

ARLINGTON EDUCATION EXPERIENCE

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

All sessions are held in the Hyatt Regency Crystal City at Reagan National Airport.

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

FRIDAY, JUNE 30

9 a.m. – 4 p.m.

Optimist Leadership Academy (OLA) Tidewater II, 2nd Floor
(by invitation only)

SATURDAY, JULY 1

9 a.m. – 4 p.m.

Vice Presidents-Elect and Governors-Elect Training.....Washington B,
Ballroom Level

9 a.m. – 12 p.m.

Vice Presidents & Governors Training Washington ~~X~~A
Ballroom Level

SUNDAY, JULY 2

8 - 9 a.m.

How to have Effective Meetings Tidewater II, 2nd Floor

This workshop is designed to give participants the basic tools needed to plan and manage successful meetings. Participants will learn strategies and leadership techniques that will give them the confidence to run meetings that will engage those attending, increase the team's productivity and participation, and leave a positive, lasting impression that increases focus and helps accomplish goals. The latest insights, tips, and best practices to help you conduct efficient and effective meetings will be presented.

Deanna Morrow

8 – 10 a.m.

District Chair Designate Training

Growth Lincoln, 3rd Floor

Leadership Development Conference Theater, Ballroom Level

This training focuses on the key areas that Leadership Development Chairs need to offer their Clubs for both the personal and professional development of their members. Leadership Development Chairs play a key role in district meeting planning with the Governor. What training sessions will be available at district meetings that best meet the Members needs and give direction on how to help reach the Governor’s goals?

2023-2024 Leadership Development Committee

Marketing Kennedy, 3rd Floor, Ballroom Level

Marketing, Branding, Advertising, and Selling Optimism.

Membership Engagement & Retention Jefferson, 3rd Floor

Secretary Treasurer Roosevelt, 3rd Floor

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SUNDAY, JULY 2

9 – 10 a.m.

Optimist Institute: A Member Benefit for All! Tidewater II, 2nd Floor

This workshop will go over all the basic information that any Optimist Member needs to know to take advantage of the Optimist Institute, a new Member Benefit this year! Workshop topics include how to access, register, and login; navigation of the system; available content; and how to complete officer-elect report.

Heather Myers



Optimist Institute
Facebook Page

2:30 – 3:45 p.m.

Insurance Risk IQ:

Boosting Your Knowledge Conference Theater, Ballroom level

Mercer Consumer is now AMBA (Association Member Benefits Advisors)

An informative and engaging workshop that will enhance your knowledge of insurance and risk management. This dynamic training will cover critical steps to minimize the likelihood of things going wrong. Learn about effective risk management measures to implement in advance of conducting Optimist Club activities.

Erin Reese, Relationship Manager, Association Member Benefits Advisor

Marketing Tips, Tools and Resources Kennedy, 3rd Floor

This session is all about easy-to-implement (and understand) tips to grow your club, tools you can use (like a website or Facebook page), and available resources (on the OI website and elsewhere). Get the help you need to become the go-to marketing "guru" in your Club (or district)!

Theresa Jarratt

ARLINGTON EDUCATION EXPERIENCE

SUNDAY, JULY 2

2:30 - 3:45 p.m.

C.A.R.E Arlington, 3rd Floor

The 2023-2024 Optimist International Membership Engagement Committee is presenting a learning opportunity about an exciting new program we're rolling out this coming fall. It's all about engagement of your current club members, celebration of club successes, and working to move your club forward and ensure a strong club that is active in the community for years to come. Engaged Optimist Clubs provide exceptional value to the youth, their communities, and their members. Strong clubs value their membership, and work consistently to improve the satisfaction of all members; existing and new.

In this session you will learn about the new program, and how to get started building a more inclusive, engaging club. You will be provided access to several sample items and templates so you can implement the CARE program in your club immediately.

Membership Engagement Committee

Are You an Optimist? Let's Talk, Self-Care, Optimism, and Optimal Health!..... Jefferson, 3rd Floor

The importance of optimism, self-awareness, and building a self-care routine is pivotal to your overall well-being. Fear, doubt, uncertainties, and panic are all negative emotions that can affect our nervous system and lead to a decline in our health. Our mental and physical states are connected, yet some don't process how mental health can severely impact your inner and outer physical health. Through self-awareness and mindfulness, you can train yourself to be optimistic, eventually reversing some of the negative effects that negative self-talk and ominous thinking cause.

