



Grand Lodge NEWSLETTER

Elks Care – Elks Share



November is time to give thanks, and to give back

With the hustle and bustle of the holiday season quickly approaching, there is no better time than November to pause and give thanks, both for our personal blessings as well as for our veterans who have tirelessly served our country.

While Elks support our veterans throughout the year (it is a cornerstone of our mission as Elks, after all), each November 11 we have the opportunity to take our efforts one step further with the celebration of Veterans Day. This month I urge you to honor and thank the veterans in your Lodge and community. You can host a veterans dinner at the Lodge, visit or give



Message from the Grand Exalted Ruler

MALCOLM J.
McPHERSON JR.

goods or funds to your local VA center, volunteer at a VA facility, or donate to the Elks Army of Hope. No matter how you show your support, I'm certain your work will be noticed and appreciated.

In addition to giving thanks through your veterans outreach, Thanksgiving

itself is another important holiday for Elks this month. Before you sit down to eat turkey with your loved ones, take a moment to remember those who are less fortunate. Organizing a food collection or having a Thanksgiving dinner at your Lodge helps folks in need and also strengthens the bonds between Elks.

As Pat and I head home for Thanksgiving, I'd like to express our gratitude to many of our fellow Elks who have welcomed us with open arms over the past few months. We look forward to continuing our journey during our 150th anniversary year with full bellies—and full hearts.

Elks Memorial Perpetual Care

Originally dedicated in 1926 to the memory of the fallen Elks of World War I, the Veterans Memorial Building is at the heart of Elksdom. Magnificently constructed in Chicago, the Memorial is a breathtaking structure representing the values Elks cherish. Through the years, the Memorial has been rededicated to honor the memory of American Veterans

GRAND SECRETARY

Bryan R. Klatt

who have died for our great nation. Our duty is to ensure this Memorial remains

an extraordinary symbol of the bravery and patriotism of these Veterans.

By making an individual or Lodge 501(c)3 donation, you will assist in the perpetual care and continued restoration of this beautiful Memorial. Go to www.elks.org and click "Veterans Memorial" on the home screen. Take the virtual tour, read about the history, plan a visit, make an online donation or mail a donation to the national headquarters today.

GRAND LODGE MEMBERSHIP AND MARKETING

Sales skills can lure new members

By RICK GATHEN
Membership and Marketing Manager

Local Lodges that are strong in promoting membership know the key to attracting new members is to have a great Membership Committee that applies good business management practices. The committee knows how to emphasize a business approach that will always improve the condition of their Lodge.

Like any service business, we must not only make the original sale, but also keep the customer sold.

Committee responsibilities include recruitment, orientation of new members, public relations, and dues collection. Think in business terms – *sales, customer relations, public relations and credit collections.*

Recruiting in the community: what we do and how to join. All community events should include a strong public relations and membership presence. Set up a table with handouts. Think of an airplane. Public relations and membership are the wings that allow the plane to take flight. Other

precursors for gaining membership: earn a good reputation as a premier charitable organization in your community; provide a family-and member-friendly environment; and have a good understanding of the Order's programs and ENF grant opportunities. These will translate back to the community and have a positive impact on membership.

Invite prospects to become new members. Develop a brochure for open house guests. Include contact information, state major projects, community projects, hours and dining menu, Elks mission, and national programs including

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Elavon offers payment program for Elks Lodges

By RICK GATHEN

Membership and Marketing Manager

Never miss a sale. The Elks have partnered with Elavon, a leading payment processor, to provide Lodges with innovative payment solutions to enhance business transactions.

Today, customers want to make payments a number of ways – in store, online, over the phone, or by mobile wallet. This doesn't need to be expensive or complicated, which is where Elavon can help. Elavon offers a simple, cost-effective payment processing program, all backed by the highest standard of customer service.

Elavon can help save Elks Lodges

money. Lodges that take advantage of Elavon's payment processing program will get preferred partner pricing.

Advantages of choosing Elavon:

■ All the payment types Lodges need

- Elavon enables businesses to accept all major credit and debit cards, corporate, purchasing commercial cards, and electronic checks.

