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Dear Convention Ambassador,

Congratulations on your appointment as the District Ambassador for the 2023 International Convention in Virginia!

I truly appreciate your willingness to serve in this very important role. Your efforts to communicate directly with Members of your District are critically important as we promote attendance at the

105th Optimist International Convention in Arlington, Virginia, July 2-5, 20023!

We look forward to working with you throughout the coming year. Now, it's time to expand upon your marketing efforts! Visit the convention page of the website for access to a promotional material including the first promotional video and links to information about Arlington, Virginia and the nation's capital. Links to travel planning, things to do, places to visit, restaurants & night life, and a visitor's guide. The International Marketing Committee is working on a second promotional video that will give the reasons why all Optimist Members should attend their international convention.

To book hotel rooms for the OI (adult) Convention at the Hyatt Regency Crystal City at Reagan International Airport, [click here](#).

Convention Registration will be open in early 2023.

Daily detailed event schedule forthcoming.

You can easily share this information electronically with your District Membership.

To ensure success, please consider the following ways to promote the Convention:

- Show/share the promotional videos at District Meetings, post on District websites, etc. These videos will help get members excited to attend!
- Contact your District Bulletin Editor and provide input for the District Newsletter
- Contact your District social media and webpage Chairs and provide convention details.
- Request time at District meetings, Zone gatherings, and Club Meetings. These are all great chances to show the various promotional videos and handout flyers.
- Encourage everyone to register online via the Optimist website and visit the convention page frequently for updates at optimist.org/convention (registration opens in early 2023.)
- Encourage everyone to make housing reservations early.

- Encourage members to bring their children and grandchildren and sign them up for the spectacular youth program.
- Watch for information in *The Optimist* magazine.
- Keep updated through social media.
- *Have fun promoting* -- play games, decorate, etc.

Promoting the Optimist International Convention provides you the opportunity to compete for one of three free registrations for the 2024 convention in Niagara Falls, Canada. These will be awarded the 2023 Convention. To receive an award, you must achieve one of the following goals, based on advance registrations from your District:

Highest percentage of Club Presidents-Elect pre-registered

Highest percentage of Clubs pre-registered

Highest percentage of people in attendance from a District

The local Ambassadors are not eligible for these awards due to the "home court" advantage.

The International Convention Committee (Chair Paula Reyling, Members Charlie & Gunar Neuman, Tony Edge, Laurie Ferris, Host Area Committee Co-Chairs, Susan Davis and Tom Wagstaff, Members of the Host Area Committee, and many others from other Regions are working hard to create an exciting and successful event. Working together, we look forward to offering Members and guests an enhanced Optimist experience!

If you have any questions or need additional information, please feel free to contact the Optimist International professional staff at (800) 500-8130 ext. 205 or email convention@optimist.org.

A **BIG** thank you for all your efforts in making the 2023 Convention a huge success!

Yours in Optimism,



Robert "Bob" McFadyen
2022-2023 Optimist International President

cc: 2022-2023 Vice Presidents and Governors