



HEARTBEAT

January, 2012

“Family, Community Country”

FROM YOUR PRESIDENT

Just got back from the National Mid-Winter Meeting in Chandler, Arizona. District Presidents, President-Elects, and National Officers came together for a jam-packed two-day conference on leadership. Gary Williams, your President-Elect from the Waverly Club also attended. Sessions on budgeting, team building, identifying future members, staying connected, membership recruitment, retention, and new club building were held.

We learned that there is a new club building blitz going on through the end of June. New clubs may be chartered with 15 members instead of 25 during that period with a charter fee of \$375 rather than \$500. Hopefully, this helps us with our new club building effort in Charles City.

For years we have been told that there is no fundraising allowed at the district level. The Heartland District has relied only on dues from members as its revenue source. This has resulted in very tight budgets with limited dollars available for district operations, member education and programs of service. National has ruled that there is no prohibition against fundraising. This is great news for us and other smaller districts and should assist us better serve our local clubs.

Finally, Tracey Edwards, was appointed by the National Board as Executive Vice President. Tracey was formerly the Financial Director and will be a great asset to all of us.

Please watch for more news regarding district and National conventions. I encourage you to begin thinking about attending these informative and motivating events. Oh, yes, there is fun as well!

“All Aboard the Exchange Train”

Sharon Droste, President
Heartland District



CALENDAR OF EVENTS

February - **National Community Service Month**

February 8 - **District Board Meeting** - FSB Warner Financial, Inc. located at 1001 Peoples Square in Waterloo

February 14 - Valentine's Day

March 27 - **Exchange's Birthday**

April - **National Child Abuse Prevention Month/National Volunteer Recognition Month**

May - **Freedom Shrine Month**

May 1 - **District Board Meeting**



NATIONAL NEWS



BELIEVE IN THE BLUE/BLUE MONDAYS

April is Believe in the Blue Month in observation of our national project, the Prevention of Child Abuse. In addition to conducting the Believe in the Blue campaign, National is encouraging Exchangites to wear the color blue every Monday during the month of April. This is an easy way to support our National project.

Shirts are available through National Headquarters. Go to Nationalexchangeclub.org and click on "Shop the Market." Or, just wear a blue shirt of your own.

NEW EXECUTIVE VICE-PRESIDENT

At Saturday's Mid-Winter meeting of the National Exchange Club Board of Directors in Chandler, Arizona, a number of significant decisions were made to move Exchange strongly into its second century of service.

The first announcement is to inform you that the National Board of Directors approved the recommendation of its Executive Committee to hire former Senior Director of Finance Tracey Edwards as the new Executive Vice President of The National Exchange Club.

Since joining the headquarters staff in 2004, Tracey has demonstrated excellent leadership and motivational abilities. With the support of an experienced and enthusiastic staff, she is excited at the opportunity to work together to move Exchange forward, working in Unity for Service with the NECF, growing membership, and working toward greater visibility.

In addition to her duties at national headquarters in Toledo, Tracey is also a dedicated Exchangite as a member of the Exchange Club of Greater Maumee Bay. During her tenure she earned the Distinguished Club President Award for her leadership during 2006-07 and was recognized at the National Conference by Past National President Kim Hodges.

NATIONAL CONVENTION - Great Opportunity

The National Convention will be held in Chandler, Arizona from July 11-14. The Sheraton Wild Horse Pass Resort is a great facility. The Sheraton Wild Horse Pass Resort & Spa was designed to be an authentic representation of the Gila River Indian Community's heritage and culture. The

architecture, design, art and legends of the Pima (Akimel O'otham) and Maricopa (Pee Posh) tribes are celebrated in every detail imaginable, indoors and out. The AAA Four Diamond resort includes:

- **Aji Spa**, a 17,500 square foot spa with 17 treatment rooms
- **Whirlwind Golf Club**, with two 18-hole, Troon-managed golf courses
- **Koli Equestrian Center** for riding lessons, trail rides and outdoor events
- Four pools with cascading waterfalls and a 111-foot waterslide modeling the ancient Casa Grande Ruins
- Tennis courts and jogging trails

Experience a truly unique resort with a multitude of on-site activities in a spectacular setting...



