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### Message from Governor George



*George E. Breadon*

Good day, fellow Optimists,

I start by repeating the words used this time last year by now retiring Governor, Larry Barbera. "Can this be true?

Am I really the Governor of the Great SWI District?" I know

that I have very big shoes to fill, coming after several really good former governors, whose names will be etched in our collective memory for years to come.

Like immediate past Governor, Larry stated last year, I, too have a deep confidence that we can continue to grow, and enhance our SWIS District with a great group of dedicated Lt. Governors , helping me to help you "Bring out the Best in Kids" in your community. I ask that you please get to know your Lt. Governor, especially each club president, to lean on them for advice and guidance. Keep in mind that these individuals have led their local clubs before assuming positions at the District level; they have experience that you can tap into and use to make your club the best it can be in the year ahead.

As each year starts, there are always new goals and objectives. In the coming year, I'd like to stress my theme "For the Future -- Invest in Youth". If we look back, we can see what can be accom-

plished by doing just that. Examples include a youth member of My own club, Mr. A. J. Cifuentes, who with encouragement and guidance reached the level of JOOI International President. In fact he's the second youth member of our club to achieve that rank. We are so fortunate to have such wonderful young members in our District. Let us keep the momentum going and have each club guide, encourage, and teach these youth leadership skills that will influence their lives in their future. Another example comes from the Student Optimist club at UW Whitewater. They have undertaken yearly service trips to the Caribbean, the Southern US States after hurricanes, and many other areas. They have also given the District many upcoming leaders, who currently serve the district as Chairs of committees. They are especially helpful to me, and other "older" District personnel, in guiding us into the technological age, (which came before many of us were ready). A huge thanks to them.

I'd certainly like to see more club presidents, board members, and general members of clubs attend our 4 quarterly gatherings. We're hoping to make these more "family friendly, and fun", and a fact often forgotten is that each club president is a member of the Board of the District. You (presidents) have a voice in helping guide this great organization of Optimist International, and especially our own "Southern Wisconsin--SWIS" District.

## Continued Message from Governor George

During the coming year, I'd like each of us as club members, to try and grow personally as well as within and with our respective clubs. To that end, I'd encourage each club to designate an individual to promote the Personal Growth and Improvement (PGI) program. Information on this can be gotten from the District Chair, Vern Andren, (former Governor) for all clubs.

Secondly, with an emphasis on youth, there are plans to expand the JOOI presence in the SWIS District. I particularly encourage the formation of new JOOI clubs in as many communities as possible. There will be a "Forum" on JOOI at the gathering in Green Lake, our Combined meeting. Come and learn the nuts and bolts of promoting JOOI

Thirdly, I'd also encourage all members to frequently recite and reflect on the "Optimist Creed". The message in there is fundamental to all we do as Optimists, particularly in our ongoing efforts to "Bring out the Best in Kids", and to also be a proud supporter of youth activities in our communities. Remember they are our future. Let's train them the best we can.

George E. Breadon, MD

### The gatherings planned for next year include:

**2013: Nov. 1 - 2:** Heidelberg House, Green Lake, Wi.

A repeat of location from last year, a combined meeting of both Districts, with the addition of celebrating the 20th anniversary of the formation of the SWIS and WINUM districts of OI.

We have lots of fun planned for Saturday night with an (optional) costume party, and DJ, for dancing, singing, and generally having a great time.

**2014: Feb. 8: (1 day only):** Chalet Landhaus, New Glarus, Wi.

Special hotel rates for anyone wishing to come early on Friday night, or staying over on Saturday night. Lots of Swiss music and dancing available.

**April 25-26:** The Abbey, Lake Geneva, Wi.

A new location with extra events planned for Friday and Saturday.

**August, 9 - 10:** Sheraton Milwaukee, Brookfield Wi.

Again events planned for the weekend. The Wisconsin State Fair coincides with the meeting, with again special hotel rates for those wishing to come a few days early or staying a few days after the meeting.

