



# The Lakes & Prairies EXCHANGITE

Join us on Facebook

February/March 2021

## Event Calendar

- Mar 6 Exchange Club of Waseca chartered in 1982.
- Mar 14 Daylight saving time starts.
- Mar 20 First day of spring.
- Mar 25-28 Mid-Year Leadership Summit, The Peabody Hotel, Memphis, Tenn.
- Mar 26 Exchange Club of Steele County chartered in 1971.
- Mar 27 Exchange founded in 1911.
- Mar 28 Palm Sunday.

**Share your club's news!**  
Email Randy at  
[rsobrck@yahoo.com](mailto:rsobrck@yahoo.com)

**Lakes & Prairies District Exchange wishes to congratulate the following clubs for having a charter anniversary during February:**

- Albert Lea; Feb. 2, 1980
- Cedar Falls; Feb. 5, 1977



## OFFICIAL CALL TO CONVENTION

The Lakes & Prairies District Board



Invite You to the Annual



Lakes & Prairies District Exchange Club Convention

***Due to the COVID-19 pandemic, the Lakes & Prairies District Convention will be conducted through Zoom on Saturday, May 15, 2021,***

***9 a.m.-Noon***

***Business to include: Election of district officers, announcement of district award recipients, and club officer training.***

***Additional information will be announced in the coming weeks.***

## Exchange Fair: Planting the seed

By Mike Knapp,  
Lakes & Prairies  
2020-21 District  
President-Elect



Our district president in this edition of *The Lakes & Prairies Exchangite* reflects on retention and growth of Exchange.

I also want to plant a seed of thought going forward into the new program year, which holds the promise of better times for us all.

The four Exchange clubs in the Waterloo-Cedar Falls metro area are beginning a dialogue about holding an Exchange or volunteer fair in late spring or July to showcase our clubs

to the community.

Hopefully, sufficient progress has been made on combating COVID-19 that people will be emerging from their homes in great numbers and looking for ways to reengage within their communities. The time then may be right for recruiting new members to Exchange and bringing back members we've lost due to the lack of in-person meetings and activities.

Ask that your club consider such a recruiting fair in your community. It may be possible to coordinate such an event district-wide, and take advantage of a broader promotional push than any one club can do. Think about it...

## Exchange keywords for 2021: Retention and growth

By Dennis Kehoe,  
Lakes & Prairies  
2020-21 District  
President



The new year offers real hope for life to return to some sense of normality.

That means meeting in person, doing our usual projects and fundraising in the manner we are used to. However, as good as that may sound, all of those things may still be months away.

For now, we have to deal with the hand we have been dealt. I believe we need to divide the year into two parts. The first six months we really need to focus on retention. The second half of 2021 will be the time to really concentrate on growing our clubs.

I know we can do it. Our Lakes & Prairies District membership since July 1, 2020, is down 13.3%. I must commend two clubs who have actually increased their membership. East Minneapolis is up 2.2% and Waverly 1.6%. That is fantastic work on the

part of those clubs. And several clubs have not had any change in their numbers.

For now, I encourage the board of all clubs to stay in contact with all of their members who have not been as involved as we'd like in the last 12 months. Each Exchange member needs to be aware of their importance to the club and to the local community.

If any club has members who they are concerned about leaving Exchange (Retention and growth continued on Pg 4)

## Award submission details for the Lakes & Prairies District Convention

We would like to encourage each club to recognize their outstanding members at the local level and then submit your local winners to the District.

Each club has outstanding Exchange club members. Let's show our appreciation for their efforts. **Please submit your club's nominations to the District Awards Committee no later than Friday, April 30, 2021.** The district winners will be announced at the District Zoom Annual Meeting, Saturday, May 15, with a District Celebration Conference in Omaha, Neb., Oct. 1 & 2, 2021.

The District Awards (described on Page 3) will include **"The Exchange Club Member of the Year"** (formerly Exchangite of the Year), **Rookie of the Year**, **Outstanding Club**, **Outstanding Club Bulletin**, **Outstanding Club Website** and **Outstanding Club Facebook Page**. In addition, **Exchange Club Member Hall of Fame Award** recognition for those members celebrating at least 25-year memberships and significant contributions to their clubs will be recognized. **\*PLEASE NOTE:** It is strongly recommended that the nominees for the individual awards be in attendance at the District Zoom Annual Meeting May 15th and if possible attendance at the Convention Awards Banquet scheduled for Saturday, Oct. 2, 2021 in Omaha, Neb. It is also strongly recommended that a Club representative be in attendance for the club awards.