NATIONAL EXCHANGE BOARD APPROVES NATIONAL EXCHANGE CLUB FOUNDATION RECOMMENDATIONS ON RESTRUCTURING

01/20/2012

The National Exchange Board of Directors has been working closely with the National Exchange Club Foundation Board of Trustees about a number of issues related to the future of the Foundation.

In July, the Foundation Board formed a special committee to study the structure of their operations. From that work, recommendations came to the Foundation Board to make some changes that would help strengthen both our national project and fundraising efforts.

Foundation Trustees took a vote and passed the following items:

- Establish the position of Director of Child Abuse Prevention Services to oversee the operation of our CAP Services Department. This position shall be located in our Toledo headquarters building.
- Establish the position of Director of Development to oversee the operation of the NEC Foundation development activities. This position shall be located in our Toledo headquarters building.
- Eliminate the position of the Executive Director of the NEC Foundation.
- Structurally, place the CAP Services program under the NEC organization as the CAP Services Department.

It was the responsibility of the National Board of Directors to consider and vote on the last of these four items. At the Saturday, January 14, 2012, National Board meeting, a motion to move the CAP Services Department to the National Exchange Club was approved. This will enable The National Exchange Club Foundation to focus on its mission - To provide resources for The National Exchange Club's Programs of Service, and its national project, the Prevention of Child Abuse.

THE EXCHANGE NEW CLUB BUILDING BLITZ KICK OFF

01/19/2012

It's half time in the Exchange 2011/2012 year, and we are pleased to introduce a new pilot program to help you build new Exchange Clubs!* All clubs chartered during the New Club Building BLITZ will be able to charter with a minimum of 15 members for the discounted rate of \$375 (a savings of \$125!!)

Earn Exchange Market Dollars

The sponsoring club will receive \$357 in reward dollars to the Exchange Market, as well as special recognition at the National Convention.

Club builders will receive \$150 each in reward dollars to the Exchange Market (\$300 max per club).

Win a Convention Package

Clubs chartered that gain 5 yards by adding 5 new members by June 25th (for a total of 20 members) receive one entry into the draft to win a complimentary convention package (for the sponsoring club).

Clubs chartered that gain a first down by adding 10 new members by June 25th (for a total of 25) receive two entries into the draft to win a complimentary convention package.

Clubs chartered that score a touchdown by adding 15 new members by June 25th (for a total of 30 or more members) receive three entries into the draft to win a complimentary convention package.

Contest kicks off now and time runs out on June 25, 2012

Drawing will be held no later than June 27, 2012.

*Excel and Collegiate Clubs are excluded.

DISTRICT NEWS

Following is a spreadsheet of Exchange membership across the country. Please note that the Heartland District is down SIX members from July 1st. All of us need to do our part to retain and increase local club membership.

DISTRICT	# of CLUBS	# of		December		12/31/2011	MTD	YTD
		7/1/2011	12/1/2011	ADDS	DROPS			
Alabama	24	685	654	7	2	659	5	(31)
Arklahoma	11	319	310	0	2	308	(2)	(9)
California-Nevada	45	1,199	1,142	11	15	1,138	(4)	(57)
Colonial	19	444	431	2	6	427	(4)	(13)
Connecticut	32	1,101	1,097	7	13	1,091	(6)	(4)
Dakota Territory	9	366	348	1	6	343	(5)	(18)
Florida	26	1,015	986	4	4	986	0	(29)
Georgia	46	2,190	2,154	6	9	2,151	(3)	(36)
Heartland	9	268	262	2	7	257	(5)	(6)
Indiana	19	539	523	1	8	516	(7)	(16)
Lincolnland	29	1,167	1,130	3	13	1,120	(10)	(37)
Michigan	33	800	791	1	4	788	(3)	(9)
Mid-Atlantic	35	942	915	3	8	910	(5)	(27)
Minnesota	19	466	459	2	4	457	(2)	(7)
Mississippi	30	769	726	3	1	728	2	(43)
New England	26	757	756	9	3	762	6	(1)
New Jersey-New York	13	384	358	0	4	354	(4)	(26)
North Carolina	26	593	569	1	5	565	(4)	(24)
Northern Indiana	8	306	302	3	1	304	2	(4)
Northwest	21	508	498	1	1	498	0	(10)
Ohio-West Virginia	28	743	782	7	4	785	3	39
Puerto Rico	10	128	158	0	2	156	(2)	30
Rocky Mountain	17	376	381	0	2	379	(2)	5
Sierra Pacific	16	348	337	3	5	335	(2)	(11)
South Carolina	19	977	950	1	5	946	(4)	(27)
Southwest	10	153	160	6	1	165	5	7
Tennessee	39	1,171	1,144	8	7	1,145	1	(27)
Texas	25	923	958	7	15	950	(8)	35
Texas-Louisiana GC	19	633	610	1	7	604	(6)	(23)
Wisconsin-UP	15	304	299	0	1	298	(1)	(5)
Yellowstone	12	556	558	9	7	560	2	2
TOTALS:	690	21,130	20,748	109	172	20,685	(63)	(382)

