

NEW ORLEANS EXPERIENCE

Welcome to Optimist International's premier training event! It is our goal to provide you with the opportunity to experience the best in a variety of workshops and first class training.

All sessions are held in the Hilton New Orleans Riverside Hotel on the 1st level, unless noted otherwise, and are filled on a first come, first served basis.

Please be considerate of your fellow attendees and turn off your cell phone.

THURSDAY, JULY 9

7:00 - 8:00 a.m.

FAC - 1 Faculty Meeting

Belle Chasse, 3rd Level

Meeting for all trainers and presenters at the OI Convention to discuss attendee evaluations, workshop packets, etc.

10:00 - 11:30 a.m.

CONV - 1 First Timers Orientation

Napoleon, 3rd Level

2014-2015 International President, Ken Garner and Convention Chair Mike Allen welcome you to your first International Convention while other Members of the 2014-2015 International Team explain what you should expect to see and do during the three days of Optimism. (Initiation des jeunes routiers – membres francophones bienvenus!)

9:00 - 11:15 a.m.

NCB - 1 Field Rep Training Class - Certification Course

James R. Boyd

Salon 21

One of the lynchpins for the future of Optimist International is New Club Development. A critical component of the process requires the proper organization of the new Club so it has the foundation from which to become a success in the community it serves. OI Field Representatives serve in this function making sure the T's are crossed and the I's are dotted properly at the time a new Club comes on board. Join Field Rep Jim Boyd and New Club Building Committee Chairwoman Esthermarie Hillman for this refresher/certification course for field representatives. Whether you've been a field rep for a number of years or want to serve in this capacity, you'll want to be in the audience. Participants will also get a copy of a fantastic jambalaya recipe!!!!

1:00 - 5:00 p.m.

DCFA - 1 District Club Fitness Advisers Chair Training

Joanne F. Ganske & Barb Zurcher

Salon 3

WHO needs to stay in shape to serve more youth? WHAT can we do to build up Clubs losing Members? WHEN is it a good idea to involve the Club Fitness Advisors (and their Team) to reach out to Clubs in your District? WHERE....Everywhere!! WHY do we need to encourage Clubs to attend & get involved in District meetings & keep their Clubs FIT? Come & check out this workshop & learn how to STAY FIT in your District to serve more youth!

NEW ORLEANS EXPERIENCE

DLD - 1 District Leadership Development Chair Designate Training **André Therrien & Mark Weinsoff**

Salon 6

Leadership Development is one of the most important committees responsible to enhance the quality of leadership of an individual or an organization. In recent years, Optimist International has put major effort in producing high quality training programs and seminars, such as the Leadership Summits, that were highly successful. This workshop is a must for District Leadership Development Chairs and Governors-Elect. Come and join both Leadership Development Co-Chairs, Mark Weinsoff and Andre Therrien to learn more about the new approach to Leadership Development Program for your District.

DMEM - 1 District Membership Chair Training **Joe Fetter, Fatima N. Plater & Lou Moss**

Salon 9

This Membership Chair training session will present the tools to successfully plan and implement a District-wide "Growth Surge"! Come & Learn the meaning of S.U.R.G.E.!

DNCB - 1 District New Club Building Chair Designate Training **Danny Schuette, Deanna S. Morrow & Dwight Phillips**

Salon 12

New Club Building...It takes the greatest commitment; it offers the greatest challenge; and it returns the greatest reward. Are you looking for the latest ideas and ways to bring optimism to new communities? Are you serving as your District's New Club Building Chair? If so, be sure to join International New Club Building Chairs Dwight Phillips and Deanna Morrow to learn how to build new Clubs from start to finish. During this session we will help you develop an effective plan of action that will make your dream of building new Clubs a reality.

CPE - 2 Club President-Elect Training **Susan M. Fix**

Salon 15

You said "yes" to being Club President! Congratulations! Now let us give you the confidence to lead your Club through the next year, building your membership, taking care of business AND having fun at the same time! Club President...your best year yet as an Optimist!

CPE - 1 Leading Your Team: Club President's Training **Danny Rodgers**

Salon 18

You've accepted the challenge. You are the PRESIDENT of your Club, involved in virtually every decision and program that your Club undertakes during this next year. As President, you provide the guidance upon which your Club becomes successful. You manage volunteers, and "Bringing Out the Best, Right Here, Right Now" is the outcome! It's time now to lead your team in the most effective way possible. Come hear tips and ideas to help make your year as successful as possible.

NEW ORLEANS EXPERIENCE

CST - 1 Club Secretary-Treasurer Designate Training

Danny Moss

Salon 21

Even if you have served as a Club Secretary-Treasurer in the past, things change, and we all can use a refresher course once in a while. If you have never served in this capacity, then this training will be even more valuable to you and more importantly, to your Club AND it's future. Come and find out about little known or acknowledged facts about the inner workings of being a Treasurer; discover the secret to being a more effective Secretary; and finally, experience what it means to put them both together to help elevate your Club and it's leaders to a level that is recognized District wide due to your efforts. Be prepared to participate in the discussions and do not be afraid to share your experiences – it will be appreciated by all in attendance. EXPERIENCE is truly the best educator.

