



District News

Pacific Northwest Optimist District #32

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Governor's Message

Ben DeRemer · Pacific Northwest District



I have had the opportunity to visit with 21 of our Optimist Clubs in our District during the past month and learn more about the amazing projects that each of them provides within their communities. One of the major struggles that these Clubs have in common is the ability to effectively market their Clubs in their communities, to garner more support for their projects and to recruit new Members into their Clubs.

Last month, the President of the Boise Optimist Club, Paul Messersmith, worked to organize a meeting with all of the Optimist Clubs within the Treasure Valley area of Idaho, which included the Caldwell Club and Meridian Club. They recruited a marketing consultant to discuss some of the difficulties these Clubs were having, and they came up with some solutions that may help create better exposure of the Optimist brand within their communities.

This meeting made me think about what the District could do to better support our Clubs with marketing efforts in their areas. During our 1st Quarter meeting in Kennewick, Washington on November 16-18, 2018, we will be discussing this topic and how we can all work together to get our name out there. Part of this will include better communications, leveraging our website and social media capabilities for Clubs and our District, as well as using the Regional meetings as a platform to better promote our Optimist programs.

I look forward to seeing many of you at our first meeting of the year in just a few weeks.

Yours in Optimism,

Ben DeRemer
2018-2020 Governor
Pacific Northwest Optimist District #32

Standing Committees

Governance

Candidate Qualifications
Parliamentarian
Policies
Bylaws
Resolutions
Procedures
Operating Guides
Bingo Book
Strategic Planning
Long Range Planning
Awards
Roy Proctor Award
Gifts/Mementos
In Memoriam

Finance

Canadian Children's Optimist
Foundation (CCOF)
Optimist International
Foundation (OIF)
Finance
Audit
Development
Club Fundraisers
Endowment
OI Supplies
Merchandise
Electronic Sales
Auction
Budget
Accounting

Growth

Leadership Development
Officer-Elect Training
Achievements & Awards (A&A)
Membership
Retention
Mentoring
New Optimists Welcome (NOW)
Program
New Club Building
College Clubs
Club within a Club
Alternative Club
Club Fitness
Professional Development
Program (PDP)
Personal Growth and
Involvement (PGI)
Data Analytics

Youth Programs

Junior Optimist International
(JOI) Clubs
Essay
Oratorical
Communications Contest for
the Deaf and Hard of Hearing
(CCDHH)
Junior (Jr) Golf Coordinator
Oregon Jr Golf
Idaho Jr Golf
Washington Jr Golf
British Columbia Jr Golf
Junior (Jr) Curling
Childhood Wellness (formerly
Childhood Cancer Campaign)
Tri-Star Sports
Youth Safety
Youth Appreciation

Marketing

District Directory
Reel Optimism
Public Relations
Social Media
Website
Monthly Bulletin
Quarterly Magazine
Publications
Distribution
Advertising
Graphic Design
App Development
Technology
Telecommunications
Photographer
Centennial Celebration
Centennial Book
OI Convention Ambassador

Meetings

Quartermaster
Registration
1st Quarter
Regionals Coordinator
Oregon Regional
Idaho Regional
Washington Regional
British Columbia Regional
3rd Quarter
Convention
Sergeant-at-Arms
Credentials
Fellowship
First-Timers
Decorations
Audio/Visual
Health & Safety
Spouse and Family Program
Respect-for-Law

What's Happening Next

Fall Board Meeting - November 16-18, 2018

We have received approval from the International President, Rebecca Butler Mona, on behalf of the Optimist International Board of Directors to hold a Special District Convention at this year's 1st Quarter District meeting for the Pacific Northwest Optimist District. During the Special District Convention, we will be voting on matters involving: a revision to the District Policies; District Dues changes for Adult Members, College Members, and Junior Optimist International (JOI) Club Member Alumni; approving the District Budget; and choosing the District Convention Cities for 2019 and 2020. The meeting will be held the weekend prior to Thanksgiving from **November 16-18, 2018** at the Clover Island Inn in Kennewick, Washington. The agenda for the meeting can be found in this month's newsletter, including bios for some of our Special Guests from Optimist International and the #Optimist100 Conference, which details the goals for the Optimist International President.

You can register by going to optimist.ticketleap.org.

