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Growth is More Than a Six-Letter Word

These are exciting times. You are just weeks away from taking the controls of your Optimist club for the coming year. For some people, they can't wait. For others, there is some uncertainty for what lies ahead. But regardless of where you stand, we believe growth will make your year more enjoyable, more fulfilling and will bring a level of energy to your club that it has not seen for a while.

This is your time. This is the time in which you can take Growth and turn it into a motivational tool. Anecdotal evidence abounds that shows people get excited when others who believe as they do join a cause. In this case, more people joining your Optimist club means more help at the next project, more camaraderie and more ideas to make your job as president.

This is your time to make Growth an avenue toward a healthier club by extending its reach into another community. You can target a nearby community where no Optimist Club exists, create a plan and then execute it in as little as two months to sponsor a new Optimist presence in a new community. New Club development is challenging yet fun and it leads, sometimes, to a lifetime association with people you otherwise would have never met had you not decided to "build" a new Optimist Club.

Regardless of whether it is a membership program to bolster your own ranks or an initiative to spread the Optimist message to a new community, rest assured the Growth Team at Optimist International stands ready to assist. We want you to be successful in your year as president and we have a myriad of tools available to help you.

So please consider growing your club and the organization in the coming Optimist year. We look forward to serving your needs.

The Growth Team

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Jim Boyd