



# Grand Lodge NEWSLETTER

*Elks Care – Elks Share*



## Civic duty centers on flags and fathers in June

June is here, and with that, I am just one month shy of finishing this journey with you. Until then, there's still time before your Lodge breaks for the summer to find ways to fulfill my theme of *Strengthening Elkdom Through Community Awareness*, especially with Flag Day and Father's Day.

Allegiance to our country's flag has been a requirement for every Elks Member since our inception. When the Grand Lodge designated June 14 as Flag Day in 1907 and made the occasion a mandatory observance for all Lodges in 1911, the holiday became an even more important day in our country's history. President Harry Truman, an Elk himself, recognized June 14 as a national observance of the flag in 1949, and ever since, all Americans honor the flag on this day.

I hope you participate in Flag Day



### Message from the Grand Exalted Ruler

MALCOLM J.  
McPHERSON JR.

services at your Lodge this year and I encourage you to welcome all members of your communities, Elks or not, to these events. Take a moment to reflect on the values our country's flag stands for as well as remember all the men and women who have served and continue to serve it. As Elks, let's be proud of the role our leaders before us have played in making Flag Day such an important day for this remarkable nation.

Father's Day on June 17 is a time for Elks to remember our organization's founding fathers, as well as all fathers in our Lodges and communities. Take some time now to plan a brunch, game night, or other event to show your appreciation for the dads that do so much for their families and your Lodge.

For those of you I've yet to visit on this journey, what will you do to honor flags and fathers this month? I can't wait to experience the great things you are working on to support my theme and our shared Elks values.

I'll see you in San Antonio next month for my last moments as your Grand Exalted Ruler. I'm looking forward to celebrating all that we have accomplished this year and welcoming a new year of leadership to Elkdom.

## Lodge bulletins: USPS vs e-mail

**Section 1.115 Notice:** "Except as otherwise directed by Executive Order, any notice required to be sent or mailed to all Members of the Lodge may be included in the Lodge Bulletin or sent electronically to any Member who has given written authorization to receive notices electronically. Notice which is required to be served upon a specific Member must be served personally, by United States Mail or by United States Mail, Certified, Return Receipt Requested as specifically provided."

### GRAND SECRETARY

Bryan R. Klatt

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**Section 16.150, Opinion 03:** If a Lodge publishes any magazine, newspaper, bulletin, or other periodical devoted to the interests of the Order, every Member of that Lodge is entitled to receive a copy of each such publication, whether by electronic delivery or by regular mail.

**Section 16.150, Opinion 04:** The Lodge Bulletin may be sent electronically to any

Please see **SECRETARY**, Page 3

## GRAND LODGE FRATERNAL COMMITTEE

## Americanism Essay contest results

By **DENNIS A. RAMSEY**  
Committee Contest Administrator

Final judging for the 2017-18 Grand Lodge Americanism Essay Contest has been completed. The contest theme was *"Why Our Veterans Are America's Heroes."*

A total of 33 State Associations submitted essays for Division I (fifth and sixth grades), and 32 for Division II (seventh and eighth grades). Thank you to all students, teachers, Lodges, and State Associations for your participation.

### Division I (Fifth and Sixth grades)

**1st Place:** GRAY PADGETT, sixth grade, Mountain Home, AR Lodge No. 1714.

**2nd Place:** KYLEIGH KOEHLER, sixth grade, Deer Lodge, MT Lodge No. 1737.

**3rd Place:** AMY MORRISSEY, sixth grade, Naugatuck, CT Lodge No. 967.

### Division II (Seventh and Eighth grades)

**1st Place:** CECILIA RICHARDSON, eighth grade, Deer Trail, CO Lodge No. 2307.

**2nd Place:** MADDOX L. WECKERLE-DIETZ, eighth grade, Norfolk, NE Lodge No. 653.

**3rd Place:** COLE DYK, eighth grade, Bozeman, MT Lodge No. 463.

The winners' plaques will be displayed at the Fraternal Committee booth during the Elks National Convention in San Antonio, Texas. State Association Presidents or designees may pick up their plaques for presentation after the convention.

The theme for the 2018-19 Americanism Essay Contest will be *"What Makes You Proud of America."*

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## GRAND LODGE GOVERNMENT RELATIONS COMMITTEE

# Manual, workbook have pointers for new ERs

By **DANNY E. TABOR**  
Committee Member

As a new ER or PER helping your Lodge, I want to thank you for accepting this truly fulfilling position. Whether this is your first time or not, I am sure that when you find yourself guiding and assisting the Lodge Chairman with his or her committee it will be very rewarding for everyone involved.