Date: November 16-18, 2018

Location: Clover Island Inn
435 N Clover Island Drive
Kennewick, Washington 99336

Room Rates*: Single Queen - \$74.00 USD per night, plus tax
Double Queen - \$84.00 USD per night, plus tax

**Room rates include a daily breakfast, local newspaper, and free Wi-Fi.*

Costs*: Earlybird Discount (before 11/4/18) - \$35 USD/\$45 CAD
Regular Registration (before 11/14/18) - \$40 USD/\$50 CAD
Onsite Registration (after 11/14/18) - \$50 USD/\$65 CAD

First-Timers - \$30 USD/\$35 CAD

Non-Optimist Member Guest - \$20 USD/\$25 CAD

JOI/College Members - \$20 USD/\$25 CAD

**Registration fees do not include meals.*

Meals*: Meal Package (Saturday Lunch & Dinner) - \$58 USD/\$75 CAD
Saturday Lunch à la carte - \$26 USD/\$34 CAD
Saturday Dinner à la carte - \$48 USD/\$62 CAD

**Meal costs include gratuity, service charge, and state/local taxes. Must be registered for the meeting to purchase a meal.*

Spring Board Meeting - April 12-14, 2019

The 3rd Quarter District meeting for the Pacific Northwest District and the District-level Oratorical/CCDHH contests will be held the weekend prior to Easter from **April 12-14, 2019**. We will be holding it at the Holiday Inn & Suites in Bellingham, Washington. So be sure to mark you calendars and look for more information soon.

November 2018						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

December 2018						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

January 2019						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

#Optimist100 Conferences

#Optimist100 First Quarter Conferences



Promise Yourself

Half-day of training sessions with an Optimist International Trainer, designed to engage members, elevate their knowledge on the organization, target our International goals, and expand leadership skills.

We and Them IS Us

Could we be isolating our organization by always feeling a need to draw a line between generations? Are our attempts to include actually excluding? Let's learn how to work together and make the most of these differences.

100 Years! Let's Celebrate

What a wonderful time to be an Optimist! What the Centennial can do for you and your Club will be explored. Every Club can celebrate this milestone regardless of budget abilities, and we'll show you how with a listing of different budget scenarios.

100 Ways to Appreciate Our Members

When our members are engaged, our members are happy. When we present the world with happy members, we attract happy people, and we retain happy people. Learn why appreciating our members, even in the little ways, helps keep us engaged.

Back to Basics - Budgeting Club Activities

This is the first in a series of Back to Basics workshops. Have you ever found yourself with the cart before the horse when planning an activity? Let's take just a little time to go over the basics of budgeting our activities for our Club to make us all stronger.

Fall Conference Agenda

Celebrating Our Past



Weekend Schedule of Events

PNW Fall Conference & Board Meeting

Clover Island Inn • Kennewick, Washington

November 16-18, 2018

Investing In Our Future

2018 • 2019

Friday

- 3:00 p.m. District Executive Committee Meeting
- 4:30 p.m. Governance & Finance Standing Committee Meetings
- 5:00 p.m. Dinner On Your Own
- 7:00 p.m. Growth & Marketing Standing Committee Meetings
- 8:00 p.m. Youth Programs & Meetings Standing Committee Meetings
- 9:00 p.m. Hospitality Room Open (closes down at 11:00 p.m.)

Saturday

- 7:00 a.m. Breakfast
- 7:15 a.m. Past Governors Association Breakfast
- 8:00 a.m. First-Timers Session
- 8:30 a.m. Opening General Session
- 9:30 a.m. #Optimist100 - We and Them IS Us: Bridging the Age Gap (Growth)
- 10:20 a.m. #Optimist100 - 100 Ways to Appreciate Our Members (Engagement)
- 11:00 a.m. #Optimist100 - Back to Basics-Budgeting Club Activities (Finance)
- 11:30 a.m. Childhood Wellness with the OIF & CCOF
- 12:00 p.m. Lunch
- 1:00 p.m. #Optimist100 - 100 Years! Let's Celebrate (Marketing)
- 1:50 p.m. Regional Competitions & Meetings
- 3:00 p.m. Special District Convention
- 5:00 p.m. No Host Social
- 6:00 p.m. Installation Banquet
- 9:00 p.m. Hospitality Room Open (closes down at 12:00 a.m.)

