

Iowa District  
Find A Need – Fill The Gap  
2019-20



**District Secretary-Treasurer**  
**Judy A. Boyd**  
**Urbandale Club**



**Governor**  
**Marguerite Fehseke**  
**Burlington-West Burlington Club**

**Optimist International: President Adrian Elcock of Barbados**  
**Theme: iMagine**  
**Great Plains Vice-President: Lyle Merriam of Saskatchewan, Canada**



**Theme:** The **Theme** for the year was “**Find A Need – Fill The Gap.**” I wanted us to go back to our Communities and find that Need that no one else was fulfilling and bring our Optimist Clubs forward to fill that Gap. And if that Need helps a **CINA**, even the better. CINA is an Iowa acronym that stands for **Child In Need of Assistance**. That was my focus for the year. To look at our Communities; did we have Children that were hungry, our Optimist Clubs should feed them, Children that were illiterate, teach them to read, give them books, Children that were bullied, step up with awareness, education, protection. Whatever the specific **Need** was for the kids in our Communities, our Clubs were to **Find it** and then **Fill the Gap**.

I asked the Clubs to look at the word **NEED**: To go back to their home Club and **N**: to look around and see what is **Necessary** in their Community. To ask what is the Need that needs to be filled? **E**: **Evaluate** that Need. To see if it is something that their Club could fill? Does it what to....if so, plan for it. Then create the second **E**: **Excitement**. And then **D**: **Do** it.



I had the **BEST TEAM** ever!

I knew from the beginning that the people that said yes to me was a Great Bunch and that because of them it was going to be a GOOD year, a FUN year! They were truly a Blessing to me! The **Lt. Governors** were: **Mark Claussen** - Siouxland Club (Zone 1), **Leonard Wright** - Council Bluffs Club (Zone 2), **Dale and Barb Robertson** - Underwood Club (Zones 3&4), **Sue Wunsch** - Urbandale Club (Zone 5), **Rita Davenport** - Boone Club (Zone 6), **Murray (Bing) McHone** - Marshalltown Morning Club (Zone 7), **R.D. Keep** - Oskaloosa (Zone 8), **Terry Arnold** - Cedar Rapids Club (Zone 9), **Jane Schmidt** - Maquoketa Club (Zone 10 North), **Deb Kelly** - Davenport-Quad Cities Morning Club (Zone 10 South), **Darlene Smith** - North Liberty Club (Zone 11), **Audrey Barnett** - Fort Madison Club (Zone 12), and **Ezekiel (Zeke) Potter** - Fort Madison Club (Zone 13 – Collage Clubs).



**Introduction of the Team at the Iowa District Convention in Des Moines (August 2019)**

Our District Chairs were **Cynthia Barber** (Achievement: A&A, P.G.I./P.D.P.), **Donald Pfeiffer** (Audit and Finance), **Mark Feilmann** (Candidate Qualifications), **Loretta Cooley** (Childhood Health and Wellness), **Sandi Schmidt** (Club Fitness – East), **Barb Robertson** (Club Fitness – West), **LeAnne Schneckloth** (Conference Assistant) **John Markham** and **Steve (Ding) Bell** (District Convention), **Theresa Dunkin** (Essay), **Janet Lloyd** (Foundation), **Dennis McGregor** (Historian / Parliamentarian), **John Danielson** (Junior Golf), **Susan Enewold** (Junior Optimist), **Marge Hopkins** (Leadership Development), **Dave Phillips** (Membership), **Sharon Nakato** (New Club Building), **Aaron Gunnare** (OI Ambassador), **Karla Underwood** (Oratorical), **Kelly Calderon** (Sergeant-At-Arms), **Gerri Barnett** (Strategic Planning), and **John Kessler** (Webmaster).



