



EXCHANGE ACROSS VIRGINIA

VIRGINIA DISTRICT EXCHANGE CLUBS DISTRICT NEWSLETTER

February 1, 2024

EDITOR: FRANCES CARMACK

PRESIDENT'S MESSAGE



Hello Fellow Exchange Members,

Wow, can you believe we're halfway through the 2023-2024 Exchange Year? We may be halfway through our year, but we are not finished yet. Let's finish big and get our projects in the computer, get the National Service Award, and then work on our plus two for year-end towards the Big-E. It's time to evaluate the goals you submitted in your Program Development Report at the beginning of the year. Nine clubs turned in this information at the beginning of this Exchange Year, look at what you have done check the boxes, and see what you have left to do. It's not too late to "Make the Attempt." You still have time to achieve your goals and plan the rest of your year. Thank you for all you have done and continue to do for your family, communities, and country!!!

We hosted Barbara Orr from North Carolina at the District Mid-Winter Conference. Our Regional Vice President Kara Wright was also with us. We zoomed in with Cotton and Vickie Ketchie who talked with us about club building. We had great speakers from Knott Alone-Hold Fast, Dan Knott, and Phillip Brashear.

What a great conference we had, but it would not have been as successful without the great team that helped me put on this conference and all the club members who attended our event. Thank you all for being there!!!

We rolled out some exciting news about a new Growth Award Program at the conference with the competition running from July 1, 2023, to April 30, 2024, listed below: 1. The Club with the largest % of growth (this will consider retention as a factor). 2. The club with the largest % of members added since the beginning of the year (this would not consider retention). 3. The club with the greatest number of new members. 4. The member with the greatest number of new members recruited. The award will be a convention registration. If you want something get it! Don't let them tell you it can't be done.

We all have the opportunity to make a difference! Take the time to make it great!!

Carol Wood, District President 2023-2024

Virginia District Convention - To be held in Gloucester, VA

SAVE THE DATE! PLAN TO ATTEND!

The beautiful little town of Gloucester, VA will be the setting for our upcoming Virginia District Convention to be held May 31 - June 1, 2024, at the Hampton Inn-Gloucester, 6638 Forest Avenue, Gloucester, VA 23061. Mark your calendars and plan to attend. Bring your spouse and come early on Friday to enjoy the history, beauty, and specialty shops of the town. The Board meeting will be held on Friday night, and all are welcome to attend. There will be a catered luncheon on Saturday during which the ACE Award, Youth of the Year Award and Distinguished Virginian will be announced. Officers for the District will be installed at Saturday night's banquet held at Olivia's in the Village, located on historic Main Street in Gloucester.

Make your reservations by April 30, 2024, at the Hampton Inn-Gloucester under block rooms set up under "Virginia District Exchange Clubs". We welcome you!

Editor's Note

Welcome to 2024! If you made any resolutions, promises or pledges for the new year, I hope it included helping Exchange expand its projects and programs throughout Virginia. We don't have to look far to know the need is great. As America's premier service club, we do so much for our communities, but there are so many more we could reach and support if we had more clubs and expanded our existing clubs. With growth we will be better able to fill the gaps in our communities. Ask someone to join your club today!

Member Spotlight – Michael T. (Mike) Staley



Mike joined the Exchange Club of Lynchburg in 2006 and has been an active, exemplary member of the club since joining. On the club level he has chaired the Pancake Jamboree fundraiser for approximately 12 years, established and chaired the club's annual Golf Tournament fundraiser for the past four years and has served as Club President for three terms and on the Board of Directors for several years. He was the Exchange Club of Lynchburg's Outstanding Exchange Club President (2012-2013) and Exchangite of the Year (2012-2013). He was presented the club's Book of Golden Deeds in 2018. On the District Level Mike was Outstanding Division Director (2013-2014), District President (2015-2016) and was a District Honor Roll recipient (2017). He has attended several National Conventions over the years.

Mike has served his community in many additional capacities throughout his adult life. He started his career with the Lynchburg Police Department in 1979 as a Police Cadet, was promoted to Police Officer in 1981, promoted to Police Officer III in November 1988 and in 1997, was promoted to Lieutenant. He served as Lieutenant until his retirement in January 2012. As a police officer, Mike served in a leadership role mentoring countless individuals and training literally thousands of officers in Lynchburg and the Central Virginia Region. After spending over 32 years in active-duty service, Mike continues to serve as a civilian. He serves on the Board of Directors for the Lynchburg Police Foundation.

