



**GRAND
LODGE**

Newsletter

<http://www.elks.org>

Elks Care — Elks Share

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School's out! Look for ways to occupy the kids

This month brings the end of the typical school year and the start of the season of boys and girls – summer! While school kids literally count the weeks until summer break, parents may have the opposite sentiment as they contemplate the added burden of planning distractions for their now idle kids.

Lodges in my part of the country experience a little down-market during the summer as people spend more time in outdoor activities.

It seems to me these factors suggest some real service opportunities for Local Lodges.

What can your Lodge do for school kids to help them celebrate their accomplishments or occupy their time productively? What events are planned for the whole family to enjoy?



Message from the Grand Exalted Ruler

MILLARD C.
PICKERING

One of the first things I remember about the Elks was when I was invited to a dinner hosted by the Lodge honoring all the senior boys. There was a guest speaker I don't remember and great food – BBQ as I recall – and each boy was assigned an Elks escort to host and introduce him that evening. That same dinner still goes on today, a tradition more than 60 years strong. Many of the

Members of my home Lodge have similar fond memories of that event.

Picnics, fishing derbies, golf tournaments or lessons, baseball leagues, pool parties, bowling nights and cookouts are all events within the reach of most any Local Lodge. What a great service to your Members or, better yet, a wonderful way to reach young families who might be future prospects.

If your Lodge has the facility space available, subject to state and local regulations, plan a similar experience for local kids this summer. With proper supervision and parental approval, such an event would give busy parents a needed break and one more benefit for their membership dollars.

A little extra attention and business for the Lodge is a good thing too.

See you down the road.

New hire targets membership, PR

To help shore up Elks membership and increase public awareness of all the good works of our Order, we've hired a membership specialist.

He is Rick Gathen, a New Jersey newspaper circulation director by vocation and a New Jersey Past State President by avocation. He also served on the Grand Lodge Public Relations Committee in 2008-12.

GRAND SECRETARY

Bryan R. Klatt

Rick has the expertise to implement the strategy we've put together to give us the boost we need. Specifically, he will work with Local Lodges through both the Grand Lodge Fraternal Committee's membership program and the Grand Lodge Activities Committee's public relations program.

You will hear from Rick in the coming weeks and months. Let's all help him succeed. The more you do, the more your Lodge and our Order will succeed.

He begins his new duties June 1.

GRAND LODGE ACTIVITIES COMMITTEE

Let's tell the real story of Elkdom

By **GEORGE E. OLSON**
Committee Member

I usually talk about the Dictionary or Backpack program, both of which are outstanding and can be a big boost to your public relations effort. But I came across a story in 1978 that bears repeating. It was told by an aging Elk, who was prominent and successful.

Many years ago, he was an orphan in a Midwestern town. Just before Christmas, some men came to his orphanage. They took him and his fellow orphans downtown. It was late, and the stores had closed. The merry shoppers, loaded and weary, had hastened home.

But the men took these boys to a clothing store. It was opened for them, and inside, among the many wonderful things, each boy was fitted personally with needed clothes and new shoes. They were the first new shoes some of the boys

had ever had.

The boy who later became an Elk never knew who these men were. He didn't learn their names, which would have meant nothing to him anyway. There was nothing in the newspapers, and few people in this town even knew this charitable act happened, or perhaps even cared.

All the orphan knew was that he heard the men were Members of the Elks.

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Community activities and PR go hand in hand

By DAVID B. LAKE
Committee Member

GRAND LODGE ACTIVITIES COMMITTEE

Does your Lodge plan community activities projects that involve the public? It should! What better way is there to promote our charitable and community programs, and to inform the public about what we do as Elks?

Here are some suggestions your Lodge may want to consider:

- An Educators Night at your Lodge where you recognize the Teacher of the Year, and be sure to invite the public and news media.

- An Officer or Deputy of the Year recognition.

- A Retirement of the Flags at your Lodge, in which the community is invited to drop off its torn or tattered flags. You may want to invite local veterans groups to participate, and be sure to invite the public.

- Does your Lodge sponsor a Boy Scout Troop? If you do, consider holding a Court of Honor for Scouts that reach the rank of Eagle, the highest rank in Scouting. Invite the Scout troops' families and the public.