**Team Picture at Governor's Retreat in Danville, Iowa (August 2019)**

There were two main areas that I asked Clubs to consider for the year:  
**Service and Retention.**

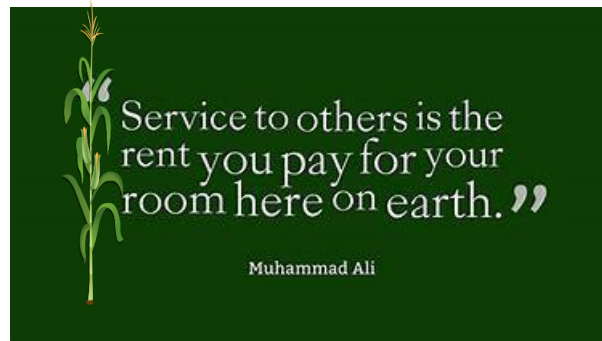
**Service** was about finding that NEED and it was about getting our name out there in the Communities. Making noise about who we are and **why** we do what we do for the kids.

The **WHY**: Our Clubs have a Purpose. A Purpose; a Mission to benefit the Iowa Communities, a Purpose; a Mission to make a difference in the lives of the Children we serve. The **WHY** is our passion; the very reason our Clubs exists and the **WHY** is what will attract people to us. So, I asked Clubs to not only tell others what we do but **WHY** we do it.





**Retention:** I wanted the Clubs to focus on not only bringing in the New Members but to focus on those things that keep their Members happy and thus stay as Members. Again, with the *WHY*. People have their own reason for *WHY* they joined an Optimist Club and *WHY* they stay in the Club. I asked Clubs to tap into those *WHYS* and to promote a Club Atmosphere that keeps Members. That's Retention.



I enjoyed the **Conferences** that we provided:

**1<sup>st</sup> Quarter: October 25-26, 2019: Johnston, Iowa:** We called this the "How-To" Conference. We wanted to provide Training and Guidance to help Clubs jump start their new year. We had Training in Club Fitness – the Healthy Club, being a JOI Advisor, Introduction to Leadership - Catch A Rising Star, Branding your Club, being a Builder of a New Club, Grant Writing, How to make an Optimist Reel, Mentoring and Retention.

We also had a House of Optimism: Providing information on A&A, P.G.I./P.D.P., Childhood Health and Wellness, Iowa District Convention, Essay and Oratorical, Red Ribbon Week Activities, Youth Appreciation Activities, Foundation, Junior Golf, JOI, Holiday Activities, OI Convention in Chicago, The District's Strategic Plans, School Youth Activities, W.H.A.L.E. and Care Backpacks.

**2<sup>nd</sup> Quarter Regionals: February 8, 2020: Coralville, Iowa and February 15, 2020: Greenfield, Iowa:** This worked out great! The Teaching Team went to both sites and loving Optimist Women made the food. The Teaching Theme was focused on your Clubs being Happy and Healthy. Workshops included: Defeating the Naysayers, Why we are Members, Honor Club is a Healthy Club, the Leadership Secrets of Santa Claus and Putting Fun into your Meetings. With displays for Respect for Law, Branding and Classes to Teach Youth Activities.



We were very excited to have brought in New Clubs. The **Manna CARES Optimist Club** in Council Bluffs was the first Special Needs Club to come to Iowa. The Builders of Excellence were **Susan Enewold** of the Council Bluffs Club and **Gary Wise** of the Westend of Council Bluffs Club.

## **Manna CARES Optimist Club** **Community Always Remembering Everyone's Special**



We also had two Iowa Clubs that sponsored Oversea Clubs:

## **The Kathmandu Engineering College Optimist Club in Nepal** **sponsored by The Hawkeye Optimist Club**



**The Optimist Club of Nawalpur in Nepal  
sponsored by The Urbandale Optimist Club**



We were faced with a **HUGE CHALLENGE** when our world faced a global pandemic that actually shut the world down and placed us all into isolation from February – May 2020. Because of this the following Events had to be cancelled: The President Awards (2018-2019) Banquet, the JOI Convention, the Siouxland Summit, The 3<sup>rd</sup> Quarter Conference, the Optimist International Convention in Chicago, OI Junior Golf, The Iowa State Fair Parade and Booth, and the Iowa District Convention in Dubuque.

