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The Convention

Jeri and I have just returned from attending the Optimist International Convention in Atlanta. It was an informative and highly inspirational experience. I left the convention with three key thoughts and mindsets.



Terry Gorman, President

First and foremost – a tremendous pride in being part of an international organization committed to developing our youth, community, and ourselves. More than ever, our country, communities, businesses, families, schools, and organizations need what we offer.

Second – excitement about what our own Roseville Area Optimist Club is doing in our community. Our Civic Education and Engagement Initiative along with our Character Education and Development Initiative are “cutting edge” initiatives that other Optimist Clubs are talking about. We’re doing the right things.

Third – a renewed commitment to expand our outreach by growing in size, expanding our services, and increasing our effectiveness in our own Roseville Area Optimist Group. In addition, we need to help spark new Optimist Clubs in Minnesota and our neighboring states.

The Optimist movement is timely, is needed, and offers each of us the opportunity to be part of the solution, making things happen in our communities rather than sitting on the sidelines watching. As former President Teddy Roosevelt said, “We’ve got to get into the arena.”

Yours in optimism, *Terry*

Upcoming Programs

August 13 Cindra Kamphoff, Ph.D.

By popular demand, Cindra is returning to our Optimist group. She is a coach for high-level athletes and executives. She is a marathon runner. She wrote the foreword for our Optimist group’s book Voices of Optimism and an essay in the book “*What If Life Happens For You, Not To You.*” She recently was elected President of the Minnesota Chapter of the National Speakers Association.

Theme: “Resilience Beyond Grit”

September 10 Mark Weinsoff

Mark is the President of Optimist International. He retired from the University of California in Santa Barbara after 22 years as a Technology Manager. He received a Masters Degree in Psychology from Pepperdine University. He has been applying the Scientific Principles of Positive Psychology to Optimist groups for 25 years.

Theme: TBD

Roseville Area Optimist Club

700 Rosedale Tower
1700 Highway 36 West
Roseville, MN 55113-4015
www.rosevilleareaoptimistclub.com

Our Mission

To bring out the best in our youth, our community, and ourselves by providing hope and positive vision.

Our Vision

Optimists will be recognized as the premier volunteer organization that values all children and helps develop their full potential. Our vision also includes to grow in size, service and stature.

Our Values Statement

Optimism

We believe in the power of optimism and positive thinking, the purposes of Optimists International and the Optimist Creed.

Youth

We believe that the future of our communities and our society are in the hands of today's youth.

Community

We believe in community service and the positive impact that civic and volunteer organizations bring to our community.

Personal and Leadership Development

We believe in lifelong learning and are each challenged to continue to increase our knowledge and skills and to foster positive attitudes.

Every Member is Important

We believe that each and every member is important to our organization and that one person can make a significant difference.

Professional Relationships

We believe in the value and impact of developing positive professional relationships and the positive synergy and results that come from positive thinking people meeting with other positive thinking people.

Excellence and Quality in the Delivery Our Programs and Services

We believe that service is the reason for our being and strive to deliver quality programs and services in a highly professional manner.

Fiscal Responsibility

We believe that fiscal responsibility and the prudent stewardship of our financial resources is key to our credibility and stability.

Diversity

We believe in the positive value of diversity within our membership.

Adapting to Change

We believe that our organization must continually adapt to the changing needs and wants of our members – but not to compromise our mission, purposes, vision, and values.

Our WEBSITE – A valuable resource!

Thanks to Scott Plum for creating and maintaining our group's website:

RosevilleAreaOptimistClub.com

We have over 30 presentations of previous speakers. Each presentation provides great information and is Inspirational!



