



GRAND LODGE *Newsletter*

<http://www.elks.org>

Elks Care — Elks Share

March 2008

Volume 43 • No. 8

Best wishes for success to new officers

To All district deputies, exalted rulers, officers and members:

On behalf of the Grand Lodge family and all Elks, I want to personally thank the exalted rulers, officers and committee members who contributed their time and energy to the success of our great Order this year.

Our Order has a long and proud heritage of service to those in need, our communities and our nation. A strong, renewed commitment to our cardinal principles of charity, justice, brotherly love and fidelity will ensure that we will continue this tradition and spread the word that “*Elks Care – Elks Share.*”

March has finally arrived. Hopefully the worst of the winter season is behind us. March also signals the end of yet another lodge year. To the current lodge officers who are leaving the offices, my heartfelt thanks for the service you have rendered to the Benevolent and Protective Order of Elks. To the officers who will be serving in leadership roles in the upcoming lodge year,



Message from the Grand Exalted Ruler

F. Louis Sulsberger

I extend my congratulations and best wishes for a successful year.

March also brings us to one less than pleasant task. That would be the task of removing lapsed members from our rolls. I would ask that each of you assist your lodge in making one last concerted effort to bring those members back into the fold. The more our numbers decline, the less we will be able to be a strong force in our communities, states and our nation. Also make one last push to make sure there are not any candidates waiting in the wings when the lodge year ends. It is such a tragedy to see a lodge drop in numbers with candidates waiting for their

initiation into the Order.

Finally, this is the time of year when you as leaders recognize that member and that officer who have made a significant contribution to your lodge by designating them as Elk of the Year and Officer of the Year. At the same time I hope you recognize the spouse of a member who has gone above and beyond to help your lodge.

Let me also take time to thank the current district deputies for their efforts to this point in their appointments. Continue the good work. Make sure the new exalted rulers have all of the resources they need to lead their lodges.

I would ask that each member find a friend and ask him or her to join. It should be an easy task. Just tell the person about all the Benevolent and Protective Order of Elks does for our communities. Let them know that “*Elks Care – Elks Share.*” and ask them to help us in our efforts. Additionally, remember our veterans and those currently serving in our Armed Forces, for without them we could not enjoy the freedoms we have today.

Idea: Send ENF gift along with dues

Are you asking for a donation to the ENF with your dues mailing? If not, you should be. We want people to be thinking of us when they consider whether or not to include that extra \$10 or \$20 with their dues check. That’s why we’ve designed this small, lightweight slip to include with your dues mailing promoting the ENF and all the good reasons to donate.

Grand Secretary

Jack M. Jensen

March reminders: Exalted Ruler Class • Contest & Recognition Month – see Due Dates • Lapsation Committee Report at first regular meeting (Sec. 13.090) • Select Lodge Statutory Committees (Sec. 13.020) • Select Lodge Officer appointments

GRAND LODGE MEMBERSHIP COMMITTEE

PR, membership make good team

By JOHN C. LAMANTIA
Committee member

The lodge that has continued membership growth is, in all likelihood, using a program that effectively addresses four key areas: recruitment, indoctrination, lapsation prevention and reinstatement. The lodge members in charge of each of these areas and the lodge secretary work as a team that meets regularly to coordinate efforts. (See previous articles in the Grand Lodge Newsletter and Membership Program and Planning Manual (Code 510400) for information regarding team structure, goal setting and team operation.)

While the mechanics of forming and operating a membership team are well known, some lodges that have tried the team approach have become discouraged when less than expected results were attained. It is suggested

that failure to integrate the lodge Public Relations Committee into the membership program was the factor that contributed to realizing less than the anticipated level of success.

Including the Public Relations Committee on the membership team ensures that both the lodge’s internal and external customers,

Please see **TEAM** Page 2

INSIDE

Centennial salute	2
Lodges undergoing transition	2
Be proud to report your patriotic acts.	2
Youth Week is first week in May	3
Elks Training: Dont put it off!	3
National Veterans Service Commission	4
Are you ready for 2008-09?	4

Centennial salute

Here are the lodges celebrating their 100-year anniversaries during 2008-09 in service to humanity, our nation and our Order's noble principles:

