



Grand Lodge NEWSLETTER

Elks Care – Elks Share



Lonely Members appreciate holiday cheer

Happy Holidays! Beth and I extend to each of you a safe and enjoyable holiday season, and a happy, prosperous, and successful new year.

While schedules become crowded with social and family engagements, we should remember our duties to one another as Elks. The holiday season is the loneliest time of year for many of our Members. For many reasons, they find themselves alone, and a lack of social opportunities is undoubtedly a large part of the heightened levels of depression experienced during this time of year.

As Elks, we should be mindful of those Members we haven't seen in a while, or who don't have anyone special in their lives. Try to reach out, to find out how Members are doing and if the Lodge can help with getting them to



Message from the Grand Exalted Ruler

ROBERT L. DUITSMAN

events. A simple phone call or visit may be the greatest gift some of our Members will ever want.

The Elks Memorial Service, to be held this year on Sunday, December 1, is a time to remember our departed Members. It falls under part of my slogan for the year, *"Honoring the Past."* It is a time to remember the people who brought our Lodges and Order to the heights they have reached.

Of course, it is also important to be mindful that the service is not just for our Members who remain among us, but also for the spouses and friends of our departed Members who may attend and who will appreciate a dignified and well-prepared event to honor the memory of their loved ones. Let's give it our best!

As I close this message, it goes without saying that the holiday season can be a time for alcohol consumption, and it falls on each of us to do our very best to keep consumption within limits. Unfortunately, our Order continues to be confronted with liquor liability lawsuits arising from our Lodges that are not diligent in monitoring the over-serving of alcohol. For the sake of everyone—Members, guests, and even strangers—let's all do our part to keep the holiday season safe.

Membership up but delinquency remains an issue

As of November 1, our membership totals for the Order show a gain of 3.5% (26,955) for a mid-year total of 797,988 Members with 10,381 candidates.

The downside is that we have 9.9% (75,973) delinquent Members. Continued emphasis must be given towards retaining our delinquent Members as well as attracting new and reinstated Members.

GRAND SECRETARY

Bryan R. Klatt

The Memorial Building is closed until April 15, 2020. If you or someone you know are planning to visit Chicago over the winter, call the Grand Secretary's office, set up a time, and staff can give a personal tour of the National Headquarters.

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

ELKS NATIONAL FOUNDATION

Elks assist aspiring neurosurgeon

Dennis Youngs learned about the world of healthcare at a young age. His mother is a nurse, and he gained the patient perspective after his father suffered a debilitating work-related injury.

"After my dad's accident, they were unsure if he would ever walk again, but with the work of an extremely talented surgeon, he was able to regain almost all mobility," Youngs said. "As a result, I was able to learn how to throw a football and ride a bike from my dad, just like every child dreams."

Inspired by the surgeon who saved his father's life, Youngs decided to pursue a career as a neurosurgeon. He was accepted to Syracuse University, but with his father permanently disabled, the cost of attending his first-choice college was a potential roadblock to Youngs' goals—so he turned to the Elks for an Emergency Educational Grant.

"It becomes very challenging to try to attend college with only one parent being able to work and with the cost

of attendance continuing to increase," said Youngs, who double majors in biochemistry and neuroscience. "Without the Emergency Educational Grant, there simply would be no way for me to attend Syracuse University."

Youngs' parents are dedicated Members of Penn Yan, NY Lodge No. 1722. Youngs calls members of the Lodge his "second family," and he recently followed in his parents' footsteps and joined the Lodge.

"I have been fortunate enough to be on both ends of the Elks' generosity, from

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GRAND LODGE GOVERNMENT RELATIONS COMMITTEE

Gov. relations task list: Reporting, ordinances, donuts

By **WILLIAM J. BRYAN**
Committee Member

The Committee on Government Relations is charged with the duty of implementing a Government Relations Program of the Order.

At the national level, we are involved in such things as Unrelated Business Income tax impacts and legislation along with other federal rules and statutes that may impact through agencies like the IRS and others.

At the state level, each state has a chairman who monitors legislature for issues such as alcohol licensing, real estate tax exemptions, and similar statewide items of impact.

At the local level is the Lodge. Many Lodges do not have a government relations chair, but they should. At this level there are many things that can affect the Local Lodge through ordinances related to parking, health and safety inspections, and even the type of sign

the Lodge has.

Your Grand Lodge Government Relations Committee members are available to assist the states and Lodges with these government relations efforts.

At the local level, we encourage you to hold an annual elected officials' reception. This can be a simple affair, perhaps coffee and donuts, or your Lodge can invite officials to special events. During this time, you can point out the difference you make in the community. Coupled with information on scholarships and Elks National Foundation, they will be impressed.

You often hear of us "harping on" reporting your charitable works. This is why it is important. At the national level, our record giving the last two years gained us important access in our efforts. At the state level, your president, chairman, and others point out the statewide contributions that we make. And at the local level, we should all know what

impact our Lodge has made annually in the community.