Additional awards he has received include Honorable Service Award-Lynchburg Police Department (May 14, 1988) and Team/Unit Citation Award, as a member of the Lynchburg Police Department Tactical Unit (May 16, 2008).

Mike's formal education includes A. S. Police Science, Central Virginia Community College in 1997 and University of Louisville, Southern Police Institute – 105th Administrative Officers Course where he was recognized as a "Dean's Scholar" for his outstanding academic performance.

Mike is an avid golfer who plays throughout the year. He and his wife Leslie reside in Forest, VA. They have one son Jeffrey and two grandchildren.

Exchangite of the Year (2022-2023) – Jesse Wood



(Lf. - Rt.) District President Carol Wood, District President-Elect Jesse Wood, recipient, and Past District President Mike Spencer.

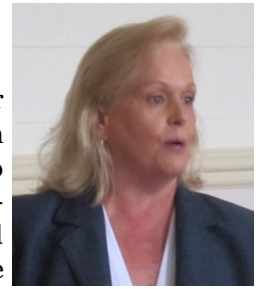
Annually, the Virginia District presents the Virginia District Exchangite of the Year Award to an Exchange member who made significant contributions to Exchange and the local community. The award is presented each year at the Mid-Winter Educational Conference.

Jesse Wood is an exemplary member of the Exchange Club of Poquoson. He served as Club President-Elect and Club President (2019-2020) and (2022-2023) and served as District Director two years. He was recognized as Outstanding Club President at the District level (2019-2020) and at the National Level the same year. He was recognized as an Outstanding District Director (2021-2022) at the district level, and a Distinguished District Director (2021-2022) at the National level. Jesse was again recognized as a Distinguished Club President at National (2022-2023). Jesse works passionately to recruit

new members into Exchange. He has recruited a total of 37 and has received recruiting pins from National for his efforts: 3 members (2019-2020), over 10 members (2021-2022) and over 25 in (2022-2023). Jesse was a club builder for the Exchange Excel Club of Poquoson High School and Exchange Club of Gloucester/Mathews. He is currently President-Elect of the District where he is serving for a second year, and he will begin as District President (2024-2025). Jesse is very active in his local club serving on several committees, playing a prominent role in many. He has been chairman of the Christmas Tree Sales Fundraiser for the last five years and has formed a new fundraiser that sells 50/50 raffle tickets on select nights at a local NASCAR Speedway. Congratulations, Jesse!



“One Nation Under God” - Powerful Event Held in November



*Angela Costello
Motivational Speaker*

Virginia District Exchange Clubs in Central and Eastern Virginia joined together for their annual “One Nation Under God” breakfast on November 11, 2023, in Poquoson, VA. This project was started in 1964 by the National Exchange Club and is observed every November. The purpose of this powerful project is to reflect and remind us of the role religious heritage, faith, and freedom have played in our nation’s history. There were 46 in attendance representing 10 Exchange Clubs at the event. Special guests were Rev. Intel Oh, minister at Poquoson United Methodist Church, who gave the invocation, and Angela Costello, guest speaker. Ms. Costello is a Harvard Business School and Virginia Wesleyan University Alumna and an Ordained Chaplain. She has more than 30 years of experience in communication strategy, media, entertainment production and design around the world. She is the recipient of more than 73 National and International awards in the last 25 years as a producer, creator, writer, director, and composer including two Animation Oscar nominations known as “Annie’s.” She has produced more than 120 television programs that have and continue to air in more than 200 countries and 60 languages. These are just a few of her many, many accomplishments. Ms. Costello gave a powerful speech on the religious principles upon which America was built and the trust in God upon which the founding fathers relied. Wow, what a great presentation, delivered with passion and well-documented in historical facts!

Additionally, Amber Hodges gave a special dedication to our veterans. Thank you, Amber, for your commitment to our veterans. Many thanks to members of the Poquoson Exchange Club for sponsoring this outstanding event, and to our District Directors for organizing it. The breakfast foods were delicious and the décor patriotic and beautiful!



Virginia District Foundation – Matching Challenge



There is exciting news for the Foundation! We have again been presented with a wonderful opportunity to grow our Virginia District Exchange Clubs Foundation and ensure its continued service to our youth and communities. An anonymous donor has challenged the District and has agreed to match all donations to the Foundation (other than pass-through grants) through April 15, 2024, up to a maximum of \$2,000. This will include proceeds from the 50/50 at the Midwinter Conference.

