

THE COLONIAL DISTRICT EXCHANGE CLUBS
 Claude Carmack, District President
 5604 Cold Harbor Road
 Mechanicsville, VA 23111-6921

*Newsletter Editors:
 Frances Carmack and Mary Stephens*



DISTRICT NEWSLETTER — MARCH 1, 2019

DISTRICT EXCHANGITE OF THE YEAR, 2017-2018

Congratulations to Phil Everhart, Jr., recipient of The Colonial District Exchangite of the Year, 2017-18 Award. Phil joined The Exchange Club of Wythe in October, 2012. He has participated at several District Conferences. On the club level, he has served on the Board of Directors and on several committees including Special Projects, Child Abuse Prevention, Budget, Finance, Membership, and Programs. He is Chair of the Health and Welfare Committee, Charter Night Committee, and Co-Chair of the Membership and Programs Committees. He is currently serving as President-Elect. Phil works hard and supports as many of the community service projects as possible. He is in charge of the Holiday Food Basket distribution and works diligently at the Pancake Jamboree each year, where he helps with setup, works at the event, and helps with takedown and cleanup. At the Christmas tree lot, he is involved with setting up, filling shifts and taking down each year. In addition, he leads a food bank distribution once or twice a year that the Wythe Club supports. Phil is always actively seeking ways for the club to do more for the community, exemplifying Exchange’s mission. In addition to his strong support of Exchange, Phil is very active in the church and in the community. At Hampton Baptist Church he works with the children, is the Coordinator of the Night’s Welcome Program that houses and feeds the homeless for a week each winter, and organizes a food distribution several times a year in conjunction with the Peninsula Food Bank. Phil has been active in Little League for over 20 years, serving first as a coach, later becoming a member of the Board of Directors, and currently serving as President of the Board, a position he has held for more than ten years.



Margaret Moore, Past District President (left) presents Phil Everhart, Jr. with the 2017-2018 Exchangite of the Year Award.

COLONIAL DISTRICT EXCHANGE CLUBS — 2019 CALENDAR

April 29, 2019	80th Anniversary of Colonial District Exchange Clubs	June 1, 2019 (con’t.)	- National Fundraising Award - National Care Award
April 30, 2019	Election Reports due to National Applications due: - District All-American Award - Honor Roll - Youth of the Year Award - ACE Award	June 30, 2019	Conduct a program development meeting Applications due: - Big “E” Award - Outstanding Club President - Outstanding Club Secretary - Outstanding Club Treasurer - Quality Club Awards
May 31-June 1, 2019	Colonial District Exchange Clubs Convention, Norfolk Sheraton Waterside, VA	July 17-20, 2019	101st National Convention, Norfolk Sheraton Waterside, VA
June 1, 2019	Applications due: - National Outstanding Service Award		

SPREAD THE WORD

Do you have news to share about how Exchange is at work in your community? Send your information and pictures to Frances Carmack — frances@carmackcpa.com or to Barry Stephens — mbarry1948@att.net.

PRESIDENT’S MESSAGE

I know that we are proud of what our Exchange clubs do in our communities. I would like for you to think about all the things your club has done in service to your community and how it has made it a better place to live. I also want you to think about the future and what a detriment it would be to your community if your Exchange Club did not exist. To prevent this from happening, each of us must work to strengthen our clubs and continue to make our communities better places to live for future generations. That is why I often discuss the membership program, **EACH ONE, BRING ONE**. I want to give you some helpful hints to use in membership growth.

You don’t have to be a salesperson when recruiting prospective members. Instead, you should match up potential members with what they want in a club. Therefore, you will need to know what your club offers its members and look for individuals who will match your club. Some of these tips the club should be providing to you. Others you will do on your own. If your club has not provided this information, ask your officers for it. Here are some recruiting tips:

- Make a list of all outstanding things about your club. List key members, how your meeting time and location matches peoples’ schedules, membership numbers, the projects and events you host, etc. Get your members to contribute to this list and share the list with all your members.
- List prospective members. Have your members develop a list of prospective members and have them share it with other members of your club. By sharing the list, other members may be able to influence the potential member to *(con’t. on page 2)*

PRESIDENT'S MESSAGE (CON'T. FROM PAGE 1)

join. Use specific names and develop an action plan to ask the prospect to attend a meeting. This list could include former members who may be ready to rejoin.

