



**GRAND  
LODGE**

# Newsletter

<http://www.elks.org>

**Elks Care — Elks Share**

**March 2012**

**Volume 47 • No. 8**

## Compliance is a key part of Lodge success

In today's economy, many Lodges are experiencing financial and other difficulties. The cost of supplies, utilities and taxes continues to increase while dues income continues to decrease with the loss of Members. Too often problems arise from poor business practices and/or a disregard for proper or required procedures.

Successful Lodges are those that comply with the requirements spelled out in the statutes and manuals of the Order. A lack of success is often a result of Officers being inexperienced, unaware of the requirements and/or purposely disregarding the statutes and rules.

Lodges are encouraged to adhere to sound business practices, comply with our manuals and statutes, and follow the requirements of state and local



### Message from the Grand Exalted Ruler

David R. Carr

governments where Lodges reside. Lodges operating properly are generally better run, making them stronger – thereby ensuring the long-term viability of both the Lodge and our Order.

Each Lodge should have an independent accountant under contract to prepare the Lodge's Annual Financial Report for the year ending March 31, 2012. The accountant should be either a

Certified Public Accountant or Public Accountant, who performs work for the general public and is knowledgeable of accounting for not-for-profit organizations. He or she should also be independent of the Lodge in order to render impartial opinions as to the Lodge's financial condition and be familiar with filing IRS tax forms applicable to non-profits.

Thank you for "*Giving from the Heart*" your talent, time and financial support to help your Lodge programs achieve success. You have helped make a difference in the lives of many youngsters, victims of disaster, veterans, children and adults with disabilities, and others who look to us for assistance. Your continued dedication demonstrates that "*Elks Care – Elks Share.*"

## Stop a mistake before it happens when filing report

**Prior to March 31**, the Lodge Secretary must complete all membership additions, drops, dimits and deaths in CLMS2Web.

### GRAND SECRETARY

Bryan R. Klatt

Then, after completing the year-end close-out procedure, the 2011-2012 Annual

Membership Report can be filed.

**DO NOT ENTER** membership changes associated with the 2012-2013 Fraternal year until the 2011-2012 Annual Membership Report has been filed. Failure to comply with these two items will cause the Lodge membership total to be off. No corrections can be made until next year. Any questions, call your CLMS State or District Coordinator.

May 1, 2012, is the last day for the per capita check to be postmarked, filing the Annual Membership and Charity Reports. As per Statute 16.010, failure to comply with this date can result in a \$100 fine.

### GRAND LODGE-LODGE ACTIVITIES/STATE ASSOCIATIONS COMMITTEE

## Showcase your State Association

by **HOWARD D. BOYD SR.**  
Committee Member

"*Elks Care – Elks Share*" is Elksdom's motto. Here is your chance to share what your State Association does for those less fortunate by exhibiting a State Major Project booth at the Grand Lodge Session in Austin, TX this July. Certainly nothing speaks louder to Grand Exalted Ruler David R. Carr's theme, "*Elks Give from the Heart*," than our State Major Projects.

Each year, the number of state booths increases, and we hope to add your state's exhibit to our list. In addition to sharing the story of your Major Project with all Elks and visitors, you'll be surprised at the increased pride among your own State Association Members who visit your booth.

You may also be surprised at how inexpensive it is to sponsor a booth. While some states have their own displays, first-time exhibitors often order an exhibitor's package of tables, easels,

chairs, etc., and bring their materials to display and hand out. Most states offset exhibit costs by selling pins, buttons and other Elks-related items.

Each State Major Project Administrator or Chairperson will be sent an exhibitor's package through the National Convention Department. Questions concerning exhibits should be directed to Tina M. Haran, Convention and Meetings Director, 2750 N. Lakeview Avenue, Chicago, IL 60614-1889, or telephone at (773) 755-4722.

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## GRAND LODGE GOVERNMENT RELATIONS COMMITTEE

**‘The good we do makes Elks special people’**

by **ROBERT A. GUILLEN**  
Committee Member

Here we are at the end of the 2011-2012 Lodge year, now preparing our Annual Report with all attachments, including the Charitable Contributions by your Lodge. Last year, we exceeded \$349 million in charitable activities, with most Lodges and State Associations reporting.

Now is the time for outgoing Exalted Rulers to assist incoming Exalted Rulers and Officers to understand the importance of maintaining the recordable charitable contributions that your Members and helpers do every day, month and year.

