

The Noon News

June 15, 2009

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Waterloo Exchange Club

New Member Orientation Program – President-elect Sharon Droste gave us an overview of her plans for the coming year. Here they are.

"One of the things required of the incoming President by National Headquarters is that he/she conduct a Club Program Development Meeting prior to June 30th. This meeting gives the incoming President an opportunity to gather input from members as to the effectiveness of the club's current operations and activities and to share his/her comments and goals for the future.



President-elect Sharon Droste

Due to the timing of our club's election and the deadline for completion of this meeting prior to the actual induction of officers, I have not had the opportunity to get approval of my plan from my leadership team. As I indicated earlier, I am also asking that you complete the individual membership survey on each table today so that I may gather information about our club's effectiveness and relevance of current program of service activities.

Both my plan and a summary of the individual club member surveys will be shared with the new Board in July. My goals may be modified at that time to reflect the needs outlined by the membership survey and my leadership team will develop a plan of action to meet each of those goals. Any changes in the goals will be reported back to the membership.

I would also like to conduct a community needs assessment during the year to ascertain whether there are other needs in the community that aren't being met that we might assist with. I believe this assessment, coupled with the individual membership surveys, will help our club grow and serve our community into the future.

The Exchange club motto, "Unity for Service" describes very well our intent as a club to provide quality and significant community service. Our projects are collectively called Programs of Service and fall into four major areas. I would like to address each of these areas briefly.

Americanism—Promoting pride in country, respect for the flag and appreciation of our freedoms are the primary purposes of the Exchange Club's Americanism projects. Our "One Nation Under God" banquet in November, "Proudly We Hail" event in June, participation in the "My Waterloo Day's parade, and two Healing Fields have been integral components of our Americanism projects in the past.

NEXT MEETING LOGISTICS

Program : Proudly We Hail
Prayer : TBA
Pledge : TBA
Menu : Cheeseburger with Fries

PROGRAM SCHEDULE

Jun 22: Proudly We Hail
Jun 29: Induction of New Officers
Jul 06: TBA
Jul 13: TBA

WHAT'S FOR LUNCH

Jun 22: Cheeseburger with Fries
Jun 29: Orange Roughy
Jul 06: TBA
Jul 13: TBA
Order Chef Salad one week in advance

BIRTHDAYS

Jun 15: Wanda Martin
Jun 20: Bill Dodd

THOUGHT OF THE WEEK

" Goodness is the only investment that never fails."- Henry David Thoreau

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Americanism Cont'd—Our efforts with the Freedom Shrine and "Give-A-Kid-A-Flag" program have seemed to be somewhat less effective, but not from the lack of club members trying. We need to consider what other activities we could potentially undertake in order to further enhance this important nationally recognized program of service area. For instance, September 17, is Constitution Day. Perhaps this is an Americanism service project waiting to happen! Federal law requires all public and private schools that receive federal money to hold an educational program on the U.S. Constitution on September 17th of each year. National has resource materials available to support this endeavor.

Youth—For many years we have sponsored activities designed to benefit and encourage youth such as scholarships for the Youth of the Year and A.C.E., the Partners in Education Program with Expo Alternative High School, Basketball Awards, and the Sunshine Special. Excel Clubs are groups of high school students dedicated to improving their schools, communities and country through volunteerism. Each Excel Club is sponsored and mentored by a local Exchange Club. There is currently an Excel Club at East High School. In recent years, however, we have not worked closely with East to ensure the components of Excel, as established by National, are in place. An amendment is being proposed for consideration at the National Convention to be held in July in Jacksonville, Fla. The proposed amendment would allow the National Board of Directors to charter Excel Clubs and Junior Excel Clubs. Every Excel Club and Junior Excel Club chartered shall be bound by the Bylaws of the National Exchange Club. They shall have the rights and privileges as other Exchange Clubs chartered by National, except members can't serve as District or National Officers. In lieu of this development, we need to recommit our efforts with EXCEL and East High.

Community Service—Community service is the life-line of Exchange. We do a good job of honoring a dedicated volunteer annually with the "Book of Golden Deeds" award and the Firefighter and Police Officers of the Year. We give thousands of dollars back to the community annually. We need to do more to educate our own members as to what the dollars we earn through our participation in the Home Show and Sports Show are being spent on to promote this program of service area. Kathleen Earnest and Dick King are going to be co-chairing a new Web Page committee.

Community Service Cont'd—It is our hope to have an interactive web page for use by our members, but also to help promote what's happening with Exchange.