**Also: May 17, 2014:** OI Summit, Madison, Wi.

Opportunity for all Club Presidents, Club Board members, District chairs to meet, share concerns, obtain guidance, and interact with the 2013-14 International President

OI President, Ron Huxley presiding.

This is new this year. An initiative of International President, Ron Huxley is to provide a cheaper way for all members to get to interact with him and other OI representatives.

[Here the mountain comes to Mohammed]

**July 10 -12, 2014:** OI International Convention, Las Vegas.

Much more will be coming on this in the near future. Plan to come and honor the achievements of Larry Barbera during his tenure this past year.



**WINUM & SWIS Joint 1<sup>st</sup> Quarter Conference**  
**November 1-2, 2013**  
**Heidel House Resort, 643 Illinois Ave,**  
**Green Lake, WI. 54941 [800.444.2812]**



Name: \_\_\_\_\_ Phone: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Is this your First Conference?                      YES                      NO

Club Name: \_\_\_\_\_ Zone # \_\_\_\_\_

Your 2013-14 office (if any): \_\_\_\_\_

**REGISTRATION INFO**

(\$5 late fee each item)

	<u>Advanced</u>	<u>On Site</u>	<u>Number</u>	<u>Total \$</u>
<i>(advanced registration by Oct 26th)</i>				
<b>Members</b>				
Registration	\$20.00	\$25.00	_____	_____
Saturday Lunch	\$17.00	\$22.00	_____	_____
<i>Cashew Chicken Salad Croissant OR Grilled Portobello Mushroom Sandwich</i>				
<i>(indicate choice)</i>				
Saturday Fun Night	\$20.00	\$25.00	_____	_____
<i>TBD</i>				

**Spouse/Guest/Child (non-members) Name(s):** \_\_\_\_\_

Saturday Lunch	\$17.00	\$22.00	_____	_____
<i>Cashew Chicken Salad Croissant OR Grilled Portobello Mushroom Sandwich</i>				
<i>(indicate choice)</i>				
Saturday Fun Night	\$20.00	\$25.00	_____	_____
<i>TBD</i>				

**TOTAL ENCLOSED** (Make checks payable to SWIS District) \$ \_\_\_\_\_

If you would like to request a **special meal** due to diet restrictions please indicate:                      YES                      NO  
 Type of meal required: \_\_\_\_\_ Every effort will be made to accommodate needs.

**REGISTRATION** will soon be available at [www.swisdistrict.org](http://www.swisdistrict.org) website **OR** use this form for **ADVANCE REGISTRATION BY US MAIL OR EMAIL;**

**PLEASE ENCLOSE CHECK in MAIL or BRING YOUR CHECK TO THE CONFERENCE!!!**  
**Please send registrations to:** Sue Kranz, 65490 W Lake Ahmeek Road, Iron River, WI 54847.

If you have any questions, please call Sue at 715-372-5301 or e-mail: [skranz@cheqnet.net](mailto:skranz@cheqnet.net)

**ROOM RESERVATIONS:** Call the Heidel House at 800.444.2812.

Ask for the Optimists room block. Rate is \$93 for Std Double Queen room.

**Rooms "unblock" on October 10, 2013!**

To register for conference go to this website:

<http://www.swisdistrict.org/conference/default.asp>

## Message From Immediate Past Governor Larry Barbera



Hi everyone. It's now mid-September and while it seems like we're just getting started, it's just days until we say "good bye" to our 2012-2013 fiscal year. As I said to all of you last October, to continue to move the District forward will be a significant challenge for all of us after Governor Bonnie Spindler's

Distinguished 2011-2012 term. We continue to have a tremendous opportunity and momentum to grow Optimism in southern Wisconsin, while enhancing our ability to serve the kids of our communities. Even though our overall membership numbers may not reflect growth, we still added nearly 200 new members to keep us healthy, strong and committed to our mission of "bringing out the best in kids".

