

# EXCHANGE *Today*

#ExchangeFitsCommunities



## FALLING TOGETHER



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# #ExchangeFitsCommunities

## GROWTH PROGRAM

This reboot of the #ExchangeFits growth program reflects how Exchange Clubs are responding to our new environment and their roles within communities!

Your Exchange Club\* will win a new bannerstand branded with its own logo and website address for achieving this simple goal:

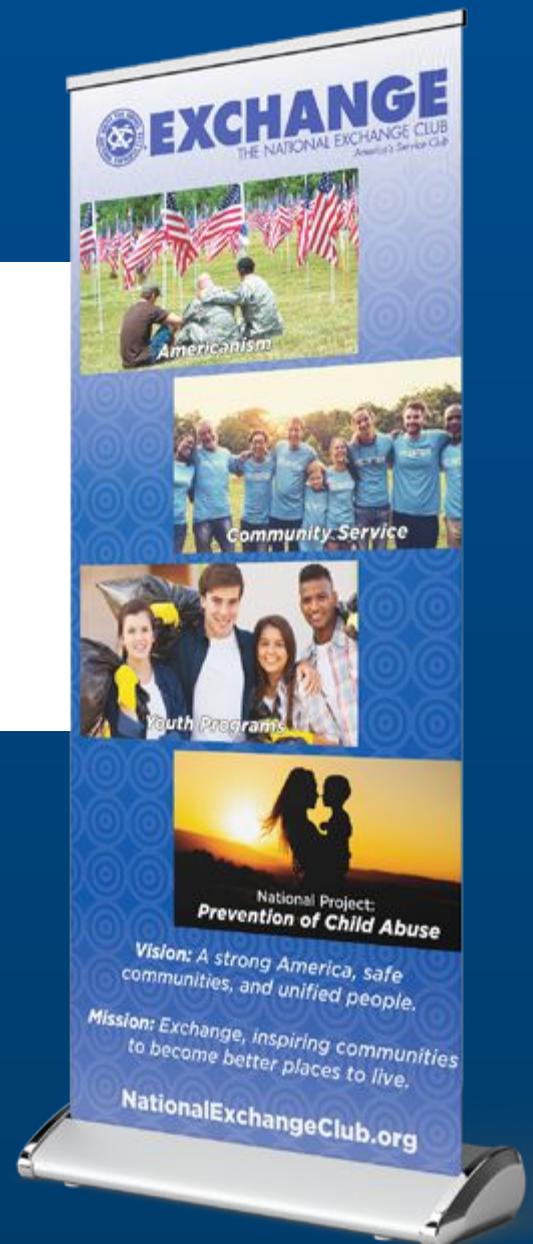
### July 1 - December 31

## Recruitment Goal

- **Small clubs (29 or fewer members):**  
4 NEW members
- **Medium clubs (30 – 74 members):**  
8 NEW members
- **Large clubs (75 or more members):**  
12 NEW members

Additionally, each club reaching its recruitment goal will be entered into a random drawing for one free 2021 National Convention All-Events Package. One package will be awarded in each club size category.

\*Exchange Excel and Collegiate Clubs are not eligible.



FALL 2020

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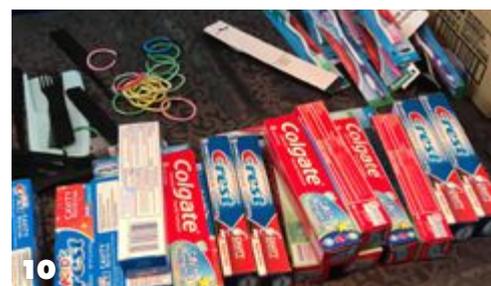
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Join us on Social Media!



# Mark your calendar and make plans to join us in July 2021!



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## EXECUTIVE OFFICERS

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**Chief Executive Officer** Tracey Edwards  
**National Treasurer** Barbara Orr  
**Imm. Past National President** Russ Finney

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**Region 2** Leif Welhaven  
**Region 3** Dawn Partner  
**Region 5** Michael Reichek  
**Region 6** Denise Strub  
**Region 7** Jennifer Sweney  
**Region 9** Kim Prado  
**Region 10** David Johnson  
**Region 11** Billy Wineholt  
**Region 12** Joe Dudek

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**Imm. Past President** W. Marc Schwartz  
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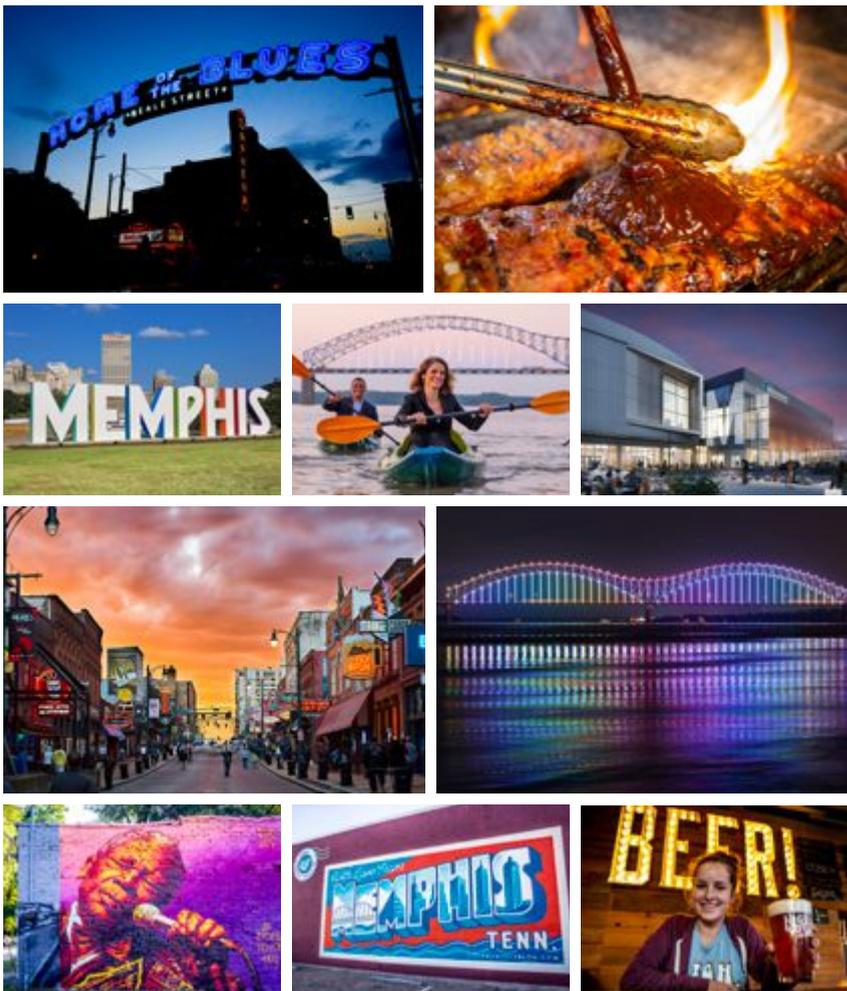


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A Message From  
**Kathy Mize,**  
National President



I am humbled and honored to be serving as your National President. This is not a responsibility or privilege that I take lightly, but rather one that I commit to with passion, dedication, and a strong desire to continue a legacy.

As we begin our second quarter in Exchange, we continue to experience unprecedented times and creating our 'new normal'. We must be creative and utilize all methods of communication available to us to stay connected. It is critical that we focus on what we CAN do as opposed to what limitations we face. I have been so excited to see new clubs formed virtually, members inducted, and amazing service projects being done all over the country during this time of crisis.

Not only is there the pandemic, but there is so much unrest, violence and hatred being displayed every day. We as members of The National Exchange Club have a motto that is Unity for Service and a Mission of inspiring communities to become better places to live. Our country needs Exchange TODAY more than ever. We are the great unifiers and just the organization that can bring about unity and social justice for all.

You have heard me refer to the word GRIT for the past year or so. GRIT is having determination, passion, resolve, commitment, and the ability to fall ... and fall forward, and to fail and get back up...EXCHANGE has GRIT! We must focus on the "T" in GRIT!