- Do your Lodge members volunteer in your community for projects, such as car shows

or parades? If not, they should. Be visible in your community and be sure to let the community know that you are Elks by wearing a vest with our Elks logo and your Lodge number.

- Have you ever considered holding programs (classes) at your Lodge, such as adult fitness, dance, gardening, yoga, painting, interior decorating and wine tasting. Invite the public. You never know; you may get some new Members.

- Has your Lodge ever considered holding a public open house? What better way

to inform the public about what your Lodge does in your community, state and nation. Be sure to have handouts available about your Lodge and Elks National Foundation programs. Perhaps consider the use of photo boards or video displays. Be sure your officers are in attendance to answer any questions, and be sure to have membership applications available.

Remember, it is through community activities and publicizing what we do as Elks that we will gain the support of our Members and community, showing that *"Elks Live – Elks Give."*

Story From Page 1

The boy moved away and went out on his own. But when he told this story, this Elk broke down and cried.

As I write this narrative, I, too, am moved to tears by these Elks ... and thousands of other obscure, faceless Elks who will never be known for their great, good hearts. It tells the story of the *real* business of Elkdom best of all, demonstrating that human hearts will never be replaced by statistics or computers.

These acts of charity and human service happen many times every day in our Lodges. Elks are engaged in so many projects that any one Elk cannot know or understand them all. But we need to make sure our Members and communities know and understand that each community would be lacking a great deal if we Elks weren't there doing the things we do. If they really understood, they'd be knocking at the door.

Maybe this story can help. I urge you to spread it as widely as you can.

Homeless From Page 4

get in touch with the National Coalition of Homeless Veterans on its website at www.nchv.org.

Veterans need a coordinated effort that provides secure housing and nutritional meals, essential physical health care, substance abuse aftercare, mental health counseling, personal development and empowerment, job assessment, training and placement assistance. The most effective programs for the homeless and at-risk Veterans are community-based, nonprofit groups of Veterans helping Veterans.

Do you remember that pledge we made back a few decades ago, *"So long as there are Veterans, the Benevolent and Protective Order of Elks will never forget them"*? Well, we really meant that! It takes courage, commitment and stamina to become a Veteran. It takes an Elk to reach out and grasp the hand of a Vet when he or she needs it the most! Please help in any way you can.

Assistance for worthy, needy Members

Needy Elks Members can qualify for up to \$1,000 in an emergency 50-50 matching grant from the Order under Section 5.070 of the Grand Lodge Statutes.

The assistance would be available to "worthy and needy Members of the Order who are suffering from diseases of an incurable character or from total disability, and who are without funds or property or relatives able or willing to care for them," the Statute states.

The Statute also provides that the Lodge of the assisted Member "shall contribute toward the relief

of the Member an amount not less than one-half of the sum that is contributed by the Order."

The assistance program is administered by the Board of Grand Trustees, which is authorized to appropriate up to \$10,000 annually for the program. The board by resolution may give the Grand Exalted Ruler up to \$1,000 so that authorized payments may be made regularly by him.

"The monies so appropriated shall be administered by the Grand Exalted Ruler with the consent of a majority of the Board of Grand Trustees," the Statute states.

History of Elks, Vol. 2, available

The History of the Order of Elks, Volume 2, 1988-2008, is on sale at the Elks National Headquarters in Chicago.

The book is written by Past Grand Exalted Ruler Ted Callicott.

In addition, the History of the Order of Elks, Volume 1, 1968-1988, is back in stock and available at the National Headquarters.

Local Lodges may place orders for either book through their Exalted Ruler, Lodge Secretary or Chairperson of the Lodge Trustees. Orders for State Associations must be approved by and billed to the State Secretary.

Local Lodge Members may order through any of the Lodge Officials listed above to obtain a copy.

Order the books by the assigned code number – 511300 for History of the Order, Volume 1, \$25 each; or 511301 for History of the Order, Volume 2, also \$25.

Place orders at <http://www.elks.org/shipping/GrandLodge/AllProducts.cfm> (Secretaries only) or by calling 773-755-4710, emailing shipping@elks.org, faxing at 773-755-4711 or mailing Attn: Shipping Department, BPOE, 2750 N. Lakeview Avenue, Chicago, IL 60614-1889.

