



EXCHANGE

CALIFORNIA-NEVADA DISTRICT EXCHANGE CLUBS

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Winter 2020 Newsletter

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Exchange Members from Sierra Pacific and California/Nevada Districts along with National President Russ Finney (standing at left) gather at the Region 1 Mid-Winter Conference

Upcoming National Exchange Club Calendar

April 30, 2020	Club Officer Election Report Due
April 2020	National Child Abuse Prevention Mo.
July 22-25, 2020	102 nd National Convention Colorado Springs, CO

Upcoming District Calendar

March/April	Hold Club Officer Elections
March 2	Youth of the Year Nominations Due
April 15	A.C.E. Nominations Due
May 2, 2020	Board of Directors Meeting, Via Teleconference, 9 am
June 12-14	District Convention, Bakersfield, CA

The Presidents Monthly Report for the California/Nevada District



Johnny Tai

I feel truly blessed to continue to help lead our District with the help of National, our District Team, and Club Leaders. At our recent Regional Conference, it was wonderful to have fellow Exchange Club members share with me the great work they provide to their communities.

I only have a few more months left to see what I can do to make a positive impact. One of the strengths I carry with me is connecting those needing solutions to resources and bridging connections.

We have the opportunity to possibly see growth in our Clubs, if we truly want it, despite challenges we all face. I've been fortunate with our leadership team and its tools, resources, and overall support to help us move forward. With your help, I look forward to implementing our strategies together.

Moving forward, we will be working with underserved Clubs (those not meeting Minimum Standard per National) and work with our local Club leaders to build growth teams.

I am confident the tools that National has provided will be a great resource for all of us to utilize. Our District President-Elect Shirley Lashmett will be involved in this planning and will carry this growth mission forward beyond my time. As we progress forward, we can all grow together in serving our mission and our communities.

God Bless! Johnny Tai

National President Elect Kathy Mize, Presents DPE Shirley Lashmett with her Gavel at Mid-Winter Conference in Denver, CO



San Clemente Exchange Club Supports Camp Pendleton's Marine and Family Programs. Larry Rannals, President of the San Clemente Exchange Club delivers a \$10,000 contribution to Derrick Christovale, Director of Camp Pendleton Marine & Family Programs

EXCHANGE CLUB FAMILY SUPPORT CENTER

Presents

PINWHEELS FOR PREVENTION



Make your selection:

- ❖ **Pinwheel Garden (\$50):** Available from April 1, 2020 – April 30, 2020. Show your support to the Exchange Club Family Support Center while recognizing Child Abuse Prevention Month! Your garden will be planted in your home or business, front yard or planter, with twenty-five (25) pinwheels and lawn sign for approximately 1-week.
- ❖ **Personal Pinwheel Garden (\$25):** Beginning April 1, 2020. Brighten an office. Brighten a home. Brighten a life. Whether as a gift for yourself or someone else, this personal garden is a lovely way to show support and recognition of Child Abuse Prevention Month and can be displayed year-round. Delivery available. Limited quantity.

April is National Child Abuse Prevention Month



www.DowneyFamilySupport.com

CALIFORNIA-NEVADA DISTRICT EXCHANGE CLUBS CONVENTION

Doubletree Hotel, Bakersfield, California

JUNE 12-14, 2020

EARLY BIRD SPECIAL

Pre-Convention Registration and Convention Package Purchase

If book purchased before MAY 31st, **\$150**. After MAY 31st, **\$175**. Each Convention Book includes admission to all scheduled convention sessions (you only need a book to attend the meal functions) and the following meals:

Friday Lunch; Saturday ACE Award Breakfast; Saturday Installation Dinner; and, Sunday Youth of the Year & Club Awards Breakfast Buffet. There will be an optional Friday Dinner at the Crystal Palace - Price TBD!

