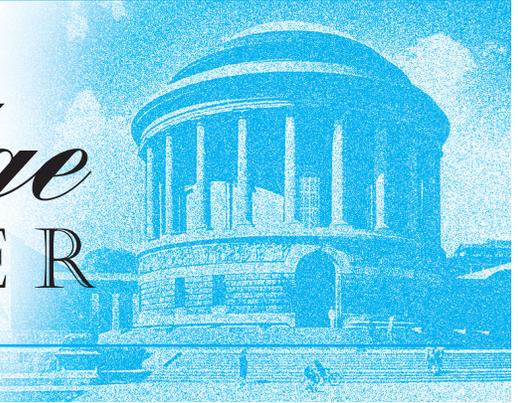




# Grand Lodge NEWSLETTER

Elks Care – Elks Share



## Embrace charity and compassion this holiday season

Christmas is certainly a time to visit family, socialize with friends, cook delicious meals, and shop for the perfect gift, but we must also remember the true spirit of the holiday. As Dr. Seuss famously wrote in the story of the Grinch, “Maybe Christmas, perhaps, means a little bit more.”

For Elks, Christmas means a lot more. It’s the ideal time to put my theme of “*Strengthening Elkdom Through Community Awareness*” into practice and showcase the hope and charity that Elks have given throughout the past 150 years. There are many ways Lodges can give back to those who are alone or struggling this Christmas season, such as



### Message from the Grand Exalted Ruler

MALCOLM J.  
McPHERSON JR.

adopting a family in need of a warm meal or winter coat, donating gifts to children whose families can’t afford presents under the tree, or visiting with veterans who don’t have loved ones. Be sure to spread the word of your charitable efforts through your membership—I’m confident you’ll receive

a positive response and many helping hands.

In addition, as you attend social events at your Lodges this holiday, remember to be kind and compassionate to one another. While the holidays are a fun and easygoing time for some, they can be difficult for others. It is our duty as Elks to extend the same help to each other as we do to our friends outside the Order.

From our house to yours, Pat and I wish each of you a Merry Christmas and a happy and healthy holiday season and New Year. We hope you all find a way to grow your hearts three sizes this Christmas.

See you in 2018!

## Elks come up big for disaster relief

Thank you to those who have donated to the Elks Natural Disaster Relief Program. As of October 31, \$197,890 has been collected with \$205,000 distributed: \$180,000 for Hurricane Harvey and \$25,000 for Hurricane Irma.

The November Membership Report has been tentatively closed with the Order showing a gain of 3.1% (23,695) for a mid-year total of 798,787 members with 9,529 candidates. The downside is that we have 9.8% (75,615) delinquent members. Continued emphasis must be given towards retaining those lapsed members.

The Memorial Building is now closed until April 15, 2018. If you or someone you know are planning on visiting Chicago during the winter, give a call and staff can give you a personal tour of the National Headquarters.

Season’s Greetings and Happy Holidays from your Grand Lodge staff.

### GRAND SECRETARY

Bryan R. Klatt

## DRUG AWARENESS PROGRAM

## Video shows impact of drug abuse

By WILLIAM J. BRYAN  
Assistant Director

The Elks Drug Awareness Program teamed up with the Drug Enforcement Agency this October and launched a new educational video for teens. The video, produced by Smosh, an American sketch comedy YouTube channel, features five talented young adults who undergo makeup transformation that depicts what they might look like after years of abusing substances such as methamphetamines, oxycodone, ecstasy, heroin, and cocaine. None of the actors were allowed to see themselves or one another until the transformation was complete.

Once transformed, the actors were allowed to look into a mirror and then came together to see each other, all the while discussing what each was not willing to give up in order to abuse substances. To view this 13 minute video, go to: youtube.com/watch?v=U47PEdOhDbo.