Sunday

- 7:00 a.m. Breakfast
- 7:15 a.m. District Executive Committee Meeting
- 8:00 a.m. PGI Module - Conflict Resolution (optional)
- 9:00 a.m. PGI Module - Managing Change (optional)

Special Guests

Tracy Huxley · International Leadership Committee Chair

Tracy Huxley will be coming to the Pacific Northwest Optimist District Fall Board meeting as our Trainer from Optimist International. She has been a Distinguished Governor in the Southwest Ontario Optimist District of Canada, and she currently serves as the Optimist International Leadership Development Committee Chair for 2018-2019.

As a goldsmith by trade with her family business you can assume that she is artistically creative as well as a little unpredictable; and you would be correct. As someone proud to call herself a Gen X'er, she also spent part of her life managing a drag racing facility. Yet, for over 20 years she's spent her spare time dedicating herself to bringing out the best in her community and in the communities of others, as they work to bring out the best in the children they serve. Tracy has been a member of her local Optimist club since 1996. One of her favorite elements of being an Optimist are her opportunities to travel to other towns to share ideas and fellowship with other like-minded volunteers.

In addition to volunteering with the Optimist organization, Tracy highlights her calendar in a few other colors to distinguish her time between Optimist work, Children's Health Foundation for the Children's Hospital of Southwestern Ontario, and the Hugh O'Brian Youth Leadership initiative in Western Ontario.



T G Thomas · West Coast Region Centennial Vice President

T G Thomas is coming to our Pacific Northwest Optimist District Fall Board meeting as our Optimist International Representative. He has served as a District Governor in the Pacific Southwest District, he is a Nominee for the Optimist International Foundation (OIF) Board of Directors, and he is currently serving as the Optimist International Centennial Vice President for the West Coast Region for 2018-2019.

Following his retirement from the U.S. Army, Dr. T G Thomas began his career as a College Professor at Odessa College, Odessa, Texas. Shortly thereafter, he was elevated to the position of Dean of Science and Health, where he served for five years. During his tenure as Dean, he joined the Optimist Club of Odessa, Texas. Wishing to return to teaching, Dr. Thomas then transferred to Tarrant County College, Fort Worth, Texas and transferred his Optimist Membership to a Fort Worth area Optimist Club, part of the North Texas District of Optimist International.

T G has served as a Club President, Lt. Governor, and Faculty Advisor to a College Optimist Club. In 2005, T G transferred his membership to the Optimist Club of Bakersfield, CA, when he took a position as Professor of Microbiology at Bakersfield College. While serving as the Optimist International Vice President-Elect, he authored the Resolution for Optimist International to adopt a "Childhood Wellness Program," which finally became a reality in 2018.



Regional Meetings

Purpose of Regional Meetings

Instead of having 2nd Quarter meetings this year, we will be focusing on establishing Regional-level competitions for our Optimist International Scholarship Programs. Holding Regional-level meetings and contests will allow our District Leadership Team to provide greater support for the Clubs within our District in organizing and facilitating contests at the local levels. It also creates a unique opportunity for greater exposure of Optimist Clubs within the community through use of news releases and social media marketing plans. Regional meetings will give us the ability to:

- Provide support for Club-level contests
- Give more opportunities for our youth to receive College Scholarships
- Leverage our Optimist Brand to better market our Optimists Clubs
- Recognize outstanding members within our local communities
- Connect our Clubs, and build better relationships with each other

Scholarship Contest Deadlines

This year, we will have the following deadlines for Club-level contests for the Essay, Oratorical, and Communications Contest for the Deaf and Hard of Hearing (CCDHH):

- Essay Contest - Thursday, February 28th, 2019
- Oratorical Contest - Prior to the Regional-level Contest in your area
- CCDHH Contest - Prior to the Regional-level Contest in your area

The Club-level Essay Contest, typically, is the easiest of the contests to organize and run. The Oratorical Contest has a few more moving parts, but can be easily organized and run at the Club-level, while also being a great way to recruit new Members for your Club in the process. For Clubs who do not have the manpower or resources to run a Club-level Contest on their own, some of the Regional meetings will be able to provide the opportunity for Clubs to run their contests onsite at the Regional-level meetings prior to the start of the Regional-level contests. In order to run the CCDHH program correctly, much more planning is involved, and it requires the hiring of professionals in some cases. Because of this, the District will not require a Club-level contest to be held, and instead will allow Clubs to sponsor entrants starting at the Regional-level. Clubs wishing to hold a Club-level contest are still welcome to do so.