■ Latest payment technology

- Smart/Chip/EMV terminals, mobile wallet payment technology, in-person, online and tablet solutions for all of your Lodge's business needs.

■ Data security

- Elavon helps Lodges protect data with strong encryption and tokenization technology with its Safe-T suite solution.

■ Fanfare loyalty program

- Fanfare is Elavon's fully integrated, easy-to-use loyalty, promotional, and gift card program that delivers the power of big business loyalty programs at a price that small and mid-sized companies can afford.

■ Get answers immediately

- Elavon offers 24/7/365 access to Customer Service.
- Feel secure in knowing that a dedicated account manager is there to help manage payments efficiently.

■ Convenient, accessible reporting

- Monitor your Lodge's account from any web browser.

Get a free competitive analysis and let Elavon find a solution for your Lodge. To learn more call Jerry Halley (312) 332-7034 or email Jerry.Halley@usbank.com.

GRAND LODGE
MEMBERSHIP
AND
MARKETING

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scholarship information and grants. Put a positive spin on everything. Be sure to have a sign-in sheet for guests' names and contact information. It has to be fun. Being entertained, doing for others, and being respected are priorities. Image matters – portray your Lodge to be friendly, modern, and fun. Incorporate stories from those who have benefited from the Lodge's charity. The open house is a sales event, so prepare a sales pitch that explains what we are about. Have presentations or stations, tables for display boards, videos, and overheads. Outline what we expect and what they can expect from the Elks.

And I thought you'd never ask. Don't forget to ask them to join!

Vol. 2 of History of the Order of Elks on sale

The History of the Order of Elks, Volume 2, is available for purchase. Written by Past Grand Exalted Ruler Ted Callicott, Volume 2 details the Elks' push toward modernization from 1988 to 2008 with comprehensive statistics and figures.

Volume 1, 1868-1988, is also meticulously dated and detailed but is written in more of a narrative format.

All Local Lodges should have at least one set. Order either, or both, through the Exalted Ruler, Lodge Secretary, or Chairperson of the Lodge Trustees. Orders for State Associations must be approved by, and billed to, the State Secretary.

Elks Members may order through any of the Lodge Officials listed above. Each book is \$25, plus postage, and should be ordered using the following codes:

Volume 1—Code 511300

Volume 2—Code 511301

Order by: <http://www.elks.org/shopping/GrandLodge/AllProducts.cfm> (Secretaries only) • Phone: 773-755-4710 • E-mail: shipping@elks.org • Fax: 773-755-4711 • Mail: Attn: Shipping Department, BPOE, 2750 N. Lakeview Avenue, Chicago, IL 60614-1889.

DRUG AWARENESS PROGRAM

The dangers of drug use increase during pregnancy

By FRANK SCARPINO
Special Contributor

A pregnant woman is not just eating for two; she is also breathing and drinking for two. If she smokes, uses alcohol or takes illegal drugs, so does her unborn baby.

Smoking during pregnancy passes nicotine and toxins to the baby. Smoke also keeps the baby from getting nourishment and raises the risk of stillbirth or premature birth. There is no known safe amount of alcohol a woman can drink while pregnant. Alcohol can cause life-long physical and behavioral problems in children, including fetal alcohol syndrome.

Illegal drugs such as marijuana, cocaine, and methamphetamine aren't the only drugs that are harmful to fetal development. Commonly used over-the-counter medicines, along with substances such as caffeine, can have lasting effects on an unborn child. Prenatal exposure to drugs, alcohol, or tobacco may have only mild short-term consequences, but the long-term consequences may be more severe.

Taking drugs during pregnancy increases the chance of birth defects, premature and underweight babies, and stillborn births. Exposure to drugs such as marijuana and alcohol before birth has been proven to cause behavior problems in early childhood. These drugs can affect the child's memory and attentiveness. In addition, some findings show that babies born

Prenatal exposure to drugs, alcohol, or tobacco may have long-term consequences

to women who use cocaine, alcohol, or tobacco when they are pregnant may have brain structure changes that persist into early adolescence.