Vegetarian - ☐

Saturday Beef - ☐

Saturday Salmon - ☐

No. of Convention Books _____ X \$ _____ ea. = \$ _____

Name _____ Spouse _____

Address _____

City, State, Zip _____

Phones R- _____ Bus- _____ FAX- _____

E-mail address: _____

Club Name _____

Club, District or National Office held, if any _____

☐ **This is my first convention.**

Make check payable to CA/NV District Exchange Clubs, and mail to
Ken Owens, 1117 Franklin St, Santa Monica, CA 90403-2323.
R-310-795-5080, FAX-310-453-9051, e-mail - kaowens2@verizon.net
DON'T MISS OUT! MAKE YOUR RESERVATIONS TODAY.

MAKE YOUR ROOM RESERVATIONS DIRECT WITH THE HOTEL.

PLEASE DO NOT SEND THEM TO THE ABOVE ADDRESS!

Call their toll free number and reserve with your credit card.

Check out the hotel and make online reservations at:

<http://bit.ly/2020CA-NV-District-Convention>

You can make your hotel reservation online. Copy or click the link above and paste in your browser.

Doubletree Hotel
3100 Camino Del Rio Court
Bakersfield, CA 93308
(661) 323-7111 or (800) HILTONS
**You must Mention
"National Exchange Club"
for quoted rate**

ROOM RATES

\$112 PER ROOM/PER NIGHT/SINGLE or DOUBLE

SUITES are available - Call Hotel directly for pricing

THE HOTEL IS 100% NON-SMOKING

CA/NV DISTRICT EXCHANGE CLUBS
rate good - June 11-14, 2020

**RESERVATIONS MUST BE RECEIVED PRIOR TO:
May 20, 2020**

Parking is Free

• Check out time is Noon • Check in time is 3 PM

Exchange Club Initiates Valentine's Day Party

On February 14th the Exchange Club of Newport Harbor held its First Annual Valentine's Day Social. The guests enjoyed the swinging three-piece band, a fantastic hors d'oeuvres display and a dinner with everything at the level of perfection. Other Exchange Clubs joined to mingle and take part in the festive event. The photo shows some of the members and their spouses. The guests have enthusiastically asked that there be a "Second Annual" Social.



Here are some of the active members and couples of the Exchange Club of Newport Harbor posing for this Valentine's Day celebration

What's Your Spark?

At the Regional Conference we discussed Membership Retention and Recruitment. Here are some ideas to Spark your growth.

Membership Retention:

Survey Club Members to see what sparks them to be in Exchange. Leadership should review this survey on a regular basis to ensure member's needs are being met. Some tips that came up to light the Spark in members were:

Ensure members are engaged; is your Club doing the right programs and projects that will engage members to attend and be involved? Is your Club serving the area you meet in? Think about this, if your Club is not serving your immediate area it is going to be more difficult to be engaged. Complete a community assessment. Invite or talk to local community leaders to ask what Exchange can do for the community. This dialogue can lead to these leaders joining or presenting new ideas for the Club.

Ensure members are heard; listening to someone's ideas and concerns is respecting the member. Members should be acknowledged and thanked for their contributions.

Give them something to do; Members need to be given something to do right away and often so they feel engaged and part of the Club. Leaders should ensure that what you ask of someone to do is within their scope of knowledge and something they have time to do. Set members up for success.

Recognize them for their hard work; this cannot be said enough. Recognition is important not only at the Club level, but from District and National as well. Ensure members are recognized for their efforts by nominating them for awards.

Make it Fun; everything you do is hard work but make it fun and enjoy yourselves. Clubs can do various things to keep the spark of fun going, Club fines, Jokes, Happy Bucks, and social events not related to Exchange are just a few ideas.

Recruitment:

Recruiting new members is vital to the strength of your Club and what you can accomplish. People are driven to groups where there is a sense of belonging, friendship, fellowship, fun and being a part of something. When someone new joins it brings a new spark of passion to the group.

Clubs should use their membership recruitment tool found in your Club Leadership Guide. If you do not have one contact National for some or go to www.nationalexchangeclub.org/members and download this resource book. This will help guide you to prospects for new members.