CLUB AWARDS

Has your club earned the National Service Award? When clubs earn one patch in each of the four service areas and sponsor any two additional projects, they will receive the National Service Award. Projects must be reported by June 30th or online by June 25th. As of December 31, 2011, National Headquarters has received the following reports from Heartland Clubs:

- Cedar Falls - 5 Youth, 1 Americanism, 1 Child Abuse Prevention (**need a project in community service**)
- Mason City - no projects reported
- Waterloo - 3 Community Service, 1 Youth (**need Americanism and Child Abuse Prevention**)
- Sunrise - 1 Community Service, 1 Youth, 1 Americanism (**need Child Abuse Prevention plus 2 more**)
- Carthage - no projects reported
- Joplin - 3 fundraisers reported - (**no program of service projects turned in**)
- Neosho - no projects reported
- Omaha - no projects reported
- Waverly - 1 Community Service, 2 Youth, 3 Americanism (**need Child Abuse Prevention**)

ALL CLUBS ARE DOING GREAT THINGS WITHIN THEIR COMMUNITIES - GET RECOGNITION FOR YOUR EFFORTS AND TURN IN YOUR PROJECTS TO NATIONAL. IF YOU NEED ASSISTANCE, CONTACT *SHARON DROSTE AT 319-235-0008 OR GLENDA HUSOME, DISTRICT AWARDS CHAIR AT glenda@fccouncil.net*

CLUB NEWS



Carthage

No news reported.

Cedar Falls

STARTING IMMEDIATELY, the Cedar Falls Exchange Club will meet only THE FIRST THREE TUESDAYS OF THE MONTH. At a recent meeting, club members reflected on what brought them to Exchange. The informal survey indicated a “desire to help the community.” Clearly corresponds to the Exchange Motto shown above.

Joplin

Nothing new reported as of this printing.

Mason City

No news reported.

Neosho

No news reported.

Sunrise

No news reported.

Omaha

The Omaha Club has completed two fundraiser - selling Younkers Community Day coupon books and selling Savings Sidekicks Coupon books. They toured Project Harmony (their one stop Child Abuse Center) and donated “new” blankets to their blanket room for abused kids who go there. They are able to go to the blanket room and pick whatever blanket they want. Members also rang bells for the Salvation Army in December and had their annual Christmas Party and Ornament Exchange at the Happy Hollow Club.

Waterloo

Club members are getting ready for the Home Show on February 10-12. The club owns the rights to the Home Show and this is their biggest fundraiser for the year. The membership Committee is working to attract new members to the Club. The committee has a goal to increase the membership level by 15%. The club is also selling tickets for the Rock N Roll fundraising event featuring Ritchie Lee to be held on February 18th at the Electric Park in Waterloo. Persons interested in attending may contact Sharon Droste at 319-235-0008 or by e-mail at skd913@msn.com to obtain tickets. Tickets are \$15.00 per person or a table for eight may be reserved for \$200.

Waverly

Big Brothers/Big Sisters Bowl for Kids Sake will be held on March 14th or 18th. They are going to challenge one or more of the civic organizations in Waverly. Pizza Ranch fundraiser will be in February. No date has been set. The club gave \$500 to a family in the Waverly area for Christmas.