Ebony Wheeler

Optimist Leaders & How to Use It Washington Room, Ballroom Level

Where do you find all of those reports for your Club? How do you change a Club officer? What do you mean I can get a mailing list from there?! Now you want me to change my Club bylaws on-line? What is going on?! Come to this session and you can even bring your computer with you and "walk through" the steps on how to do some of these things that sound a lot more complicated than they really are.

Stephanie Monschein

Tips on Planning District Conferences and Conventions..... Fairfax, 3rd Floor

A practical "how to" session with ideas on determining site selection, hotel and vendor selection, budgets, and contract negotiations for District Conferences and Conventions.

Ronda Vaughn

Know Your Bylaws Lincoln, 3rd Floor

Overview of the purpose of OI Bylaws and Club Bylaws; how to adopt Club Bylaws for your specific club's needs. Process of amending OI Bylaws and annual review of Club Bylaws.

Governance Committee

ARLINGTON EDUCATION EXPERIENCE

MONDAY, JULY 3

1:30 – 2:30 p.m.

Navigating Change.....Conference Theater, Ballroom Level
Why is change so hard? Virtually everyone can identify something they want to change in some aspect of their life, but making change is really hard. In this course, we'll dive into WHY change is hard and discuss strategies and processes for navigating and driving change.

Cheryl Brenn

Finding Your Replacement:

Succession Planning for Clubs.....Kennedy, 3rd Floor

This workshop will discuss how to develop an actionable succession plan for your Club using a structured process that includes proper preparation, setting the right tone, building the plan, getting buy-in, and implementing the plan.

Heather Myers

Parliamentary Procedure Lincoln, 3rd Floor

Do you wonder what you should be doing and how you should be doing it when it comes to running or participating in your meetings? Do your meetings go on and on.... Come on out and learn how to do it, nicely of course!

Marlene Phillips

Behind the Scenes with the

Candidate Qualifications Committee Roosevelt Room, 3rd Floor

This session offers a backstage look into the decision-making process used by the CandidateQualificationsCommitteeinnominatingcandidatesfortheofficesofInternational President-Elect, International Vice President, and International Director. Members of the Committee will provide information regarding the procedure that is followed and describe how confidential votes are taken to arrive at decisions. Also, the Committee members will answer questions about strategies to help you achieve your leadership goals!

Candidate Qualifications Committee

Mastering Social Media Arlington, 3rd Floor

- What is social media and how it works
- Current range of social media tools/ Types of social media platforms (Facebook, Instagram, Twitter, YouTube, WhatsApp, TikTok)
- How to set up social media profiles, and create social media content
- How to evaluate your social media presence
- Social media management - OI social media policy/best practices
- Benefits of social media marketing

Rose Medley & Marketing Committee Members

ARLINGTON EDUCATION EXPERIENCE

MONDAY, JULY 3

1:30 – 2:30 p.m.

Being Fruitful in the Senior Years by

Giving Back and Passing Forward Washington Room, Ballroom Level

Retirement and the senior years should not be viewed as the end of the line, but rather as a new phase of life with new opportunities to grow and serve. Cultivating a mindset of gratitude, hope and vision serves to make the most of this stage of life. Having overcome challenges, celebrated accomplishments and learned the lessons of life, we are prepared to embrace new opportunities to serve and contribute using the knowledge and skills that we have acquired. We find purpose, enthusiasm and fulfillment in making a difference in our families, associates and communities. It is we who are blessed when we invest our time, talents and resources in the lives of others and thereby forge a legacy that inspires them to achieve and contribute to society. The speaker will share some timeless wisdom about leaving a positive and impactful legacy and some ideas for accomplishing this end. As Pericles wrote many years ago, "What you leave behind is not what is engraved in stone monuments, but what is woven into the lives of others."

Bob Sibert

Oratorical & Kids Speak Out Roosevelt, 3rd Floor

Learn more about Optimist International's longest-running program, the Oratorical Contest! This program is designed for youth to gain experience in public speaking, perfect self-expression, gain self-assurance, improve communication skills, and provide them with the opportunity to compete for a college scholarship!