Prenatal drug and alcohol exposure increases the risk that a child will be born prior to due date and have low birth weight (less than five pounds at full term). Many newborns exposed to illegal substances experience symptoms of withdrawal, including tremors, irritability, and difficulty sleeping. Sleep problems may include the persistence of frequent nighttime awakenings until four to six months of age.

Feeding difficulties may arise,

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Antlers Program and Junior Golf surge in popularity

By RICH LARKIN
Committeeman

If the enthusiasm expressed during the Reno National Convention was any indication, the rejuvenation of the old Antlers Program is well on its way. Numerous sponsors and current Antlers Members stopped by our Activities booth to introduce themselves, get information, and share ideas.

The Antlers listing of existing Lodges we compiled increased greatly. Not only were programs added to that list, but we have been busy sending additional information to those Lodges that wanted to begin a program and did not realize how to start. Many times, it just takes a personal, one-on-one meeting to get the ball rolling. Sponsors and officers of the

GRAND LODGE ACTIVITIES COMMITTEE

Alameda Antlers No. 1015 generously took time out to attend the Activities Seminar. Participants who spoke of their experiences of beginning a new program, highlighted their charitable activities, and fielded questions, gave attendees a better understanding of the Antlers. It was a very informative session.

Our new pins are now available and they are very popular. Contact me if you wish to purchase some. Antlers charters and membership cards are now a very near reality. With the list, we will be able to notify existing Antlers when they are available.

Even though it is a little late to begin this fall season, it is not too early to think about spring. The Elks recognized

the growing popularity of golf and have established a Junior Golf Program.

Some of our Elks' state youth projects are promoting golf as a form of non-contact, co-ed activity which the whole family can enjoy. Most Elks-sponsored Junior Golf events are open to all community children. What a fun way to showcase the good deeds of our organization and to promote membership! The program can be as simple as holding a Pitch, Chip & Putt Contest to forming and sponsoring a Junior Golf League at your local course.

Information on beginning a Junior Golf Program is available on the Elks.org website under the Activities Committee. You can also contact the Activities Committee directly.

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and other care facilities. We have partnered with Military Outreach USA and the Department of Veteran Affairs to promote the Adopt-A-Veteran Program. Our "Welcome Home Project" is partnering with the Department of Veterans Affairs to help end homelessness for the more than 50,000 homeless veterans. And, thousands of Elks generously volunteer their time and talents in their Lodges and their communities to provide assistance for our veterans and military members wherever needed.

All Elks can be proud of our Elks National Veterans Memorial in Chicago, dedicated in 1926 to honor those who served in World War I, and since re-dedicated to honor veterans of all conflicts. This magnificent structure, which stands as a symbol of our patriotism and devotion to those who have served our country, has been designated a memorial landmark by the City of Chicago and is considered one of the most beautiful war memorials in the world.

We invite all Americans to join us during the month of November, and throughout the year, to help serve our veterans and military members as we continue to honor our Sacred Pledge and demonstrate how "*Elks Care – Elks Share.*"

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too. Many children with prenatal drug exposure require a prolonged feeding time and may be easily distracted during feedings. These symptoms may persist through the first year of life yet show no correlation with long-term impairments.

As children enter school, parents and teachers may observe that earlier delays continue, and parents may seek educational assistance for their child. These deficits usually show up in areas such as cognitive performance, information processing, and attention to tasks. These are areas that are vital for success not just in school, but in life.

GOVERNMENT RELATIONS COMMITTEE

Let no good deed go unreported

By DANNY E. TABOR
Committeeman

Your Government Relations Committee is working hard trying to get 100 percent reporting. Though we are improving each year, we are still probably only reporting about half of what we should be. The rule to follow is that all work performed for charitable, patriotic, civic-minded, or community-related purposes should be reported.

Here are some of the things we should be reporting: Americanism; Army of Hope; Antlers; Drug Awareness; Hoop Shoot, Soccer Shoot and other youth programs; ENF Donations; National Veterans Service; Scholarships; Activities for your Major Projects; Scouting programs; Student of the month and year; Community Service Donations; Sponsoring Blood Drives and Health fairs; Donating your Lodge Facility for nonprofit groups; Food Basket programs to support local food banks; Natural Disaster Relief; and Public Service/Citizens Recognition Programs. Forms provided in our Government Relations Manual and in the Charity Records Workbook provide more examples.