The final chapter is yet to be written as we're well into our September TIME to SHINE membership push. Year end awards and Banner Patches are being sought and solidified. So far, after eleven (11) months, twelve (12) of our Clubs have enough members to qualify for Honor status and another twenty nine Clubs need four (4) or fewer new members to receive this recognition. As all of you vets know, there's a few other requirements that must be submitted for Honor Club recognition, but that's the easy part. Maintaining a net plus (1) in membership throughout the year is, by far, the biggest challenge. In addition, we've got a bunch of Clubs who have earned JC's net plus (1) since July Banner Patch. Like the almost there, Honor Club list, there are so many District Clubs that are "oh so close" to achieving this, first ever, Patch. It would be a nice distinction to have. I look forward to giving you a positive report in the next Newsletter. For all Clubs who are close, I hope you Finish Strong and get the job done!

For those of you who were at the Country Springs Hotel and Conference Center, August 16th and 17th, you were able to participate in a fast-paced, information-packed weekend. Besides Membership encouragement and our JUST ASK segment, we heard more about the Whitewater students going to Africa this January. We got the low down on JOOI and how to get a local Club started from Carole Klopp. A copy of her presentation is available for those Clubs who are inter-

ested. From Lt Gov Amy, we found out how easy it is for a District Club to have an active Facebook presence. We finished our Creed Reflections with the final four (4) tenants being discussed. Our OI Trainer from Detroit, Don Brose, led us through an interesting and reflective hour sharing Club stories and local information. We had breakout training for incoming Club Presidents and Treasurers. Next year's Governor, George Breadon, provided the timetable and Conference highlights anticipated for his term. We also had time for Fellowship and the chance to get to know each other better. I'm not sure we could have accomplished to much more in the time we had. Thank you to all those who came and participated in making this a successful Conference. Here's a little secret, if you want to be an even better Optimist, do yourself a favor, get to next year's Conferences. There's always some positive info to be gained that will be useful to you and your Club. Who benefits, The Kids We Serve!

Thank all of you for helping to accomplish so many good things this past year. I'll have more to report about positive activity for the month of September in the next Newsletter.

One last thing, regardless of where you are or what you may be doing, stick with the Creed. It's a solid Track to Run On! Hope you all FINISH STRONG! Governor Larry

## 96th Optimist International Convention

From the moment you walk through the doors of Caesars Palace, you'll understand why this iconic Las Vegas luxury hotel sets the standard for opulent details, impeccable service and lavish Las Vegas accommodations. Special touches make the difference between an ordinary visit to Vegas and a spectacular experience - and it's all yours at Caesars Palace. With up to 15 restaurants to choose from including Restaurant Guy Savoy, the only place in America to experience the elegant cuisine of Guy Savoy, one of France's most revered and award-winning Chefs. The Colosseum at Caesars Palace has been known to host performers such as World-renowned singer, songwriter and performer Elton John and Celine Dion, one of the most immediately recognized, widely respected and successful performers in pop music history.



### Location

The Best of Las Vegas -- Caesars Palace  
3570 Las Vegas Boulevard South  
Las Vegas, NV 89109

### Registration

Online registration will be open soon. For Members who prefer to register by mail or fax, you will be able to download the registration form soon.

### Housing Reservation Options

By Phone -- call the hotel booking center toll free at (866) 227-5944. Be sure to mention group code SCOIN4 and that you are attending the Optimist International Convention at Caesars Palace in Las Vegas, July 2014.

Group Name: Optimist International  
Group Code: SCOIN4

## Optimist Recognition and Awards

### Club Recognition

#### 1. "Bringing out the Best" Club

(banner patch then year bar thereafter)

- Complete at least two service projects a year (submit President's Pride Report)
- Add at least one member
- Be current on District and OI dues

Recognize a Club member or local community individual

#### 2. Honor Club

(banner patch, year bar with Club President's name and year; thereafter a year bar with Club President's name)

- Complete at least three service projects a year
- Recognize a Club member or local community individual
- Grow Club by net plus 1

Be current on District and OI dues

#### 3. Distinguished Club

(watch for club President and secretary and/or treasurer, a banner patch with the Club President's name; thereafter a year bar with club President's name and watch)

- Meet Honor Club Criteria plus:

Net of 15 OR Charter a New Club

#### Changes in the Honor/Distinguished Club Awards Program

Due to financial restraints, the Optimist International Board of Directors has voted to remove the monetary incentive from the International Awards program. The \$100 credit for Honor Club and \$250 credit for Distinguished Club achievement will no longer be available.