Prevention of Child Abuse—We have worked closely with the Family and Children's Council in the past through monetary donations (demonstrated by the check given to Julie Pitkin today), participating in their auction to raise money, and providing manpower to tie blue ribbons on trees in parks, and selling blue ribbons. The Prevention of Child Abuse is recognized as the National Exchange project. With abuse so prevalent and needs so great, this is clearly an area where we need to revisit our efforts. Perhaps there are things we could do jointly with other clubs.

I would now like to continue with a few comments about several other pertinent issues.

Committees—It is my intent to have all committees established with chairs identified for each by the end of the month. Committee lists will be distributed to all members, as well as being printed for inclusion in the club roster book. Committee responsibilities will also be printed in an abbreviated format for inclusion in the membership books. There will be no question as to who is on a committee or who is responsible for bringing the committee together. Committee expectations will be discussed at our last club meeting in June. While it is not my intent to micromanage committees, I want to make sure that committees are meeting as needed and that, if there are timelines for completion of specific projects, those obligations are being met. It is also my intent to implement a system for documenting the hours being donated by our members on behalf of Exchange for our various community service projects. We do great things, we need to be able to identify time spent by members in volunteerism efforts as well as the monetary aspect when promoting Exchange.

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Fundraising—We have two major fundraisers each year. The Exchange Club of Waterloo is the property owner of the name, "Home Show," held in the spring and managed by Iowa Show Productions. We also provide workers for the Sports show. Monies generated from these projects are used to fund our programs of service. Each member is expected to participate in these fundraising events as part of their responsibility of belonging to Exchange. While we all have family emergencies or illnesses that come up in our lives from time to time, and we clearly are understanding of those situations, everyone needs to be thinking about their availability for next year's Home Show and Sports Show. As soon as we have dates, they will be communicated to you, and it is our hope that we will have good participation from all of our members. To expand our giving to the community, we would need to consider additional fundraising activities. Not all projects, however, cost a great deal of money, such as when we assisted other community groups in welcoming home troops a couple of years ago. We just need to be creative. If you have thoughts in this area, please include them on the individual member survey you are completing today or discuss the idea(s) with myself or one of the other Board members.

Budget—It has come to my attention that we may be out of compliance with National, regional, and local bylaws relative to the budget. Section 8. of the local bylaws states, "The Board of Directors shall require two separate bank accounts, one for club operations and one for club-sponsored projects or activities. All revenue derived from member dues, fees and meals, shall be deposited in the club's operating account. The net proceeds of any fundraising activity in the community shall be deposited in the club's projects or activities account.....The two accounts are not interchangeable, and use of these funds for any other purpose other than those stated is prohibited." We currently have only one fund. Your board will review the budget and take any necessary action to ensure compliance with bylaws.

The Board will undertake a review of the bylaws and policies to make sure we are in compliance in other areas as well.

There is also a proposed amendment to the National bylaws regarding dues. It is being proposed that the National dues go from \$15.50 to \$18.50 a quarter.

Budget Cont'd—This proposed amendment was approved at our district convention with delegates to the convention directed to vote accordingly.

This will need to be discussed at the local level once the convention has voted on the issue.

Finally, I would like to share my goals for the upcoming year.

Goals—Based upon what I have talked about here today, I believe we need to get back to the basics. Therefore my tentative goals for the year are:

- 1. Increase membership by five with improved new member orientation efforts to encourage retention of members and their active participation in the club.**
- 2. Recommit to the Excel Club at East High School to bring it up to National program standards.**
- 3. Improve communication with all club members as to ongoing program of service activities and related expenditures by conducting regular educational spots during closed business meetings.**
- 4. Develop an up-to-date, interactive web page to promote the Exchange Club of Waterloo.**
- 5. Conduct a community needs assessment with analysis of data for future club planning.**
- 6. LISTEN TO MEMBERS, ENCOURAGE PARTICIPATION, AND HAVE FUN.**

It is easy to become complacent and continue to do the same things year after year. To grow as an organization and increase awareness of Exchange within the community, we all need to think out of the box and become active participants in Exchange. Together we can continue to make a difference. I look forward to working with each and every one of you and welcome any suggestions, ideas, and comments. Again, please complete the Individual Member Survey before you leave today. Are there any questions, comments, or suggestions you wish to share?

Thank you for listening."

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Family and Children's Council – The Prevention of Child Abuse Committee co-chairs, Patty Foster and Judy Estabrook invited Julie Pitzen, Executive Director

Guests – Larry Bjortomt's brother Don joined us for lunch today. Don is from Indiana.



F.C.C. Executive Director Julie Pitzen and Exchangite Patty Foster

of the Family and Children's Council of Black Hawk County—our major partner in the club's prevention of child abuse initiative—to join us for lunch.

They also presented Julie with our annual gift to FCC. This year we were able to provide \$7,000. Our gift supports the programming provided by FCC. Check out their new website [here](#) for more details.

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