



OPTIMIST-AC.ORG

Volume 1 Issue 3

# The Sequoia

"STRENGTH THROUGH GROWTH"

ATLANTIC CENTRAL DISTRICT 2009-2010  
DISTINGUISHED DISTRICT 2007-2008



OFFICIAL NEWSLETTER OF THE ATLANTIC CENTRAL DISTRICT - OPTIMIST INTERNATIONAL

## THE OPTIMIST CREED

### *Promise Yourself...*

To be so strong that nothing can disturb your peace of mind.

To talk health, happiness and prosperity to every person you meet.

To make all your friends feel that there is something in them.

To look at the sunny side of everything and make your optimism come true.

To think only of the best, to work only for the best and to expect only the best.

To be just as enthusiastic about the success of others as you are about your own.

To forget the mistakes of the past and press 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.



## Governor's Message: Continuing the Commitment

By Governor Scott Pinheiro

In golf jargon, we have made the club house turn and we are now officially playing the back nine of our Optimist year. There is still so much to do for the kids. Try to stay focused on your club's goals and "press on to greater achievements of the future." There is still time, however, it is moving quickly.

My hope is your club has participated in the Oratorical and Essay contest this year. The AC District will have awarded \$5,000 in scholarship money to the winners of these contests.

These contests have time honored traditions. They have been part of our organization's fabric from the beginning. Despite a wonderful job by our Oratorical and Essay chairs this year; my fear is our clubs have stopped participating in these programs. As such, we are losing yet another opportunity to "bring out the best in kids." It's time to revisit our commitment to Oratorical and Essay along with the other International programs.

New president-elects please think carefully as you plan your year. Who is it that should chair these important programs for your club? Perhaps a new member can take this on. These folks joined your club looking to get involved in a youth project. Please get them involved early. If you do so they will become Optimists for life.

Recruit four and you're free. Great, now they tell me! I only have four friends and they are already Optimist members. Come on campers - everyone knows a butcher, baker and candlestick maker. We need to ask them "would you like to make a positive difference in the life of a child"? Let me show you how.

I really like OI's new membership incentive (*see page 7*). If you recruit four new members you're membership is free next year. I would settle for one and you're done. If everyone brought in one new member we would double our membership. It's really that simple.

Just a reminder, our joint District Convention with the Atlantic North East District (ANE) will be August 20-22 in Corning, NY. If you have not been to the Finger Lakes Region of NY in August, you are in for a treat.

See 'Governor's Message' pg. 7

## A LITTLE MORE THAN “SAY CHEESE”

It's been said that a picture is worth a thousand words. So, never underestimate the need for a good photograph in your newsletter or the local paper.

Most papers like to run a few fun, visually interesting photographs in each issue. Let them know when and where the club will be involved in some community event, activity or fundraiser.

Sometimes, larger newspapers will oblige a request for a photographer (usually depending on the event) but when they can't, it's your event, who knows it better...It's up to you to take the pictures that are important for getting your message out to the community.

As a rule, smaller local papers don't maintain a large staff and in many cases would not have the personnel to come out and cover your event.

However, they are more likely to give advance coverage for an upcoming Optimist activity and to print a photograph taken at the event (with participants' names listed).

Few clubs can afford a professional photographer and the need is not necessary, just follow a few basic rules of thumb.

### BASIC CAMERA TIPS

The camera should be a good, but not too high priced, digital camera (at least 8-12 Mega pixels)

Most good digital cameras will have a setting for low, medium or high (or similar words) resolution. For emailing, use the medium setting. For prints, use medium for prints 5"x 7" and high for prints larger than that.

Lens focal length mid range (35-135mm) is a good length. (Digital will increase the focal length to 1.6X)

### IMPORTANT PHOTO TIPS

Watch for background distractions and backlight (may need flash to fill foreground).

Think close up (almost) always. Move in close to the subject(s).

Remember the rule of 1/3. Through the viewfinder, divide the picture into thirds and instead of placing the subject in the center of the photo, position it at one of those points. It makes for a much more pleasing photo.

If possible, include an Optimist banner or another easily identifiable sign in the picture.

People reading the paper may not read the accompanying story or even the caption but they may see your identifying logo or club name in the picture.

- Try not to include more than six people in the shot.
- Aim for an interesting angle to the photo instead of the usual group of people.

