



Grand Lodge NEWSLETTER

Elks Care – Elks Share



Proud and honored to be a Member of the Elks

This past year Donna and I have had the unique opportunity to travel from coast to coast and witness the noble work to which our Order is dedicated. Our Lodges and State Associations are a credit to our Order, communities and nation. As we traveled from state to state we were very impressed with the services the State Major Projects provide to our youth, veterans and communities.

While there are many great fraternal and charitable organizations nationwide, none can compare with the range of programs and services we offer to our communities and to those less fortunate or in need.

Our reach as Elks, and range of services and programs, is incredible. Those services include youth summer camps; medical facilities for children with cancer or cerebral palsy; and clinics and institutes



Message from the Grand Exalted Ruler

MICHAEL
F. ZELLEN

for children with sight or speech issues; and many other physical and mental disorders. Elks also sponsor alternative schools; provide emergency shelters for abused and neglected children; provide mobile dental care; award scholarships; and provide career training for adults with developmental disabilities. We also award financial aid to community hospitals, Special Olympics, as well as Alzheimer's programs and services.

I had the opportunity to meet with military leaders and Veterans Administration officials during my visit to Washington DC, where I received resounding gratitude and admiration for the Elks' service to the military and for our veterans. I also visited numerous veterans homes nationwide, where the local administrators had nothing but praise for our volunteer VAVS representatives who visit and provide comfort, support and aid to those confined in veterans homes, hospitals and other facilities.

I also would like to share with you some encouraging news regarding membership. Over the past three years we have decreased our losses from 1.6 percent at the end of the 2015 Lodge year, to 1.1 percent at the end

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CLMS makes signing up new Members easy

Has your Lodge promoted the online membership application for signing up new Members? A current paid-up Member of the Order, using the Elks.Org website, can forward a membership invitation to family

GRAND SECRETARY

Bryan R. Klatt

members and friends. Invitees can complete the application, and then submit their

membership application online.

Lodge Secretaries will be notified of these applications via the "Alerts" screen of CLMS2web, then process the electronic version the same as a paper application. All data provided by the applicant will be imported into the Lodge's CLMS2web database with the simple click of a button. What better way to gain a Member than by using technology to its fullest?

GRAND LODGE MEMBERSHIP AND PUBLIC RELATIONS

BPOE ever so close to a Plus-1

By RICK GATHEN
Membership and Public Relations Manager

The BPOE is poised to make its strongest progress in membership since 1980. Just before the membership-closing deadline for 2016-17, we are down just 4,900 Members or 0.6 percent. That's a 50 percent improvement from the 1.1 percent loss in 2015-16.

The really good news is 44 of 48 State Associations showed a year over year improvement.

Congratulations and thank you for all you have done to help make that happen.

We encourage you to go online to Elks.Org and click on the "Members Only" tab to access the "Membership Toolkit," where you'll see we've significantly improved the new Member Orientation experience. It's called "My Journey Begins."

All new Members, (actually all Members) are encouraged to visit that page for a "welcome" by our Grand Secretary and then enjoy a series of short videos. All the videos were created to inspire new

Members to be active Elks, and to take another great step toward building a better future for the Elks.

Many Lodges already use these new tools and with great success. We urge Lodges that are not yet using these excellent orientation tools to start.

We also recently added a new initiative for new Members – a personal email greeting from the Grand Exalted Ruler "welcoming" them into the Order.

Also in the current email, GER Michael F. Zellen encourages new Members to go to "My Journey Begins" at Elks.org.

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Patriotic sentiment and Government Relations

By **BRUCE A. HIDLEY**
Committee Member

July is a very important month for Elks Members. As Americans we celebrate Independence Day, better known as the 4th of July.

On July 4, 1776, the final wording of the Declaration of Independence was approved. Americans from this day on have celebrated this new beginning.

How did Independence Day celebrations start? John Adams, in a letter to wife Abigail, referred to: "Pomp and parade, with shows, games, sports, guns, bells, bonfires and illuminations throughout the United States."

Isn't it great that this great tradition continues 241 years later?

As Elks we are committed to the red, white and blue of our flag. The Elks honor our flag in June each year with burning passion that forever proves "*Elks Care – Elks Share.*" Our passion continues into the 4th of July and

GOVERNMENT RELATIONS COMMITTEE

throughout the year.

Another interesting piece of history was that former presidents and signers of the Declaration of Independence, Thomas Jefferson and John Adams, died on July 4, 1826 – exactly 50 years after they signed the document!

Our Elks delegates are about to embark upon the 153rd National Convention in Reno, NV, where we will hear many fine Grand Lodge Committee reports, including that of the Government Relations Committee. Legislation being worked on by the committee deals with the Unrelated Business Income Tax. This legislation is vitally important to our committee.

We ask Lodges to submit to their Lodge Secretary their record of charitable activities in which Elks have participated. These records are our way to prove to our local, state and national legislators how much "*Elks are Leading the Way*" with

charitable endeavors.

