

IGNITING THE TORCH OF TOMORROW!

International Association of Torch Clubs

**PART
TWO**

**Art Bloom,
IATC Vice President**



**SEMINAR
PART TWO**

An Interactive Session With Members:

Attracting Younger Members



Club Recruiting Best Practices



Social Media Tips & Tricks



**Attracting
Younger
Members
*To Your
Torch Club***

Facilitated By Sandi Stewart, Lincoln Torch Club

MEET OUR RISING STARS

**Three Impressive Young
Leaders Who Are Igniting
The Torch of Tomorrow**



**Victoria Woolfolk:
Trenton, NJ**



**Samuel Segrist:
Lincoln, NE**



**Jocelyn Bullock:
Lincoln, NE**

Why it is
important to
understand your
target audience?



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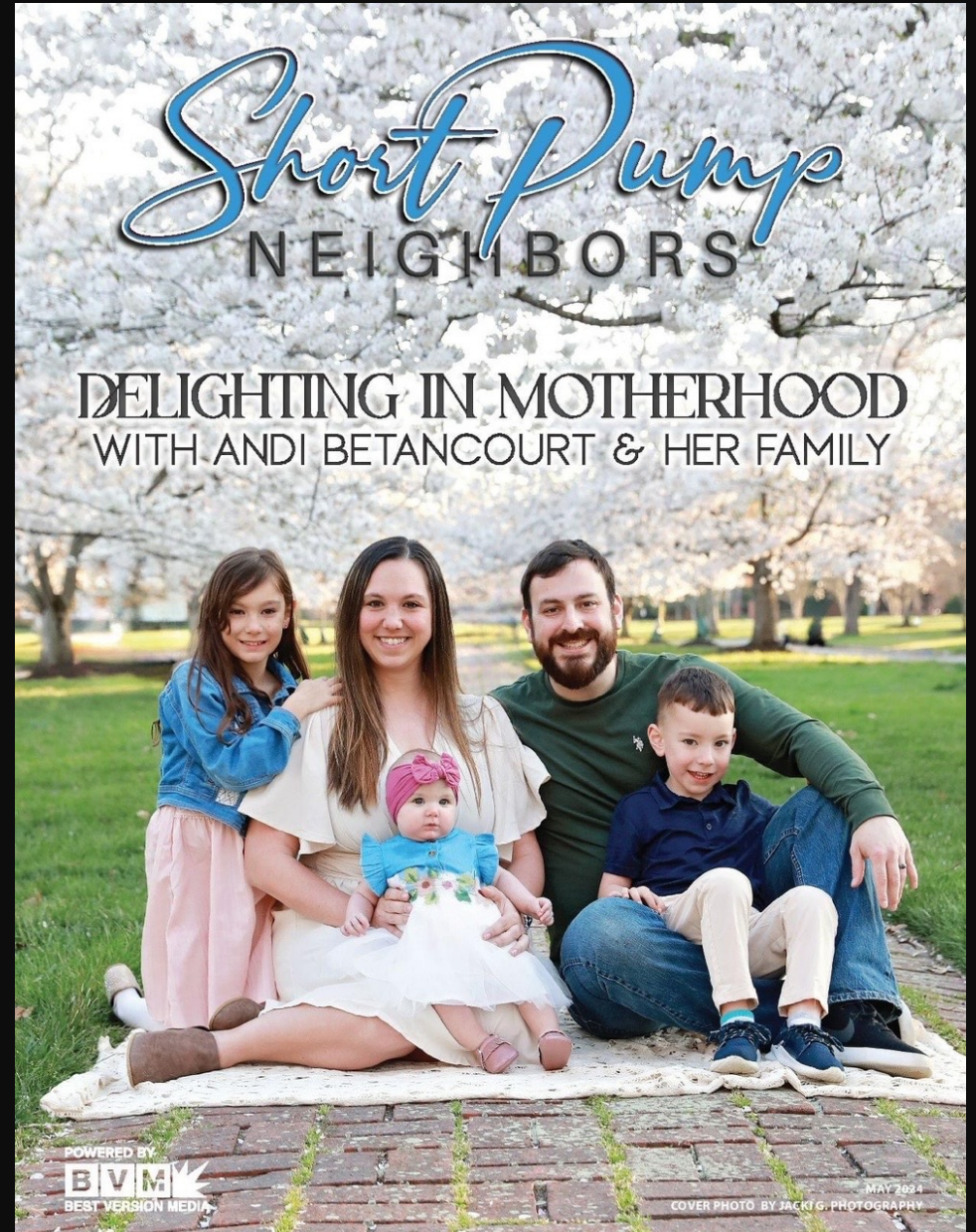