**Example:** Park clean up – Have a low action shot of someone digging down into a wooded area instead of a group shot that really tells very little about the hard work done during the clean up.

Finally, email your picture along with a descriptive caption that identifies the people pictured (preferably from left - right), the name of the club and a contact name and number.

When sending digital photos check with the newspaper and find out the best way to email your pictures – most prefer a large jpeg file.

Most importantly...Have fun. It will show in your photos!!

## **NOONERS HOLD SPECIAL PHOTO CONTEST AT THE RUGBY SCHOOL**

The club recently held one of their very special programs; their annual Photo Contest for the students at Rugby School. Thanks to this year's outstanding judges, club members Pam, Phyllis, Veronica and Matt Elo, who had the arduous task of judging over 200 photos before picking the 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> place winners, and honorable mentions for each of the ten lines of the Optimist Creed.

The winners received ribbons, checks in the amount of \$75.00, \$50.00 and \$25.00 respectively, photo paper and camera bags. The honorable mentions received prize ribbons. The judges also chose best in show for the staff.

Mrs. Langer won for her interpretation of '*Forget the Mistakes of the Past and Press on to the Greater Achievements of the Future*'. It totally stood out.

Congratulations to all the winners. This program touches the whole school, about 120 students.

Many thanks to Chef Karen for the delicious lunch and of course the Rugby School for the "Super" job they did keeping up with the Super Heroes.

Organizers were especially proud of those club members who participated; it was the largest turnout for this event with 13 members in attendance.

## 'IT'S OUR TIME TO GROW'

### CLUBS

Month	Goal	Actual	% Growth
October 2009	67	67	0%
November 2009	68	65	-3%
December 2009	68	63	-6%
January 2010	69	63	-6%
February 2010	70	64	-5%
March 2010	71	64	-5%
April 2010	72		0%
May 2010	73		0%
June 2010	73		0%
July 2010	73		0%
August 2010	74		0%
September 2010	74		0%

### MEMBERS

Month	Goal	Actual	% Growth
October 2009	1980	1980	0%
November 2009	1985	1976	0%
December 2009	1990	1974	0%
January 2010	1995	1903	-4%
February 2010	2000	1917	-3%
March 2010	2005	1843	-7%
April 2010	2010		0%
May 2010	2020		0%
June 2010	2030		0%
July 2010	2040		0%
August 2010	2050		0%
September 2010	2035		0%

### FRIENDS OF OPTIMIST

Month	Goal	Actual	# Growth
October 2009	13	13	-
November 2009	13	10	(-3)
December 2009	14	10	(-3)
January 2010	15	10	(-3)
February 2010	16	09	(-4)
March 2010	17	10	(-3)
April 2010	18		(0)
May 2010	19		(0)
June 2010	20		(0)
July 2010	21		(0)
August 2010	22		(0)
September 2010	23		(0)

### OPTIMIST INTERNATIONAL BOARD DECIDES NOT TO CONTINUE PURSUIT OF 501(c)(3) STATUS

**Mark O. Shriver IV, International President on behalf of the International Board of Directors**

Recently, the Internal Revenue Service denied Optimist International's request for a change in tax-exempt status from 501(c)(4) to 501(c)(3). After appealing this decision once, the Optimist International Board of Directors has decided to end the pursuit of this change. The next step would have been to take the IRS to court to appeal the decision and incur additional legal fees. Although the benefits of the tax status change for Clubs and the organization as a whole would have been significant, the Board has determined that it would not be in the best interest of the organization to pursue continued legal action.

Optimist International has submitted thousands of documents to the IRS over the past six years and utilized the help of several individual Clubs in trying to convince the agency that we qualified for this advantageous tax status. In the end, however, the IRS ruled that a significant percentage of the activities of our clubs were of a social nature and, therefore, disqualified us for the 501(c)(3) status, which is given to charitable organizations.

The IRS, as part of the process, had mandated that all clubs change their club bylaws to reflect 501(c)(3) status even though it had not been granted.

Now that the application has been denied all Clubs must immediately change their bylaws back to 501(c)(4) status. Clubs will also have to change their articles of incorporation accordingly. The Board apologizes for any inconvenience this pursuit may have caused clubs.

