



Grand Lodge NEWSLETTER

Elks Care – Elks Share



Practice the three R's: recruit, retain, respond

With summer winding down and your Lodge meetings and fall programs starting up again, there's no better time to focus on an important aspect of Elkdome: membership. We cannot sustain our organization without installing new Members, and by focusing on membership growth at your Local Lodge, you are investing in the future of the Order.

Membership is key to my theme of "Strengthening Elkdome Through Community Awareness," since there can be no community without Members. At the local level, I encourage all Lodges to actively promote new Member recruitment at your upcoming fall events, and I call on officers and committees to lead the charge in creating programming and opportunities to involve new faces.



Message from the Grand Exalted Ruler

MALCOLM J.
McPHERSON JR.

When your existing Members are engaged and excited to lend a hand, it generates interest in joining the Order, as well as shines a positive light on your Lodge within your greater community, county and state. A Lodge that successfully recruits and retains will be better poised to respond to helping those in need.

There are many ways to practice the three

R's. Recruit new Members from your circle of friends and family, invite non-members to Elks events, and further promote the Elks organization at all events by setting up a membership and public relations information table.

Retain your current membership by working with officers and Members to keep your Lodge active in the community with monthly charitable and social events, and enlist the help of each and every Member to help run these functions. Teamwork boosts morale and keeps Members happy to be part of the group.

With these practices in place, your Lodge will be set up for success, as we have in the past 150 years, to respond to the needs of your community and ultimately fulfill your organization's goals.

Keep those old paper membership records!

Each year, many Local Lodges have new and inexperienced Lodge Secretaries. With this office, there is a learning curve each new and continuing Secretary must navigate in order to manage this important responsibility, as well as the continuing education of our Constitution and Statutes,

GRAND SECRETARY

Bryan R. Klatt

plus our CLMS2Web and PC membership programs.

A word to the wise: *Never* destroy or discard paper

membership applications and records. Those documents are the only records available. It is the responsibility of the Local Lodge to maintain the records indefinitely.

Sure, there is CLMS2, which started in fall 2008, but a vast majority of the old membership records, prior to 2008, were never entered into the program; hence those records need to be maintained in case a former Member requests a Reinstatement, a Certificate of Release or other membership information.

GRAND LODGE FRATERNAL COMMITTEE

Website contests deadline Oct. 1

By ROBERT R. HINKLE
Committee Member

Wow, how communication has changed in the last generation! Most Elks are "seasoned citizens" who with great fondness remember "back in the day" when communicating was a more hands-on process involving paper and pencil, blackboard and chalk, telephone and snail-mail!

Today as we struggle to make the transition, we marvel at our children and grandchildren who seamlessly integrate social media into their daily lives. While our grandchildren may be unable to read or write cursive text, they are extremely proficient at "texting"!

Yet, while we are grounded in another century, most Elks (aka digital dinosaurs) use and appreciate the benefits of the digital revolution. We enjoy the easy, often instantaneous sharing of photos, and we share important news digitally with our family, friends and fellow Elks.

Our Local Lodges and State

Associations have incorporated digital communication into their associational lives, just as we have in our personal lives.

In recognition of the importance of digital communication to our organization, the Grand Lodge Fraternal Committee invites and encourages your participation in its two annual website contests, one for Local Lodges, administered by committee member William J. Schran; and the other for State Associations, administered by this writer.

The deadline for each contest is

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GRAND LODGE ACTIVITIES COMMITTEE

Leadership not a birthright but honed by experience

By **STEVE DAVIS**
Committee Chairman

What does a great leader look like? Is this leader a man or a woman? Are they young or old? Do they have red hair or brunette? Do they dress casually or in a business suit? Are they 10 feet tall and bullet proof? The fact is there are all kinds of leaders and they come in all shapes and sizes.

The better question is: What makes a good leader?

First of all, real leaders aren't born; they are made. Leadership traits can be honed through experience, hard work, commitment and dedication. Being a leader means more than just having a higher status than someone else and giving orders. One isn't a leader merely because he or she is the boss. Anyone in any organization can lead!

