

## “Do More With More!”

**T**o our Georgia District Optimist family, I realize that different people have different ways of celebrating the various holidays at the end of the calendar year. Whether you celebrate Christmas as we do or not, Vicki and I hope that you all experience a true spirit of joy and peace as you spend time with family and friends. We thank you for your Optimistic spirit throughout the year and the ways in which you have served others – a lesson we can all learn from.

*Happy Holidays!*

*Governor Hal Sewell*



Because bringing out the best in kids is only part of it



Many of us have experienced first-hand the corporate-type business environment. As a manager in the business world, I was required at times to “right-size” our business model and encourage remaining employees to “do more with less.” At the end of my career, my entire global department was eliminated and the other departments that remained were forced to incorporate our job functions in their positions (and again, “do more with less”). We have all lived through this type of business environment, either directly (through “right-sizing / down-sizing”, etc.) or indirectly (through not having your customer expectations met because the people required to do so were not available or because the product that you wanted is now only available from manufacturers outside our country). One possible advantage of “doing more with less” is that we are often forced to think of different and better ways to do things in order to survive. The members of Optimist International are volunteers. As a member, we don’t receive salaries. Thankfully, our clubs are not required to fit into the “do more with less” business model. As Governor of the Georgia District, I am truly encouraged by the growth we have already

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## Latest...

### Optimist International News—Online Voting for International Officers

**E**ach and every Optimist Club has the right to vote for International officers online beginning in the spring of 2014. To be able to vote for the next Optimist International President, two At-Large Board Directors, and your Regional Vice President, your Optimist Club's International dues and fees must be paid in full by April 30, 2014.

Please make sure that your current Club President's email address is correct in the Optimist membership database to insure your Club receives the voting procedures next spring. Call 800-500-8130 or e-mail [membership@optimist.org](mailto:membership@optimist.org) to verify his or her e-mail address.

### Georgia Statistics at a Glance

Total Clubs	71
Total Membership	1703
New Club Members Since October 1, 2013	76

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("Do More With More" continued from page 1)

experienced in the 2013-2014 administrative year. I am optimistic that our growth in members will continue as we move from the first quarter into Q2. Also, many of you have agreed to help get new Optimist Clubs started in our District, and we are also looking forward to these becoming a reality in the near future. As volunteers focused on growth, we can separate ourselves from what is becoming the "norm" in the business world. We can look forward to being able to **"DO MORE WITH MORE!"** Don't you like the way that sounds? Actually the Georgia District is trying to combine the best of both worlds. We are encouraging growth that will enable us to serve more communities and more youth (so that we can "do more with more"), AND we are encouraging different and better ways to do the things we need to do in order to be an even more successful service organization. Our Q1 District conference had a theme of "Celebration of Growth." Part of the conference helped us focus on growth in membership and new clubs. We are planning on the theme for our Q2 conference to be "Celebration of Service." These two themes are closely connected. While we celebrate and focus on overall growth, we realize that through our growth in overall membership we are able to increase our level of service and **"do more with more!"** Won't you help us **"do more with more?"** Simply ask someone to become a member of your Optimist Club. If you know someone in a different area from you who would be a better person by being in an Optimist Club local to them, ask them to join that club! I'm not trying to brag, but I've already been involved in bringing in new Optimists this year through both my local club and through a club in another part of the state. We can all do this! Please don't allow your club to get caught in the "do more with less" business model. Consider the message sent out in the Thanksgiving email from the Georgia District. As we move into the holidays, *why not celebrate by giving the gift of Optimism?* This can be through either a regular club membership or a "Friend of Optimists" membership. It won't happen if we don't take the first step. **ASK SOMEONE!** We can also solicit those key individuals in communities not being served by an Optimist Club and pursue building a new Optimist Club. What a wonderful gift you could give to a group of citizens who can serve even more kids in yet another part of our District. Again, it won't happen if we don't take the first step. **ASK SOMEONE!** I'm excited about being able to **"do more with more,"** and I hope you are as well. We're off to a positive start, and we can be really successful with this initiative if we ALL are involved.