On behalf of the committee, I invite convention delegates to the Government Relations booth in Reno-Sparks Convention Center Hall 3 in July. Our Government Relations team will be there to provide you with the charitable statistics for each state and to answer any legislative questions.

It is very important for delegates to pay close attention to the resolutions that may affect our Order. Be sure to discuss with your membership those resolutions, which your Lodge is to receive from Grand Lodge. This important feedback will provide guidance on how the membership would like you to vote.

Our committee offers a most heartfelt thank you to outgoing Grand Exalted Ruler Michael Zellen and First Lady Donna. Under your guidance and leadership, it was truly an honor, privilege and pleasure to promote their slogan, "*Elks Leading the Way.*"

GRAND LODGE ACTIVITIES COMMITTEE

Dictionary Project provides great PR for little cost

By **THOMAS A. BIANCO**
Committee Member

How can Elks Members help our youth and have great public relations for little cost? By participating in the National Dictionary Project.

Many Elks Lodges nationwide have helped distribute about 3 million books to third-grade students since we joined this movement in 2004.

A dictionary is perhaps the first and most powerful reference tool a child may own. Its usefulness goes beyond the spelling, pronunciation and definitions it lists; it is a companion for solving problems that arise as a child develops his or her reading, writing and creative-thinking abilities. The goal of this program is to assist students in becoming good writers, active readers, creative thinkers and resourceful learners.

Many educators see third grade as the dividing line between learning to read and reading to learn. We encourage our sponsors to give dictionaries each year to children in the third grade. All formal education from this point through college is premised upon students being able to read and to understand what they read.

Why should our Lodge get involved in the program? Because it is one of the easiest projects you can do, and also the one to give you the biggest bang for your buck. It is a great way to spend your Elks grant money.

How can we get started? First go to

Marvin Lewis Scout Award winners announced

Winners of the Marvin M. Lewis Award for 2017 have been announced. They are:

Northeast Region – Russell C. Larsen Sr., Lockport, NY Lodge 41

Central Region – Robert Britton, North Platte, NE Lodge 985

Western Region – Morris Brown, El Paso, TX Lodge 187

Southern Region – Robert C. Bloberger, Dallas, TX Lodge 71

Congratulations to these Members for serving the youth of our communities involved in Scouting.

They have worked many hours to help guide our future leaders. We only hope that Elks and Scouting can continue for many years as our principles have so much in common.

Larsen, Britton, Brown and Bloberger will be honored at the Elks National Convention at 1 p.m. Monday, July 17 in Room D9 of the Reno-Sparks Convention Center. All members and guests are invited.

– Submitted by Dale E. Nielson, Grand Lodge Activities Committee

the Dictionary Project website at www.dictionaryproject.com. View the different dictionaries on their bookshelf page. (Prices go from \$36 to \$60 per box of 24.) Pick the dictionary you prefer. You can also purchase a sample pack of eight of their most popular books.

You will then contact the intended school principal and explain the project. If permission is granted, you will obtain the number of third-graders in the school. Once the dictionaries are ordered and in your possession, schedule a visit and distribute them personally to the students. This is the fun part!

Let the students and teachers know that the books are a gift to them from your Lodge. Many Lodges personalize

the dictionaries with an Elks Lodge name label. Keep your visit short and to the point. It will be a visit that you will never forget!

If you don't want to do the Dictionary Project, the school you have contacted wants to keep things paperless or already has a similar project, what can we do to help our youth? A program called Kits for Kidz offers school supply kits that contain 30 essential, age-appropriate items that will last the entire school year, check it out online. Remember: "*Elks Care – Elks Share.*"

For information, contact your Lodge Activities Dictionary Project Committee representatives.



Reno-Sparks Convention Center

Room C1

Tuesday July 18, 2017

1:30pm to 3:30pm

LEARN HOW THE ELKS DRUG AWARENESS PROGRAM CAN ENHANCE YOUR COMMUNITY

How to jumpstart your DAP program

New programs announced!

What programs work in other Lodges!

Drug Quiz - Classroom resource!



DEA 360 Strategy

Working Together to Break the Cycle of
Drug Trafficking, Drug Violence, and Drug Abuse

What is DEA 360?

A comprehensive approach tackling the cycle of violence and addiction generated by the link between drug cartels, violent gangs, and the rising problem of prescription opioid and heroin abuse in U.S. cities.

Heroin/ Prescription Opioid Overdose Epidemic:

144
Drug overdose deaths per day

63%
of those deaths are pharmaceutical opioids or heroin related

Source: Center for Disease Control (CDC)

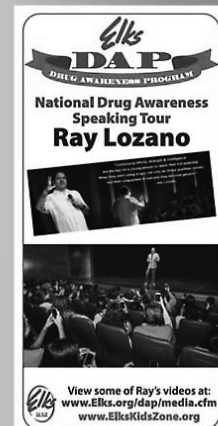
Meet Mrs. Camarena, Jay Scott of Alex Lemonade, Ray Lozano, Edward Comarzan, Bob Sabouni (creator of "What Heroes Do" comic) and Sean Fearn, DEA - Chief, Community Outreach Section.



