



Exchange Hotline

Exchange Club of
Sugar Land Newsletter
JAN 15TH, 2020

The Exchange Club of Sugar Land

4800 Sugar Grove Blvd. Suite 100
Stafford, TX 77477
www.ecsl.org

Weekly Meetings

Wednesdays, 7:00 a.m.

Sweetwater Country Club
Palm Royale Blvd.
Sugar Land, Texas

Officers 2019-2020

President:
Vernon Hunt

President Elect:
Paul Barnett

Secretary:
Vida Goodell

Treasurer:
Brad Porter

Immediate Past President:
David Lanagan

Board of Directors

Rick Bell
Kalina Fashaw
Brad Porter
Juli Fournier
Chanel Bermudez
John Heinemann
Jennifer Boley

Spaghetti Chair 2019
Lori Bisewski

Webmaster:
Charlie Braun
www.ecsl.org

Newsletter Editor:
newsletter@ecsl.org

Speaker of the Week! 01/08/2020

Our speaker on 01/08/2019 was our own Kevin Barker, District past president of Exchange Club which supports many locations and start-ups for Exchange! A good example of this is 2 locations, Exchange Club of Sugar Land and Exchange Club of Fort Bend. Both are in Sugar Land but one meets early morning and the other meets at lunch time. And we even have a After-Hours group that usually meets after 6 pm at different locations during the month.

Kevin did a great job in explaining a topic on "Lifestyle Marketing" and explaining to us how this relates to growing Exchange Club as we move forward into 2020 and beyond!

Think about Exchange Club and what we represent to the community! We support 4 areas with involvement!

- **Child Abuse Prevention**
- **Americanism**
- **Youth**
- **Community Service**



► Lifestyle Marketing is a marketing technique where a product is branded and marketed such that it is perceived to possess aesthetics, ideals, and aspirations that the targeted audiences identify with and revolve around an ideology that gives meaning and purpose to why it exists.

Define 'Lifestyle Brand'

When breaking down this concept, first think about what is a lifestyle. It's a set of interests, opinions, or ideas that people adhere to and use to reflect a particular group or culture. It's a definition in and of itself of who people are or hope to be.



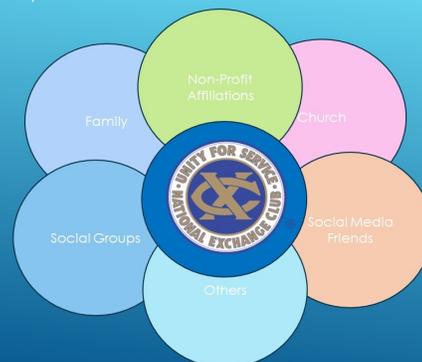
President Vernon Hunt
"mugging"
District President Kevin
Barker!

Where to start!

Where is your base?



our social circles:



Lifestyle brands must both have a broad scope of products and/or services offered and embody the same aesthetics, ideals, and aspirations that their targeted audiences identify with. In addition, at the heart of these types of brands is a deeper ideology—something that gives meaning and purpose to why they exist.

Resources:

Maddy Osman - Pixlee
<https://www.pixlee.com/blog/lifestyle-marketing-101/>

Ben Mullholland - Process.st
<https://www.process.st/listicle/>

Thoughts on Kevin's presentation. As your editor of the newsletter what I take from this is, I started in sales for a career so maybe I am ahead of the game on how to approach people about Exchange Club. I do carry Exchange Club business cards with me everywhere I go. It makes things simpler by giving them a card and inviting them to a Exchange Breakfast or lunch group or After-Hours group! And it makes myself think about the lifestyle I have and where I want to go in life to help people through service. In tern, we need to think about the lifestyle of the person we are inviting. If I am in sales I would invite someone in sales quite easily, but we can all still approach anyone's profession. If you are say attorney or judge you might want to tap into that group. If you are a stay home mom maybe a neighbor! Any profession will get you started. Many e.g. here to reach out to people that fits our brand, EXCHANGE CLUB!

The "circles "above say it all and you can tap into any of these. look at your relationships and your social circles! Together, we should be able to double the size of our group! Start thinking about Spaghetti dinner Fundraiser and start a list of people that will support our cause and buy a ticket, **and join the club!** Well, as and old friend said to us, "**invite, invite, invite!**" or "**think of the possibilities**" (Rodney White (RIP) and President Vernon Hunt). **Double the size of the group? And we will raise more money with leverage to serve in FBC.**

Youth of the Month/Clements High School!

01/08/2020

Let me start with this about Mr. Adam Tao, he is totally prepared for a great future already starting with a great resume of Education, Leadership, community service and Academic Enrichment, skills and awards and achievements from 2016-2020 when he graduates. And he plays piano which personally is one of my life goals as your editor of the Newsletter. As mentioned his background is so in depth that I will mention something from each category about Adam!

