



# ECHOES



From the Watchung Hills Elks Lodge 885

## Exalted Ruler's Message

- Danny Larsen, PER



Members and Guests,

Watchung Hills Elks Lodge #885 will be installing our New Officers for the Fraternal Year 2019-2020 on April 6th 2019, please try to attend this great event which is open to the Public, the Officers of this Lodge give of their time, patience and dedication to keep the Lodge on track and running smoothly and they deserve their due, plus as a bonus you will receive a nice dinner to

boot! ☺

- Did you know that the lodge now owns ramping, and it is on loan at the Weber residence?
- Did you know that our Lodge donated \$4,000 to the Somerset Children's Center for their Sensory Garden Project?
- Did you know that our Lodge was in Long Branch when Piscataway Lodge #2414 won First Place in the Ritual contest?
- Did you know that Quaid Mobus is our Citizen of the Year recipient?
- Did you know that our Lodge is a Pretty Special Place? I'll bet you did! ☺

Please be mindful of walking behind the Bar or into the kitchen without authorization from the Bar Tender on duty! They are

normally (hopefully) very busy and do not have time to monitor comings and goings in the kitchen and certainly do not have time to entertain behind the bar – Thank You for your cooperation.

Thank you all for being a part of our Lodge #885 Family – I feel like we are making Progress and a Difference, which is our goal!



## Officers

Exalted Ruler	Danny Larsen, PER
Esteemed Leading Knight	David Lewis
Esteemed Loyal Knight	Dave Dante
Esteemed Lecturing Knight	Lisa Carracino
Secretary	Paul Lowell, Sr., PER
Treasurer	Donna Lowell, PER
Esquire	Betty A. Volker, PDDGER
Chaplain	<b>(vacant)</b>
Inner Guard	John Pizzigoni
Tiler	<b>(vacant)</b>
1 Year Trustee	Francis Bellew, PER
2 Year Trustee	Gene Bataille, PER
3 Year Trustee	Denise Heilman
4 Year Trustee	Stephanie Zitsch, PER
5 Year Trustee	Deborah Figel
Justice	<b>(vacant)</b>

## Elks Care - Elks Share

To receive a full-color bulletin by email, ask us to update your email address by sending it to [membership@elkslodge885.org](mailto:membership@elkslodge885.org). We do not have current email addresses for everyone!

### Watchung Hills Elks Lodge #885

1 Elks Trail  
 Warren, NJ 07059  
 908-668-9727  
[news@elkslodge885.org](mailto:news@elkslodge885.org)  
[membership@elkslodge885.org](mailto:membership@elkslodge885.org)  
[www.elkslodge885.org](http://www.elkslodge885.org)  
<https://www.facebook.com/Elks885/>

## From the Secretary

- Paul Lowell, Sr., PER

We have seven members who have not renewed their membership for 2018-2019 as of March 10, 2019. Under Section 14.180 they are entitled to a 60 day grace period to be reinstated without penalty. If you know anyone listed below, please have them contact me as soon as possible.

- Pete Plesmid
- Christine Reiss
- Melanie Savulich
- William Seavey PER
- Michael Strauss
- Sherri Strauss
- Frederick Tupkielewicz

April 1, 2019 the Card Reader will be swapped out for the 2019-2020 Fraternal Year.

Any questions or concerns you may have, please feel free to contact me at xcg395@verizon.net or my cell 908-230-7303.

### Upcoming Important Dates:

**April 6, 2019**

- Officer Installation



## Committee Chairs

Army of Hope	Danny Larsen, PER
Americanism	<b>(vacant)</b>
Auditing	Kim DeVizio
Buildings and Grounds	David Dante
Charities	Betty A Volker, PDDGER
Drug Awareness	<b>(vacant)</b>
Elks Memorial Day	David Dante
Elks National Foundation	Joann Bataille
Government Relations	Paul Lowell, Sr., PER
Hoop Shoot	Fran Bellew, PER
Lodge Activities	<b>(vacant)</b>
Membership	Paul Lowell, Sr., PER
Parades	Danny Larsen, ER
Public Relations	Mike Ryder
Ritual	Betty A. Volker, PDDGER
Scholarships	Fred Hayeck
Soccer Shoot	Fran Bellew, PER
Special Children	Betty A. Volker, PDDGER
Veterans Services	Fran Bellew, PER
Wildwood Convention	Danny Larsen, ER, PER
Youth Activities	Fran Bellew, PER
Youth Tournament	Fran Bellew, PER

## Government Relations Committee

- Paul Lowell Sr., PER



To all Committee Chairpersons including Scout Leaders. Please submit your reports for March to the Secretary no later than April 25 th . Anything after that will be credited to 2020 reporting.