**Pat Shutterly,
Richmond**

A Public Relations Victory For Richmond Torch Club

Magazine Cover

**Richmond Torch Club Featured
In Neighborhood Magazine:
Short Pump Neighbors
Produced By National
*Best Version Media Publications***



Inside Spread

RESIDENTS SUBMITTED | PATRICIA SHUTTERLY

Richmond Torch Club

In late June, an unusual – some might say a unique – organization, the International Association of Torch Clubs, Inc. (IATC) – will hold its 100th anniversary convention here in Richmond.

The convention, celebrating the 1924 start in Wisconsin of the first Torch Club, will be hosted by the Richmond Torch Club, one of eight IATC affiliates in Virginia. The other seven are in Fredericksburg, Leesburg, Montgomery County, Virginia Beach,

Portsmouth, Williamsburg, and Winchester.

Attendees will come here June 20-23 from among IATC's 51 affiliate clubs that are spread up and down the East Coast states, go westward as far as Texas and Nebraska, still reach northward to Wisconsin, and then cross the border with one club in Canada. Many participants may come early or stay afterward to vacation in the area.

What makes the IATC and its Torch Clubs unusual? Besides being 100 years old, that is. Torch Clubs offer intellectually-inclined professionals a place for life-long learning and cultural exchange seldom found elsewhere. Instead of focusing on a single profession, Torch unites professionals from multiple disciplines and backgrounds together. Torch Clubs are not service organizations, do not champion particular causes or projects; adopt no public stances, and endorse no political policies or candidates.

What Torch Clubs DO is promote education and free interchange of opinion among their members on varying subjects – civic, philosophic, scientific, economic, religious, artistic. And reinforcing and sharing what goes on locally, the IATC publishes a three-times-a-year magazine of articles, which are written from outstanding club presentations.

Richmond Torch meets September through



May (taking a summer break), usually the first Tuesday evenings of the month, at the Sts. Constantine and Helen Greek Orthodox Cathedral – enjoying dinners prepared by the church's Ladies Philoptochus. Presentations, mostly given by members, but also by invited guests, include discussion and Q&A time.

"At our meeting programs, we cover a very wide range of topics – everything from learning about the benefits of fasting to the Kepone/James River pollution disaster to the 'secret life' of many plants," says current President Bob Schmidt, retired University of Richmond (U of R) Economics Professor. A past president, Pat Shutterly, says she can depend upon "learning something new and valuable" at every meeting, not only from the presentations but through the dinner conversation with "fascinating table mates."

The Richmond Club also has several sub-groups – opera lovers, classic books, walking/hiking and health – that meet

periodically. During summer-off months, members may gather for music nights at the Louis Ginter Gardens or to cheer for the Flying Squirrels minor league baseball team.

At the IATC Centennial Convention, to be held at the downtown Omni Hotel, featured presentations will be from local speakers: Edward Ayers, U of R president emeritus and nationally-recognized humanities professor and author, offering new ways to teach history so it's "engaging, challenging and truthful"; Edwin Slipek, multi-faceted writer and Virginia Commonwealth University professor of architectural history, on Richmond's 400 years of architectural traditions; author, researcher and television documentary narrator Elvatrice Parker Belsches, on the city's reputation as the "birthplace of Black Capitalism" and the "Harlem of the South"; and Mike Mason, a highly honored cyber-security expert and retired executive from both the Federal Bureau of Investigation and Verizon, and currently a motivational speaker, urging that retirement isn't a "thing to be feared," but instead, "a time of transition, not ending." Area residents may encounter convention attendees on sponsored tours of important Richmond historical sites and architectural gems; the Black History, Valentine, Fine Arts and History and Culture Museums; and the State Capitol.

For more information on the Richmond Torch Club and the IATC, contact Pat Shutterly at pshutterlytorch@gmail.com or visit torch.org.



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Dwight Williams
Saginaw Valley, MI

How We Became The Largest Torch Club!