Invite guests that may not be ready to join but want to participate in your programs and projects of service.

Promote, promote, promote... Social media is a very powerful tool and it's 'Free'. Look up Neighborhood groups and post your events and Club meetings asking for people to join you.

Give some business cards, and membership brochures to a few members and hit the streets to visit local businesses in your area to be a part of all the amazing things you do. Make it fun by having lunch, dinner or a social at one of the establishments you visit.

Hold a membership drive; get your rolodex, cell phones and invite everyone to a membership drive. Make it fun! Share your successes with prospects so they want to be a part of the spark.

Hold Membership contests; what a great way to motivate someone than by rewarding them for sharing Exchange.

Induct the member; this ensures that they know they are a part of something amazing.

Put them to work; find out what sparks the new member and give them something to do right away.

Contact District or National for help; what? Yes! That is what your District and National leaders are there to do - help your Club succeed and grow. Contact your local District Director or National Member Services Director Louise Kachmarik, growth@nationalexchangeclub.org



#ExchangeFits Club Growth Program

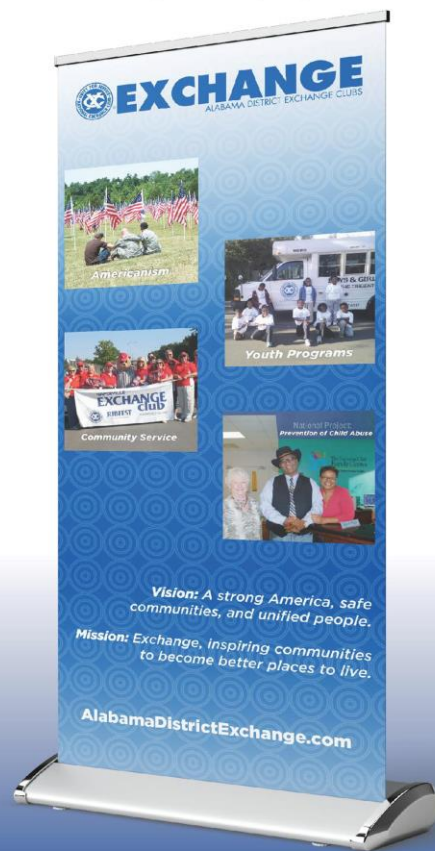
Growing your club is easy when prospective members see how #ExchangeFits so easily into their lives and the community! Your Exchange Club* will win its choice of an Amazon gift card or a new bannerstand – complete with its own logo and website address – for achieving this simple goal:

February 1 – May 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 2020 National Convention All-Events Package. One package will be awarded in each club size category.

**Exchange Excel and Collegiate Clubs are not eligible.*



HAPPENINGS AT YOUR CAP CENTER

EXCHANGE CLUB FAMILY SUPPORT CENTER UPDATE

Hello Spring!! Since starting the New Year the CAP Center has been busy, picking right back up after the holiday break. This update is to share some great things that have happened at the Center over the last few months as well as what is to come.

The Center's 2019 Holiday *Adopt a Family Program* was another great success! Twenty-three (23) of the CAP Center's neediest families were adopted. HUGE THANKS to the Exchange **Clubs of Long Beach; Downey; Pacific Coast; South Orange County and Corona del Mar** for your participation!! Without the support of so many generous donors the holiday season would be a very different one for so many families.

GivingTuesday, a day dedicated to world-wide online giving, was held on December 3rd. This was the third year the Center participated in the one-day fundraising drive, promoting the event through social media and email blasts. Our most recent drive brought us **\$2,005.00 in cash donations!** This was so exciting, as EVERY dollar helps! Donations can be made so easily directly on our Facebook page or via the "Donate" button on our website. District Exchangites, near and far, can send a gift in support of your local CAP Center! This year's event will be held Tuesday, December 1st so mark your calendar now!