In order to facilitate this change, Club officers can now find a generic standard club bylaws when they log in to their Club's information at [www.optimistleaders.org](http://www.optimistleaders.org). After logging in, click "Club Bylaws" near the top of the screen. The necessary changes can be made and the new document submitted electronically to Optimist International. In addition, your bylaws will be available to you online at any time. For those who would like a tutorial, one is available at [www.optimist.org/onlinebylaws](http://www.optimist.org/onlinebylaws) or [www.optimistleaders.org/onlinebylaws](http://www.optimistleaders.org/onlinebylaws).

Thanks go to all of the Clubs that assisted in this process by providing documentation and other assistance. While the ruling by the IRS prevents Clubs and Optimist International from realizing some definite benefits, the organization will continue to fulfill its mission: "By providing hope and positive vision, Optimists bring out the best in kids."

## *The gift of Optimism for spouses has been extended through the end of the 2010 Optimist year!*

**YOUR SPOUSE CAN BECOME AN OPTIMIST MEMBER AT A DISCOUNTED RATE.**

For spouses who take advantage of this program and become Optimist Members between October 1, 2009, and September 30, 2010, their International quarterly dues will be reduced by half for the following billing dates: January 2010, April 2010 and July 2010. The sooner they join, the more they save!

In addition, the processing fee for the new spousal Members will be waived. \*

A special application form is available on the Forms page of the Optimist website, [www.optimist.org](http://www.optimist.org). Please mail, e-mail or fax the form to the International Office, Attn: Membership. For information, call (800) 500-8130 or e-mail [membership@optimist.org](mailto:membership@optimist.org).

*\*As a part of this program, the new Member could not have been a Spousal Member previously or a Member of an Optimist Club at any time in the past 12 months. They will be charged full dues starting with October 2010 billing. This offer does not apply to Charter Members of Clubs built from October 1, 2009, through September 30, 2010. Those Members added July 1, 2010 through*

## PASSAIC



**Above & right: The Junior Optimists, sponsored by the Optimist Club of Passaic, pictured at this year's Gift of Giving event which was held at the Chestnut Hill Recreation Center.**

The young Optimists raised the money, purchased, wrapped and distributed gifts, decorated the center and participated in some hands on activities with the kids. They did all of this with a smile on their face.

Furthermore, they showed our younger kids in the community what leadership looks like. All in all it was an extremely positive experience.



## HOWELL



**Above: Howell Optimist (and Township Mayor) Robert Walsh continues with his annual role as the elf at the club's 'Breakfast with Santa'.**

All the kids attending received a gift from Santa while enjoying a great breakfast at Our House Restaurant, with their families.

The club used this event as a NOW meeting for potential members to get a hands-on feel for the club. Three members joined.

The club partnered with Head Start families – inviting the entire student body and their families – the Director became a member (in addition to the three mentioned previously).

*See 'Howell' page 7*

## **Jackson Club Calls It Quits!!**

### **Develops New Community Group**

After a long, arduous and somewhat frustrating several months, members of one of the district's busiest (and loyal) clubs has decided to cut ties with the OI.

Most clubs who make the decision to close their doors do so for any number of reasons. Loss of membership and financial issues seem to be the front runners for such a drastic move but for the Jackson Club (established 2001) members felt that the organization no longer served a purpose.

Shortly after a vote to secede from the organization, the membership announced the formation of "Helping Hands" a group dedicated to continuing their commitment to Jackson.

"It saddens me that the Optimist International Organization has apparently drifted away from its long standing goals, to help children of the community," said past distinguished president of the Jackson Club Arnie Siegel.

"Rather than extending a helping hand to the clubs and the children that each club assists, the goal seems to have changed to raising as much money to support those in OI and their retirement years. We have seen the change in Jackson, beginning with the Junior Optimists Clubs we started in town, and for the dues that were charged each child, all the children received was one magazine per quarter, to be passed around to over 80 children; if money was the object that is not why we signed on. Letters written to OI regarding the ridiculous idea to charge Camp Quality a fee was never even responded to," he said.

"We took it upon ourselves to start our 'Buddies Club'. They are a wonderful group of kids, eager to help others in any way possible. They pay no dues, they need no quarterly publications to read, but they are active in ways that make our club proud. It shows me that you don't need a large International Organization to "guide" you in getting good kids in your community to help those less fortunate," Siegel said.

"The thrust of OI was to bring in members, which will bring in dues, which hopefully would create new ideas and help spread the work out over more people. In theory that may be fine, however we in Jackson have done great things with a very small group of about eight or nine people.

