

OREGON ELKS NEWS

The Official Newsletter of the Oregon State Elks Association
Volume I Issue No. 5 October 2021

October is Breast Cancer Awareness Month

OSEA President's Message



Warm Greetings to all Elks!

Pam and I proudly attended the Albany 9-11 ceremony hosted by Post 10 of the American Legion. There was a very large crowd there, along with many various forms of media, including a local station live-streaming the event. A four Fighter Jet flyover, including a missing man formation was a part

of the solemn 20th year celebration, and there were several dignitaries who spoke in remembrance of that infamous day. A couple of the speakers actually were present and on duty when the twin towers fell. It was a good day for our Elk presence and I was introduced along with a couple of other Elks, and we were complimented on attending in our green jackets. After a full morning, we ate lunch at the Post and attended the unveiling of a new statue dedicated for a combat soldier.

Elks at the 9-11 Ceremony in Albany, Oregon



After a very busy summer and early fall, Pam and I have been traveling throughout the great State of Oregon as we have started our official District visits. We first went to the Southeast District, where we were hosted by Ontario Lodge. What a great weekend we had starting off with our

Red Shirt Friday dinner with our friends from Idaho (State President Chuck Roberts and his wife Mary Ellen and the Aid to the Grand Exalted Ruler Lynn Bittick and his wife Denice), who joined all of us Oregon Elks for the evening. Saturday, Pam and I and a few other Elks were treated to a tour of the local Cultural Center, followed by a street tater tot festival. Saturday, the festivities continued with a Western Theme dinner and dance, and of course our charity auction which raised well over two thousand dollars for Pam's and my selected charities. Thank you to Vice President Julie Tittle and her husband Bill, Exalted Ruler Bob Little and his wife Sharry, and many others who made it a spectacular weekend for us and Elkdom.

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

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President's Message (Continued)



Next up we traveled to the Northeast District for our visit, hosted by Vice President Nick Bettencourt and his wife Cody, along with Exalted Ruler Derek Larson and his wife Tia from Hood River Lodge. Friday night's Red Shirt entertainment was primarily 456 (dice) and needless to say I lost some of my hard earned money as they schooled me on the nuances of the game. Saturday, we paid a visit to The Dalles Lodge in an effort to show our Association's support as they are struggling to retain Officers and Members. Please feel free to seek them out and provide any help they may need in order to move forward. In the afternoon, many of us attended the Western Antique Aeroplane & Automobile Museum. I could easily have stayed there all day - planes, cars, motorcycles, weapons, military, history - they had it all! What a fantastic display! I even got to exchange business cards and thoughts with the President and Founder, who is also a member of Hood River Lodge, Terry Brandt. Saturday night was another extravagant dinner with a college football theme and a hugely successful auction that raised over \$2,000 again for our selected charities. Elkdom is coming alive again and each Lodge should be very proud to be a part of such a great movement coming out of the pandemic.







Fraternally,

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The Elks Drug Awareness Program

The Elks Drug Awareness Program is more important than ever for our communities. Currently communities across the country, and right here in Oregon, are seeing a rise in overdose deaths associated with fentanyl as well as other illegal narcotics. And now we are seeing an increase in the sale of these illegal drugs through social media platforms largely targeted at youth. For those not familiar with fentanyl, it is a highly powerful synthetic opioid that puts users at a higher risk of overdose as it is 50 to 100 times more potent than morphine. Recently in Clackamas County 5 teenagers were arrested for advertising bags of blue and white pills via Snapchat. Just in the first 2 months of this year 23 fatalities were reported in Oregon because of overdoses from opioids in the persons system. Hospitalizations have also increased over 30% from 2020 because of overdoses related to these drugs. These pills are also manufactured to look nearly identical to pharmaceutical grade pills making it hard for users to know the ingredients and dosage amount in them which makes them even more deadly considering even a small amount of a drug like fentanyl can be fatal. To learn more about the Elks Drug Awareness Program and to find resources for your lodge, your community, and even your own family visit: <https://www.elks.org/dap/> and for kids there is the <http://elkskidszone.org> site and the <https://elksteenzone.org> with information and activities directly for kids to educate themselves about the dangers of substance abuse and other challenges facing kids today.