DST - 1 District Secretary-Treasurer Designate Training

Thomas D. Lloyd II & Marlene Phillips

Salon 24

District Secretary Treasurers, do you want to have a smooth running, stress free year? Well, you can try and we can help. Come on out to the training on Thursday afternoon and learn the keys to a successful year!

LGE - 1 Lt. Governors-Elect Training

Tracy Huxley & Ardis R. Moody

Salon 7/10

A good day starts by waking up and deciding you're going to make it a great day. Taking on the best position in your District and making it the best position in your Optimist life starts with a solid foundation of brilliant ideas and OUTSTANDING training! Your Zone has invested their confidence in you. Accepting the challenge to become your Zone's Lt. Governor was the first step to having an amazing year. Own your year and do it by taking advantage of this fantastic opportunity to discover all that being a Lt. Governor has to offer.

2:00 - 3:00 p.m.

DOC - 1 District Oratorical Chair Training

Sandy Larivee & Dana Thomas

Salon 4

Optimist International and St. Louis University have partnered to host an exciting new enhancement to the Optimist Oratorical Contest and scholarships. Each Optimist District will have the opportunity to send one of their District Oratorical Winners to St Louis to compete with the winners of the Districts in their Region for a \$10,000 scholarship. The winner of each Region (8) will compete with the winner from St. Louis University's Global Region for a \$15,000, \$10,000 or \$5,000 World Championship scholarship. There is the potential for a student to win \$27,500 in scholarships! Make sure you come to learn how your District can be a part of this exciting new venture.

NEW ORLEANS EXPERIENCE

FRIDAY, JULY 10

9:00 - 10:00 a.m.

CQ - 3 Étoiles montantes

Claire Labrèche & Donald R. Sievers

Salon 3

Cet atelier répondra à vos questions afin de réaliser vos ambitions de dirigeant en offrant vos services à Optimist International. Ceci inclut les nominations aux postes de membre de comité international, de formateurs, de membre du conseil d'administration, de la sélection des vice-présidents et des présidents internationaux. Des membres du comité des mises en candidature seront sur place pour vous éclairer.

CQ - 2 Seeking Rising Stars

Barbara Scirto-Sullivan & Danny Rodgers

Salon 6

This workshop will answer your questions regarding how to achieve your leadership goals through service at the Optimist International level. This includes being appointed to International-level committees, becoming a trainer, running for the Board of Directors, being selected as an Optimist International Vice President or International President. Candidate Qualifications Committee Members will be on hand to enlighten you!

CFA - 4 Club Fitness Advisors - Who Are They and Making Your District Fitness Advisor a Valuable Part

Robert S. Schiller

Salon 9

Call the Doctor!!! The most important appointment you could ever make is with your District Club Fitness Advisor. Learn why this committee is so important to your District's and Club's health and welfare. We will help you form this important committee, if you don't already have one, and share prescriptions for success. What's the largest benefit of this committee? "We Make House Calls!"

LD - 5 Optimist Jeopardy

William A. Meyers

Salon 12

Optimist Jeopardy is a PowerPoint-Based program that mimics the Jeopardy TV show. The categories and questions are generic Optimist in nature. The game is fun and easy to play. The workshop will explain how to operate the program as the moderator and how to modify the questions. Three optimists will actually play the game as part of the demonstration. Optimist Jeopardy Version 2.0 will feature the ability to easily customize the questions for your group. A limited number of disks and USB flash drives for download will be available.

LD - 2 Optimism as a Philosophy of Leadership

Mark Weinsoff

Salon 15

Scientific studies in the fields of Positive Psychology and Positive Organizational Behavior (POB) have revealed new methods to increase well-being and productivity in the workplace. The Optimistic Leader utilizes these methods to create a workplace where self-motivated people collaborate to fulfill the mission of the organization. This workshop explains how Appreciative Inquiry focuses on the strengths of the organization and people in it, and how principles of POB align these strengths in ways that maximize purpose-driven engagement and positive relationships in the workplace to achieve a common goal.

NEW ORLEANS EXPERIENCE

NCB - 2 New Club Building 101
Esthermarie Hillman & James B. Oliver

Salon 21

We will cover the steps to bringing Optimism to a new community from looking for ready made Clubs, building your team, the paperwork, and new ways to recruit possible members.

MEM - 3 Let's Do It for the Kids
Robert McFadyen

Salon 24

Tired of hearing the same old presentations on membership? Do you feel it is more important to focus on the programs we do for the kids today than always talk about adding new Members? Do you feel O.I. and your District only care about numbers, not the kids? Want to see a different take on membership? Join us for a fun discussion on protecting the legacy you are building within your community.

