

# Sun, Sand and Sage

October 1, 2020

NM/WT District of Optimist International

Volume 75, Issue 1



*Friend of Youth*



## District Officers

- Governor*  
John Cowart  
*Secretary/Treasurer*  
Melody Moon  
*Governor-elect*  
Fred Trussell  
*Lt. Govern Zone 1 & 2*  
Suzann Owings  
*Lt. Govern Zone 3*  
Lynne Martin  
*Lt. Govern Zone 4*  
Roger Burnett  
*Lt. Govern Zone 5*  
Jack Barclay  
*Lt. Govern Zone 6*  
Greg Siewert  
*Lt. Govern Zone 7*  
Pat Siewert  
*Lt. Govern Zone 8*  
Jack Sturgis

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## District Meetings 20-21

- November 6-8 either Zoom or El Paso—Sunland Park
- February 12-14 in Las Cruces, NM
- April 23-25 In Belen, NM
- Optimist International Convention June 30—July 3
- August 6-8 In Albuquerque, NM

## Start of New Optimist Year 20-21

With the start of the New Optimist year there is the usual change of officers at the Club, District, Region, and Optimist International.

Optimist International President—Mark Weinsoff

Optimist International Regional Vice-president—Carol Hodges

Optimist International President-elect—Patsy Garner

Optimist International Regional Vice-president-elect—Curtis Merrill

These are our Optimist Inter-

national leaders for the next year.

Governor John Cowart takes over the reins for the New Mexico-West Texas District with enthusiasm and optimism for the District. His theme is “Embrace Your Youth” and has a desire to build new clubs. He hopes all the members of the District will join with him to add some new clubs to the District. Along with him is Governor-elect Fred Trussell, who will be aiding him in the Northern area of the District. With Dis-



trict Secretary/Treasurer Melody Moon.

Lt. Governors are as listed.

A warm welcome to our new District officers!

## Connecting During the Pandemic

The District had the 3rd Trimester conference/convention using the Zoom application. Several Optimist International people joined us. The event went well and we were complimented that we were the only District to have a full conference/Convention with all the normal activities.

### Why New Club Building?

#### Why do we want to build new clubs?

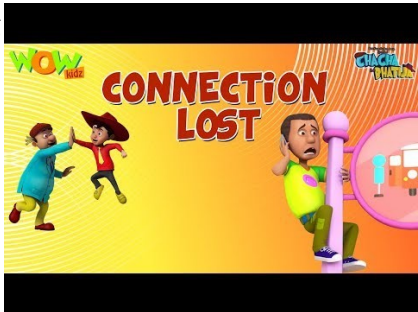
Optimists can extend their commitment to young people by starting New Clubs. Through a New Club, they bring together a new group of volunteers who focus on youth development and thereby help improve an entire community. Optimists also

Several clubs are now using the Zoom application to have some or all of their meetings. Other options have been phone conferencing and Skype. Even just phoning the membership to check on them and keep them connected.

What ever works for your Club, but it is important to reach out to your members

benefit from the New Club process, which sharpens leadership skills, increases fellowship and strengthens personal development.

People join for the good feeling they receive from helping a young person succeed. Optimist International also recognizes the diversity and time limitations of today's volun-



to make sure they are doing well and help them stay connected to the Club.

teers. Different Optimist Club models are in place throughout the organization, and we're optimistic that one might be a Club concept that fits the goals of potential volunteers in your target community.

Go to <https://www.optimist.org/member/newclub9.cfm> to

# Community Schooling

## Community School Core Principles

- **Shared vision and accountability for results.** A clear, mutually agreed-upon vision focused on results drives the work of community schools. Agreements enable partners to hold each other accountable and move beyond "turf battles."
- **Strong partnerships.** Partners share resources and expertise and collaborate to design community schools and make them work.
- **High expectations for all.** Community schools are organized to support learning. Children, youth, and adults are expected to learn to a high standard and to become contributing members of their community.
- **Community strengths.** Community schools marshal the assets of the entire community, including the people who live and work there, local organizations, and the school.
- **Respect for diversity.** Community schools know their communities. They develop respect and a strong, positive identity for people of diverse backgrounds and are committed to the welfare of the whole community.
- **Local decision making.** To unleash the power of local communities, local leaders make decisions about their community schools strategy while people in individual schools respond to their unique circumstances.