April 1st, which kicks off **Child Abuse Prevention Month**, will be here before we know it! The Center is already preparing to do a number of outreach presentations to share information on our services and distribute blue ribbon material. The presentations and material distribution assists Center staff in, not only, raising awareness of this horrible tragedy but also **SHOW HOW EXCHANGE CLUBS ACROSS THE COUNTRY ARE SUPPORTING FAMILIES TOWARD A HEALTHIER MORE POSITIVE LIFE!!** During the month of April, the Exchange Club Center will be promoting Pinwheels for Prevention, raising awareness while raising funds for the Center. Information is included here, however please feel free to contact the Center or check our website for more information. Although it would be fabulous to be able to do this campaign District-wide, gardens are limited to Orange and Los Angeles counties; potted pinwheels will be available via mail to Club members in other areas of the District on a limited, first come-first served basis.

Exchange Club Family Support Center staff is so proud to be representing Exchange while doing the work of Child Abuse Prevention. There is such gratitude for the support offered to your CA/NV Exchange Club District CAP Center!! Thanks to everyone for helping our help families!!



In Memoriam.....

It is with great sadness that the Exchange Club Family Support Center announces the passing of Board Member Kay Henderson. Kay passed peacefully on Monday, February 24, 2020. She served on the Center's Board for fifteen years and had always been a staunch advocate and supporter of the Center and its client families. Her donations over the years

have directly impacted dozens of client children, for which there is eternal gratitude. Kay, and her radiant smile, will live on in the hearts of many!!

Many thanks to the Clubs who supported the families during the Holidays.



Georganne Bruce, Executive Director

Legacy of the Year Award

The National Exchange Club's Legacy of the Year Award recognizes High School students who are children or grandchildren of Veteran and First Responder Exchange Club members.



Candidates also display exceptional community involvement and leadership skills. This program rewards outstanding young people and provides incentive for others to serve their country and communities. Legacy of the Year Award candidates will submit applications directly to Exchange's National Headquarters. If an Exchange Club or District chooses to implement this program, they may do so and coordinate this award similar to the popular Youth of the Year and A.C.E. of the Year Scholarship programs.

PURPOSE:

The Legacy of the Year Award recognizes high school students whose Exchange Club members

are parents/grandparents of First Responders or Veterans. This is a positive program with two key objectives: it helps encourage students to continue with community involvement and leadership; and, it recognizes students who have knowledge and experience regarding the sacrifices made for community and country. This special recognition serves as a powerful awareness to all students that it is an honorable action to serve our communities and country, thus making our communities better places to live. The submission deadline for the National Legacy of the Year Award is June 1. The winner will be presented the Legacy of the Year Award and a \$15,000 scholarship at Exchange's Annual National Convention. Travel accommodations will be provided to the winner and the parents/guardians.

CANDIDATE SUBMISSIONS:

1. Contact Exchange Club members who are first responders and veterans, to make them aware of this award.
2. Exchange Clubs may also choose to position this award as an incentive for joining.

3. Ensure the candidate will graduate from high school this year, OR complete GED classes by the age of 19 and by the time of submission of application to National Headquarters (June 1).
4. Obtain school official and parent/guardian signatures.
5. Submit the candidate's essays before the deadline.
6. Submit essay about the candidate before the deadline. The essay may be submitted by parent, grandparent, or school official.
7. Advise candidate that they may be contacted by a representative of The National Exchange Club to obtain additional information for publicity purposes.

Application can be found:

<https://members.nationalexchangeclub.org/sites/default/files/attachements/Youth%20Legacy%20Award%20FNL.PDF#overlay-context=content/award>

REGION 1 VICE PRESIDENT'S MESSAGE



John Blythe, Region 1 Vice President

National Exchange Club Board of Directors

Hello Exchangites,

I just returned from the annual National Exchange Club Leadership Summit in Detroit Michigan. We inducted several Exchangites

from different parts of our great nation into the Court of Honor at National Headquarters in Toledo, Ohio. It was a very well attended conference and ceremony. At the National Board meeting, we deliberated on ways to grow our organization over the next three years by at least 3%. As I've said before, if each of us just recruited one new member, we'd double our membership, but it's always easier said than done. So I'd encourage all of your clubs to utilize your Chamber of Commerce and social media techniques to recruit new members and get them involved in your club's activities so they are retained!

