



Grand Lodge NEWSLETTER

Elks Care — Elks Share



New year starts with awards, scholarships

Welcome to 2020! Beth and I extend our best wishes to everyone for a happy and successful year.

January is a time to wind down the affairs of the year gone by and plan for the year to come. The efforts of our Members too often go unrecognized. While many Members serve in varying capacities just for the love of the organization, an expression of gratitude and recognition is always appreciated.

Also to be recognized are those Lodges that distinguish themselves through their dedication to working the programs of the Order and serving the needs of their communities. Awards for Elk of the Year and Officer of the Year are available from Grand Lodge, and there is nothing to prevent things like Exalted Ruler Special Citations from being prepared to express appreciation to those who make our Lodges successful.

In January, all Lodges will be



Message from the Grand Exalted Ruler

ROBERT L. DUITSMAN

receiving an application form to enter the All American Lodge Contest. It is a tremendous opportunity for a Lodge to receive recognition for its efforts during the year. Receiving such an award will inspire Members to continue their efforts with the knowledge that they are important and are being recognized. Something to consider.

While many of us were focused on the Most Valuable Student scholarships that had a November close date for applications, there is also the Legacy Scholarship that is available until January 31. It provides \$4,000 scholarships to the children and

grandchildren of Elks Members. The Elks are doing their part to try to give deserving individuals the opportunity to further their education without allowing a lack of financial resources to be a barrier. More information on these and other opportunities can be found on the Grand Lodge website.

Some may not be aware, but in the Ritual there is provision for a Past Exalted Rulers' Night. On the first Lodge meeting in February the Exalted Ruler can appoint Past Exalted Rulers to fill the four chair positions as well as Esquire and Chaplain. This is a good opportunity to give special recognition to those who have served in the highest office in their Lodge over the years, and keep them involved in the life of your Lodge. In some cases Past Exalted Rulers are called on to conduct an initiation, which would be a special treat that generates interest among the membership.

Maintain balance with Transfer Dimits

Secretaries: Transfer Dimits must be processed in a timely manner. Currently there are more than 2,000 incomplete Transfer Dimits.

The CLMS2Web program automatically transfers the Member's information from the outgoing Lodge computer to the incoming Lodge computer, with no typing required. Keep in mind, a Transfer Dimitt started during the current Lodge year must be approved by the accepting Lodge before March 31. If not, that Member remains on your membership roll. Any variance from this procedure will cause your membership total to become out of balance.

GRAND SECRETARY

Bryan R. Klatt

Reminder: All year-end membership information must be updated and completed in CLMS2Web by 11:59 p.m. on March 31.

ELKS NATIONAL FOUNDATION

Members can pass down a Legacy

Scholarship-seeking season comes to an end on January 31 when the Legacy Award application closes. Legacy Awards are available to high school seniors who are the children or grandchildren of dues-paying Elks who joined the Order on or before April 1, 2017, or are charter members of a Lodge that was instituted on or after April 1, 2017.

Each Legacy Award recipient will receive a \$4,000 scholarship distributed over the course of their college career.

"This award means so much to me because I've seen how much my grandparents enjoy being Elks, and I look forward to getting involved," said Erin Murphy, a 2019 Legacy scholar sponsored by Inverness, FL Lodge No. 2522.

Legacy Awards scholars are required to serve with the Elks once per year. Legacy scholars can get involved, for example,

by rebounding at a Hoop Shoot contest, assisting with Lodge-run projects or Community Investments Program grant projects. The chances for Legacy scholars to serve with their community and learn about the Elks are endless.

Timothy Wilbert, a 2019 Legacy scholar, volunteered with Louisville, KY Lodge No. 8—his sponsoring Lodge—and Frankfort, KY Lodge No. 530 to take veterans fishing, one of his favorite hobbies.

"It is a great feeling to help others do what you love to do," Wilbert said. "Serving with the Elks taught me compassion."

The deadline to apply for Legacy Awards is January 31 at 11:59 a.m. CST. Visit enf.elks.org/LEG to learn more.

We can't wait for you to meet the 2020 class of Elks scholars!

