



OREGON ELKS NEWS

The Official Newsletter of the Oregon State Elks Association
Volume III Issue No. 4 August 2023

Always an Elk

OSEA President's message



Hello Elks!

A great big congratulations and a Thank You to all of the Oregon Elks for earning the number five spot in the nation for membership growth! The goal this year is to get the number three spot in the nation. I have it on good authority that there is already a somewhat friendly wager with our northern neighbors in Washington State (they finished ninth this year). Of course I would ask you all to help achieve the goal, bring in new members, and help keep the ones we have.

Those Elks who do not pay by next April will be dropped from the rolls and count against our goal for growth. On top of that, the Lodge has already paid the Grand Lodge and State per capita fees for those members so you are out the money as well. I would ask the Lodges to produce a list and use it. If a delinquent member strolls into the social quarters, have the bartender offer them the chance to pay their dues or come back another time. They show up at the picnic or some other function, same gracious offer. I shouldn't have to say it but please use good judgement. Don't tell a guy he needs to leave or pay up during his brother's wedding reception (yeah, it has happened).

Let other members help out. They can use the list to talk or give the delinquent a personal call, or better yet, ask their proposer to do it. Maybe our Brother or Sister needs a helping hand this year and could use a little help in the dues department. Have a dinner and take up a little collection and use the funds to help keep them on the books and in the Lodge. The influence of a good deed, honestly and promptly preformed, will mean the world to a member who has been told we support each other should we be over taken with

adversity and misfortune. Delinquency is the leaking bucket that we should quite frankly be tired of packing around. Be an Elk, Always an Elk. Whether we are reminding members to perform their fraternal duties, or offering assistance to one of our own, remember that you both are Always an Elk.

Fraternally

Nick Bettencourt

Oregon State Elks Association President

Famous Elks

"I'll do more than the average actor, but I'm smart enough to know why stunt guys exist."

Bruce Lorne Campbell
Ashland Lodge No. 944
Ashland, OR

Community • Friendship • Charity
join.elks.org



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Newsletter articles can be submitted to the OSEA Public Relations and Marketing Committee at info@oregonelks.org.

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Grand Exalted Ruler: Community service builds foundation for our future



After being elected Grand Exalted Ruler at the convention in Minneapolis, Wanda and I are humbled and honored to represent our great Order this year.

We have truly been blessed by the aid and support of so many people throughout the years. We owe a great debt of gratitude to our family, friends, and to you, our Elks family. We say thank you, one and all, for everything.

My slogan for 2023–2024 is “We Are The Elks.” I am sure you will be hearing more about this at your District Deputy Clinic this month.

As we travel the country, Wanda and I are committed to promoting our Elks programs like never before. It is our belief this will make our Lodges stronger and improve our image throughout our great Order.

We will be promoting community service programs throughout our travels. These programs build stronger communities while stimulating a response that motivates worthy members of the public to seek Elks membership. In this way, our community service builds the foundation for our future.

Successful Lodges of the future will create and develop local projects that will become signature accomplishments in the eyes of the community. In turn, members of the community will see these projects mature over time and want to become involved.

If we work together toward our charitable pursuits and remain faithful to our programs, I’m confident we will soon see an increase in membership—not mere temporary gains, but a new era of growth where participation becomes commonplace.

A great source of funding for some community projects is the Elks National Foundation, known as the “Great Heart Of Elkdom.” The ENF helps build stronger communities through programs that support youth, serve veterans, and meet the

needs in areas where we live and work.

The Foundation has allocated almost \$16 million for Lodge Community Service Grants. This grant program allows your Lodge to complete more for your communities. This is once again a way for you to show your communities that Elks Care—Elks Share.

Make the Elks presence felt in your community by using these grants. What is your Lodge known for in your community? What reputation would you like to have? Find that need in your community and get it done. This will ensure people in your community know that “We Are The Elks.”

The support we provide makes the Foundation’s work possible. The goal we have established for the 2023–2024 fraternal year is \$4.80 per Member. That is not much when you consider the outstanding achievements of this program.

Remember “Elks Care—Elks Share” and “We Are THE Elks.”

God bless our great Order, our troops, and the United States of America.

Streaming ads to premier in September

Starting in September the Oregon State Elks Association will start a 6 month streaming advertising campaign to promote membership in the Elks. In addition we will also have an ad promoting our State Major Project the Elks Youth Eye Service.

