



**First National Secretary
Herald Harter**

Mr. Herald M. Harter was named the first national secretary in 1917 at the time the National Exchange Club was incorporated as a non-profit educational organization. National Headquarter was permanently established in Toledo, Ohio at this time.

Mr. Harter was to guide the growth and achievements of the Exchange Club for 44 years, he came to be know as "Mister Exchange" and the dean of service club secretaries.

He traveled the nation on behalf of Exchange and won the admiration and esteem of business and professional people everywhere.

During Mr. Harter's almost half a century as national secretary the growth and development of Exchange was profound, more than any other individual he was responsible for the emergence of Exchange as a major national service organization. In the 1920s and 1930s he worked almost single handedly to promote a build numerous new Exchange Clubs. During his tenure the National Exchange Club grew from 4 clubs to more than 1,100 making it the largest exclusively American service organization.

In 1923 the Book of Golden Deeds was adopted and the Sunshine Special was also adopted. Exchange's interesting community service, Americanism and youth continued to expand. National Secretary Harter was one of the first to sense the tremendous future in aviation and urged his growing organization to participate in it, beginning in the 1920s. Exchange Clubs were among the first groups to begin marking water towers and roofs as "air lanes" before the introduction of radio beacons.

Mr. Harter retired in 1961 for health reasons. On his retirement the special post of Honorary National President was created to recognize his singular dedication the America's Service Club. He passed away on September 24, 1965 at the age of 80.

In 1984, the national board of directors changed the title of Exchange's profession staff leader to executive vice president. The person in this role is in charge of the head questers staff and is the liaison between the board of directors and the clubs as a whole.

**Yours in Exchange
Maureen Tobin
MDEC President Elect**