In Optimism,  
Governor Hal Sewell



## New Club Building Report

**A**t the First Quarter Conference in Augusta, Sandy Larivee, Optimist International's New Club Building Chair led us in a discussion about bringing Optimism to new communities. She reminded me of the following that I wish to share with you:

*Building new Clubs across Zone and District lines is very acceptable. If two Lieutenant Governors work together, they can both be Distinguished, and the two sponsor Clubs will be Distinguished as well. Each of the two sponsoring Club can also have two Builders of Excellence, recognizing a total of four members for their initiative.*

*We have a good list of opportunities on our goal board for new Club building growth. We have had many new Club suggestions that might just fit your needs. I am encouraging our Lieutenant Governors to pair up and work together to form new Clubs in their respective areas.*

*It's time to start. Let's get several new Clubs underway before our February meeting in Athens!*

*Let me know how I can help.*

*With Optimism,*

*Johnny Young  
New Club Building Chair 2013-2014*

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out the best in kids  
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## Membership: Why is Growth Important?

We all know the normal reasons why we need to grow!

- “MO” Members –“MO” Service Projects
- “MO” Members –“MO” Money
- “MO” Members the –“MO” the work can be shared (You’ve heard of the 20% does the work 100% share the GLORY)
- “MO” Members –“MO” opportunity to serve additional Children



## OK let's talk about the Economic role of the Optimist Clubs:

- Active Optimists help in resolving economic problems: Children's health care, education, safety and welfare.
- Bringing people together for a common cause, collectively makes a better thriving community.
- Foster Economic growth, by generating social capital! More people talking about economic issues and working to resolve issues in even small ways creates interest and interest, stimulating activity and social awareness!
- Put money into the economy, which stimulates jobs, through education and social awareness.
- Save taxpayers billions, by our volunteers helping the community, the government does not have to invest and pay out. (Think about it!)
- Early intervention through our programs, saves lives, puts kids on the right path!
- Relieve financial burdens of a portion of the community that would not have had support without us.
- In Georgia alone the Volunteer networks have participation of: 26 % of all residents volunteer and we rank 34th in the 50 states
  - Average volunteer spends 39.3 hours per resident per year
  - 1.95 million Volunteers
  - 6.4 billion dollars of service contributed. Cash programs and services

The Challenges are great as we move forward and we will not overcome all the obstacles, but we can set the example and direction of services for future generations to come! Our work with the community leaders insures social awareness and commitment “We are OPTIMISTS”

*Russell A. Thomas  
Governor-Elect & Membership Chair 2013-2014*

# Bits 'n Peaches

## Come Strut Your Stuff!



**C**ome strut your stuff in a "celebration of service" at the *Second Quarter Conference* in Athens, Georgia, February 7-9, 2014 at the Holiday Inn. Prepare a storyboard display, PowerPoint or video to showcase the service your club is doing in your community. A display area will be setup in the "House of Optimism" to allow you and your club to strut your stuff!

## We're Putting on The Ritz!

Come mix with your Optimist fellas and stellas! Dress and party like a bunch of Rockafellas. We'll look like million-dollar troopers. It's going to be super duper! We're putting on the Ritz in Athens, Georgia, February 7-9, 2014 at the Georgia District's Second Quarter Conference.

Don't miss this extravaganza! We'll be putting on the Ritz, as once again Governor Hal and his team bring us exciting entertainment, great training and the kind of fun that makes for a wonderful time!

We'll be putting on the Ritz, as Past Governor Ronnie Briones and the Georgia District recognizes our outstanding 2012-2013 District leadership and clubs at the annual District Awards banquet.

So mark your calendar, dust off your tuxedo or Sunday best, go shopping for that new frock, and start learning how to strut! We're going have a wonderful time putting on the Ritz!

**"THIS FIRST QUARTER CONFERENCE WAS ONE OF THE BEST I'VE ATTENDED! LOTS OF ENERGY, GREAT TRAINING & LOTS OF FUN!"**

Club President at 1st Quarter  
Augusta Conference

Send registration to Betty Turley, 4389 Westfield Dr., SW, Mableton, GA 30126 no later than Friday, January 31, 2014. Call 706-549-4433 to reserve your room at the Holiday Inn Athens, 197 Broad Street. Use code "OPT" to receive the Georgia District rate of \$99.00. (Note: reservations not made this way will not count towards our District room commitments.) Hotel cut-off date is January 17, 2014.

**BANG!!!**  
**BOOM!!!**  
**POP!!!**  
**AAAHH!!!**  
**OOOOHH!!!**  
**WOW!!!**

**C**ouldn't you just feel the great sensation and excitement as we kicked off the 2013-2014 Foundation "Get Fired Up....For The Kids" Optimist year in Augusta?

We are going to continue to give to the Dime-A-Day programs and more. We all want the Georgia District to stay on top in the #1 spot, leading all the Districts in donations for the Foundation! So be sure to come to each conference and the convention to see what the Foundation has in store for you and your Clubs. It's going to be fun and exciting, and you certainly don't want to miss what I have in store. So let's be "HAPPY, HAPPY, HAPPY for the Kids!!!!!"