Great leaders need to learn to follow before they can lead. Understanding how and why to take direction from someone else and work toward achieving a common goal is important in learning to lead. Most of us learned this while we were growing up with our family or going to school.

A great leader has to have a motive above one's own self interest. It shouldn't be about what you can get or how much you can gain, but more importantly about what you can give. When the team understands that there is a greater good to what you are doing and that others will benefit, they are much more likely to follow. Service above self!

A great leader must lead by example. You shouldn't ask anything of anyone that you wouldn't be willing to do yourself. Nothing builds team spirit and camaraderie as when the leader rolls up his/her sleeves and helps out with the workload.

A great leader must also possess effective communication skills. I'm not

Honor your area heroes with an Elks medal

By **TERRY R. LIERSAPH**
Committee Member

Unfortunately, every day we hear of a tragic event resulting in the death of a police officer, firefighter or EMS service personnel while in the act of protecting us. Likewise, we have public servants who fight fires to save lives, give lifesaving treatment to heart attack victims or put themselves in the line of fire to protect us and our families.

We as Elks need to recognize these unsung heroes who live and work within our communities.

To honor your local heroes, the Elks have a Medal of Valor for those who have lost their lives in the line of duty and a Medal of Service for those who have performed acts of heroism protecting the communities they serve. Some Lodges pay tribute to public safety personnel with an annual Law and Order/Emergency Service event. These medals can be presented at your Lodge event as part of that program. You can also consider presenting

the Medal of Valor at your annual Memorial Service. Including media coverage will let the public know about your event and the many other great things the Elks do.

The medals I spoke of can be obtained through the Grand Lodge website, elks.org. Your Lodge Secretary can order both of these medals through the Chicago Lodge Membership System. The Medal of Valor has been assigned Code No. 575100 and the Medal of Service is Code No. 575200. Both medals are \$9 each, plus shipping and handling. Also available are downloadable certificates that can be personalized to accompany the medals. These certificates can be downloaded at elks.org. Click on the members section, then the Activities Committee webpage, where you will find the downloadable and fillable certificates.

Please give your Lodge this opportunity to say "Thank You" to the service personnel and their families who risk their lives everyday to keep us safe.

saying that you must be a great orator and wax eloquent to your target audience. We all know people who take a whole lot of time with fancy words and actually end up saying nothing. Short and concise messages work just fine.

It's not enough to just be an effective communicator. A good leader can also relate to different people and personalities. Building rapport with your team will build the kind of loyalty that is necessary when times get tough. We can all think of a story when a team was facing the most difficult odds, and they banded together to overcome even the biggest obstacles.

A great leader also has a good dose of humility. It is OK to be wrong. Admit your mistakes and be open to learning from others. If you are open to learning and surround yourself with great people, you are well on your way to success. Also, praise your team for successes along the way. Let the light shine on someone else and the return will be tenfold.

Lastly, there isn't one single trait that creates a good leader. Just care about your mission, care about your people and be committed to the cause. Be a leader in Elksdom!

GRAND LODGE GOVERNMENT RELATIONS COMMITTEE

2016-17 charitable stats show volunteerism matters to BPOE

By **ROBERT A. GUILLEN**
Committee Chairman

As reported in Reno at the Grand Lodge Convention, the great work of Elksdom reported \$334,292,982 in charitable contributions for 2016-17, up from \$282,160,455 for 2015-16.

Our work as Elks is so important to the many individuals, groups and communities served by our Order. We are able to help so many in need with the important work we do. Saying this,

I again commend all the Lodges and Members who reported to Grand Lodge. We must continue to report the totals and keep our membership informed as to what "they" are doing for others.

Communities must be made aware of these donations, and we have suggested in the past, that the total be posted on a message boards at our Lodge outdoor signs. This will show that we do not only have community spirit, but also contribute to the well being of our many

students, veterans, youth groups and such. We can also put these totals in your Lodge bulletins and post them on the bulletin boards inside the Lodge.

We also use these totals to educate the many government leaders in state legislatures and other government entities, be it city, county or federal, that we are indeed a non-profit organization and as such, maintain that status.

