



OREGON ELKS NEWS

The Official Newsletter of the Oregon State Elks Association
Volume II Issue No. 4 August 2022

SERVING THOSE WHO SERVED

OSEA President's message



Greetings,

Well we got the answer to our question. When will we get summer? It has been a warm couple of weeks so far. Hopefully you are finding some breaks from the heat to stay cool. Just remember in about 6 short weeks the leaves will be turning to their fall colors.

As most of us that went to Grand Lodge know, many of us came home with COVID and Joedy and I were no exception, it kept us ill for a bit over a week after we got back. But both of us are much better now.

I was able to travel to the Milton Freewater area for the Meadowood open house. This was great time to gather and learn about what Meadowood is all about. Those who had never been there were given a tour of the facility.

I will be traveling to Tillamook on August 5th to join them for their 100th Birthday. This will be a two day celebration, Friday is at the Lodge and the Saturday event will be at the park. This is a time to celebrate 100 years of serving the Tillamook community.

And the end of August will find the State Officers traveling to Baker for the annual Officers meeting/camp out.

Fraternally,

Ben L. Adams Jr.
Oregon State Elks Association
President

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As a reminder, if you have suggestions for future issues of the OSEA Newsletter please send them to the OSEA Public Relations and Marketing Committee at Blake.ORNCElks@gmail.com. You can also request to be added to our new email distribution list to receive these newsletters and other updates directly in your inbox.

Grand Exalted Ruler: Staying focused, but bringing enthusiasm



After receiving the distinct honor of being elected as your Grand Exalted Ruler by the convention delegates in Atlanta, my wife Helen and I are extremely humbled and honored to represent our great Order of Elks this year.

Throughout my 42 year journey in the Elks, I have been blessed by the aid and support of many, many great people. Together, Helen and I owe a great debt of gratitude to our family, friends, and to you, our fellow Elks. Each one of you has been there for us in one way or another, and Helen and I thank you very much for everything. To my lovely wife Helen, you are the most superb, supportive, and devoted wife anyone could ask for. Truly, thank you! I am forever grateful!

For the 2022-2023 Elks Year, my theme is, "Promoting Elkdom with Enthusiasm!" This theme represents the commitment that Helen and I have made to travel wherever we can across our great nation, to work as hard as we can to support our Local Lodges, in promoting the programs of Elkdom with tremendous and overwhelming enthusiasm in their communities.

A fundamental funding source of "Promoting Elkdom with Enthusiasm" is the Elks National Foundation (ENF). Last year, the ENF budget totaled over \$39.8 million. Think of the impact that the \$39.8 million has had on your State Association and Local Lodges in funding the various Elks programs that stress healthy and active lifestyles for our youth, fulfilling the Elks' pledge to always remember our veterans (past and present) who defended our freedoms that we enjoy, and providing millions of dollars in grants in the communities where we live and work. For the 2022-2023 Elks Year, my goal is that the ENF personal donation will once again be \$4.80 per Member. Elks Members have proved over and over again their commitment to meeting this per-capita goal, and I'm sure that we will all look toward "Promoting Elkdom with Enthusiasm" to achieve that \$4.80 per Member goal. Please accept my sincere thank you to the entire membership, in advance, for your ongoing tireless efforts for ENF.

Since Lodge membership is absolutely vital to the success of our great Order of Elks, I strongly encourage you to focus on obtaining a +1 in membership. In addition to seeking new qualified Members, please also work with your Lodge Membership Retention Chairperson to get our stray Elks back into our Order. Membership is the life blood of our organization. By "Promoting Elkdom with Enthusiasm" within our communities, we will attract residents who will want to become proud Members.

Perhaps it was best said by the simple words of American automotive pioneer and founder and namesake of the Chrysler Corporation, Walter Chrysler, "The real secret of success is enthusiasm."

Helen and I are excited and proud to travel to each state to see and commend the great work you are doing in your State Associations and Local Lodges. We look forward to meeting as many Elks as we can and making new, lifetime friends as we travel.

ENF Fidelity Club Month

August is recognized as Fidelity Month and each lodge is encouraged to try and meet the goal of 5% of their donors to join the Elks National Foundation Fidelity Club!

It is very simple to join and it can be done for as little as \$5.00 a month. To join the Elks National Foundation Fidelity Club and start your monthly donation follow these easy steps:

1. Go to [elks.org](https://www.elks.org) Link is <https://www.elks.org/>
2. Click on Elks National Foundation
3. Click on Support / drop down to support click on it
4. Choose monthly Giving
5. Ready to join. Enroll on line Click on Hyperlink <http://enf.elks.org/recurring>
6. Choose the amount you wish to donate each month.
7. Fill out the form and hit Process

It is that easy to join! It is also safe and secure and you can use your checking account or even use your favorite credit card, including rewards cards. That way you can earn rewards such as air miles or cash back all while supporting the Elks National Foundation! It is a win win for everyone!