All other Honor Club requirements and recognition remain the same.



Caesars Palace - Las Vegas NV



## SWIS District Conference Survey Follow-Up

In an effort to organize and structure our future quarterly conferences to better meet the needs of our SWIS District, there was a survey of Optimists in the district. The SWIS District Team would like to make conferences as effective as possible in delivering real content and is aware of the time commitment and cost to our members. This survey was also approved and requested by the current Governor, Larry Barbera and Governor Designate, George Breadon, according to OI By-Laws.

Thanks to over 25 Optimists who responded to survey with their input. Their input was discussed at 3 different meetings in June and July 2013, with Past Governor's and other Optimists, who provided technical support information.

The goal of the organization is to: Provide service to communities; Provide even more service to more kids; Provide fellowship and fun at the club and district; and the opportunity for personal growth and development through teamwork at both the club and district level.

There are future recommendations and follow-up suggestions that will be considered by future Governor's in their planning process. These are in the following areas:

- SWIS Conference Locations.
- SWIS Conference Publicity.
- SWIS Conference Formats.
- SWIS Membership Activities.
- SWIS Newsletter / Conference Structure.
- SWIS General Other Suggestions.

Thanks again to the Optimists who provided input to the survey and the Past Governor's and other Optimists who met 3 different times to discuss and embellish on the various recommendations. These were all summarized and put into the above categories for consideration by the SWIS District leadership.

As the future generation needs change, the District Team is committed to working with these changes to provide for the 'health' and 'legacy' of the SWIS District.

Bonnie Spindler, SWIS Past Governor



Annual District Tri-Star Basketball Competition at Mukwonago High School on Saturday, April 26th. Get your local events scheduled and we'll look forward to hosting your winners this spring! More details to come in the second quarter district newsletter

## JOOI Elects New SWIS District Governor

Morgan Quinn, from the Monroe High School JOOI Club, was elected JOOI Governor by unanimous consent in August. Morgan writes, "Hi, my name is Morgan Quinn and I am 15 years old and live in Monroe, Wisconsin. In my previous years of being an optimist member, I have been a Jr. Optimist President and a Jr. Optimist co-president. I have gone to three international conventions, one in Baltimore, one in Milwaukee, and the most recent in Cincinnati. Throughout my 5 years of being an active optimist member, I have learned countless life skills including leadership, devotion, integrity, and responsibility under our advisor, Mrs. Gabrielle Breadon. My main goal is to bring our district closer as a whole, and I have some great ideas to unify our district. I think we need to communicate with each other much more directly by having affordable district conventions where our clubs can share ideas and most importantly, make friends. At the international conventions I have went to in the past, all of the clubs from all over the world have bonded and become a unified JOOI. I want that between all of the JOOI clubs in our district. I know I can bring great things to our district. Thank you for this honor."



## Tri Star Basketball

We are pleased to announce that we will again be hosting a district-wide **Tri-Star Basketball competition**. The event is scheduled for **April 26, 2014** at the **Mukwonago High School** in **Mukwonago**.

We are also delighted to share that we will again include **6 and 7 year olds** in the contest!

Starting at the 2nd Quarter SWIS District meeting, we will have materials and will be available to answer questions you may have about the program.



As always, we will be available to you at any time! If you have questions - or if you are ever in need practical support for your efforts, we are here to help. We wish you all the best in the upcoming Optimist year. Let's do everything we can to make it a meaningful year for our local communities.