Within the 72 hours of debuting, the video has been seen by more than 250,000 viewers and as of the writing of this article it has reached nearly 650,000 views

with more than 21,000 likes and 2,000 comments. Here is a sampling of those comments:

■ *Wow. If this doesn't scare people I don't know what will. It's sad. I hope everyone who sees this video and is hooked realizes who they are and can get help.*

■ *I know the Smosh gang, that they are the people that will always make me laugh. They are wonderful people. Seeing them break down for this cause really bring me to tears. You guys are helping many lives now; you guys are the best.*

■ *This is an amazing message. Like a lot of their videos are happy and funny,*

Please see DAP, Page 3

## INSIDE

- “Can do” credo rings true for Elks . . . . . 2
- Award honors contributors to Scouting . . . . . 2
- Plan for the All American Lodge contest . . . . . 3
- Most Valuable Students envision futures . . . . . 3
- Make a commitment for veterans . . . . . 4
- Ritualistic manuals have been updated. . . . . 4

## GOVERNMENT RELATIONS COMMITTEE

# Elks strengthen communities during the holidays

By **BRUCE A. HIDLEY**  
Committee Member

The holiday season is when we Elks donate time and goods for charitable work in our communities. There are many fine examples of Elks strengthening their communities through charity during the holidays: hosting children's Christmas parties, adopting a family, delivering groceries, cooking for the needy, making toy runs, and bringing essential items to our veterans in the hospital. Many Lodges use money from ENF grants to provide the additional funding for projects such as Thanksgiving and Christmas baskets, food pantry items, school supplies, and winter clothing.

The most important part of these charitable activities is that we are donating from our hearts.

Our fellow Elks are a family. It is enlightening to witness so many members and families adopt the credo "Can do." The greatest gift is one's commitment and care to the well-being of fellow members and communities. All of these activities are a tribute in promoting our Grand Exalted Ruler's motto "*Strengthening Elkdom Through Community Awareness*".

The tremendous amount of great work being done by Lodges and members during the holidays cannot be overstated—and must be reported. It is crucial that we all remember to track our charitable work and report our contributions to a Lodge Secretary or a State Secretary for recording on our charitable records. The Government Relations Committee asks for your help in reaching our 2017-2018 goal

of \$365 million in reported charitable contributions.

It is my hope that the Elks greatly exceed our projected goal. Together we can make this happen. Please be sure to make that extra effort in tracking time.

Charity is the cornerstone of every Elks' structure and the highest virtue of every Elks' creed. The joy and happiness you have given somebody else during the holiday season goes a long way toward proving "*Elks Care – Elks Share.*"

Together we "Can do" and will make a difference in the lives of our fellow Elks, our families, and especially our communities.

On behalf of the Government Relations Committee, I'd like to wish each of you and your loved ones a most happy holiday season and new year.

## Assistance available for needy members

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," as 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.

## GRAND LODGE ACTIVITIES COMMITTEE

# Award honors Elks who contribute to Scouting

By **DALE E. NIELSON**  
Scouting Coordinator

The annual Marvin M. Lewis Award recognizes Elks in good standing who have significantly contributed to the youth of their communities by volunteering in the programs of the Boy Scouts of America. It is presented to an individual in each of the four Scouting regions who have brought Elks and Scouting closer. Both organizations share values such as charity, justice, brotherly love, and fidelity.

The award, which was named after a PGER and established in 1998, has been presented to 116 individuals for their exemplary work in Scouting.

The Grand Lodge invites all Lodges to nominate one candidate for the award. Candidates must have the recommendation of their Local Lodge and their local Scouting Council to be eligible. Winners of the award receive a medal, ribbon, framed certificate, lapel pin, and square knot.

When selecting a candidate, Lodges are asked to consider 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 considered 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

other low-income communities.

The applications are available online. Go to [elks.org/grandlodge/activities/](http://elks.org/grandlodge/activities/) then click on the Committee Programs menu to find the section on the Marvin M. Lewis Award. After clicking on the link, the PDF of the application form for the award can be found toward the bottom of the page.

The form can be filled out online, and the mailing address is on the bottom of the application. The deadline date is March 1 of the current Lodge year. The next presentation will be made at the Grand Lodge Convention in San Antonio, Texas, in July 2018.