<u>LODGE NAME</u>	<u>INSTITUTED</u>
Great Bend, KS 1127	Oct. 15, 1908
Marysville, OH 1130	Oct. 14, 1908
Elkins, WV 1135	Oct. 27, 1908
Okmulgee, OK 1822	Oct. 27, 1908
Dickinson, ND 1137	Dec. 11, 1908
Berwick, PA 1138	Nov. 16, 1908
Greenville, OH 1139	Nov. 6, 1908
Daytona Beach, FL 1141	Jan. 15, 1909
Fort Morgan, CO 1143	March 9, 1909
Elk City, OK 2343	March 6, 1909
Herrin, IL 1146	April 6, 1909
Rocky Ford, CO 1147	April 8, 1909
Sayre, PA 1148	March 30, 1909
Hobart, IN 1152	April 28, 1909
South Orange, NJ 1154	May 20, 1909
High Point, NC 1155	April 20, 1909
Coos Bay, OR 1160	June 29, 1909
Eveleth, MN 1161	May 29, 1909
Dublin, GA 1646	June 11, 1909
Live Oak, FL 1165	June 6, 1909
Faribault, MN 1166	June 15, 1909
Mangum, OK 1169	June 14, 1909
Tucumcari, NM 1172	June 24, 1909

GRAND LODGE PUBLIC RELATIONS COMMITTEE

Lodges undergo transition

By **VERNE R. JARVELA**
Committee member

It is transition time at our lodges. New officers are being elected, and ideas and plans are being made for the next lodge year. Membership goals are being set and what charitable programs to improve on. In these plans and goals for lodge events, I hope that public relations and the Public Relations Committee are involved.

Why public relations? It is used now; the event schedule in the lodge bulletin, that's public relations. But are these events just published or are they in the local newspaper listing what is happening, when it is happening and why it is being put on? Are the events to raise money for a lodge charitable program? That is public relations. Posting fliers where possible is another way of telling your members and the community what your Elks lodge is doing.

What can public relations do for membership? There is no exact or easy answer but I know public relations, working in conjunction with the event committee, does work. For example, a lodge in the Midwest last fall needed to raise money for a building project that was not in the budget. A couple

of members came up with an idea and when they were going to have the event. Posters were made and distributed around town. Before they knew it other members wanted to help because they saw the posters and asked what was happening. By the time of the event, they had everything for a seafood and steak dinner donated. A total of 225 meals were served and 16 new membership applications were turned in. The new members were asked why they joined now and not before? They saw the posters, heard about the dinner on radio and saw the little blips in the newspaper. Most of all they liked that the event was for the lodge, and their friends were involved.

By the way, I heard an additional six new applications were turned in after the event. Now that is 20 new members from a single event that was publicized and talked about. In other words they used public relations and public relations tools to make their event successful and gain new members.

We can all do it. It just takes a little work and planning. Remember, we are all members of the Public Relations Committee.

GRAND LODGE AMERICANISM COMMITTEE

Be proud to report your patriotic acts

By **JAMES A. COGGINS**
Committee member

As I write this article, somewhere in a remote part of the world members of our military are being wounded, maimed and paying the ultimate sacrifice so that we as Americans may enjoy our wonderful freedoms.

Elks are distinctly American, so what are we doing with those freedoms paid for with blood, pain and death? Are we doing all we can to honor the sacrifices of our veterans and active-duty military members? Are we supporting and participating in our lodge and Grand Lodge Americanism programs and contests? Are we proudly flying and displaying the greatest flag on earth? Are we

supporting our veterans, active-duty military and their families?

I believe the answer to the above questions is yes. However, in too many cases we fail to report the patriotic accomplishments of our lodges and members.

Be proud to be an American, be proud to be an Elk and be proud to report your patriotic accomplishments by participating in the Grand Lodge Americanism programs and contests.

The information for all Grand Lodge Americanism programs and contests is available on the Grand Lodge Web site and from your state Americanism chairmen.

Let us all pray for our military and pray that God continues to protect this great nation called America.

Choose your ENF chairpersons wisely!

Are you an incoming ER searching for the perfect person to fill the spot of ENF chair for your lodge next year? Need some help? Here's what to look for:

- Somebody who's familiar with the ENF, as a donor or a program volunteer.
- Computer skills. Knowing your way

around a PC makes the job of an ENF Chair much easier.

- Enthusiasm!
- Somebody who's a visible presence at the lodge. To keep the foundation at the front of everyone's minds, you need somebody who will be there to remind them.

Team From Page 1

the members and prospective members, respectively, are aware of the Elks programs and lodge activities. When what the lodge is doing and plans to do are publicized in the lodge bulletin and community news media, controlling lapsation becomes less of a challenge and recruitment and reinstatement become easier as people like to be associated with active, successful organizations.

Increase the opportunities for membership growth in your lodge by including one or more member of the lodge Public Relations Committee on the lodge membership team. Having these committees working together is a surefire way to make a difference in the membership of the lodge and Order.

Contact your state association or Grand Lodge area Membership and Public Relations committeeman for information and assistance with integrating public relations into the membership program.