**WE NEED YOU!**

How to get new members?  
**ASK THEM!**

## Special Children's Committee

- Betty A. Volker, PDDGER



The annual State SCC Golf Outing is scheduled for Monday, April 29, 2019 at Bunker Hill golf course. Registration is \$100 per golfer and includes a luncheon at Edison Lodge.

We are going to sponsor Watchung Hills Pop Warner "Challengers" program for Special Children, and also have a large sign posted at the East County Park fields on Old Stirling Rd in Warren, across from the Middle School.

The mission of the Pop Warner Challenger Division is to bring the Pop Warner experience to those special needs individuals.

Children, currently enrolled in school with Special Needs between the ages of 5 and 18, from any township, can participate. Beginners are welcome!

Learn more here: <https://www.whpw.org/Default.aspx?tabid=2013565>.



Lodge 885 Ladies at the Central District SCC Charity Ball L-R: PDDGER Betty Volker, Jadyn and Michelle Waiser.

## Cub Scouts Pack 182

- Mike Ryder (Unit Committee Chair)

We are proud to announce the final results of our popcorn fund-raising last fall, as the numbers were finally provided to us by our Patriots' Path Council.

Pack 182 Scouts sold \$43,251 in popcorn, 40% of which goes to fund our program. This ranks us at first place throughout the entire Council, and 7<sup>th</sup> in the nation, according to Camp Masters, which is the manufacturer of the popcorn we sell.

This fully funds our annual program, above and beyond annual dues, allowing leaders to concentrate on running the highest-quality program possible.

We're very grateful for the support we get from Watchung Hills Elks, and look forward to many years of inspiring youth and adults to a life of service to their community.



## Sickness & Distress

- Steve Terrible is now convalescing at home.
- Betty Volker's father is in rehab after a heart-attack.



## Boosters

- 2019-2020 Echoes Boosters that have been renewed since Feb 1st

Duke Anderson  
 John Misiak  
 Valerie Misiak  
 Stanley Autocunas PER  
 Kim Frazier  
 Daniel Ciarlariello  
 Rober Venitelli  
 William Sorensen  
 Michael Metner  
 Deborah Metner  
 Paul C. Staeger  
 Kathleen Olesen  
 Michael Dalton  
 Mar-19 Timothy Lasecia  
 William Jones  
 James Basille  
 Timothy Velazquez

Ken Pawelek  
 Laura Pawelek  
 Fred Fennimore  
 Tracy Fennimore  
 Barbara Verdic

For \$10.00 a year, you too can be an Echoes Booster.

All proceeds will offset the cost of printing and mailing the Bulletin. Thanks to those who have already pledged their support.

