

# OPTIMISTICALLY SPEAKING

The Newsletter of the Optimist Club of Greater Vienna

January 2014

## Calendar

January 1 — New Year's Day

No Meeting

January 8

Regular Meeting at Marco Polo

6:45 p.m.—Social Time

7:30 p.m.—Dinner and Program

January 15

Board Meeting

7:30 p.m. Immanuel Lutheran Church

January 20

Martin Luther King, Jr. Holiday

January 22

Regular Meeting at Marco Polo

6:45 p.m.—Social Time

7:30 p.m.—Dinner



**There's more  
inside!**

Club news, photos and  
other cool stuff fill the

following three pages of this Newsletter.

To encourage reading of the full Newsletter, we make this offer: The first five readers who email [lauricole.optimist@gmail.com](mailto:lauricole.optimist@gmail.com) with the name of one January membership anniversary AND one photo caption will get three 50-50 tickets at the next meeting. Emails must be received before midnight Jan. 7.

## Spotlight on Upcoming Events

Happy New Year to all the members and friends of the Optimist Club of Greater Vienna!

We start the New Year with a slightly modified schedule: because the first Wednesday of the month is New Year's Day, we will meet on the second and fourth Wednesdays of January.



**Happy New Year!**

On January 8 our speaker will be Jade Leedham, Development Manager of Alternative House. Since 1972 Alternative House has provided emergency shelter for runaway teens. Over the years their programs have expanded beyond this initial mission, and Alternative House now also offers "Community-Based Youth Services", assistance to young mothers, and a 24-hour Crisis Hotline. This promises to be an interesting program that goes to the core of our Optimist mission.

Love it or hate it, implementation of the Affordable Care Act is moving ahead. For a professional's view of what the ACA means, come to our January 22 meeting. Dick Lucier of Diversified Benefits will give "An Update on the ACA."

We continue our efforts to get the word out about Optimists and **everyone's** help is needed! If you are on Facebook, "like" the Vienna Optimist Club and share it with friends! Our Webmaster Gary Moonan has made it possible to link to our website through the shorter and more commonly searched name "[viennaoptimistclub.org](http://viennaoptimistclub.org)". Or, go old-school and invite a friend to a meeting.



**Serving the Youth of Greater Vienna  
for over 55 Years**

Visit us at [www.OptimistClubofGreaterVienna.org](http://www.OptimistClubofGreaterVienna.org)  
We're on Facebook! [Facebook.com/ViennaOptimistClub](https://www.facebook.com/ViennaOptimistClub)



### From the President—

Happy New Year Fellow Optimists,

We have just completed a very successful last quarter of 2013 with many successful accomplishments and now look forward to 2014. A brief summary of the accomplishments include:

- Awarding the funds raised from Walk & Family Fun Day to Optimist International (\$9,800) and Growing Hope (\$39,200)
- Awarding our Carole Waite Brennan scholarships to 6 deserving seniors at Madison, Marshall and Oakton High Schools.
- A great float in the Halloween Parade, “Best in Parade”
- The sponsoring of Kid Pan Alley at Kilmer Center
- Assistance at Ethics Day for the Marshall High School Senior Class
- Completion of another successful Christmas Tree Sales that will net about \$30,000 for our Youth Fund.

Thank you to each of you who helped us with these accomplishments.

Now we move our focus to 2014. In the first quarter we will have our Essay Contest and Oratory Contest as our featured youth programs, but our primary club goal for this quarter should be on increasing membership. We have had four or five visitors to meetings in recent months but it is time for some swearing in ceremonies for new members. That will be my focus and I need your help to meet this objective for the first quarter of 2014.

In my three months as president, I have gained a deepened appreciation of the tremendous effort it takes from so many people in making this a great Optimist Club. This is a club that is truly bringing out the best in your youth. To continue the legacy, we need to bring in new energetic members. Let’s start now.

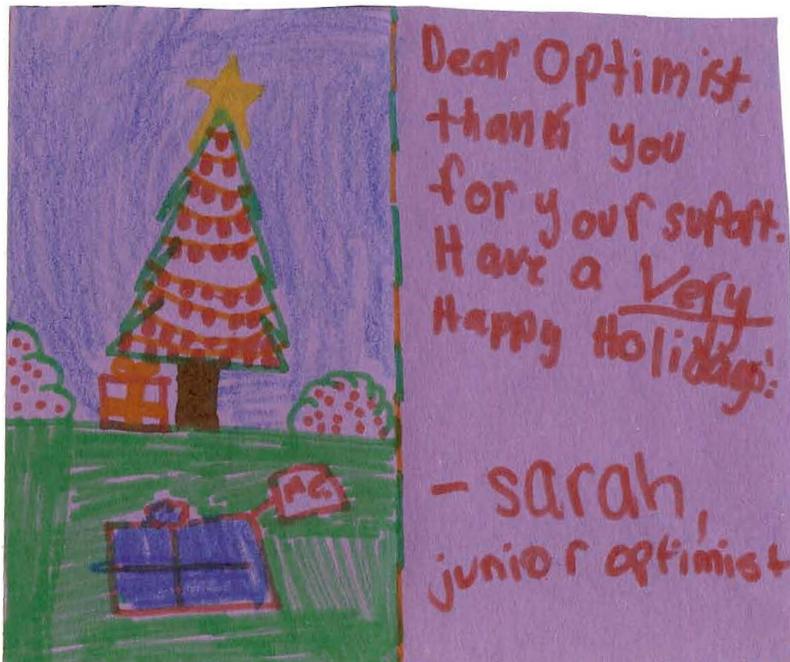
Happy New Year!