Other areas that the National Board approved included: aligning the Distinguished President's Award with other awards so the timing is consistent; renaming the title "Exchangite" to "Exchange Club Member" to reflect the more current environment and National will be doing away with the old badges in favor of new ones that promote the name Exchange. As they say in the marketing world, it's all about the branding!

We did something new with our Annual Mid-Year Conference for 2020. In the past, we usually held the conference in Las Vegas, Nevada. However many of the other Districts have opted to do something new. So this year, we held it in conjunction with the Sierra Pacific District at Tachi Palace Hotel and Casino in Lemoore, California the weekend of February 7-8. We and network were happy to see many of you there. It was a great opportunity to listen to great speakers, learn about Exchange and Programs of Service with other Exchangites on this side of America!

Please start making travel arrangements for the National Convention this July in Colorado

Springs, Colorado! As always, I am always available if you or your clubs need assistance! Do not hesitate to call, text or email me! 760.223.6045 or john@frirentertainment.com

COLORADO 2020 SPRINGS
102nd National Exchange Club Convention
and 37th Symposium
National Convention
July 22-25, 2020
Hotel Elegante' Conference
& Civic Center
Colorado Springs, CO
Room Rate is \$125 PN
Link for information and
reservations:
<https://www.nationalexchangeclub.org/convention/>

Covenant of Service

- Accepting the divine privilege of single and collective responsibility as life's noblest gift, I covenant with my fellow Exchangites:
- To consecrate my best energies to the uplifting of Social, Religious, Political, and Business ideals;
- To discharge the debt, I owe to those of high and low estate who have served and sacrificed that the heritage of American citizenship might be mine;
- To honor and respect law, to serve my fellowmen, and to uphold the ideals and institutions of my Country;
- To implant the life-giving, society-building spirit of Service and comradeship in my social and business relationships;
- To serve in Unity with those seeking better conditions, better understandings, and greater opportunities for all.

*Exchange Club of Tustin
donated \$5,000 from our
Honor a Hero Event to OCFA*



The Pacific Coast Exchange Club Presents



Kentucky *Derby Party* *May 2, 2020 1:00-5:30pm*



Location: 5382 Santa Barbara Ave, Garden Grove, CA
Wagering/Table Top Horse Racing and Best Hat Contest for Prizes

Tickets \$25 PP, Children Under 12 - \$10

Gumbo, Cornbread, Fried Chicken, Cobbler

1- Complimentary Mint Julip, No Host Bar

RSVP: Kay Kearney,
kkearney1@me.com (949) 294-6303



Make Checks Payable to: *CA/NV District Charitable Foundation*

Mail Payment to: 24761 Via Princesa, Lake Forest, CA 92630

Name on Credit Card _____ Email: _____

CC # _____ Exp Date _____ CRV _____

Amount to be Charged: \$ _____ PH# _____

Credit Card Zip Code: _____ Please list guests names with payment.

www.pacificcoastexchangeclub.org * The CA/NV District Charitable Foundation is a 501 (c) (3) Tax ID 95-4568283

Proceeds benefit Child Abuse Prevention & Programs and Projects of Service



You're Invited to
Flamingo Bingo Night!

Hosted by the Exchange Club of Tustin

When: Saturday, March 28, 2020

**Where: Clifton C. Miller Community Center,
300 Centennial Way, Tustin**

Time: 6 - 9 p.m.

ALL BINGO PRIZES VALUED AT \$20 or HIGHER!

\$45.00 includes dinner, dessert, multiple bingo games,
no-host wine/beer/soda bar, and 50/50 raffle opportunity.