The Jackson Helping Hands Foundation, our new name, will continue to do the work of many with hands of a few. We created the foundation because, once again, OI failed to do so."

According to Siegel the group was instrumental in founding the Jackson 501 Association, a group of non profit organizations in Jackson that have come together to help those in need in our community. "We will continue to be active in this association because this group is essentially the Community Services Organization of the town. People in need come to us, not the Township. I am confident that OI will continue to accomplish good things in the future, however we chose to go in the direction we initially intended when we formed the Optimists Club."

Past honor and distinguished club president Joe Kienzlen added, "It's a shame that more attention wasn't paid by the powers to be when the (Jackson) club indicated that they were frustrated and disappointed with the ways things were being done at the district and international levels."

"A lot of people put a lot of effort into this club. From day one we were very active in the community. We worked hard as a team becoming one of the top clubs in the district and our community. It's sad to see it shut down as an Optimist Club but I know the current president well and he has done a wonderful job with the transition into the new organization. He has put a new, exciting and very positive face on the club," he said.

"President Vinny along with an extremely dedicated membership will continue to follow through with their commitment to the community. They will still be there for Jackson as a local organization and they will undoubtedly succeed and, without the financial burden that OI has put on the club, their optimistic star will continue to shine brighter than ever."

### **Optimist International Credit Card**

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

## BARNEGAT

**Below: The OC of Barnegat hosted the winners of its Essay Contest on 2/18, together with proud parents and supportive teachers. Each writer presented his effort on "The Internet: Today's Evolution or Tomorrow's Menace."**

**President Greg Manka presented each with a certificate and cash award.**

**(L-R)  
Connor Lindfors, 3<sup>rd</sup>, Trevor Odgers, 2<sup>nd</sup>, Kevin Peters, 1<sup>st</sup>, President, Greg Manka). The Optimists used the occasion to promote the upcoming Oratorical and Photo contests as well as the club's scholarship program.**



**Below: The officers of the PSH Octagon Club also enjoyed dinner with us that evening.**

**(L-R)  
VP Brittany Saxton, Treasurer Alex Dudas, President Jasmine Faldu.)**

**The JOOI students are active in fostering leadership and excellence throughout the entire student body. This dinner further cemented our partnership with them.**



## FREEHOLD NOONERS

### How does one spell success??

One by one, the fifth graders stepped up to the podium and took turns spelling words c-o-r-r-e-c-t-l-y. The room at the Early Childhood Learning Center in Freehold Township was packed with over two hundred people.

The Noontime Optimist Club of Freehold members, nervous parents, siblings, teachers and principals listened intently during the non-qualifying spelling bee, held the evening of January 20, 2010.

The fifty students from the Freehold Township Schools were fierce competitors. It took a little over two hours, twenty rounds including seven elimination rounds to decide the three winners.

The Twelfth Annual Noontime Optimist Club Spelling Bee garnered students from the Catena School first and second place and third place prize went to a student from the West Freehold School.

The winners were given gift cards to Barnes and Noble Bookstore donated by Gellman Images, Freehold. Each also received a handsome Lucite medallion designed and donated by LaserXpressions, Freehold Raceway Mall.

All contestants received a certificate of participation thanks to the PAL. The PAL also produced and coordinated all applications to the Bee. The event was videotaped for viewing on the local Freehold Township Channel.

In conjunction with the spelling bee, the Noontime Optimist Club also conducted a food drive for the community.

Sheila Saul, event chair, views the spelling bee as an opportunity for children to improve public speaking skills, excel in spelling, increase vocabulary and build self-esteem.

"This event is one the children will remember well into adulthood," Saul said. "In an age when we tend to depend on our computers to make spelling corrections, an old fashioned spelling bee puts the buzz back into spelling."

### And then...

On February 9, 2010, the Nooners hosted another successful Psychic Night. The weather held out, and the forty-or-so guests in attendance were served exceptionally delicious dinners at Basile's Restaurant in Freehold.

Fun psychic readings left many attendees in the know, allowing some to purchase shovels and snow blowers before we were deluged with snow.

Chairwomen for the event were Mindy Rosenthal and Katie Lehman.

Proceeds from this event will be used to fund youth activities and scholarships in their community.



As Optimist Members, we are committed to service, youth and our community. New friends, future club leaders and committee chairs are needed and wanted in each club. To continue being successful, we need more Optimist hands in our clubs.