This means your tax-deductible donation will have double the impact toward continuing our District Youth of the Year and ACE Awards, and possibly increasing the amounts in the future. There is no minimum contribution to receive this match, so your \$5.00 donation would become \$10.00, or \$10.00 would become \$20.00. This is a great opportunity for our clubs to schedule a fundraiser to benefit the Foundation or to designate a percentage of the earnings from an already-scheduled fundraiser.

Let’s take advantage of this donor’s generosity and meet the challenge in full. Please make your checks payable to VDECF and mail them to Claude Carmack at 5604 Cold Harbor Rd., Mechanicsville, VA 23111.



106th National Convention to be held in San Antonio, TX.

Plan to be a part of Exchange’s biggest event of the Year! Come join us in San Antonio, Texas, July 10-13 for the 2024 National Exchange Club Convention! The convention will offer opportunities for you to meet Exchange members from throughout the United States and Puerto Rico, participate in training sessions, and hear outstanding speakers. Between sessions you can explore the sights, sounds and flavors of the River Walk in this beautiful city.

Group reservation rates and room availability are only guaranteed through June 17, 2024.

“Children are our most valuable Natural Resource.”

Herbert Hoover, 31st U. S. President

April – Child Abuse Prevention Month

There are two months left to prepare for **Child Abuse Prevention Month**. Prevention of Child Abuse is Exchange's National Project (adopted 1979). The Virginia District does not have a CAP Center, but we have many ways to raise awareness and support this project. Remember, awareness is the first step toward prevention. Make sure you have an ample supply of blue pinwheels and plan where to best display them, and make sure all your club members have a blue lapel pin to wear. It could be an inexpensive plastic or enameled pin, a simple pin made with blue cloth ribbon and a straight pin, or for the ladies that like to be more glamorous, blue rhinestone pins can be purchased online. The handmade ribbon pins could be easily made, attached to an explanatory card, and distributed to teachers, nurses, etc. to wear for the month of April. Another easy project to help raise awareness is to participate in Blue Mondays by simply wearing blue every Monday in April. Any blue shirt will do, but if you need a blue shirt, shirts are available at National's Exchange Market. Exchange Marketplace also has available Prevention Brochures and Tip Cards, and a wide variety of other items. Let's flood our communities with blue and start a conversation about the prevention of child abuse.



Scattered throughout this newsletter are quotes about children. Take the time to read each quote and ponder how you can make a difference in a child's life. Remember, everyone has a role in keeping children safer.

Growth: Who Needs It?



Well quite honestly, we all do. Growth is not just an award agenda item; it is the future of every club in this District. We all want to do everything we can for our service areas, and we can do more with more. I know that sounds simple but think about it for a second. Let's say your club has 10 members and you grow by two new members (very do-able for every club in the District), you just grew by 20% so think what you can do for your club and your service areas with just a couple new members.

Now the questions are how do we recruit? and who do we recruit? The answer to the first question is to sell your club and why you are in Exchange. Let those you know, know how proud you are of what you do in Exchange and what your Exchange Club does for the community. Once you start doing this on a regular basis with those you talk to you will be surprised how easy it gets. Secondly, as for who do we recruit, I hope to expand on this in future newsletters and training sessions but let's start with this simple idea. Take out a piece of paper and jot down a few of these categories to follow up on by simply writing down a few names under each group that you would feel comfortable talking to: Relatives, Close Friends and Contacts, Neighbors, Associates and Co-workers, and even Past Members who left in good standing. The big thing is to understand you will get "Nos" a lot of maybes and some will talk later but honestly think how good it will feel when you hear "Yes". So, let's go get them!

Carol and I are here to help any club with recruiting so please feel free to reach out and let us know how we can help.

Submitted by Jesse Wood, Virginia District President-Elect

Leadership Opportunities



(Lf. -Rt.) Judy Goding, Richard Dietz, Alma Dietz, Carol Wood, Jesse Wood, Kara Wright, Frances Carmack, Claude Carmack, Gay Geiger, and Steve Geiger.

The Virginia District Board of Directors met on January 19, 2024, prior to the Mid-Winter Conference held on January 20th. These are the people who work hard for the Virginia District. Any Exchange member can attend, and members are encouraged to step-up to a leadership position at the District Level. Now is the time to let your District Officers know if you are interested in serving on the District Level as election reports are due to National on April 30th. This group of Exchange members gets to know each other better as they work together on District business and fellowship together.

