
The Herndon Optimist Club 2009

**Where Are We Going?
How Will We Get There?**

Herndon Optimist Club

“The Future is not what is used to be.”

Yogi



Herndon Optimist Club

Who Are We?

What is Our Mission in the Community?

Youth Sports

HOYBaseball
HOYBasketball
HOYSoftball
HOYFootball
HOYLacrosse
HOYCheerleading
HOYBabeRuth
HOYFlagFootball

Big Money

Youth & Community Programs

Respect for Law
Sports Banquet
Partners in Education
Oratorical
All Night Graduation
Homes Tour Participant
Festival Marshal Help
FNL

Herndon Optimist Club

We do Lots of Things!!!

- Some Well
- Some Not so Well

But....Times Are Different!

- It is a Virtual World
- People Are Very Busy
- Time is a Luxury

In a Fast-Paced World a Map is of Little Value

Covey



Herndon Optimist Club

”What’s Needed is a Moral Compass”

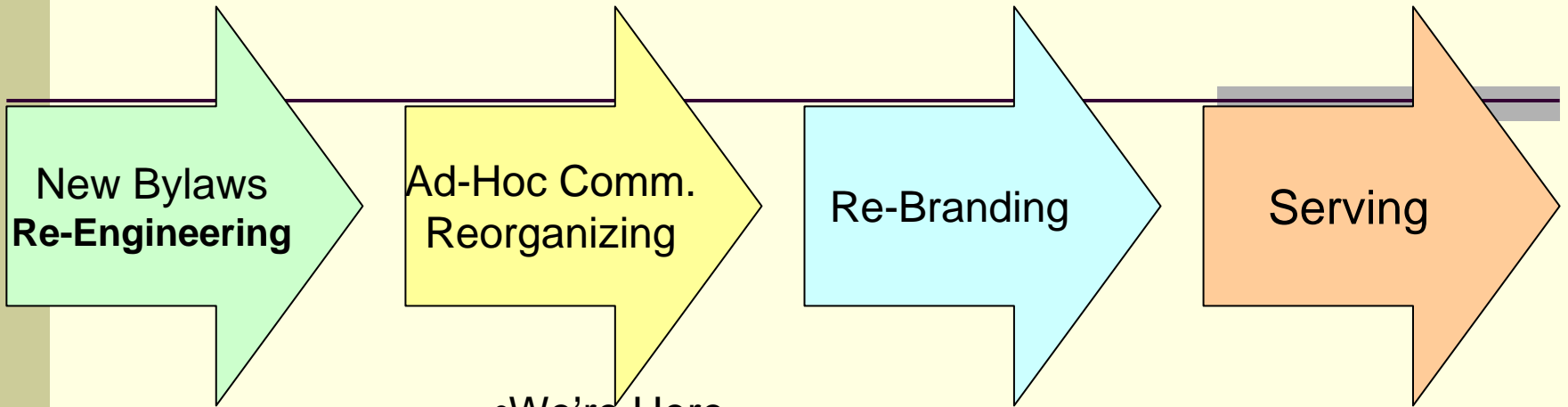
Covey



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Adding Value to the Community

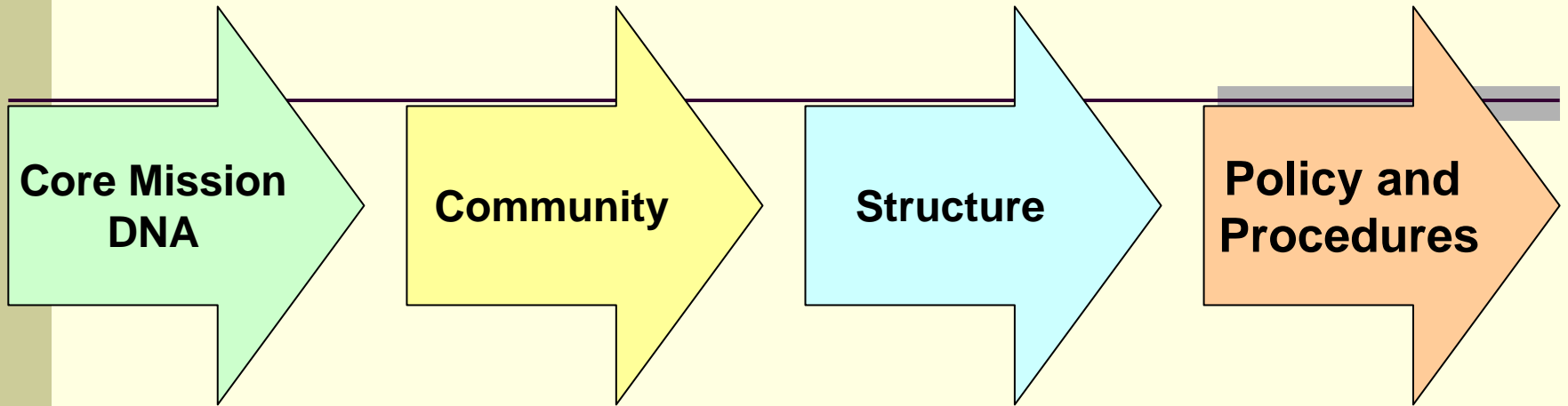
- to HHS and HMS (schools for example)
- to Educators
- to Police
- to Elected and Appointed Officials
- to Family
- to Youth
- to Community



•We're Here
Now (3/09)

How Will We Change?

