



DMM

District Dispatch

Edition 4

Dakotas Manitoba Minnesota District

January 1, 2012

DMM State of the District Report

We are experiencing positive membership growth in the DMM. As of December 28, 2011, we are +15 in membership and the 9th place district in Optimist International. We have one new club and several more in the works. What a great way to end the first quarter!

However, we cannot take for granted that this trend will hold. On November 4, 2011, we were +35 and the 4th place district. Clubs have been cleaning rosters and not replacing the members they have lost.

Optimist International is also trending downwards. There was great excitement early in the Optimist year as the membership statistics were on the plus side. As of December 28, 2011, Optimist International has dipped below 80,000 members. This is an overall loss of 642 members since October 1st, 2011.

We need to do our best to invite new members to join to keep our clubs strong. Recruitment at the club level is the only way to keep the District and Optimist International strong. Have you tried using the Friend of Optimist membership? I wasn't convinced that it would work in my club but the proof is in the pudding as they say; we now have 2 Friends of Optimist in our club.

The New Year is a great time to think about increasing your membership. Besides making resolutions to lose weight & live healthier, people also make community minded resolutions. They want to make service and volunteerism a more important part of their lives. The time is right to talk about Optimist membership and New Club Building.

There's a quote about changing the world one step at a time; we can change Optimist International one member at a time. I haven't added a new member yet this year, but I will keep trying. I hope you will too.

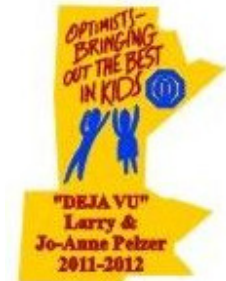
Jo-Anne Pelzer
DMM Secretary Treasurer

The latest Optimist International news

Change to the Optimist Essay Contest
January 3, 2012

During their December meeting, the Optimist International Board of Directors voted to discontinue the International level of the Essay contest beginning in the 2011-2012 year. The scholarships at the International level were previously discontinued and this change was made to ensure that all Optimist contests are equitable.

Updated planning guides for the Club and District level and student applications can be found on the OI website.



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

Dear Presidents,

I'm asking for your help. I would like your club to consider having an oratorical contest this year or at least sending a contestant or two to the District Contest. With 59 clubs in the DMM District it's a shame that only twelve clubs held a contest or sent a contestant to the Zone or District contest.

The Optimist Oratorical contest began in 1928 and has continued to today. It has been an opportunity for boys and girls to vie for scholarships and gain great experience in the art of communication. For me it is remarkable what these young people have to say and the way that they say it. It makes me proud to be an Optimist that we have such a program.

There could be a young boy or girl in your community that will never have that opportunity to win a \$2500 scholarship or gain the experience of being in a speech contest unless your club decides to give them that opportunity. A minimum cost would be \$50 if you held a contest for medals and certificates and a \$65 registration fee for the District Contest. Some clubs pay hotel costs at the conference, transportation, and guest meals, but that is totally up to your club. Some Zones split the cost among the clubs in their Zone feeling that the boy and girl representative is a representative of the Zone provided there is a Zone contest.

You may send your club representative directly to the District Contest if your Zone does not have a contest. Hopefully, your club will have a contest this year.

Start by putting an ad in the paper or checking with your local schools to promote the contest. Check with your Lieutenant Governor to see if there will be a Zone Contest. Then be ready to accept the thanks from the boys and girls and their parents for giving them the opportunity. They could even be the winner of that \$2500 scholarship.

If I can be of help in any way, contact me at Optimistrick@q.com or call (763) 421-8863.

Optimistically
Rick Johnson
DMM District Oratorical Chairman

Duct tape is like the force. It has a light side, a dark side, and it holds the universe together.
~Carl Zwanzig

What's happening around the DMM:

The Optimist Minute Presented by The Optimist Club of West St. Paul****

Our Miss Minnesota event was a big success. Natalie Davis, Miss Minnesota 2011, talked about autism and sang several songs. It was interesting to learn that Minnesota has more people diagnosed with autism than any other state, and that only 3% of autistic people are employed. Her singing was incredible! After the presentation, Natalie posed for pictures with attendees and signed autographs. Anyone who joins the Optimist Club of West St. Paul by December 31, 2011 will receive a complimentary *Sweet Dreams* CD.

St. Paul TEL.A.VISION

Linnea, our President and Terry made a short presentation about the program at the last district meeting. We think it is a wonderful program to help children set goals for themselves.

"The mission of the Optimists Clubs is "providing hope and positive vision, Optimists bring out the best in kids." George Johnson, a member of the St Paul Optimist Club, has developed a web site, curriculum and software that inspires youth, especially Special Education and at risk youth, to create and share visions of hope and possibility through personal "vision videos." The web site, complete with student examples is called TEL.A.VISION and is located at www.telavision.tv.

The result of the videos is more future orientation, more hope, more engagement and more reason to stay in school.

TEL.A.VISION is a fun, positive activity that can be done by anyone with a computer and internet access. If you would like more information on how TEL.A.VISION can be brought to your club email george@telavision.tv.

Let me know if you have questions.

Jeri Gorman

If you teach your children nothing else, teach them the Golden Rule and "righty-tighty, lefty-loosey." ~Robert Brault

Annual Dues Billing - A Success Story

At the annual DMM convention in Bismarck in August 2011, the delegates approved an annual dues billing option for the clubs in the DMM. As a Club Secretary Treasurer, I knew it would be popular with the Canadian clubs and perhaps with a few small Optimist Clubs in the United States.

