



# GRAND LODGE *Newsletter*

<http://www.elks.org>

*Elks Care — Elks Share*

April 2008

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## May tide be with you in new lodge year

To all district deputies, exalted rulers, officers and members:

Let me begin this message with my most heartfelt congratulations to the new exalted rulers and officers of the lodges around this great nation. You have been selected by the members of your lodge to lead them through the upcoming lodge year. It is an honor and position of trust that you have been chosen for. Take the charge you have been given seriously for you must guide your lodge and its membership through the uncharted waters that lay ahead over the new lodge year. I would hope that for each of you that those uncharted waters will be calm and uneventful. However, we must always be prepared for an uncertain storm. When that occurs, the lodge and its officers should seek



### Message from the Grand Exalted Ruler

F. Louis Sulsberger

the guidance of the past exalted rulers, the district deputy and Grand Lodge.

The resources of the entire Benevolent and Protective Order of Elks stand ready to assist you in making the lodge year successful. Review the manuals. These books provide answers to help the entire leadership and committees of your lodge be successful.

There is one manual I especially want you to look at. That would be the book on the Rituals of the Order. Memorize your part and work with the other officers in your lodge to ensure they memorize their parts. A quality rendition of the Ritual of Initiation will show new members the pride we all share in our Order. That good first impression will make that new member proud that he or she joined.

Spring is a time of rebirth and renewal. It is my dream that each and every lodge of our Order prospers this lodge year. I hope your lodge has set goals for participation in the Elks National Foundation and for working with our veterans. It is through our charitable works that we show our neighbors that “*Elks Care — Elks Share.*”

## U.S. flags available for June ceremony

Flags honoring U.S. Prisoners of War and soldiers still **Missing in Action** (Code 541400, \$31.90) are available to Elks lodges preparing for Flag Day ceremonies in June.

### Grand Secretary

Jack M. Jensen

Write to Shipping Department, Elks National Headquarters, 2750 N. Lakeview Ave., Chicago, IL 60614-1889; call 773-755-4710; fax 773-755-4711; or email [shipping@elks.org](mailto:shipping@elks.org).

**April reminders:** Installation of Officers • District Deputy Final Clinic • Trustees present budget to lodge at final regular meeting • Club Management Body present budget to lodge at final regular monthly meeting • Lapsation Committee Report at first regular meeting • Teen and/or Student of Month/Year Program • Eagle Scout & Girl Scout Recognition all-year program • Statutory Lodge Committee List to District Deputy • Hoop Shoot® Finals, Springfield, Massachusetts • DD’s submit winners of All-American Lodge Contest “A” to state chairmen.

### GRAND LODGE YOUTH ACTIVITIES COMMITTEE

## Youth Week: First week in May

By JACK C. WARTER JR.  
Committee member

Here are some notes and suggestions for the 2008 GL Youth Week Brochure Contest:

■ The first week in May 2008 is designated as Elks National Youth Week. The important items to ensure a successful Youth Week and Youth Week Brochure are timing and planning, communications, organization and implementation.

■ Must have membership numbers as of April 1 of the current year (2008).

■ Brochures are based on what the lodges do in the first week in May for the current year (2008).

■ Proclamations, 5 points for mayor or councilman and 5 points for governor. State Youth Activities chairman should obtain the governor’s proclamations for all the state lodges.

■ Table of contents with page tabs and pages numbered to correspond with the table of contents. Can also be formatted for various events on different days. Youth Week is just not one day or one banquet, it is a full week.

■ Newspaper clippings to show public

awareness of upcoming Youth Week events and follow-up newspaper articles showing how the lodges honored the youth in the community.

■ Lodge bulletin articles to show membership awareness and involvement.

■ Combine many pictures and captions on the same page when possible. Captions are important to the overall presentation.

■ Awards banquets are more important than picnics. Banquets have a captive audience for introductions whereas picnics are usually scattered, but both can and should be a part of the overall program.

■ Limit 10 pages on each category.

Please see **YOUTH WEEK** Page 3

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# Americanism: Let the spirit be contagious

By **JEFFRY L. DURANT**  
Committee member

As a new member of the Grand Lodge Americanism Committee attending the Grand Lodge Session in Charlotte, NC, in July, I looked forward to meeting the other committee members and promoting Americanism. It didn't take long to see the enthusiasm of the committee as they greeted members and passed out flag pins at the Americanism booth. It was contagious, and soon, all four new members joined in.

How do we ensure that the enthusiasm continues? Maybe we have to revisit what we have learned in the past, that devotion to the United States and its institutions is essential to Americanism. An excellent movie, "The American President," starring Michael Douglas, contains much that lends itself to this conclusion. As president, Douglas talks to his daughter about American history, with which she is having difficulty. He has her listen as he reads excerpts from the Declaration of Independence, the Constitution and the Bill of Rights. As he reads, she notices his enthusiasm. When he finishes, he tells her that what he has read is a real attention grabber and she should give it a chance. She says she will give it a try. His enthusiasm sparks hers.

