

December 29, 2017

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The Optimist Monthly

Friend of Youth



Upcoming

January

1/03: Leadership and Organizational Change, by Col. Ken Williams, Chaplin of the Pentagon and Senior Military Fellow, Department of Ethics, National Defense University. Thank you, Leigh Hurley and Clayton Depue, for inviting him.

REMINDER: Since the WGCC is closed for the first half of January, we will be meeting at the Holiday Inn, 4610 N. Fairfax Drive. Use the lot with the automated gate on the east side of the building and bring your ticket for validation to the luncheon. Holiday Inn at 12:15.

NOTICE: At the luncheon,



December

12/06: Update on Iran and North Korea Threats. Dr. Andy Semmel returned to brief us on the status of the Iran Nuclear Deal and the North Korean Nuclear Threat. As he told us, there



are no good options. Thank you, Clayton Depue, for inviting him again. Our special luncheon guest was our Zone 4 Lt. Gov, Anne Grabowski.

12/13: Annual Christmas Breakfast. Brian Kellenberger, once again

there will be a vote on two amendments to the Club's By-laws sponsored by Clayton Depue and approved by the Board. As read and explained by Richard Knight at the 12/06 luncheon, the amendments are printed in full in Appendix II to this newsletter. Richard explained that the first amendment would allow the President to appoint any member as a committee chair, not just an officer or a Board Member. The second amendment adds the Club's responsibility to pick up the luncheon costs of a new member for his/her initiation luncheon.

1/17: Awesome Women Entrepreneurs, by its founder, Karen Bale. Thank you, Leigh Hurley, for inviting her. Back to the WGCC at 12:15.

1/24: Meet 'n' Greet Returns! Tricia O'Hara announces that

flawlessly managed this important event, which was enjoyed by all.



Brian did his usual extraordinary skill in orchestrating this wonderful event. Thank you, Brian Kellenberger, for your continuing great service to our Club. Please consider managing this important event again next year!



[File photo from 2016, but he still looks this good].

the Meet 'n' Greet are starting up again and encourages you to attend and bring a potential member. The Meet 'n' Greet are always held on the 4th Wednesday of every month except August, November, and December. Westin Arlington Gateway, 801 N. Glebe Rd. from 6:00 to 7:30. The Westin will validate up to two hours of parking.

February

2/07: TBA. WGCC 12:15.

2/21: "What Our Boys Faced on D-Day." Historian Jim Lewis will give us a unique presentation on the Allies' critical landing against Rommel's Atlantic Wall. Thank you, Mark Whitenton, for inviting him. WGCC 12:15.

2/28: Meet 'n' Greet. Westin Arlington Gateway, 801 N. Glebe Rd. from 6:00 to 7:30.

This year's Madrigal Singers were from Washington-Lee High School, below.



Pastor Drew Hill gave us a meaningful sermon based on "It's a Wonderful Life", and how we often must embrace our life's Plan B instead of our original Plan A. See his photo, below.



Finally, Sandy Bushue gave us an upbeat Christmas Tree Lot report. See photos from the tree lot in Appendix I, and Sandy's shortened report, below.

March

3/07: Ariel observation as a vital tool in protecting our Nation by Dr. Gerald Haines, former Chief Historian of the CIA. Thank you, Frank O'Leary, for inviting him.
WGCC 12:15.

President's Corner by Clayton Depue

As with Optimist International and most other service clubs, churches, and volunteer organizations, the Optimist Club of Arlington has experienced a significant drop in membership over the past two decades. If we do not rebuild our membership (add a significant number of new and younger members), we will slowly fade, become unable to raise the funds we are accustomed to raising, and no longer be able to help the youth of Arlington. One-by-

Christmas Tree



Report by Sandy Bushue

Yes, on December 17th we sold the last of our 2,000 trees again this year!!
Thank you all!

I'll prepare a final report to the Club once all the bills are in, but I can tell you that despite this year's increased prices for trees, we had a good year.

There are so many people to thank in our Club, including Barbara Nicastro for organizing and allocating all of the volunteers so well; to John Karinshak and Dick McHugh who split the hundreds of hours behind the desk in supervising and money-taking duties for the duration of the lot: and to JB Whitlow, who managed the tree lot set-up and tomorrow's take-down. Also, our Club is indebted to all of you who came out to do your part for three or even four turns at the tree lot.

