



**GRAND
LODGE**

Newsletter

<http://www.elks.org>

Elks Care — Elks Share

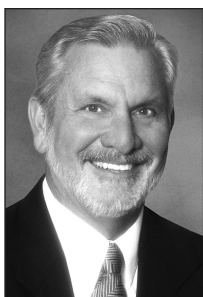
July 2011

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New names and faces...The same objectives!

As the National Convention in Phoenix approaches, we welcome the new leaders with open hearts and minds. There is work to be done to improve our Order, and there are many opportunities for everyone. I am confident under the new leadership we will move forward and continue to “Promote Elks Passion.”

Sandra and I can’t put into words the gratitude we have for the opportunity that the year provided. The thousands of people we have the pleasure of calling friends will remain with us forever. The various Major Projects, as well as local programs we had the privilege of witnessing, make me PROUD to be a member of the B.P.O.E. of the United States of America. We thank each of you for allowing us to serve as your National President/Grand Exalted Ruler and First Lady. We look forward to the future, the challenges and the positive results.



Message from the Grand Exalted Ruler

Hon. Michael
F. Smith

Our Order will continue to encounter the need for change and the ability to adapt. Without exception we must eliminate the declining membership trends. The fact that other civic groups and fraternal organizations are experiencing a decline offers us the chance to show our resilience like never before. (Resilience as demonstrated by your ENF donations – a record year!)

We must focus on our Members. We know many of our Members do not attend Lodge

meetings; then how will they ever know who is initiated? How will our Members make the new Members feel welcome?

I have written of the success some Lodges are having by asking new Members to wear name badges until they feel comfortable at their home Lodges. This allows our existing Members to recognize and welcome them. Have a new Member “meet and greet” every quarter. We MUST quit losing members for non-payment of dues. Statistics support the fact that we are initiating enough new Members to generate a positive growth.

Most of us know printing a list or sending a letter is not the solution. Make these new Members your friends. We need to pay attention, have fun and share it.

BE PROUD...BE LOUD... BE VISIBLE... and may God bless us all.

Memorial Building remains closed

Repairs to the exterior rotunda portion of our historic Memorial Building have not yet begun.

Grand Secretary

Bryan R. Klatt

Insurance issues are being reviewed. The building will remain closed to the public unless prior arrangements are made with my office. If you or someone you know is planning a visit, call 773/755-4708. Normal business operations of the Grand Lodge and Elks National Foundation will continue uninterrupted during construction.

Chicago Lodge Membership System Update: Secretaries, after filing your Annual Report, did you update your CLMS “Lodge Settings” by changing the starting date to April 1, 2011, and your starting membership total to the number with which you ended the 2010-2011 year?

GRAND LODGE PUBLIC RELATIONS COMMITTEE

Boost PR with social media monitoring

by **RICHARD F. GATHEN**
Committee Member

Social media monitoring is an important public relations tool. You have different target audiences to reach, communicate with and engage. Social media monitoring provides a way to discover and connect with these people – whether it’s the media, Lodge Members, suppliers or those interested in becoming Members.

Social media monitoring lets you identify people who are within your Lodge target audience to get a sense of who they are as well as their interests both personal and professional. This gives you more insight and intelligence to make your public relations efforts more effective.

Social media monitoring presents many challenges. There are billions of conversations happening at all times – in

multiple languages, with massive amounts of unstructured and dispersed data. The key to successful social media monitoring begins with listening and identifying who to interact with, and how, what and when to contribute. With the proper objectives, strategies and monitoring tools, the rewards are great.

To learn more about Social Media Monitoring attend the Grand Lodge Public Relations Seminar at 2 p.m. Sunday, July 17 in Phoenix.

