no Optimist clubs currently exist and bring to those communities the greatest service project that any Optimist club can be involved in which is to start a new Optimist club within those communities.

A focus this Optimist year is the Internet Safety program. Consider using this program in your communities as you follow President Mark Shriver's theme, Promise Yourself for the Kids.

I wish you the best of success as you work this Optimist year and ask that you ask yourself each day, *"What Have I Done Today to Make a Difference in the Lives of Children."*

Have a great Optimist Year!

## **Promote, Promote, Promote!**

If your Club hasn't requested a Club Marketing/PR Kit yet, there is no time like the present. Make that request and start getting the word out about your Optimist Club!

The kit includes a copy of the "I am an Optimist" DVD, a CD of radio public service announcements and a CD full of sample press releases on a variety of topics, information about Optimist road signs and "how-to" guides for everything from how to install a road sign to how to create a tagline for the radio PSAs.

With the exception of the "I am an Optimist" DVD, all kit materials are now available on the website [www.optimist.org](http://www.optimist.org). Just go to the Marketing section and look for the link.

To request a kit, Clubs should e-mail [programs@optimist.org](mailto:programs@optimist.org) or call (800) 500-8130.

## **CHECK OUT THE NEW LOOK OF THE OPTIMIST INTERNATIONAL WEBSITE!!**

# **WWW.OPTIMIST.ORG**

### **The Optimist Economic Crisis**

The Optimist International Board of Directors recommended to the delegates at the International Convention in Florida held in July that the annual International dues be increased by \$10 in order to solve the organization's dire financial situation. The request was approved and will take effect on October 1, 2009.

Please visit [www.optimist.org/members](http://www.optimist.org/members) then Optimist News for the full story that outlines the seriousness of the situation, how it came about, what in addition to the increase has been done to correct the situation and what could possibly happen if it was allowed to continue.



## About iKeepSafe.org

The Internet Keep Safe Coalition is a partnership of governors, first spouses, law-enforcement agencies, non-profit organizations (Optimist International) and corporate sponsors.

First Lady Laura Bush recently added her voice to our effort by recording for the new Faux Paw movie.

**VISION:** Our vision is to see generations of the world's children grow up safely using technology and the Internet.

**MISSION:** Our mission is to give parents, educators, and caregivers the information and tools that empower them to teach children the safe and healthy use of technology and the Internet.

**WHY:** Recent studies show these alarming statistics:

- **71%** of teens reported receiving messages online from someone they don't know (National Center for Missing & Exploited Children, 2006)
- **14%** of 13-17 year olds have actually met face-to-face with a person they had only known online (ibid)
- **61%** have a personal profile on social networking sites, such as MySpace or Xanga (ibid)
- **54%** frequently have private conversations with online strangers through instant messaging; (Polly Klaas Foundation, 2006)
- **27%** said they have talked with an online stranger about sex (ibid)
- **16%** discovered that someone online was an adult pretending to be much younger (ibid)
- **34%** of all youth Internet users saw unwanted sexual material, despite increased use of filtering, blocking and monitoring software (University of New Hampshire, 2006)
- **9%** are victims of online harassment (ibid)
- **4%** received aggressive sexual solicitations in which the solicitor attempted to contact the child in person (ibid)
- **4%** reported that online solicitors ask them to send a nude or sexually explicit photo of themselves (ibid)

## A Reminder...

Sex, vigorous exercise and even chocolate are said to release endorphins in an individual, bringing a burst of energy and vitality to the human body and a feeling of euphoria to the human spirit.

Since 1919, Optimists have experienced that feeling of pleasure and fulfillment in their actions and commitment to the children of their community.

Think back to the last time you saw a child smile and how you felt knowing that their smile stems from some kind deed or heartfelt action that you were a part of.

We, as volunteers are the backbone of our community and individually we can accomplish much, but together we can accomplish the impossible. Help a child to read, teach the disabled child to kick a ball, build a birdhouse, reward a child for lessons learned or enjoy the journey with them on a visit to their world through the written or spoken word.

Imagine those young lives without the computers you awarded, the scholarships you presented, the contests you ran, the games you played, the excitement you brought and the fun you volunteered your time to provide.

Now, imagine the lives of the children in a community where no Optimist Club exists and how much they will not experience because we weren't there to offer our hand, our compassion and our heart.

As Optimists we fail the children if we lose sight of the fact that membership means commitment. It is more than just paying your annual dues. It's a responsibility to the organization, your fellow members, your community and the kids, to help when you can, attend as many meetings and activities as you can and be as productive as you can. We must all share in the operation, planning and initiation of our goals as we move forward.