Keizer Lodge Ritual Team wins national honors

Please join me in congratulating the Keizer Ritual Team for their outstanding performance at the national contest held at Grand Lodge in Atlanta, Georgia. As their coach, I could not have been more proud of a Ritual team than I am of these performing officers as they finished higher than any Oregon team has for many, many decades. Keizer finished at the top of the Western Division in the preliminaries with a score of 96.9317, beating out many traditional Western Division powerhouse teams. That high score launched the team into the Final Four competition against Garden Grove (California), Kenton (Ohio), and Lake Hopatcong (New Jersey). Keizer finished third in this final group with a score of 97.4254 behind Ohio (who finished in first place with a score of 97.5236), and California (second place with a score of 97.4456). New Jersey finished in fourth place with a score of 97.0249. According to the Ritual committee, this was the closest Final Four competition that they can recall, with 0.4987 separating first place from fourth place.



Exalted Ruler Becky Carlson won All-American honors and also finished in first place for the Flag Tribute contest. Sarah Coelho won All-American honors and was also recognized for having

the highest score for Esteemed Leading Knights. Esteemed Lecturing Knight Simone Busby won All-American honors and was also recognized for having the overall highest score. I received All-American recognition as the team's Head Coach. Assisting me in coaching the team was Lee Arehart, and I thank him very much for his assistance. Esquire Corrine Arehart narrowly missed out on All-American recognition. Also finishing high in their respective positions were Esteemed Loyal Knight Marion Farm, Chaplain Agena Almero, Inner Guard Shawn Findley, and Candidate Bruce Plummer. I wish to extend special thanks and gratitude to Jack



Madison who helped coach throughout much of the year, but was sidelined due to health issues prior to our state competition and could not attend the national competition.



I also wish to congratulate Cathy Swanson from Hillsboro Lodge who finished in second place in the 11th Hour Toast contest.

Oregon has now "cracked the code" in what it takes to perform at the highest level in Ritual competition, and my hope is that all lodges in Oregon will perform the Ritualistic initiatory ceremony at a very high level for our Candidates as they become new Members. If the desire is there, since the hard work must be put into learning the various parts anyway, we might as well continue to expand and compete at District, State, and National levels. Remember, we now use the "previous year's" Officers to compete like all of the other states did as that resolution was passed in our State Bylaws a couple of years ago.

Fraternally,

Rick Shipley, Hillsboro #1862
Keizer #2472 Head Ritual Coach
Past State President



Grand Lodge Session Atlanta Georgia



The one hundred fifty-seventh Grand Lodge Session was held in Atlanta Georgia, this marked the first full convention with sessions and the exhibit hall since the 2019 Session in St

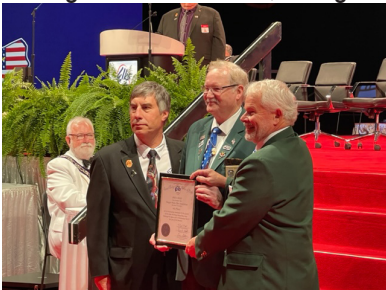
Louis Missouri. The proceedings were presided over by Grand Exalted Ruler T. Keith Mills and saw the election of Bruce A. Hidley as the Grand Exalted Ruler for 2022-2023. Grand Exalted Ruler Hidley has made his theme for the year "Promoting Elkdom With Enthusiasm". Oregon Elks braved the heat during our visit to Atlanta to take in the sites as well as to take in an Atlanta Braves baseball game vs the St. Louis Cardinals during our time in the city.

In addition to the social activities, members took in several training sessions on a range of topics covering our youth activities, charitable programs, membership, marketing, and auditing and accounting. The



Grand Lodge legislative session also covered many important topics and generated discussion among the delegates about the potential impact of the proposed resolutions. Following the election of GER Hidley a celebration took place in the convention hall that was enjoyed by all.

During the convention, Oregon shined as the recipient of several awards. As you



have already read, our ritual team from Keizer Lodge came in 3rd in the nation and landed several All-American honors. In addition to our ritual honors Oregon was

recognized for our OSEA Newsletter, bringing home a 4-star award from the Grand Lodge Fraternal Committee in our first year of publication. And our efforts in membership paid off with awards for one of the top proposers in the nation, Milwaukie-Portland Secretary Carly Moser. Oregon was also recognized

for being in the top 10 in the nation for membership gains this past year. Nationwide the Elks gained 97,000 new members and Oregon had a gain of almost 900 members.

The session ended with the installation of the new Grand Lodge Officers for 2022-2023 and several presentations to both the new Grand Exalted Ruler as well as now Past Grand Exalted Ruler Mills. One such presentation to PGER Mills came from Past Idaho State Elks Association President Chuck Roberts and Past Oregon State Elks Association President Rick Shipley who presented PGER Mills and his wife Amy with a new vehicle in recognition of our appreciation of Keith and Amy's years of dedicated service to our order and to the state of Oregon and Idaho. We look forward to the one hundred fifty-eight session of the Grand Lodge which will take place next July in Minneapolis Minnesota.