These reports are completed by the end of May each year for the Elk year ending March 31. These are so important that CLMS has an alert in the system for secretaries and DDGERs when nothing has been updated in the last 30 days.

The IRS makes a determination about the value of hours and miles that is used in calculating this year-end report. Cash and donations such as the cost of the use of your Lodge for a meeting are also tallied.

We work together as Elks to make our Order strong. This record of charity leads to the recruitment and retention of new Members, increased publicity, and the growth of other programs.

Who all turned in a report on their Grand Lodge trip to St. Louis in July?

Can we count on you to make the Elks' reputation grow through charitable reporting?

Can we count on you to help us count?

GRAND LODGE ACTIVITIES COMMITTEE

JROTC Awards Program recognizes future leaders

By **DOUGLAS A. SCHIEFER**
Committee Member

The JROTC Awards Program was first introduced at the 2018 Grand Lodge Convention. The purpose of the new program is to give Local Lodges the opportunity to recognize our future leaders by focusing the public's attention on outstanding cadets from their communities.

Does your Lodge participate in this new program? If not, here's the suggested procedure for setting up a JROTC Awards Program:

1. Locate your JROTC Schools by state at the national level through the following websites:

US Army

<https://hqtradoc-usacc-jrotc-prod.azurewebsites.us/>

US Navy

https://www.njrotc.navy.mil/host_schools.html

US Marine Corps

<https://www.mcjrotc.marines.mil/Schools/JROTC-Schools-by-State/>

US Air Force

<https://www.airuniversity.af.edu/Holm-Center/AFJROTC/Display/Article/950637/>

US Coast Guard

<https://www.gocoastguard.com/faq/does-the-uscg-have-jrotc-program>

2. Contact the schools in your area that have a JROTC program and ask to speak to the Senior Instructor to see if they would be interested in participating in the Elks' program. If so, request that the instructor selects a worthy cadet: a student who has proven him or herself to be a true leader in academic achievement as well as community service projects, and one who maintains the highest standards of performance in all fields of endeavor. Be sure to coordinate your efforts with other Lodges in your district. You may want to consider making it a district program with all Lodges in your district participating.

3. Inform the instructor that your Lodge will provide a certificate and medal to present to the cadet they select. Your Lodge may want to have Lodge Officers or Members attend the ceremony to make a presentation to the cadet, if permissible.

4. If your Lodge holds a banquet or dinner to recognize outstanding youth in your community, you should consider inviting the cadet and their family to the Lodge for a dinner and recognition.

5. A printable and fillable JROTC certificate is available on the Grand Lodge website under the Activities Committee at: elks.org/grandlodge/activities/files/JROTC Awards Program.pdf. The JROTC Medal can be ordered from the Grand Lodge Supplies/Shipping Department by using CLMS. The item number is 575300 and the cost is \$10.00 each, plus shipping and handling. The JROTC medal makes a terrific companion gift to the JROTC certificate. Any cadet will be proud to receive both awards.

For more information or questions, please contact the Activities Committee JROTC Awards Program Coordinator, Douglas Schiefer.

The committee encourages your Lodge to be an active community partner, promoting our youth programs: Hoop Shoot, Soccer Shoot, Junior Golf, Antlers, Scouting, Dictionary Project, National Youth Week, Student/Teenager of the Month/Year, and the JROTC Awards Program.

Let's increase our efforts to promote and recognize America's outstanding youth in our communities by "**Honoring the Past – Embracing the Future**" and truly demonstrate that "**Elks Care – Elks Share.**"

**Grow
Elkdom**

DRUG AWARENESS PROGRAM

Elks' drug awareness websites are tools for teachers

By **FRANK SCARPINO**
Special Contributor

Are you smarter than a fifth grader when it comes to issues facing today's youth?

Why don't you visit the DAP's recently released website, elksteenzone.org, and find out?

Take a look at the lessons, read the blogs, watch the videos, play the trivia game, and share the site with teens, parents, grandparents, and teachers. The more we arm ourselves with information, the more effective we will be to help our children choose the correct life path and steer clear of drugs.

The State of Florida has recently passed legislation that requires drug education classes for students in grades K through 12. More states are considering this legislation and more educators are turning to the Elks to provide assistance and materials to enhance their curriculums.

Elks Teen Zone and Kids Zone are the answer. The Elks DAP cannot afford to

Elks TEEN DRUG AWARENESS

LESSONS BLOG VIDEOS TRIVIA GAME CONTESTS FOR TEACHERS



Alcohol	Marijuana	Prescription Drug Abuse	Statistics	Drugs	Tobacco
200	200	200	200	200	200
400	400	400	400	400	400
600	600	600	600	600	600
800	800	800	800	800	800

provide written material to all, but if it is on the Internet... well, today everyone has a tablet. I applaud Florida for passing this legislation and encourage the Elks as an organization to lobby our states to pass similar legislation. With all of our material online and enhanced by Teen

& Kids Zone, the Elks could become a teacher's new best friend.