T – Time is NOW, TODAY. We must not wait until this crisis is over, but rather be leaders in bringing our communities together – especially now. I challenge each of you to be engaged and involved in every level. To share Exchange with everyone you know ... give them the gift of Exchange. Our focus on family, community, and country is one that must be shared. I envision a country that KNOWS about Exchange, is impacted and changed by Exchange, and where we are the LEADERS in the prevention of child abuse.

My fellow Exchange Club members, this is OUR CALL TO ACTION! Together, we must grow The National Exchange Club – not just for numbers sake, but because our communities need us. Our efforts will strengthen our communities, and honor our youth, those who have served and sacrificed, and those who protect children. Again – the TIME IS NOW! ask that you join WITH me and together we will move our Mission forward, grow this organization, and recommit ourselves to Exchange. I am honored to serve for you and serve with you!

Yours in Exchange,

Kathy Mize  
2020 - 2022 National President

## A Message From **Tracey Edwards,** CEO

It has been so great to see so many clubs embracing the virtual meeting space, and inviting us to join! The virtual meeting allows clubs to host speakers and guests from anywhere, and to invite people who were previously unable to get to a live meeting during their workdays. We see a renewed commitment to Exchange, our fellow members, and our communities. And, it's given us an opportunity to evaluate what's working in our clubs and to make changes that we knew were due, or overdue, anyway.



The past few challenging months of the COVID-19 pandemic, strife in communities, and a divided political landscape in an election year have shaken our daily lives. We have work to do. At the end of tough times comes renewal. Exchange's future is bright, as communities need Exchange Clubs more than ever to bring them together, in Unity for Service.

National Headquarters and your leadership have not taken a "wait and see" approach – we have not waited for things to get better; rather, we have adapted in order to better serve members like you, and to help clubs highlight their value to community leaders. Now is your opportunity to bring people together and to address the needs in your community. Talk with your club about using this time to open new doors and make new contacts.

Exchange's National Day of Service, October 24, gives us all an opportunity to do something together; tailored for our own community's need, of course. It's a time for a renewed effort and to do something on the same day to showcase the collective and powerful impact of Exchange. Don't be a spectator, be a participator! I hope you will join me and Exchange Clubs nationwide in making October 24 a special day for Exchange; one that blows up on social media!

Exchange is a powerful and united force guided by a genuine care for all people. I can't wait to see your care in action, in Unity for Service on October 24, and beyond!

Yours in Exchange,

A handwritten signature in cursive script that reads "Tracey Edwards".

Tracey Edwards  
CEO

# 2020 Court of Honor Inductees

We are proud to announce The National Exchange Club's 2020 Court of Honor Inductees!



Marjorie E. Evans



Thomas E. Karnes, Sr.



Anne Marie Logue



Margie Miller



Barbara A. Orr



McKenzie "Ken" Roberts



James Ruzon

The annual Court of Honor Induction Ceremony will be hosted in Spring 2021, on a date yet to be determined.

# Coming Soon to Exchange ... New Clubs!

There is much to be inspired by in Exchange these days – especially those stories of clubs and members who are successfully recruiting and building clubs. [#ExchangeFitsCommunities](#)

**Exchange Excel Club of Lee County High School, Leesburg, GA**

**Sponsoring Club: Exchange Club of Albany, GA**

**Club Opening Event: November 2020**

The Exchange Club of Albany, GA, was asked by the Lee County High School to start an Exchange Excel Club at its school and members of the club, “jumped on it right away,” said club builder Barney Knighton. The Exchange Club of Albany was already connected with the school in many ways, as members have family in attendance and assist in the parking lot at football games. Knowing the importance of branding the club, the volunteers sported their popular, and stylish, orange shirts with the club’s name and Emblem at all events! Having a good advisor was important to the club’s success and school counselor Luann Bloodworth has worked with the club to lead in this endeavor. Ronald Hill, assistant principal and band director, is also assisting in building this club, as he knows firsthand the importance of Exchange in the community.

Members of the Exchange Club of Albany set up an information booth last spring at the school’s ‘rush day’. Members brought Time out Teddy, brochures, and signup sheets. Students gathered around Time Out Teddy and were positive about joining Exchange. Six students, including some grandchildren of current members, signed up that day. With schools closing early due to the COVID-19 pandemic, school clubs were put on hold.

“So, this year we re-contacted the school’s administration and were able to be a part of a virtual rush day this fall,” said club builder Fussell Hughes.

The club is getting ready to represent itself, with the help of Exchange’s National Headquarters staff, and is creating a video and organizing photos from last year’s event. The plan is to quickly recruit six leaders, so they can then recruit ten of their buddies. The club has agreed to stay on top of follow-up with the advisor and student leaders so a charter can happen by November. With students as the best recruiters, club builders felt it would be best to establish six leaders to continue to recruit after rush day.

“We need to keep up with the times, with a new way of doing things; going forward we see the trend of using Zoom and videos to reach more students quicker,” said Barney.

**Tips from the group:** Don’t give up, keep plugging away, prepare for bumps, timing is important and stay connected!

“New Clubs don’t just happen overnight – we just need to keep working,” Barney added.

This club building team plans to split up and make assignments; possibly splitting into groups of two, guaranteeing that one Exchange member will be present at every meeting.

The Exchange Club of Albany has sponsored the Collegiate Exchange Club of Albany State University, GA; but, this will be the first Excel Club it has built!



### Exchange Excel Club of Pasadena Memorial High School, Pasadena, TX

**Sponsor: Exchange Club of Pearland, TX**

**Club Opening Event: November 2020**

The Exchange Club of Pearland, TX, recruited 13 students from Pasadena Memorial High School last spring. It was a great start to building a new Exchange Excel Club in the school! Madee Blizzard, a student at the high school, along with her mom Melissa, a member of the Exchange Club, worked diligently with the school advisor to recruit just a few more members. The club's approval was pulled by the school's administration shortly before COVID-19 shutdowns.

This slow down did not deter club builders, as they are regrouping with new ideas and updated school information on how the school is handling virtual and hybrid options for students. Fortunately, none of the 13 students who were interested in joining the Excel Club were seniors, which means they are still able to join this school year. Club builder Debbie Hebert has forwarded the school principal a tool that outlines the value of Exchange Excel Clubs – socialization, development of leadership and organizational skills, and continuation of community service – all of which are good qualities to list on college applications.

The Exchange Club of Pearland was endorsed by the local police department, which wrote a recommendation letter that included the extraordinary efforts the club has demonstrated to reduce child abuse in the community. The club is excited to continue on with Zoom and other technology to keep the students connected during breaks and over the summer. This club will make history in the school as the first virtual club built using technology to make a difference in students' lives and in the community.

Debbie envisions this club as partnering with the sponsoring club on local projects to feed the community and more.

Madee, the club's student representative, has already donated her time at the Annual Community Baby shower, during which donations were made for Sarah's House, an emergency shelter supplying meals, clothing, and basic necessities for homeless women and their children.

The club discussed Programs of Service to include Community Service projects and Exchange's National Project, the prevention of child abuse. As a member of the Exchange Club, Madee's mom has been her inspiration, and Madee has also experienced Exchange's national convention.



### Upcoming Exchange Club in the Alabama District

**Sponsor: Collegiate Exchange Club of Huntingdon College, AL**

**Club Opening Event: November 2020**

This new club is being formed by the current Collegiate Exchange Club of Huntingdon College, AL, with the charge being led by former students of the school. As Huntingdon College alumni who are now scattered all over the state of Alabama and across the United States, they are young professionals looking to continue on with Exchange. Since its charter in 2011, members of the Collegiate Exchange Club have attended many National Conventions and have been seen engaging in all events! Maureen Murphy, current District President of the Alabama District Exchange Clubs, has guided them as the club's advisor over the years. This new club's focus is to recruit alumni from the college, as well as former Exchange Club members.

Amber Shirley, Past-President of the Collegiate Exchange Club of Huntingdon College and current medical student at DeBusk University, was also a 2019-2020 National Exchange Club Distinguished Club President winner and is now one of the club builders for the new club.

Currently, there are ten members and those leaders are looking to recruit only a few more to start this new club with a projected charter date of November 15, 2020. More Zoom meetings will be set up and this club will run entirely virtual for most of its meetings and events. There will be business networking of young professionals and guest speakers, some of whom are alumni from the college who are now living in Alabama and outside the state. A variety of professionals successful in their fields will be obtained as speakers. Members can look forward to having alumni and business professionals from the greater Alabama area and throughout the country as speakers. Using Zoom will enable the club to obtain these speakers on a national level. Meetings will also be easier to attend virtually for business professionals unable to travel to traditional club meetings.