District Youth Awards will also be presented for **"Youth of the Year"** and **"A.C.E. of the Year."** These nominations are due to the District Awards Committee no later than Friday, April 30, 2021. Please use the official nomination forms found on the National Exchange Club website, [www.nationalexchangeclub.org](http://www.nationalexchangeclub.org). **\*PLEASE NOTE:** The recipients of these awards are required to include a photo (head and shoulders) and must be in attendance at the Lakes & Prairies District Exchange Zoom Meeting scheduled for Saturday, May 15, 2021.

National Exchange approved a new Youth Award last year called the **"Legacy Award."** This award is a little different than the other youth awards. It recognizes high school students who are children or grandchildren of an Exchange Club member. Candidates will submit their original applications directly to the National Exchange Club Headquarters and a copy to the District Awards Committee. We will acknowledge our club nominees at the District Zoom Meeting May 15th and the Celebration event Saturday, Oct. 2, 2021. The official nominations form is also located on the National Exchange Club website, [www.nationalexchangeclub.org](http://www.nationalexchangeclub.org).

Thank you for taking the time to say "thank you" to our fellow Exchange Club members and recognizing them for their outstanding contributions to our clubs, communities, and country.

Lakes & Prairies District Awards Committee

C/O Katie Smith

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# EXCHANGE

LAKES AND PRAIRIES DISTRICT EXCHANGE CLUBS

## AWARDS CRITERIA

**EXCHANGE CLUB MEMBER OF THE YEAR AWARD** – This award is given to an individual who has excelled in Exchange during the current 2020-2021 year. It includes efforts in membership, leadership, volunteerism and active participation in Exchange activities.

**ROOKIE OF THE YEAR AWARD** – This award is given to an individual who joined Exchange after July 1, 2019. It is awarded to an individual who has really stepped up to the plate as a NEW Exchange Club member. The criteria are the same as for the Exchange Club Member of the Year but must fit within the less than two year membership date parameters.

**EXCHANGE CLUB MEMBER HALL OF FAME AWARD** – This award is given to those individuals who have been a member of Exchange for a minimum of 25 years. It is based on the contributions of the individual throughout the 25 plus years and includes all aspects of Exchange: club, district, and national. It is a Lifetime Achievement Award designed to recognize your fellow club members.

**OUTSTANDING CLUB AWARD** – Criteria for this award include, but are not limited to, community service projects, Americanism projects, Youth projects, and club projects involving the Prevention of Child Abuse. It also includes membership growth and retention. The Award is a traveling Best Club banner for your club to display at club meetings and events. The club will retain possession of the banner until the awards ceremony the following year. The club will also receive a Gift Card to the National Exchange Market.

**OUTSTANDING CLUB BULLETIN/NEWSLETTER AWARD** – Choose five bulletins/newsletters that the club has printed between July 1, 2020 and March 15, 2021. Criteria is based on content; is it balanced, promotes participation and significant news, and contains the appropriate Exchange logos, readability, and eye appeal. More specific criteria can be found on the National website – [www.nationalexchangeclub.org](http://www.nationalexchangeclub.org).

**OUTSTANDING CLUB WEBSITE AWARD** – Websites will be rated on the content, structure, visual design, and functionality. It follows much of the same guidelines as the Bulletin/Newsletter award.

**OUTSTANDING CLUB FACEBOOK PAGE** - Facebook pages will be rated on the content, visual design, functionality of the posts and outreach results in participation through Likes, Comments, Fundraising results, etc.

To obtain forms or get additional information, please contact:

Lakes & Prairies District Awards Committee  
C/O Katie Smith  
614 Prospect St.  
Owatonna, MN 55060  
507-455-1343(H)  
507-676-0405(C)  
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## Newest club in the district earns their first National Service Award

Courtesy: Mike Knapp, Lakes & Prairies District President-Elect

The Exchange Club of the Cedar Valley has earned their first National Service Award.