To my surprise, 25 of the 59 clubs in the DMM preferred the annual dues option when they received their first quarter dues billing. That's 42%! And it just wasn't small clubs either; Brookings, the largest club in the DMM selected the annual dues option. I even received a letter of thanks from Gerry Carroll, the Secretary Treasurer of the Transcona Club. Gerry wished this had been done a long time ago!

It means the District Secretary Treasurer has to do some extra tracking but time is saved on future quarterly billings.

If you have an idea that will improve the administration of the DMM, no matter how small, please let me know & I will forward it to the DMM Bylaw Review Committee.

Jo-Anne Pelzer
DMM Secretary Treasurer

THE POTTY

A little three year old boy is sitting on the toilet. His mother thinks he has been in there too long, so she goes in to see what's up. The little boy is sitting on the toilet reading a book. But about every 15 seconds or so, he puts the book down, grips onto the toilet seat with his left hand and hits himself on the top of his head with his right hand.

His mother says: "Billy, are you all right? You've been in there for awhile." Billy says: "I'm fine, Mommy. I just haven't gone potty yet." Mother says: "Ok, you can stay there for a few more minutes but Bill why are you hitting yourself on the head?"

BILLY SAYS: "WORKS FOR KETCHUP."

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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

Consider a Club Newsletter;

Starting a Club Newsletter is a great way to advertise your club, to your members and your community. It is your club's **meeting notice**. It announces to members the time, date, location and program for the next meeting. It reminds them to mark their calendars for the meeting and encourages them to attend.

A club newsletter also serves other important purposes:

- **Project news** — It keeps members informed about committee and project activity.
- **Recognition** — By mentioning members by name in the bulletin, you make them feel a valued part of the club.
- **Club news** — The bulletin is the official vehicle for disseminating information about officer elections, board decisions, etc.

Setting Up Your Newsletter:

There are several basic elements that each issue of your bulletin should include. They will not change from issue to issue. These include:

- Name of your newsletter
- Name of your Optimist Club
- Optimist International logo
- Meeting time and location
- Names and telephone numbers of your club officers and newsletter editor.

These items are essential to identifying your bulletin and your club.

There are a number of other items you can also include in each bulletin issue to increase its impact. These include: names and telephone numbers of all committee chairs, names of the zone lieutenant governor and district governor and The Optimist Creed.

Some clubs also include in an annual issue a complete roster of members.

A good newsletter should be easy to read. News items should be typed and spaced in an easily readable manner.

Keep in mind the following when typing and laying out your newsletter:

- Use good layout judgment. Don't try to cram too much into a page.
- Allow space between news items. Use underlines, asterisks and other decoration to highlight headlines and special items.
- Follow a consistent pattern in layout — develop a style and stick to it.

(continued in next column)...

- Artwork can add color and interest to your bulletin. A publicity logo sheet containing logos of Optimist International and its various programs is available from the OI website.

News to Include in your newsletter:

Each issue of your newsletter should include information about the next club meeting. This is the single most important item in your bulletin and should be given priority treatment.

You should provide the time, date and location of the meeting, as well as information about speakers, special guests and any special events which will be occurring.

Here are some other items your bulletin should include:

- **Recap of the last meeting** — Describe the program, list the names of members and guests attending, and report announcements from the president and committee chairs.
- **Upcoming projects** — Each week you should give a list of future club projects. Help your committee chairs by announcing needs for volunteers and by encouraging members to participate.
- **New members** — Welcome new members into your club with an announcement in the club bulletin.
- **Board news** — Report on actions from your club board of directors meetings (which you should attend).
- **District and international news** — Include dates and locations of zone and district meetings and the international president's visit. Encourage members to attend.
- **Personal news** — Share with your members news about births, weddings, honors, awards, hospitalizations, job promotions, etc.
- **Humor** — Use jokes and quotations to add color to your bulletin. With all of these subjects to cover, you'll be amazed at how fast your bulletin fills up with news!

DMM Club Newsletter Contest:

Optimist International and our District will hold a club newsletter contest.
The judging criteria used by Optimist International includes the following:

Standard Items

- Masthead
- Club name prominently displayed
- Optimist International logo
- International President's theme logo
- Date of bulletin issue
- Meeting time, place and day
- Names of club officers
- Names of committee chairmen
- Telephone numbers of officers, chairmen
- The Optimist Creed

Content

- Date and program of next meeting
- Report on last meeting's program
- Names of guests at last meeting
- Calendar of upcoming events
- News of club projects
- Humor
- Personal news about members (birthdays, anniversaries, awards, illnesses, etc.)
- Urge to attend and/or bring guests

Visual

- Format is easy to follow; stories easy to find
- Items are clearly separated
- Stories have headlines
- Paragraphs are short
- Type is attractive and easy to read
- Lines and boxes set apart copy
- Color paper or color ink
- Illustrations or photos used
- Printing is sharp and clear
- Publication coincides with meeting frequency

To enter your newsletter in our District's Club Newsletter contest please forward to me at least 3 of your club's newsletters to be entered into the District Contest.

**Trudy Rougeau,
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Winnipeg, MB
R2H 0L8**

Trudy.rougeau@gwl.ca or trudyr2010@gmail.com