MKT - 3 The Power of Email Marketing: Featuring Social Media Engagement
Kim Walker

Salon 22

This workshop will provide a deeper look into the importance and effectiveness of why email marketing with social media engagement can drive action. At the heart of marketing are the campaigns that drive action – collections of marketing activities that can help your Club achieve its goals and objectives. Newsletters and announcements have become a core component of these campaign choices. Email is more important than ever – to the communication efforts of organizations and Clubs everywhere; and to the customer, donor, member or supporter of those organizations. This session will reveal some simple but effective best practices and considerations for a Club seeking to make its email newsletters more effective.

JOOI - 1 Bringing Out the Best in Kids / Building Out the Best in Your Club
JOOI Board & Don Brose

Salon 19

Only a small percentage of our Optimist Clubs sponsor youth Clubs each year. Many of our Members know nothing about JOOI. SEE WHAT YOU ARE MISSING! Members of the JOOI Board of Directors and the JOOI Committee will fire you up about what you can do for kids, but also what forming a JOOI Club will do to revitalize your Club. We'll also go over the basics of building a JOOI Club, and schedule one on one time to help you build a Club in your community.

FRE - 1 Conseiller en développement des clubs - Qui sont-ils et comment les utiliser comme membre inestimable
Thérèse Tremblay

Salon 16

Conseillers en développement des clubs, ça fait quoi? Comment peuvent-ils nous aider dans nos clubs, nos zones et nos districts? Il y a quelques années, nous les appelions «services aux clubs», c'était un service de dernier recours avant la fermeture. Depuis le 1er octobre, ce comité a été remodelé avec de nouveaux objectifs: travailler en équipe afin de garder nos club en santé, afin de prévenir au lieu de guérir et ce, pour tous les clubs. Comment le conseiller en développement des clubs peut devenir un membre inestimable à votre équipe; venez en discuter ensemble.

NEW ORLEANS EXPERIENCE

FRE - 4 De bon à formidable - La pyramide du succès.

Daniel Fortin

Salon 13

Cet atelier vous montrera une méthode prouvée qui assurera le succès de votre année optimiste en apprenant les 12 leçons de leadership. Un atelier à ne pas manquer !!!

CCOF - 1 Fundraising 101 | The proper way to fundraise

Duane Kelly and Lyle Merriam

Salon 10

Fundraising is a people business. Join us as we provide tips and tricks on how to raise money for your Club projects. This seminar will give you communication tools and advices on reaching out to your potential donors. During this session, we will reveal what are the best fundraising practices and resources. This session will enable you to maximizes every dollar that you get.

SPTS - 1 General Sports Safety and Concussion Management

Gregory W. Steward, MD

Salon 7

The workshop is aimed to help prevent the growing number of injuries, including concussions, among athletes. The training includes concussion safety tips and guidelines for managing these injuries. The presenter will also review best practices to support injury recovery including gradual return to learn and play procedures. With the increasing number of sport concussions among athletes and the complexity of head injuries, this workshop is extremely educational and recommended for Optimist sports Clubs.

LD - 16 LEAD by Bringing Out the Best In Volunteers

Michel Listenberger

Salon 4

Make yourself into the leader you want to be. Learn how to interact with volunteers to improve their lives as well as yours as you work in harmony toward positive change, deeper friendships and a better world.

FRE - 9 « Avis de recherche »

Déanne Dussault

Prince of Wales, 2nd Level

Joueurs d'une équipe d'élite cherchent coéquipiers pour se joindre à eux ou former leur propre équipe. Les candidats(es) doivent être enthousiastes, dynamiques et vouloir inspirer le meilleur chez les jeunes. Pour informations : club Optimiste de votre communauté.»

OIF - 1 Club Grant Best Practices

Steve Skodak, Edwin E. Finn, Tommy D. Crall Jr. & Allyson Pope **2nd Level**

Eglinton Winton

This session will review the process of applying for a \$500 matching grant for a new Club project. Emphasis will be on reviewing the process to improve the likelihood of receiving funding for your Club's new project.

NEW ORLEANS EXPERIENCE

10:15 - 11:15 a.m.

LD - 13 Strategies for Recruiting Non-Repeat Governors

Rose M. Kohler

Salon 3

Does your District have problems with “repeats”? Do you often have trouble finding new leaders? This class offers a solution to those problems using a structured format, using mentors, training, and a plan to keep your leadership rising to the top. “Strategies for Recruiting Non-repeat Governors” is the name of the class, be there and help your leadership problems become a thing of the past.

LD - 4 Rules & Tools for Leaders

Jerry J. Kelley

Salon 6

This workshop outlines challenges facing a leader of a volunteer organization, provides rules to follow, and tools to assist in meeting them.

CFA - 2 Renew, Refresh & Revitalize Your Club

Debbie Hill & Joanne F. Ganske

Salon 9

Is your Club not feeling well? Does your Club lack energy? Is your Club “out of shape”? The Optimist Club Fitness Advisors are here to help! Join us as we help you with “exercises” to Renew, Refresh and Revitalize your Club with growth, activities and service.

