

THE SPARK



Iowa District Optimist Newsletter

Vol.1 Page 1

Nov 2024

Governor's Corner

Welcome to the monthly newsletter I will be sending out to the District. My plan is to include OI news, District news, important dates to remember, plus interesting and exciting news from you and your clubs across the state!

1st Quarter Theme: KINDLE THE SPARK was getting back to the basics of how to start a conversation about Optimists with the people you meet in every day life. How to be prepared, how to get their attention and leave them wanting to know more about Optimists. We did some brainstorming to come up with an "Elevator Speech" that can be easily recalled, and have a card or a mini-brochure to give to them.

2nd Quarter Theme: FANNING THE FLAMES: 2nd Quarter has a workshop that builds upon Kindle the Spark to use your "Elevator Speech", to practice it so you are prepared. We will focus on communication styles to start and keep the conversation going. 2nd Quarter will be two Regional Conferences, one in the West Region- Council Bluffs, and one in the East Region- Kalona.

3rd Quarter Theme: LIGHT MY FIRE! As we continue to develop our "Elevator Speech" and practice it with people, just maybe we can light **THEIR** fire and interest them to be an Optimist! I'm sure Jim Morrison of he Doors, was not singing about Optimists, but it's kinda cool to think maybe he was?!

4th Quarter /2025 Convention Theme: BURN BABY BURN! This means that we turn the fire up and put into practice our "Elevator Speech" with lots of people about Optimists and give them an opportunity to learn more about Optimist International! BURN BABY BURN means to be prepared and willing to spread Optimism whenever and wherever you are. I'm still workingout the details for 4th Quarter, so stay tuned!!

There are three ways to ultimate success: The first way is to be kind. The second way is to be kind. The third way is to be kind. Mister Rogers



IMPORTANT DATES TO REMEMBER

2nd Quarter Regional *Jan 25, 2025: The Warehouse, 1414 W. Broadway, Council Bluffs

2nd Quarter Regional *Feb 8, 2025: Kalona Heritage Village, Kalona

3rd Quarter Conference *April 25-26, 2025: Holiday Inn & Suites at Ameristar, Council Bluffs

4th Quarter/Convention *Aug 1-3, 2025: Western Iowa Community College.

More details to come.

ESSAY & ORATORICAL CONTEST DATES

Essay Contest: Club Deadline: Feb 28, 2025

Oratorical Contest:

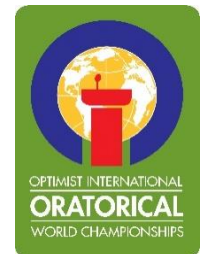
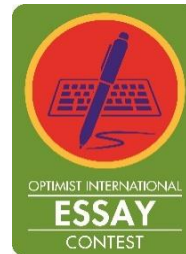
Club Deadline: March 1

Zone Deadline: March 8

Regional Deadline: March 29

District Competition: April 26 (4th Quarter)

****Essay Chair: Ann Feilmann, Oratorical Chair: Jeff Schmatt**



INSPIRE & IGNITE TEAM SPOT LIGHT

District Secretary/Treasurer: Cyndi Barber

Cyndi has made a commitment to assist each club to the best of her ability so that each club, especially the Club Secretary/Treasurer has everything they need to be successful and support their club president and club members. She is looking forward to a great year!



Governor Assistant: Don Pfeiffer

Don Pfeiffer is the Governor Assistant for the East Region, along with Marty Schmidt. This is a pilot program in order to have all the clubs in the regions covered.

Don has been instrumental in organizing and planning for the region, so look for him to visit your clubs soon.



Trivia Questions

1. At the time of his assassination, what play was Abraham Lincoln watching?
2. What igneous rock has less a density than water?
3. How long is a "jiffy"?

Play along and send your answers to:

sejohn1119@yahoo.com

The first email I receive will win a prize!



DESIGN A COOL TEE-SHIRT AND WIN \$150!!