DENNIS C. CLARKE, chairman of the Grand Lodge Membership Committee, has a new address. As of Jan. 15, 2008, the address is:

Dennis C. Clarke
514 North Evans St.
Pierre, South Dakota 57501-2210
Telephone: (605) 224-4332
e-mail: dclarke40@pie.midco.net

GRAND LODGE YOUTH ACTIVITIES COMMITTEE

Elks National Youth Week is first week in May

By JACK C. WARTER Jr.
Committee member

The first week in May 2008 is designated as Elks National Youth Week to honor and promote the nation's youth. Page 20 of older editions of the Grand Lodge Youth Activities Manual (Code 512100), states: "The Elks National Youth Week will start on the First Sunday in May." Please adjust your correspondence and activities so that the Elks National Youth Week will commence the first week in May. This should give you ample time to complete your activities.

There are many activities that can be planned that would be of interest to the boys and girls in our communities. Events such as banquets to honor scholastic award winners, Hoop Shoot and soccer winners, lodge-sponsored ball teams, Government Day, Girl and Boy Scout troops, and numerous other youth events can be recognized by the lodge during this week.

Special planning is necessary for this program since it occurs so soon after new lodge officers are installed. To properly conduct the program, lodges may consider retaining the same Lodge Youth Activities Committee person year-to-year to ensure

THE ELKS AND SCOUTING WEB SITE at elks.org/scouting offers a wealth of ideas and information, including how to go about putting a small article in *The Elks Magazine*, how and where to request the Grand Exalted Ruler congratulations letter, information on sponsoring a Scouting troop and where to go to get a Marvin M. Lewis application.

This information is also on my Web site, [wesnjusco@msn.com](mailto:wesnjosco@msn.com). I sent 2,038 GER congratulations letters last year. I would like to exceed 5,000 letters this year. Thank you!
— Wesley C. Scott, Grand Lodge Youth Activities Committee, P.O. Box 382, 1202 Dawn Avenue, Gilcrest, CO 80623-0382, (970) 737-2614

continuity. If he or she is doing an outstanding job, the planning can successfully straddle the two subordinate lodge years without a break in the follow-through.

Governors, mayors and other community leaders should be asked to proclaim Elks National Youth Week or issue a special supporting message to the public.

The Grand Lodge Youth Activities Committee sponsors a contest for National

Youth Week. This is an opportunity for the subordinate lodge to enter and be recognized for the best and most constructive Youth Week Program. All contest material should be attractively prepared in a brochure with photographs, publicity and detailed information on how the program was conducted. Winning brochures will be displayed at the Grand Lodge Session in Anaheim, CA. First-place winners will receive awards during the Youth Activities Committee report at the Elks convention.

Please note that the contest is based on activities taking place during Youth Week. Contest rules and details of the brochure preparation are on Pages 20 and 21 of the Youth Activities Manual. The brochure must be postmarked no later than May 30, 2008, and mailed to Jack C. Warter Jr., Member, GL Youth Activities Committee, P.O. Box 160, Claypool, AZ. 85532-0160 or sent to 5822 South Old Oak Street, Claypool, AZ. 85532.

Assistance is only a phone call or an email away to your area Grand Lodge Youth Activities Committee member listed in the GL Youth Activities Manual. Participating in this contest clearly demonstrates that "*Elks Care — Elks Share.*"

Training test: Don't put it off any longer!

GRAND LODGE
LODGE ACTIVITIES/
STATE ASSOCIATIONS
COMMITTEE

By DONALD SAN SOUSSI
Committee member

Please do yourself and your lodge a favor — complete the 2007-2008 Elks Training Program Test — NOW! All answer sheets must be completed and in the hands of the state association Elk Training chairperson for grading no later than March 15, 2008. Elks who score an 85 percent or better will receive a Grand Exalted Ruler's Special Citation.

Participants become familiar with the Membership Program and Planning Manual, Auditing, Accounting & Management Manual, Manual on Protocol, the Ritual Manual and others where answers to the test can be found.

Participation can also help your state association win an award. The associations with the highest percentage of both members and lodges participating will receive awards at the Grand Lodge Session in Anaheim, CA.

State associations compete in groups based on the number of lodges in the association. (Group I — 14 or less, Group II — 15 to 22, Group III — 23 to 32, Group IV — 33 to 43, Group V — 44 to 74, Group VI — 75 or more lodges)

Please participate and join those who already have!

Pick the best to lead committees

By KEITH A. SIMMONS
Committee member

Congratulations, exalted rulers, on being elected to the most important position in the lodge.

Your selection of committee people should be well thought out, as they will make the year a success. Members have entrusted you to lead them to grow and strengthen your lodge. This trust must not be misplaced, as your success is controlled by the choices you make. Build on past accomplishments and try new ideas. Think long and hard to find the people to lead the committees.

Strive to have new programs and more events. Make sure the people you choose will follow through in their position. Don't just fall into the mindset that "we got it done last year, we can get it done this year."

Officers

From Page 4

"There may be stupid answers but there is no such thing as a stupid question, only the one that never got asked."