GRAND LODGE GOVERNMENT RELATIONS COMMITTEE

Communication can make a Lodge recession-proof

By **TONY MARKARIAN**
Committee Member

Depending on who you speak to, economic signals are suggesting we might have some belt tightening ahead of us in 2020. You cannot ignore the future and how your charity programs will respond. Run your own statistics and look up your Lodge, district and state charity dollars donated following 2007 to now.

In researching the State Association of California & Hawaii, I noticed we did not see a decrease for some years following the last recession. Further studies showed that our Members reached out to the community and actually held fundraisers that brought non-Member money into our Lodges, creating monies surpassing the prior years.

Maybe the answer is diversifying your charity dollar by adding new fishing holes, holding public fundraisers, or simply

reminding your Membership how many people rely on their participation.

Think about the Member who shows up once a year for a function. We all have them. During a difficult economy, the last bill in line will most likely be their Elks membership dues, knowing they're not participating as often as they could. During a recession, consumer confidence drops, and people hold on to their money and tighten their belts.

Take the time to recession-proof your Lodge by letting all Members know where their contributions are going. Tell them how important they are to you especially if you haven't seen them for a while! Try this nontraditional method. I bet they pay their dues the day it comes to the door!

Call all Members before your first dues notice goes out and let them know where their donations have gone this year. Remind them that every dollar

from every Member has gone towards fueling the ship that changes lives of hundreds and thousands of people in Our Country. Let them know these are men, women and children who are in need and count on our support. Ask them for suggestions on how to get more participation from Members. You will find out communication with anyone makes them feel valuable, especially when you are calling to notify them about the charitable works of the Order.

Reach out to every Member in person or by phone and let them know what your charity book looks like and how you have recorded all of your events this year. Show them how the time and miles driven by volunteers have been converted into dollars donated in addition to cash contributions. If every Member knew how important they were, Lodges would never lapse in membership.

DRUG AWARENESS PROGRAM

Social media a chronic issue for adolescent pot use

By **FRANK SCARPINO**
Special Contributor

Adolescents in the United States are currently exposed to media—such as television, films, music, internet, and video games—for over 8.5 hours per day when accounting for multitasking. Recently, certain media exposures were shown to have significant associations with substance abuse behaviors.

Studies have examined the relationship between marijuana use and media exposure. Marijuana is the most common illicit drug used by children and adolescents in the United States. More than half of U.S. adolescents will experiment with marijuana, and of those who try it more than once, approximately one third will subsequently use marijuana regularly. Despite adolescents' lack of concern regarding potential dangers of marijuana, researchers have determined that it is a drug of dependence, the risk of which increases the younger an adolescent begins to use. Additionally, its use is associated with use of other illicit drugs, poor school performance, depression, and psychosis. There are many factors associated with risk of marijuana use, including genetic predisposition, demographic characteristics, and parenting style.

In recently published data from the Cannabis Advertising and Social Media study, a case study for social media shows how marketers were able to grow

a cannabis brand over the course of one year. The brand already had a social media presence, but by thinking outside the box, using tried-and-true social media techniques, creating stunning content, and interacting with followers, they were able to increase their social media followers and engagement extensively.

- Facebook followers increased 102%.
- Their YouTube channel followers increased 2111% (not a typo).
- Instagram experienced a 68% increase, even after removing many of their original followers who were underage.

The youth who engaged with cannabis brands and advertisements on social media were five times more likely to have used marijuana over the past year compared to those who did not. Moreover, the youth who had a favorite brand of cannabis were eight times more likely to report marijuana use than those who did not.

These results send a clear signal to lawmakers that contrary to the claims of the marijuana industry, legalization does indeed result in increased use among adolescents. We know that the human brain is an exquisite, yet delicate, instrument that is not fully developed until the age of 25. This makes adolescents especially susceptible to industry manipulation and addiction.

Lawmakers have banned the marketing of tobacco products to children for this very reason and are considering similar

action regarding vaping. Today's marijuana potency robs youth of their motivation, diminishes their cognitive abilities, and keeps them from reaching their full potential. Moreover, research shows that marijuana use during adolescence primes the brain for addiction to more dangerous substances. The need to restrict the ability of the marijuana industry to market their wares to children is more urgent than ever.

Did You Know?