I would like to encourage those who have previously applied to apply again. We only select one recipient from each of the four areas and we have turned down some very worthy applicants in recent years.

The Marvin M. Lewis Award winners for 2017 were Russell C. Larsen Sr., Lockport, NY Lodge 41 (Northeast Region); Robert Britton, North Platte, NE Lodge 985 (Central Region); Morris Brown, El Paso, TX Lodge 187 (Western Region); and Robert

C. Bloberger, Dallas, TX Lodge 71 (Southern Region).

Other programs are also open, of course. While you're on the Elks Activities page, check out other Committee Programs such as Antlers, Scouting, Medal of Valor and Medal of Honor, the Junior Golf Program, the Student Recognition Program, and Youth Week Proclamation. Look under Printable Certificates and you will find a number of certificates for each of the programs.

*Elks and Scouts both value charity, justice, brotherly love, and fidelity*

**GRAND LODGE FRATERNAL COMMITTEE**

# Start planning now for the All American Lodge contest

By **RICHARD C. CONWAY**  
Committee Member

March 15, 2018, is a very important date to remember: It's the deadline to mail your All American Lodge—Contest "A" entry form to the District Deputy Grand Exalted Ruler.

The winner of the contest, which recognizes Lodges that have best administered Elks Programs throughout the year, is determined by a score that counts participation in 40 activities. Each activity has a designated value between 5 and 100 points. Activities include observing Flag Day services, sponsoring a new Lodge, increasing membership, and participating in Elks programs such as Antlers, Hoop Shoot, and the Americanism Essay Contest.

Prior planning prevents poor performance, so start planning now if you're not doing so already. Begin by appointing a chairman knowledgeable in Lodge activities (perhaps a Past Exalted Ruler) and schedule a meeting with the Lodge Secretary, Treasurer, Auxiliary, PERs, and all committees, including those unique to the Lodge. Provide each with a copy

*Prior planning prevents poor performance, so start planning now if you're not doing so already*

of the contest entry form and, if available, the Lodge's entry form from last year that shows past contest information.

Some of the activities that earn the most points involve action by more than one Lodge committee, so it is important that all attendees review the entry form and provide the required information to the contest chairman.

Previous contest winners take advantage of activities with designated maximum points that

require specific listing in the attachments. Provide as much info as possible, not just enough to make the quota. The best idea is

to "overkill," just in case your competitors have a similar number of activities. Potential sources for obtaining activities numbers include a Lodge's expenditure reports and newsletters. Have all designated committee members update their provided information the first of each month.

Lastly, keep in mind that winners are determined by membership category—your Lodge is competing against only Lodges of a similar size.

# Most Valuable Students share hopes and dreams

The Elks National Foundation introduced a new film series titled "The Future Looks Like..." featuring short profiles of the top 20 Most Valuable Student Scholarship Recipients from 2017. In the films, the students discuss their passions and share college and career goals.

For Samantha Johnson, the future looks like a lifetime of service. "You don't have to leave the country to find people who need help," says Johnson, who comes from a small rural community in Illinois. "You can serve literally anywhere."

Leul Dadi's life began on an Ethiopian estate. His family relocated to a modest home in suburban Dallas and then to an inner-city apartment. He's experienced the extremes of economic inequality, so Dadi's future involves studying and addressing the issue.

Tatum Ogata dreams of a future in robotics; Steven Daley envisions a future in pediatric heart surgery; and Odysseus Pyrinis anticipates a future as a constitutional attorney.

To hear from the rest of the top 20 and to watch the series, visit [enf.elks.org/TheFutureLooksLike](http://enf.elks.org/TheFutureLooksLike).

For 2017-2018 the ENF allocated \$2.89 million to fund the Most Valuable Student program, which includes 500 four-year scholarships ranging from \$4,000 to \$50,000. For more information about the program, including eligibility and deadlines, visit [enf.elks.org/MVS](http://enf.elks.org/MVS).