Put your creative abilities to good use this year! Design a **REALLY COOL** Tee-Shirt that is **CATCHY, THOUGHT PROVOKING** and leaves a person wanting to know **MORE ABOUT OPTIMISTS!**
The Optimist Member that has the winning design will win



Deadline to submit your **REALLY COOL** design is April 14, 2025.

Submit your entry to: sejohn1119@yahoo.com or

clbarbOPT@outlook.com



STORY BOARD PROJECT - WIN A PRIZE!

If you aren't a Tee-Shirt designer but, **want to use your talents**, you may be interested in creating a **Story Board!** Similar to the Project Books of yore, tell the story of a favorite project or one your club plans to do. Include pertinent information about the project! **Bring your Story Board to 3rd Qtr Conference for a chance to WIN!**

1st Place-\$75, 2nd Place-\$50, 3rd Place-\$25



SS OPTIMISM 2024-2025 CRUISE

Opt your club in to participate for a chance to win \$250 for your Club!



WELCOME TO
**SS OPTIMISM
2024-2025
CRUISE**

optimist.org



**SPECIAL PORT OF
CALL : ST. LOUIS,
INTERNATIONAL
CONVENTION**

We will dock for shore excursions, fun, education and entertainment!

<https://www.optimist.org/Member/convention.cfm>



ABOUT US

Set sail on a thrilling 365-day international adventure aboard the SS Optimism, captained by the one and only President Jan, with the dynamic Growth and Membership Engagement Committees as your Cruise Directors! Get ready for fun, excitement, and unexpected surprises as we chart our course to vibrant ports of call, growing our membership every step of the way. Whether it's smooth sailing or uncharted waters, your Captain and Cruise Directors are here to ensure this journey is filled with optimism, support and plenty of smiles.





SS OPTIMISM 2024-2025 CRUISE

Opt your club in to participate for a chance to win \$250 for your Club!

Your Itinerary

365-Day International Cruise

Ship: SS Optimism

October 1, 2024: Cruise Departs United States

1st Quarter: Port Canada | Draw for winner of 1st quarter

2nd Quarter: Port Caribbean | Draw for winner of 2nd quarter

3rd Quarter: Port Asia District | Draw for winner of 3rd quarter

4th Quarter: Port St. Louis, Optimist International Convention

Disembark: Draw for 4th quarter winner and disembark ship. Must file proper paperwork in order to qualify winnings.



Terms and Conditions

- Clubs must "Opt-in" to participate. Clubs remain enrolled in the incentive for the full Optimist year once they have opted in. The club can opt in to join the incentive cruise at any time.
- There will be a drawing at the end of each quarter port.
- Club's name is entered into drawing for every member past their NET October 1, 2024 roster.
 - Example: Club starts October 1 with 50 members. On December 31, the Club has 57 members. Club will have seven entries into the drawing for this quarter.
- Clubs' names can be drawn more than once. If Clubs are working hard to retain members and bring in new members, they should have more chances to win.
- Each Quarter starts new. The Club baseline remains at their October 1, 2024 roster. This should encourage Clubs to retain members.
- The following, 2nd, 3rd, 4th quarters, ports of call will be at the end of each quarter.
 - Example: Same club October 1 Roster was 50, March 31 roster is 53. Three entries into drawing.
- 1st Quarter: One drawing for \$250.00
- 2nd Quarter: Two drawings for \$250.00 each
- 3rd Quarter: Three drawings for \$250.00 each
- 4th Quarter: Four drawings for \$250.00 each

To Opt-In: <https://forms.office.com/r/hFR8hXT0qh>





WASHINGTON OPTIMISTS

The Washington Optimist Club is getting ready for the last holiday for flags, Veteran's Day. The Lighted Christmas Parade will take place on Saturday, November 24th. The Club has been making a float and will be asking some of the kids to ride on the float with them.