Since Douglas is running for reelection, his job suffers. He says he was so busy trying to keep his job, that he forgot to do his job. He remedies the situation right away. Something we can all do, is follow his example and do our jobs with respect to Americanism. Get enthusiastic about it. It can be contagious.

The examples from this movie should give us pause to consider reading or rereading our most important documents of state, the Declaration of Independence, the Constitution and the Bill of Rights. We should show our enthusiasm when we talk about Americanism and what it stands for. Lastly, do our jobs to the best of our ability, the best way we know how and for the betterment of everyone.

At Charlotte, after the Parade of State and Military Service flags, I was approached by a member who said that our chairman, Michael K. Gordon, got emotional several times. I replied, yes, he did, as did all of us on the Americanism Committee. My question to him was, if you didn't, why not? It is my wish that when the flags go on parade in Anaheim this summer that everyone in attendance get excited. I know our new chairman, Richard M. Palanzo, and the members of the Americanism Committee will. God bless America and God bless the Elks.

## GRAND LODGE AMERICANISM COMMITTEE

# Our American flag: Care & maintenance

April and spring are upon us. It is now the time to inspect and clean or replace our American flags. Most lodge flags have been exposed to the rain, snow, or in some states, blowing dust and dirt. Here are a few items to review on maintaining the American flag properly. You do not have to destroy a flag that has touched the ground. If it becomes dirty, the flag should be cleaned.

**Caring for your new flag** — Whether you have American flags, state flags or other, you can make your flag last longer and look better by giving it a little tender loving care. Here are a few tips to help you enjoy your new flag longer. Naturally, for best results, if you can help it, do not expose your flag to rain, snow or abnormally high winds, which can shorten its life considerably. Should the flag become wet, it should be spread out and allowed to dry completely.

**The fringe** is not meant to get wet. If washed or rained on, immediately lay your flag flat to dry. Do not fold or roll-up a wet or damp flag. If left in contact with the flag, your fringe may run and cause staining.

**Washing** — Most outdoor flags will last longer if frequently washed with a mild detergent or dry cleaned. Dirt from roads, salt from the ocean and air pollutants can all shorten your flag's life. These particles lodge themselves between the fibers and cause damage when the flag waves. You can't do anything to stop it, but by cleaning your flag,

you can slow the wear and keep it looking nicer, longer. Always lay flat or hang dry your wet flag. It will keep colors from migrating.

**Dry cleaning** — It is acceptable to wash or dry clean an American flag when it is soiled or otherwise dirty. Many dry cleaners will clean a USA flag free of charge when you bring it in with your other items to clean!

**Repair** — All flags will last longer if frequently repaired. Your flag should be visually inspected to catch rips in the fabric when they start. Most flags can be repaired several times before they become too short to be an official USA flag.

**Disposal** — When a flag is no longer repairable, it should be destroyed in a dignified manner. The only definitive answer is found in the US Flag Code. TITLE 4 > CHAPTER 1 > Sec. 8(k):

"The flag, when it is in such condition that it is no longer a fitting emblem for display, should be destroyed in a dignified way, preferably by burning."

A few other notes: 1) Only the president and governors of the state can order flags on government buildings to be flown at half staff. 2) The Flag Code does not prohibit any individual from having the flag draped across a coffin. The deceased does not have to be a veteran to have the flag draped on their coffin. 3) For more information see the Americanism Manual or log on to [www.ushistory.org](http://www.ushistory.org) and click on 'Flag Rules and Regulations'.

## GRAND LODGE, LODGE ACTIVITIES/STATE ASSOCIATIONS COMMITTEE

# ER's: This is your year to lead

By **JOHN G. HOLT**  
Committee member

I would like to congratulate you on your election to the highest office in your lodge, exalted ruler. You will lead your lodge through the 2008-09 fraternal year. You have been entrusted with a great responsibility in the leadership of your lodge and the overall success of the Benevolent and Protective Order of Elks.

I have no doubt that you are ready and prepared to assume the commitment you have made to your lodge. It is imperative that you become familiar with the manuals that are available to you. These manuals should be shared with your fellow officers and committee chairpersons. These manuals will be a big help in carrying out your responsibilities and duties for the coming year.

Well informed officers and lodge committee chairpersons will ensure that you all serve your lodge and our Order well.

As exalted ruler, *you* are the leader of the team. It is important to keep your officers and committee chairpersons informed so that they may successfully carry out their responsibilities and duties that help maintain a strong lodge, while at the same time, benefiting the overall Order of Elks.