Service projects will focus on communities within the state of Alabama. The first project is to honor healthcare workers. "With this being a topic of today and many alumni in the healthcare field, it just seemed to fit," said Maureen. They will choose a one day to honor them, and feed their minds and bodies with lunch, supplies, and other ways to ease them. "Many workers don't even take lunch," Maureen followed up.

The club will be focusing on current needs of the communities as they arise, and they are also looking at the food needs. "We have a very large state and there is much need in the communities, especially focusing on food access; there is lack of food with those who have never had the need before," said Maureen.

With national speakers, virtual meetings and events, and young professionals, this is the making of a great new club!



### Exchange Club of Cary, NC

**Sponsor: Exchange Club of Swift Creek Township, NC**

**Club Opening Event: November 2020**

Exchange Club of Swift Creek Township, NC, is sponsoring a new club in Cary, NC. The club builders had recruited ten members last spring and are working to get more members established this fall. First-time club builders Archie Hobbs, current North Carolina District Exchange Clubs President; and Laurie Lund, North Carolina District Exchange Clubs President-Elect are working with the support of Past District President Nancy Wakeley and Volunteer Field Representative Dan Wakeley. With this strong leadership team, it is sure to be a success! The team is working with members to establish a focus that will attract members. Exchange's National Project, the prevention of child abuse, and Americanism were discussed, along with the many Community Service projects that are needed in the area.

"We need to focus on what the members would like this club to be in the community," said Archie.

The club has already participated in the Field of Honor in Raleigh, NC, in September 2020. These members and club builders understand the importance of recruiting members at the Exchange events. The club obtained two prospective members for the new club in Cary at this event.

The Exchange Club of Cary is establishing the meeting time and has been adjusted a few times for members. The club plans on meeting via Zoom and when its restaurant meeting location reopens, members will consider a hybrid meeting of both Zoom and in-person with social distancing. Again, focusing on the members, time, date, and location of meetings will be decided by club members. Members would like to continue to meet early enough to attract the working group. "We are now meeting via Zoom and have continued to focus on meeting weekly to build the club's momentum to charter in November," said Archie. "We feel that this is a reasonable goal, although we have lost some member interest from last spring and will need to recharge and build up prospects again." Many of the initial contacts for prospective members were made at the local fitness center, through a church directory, and through sponsoring Exchange Club members who live close to Cary.

"We depend on our surrounding clubs to get the word out that there is a new club in town, along with personal email and phone calls". The team is currently working with a list of 75 prospects and building from there. "We want those who have a giving heart and want to spread that in their communities," said Archie.

The Field of Honor event was close to a flag sell out and was a successful event that attracted prospective members. The mission was to host an event that would get Exchange's name out in the community, while benefiting others. "Every event should have a recruitment and club building factor. There were three TV stations and Facebook overload!" said Archie.

"Every town needs at least one Exchange Club to make communities better places to live!"

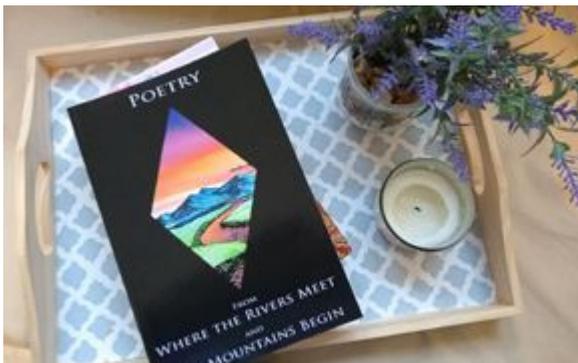




**The Exchange Club of Hanover, PA**, held a highly successful first Drive Thru - Back to School Supply Giveaway on Thursday, August 20, 6-8 p.m., at the former Weis Markets Building on Baltimore St. in Hanover. Recipients did not have to get out of their vehicles and social distancing was observed. Members and volunteers filled 490 #ExchangeCares bags ahead of the event!



In June, members of the **Exchange Club of Scottsdale, AZ**, assembled 50 kid-friendly emergency bags for children needing to be removed from their homes by police for reasons of domestic violence or child abuse. These were donated to Scottsdale PD, along with huge bags of stuffed animals from AZLEOS (Arizona Law Enforcement Outreach and Support), for use in the Family Advocacy Center and on calls where stuffed animals might help comfort children. The club also included a blanket in each bag!



**The Exchange Club Family Resource Center of Rome, GA**, has published a collection of poetry aimed at increasing awareness of child abuse and promoting poetry. The collection was gathered through contest submissions last year and is titled *Poetry from Where the Rivers Meet and The Mountains Begin*. It is an 88-page book that contains 55 poems contributed by 22 local poets, which is available for a donation to the Family Resource Center by calling 706-290-0764 or by emailing [Kathy@exchangeclubfrc.org](mailto:Kathy@exchangeclubfrc.org).

# CLUBS STILL IN ACTION



**The Exchange Club of Isle of Palms, SC**, hosted more than 70 anglers at its newly built pier to benefit the Carolina Youth Development Center (CYDC), a residential group home for youth victims of abuse and neglect, and Vantage Point Foundation (VPF), which supports post-9/11 military veterans. The tournament took advantage of the naturally socially distanced activity of fishing to raise more than \$11,000 for the two organizations. Perhaps even more beneficial was the opportunity for the youth from CYDC and the vets from VPF to spend the beautiful day together fishing, kayaking, and bonding.



The Exchange Club of Lima, OH, donated \$5,500 to local groups and organizations on August 17 for the welfare of children and prevention of child abuse. “It’s just crucial that service groups like ourselves are still able to raise the funds to give these local organizations, so that they can continue to do what they do in the community. It’s important and we’re just really blessed that we are able to do that this year and all the years we’ve been able to do so in the past,” said club president Sarah Stevenson.



The Exchange Club of Greater Newburyport, MA, displayed more than 300 American flags at the Bartlet Mall September 9-17 in special tribute to healthcare workers, first responders, essential workers, and those affected by COVID-19. The club’s 11th annual Field of Honor, it was a memorial which honored a “different type of hero” and recognized the amazing sacrifices people have made this year. The event concluded with a virtual ceremony with each honoree’s name being read aloud.



In lieu of its always-popular and lucrative Ribfest fundraiser, which was cancelled this year, the Exchange Club of Naperville, IL, offered Ribfest-branded facemasks to anyone who made donations of \$35 or more, and two masks for \$50 donations. The donations were tax-deductible and supported the club’s efforts toward ending child abuse and domestic violence. Additionally, to help supplement lost funds, the club hosted its first-ever ‘Around Naperville’ car scavenger hunt on August 22. Families participated by exploring the Naperville area from the comfort of their vehicles and earned points by answering clues, taking selfies, or collecting tokens. Registration was \$25 in advance and \$30 the day of. Prizes were awarded for most clues solved, for best-decorated car, and to the organization/group with the most attendees.

# Action!



# Recruiting in a Virtual World – GET PERSONAL!

**Recruiting is done every day while working, socializing, and going about our daily lives. But, how can this be done in the world in which we are living today?**

The answer might surprise you, as the keys to successful recruiting aren't much different than they have always been! Your Exchange Club should continue to focus on quality meetings and 'gatherings' – whether virtual or socially-distanced – that revolve around good content and memorable speakers. Continue hosting projects, albeit a bit different than in the past – which also makes them more intriguing to prospective members. And, finally – as always – evaluate the impact your club is making in your community and for your fellow members. Everything around us has changed, and so must Exchange Clubs ... we cannot be square pegs when communities have become round holes.

Communities, members, and prospective members still need some of the things they needed before; some things are still 'business as usual'. Exchange and the United States both have great histories of surviving, then thriving, in uncertain times. It is now our turn to take the reins and forge ahead.

## First consider the needs of your members, as they are the same needs of prospective members:

- Local businesses need networking; contact businesses that can benefit from your club's support;
- Survey members' personal, social, and business needs;
- Identify groups, organizations, and members within the community who have a connection to your own club's members - those who are reaching out to make a difference and could use a supportive partnership.