UNDERWOOD OPTIMISTS

The Underwood Club is busy with projects and meetings in Oct & Nov. Avenue of the Flags Project, UMBA Rollerskating-Optimist Helping, Youth of the Quarter Recognition, Christmas Baskets and many other activities that are scheduled. The JOI Club has been busy with the Backpack Program and the Underwood community helped with donations for canned items. The Club will be hosting the 2nd Quarter Regional Conference on January 25, 2025, at The Warehouse, 1414 W. Broadway, Council Bluffs. Governor Sue attended the 41st Annual Awards Banquet on Sunday, Oct 20th, and installed the Board of Directors. Several awards were presented. Congratulations to the award winners and their dedication to their community!

NORTH LIBERTY OPTIMISTS

The North Liberty Club is developing a new website to make it easier to get information about club activities. They are gearing up for their Veteran's Day flags, and officially formed their second JOI Club at Liberty High School. The club has several projects scheduled in the upcoming months.

URBANDALE OPTIMISTS

The Urbandale Club participated in the Urbandale Police Department's Trunk 'n' Treat event they hosted on Oct24th. They decorated the trunk of the SUV with the "Under the Sea" theme, and the rain did not deter the kids, lots of them turned out for this annual event! The club is planning for the upcoming holidays and will be helping families less fortunate with Thanksgiving and Christmas. The club works with the Urbandale Police Community Outreach program to identify families that need assistance.

Remembrances

Oscar Hawley, Optimist Club of Davenport Noon, passed away Sept 20, 2024

John "Jack" Ruth, Optimist Club of Iowa City, passed away September 29, 2024

William "Bill" Gauger, Optimist Club of Iowa City, passed away October 1, 2024

Carl Poe, Kalona Optimist Club, passed away October 28, 2024



Promise Yourself...

We start the Optimist Creed with this little phrase. Do we really promise ourselves to do what the Creed says? Promise yourself means to "make a commitment" to yourself to do or be something. Keeping a promise to yourself can help you become your best self, to be accountable and accomplish your goals. Promise yourself can build self-confidence, and cultivate discipline and determination to help you get through adversity. Promise yourself can lead to a sense of satisfaction and achievement and can strengthen relationships with yourself and others. When did you last make a promise to yourself? We tend to keep promises to other people, yet when we make a promise to ourselves, that's a different story! Whether we are aware of it or not, when we promise ourselves to do something then don't follow through, we are sending a signal to ourselves that we cannot trust ourselves, therefore reinforcing the idea that we cannot accomplish or achieve anything. Do you agree or disagree?

So, Promise yourself to be so strong that nothing can disturb your peace of mind!

A little About Me...

My name is Sue Wunsch (sounds like "Lunch") which means "Wish" in German. What could be more fitting than to "WISH" for a successful year! I was raised on a farm near Adel, a very small community in central Iowa. I moved back to town to care for my dad, who turned 92 years young this past October. I have two sisters who live nearby, and two brothers who live out of state. On the farm, we were taught to work hard and be respectful of others. I think we can relate to that, especially since one of our tenants of the Creed says:

***"To give so much time to the improvement of yourself,
that you don't have time to criticize others."***

I have set some very LOFTY GOALS for the Iowa District that correlates with OI's President Jan Oord Graves's goals. Grow the District by net+100, and build 5 new clubs! While you are catching your breath, I chose to be more realistic and focus on growing our District by 2%, which is about 30 new members and build one (or two) new clubs. Past Governor Marge was very successful in growing the District by net + 22 and forming a new club in Mediapolis, Iowa, so let's keep the momentum going! I task every member to keep their eyes and ears open to potential new members and clubs. With that, I am **SO PROUD** to be your Governor and **PROMISE** to give **YOU** the support and tools to make this year a success!

Governor Sue



First Quarter Conference Re-Cap

KINDLE THE SPARK: Back to the basics of starting a conversation with someone you meet; finding ways to start that conversation with a PREPARED "ELEVATOR SPEECH" or phrase that you can recall at a moment's notice to talk with that person about Optimists. Keep business cards or a mini-brochure on hand to give them with you or your club's contact information.