Resources and more

 <p>ElksKidZone.Org Visit the Kids Zone for more family friendly Drug Awareness activities! Elks Kid Zone</p>	 <p>Trivia Game Test your Drug Awareness knowledge! Kid Zone Trivia</p>	 <p>Coloring Books Full of coloring books, jigsaw puzzles and endless learning fun! Coloring books and more</p>
 <p>Contest for Kids Essay, poster, and video contests for all ages. DAP Contests</p>	 <p>DAP Comics Check out our online comics! Comics</p>	 <p>Teen Zone Learn about issues facing teens today. Teen Zone</p>

Public Relations: Securing Digital Assets Just as Important as Physical Assets

Today our lodges have multiple kinds of assets. We have physical assets such as our building and everything in them, we have human assets such as our members and volunteers, and we now have digital assets. These digital assets are our websites and social media presence as well as pages created for us by Google and Yelp for example. And just as you would secure your physical assets it is important for lodges to make sure their digital assets are secure as well. This means that passwords and account information should not just be held by one individual. Copies of these passwords and accounts should be locked in the lodge safe or other secure location. The reason for this is so that one person cannot go rogue with lodge assets. For example, if you have a member create and maintain a lodge website, and that member leaves the order they could use that access to post unflattering or inaccurate information about the lodge. And if the lodge does not have control of that asset there is not much they can easily (or cheaply) do to get that taken down.

The same is true of social media pages. You must have a page owner and administrator, but you can have multiple administrators who can step in and take over the page if need be. This helps ensure that access to these lodge assets is maintained no matter what may happen with one individual. In addition to social media pages your lodge sets up, sites like Google, Yelp, and others automatically create pages for your lodge. It is highly encouraged that you find and claim these pages. For example, the Salem Elks Lodge had a page on Google that was created automatically. The information on that page was submitted by users and not fact checked by the lodge resulting in inaccurate hours and contact information. There were also images posted by guests that did not meet Elks Social Media Guidelines. As a result, the Lodge Social Media team went through the verification process and took ownership of that page and now controls the information on it and what is posted there. As a bonus, the lodge gets a weekly report on their google searches, how many times they are searched for directions, and how many times people click on their weblinks and phone number from google.

So, remember, in addition to securing your lodges physical assets make sure your digital assets are also secured.

OSEA Statwide Billboard Marketing Campaign Details

Last month we announced a statewide billboard marketing campaign for the Oregon State Elks Association. This month we are happy to announce more details for this campaign. We have secured five billboard locations with one in Salem, Eugene, Corvallis, Medford, and Hillsboro. The billboard (pictured below) will run for the week before Christmas and share the gifts Elks share with our communities in the form of our various charitable programs. These five locations will give us an estimated 750,000 to 1,000,000,000 views over the course of the week they are up. The OSEA Public Relations and Marketing Committee will be releasing additional advertising that lodges can use as part of the "Elks Give The Gift" campaign. We can also help lodges create customized items for newsletters and social media as well. If you are interested in working with us to create items for your lodge please reach out to your Public Relations and Marketing Committee Member for additional information.



Elks Give The Gift of Scholarship: This billboard will be up in the Corvallis and Eugene area Dec 20-26



Elks Give The Gift of Thanks: This billboard will be up in the Salem and Medford area Dec 20-26



Elks Give The Gift of Sight: This billboard will be up in the Hillsboro area Dec 20-26

Dollar amounts listed come from the March 2020 Elks Charitable Giving Report for cash and non cash donations. Figures do not include hours or mileage.

Spotlight: Betty Hise for Cancer Research helping Others Fly Free From Cancer



In 1987 Betty Hise, wife of Past Grand Exalted Ruler Frank Hise, sadly lost her fight with breast cancer following a 15-year battle and several major surgeries. Following Betty's passing, one of her friends from Idaho wanted to establish a fund for cancer research because of how many people of all ages are affected by cancer. Unfortunately, Pat Bybee

passed away before her idea could be realized. Her vision was picked up by the Oregon and Idaho Ladies of Elks and the Betty Hise for Cancer Research non-profit organization was established.