Souvenir items and prizes:

- T-shirts
- Postcards
- Challenge coins
- Fatal vision goggles
- And more!

What is
SMOSH
???



Speeches, prayers tailor-made for variety of Elks occasions

Elks Lodges in the market for specially made speeches and prayers tailor made for Elks events can get them with publications written by Past Grand Chaplain, the Rev. Father Kevin Cassidy.

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

For Elks on stand-by to say a prayer, Cassidy is also the author of a two-volume prayer book set, which includes his first (or classic) edition of Father Cassidy's Elks Chaplain Prayers and More Elks Chaplain Prayers (or New and Improved Volume II).

For the Speech-O-Matic, the cost is \$8. The prayer books are \$16 for the set or \$8 individually. Costs include shipping.

Send checks made out to PGER James C. Varenhorst, PO Box 141096, Grand Rapids, MI 49514-1096.

GER From Page 1

of the 2016 Lodge year, and to a projected 0.6 percent on March 31, 2017. We need to continue to work diligently on initiating new Members and decreasing lapsation in the coming year to finally turn that corner and experience our first gain since 1980.

Donna and I are honored to have served as your

Grand Exalted Ruler and First Lady. We have had the pleasure of meeting many new friends, and enjoyed the gracious hospitality of all the membership during our visits.

Thank you for *Caring* and *Sharing*, and for continuing to demonstrate that "*Elks are Leading the Way.*"

— Follow our travels at <https://travelsogermikezellen.wordpress.com/>

PR From Page 4

The Grand Lodge Public Relations and Marketing Committee receives real-time daily reports of every Elks article being published nationwide in major newspapers and most online papers. We have just now begun to include Facebook.

We receive hundreds of articles every day and now with Facebook, we'll receive

thousands. We can further segregate them by state, then pass that information on to the appropriate State Association PR and Marketing Chairs, enabling them to email those featured Lodges to acknowledge their significant events and the good publicity generated about them.

We've already begun to receive favorable feedback from Lodges regarding those supportive emails.

See you in Reno to kick-start your veterans outreach

By **MARY K. MORGAN**
Commission Director

Will you be attending the 2017 Elks National Convention in Reno? Make sure to put these Elks Veterans Service events on your calendar, so you can kick-start your Lodge's veterans outreach when you return!

First, attend our seminar on how your Lodge can help homeless veterans through ENVSC programs! The Ending Veteran Homelessness: How the Elks Can Help seminar will take place 1-2 p.m. Monday, July 17 in Room F10 of the Reno-Sparks Convention Center.

From finding project partners to recruiting volunteers and funding projects, we'll give you all the



information you need to get started. Together, we can end veteran homelessness, and your Lodge can play a part.

If you want to hear more about how

the Elks are already making a difference in veterans' lives, be sure to attend the Grand Lodge Business Session on Tuesday, July 18, to hear the ENVSC Report for 2016-17. It was an exciting and productive year! We'll debut a new video about the one Lodge's outreach to homeless veterans, and present a special award to one outstanding volunteer.

Finally, stop by and visit us at the ENVSC booth! Visit with our Veterans Program experts, talk with State Veterans Chairs, and pick up Veterans Leather and Playing Cards order forms. Learn about your state's Veterans Volunteers of the Year, and read about Freedom Grant Lodges and Leather Program Winners.

Hope to see you there!

BRYAN R. KLATT, Grand Secretary
**Benevolent and Protective
ORDER OF ELKS**

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July 2017

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Software aimed at giving BPOE edge in reaching public

By **RICK GATHEN**
Membership and Public Relations Manager

Grand Lodge has another tool in its tool chest to spread the word about the BPOE to the public.

That tool – business intelligence software – is now being rolled out from Grand Lodge to assist Local Lodges in reaching, not just the media outlets they seek, but the actual media contacts who would be most likely to write about the Elks.

The software is the service of the San Francisco-based online media

intelligence company, Meltwater, of which Grand Lodge is now a subscriber.

Meltwater provides Grand Lodge with the names and contact information of what is referred to as media "Influencers," whom we can target with our articles.

For example, if your Lodge has an article about a veterans event, instead of sending that press release out to a paper's general media mailbox, and hoping it finds its way to someone who cares or will write about veterans, we can now

send that article directly to the reporter on that paper who usually writes about veterans. We can do that because we now have that reporter's name and direct up-to-date contact information.

Please note that Meltwater data is routed through Grand Lodge and not directly to Lodges. Grand Lodge has just begun sharing this information with our Lodges, so look for it and please put it to good use – just another way Grand Lodge is working hard to support your Lodge.

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