

Season's Greetings



As the Holiday Season is upon us we find ourselves reflecting on the past year and on those who helped to shape our district in a most significant way. We value our relationship with you and look forward to working with you in the New Year to come. We wish you a very Happy Holiday season and a New Year filled with peace and prosperity.

Yours in Optimism,
Larry Pelzer
District Governor

OPTIMISTS HAVE TALENT CONTEST

Let's have some FUN and raise some money at the same time for the Childhood Cancer Campaign. Each Zone is asked to send one act (sing, dance, act, magic, solo, duet, groups, just about anything) to the 3rd quarter Board meeting in Watertown, SD May 4 & 5, 2012 for the OPTIMISTS HAVE TALENT contest. We ask each act to be no more than 4 minutes and costumes and props are allowed.

There will be 3 judges and they can be bought! Every dollar will be another vote for your favorite act. The winner will be invited to perform at the Winnipeg convention and will receive the coveted DMM trophy.

Please JUST ASK your club members to show us their talent and raise some money for CCC. Please notify Vikki Young at vikkiyoung40@hotmail.com with the name of the act, your club name and a brief description of the performance.

THANK-YOU for supporting the Childhood Cancer Campaign.

Vikki Young
DMM Childhood Cancer Chair



Deja Vu!"

DMM District Governor 2011-12

Larry Pelzer

DMM District
Secretary/Treasurer
Jo-Anne Pelzer

DMM District Governor Elect
Wes Shewchuk

DMM District Immediate Past-Governor
Pat Sechser

DMM Past Governor
Sue Fix

Great Plains Region Vice President
Judy Boyd

International President 2011-12
John "Jack" Creswell

Editor - Trudy Rougeau

If you have any write-ups please email them to me by the 25th of each month at Trudy.rougeau@gwl.ca

Welcome to our New Club – “Lakes Area Optimist Club” from Brainerd, MN.

The Lakes Area Optimist Club which chartered on October 22nd with 22 members. The DMM presented them with a bell, gavel and Awards banner at the 1st Quarter Board meeting. Congratulations to the Builders of Excellence, Don Berger, Don Clauson, James Gasperlin and Greg Anderson.

Highlights from the 1st Quarter Board Meeting:

2010/2011 Awards:

The winning CPA books were

- Grand Forks for their Cotton Candy Fundraiser
- St. Cloud for the Skateboard Contest Community Service Project.

Scrapbooks:

- St. Cloud had the winning electronic scrapbook.
- Brandon MB's scrapbook won for clubs under 30 members
- Sioux Falls Morning scrapbook won for Clubs with more than 30 members.

Optimist International Foundation: The DMM ranked #7 last year with a total of \$25,742.04 and \$12.98 per member.

Great Plains Region Vice President – Judy Boyd brought greetings on behalf of Optimist International President Jack Cresswell. Judy told us how she joined an Optimist club and became more than 'just a member.'

Winnipeg 2012 convention – Barb Sul, Fred Urso and Tom Nesby invited everyone to Winnipeg August 9-11, 2012 for the DMM convention. The committee is holding fundraisers to keep the registration fee reasonable. Rooms at the CanadInn Fort Garry Hotel will be \$119.00 + tax. The Children's Program will be offered free of charge.

31 of the 59 clubs were represented. Total attendance was 85 people with 11 Lt Gov and 18 of 20 chairpersons.

New Club Buidling: Gary Lambert & Marc Rougeau

New Club Building efforts in the DMM;

- Chaska, MN (Eden Prairie and Bloomington),
- Shakopee, MN (Eden Prairie & Bloomington),
- Woodbury, MN (St. Paul),
- Cottage Grove (West St. Paul),
- Bemidji , MN (Grand Forks),
- Eden Prairie High School Octagon Club,
- Rochester College Club,
- Gillette WY (Spearfish)
- Marshall (Don Clauson).

Optimist of the Year 2010/2011

The Roger L. Haas Memorial Award –
DMM District Optimist of the Year goes
to **Rick Johnson**

Rick is a true Optimist. He has been a member of the North Suburban Optimist Club, formally the Anoka Coon Rapids Club, for 18 years. Even before officially joining as a member, Rick was an Optimist in heart and was involved in the Optimist International Oratorical Contest recruiting and encouraging his students to participate in the contest. Over a quarter of the club's active members were recruited by Rick. The Club looks to him for advice and suggestions for the operation of the club and its projects.

He was instrumental in organizing the Club's "Pull Out" a number of years ago. The "Pull Out" is an opportunity for Anoka Middle School students to spend a Friday morning at the District Training Center learning how to write and give speeches. A number of North Suburban students have gone onto the District Oratorical Contest and several of them have won at that level.