Remember, Optimist is more than a word or the name of this extraordinary organization...it's a state of mind, a positive attitude, a love for life and a commitment to our future....our kids.

## MEET YOUR GOVERNOR

### Scott R. Pinheiro

#### Personal Data

Spouse: Debbie  
Children: Kylie  
Residence: Dayton, NJ



#### Occupation:

Vice President - Wealth Management,  
Morgan Stanley Smith Barney Financial Advisor

#### Professional / Civic / Trade Associations

Eastern Monmouth Chamber of Commerce  
Estate & Financial Planning Council Central N.J.  
Charter Life Underwriter ( CLU )  
Charter Financial Consultant ( Chfc )

#### Education

Thomas Edison State College, Trenton, NJ  
American College Bryn Mawr, PA,

### Optimist International Service NJLNY/Atlantic Central Districts

#### Club Level

Freehold Sunrise Optimist Club, 1995-Present  
Distinguished President 2006-07  
(Co-sponsor South Toms River Optimist Club)  
Christian D Larson Partners - Member # 115

#### District Level

Atlantic Central District  
Distinguished Lt. Governor, 2007-08  
Governor Elect, 2008-09

## JACKSON

For many years the Optimist organization has lived the passion of 'bringing out the best in kids', in fact it's been their motto for decades.

But some clubs have taken that old adage to new heights by 'rewarding the best in kids' and the Jackson Optimist Club is leading the way with their new Buddy Club program.

In an effort to recognize the youth of the community for their commitment to those less fortunate, the Jackson Optimist Club has pioneered the program to bring these young men and women together as a group, to be known as the 'Optimist Buddies'

"We often hear and see the negative side of today's youth," said program coordinator Vinny Rubio. "The Optimist Club, being active in so many aspects of our special needs community, has been privileged to come into contact with a great group of youngsters that have committed themselves by volunteering to help their fellow man in so many ways. We feel that in the true spirit of our Optimist Creed, they deserve to be recognized for their unselfish commitments," he said.

"These kids have truly shown their Optimistic spirit by stepping up and helping children less fortunate than themselves. More importantly, they have done it for the right reasons," Rubio said.

"They have earned the right to be a part of something very special, something that other kids will look up too."

The group of about 40-members, joined with Optimists and family members, for their first time at what will be an annual recognition barbecue at the VFW in Jackson.

And the criteria for this prestigious youth club? Rubio said potential members must have completed a season of volunteering with an organization for children who are less fortunate. Then they must be sponsored by that organization.

He emphasized that all applicants must be sponsored.

*Continued on page 7*



Members of the Kinnelon-Butler OC spent the day making sure campers at Camp Quality were well fed during Optimist Day at this year's outing. The club has been doing the BBQ since the camp's first year.

*Continued from page 6*

Attending the barbecue was Laurie Smith, a member of the Jackson Commission for the Disabled, who was there to personally thank those volunteers who have been such an essential part of the commission's sports program. "We couldn't do these types of programs without the buddies that we have. We are eternally grateful to them," Smith said.

Smith added that the buddies who assist at many of the commission's events come from the middle schools and the high schools. "They selflessly volunteer their time on the weekends to work with our Challenger sports team members. They are there to offer hands-on and verbal support and without them some of these sports activities may not be able to continue. They are a wonderful, caring group of young volunteers."

Jackson Mayor Mike Reina also praised the group. "What really instills pride in you is coming here and seeing how this community comes together and then learn that today is a celebration of kids helping kids," he said.

"You talk about role models at a young age. I'm sitting here listening to these young volunteers and finding out all they have done for those who are not so much less fortunate but for those who need help and they just keep on doing it, from the food pantry and the Commission for the Disabled to the Optimist Club and so much more."

"You can't feel anything but proud for these kids and their parents," he said. "They did a wonderful job. It's just another fine example of how Jackson comes together as a community."

Amid flipping burgers and grilling filet mignon Optimist Club President Donna Bussiculo said, "This is a great day not only for those volunteers honored here today but also for the town. Jackson is very lucky to have this kind of support from the youth of the community."

"Over the years these kids have been a huge part of the Optimist and Community Alliance programs," she said. "They truly deserve to be recognized, honored and as importantly appreciated for their commitment to our community."

Frank Galano Sr., accompanying his young honoree Frankie Galano said, "This is a great thing for these kids, I was getting teary-eyed listening to them talk. It's really touching that they recognize these kids. It's a great day, great time. They (Optimist Club) did a nice job."