President Tom Spengler



#### January Birthday Wishes to:

- Rich Ordeman – January 4
- Anna Ryjik – January 4
- Susan Bauer – January 10
- George Mills – January 10
- Joan Marsh – January 12
- Dick Lippert – January 13
- Kathy Georgen – January 20
- Pat Hackerson – January 20
- Jim Wilson – January 20
- Laurie Cole – January 25
- Kathryn McHale – January 29



One of many holiday cards we received from the Louise Archer Elementary School Junior Optimist Club. A nice reminder that what we do makes a difference for kids!

#### Optimist Anniversaries In January:

- Jeff Johnson – 36 years
- Mike Nadolski - 26 years
- Jim Stivison – 26 years
- Joan Marsh – 3 years



# Recruiting New Members for the Club

By Joe Miller, VP Membership

Optimist International has provided several insightful bits of information about recruiting new members. Recruitment is important to the health and growth of a Club. Some Members will naturally drop off due to scheduling conflicts or moving out of the area. It is important to bring in new Members who have a lot of energy and fresh ideas so that a Club can maintain its level of service. Once new Members are recruited, a Club should get them involved and keep them interested, so they can serve children in the area for years to come. Below are some OI programs that will help our Club with recruitment and retention efforts.

## NOW (New Optimists Welcome)

NOW stands for New Optimists Welcome and is a program designed to capture the interest of prospective Optimist Members. The program is for Optimist Clubs committed to achieving a net gain of 10 Members or more during the administrative year.

The NOW event is generally a dinner or series of dinners to which potential members are extended invitations. During the event, the Optimist Club takes advantage of its captive audi-

ence and shows the service it provides to the local community. While the NOW event generally includes a meal, some speeches or presentations and an invitation to join the organization, many Clubs modify the idea to fit their needs. Most importantly, the event should create an atmosphere in which new Optimists feel "welcome."

[For information check out the NOW Brochure](#)



## Coffee Recruitment Program

"Would you like to get a cup of coffee?" is the line many of us use to suggest sharing in a casual conversation. Coffee Recruitment is a program for Optimist leaders to recruit for long term goals by building new relationships. Building a relationship takes time, but the payoff in the end will be a stronger Club and a stronger bond between Optimists. See the online [Coffee Program brochure](#).

## Optimist Mentoring Program

Once an Optimist Club recruits new Members, it's important to keep them! New Member education is essential to maintaining or improving Club retention rates.

The Optimist Mentoring Program is a comprehensive new Member education tool designed to increase a Club's Member retention. To get started, check out the resources below.

[Optimist Mentoring Program PowerPoint](#)

[Mentor Checklist](#)

[New Member Checklist](#)

## New Member Information

Always provide a potential new member the Club's social media connections. This shows we are progressive and involved.

Provided for your information are links to our [club website](#), [Face book](#), [LinkedIn](#) and [Twitter](#) internet sites.

## New Member Appeal

Always remember our greatest recruiting appeal is what we do. Be prepared to discuss the many activities of the club with the new member. We have a comprehensive chart of our Club's many activities. Copies are available from Joe Miller, <mailto:jsmeda@cox.net>.



Left: How to load a Christmas Tree into a convertible.



Right: Young helpers from Louise Archer Junior Optimist Club.



Below right: President Tom presents a donation to Coach Gjormand and members of the Madison HS Baseball Team.



## Scenes from the Tree Lot 2013

Above: Now you see them...

Right: Now you don't! The lot sold out more than a week before Christmas!



*In December—*



Above: At our December 4 meeting President Tom Spengler and Growing Hope event Co-Chairs Anna Ryjik (second from left) and Susan Bauer (right) presented Margy Jost with our donation of \$39,200 to the local charity. \$9800 went to OI's Childhood Cancer Campaign.



Left: The Madison HS Madrigals performed seasonal music at our annual Holiday Party on December 18.

Below: Sixth-graders from the Louise Archer Junior Optimist Club distributed handmade holiday cards from their club to ours.



Left: Jim Houston presented Coach Missy Whittington our donation to Marshall HS Softball Team.



Left: After dinner, members and guests enjoyed dessert, beverages and the impending close of the Christmas Tree lot, at the Coles' home.

**December Board Meeting Cancelled**

Due to the fact that three Board members were scheduled to work the tree lot and that there were no pressing topics to consider, the December Board meeting was cancelled. Any necessary business would be done by email.



Bring a friend to our next meeting, January 8, 2014!

**OPTIMIST CLUB OF GREATER VIENNA  
Board of Directors 2013 – 14**

President	Tom Spengler
Secretary	Jim Houston
Treasurer	Tom Fraim
Immediate Past President	Laurie Cole
President Elect	Dick Gongaware
Vice President of Community	Michele Wright
Vice President of Finance	Jim Wilson
Vice President of Media Relations	Tom Bauer
Vice President of Membership	Joe Miller
Vice President of Youth	Mike Fitzella
Director of Community	Anna Ryjik
Director of Media Relations	Susan Bauer
Director of Membership	AK Mohamed Yaseen
Director of Youth	Jim Stivison
Webmaster	Gary Moonan

*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 expect only the best.**
- To be just as enthusiastic about the success of others as you are about class, 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.**

*Christian D. Larsen*