Rick was Lt. Governor for Zone 9 for two years and achieved Distinguished and Outstanding levels. As Lt Governor, Rick attended not only club meetings in his Zone but also their projects, including working on them. An example of Rick's dedication was his assisting the Grand Rapids Club's fair fundraiser each of the years he was Lt. Governor working several shifts to help them raise funds for their club,

Rick's humor is always enjoyable for lightening one's day. The young people and old enjoy his quarter on the forehead trick

The DMM couldn't recognize a better Optimist as the District Optimist of the Year than Richard D. Johnson.

Nominated by Jim Bisek

Optimist Club Marketing and Public Relations Terry Gorman, DMM Public Relations Chairperson

Everyday Optimist Club members help thousands of children to believe in themselves, empower them to the best they can through service projects and individual members making this world a better place to live.

Marketing and publicizing your clubs activities is just as important as youth projects, fund raising and gaining new members. How does your club publicize its activities? Newsletter, word of mouth, radio, TV ads, or Newspaper articles, we've heard this time and again Optimist International and its clubs are the best kept secret around.

This year I challenge each club in the DMM get the secret out about Optimist Clubs lets tell our friends, neighbors and communities just what we do for kids.

To help with this challenge Optimist International has developed and posted on their web home page comprehensive marketing and publication plans for clubs.

Go to <<http://www.optimist.org/e/member/marketing2.cfm>>.

I know every club is at different levels of organization but if we just start with one or two new communication tools it will start to make a difference. Club Presidents appoint or seek a club member to volunteer to be your clubs PR Chairperson

If your city or town allows a road side sign, check with community officials and ask to put up an Optimist Road sign. They are available through Optimist web page at:
<<http://optimistsales.com>>.

Has your club developed or up dated your club brochure? If not Go to: <<http://www.optimist.org/Documents/Kit-Create a Club Brochure.pdf>>. This easy step by step fill in the blank template that will help you develop your club brochure. Once you have developed or updated your club brochure send a copy to Jo-Anne Pelzer, DMM Secretary Treasurer.

Develop a club business card. Give 6 cards to all your members for them to hand out to perspective members. The card should include; OI logo/s, Club name, meeting times, contact phone number, club and OI web addresses and the Creed on the reverse side.

Let's make a difference in "Bringing out the Best in Kids" by telling the Optimist story.

Governor-Elect – Wes Shewchuk asked members to contact him if you are interested in being part of the 2012-13 team.

Candidate Qualifications – Pat Sechser and Susan Fix are looking for a candidate to be the Governor-Elect 2012-13.

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The Optimist Creed in Detail

Promise yourself to talk health, happiness, and prosperity to every person you meet. In this economy and political environment it is sometimes difficult to always think for the best, but by simply putting others first, we then prosper.

Taken from Optimist International, "Many have found inspiration in The Optimist Creed. In hospitals, the creed has been used to help patients recover from illness. In locker rooms, coaches have used it to motivate their players.

Optimist International adopted this creed in 1922. It was originally published in 1912 in a book titled: "Your Forces and How to Use Them." The author was Christian D. Larson, a prolific writer and lecturer who believed that people have tremendous latent powers, which could be harnessed for success with the proper attitude."

If we continue to make that promise to ourselves, how can we not make this world a better place!

By Chanell Walby

Copied from the Spearfish Newsletter.

The 2011-2012 criteria for Club Recognition

(which will be continuing for 5 years)

1. "Bringing Out the Best" Club
(*banner patch then year bar thereafter*)

Add at least one member.

Be current on District and OI dues.

Recognize Club member or local community individual.

2. Honor Club:

(*banner patch, year bar with Club President's name/year and \$100 credit on next dues billing*)

Sponsor at least three service projects a year.

Recognize a Club or community member.

Grow Club by Net plus 1 (*Example: Oct. 1 have 30 club members, 2 drop, need to add 3*)

Be current on District and OI dues.

3. Distinguished Club:

(*watch for club President, secretary and/or treasurer. Banner patch with Club President's name/year and \$250 credit on next dues billing*)

Meet honor Club Criteria plus.

Net of 15 OR Charter a New Club.

A club pre-planning report between Lt. Governor's and Club President's, to help with communication, is the ACPC--Annual Club Planning Conference Report. Suggestion is to have that completed by November 15, 2011.

The Officer Elect Report for the following year's 12-13 officers needs to be initially submitted by mid-May.

The President's Pride, submitted by September 30th, 2012 is for a club president to identify and share the accomplishments of his/her club with the SWIS District Officers and Optimist International.