A community schools strategy is a collaborative leadership approach designed to ensure that every student graduates from high school ready for college and/or career and prepared for a successful life as a family member and citizen. It offers a vision of schools, communities, and families linked in common purpose.

A set of structural elements, including partnerships, alignment of funding streams with the natural assets of communities, and the integration of academic learning with essential supports and opportunities, helps diverse communities craft their own vehicle for change. Further, it recognizes that parents and care givers play a critical role in their children's social, emotional, physical, and academic development while intentionally supporting parents/care givers in their role as their child's chief advocate.

A community school is a place and a set of partnerships connecting school, family, and community. A community school is distinguished by its integrated focus on academics, youth development, family support, health and social services, and community development. Its curriculum emphasizes real-world learning through community problem-solving and service. By extending the school day and week, it reaches families and community residents. The community school is uniquely equipped to develop its students into educated citizens ready and able to give back to their communities and to strengthen families and communities.

Partnerships with community agencies, cultural institutions, colleges and universities, foundations, and others expand the number and type of learning opportunities available to help children master skills and content. These opportunities are directly aligned with the children's academic curriculum while broadening their interests and developing their talents. By engaging families and community partners with school staff in designing and participating in activities, a community schools strategy fosters shared ownership and collective trust

- Partnership-based community schools offer three distinct advantages over traditional public schools by:  
Providing learning opportunities that develop both academic and non-academic competencies
- Building social capital—the value attached to the social networks and relationships that support learning and create opportunities for young people while strengthening their communities
- Garnering additional resources that directly support schools' teaching and learning goals while reducing demands on school staff

Relationships with caring adults help young people build networks of support, develop important social skills, and expand their horizons. In community schools, students come to school because they want to learn; what is more, they are ready to learn.

When schools and community partners take steps to link individual community schools into coordinated systems, the systems become the building blocks of a fully engaged child- and family-centered community. Together, they build an infrastructure of support and opportunities to create the conditions for learning across entire localities. The result is the development of "communities where learning happens"—every day, for every child.

## New Club Building Training Seminar



San Antonio, Texas on September 19, 2020 Optimist International held a New Club Building seminar. With 19 attendees, Jim Boyd, the Director of Strategic Growth at Optimist International spent 6 hours covering the nuances of New Club Building.

New Club Building

101 started by defining the types of clubs: Traditional, Sports, College, Overseas, Special Needs, Junior Optimist Clubs, Club-within-a-club, and Virtual clubs. These each have important distinctions and often not as well understood.

One thing brought up is

that there are no longer boundaries, geography should no longer be an issue. This increases the potential for membership because the group does not have to be tied to a particular community. Virtual Clubs gets the ball rolling...bricks and mortar can come later.

## New Club Effort

The Optimist Club of Albuquerque has started the process to build a new club in Rio Rancho, NM.

KDSK Radio in Rio Rancho is running promos for the effort and Jay C. Block, Sandoval County Commissioner, said he would do anything to help us including putting all materials on his website.

Jim White recorded an interview on KDSK Radio which aired September 12. Afterward he attended the Chamber of Commerce After

Hours event. He talked with several people but since the Governor of NM saw fit to send a video crew to record the meeting, interaction was limited. Jim did come way with a couple of names and he and Fred Trussell will be contacting those individuals.

During the After Hours event Jim had an individual approach him to tell him about his son. Both good prospects along with his wife. His son, a

former Super Citizen of the Month, now Eagle Scout, Vigil Honor has his own business. Tim was Lodge advisor. Likes what he heard about Optimists.

Several others showed good interest. Even the waitress was very interested. She is 23 years old. \$30 under 30 was very appealing to her.



## Typical Club Building

### Traditional Club

Minimum of 15 members. 20 is preferred because of six to 12-month attrition rate.

One Time New Club Fee of \$425

Prefer to have “Charter Members” to pay initiation or charter fee of \$30.

Dues in part pays for Insurance

Meets Monthly or Twice a Month

Up to two clubs may co sponsor and up to four builders of excellence per project.

### Sports Club

Same requirements and guidelines as a traditional club but initial focus is for a sponsoring a team or a sports league.

Encourage branching out into other programs once established.

### Club Within A Club

15 people who become members of an existing club

All names added in one day Club becomes a subdivision of the existing club

and can conduct its own projects and fundraising and hold its own meetings.

Funds run through the existing club.

Designed in part to help existing club with membership

Regular club dues apply.

### College Club

Minimum of 15 members. 20 is preferred.