Purchase tickets online at <http://bit.ly/Flamingo2020> or send \$45 check payable
to Exchange Club of Tustin to M'Lis Fox, 19 Westport, Irvine, CA 92620.

Any questions, please call or text
M'Lis Fox (949) 233-9726 or Bonnie Solomon (949) 310-6815.

Hope you can join us for this fun evening!

*Contact your District Director
for Assistance....*

DISTRICT DIRECTORS

- **Division One - JANELL DARBY**
Cell-619-301-8518,
e-mail - -darbygo@gmail.com
Corona Del Mar, Laguna Beach, San
Clemente, San Diego,
South Orange County
- **Division Two - BRUCE WOODS**
Cell-562-405-1765,
e-mail - baw1003@verizon.net
Downey, Internet, Long Beach, Pacific
Coast
- **Division Three - CATHY RODRIGUEZ**
B-949-400-0667,
e-mail - cathyforhomes@gmail.com
Crossroads Orange County; Irvine,
Newport Harbor, Tustin
- **Division Four - LESLIE DELLARO**
R-951-485-2979, Cell-951-858-1845,
e-mail - lesleedell@yahoo.com
Fontana, Hemet-San Jacinto Valley,
Magnolia Riverside, Raincross Riverside
- **Division Five - DR. JAY SHERY**
R-310-821-3864, B-310-841-5000,
e-mail - ifxubak@aol.com
Culver City
- **Division Six - EMILY MYHRE**
Cell-805-235-1838,
e-mail - LilGator9@aol.com
Central Coast, Cuyama Valley, San Luis
Obispo, North San Luis Obispo

- **Division Seven - JOHN BLYTHE**
R-760-379-2719, Cell-760-223-6045,
e-mail - filmregionsintl@gmail.com
Arvin, Bakersfield, Kern Valley, Excel
Club of Kern Valley High School,
Porterville, Excel Club of Granite Hills
High School (Porterville), Ridgecrest

- **Division Eight – Vacant**
Clovis, Fresno, North Fresno, Turlock

Division Nine - Vacant (No clubs in this
division at this time)

- **Division Ten - ROGER BRANDON**
R-408-448-0244, B-408-995-3216,
Cell-408-334-8243,
e-mail - rbrandonlaw@hotmail.com
Gilroy, Hollister, San Jose, San Ramon
Valley, Scotts Valley

National Headquarters Provides Resources for Free

- Brochures to supplement marketing,
growth, and project efforts;
- Sample press releases and PSAs
(public service announcements);
- Billboard and other promotional
artwork;
- Recruitment videos;
- Exchange Today, a quarterly
magazine;
- Social media and website assistance;
- Programs of Service and fundraising
project guides;
- Leadership training and support;
- And, so much more!
- Clubs in the News

Newsletter Editor: Kay Kearney

Co-Editors: Linda Owens & Shirley Lashmett

Send me your newsletters so we can include your news in future editions @

newsletter@CalNevexchange.org (note the new email)

Links to Web Sites:

- **National Exchange Club:**
 - <https://www.nationalexchangeclub.org>
- **California/Nevada Exchange District Club:**
 - <http://calnevexchange.org>
- **Downey Exchange Clubs**
Child Abuse Prevention
Center:

- o <http://www.downeyfamilysupport.com>

California/Nevada District Officers 2019-2020

President: Johnny Tai, Johnny.tai@alumni.usc.edu

President Elect: Shirley Lashmett, slashmett@cox.net

Secretary: Lyn Lamison, jsthorsingaround@aol.com

Treasurer: Ken Owens, kaowens2@verizon.net

Immediate President: Bill Bechtel, bechtelpro@verizon.net

District Directors

Div. 1 Janell Darby

Div. 2 Bruce Woods

Div. 3 Cathy Rodriguez

Div. 4 Leslie Dellaro

Div. 5 Dr. Jay Shery

Div. 6 Emily Myhre

Div. 7 John Blythe

Div. 8 Vacant

Div. 9 No Clubs in Division

Div. 10 Roger Brandon