Power

Power is a popular and powerful word. Many books have been written focusing on power:

The Power of Positive Leadership - Jon Gordon
The Power of Character - Michael Josephson
The Power of Purpose - Richard Leider
The Power of Good News - Hal Urban

The dictionary defines power as: *“The ability or capacity to act or perform effectively.”* In reflection on the word and highly recommended books, we have a few additional powers to tap into:

1) The Power of Desire

All action starts with desire. Desire is the spark, desire is the ‘pilot light.’ Desire is about ‘the why.’ Napoleon Hill, Author of the classic book Think and Grow Rich says that *‘The starting point of all achievement is desire.’*

2) The Power of A Positive Attitude

Our Optimist Club’s overriding mission is to foster optimism and positive thinking – a positive mindset. Some say *‘attitude is everything.’* Hal Urban has said *‘Attitude is the control center of your life.’*

3) The Power of Good Habits

Attitude is about how we think. Behavior is what we do. Habits are key to our behavior. Good habits bring good results. Bad habits bring bad results. Psychologists say that 95% of our behavior is formed by habits. Dr. Stephen Covey’s book The 7 Habits of Highly Effective People is an effective road map for effectiveness. Jim Rohn, one of America’s most sought after success consultants, has said *‘The major accomplishments of life begin with the mastery of the small disciplines.’*

4) The Power of Confidence

Knowledge, skills, and a positive attitude are vital ingredients that lead to effectiveness and confidence. David McNally, speaker and author has said, *‘There’s no single human quality that more affected the outcomes of his children than confidence and commitment.’*

5) The Power of Wisdom

The wisdom of the ages is available through books and libraries, the Bible, the writings of Socrates, Marcus Aurelius, Abraham Lincoln, Teddy Roosevelt, and recent writers like John Gardner, Jim Rohn, Peter Drucker, Warren Bennis, and others are readily available to all. Let’s build on the power, the advice, lessons learned, and wisdom from the best of the past.

Another power – The Power of Choice is a tremendous power. We all make choices on where we invest our time, energy and money. A great book on choices is – Hal Urban’s Choices That Change Lives.

One last power – The Power of One. One person can make a huge positive difference!

Don

Don Salverda
 Past President
 Newsletter Editor

Quotes To Reflect On

"Character is destiny." Heraclitus

"A person of strong character is like gold – rare but invaluable. They can adapt, learn, and improve themselves. Make their character the primary object of your attention."

Robert Greene
Author – [The Laws of Human Nature \(The 48 Laws of Power\)](#)

"Leadership is a matter of how to be, not how to do it. It is the quality and character of the leader that determines the performance and results."

Frances Hesselbein, Author –
President of The Drucker Foundation

"I have been training leaders for more than thirty years, in more than seventy nations. I have concluded that the greatest obstacle to a leader's success is a deficit of character. Good character is like a security system for your life."

Dr. Myles Munroe
Author – [The Power of Character in Leadership \(How Values, Morals, Ethics and Principles Affect Leaders\)](#)

"The best women leaders tend to judge the quality of their organizations based on the quality of relationships within them."

Sally Helgeson and Julie Johnson
Authors – [The Female Vision \(Women's Real Power At Work\)](#)

"High performers spend more time with positive people than negative people."

Brandon Burchard
Author – [High Performance Habits \(How Extraordinary People Become That Way\)](#)

"Everything can be taken from a man but one thing: the last of the human freedoms – to choose one's attitude in any given set of circumstances, to choose one's own way."

Viktor Frankl
Author – [Man's Search For Meaning](#)

Our Board of Directors

President	Terry Gorman	651-955-7072 Gorman1745@gmail.com
Past President	Don Salverda	651-484-1335 donsalverda@hotmail.com
Secretary (Acting)	Craig Waldron	612-961-7443 waldronco@gmail.com
Treasurer	Zola Burns	651-600-6636 zolaburns@gmail.com
Directors:	Kevin Keenan	651-470-4489 Kevinkeenano0@gmail.com
	Lynne Megan	651-489-2595 lmegan@TSE-Inc.org
	Karen Schaub	651-604-3502 Karen.schaub@isd623.org
	Dave Bartholomay	612-868-7203 theleadershipgrowthgroup@gmail.com
	Patty Sagert	651-270-8618 pattysagert@yahoo.com
	David McKnight	612-990-6604 mcknightgroup@yahoo.com
Honorary Director	Mary Jo McGuire	651-331-1366 maryjo.mcguire@ramsey.mn.us

Our [Voices of Optimism](#) Book

In this book 69 members and guest speakers from our club contribute a story from their life experiences. Each story is relevant to readers of all ages to uplift and inspire

The book makes an inspirational and valuable special holiday gift.