Optimist International Essay Contest

Topic: "How my Positive Outlook Benefits my Community "

Essay Chairperson Sally Damm sallydamm3@mchsi.com

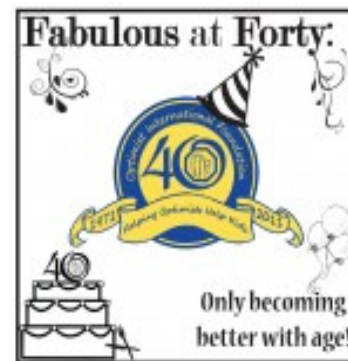
Optimist Oratorical and CCDHH Contest

Topic: "How my Optimism Helps me Overcome Obstacles"

Oratorical Chairperson Rick Johnson optimistrick@q.com

CCDHH Chairperson Ginny Bisek gbisek@charter.net

Visit the DMM website www.optimist-dmm.org for more information.



Thank you to all who either donated an item(s) for the Holiday Silent Auction and/or purchased an item(s) at the First Quarter District Meeting.

The funds received from the Holiday Silent Auction raised \$514.00 for the Optimist International Foundation ("OIF").

In addition, there were 46 Dime-A-Day applications submitted and one Club Gift of \$500. That's not all, but the Dime-A-Days applications continue to come in with 31 Dime-A-Day applications from Canada. Thank you to all!!

The DMM is Reaching for the Stars in their Mission to help the Kids. This year, if U.S. Clubs give \$400 in unrestricted donation in honor of the Foundation's 40th Anniversary Celebration, your club will earn this year's Club Banner Patch! What better way to say thank you to your past or present Club President than to honor them with a Club Banner Patch for this year.

Please consider making a Club Gift of \$400 contribution to OIF as it goes a long way towards "Helping Optimists Help Kids!"

Sue Fix, Foundation Chairperson

Please send a copy of your newsletters to Jack & Cheryl Dyvig for A&A points. Their email addresses are johnnydyvig@sio.midco.net and cheryldyvig@sio.midco.net

Building your Membership:

Question? How did Becca Schulz recruit 26 members in 10 days?

Becca's Answer: One of our big times in which we get members is at our schools involvement fair. We have had a booth for the past two years and to differentiate ourselves from the other clubs we hand out energy drinks and shooters which we are fortunate enough to have donated to us. The energy drinks really bring in a crowd and if you only give them away to people who stop and listen to what the club is about and sign their name as potentially interested; it motivates more people to stick around and sign up. For myself personally I recruited by giving a 5 minute pitch about Optimist Club in all of my classes. I would also bring applications with me so that anyone who was interested could fill one out right on the spot.

I also sent out emails to my friends and acquaintances explaining the club and telling them how they could join. I was also able to get my work colleague to join. For us here at CSB/SJU it is really all about the word of mouth. I try and tell everyone I can about the club in hopes that they too will spread the word.

Déjà Vu Awards and Recognition program 2011-2012

1 new member – DMM pin

2 new members – Governor's pin

3 new members – Dime a Day (\$40) donation in the sponsor's name to Optimist International Foundation

5 new members – your choice (\$100) donation in the sponsor's name for Century Circle or Women's Philanthropy Council to the Optimist International Foundation

10 new members – President's Club (\$300) donation in the sponsor's name to the Optimist International Foundation

25 new members – Christian D Larson (\$1000) donation in the sponsor's name to the Optimist International Foundation

Build a New Club – Friend of Today (\$500) donation in the name of the Builder of Excellence to the Optimist International Foundation. BOE will receive a print. Multiple BOE's can split the award based on the levels identified above.

For example, 2 President's Club awards at \$250 each, combinations of Dime a Day, Century Circle & Women's Philanthropy Council Awards and unrestricted gifts for 3 or more BOE's.

These awards are based on Larry & Jo-Anne Pelzer's long time commitment to the Optimist International Foundation/Canadian Children's Optimist Foundation.

Where can I find more information on the partnered organizations listed on the President's Pride report?

A: Check out this link on the Optimist International webpage <http://www.optimist.org/e/member/library16.cfm>. Most of them are explained there.

Dates of Quarter Meetings:

No 2nd Quarter meeting. Larry will be holding a conference call with the Executive Board to keep in touch with what is happening around the District.

Third Quarter District Meeting

May 4-5, 2012

Watertown Events Center
Best Western Ramkota Hotel
1901 9th Ave SW
Watertown, SD 57201
605-886-8011

Fourth Quarter District Convention

August 9-11, 2012

CanadInn Destination Centre Fort Garry
1824 Pembina Hwy
Winnipeg, MB R3T 2G2
204-261-7450
888-332-2623

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