SOME TIPS FOR CREATING AN "ELEVATOR SPEECH":

1. **Keep it Short:** An elevator speech is usually 30 seconds to 2 minutes long.
2. **Capture Attention:** State what you want to say clearly and early.
3. **Focus on the WHY:** Explain the importance of your work and the big picture.
4. **Practice:** Write and PRACTICE your elevator speech so you can be confident.
5. **Be PREPARED to Follow Up:** Offer/ask for contact information and follow up.

SAMPLES OF ELEVATOR SPEECHES THAT YOU CREATED

I'm a member of the Optimist Club. Our mission is to provide hope and positive vision to help kids in our community. My favorite activity is (project).

I belong to the Optimist club in our town trying to serve people in our community, especially with working for the youth.

We are a community support group focused on bringing out the best in young people in our community and ourselves. Would you like to make an impact?

Optimist are a local, state, national and international group that does many different projects that benefit children in our communities.

Are you interested in making the world a better place?

Feel free to use these, add to them or change them so it makes sense to you!

BE CREATIVE AND DEVELOP YOUR OWN!



SAMPLE OF A BUSINESS CARD THAT I MIGHT USE...



Sue Wunsch

Governor, Iowa District Optimist

32202 L Avenue Adel, IA 50003

Cell 515-554-2164

Email sejohn1119@yahoo.com

www.optimist.org

Twitter: @OptimistOrg Facebook: /OptimistInternational

Urbandale Optimist Club. We gather for friendship and fellowship at the Cozy Café, 8385 Birchwood Court in Johnston, IA., on the 2nd Monday of the month at 6:00pm. I would love the opportunity to tell you more about what we do in our community!

C.A.R.E PROGRAM

CELEBRATE + ADDRESS + RECOGNIZE = EXCEL

The C.A.R.E. Program is a structured plan for clubs to celebrate accomplishments while resolving issues and strengthening membership. There is a 4-Step program designed to help keep Optimist club members healthy, strong and engaged while allowing everyone to feel they have a voice and an influence in the club's direction.

Theresa Dunkin is Membership Engagement Chair and is available to help facilitate the C.A.R.E. Program for your club. For more information, you can reach Teresa Dunkin at: theresadunkin@gmail.com More indepth information about the program can be found on Optimist International's website:

<https://www.optimist.org/documents/c.a.r.e%20program%20overview.pdf>



OPEN POSITIONS FOR 2024-2025

WANTED

Policy Committee

(Reviews District Policies to ensure they are in alignment with Optimist International's Policies.)

Seeking Three (3)

**Past-Governors
to form Committee
No travel required.**

Please contact Governor Sue Wunsch at:
sejohn1119@yahoo.com. or District Sec/Treas
Cyndi Barber at: clbarbOPT@outlook.com

WANTED

New Club Building Chair

Seeking One (1) Brave Optimist Member to Chair New Club Building segment of the District Growth Team. Will work closely with members of the Iowa District to pursue interested parties to form new Optimist Clubs

Some travel required.

Please contact Governor Sue Wunsch at:
sejohn1119@yahoo.com. or
District Sec/Treas Cyndi Barber at:
clbarbOPT@outlook.com

WANTED

CQ Committee Members

(Candidate Qualifications Committee)

Seeking One (1) At-Large Optimist Member to join committee to select and interview prospective new

District Governors

No travel required.

Please contact Governor Sue Wunsch at:
sejohn1119@yahoo.com. or
District Sec/Treas Cyndi Barber at:
clbarbOPT@outlook.com

WANTED

Audit & Finance

Seeking One (1) Optimist Member to join the Audit & Finance Committee to assist in the auditing of District finances. Will work closely with District leaders

No travel required.

Please contact Governor Sue Wunsch at:
sejohn1119@yahoo.com. or
District Sec/Treas Cyndi Barber at:
clbarbOPT@outlook.com