LD - 1 Increasing Attendance at Meetings

André Therrien

Salon 12

Are you working hard to organize your Club or District meetings and would like to have a maximum number of attendees? Come and learn the five stages of the marketing plan, the theme to be exploited for each stage and the tools at your disposal. This strategy was used very successfully in the past. You won't want to miss this workshop!

LD - 8 How to Make Meetings More Optimistic

Mark Weinsoff

Salon 15

The thing that sets our organization apart from other service organizations is optimism! Our meetings should be full of optimism. This workshop will demonstrate some ways to make your meetings more optimistic. Specific methods that are already being used will be described, and audience participation will generate many more. The result will be better attendance and new Members rushing to join your fun and uplifting Club.

LD - 9 Help! Company's Coming to Our District! What do we Need to Do?

Judy Boyd

Salon 18

Our Regional Vice President is coming to visit our District – who picks him/her up at the airport? Who takes care of our visiting OI representative while he/she is in our District? What about the spouse or significant other? This session will share procedures to follow so that the official OI visitor is treated with respect and the proper etiquette that he/she deserves. This may be a great opportunity to establish a position or shared position (for example, the OI Convention Ambassador) in your District with guidelines and a course of action to follow so that your Governor/District will never have to wonder what to do/how to do it/who will do it.

NEW ORLEANS EXPERIENCE

LD - 7 We're In the Money: The Basics of Fundraising

Deanna S. Morrow

Salon 21

Raising funds for youth and community service projects is a vital part of every Optimist Club's activities. While it can be a fulfilling and worthwhile endeavor, it can also be overwhelming and confusing if you are not sure where to start or how to stay on track. During this session, CIT Deanna Morrow and a team of experts will present the basics of fundraising, including information about how to organize your activities and how to implement your plans. Along the way we will introduce a number of useful ideas that can be put into action successfully at the Club level. Join us! This is your opportunity to energize your fundraising efforts!

MEM - 2 We Worked So Hard to Get You & Then Let You Go!

Tracy Huxley

Salon 24

Getting new Members is only half the battle. Keeping Members is a balancing act we all need to learn! People don't step up to become volunteers to then sit at home and not be involved. Learn how the different dynamics in the membership of your Club can work harmoniously together so that everyone's needs are met. Happy Members make for lifetime Members and that makes for the most productive Club your community and the children can ask for.

MKT - 4 Social Media Marketing Made Simple

Kim Walker

Salon 22

Are you interested in learning how you can turn social media sites like Facebook, LinkedIn and Twitter into powerful marketing tools? In this introductory session, we cover strategies and best practices to get the most out of your social media activities, including: what social media marketing really is and why use it; introduction to social media channels and how to evaluate what's right for your Club; how organizations are using these low-cost tools to gain visibility, develop relationships and drive membership; how to create good content for your social media marketing campaigns and time management; how to balance social media marketing with email marketing and your other marketing efforts. We will discuss how social media outlets can interact together, ways to leverage their inherent strengths, and tools to elevate the best use of them for your Club.

OJOI - 2 Inspirer le meilleur chez les jeunes /

Inspirer le meilleur au sein de votre club

Conseil d'administration OJOI et Don Brose

Grand Salon 19

Seulement un faible pourcentage de nos clubs Optimistes parrainent les clubs jeunesse chaque année. Une quantité importante de nos membres ne connaissent rien à propos d'OJOI. **REGARDEZ CE QUE VOUS MANQUEZ!** Les membres de la direction d'OJOI ainsi que le comité OJOI vous stimuleront dans les moyens à prendre pour servir les jeunes, mais aussi sur les bénéfices que la fondation d'un club OJOI peut avoir sur votre club. Nous allons aussi couvrir les pratiques de base pour la fondation d'un club OJOI, et mettre à l'horaire des entretiens individuels pour vous aider à fonder un club dans votre collectivité.

NEW ORLEANS EXPERIENCE

FRE - 3 Programme 3R

Thérèse Tremblay

Salon 16

Renouveler, rafraîchir et revitaliser votre club pour qu'il puisse donner sa pleine mesure! Qu'est-ce que le programme « 3R », et comment peut-il aider votre club? Voyez les bienfaits découlant de ce programme spécialement conçu pour votre club si vous appliquez le programme « 3R ».

FRE - 6 Un club optimiste orienté vers la mission

Jean Paquet

Salon 13

Vous êtes vous déjà demander pourquoi vous êtes membre optimiste? Pourquoi votre club a été fondé dans votre communauté? Cet atelier innovateur vous guidera sur une nouvelle façon de concevoir notre mission optimiste. Apprenez à expliquer non pas se que vous faites mais pourquoi vous le faites! Un atelier qui fait réfléchir!