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- Sense of Community
- Quality of Life
- Serving the Youth

- Board of Directors
- Executive Committee
- Membership
- Volunteers
- Community

Re-Defining our Brand

Herndon Optimist Club

- **Policy**

- **Must have:**

- **Core Values**
 - **Strategies**
 - **Vision**

■ **Procedures**

■ **Must be:**

- Aligned with Policy
- Freedom Based
- Tactical
- Volunteerism-Centered
- Synergistic

Won't You Get Involved in HOC Ad-Hoc Committees?

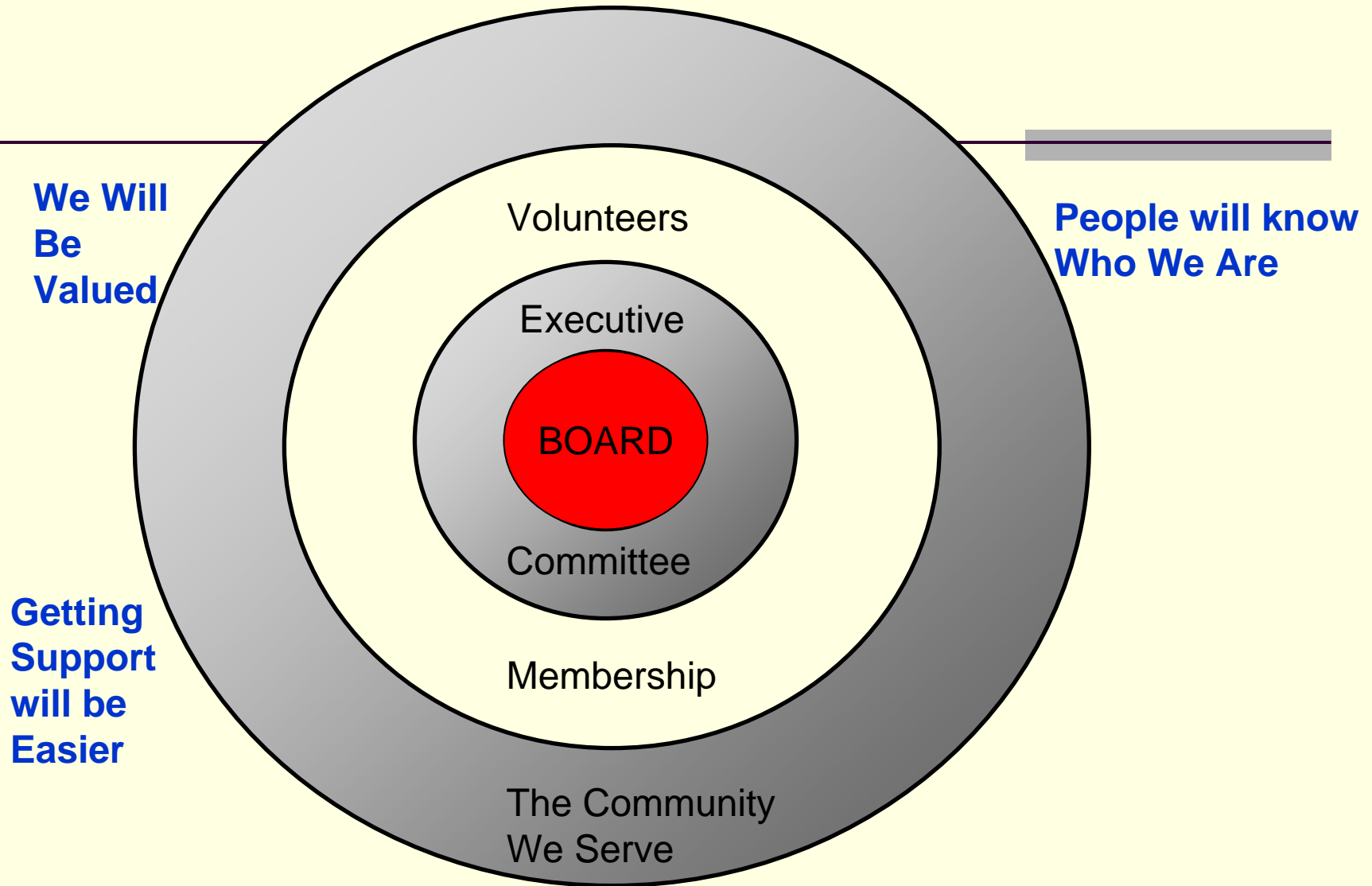
- Policy and Procedures
- Branding
- Field Needs Assessment
- Administrative Search
- Fundraising

SERVE

.....**And Over Time**

Herndon Optimist Club

Our BRAND will be Known and Valued



Herndon Optimist Club