Also, learn and share new information and strategies to initiate a successful Kids Speak Out speech contest. Let's prepare elementary-aged students to become future OI Oratorical World Championship winners!

Diana Carlin, Sunny Fridge, Juliette Bennett, Cheryl Bolton, Tom Lloyd, Cedie Kendall

3 - 4 p.m.

Member Feedback Sessions

During these facilitated sessions, members will have the opportunity to share their observations and feedback in one of three Future Focus Areas:

1. **Engaging people in optimism and service:** [Conference Theater, Ballroom Level](#)
 - How do we attract and engage people in the work we do as an organization?
2. **Impactful programs:** [Washington A, Ballroom Level](#)
 - What programs meet the needs of our communities and members today and tomorrow?
3. **Be the voice of optimism:** [Washington B, Ballroom Level](#)
 - How do we become the leading voice in positive living and optimism?

Please note: space will be limited in these sessions.

ARLINGTON EDUCATION EXPERIENCE

TUESDAY, JULY 4

11:30 a.m. – 12:30 p.m.

Protecting Youth:

**Understanding Child Sexual Abuse Risk.....Conference Theater,
Ballroom level**

Mercer Consumer is now AMBA (Association Member Benefits Advisors)

Sexual abuse and molestation are, unfortunately, a risk within all child-serving organizations. Learn how to protect children, your Club, and your community from this risk. Become knowledgeable about how to detect dangerous behavior and learn the facts and myths related to understanding who child sexual abusers actually are.

Erin Reese, Relationship Manager, Association Member Benefits Advisor

Maximizing Grants for Your Club.....Kennedy, 3rd Floor

The Foundation would like to present a basic training on filling out grants in general for Clubs. We will give basic “best practices” guidelines for submitting grants to corporations, private foundations and other sources. This will be a high-level view of basic principles such as:

- How to search for grants
- Background data gathering
- Filling out applications correctly
- Developing outcomes-based objectives

In addition, we will briefly cover the OIF Grants available to the Clubs. This will include information about Childhood Health and Wellness, Club Grants and Disaster Relief.

Craig Boring, OIF Executive Director & Teri Davis, OIF President-Elect

Tell Your Story, Invitation to Spread Your Optimism Jefferson, 3rd Floor

1. Dynamic voices on power of words by telling a story
2. Why telling our story will attract more people
3. Telling my story
4. Ask the audience; What is your story?
5. Look at the art of story telling
6. Who would you share your story with that might change their lives?
7. How can we tell our story to help optimism grow. Advertise

Sandy Doyle, Susie Delay

Bring Some JOI to Your Club Roosevelt, 3rd Floor

Join the JOI Board to discuss how a JOI Club helps grow your Club and improve member engagement. This interactive session will show you some of the events that JOI clubs conduct and how Optimists can be part of these amazing activities. JOI has proven that we build leaders. This session will outline how JOI can help the youth in your community be the best they can be.

JOI Board

ARLINGTON EDUCATION EXPERIENCE

TUESDAY, JULY 4

11:30 a.m. – 12:30 p.m.

There's a Place for Everyone at Our Table Arlington, 3rd Floor
 Our world is a much smaller place. There is room for all cultures and we must all be respectful and kind.

Jessie Brar, Canadian model, public speaker, and mental health advocate

C.A.R.E. Washington Room, Ballroom Level
 The 2023-2024 Optimist International Membership Engagement Committee is presenting a learning opportunity about an exciting new program we're rolling out this coming fall. It's all about engagement of your current club members, celebration of club successes, and working to move your club forward and ensure a strong club that is active in the community for years to come. Engaged Optimist Clubs provide exceptional value to the youth, their communities, and their members. Strong clubs value their membership, and work consistently to improve the satisfaction of all members; existing and new.

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Membership Engagement Committee

Canadian Children's Optimist Foundation Lincoln, 3rd Floor
 Members who wish to know more about the CCOF are invited to attend this session. A question period will follow.

Canadian Children's Optimist Foundation

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YOUR FEEDBACK
IS IMPORTANT!



Workshop Evaluation