*Use all the resources available to you, not only the manuals, but past leaders of your lodge and district*

Use all the resources that are available to you, not only the manuals, but also the past leaders of your lodge and district. And remember, times and people change. Just because something has been tried in the past and failed does not mean that it shouldn't be tried again.

As exalted ruler, this is your year to lead and make a difference for your lodge as well as the Benevolent and Protective

Order of Elks of the United States of America and prove that "*Elks Care — Elks Share.*" As a member of the Grand Lodge, Lodge Activities/State Associations Committee, I wish you much success in the coming year.

# Let your community know who we are and what we do

## GRAND LODGE PUBLIC RELATIONS COMMITTEE

By **RODMAN R. RALSTON**  
Committee member

As most of us are aware, Elkdom is one of the best-kept secrets in our society. We must find a way to promote what the Benevolent and Protective Order of Elks is all about.

Excerpts from the Preamble to the Constitution read: "To inculcate the principles of Charity, Justice, Brotherly Love and Fidelity; to promote the welfare and enhance the happiness of its Members, to quicken the spirit of American patriotism, and to cultivate good fellowship."

We need to inform the public on what we do as stated in the Preamble. How do we do this? First, appoint a lodge public relations chairperson who will do the job, not just fill a committee chairperson position. This person needs to establish a contact with the local news media and work to get articles published in the local newspaper. Personal contact is the best method to establish a good relationship.

Do not forget to use your local media to help promote your activities. Work with them to promote public service announcements pertaining to your lodge's charitable events, youth activities, veterans' events and social functions. There is a CD available with 30-second public service announcements about Drug Awareness, scholarships, veterans, Hoop Shoot and Soccer Shoot of the Elks. If your lodge needs one, contact your Area Grand Lodge Public Relations committeeman.

## Public relations or public image: What comes first?

By **DONALD L. JONES**  
Committee member

The public relations in Elkdom usually refer to articles in the local newspaper or on a radio station or television. Public image is the results of many things: news articles, the flag we fly, the landscape around our lodge building, the lodge building appearance and, most of all, the actions of our members when representing our Order at a public function.

All the things that have been mentioned can be accomplished in a positive manner. The lighted flag you fly over your lodge building — it is every member's responsibility to see that it is always flown with pride and not tattered and torn.

If your neighbor left his yard unkept, his image would be tarnished. Our yard and lodge building is the first thing the public sees when approaching our facility.

There are many things we, as Elks, can do around our lodge building that will help our image. Picking up trash is every Elk's responsibility. Don't leave it for someone

else to clean up. Grooming the lawn and yard is one of the most important things we can do to make our lodge appealing, not only to prospective members, but to our own members.

When was the last time your lodge had a cleanup of your lodge room, dining room and lounge? These are the places that your members and guests enjoy themselves. It is always more enjoyable when you have a nice clean place to sit, talk and socialize.

I have talked about the appearance of our facilities, and members, now it is time to bring up the most important item that affects our image, personal contact. I don't know many people who go into a lounge, restaurant or even a church, who doesn't want to be acknowledged. Extending your right hand in the spirit of friendship is what true Elkdom is about.

We, as Elks, are the ones who make our public image shine bright and command respect in our community. Let's make today the day we take our image to a higher level.

Perhaps the best method to promote Elkdom is to tell your neighbors, your co-workers and your friends about our successful programs and what we stand for. Invite them to your lodge so they may see the facilities and you can personally show them the programs in which your lodge is involved.

Send all your news articles to the *Elks Magazine*. They have published guidelines with helpful hints to use when submitting articles.

We must blow our own horn and inform everyone who we are and what we do and that most of all, "*Elks Care — Elks Share.*"

## GRAND LODGE MEMBERSHIP COMMITTEE

# Reward achievement — plan for success

By **DENNIS C. CLARKE**  
Committee chairman

The lodge has two membership program tasks to complete during April:

1. Recognize members who helped attain the 2007–2008 goal.

2. Finish planning the 2008–2009 program.

Grand Lodge provides opportunities to recognize members who reach recruitment milestones. Among these are the:

- **GER Pin** – Recruit any combination of three new or reinstated members. Submit form to the Grand Secretary for each combination of three.

- **Elks Watch** – Recruit any combination of 11 new or reinstated members. Submit form to the Membership Committee chairperson for each combination of 11.

- **Elks Clock** – Recruit any combination of 33 new or reinstated members. Send letter to the Membership Committee chairperson.

The qualifying period for each of the awards is July 1, 2007 – June 30, 2008. The member's name is entered in the cruise drawing each time a request is received. Cruise winners will be announced during the Membership Committee report at Grand Lodge.