**Peter Goodman,
Richmond**

Keeping Your Club Members In Your Pocket

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**Sam Segrist,
Lincoln NE**

Recording and Archiving Club Presentations on YouTube

Lincoln YouTube



Lincoln Torch Club, Lincoln, Nebraska

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<https://www.youtube.com/@lincolntorchclub/videos>

Latest

Popular

Oldest



Lincoln Torch Club: Gunter Hofmann's "The Countess and the Computer"

7 views · 1 month ago



Lincoln Torch Club: Kevin Cole's "Which Side Are You On?"

40 views · 5 months ago



Lincoln Torch Club: Scott Stanfield's "What is to be thought of her?"

7 views · 8 months ago



Lincoln Torch Club: Mark Dahmke's "What I Didn't See"

77 views · 1 year ago



Lincoln Torch Club: Penny Greer's "A Tragedy of Avoidance" by Penny Greer, February 20,...

5 views · 1 year ago



Lincoln Torch Club: Jack Gould's "Once Upon a Time There Was a Reason"

25 views · 1 year ago



Lincoln Torch Club: "The Russians are Coming, The Russians are Coming"

8 views · 1 year ago



Lincoln Torch Club: Sam Segrist's "No Time Like the Present (or the Past)"

65 views · 1 year ago

360°




Using LinkedIn To Expand Your Professional Connections

LinkedIn is the world's largest professional network on the internet. By completing a LinkedIn Profile, you can connect with other professional and identify prospective Torch club members.

LinkedIn Profile

The image shows a screenshot of a LinkedIn profile for Art Bloom. At the top left is the LinkedIn logo and a search bar. The navigation bar includes Home, My Network, Jobs, and Messaging Notifications. The profile header features a circular profile picture of Art Bloom, a company logo for Bloom Consulting, and a background image. Below the header, the name 'Art Bloom' is displayed with a verified badge and '1st' position. His title is 'President @ Bloom Consulting | Certified Advisory Board Facilitator'. The location is 'Winston-Salem, North Carolina, United States' with a 'Contact info' link. He has '500+ connections'. Mutual connections listed include Chuck Kraft, Anita Ogburn, and 162 others. Action buttons for 'Message' and 'More' are visible. The 'About' section begins with a paragraph describing his 13 years of experience as the owner and manager of Bloom Consulting.

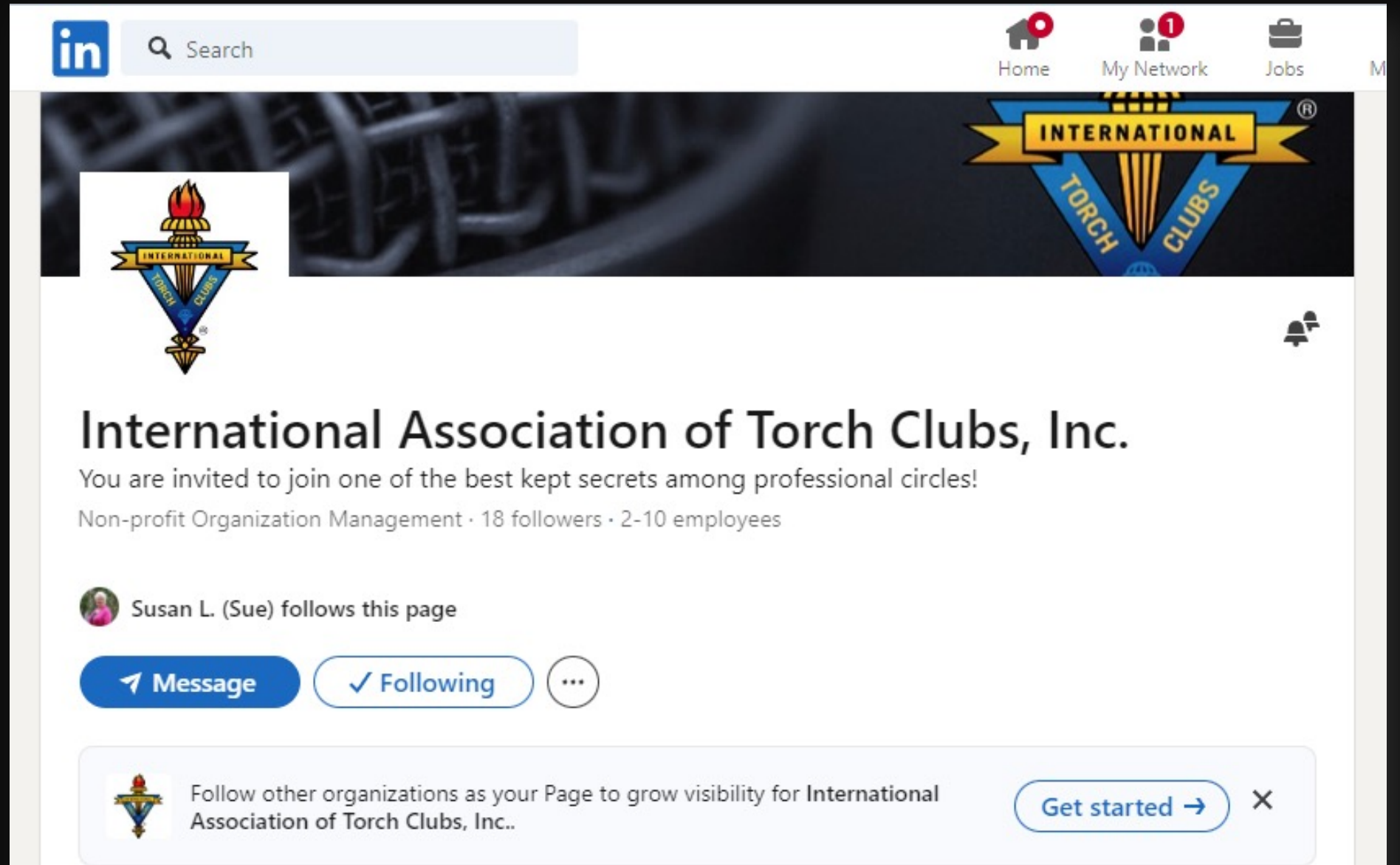
Art Bloom  · 1st
President @ Bloom Consulting | Certified Advisory Board Facilitator
Winston-Salem, North Carolina, United States · [Contact info](#)
500+ connections
Chuck Kraft, Anita Ogburn, and 162 other mutual connections