Once again this year, we will have

one, youth programs we support, will be reduced in scope, if not terminated all together.

Please review Appendix III for my suggestions for meeting this challenge.

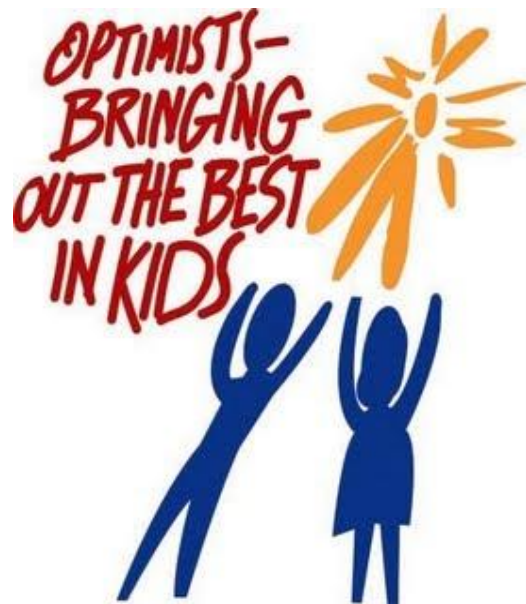
Clayton



funds to give to Arlington youth for scholarships, Oratorical and Essay contest prizes, and support for youth sports and a few other Arlington youth organizations!

My semi-final Ho, Ho, Ho,

Sandy B



MW # 85

Arlington Optimist Club 16-005 ; Mid-Atlantic Region 3; Capital- Virginia District 16; Northern Virginia Zone 4
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Appendix I

Tree Lot Photos



John Karinshak in a rare moment of fancy.



Dick McHugh, who, like John, spent over a hundred hours in the chair and sometimes did double shifts when the crew was short-handed, as seen here.



Sue Gartner and Peter Wehmann sell first tree on 11/24. [Photo provided by Barbara Nicastro].



John Karinshak on 12/17 with Acorn athlete Ellie and the last customer, who is celebrating his first Christmas in the US. [Photo by Thrine Kane].



Gary, who has purchased 17 trees during the past 19 years.



A lovely couple, who said they have been purchasing trees here for the past 20 years.



Acorns Ellie and Anna celebrating the last tree to be sold!! [Photo by Thrine Kane].



Volunteers waiting in the snow for the next group of customers.



Another happy couple assisted by a great Arlington student volunteer.



Tricia O'Hara at the desk.

Appendix II

Proposed Amendments to the 2013 By-laws of the Arlington Optimist Club

As adopted by the Board of Directors on December 6, 2017, and presented to the Members at the December 6 Luncheon

1. Proposed By-Laws deletion: Delete Article VIII, Section 3. in its entirety, which currently reads:

“Each committee shall be placed by the President under the direction of the Vice President *or* a Board Member.”

2. Proposed By-Laws Modification: Change Article IX, Revenue by inserting the sentences in **red**, as follows:

Section 1. Each new member of the Club except an Honorary member, and each former member who is readmitted, shall pay a membership fee as determined by the Board of Directors, and the processing fee of Optimist International shall be paid from this amount.

Section 2. The annual dues shall be set by the Board of Directors and may be changed from time to time at the discretion of the Board. Honorary members shall be exempt from all dues. Dues shall be payable quarterly in advance on the first day of October, January, April and July together with the cost of three meals for the same period plus the cost of meals at meetings over three attended in the previous quarter. Reserve members shall be billed dues and Reserve members and Friends of Optimists shall be billed for meals at the meetings attended in the previous quarter. The Treasurer shall deduct from the dues billed to each fully paid Life Member an amount approximately equal to the dues payable by the Club to Optimist International per member. Dues and meal charges of a new member, prorated as a portion of the current quarter, shall begin after the meeting at which that member is inducted into the Club and shall be billed at that time. **Meal charges of a new member for the induction meeting of that member shall be paid for by the Club. The Club shall reimburse the sponsor of a new member for up to two meal charges that the sponsor paid on behalf of the new member when the new member was a guest of that sponsor.** The sum to be billed to members for meals shall be determined by the Board of Directors and may be changed at the discretion of the Board.