Frankie Galano added, "I think it's great to help out the special needs kids and keep them active so they don't have to stay home all day."

According to Rubio every Optimist Buddy will receive a tee-shirt embroidered with their name, the name of the organization and the program(s) that they participated in. In addition, Buddy members will receive a personalized lanyard and ID tags.

"Each year every Buddy will receive a certificate of appreciation from the Optimist Club and documentation of their hours of community service," Rubio said. After their third year, Buddies will be awarded an embroidered jacket, listing their accomplishments, at the annual barbecue.

Rubio, who will be the Optimist Club's president next year added, "At the time of their high school graduation, the Buddies that have been in the program for four years or more will be offered a free membership in the Jackson Optimist club and their club dues will be paid while they attend college."

## **Show Pride in Your Club!**

Service projects are an important part of the yearly calendar for most Optimist Clubs. Optimists provide much-needed services and support within their own communities and Districts.

During the 2009-2010 year, Optimist Clubs can receive much-deserved recognition for their service projects.

In order to be named an Honor Club, a Club must complete three service projects.

Clubs will be able to designate completed service projects on the **President's Pride Report**.

In January, the form will be available to be filled out online on the Optimist Leaders website ([www.optimistleaders.org](http://www.optimistleaders.org)) or to be printed and completed by hand on the Optimist website ([www.optimist.org](http://www.optimist.org)).

Only projects listed on submitted **President's Pride** forms will qualify for recognition.

# BARNEGAT

The Barnegat Optimists are in the midst of a typical shore summer with the weekend crowds clogging our roads to enjoy the best beaches in the country.

Optimists finished the school year with the presentation of three scholarships to the second graduating class of Barnegat High School including the Charter President of our JOOI club.

The next order of business was watching President Jerry Thompson award our Oratorical certificates and cash prizes at the August meeting of the Board of Education, after several delays!

President-elect Greg Manka (previously Charter President of the Optimist Club of North Plainfield) is busy planning for next year's projects.

## **NEW SCHOLARSHIP TOPICS 2009-2010**

In December 2008, Optimist International adopted an Internet Safety program aimed at informing youth and adults about the potential dangers on the Internet and how to avoid them. As part of the new program launch and to encourage students to examine both the positives and the negatives of this rapidly advancing technology, the JOOI Board of Directors and the Activities Committee have selected the following topics for the 2009-2010 scholarship contests:

**Essay Contest** – “The Internet: Today’s Evolution or Tomorrow’s Menace?”

**Oratorical Contest and CCDHH** - “Cyber Communications – Progress or Problem?”

The 2009-2010 Club and District planning guides for each of the contests are available on the Optimist website. Each packet contains official rules, an application and all the forms needed to run a successful contest. It is imperative that each sponsoring club and district downloads the new materials every year.

If you have questions please contact the Programs Department at (800) 500-8130 or via email at [programs@optimist.org](mailto:programs@optimist.org).



Pictured:  
Barnegat JOOI officers, (left to right) Melissa Lombardi – President, Kaitlyn Odgers – Vice president, Rich Selender - Secretary and

Jasmine Faldu – Treasure.

Melissa is the senior recipient of the club’s JOOI Scholarship.

## **Optimists Volunteer Time For Kids With Cancer**

*Submitted by Camp Director Frank Dalotto*

Optimist are always the first to offer help to a child and this year was no exception as 15-members of the Sunrise, Freehold Evening, Freehold Noon Time, Kinnelon-Butler, and the Jackson Optimist Clubs, give their personal time to volunteer at Camp Quality New Jersey’s annual week-long overnight camp.

Forty-two kids with cancer, aged 5-17 years, came to camp at no cost the families. Seventy percent of all the income we receive, to run the camp, comes from Optimist clubs and members in the Atlantic Central District.

Because of the tremendous support received from Optimists, both as volunteers and donors, we have set aside an Optimist Day at camp where members from the Atlantic Central District come to camp for a day to see the results of their efforts and meet with the Kids.

During Optimist Day the Kinnelon-Butler Optimist Club hosted a BBQ (see page 6) at camp for over 150 people that included the kids, volunteers, and Optimists.

**AND FINALLY...**

**CONGRATULATIONS TO THE FREEHOLD EVENING OPTIMIST CLUB**

**FOR 50 YEARS OF SERVICE**

**TO THE KIDS AND THEIR COMMUNITY. THEY STILL HAVEN’T RUN OUT GAS!!**