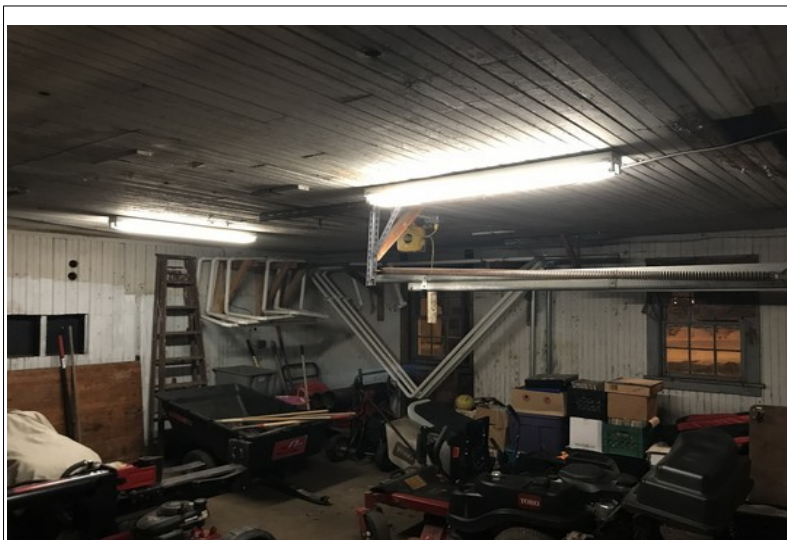


## Elks National Foundation

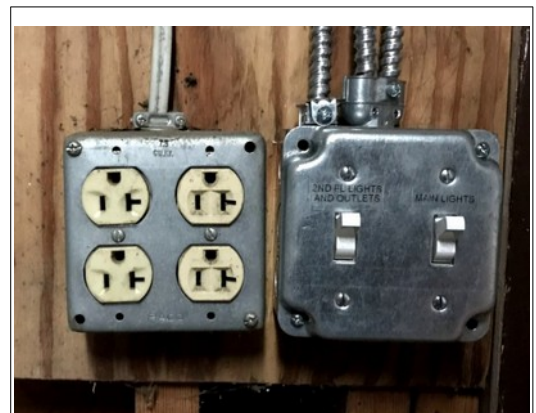
- Joann Bataille

This year I applied for and received three Grants. The anniversary grant for \$1,500 was used as a donation to the Somerville Children's Center. The Beacon Grant, \$2,000, was used for The Food Bank Network of Somerset County's Backpack Program. The Gratitude Grant, \$2,000, was used for children's shoes and food for The Food Bank Network of Somerset County.

Thank you to everyone who helped with these projects.



*Let their be light! New lights funded by Cub Scout Pack 182*



*New light switches for upstairs and downstairs at the garage, funded by Cub Scout Pack 182*

## Veterans Services Committee

- Francis Bellew, PER



As U.S. troops continue to deploy and defend our nation overseas, many Americans want to know how to send Care Packages for service members — even if they don't personally know them. Care Packages enhance the morale and well-being of the deployed troops worldwide which is especially important outside the established holidays.

Our country loves supporting our troops both at home and overseas. And Care Packages sent to overseas bases or stateside hospitals are a great way to show that gratitude.

A collection box was set out on Thursday, January 31, 2019, to collect items that can be sent to personnel deploying with the Army in March. **EXTENDED! The box will now be available until the end of April;** please stop by any day to drop off care package items. Questions should be taken up directly with Fran at (908) 405-2922 or by email at [fatbobs1960@gmail.com](mailto:fatbobs1960@gmail.com).

### Care Package Do's

Here are the kinds of items best-suited for Care Packages:

- Personal hygiene items(unscented whenever possible)
  - Wet wipes, individually wrapped
  - Disposable razors (men's and women's)
  - Chap sticks
  - Tooth brush, toothpaste, body wash, lotion, face wash, mouth wash, deodorant, Q-tips, shampoo, conditioner
  - Foot powder and the like
- Feminine products (unscented whenever possible)
  - Small packs of napkins and tampons
  - Female version of body wash, lotion, razors, face wash, mouth wash, deodorant, Q-tips, hair de-tangler, face moisturizer, shampoo, conditioner
  - Small grooming kits
- Laundry PODS packed in a sturdy plastic or metal container.
- Sunscreen
- Magazines (clean content)
- Fun posters and calendars for dressing the place up
- AA batteries
- AAA batteries
- Movies and music on thumb drives only (CDs, DVDs and tapes are useless)
- 2 GB + USB memory sticks (thumb drives, blank)
- Cards, letters, group photos
- Tobacco (cigarettes, dip, chew and vapes)

You must double-bag individual liquid and gel items. Just imagine what happens in the war zone when they sometimes get dumped out of a hovering chopper.

### Care Package Don'ts

- No pressurized products (aerosol shave cream, hair spray, etc.)
- No cocoa
- No Food



## From the Bulletin Board – Just in case you missed it!

- Mike Ryder

The “New Jersey State Elks Association 2019 Wildwood T-Shirts” are now available for purchase at \$12/each with, or without a pocket and in sizes from Adult Small, Medium, Large, XL, XXL and XXXL. Order form and an envelope for money is at the bar – *orders need to be placed at the latest by March 23!*

State Pins and Accessories are also available for purchase. Order form is on the bulletin board.

Registration for the “Wildwood Convention” is up – form is on the bulletin board. “This form registers you for the 2019 New Jersey State Elks Association Wildwood Convention and includes entrance to the annual Member’s Appreciation party on Thursday night, beginning at 9pm at the Convention Center. There will be music, dancing, assorted cocktail fountains, beer, wine, soda, snacks & nosh. Registration badges purchased in advance with this form cost \$5. Registration badges purchased in Wildwood cost \$8.”

Registration is now open for the “Wildwood Inaugural Ball 2019”, for 6:30PM on Friday, June 7<sup>th</sup> at the Wildwood Convention Center. Banquet tickets for Spouse, Elks & Guests are \$49/ea (\$51/ea if using a credit-card). Checks should be made payable to “New Jersey State Elks Association.” *Deadline is May 1<sup>st</sup>.* Sign-up form is on the bulletin board.