One of our members provided 75 copies, one for each of his employees.

To obtain copies, go to our website at
rosevilleareaoptimistclub.com
The price is \$15, includes mailing costs.

Leadership Lessons Learned Seminars

Many of our Optimist members have exceptional backgrounds in leadership. A number have authored books and regularly provide speeches, seminars, and workshops to a variety of clients and audiences.

Recognizing the experiences, talents, and wisdom within our membership, the Roseville Area Optimist Club provides *for our members from our members – a series of **Leadership Lessons Learned Seminars.***

The sessions provide excellent opportunities to learn and challenge each other, to become better acquainted, and to make valuable connections.

The sessions are held from 2:00 – 3:30 PM the same day as our Optimist meetings. We are currently doing virtual (ZOOM) meetings.

Upcoming Leadership Lessons Learned Sessions:

August 13

Gary Havir

Gary is the President and Agency Owner of Educators Insurance Resources Services. For over 40 years Gary has represented Horace Mann specializing in working with educators. He is a strong proponent of schools and attributes a number of mentors for his business and personal success. He has received a number of honors and awards for his work. He is a charter member of our Optimist Club.

His Theme: “The Importance of Continuing Growth and Development, Adapting to Change, and Other Lessons learned in Leadership Roles”

Sept. 10

Reverend Bob Burmeister

Bob has been the popular Senior Associate Pastor at North Heights Lutheran Church for over 40 years. He is a St. Olaf College grad and received his Masters of Divinity at Luther Theological Seminary. He is active in the community and served as President of the Roseville Rotary Club. He is well traveled. His favorite book is the Bible as it still contains the words of life.

His Theme: “The Eternal Co-Pilot”

Our Book Discussion Groups

Charlie “Tremendous” Jones – a strong supporter of reading books – is quoted by saying **“You are today what you’ll be five years from now except for the people you meet and the books you read.”**

Our Optimist Club currently has three **Leadership and Personal Development Book Discussion Groups.** Each meets once a month on the week following our regular Optimist meeting – from 7:30 – 9:00 AM

Group I meets on Fridays - led by Dave Bartholomay

Group II meets on Thursdays – led by Kyle Bartholomay

Group III meets on Wednesdays – led by Kent Peterson

If interested, contact Don Salverda at 651-484-1335 or donsalverda@hotmail.com.

Recent Books that have been reviewed and discussed:

- 1) **The Power of Good News (Feeding Your Mind With What’s Good For The Heart)** By Hal Urban
- 2) **Trusted Leader (8 Pillars That Drive Results)** By David Horsager
- 3) **The Upswing (How America Came Together A Century Ago and How We Can Do it Again)**
By Robert Putnam
- 4) **Are You Fully Charged (The 3 Keys to Energizing Your Work and Life)** By Tom Rath

Our Civic Education & Engagement Committee

One of the country's challenges is that of providing civic education and engagement to our communities. Former Senator Dave Durenberger has said:

"I've long advocated for more intensive civic education from grade school through college that would reclaim the original purpose of public education, which was the responsibility of citizenship."

Our Optimist Club has formed a special interest committee to raise awareness of the need and to brainstorm possible potential projects or programs for our community.

Mike Ericson, charter member of our group, a retired city administrator and former President of the MN City/County Administrators, is Chair of the committee. Serving with Mike are Assistant Chairs: Craig Waldron, also a former president of the City/County Administrators, Dave Bartholomay, Mayor of the City of Circle Pines and Patrick Antonen, City Administrator of the City of Circle Pines.

The group meets monthly. If interested, contact Mike at 651-704-0397 or maericson@yahoo.com

Quick Committee Update

- 1) Committee is producing videos of interviews of selected practitioners and advocates. The videos are on our website (www.rosevilleareaoptimistclub.com) for viewing and discussion of social studies teachers, students, and the greater community. Interviews to date include: Dave Durenberger, former U.S. Senator; Dave Unmacht, Executive Director, League of Minnesota Cities; Luke Fischer, Associate Executive Director, League of Minnesota Cities; Craig Waldron, Ph.D., retired City Administrator; and Mike Ericson, retired City Administrator.
- 2) Recommended Readings:
 - (1) The Education For Democracy Report (available at www.eda@civics.org)
 - (2) Our Common Purpose: Reinventing American Democracy for the 21st Century Report (available at www.AMACAD.org/ourcommonpurpose)
 - (3) The National Commission on Military, National and Public Service Report – March 2020 (available at: www.inspired2serve.gov)

Our Character Education & Development Committee

Another of our country's major challenges is the development of character in our youth and to model character by our adults. Honesty, integrity, trustworthiness, morals, and other virtues of character are the 'Bed Rocks' of our country, healthy communities, and our future.