Your hours, mileage, non-cash and

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'Gray death': the latest, scariest opioid drug threat

By FRANK SCARPINO
Special Contributor

Experts say the new opioid cocktail called gray death is a combination of three drugs, each individually more powerful than heroin.

Calling it gray death apparently is for good reason. This dangerous opioid cocktail is responsible for a wave of fatal overdoses in the United States, and its potency has authorities worried. Named for its ashy color, the drug looks like dry concrete mix. It can also appear in chunks or rocks.

Investigators have found a variety of opioids in gray death samples: designer drug U-47700, also known as Pink, is from a family of powerful synthetic opioids that includes ifentanyl, carfentanil and furanyl fentanyl. Its effects are similar to morphine or heroin, but much stronger.

The less common carfentanil is primarily used as a sedative for elephants and other large animals.

Pink gained significant public attention when it was discovered in the rock star

DRUG AWARENESS PROGRAM

Prince's bloodstream along with several other opioids, including fentanyl, at the time of the musician's death.

The appeal of fentanyl and other synthetic opioids for drug traffickers lies in their strength. Fentanyl is 50 to 100 times more potent than morphine. And carfentanil dwarfs that, being 10,000 times more potent than morphine. Because each drug is present in such low concentrations, some of them may not show up on tests.

As the number of deaths caused by synthetic opioids rises, the federal Drug Enforcement Administration and other agencies have begun to point fingers at foreign importers of the drugs. They have explicitly named China as potentially the biggest producer — an accusation the Chinese government has denied.

The potency of drugs like fentanyl and its analogs allows drug syndicates to ship less physical product across the border, making searches and seizures that much more difficult for customs and

other agencies. In many cases, the drugs are shipped directly to users through the postal system.

When domestic drug dealers acquire the opioids, they may not know how strong the batch is. Also, because the drugs are created in unregulated labs, the potency can easily change. Because it's so potent, a small misstep in the preparation of the drug can lead to lethal consequences. You need smaller and smaller amounts because these drugs don't get metabolized. They go straight to the brain.

A recent incident in Ohio made national news when a police officer suffered an overdose caused by fentanyl after the substance came into contact with his hands when he attempted to brush some of the powder off his uniform. "This stuff is so powerful that if you touch it, you could go into cardiac arrest" or worse die.

NOTE: Themes for the 2017-18 Essay and Poster contest were recently announced: "What Heroes Do." The DAP Convention update will appear next month.

Use 150th to help focus attention on your Lodge

We are proud to announce the 150th Anniversary of the Benevolent and Protective Order of Elks. The 150th Anniversary celebration will bring increased visibility to our accomplishments and goals. This should result in additional Members, enhance our community image, and increase our charitable donations. Schedule a 150th Celebration party for February 2018.

Go to Elks.org...Membership Toolkit....150th Anniversary for more details.

— Rick Gathen, membership and marketing manager

Veterans From Page 4

to the service they have provided our country. I learned that even though we each have our own place in society, we have to help each other in order to keep moving forward. Even though my volunteer work seems minor, the veterans experiencing homelessness have great appreciation and gratitude, and it is truly rewarding to witness.

The next day we visited Humble Design, which was by far one of my favorite organizations because turning a "house into a home" seems simple, but does wonders for families. We learned that coming home to a place of complete comfort and knowing it is yours can completely change a person's perspective on life. A home is not simply a symbol of hope, but longevity. I am so thankful to the Elks for introducing me to the Humble Design warehouse in Chicago.

Finally, the last two days we helped with the Chicago Summer Stand Down.

We sorted and folded more clothes than I ever have in my life. But all of this was put to good use when we helped veterans pick out clothing to take home. I saw their faces light up when they found a coat that fit them perfectly. The experience was a mixture of satisfaction, tiredness, smiles and endless thank-yous. When we left on Friday, I knew I wanted to return and serve at the Winter Stand Down in November.

The Service Trip was incredibly moving and impactful, but the other scholars I served with were equally important and touching. I met some amazing people from all around the country. I know we will all go our own way, but I am very happy to have met them and come together to learn in valuable ways.

