

Yellowstone District Exchange Clubs



SEPTEMBER, 2006



President's Message

Light the Fire Within! is this year's theme from National Exchange President, Kim Hodges. We need to light the fire that should be burning inside all of us to spread the good news and deeds of Exchange and grow our Clubs. As we face the challenges and bumps in the road, we will succeed if the flame continues to light our way.

As each Club looks at ways to grow its membership, we also need to thank Rick Bensen, immediate Past District President, and Steve Douglas, the immediate Past National President, along with Steve's Extreme Team for setting the stage for increased membership growth. These folks have set a high standard and I know all of the Clubs in the Yellowstone District will be up to the challenge

this year!

Hopefully, all the Clubs in the District have conducted their Program Development meeting, which is your planning roadmap for this year. This planning meeting should include not only the programs of service projects, but also your Club's goals for membership growth. If your Club has not done this planning, it's not too late. Do it now and make your report to National headquarters.

As part of your plan for this year, achieving the National Service Award should be one of the goals. Last year more than 50% of the Clubs in the Yellowstone District earned the National Ser-



Kathleen McBride District President 2006-7

vice Award. This year, let's see if this year we can make it 100%!

Light the Fire Within,
Kathleen McBride

INSIDE THIS ISSUE:

Rush Party	2
Happiest Celebration	3
Dates to Remember	4
Directory of Officers	4
Covenant of Service	4
Mission Statement	4
Club Milestones	4



SPECIAL POINTS OF INTEREST:

- *President's article*
- *Pres-Elect's article*
- *2007 Convention, May 18-20, 2007 in Bozeman*
- *Web Links*

2006 Stand-up America Program Announced

**STAND UP AMERICA!—
The Best Opportunity to
Build Your Exchange
Club!**

**September 1st through
November 30, 2006**

Exchange Clubs throughout the Yellowstone District should be aware of the need to grow their membership. As we all know, Clubs lose membership because people change

jobs, move away, or die and for lots of other reasons. All Clubs need to at least annually or even biannually conduct membership recruitment.

For the last several years, National Exchange has encouraged

**NATIONAL DAY OF SERVICE
OCTOBER 28, 2006**

The Exchange Club National Day of Service is scheduled this year for October 28, 2006. Start thinking about and discussing with your Board of Directors a project for the National Day of Service. If you need ideas, check the National Exchange Website or call your District Director or Kathleen McBride (406) 782-5800.

Stand-up America *Continued*

Clubs to participate in the "Stand Up America!" membership drive which allows new members to try out Exchange Club by offering a 90 day waiver of National dues. The **Stand Up America! 90-day free trial membership program runs from September 1st through November 30, 2006.**

In addition, the Yellowstone District is again offering monetary incentives to Clubs which attract new members during *Stand Up America!* For Clubs under 25 members, the District will provide **\$100** for each new member. For Clubs with more than 25 members (or attain membership of 26), the District will provide **\$50** for each new member.

Your Club can then use these incentives to offset the costs for activities related to attracting new members, to build your treasury, for other service projects of your choice or even as a pass through donation to some worthy cause. It is up to each Club to decide how it will use the incentive payment.

District dues will be also be waived for the 90 day period and to participate in *Stand Up America!*, your Club must waive

dues in a similar fashion, but this does not have to include meal charges. The new member initiation fee of \$15 will be billed by National headquarters to Clubs 90 days after the *Stand Up America!* member has joined and the pro-rated national and district and club dues will be charged from that date. Current members and reinstated members cannot participate in Stand Up America!

New member applications should be made using the Membership Certification card instead of the standard "gold card."

Clubs can also use the on-line Stand up America Membership Certification Card which is available on the National Exchange Web site (www.nationalexchangeclub.org) beginning September 1st.



2006

"Stand-up America Program"

firm deadline set by National (and followed by the District) to qualify for the 90-day waiver of the National, District and Club dues and for the monetary incentives offered by the Yellowstone District. Applications received by the National Exchange Headquarters after November 30th will not receive the special waiver of the dues or the District's monetary incentive, although Exchange, of course, always welcomes new members no matter when they join.