SPTS - 2 Hydration and Heat Related Illness

Michelle Hubbard, MS, ATC, LAT

Salon 7

Hydration and Heat Related Illness will help Optimist sport Clubs understand two preventable sports injuries - heat-related illness and dehydration. The workshop will review the guidelines and suggestions for preventing, recognizing, and managing the potentially dangerous, and sometimes deadly, effects of playing in hot or humid conditions. The presenter will also review what it means to be "hydrated" and the guidelines to proper hydration.

LD - 17 Millennials : Who they are, What They Want, and How to engage them!

Theresa A. Jarratt

Salon 4

Millennials are the next largest generation next to boomers, but they have different characteristics than any generation before them. In order to make them the next generation of Optimists, Clubs have to change the way we interact with them. Join us in learning who they are, what they want and how to engage them effectively.

CCOF - 2 Collecte de fonds 101 | La manière efficace de collecter des fonds

Yves Berthiaume et Jordane Dorsainvil

Prince of Wales, 2nd Level

La collecte de fonds est synonyme de relations humaines. Joignez-vous à nous pour apprendre des conseils et des trucs sur les collectes de fonds pour vos projets de club. Cet atelier vous offrira des outils de communication et des stratégies pour joindre vos donateurs potentiels. Durant cette session, nous allons vous révéler les meilleures pratiques et ressources pour mener une collecte de fonds. Vous maximiserez chaque dollar obtenu.

OIF - 2 Club Foundation Representative &

What the Foundation Can Do for Your Club

Eglinton Winton

2nd Level

Shenita Taylor, Steve Skodak, Edwin E. Finn & Allyson Pope

You will receive information on how to utilize the Foundation to provide 501(c)3 services for your Club. Each service of the US Foundation will be reviewed and discussed to improve a Club's ability to provide charitable donation receipts to your local donors for monetary donations.

NEW ORLEANS EXPERIENCE

2:00 - 3:00 p.m.

CFA - 3 The "New" New Club Follow-up Program

Joanne F. Ganske & William P. French Jr

Salon 3

"New Club Follow up Program" has been addressed at past International Conventions. It is time to do it again....perhaps with more determination. The purpose of the workshop is to nurture and guide the New Club Leaders and the Club Membership to seek out and satisfy the needs of the community by Bringing out the Best in Kids. As an attendee, you will be involved in discussions like: 1 – what does follow up mean; 2 - why do we need to do it; 3 – who will do it; 4 – when will it be completed. Additional key points: single purpose; Member retention; quality activity; mix with "mother Club Members."

LD - 15 Let Them Eat Cake!

Tracy Huxley

Salon 6

Sometimes it feels like we have a "Welcome" sign over the front door and an even bigger neon "EXIT" sign over our wide open backdoor! An Optimist doesn't enjoy conflict but each Club has its own set of internal issues, whether big or small, that are holding us back from our full potential. Join in to learn a new program developed to work with the Club Services initiative to work out our Clubs individual kinks and let your Members EAT CAKE!

ACCT - 1 Insurance Fundamentals

Connie Pellock

Salon 9

This workshop provides answers to your most-asked questions about the Optimist International Blanket Club Liability plan. Plus, highlights of the policy will be provided along with examples of events that are covered as well as an overview of the major exclusions to the policy. Additionally, there will be information about supplementary insurance coverages available to meet the individual needs of Clubs. These customized policies are available on an individual Club basis at a cost effective price and includes: Club Directors & Officers Liability, Club Sports Accident Medical Coverage, and Abuse & Molestation.

LD - 3 Post Ten Commandment Possibilities Out with the Old, In with the New!

James W. Kondrasuk

Salon 12

After recent changes to the Bylaws, the requirements for Districts have been reduced. Look for and focus on new ideas to re-vitalize your District - think way outside the box. Ask yourself, where do we go from here?

MEM - 1 Two Great New Things that Make Growing Optimism Easy

Esthermarie Hillman

Salon 15

This class will cover the New Club Building data base, and the New Member Recruitment Kit, along with time for any questions you may have on growth.

NEW ORLEANS EXPERIENCE

NCB - 4 Mentoring For the Future

James R. Boyd

Salon 18

Three needs face Optimist International. There is a need for a new wave of membership recruiters. There is a need to develop a new army to establish new Optimist Clubs. And there is a need to hold on to those new Clubs that have been organized. Learn how to accomplish all three during this workshop on mentoring that will provide insights for success with your endeavors.

LD - 10 The Purpose Driven Optimist Club

Mark Weinsoff

Salon 21

"By providing hope and positive vision, Optimists Bring Out the Best in Kids" is the mission statement of Optimist International. Everyone can see how this mission statement describes WHAT we do in our Clubs to improve our communities, yet we find it difficult to explain to potential Members WHY they should join our Clubs. This workshop will focus on WHY we do what we do and how to communicate that to potential members. Optimist International Membership Chair, Mark Weinsoff believes we will do a better job of recruiting new members when we stop focusing on WHAT we do and HOW we do it and begin focusing on WHY we do it. A list of membership benefits that will be provided that he and others have been using successfully over the last two years to recruit new members. Mark has personally sponsored 5 new Members in the first six months of the current Optimist year using the mission driven recruitment method.