Regional Meeting Dates

Below is the list of dates that Regional meetings will be held:

- **Alaska** – Saturday, March 2nd (Fairbanks)
- **Utah** – Saturday, March 2nd (Salt Lake City)
- **Oregon** – Saturday, March 9th (Keizer)
- **Idaho** – Saturday, March 16th (Boise/Meridian)
- **Washington** – Saturday, March 23rd (Tacoma/Longview)
- **British Columbia** – Saturday, March 30th (Chilliwack/Mission)
- **Vancouver Island** – Saturday, April 6th (Victoria)
- **Yukon** – Saturday, April 6th (Whitehorse)



Honor Club Tracking

DISTINGUISHED

	Year Club was Founded	Zone	Net +3 in Membership	NOW Program	Service Project (1)	Service Project (2)	Service Project (3)	Club Essay Chair	Club Oratorical Chair	Club CCDHH Chair	Recognize Community Member	60+, 90+, and 120+ Days in Arrear for Membership Dues	October Membership Dues	January Membership Dues	April Membership Dues	July Membership Dues	Club Foundation Representative	Donations to Foundations	Attend District Meetings (1)	Attend District Meeting (2)	Club Officer-Elect Report (5/20)	Club Pride Report (9/30)	Net +10 in Membership	Build a New Adult Club	\$100 Donation to Foundations	Promise Yourself Awards (%)	
Albany, Or	1964	8	0					✓	✓				✓					\$ -									
Beaverton, Or	1967	7	-7														✓	\$ -									
Boise, Id	1949	11	+1														✓	\$ -									
Caldwell, Id	1979	10	0										✓					\$ -									
Chehalis-Centralia, Wa	1992	4	0					✓				60+						\$ -									
Chilliwack, Bc	1987	3	+5														✓	\$ -									
Coquitlam, Bc	1977	2	0						✓								✓	\$ -									
Elmore County, Id	2007	11	0										✓					\$ -									
Fairbanks, Ak	1992	1	0														✓	\$ -									
Grants Pass Dutch Bros, Or	2005	9	0									120+						\$ -									
Gresham, Or	1967	6	-1						✓								✓	\$ -									
Gresham Scouters, Or	2015	13	0					✓	✓								✓	\$ -									
Hillsboro, Or	1968	7	0														✓	\$ -									
Horseshoe Bend, Id	1993	11	0															\$ -									
Issaquah, Wa	2004	4	0														✓	\$ -									
Jerome, Id	1976	12	0									120+						\$ -									
Jr Curling, Bc	2012	2	0														✓	\$ -									
La Grande, Or	1966	5	0										✓					\$ -									
Lebanon, Or	1972	8	-1									90+					✓	\$ -									
McCall, Id	1981	10	0															\$ -									
Meridian, Id	1976	10	+1						✓				✓				✓	\$ -									
Middleton Area, Id	2010	10	0														✓	\$ -									
Mission, Bc	1992	3	-2										✓				✓	\$ -									
Mountain Home, Id	1998	12	0														✓	\$ -									
Nampa, Id	1996	11	0														✓	\$ -									
Newport-Yaquina Bay, Or	1974	8	0															\$ -									
North Okanagan, Bc	2011	3	0														✓	\$ -									
Oregon City, Or	1952	13	+2										✓				✓	\$ -									
Pasco-Tri-Cities, Wa	1975	5	0										✓				✓	\$ -									
Portland-Northeast, Or	1948	6	0															\$ -									
Portland-Peninsula, Or	1946	13	0										✓					\$ -									
Roseburg, Or	1974	9	0					✓					✓				✓	\$ -									
Salem, Or	1948	7	+1										✓				✓	\$ -									
Salt Lake City, Ut	1927	12	0															\$ -									
Simon Fraser University, Bc	2014	2	+2														✓	\$ -									
Share-a-Smile, Wa	2016	4	0														✓	\$ -									
Tacoma-West, Wa	1956	4	+1									120+						\$ -									
Twin Falls, Id	1970	12	0														✓	\$ -									
Vancouver, Bc	1946	2	-1														✓	\$ -									
Vancouver, Wa	1946	6	0										✓					\$ -									
Vancouver-North Shore, Bc	1957	2	0														✓	\$ -									
Victoria, Bc	1947	1	-1															\$ -									
Victoria-Eve, Bc	1957	1	+1										✓				✓	\$ -									

Promise Yourself Award

INDIVIDUAL MEMBER

Criteria

- Sponsor a New Member
- Participate in a Club Project
- Submit a testimonial/"Optimist Story" to Optimist International