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Results from Elks National Hoop Shoot Finals

The Elks National Hoop Shoot Finals for 2010-11 were held in Springfield, MA, on April 30. Participants, in the order they finished, along with their sponsoring Lodges, were:

Girls Division

8-9 year olds – Sophia Palladino, Bedford, VA, Lodge No. 2844; Destiny Williams, Murphysboro, IL Lodge No. 572; Emily Hovey, Manchester, MO, Lodge No. 2058; Isabel Dawson, Portland, ME, Lodge No. 188; Makyra Tramble, Shawnee, OK, Lodge No. 657; C'era Beck, Marion County, AL, Lodge No. 2684; Madison Eckelberg, Dickinson, ND, Lodge No. 1137; Riley Tupper, Southampton, NY, Lodge No. 1574; Kyla Jamison, Salem, OH, Lodge No. 305; Christen Siska, Redlands, CA, Lodge No. 583; Kodi Green, Gooding, ID, Lodge No. 1745; and Danilynn Schell, Casper, WY, Lodge No. 1353.

10-11 year olds – Grace Geffre, Fargo, ND, Lodge No. 260; Kallie Middleton, Arcadia Valley (Arcadia), MO, Lodge No. 2330; Spencer Britton, Gastonia, NC, Lodge No. 1634; Kasey Jamison, Salem, OH, Lodge No. 305; Tommi Olson, Worland, WY, Lodge No. 1908; Macy Ray, Katy, TX, Lodge No. 2628; Mary Stewart, Pendleton, OR, Lodge No. 288; Harika Veeramacheneni, Fremont, CA, Lodge No. 2121; Emily Haskell, Attleboro, MA, Lodge No. 1014; Nina Fernandez, Miami, FL, Lodge No. 948; Grace Thomas, Owego, NY, Lodge No. 1039; and Amy Goshan, Janesville, WI, Lodge No. 254.

12-13 year olds – Kendal Cloninger (Getty Powell Award winner) Gastonia, NC, Lodge No. 1634; Mikayla Pivec, Lake City (Seattle), WA, Lodge No. 1800; Karen Baker, Mexico, MO, Lodge No. 919; Monica Davison, Pittsburgh (South Hills), PA, Lodge No. 2213; Taylor Griffiths, Napoleon, OH, Lodge No. 929; Jenna Taylor, Creston, IA Lodge No. 605; Danielle Craft, Carson City, NV, Lodge No. 2177; Jenna Ethridge, Willimantic, CT, Lodge No. 1311; Leslie Hibl, Wahpeton, ND, Lodge No. 2147; Amanda Portal, Miami, FL, Lodge No. 948; Samantha Stallbaumer, Topeka, KS, Lodge No. 204; and Abby Sandy, Grapevine, TX, Lodge No. 2483.

Boys Division

8-9 year olds – Henry Westphal (Getty Powell Award winner) Portland, ME, Lodge No. 188; Hayden Scott, Appleton, WI, Lodge No. 337; Gabe Summo, Clarksburg, WV, Lodge No. 482; Maxwell Nielson, Brookings, SD, Lodge No. 1490; Kade Ruegsegger, New Philadelphia, OH, Lodge No. 510; Jackson Watson, Olean, NY, Lodge No. 491; Payton Miles, Plano-Richardson, TX, Lodge No. 2485; Justin Bradley, Ashland, KY, Lodge No. 350; Holton Harman, Fairbury, NE, Lodge No. 1203; James Lovorn, Anderson, SC,

Elks partner with USO to aid military families

The United Service Organizations announced in May its partnership with the Benevolent and Protective Order of Elks in support of the Joining Forces initiative led by First Lady Michelle Obama and Dr. Jill Biden to strengthen military families.

The partnership signifies the Elks' continued dedication to our military. The Elks have a long, storied tradition of assisting our nation's veterans – from providing care and comfort to veterans, to the Army of Hope program, which assists families of active duty military personnel. The Elks mission aligns with the main objective of Joining Forces.

In a nationwide effort to support troops and their families, the Elks' Army of Hope enables individual volunteers to make a difference in the lives of our service personnel and families. Services include: providing household services, performing automobile repairs and hosting welcome-home parties.

"Being a part of the Joining Forces initiative maximizes the support, care and comfort nearly 900,000 Elks Members in more than 2,000 communities across the country can provide," said Michael F. Smith, Elks National President. "Together, we can do even more for the brave men

and women, and their families, serving our country."

Joining Forces highlights the unique needs and issues surrounding military families in the areas of employment, education and wellness. The initiative provides ways for agencies, organizations, corporations and individuals to participate by going to the Web site, www.joiningforces.gov, to:

■ **Send messages of thanks** – Collect and pass along powerful messages of gratitude to our nation's military families.