These ads will give us over a half a million impressions on viewers around Oregon. These ads will be geographically targeted to the area around every single lodge in Oregon and appear on multiple streaming video platforms.

In addition to these new ads in partnership with the Washington State Elks Association and other Area 8 states we are launching a new membership promotion site called DiscoverElks.org. This ad campaign will also be coordinated with on-line ads on social media to allow communities across Oregon and beyond to Discover the Elks. Whether it be discovering us for the first time or re-discovering us, people will have a chance to learn more about us, what we do, and hopefully take the next step to joining us and helping us write the next chapter of Elkdom in Oregon and beyond.

Membership resources: reducing delinquency

In the first quarter of the 2023-2024 fraternal year, we have added over 1,000 new members to our rolls here in Oregon. This is an outstanding pace of bringing in new members! We also have over 500 candidates waiting for initiation into our order. These numbers should give us over 1,600 new members in Oregon. Unfortunately, even if we initiated each of those candidates, we would still have a net loss over 1,800 members. This is because we have over a 13% delinquency rate (over 3,200 delinquent members) as a state. When looking at lodges we have some lodges with over a 20% delinquency rate. Ideally, we should be aiming to have our delinquency rate as close to 5% as possible. If we currently had a 5% delinquency rate we would have a projected gain of nearly 200 members and every reinstatement and new initiate would just grow that number even more.

So how can you help bring down your delinquency rate? It is simple, engage your delinquent members! If you are in the Grand Lodge Dues Billing program, your delinquent members are getting billing statements and the OSEA has been reaching out to delinquent members via email. But one of the best ways to retain members is the personal phone call or even a letter from the lodge. And the best part is you don't have to figure out what to say to these members. The Grand Lodge Membership and Marketing Committee has sample letters and phone scripts you can use to contact your delinquent members. These resources can be located at <https://virtualmanuals.elks.org/membership-guide/> as well as other membership resources.

Now let's be honest, not every delinquent member is going to renew for a variety of reasons. It can still be valuable to reach out to those members to learn from them the reasons they may not be renewing. It will provide insight that you can use to help prevent further membership loss. For example if you get a lot of feedback that members are dropping because they don't like the events your lodge is having you might want to consider some different events. You may also learn that a delinquent member is experiencing some kind of financial hardship or health challenge. Keep in mind our order is dedicated to brotherly love, and in appropriate circumstances your lodge standing relief committee can consider such cases on a case by case basis. Especially when considering long time or even charter members.

And keep in mind, it does not just have to be the lodge Secretary or lodge officers who contact delinquent members. Check with your lodge Secretary or Exalted Ruler to find out how you can help.

A few things to keep in mind when contact delinquent members:

1. Have a pen and paper handy to take notes if needed.
2. Have the lodge credit card terminal ready in case someone wants to pay their dues over the phone by credit card. Also make sure to have the lodge mailing address available to give out as well.
3. Unless calling members you personally know it is best to call from the lodge phone line.
4. Introduce yourself, state you are calling from the lodge, and why you are calling.
5. If someone doesn't want to talk about it, don't push. You don't want to make them angry or push them away.
6. Always thank them for taking the time to speak with you.

And remember, if you are not sure what to say you can always check out the membership guide posted to the Virtual Manuals site. Together we can help reach Oregon's 2023-24 membership goal of a net gain of 1,000+ new members! This past year we were 5th in the nation for membership and this year we want to do even better and show the rest of Elksdom the great work we are doing in the Pacific Northwest, in Area 8, and right here in Oregon to show communities that We Are the ELKS!!!

If you need assistance with a membership program please reach out to your district OSEA Membership and Lapsation Chair or Public Relations and Marketing Chair for support.



Introduction to the OSEA Laws Committee

The purpose of the OSEA Laws Committee is to assist the State Association in establishing a uniform method and procedure for reviewing, proposing, and submitting changes to its Constitution and Bylaws, and to submit those proposed amendments in a timely manner.

The scope of the Laws Committee includes reviewing all proposals for amendments to the OSEA Constitution and Bylaws that have been submitted by a Lodge, State Officers, or a State Committee. The Committee Chairman is appointed by the Association President each year, along with a committee representative from each District upon recommendation by each District Vice President. The responsibilities include: a) coordinating with the State President and State Secretary and reporting on all proposed amendments with timelines needing to be met for approval; b) forwarding all approved Bylaw amendments to the State Secretary so they may be prepared for membership voting at the Summer Convention; and c) preparing a written report to be presented at the Summer Convention.