Pictured are some of the group and their spouses having a great time socializing at a delicious seafood restaurant after the January Board Meeting.

"Train a child in the way he should go and when he is old, he will not turn from it."

Proverbs 22:6

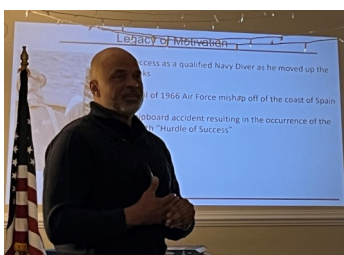
Recap – Midwinter Educational Conference

What a great conference! There was delicious food (including homemade soup) and great interaction with other members of Exchange. The day also included excellent speakers, award presentations, announcement of Exchange of the Year, and much more. It was a glad-I-came-kind-of-day!



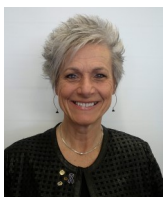
Daniel (Dan) Knott, Motivational Speaker

Daniel (Dan) Knott is a retired veteran with a 22-year military career as an attack helicopter pilot that allowed him to lead and command at multiple levels with numerous combat deployments from Bosnia to Iraq and Afghanistan. After retirement, Dan followed in his grandfather's footsteps and began crabbing. His crab and oyster business has been turned into a non-profit program that helps support Veterans and First Responders battling the effects from military service and helps prevent suicide. The hands-on experience of being a waterman which entails hard work, being in nature, and having a buddy combined with integrative therapy has proven successful in getting individuals to a safe spot. Dan's journey supporting veterans, "Hold Fast, Find the Knott", is a testament to the powerful difference one person can make to change something and make it better.



Phillip Brasher, Motivational Speaker

Phillip Brasher, a 40-year military career veteran, told his father's story and gave a video presentation released by the U. S. Navy about his father, Carl Brasher, the first African American to attend and graduate from the United States Navy Diving and Salvage School in 1954. In 1966, while serving in the Navy, an accident occurred when he was helping the Navy retrieve a bomb. As a result of the accident, Carl Brasher lost his left leg above the knee. After a long recovery and his persistence to prove himself capable of returning to full active duty and diving, Brasher fulfilled his dream and became the first amputee diver to be recertified as a United States Navy diver. Carl Brasher's life is an example of overcoming adversities and never giving up. First, he had to overcome racism, poverty, and illiteracy. Later he had to overcome disability and alcoholism. Through faith, God, and sheer determination Carl Brasher overcame all five adversities. The drama film, *Men of Honor*, was inspired by Carl Brasher's story of determination and resiliency.



Kara Wright
Region 11 Vice
President

There were four additional guests in the lineup: Kara Wright, Barbara Orr, and Cotton and Vickie Ketchie. Our enthusiastic Region 11 Vice President, Kara Wright, did a great job of keeping us actively engaged. The activities she provided were motivational, fun, and applicable to Exchange. Kara is a great asset to our Region, and she is most willing to attend your club's events and support you in any way she can. Don't hesitate to reach out to her. Congratulations to Kara and the Mid-Atlantic District for starting a new Exchange Club in the Mid-Atlantic District, chartered in January!

Exchange member, Barbara Orr, from the North Carolina District, talked to us about some "dos and don'ts" regarding club building. Barbara has built 9 clubs in her area. She has been a member of Exchange since 1991, is a VFR for the NC District Exchange Clubs, served on the National Board for 8 years, served as National Treasurer for 4 of those years, has won many awards in Exchange, and was inducted into the Court of Honor in 2020-2021.

Cotton and Vicke Ketchie, a dynamic duo from the North Carolina District, who have built eleven clubs and sponsored over 100 members into Exchange spoke to us via ZOOM about Why Build New Clubs and How to Build New Clubs. Vickie joined Exchange in 1994 and Cotton in 2002. They both have served in numerous capacities in their local clubs including club presidents. Cotton served the NC District as a Division Director and they both were Presidents of the NC District. During the 2016 National Convention, Vickie was recognized as National Volunteer Field Representative of the Year. During the same convention Cotton Received the Exchange Club Member of the Year Award. In 2022, Vickie was inducted into the Court of Honor. One year later, 2023, Cotton was also inducted into the Court of Honor. Their handout, *Tips for Building a Club*, is available. Reach out to Carol Wood who can forward a copy to you.

