Governor Dave Phillips

1st Quarter Iowa District Conference
October 24th, 2015
State of Optimist International

2014-2015 – Year of Transition

OI President Ken Garner’s Goal: 100/100

Cusp of Membership Growth after years of Decline

- Over 10,800 new members
- 60 new Clubs

Achieving 100/100 goal will require total Team effort

- 8% of members recruit 90% of new members
- Commitment of all members to “Spread the Word”
State of Our Great Iowa District

2nd of 49 Districts in Membership
Distinguished District (11th in Membership Growth)
2nd in the recruitment of Friends of Optimists
Routinely at the top or near the top in funds raised for OI Foundation and Childhood Cancer Campaign
OI leadership well represented by Iowa Optimists
Annual President’s Visit
Continue Growth Momentum (1991-1996)
District Theme: Opportunity Knocks

- Innate need for a purposeful life
- Optimist Clubs satisfy this need
- Invite others to “open the door”
- Make a difference in the lives of youth
**GOVS**

**G**oal – the results/achievements toward which efforts are directed

**O**portunity – a situation/condition favorable for the attainment of a goal

**V**ision – a vivid imaginative conception or anticipation

**S**erotonin – the “good feeling” hormone
Goals

*Essential as they define what we want to accomplish*

- Enhance the lives of more kids
- Increase awareness of our Great organization
- Increase attendance at District Conferences/Annual Convention
- Raise Serotonin level of Iowa residents
Goals

- **Enhance the lives of more kids**
  - Attaining membership growth of existing clubs
  - Placing more focus on membership retention
  - Actively promoting the Friend of Optimists (FOO) membership option
  - Chartering new clubs in communities not currently being served

- Increase awareness of our Great organization
- Increase attendance at District Conferences/Annual Convention
- Raise Serotonin level of Iowa residents
Goals

- Enhance the lives of more kids

**Increase awareness of our Great organization**

No longer being the “best kept secret”

We are not Optometrists

Better publicizing of our activities for the youth

Participating in local parades

- Increase attendance at District Conferences/Annual Convention

- Raise Serotonin level of Iowa residents
Goals

- Enhance the lives of more kids
- **Increase awareness of our Great organization**
  - Hosting informational booths
  - Be “proud and loud” in spreading Optimism
  - Wearing “Just Ask” buttons
- Increase attendance at District Conferences/Annual Convention
- Raise Serotonin level of Iowa residents
Goals

- Enhance the lives of more kids
- Increase awareness of our Great organization

**Increase attendance at District Conferences/Annual Convention** *(Why is this important?)*

Opportunity to receive relevant training
Awareness of new service and fund-raising activities
Connecting with the Zone/District/OI Headquarters levels
Getting your Optimist battery recharged
Fellowship with like-minded people

- Raise Serotonin level of Iowa residents
Goals

- Enhance the lives of more kids
- Increase awareness of our Great organization
- Increase attendance at District Conferences/Annual Convention

**Raise Serotonin level of Iowa residents**

What is this Serotonin? Good feeling hormone in our brain

Serotonin level is increased when good deeds are done

Affects three groups of people:

- *Most affected*: Those doing the deed (we, Optimists)
- *Next*: Those on the receiving end (youth we serve)
- *Lastly*: Those observing the good deed being done
Visions for our OI Organization

Vision – A step up from a goal – pie in the sky

Surpass the highest level of OI membership (174,100 in 1991) to enable impacting a historic number of youth

Every member of OI invite at least one prospective member to a club meeting/club service activity
Final Thoughts

Opportunity IS Knocking

- As members, continue to open the door
- Encourage our friends, relatives, co-workers, neighbors, mere acquaintances to open the door as well
- Let’s Bring out the Best in our Youth, in our Communities and in Ourselves

Right Here Right Now