Tri-Star Basketball Co-Chairs,  
Joe & Amy.

**Joe Mundwiler, Co-Chair**  
211 Muirfield Circle, North Prairie WI 53153  
Home: [262-392-2355](tel:262-392-2355), Cell: [414-416-6551](tel:414-416-6551), Fax: [262-392-2355](tel:262-392-2355) (please call first)  
[jjmundwiler@centurylink.net](mailto:jjmundwiler@centurylink.net)

**Amy Soleimani-Mafi, Co-Chair**  
1968 S. 84th Street  
West Allis, WI 53227  
Cell: [608-436-1815](tel:608-436-1815)  
[amy.soleimani@gmail.com](mailto:amy.soleimani@gmail.com)

## 2014 ORATORICAL CONTEST



“How My Passions Impact the World”

At the May 11<sup>th</sup> District Conference in Lake Delton at the Kalahari Resort we held a Combined Contest for boys and girls with representation from 7 out of 8 SWIS District Zones. There were 10 girl contestants and 4 boy contestants. We awarded 3 scholarships to the top three winners as follows:

Saafia N. Masoom	1 <sup>st</sup> Place Winner (\$2,500 scholarship) (Sponsored by the Platteville Optimist Clubs)
Heloise Cheruvalath	2 <sup>nd</sup> Place Winner (\$1,500 scholarship) (Sponsored by the Menomonee Falls Club)
Susanna Carol Ray	3 <sup>rd</sup> Place Winner (\$1,000 scholarship) (Sponsored by the Cross Plains Club)

15 clubs throughout the SWIS District held Oratorical Contests with over 200 kids participating similar to past years. Our Contest was another success based on the many positive comments from parents and Optimist club members.

The Oratorical Contest is not only a wonderful experience for us to listen to the kids but also knowing that we provide a positive experience for them as well.

Thanks to all the Optimists who helped make this another positive experience for the kids at your club, zone and district levels! I'm proud to be a part of it and highly encourage other members and clubs to participate next year.

The SWIS District will again have a combined boys and girls contest as well as a lower age requirement!

Combined gender contest with 3 scholarships (\$2500-\$1500-\$1000)

Contestants must be under 16 as of 12-31-13

This means that at all levels (Club-Zone-District) boys and girls will compete together. Each Club can then send its top two winners to the next level of the Contest. There is NO minimum number of contestants for a Club Contest. This will allow more clubs to participate without having to meet a minimum. Also, at the Club Level judges may be Optimist Members as long as they are not acquainted with the contestants.

The 2013-2014 Oratorical Contest topic is:

“How My Passions Impact the World”

Jim Costanzo  
District Chairperson  
(608) 849-7747  
[jvito@chorus.net](mailto:jvito@chorus.net)





## 2014 Essay Contest

Once again, it's time for the OI Essay contest. Last year, we had 19 entries, which is right about where we've been the last few years. I'd love to have 25 this year. The SWIS District winner this year was Tyler Wozny, sponsored by the Mukwonago club. It was truly an amazing essay; he was 6 points away from a perfect score.

This year's essay topic is "How Dreams Lead To Success" aka "If you can dream it, you can do it". It's open to all students so long as they are under 19, have not graduated high school/gotten a GED, have not previously won any Optimist contest, and they can only enter one Optimist contest per year. This means it's not just for high school seniors, but for any student--even grade schoolers.

If anyone needs the essay entry form, it can be found on OI's website at [http://optimist.org/Form/ESSAY\\_RULES\\_PAD-E\\_13-14.pdf](http://optimist.org/Form/ESSAY_RULES_PAD-E_13-14.pdf)

I need all club-winning essays by Feb 28, 2013. They can be emailed to me at [donkresch@att.net](mailto:donkresch@att.net) in PDF, Word, or WordPerfect format. Please note that if you scan the items, make sure that the resolution is high enough so that it looks good printed out. They can also be snail mailed to me at:

Don Kresch  
5602 36th Ave, Upper  
Kenosha, WI 53144

The birth certificates have to be snail-mailed.