A good way to show how rewarding it can be is by keeping statistics of all the charitable work the committee has accomplished, and will accomplish, throughout the year. We have made it simple to do this by furnishing every Lodge with a **Charity Records Workbook**, along with a Government Relations Manual that has appendices 7 and 8 to help in keeping track of charitable works. Please make copies of these forms and distribute to each committee chairman. By doing this you will make your Lodge Secretary's work much easier. You know it

is a plus to have them on your side.

It is very important for each Lodge to sit down with every officer, committee chairman, and any member interested and go through the Government Relations Manual page by page. You will probably hear things like "I didn't know we could count that," "We do that, did we report it?" or "Why haven't we been reporting that?" Going through the guide will help your Lodge better serve those who are less fortunate and make positive changes in your community.

After you have done this, compile your statistics quarterly and post them on your Lodge bulletin board, monthly newsletter, and E-mail blast. If you have a signage board out front, put it there. Another good place to share this is with your local elected officials. Let them know what the Elks are doing. Invite them to one of your charitable events or a Lodge function and let them see firsthand that "**Elks Care – Elks Share.**" This will not only impress them, but also your

Lodge Members.

As you know, we are a very quiet organization. One reason is because we do not have just one major project that we contribute to nationally. For the fraternal year 2018-2019 Elks National Foundation Board of Trustees has budgeted \$33.8 million to be distributed: \$12.4 million to Lodges and community grants, \$9.6 million to state major projects, \$4.6 million in scholarships, \$1 million to Hoop Shoot, \$709,680 to drug awareness, and \$325,900 in miscellaneous grants. This is certainly a good start with our charitable giving.

Let's remember this is our 150th anniversary. It is time for us to speak up and show our government just how powerful and benevolent the Elks are. The main way we can do this is by keeping detailed records of all the awesome things that we are doing. Let's make a change, not only for 100 percent reporting, but 100 percent of what we are doing.

## GRAND LODGE AUDITING &amp; ACCOUNTING COMMITTEE

## Don't just file away your AFR

By **MICHAEL L. PETTIGREW**  
Committee Member

June is here and the Annual Financial Reports (AFR) have been completed by accounting firms and returned to the Lodges. It is crucial to examine the data contained in those reports. Filing the AFR away in a file cabinet without a proper review is the worst possible action to take.

The obvious beginning point of the review are the bottom lines on pages 3 and 4 to see if you have posted a financial gain or loss. If you have been tracking your profit and loss statements through the year you already have a good idea where you stand in this regard. While lines 34 on pages 3 and 4 indicate a gain or loss of cash, lines 36 on pages 3 and 4 indicate a gain or loss following the depreciation deduction. A gain following a depreciation deduction indicates that a Lodge holds a stronger financial position and has a better ability to pay for unforeseen costs (such as a roof repair or new ice machine) incurred against fixed assets without borrowing money.

If a loss was posted then you need to start going through the report line by line to determine the reason for the loss. Was your income lower than budgeted? If so, why? The loss could also be a result of your expenses being higher than budgeted. Remember that budgets are merely projections for the year ahead, and unplanned events may alter income and expenses.

Ideally, income would be higher than

losses, which allows for a possible increase in your charitable works. If so, a budget amendment would need to be made to allow for the entire membership of the Lodge to have input on the proposed changes.

No review would be complete without looking at the data contained on page 8, "Schedule of Gross Profit." The figures contained here are the gross income from your food services and bar operations as well as your gross expenses—purchase costs, employee costs, and entertainment costs. The key line on page 8 is "Gross Profit (Total to page 4)", just below line 14. This total needs to cover the remaining expenses paid by the club, such as utilities and maintenance costs. If the total gross recorded does not fund those costs, your Lodge might be subsidizing the club with fraternal funds. This is also the perfect time to ensure that cost allocations are being properly distributed against all entities owned by the Lodge.

Another quick study are the costs ratios posted on lines 15 and 16 on page 8. The Grand Lodge recommends that these do not exceed 35 percent. Lodge House Committees need to make sure that this is met. Your club's gross income should cover the remaining daily costs of operating the business.

Now that the completed AFRs are coming back to the Lodges, it is time to schedule meetings, review the data, and make informed financial decisions for the year ahead.

## B.P.O. ELKS' 150TH ANNIVERSARY

## Concert caps first day of convention

By **JIM O'KELLEY**  
ENF Director

July 1 will be a banner day for Elksdom. The Elks National Convention, held at the Henry B. Gonzalez Convention Center in San Antonio, starts that Sunday with a volunteering opportunity in the Exhibit Hall from 10 a.m. to noon. Attendees can help Elks scholars with assembling hygiene kits for homeless veterans. Then, Rick Gathen will take the stage at 11 a.m. for a productive and entertaining membership seminar.

We will officially open the convention at 4 p.m. with a stirring parade of state flags, the moving Elks National Foundation report, and the inspirational address by our Grand Exalted Ruler.