■ **Find Ways to Connect and Volunteer** – Visit Serve.gov to learn about the many volunteer opportunities in your area that you can participate in to support military families.

■ **Share Stories of Support** – There are many ways you can support a military family in your local community. Relay your efforts and ideas.

Learn more about the Elks at www.elks.org and the Army of Hope program at www.elks.org/vets/armyofhope.cfm.

Send a message of thanks to our troops as part of the Joining Forces initiative at joiningforces.uso.org.

ELKS NATIONAL FOUNDATION NEWS

Promise Grants Available Online –

Help our nation's youth become tomorrow's leaders by applying for a Promise Grant. These \$2,000 grants are available to the first 500 Lodges that pledge to host a youth event. This year, the application is online only. These grants go fast, so visit www.elks.org/enf/community to get started today!

Stop by Our Booth! If you will be in Phoenix for the 2011 Grand Lodge Convention, make sure to visit the ENF booth, or attend one of our seminars. For complete details, visit www.elks.org/enf. If you can't make it to Convention, we will post the information shared in on our seminars in late July, so stay tuned!

Lodge No. 1206; Robbie Low, Oceanside, CA, Lodge No. 1561; and Dyland Bengtson, Coeur d'Alene, ID, Lodge No. 1254.

10-11 year olds – Jerrik Rydbom, Blairsville, PA, Lodge No. 406; Walker Oblad, Raymond, WA, Lodge No. 1292; Ty

Hunt, Akron, CO, Lodge No. 2579; Morgan Edwards, Frostburg, MD, Lodge No. 470; Carson Blair, Wabash, ID, Lodge No. 471; Hunter Sand, Devils Lake, ND, Lodge No. 1216; Trey Vanderlaan, Newton, IA, Lodge No. 1270; Dallas Farmer, Highland, AR, Lodge No. 2539; Connor Haskell, Misson Viejo-Saddleback Valley, CA, Lodge No. 2444; Luke Stuart, Lubbock, TX, Lodge No. 1348; Matthew Doyle, Dover, NH, Lodge No. 184; and Thomas Welch, Fort Mill, SC, Lodge No. 2859.

12-13 year olds – Kyler Battleson, Rock Springs, WY, Lodge No. 624; Alex Ziska, Redlands, CA, Lodge No. 583; Casey Hoggarth, Gooding, ID, Lodge No. 1745; Logan Burnett, Cahaba Valley, AL, Lodge No. 1738; Nicolas Hagel, Murphysboro, IL, Lodge No. 572; Carter Kessinger, Ada, OK, Lodge No. 1640; Connor Morton, Martinsville, IN, Lodge No. 1349; Matthew Haughey, Madison, NJ, Lodge No. 1465; Jerod Boles, Havre, MT, Lodge No. 1201; Brendan Hammock, Festus-Crystal City, MO, Lodge No. 1721; Dymand Teixeira, Tri City, RI, Lodge No. 14; and Jack Wheatley, Easton, MD, Lodge No. 1622.

GRAND LODGE AMERICANISM COMMITTEE

Happy birthday, America! 235 years young!

by **RICHARD H. FAGG**
Committee Member

Two-hundred thirty-five years young!

This year, for the first time in many years, our Grand Lodge Convention will not coincide with the 4th of July weekend. This is your chance as leaders and Members of our great Order to really do something special in your communities to celebrate Independence Day and the birth of our great nation!

Of course, the easiest thing is to proudly display our country's flag in front of your Lodge. But why not expound on this and see what you can do to make sure everyone on your block is displaying the flag? Why not all the surrounding blocks? Why stop there – go for your whole town! Think big!

Encourage your local businesses and neighborhoods to take up the celebration. Break out the red, white and blue, and let everyone know that this is our country and it

is the greatest country in the world and we as Elks are proud to be Americans!

Don't forget to take pictures of what you do, and if you get any media coverage make sure you keep that to add to your Americanism Brochure.