For you Secretaries, some new and some seasoned, recording your committees' contributions has been very easy by using the online CLMS2 program. By keeping the program up to date, at the end of the year a simple stroke of buttons submits the report with your Annual Report.

Our Grand Exalted Ruler has said, "The good we do makes Elks special

people." Your G/L Government Relations Committee, working with individual State Committees, compiles and maintains activities that affect our Order. We must assure that these goals, which all of us have worked so hard on for many years, continue. We have worked together with many legislative bodies to assure that our Order is protected and educated in the different facets of government and our relationship with those bodies. With so many diverse decisions being made, we must always be vigilant to see that our mission is maintained.

The contributions made by our Order to different charities have indeed made our Members "special." But, not only do we assist the many endeavors of Elksdom, we also assist our respective communities, neighborhoods, homeless, other fraternal organizations, as well as our own Lodges and Lodge membership.

The word "special" has many and varied definitions. The two I like are "unique" or "unusual" – unique in that

we are a major contributor of student scholarships; that so many of our Members give of themselves in whatever is asked; that our personal lives intertwine with the beliefs of our Order.

We also are unusual in that our membership does not look at our goals and objectives as a chore, but as a way to give to others; that none of our membership balks or complains that we "must" be at a charitable event and give of our "precious" time; and that when we are asked to participate in events that assist and affect our communities, we don't say no.

*"Elks Give From The Heart"* – our Grand Exalted Ruler's slogan this year – is indeed one we must all be proud of. We must continue to account for our charitable contributions, to maintain that ongoing signature of Elksdom, and to spread our message that *"Elks Care – Elks Share."*

Let's keep up the good work that we are all so proud of.

## GRAND LODGE MEMBERSHIP COMMITTEE

**Setting membership goals**

by **ROBERT E. MORWICK**  
Committee Member

Immediate Past Grand Exalted Ruler Michael F. Smith has stated, "Without dedicated Members, no organization can be successful." And Grand Exalted Ruler David R. Carr has said, "No organization, no matter how large or small, can survive without Members." This seems to be a commonly known fact, and the experience of the Benevolent and Protective Order of Elks is no different.

Now is the time to set our membership goals for 2012-13. We must be bold in setting them. The Benevolent and Protective Order of Elks is involved in many programs unbeknownst to much of the community, including Veterans and Scholarship programs, Hoop Shoot, Drug Awareness, State Major Projects and Community projects. To support the Elks' good works, we need new Members.

The Grand Lodge Membership goal remains a net gain of *Plus 1*. Evaluate your last few years' losses and plan your course of action for the new Lodge year. Be aggressive in selling the Elks to prospective members.

We must continue to have pride in being an Elk. We truly are the Best People On Earth and must let our community know that. We help Veterans, promote Drug Awareness, sponsor youth sports, host a Boy or Girl Scout Troop, provide scholarships and work our Hoop Shoot. The more Members we have the more we can accomplish.

Exalted Rulers, push membership. Lead by example by proposing a new Member. Sponsor a friend, neighbor or co-worker. Lead the charge to a *Plus 1*. Use your Lodge Officers and Membership Chairperson to co-sponsor your Membership Team.

Remember, we are a proud fraternity. You must be invited to become a Member. You may well be surprised how many of your acquaintances have not been asked. Share our great works and you will have no problem reaching *Plus 1*.

## GRAND LODGE-LODGE ACTIVITIES/STATE ASSOCIATIONS COMMITTEE

**Pick best to lead committees**

by **JOHN BENNETT**  
Committee Member

You have been selected as the Exalted Ruler of your Lodge – a goal that I'm sure you have worked hard to attain. You likely have gained the necessary experience by learning from others. Now, the goal of directing an exceptional Lodge year is in your hands.

The first and most important item on your agenda should be selecting your Committee Chairmen. You should give much thought to selecting people who will work with you to make your Lodge year a success. Make sure those whom you select are capable of following through in their position, working well with others, and able to stimulate and direct people. They need to have the drive, time and ability to perform the tasks that you give them.

Making good choices is extremely important as your Lodge Members have entrusted you to lead and strengthen the Lodge, and meet the future needs of your Members, as well as the community that your Lodge supports.

Finally, always remember that your year should be fun, exciting, enjoyable and, most important, productive for you and your family, your Officers, your Members and your community.