Appendix III

As with Optimist International and most other service clubs, churches, and volunteer organizations, the Optimist Club of Arlington has experienced a significant drop in membership over the past two decades. If we do not rebuild our membership (add a significant number of new and younger members), we will slowly fade, become unable to raise the funds we are accustomed to raising, and no longer be able to help the youth of Arlington. One-by-one, youth programs we support, will be reduced in scope, if not terminated all together.

Business as usual for the Optimist Club of Arlington is not an acceptable option. It will be a challenge to adapt and repopulate our Club with new members to carry on our mission of helping the youth of Arlington. Are we up to such a challenge? I believe we are!

Outlined below are some thoughts on reversing the declining membership trend. Included are actions we need to take to rebuild our Club and to continue providing the many services and opportunities we provide to the kids in Arlington.

1. Membership Team Leaders – First, we need a few “Team Leaders” to help us rebuild the membership of the Optimist Club of Arlington.

Membership rebuilding is a process, sometimes an art. But, we don’t need to develop that process from scratch. By adopting the successful methods of others, such as Margaret Mead, who introduced the simple and proven phrase, “We need your help!,” we can begin to approach and introduce the subject of Optimism to potential new members.

2. Our Vision – if we are to continue to fulfill our mission of serving and helping the youth of Arlington to reach their full potential, then we must have the vision and willingness to change, by rebuilding the membership of our Club and continuing to reevaluate the programs we support to meet the ever changing needs of our youth.

3. Communications – Methods of communication have changed substantially over the last 10 years. We need to reach out to younger generations with e-mail, of course, but also adding Tweets, Facebook and other social media. In addition, we need to be consistent in our message and develop a plan to maximize the effectiveness of our message. Just as we assign tasks for our annual Christmas Tree Lot fundraiser, successful membership rebuilding will require a coordinated effort on the part of all of us. Better communications on how to build and retain members will be required, including two-way communication from individual members on what is working and what is not. Communications with and among Team Leaders, your President, Board Members, chairs of our committees, and most importantly, all individual members documenting and describing their successful recruitments will be key.

4. Removing Obstacles from Membership Building – We have the opportunity to follow a number of parallel paths in recruiting new members. For example, several of us recently attended a Chamber of Commerce meeting at which we identified at least 10 potential new members. Follow-up with these potential member is in process. In fact, one contact is presenting a program for our March 7th meeting, talking about a potential new program to help foster kids. We need to look for other potential avenues for recruitment, such as a booth at the Arlington County Fair in August. We can experiment with our membership teams at these events and learn from each other.

5. Short-Term Wins – We will acknowledge each new recruitment as a win. In addition, to help us all learn what is working, and what is not, and to help us become more efficient with membership building, sponsor(s) of each new member will be asked to submit a single paragraph outlining what they did and why their recruitment was successful, to be published in our monthly Newsletter for the benefit of the rest of the membership.

6. Membership Goal – Together we will agree on and set a membership goal to reach by September 30, 2018. The goal needs to be large to reverse the downward trend and build for the future needs of the Club and “our kids” in a meaningful way. A goal of 50 new members would be slightly less than one new member for each of us. But, recognizing that some of our current members are not active, two new members for 25 active members. Is that not attainable? That would put our Club back to over one-hundred, where it once was.

7. New Membership as a Part of our Culture – My hope for this effort is that membership building and renewal will become an automatic process that continues into the future to ensure that the membership of OCA is able to meet the growing needs of Arlington and “our kids.”

OCA needs your help! Please join our membership rebuilding effort now.

Please contact Tricia or me if you are willing to be one of our Rebuilding Membership Team Leaders.

Our speaker for our next regular meeting (Wednesday, January 3, 2018) is Dr. Ken Williams, who will be speaking on Membership Building and Organizational Change. [Thank you, Leigh Hurley!] Ken has an outstanding record of accomplishment with leading and assisting organizational change. I encourage you to attend to hear his important message.

Optimistically Submitted, Clayton Depue

*Note: The list of seven (7) items was taken from *Leading Change Why Transformation Efforts Fail*, Professor, John P. Kotter, Harvard Business Review, January 2007.*