NJ Central District February 2019 bulletin, volume 15, issue 9 is available to be read. You can also read it at this link: <https://www.elkslodge885.org/wp-content/uploads/2019/03/dnlFebruary2019.pdf>.

Registration is open for the 18<sup>th</sup> Annual NJ State Elks Special Children’s Committee” golf outing, a Shotgun Start to be held 8:30AM at Bunker Hill Golf Course, followed by a buffet lunch at Edison Lodge #2487. Prizes... Raffles... Cost is \$100/golfer.

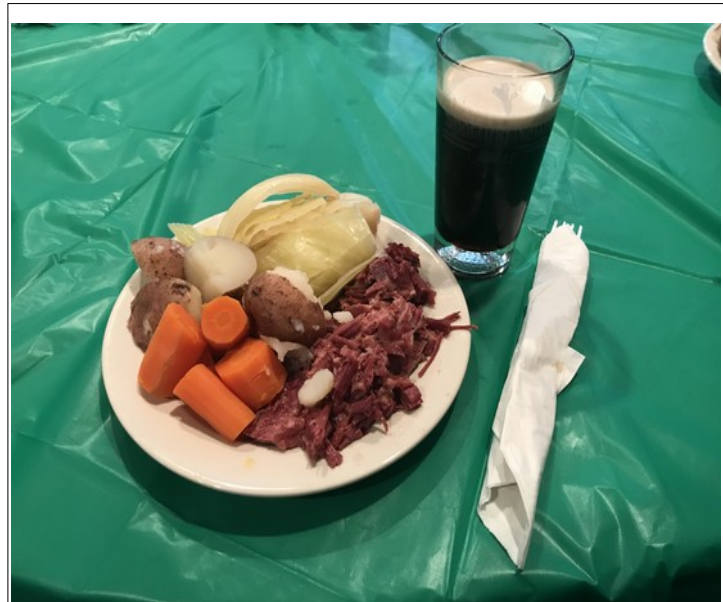
The Central District “NJ Elks Walkout On Drugs” is scheduled for April 28 at Lake Pappianni, Edison, NJ. Register at noon, walk at 1PM.



NJ State Elks Association  
2019 Wildwood T-Shirt Logo



St. Patrick's Dinner L-R: Frank Giannelli,  
Shawn Grabko and John Pizzigoni



Corned-beef, potatoes, cabbage, carrots and Guinness! All the important food groups were represented at the St. Patrick's Dinner

## Public Relations

- Mike Ryder

Did you know that Public Relations is not just about communications with the local community, but also includes internal communications?

Not only do we strive to promote the Elks' overall mission with those outside the organization, but also to serve the growing needs of existing and potential members. A properly developed Public Relations effort can have the following effects for a non-profit:

- increase membership
- increase donor base both within and outside the membership
- create a favorable climate for fund-raising
- increase member participation
- distribute news about the good deeds of the organization

We have a number of tools to use, such as the Bulletin Board, Social Media, Email, Bulletins, Newspapers, Magazines, Signage and Advertising. The first five or six of these can usually be performed at little-to-no cost and so it makes a lot of sense to maximize their use. The last few can be costly and require careful decisions to spend wisely to get the most benefit. None of these works on their own – we must use every channel available to get in front of peoples' eyes, wherever they are.

At the March 7 general lodge meeting there was some lively discussion surrounding a motion to pay for signage at the Pop-Warner fields across the street from Middle School. The motion was passed, but only by a very close margin. I appreciate that it was passed, but it's obvious that I didn't do a good job of explaining the numbers. First, let me explain how much we do using all the "free" options available to us – I say "free" because they have extremely low or no cost, but do take a lot of time.

Social Media: We already had a Facebook page, but I added to this by creating a dedicated website (<https://www.elkslodge885.org>) and sites with [Google+](#), [Instagram](#), [Linked In](#), [Pinterest](#), [Tumblr](#), [Twitter](#), [Yelp](#) and [Youtube](#). These sites work together to create a mesh of links that not only increases our visibility online in our community, but also on [Google](#) (#4), [Bing](#) (#1), [Yahoo](#) (#1) and other search engines. Our goal is to make sure that our sites show up on the first page when someone searches the web for "Lodge 885." Additionally, by not keeping our eggs in one basket and by publishing our stories to our website first, we are not beholden to any single social media channel. The beauty of social media is that we have almost immediate insight to how many people are seeing our posts.