**State** From Page 1

The Grand Lodge, Lodge Activities/State Associations Committee will visit all booths to discuss each State's Major Project. The booths are then rated on booth appearance, message conveyed and verbal presentation – not on the State Major Project itself. Appropriate Grand Lodge certificates will be awarded during the convention. Award criteria can be requested from your Area Member of the Grand Lodge, Lodge Activities/State Associations Committee. This is a great opportunity to show everyone in attendance that your State Association practices our motto, *"Elks Care – Elks Share"* and that Elks truly give from their hearts.

## GRAND LODGE PUBLIC RELATIONS COMMITTEE

## A little effort can reap big benefits

by VICTOR E. McCLELLAN  
Committee Member

Exalted Rulers, as the new Lodge year begins, have you picked the right Elk to lead your Lodge's public relations program? Is he or she a dedicated Elk who is familiar with the goals of both the Grand Lodge and Local Lodge programs, and willing to promote them?

By now, you should have finalized your public relations strategy, stressing your vision for the coming Lodge year. Your focus should be on what your Lodge is doing in your community. Your strategy must convince your Members and community that your Lodge programs are responsive to your community's needs.

Your plan must include a good working relationship with your local press. Make contact with your local newspaper editor and television and radio station managers. No need to have a publication request at this time; just sit down and explain the purpose of your Lodge and how it benefits your community. Ask for the best person to contact when you have an event planned or story idea. Introduce yourself and begin building a relationship with the contact. Ask for their requirements to publish a story and what you can do to prepare a story for publication. Reporters use a certain format in their

stories, and you will be surprised how positively they will respond to your offer to save them time. Remember, the goal is to get your information to the public.

Talk with your contacts at least twice a month. Inform them about upcoming events. Sometimes just stopping by to say hello or having them to the Lodge for a dinner will get your foot in the door. An editor recently told me if something was happening in his town, the Elks Lodge was either involved or sponsoring it. He was aware of this because he talked to someone from the Elks Lodge several times a week. It's surprising how a small investment of time can reap big benefits in getting your information published.

When you have your press release ready, be sure to get it to your contact early enough to meet their deadline. Be sure to explain how your event will benefit the community or provide a service to a family in need.

Sometimes just a few acts of friendliness will make you job easier and get your story published. Your State and Grand Lodge Public Relations committees are always available to assist you in your efforts. Working together with them will help you have a great year in your public relations program.

## Award honors youth volunteers

by EARL E. CAVANAGH  
Committee Chairman

Every Lodge has that one special Member who is continuously involved with Youth Activities. The Outstanding Youth Volunteer Award will be presented to one Elk from each of the eight Grand Lodge Areas who has been actively involved with the youth of their

### GRAND LODGE YOUTH ACTIVITIES COMMITTEE

community. This person *must* be an Elk and should be active not only with the Elks Youth Activities programs but, also, other youth programs such as

Boys and Girls Clubs or YMCA.

Lodges must submit resumés of activities of deserving individuals, their names, addresses, telephone numbers, Lodge names and numbers, and email addresses to the Lodges' State Youth Activities Chairperson. State Chairpersons will select state honorees and forward the resumés to the states' Area Representatives on the G/L Youth Activities Committee, who will determine Area winners.

The due date to the State Chairperson is *no later than May 15* and to the Area representative *no later than May 29*.

The award and congratulatory letter will be sent to the winners' Lodges for presentation, and their name will be read at the Grand Lodge Convention.

## Military service can spur soldiers' changes for better

by VINCENT P. COMO  
Committee Member

As our troops return home after honorable service to our nation, let us not forget that for some of them, their journey is not complete. The rigors of uniforms, gunfire, Humvees, saluting – all part of their typical day in recent years – are no more. They now return to the “normal life” of families and communities they left behind to protect our freedoms. But what is normal life? Will they now be burdened with the challenges of seeking employment? Family responsibilities? Community support? We must support them only as Elks can, from serving to being served.

Their lives have been very different than the ones many of us live. Why did they choose this route? Theirs is a lifestyle requiring strength, dedication, commitment and sacrifice. Why did they choose this? Wouldn't it have been easier to find a job at a store near their families? Why does the military draw so many different people from so many different walks of life? Reasons may

### GRAND LODGE AMERICANISM COMMITTEE

include:

- So others won't have to.
- Because they make life-long friends.
- They come from a military heritage.
- They believe in the cause of freedom.
- It develops awareness of the world they would not have been able to possess otherwise.
- The camaraderie with those they stand side by side with through the good, the funny and the tears.
- Devoting their lives to something greater than themselves.
- They see the country and beyond.
- We fight for those who can't fight for themselves.