And speaking of brochures, the following are the winners of the 2010-11 Grand Lodge Americanism Committee Brochure Contest:

Division 1 (under 301 Members)

Cedar Grove, NJ, No. 323, 1st
Allen Park, MI, No. 2194, 2nd
Galax, VA, No. 2212, 3rd

Division 2 (301-500 Members)

East Stroudsburg, PA, No. 319, 1st
Marshall County, KY, No. 2707, 2nd
Merritt Island, FL, No. 2650, 3rd

Division 3 (501-700 members)

Escanaba, MI No. 354, 1st
Calvert, MD, Lodge No 2620, 2nd
Golden Pike, UT No. 719, 3rd

Division 4 (701-1100 Members)

Newport Beach, CA, No. 1767, 1st
Palmer, AK, No. 1842, 2nd
Phoenix, AZ, No. 335, 3rd

Division 5 (1101-1500 Members)

Santa Barbara, CA No. 613, 1st
Waterbury, CT, No. 265, 2nd
Mesa-Buckhorn, AZ, No 2646, 3rd

Division 6 (over 1,500 Members)

Santa Maria, CA, No. 1538, 1st
Sun City, AZ, No. 2559, 2nd
Bremerton, WA, No. 1181, 3rd

When you do arrive at the Grand Lodge Convention in Phoenix, make sure to stop at the Americanism Committee booth to take a look at the brochures submitted by other Lodges as well as the winning entries in the Grand Lodge Americanism Essay Contest. Don't forget to get pinned and proudly display that wonderful flag on you left lapel or collar. The closer to your heart the better!

Summertime thoughts

by **DANIEL J. KING**
Committee member

The lazy, crazy, happy days of summer are upon us. Fireworks will be seen from north to south, east to west in celebrating the Fourth of July and the 147th Grand Lodge Convention of the Benevolent and Protective Order of Elks. It is a time for vacations, visiting family and friends, visiting other Elks Lodges nationwide.

We are also into the fourth month of a new Lodge year. Let us not be lax in getting information to the Lodge Secretary about your spring programs that have been completed. These include Mother's Day, Youth Week, Memorial Day, Flag Day, Father's Day and any others you have undertaken.

If you have an activity at your Lodge, invite your local community leaders. Show them the Grand Lodge and your local Lodge's charitable works. The good you do in your community for the needy, youth activities and veterans' programs should not go unnoticed.

On another note, you should also keep accurate records in case your Lodge is audited by the IRS. It would make things much easier to locate the information for the audit if necessary.

Helpful information may be obtained by contacting your State Government Relations Chairman or go to elks.org and type in Elks Grand Lodge white copy. This information was provided to us by an accountant from Texas, Roy Pursley, who has experience dealing with IRS audits in Texas. The intentions of the IRS is to eventually audit ALL Elks Lodges nationwide. You are urged to keep this information for future reference.

I wish everyone a safe and productive summer in Elksdom. Remember *"Elks Care – Elks Share."*

GRAND LODGE-LODGE ACTIVITIES/STATE ASSOCIATIONS COMMITTEE

All American Lodges announced

by **RICHARD L. McDONALD**
Committee Member

The Grand Lodge-Lodge Activities/State Associations Committee is pleased to announce the winners of the 2010-2011 G/L All American Lodge Contest A. We offer our sincere congratulations to these outstanding Lodges that represent Elksdom's finest.

Division 1 (up to 300 Members)

1. Cedar Grove, NJ No. 2237
2. Chino Valley, AZ No. 2842
3. Santa Monica, CA No. 906

Division 2 (301-500 Members)

1. Catalina Mountain, AZ No. 2815
2. Lake Hopatcong, NJ No. 782
3. Cass County, MO No. 2791

Division 3 (501-700 Members)

1. Winchester, VA No. 867
1. Summit, NJ No. 1246
2. Sierra Vista, AZ No. 2065
3. Simi Valley, CA No. 2492
3. Denison, TX No. 238

Division 4 (701-1100 Members)

1. Columbia, MO No. 594
2. Bullhead City, AZ No. 2408
3. Tucson East, AZ No. 2532

Division 5 (1101-1500 Members)

1. Kelso/Longview, WA No. 1482
2. Santa Barbara, CA No. 613
3. Fayetteville-Springdale, AR No. 1987

Division 6 (1,501 Members and over)

1. Lake Havasu City, AZ No. 2399
2. Santa Maria, CA No. 1538
3. Sun City, CA No. 2559

On behalf of our entire committee, I thank all of the Lodges for their participation in our Grand Lodge Programs and especially those that made the effort to enter Contest A. In addition, we sincerely appreciate the efforts of the District Deputies and the State Lodge Activities Chairmen in validating the entries submitted to them. You have all shown once again that *"Elks Care – Elks Share."*

ELKS LEADERS WHO WORRY about having to "say a few words" at special Lodge events, can breathe a sigh of relief.

