



## Now Is The Time to Be Optimist Strong!

The Optimist Strong Conference is designed to bring a new training perspective to all GATEway members attending the First Quarter District Conference in Augusta, GA. Guest trainer, Bob McFadyen, will be visiting the District to provide training to help us get the year off to a strong start and provide new ideas to encourage growth, fellowship, and fun! During these sessions, Optimists will receive leadership, team building, and growth training. Members will have the opportunity to learn new strategies to take back to their Clubs and Zones, while sharing innovative ideas with fellow Optimists. In addition to the “Optimist Strong” sessions, breakout workshops will be provided to enhance your training experience. Don’t miss this opportunity! Join us to recharge your Optimism!

### **Optimist Strong Session 1                      Saturday, November 10, 2017      10:15am-11:00am**

#### **Spring Into Action**

Planning allows an organization to do a better job—to focus its energy, to ensure that members are working toward the same goals, and to assess and adjust the organization’s direction in response to a changing world. It determines where an organization is going in the future and how it will get there. During this session, the 2017-2018 Optimist International Action Plan will be presented, followed by a discussion of the GATEway District Plan, presented by Governor Mary Still.

### **Workshop Session                                      Saturday, November 10, 2017      11:10am-12:00pm**

#### **Club President’s Training: Start Your Year Optimist Strong**

You’ve accepted the challenge. You are the CEO of your Club. You manage volunteers, and service to young people is the outcome. It’s time now to lead your team in the most effective way possible—to become “Optimist Strong.” Join us for this session filled with ideas and information to ensure your Club’s continued success, as together we concentrate on your responsibilities as President from November and beyond.

#### **Let the Record Show . . . Secretary/Treasurer Review**

As Secretary/Treasurer, you will be involved in virtually every project and program that your Club undertakes. Generating reports, recording minutes, and processing dues are only a few of your ongoing tasks. Don’t panic! During this session, our District Secretary, Anita Still, and District Treasurer, Scott Solomon, will teach you how to fulfill all of these obligations and more, so that you can make the most of your time in this vital role.

#### **GATEway Activities in 2017-2018: Added Dimensions In Service**

This is the perfect time to take a closer look at activities that “bring out the best in kids.” Join Activities Chair, Kathy Forster, for an information-filled session that will introduce the GATEway District’s activities plan for the year. Optimist International programs and activities that you can conduct to meet the needs of the young people you serve will be discussed. New projects, changes to existing programs, deadlines, and “how-to’s” will also be covered during this workshop.

## **Our Scholarship Contests—Be A Part of the Tradition**

Optimist International sponsors three scholarship contests for students: the Essay Contest, the Communication Contest for the Deaf and Hard of Hearing (CCDHH), and the Oratorical Contest. These are Optimist International's long-established projects. Be sure to join us for this information-filled session that will introduce these programs. Deadlines, topics, and "how-to's" will be presented. Our committee chairs will walk you through the process of hosting a contest and show you just how easy it is to become part of an Optimist tradition!

### **Optimist Strong Session 2                      Saturday, November 10, 2017                      2:30pm-3:00pm**

#### **Recognition, Motivation, Inspiration**

Why do people get involved as a volunteer? What is the motivation for people to take their time, money, and talent to become involved? And what does it take for a volunteer to stay involved? These questions and more will be answered during this discussion of volunteerism in today's society, providing the information you need to make it easier to find Optimist volunteers, to properly organize their work, and to recognize their contributions appropriately.

### **Optimist Strong Session 3                      Saturday, November 10, 2017                      3:00pm-3:30pm**

#### **Thinking Out of the Box**

Members are our most valuable asset. But one of the greatest challenges we face is adding new Optimists to our rosters and keeping them engaged. This session will focus on effective strategies for growth and retention. Ideas and incentives for recruitment, tips for maintaining new members as active Club participants, and suggestions for keeping our current members coming back and encouraging them to bring others into our organization will be discussed.

### **Special Session                                      Saturday, November 10, 2017                      3:30pm-4:00pm**

#### **Catch a Rising Star—Introduction to GATEway District Leadership**

Few things provide a greater sense of accomplishment than developing effective leadership skills in service to others. During this session devoted to District leadership, Governor-Elect Gwen Gable will give you an idea of the opportunities to serve and grow that are available in our Optimist organization. Would you like to develop your skills as a future Lt. Governor or District Chairperson? It's all up to you!

### **Optimist Strong Session 4                      Sunday, November 11, 2017                      10:00am-11:00am**

#### **Gain and Grow**

The Clubs and Zones of the GATEway District need new members, new leaders, new ideas, and fresh energy to grow and thrive. This round table session is designed to explore the latest strategies for recruitment and retention, along with innovative ideas to bring optimism into new communities. Topics will include:

1. New Club Building for Specialty Clubs
2. NOW Events
3. Retention
4. Marketing