Sometimes military life is as complicated as politics, economics or family dynamics, or as simple as a love story. There is a powerful purpose in what they do, no matter the reason.

Theirs is a life-changing profession, impossible for them to leave the military the same as they were when they entered

it. It expands their world view and, like our Order of Elks, forges lifelong friendships and instills pride. It develops compassion, patience and grace. It cultivates selflessness by helping others and gratitude when they receive help. It molds boys and girls into men and women.

Their military life has made a difference. It's worth it. Sometimes you may need to realize not everyone is used to seeing soldiers. We are the few fortunate ones who experience the immense pride that comes from their service. I am proud and grateful.

Whenever you see military service personnel, reflect on what they have done and say thanks. Truly recognize the importance, the power and beauty of their surroundings. The uniforms. The formations. The soldiers. The sacrifice. The pride.

(Note: On the day of this submission, Sgt. Vincent J. Como, USMC, was honorably discharged after five years of service. Welcome home, son.)



# Army of Hope mobilizes to help military families

by Amos A. McCallum, PGER  
Commission Member

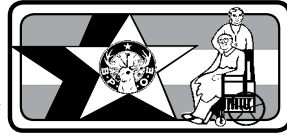
HOPE –“Helping Others Promotes Elksdom.” This was the theme for my year as Grand Exalted Ruler in 2003-2004.

The previous February 2003, then-Grand Exalted Ruler Roger True suggested and the Elks National Veterans Service Commission instituted a new program, the “Army of Hope,” to help families of Military Reservists and National Guard members called to active duty to protect our freedom.

Elks have been helping our military personnel and Veterans beginning with World War I, and we continue to do so today. Our troops have left Iraq, but we still have thousands of men and women fighting in Afghanistan who have families here that need our help. Therefore, we must continue to aid these families any way we can. That is why the “Army of Hope” is important.

There are many ways Elks can help these families to make their lives a bit more comfortable and hopefully less stressful until their family member(s) return. For military personnel serving overseas, CARE packages are welcomed and enjoyed. For families at home, we can supply them with phone cards, provide babysitting services, do lawn

mowing or make minor repairs to their homes, i.e. screen and window repairs, plumbing and painting or provide transportation to and from appointments. Anything we as Elks can do to help these families while their loved ones are protecting us and our way of life will be appreciated.



**ELKS NATIONAL VETERANS  
SERVICE COMMISSION**

Privacy laws prevent Reserve Centers and National Guard units from giving out the names and addresses of those families who have members overseas, so it is up to the Lodge ENVSC Chairmen to contact the military centers in their areas to give them their name, Lodge and contact information so this information can be given to the families for their use. Also

a list of services the volunteers provide would be necessary and helpful.

These families deserve and need our help. If you already have a working Army of Hope, THANK YOU!!! If you do not have a program, I am disappointed and ask, “Why not?” I beg those Lodges to get one started ASAP. These men and women serving in our military are protecting our country, our freedoms and our way of life. The least we can do is help their families any way we can to make their lives less stressful.

Thank you for all you do for those families of our military personnel.

For additional information, contact:  
Robert Hennings, Director; National Veterans Service Commission; 2750 N. Lakeview Ave., Chicago, IL 60614-1889

## ELKS NATIONAL FOUNDATION NEWS

**Last chance to donate** – Want to help build stronger communities? Donate to the Elks National Foundation before March 31, 2012, to count toward your Lodge’s 2011-12 per-Member giving goal. Mailed donations must be in the ENF office by Friday, March 30, 2012. Online donations can be made at [enf.elks.org/donate](http://enf.elks.org/donate) until 11:59 p.m. Central Time on March 31. Support the ENF today to

ensure your donation arrives in time to count toward the 2011-12 fiscal year!

**Big news for Elks communities**  
– At its February meeting, the ENF Board of Trustees approved the appropriations and distributions for the 2012-13 fiscal year. Visit [www.elks.org/enf/appropriations.cfm](http://www.elks.org/enf/appropriations.cfm) to learn how your donations will strengthen Elks communities in 2012-13.



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**March 2012**

BRYAN R. KLATT, Grand Secretary  
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