We look at the sunny side of everything in order to make our Optimism come true. Today, our sunny side is our vast network of members, making up 3,000 Clubs, which serve the needs of the community and youth every day.

Adding a new friend to the roster is the most important thing you can do for your club. Every club can use an extra volunteer, future leader and vision to grow. It is truly unbelievable what we can accomplish just by asking someone to help.

With this in mind, I am announcing a club incentive to stimulate and re-energize your club:

***Recruit four (4) new Members into your Club by September 30, 2010 and your International dues will be waived for one year.***

**The Need: Volunteers who are community driven, service oriented and interested in becoming a Member.**

**The Goal: Recruit four (4) Members into your Optimist Club by September 30.**

**The Reward: A stronger, more dynamic Optimist Club that can reach out and serve more kids in more communities.**

**The Bonus: Free International dues for one year.**

It is your time; energy and effort that makes Optimists continue to stand out in their towns, cities and communities. I urge you to take on this challenge so that your club, and you, can be even more successful.

Thank you for everything you do to

**“Bring Out the Best in Kids”**

Optimistically,  
Mark Shriver

Optimist International President

## HOWELL

CON'T FROM PAGE 4

Their annual Golf Outing in May coincided with the Pot of Gold Raffle drawing the proceeds of which will allow the club to award 9 - \$1,000 college scholarships to graduating HS students and computers to middle school students.

In addition, they are in the preliminary planning stages of a LobsterFest to be held in the fall.

They are contemplating whether to hold the Food & Wine night again.

They are trying to help coordinate a food drive with the Howell High School Octagon Club and have formed a grant committee who will seek out and apply for grants from corporations and foundations whose mission mirrors theirs.

### *'Governor's Message' from pg. 1*

Our convention committee is busy putting the final touches on our itinerary. New club Presidents keep an eye on the mail for details. At this event you are installed to the District Board of Directors.

This really is a big deal. Plan to attend the District Convention, it will be a lot of fun.

We plan to do some training at convention as well. It is here that you can gather the information and tools required to have a great Optimist year. Please save this date and plan to join us.

Finally, please help me extend hardy congratulations to our own Jack Creswell. Jack will follow Danny Rogers as the President of Optimist International in 2011-12 Optimist years.

Thank you for all you do for the children of your communities.

**CHECK THIS OUT!!**

The Sunrise Optimist Club of Freehold will be holding its 26<sup>th</sup> Annual Golf Tournament on August 9, 2010 at the Knob Hill Golf Club, Manalapan, NJ.

The proceeds from this event will benefit Camp Quality New Jersey, a program supporting kids with cancer.

For information please contact club member Carmen Rivello, 732-462-3710

## LANCASTER

### OPTIMIST PARTNERSHIPS

Lancaster Recreation – we helped build Camp Optimist and now we donate \$3,000.00 each summer for camperships for those needing them. They also run our TriStar Basketball program, and we send Optimists to help with the event. They hosted our Zone meeting on March 13.

Boy Scouts – their Learning for Life program that helps over 1,500 youth each year. We donate \$1,500.00 to sponsor a school and to help with Camp Mack days in the spring. Optimists also go to Camp Mack to help. Unfortunately this is the last year for this program.

Phoenix Academy – this is our second year partnering with them. We supply speakers, mentors, programs, and just before the end of school, an Appreciation Luncheon. Last year we won an OIF Grant to run the program.

Wharton Elementary – we have sponsored their Learning for Life program for the past two years and will continue to work with their 240 students in the future. Wharton is the elementary school on North Mary & Harrisburg Pike.

Lancaster Day Nursery – we have made three donations of gently used books to the Nursery to date & will give them another set on June 1<sup>st</sup>. They use these books in the classrooms, their library, and for their Ready Set Read program, where books are given to parents to read to their children at home.

## BOYERTOWN

The Optimist Club of Boyertown has been running a Biddy Basketball Program since 1956. The program is open to all 5<sup>th</sup> and 6<sup>th</sup> grade girls and boys residing in the Boyertown School District or attending a Boyertown School. Over the years the program has grown and contracted with population shifts. The program currently enjoys a partnership with the high school boys and girls basketball teams. This partnership includes clinics and exhibition games during halftime of the high school games.

The highlight of the season for the young optimist ballers is the tournament at the end of the season - Boyertown's version of March Madness.

