



# Sauk Trails Optimist Club of Madison



**OCTOBER 2010**

**Schedule: 1<sup>st</sup> Wed of Month, 5:30 PM Evening; other Wednesday's, 11:45 – 12:45 Noon, SPRECHER'S, Middleton**



## Taking S.T.O.C. - Again

As I look toward leading our Club over the upcoming year, my thoughts have been turning back to my first term as President and how much has changed; yet how much remains the same as back in the fall of 1997.

One of the biggest changes is in our fundraising (now foundation) account. Back in 1997 we had \$1,000 in our fundraising account, we now have five times that much

But then I look at our biggest challenges facing us in the upcoming year, and I remember the same conversations at nearly every Board meeting back then: how do we increase membership so that we can impact more young people, and how do we increase attendance at weekly meetings to make them more valuable.

I will be soliciting input from everyone over the next several weeks as we formulate our plan for the year. I've got some ideas of my own, but I want the entire membership to have ownership of the future and direction of our Club.

At our Annual Banquet on Wednesday I will be outlining my goals for the year and the input I would like from you, including a spending plan for our fundraising money and potential merging of our Club with another. I hope you will be there to hear and participate in the discussion.

Also, in looking back at my binder from my first term as STOC President, I found all of the newsletters from that year and realized that I was the first President to write a monthly message in the newsletter. As I looked through the newsletter from November 1997 I thought that others might enjoy taking a step back in time, so I've attached it as a pdf for those who have an interest in reading that issue.

Press On (to greater achievements in the future!) –  
**John Scherer, STOC President 10-11**

## The 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 you 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 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.**



**Sauk Trails Optimist Club – STOC Board Meeting  
Sprecher's, September 1<sup>st</sup>, 2010**

**Members in Attendance:** President: - Carole Klopp, Past President: Kevin Campos, Sec/Treas – Gene Spindler, Board Members, Kathy Johnson, Bob Wortinger, Bonnie Spindler, Pat Beiersdorf, Ray Schmitz. Optimist: Darrin Sharp, Russ Scott. Not attending: Alison Scherer, Jeff Hosking

Carole Klopp called the meeting to order at 4:32 pm.

The minutes of the August 4, 2010 Board Meeting were discussed. A motion was made (Kathy Johnson), seconded (Bonnie Spindler), and passed to approve the minutes of the August Board Meeting.

The Financial Report through August 31, 2010 was presented to the Board. The Board discussed the information provided. A motion was made (Ray Schmitz), seconded (Bonnie Spindler) and passed to accept the financial report as presented.

The president presented to the Board information on making a donation to the Optimist International Foundation. The board discussed possible amounts to give to the Foundation. A motion was made (Bonnie Spindler), seconded (Kathy Johnson) and passed to make a \$100 donation to the Optimist International Foundation. The Board also discussed making a donation to Reach a Child. A motion was made (Bonnie Spindler), seconded (Kathy Johnson) and passed to a \$100 donation to Reach A Child.

Committee Reports: Membership-It was reported that our Club is a plus 2 for the Optimist year ending September 30, 2010. Fundraising-For the Oct 30<sup>th</sup> Basketball event we need 10 celebrity players. Kevin Campos had the Bucky Books and made them available to club members for sale. The books sell for \$35 and the club has a \$15 surplus for each book sold as we pay \$20 for each book. The Koeze Nut fundraiser will begin in October. Social-The New Officer induction will be on October 6<sup>th</sup> at The Vintage.

The first SWIS District Conference this year will be a Parallel District Conference that will be held in Minneapolis on November 6-7. Clubs are encouraged to have Officers and Members attend this function to receive information on OI and District activities for the coming year.