Things changed for all of us, we could not have our Club Meetings, do our Traditional Youth Projects, could not even get out of our houses! We had to learn new ways to do things....like have Computer-Zoom Meetings. We did take advantage of this technology and begin to have District Team Zoom Meetings every other Saturday to stay in touch, our 3<sup>rd</sup> Quarter Executive Committee Meeting was via Zoom, and some of our Clubs took on the challenge to have Club/Board Meetings using this venue. We conducted the District Oratorical Contest with Zoom. It was a learning and growing time especially for some of us Old Timers.





**Iowa District Convention: August 14 & 15, 2020: Des Moines, Iowa:** With the Iowa District Convention in Dubuque being cancelled. We came together and was able to re-Imagine the Conference. Judy Boyd put together a mini version of the Convention at the Holiday Inn Airport in Des Moines that required all of us to follow Covid-19 restrictions: face masks, hand washing and social distancing. (As an Optimist Family it was hard to follow the social distancing rule).



**Iowa District Convention at the Holiday Inn Airport in Des Moines, Iowa (August 2020)**

**Standing: Membership:** Because of Covid-19, Optimist International across the board failed to attract New Members to our Clubs and the loss of members was unprecedented. Likewise, we, in Iowa, did not end our year with positive Membership Growth. However, even with this failing we finished the year in first place in the Great Plains Region and in tenth place for OI overall.

**Foundation:** We came in fourth place overall. And **Janet Lloyd** earned the Distinguished District Foundation Representative from Optimist International.





**Awards:**

**Bringing Out the Best Club:** Treynor

**Honor Club:** Urbandale, Ankeny, Davenport, Kalona and Washington

**Distinguished Club:** Urbandale

**Master Secretary Treasurer:** Judy Boyd; Urbandale

**Leadership Development:** Gerri Barnett Jim Boyd, Mark Claussen, Susan Enewold, Marge Hopkins, Sharon Nakato, Dave Phillips, Ezekiel Potter, Erin Reece, Barb Robertson, Dale Robertson, and Sandi Schmidt.

**Rising Star:** Audrey Barnett, Rita Davenport and Ezekiel Potter.

**Longest Serving:** George Henry of the Optimist Club Cedar Rapids (70 years).

**Top Recruiter:** Andrea Kathryn Pingol of the Hawkeye Chapter Club and Michael Sullivan of the Peosta Optimist Club.

**Builders of Excellence:** Susan Enewold, Gary Wise, Erin Houseton and Jim Binns

**Dedicated Service:** Judy Boyd (Outstanding District Secretary-Treasurer), Cyndi Barber (Achievement Chair), Leanne Schneckloth (Conference Assistant), Theresa Dunkin (Essay Chair) and Gerri Barnett (Strategic Planning Chair).

**The Governor's Lifesavers:** John Kessler (Webmaster) and Mike Campbell for their work on the website that had been hacked by the Japanese. Karla Underwood (Oratorical Chair) and Tom Lloyd for their work on the District Oratorical Contest after Covid-19 interfered with our District competition. Jim Boyd who introduced the District to Zoom Communication so that we could stay together as a Team after Covid-19 had shut us down. Mark Fehseke and Wayne Schneckloth for taking on the responsibility of "Convention Committee" when our District Convention needed to be moved because of Covid-19.

**Most Valuable Awards:** -**Committee Chair:** Don Pfeiffer (Audit and Finance) -**Lt. Governor:** Darlene Smith (Zone 11) and -**Past Governor:** Jim Boyd

**Mentor:** Dave Mason, E. Ted Baker, Gerri Barnett, Kathy Baker, Don Pfeiffer, Judy Boyd, Janet Lloyd and Dave Phillips.

**Iowa Optimist of the Year:** Judy Boyd