In a virtual world, social media is more important than ever! Be sure to use your club's Facebook, Twitter, Instagram, and other networking accounts to demonstrate your impact. We know that even a small club can have a big presence in a community ... let it be known! This will appeal to prospective members and the community.

## A few tips:

- Complete the groundwork and get organized
- Commit to investing the time needed to recruit new members.
- Freshen up the growth committee and polish up the process.
- Get the entire team involved - Share, share, share Exchange! Leverage the personal networks of your members. Ask members to reach out to social media connections and identify others with similar values and community-based focuses.
- Include prospects - Invite prospective members to club meetings and events, whether virtual or otherwise. Be sure to inquire about their interests to peak their curiosities and find the right fit.
- Continue projects - Continue to show value of your club by working on meaningful projects to help communities.

## Try this:

- Simplify the application process; use online applications and payments.
- Create an incentive recruitment package for sponsors/new members.
- Use The National Exchange Club's #ExchangeFitsCommunities recruitment incentive to help the club earn a custom club bannerstand.
- Utilize the 'Join Exchange' video located on Exchange's website, and recruiting brochures, located on the Member Resources section of the site.
- Keep a current prospect list from which the club can work; include 'club connections', such as speakers, parents of youth winners and local Exchange Excel Clubs, donor recipients, meeting/event location contacts, veterans, etc.

As always, we want to encourage the exchange of ideas – the founding principle of our great organization more than 108 years ago. If you haven't already joined the Exchange Club members Facebook page, you are invited to do so – and get involved in engaging conversations about topics such as this!



# **FALLING TOGETHER**

– National Day of Service **Saturday, October 24**

**As the country enters this season of change, Exchange Club members should consider needs of our of communities as they begin to open back up.**

- There may be a greater demand at your local food bank.
- Is the local homeless shelter now able to collect items?
- How are your local schools doing ... do they need learning supplies, masks, sanitizer, etc.?
- Have any community members been adversely affected and are now in need of some help around the house?
- Are club members able to go donate blood?
- How are your local partners doing – could they benefit from some extra volunteers or resources?
- Plan an online book reading for elementary-aged students.
- Reach out Exchange Club Centers for the Prevention of Child Abuse, and other prevention centers, to offer assistance and continue strengthening club-center relationships!



**This year for Exchange's National Day of Service, let's come together in a united effort on October 24 to show how #ExchangeFitsCommunities!**

**Be sure to post your photos and videos with #ExchangeFitsCommunities!**

**#ExchangeFitsCommunities**

# AWARD WINNERS

2020 VIRTUAL NATIONAL CONVENTION

## National A.C.E. of the Year

*Gail Johnson*



## National Youth of the Year

*Tori Orcutt*



## National Legacy of the Year

*Baleigh Childress*



## Volunteer Field Representative/Year

*Sharon Droste*



## Exchange Club Member of the Year

*Tom Helligso*



# HIGHLIGHTS

Exchange's 102nd National Convention, July 24-25, was unlike any other – similar to the year 2020! Rather than meeting in-person at an amazing venue scouted, vetted, contracted, and coordinated with over the course of nearly two years, attendees and National Headquarters staff interacted and celebrated from the comforts – and safety – of their own homes.

Given that we have all learned to adapt and go-with-the-flow, Exchange's first-ever Virtual Convention was readily and excitedly embraced as an opportunity to continue a tradition that so many members look forward to each year, or perhaps had been anticipating as first-time attendees. It was also a delight to learn that a large number of participants had actually joined the convention due to its virtual platform.

Understanding how a three-day, event-full occasion can be transformed into an online experience does require some out-of-the box thinking– by participants and planners alike. The 2020 National Convention was essentially split into three categories: ballroom events – which included award presentations, the keynote address, the One National Under God Celebration, the National Project Luncheon Celebration, and the National Officer Induction Ceremony; the Donor Relations (formerly known as the National Exchange Club Foundation) aspect – which included the Silent Auction, the Live Auction, the Bid from the Heart, and the 50/50 Raffle; and finally the breakout/educational sessions.

To help attendees make the most of their experiences, the breakout/educational sessions were made available early Friday afternoon – following the Opening Session featuring the keynote address – and could be accessible for 30 days after the convention. Seeing the virtual platform as an opportunity, rather than a hindrance, participants accessed more training opportunities than they typically can in-person, and were also able to share the recorded training sessions with other members.

Events hosted in the 'ballroom' were also unique this year, as they were not ticketed and featured uplifting speakers whose personal messages of perseverance perfectly tied into the times. The lineup could not have been more perfect! To learn more about these inspiring presenters, visit the 'Convention' tab of Exchange website, [NationalExchangeClub.org](http://NationalExchangeClub.org). Perhaps the most telling sign of the enthusiasm that engulfed the National Convention were the successes of the fundraising efforts. This issue of Exchange Today includes a nice summary of the auction, raffle, and bid events; so, at this point, we simply say – **THANK YOU!**

Thank you to everyone who supported this great endeavor, offered your feedback, and contributed your own excitement and energy! We can't wait to see each of you – and those who didn't connect this year – **IN PERSON** in Memphis, TN, in July 2021!



# Exchange's 37th Annual Symposium for the Prevention of Child Abuse

When we look back on the year 2020 we will remember the creativity, the use of new innovative technologies, the strategies implemented as people worked together, and shared experiences – not simply the challenges. This was the experience felt by most people who attended Exchange's first-ever virtual National Convention and Symposium for the Prevention of Child Abuse. The Symposium integrated a mix of recorded webinars and live sessions. The webinars were available for viewing on demand, which allowed many more people to benefit.

The keynote address was live and featured Dr. Sangita Rangala, an emergency medicine physician and medical director of the Care Center at Edward Hospital in Naperville, IL. Since 1991, the Care Center at Edward Hospital has provided medical care in a calm and caring environment for children, teens, and special needs adults who were, or may have been, sexually abused. Dr. Rangala shared of the trauma experienced by children who have been sexually abused. She spoke of the symptoms, the care, and the healing process for children. Her presentation provided valuable and enlightening information.



The second live session was a facilitated discussion which allowed participants to share their challenges and creative ideas for meeting them. Updated information was given on pertinent issues for the center network. This also allowed attendees to engage with one another and express concerns.

A relaxing happy hour concluded the Symposium events. This relaxing event was filled with stories and laughter. Symposium 2020 was quite different from past events, but some aspects remained the same, as participants left with valuable information and a shared spirit for Exchange's work for families.

***Thanks to all who participated!***



# MILESTONE ANNIVERSARIES

CLUB NAME	ANNIVERSARY	MONTH
Exchange Club of Lincoln Park, MI	95	October
Exchange Club of Cobleskill, NY	90	October
Exchange Club of Red Bluff, CA	15	October
Exchange Excel Club of Mooresville Senior High School, Mooresville, NC	5	October
Exchange Club of East Minneapolis, MN	65	November
Exchange Club of Elkhart County, IN	55	November
Exchange Club of Memorial Houston, TX	50	November
Exchange Club of Jacksonville Beaches, FL	40	November
Exchange Club of Hampton, VA	30	November
Exchange Excel Club of Perry County Central High School, New Augusta, MS	5	November
Exchange Club of Tustin, CA	5	November
Exchange Club of Cleveland, MS	85	December
Exchange Club of Michigan City, IN	70	December
Exchange Club of Portland, OR	60	December
Exchange Club of Douglas, GA	55	December
Exchange Club of Gilroy, CA	30	December
Polson Excel Club of Madison, CT	10	December

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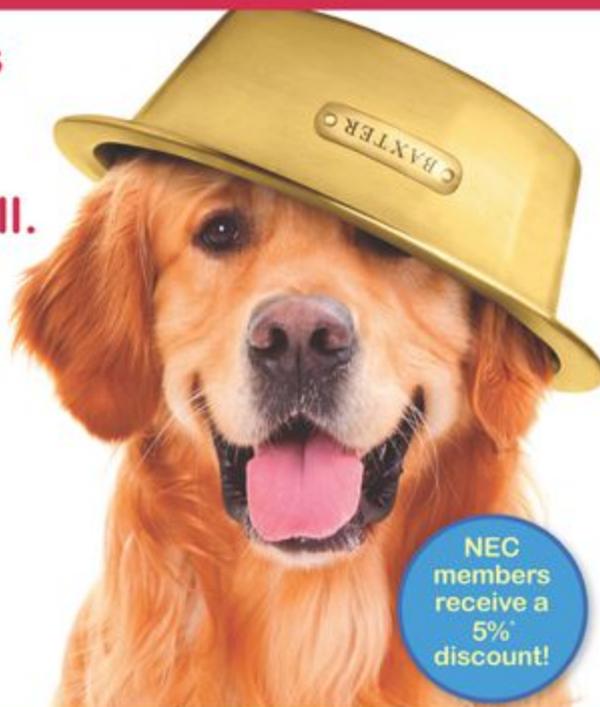
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# MEMORIALS

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Douglas Plodowski

John Stewart

Phillip Swanson

Glenn Strunk

Ul Dubroc

Bobby Mangum

Tyson Graham

Jerry Costello

Mitchell Graham

Bryce Morris

Marcia Argo

Edward Reulbach

Gene Wallis

Betty Dean

James Herrington

Robert Dobson

Jay Karaffa

Phillip Sanguinetti

Richard Grant

Earl Tapley

Joseph Ariale

Wayne R. Saar

# Exchange Strong Award

Exchange Clubs have an impressive new way to impact on their local communities and the larger national community!