EDUCATION

Class of 2020, GPA of 97.5392, ranked 99 out of 643, completed 5 AP courses, and awarded AP Scholar with Distinction in the following areas: Computer Science, Chemistry, Calculus, English Language and composition, Music Theory. SAT1590 Super score (Math and Reading).

LEADERSHIP

- Software administrator, Computer Science Club
- Information Technology Officer, Navy JROTC
- Plans Officer, Navy JROTC

COMMUNITY SERVICE

- Interact Club, 2/hours/week, 32 weeks a year.
- Navy JROTC, 1 hour/week, 32 weeks a year.
- Barton Senior House, 1 hour/week, 18 weeks a year.
- District UIL Invitational B, 12 hours/week, 1/week a year. (computer science coding contest)
- First Colony Branch Library, 2/hours/week, 6/weeks a year.

ACADEMIC ENRICHMENT

Founding member , Computer Science National Honor Society 2018-2019

Attended Chinese Cultural Enrichment Trip (June-July 2016)

Student at UT Austin's Cyber Camp (July 2019)

Student of extracurricular Math and science classes at KIPP Advanced Academy (June 2017-2018)

Member of Codecademy and Udemy, Self-study coding languages. Like node.js & Python.

AWARDS & ACHIEVEMENTS

- Advanced to the Silver Division in the USA Computing Olympiad.
- Achieved the highest score of Superior+ on the Texas Music Teachers Assoc. Annual Guild.
- Awarded the Whitlock Music Theory Exam Gold Award
- 1st place individually of 240 in Academics at Area 10 JROTC State Competition
- 1 of 8 teams worldwide out of 600 Navy JROTC units, only Texas team to qualify for National-Joint Leadership Academic Bowl Competition.
- Awarded the coveted Cadet of the Year for exceptional dedication & contributions.

** Also, numerous medals and Aiguillettes to his resume. Too many to mention and almost out of writing space here.



Amy Mitchell introducing Adam Tao.



Exchange Education “Service Talk”!

Inspired by our “Exchange Education Service Kick Off” last week by Kevin Barker we conducted an Exchange Club Education Session at Wednesday’s meeting 01/15/2019 . If you did not make the meeting, we discussed such topics as Board Member Roles and responsibilities, Financial Operations, Club Committees and Chairs, **recruitment** and Retention, and New Member Orientation.



This is to Inspire you and me as Exchangites to join a committee, or encourage you to get more involved in the Club. Just **“Imagine the Possibilities”** in a better understanding of our club and how it functions, and joining one of our committee’s, and recruiting new members by inviting them to our breakfast meetings! Doubling the size of Exchange would be a feather in everyone’s hat! A group effort! As our past president David Lanagan said, **“No one can do everything...but everyone can do something”!**

Exchange Strong and America’s Service Club!

“Gearing up for Spaghetti Dinner fundraiser is coming!

Vernon



SUGAR LAND, TEXAS 1987

Our Seniors we volunteer and support, 1st Friday of the month!



Youth of the Month/ Kempner High School!



Presented by Rene Cannavo on your far left.



Hello everyone!

My name is **Chinelo Renee Meka**, and I am a senior at Kempner H. S. First I would like to thank all of you for inviting and my family to the Exchange Club Breakfast. I am honored to have been chosen by my counselor, Ms. Burrell, as her youth of the month award, and acknowledging my progression throughout high school. I also want to thank my family, especially my mother, who always believed in me, and the support she has given me for many years!

I am one of 2 daughters born to a Nigerian father, and my American mother. I was born and raised in Houston and have been in FBISD all my life.

While at Kempner H. S. , I received an Academic Excellence Award for the past 2 years, and have been on the Honor Roll several times, and I have been a part of the National Honor Society. I support the health of moms and babies by participation in the yearly walkathon.

Outside my academics and family time, **Art** is my number one passion as a hobby. Ever since I was in elementary school, I've always had this passion for creating paintings of my art with a historical theme. When creating pieces, I use many different art mediums, like watercolor, oil pastel, charcoal, oil paint, and many other brush techniques.

I have participated in many art competitions, over the years, where I did place 2nd in a earlier contest in elementary school. Just recently I submitted an art piece I did ,for the Houston Livestock and Rodeo Art Competition, and I am keeping my fingers crossed to win or place!

I have been accepted to, and will be attending , Sam Houston State University to major in **Art Studio** and begin to pursue my vision and passion and dream to produce all types of different art to be seen and hopefully catches the eye of a buyer who will purchase my work.

Again and with sincerity, thank you all for selecting me as your Youth of the Month at Kemper H.S.

Chinelo Renee Meka