LD - 12 Public Speaking-Optimist Style

Paul Lucas

Salon 24

By attending this module you will be able fill-in those requirements for your PGI modules and for your Certified Trainer program requirements. What is even better is that you will be able to use the things you learn in this class to improve your public speaking skills which can enhance both your professional career and personal life. Space is limited and is on a first-come-first served basis.

CFA - 5 Are We in Trouble & What Can We Do About It?

Harry J. Margo

Salon 22

How to diagnose if your Club is in trouble. Areas to look at, and what to do about them.

PROG - 1 The Oratorical Contest is Going Regional & Worldwide!

Sandra Larivee & Annie Rosenkranz

Salon 19

Optimist International and St. Louis University have partnered to host an exciting new enhancement to the Optimist Oratorical Contest and scholarships. Each Optimist District will have the exciting opportunity to send one of their District Oratorical Winners to St. Louis to compete with the winners of the Districts in their Region for a \$10,000 scholarship. The winner of each Region (8) will compete with the winner from St. Louis University's Global Region for a \$15,000, \$10,000, or \$5,000 World Championship scholarship. There is the potential for a student to win \$27,500 in scholarships! Make sure you come to this workshop to see how your Club can be a part of this exciting new venture by taking your current Club's Oratorical Contest to new heights or to learn how to get your Club involved if you don't yet conduct an Oratorical Contest.

NEW ORLEANS EXPERIENCE

JOOI - 3 How to Stay a Friend of Youth JOOI Board & Don Brose

Salon 16

Many things can be lost in communication between youth and adults. The JOOI Board of Directors would like to help open up that communication in your community. You'll learn the different ways that youth communicate among themselves, how you can use these techniques to reach out, and how you might be able to impart your experience to teach the youth your effective methods of communication. Come and bridge the communication gap between ages.

FRE - 8 Commercialisation à l'ère numérique André Therrien

Salon 10

Vous organisez de belles activités, mais vous n'êtes pas certain comment assurer une plus grande participation? Alors cet atelier est pour vous! Venez apprendre une méthode qui permet de commercialiser vos activités, laquelle a été prouvée avec succès dans le passé. Au plaisir de vous y voir en grand nombre!

SPTS - 3 Lighting and Emergency Action Plans Matt Doell, MA, ATC

Salon 7

For Optimist sports Clubs, keeping athletes, volunteers and spectators safe during activities is very important. This presentation will focus on the important things to know about lightning, interesting facts, and common myths. There are many misconceptions about lightning and when conditions are safe for activities. The presenter will review lightning policies that are currently in place and the various ways to monitor lightning strikes. The workshop will cover the importance of being prepared for the unexpected and having a lightning action plan in place. Finally, the presentation will review what to do in the event of a lightning strike. Determining a Lightning and Emergency Action Plan ahead of time is beneficial. This workshop acts as a guide to outline safety options tailored to local circumstances, available equipment, and evacuation options.

CONV - 3 Save the Children and Optimists International Partnership - Creating Positive Change for Children Robin Van Etten

Salon 4

Learn about Optimist International's official charity partnership with Save the Children, and how together our two organizations can make a difference in the lives of children in our communities and around the world. The workshop will provide background on Save the Children and the Optimist International partnership. Learn how you can bring make children safe in your communities from natural disasters with our Get Ready, Get Safe! Disaster preparedness program, or organize your Members and youth to help save children's lives around the world through our Give \$5 Save Lives campaign. You will leave learning new and fun ways to engage your Members and youth in your community.

NEW ORLEANS EXPERIENCE

CCOF - 4 Fournir les soins...trouver le remède.

Raymonde Michaud et Claire Labrèche

Prince of Wales, 2nd Level

On fait appel aux Optimistes canadiens! Découvrez comment soumettre une application pour les subventions de contrepartie à hauteur de 3000\$ pour votre projet de campagne de lutte au cancer infantile (CLCI). Obtenez l'information la plus récente en ce qui concerne les changements du côté canadien du programme de subventions de contrepartie de la CLCI. Que vous soyez nouveau ou aguerri, planifiez votre participation à cet atelier.

PROG - 2 Show Me the Money: The Basics of Fundraising

Marlene Phillips

Eglinton Winton, 2nd Level

Raising funds for those all-important youth and community service projects is a vital part of every Optimist Club's activities. While it can be a fulfilling and worthwhile endeavor, it can be overwhelming and confusing if you are not sure where to start or how to stay on track. During this session, faculty will present everything you need to know about the basics of fundraising. Along the way we will introduce a few successful ideas that can be implemented quickly at the Club level. This is your opportunity to energize your fundraising efforts. Be sure to join us!

3:15 - 4:15 p.m.

LD - 14 Let's Go Fishing!