Let's bring out the best in kids' writing abilities!

## Lt. Governor Zone Reports

### Zone One Outgoing Lt. Governor:

I just have to take a moment to thank all of the clubs in my zone: *Optimist Club of Milwaukee, Metro Milwaukee, Mukwonago, Menomonee Falls, Mequon-Thiensville, West Bend* and *Waukesha* for the opportunity to serve them as they fulfill the Optimist mission to serve youth and our community. Thank you for inviting me to your events, meetings and installations. My favorite part from these last two years has been the opportunity to meet fellow Optimists and learning about all the wonderful projects our clubs do to serve and the inspiration they've provided me! And, in keeping with outgoing-Governor Larry's goal to leave the district better than we found it, I turn the reigns over to the extraordinary Cathy Sharkey, Past President of the Menomonee Falls club. She'll be fantastic and keep all of these great clubs on the right path, providing ideas, guidance and support as needed. Zone one ... take advantage of this phenomenal resource and keep doing what you're doing :)

Have a great new year!

Yours in Optimism,  
Amy Soleimani-Mafi  
Outgoing Lt. Governor - Zone One

### Zone One Incoming Lt. Governor:

I am excited to be the SWIS Lt. Gov. Zone 1 for the 2013-14 year! I have been an Optimist in the Menomonee Falls club since 2004 when a friend invited me to join. I served on various committees and eventually was elected to the Board of Directors and then President during the 2011-12 year. That was one of the best years of my life! I loved representing the club in the community, leading and growing our club to 200 members and seeing the kids that whose lives we were positively affecting each day.

I received tremendous support during my year as club president from Governor Bonnie Spindler and Lt. Gov. Amy Soleimani-Mafi. They inspired and encouraged me to be the best I could be and was able to earn Distinguished Honor Club status with their help. I knew I wanted to become more involved with the District but with a full time job and my responsibilities with my club I told myself now was not the time. However, after leaving the 4<sup>th</sup> Quarter Conference in August, I asked myself "Why not me? Why not now?" I decided I would make this work no matter the limitations I faced.

My goals as Zone 1 Lt. Gov. include visiting each club at least twice, effectively communicating with club leaders news from the District and Optimist International, encourage a representative from each club to attend the four District Conferences, be a partner to grow membership in every club, support Governor George with his goals for the District *and* to be as good a Lt. Gov. as Amy was!

I have been married to Ross for 27 years and have 2 children, Sam (25) and Maddy (21). I work with my husband as the receptionist at The Schroeder Group, S.C., Attorneys at Law in Waukesha. I participate in competitive stair climbs. I will be climbing the Willis Tower in Chicago on November 3<sup>rd</sup> and climbing for The Cystic Fibrosis Foundation at the US Bank Building in Milwaukee on November 21<sup>st</sup>.

Catherine S. Sharkey

Contact me at [csharkey224@yahoo.com](mailto:csharkey224@yahoo.com)

Or Cell: [262.844.1538](tel:262.844.1538)

## New Club Building



On Wednesday September 25th the University of Wisconsin Platteville's student club had their organizational meeting.



# OPTIMIST POLO ORDER FORM

FRONT  
BLANK



BACK



Upper Back Logo

POLO - \$27 ea.  
XXL & XXXL are \$29 ea.

Sport-Wick moisture-wicking technology,  
snag resistance flat tricot micropique  
in White w/ Dark Green contrast.  
Embroidered Logo on back.

ADD \$2 FOR XXL AND XXXL SIZES

QUANTITY	SIZE SIZES-S, M, L, XL, XXL, XXXL	PRICE (SEE PRICING ABOVE)

Please make checks payable to:  
**OPTIMISTS**

THANK YOU!

TAX 5.5%

TOTAL

ORDER PLACED BY

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

PHONE \_\_\_\_\_



**ORDERS ARE DUE OCT. 12, 2013**