So how do you meet the deadline of November 30th and still follow the process for membership application approval? Some Clubs have pre-approved prospective members who are being asked to join Exchange during *Stand Up America!*, so that when the application is submitted to the Club, it can then be immediately forwarded to National Headquarters.

This is true club, district and national Exchange partnership and it has worked for Exchange Clubs across the country to build club membership!

New member applications should be made using the Membership Certification card instead of the standard "gold card."

Remember all new member applications must be received by the National Exchange Headquarters by **November 30, 2006.** This is a

The Great American RUSH PARTY

So your Club is going to participate in Stand Up America! and you need an organized approach to recruiting new members to join your Club. The answer may be a RUSH PARTY.

Rush parties are not a new idea. Many of us remember them from college fraternity and sorority days. Although there is no set formula, there is a pattern that works. At the District Convention in April, we spent several sessions discussing approaches to planning and

conducting a RUSH PARTY. If you want more detailed information, contact District President Kathleen McBride, your District Director or any of the Exchange Club members who attended this session as the District Convention. Add something new or take something out to make the party your own, but by all means give it a try!

Here are some answers to frequently asked questions to help get you started:

1. What is a Rush Party?

It's a recruitment party.

2. What can we call it?

Many clubs call it a Rush Party, but some may be more comfortable with: Open House, Recruitment Party, Pool Party, Holiday Party, Hors d'oeuvres Tasting Party, or Party Party. Just have an event focused on new members while having fun. Excitement is contagious, but then, so is boredom—make your party fun!

3. Where do we have it?

At your regular meeting place, a

Rush Party *Continued*

club member's house, the country club, a hotel meeting room, and many other locations can work. Try not to pick a place too large. Having a good crowd, "feeling crowded," makes people feel like the event is successful, and makes people want to be party of the excitement. You would rather bring in extra chairs, because "we weren't expecting this many people" than to have a bunch of extra chairs.

4. How long should it be?

One to two hours is optimal. We all love Exchange, but you can run people off if every members stands up and tells stories of years gone by and all that has happened over those years. One person who has the ability to "move things along" needs to be the main host. This is vital to the success of the event.

5. Who do we invite?

Have members give names for invi-

Don't try to tell them everything, they won't remember it all, but they might go to sleep if you try to!

tations and mail them out two weeks in advance with the inviting member personal note on the invitation. People want to know who is asking them to come. You may also want to include an informational brochure or letter about your Exchange Club with the invitation. Have the inviting member follow up one week later with a phone call. This is the main key to ensuring a good crowd. The more welcome people feel, the more guests you will have.

6.

What do we do at the party?

Be creative here. Design your party around fun and information about the organization that is shared in a

fun way. Don't try to tell them everything, they won't remember it all, but they might go to sleep if you try to! Do... serve food, introduce guests and officers, discuss four

areas of service (Americanism, Youth, Community, and Child Abuse Prevention), Club projects, play games, tell what committees you have, give away door prizes, and have "meet and greet" time.

7. What happens when it is over?

Sign up as many as you can right there on the spot while they're excited about things. For those who do not sign up at the party or who were not able to attend the party, follow up with phone calls from the inviting member and president, or Rush Party chairman. This has proven to net more new members that might have otherwise drifted away.

Growing your club is not something that happens on its own. Remember, it is up to each of us to share the Exchange experience and to do this you need to ask people to become a member. Join the excitement of the Great American Rush Party, and let's share this great organization with the rest of America!

President-Elect Michele Turner

The Happiest Celebration on Earth!!

I believe Disney may have thought up this title just for the National Exchange Club 2006 Convention this year!

Since this was my first National Exchange Club convention, I was amazed at the enthusiasm and the spirit of the attendees from the beginning State Flag presentation to the closing ceremony. My husband, Pat, and I enjoyed every part, especially when we sat with members of the oldest Exchange Club at the One Nation Under God Breakfast and listened to the leader of the Desert Storm air offensive on Iraq, retired General Chuck Horner.