Finally, you have everything and everybody you can think of in place and ready to roll to cover the front door when it is opened for you? That's great! But, have you covered the back door? Have you appointed, in the case of you ERs-elect, a qualified member to be your Government Relations

The choices you make will bring about the goals you want to accomplish, making them a reality to your lodge. Remember, sometimes people sitting on the sideline just need encouragement or just want to be asked. They might even surprise you, and possibly become future officers or committee chairmen. Give new people a chance to help out. Ask for their help and remember that encouragement and guidance help to achieve success.

We must revitalize our programs and renew our commitment to service and to show that we are "*Elks, United To Serve Others*" and that "*Elks Care — Elks Share.*"

Finally, remember your year should be exciting, fun and enjoyable for you, your family, fellow officers and lodge members.

Wishing you the best in accomplishing your goals as exalted ruler in 2008-2009.

chairperson, someone who will keep the lodge, district and state association apprised of anything governmental agencies are trying to sneak in the back door that may be harmful to the Elks? This is very important when it comes to being prepared to safeguard your real property against eminent domain takeovers, to protect your tax exempt status and so on. Our governments always need new sources of income and they will stop at nothing, or anybody, to achieve that — unless we are vigilant and watch them closely.

Be prepared and have a great year!

Strong budget a necessity

By ARTHUR MAYER, JR., PGER
Past commission chairman

We, as Elks, have an unparalleled history of proud and charitable contributions to our nation's glory at every level, from Grand Lodge programs to state association programs and to the grass-roots efforts of each of our lodges across America. All of these programs are budgeted by each of these entities and that is the very basis of this message.



**ELKS NATIONAL VETERANS
SERVICE COMMISSION**

It is no secret that the true effect on our veterans comes from the efforts given on the grass-roots level, our subordinate lodges. These lodge programs absolutely touch veterans personally on a one-to-one basis. This is where a strong lodge budget becomes necessary because without it many of

those programs will be hollow or possibly even left out.

Today, there are a few more avenues we can take to help to make the lives of veterans, "The Heroes of America," a little brighter. You know what they say, "Life is all the Sweeter for a Song," and this is just one of those avenues to take by supporting Re-Creation, a group of young men and women who travel around the country visiting and entertaining our veterans. We now offer Comfort Care Kits to those who are hospitalized; an Adopt-a-Vet Program, where we accept a vet as a family member; and our Elks Army of Hope, where we help the families of our "Fallen and Severely Wounded Heroes." These are the programs we now have and they add to the already long established Leather Program in which we are the largest source of hides to the Veterans Administration. Our On Station and Off Station programs speak for themselves. They certainly brighten the days for thousands each year. These are just some of the creative programs we offer to those who sacrificed so much for "Our America."

Now is the time to make a sacrifice yourself. Now is the time for all lodges to provide that little extra in their veterans program budget to help expand and strengthen your program, thereby making them "All the Sweeter for a Few More Dollars in the Pot"!

GRAND LODGE GOVERNMENT RELATIONS COMMITTEE

Are you ready for 2008-09?

By PATRICK G. WHITT
Committee member

You are a newly elected exalted ruler, trustee, lodge officer, committee chairman or a member, waiting for the installation of officers and the beginning of your new lodge year of 2008-09. All of your committees have been appointed, your plans laid for the direction you are going to guide your lodge in and, with the support and help from your PER's and membership, you have a pretty good idea what's required of you and where you're going. Right? I didn't catch your answer. Let's try that again. Right?

*As new officers,
you have a good
idea of what's
required of you
and where you're
going, right?*

If you couldn't answer that question immediately, and in the affirmative, you have work to do! In a perfect world, all of you would have had a pretty good idea you were going to occupy the position to which you were elected or appointed before the end of 2007. Yeah, right! And I still believe in the Tooth Fairy, too. What, are you telling me, there really isn't one? My point is that many lodges are having a hard time filling their soon-to-be-vacated positions. You may not have known until the last minute that you were slated to be one of the leaders of your lodge.

If that is the case, be of strong heart, and rely on those who have gone before you for orientation and help as you get prepared for the new lodge year. Your lodge PER association and past committee chairmen will be willing to share their experiences with you if you ask. Your state association, district leaders and district deputy GERS will also be a source of information if you ask. Then, there is always the officers and committee manuals, lodge by-laws and Grand Lodge statutes to refer to when you aren't exactly sure how to handle something and nobody is handy to ask. Always remember,

Please see **OFFICERS** Page 3



NON-PROFIT ORG.
U.S. Postage
PAID
CHICAGO, IL
Permit No. 5244

March 2008

JACK M. JENSEN, Grand Secretary
ORDER OF ELKS
Beneficent and Fraternal
2750 N. Lakeview Avenue
Chicago, Illinois 60614-1889