In October, DAP Directors Kent Gade, Frank Burr, and Bill Bryan, together with State Chairs Peter Decatur (VA) and Angela Meyer (MD-DE-DC) and Past Grand Exalted Ruler Paul Helsel met at the DEA Headquarters to join the Drug Enforcement Agency in kicking off the 2019 Red Ribbon Campaign.

Also attending this very special event were the First Lady, Melania Trump, as well as Mika Camarena (widow of Agent "Kiki" Camarena); Henry Lozano (an old friend of the DAP), and Acting Administrator Uttam Dhillon, who recently spoke at our Grand Lodge Session in St. Louis.

Several Elks Volunteers also staffed an information table outside the DEA Headquarters, providing information about the DAP. Attendees viewed a wonderful video depicting the life and dedication of Agent Camarena, for whom the Red Ribbon Celebration was founded.

GRAND LODGE ACTIVITIES COMMITTEE

Antlers program allows teens to lead their own lodge

By **BRIAN CRAWFORD**
Committee Member

If records are correct, I believe there is a paradigm shift in our local youth and their involvement in the Elks and our community activities.

The interest in starting an Antlers Lodge has increased dramatically over the past five years. For those who are not familiar with the Antlers, it is young adults in the community from the ages of 12 to 20 who run a program similar to the operations of an Elks Lodge. With Lodge Members' oversight they make decisions on their own charitable fundraisers and donations, and they help the Lodge with its charitable works.

At the Grand Lodge National Convention in St. Louis the Activities Booth handed out over 200 pamphlets to interested Lodge Members from around the nation. These pamphlets explain all facets in starting and running an Antlers Lodge Program.

Many people visited the Antlers table at the Activities Booth. These individuals

were not only Lodge Officers but Members who learned about the benefits that our youth will gain by being involved in an Antlers Program. They saw this as a win-win for the local youth and the Lodge.

I also talked with five or six state association youth activities chairmen, all showing an interest in addressing the benefit for Antlers on a state level by making it a possible agenda item at DD Clinics and other communication opportunities.

Over the last three months I have been contacted by 20 Lodges who either have started or are starting the process for an Antlers Lodge. Records indicate there are about 90 Antler Lodges across the nation, with many more Lodges showing interest.

Can an Antlers Lodge work at your Lodge? Maybe. Last year our organization had their first membership increase in 38 years. We all know to keep our continued membership success we need to keep gaining younger Members and have our youth involved in Lodge activities. Being involved in an Antlers Program gives

our young adults experience in decision making and leadership roles that will be helpful later in life.

Please visit the Antlers site on the BPOE website, traveling thru the following links: Members Only/Grand Lodge/Committees/Activities and Antlers. If there are any questions please feel free to contact me at (573) 821-0468 or at bbcrawf@mchsi.com

I've had numerous testimonials from Lodges in California to New York on the benefits of their Antlers Lodges and how the youth and their Lodges work together on the mission and goal of our organization.

Bowling outing

Clawson-Troy, MI Elks Lodge No. 2169 will host the 100th Elks National Bowling Tournament, held between March 6 and May 3, 2020. Open to all Members and spouses.

Register by January 15, 2020. For more information, visit elksbowling.org or e-mail elksnationalbowlingassoc@gmail.com

GRAND LODGE FRATERNAL COMMITTEE

Award season starts this month

By **DENNIS A. RAMSEY**
Committee Chairman

The final quarter of the Lodge Year is here and now is a great time for ERs to review the Lodge's accomplishments and recognize those individuals who have made significant contributions to the Lodge and community.

Here are three award certificates available for you to request and present.

• **Elk of the Year.** This award is for a Member who demonstrated devotion, dedication, and loyalty to the Lodge. This award cannot go to an Officer.

• **Officer of the Year.** For an outstanding current Officer who went beyond his or her duties to provide leadership and voluntary services to the Lodge.

• **Citizen of the Year.** This award is not limited to Elks. It gives Lodges an opportunity for community outreach and membership recruitment within the community.

Application requests for the above may be downloaded at elks.org/clms2web/files/AwardRequestForm.pdf. These applications must be postmarked or e-mailed to the Grand Secretary's Office by March 31.