The National Youth of the Year and Ace Award winners were, as always, great examples of resolve and determination in the face of discouragement. (Mickey, Minnie, Donald, Pluto, & Goofy were also in attendance for pictures!)

The Spirit Award was thoroughly pursued by many clubs such as Illinois throwing their Lincoln pennies and Florida's blinking pins and sunglasses.

To sum up the convention I'd just like to say, there was so much to take in, it will make your head spin! It's not to be missed!!

**YELLOWSTONE DISTRICT
CONVENTION in Bozeman, MT**

May 18-20, 2007

Plan early to attend the next National Convention, July 18-21, 2007 in Portland, Oregon.

See you there!

Michele Turner

President-Elect

Yellowstone District

Each one of us became a member of Exchange because someone asked us to join. You will only get new members if you ask prospective members to join your Club.

Light the Fire Within!

Yellowstone Exchange District

Dates to Remember:

Sept 1, 2006 Stand Up America! Begins

Sept-National Baby Safety Month

Oct 28, 2006 National Day of Service

October—National Crime Prevention Month

Nov 15, 2006 IRS Form 990 Due (cy Natl)

Nov 30, 2006 End Stand Up America!

November—One Nation Under God Month

2007 Convention, May 18-20, 2007. Location: Bozeman, MT.
Facility : [Gran Tree Inn & Convention Center](#)

July 18-21, 2007 - 89th Annual Convention,
Red Lion Hotel on the River Jantzen Beach,
Portland, OR

Unity in Service

Milestones

Idaho Falls Eastside Exchange Club celebrates its **20th Anniversary** on September 17, 1986. Congratulations!

We're on the Web!

**Exchangeclubs.org/
YellowstoneDistrict**

Nationalexchangeclub.org



Mission Statement

Exchange, America's Service Club, is a group of men and women working together to make our communities better places to live through programs of service in Americanism, Community Service, Youth Activities, and its national project, the Prevention of Child Abuse.

Covenant of Service

(Adopted as the philosophy which characterizes an Exchangite)

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.

President: Kathleen McBride

1139 West Steel

Butte, MT 59701

Home: 406-723-7346

Work: 406-782-5800

Fax: 406-723-8919

e-mail: mcbrideck@aol.com

President Elect: Michele Turner

PO BOX 460271

Huson MT 59846-0271

Home: 406-626-4739

Work: 406-543-1330

Fax: 406-543-1332

e-mail: mturner@fsbmsla.com

Secy/Treasurer: Steve Miles

PO BOX 1054

Helena MT 59624-1054

Home: 406-443-5328

Work: 406-443-4300

Fax: 406-443-7122

e-mail: smiles7952@aol.com

2006-7 Officers

Immediate Past Pres: Rick Benson

PO BOX 1943

Bozeman MT 59771-1943

Home: 406-586-7064

e-mail: wylvern237@aol.com

Division 1 Director: Brooks Coombe

135 Waldron Ln

Butte MT 59701

Home: 406-494-2362

Work: 800-823-6683

Fax: 406-723-3880

e-mail: evans@in-tch.com

Division 2 Director: Nathan Woodard

1142 Lynch Cir

Billings MT 59105

Home: 406-252-2480

Work: 406-697-4326

e-mail:

nathanwoodard167@hotmail.com

District 3 Director: Rolf Tandberg

6109 Linda Vista Blvd

Missoula MT 59803

Home: 406-251-4224

Cell: 406-544-7995

e-mail: Tandberg@centric.net

District 4 Director: Tim Fowler

PO BOX 543

Ririe, ID 83443

Home: 208-538-7353

Work: 208-522-5100

Fax: 208-522-5103

e-mail: tfowler@kidk.com

District 5 Director: Jim Szatkowski

9501 Knottingham Dr

Boise, ID 83704-2236

Home: 208-672-1649

Work: 208-332-1905

Fax: 208-672-1673

Cell: 208--866-2181

e-mail: jamesski@jlsce.com

Yellowstone Exchange District

PO BOX 1054

Helena MT 59624-1054

PRSRT STD

US POSTAGE

PAID

BILLINGS MT

PERMIT No. 262