A motion was made (Bonnie Spindler), seconded (Kathy Johnson) and passed to adjourn. The date, time and location for the next Board Meeting is **set for 4:30 on October 6th at The Vintage.**  
**Gene Spindler, SWIS Sec/Treasurer**

Editor: Steve Bailey  
[Sbailey100@aol.com](mailto:Sbailey100@aol.com)  
Nov Newsletter Articles  
Due by 10/24/2010

**Sauk Trails  
Club Officers  
10 - 11**

**President**  
John Scherer

**Secretary/Treasurer**  
Bob Wortinger

**Past President**  
Carole Klopp

**Vice President**  
Jeff Hosking

**Board of Directors**  
Gene Spindler  
Kathy Johnson  
Darrin Sharp  
Bonnie Spindler  
Ray Schmitz  
Kevin Campos

**CHILDHOOD  
CANCER**

Future Sunday sign-up dates for 2 Sauk Trails Optimist to help serve meals for Childhood Cancer families with West Madison Club Optimists are:

**October 17<sup>th</sup>;**  
**November 21<sup>st</sup>**

**ANY Sauk Trails Club Optimists**

There should be club representation at each quarterly conference to acquire the information for the Sauk Trails Optimist Club. Please put these dates on your calendar and try to make at least one of these SWIS Conferences.

<b>November 7th</b>	<b>Minneapolis, MN</b>
<b>February 5<sup>th</sup></b>	<b>Madison Area</b>
<b>May 7<sup>th</sup></b>	<b>Wisconsin Dells</b>
<b>August 6<sup>th</sup></b>	<b>Milwaukee Area</b>

[www.swisdistrict.org](http://www.swisdistrict.org) [www.optimist.org](http://www.optimist.org)



### 2010 Koeze Nut Fundraiser

Our club kicked off our annual Koeze Nut Fundraiser on October 13th. We had over \$1000 in profits last year, hoping to top \$1500 in profits in 2010!

**What you need to know to sell Koeze Nuts:**

- Order deadlines: **November 10<sup>th</sup>** for Thanksgiving sales, and **December 8<sup>th</sup>** for Christmas sales.
- Bring order forms to Wednesday meetings or contact Rick Thomas at 212-7582 or [jathoma2@wisc.edu](mailto:jathoma2@wisc.edu)
- **Collect money up front** with checks made payable to **Sauk Trails Optimist Club**.
- Products normally available include:
  - Colossal Cashews and Classic Mixed Nuts** in decanters, canisters and boxes.
  - Milk or Dark Chocolate Puddles** in decanters and boxes
  - Delan Caramel Crunch and Chocolate Covered Dried Cherries**
  - Executive Gift Packs**-combinations for corporate clients
- Product prices range from \$11.75-\$50.00+
- Come to a weekly meeting or contact Rick Thomas for promotional information, brochures or order forms.
- You can look at the online catalog at: <http://koeze.com>, but please order all products from the club so we get the profits from this fundraiser.

There are two parts to the Koeze Nuts Fundraiser: 1) Accumulating the orders from everyone and ordering the Koeze products. 2) Distributing the Koeze products when they come in. If you have an interest in helping out with either of these tasks, please contact me at 212-7582 or [jathoma2@wisc.edu](mailto:jathoma2@wisc.edu) as soon as possible.

**Rick Thomas**, Koeze Chair

### Bucky Book Fundraiser

Kevin Campos, Past President, has worked it out for our Club to sell Bucky Books again. Bucky Books have a lot more coupons, a website and you can download coupons only if you have a Bucky Book.

The Bucky Books is available from Kevin currently. If you can't make a lunch, please email/call Kevin to reserve how many books you want. Again, there are many coupons and online incentives that can be used.

This could be a great fundraiser for us. I would hope all of you would at least Buy One for yourself or at least Sell One. If everyone sells at least one the Club could make a minimum of \$600. That would be great.

**Kevin Campos**, 235-1030 (cell)  
[Camposfinancial@gmail.com](mailto:Camposfinancial@gmail.com)  
 Bucky Book Coordinator

**ATTENTION ALL STOC CLUB MEMBERS:** One of, if not thee most important events of the club year are happening, Wednesday, Oct. 6<sup>th</sup>. It is the Annual Induction Club Banquet at the Vintage, 6:00 PM for Social and 6:30 PM for the Dinner followed by the Induction of the new 10-11 officers and board. We will also be inducting our 2 new members, Russ Scott and Joel Wischhoff. Spouses and significant others are invited. The cost will be \$12 for each person. Hope to see you there.