## 150th anniversary items on sale

Local Lodges wanting to use the Elks' 150th Anniversary logo for stock and customized items, may do so through D. Turin Company.

The D. Turin Company contact is David Plask, who may be reached at (305) 825-2004, ext. 312; or [david@dturin.com](mailto:david@dturin.com).

## DAP From Page 1

*but I'm glad they are spreading a good message. This is amazing.*

■ *This video is extremely touching. Raising awareness in such a unique way as well. Props to the makeup artists as well, they are so very talented.*

■ *This video is so important. So much so. Thank you for this, guys.*

According to the Director of the Elks Drug Awareness Program, Kent Gade: "It has long been the dream of the leaders of the Elks DAP to have a vehicle that gets our message out to youngsters of this nation. Thanks to the leadership of the Elks and the financial support of the Elks National Foundation and the DEA, we now have such a vehicle. I encourage each and every Member of our Order (whether they have children/grandchildren or not), to take the time to visit You Tube and see this magnificent message."

## GRAND LODGE MEMBERSHIP AND MARKETING

# Let's help our long-time members

By **RICK GATHEN**  
Membership and Marketing Manager

Many of us understand the role of taking care of aging family members or helping friends who are struggling financially or are 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 review Lapsation rolls, especially emphasizing those members with many years serving our Order. 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 the right to vote before cancelling.

Make sure your Lodge Standing Relief Committee performs this important responsibility. Only then are we acting with Charity, Justice, Brotherly Love and Fidelity.

# Make a commitment for veterans

By **STEWART G. ISRAEL**  
Adopt-A-Veteran Chairman

Once there was a missionary working in Africa. A group of friends wrote him and said, "We would like to send other men and women to you. Have you found a good road into your area yet?" The missionary replied, "If you have people who will only come if they know there is a good road, I don't want them. I want those who will come if there is no road at all."

There's a big difference between being interested in doing something and actually making a commitment to doing it.

Just being interested allows the freedom to do a thing only when

circumstances permit. But making a commitment to do that thing means accepting no excuses, putting aside fears and reservations, and moving forward until the end result.

In general, Elks are interested in helping veterans. Commitment is doing something about it. Whether it's time, money, or both, it's time to make some commitments!

Our veterans made a commitment of years. Can we make a commitment of hours?

The ENVSC and the ENF make money available for our programs. Members are willing to donate to veteran causes and get involved. Project ideas are available at [elks.org/vets](http://elks.org/vets).



## 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](http://elks.org)....Membership Toolkit....150th Anniversary for more details.

– *Rick Gathen, membership and marketing manager*

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

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## GRAND LODGE RITUALISTIC COMMITTEE

# Updated ritualistic manuals cover parameters of Initiations

By **ALLEN H. LENORT**  
Ritualistic Chairman

Per the approved changes from the Grand Lodge Convention in Reno, two ritual manuals have been updated.

The revised Rituals of Local Lodges Manual (No. 511500) is now available for Secretaries to order. Changes to this manual include the removal of the Short Initiation. If your Lodge Officers need assistance in conducting the standard

Lodge Initiation please contact your Area Ritualistic Committeeman, State Ritualistic Chairman, or members of your PER Association. Our Lodge Initiation introduces our newest members into our great Order, and this is an outstanding opportunity to show them our traditions and history. A well performed Initiation is a key step in retaining a new member.

The Ritualistic Manual (No. 519900) has also been revised. This manual covers

the parameters of performing, coaching and judging the Initiation in contest form. I encourage you to attend a Grand Lodge sponsored Ritualistic Clinic for a complete explanation of the changes.

All the ritual manuals can be found on [elks.org](http://elks.org) under the Committees or Manuals sections. The Ritualistic Committee section also contains an updated listing of all National Ritual Champions since 1930 and the All-Americans dating back to 1949.

**Season's Greetings, Merry Christmas, Happy Holidays!**

Thanks to Elks Lodges that sponsor Christmas Charities Programs