GRAND LODGE FRATERNAL COMMITTEE

Membership is everyone's job!

by **DOUGLAS A. SCHIEFER**
Fraternal Committee Member

We're one month into the new Lodge year. So, what does a snapshot of your Lodge membership look like? Are you happy with what you see or is there work to be done? If you're like the majority of our Lodges, it's the latter. So, what are you going to do about this picture you don't like seeing? You can't ignore it hoping it's going to get better looking. You need to take action now, to get busy and focus on: new Members – orientation/involvement and delinquent Members – retention.

A new Member's orientation/involvement process is key to him or her becoming an active, participating Lodge Member, and just maybe, a future Elks Legacy. A key means to this success is the new Member's proposer. The proposer, who usually has a close relationship with the new Member, needs to be a mentor especially during the first several months – a process similar to what a new hire experiences in the workforce. The new Member needs to see and experience what his or her proposer/mentor already knows. The Elks Lodge is a friendly place to be, with a variety of fun activities

that include family friendly events. That Elks are active in their communities working our Elks programs: Charitable, CIP Grants, Youth, Veterans, Dictionary Project, Hoop Shoot, Soccer, Youth Golf, Drug Awareness, Americanism Essay Contest and many more ... to involve non-members to become new Members!

Most of us already know it's easier to retain a Member than to find a new one. Now is always the best time to review that list of delinquent Members and reach out to them. You may find that the most successful way to retain delinquent Members is through utilizing the Members who proposed them for membership. A personal contact can be the very key to their retention. The need to continually work the delinquent Members list is not easy work, but the fruits of your labor will grow Elkdom in your community!

Membership is everyone's job! And if you focus your effort on new Members orientation/involvement and retention of delinquent Members, then the picture you re-take on March 31, 2015 will look a whole lot better.

"Elks Live – Elks Give."
Enjoy being an Elk! God bless.

Flag facts of interest

By **IRA W. EARP**
Committee Chairman

All Elks should know that June 14 is Flag Day, which is a mandatory program. While most Elks know the History of Flag Day and the Elks' involvement with the program, here are some things you may not know:

Why is the Flag patch "backwards" on Military uniforms? – The U.S. Department of Defense, quoting Army Regulation 670-1, says "when authorized for application to the proper uniform the American flag patch is to be worn, right or left shoulder, so that the star field faces forward, or to the flag's own right. When worn in this manner, the flag is facing to the observer's right, and gives the effect of the flag flying in the breeze as the wearer moves forward. The appropriate replica for the right shoulder sleeve is identified as the 'reverse side flag'."

Purchase a U.S. flag that has flown over the Capitol – Anyone can purchase a U.S. flag that has flown over the United States Capitol building in Washington D.C. Write a letter to your senator with your request. For his or her address, call your local Public Library or use the senators of the 109th Congress' website.

You may request that your flag be flown on a certain date such as a birthday or anniversary. Mail in your request at least four weeks before the date you have selected. Your flag will be mailed to you and arrive three-four weeks after the date you have specified (Since September 11, 2001, it may take longer to receive your flag).

Enclosed with your flag will be a certificate from the Architect Of The Capitol certifying that your flag was flown as requested. If you mention in your letter that this flag is for any specific occasion, that information will be included on the certificate.

DRUG AWARENESS PROGRAM

DWI can now also refer to Driving While Impaired

By **FRANK SCARPINO**
Special Contributor

How things have changed! One of the top traffic safety issues used to be weaving drunken drivers. The acronym DWI (driving while intoxicated) or DUI (driving under the influence), used to refer to drunk driving. But now they may refer to driving while impaired or under the influence of not only alcohol but also drugs. The drugs are not just illegal "street" drugs but also legal prescription or over-the-counter medications.

Besides *impaired* driving, *distracted* driving has now become a serious traffic safety issue and a deadly behavior. Distracted driving could divert a person's attention away from the primary task of driving, which could endanger driver, passenger and bystander safety – texting, using a cell phone, eating and drinking, looking after children, talking

to passengers, grooming, reading, using a navigation system, watching a video or adjusting a radio or other electronic device.