**NEW** this year ... Exchange introduces the Exchange Strong Award – a powerful grant-making opportunity for clubs across the country. For a \$1,500 donation, your Exchange Club will receive this recognition and will be eligible to apply for a significant National Exchange Club grant. Clubs of all sizes, focusing on any Program of Service at every scale, will be considered for a grant if submitted by June 1, 2021.

The application and additional details will soon be announced.  
Start making your plans NOW!



# National Outstanding Service Award

Three diverse, but equally enthusiastic, Exchange Clubs from across the country received the 2020 National Outstanding Service Award – one each for Community Service, Youth Programs, and Americanism. Each of these clubs demonstrated creativity, collaboration, and a unique approach to their areas of service. New this year, each club also received a seed grant of \$1,200 from The National Exchange Club to help build their local clubs and expand projects. Exchange was glad to provide these grants as part of the award to strengthen the national community by investing into local clubs.

Many people have experienced great impact from the Covid-19 pandemic and members of the Exchange Club of Culver City, CA, took it upon themselves to make sure families in their city would not go hungry. The club started the initiative “Feed Culver” in cooperation with local restaurants. These restaurant owners agreed to provide meals at steep discounts to the club, which then donated the meals to as many people as possible. At the first dinner, members served 50 meals. Since that first day, the need has risen and word has grown within the community.

“The interesting thing we see when we are out there volunteering and dispersing the meals daily, really the faces you see and the people lined up, are really a full cross section of people. They are people who still have their families and homes but are still just impacted by what’s going on, who are just out of work and don’t have much money,” said Jeff Cooper, club president. “It fits into what we do as Exchange Club members, is really helping people and it is really good to be running this initiative through Exchange and leading others in

improving the community in any way we possibly can.”

The club now serves more than 300 men, women, and children with partner restaurants daily, Monday – Friday and it is hopeful that “Feed Culver” will inspire other cities to do the same. Exchange was please to award this Exchange Club with the National Outstanding Service Award for Community Service.

The Exchange Club of Mooresville/Lake Norman, NC, developed an extreme amount of passion for future community service and saw that youth are the key to sustaining those projects. Club member Karen Fisher took this passion to task and helped to grow the club’s youth committee from two to 18 active participants. The mission of the Youth Committee was born with the need to see diverse students honored for their efforts. For each quarter of the 2019-2020 year, the club publically honored one youth who accomplished something special.

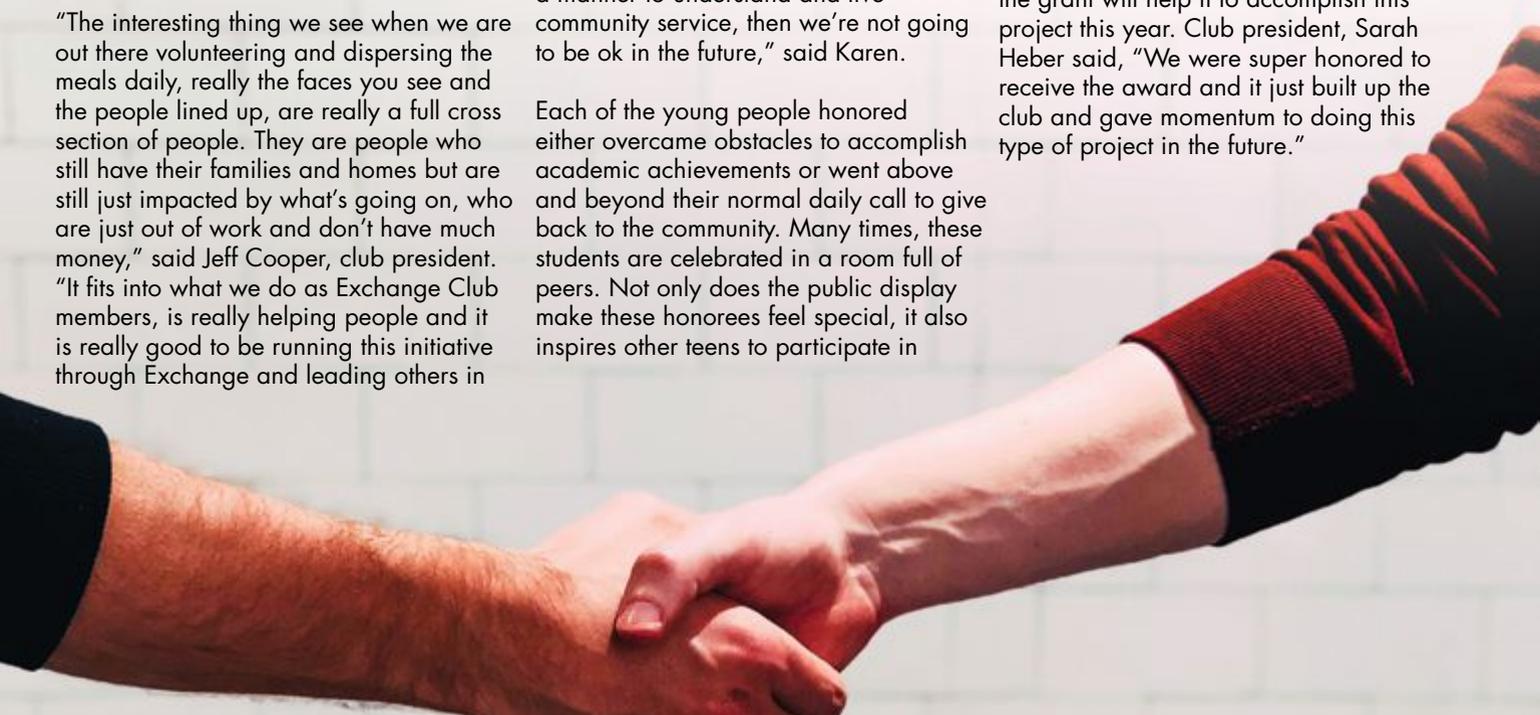
“We understand the importance of recognizing the youth, because they are the future and if we can’t bring them up in a manner to understand and live community service, then we’re not going to be ok in the future,” said Karen.

Each of the young people honored either overcame obstacles to accomplish academic achievements or went above and beyond their normal daily call to give back to the community. Many times, these students are celebrated in a room full of peers. Not only does the public display make these honorees feel special, it also inspires other teens to participate in

community service. For their generosity and honor of these youth, the club received the National Outstanding Service Award for Youth Programs.

The Exchange Club of Greeley, CO, knows what it means to go above and beyond for its city and surrounding areas, as well. After learning about the national program Wreath’s Across America, members took it upon themselves to honor veterans buried in a nearby community cemetery of Evans. The cemetery had kept little-to-no records regarding veterans and the club was able to research and discover a large number of veterans buried within. The club members then rallied community youth, churches, and other volunteers to provide an honoring service and place wreaths at all of the gravesites of each veteran. Now the club helps the community to do this each December and has made great strides in promoting the values of Exchange. Although a smaller club, it has made a big impact.

The club was awarded the National Outstanding Service Project Award for Americanism and the seed money from the grant will help it to accomplish this project this year. Club president, Sarah Heber said, “We were super honored to receive the award and it just built up the club and gave momentum to doing this type of project in the future.”