In addition, the following awards are also available from the Grand Lodge Fraternal Committee:

• **The GER Special Citation Award.** The ER is authorized to issue these to two Members who did extraordinary work during the year.

• **Making a Difference – ER.** This Special Citation is available for ERs who participated in six (6) of the nine (9) listed programs and contests during the year.

• **Making a Difference – Lodge.** This Special Citation is available for Lodges that participated in six (6) of the eleven (11) listed programs.

Application requests for the above Special Citations may be downloaded at: elks.org/grandlodge/ger/files/GERAwardCertificationForms.pdf. These applications must be postmarked or e-mailed to your Area Member of the Grand Lodge Fraternal Committee by March 31. These forms are fillable PDFs for your convenience.

Stay connected with your Fraternal Committee and ask us any questions you may have. Together, we are making a difference in all we do as "*Elks Care – Elks Share!*"

VETERANS From Page 4

get those veterans off the street and get them into that safety net."

For our final video in the series, we met with U.S. Army veteran Nicole and her two sons to hear how the Elks had helped her family. After returning from her service in Iraq, Nicole worked to overcome PTSD and homelessness with the help of therapy and subsidized housing through the VA.

Nicole's landlord needed to make some repairs on her home. What Nicole, a full-time student, didn't anticipate was that all the tools the repairmen plugged in and used for weeks would lead to an excessively large electric bill, a bill for which she was responsible.

An electric bill can be a huge obstacle for someone living in affordable housing through HUD-VASH or a Section 8 voucher. If you don't pay your electric bill, your electricity can be shut off. If you don't have electricity connected, your home can be deemed unfit for human habitation and fail inspection. Without the Elks' help, Nicole and her family could have lost their entire home.

Thankfully, that didn't happen, because Nicole contacted her social worker, who worked with the Elks to make sure Nicole's electric bill was paid and her housing saved. "When all else fails," said Scalfari, "at least we know we have the Elks."

Video series addresses veteran homelessness

By **BRIANNA BUELTMANN**
Elks Scholar Fellow

The Elks National Veterans Service Commission and Elks National Foundation recently launched our “Coming Home” video series about the Elks’ pledge to help end veteran homelessness. We traveled to Washington, D.C. to meet with some of our volunteers, veterans, and VA social workers to learn about the impact the Elks have made in the five years since the Welcome Home program began.

Through our Emergency Assistance Fund, the Elks are able to provide veterans in eight cities with one-time rent, a security deposit, or utility assistance needed to stabilize the veteran’s housing. The

social workers at the VA help us run this program by referring veterans in need and helping ensure veterans are utilizing all available resources so they can sustain their housing even after the Elks’ one-time assistance.

“The Elks are a big part of veterans getting back on track, getting over their obstacles, and being able to be successful,” VA social worker Kathryn Scalfari said.

Emergency assistance isn’t the only way Elks make an impact. Through our Welcome Home Kit program, Elks volunteers can provide newly housed veterans with household supplies such as bedding, towels, pots and pans, and

cleaning supplies.

Elks volunteers like Carl Robinson from Laurel, MD Lodge No. 2283 and Wayne Blake from Loudon, VA Lodge No. 240 go a step further and help move veterans into their apartments. Veterans themselves, Robinson and Blake dedicate countless hours to help provide beds, furniture, and Welcome Home Kits to help veterans get off to a new start.

“I’m a veteran. If the situation had been reversed and stuff, I could be on the street,” Robinson said. “I want to help

Please see **VETERANS**, Page 3



BRYAN R. KLATT, Grand Secretary
Benevolent and Protective
ORDER OF ELKS
2750 N. Lakeview Avenue
Chicago, Illinois 60614-1889

January 2020

NON-PROFIT ORG.
U.S. Postage
PAID
CHICAGO, IL
Permit No. 5244

GRAND LODGE PUBLIC RELATIONS AND MEMBERSHIP MARKETING

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

By **RICK GATHEN**
PR and Membership Marketing Manager

Exalted Rulers and Lodge Secretaries: Many of us understand the responsibility of caring for 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, Elks are never forgotten, never forsaken.”

Lets 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.

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

CHARGE INTO THE NEW DECADE