Funds collected are placed in an interest-bearing trust account with annual distributions used to fund cancer research projects at the Knight Cancer Institute in Oregon and the St. Luke's Mountain State Tumor Institute in Idaho. Today the mission of Betty Hise for Cancer Research is to fund local projects in Oregon and Idaho in hope of finding a cure to save as many lives as we can from the terrible disease that is cancer.

Both Elks and Non-Elks alike volunteer countless hours to help fulfill our mission by holding auctions, bake sales, and other events to raise money for our cause and help build awareness of our organization. It is through the efforts of all our volunteers and donors that we can meet our goal towards finding a cure that will allow those impacted to fly free from cancer.

About the OHSU Knight Cancer Institute in Oregon



The OHSU Knight Cancer Institute in Oregon has been working to procure new researchers whose cancer research projects show the

most promise. Our organization has decided to support such efforts by creating the Betty Hise Clinical Research Scholarship in which the most deserving researcher will receive a scholarship to be used towards their specific

project. Each research project is reviewed by OHSU to determine the best use and benefit for the scholarship funds. We are excited to be a part of these efforts and look forward to being able to report on the progress of their findings to our donors as we follow each project into the future.

About St. Luke's Mountain State Tumor Institute in Idaho

For more than twenty-eight years Betty Hise for Cancer research has supported research programs at St. Luke's MSTI and have helped advance the knowledge and practice of medicine through research. Betty Hise for Cancer Research has contributed over \$180,000 to allow St. Luke's MSTI to continue their research into the effectiveness of acupuncture to manage symptoms of cancer patients and pharmacogenomics testing that examines variations of proteins in the body that can affect whether a drug is cleared quickly or slowly, thus increasing or decreasing the likelihood of side effects. Funding from Betty Hise has supported closing funding gaps in Blood and Marrow Transplant Clinical Trials being conducted at St. Luke's MSTI and will allow researchers to continue to bring valuable research opportunities to cancer patients.

How you can help

Just like the OSEA, Betty Hise's Board of Directors is made up solely of volunteers therefore less than 5% of their income is used for administrative costs which ensures that each entity receives the maximum distribution possible each year. Betty Hise for Cancer Research will have a table at Fall Seminar in Oregon City. There you can find information on becoming a director, make donations, and they will also have some raffle baskets you can buy tickets for. If you are unable to make it to Fall Seminar but would like to help support the cause donations can be sent to Betty Hise for Cancer Research PO Box 13246 Salem, OR 97309-5048. And there are many ways to help in addition to making a donation. You could also plan an event to raise awareness and raise money at your lodge as well. For more information contact any of the Betty Hise Directors today by emailing bettyhisestate@gmail.com!



Oregon State Elks Association Logo

At the top of this month's issue of Oregon Elks News you will likely have noticed a difference, other than the bright pink color for Breast Cancer Awareness. At the OSEA officers meeting in Baker City back in August we approved an official logo for the Oregon State Elks Association that is in alignment with Grant Lodge Image Use Guidelines. The new logo consists of an Elk with trees outlined across the bottom of the Elks body. Below it is the name of our association. And framing it is an outline of Oregon. This new logo, pictured below, is going to start being rolled out across our newsletter, website, and social media platforms. We are also in the process of writing our own image use guidelines to outline the use of the new OSEA logo. If you have a need for the new logo please contact OSEA Public Relations and Marketing Chairman Blake Whitson to request a copy of the file.





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October 2021 OSEA Calendar



@OregonStateElksAssociation

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	1 OSEA Presidents Visit - Metro District at Hillsboro Lodge	2 OSEA Presidents Visit - Metro District at Hillsboro Lodge
3	4	5	6	7	8 OSEA Presidents Visit - South Central District at Corvallis Lodge	9 OSEA Presidents Visit - South Central District at Corvallis Lodge
10	11	12	13	14	15 OSEA Fall Seminar at Oregon City	16 OSEA Fall Seminar at Oregon City
17	18	19	20	21	22 OSEA Presidents Visit - Southwest District at Brookings Lodge	23 OSEA Presidents Visit - Southwest District at Brookings Lodge
24 - Celebration of life for PDDGER Bob Staples @ Salem	25	26	27	28	29 OSEA Presidents Visit - Northwest District at St Helens Lodge	30 OSEA Presidents Visit - Northwest District at St Helens Lodge
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