Drivers today are very busy behind the wheel doing many more things than driving, which puts everyone at risk.

Texting is the most alarming distraction because it involves manual, visual and cognitive distraction simultaneously. Sending or reading a text takes your eyes off the road for 4.6 seconds. At 55 mph, that's like driving the length of an entire football field, blindfolded.

The most serious offenders are the youngest and most inexperienced drivers with 16 percent of all distracted-driving crashes involving drivers under 20. But they are not alone. At any given moment during daylight hours, more than 800,000 vehicles are being driven by someone

using a hand-held cell phone.

A quarter of teens respond to a text message once or more every time they drive and 20 percent of teens and 10 percent of parents admit that they have extended, multi-message text conversations while driving, according to the U.S. Department of Transportation National Highway Traffic Safety Administration official website, Distraction.gov.

Driving whether impaired or distracted is extremely dangerous for all motorists. Good driving skills are more important than ever especially when it comes to "watching out for the other guy."

The Elks DAP distributes the brochures DAP-380 (Impaired Driving) and DAP-350 (Prescription Drugs). Contact your State Drug Awareness Chairman to order.

For other information, visit www.elks.org/dap or www.elkskidszone.org.

Our homeless veterans need our help more than ever

By James C. Varenhorst, PGER
Commission Member

Military service may have severe psychological effects that may take years to surface. This adverse reaction to combat or stressful military duty is referred to as Post Traumatic Stress Disorder, or PTSD.

During the Vietnam era, very little, if anything, was known about Post Traumatic Stress Disorder. Not surprisingly, therefore, many of our nation's homeless are veterans of that period. These Veterans need our help more than ever before in our history...

Who are these homeless Veterans?

It's pretty difficult to identify them as a Veteran just by looking at them, and they come from all walks of life and have a wide range in age. They are male and female, young and old, and served their country in war and at peace. You might see them walking the streets, and sleeping on benches. They are dirty, unshaven, and wearing tattered clothes – probably the last person you'd invite home for dinner? Our homeless veterans number an estimated 145,000. Almost half of them



**ELKS NATIONAL VETERANS
SERVICE COMMISSION**

served in the Vietnam era. The majority of homeless veterans reside in major population centers, but they are found in

suburban areas and rural communities as well.

They are homeless because of a wide array of causes. Lost income due to job loss, reduced salaries or benefits, home foreclosures and a shortage of affordable housing all contribute to the problem. Perhaps the chief cause of homelessness, however, is the mental condition of its victims.

What can you do?

There are several ways that your Lodge can provide assistance to our homeless veterans. Our Adopt a Vet Program would be a great way to get started and get involved; or contact your local area veterans support groups. You may also

Please see **HOMELESS** Page 2

BRYAN R. KLATT, Grand Secretary

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Welcome, Elks scholars

Join us in welcoming the 2014 Most Valuable Student and Legacy Awards scholars into the Elks family! Remember, this is just the beginning of the Elks' relationship with these outstanding students. Today's Elks scholars can be tomorrow's Elks, so be sure to invite these scholars to Lodge activities and volunteer opportunities. Visit www.elks.org/enf/scholars for a complete list of 2014 Elks National Foundation scholarship recipients, and reach out to the Elks scholars near you!



Hoop Shoot champions – Take 72 national finalists, multiply them by 25 free throws, and what do you get? Six Elks Hoop Shoot national champions! The 2014 Elks Hoop Shoot National Finals on April 12 were a success! Visit www.elks.org/hoopshoot for results.

**ELKS
NATIONAL
FOUNDATION**

Last call for Gratitude Grants – Did your Lodge meet the GER's 2013-14 per-member-giving goal of \$4.60? If so, be sure to apply for a \$2,000 Gratitude Grant to serve your community. Don't wait! Applications are due May 31. Visit www.elks.org/enf/community for details.

Speeches tailor made

A collection of speeches tailor made for special Elks 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 "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.

Elks Month of May: **Elks National Youth Week**

Happy Mother's Day!

Thank your Local Firemen Appreciation a Gratitude ENF. **with an Dinner from Grant from elks.org/enf**

Memorial Day USA