Stories are posted to our website, and shared from there to Facebook, Twitter, Tumblr and others as appropriate. On Facebook, we have the ability to share posts into several groups (numbers in parentheses are membership): "[Warren Township Community Forum](#)(6346)," "[Warren Township Neighborhood Forum](#)(1540)," "[Watchung Neighborhood Network](#)(2581)," "[4Town Forum \(Warren, Watchung, Green Brook, Long Hill, Basking Ridge\)](#)(3858)" and "[I am an Elk from New Jersey](#)(1566)." If possible, news items and events are then shared with the Recorder Community Newspapers "Echoes Sentinel(4000)," Renna News "Warren Monthly(6200)," Courier-News, Warren Patch and TapInto Warren, which may or may not choose to print or share our articles. Facebook alone puts our articles in front of about 16,000 eyes. The Echoes-Sentinel and Renna puts our articles in front of more than 10,000 eyes.

But not everyone is on Facebook or reads the paper. By talking to parents I meet in the Cub Scout program (kids K-5, parents 30-50) and at school when I visit to see one of my kids' performances, I've learned that barely anyone even knows about the local newspapers, and almost nobody knew about our Elks lodge. Given the above information... How can that be explained?

It's not really a mystery – according to Pew Research, readership of newspapers have been in decline since the 1990s. Newspapers have cut back from daily to weekly or monthly, have fired staff, converted to 100% digital or folded completely. People's reading habits have changed – while younger people are migrating away from print and towards digital. According to Pew Research, "more Americans prefer to watch their news (46%) than to read it (35%) or listen to it (17%)... But that varies dramatically by age. Those ages 50 and older are far more likely to prefer watching news over any other method: About half (52%) of 50- to 64-year-olds and 58% of those 65 and older would rather watch the news, while roughly three-in-ten (29% and 27%, respectively) prefer to read it.

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# Public Relations, continued

- Mike Ryder

<continued...>

Among those under 50, on the other hand, roughly equal portions – about four-in-ten of those ages 18-29 and ages 30-49 – opt to read their news as opt to watch it.”

As you can see, especially considering that the average age of members at our lodge is 60, it is a mistake to concentrate just on using social media – we have to continue using print media as well. See “Image 1” which shows a break-down of people who “Like” our Facebook page, by age and gender. Most of our fans are 45 and over or female. Some are members, but most are family members and friends.

Elks Lodge 2252 had supported local sports by sponsoring teams and paying for signage in the past, but sadly this relationship wasn’t maintained on a yearly basis and signs were removed or simply not updated with our current lodge number after the merger.

According to Forbes, outdoor advertising still works when signs are situated where people have time to study them. In traffic. At stadiums. Think about what your eyes are doing when you are stuck in traffic, or at your child’s sports event. They will helplessly roll over the signs around you. Of all outdoor signage, it’s one of the most effective ways to advertise and it explains why these signs have been popping up even at sports fields for elementary-school-aged kids.

In our very special case, our “advertising” spend with local sports does not go to pay coach, athletic or advertising salaries – we get to claim credit, to show the audience that we help local sports buy equipment, pay referees, buy uniforms and even perhaps help them send their teams on a trip. Kids with disabilities as well as to some extent their sports’ parent programs.

Here are the costs of signage and team-sponsorship and some notes:

- In the case of Pop-Warner, they have a 3-year commitment of \$1400, which looks more reasonable when compared to the other sports on an annual basis.
- Signs at Pop-Warner and Soccer fields are 4’x8’, in order to be visible from across the field.
- Sign at Baseball is 4’x4’ as they are mounted in close proximity on the backstop cage.

Annual Athletic Support		
	<u>Signage</u>	<u>Team Sponsorship</u>
Baseball	\$600	(included)
Pop-Warner	\$467	\$1500
Soccer	\$500	\$500

There was also a question about “what Cub Scouts has done for us?” I’m not sure what Cub Scouts has to do with the sports signs, but I can address the question since it came up. First, my kids are not in any sports, so there is no conflict of interest. The Lodge has signed up about 8 new members from the Cub Scout parents, a few of which are involved and come to Lodge meetings. The Cub Scouts have spent about \$1,500 making improvements to the garage, including lighting and switches for the lower floor. The Cub Scouts represented their Chartering Organization, Lodge #885 by making a \$1,000 donation to Operation Jersey Cares. Cub Scouts and their parents have participated in Spring Clean-up, and we continue to invite them to participate in the lodge. Cub Scouts throw 2 social events every year, paying for the privilege of using the lodge meeting space and generating bar revenue then and twice each month for our committee meetings. We teach the Cub Scouts about Patriotism, Volunteerism, “Doing their Best” and hopefully act as role models that will make them and their parents want to join the Elks.