"Anyone who does anything to help a child in his life is a hero."

Mr. Rogers

Exchange: Impacting Our Communities and Making a Huge Difference

Prevention of Child Abuse

Adopted as our National Project in 1979, we work to increase awareness of child abuse and how it can be prevented.



Exchange Club of Poquoson

Americanism

We work to promote pride in country, support our veterans, respect the American flag, and appreciate our freedoms.



For Veterans Day, the Exchange Club of Gloucester-Matheus planted flags at various locations.



The Exchange Club of Wythe distributed over 200 American flags to children in attendance at their Christmas tree lot fundraiser. GiveAKidAFlagtoWave project teaches youngsters pride in country and respect for the American flag.

Community Service

We look for opportunities within our communities to meet needs of individuals and offer help to fill gaps in services.



Exchange Club of Wythe builds and repairs handicapped ramps. This one needed extensive repair. Needless to say, the citizen in need was very appreciative!

(Lf. -Rt.) Mike Schetting and a grateful citizen.



The Exchange Clubs in Hampton collaborated to host The Crime Prevention Banquet celebrating the accomplishments of their Hampton Police Department. Pictured are the awards recipients.



The Exchange Club of Gloucester-Matheus donated cleaning supplies and paper goods to the families in the Avalon Center, an organization that provides emergency shelter and support to victims of domestic violence and sexual abuse. They also donated five \$25.00 gift cards.



(Lf. – Rt.) Exchange Club of Lynchburg President Mike Wise, Recipient Tracey Dixon, and Mike Spencer).

*Exchange Club of Lynchburg presented the club's **Book of Golden Deeds** to Tracey Dixon at the club's January 19, 2024, meeting. Tracey has served as Executive Director of the Lynchburg Daily Bread for the past 12 years. The last three years have been especially challenging as the number of people in need has tripled (230,000). Tracey previously worked as a news anchor/reporter with ABC 13, as well as with various non-profits including Family Alliance and Crisis Line.*

Exchange: Impacting Our Communities and Making a Huge Difference

Youth Programs

We focus on college scholarships, mentoring, guidance, and service recognition.



Exchange Club of Wythe member, Amber Hodges, donated beautiful, crocheted afghans to Sleep in Heavenly Peace-VA. Each child who gets a bed gets an afghan crocheted with love by a group of talented ladies.



Exchange Club of Wythe member, Amber Hodges, read to Pre-K classes at Langley Elementary. She also read to seven first grade classes at Phenix PreK-8 all in one day for a total of two hours of fun-filled reading time. The Mayors Book Club program promotes a love of reading in youngsters in Hampton City Schools.

Our Mission

Exchange, inspiring communities to become better places to live.

Our Motto

Unity for Service

Our Vision

A strong America, safe communities, and unified people.

Core Values

Family, Community, Country



“It is easier to build strong children than to repair broken men.”

Frederick Douglass

Virginia District Exchange Clubs

Carol Wood, District President
5604 Cold Harbor Road
Mechanicsville, VA 23111-6921

WWW.vadistrictexchange.org

Virginia District Exchange Clubs 2023-2024 Calendar

March 31, 2024	Distinguished Virginian Application due (This is a change of date).
April 20, 2024	Virginia District Board Meeting, Hampton Baptist Church, Hampton, VA
April 30, 2024	Election Reports due to National ACE Award Application Due to Mike Spencer Youth of the Year Application due to Nancy Trimble Honor Roll Application due to Lynne Creasy
May 31-June 1, 2024	Virginia District Convention and Board Meeting, Gloucester, VA
June 15, 2024	District Officer Training, Hampton Baptist Church, Hampton, VA
June 30, 2024	Conduct a Program Development Meeting (PDM), National and District Award Applications due
July 10-13, 2024	106th National Exchange Club Convention, San Antonio, TX
August 1, 2024	Club Officers and Division Directors complete Educational Portal requirement
November 15, 2024	Form 990 due to IRS with copy sent to District and National
November 30, 2024	Award application for Exchangite of the Year and Distinguished Virginian

•As in all calendars for a year’s activities, additions, deletions, and adjustments are always possible.

“Safety and security don’t just happen; they are the result of collective consensus and public investment. We owe our children, the most vulnerable citizens in our society, a life free of violence and fear.”

Nelson Mandela, Former President of South Africa