Award

- Centennial "Promise Yourself" logo pin



CLUB PRESIDENT

Criteria

- Personally earn the Individual Member award
- 20% of Club Members earn Individual Member award

Award

- Centennial "Promise Yourself" logo letter opener



CENTENNIAL FAST START AWARD

Deadline by March 31st, 2018

Criteria

- Build a New Adult Club
- Net +5 in Members by March 31st, 2018 (on track for +10 year-end)

Award

- Every Member of Club eligible for \$100 Convention registration in Louisville, Kentucky



Club Growth

Clubs with 3+ New Members

Simon Fraser University	3
Chilliwack	5
Oregon City	3

Zones with 5+ New Members

Zone 3 - Coralee Lord	5
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Celebrating Our Past



Investing In Our Future

2018 • 2019

Members Sponsoring 2+ New Members for 2018-2019

<u>Club</u>	<u>Name</u>	<u>#</u>
Simon Fraser University	Shani Kulasekara	3
Chilliwack	Glenda Standeven	3
Oregon City	Brian Shaw	2

November Meetings Pacific Northwest Optimist Clubs

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Meetings As Needed Pasco-Tri-Cities Simon Fraser University Jr Curling Issaquah Share-a-Smile	Meetings As Needed Vancouver BC Vancouver WA Gresham Scouters Nampa Mountain Home	Meetings As Needed Jerome Portland-Northeast Grants Pass Dutch Bros		1 Beaverton - 7:00am Lebanon - 12noon Salem - 12noon Twin Falls - 12noon Horseshoe Bend - 7:00pm	2 Roseburg - 12noon	3 Chilliwack - 11:00am
4	5 Portland Peninsula - 12noon Middleton Area - 6:30pm	6 Oregon City - 6:45am Hillsboro - 7:00am McCall - 7:00am Tacoma-West - 7:15am Gresham - 12noon Salt Lake City - 12noon Albany - 12noon La Grande - 12noon Boise - 12noon Victoria-Eve - 6:00pm Chehalis-Centralia - 6:00pm Elmore County - 6:00pm Coquitlam-Eve - 7:00pm	7 Meridian - 7:00am Fairbanks - 12noon	8 Beaverton - 7:00am Lebanon - 12noon Newport - 12noon Twin Falls - 12noon Horseshoe Bend - 7:00pm	9 Roseburg - 12noon	10
11	12 Middleton Area - 6:30pm Mission - 7:30pm	13 Oregon City - 6:45am Hillsboro - 7am North Shore - 6:30pm Albany - 12noon La Grande - 12noon Boise - 7:00pm Victoria - 6:00pm Coquitlam-Eve - 7:00pm	14 Meridian - 7:00am Fairbanks - 12noon Caldwell - 12noon Gresham - 6:30pm	15 Beaverton - 7:00am Lebanon - 12noon Salem - 12noon Twin Falls - 12noon Chilliwack - 7:00pm Horseshoe Bend - 7:00pm	16 Roseburg - 12noon	17
18	19 Portland Peninsula - 12noon Middleton Area - 6:30pm North Okanagan - 7:00pm	20 Oregon City - 6:45am Hillsboro - 7:00am McCall - 7:00am Tacoma-West - 7:15am Gresham - 12noon Salt Lake City - 12noon Albany - 12noon La Grande - 12noon Boise - 6:30pm Victoria-Eve - 6:00pm Chehalis-Centralia - 6:00pm Coquitlam-Eve - 7:00pm	21 Meridian - 7:00am Fairbanks - 12noon	22 Beaverton - 7:00am Lebanon - 12noon Twin Falls - 12noon Horseshoe Bend - 7:00pm	23 Roseburg - 12noon	24
25	26 Middleton Area - 6:30pm Mission - 7:30pm	27 Oregon City - 6:45am Hillsboro - 7:00am Gresham - 12noon Albany - 12noon La Grande - 12noon Victoria - 6:00pm North Shore - 6:30pm Coquitlam-Eve - 7:00pm	28 Meridian - 7:00am Fairbanks - 12noon Caldwell - 12noon	29 Beaverton - 7:00am Lebanon - 12noon Twin Falls - 12noon Horseshoe Bend - 7:00pm	30 Roseburg - 12noon	

Alaska Clubs

British Columbia Clubs

Vancouver Island Clubs

Idaho Clubs

Washington Clubs

Oregon Clubs

Yukon Clubs

Utah Clubs

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.