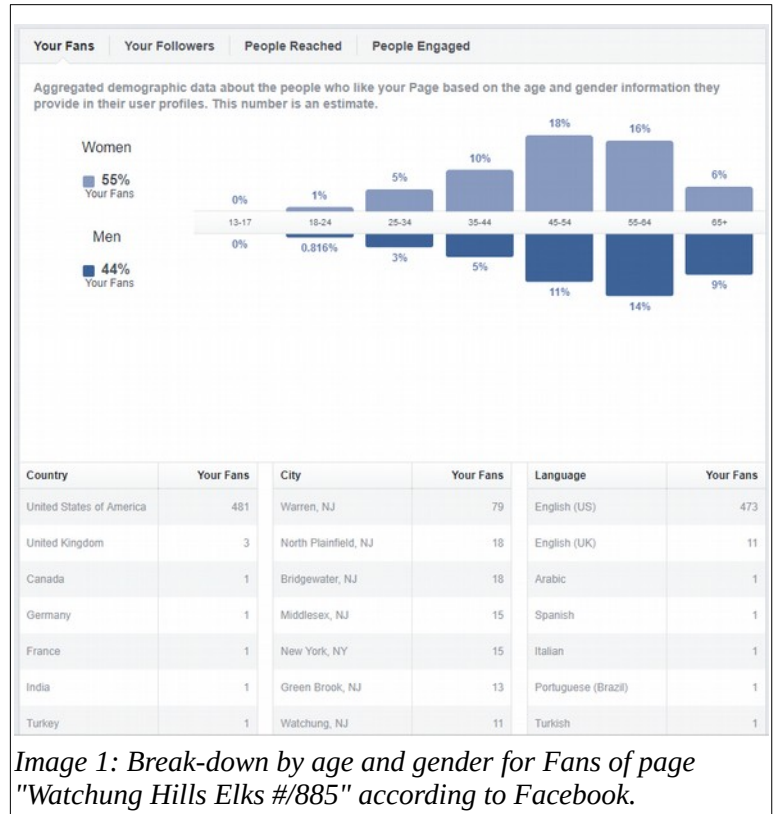


Image 1: Break-down by age and gender for Fans of page "Watchung Hills Elks #885" according to Facebook.






4/2 Fred Hayeck  
 4/3 George Dealaman Jr.  
 Fred Fennimore  
 Melanie Savulich  
 4/4 Vincent Stoia  
 4/5 Michelle Waiser  
 4/6 Wally O'Neill  
 4/11 James McFadden

4/13 John Tucker  
 4/14 Michael Foley  
 Kathy Schulz  
 4/18 James Satterlee  
 4/19 Martha Pizzigoni  
 4/27 Michael Burr  
 4/28 Thomas Boyle  
 4/30 Willie Mobus



APRIL 2019

Find the calendar online at our website: <https://www.elkslodge885.org>, then click Events and then "Main Calendar"

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4  <b>Lodge Meetings</b> Officers – 7 pm General – 8 pm	5	6  <b>Officer Installation</b> 5PM
7	8	9	10	11	12	13
14	15	16  <b>BOD Meeting</b> 7 pm	17	18  <b>Lodge Meetings</b> Officers – 7 pm General – 8 pm	19  Good Friday <b>Fish Fry</b> 5:30pm – 9pm	20
21  Easter Sunday <b>Pot Luck</b> 2-5pm	22	23  <b>PER Meeting</b> 7 pm	24	25	26	27
28  <b>Pool Membership Meeting</b> 2pm	29	30				

**Elks Care - Elks Share**

Watchung Hills Elks #885  
1 Elks Trail  
Warren, NJ 07059

Non-Profit Organization  
U.S. Postage  
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Permit No. 492

Address Service Requested

## Watchung Hills Elks Lodge #885 is online!

Point your smart-phone's QR-Code reader application (freely available if you don't already have one) at these images to jump to our sites. Bookmark our website so you can check the Lodge calendar. "Like" our Facebook page so you can stay in touch with the daily goings-on.



<https://www.elkslodge885.org>



<https://www.facebook.com/elks885>

"So Long as there are veterans, the Benevolent and Protective Order of Elks will never forget them."