- 1) Former President Theodore Roosevelt said, ***"To educate a person in mind and not in morals is to educate a menace to society."***
- 2) Dr. Thomas Lickona, a national leader in the character education movement in his book Character Matters, says ***"For most of our nation's history, character education was at the center of the school's mission."***

The topic presents a challenging opportunity to spark action leading to advancing character education in the community and our schools.

To address this need and opportunity, our Optimist Group has formed a Character Education and Development Committee. We have held eight committee meetings to date.

Quick Committee Update

- 1) Committee met (via ZOOM) with Hal Urban, author, former teacher, advocate and national speaker on Character Education on July 7th.
- 2) Committee is promoting the Six Pillars of Character developed by Michael S. Josephson, founder of the Josephson Institute of Ethics and now part of Drake University.

If you are interested in the topic and possible participation in our committee, contact Don Salverda, Past President.

Membership

Membership is the lifeblood of our Optimist group.
We welcome guests to learn about our Optimist Club.

Who we are and what we do:

- 1) We're **part of an international organization** whose mission is to provide hope and positive vision by bringing out the best in youth, our communities, and ourselves.
- 2) We hold **monthly meetings** that are informative, relevant, and inspiring, featuring **high quality speakers**.
- 3) We make **new connections** and develop **new friends** who share our optimism, positive thinking, mission, and values.
- 4) We provide the **opportunity to participate** in a variety of programs and projects that further our mission.
- 5) We **welcome guests** to attend our monthly meetings to learn about our group.

My Why

[Sue Filbin](#) Writer and Designer

*"It has been one of the joys of my life to work with our club to produce our book **Voices of Optimism**. This book is filled with inspiring life stories and wisdom for those who read and share it with others. Cheers for the Roseville Area Optimist Club!"*

[Dr. Manny Steil](#) President, Communication Development, Inc.

"As a life long educator, writer, consultant, and speaker, I am proud to be associated with our Optimist Group. We feature many of the best professional speakers in the area and carry needed messages of hope, inspiration, and the value of hard work, strong character, and resiliency. Our group has much to offer every member."

[Darrel LeBarron](#) Former Active Architect, currently in Managing Properties

*"I am more than satisfied to be a founding member of the Roseville Area Optimist Club. I'm impressed with the high quality speakers at each meeting, my book discussion group, and the many high quality new friends and connections I have made through being in our group. We are truly an **Optimist family**. Speaking of family – my wife, Lynnae, has joined our group and shares my thoughts."*

[Mike Ericson](#) Retired City Administrator, Cities of Watertown and Hugo

"As a positive thinker and Optimist, I was excited to learn about the forming of the Roseville Area Optimist Club 4 ½ years ago and eager to become a founding member. It has been a great experience. Great speakers and new friends. I am particularly excited now because of our groups initiative to develop and increase civic awareness and engagement in our schools and communities. It's an honor to serve as Chair of the committee. The program promises to have a huge impact."

[Reverend Bob Burmeister](#) Sr. Associate Pastor, North Heights Lutheran Church

"I am pleased to be a member of the Roseville Area Optimist Club. I am excited about our speakers and their messages of hope, inspiration, integrity and character they bring to our meetings. I am excited to be part of our Character Awareness and Development Program we are launching. Character Development is of huge importance as we help to shape the values of our youth and future leaders."

[Al Gerdin](#) Retired Salesman & Sales Manager, R.L. Gould Company

"I joined our Optimist Club because I knew a number of our founders from our Rotary Club. They felt our Optimist group would complement our Rotary Group because of our closely aligned philosophies. I have not been disappointed. I believe strongly in the Rotary 4-way test and the Optimist Creed and Mission. Our speakers are inspiring. My new friends are valued and treasured. I look forward to every meeting."