- Know your club's strengths. One of the greatest strengths your club has is its programs of service. Display your service banner that shows the patches and stars your club has been awarded during the current and prior years. If you won a Big "E" award, display the banner. As you receive service patches and awards, brag to your club members and print a list to share with your members and prospective members.
- Make growth your club's top priority. Therefore, I want the club to discuss **EACH ONE, BRING ONE** at every club meeting. Give reports at meetings on progress in recruiting members. Celebrate when you get a new member.
- Look to your young Exchangites for fresh perspectives and new energy. Ask the youngest members/clubs for suggestions and advice. Hang out where the young crowd hangs out to reach young people.
- Appeal to local volunteers. I have always heard that if you want something done, ask a busy person. So why not look at people already volunteering in your community for your new members by matching their interests with your club's activities.
- Talk Exchange. Be proud of your club and talk about it wherever you go — at work, family gatherings, neighborhood functions and at parties. Be vocal about your club. Wear your Exchange club pin. Everyone should know what Exchange is.
- Develop a list of club members' responsibilities. Not only do your current members want to know their responsibilities to the club but new members will want to know their responsibilities if they join the club. This list should include the club meeting dates, location and time, the service projects' schedule, attendance guidelines, information about dues and other club expectations.
- Realize there is no stop sign. There is no reason to stop recruiting members on a magic date such as June 30, the year-end for the clubs, and there is no perfect size club. Recruiting is a continuous effort that has no finish line. Members naturally leave clubs for various reasons. A club that does not recruit members will eventually cease to exist.
- Emphasize community service. Service to others is the reason Exchange exists, and you should emphasize this to prospective members, new members and your current members.
- Welcome diversity. Welcome all generations, genders, cultures, ethnic and religious groups. Your club should reflect your community.
- Embrace flexibility. Realize it is okay to bring children if a sitter is unavailable, plan family events, collaborate with other clubs, start a tech-savvy club, the possibilities are endless.
- Be a vibrant club. Make your club meetings fun and interesting to members. Make your service projects interesting and relevant to your members. In other words, have **FUN** and have a positive influence in your community.
- Your responsibility. As members of Exchange, it is your responsibility to recruit members not only for your club but also for other clubs in our District. If a prospective member's schedule or interest does not match your club, look for another club in the area that is a better fit. If there is not a club in your area that fits your prospective member, why not build a new club?

I hope this information will be useful to you and renew your interest in building your club. So, I ask you to: **EACH ONE, BRING ONE.**

SAVE THE DATE

The 101st National Exchange Club Convention and 36th Symposium will be held July 17-20, 2019. Mark your calendar and make plans to join us. Attendees can enjoy the exhibit hall, general sessions, training and workshops and hospitality rooms — all for free. Paid events include meals, super speakers and awards. Bring your family and come early or stay a few extra days and get to know Norfolk. There is so much to do, for adults and kids alike. Visit world-class museums, eat in delicious restaurants, shop 'til you drop at the MacArthur Center, play a round of golf, have fun in the water, tour the world's largest naval station, walk the Cannonball Trail — just to name a few. Come have fun at the Convention and throughout the city, all for a reasonable price.

HIGHLIGHTS FROM THE MID-WINTER CONFERENCE

Forty-two Exchangites attended the Mid-Winter Conference on January 26, 2019. Everyone left rejuvenated and excited to be an Exchangite, with new ideas and with a better understanding of Exchange.

The speakers were excellent, the food was delicious, the facility

comfortable and the friendship amazing. In addition, Colonial District Exchange Clubs 2017-18 Awards were given to four outstanding club secretaries, four outstanding club treasurers, one outstanding club president, one district quality club, and four outstanding district directors. Service Project Awards (Americanism, Community Service, Youth and Child Abuse Prevention) were awarded to 17 clubs, for a total of 790 projects. Collectively this paints a wonderful picture of the good work Exchange is providing in the communities we serve.



National Exchange Club President 2018-19, Scot Warren from Naperville, Illinois (left) with Colonial District President 2018-19, Claude Carmack at the Mid-Winter Conference.



George M. Bryan, Jr., President of the North Carolina District Exchange Clubs, spoke on two topics at the Mid-Winter Conference; Projects for Prevention of Child Abuse in Districts that do not have a Local Center and The Establishment and use of District Foundations.

MEMBER SPOTLIGHT — P. GREGORY MCCARTHY



P. Gregory McCarthy has been a member of Exchange for 55 years. He joined Exchange on June 1, 1963 in North Augusta, Georgia, where he served as President of the club. Upon moving to Virginia, he joined The York River Exchange Club, where he held every club position, including President. He is currently a member of The York Exchange Club, where he, with other members of the club, participates monthly at a Hampton bowling alley to assist special needs adults with keeping order and score.

Greg was very active on the District level for many years. He served as the Colonial District President from 1997-98, chaired the District Public Relations Committee for many years, served as a Volunteer Field Representative from the Colonial District and enthusiastically sold the 50-50 raffle tickets at the District Conferences and Conventions. Greg should be commended for his consistent reminders throughout the years to report service projects in order to win the National Service Award. As a result, our District has had a very high percentage of clubs win the National Service Award and they have been motivated to continue this effort. Awards Greg has received include: District Exchangite of the year in 1995 and induction into the District Honor Roll in 2002.

Until her death in February, 2011, his lovely wife Mary, attended most District and National Conventions with Greg. Greg currently resides in Yorktown, Virginia.



Thank you to **Dave and Kathie Dudak** for planning great games and activities at their Exchange Club Christmas parties. • Congratulations to **The Exchange Club of Lynchburg** for adding six new members in December. • Congratulations to **The Exchange Club of Poquoson** for an awesome membership growth of ten since July 1, 2018. • Thank you to **Michael and Karen Miller** of Hampton for flying the American flag. They received the "Proudly We Hail Award" from **The Hampton Roads Networking Club**. • Congratulations to **Robert (Bob) Speechley**, a charter member of the **Poquoson Exchange Club**, who has continued to be active in the club for 38 years. • Thank you to the **Exchangites who presented at the Mid-Winter Conference.**