The top recruiter from each of the eight Grand Lodge Areas is awarded a trip to Grand Lodge. Top recruiters are identified using information entered on line 21 of the membership report.

Consult the 2007–2008 Membership Program brochure for information and opportunities for lodge and state association recognition.

Planning the 2008–2009 lodge membership program should be completed by the end of April. Suggested elements of the plan include:

- A goal that results in at least a +1 gain with a lapsation rate of less than two percent.

- An action plan that integrates membership into all lodge programs, has milestones for evaluating success and rewards members for contributions toward attaining the goal.

- Publishing the goal in the lodge bulletin and announcing it on the lodge floor.

- Posting the Membership Progress Poster in a prominent place in the lodge.

- Using a team approach to implement the plan.

Consult Grand Lodge and state association membership publications or contact a member of the Grand Lodge or state membership team for assistance with recognizing members and planning for a gain during 2008–2009

## Youth Week From Page 1

Remember, quality not quantity.

- You can use Student of the Month, Hoop Shoot and Soccer Shoot winners, Pop Warner, Little League, T-Ball and any other Youth Activities you sponsor during the year if you recognize them at a Youth Week banquet or picnic.

- Gun Show is not Youth Activities and pictures should not contain tables or individuals with drinks or beer bottles in hand.

- Because of the Memorial holiday some slack has been given so this year's brochures must be to me no later than Monday, June 2, 2008.

Most lodges have programs honoring youth but not all take the time to put a brochure together to enter the Grand Lodge Youth Week Brochure Contest. The contest can be rewarding because you use all available avenues to make the local youth program a success.

All lodges submitting brochures are winners because they took the time to not only honor the youth in their community but to show the public that "*Elks Care — Elks Share.*"

# Medal of Valor for fallen soldiers

By **ROGER R. TRUE, PGER**  
Commission chairman

In April 2007 we proudly announced the return of the "Medal of Valor." They are designed to be presented to deserving families of those who have made the supreme sacrifice in our war on terrorism and in the conflicts in Iraq and Afghanistan.



**ELKS NATIONAL VETERANS SERVICE COMMISSION**

These medals are made in the United States and come in a presentation case. On the front are engraved the lines "Operation Iraqi Freedom" and "Operation Enduring Freedom." The back of the medal is suitable for engraving the name of the deceased service person. The cost of the medal is \$8, which covers all shipping charges. To date we have distributed more than 700 medals.

If you know of any family in your community who lost a loved one in Iraq or Afghanistan, you may want to honor that person by presenting a Medal of Valor to that family. You could set a time of presentation at the lodge or some other suitable venue in your area. Just contact us at Elks Veterans Service Commission, 2750 N. Lakeview Avenue, Chicago, IL 60614-1889 or send an email to [vets@elks.org](mailto:vets@elks.org) to order your medal(s) and we will promptly ship them to you.

## GRAND LODGE GOVERNMENT RELATIONS COMMITTEE

# It's Charitable Records reporting time!

By **WILLIAM L. HART**  
Committee chairman

The end of April marks that time again when all lodge Annual Reports are due to Grand Lodge. The Charitable Records part of the Annual Report is extremely important in that it reflects what our lodges and state associations contributed to our communities during the fraternal year 2007-2008. Those lodges that recorded in your Charitable Records book what you did as you did it during this past year should find it much easier to complete this part of the Annual Report than those who did not take the time to record such information.

Nationally, our total reported contributions were down for the fraternal year 2006-2007 from the previous year. I really don't think our contributions were less from one year to the next but I do believe we recorded less.

Also, lodge secretaries should be sure to send the charitable records part of the Annual Report to your respective Government Relations state chairperson. The distribution list of that part of the Annual Report is clearly marked and is different from the front page of the Annual Report.

April also marks the beginning of the new fraternal year. Now is the time for new exalted rulers and secretaries to ensure that all lodge charitable works are not only

recorded accurately, but are also recorded in a timely manner in the lodge Charitable Records book. If you don't stress the importance of timely and accurate reporting early on, you will find yourself next March and April scrambling to try to recapture what you did during the past 12 months.

Our national Charitable Records Survey Report, compiled by Grand Lodge from the subordinate lodge and state association Annual Reports, carries a tremendous amount of weight with our local and state governments when it comes time to approach them for legislation that may affect your lodge. The more you can prove what you did last year in your community in the way of charitable contributions the more influence you will have with those in government with whom you try to deal. It will be very difficult for those in government not to take into consideration the charitable works you contributed in your community when you talk to them. This is how we really show "Elks Care — Elks Share."

So, now is the time to make sure this year's Annual Report contains last year's most accurate charitable works information while at the same time now is the time to ensure next year's charitable works are recorded accurately and timely in your Charitable Records book.



## To New Exalted Rulers

**April 2008**

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