Ardis R. Moody

Salon 3

The workshop will offer ideas for finding the "hooks" that increase involvement, participation and attendance. We know that valuable material is shared at meetings, conferences and conventions, but attendance is often disappointing. It is important to plan and promote programs that will bring members out to learn, share and grow. Let's find ways to be irresistible!

MEM - 4 It's All About Branding

Bron A. Deal, Dustin Casey & Patsy Garner

Salon 9

Branding is more important than ever and people determine value based on the brand that you present. What is your Club's brand - and how do others see your Club? Let's create your brand and market it to the community to ensure your Club is positioned to serve at its best! Come prepared to explore: (1) What is your brand? (2) Who is your audience/target market? (3) How do you market our brand? (4) What are you doing for your brand? (5) Give away your brand by empowering others

CONV - 2 How to Plan District Conferences & Conventions

Harry J. Margo & Ronda Vaughn

Salon 12

A practical "how to" session with ideas on determining site selection, hotel selection, vendor selection, budgets and contract negotiations for District Conferences and Conventions. This workshop also features discussions on preparing your conference agenda.

NEW ORLEANS EXPERIENCE

NCB - 5 Membership Recruitment

Esthermarie Hillman

Salon 15

Optimist Clubs are made up of everyday people, this is a new way to meet potential new members for your Club or in a new community, while at the same time providing a community service.

NCB - 6 What Keeps You Up at Night

Susan M. Fix

Salon 18

Take the fear out of New Club Building and build confidence in yourself with an interactive session of role playing exercises and fun. Topics will include: Phone Calls: Who should you call? What should you say to pique their interest? Knocking on Doors: Who to ask for? What to say? What doors to knock on? Getting the Word Out: Email the company, Chamber, Blast Radio Spot, Newspaper, First Meeting: Who should attend? What should it entail? Where to have it? When to have it?

FRE - 2 Le nouveau visage de l'Optimisme

Claire Labrèche

Salon 21

S.V.P. ARRÊTER DE RECRUTER! C'est une évidence qu'il n'y a pas de croissance sous la plateforme et le modèle actuel. Aujourd'hui, si nous pensons que le recrutement dans nos clubs est la solution et la réponse au défi que nous éprouvons, NOUS AVONS TORT. Partageons la valeur de notre cotisation, PARTAGEONS nos expériences exceptionnelles dans cette campagne du nouveau visage de l'optimisme.

COMM - 1 Navigating the Opti-Verse & Getting Social with Optimism

Thomas D. Lloyd II

Salon 24

We will review each of the Optimist International Web Sites: Optimist.org, Optimistleaders.org, optimistmail.org, and oifoundation.org. We will also look at OI on the prime social media sites: Facebook, Twitter, LinkedIn and YouTube. When we are done, you will have a better understanding of where to find scholarship information, program ideas, Foundation materials, President's Pride report, how to add/delete Members online, how to "Like" someone, post information about Club Events and much more.

PROG - 3 Scooping, Delivery & Chipping... More Reasons to Play!

Kevin J. Ailara

Salon 22

Lacrosse, Curling and Golf are part of TRI-STAR; Get off the couch and attend our expanded sports workshop!!!

LD - 6 Fun & Fellowship Continues

Susan Creswell

Salon 19

One of the most important parts of our Optimist meetings is the Fun & Fellowship that we enjoy with one another. Come to this class and learn how to put the "Fun" back into your meetings and how to mix up the "Fellowship"! A mixture of new ideas with some of the golden oldies!

NEW ORLEANS EXPERIENCE

OJOI – 4 Comment RESTER un ami de la jeunesse

Conseil d'administration OJOI et Don Brose

Grand Salon 16

Plusieurs éléments se perdent dans la communication entre jeunes et adultes. Le conseil d'administration d'OJOI voudrait vous aider à assurer de meilleures communications dans votre collectivité. Vous apprendrez les différentes manières que les jeunes utilisent pour communiquer entre eux, les différentes techniques pour atteindre un public cible, et comment vous pourriez utiliser vos expériences pour enseigner aux jeunes vos méthodes de communication les plus efficaces. Venez faire le pont de la communication entre les groupes d'âge.

MKT - 1 Top 10 Keys to Success in Marketing Your Optimist Club

James R. Boyd & Rebecca Butler Mona

Salon 13

Effective marketing is crucial in order to spread your Club's message to the residents of your community, to create awareness of your activities, and gain interest from project participants, potential members and sponsors. Learn about the "Top 10" keys to success to help you do just that, building on the basics with some new twists and creative techniques to help you drive the most positive impact with a range of important target audiences. Our time together will include sharing examples of Club best practices from Members of our Optimist International Marketing Committee as well as workshop attendees.