The Cedar Valley Club is the newest Exchange Club in the Lakes & Prairies District. They were sponsored by the Exchange Club of Waterloo and chartered on May 11, 2020. It holds the distinction of being the first Exchange Club to be chartered via Zoom during the pandemic. The Club currently has 21 active members and meets on a bi-monthly basis at 5:30 p.m. The Club uses a hybrid in-person/Zoom meeting format that averages about 16 members per meeting.

Since its charter, the Cedar Valley Club has actively carried out the mission of Exchange to earn its National Service Award in January. Some of the activities include: promoting the "Get Out the Vote" campaign; recognizing top cadet graduates from the Hawkeye Regional Police Academy classes

of 2020; purchasing Baby Safety Kits for at-risk, new mothers; live streaming a "Visit with Santa Claus" for area children; gathering Christmas gifts and supplies for area disadvantaged families; distributing Thanksgiving food boxes; selling U.S. flags for Veteran's Day; participating in the Take-Out Tuesday campaign supporting local restaurants during the pandemic; establishing a Young Citizen of the Month/Young Citizen of the Year program with a local school; assisting with the Waterloo Club's Honor Field project; and establishing a prevention of child abuse speaker series within the community.

For more information about the Exchange Club of the Cedar Valley, visit their website, [exchangeclubcv.org](http://exchangeclubcv.org). You are also encouraged to "like" the Club's Facebook page at [www.facebook.com/exchangeclubofthecedarvalley](http://www.facebook.com/exchangeclubofthecedarvalley).



**EXCHANGE**  
THE NATIONAL EXCHANGE CLUB

**Vision: A strong America, safe communities, and unified people.**

**Mission: Exchange, inspiring communities to become better places to live.**

**Programs of Service Projects**

**AMERICANISM**  
Promoting pride in our country...  
Freedom Shrine, One Nation Under God, Proudly We Hail

**COMMUNITY SERVICE**  
Helping others through volunteerism...  
Book of Golden Deeds, Crime Prevention, Fire Prevention

**YOUTH PROGRAMS**  
Building tomorrow's leaders...  
Youth of the Month (Year) and A.C.E. Month (Year) Scholarships, EXCEL Clubs

**NATIONAL PROJECT**  
Prevention of child abuse...  
Exchange Club Child Abuse Prevention Centers, Believe In The Blue, Campaign for Kids

(Retention and growth continued from Pg 4)

change, I suggest starting a "buddy" system. Have one member contact the person who may be on the fence, and make sure that person knows of their importance and makes it their personal goal to keep that person in the club. Find out what they are passionate about and let them take charge, get each member as involved as possible.

If we can keep our clubs where they are now in terms of membership, 2021 can turn out to be a very good year.

Now to growth. Most Americans should have received the COVID vaccine by the end of summer. I am certain we want to get life back to normal. Our towns will have many activities we can take part in. Many people will be ready to help their communities.

We have to be very welcoming to any new member, need to find out what drives them, and how we can immediately get them involved. The sooner they can feel they are an important part of the club, the stronger member they will become. If a new member has a passion, we need to get on board with it as soon as possible.

I am certain with our spirit of community we will end 2021 on a high note.



### Peace Officer of the Year program

The Exchange Club of Steele County recognized Sergeant Bill Youngquist (center) with the Steele County Sheriff's Office as the Club's Peace Officer of the Year during their regular meeting Friday morning, Feb. 19, at the VFW in Owatonna. Youngquist has been with the Sheriff's Office for 23 years and his responsibilities and accomplishments were shared by Sheriff Lon Thiele (pictured left). Youngquist also reflected on changes in the profession, technology, and how a law enforcement career is impactful for the family as well. The plaque presentation was made by Club President Mike Brown.

# HOW TO REPORT PROGRAMS OF SERVICE AND OFFICERS



**Did you know** that Exchange has a secure database in its Member Resources section with functions allowing clubs to report Programs of Service projects and fundraisers, track projects, and enter/update club officer information?

When Exchange Clubs enter their Programs of Service projects online they open the door to tracking progress toward earning the National Service Award and ensuring accurate recording of their activities.

## HOW TO REPORT PROGRAMS OF SERVICE PROJECTS

### Entering Programs of Service Projects:

Please note that only a club officer can enter Programs of Service projects.

1. Visit [NationalExchangeClub.org](http://NationalExchangeClub.org);
2. Log into the Member Resources area;
3. Locate the "Manage My Club" option and click 'go' to view club details;
4. Proceed to the Programs of Service (POS) tab;
5. Select "Add New Program of Service" and enter the details of the project/fundraiser - each project/fundraiser must be entered individually.