Beginning in January teams competed against each other with each team playing 11 or 12 games over the next eight weeks, despite the horrendous weather of this winter. At the end of the season all teams are entered into a tournament. Teams are seeded according to their regular season record and single-elimination playoff games are played. This year the Championship games came down to the first and second seeded teams for both the girls and boys.

On March 6th, the championship games were played on the high school court, which is much larger than the elementary school courts used for the regular season. Each player is introduced to the crowd of friends and family before the game and a courtside announcer provides running commentary on the action.

The evening began with the girls' game as the Kings (11-0) met the Hawks (7-5). A defensive battle ensued as the score was tied 8-8 at halftime. In the second-half the Kings pulled away to take a hard fought victory. In the boys game the Pistons (10-2) squared-off against the Grizzlies (10-2). The Pistons jumped out to an early lead but the Grizzlies came storming back in the second quarter for a very close game at halftime. Again the Pistons took a lead but some clutch free-throw shooting by the Grizzlies kept the game close.

In the end, some long-range jump shots by the Pistons were the difference as they won another close game.

The fifth graders on each team get an opportunity to try and lead their team back to the championship game next year. The sixth graders must work on their basketball skills as they will be attempting to make the junior high teams next year. As for the Boyertown Optimists and other volunteers that make this program go each year, we take a short break before moving on to the next sport. Before you know it, the 2010-2011 Biddy Basketball Season will be starting with a new batch of players dreaming of making it to the "Big Court" at the high school for the Championship.

## **A message from the staff of The Sequoia...**

*Optimists... We must seriously consider stepping back and taking a good look at our organization.*

*Clearly, one of our major issues are the number of members who have given up their active participation in the organization.*

*It's no secret that statistically 20% of our members do 80% of the work,*

*We need to change our manner of doing things and concentrate whole-heartedly on finding ways to attract our younger population while seeking out the guidance and life experiences that our senior membership can offer the district.*

*We must begin to truly appreciate and respect our new members long after we have volunteered our time recruiting and educating them to our organization.*

*It is imperative that these new members assume the responsibility as the next generation of leaders if we hope to survive.*

*We must supply the tools and the support necessary if this is to be achieved.*

*As importantly, we must truly embrace our district's experienced and dedicated senior leaders and all work together if we hope to adapt to the changes in our society and the organization.*

*We need these former leaders to be there for our newer members and guide them through the organization and into leadership positions. Not carbon copies of the previous administrations but new innovative thinkers with bold ideas, a new breed of dedicated Optimists.*

*Our ranks, over the past few years, have dwindled. Club building is a wonderful stopgap but to strengthen and maintain our positive role in the community we must not stop at club building. That must only be our starting point.*

*Older clubs have begun to see their numbers shrink and without them, their experience and their giving of themselves, we will slowly but surely fade away.*

*We can begin our growing by bringing in and mentoring a new member; it's relatively easy...you only need one. Does "just ask" work... YES IT DOES.*

*The district's membership committee is ready to assist, let them know what you need. They are well prepared with the tools to help grow your club.*

*Times are changing, and now more than ever to survive, we need to recognize that, re-focus and learn to change with them.*

*With the clubs that have been built over the past few years we have begun to set in motion the ideals and enthusiasm for the leaders of tomorrow.*

*To our presidents and newer members, our past leaders have served their time and have served it well with many successful years. Now, with their guidance, it's your time to build and strengthen our district.*

*OI is only successful if the districts are successful, the district will be successful if the clubs succeed and the clubs succeed only if its members are active and committed; not only to the club and the organization but to 'Bringing out the best in our kids'.*

# WEST HUDSON/ SOUTH BERGEN

On Palm Sunday, the club held its annual Easter Egg Hunt at Kearny Riverbank Park (*see pictures right*).

Approximately 300 local children and their parents participated. Children were divided into three age groups: 0 - 4, 5 - 8, and 9 - 12. Each child received an Easter Bag filled with candy and toys, much of which was donated by local businesses. Special thanks goes to members of the Kearny High School ERASE Club who helped the Optimists by wearing character costumes for the children, registering the children, giving out balloons, and helping to keep order during the event.

The Easter Egg Hunt could not have been a success without them. The club is planning a day to recognize their assistance.