[Message](#) [More](#)

About

As the President of Bloom Consulting, I leverage my 13 years of experience as the owner and manager of a full-service marketing, advertising, and public relations agency to help clients achieve their business goals. I am a certified business consultant and a peer advisory group facilitator with expertise in various industries, such as finance, retail, education, and arts and


IATC Page



The image shows a screenshot of a LinkedIn profile page for the International Association of Torch Clubs, Inc. The page header includes the LinkedIn logo, a search bar, and navigation icons for Home, My Network (with a notification badge), and Jobs. The profile banner features the organization's logo, which consists of a torch with a flame, a banner reading "INTERNATIONAL", and a shield with "TORCH" and "CLUBS" written on it. Below the banner, the organization's name "International Association of Torch Clubs, Inc." is displayed in a large, bold font. Underneath the name, there is a tagline: "You are invited to join one of the best kept secrets among professional circles!" and a description: "Non-profit Organization Management · 18 followers · 2-10 employees". A notification indicates that "Susan L. (Sue) follows this page". Below this, there are three buttons: "Message", "Following" (with a checkmark), and a menu icon (three dots). At the bottom of the page, there is a promotional banner that says "Follow other organizations as your Page to grow visibility for International Association of Torch Clubs, Inc.." with a "Get started" button and a close icon.

in Search


Home My Network Jobs




International Association of Torch Clubs, Inc.

You are invited to join one of the best kept secrets among professional circles!

Non-profit Organization Management · 18 followers · 2-10 employees

 Susan L. (Sue) follows this page

[Message](#) [Following](#) [...](#)

 Follow other organizations as your Page to grow visibility for International Association of Torch Clubs, Inc.. [Get started →](#) [×](#)

Overview

Welcome to the International Association of Torch Clubs where you are invited to share your knowledge, your experience and your perspective with other professionals in an ideal social setting.

We are a highly interactive organization where members participate and discuss stimulating subjects ranging from current events, historical significance, folklore and much more. Our members are professionals with a broad range of experience creating knowledge expansion with diverse viewpoints.

Membership not only includes idea generating presentations but outstanding atmospheres to freely exchange questions, concepts, views and interaction. Each club chooses its own unique venue, happy hours and meeting program including a meal.

Clubs and members are connected through our International newsletter, magazine and annual convention. All presentations are eligible to be published in our peer reviewed magazine publication, The Torch. Conventions are sponsored by local clubs showcasing new areas of the country each year.

Our vast organization has clubs in both the United States and Canada and is growing in cities everywhere!

Website


<http://www.torch.org>

Industry

Non-profit Organization Management

Company size

2-10 employees

5 associated members 

Founded

1924