Once a project's details have been submitted, the POS summary will appear on screen.

**As of March 3, 2021, three clubs in the Lakes & Prairies District have earned their National Service Award: Cedar Falls, Cedar Valley, and Waverly**

## RETRIEVING PROGRAMS OF SERVICE REPORTS

1. Select the "POS Detail Report";
  2. Click on the "Report Menu" and select the desired report.
- Once the desired report is selected, the report criteria and filters can be used to locate the desired data.

All Exchange Club District officers are given "POS Snapshots" which provide summarized report of all projects entered within their districts, as well as information about Exchange Clubs earning the National Service Award.

## HOW TO REPORT CLUB OFFICERS

Club election results should be reported to National Headquarters through the Member Resources section of the website by April 30. Current functionality includes adding new officers, entering term end dates, editing officer information, and updating club address/meeting details.

### Submitting Election Results:

Please note that only a current club officer can enter information about new officers.

1. Visit [NationalExchangeClub.org](http://NationalExchangeClub.org);
2. Login to the Member Resources section;
3. Locate the "Manage My Club" option and click 'go' to view club details;
4. Proceed to the officers tab;
5. Select "Add Officer" and enter the necessary information about the new officer.

Once the officers have been entered, the offices and members' names will be displayed on the "Officers" tab.

Any changes that need to be made throughout the year can also be edited in this area of the Member Resources section. Upon entering officers, please ensure the contact information is current.

## IMPORTANT!

ALWAYS have updated:

- Mailing address
- Contact information
- Meeting dates/times and locations



# Take-Out Tuesday project

The Exchange Clubs of Waterloo, Cedar Falls, of the Cedar Valley, and Sunrise of Waterloo teamed up in February for their "Take-Out Tuesday" project.

Each week until June, the four area clubs are encouraging their members, friends, families, and co-workers to order take-out from a designated local restaurant. The goal of the project is to provide financial infusion into local restaurants struggling to stay open during the challenging economic times and restrictions of the COVID-19 pandemic.

Through this project, these local clubs seek to work together in carrying out the mission of community service espoused by Exchange.

All clubs in the Lakes & Prairies District are invited to consider a similar project in their communities if you haven't already. Together we can have a greater impact within our own communities and as a district as a whole.



Exchange Club Center for Family Unity in Owatonna.

February 16 at 7:27 AM

Looking for a way to keep your coffee hot and your water cold? Try one of our custom insulated tumblers and know that you're also helping to put an end to child abuse! You can shop here:

<https://www.facebook.com/childabusepreventionmn/shop>



You can also get involved by:  
Supporting the  
**NATIONAL EXCHANGE CLUB FOUNDATION**  
and  
**SPREADING THE SPIRIT OF EXCHANGE!**

[NationalExchangeClub.org](http://NationalExchangeClub.org)  
[NationalExchangeClub.org/Foundation](http://NationalExchangeClub.org/Foundation)

## APRIL IS CHILD ABUSE PREVENTION MONTH

SHOW YOUR SUPPORT ...  
WEAR BLUE EVERY MONDAY IN APRIL!

**#BLUEMONDAYS**  
**#BELIEVETHEBLUE**

**SHARE A PHOTO!**



[NATIONALEXCHANGECLUB.ORG](http://NATIONALEXCHANGECLUB.ORG)

# MARCH 2021

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
28	1	2	3	4	5	6
7	8	9	10 Suggested Candidate for National Office Deadline	11	12	13
14 Daylight Savings Time Begins	15	16	17 St. Patrick's Day	18	19	20
21	22	23	24	25	26	27 Exchange's Anniversary Founded in 1911
28	29	30	31	1	2	3

## NATIONAL CHILD ABUSE PREVENTION MONTH

# APRIL 2021

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
28	29	30	31	1	2 National Headquarters Closed Good Friday	3
4 Easter	5 Observe Blue Mondays	6	7	8	9 Dues Payment to National Headquarters	10
11	12 Observe Blue Mondays	13	14	15 Tax Day	16	17
18 N A T I O N A L	19 O B S E R V E	20 B L U E	21 M O N D A Y S	22 W E E K	23	24
25	26 Observe Blue Mondays	27	28	29	30 Club Officer Election Reports Due	1