Welcome New Members

Tom Esch

Tom is owner of Esch Consulting. Improving safety & productivity through communication & awareness.

Dayna Taylor

Dayna is the Director of Development for the Hand in Hand Christian Montessori School.

Ann Marie Collins

Ann Marie is the Executive VP of Savills. An English Real Estate firm establishing a local office in the Twin Cities.



CONGRATULATIONS – MARY JO

Mary Jo McGuire, a founding member of our Optimist Club and our elected County Commissioner serving Roseville, New Brighton, Lauderdale, and parts of Little Canada and Saint Anthony was elected 2nd Vice President at the National Association of County Officials. She is on track to be President of the group in two years.

This is a tremendous honor and opportunity for her. We are very proud of her high level of public service, leadership, track record of achievement, and strong interest in Civic Education and Engagement and Character Education and Development.

Congratulations Mary Jo – we are very confident you will do a great job in this new role!

[Book on the Optimist Organization](#)

Bringing Out The Best - The First Century of Optimist International
by **David E. Bruns** (written in 2019)

The author is a Past President of Optimist International. He is a judge on the Kansas Court of Appeals and a member of the Board of Editors of the Kansas Bar Journal. He is active in his local community and Chairs the Board of Directors of the Kansas District of the Lutheran Church – Missouri Synod.

Book is available at: www.optimist.org

Review of the Book

The Daily Stoic: 366 Meditations on Wisdom, Perseverance, and The Art of Living (Featuring New Translations of Seneca, Epictetus, and Marcus Aurelius)

By Ryan Holiday and Stephen Hanselman

(Book review by Don Salverda)

This book, written in 2016 is filled with wisdom and offers a daily inspiring message. It has been on The Wall Street Journal Top Ten Hard Cover Book Sales for the last several weeks.

The Authors– Ryan Holiday and Stephen Hanselman

Ryan is a best selling author. His books have been translated into nineteen languages.

Stephen is a graduate of Harvard Divinity School and has worked for more than three decades as a bookseller, publisher, and literary agent.

The Introduction

Stoicism is either unknown or misunderstood by many. The goal of the book is to restore stoicism as a tool in the pursuit of self mastery, perseverance, and wisdom.

1) From Greece to Rome to Today

Stoicism is a school of thought founded in Athens in the third century BC built on four cardinal virtues: Self-control, Courage, Justice, and Wisdom.

2) A Philosophical Book For A Philosophical Life

The book is built around the wisdom of three major figures of stoicism: Seneca, Epictetus, and Marcus Aurelius. The stoics were pioneers of the morning and nightly rituals: Preparation in the morning and Reflection in the evening. The goal of the book is to help us each live a better life. The book is divided into three parts – three disciplines featuring four months each. Each month has a theme. Each day has a relevant message.

Part I The Discipline of Perception

January – Clarity
February – Passions and Emotion
March – Awareness
April – Unbiased Thought

Examples of Relevant Messages

July 5 – No one said it would be easy
July 8 – Stop Monkeying Around
July 12 – Some Simple Rules
July 21 – When Good Men Do Nothing
August 1 – Don't Go Expecting Perfection
August 8 – Start Where The World Is
August 22 – Don't Sweat the Small Stuff
August 25 – Respect the Past But
Be Open To the Future

Part II The Discipline of Action

May – Right Action
June – Problem Solving
July – Duty
August – Pragmatism

Part III The Discipline of Will

September – Fortitude and Resilience
October – Virtue and Kindness
November – Acceptance
December – Meditation on Mortality

In Summary

The Daily Stoic is a popular, highly informative and inspiring easy read filled with wisdom that I believe can benefit the reader on a daily basis.