New digital resources for Oregon lodges

In last months issue we provided several new digital resources available to Elks Lodges from the Grand Lodge Membership and Marketing Team to use in promoting your lodge. This month the Public Relation and Marketing Team wants to share some new digital resources that are available from the OSEA for Oregon Lodges.

First, we have created a series of graphics that can be used on social media, in your lodge newsletter, or to otherwise promote your lodge. These graphics depict scenes from all around Oregon and quote our new radio ad. Thee graphics can be customized for your lodge as well to include your lodge contact information. To request a customized version of the graphic please contact the Public Relation and Marketing Committee. These will be the first images, we will be coming out with more later this year for Oregon lodges to use in addition to the Grand Lodge social media and marketing resources.



Second, the Area 8 My Elks Mobile App Development team has created several helpful resources about our new mobile app. These resources include a PowerPoint presentation, a recording of that presentation, posters, sample sponsorship letters, as well as a comprehensive guide on how to promote the app and generate additional revenue with the app. We are continuign to add additional resources as well. These resources on promotion and revenue generation can also be applied to your newsletter and even events such as golf outings or other fundraisers. Use these tools to help promote your lodge and generate additional revenue. These resources can be found on the Oregon State Elks Association Website at the following address:

<https://oregonelks.org/faq/my-elks-mobile-app/>

OSEA Radio Campaign

If you have listened to local radio stations during the last month the odds are you might have heard a radio ad talking about the great things that Oregon Elks in communities across our state. This new advertising campaign was announced at the OSEA Summer Convention in Seaside this past April. Funded by the OSEA and EYES this campaign is in partnership with the Oregon Association of Broadcasters Public Education Program which allows non-profit organizations to afford radio advertising. We invested \$12,000 in a 3-month campaign starting in July and will get over \$30,000 in airtime as a result.

Since this campaign launched our social media traffic has increased nearly 200% of what it was the prior month. Our website traffic has also increased. So, we are getting the word out about the Elks and what we do. Make sure that you are also engaging in your communities via social media and other means to turn this interest into new members! Our new Grand Exalted Ruler believes we should be promoting Elkdom with enthusiasm! And in Oregon we have the enthusiasm and we are generating the interest in who we are and what we do. Let's make sure we take this opportunity to have another great year of membership growth in Oregon and beyond. If you would like a copy of the ad language it can be requested from the Public Relations and Marketing Committee as well as on the OSEA YouTube Channel and linked on our Facebook page.

The script for the ad is as follows:

Since 1889, Oregon Elks Lodges have served communities across our state. From groundbreaking research and therapies at the Oregon Elks Children's Eye Clinic to assisting veterans and youth Elks members contribute millions of dollars a year to support those in need and to promote a brighter future. Visit oregonelks.org to learn more and find a lodge near you to help us write the next chapter of giving back to communities in Oregon. This message sponsored by the Oregon State Elks Association, the Oregon Association of Broadcasters and this station.

Betty Hise for Cancer Research



Let's talk Fascinators!! See luncheon photos. Betty Hise for Cancer Research thanks Director, Deb McFerron for donating 20 Fascinators that quickly sold, contributing to our cancer research fundraising!

The name Fascinators originated in Europe in the 1600's, referred to a lacy piece of fabric women would drape over their heads. Presumably named for needing to fasten it (the spelling "fastenator" might have been appropriate!). The Fascinator was rebranded by New York hatmaker John Pico John in the 1940-50's after working in his mother's millinery shop he started his own business and became famous in the world of hats. At a time when other milliners were piling on flowers, feathers and tulle, Mr. John was stripping hats naked, relying on pure shape for effect. He made closefitting cloches, towering toques and wide-brimmed picture hats that were designed to perch atop a lady's head while still preserving her updo. Mr. John's clients included film, stage, opera and the society page worthy. His hats were worn by the Duchess of Windsor, Vivien Leigh, Marlene Dietrich, Greta Garbo and Marilyn Monroe. They were worn in "Gone With the Wind," "Shanghai Express" and "Gentlemen Prefer Blondes." Eventually with a decline in the popularity of hats, Mr. John's business closed in 1970. He continued to create hats until his passing at 91 in 1993.



Thank you to Deb McFerron for your donation of the Fascinators (created by Megan Urban) and the fun and resulting cancer research funds that followed!





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August 2022 OSEA Calendar



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5 Tillamook Lodge 100th Anniversary	6 Tillamook Lodge 100th Anniversary
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26 OSEA Officers Meeting Baker City	27 OSEA Officers Meeting Baker City
28 OSEA Officers Meeting Baker City	29	30	31	1	2	3