Immediately following the Opening Ceremonies is a 150th anniversary concert and celebration that they'll still be talking about at our 200th anniversary. Re-Creation, a song-and-dance troupe that tours the nation entertaining hospitalized veterans, will perform for about 30 minutes to get things started. Then we'll bring out our headliner, Gary Sinise and the Lt. Dan Band. Sinise and his 12-member cover band have been boosting morale on military bases and raising awareness at benefit concerts for more than 15 years.

We're the Elks. We serve together, and we celebrate together. See you on July 1!



## GRAND LODGE ACTIVITIES COMMITTEE

# Make effort to boost Scouting

By DALE E. NIELSON  
Committee Scouting Coordinator

A new Lodge year has started, so it is time for us to look back to see what our programs have accomplished and to look forward to improve them.

Find something your Lodge can do and do it well, such as Scouting. Troops can be sponsored by the Lodge, and certificates and letters from the Grand Exalted Ruler can be awarded at an Eagle Scout Court of Honor or a Girl Scout Advancement Ceremony.

Girl Scout advancement certificates for Bronze, Silver and Gold levels are now available as PDF fillable downloads at [elks.org](http://elks.org). There is also an Arrow of Light certificate of merit that can be presented to the Cub Scouts. If your Lodge is not being contacted by the Scouts for these presentations it is time to knock on some doors. Contact your local Scouting office and let them know you have something to add to their ceremony. Use the History of the Flag as part of their festivities. You would be surprised that so many adults have not seen it performed. People are needed to carry the flags and Scouts are more than happy to do it.

Junior ROTC is another award we can present. Similar to Student of the Year, it is something all Lodges should consider implementing if a nearby high school has a Junior ROTC program. You will hear more about this during the next Lodge year.

The judging of Marvin M. Lewis award winners is in progress. I would encourage those who were not selected to apply again

in the coming years. The four winners will receive a boxed medal and ribbon, framed certificate, lapel pin, and square knot. The awards will be presented at the Grand Lodge Convention in San Antonio during the afternoon of the first full day.

When selecting a candidate, Local Lodges should select Elks who:

- Have brought Scouting to more youth.
- Have assisted Local Lodges in forming Scouting units.
- Are fully trained in the skills of Scouting and are outstanding role models.
- Have contributed significantly to Elks and Scouting by bringing the two movements together to serve the community.
- Have offered Scouting to all youth regardless of race, creed, or income level, and have been instrumental in organizing Scouting units, especially in inner-city or low-income communities.

I realize Lodge funds can be a little short as we struggle to keep the doors open. A solution would be to apply for a grant to do a little extra and get community recognition for doing it. Impact Grants, Beacon Grants, Gratitude Grants, Promise Grants, Lodge Assistance Grants, Freedom Grants, and the Anniversary Grant are all available. There should be a grant in this group that will help to fill your needs.

The most current applications can be downloaded from [elks.org](http://elks.org). They are updated when corrections need to be made. I received two applications this year that were six or seven years old. The information was correct and properly signed, but that may not always happen.

## Junior Golf, Antlers inspire the youth

By RICH E. LARKIN  
Committee Antlers, Junior Golf Coordinator

Summer is here, and the Elks' Junior Golf program is set to tee off.

Anyone can play golf regardless of size or age. It can also be a family activity—and Elks are geared to family-friendly events. The Activities Committee is asking Members to help pass on their enthusiasm and love of this sport to the youth.

Starting a junior league or just being available to help instruct our young golfers is a way to open valuable lines of communication. It shows the value of perseverance, patience, and working together for a common goal. You can sponsor a Junior Golf Skills Shootout to showcase the lessons learned. The Junior Golf Program pamphlet is available on [elks.org](http://elks.org), and the Shootout rules and regulations are available by E-mailing [rrlarkin@swbell.net](mailto:rrlarkin@swbell.net).

Our Antlers Program has surged in

membership over the last few months with 10 new Lodges and five more in the works. The Elks 150 Year Facebook page features individual Antler Programs every Friday and will continue to do so until the National Convention. This has been a great way for these young Elks to show off their contributions to their Lodge and to their communities. If you want to be a Friday participant, please E-mail me.

The Grand Lodge is now issuing Charters and membership cards for our Antlers Lodges. Due to the demand, we are happily replenishing our supply of Antlers pins, and they will be available soon. Please stop by our Activities Committee booth at the National Convention in San Antonio to make sure your Antlers Lodge is in the membership book and attend the Tuesday Seminar for more information. The Activities Committee booth will have handouts for all our other worthy programs, as well as committeemen to help answer all of your questions.

## DRUG AWARENESS PROGRAM

## Meet, greet, learn at DAP open house

By WILLIAM J. BRYAN  
Public Relations Director

Are you attending the Elks National Convention? If so, you are invited to an open house on Tuesday, July 3. The place has yet to be determined, but the plan is to have the open house from 1:30–3:30 p.m. somewhere in the convention center. Space will be limited, so save the date and time.

