



The Downtown Optimist Club & Joshua Academy

Bringing Out the Best in Kids

OFFICERS

President, Ezra Flowers
 Vice President, Charles Neal
 Secretary, Anisah El-hin
 Treasurer, Rickey Boyd

May 2011

Ms. Decker, Executive Director
 Joshua Academy

 Gary Burk, Advisor
 Downtown Optimist Club

PROGRAMS

5/9	Planning Lock-In
Lock-In 6:30 p.m. 5/13 until 9:00 a.m. 5/14	
5/16	Field Trip

The Field Trip planned for April 25 was cancelled because of bad weather.

Today, May 2, Meagan Meadors, Program Manager for Junior Achievement of Southern Indiana, instructed the students in the topic Money Matters. Meagan oversees Southern Illinois, Posey County and Vanderburgh County. She also is the Grant writer for Junior Achievement.

The topic was Sharing, Spending and Saving. Since the JOOI Club will be raising money from two areas, School Book Store and the Lock-In, she reviewed Marketing Strategy. She used various candy bars and what the consumer likes and dislikes about them. It was great to hear the questions from the kids.

Meagan talked about Free Enterprise and how the system works. The question of oil supply and demand verses cost and speculation. Not sure they got the concept, but it will fall into place later in school.

The last subject Meagan discussed was advertising, and the kids did get this concept. She informed them that Evansville is one of six locations throughout the country that is designated a Marketing Research city. The old saying is, "as Evansville goes, so goes the country", after research on Presidential elections.

One surprising item, a student brought up was that the generic cereal her mother buys tastes better than the name brand, but the generic was more expensive. After some discussion, it was determined that there was a packaging difference that made the price appear higher with the generic brand.

After the meeting, each student was presented with a certificate of completion, "More Than Money" program with Junior Achievement.

Ms. Decker reported the sales for the first day of the Book Store, and she was pleasantly surprised at the amount of income.

Profit from the Lock-In will go to the Riley's Children's Hospital in Evansville.

President, Ezra Flowers, led the members in reciting the Youth Code.

The Downtown Optimist Club had a big JOOI Club which was founded in 1929, and by 1935 they had 51 members. It was called the White Eagle Club. A few years later, they sponsored three more clubs. The Downtown Club had a clubhouse on Optimist Drive, which is located east of Mesker Park.