Dues \$10 a year

Annual affiliation fee of \$100. Sponsor Club strong-

ly encouraged to pay it.

Structure is similar to a traditional club.

NOTE: Do not try to make it operate like a traditional club. Let the students do their thing.

Roller coaster for Membership Roster.

College Club Guide available upon request.

## Not So Typical Club Building

### Special Needs Clubs

Minimum membership requirements the same.

Dues \$10 a year

Affiliation Fee of \$225 (Sponsor Club encouraged to assist in first year.)

Membership must be comprised of at least 50% of special needs people to qualify for

dues rate

Special Needs Advisor Guide available upon request.

### Overseas Club

Same initial membership requirements as a traditional club

Dues \$10 US per member per year in developing countries. Africa, most of Asia and Central and South America.

Developed countries- regular int’l dues.

Annual affiliation fee of \$225 US.

Sponsor Club strongly encouraged.

### Virtual Club

COVID 19 Pandemic Transformed Optimist International.

Many of us now understand the power of Video Conferencing.

Makes it easier for long distance Club development among individuals and groups.

Meet Online...Have Socials in Person...Do Projects

## Scholarship Programs

### Oratorical

Beginning in 1928, the Oratorical Contest has become the longest-running program of Optimist International. The contest is designed for young people to gain experience in public speaking and provide them with an opportunity to compete for multiple college scholarships with a pre-

assigned topic.

Topic: **“Healing the World with Optimism”**

District Winner \$2500, 2nd \$1500 and 3rd \$1000. Regional Winner \$5000, World \$22,500.

### Essay

The Essay Contest is sponsored by Optimist International to give young

people the opportunity to write about their own opinions regarding the world in which they live. The approach can encompass a young person’s personal experience, the experience of their country or a more historical perspective. In addition to developing skills for written expression, participants also have the op-

portunity to win a college scholarship!

Topic: “Reaching your Dreams by Choosing Optimism”

One District Scholarship of \$2,500.

**CCDHH**

Topic same as Oratorical.

One District Scholarship of



NM/WT District of Optimist International

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Friend of Youth

*Optimist International is an association of more than 2,900 Optimist Clubs around the world dedicated to "Bringing Out the Best in Kids." Adult volunteers join Optimist Clubs to conduct positive service projects in their communities aimed at providing a helping hand to youth. With their upbeat attitude, Optimist Club members help empower young people to be the best that they can be.*

*New Mexico / West Texas District is just one of approximately 50 Districts in the US, Canada and Jamaica. There are currently 30 clubs in the district and approximately 400 members.*

*This district includes the State of New Mexico as well as the counties of El Paso, Hudspeth, Culberson, Loving, Reeves, Jeff Davis, Presidio, Pecos, Brewster and Terrell in Texas.*

*Each Optimist Club determines the needs of the young people in its community and conducts programs to meet those needs. Every year, Optimists conduct 65,000 service projects and serve well over six million young people.*

Lt. Governor and Club Officer Training



Lt. Governors-elect went through a long 4-hour training on August 15, 2020. Most discussions between Lt. Governors occurred during the breaks and everyone seemed to gain something from the training, considered the wealth of long time Optimists involved. Look for the Lt. Governors to be in contact with each club for their Annual Club Planning Conference.

Club Presidents-elect received training on August 22, 2020. It was sparsely attended and started with a technical glitch at the start, but those who attend the long 4-hour training were well trained in their duties and team building. Governor-designate John Cowart stressed his desire to build some new clubs in the District and enjoined the Club Presidents to think about how they can help in this effort.

Club Secretary-Treasurers-elect received training on August 29, 2020. Although the attendance was low, those who attended felt it was worthwhile and they gained something from the training. The District is encouraging Club officers to complete the training on the OI Leadership Management System (LMS) web site.



Optimist Creed

- Promise Yourself**
- To be so strong that nothing can disturb your peace of mind.
  - To talk health, happiness and prosperity to every person you meet.
  - To make all your friends feel that there is something in them.
  - To look at the sunny side of

- everything and make your optimism come true.
- To think only of the best, to work only for the best, and to expect only the best.
- To be just as enthusiastic about the success of others as you are about your own.
- To forget the mistakes of the past and press on to the greater achievements of the future.

- To wear a cheerful countenance at all times and give every living creature you meet a smile.
- To give so much time to the improvement of yourself that you have no time to criticize others.
- To be too large for worry, too noble for anger, too strong for fear, and too happy to permit the presence of trouble.

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