Date	Speaker	Topic	SPRECHERS Menu's
Oct. 6th	All Optimists / Spouses / Significant Others Invited	EVENING Induction Banquet New Officers	<b>VINTAGE</b>
Oct. 13	Fran Puleo	Monona Terrace Options	Menu 2
Oct 20	TBA		Menu 3
Oct 27	TBA		Menu 4
Nov. 17 <sup>th</sup>	MASCC Lunch, Alliant Ctr	NOON, Sprecher's CANCEL	

### SPRECHER'S MENU CHOICES for Lunch

Lunch Cost/Evening Hors d' oeuvres: (\$12.00 includes entrée, beverage, tax, & tip)

Menu 1	Menu 2	Menu 3	Menu 4
½ Sprechers Chicken Wrap, with side and soup	½ Roast Turkey Sandwich, with side and soup	Ratatouille with Soup	Chicken Fettuccine Alfredo with soup
Rueben with soup or side	Meatloaf with soup	Sprechers Chicken Sandwich with soup or side	Classic Cobb Salad
Chicken Caesar Salad with soup	Classic Cobb Salad with soup	Chicken Caesar Salad with soup	Pork Sliders with side and soup

**Optimist Club "Fitness Challenge" Fundraiser**  
**THIS PROJECT IS A 'GO' WITH 4 WEEKS LEFT.**

1. **PR / Advertising** - to include PR, posters, other signage, reaching out to media, promotion, etc. This group would come up with graphics.

**Chairperson:** \_\_\_\_\_ Jeff Hosking  
 1. \_\_\_\_\_ Mark Anderson \_\_\_\_\_  
 2. \_\_\_\_\_ Russ Scott \_\_\_\_\_

2. **Sponsorship** - this group focuses ONLY on sponsorships and event program.

**Chairperson:** \_\_\_\_\_ Bonnie Spindler \_\_\_\_\_  
 1. \_\_\_\_\_ Mary Schwartz \_\_\_\_\_  
 2. \_\_\_\_\_ Darrin Sharp \_\_\_\_\_  
 3. \_\_\_\_\_ Rick Conne \_\_\_\_\_

3. **Event Logistics - People** - concentrates on announcer, referees, coaches, teams, team prep and liability waivers

**Chairperson:** \_\_\_\_\_ John Scherer \_\_\_\_\_  
 1. \_\_\_\_\_  
 2. \_\_\_\_\_  
 3. \_\_\_\_\_

4. **Event Logistics - Materials** - concentrates on tickets sales before and on game day, t-shirts, equipment, facility set-up and clean-up

**Chairperson:** \_\_\_\_\_ Bob Wortinger \_\_\_\_\_  
 1. \_\_\_\_\_  
 2. \_\_\_\_\_  
 3. \_\_\_\_\_

5. **Event Logistics - Facility** - concentrates on facility set-up, locker rooms, clean-up

**Chairperson:** \_\_\_\_\_ Rick Thomas (except day of) \_\_\_\_\_  
 1. \_\_\_\_\_  
 2. \_\_\_\_\_  
 3. \_\_\_\_\_

6. **Concessions** - determines food to be sold, obtains food, staffs the concession booth at the game

**Chairperson:** \_\_\_\_\_ Mary Schwartz \_\_\_\_\_  
 1. \_\_\_\_\_ JOOI Kids \_\_\_\_\_  
 2. \_\_\_\_\_ JOOI Kids \_\_\_\_\_  
 3. \_\_\_\_\_ JOOI Kids \_\_\_\_\_

7. **Raffle Coordination** - obtains prizes and coordinates at event

**Chairperson:** \_\_\_\_\_ Liv Sandberg \_\_\_\_\_  
 1. \_\_\_\_\_ Mark Kraemer \_\_\_\_\_  
 2. \_\_\_\_\_  
 3. \_\_\_\_\_

8. **School Assembly** - promotes healthy, active life styles at event held for students at Memorial

**Chairperson:** \_\_\_\_\_ Carole KLOpp \_\_\_\_\_  
 1. \_\_\_\_\_  
 2. \_\_\_\_\_  
 3. \_\_\_\_\_

**Kevin Campos and Kathv Johnson. Co-Chairs**

**Message From Club President:** The Board respectfully requests that **ALL** club members sign up for a spot on a committee. You'll note that there are committees requiring your help BEFORE the event as well as for the DAY of the EVENT. It's time to get out your STOC spirit and help! *Many thanks, John Scherer, President*

**'Fitness Challenge' Fundraiser**

The Basketball 'Optimist Club Fitness Challenge' is planned for Saturday, Oct 30<sup>th</sup> from 2 – 5 pm at Memorial High School. All the profits from this event go to the Sauk Trails Optimists Youth & Community Foundation to provide funding for youth programs and scholarships.

