



THE BULLETIN

FLORENCE EXCHANGE CLUB
THE OLDEST SERVING SERVICE CLUB IN THE SHOALS BEGINNING JUNE 1921



B.W. Gibbons had the program Tuesday, and he introduced Dr. Randy Pettus, retired after 36 years in the Florence School system (6th Grade at Harlan Elementary, coaching at Coffee High, coach & Assistant Principal at Bradshaw, then Principal, and lastly Director of Federal Programs for the whole City system for 6 years), who is now the Executive Director of the Shoals Scholar Dollars Program.

Dr. Pettus supplied each member with a brochure about the Shoals Scholar Dollars Program as well as the recognizable green bracelet, which shows support for the innovative & successful 501C(3) program that was originally a Rotary Club program & has now been widely adopted as a community program, as the Shoals area recognizes the value of having an educated workforce. The program started from people being concerned that too many of our young people were not finishing (graduating) in our 17 local high schools in the Colbert-Lauderdale area & others were not entering into gainful/career employment after finishing high school. They found out about a program in Hopkinsville, KY, started 60 years ago by that area's Rotary Club, and thought it might work just as well for our lagging students here.

Here are some of the requirements for eligibility for a Shoals Scholar Dollar scholarship: A student must be an American citizen, have at least a 2.5 average (a solid C student, said Pettus), have at least a 98% attendance rate (formerly only 95%), have no major discipline issues, and have no Pell Grants. All requirements are cumulative since the 9th grade.

2014 saw the first class entering NW Shoals Community College, so they are just now finishing. 58 students will be going into UNA or entering the workforce. There are currently 178 students in the program at all levels. A by-product of their eligibility process netted 494 students going into schools (UNA, NW Shoals, or other institutions) via Pell Grants, who originally weren't going to apply for them but had to do so before being considered for the Shoals Scholar Dollar Scholarships.

Here are some of their fundraisers that help to keep the dollars flowing into the foundation: Shoals Students of the Year Banquet, where one student from each of the 17 high schools competes for a two-year scholarship to Northwest Shoals & then a two-year scholarship to UNA. At times, the student chosen for this honor has driven away in a new car, donated by a local dealership.

Thanks to Dr. Sandra Sockwell for taking notes for this week's Bulletin.

UPCOMING PROGRAMS

October 4
DeWayne Griffin

October 11
Fire and Law
Enforcement
Awards

October 18
Jimmy Hall

2016-2017

OFFICERS

Bert Bretherick
President
Brian Maples
Pres. Elect
Doug Evans,
Vice President
Adin Batson,
Imm. Past Pres.
Laura Williams
Secretary
Howard Tinsley,
Treasurer

DIRECTORS

One Year

Peggy O'Steen
Vance Persall
Joe Patterson

Two Year

B. W. Gibbons
Frank Eastland
Parrish Riedel

There is an auction of donated goods in July in conjunction with the W.C. Handy Music Festival--excellent fun with high-end items, including some quality time at Vance's condo on the beach. A new fundraiser will support a transfer scholarship to UNA, an award of a Pell Grant plus \$1000. "Donate to Educate" is supported by all banks & credit unions in the area. On the 2nd Friday of each month, a "pay it forward" opportunity opens for everyone to donate to the Scholar Dollars accounts at your favorite banking/credit union institution. Last month, the first observance of this opportunity, the accounts saw \$2,000 deposited toward SCD! That means the Shoals area citizens are putting their money where their mouths are in support of our students!



Lastly described there is "Party with the Ponies," which will be held October 16 from 1-4 pm at the Bluewater Creek Polo Fields, where there will be a polo exhibition & food samples from many local vendors. Sounds yummy & fun! For \$25, you can party with the ponies!

Dr. Pettus wound up his interesting presentation with success stories of specific students, including one young lady whose parents were laid off from Champion who is now on a full scholarship at Auburn University, starting with a Presidential Scholarship at NW Shoals.

The students go through a Summer Success class before they enter NW Shoals, an orientation program aimed at making sure they get a good start in the program. They are drug tested & must perform 10 hours of community service & keep their grades & attendance up while in the program. They can't have other scholarships such as academic or athletic, etc. They can have a partial Pell Grant. Tuition at UNA now runs ~\$4200 at UNA & ~\$1700 at NW Shoals, FYI. The idea is to educate our Shoals youth, who will be able to graduate without being overburdened with student loans, functioning as contributing members of a growing economy.

IN OTHER CLUB NEWS

Parrish Riedel reported on the Fair Drink Sales Fundraiser, saying that he didn't have final figures yet, but that the fair attendance was down, partially due to the hot weather; this, of course, affected sales volume. He thanked everyone who helped, as well as did Vance Persall, who specified both Parrish's & Bill Cadenhead's efforts (current & in years past), and all who worked in "thankless" behind-the-scene roles such as setup, donations, etc. It takes all of these contributions to make a successful fundraiser. It ain't easy!

Adin mentioned that ONUG (One Nation Under God) would be coming up soon—November 15! That means there are tables for sale. For only \$200, you can have your own reserved table with 7 of your friends/family members. Otherwise, tickets are \$20 each on a first-come, first-seating-choice basis. The speaker will be Chis George, U.S. Veteran currently of the Shelby County (AL) Sheriff's Office.



Fran Nunnelly & Jack Counts visited with Harold Parker, who now resides at Green Oaks Inn & seems to be pleased with his living arrangements. John Dupuis visited in Birmingham with Al & Joanna Henderson. They'd love to see you if you are in the area there. Vance reported on Dr. Frank Hatchett, who is doing much better now & getting out to go to church & some restaurants. He hopes to be able to visit with us soon. Thanks to those of you who make contact with those who are ill or unable to be with us for various reasons. That's a great service to those who have given so much to the Club & our area in the past. Let's keep them in the loop & keep the Club informed as to their welfare & location for contacts.



Only birthday celebrated in September is by George Chamber on the 29th

WANT TO GROW YOUR CLUB? GOOD!!!

KEEP THESE THINGS IN MIND AS YOU WORK TOWARD YOUR GOAL:

1 Host a membership recruiting program each year. It may be all year! Create a new theme and program for recruiting each year.

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2 Bring your members together to share ideas. Challenge each other's thinking.

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3 Be sure to present what your club does in an attractive way – both verbally and visually! Use catchy and appropriate language, and professional marketing materials.

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4 Have a strong sense-of-self. All members should be able to properly explain what your Exchange Club does.

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5 Devote serious time and personal attention to attracting like-minded people to join.

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6 Be visible in your community. Use social media—be creative and also reinvent your methods. Cultivate new relationships and partnerships!

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7 You may have to ask more than once. People want to hear about an initiative multiple times before they take action.

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8 Explain clearly why and how you are fundraising, and how the funds will be distributed. Be honest and transparent – this will attract people who want to help you AND JOIN you!

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9 Exchange should not be a secret – talk about it at work, at your children's school events, at church, in all social settings!

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10 Periodically survey your members for new ideas and encourage them to think outside the box – the best ideas are born from groupthink!

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11 Allow each member to be passionate and have a special connection with the club. Their passions will spill over and they will become the best recruiters! Let all members play a role!

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12 Build awareness outside of Exchange, seek out opportunities to speak about Exchange in front of groups and to those who swim in volunteer circles.

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