A collection of speeches tailor made for those special events is available in "Father Cassidy's 2005 Speech-O-Matic," a 91-page booklet of speeches on topics ranging from acknowledgment of awards to

welcoming visiting Elks.

To obtain a copy of "Father Cassidy's Speech-O-Matic," send a check for \$8 to Father Kevin Cassidy. His address from October to June is 10518 Bright Angel Circle, Sun City, AZ 85351. July-September his address is P.O. Box 391, Mauston, WI 53948. The \$8 includes shipping.

Adopt-A-Veteran helps stem tide of loneliness

by **ROBERT M. HENNINGS**
Commission Director

Anyone who has been hospitalized for a length of time will understand the loneliness and depression experienced by veterans who either live in a facility or are confined to their homes. Visits from family and friends may be infrequent or non-existent. Elks Veteran

Adopting a Veteran is our way of saying, "Thank you for your service to this country, and we will always remember you."

Volunteers make special efforts to visit, call, send cards and bring them to special events. This personal contact we call adopting, for these are the actions of a family reaching out to loved ones.

Stewart G. Israel, of Plymouth, Michigan Lodge No. 1780 is Chairman of the Adopt-A-Veteran Program. Brother Israel, as a dedicated VAVS Representative, also takes an active part in adopting veterans in hospitals and working closely with the homeless.

It is estimated that almost 200,000 Veterans are part of our Adopt-A-Veteran program nationwide. Adopting a Veteran is our way of

saying "Thank you for your service to this country, and we will always remember you." We are grateful for the commitment of Brother Israel and the volunteers at the Lodge, District and State levels who so willingly adopted these men and women.

To find out how your Lodge can take part in this program, including where to find veterans in need of adoption and how to adopt, visit our Web site at www.elks.org/vets/AdoptAVeteran.cfm or contact Stewart Israel directly.

Stewart Israel, Chairman
Adopt-A-Veteran Program
40225 Newport Drive
Plymouth, MI 48170-4739
E-mail: stewizzy@yahoo.com
Adopt-A-Veteran certificates are available from the Chicago office at no cost.

Joining Forces

Last April, the White House announced a new initiative, called "Joining Forces," designed to assist families of military personnel. The Elks, with our Army of Hope, was already performing this task, but now the USO, corporations and other service

organizations are joining the effort. The USO is a major player in Joining Forces, and will have a booth at this year's convention in Phoenix. Stop by their booth for more information on how you can help those in your community. Or visit www.elks.org/vets for more details!

Veterans Crisis Hotline

The wounds of military experience are not always physical. Veterans, both young and old, may suffer from Post Traumatic Stress Disorder, or PTSD. The symptoms may take years to develop, but the results can be devastating. The stress of combat, repeated deployments, or seeing their comrades suffer may cause depression, anxiety or withdrawal from friends and family. Left untreated, these symptoms can lead to loss of employment, alcohol or drug abuse, and even suicide.

The Veterans Crisis Line is a Department of Veterans Affairs (VA) resource that connects Veterans in crisis or their families and friends with qualified, caring VA professionals. Assistance is available through a confidential, toll-free hotline or via online chat. The Veterans Crisis Line is staffed by caring VA responders, many who are Veterans themselves. Each responder understands the unique Veteran experience and is trained to handle any crisis. Veterans and their loved ones can call 1-800-273-8255 and Press 1 or chat online to receive confidential support 24 hours a day, 7 days a week, 365 days a year. E-mail: VeteransCrisisLine.net.



**ELKS NATIONAL VETERANS
SERVICE COMMISSION**



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July 2011

BRYAN R. KLATT, Grand Secretary
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