I would suggest that you take time at a board meeting or Lodge

meeting to go over this with all the Lodge Officers and Members. You will be surprised at all things we are not reporting. Since some of you may be donating to the Texas Disaster Relief Fund, or to any other state's fund that has been hit by some type of disaster, please remember to report it.

Other things that this committee is responsible for is keeping current with legislation and laws that may have some effect on our organization; again these are all in our manual. Make it a priority to review it.

November is when we take extra time to honor our Veterans and our Military Personnel. Let's remember to show them just how much the Elks are appreciative of all they

have done and are doing for our country.

Many Veterans don't realize that they and their spouses or widows may be eligible for benefits that will help pay for long-term care. All they need to do is contact their local Department

of Veterans Affairs which would help them with the process of qualifying. Your time and effort would be appreciated and also can be reported.

We help so many and so many depend on us. It's time we take credit for it.

All work performed for charitable, patriotic, civic-minded, or community-related purposes should be reported.

Recognize our Veterans this month—and every day

By **MARY K. MORGAN**
Commission Director

When it comes to serving America's veterans, the Benevolent and Protective Order of Elks has a long and cherished history of always being there to meet their ever-changing needs. We honor our pledge that *"So long as there are veterans, the Benevolent and Protective Order of Elks will never forget them."*

World War I ended on the 11th hour of the 11th day of the 11th month of 1918. An armistice, or truce, was signed declaring the end of "the war that would end all wars." The next year, November 11 became known as Armistice Day in memory of all of the men and



women involved in WWI. It became a legal holiday in 1938, and in 1954, President Dwight D. Eisenhower signed a bill proclaiming November 11th each year as Veterans Day. Every year on November

11 our nation gives thanks for peace, observes a moment of silence, and remembers all of our veterans, living or dead.

The Order of Elks has designated November as Veterans Remembrance Month. During the month our Lodges conduct many special activities, events, and programs designed to honor and recognize our veterans and their families. However, while we greatly expand our efforts for veterans during the month of November, our

pledge to veterans remembrance is a daily commitment.

In 1946, the Elks National Veterans Service Commission was established with the sole mission of serving our nation's veterans. The Commission has recently taken that mission one step further with a goal to serve our veterans and military members, with a focus on serving those in need. Last year, that commitment was expressed through budgeted support and charitable contributions valued at over \$40 million.

Every day, Elks are meeting the needs of our veterans in more than 300 VA Medical Centers, outpatient clinics, USOs, Veterans Homes and Hospitals,

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

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GRAND LODGE FRATERNAL COMMITTEE

Theme announced for the Americanism Essay Contest

By **DENNIS RAMSEY**
Committee Member

"Why Our Veterans are America's Heroes" is the theme of the Grand Lodge Americanism Essay Contest for 2017-2018.

This contest offers the youth of America, our leaders of future generations, an opportunity to express their views and appreciation regarding what our military forces mean to this country. It will be interesting to see how

school children recognize the sacrifices being made by our current military, as well as those who have served, including their families.

Promoting this important contest will show that we are patriotic Elks and proud Americans. Now is the time for Local Lodges to contact area schools to make this announcement and provide them with the applications and all pertinent rules and deadlines.

Step-by-step instructions can be found

on our user-friendly and easy-to-access website. Click on "Forms & Downloads" at <http://www.Elks.org/grandlodge/fraternal/> for details and applications.

Plaques will be awarded to those who place first, second, and third in Division I (fifth and sixth grades) and Division II (seventh and eighth grades). Winners will be announced at the Grand Lodge Session in San Antonio, Texas, July 1-4, 2018.

The deadline for submitting entries to the Local Lodges is December 15, 2017.

**ADOPT-A-
VETERAN
TO SHARE YOUR
HAPPY
THANKSGIVING**



**in honor of...
VETERANS DAY!
VETERANS
REMEMBRANCE
MONTH!**