

PROGRAM – May 29th – by Bob Bailey

Jim Stockman introduced our speaker, Don Gilante, Director of Corporate Wellness at the National Institute of Fitness and Sport in Indy (where Jim's wife, Sandy, works). Don's topic was the Economy of Fitness.

His responsibilities include working with companies to try to get them to invest in wellness. Investing in wellness can go a long way in reducing health care costs for Indiana companies. Indiana, unfortunately, ranks in the top ten states for health care costs, so companies should be interested in the programs he is promoting.

You can invest in your own health by walking 30 minutes/day or 10,000 steps and also by diet. In that regard, measuring body fat is a good indicator of whether or not you are considered obese. His statistic: 60% of Indiana residents are considered obese, is a shocker. A side comment: Wellness makes sense from another perspective – getting sick is going to cost more in the future and our health care system may not be as good as it is today.

Board News

A message from President Barb Milton and President-Elect Bill (Billy) Myers. Four members were recently elected for the incoming Board of Directors for the 2009-2010 Optimist year which will begin October 1, 2009.

Elected were:

- Amber Buchanan
- Trisha Jones
- Charley Koehler
- Jim Stockman

President-Elect Billy is currently attending the OI International Convention in Florida. We are sure he will return with an exciting plan for the new Optimist Year.

Meantime, we have about 3 months left in this Optimist year. Still lots to do and members to recruit. Let's all help the Club to help Indy's youth!

Program – May 8th – Bob Bailey

***"Made To Stick--Why Some Ideas Survive and Others Die"*
Here are 5 Cool Ideas for making your message stick ...**

SCHOLARSHIPS FOR SCHOLARS IN 2009

If we were unduly concerned about the future of our country, we needed to go no further than the Scholarship Award presentation to the Arsenal Technical High School graduates who attended our meeting along with Mrs. Robinson, the Vice-Principal.

Their brief comments, which were actually part of their application for the scholarship, convinced me that these students are the best of the best and our future in their hands will be brighter.

The following students were awarded a \$600 scholarship and their college or university of choice is listed:

- Paola Montes DeOca--IUPUI
- Lovester Posey--Tuskegee Institute, Alabama
- Uriel Omar Gama-IU, Bloomington
- Fatemah Abdull Kareem--IUPUI
- Emily Lucas--Butler University
- Kelly Fritz-University of Wisconsin, Milwaukee

Many thanks go to Charlie Koehler who was and is the originator of this program and supports it with funds. Charlie could not be present because he recently had knee surgery. You would have been proud of this group, Charlie!!!

1. Persuading is easier than convincing.

Try to craft messages that get your audience involved. You can, of course, *demand* attention, but it's better to attract it. Use this approach with your team, customers and family members.

2. Practice by speaking in proverbs.

A proverb is a short sentence that is long on meaning. When pitching the movie "Speed" a few years ago, producers referred to the concept as *"Die Hard on a bus."* Proverbs help brand your product or service. Everyone recognizes "the low fare airline" as Southwest.

3. Go for the old brain, not the new brain.

Of course, important messages need to be content-laden. But do they need to be delivered as a 50-slide PowerPoint show laced with statistics and techno-speak? This approach appeals to the brain's neo cortex, but the stickiest messages access the brain stem, which processes good old-fashioned emotions like comfort and fear.

4. Statistics are usually boring.

It's one thing to state, "Thousands of people have been killed by sharks," but far stickier to state that, in America, you are 300 times more likely to be killed by deer than a shark.

5. Less is the new more.

Products like TV remotes and PDAs often suffer from what electronics designers call "feature creep." When creating your sticky message, don't forget to edit.