FRE - 7 Nouveau suivi des Clubs

Raymonde Michaud

Salon 10

Le suivi des nouveaux clubs est toujours très important pour la survie de nos nouveaux venus dans notre mouvement. À partir du 1er octobre prochain, il y aura un nouveau programme mis en place pour le suivi des clubs qui viennent d'être fondés. Ce programme a été élaboré par deux comités internationaux, soit celui des fondations de nouveaux clubs et celui des conseillers en développement des clubs. Il s'échelonnait sur 2 ans et il sera facile à suivre étape par étape. Voilà un changement dans le but de s'améliorer et de répondre aux besoins de nos membres, jeunes ou expérimentés. Nous vous attendons!

CONV - 4 HOBY and Optimist: A Partnership of Excellence

Rose Santini

Salon 4

For several years Hugh O'Brian Youth Leadership (HOBY) and Optimists have been collaborating across the country. Together we are creating possibilities for youth. Come learn ways your Club or District can help change the lives of high school sophomores in your state. HOBY provides annual youth leadership seminars to educate, motivate and encourage high school sophomores to start making a difference now! When our sophomores leave the HOBY seminar, they are committed to making a positive contribution to their families, schools and communities. Many of our HOBY alumni go on to become JOOI Members. HOBY and Optimist Members also conduct mini, one day seminars called CLeWs (Community Leadership Workshops). CLeWs allow us to change more lives with limited resources. Let's get that partnership going in your area.

NEW ORLEANS EXPERIENCE

CCOF - 3 Providing the Care...Finding the Cure

Dianne Josling and Jo-Anne Pelzer

Eglinton Winton, 2nd Level

Calling all Canadian Optimists! Find out how to apply for matching grants up to \$3 000 towards your Childhood Cancer project. Get the most up-to-date information on the changes taking place in the Canadian side of the Childhood Cancer Matching Grants Program. New and seasoned Optimists please plan to attend.

2015 NEW ORLEANS EXPERIENCE

- Training Participation Form -

For each training session you attend, you will receive a verification code. Put the code in the boxes and put the completed form in the box labeled "Evaluation Forms" located in the Pre-Function area in order to receive a special designation. Sessions which cover more than one time period count as two workshops. You must attend 4 of the 8 workshop sessions in order to receive the designation.

Friday, July 10

9-10 a.m. 10:15-11:15 a.m. 2-3 p.m. 3:15-4:15 p.m.

Please print clearly - Your verification is taken from the information you provide.

Name: _____

Member Number (on Convention Badge): _____

Address: _____

City: _____ State/Province: _____ Postal Code: _____

District: _____ District #: _____

Designations will be mailed for presentation at the District Convention to the current Governor.

The following section is for training sessions for Club President-Elects, Club Secretary-Treasurer Designates, Lieutenant Governor-Elects, District Chair Training, Governor-Elect training, Governor's training and District Secretary-Treasurer Designates. If you attend any of these sessions, please put the verification code in the correct box below.

<input type="text"/>	Governor-Elect	<input type="text"/>	Club President-Elect	<input type="text"/>	Club Secretary-Treasurer Designate
<input type="text"/>	Lt. Governor-Elect	<input type="text"/>	District Secretary-Treasurer Designate	<input type="text"/>	District Chair <input type="text"/> Governor

2015 CONSORTIUM DE FORMATION DE LA NOUVELLE-ORLÉANS

- Formulaire de participation à la formation -

Pour chaque séance de formation à laquelle vous assistez, vous recevrez un code de vérification. Pour recevoir une mention spéciale, inscrivez les codes dans les cases prévues à cette fin et déposez le formulaire dûment rempli dans la boîte étiquetée *Formulaires d'évaluation* placée dans la zone de pré-fonction. Les séances qui couvrent plus qu'une période normale comptent pour deux ateliers. Vous devez assister à 4 des 8 séances d'atelier pour que l'on reconnaisse votre participation.

Jeudi 10 juillet

☐ 9 h à 10 h ☐ 10 h 15 à 11 h 15 ☐ 14 h à 15 h ☐ 15 h 15 à 16 h 15

En caractères d'imprimerie S.V.P. – Votre contrôle s'effectue à partir des renseignements que vous fournissez.

Nom : _____

Numéro de membre (sur l'insigne du congrès) : _____

Adresse : _____

Ville : _____ Province : _____ Code postal : _____

District : _____ N° de district : _____

Les mentions spéciales seront expédiées par la poste au gouverneur en poste pour remise dans le cadre du congrès de district.

La section suivante est réservée aux séances de formation des présidents de club élus, des secrétaires-trésoriers de club désignés, des lieutenants-gouverneurs élus, des présidents des comités de formation de district, de formation des gouverneurs élus, de formation des gouverneurs et des secrétaires-trésoriers de district désignés. Si vous avez assisté à l'une ou l'autre de ces séances, veuillez inscrire le code de vérification dans la case appropriée ci-dessous.

☐ Gouverneur élu ☐ Président de club élu ☐ Secrétaire-trésorier de club désigné

☐ Lieutenant-gouverneur élu ☐ Secrétaire-trésorier de district désigné ☐ Président de comité de district

☐ Gouverneur