# Donations

The National Exchange Club wishes to recognize all the generous and loyal supporters! Through the generosity of these donors, Exchange is able to make a difference in the lives of children and communities across the country. The following list reflects gifts May 15, 2020 – August 31, 2020.

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James Brewer	Thomas Holliman	Rebecca Scott	Exchange Club of Marshall, MI
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Michael Brownlee	Sharon Howard	Kathleen Smith	Exchange Club of North Jackson, MS
Rhonda Busby	George Hubbard, Jr.	William Solder	Exchange Club of Portage, IN
Linda Carlson	Dana Ivan	Sandra Southworth	Exchange Club of Quad Cities, IL (Former)
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## Texas Excel Club Formed During Covid Pandemic Utilizing Social Media

It's not surprising that Zahra Imam led the effort to start an Exchange Excel Club at Clements High School in Sugar Land, TX – a suburb of Houston. What is surprising – or more appropriately, impressive – is that she and her friends chartered the club during the COVID-19 pandemic, when public gatherings of any kind were prohibited in her community. "We talked about it and thought, 'Why not start it now?'" said Zahra, 16.

Making that decision, in early April, was far easier than the effort it took to get Clements High School administrators to approve the forming of the club. Zahra's exposure to Exchange dates back to elementary school when her father, Qaisar "Q" Imam, a current District Director of the Texas-Louisiana Gulf Coast District Exchange Clubs, became involved in the organization. Knowing the Mission of Exchange, Zahra wondered what she could do to give back to her community.

She recruited a close, similarly-focused friend, Sofia Lashari, to join her and persuaded a new English teacher, Faith Orsargos, to serve as sponsor. Their initial application for club status in fall 2019 was rejected because, according to Zahra, their platform was similar to already existing clubs. They tried a second time with a more focused agenda. It took a few months; but, finally in early March, the Excel Club was given permission to proceed.

Zahra, who was appointed president; Sofia, vice president; and two others, Gabbie Mock, secretary, and Gael Mamenta, treasurer, made plans to hold their first meeting in March, after spring break. Then, along came the COVID-19 pandemic and everything changed. Fortunately, the group had in its corner its sponsoring Exchange Club of Fort Bend, TX, and member Mike Reichel, also Region 5 Vice President. When he and Zahra discussed the new club's options, and the use of social media was raised as a way to get things moving, Mike was very supportive.

"I've always been someone who says, 'Let's find a way to move forward,'" Mike said. "We were ready to go and decided we weren't going to let COVID be the impediment."

Of course, the huge advantage Zahra and her group had was their experience in social media – the go-to communication vehicle of her generation. Once the green light was given, a Zoom meeting was organized for April 23 during which 25 classmates, National Headquarters staff, and Exchange Club members from across the country attended. It was The National Exchange Club's first-ever virtual charter! The high turnout of students was not unexpected, according to Zahra.

"Our timing was good," she said. "No one was doing



anything at that time, especially teens. Our online school work was easy and there were kids who wanted to do something. So, we took advantage of the situation."

During its first meeting, members quickly agreed on the project they would pursue: raising awareness of and the prevention of cyberbullying – a timely and serious issue impacting teens nationwide. Since they were all new to organizing community projects, the students were aided by Exchange Club members in finding local experts to advise them. Of particular help have been Williamson County Assistant District Attorney Sunni Mitchell and Lindsey Castellanos of the Child Advocates of Fort Bend.

Over the past few months, the club has continued its Zoom meetings – some of them with guest speakers – and launched its anti-cyberbullying campaign through the use of social media messaging, fliers, and other communication tools. "We also are directing our members on what they can do individually," Zahra said.

Although Zahra and her core group of members are all juniors, she has been encouraged by the addition of members from the other three classes. The club also decided to open its meeting to non-members and to postpone collecting dues until later in the fall. The goal, she said, is to attract as many new members as possible. "I've been fairly happy with the turnout we've had," she said. "We've been able to get a diverse grade level."

She understands – clearly – the future of the club after her group graduates depends on attracting younger students. "Our plan is to get freshmen and sophomores involved and show them what a wonderful opportunity it is to lead a club like this."

Zahra hopes in-person meetings can be held soon but, for now, the club continues its bi-monthly Zoom meetings and works on expanding its anti-cyberbullying campaign through social media.

Mike, for one, has been impressed with the group's progress under challenging conditions. "They have been amazing in what they have accomplished," he said. "Their can-do attitude has brought a breath of fresh air to the concept of 'Oh, my God, the world is in trouble.' These kids bust that theory. At the end of the day, we're going to be OK with leaders like this."

## Exchange Club Steps Up BIG During Pandemic

Randi Bernstein, president of the Exchange Club of Tustin, CA, remembers sitting around during the month of March, when COVID-19 hit California particularly hard, effectively shutting down the state. “Our club did nothing,” she said. “We knew everyone needed to stay put.”

But, as the calendar turned to April and nothing much changed, she grew worried about the future of her young club. “I felt like we were going to lose part of the club and that we needed to do something,” she said.

While many organizations in California and elsewhere stayed connected through social media mechanisms, such as Zoom meetings, Randi knew that wouldn’t work for her members. “Even in normal times, we’re an older group used to doing hands-on projects rather than holding meetings with speakers,” she said. “I decided we needed to do something together, but not together.”

Randi heard of a letter-writing campaign to comfort seniors that was organized by another group. Soon after, Randi’s members had written 100 personalized notes to senior shut-ins, which she delivered to the Tustin Area Senior Center and then were distributed by the local Meals on Wheels program. One simple project spurred on a flurry of activity in subsequent months, all directed by Randi. This came as no surprise to Kay Kearney, member of the Exchange Club of Pacific Coast, CA, and a close friend of Randi’s who helped her build the Tustin club in 2015.

“Randi came to me and said she wanted to start a charitable non-profit. I told her she didn’t need to do that, as there was an organization already built that was perfect for her,” she said.

“I had never heard of Exchange before,” said Randi.

The club had an ideal project sitting in its backyard. Tustin, for years, had been home to a Marine Corps base; but, the base closed leaving the community with a large population of veterans and their families, some of them homeless.

In 2016, Jim Palmer founded the Tustin Veterans Outpost – transitional housing for veterans and their families – was looking for help getting his project off the ground. Randi, Kay, and the new Exchange Club members went all-in and the result was a smashing success. “It took off like a wildfire,” Kay said.

Kay moved from Tustin to Garden Grove, CA, a short time later, but by then Randi had learned how to run an Exchange club and she was off and running. Randi gives Kay major props for her role in starting the Tustin club, “She taught us everything.”

However, nothing prepared Randi and the club’s members for the COVID-19 pandemic. Still, once the letter writing campaign proved successful, Randi and club members started to come up with other charitable activities. They quickly included collecting \$25,000 for the Veterans Outpost’s housing program and holding a drive-by baby shower for the wife of a veteran laid off from his job. In normal times the club hosted monthly barbecues at the Veteran’s Outpost. That was no longer possible, so club members Dr. Albert Tjan and his wife Yvonne, started cooking the meals and delivering them to the outpost.

Looking to expand its efforts, the club donated hard-to-find COVID cleaning supplies to Waymaker – a home for at-risk teens – and donated \$1,000 and quilts made by its members to The Ebell Club of Irvine, which makes quilts for children living in shelters. As if that wasn’t enough, the club organized a drive-in for which \$1,800 worth of snacks and beverages were dropped off at Randi’s home and later delivered to the Tustin Temporary Emergency Shelter. “That was such a powerful thing,” she said.

Randi and her club members show no sign of slowing down. Every day, they are thinking of other ways in which the club can help the community during the pandemic. “I am so proud of our club,” she said. “We’re more like a family than a club, and everyone just seems to step up when we need them.”

Kay, now president of her Exchange Club, said that Randi is the catalyst who makes everything go. “She is an amazing person. She’s on the phone and writing emails all day long looking for support for the club’s projects. As for their work during COVID, I think they took all the right precautions to serve the community. They are a very resilient team.”



## The Importance of Connectedness in a COVID-19 World

### *Humanizing Your Organization Through Social Media*

Responding to the changing conditions of communication during the pandemic has been a challenge for many businesses and organizations. Consumers' desire to stay connected quickly shifted more attention to social media and, in turn, accelerated the pace of businesses' need to adjust their outreach to customers within social platforms. Messaging has had to transform as social media offers connected experiences, while supporting customer service, enabling social commerce, and bringing joy by celebrating the role of your organization in everyday life.