A 'general' Bball Sponsorship letter and Application has been e-mailed to each of you. Please update that letter with the addresses of potential sponsors, which could be businesses, friends, organizations, etc. and US mail or e-mail to them along with the application. Any sponsors and donations that you receive, please send that information to Bonnie Spindler, for a list update of sponsors that will be used for programs & flyers.

- ✓ Our highest priorities are sponsors and celebrity players. We want good basketball players since the non-celebrity players will pay to play against them. How much we charge depends on the quality of celebrity players we get but it will be in the \$50 range.
- ✓ We need everyone to contact at least one business or person (or consider sponsoring themselves) as a sponsor. We're asking for celebrity names rather than commitments for them to play so we can see what players we have to choose from. We can only have 10 each of celebrity and non-celebrity players
- ✓ We also need a back up for Rick Thomas who will take lead on the Facility set up for details for the day. He is on a previously scheduled vacation so we need someone for the day of the event to take the lead.
- ✓ Other committees need worker bees and we're counting on our membership for help now or the day of. There are many details to yet be worked out now, so to make this fundraiser successful, we need everyone's help

Thanks for your future involvement in acquiring sponsors and volunteering on a committee to make this fundraiser a successful event.

**Kevin Campos**  
[Camposfinancial@gmail.com](mailto:Camposfinancial@gmail.com) &  
**Kathy Johnson**  
[kjohnson@RMStrategies.net](mailto:kjohnson@RMStrategies.net)

### Reach a Child:

The purpose of the program is: "To put a smile on the face of a Child in the time of need". This program centers around providing children's books to police officer, first responders in backpack's for them to give to children at the scene of an accident, fire, domestic disturbance or traumatic situations.

**Bonnie Spindler & Steve Bailey met with Paul Gilbertson and Erik Gammell and received a proposal for the Reach a Child program to be submitted to Optimist International. This proposal was given under the Sauk Trails Optimist Club name to the President of OI, Mark Shriver at the August 14<sup>th</sup> convention in Milwaukee. It will be placed on the OI Board agenda, which will be held in late September 2010. Depending on OI, this could either become an OI future event or remain initially a SWIS event.**

CoryAnn St Marie-Carls, SWIS Governor 10-11 has been contacted and approval was given for the Reach a Child program to be presented at the February 5<sup>th</sup> conference in Madison area.

**Bonnie Spindler, STOC Newsletter**

### HAPPY BIRTHDAY

**Janine Richgels 10/20**  
**Rick Thomas 10/21**

### UW Football Booth Needs

As an additional fund-raiser, the Sauk Trails Optimists have a booth at the UW Badger games where they sell food and drinks. Steve Bailey and BJ Bailey have scheduled themselves to be at each game and need help from **1 more optimist and 4 JOOI kids** at following games.

10/9	Badgers vs Minnesota, (Homecoming)	11 AM
10/16	Badgers vs Ohio State,	6 PM
11/13	Badgers vs Indiana,	TBA
11/27	Badgers vs Northwestern,	TBA

A lot of optimists have season tickets for these games. If it works with your schedule and you can help with any of these games, please contact Steve Bailey at [SBailey100@aol.com](mailto:SBailey100@aol.com) or 238-8535. *(Remember when you help with a game you can also sneak peaks of the game itself during the day).* Steve will provide more information about when you need to be there and the procedure for getting into the stadium. If you have any questions, please contact him.

**Steve Bailey, UW Booth Coordinator**

### Special Olympics Bowling

Its that time of the year for Special Olympics Bowling support that is needed by our optimists. The dates that are scheduled are:

**October 23, 2010:** Area Bowling Tournament: Madison and Sun Prairie

**November 6, 2010:** Regional Bowling Tournament: Madison and Sun Prairie

There will be shifts of morning, afternoon or all day that will need to be filled by our fantastic volunteer optimists. More information and sign-up will be forth coming at lunches and by e-mail.

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