See you at the Second Quarter Conference in Athens!

Mrs. Joey H. Richardson  
District Foundation Rep

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## Leadership Summits Offer Training on a Variety of Topics

Beginning in January of 2014, Optimist International will be hosting a series of one-day training events at 16 locations across the United States, Canada, and the Caribbean. These Leadership Summits will provide quality training while remaining both geographically and financially accessible to a vast majority of Optimist Members. The registration fee for each of the summits is only \$25. The agenda for the Optimist Leadership Summits has been finalized. There are topics that will be of interest to every Optimist:

- Secrets to a Dynamic Club
- What Makes a Good Club Meeting?
- Mentoring a Member and Retention
- Social Media
- Community Needs Assessment
- Club Marketing and Publicity
- Developing Future Leaders
- And many more!



The January Summit within traveling distance from Georgia will be held in Jacksonville, Florida on January 18th, and on February 22nd, Atlanta will host a Summit. For other dates and locations, please check the Optimist International website at [www.optimist.org](http://www.optimist.org).

Be sure to download the 2014 Leadership Summit Registration form available on the website to register by mail or fax. Online registration will be available soon.

## Thank You for Our First Quarter Conference

A special thank you goes out to everyone who helped plan, organize, set up, and /or participate in our First Quarter Georgia District Conference in Augusta. It is the goal of our District leadership to provide great training and pertinent Optimist information to insure your Club's success, as well as fellowship and fun for everyone who was there.

Governor Hal Sewell has heard nothing but great comments about the entire weekend. Several people told him that the meeting in Augusta was the BEST GEORGIA DISTRICT OPTIMIST CONFERENCE they had ever been to!

The Georgia District Leadership team is already hard at work planning for the Second Quarter Conference to be held in the heart of Athens at the Holiday Inn, on February 7-9, 2014.

You will be receiving information soon, including the registration form. PLEASE GET YOUR REGISTRATION IN EARLY and CALL 706-546-4433 TO RESERVE YOUR ROOM AT THE HOLIDAY INN ATHENS AS SOON AS POSSIBLE. USE CODE "OPT" TO RECEIVE THE GEORGIA DISTRICT RATE OF \$99.00.

You will not want to miss this Conference! See you there!



## Optimist International Convention

To book your reservation for Convention next summer at Caesars Palace visit:  
<https://resweb.passkey.com/go/SCOIN4>

1. Remember to mention the group name, Optimist International and refer to our group code: SCOIN4.
2. Registration will open on Wednesday, July 9 and the fun will not end until everyone leaves after Saturday, July 12!
3. If you have any questions, please contact Ronda Vaughn: [ronda.vaughn@optimist.org](mailto:ronda.vaughn@optimist.org); or 314.881.1305

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## Calendar Update

### Georgia District Second Quarter Conference

February 7-9, 2014 – Holiday Inn Athens, Athens, Georgia

### Oratorical Contest 2013-2014

Topic: “How My Passions Impact the World”

Contest deadlines will be:

**Club:** March 15, 2014

**Zone:** March 29, 2014

**Area:** April 12, 2014

**District:** April 27, 2014 (held at the Georgia District 3rd Quarter Conference in Columbus, GA)

For more information, please contact:

*Jerry Loose*

*Email: [loosej@bellsouth.net](mailto:loosej@bellsouth.net)*

### Essay Contest 2013-2014

Topic: “How Dreams Lead to Success”

Timeline:

**February 28, 2014** -- Club essays are to be completed and the winner forwarded to zone level competition.

**March 14, 2014** -- Zone essays are to be completed and the winner forwarded to area level competition.

**March 28, 2014** -- Area level essays are to be completed and the winner forwarded to the District Essay Chair for district judging.

**April 11, 2014** -- District winner will be announced by this date.

For more information, please contact:

*Rudy Corn*

*District Essay Chair*

*Email: [bacorn2827@charter.net](mailto:bacorn2827@charter.net)*

### Georgia District District Golf Tournament Fundraiser

**May 13, 2014** -- Historic East Lake Golf Club – To raise funds to help support Essay, Oratorical, CCDHH, JOOI and Junior Golf.

The committee needs 10 commitments to bring in one golf team.

Each club is asked to sell a tee sponsor or a flag sponsor or both.

Pdf file available soon that may be printed for distribution or emailed to prospective golfers and sponsors.