### **The Dramatic Shift to a Digital World & Social Platforms During COVID-19**

- People are connected more than 4 hours per day in the U.S. (Source: eMarketer)
- U.S. adult social media users will spend 82 minutes per day on their favorite social networks.
- Facebook added 100 million monthly active users in the Q2, reaching 2.7 billion monthly active users (Source: Facebook).

With the abrupt decrease in in-person interaction, it's important to create personalized interactions on social media. We are craving connectedness—whether it be an emoji, a thank you or an invited conversation—your followers will feel a stronger emotional connection to your organization. This strong connection will also help build brand loyalty with your audience. Social listening has also become an important part of customer service. Consumers expect businesses to actively respond to our questions and concerns, just as we would expect our friends to respond in comments or chat messages.

### **Listening & Response Makes All the Difference**

Social media can offer competitive advantages for your organization. Here are a few things to consider when developing your social media strategy:

- Invite conversation—Threaded comments offer consumer-level insight
- Respond to member and potential member inquiries. Social media platforms are customer service channels
- Share consumer-generated content on your social platforms
- Support partnerships and sponsorships through reciprocity

Potential members are looking for active and trustworthy connection points. Social media can enable stronger emotional connections to your organization's brand through direct and immediate connections, but also through influencers and friend-to-friend discovery.

For example, sports' fans social media has helped them to stay connected with their team, often enabling more of a "my team" emotional connection when the teams are actively responding. In response, Microsoft has partnered with the NFL to offer a #MicrosoftTeams' experience. This virtual feed (Fan Mosaic) will bring the fans into the game for players and enable fans to be a living part of the experience. Even touchdowns, sponsored by Bud Light, will become co-created virtual moments of celebration. These emotional experiences are leading consumers to try new brands at an accelerated pace.

- Reconsidering brand loyalty - 75% of US consumers have tried new stores, sites and brands during the crisis. (Source: McKinsey)
- 38% of Generation Z sports fans in the UK and U.S. say they're likely to use social media to follow conversations and to watch sports events from their homes (Source: Global Web Index)

Whether your organizations' platforms have 50 followers or 50,000 followers, now is the time to create deeper connections with your members and prospective members through the power of social media. Although we're still living through uncertain times, increased connectedness through social media is here to stay.

*By Deanna Lawrence, Director of Data Integration and Maddie Remley, Jr. Account Coordinator, Communica*



## Raise Your Fun and Raise Club Funds

Many clubs have had to postpone or cancel their traditional fundraising events this year. Some of the events, while they raise funds, are also the biggest and most enjoyable club experiences of the year. Through the evolution associated with going virtual, some clubs have made changes to deliver fun and fundraising experiences.

While there are a lot of exciting ideas, we present three exciting virtual events that can be hosted at fairly low-cost and low time commitment, through which clubs across the country are finding both enjoyment and profit.



### Drive-in Movie/Concert

It's pretty easy to be socially distant if you stay in your car! Capitalizing on this concept, some Exchange Clubs have hosted parking lot movie nights. With some simple planning, a movie screen, and a film license, your club can invite the community to come out and see a great family film while supporting a community-focused good cause. Your club could even provide refreshments and snacks for purchase, depending on the regulations of your local leadership.

If you want to go the movie route, learn about films, licenses, and costs through [Swank.com](http://Swank.com) or [CriterionPicUSA.com](http://CriterionPicUSA.com). Each has a huge selection of popular films to choose from and will even provide DVDs. Another outdoor drive-in option is to arrange for musicians to come in and play a set while the crowd beeps its car horns in applause! Your club might even consider including some local or regional acts that could play gratis, as a donation, to your club or the cause your club is supporting. Some groups plan and execute these events independently, but there are planning services that will execute the entire event for a fee.



### Paint and Sip

Your Exchange Club can quickly and easily work with a local art teacher or studio and set up a fun virtual art night. In many cases, the teacher will provide the instruction for free as a donation to the fundraiser.

The studio would prepare take-home art kits for members and guests – consider exploring a theme that matches your club's current message to the community! On the day of the event, the instructor will host a video conference and take all the invitees through a step-by-step class. The class can be paired with attendees pouring their favorite wine or beverages. The fundraising aspect is executed by selling tickets to the fun-filled event, or by selling the art kits if they are donated by the studio. These events have a lot of variations and flexibility on ideas, timing, and artistic medium. This type of event could also serve as a fun recruiting opportunity!



### Shoes For Funds

Another popular fundraiser that has gained a lot of traction this year is the exchange of shoes for funds. This is a simple and contactless drop-off system that works by weight, and sometimes type of shoes. In most cases, to be successful with this fundraiser, the event needs to involve a shoe broker. These groups take hundreds, or thousands, of pounds of used shoes, process them, get them to people who can use them, and then send a check back to the event organizer. Visit [AngelBins.com](http://AngelBins.com) or [funds2orgs.com](http://funds2orgs.com) to inquire about hosting a drive in your community, or search the internet to locate a similar service in your community. Either way, this is the kind of fundraiser in which the entire community can be involved!

Of course, there are many new fundraising ideas, all of which are sure to create some comradery and drive Exchange's Mission, as well as help support your local club.

If your Exchange Club is planning any great out-of-the-box fundraising opportunity, go ahead and post it to the Exchange Club Members Facebook page. Other clubs would love to learn about your own club's execution and share in some brainstorming!

Any donations that go above and beyond the cost of goods and services may be eligible as a tax-deductible Passthrough Grant through Exchange. For additional information on this service, log in to the Member Resources page of Exchange website, [NationalExchangeClub.org](http://NationalExchangeClub.org).

# Fantastic Virtual Fundraising

When Exchange's 2020 National Convention became a virtual event, for which Exchange Club members were not going to be in-person to participate in the largest fundraising events of the year, National Headquarters staff quickly began looking into options that would still allow members to participate in the Live and Silent Auctions and Bid from the Heart event. And, we are pleased to report that members 'showed up' in a big way, coming together to raise more than \$90,000 to continue supporting projects such as the national Youth of the Year, A.C.E. (Accepting the Challenge of Excellence) of the Year, and Legacy of the Year Scholarships.

The Live Auction was a tremendous success, in no small part because of auctioneer Randy England, who delivered a fun, dynamic, and lively real-time broadcast from his home – with the assistance of his wife and Tennessee District Exchange Clubs Immediate Past President Neva England. All the bidders made a huge impact and we thank those who generously donated items for this event!

The Live Auction concluded with an impressive number of participants and donations for the Bid from the Heart. Nearly 90 individuals gave generously in that portion of the event, where every dollar comes from the heart.

Throughout the entire National Convention, members were able to bid on some fantastic donated items featured in the Silent Auction, as well as purchase tickets for the 50/50 Raffle. Nancy Britt, Exchange Club of West Wilson County, TN, was the lucky winner of the raffle and she generously donated her winnings back to Exchange!

All those who benefit from the work of The National Exchange Club and the resources it provides, including local-level Exchange Clubs, have been greatly enhanced by the acceptance and adaptability of these virtual events. THANK YOU!



# Coping During A Pandemic

Many people experience mild to severe stress and anxiety on a regular basis, and for others it can be more frequent. This can lead to feelings of helplessness and fear, which can cause problematic behaviors such as excessive use of alcohol or drugs and sleeping too much. However, most people develop various strategies to minimize anxiety and to assist in managing these feelings and behaviors; exercising, meditation, yoga, funny movies, and talking with friends. Recently, pressures brought on by the COVID -19 pandemic have led to an increase in stress.

“Our society is definitely in a collective state of trauma,” says Jonathan Porteus, PhD, a licensed clinical psychologist who oversees the crisis and suicide hotline in Sacramento, CA, (WebMD Health News). Many individual’s distress could be significantly higher for various reasons during this time, including:

- Fear of losing a loved one;
- Getting ill with COVID-19;
- The financial impact of the pandemic;
- Uncertainty surrounding how the virus will impact family and relationships;
- Fear of dying from COVID-19;
- Stress of caring for additional family members.