Elks DAP online resources:

www.elks.org/dap

www.elkskidszone.org

www.elksteenzone.org

GRAND LODGE PUBLIC RELATIONS AND MEMBERSHIP MARKETING

Growth hinges on good sales skills

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

Lodges that are strong in promoting membership know the key to attracting new Members is a great Membership Committee. The group applies good business management practices that always improves the condition of the 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.

The three key individuals are the Exalted Ruler, Lodge Secretary and Membership Committee Chairperson.

The Exalted Ruler should provide continuous supervision. The Lodge Secretary runs the "collection department." The Membership Chairperson needs committee members with various skills that include:

- **Sales.** Working recruitment tables, working reinstatements, and greeting guests and inviting them to join.

- **Public Relations/Marketing.** Promoting membership on social media

and the Lodge website. Making sure everyone inside and the outside is aware of the positive impact the Lodge has on the community.

- **Orientation.** Educating, involving, and inspiring new Members to recruit and be active. Matching their interests and time with a Lodge committee or activity.

- **Collection Department.** Assisting the Lodge Secretary with billing, collection letters, phone calls, e-mails, and visits to delinquents. Handling issues with patience and persistence.

- **Recruiting in the community.** Telling people 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. Have a good understanding of the Order's programs and ENF grant opportunities. This will translate back to the community and have a positive impact on membership.

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

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helping in community dinners to receiving an amazing scholarship," Youngs said. "I could not wait to transition from [youth] volunteer to active Member."

Youngs said he receives support and well wishes from his Lodge. He's well on his way to success—he was recently accepted to Upstate Medical University, where he will continue his education in the fall of 2020.

He plans to take the values he learned from his tight-knit community and the Penn Yan Lodge into his work environment, especially while building trust and collaborating with patients.

"My community, especially the Elks, has taught me the most important life lessons," Youngs said, "like helping those in need, advocating for those who cannot, and the enormous amount of knowledge one can gain from others by talking less and listening more. Each and every patient needs to feel as though one is in a small community where each person is respected and valued."

For 2019-20, the Elks National Foundation allocated \$288,210 to fund the Emergency Educational Grant program for children of deceased or totally disabled Elks. If you know any Elks children who may be eligible to receive an Emergency Educational Grant, encourage them to visit enf.elks.org/eeg for information, including eligibility and deadlines.

Giving proper due to the overlooked Coast Guard

By **DAVID R. CARR, PGER**
NVS Commission Chairman

The United States Coast Guard has long participated in numerous conflicts right along with our other branches of the U.S. military. While the Coast Guard used to come under Navy control during major wars, after World War II it was decided that it should function as a separate branch in future conflicts, with a focus on peacetime activities such as search and rescue and the patrol of our country's waterways. As an all-volunteer service, the men and women who serve today come under the auspices of the Department of Homeland Security rather than the US Department of Defense.

The Coast Guard is the only branch of service without a national museum to celebrate its role in the life of our nation and to honor those who serve. Fortunately, in 2004, Congress mandated that a National Coast Guard Museum could be located in New London, Connecticut, the home of the branch's four-year service academy.

The Coast Guard is currently conducting a campaign to build that museum and would appreciate support from the Members of the Benevolent and Protective Order of Elks. We anticipate having a U.S. Coast Guard representative

in our Veteran's booth during our Grand Lodge Convention on July 5-8, 2020, in Baltimore, Maryland. The representative will be available to distribute materials and answer questions regarding this outstanding project.

Lodge Members, I encourage you to support not only our Coast Guard members, but also other active-duty military members. Sponsoring activities that involve veterans and active duty military personnel will demonstrate to those who serve us so well that "*Elks Care - Elks Share.*" I'm certain our support will be very much appreciated!



BRYAN R. KLATT, Grand Secretary
Benevolent and Protective
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GRAND LODGE FRATERNAL COMMITTEE

Certificate salutes neighbors who fly the US flag

By **LARRY W. SMITH**
Committee Member

The Grand Lodge Fraternal Committee has implemented a new program that allows Lodges to present neighbors a Recognition Certificate for flying the flag.

Lodges can present a Grand Lodge Recognition Certificate of Honor for properly flying the United States Flag during daylight hours and at night with proper illumination. It can be awarded to local businesses, merchants, and non-Elks

households but not hospitals, schools, or government buildings.

The Recognition Certificate is available at elks.org/GrandLodge/fraternal/files/FlyTheFlagCertificate.pdf. Or, it can be found on the Fraternal Committee page in the Members Only section of elks.org, under **Fly the Flag Program & Certificate (PDF)**.

The certificate is a fillable PDF, so you can type in the recipient's name and address. Also, there's a place for the mayor

or other city official to sign.

To print the certificate correctly, "Landscape" should be chosen for the orientation in your print window. Parchment paper is the best option for a professional-looking product. Certificates can be presented during special recognition events at the Lodge, if possible.

The Grand Lodge Recognition Certificate is a great tool for Lodges to put their name in front of the public.



Merry
Christmas



Elks Memorial Service
Sunday,
December 1