Elks Scholar Service Trips are about more than meeting scholars or serving in a city; they're about a combination of those two experiences that sparks new ideas and feelings to help us create a better home for all.

Websites From Page 1

October 1. Applications and contest instructions are available at: www.elks.org/grandlodge/fraternal/downloads.cfm.

Better communication results in increased membership! All Local Lodges and State Associations are invited to participate and participation will help improve website effectiveness!

Is your website informative; up-to-date; and easy to navigate? If so, enter the GL Website Contests to improve communication effectiveness and membership!

Stats From Page 2

cash donations must be maintained and submitted to your Lodge or State Secretaries. Your hard work is a message that we as Elks do *Care and Share*.

We are also able to spread our Grand Exalted Ruler's message of "Strengthening Elksdom Through

Community Awareness."

This year, our committee would like to have a reported contribution total of \$365,000,000. With your reporting, that total can be met. At the end of this Elks year, we could proudly report that we give \$1 million a day to our communities. Let's spread the word and keep up the great work.

We thank you.

Elks scholars get life lesson from serving homeless vets

By **MARY K. MORGAN**
Commission Director

For the past two years, the commission has worked with the Elks National Foundation scholarship department to plan a week-long Scholar Service Trip in Chicago, focused on serving veterans.

It's a great way to take the Elks' passion for serving veterans and spread it to other Members of the Elks family.

Please read this reflection by Jyotsna Bitra, one of the Most Valuable Student Scholars who attended the summer trip in Chicago:

The first day of the Elks Scholar Service Trip, we served at a shelter known

as Breakthrough Urban Ministries. We prepared and shared a meal with those experiencing homelessness. I knew there were many individuals in this situation throughout Chicago, and I often pass

many of them on the way to the grocery store or mall. But I've never stopped to talk to them, other than muttering a hello.

At Breakthrough, I heard some of their stories and witnessed their interactions.

They seemed like a family, an unorthodox one perhaps, but a family nonetheless. They care for each other, and when one client stopped coming because he found an apartment, the others felt a mixture of hope and loss.

The next day we visited the Jesse Brown VA Medical Center, which is right across the street from the building I conduct research in during the school year. Yet, I never knew it existed. In fact, I didn't know what a VA was until this trip. But the pop-up food pantry we set up and served in was one of my favorite opportunities during this trip. Seeing the massive amounts of food and knowing it was all going to lessen stress for families and individuals put me in awe.

I served near the end of the line and I realized the veterans thanked me more than I was able to thank them. And yet, my work of emptying boxes and organizing food didn't begin to compare

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

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September 2017

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Let's ensure long-time Members remain on our rolls

By **RICK GATHEN**
Membership and Marketing Manager

Many of us understand the responsibility of taking care of aging family members, or helping friends who are struggling financially, or those in poor physical health. As charity begins at home, please give consideration to delinquent Members who may be facing hardships. Remember, "Living or dead, an Elk is Never forgotten...Never Forsaken."

Let's stand by these words and

carefully review your Lapsation rolls, especially emphasizing those Members with many years serving our Order.

Likely some have been loyal dues-paying Members for decades. Discuss the loss of these "at-risk Members" with your Lodge's Standing Relief Committee. Per Statute Section 13.010:

"The Exalted Ruler, Esteemed Leading Knight, Loyal Knight and Lecturing Knight, Secretary and Treasurer shall constitute the Standing Relief Committee of the Lodge, which shall examine the merits of all cases suggesting

the necessity of aid or relief."

Upon committee recommendation, your Lodge may legally vote on assisting with their dues. Any Member present at a Lodge meeting may make that motion. Because this process is often overlooked, the Lodge Secretary is forced to cancel memberships of those worthy of assistance. Instead, allow your Lodge Members their right to vote.

Make sure your Lodge Standing Relief Committee assumes this responsibility. Only then do we act with Charity, Justice, Brotherly Love and Fidelity.

**MEMBERSHIP
AND
PUBLIC
RELATIONS**



**BRACKING for
SAFETY of our
BACK to SCHOOL
CHILDREN!**