People with pre-existing mental health conditions or substance use disorders may be particularly vulnerable in this crisis. Mental health conditions – such as depression, anxiety, bipolar disorder, and schizophrenia – affect a person’s thinking, feeling, mood, or behavior in a way that influences their ability to relate to others and function each day. The addition of new worries can create serious mental health emergencies.

“Our world has been filled with so many unknowns for the last several months. We don’t know what to expect and we don’t know what is coming next,” said Katrina Bellemare, Executive Director of the Exchange Center Parenting Matters in Bradenton, FL. “That can be challenging for all of us. People like to be in control, and we have had little control for some time. This isn’t just impacting vulnerable families or at-risk individuals, but we are all in this. We are all experiencing the stress of this crisis.”

Ms. Bellemare shared advice and strategies that may help ease anxiety:

**Negative Feelings** Everyone feels ‘out of it’ or disconnected at times. Give yourself grace when you feel overwhelmed. Take a break, and allow yourself to feel the loss for the changes in our world.

**Control** what you can and let the rest go. Many educators have shared this message. You may not be able to complete five hours of classroom work with your child, but teach them to help with the laundry or bake a cake.

**Structure** Set a schedule for the day for yourself and your family. Chores, school, and office work are planned for the day. This will help the day be more purposeful, and then you can celebrate your accomplishments for the day.

**Look for the Bright Side** Do something for fun. The pandemic can feel ambiguous and long term, as we try to see what is coming next:

- Enjoying the extra time with your family. Find the activities your family enjoys together such as exercising, movie nights, playing games, doing puzzles, or starting a craft project.
- Start a gratitude journal. Write something every day that you are grateful for or that you’ve accomplished in the last six months. Be sure to acknowledge that you’ve kept your family safe, that the children are continuing to learn, or you’ve protected your employees. Think about what new skills you’ve developed. Many are developing new technology skills, and most know more about Zoom and electronic meetings than before.

**Always know it’s okay to ask for help** It’s important to remember that stress and anxiety impact everyone. One day may feel strong and centered and another day could feel devastating. Never hesitate to ask for help and there are many ways to do so:

- Call a friend, family member, or coworker.
- Disaster Distress Helpline: 800.985.5990
- National Suicide Prevention Lifeline: 800.273.TALK
- National Domestic Violence Hotline: 800.799.7233
- National Child Abuse Hotline: 800.4AChild (422.4453)
- Veterans Crisis Line: 800.273.TALK (8255)

# 10 WAYS to Stay Positive

Although much negativity exists in the world, you don't have to let it affect you. Instead, you can turn your attention to a more uplifting reality and become all the positive changes you wish to see. Send out the energy you wish to receive, and negativity will not be able to attach itself to your spirit. Despite all the horrors and tragedies going on in the world, there are still plenty of ways to keep your wellspring of positivity full.

**“An entire sea of water can't sink a ship unless it gets inside the ship. Similarly, the negativity of the world can't put you down unless you allow it to get inside you.” – Goi Nasu**

## 1. SURROUND YOURSELF WITH LOVING PEOPLE WHO BRING OUT THE BEST IN YOU.

The company you keep should inspire you, support you, and bring your best self to light. If the people you hang around don't make you feel loved and respected, it's time to reevaluate why you chose these people as friends. Focus on people who spread love and a zest for life, not those who perpetuate hate and fear.

## 2. SMILE IN CELEBRATION OF ALL THE GOOD IN YOUR LIFE.

You may not feel you have much to smile about, but even your own heartbeat is reason enough to feel happy. Despite your current circumstances, you can turn your whole life around simply by showing thanks for your blessings. Smile because you're alive and you have the power to create greatness, and life will give you even more reasons to feel alive.

## 3. HAVE A POSITIVE ACCOUNTABILITY PARTNER.

You can lovingly keep each other in check by keeping tabs on each other's energy, and kindly point out when the other one starts to draw in too much negativity. If you catch your partner watching too many negative programs on TV or listening to mindless music on the radio, call them out on it and suggest some alternatives, such as going outside or reading an uplifting book. This will help keep both of your energy levels up. Additionally, it will give you a support system for becoming your best, most positive self.

## 4. LIMIT NEGATIVE MEDIA AND ENTERTAINMENT.

**“The news is where they begin with ‘Good Evening,’ and then tell you why it isn't.”  
– Robert Orben**

Most of the time, the news, radio, latest big-screen movies, and other modern media portray the world in a shallow, depressing, and hostile way. Too much exposure to these programs might awaken anger, anxiety, or depression in you, which will affect your energy levels. Instead of turning on the evening news, read positive articles like the ones you see on our website, or watch some motivational videos on YouTube. Pretty soon, you will most likely catch yourself craving the positive outlets and keeping the negative ones at bay.

## 5. REPLACE NEGATIVE HABITS WITH MORE POSITIVE ONES.

Just like limiting your contact with negative media, you can easily replace other negative habits in your life with more uplifting practices. Ditch junk food and incorporate more fresh, whole foods into your diet, or trade shopping for helping out at the local homeless shelter. Just do anything that makes you feel good instead of subjecting yourself to things that make you feel lousy. We were meant to feel vibrant and thrive in this lifetime, so seek out activities and habits that make you feel that way!

## 6. PRACTICE “FLIPPING YOUR FOCUS”.

Many times, we magnify the world's problems while forgetting about all the positive aspects of life that are right in front of us. When you catch your mind drifting to the darker parts of this world, focus on things that make you feel light instead: families playing at the park, a stranger smiling at you, or the person who complimented you on your outfit. The world is only as dark as we make it out to be.

## 7. LAUGH MORE OFTEN!

According to a recent study, children laugh 200 times a day while the average adult only laughs 4. If you haven't laughed yet today, spend some quality time with your kids, watch funny videos on YouTube, or do something silly with friends. The world presents plenty of opportunities to laugh, we just have to take them!

## 8. DISCONNECT FROM THE WORLD AND LEARN TO ENJOY SOME QUIET TIME ALONE.

Go to a sacred space in the woods or on the coastline where you feel peaceful and closest to the stillness all around you. Turn off your phone for a while, and just meditate, go within, and embrace some solitude. Avoid over-thinking, center yourself, and get away from all of life's responsibilities for a while.

## 9. GIVE MORE HUGS.

If you have to, wear a free hugs t-shirt and offer people a warm embrace as they walk into the mall or local grocery store. This will help spread the love revolution and increase your positive energy as well; we may have a lot of violence in the world, but a hug can instantly remind us of our true loving nature.

## 10. CLEANSE YOUR MIND, BODY, AND SPIRIT.

Your body is your temple, and it's vital that you keep it healthy and strong so that it can serve as your haven when life starts to throw you curveballs. If you do encounter negative energy, eating whole, raw, plant-based foods will nourish your body and help you keep calm within the storm. Also, smudging your home or body with sage or enjoying a “BLISS Bath” can cleanse your mind and spirit, and allow the positive energy to keep flowing through you.

*This article was authored by Kristen Butler and reprinted with the permission of PowerOfPositivity.com.*

**Back for  
2020-21**

**YOU will each receive a  
complimentary  
Memphis, TN, 2021,  
Convention  
All-Events Package!**

(Includes all ticketed meal  
and entertainment activities.)

**CLUB  
BUILDING  
INITIATIVES**

***Guidelines***

- Exchange Club must charter July 1, 2020 - June 30, 2021.
- Charter club president and charter club president-elect may not have served in this leadership role previously.
- Includes 2019-2020 Charter Club Presidents

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***ALL Club Builders will be  
reimbursed up to \$500 for  
new club building expenses!***

- Reimbursement will be awarded once the new club has chartered and an expense report has been submitted.

\*These awards do not apply to new Exchange Excel Clubs and Collegiate Exchange Clubs.



# THAT'S A WRAP!

2020 VIRTUAL NATIONAL CONVENTION



## Virtual Convention *#ExchangeStrongAtHome*

We are excited to share some the highlights from Exchange's first ever Virtual National Convention! In case you missed it, or even if you'd like to experience it again, visit the Videos section of Exchange's website, [NationalExchangeClub.org](https://NationalExchangeClub.org).

See the  
**2020 Convention Awards Session**  
**2020 Youth Awards Session**  
**2020 Installation Session**

And, while you're there, be sure to check out some of the other great videos we have available for recruiting and club meetings!

## Show off Exchange Even in Uncertain Times



**Marketing in a  
Virtual Environment**