Listening Leaders Love To Learn Life Lessons

*A guest article by Dr. Manny Steil, President of Communication Development, Inc.
Known as the 'Ambassador of Listening' – The Founder of The International Listening Leadership Institute*

Listening leaders love to learn life lessons in their quest of developing life-long learning. Central to learned life lessons are learned listening lessons. Fortunately, for the focused listener, intertwined listening and life lessons abound. All one has to do is remember at least five listening lessons:

- | | |
|--------|--|
| First | No one is born a great listener. |
| Second | Over the course of our lifetime, listening ranks amongst our primary individual and collective behaviors. |
| Third | Although we listen more than we speak, read, or write throughout our lifetime, our school systems shamefully neglect instruction in listening. |
| Fourth | As a consequence, listening effectiveness is generally impaired at great individual and societal costs. |
| Fifth | With prioritized focus, individuals listening activities, skills, and knowledge can be enhanced with measurable results and benefits. |

To repeat: Listening is the predominant thing we do! We haven't been trained to do it! We don't listen well! It's costly when we don't and profitable when we do.

Most important, **listening can be refined and enhanced, and connects with all important life lessons.**

The following life lessons deserve special thought and action:

Life Lesson One begins with a simple individual learning fact: "If it's going to be, it's up to me!"

Life Lesson Two is even simpler. "Learning Life Lessons requires concentrated focus, commitment, and investment of time and energy." It is all about selecting desired meaningful destinations and making the journey.

Life Lesson Three recognizes the importance of identifying our individual personal strengths and limitations. It is imperative to follow the wise counsel of Socrates, "Above all else know thyself." Oak trees don't grow bananas and it all begins with the critical activity of paying attention.

Life Lesson Four calls for finding thoughtful, knowledgeable, skilled, effective and established role models worthy of emulation. Connecting with individuals who are willing to serve as mentors in one's pursuit of never-ending learning is a life-long challenge worth engaging. All successful individuals stand on the shoulders of giants; the task is finding and creating productive relationships with willing giants.

Life Lesson Five demands persistence and the unending willingness to never quit. Life-long learning based on life-long listening invites a relentless pursuit towards all desired identified goals. Simply put, life-long learners know no quit.

Ultimate Champion Listening Leaders combine their life-long love of learning and listening.

The Optimist Creed

Promise Yourself –

1. To be so strong that nothing can disturb your peace of mind.
2. To talk health, happiness and prosperity to every person you meet.
3. To make all your friends feel that there is something in them.
4. To look at the sunny side of everything and make your optimism come true.
5. To think only of the best, to work only for the best and to expect only the best.
6. To be just as enthusiastic about the success of others as you are about your own.
7. To forget the mistakes of the past and press on to the greater achievements of the future.
8. To wear a cheerful countenance at all times and give every living creature you meet a smile.
9. To give so much time to the improvement of yourself that you have no time to criticize others.
10. To be too large for worry, too noble for anger, too strong for fear, and too happy to permit the presence of trouble.

“Reflections on the fifth promise of the Optimist Creed”

by Dave Bartholomay

Promise yourself to think only of the best, to work only for the best and to expect only the best.

Sometimes our minds wander off of our optimism - and we are not **'thinking only of the best'**. We hear or see something that jars us, and we begin to worry, thinking that our world is going a bad direction. It's perhaps unavoidable that this happens to each of us occasionally.

But this is exactly where our Optimism kicks in. We realize this is a **short term** situation (not a long term permanent pessimism); that this too shall pass; and that we need to change our focus and redirect our thoughts. Because we believe deep down inside ourselves that each of us can work in a positive way to improve ourselves and the world around us.

To work only for the best - this is the challenge of our day. We need to accept that 'the best' is what is helpful and positive in **everyone's** life, not just in our own. And that includes those that are 'different' than ourselves. We become part of the solution by bringing hope and optimism.

I believe that when we think only of the best, and when we work only for the best, we can more often **'expect' only the best**. Why, because we have trained our self, we have modeled our behavior, to focus on 'the best'. Thinking 'best', working 'best', expecting 'best'. We pledge to be the 'best' **we** can be. To always do 'our' best for ourselves, our family, and, as Mr. Rogers would say, for the broader neighborhood.

So I ask you to take a look at your daily life. Think of how you approach the events that happen during your day, whether you are watching them unfold on TV or living them in your daily life. Are you focused on thinking, working, and expecting the best? If not, why not? Focus your mind, your attitude, and your behavior to always be the best you can be.

So Promise yourself...

**To think only of the best,
to work only for the best and
to expect only the best.**