The club also recently held a wine tasting dinner at Sorrento's on March 23<sup>rd</sup> and it was an event to be remembered. The food was excellent and the wines were superb. The scholarship and research that went into the wine presentations was exceptional and greatly added to the enjoyment of wine and dinner. Upcoming events include our Salvation Army Dinner - May 13 and annual Fishing Derby - May 16.

Through the efforts of club member Phil Johnston, our annual Golf Outing will be held at the Forest Hill Field Club this year on October 14<sup>th</sup>.

Always making time to give back to their community, especially the children the club recently held its annual Essay Contest. The topic for this year's essay was "The Internet: Today's Evolution or Tomorrow's Menace?" One-hundred and fifty essays were received from Kearny Public and Parochial Schools and were judged by 8 retired Kearny teachers who volunteered their time.

First, second and third place winners were chosen and would be awarded Savings Bonds in the amounts of \$300.00, \$200.00 and \$100.00, respectively. First place went to Anna Piwovar, an 8<sup>th</sup> grade student from Franklin School. Second place went to Kyla Gualtieri, a 7<sup>th</sup> grade student from Lincoln School and third place went to Charishma More, an 8<sup>th</sup> grade student from Lincoln School. The first Place Essay will be entered into the Optimist District Essay Competition. The winners were honored at the Roma Restaurant in North Arlington where they read their essays for the Optimists, school administrators and teachers, the judges, and their parents.



Above: Members of the Kearny High School ERASE Club helped the Optimists by wearing character costumes for the children, registering the children, giving out balloons, and helping to keep order during the event. The club is planning a day to recognize them for their assistance.

Right:  
Optimist  
Essay  
Contest  
Winners.  
First Place-  
Anna  
Piwovar,  
Franklin  
School;  
Second Place  
- Kyla Gualtieri,  
Lincoln School; Third Place - Charishma More,  
Lincoln School; and Donald Moss, President and  
Essay Contest Chairman of the Optimist Club of  
West Hudson/South Bergen.



# Atlantic Central District Convention

**Radisson Hotel, Corning, New York**  
125 Denison Parkway East Corning, NY 14830

**August 20 - 22, 2010**

**Weekend Package for Two Includes:**

- **Dinner Friday**
- **Breakfast Buffet Saturday**
- **Lunch Saturday**
- **Saturday Night Banquet**
- **Sunday Morning Breakfast**
- **Double Occupancy**

**Total \$493.00 (It will cost you more to stay home!)**

## **What's in Corning, New York?**

- **Wineries**
- **Corning Museum of Glass**
- **Earth, Paint & Fire Studio**
- **Great Dining**
- **Shopping in quaint shops, not a commercial mall, along the picturesque Chemung River**
- **Huge selection of Antique Shopping**
- **Happy Tails Day Care & Pet Resort**
- **Night Clubs**
- **And much, much more to do and see in the Corning area**

Send your checks payable to:

**Atlantic Central District**

c/o Joe Salkin  
2 Virginiana Terrace  
Freehold, NJ 07728

Visit the AC District Web Site for more information

[www.optimist-ac.org](http://www.optimist-ac.org)



## 92nd Annual Optimist International Convention

Sheraton Downtown Denver  
July 8-10, 2010

Don't miss out on all of the excitement as folks travel to the "Mile High City" to attend the 92nd Annual International Convention, the perfect blend of outdoor adventure and urban sophistication. That's the duality locals' love about Denver, Colorado.

**You only have a short time left to assure that for your Club Officers are able to attend!!**

### **Send your Club President-Elect and Secretary-Treasurer Elect**

Training is needed to effectively guide clubs through the year. Convention workshops have been developed to appoint officers, develop a budget, how to organize, set-up club meetings, perform service projects, retain members, file reports, add members and build new clubs. Expenses clubs should allocate to send their officers to the Convention should include:

Hotel room

Airline ticket/driving expenses

Early bird registration Fee

Club President-Elect/Lt. Governor-Elect Breakfast ticket plus daily allotment for meals/tips, etc.

How to budget? If Club dues won't do it, hold Club fundraisers specifically dedicated to help pay the expenses to the International Convention. Don't let your Club President-Elect and Secretary-Treasurer Elect miss the opportunity to take part in this innovative training program.

**PHG Joe Kienzlen, Editor  
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Lakehurst, NJ 08733**

**VISIT OUR DISTRICT WEBSITE:  
[WWW.OPTIMIST-AC.ORG](http://WWW.OPTIMIST-AC.ORG)**