This will be an opportunity for Members and guests to:

- Be the first to see the winning entries from the new video contest.
- Meet and talk with Mika Camarena, the widow of DEA Agent Enrique “Kiki” Camarena, who was killed while exposing a major drug trafficking operation in 1985. Kiki is the inspiration for the National Red Ribbon Campaign, a drug awareness program in which Elks Lodges participate.
- Receive the new Drug Awareness Challenge coin, which is only available at this open house.
- Get informed about how Lodges can join forces with the DEA.
- Learn about our new “Take Back” initiatives.
- Have a chance to win a collectable T-shirt. The first 300 attendees are guaranteed a shirt.
- Meet former Marvel vice president Bob Sabouni, a key member in the success of our social media venture.

## Secretary From Page 1

Member without written authorization from that Member.

The Grand Secretary's Office has seen an increase in inquiries about e-mailing the Lodge Bulletin to save the Lodge money. Yes, a Lodge can e-mail the Lodge Bulletin to a Member as stated in the Statutes and Opinions above. Consequently, a Lodge *cannot mandate* all Members will receive the bulletin electronically if a Member requests a paper copy via regular mail.

## Membership From Page 4

Change and make sure your Lodge is using all the tools available.

As a result, we have produced four consecutive years of improving membership trends. We are heading in the right direction. Optimistic Elks leaders embrace change that make the future not just different, but better.

Visit the Membership Toolkit at [elks.org](http://elks.org). Also plan to attend my high-energy Membership & Marketing Seminar on Sunday, July 1 at the convention in San Antonio at 11 a.m.

*Be The Change* and commit to growing membership in your Lodge.

# Expanded Freedom Grant to assist 100 more Lodges

By **MARY K. MORGAN**  
Commission Director

Summer is no time to relax for the Elks National Veterans Service Commission!

Freedom Grant applications go online July 1. A few changes have been made in the Freedom Grant process this year. We will award Freedom Grants to 300 Lodges, up from 200 last year, and the grants will move from a competitive process to a first-come, first-served basis, similar to the way Promise Grants are awarded.

To help your chances, remember that Freedom Grant projects must include Elks participation and must serve veterans in need. Projects that include direct interaction with veterans and/or

military families will have a higher chance of approval, as will ongoing projects that reach a large number of veterans. More information can be found on the Freedom Grant webpage at [elks.org/cip](http://elks.org/cip).



Make sure to put these Veterans Service events on your Elks National Convention calendar. On Sunday, July 1 at 10 a.m., more than 100 Elks scholars will be at the convention center assembling hygiene kits for veterans in need. Whether you want to pitch in for two minutes or two hours, the scholars will welcome your help.

On Monday, July 2 at 2 p.m., the Elks National Veterans Service Commission will hold the hour-long ***"Increase Your Impact:***

***How to Optimize Your Veterans Service"*** Seminar in Room 221 AB at the convention center. Learn how your Lodge can work with veterans service programs to make the biggest impact in your community. This session will give an overview how to use existing resources to assist local veterans.

Be sure to attend the Grand Lodge Business Session on Tuesday, July 3, to hear the ENVSC Report for 2017-18. We'll debut a video about our Elks Voluntary Service Program and recap successful years for the Veterans Leather and Welcome Home programs.

Finally, visit us at the ENVSC booth. Meet with our Veterans Programs experts, talk with State Veterans Chairs, and learn about your state's Veterans Volunteers of the Year. We hope to see you there!

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

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## GRAND LODGE MEMBERSHIP AND MARKETING

# Embracing change will help to grow your Lodge

By **RICK GATHEN**  
Membership and Marketing Manager

A good friend of mine from Florida brilliantly used the phrase ***"Be The Change"*** as his motto serving as State President about three years ago. It dovetailed perfectly into my motto ***"We Don't Grow By Chance... We Grow By Change."*** We strongly encourage Exalted Rulers and Lodge Secretaries to ***Be The Change*** in your Lodge, especially those that are losing membership.

We have instituted much change during the past four years, including orientation, billing processes, e-commerce, website development, Lodge branding, graphics art services, recruitment, and retention. We launched several new social media platforms, leveraged CLMS more effectively than ever before, and created interactive and virtual experiences that influence new Members to be more involved in their Lodge. We provide Lodges and state leaders with more reports than anytime in our history and

we have conducted more state and national Membership & Marketing training seminars in the past four years than at any time in the history of the Order.

Is your Lodge 100 percent committed to growing membership? Lodges that are growing in membership are doing so because they embrace change. They planned on making membership growth happen and stressed it as the highest priority. ***Be The***

Please see **MEMBERSHIP**, Page 3



**Honor the USA  
this Flag Day**