The Laws Committee is responsible for: a) reviewing OSEA Constitution and Bylaws each year and making recommended changes to the State President and Executive Committee by the August Officer meeting; b) drafting proposals for changes to the OSEA Constitution and Bylaws as directed by the Executive Committee, or as requested by a State Association Lodge or State Committee; c) reviewing proposals for accuracy and validity and advising the Executive Committee; and d) submitting all acceptable proposals in a timely manner to the State Secretary.

Procedures and Requirements included in "Article IX. Bylaw Amendments" of State Bylaws are as follows: a) Proposed amendments or Bylaw changes must be submitted by a Lodge, State Officers, or a State Committee in writing to the Laws Committee by February 1; b) The members of the Laws Committee will review the proposed legislation and indicate to the Chairman any comments on the matter before them; c) Comments from the Laws Committee will be forwarded to the State Secretary for distribution to the Executive Committee sixty (60) days prior to State Convention; d) No revisions can be made to a proposal after March 10; e) The Executive Committee will review the proposal(s), indicate whether they

endorse it, and inform the Laws Committee not less than forty-five (45) days prior to the Summer Convention; f) The State Secretary will distribute the proposal(s) to all State Lodges not less than thirty (30) days prior to the Summer Convention; and g) Amendments may only be adopted by a majority of voting delegates at the Summer Convention.

At the request of the President, the Laws Committee will prepare and present upon the floor of the State Convention resolutions on behalf of the State Association.

The Executive Committee has approved and authorized amendments to be brought before delegates at the Fall Seminar so that the OSEA does not have to wait an entire year between voting on proposed amendments. Currently there is likely to be at least one proposed amendment that may be used as a real-time test of how logistically new amendments could be voted on mid-year. Also, as a member in good standing, if anyone has a proposal they would like to have considered, then it should be submitted through one of the three bodies mentioned supra: Lodge, State Officers, or a State Committee.

The Laws Committee is here to serve the Association, and we welcome any questions or concerns you may have. Our contact information is published in the OSEA Directory.

Fall Seminar 2023 Important Information

The Oregon State Elks Association Convention Committee and the Salem Elks Lodge, host of the 2023 Fall Seminar, are going to be testing out a new registration process. Instead of lodges having to print, fill out, and mail a form with a check for payment, ALL registration will be completely on-line. A link to the on-line registration portal will be posted to the Oregon State Elks Association website, the Salem Elks Lodge website, and sent out to all lodges. Individuals can register via that link and will pay for all registration fees and meals on-line at the time of registration. Attendees registering for meals will also be given the choice of selecting their meal options at the time of registration.

This is a pilot to see how the process goes, we ask that you give this a try and be patient with any bugs that may arise in the system as we give this a go.

Lodge Website Contest

This year Oregon will be holding the Local Lodge Website Contest.

Lodges wishing to enter can enter either their lodge facebook page or lodge website (including the Elks.org Virtual Home Page) to the Oregon State Elks Association Public Relations and Marketing Committee Chairman by September 1st 2023.

Websites or Facebook page judging will be very similar to the State Website Contest based on

- **Content** (news of Grand Lodge Programs, news of State and Local programs);
- **Layout** (menu or table of contents, accessibility of committees and readability);
- **Design** (special presentation methods); Graphics (pop up or scrolling messages, etc.,
- **Overall continuity of site**, (use of photographs or graphics); and
- **Telling the Elks story.**

These five areas will receive between 1-20 points each to determine the overall score for the lodges website. We will be recognizing a winner in each district and an overall state winner which will be forwarded to the Grand Lodge Fraternal Committee for consideration in the national Local Lodge Website Contest.

When submitting please send the following to blake.orncelks@gmail.com:

1. Lodge name and number
2. Link to website or Facebook page
3. Name of lodge webmaster or page administrator
4. Website visit analytics (if available)

Please note, the use of unauthorized graphics or those that violate the Grand Lodge Image Usage Guidelines will result in the disqualification of the lodge website from the contest. To learn more about acceptable graphics visit <https://virtualmanuals.elks.org/shareables> to find Grand Lodge approved shareables. You can also submit any questions regarding acceptable graphics to your district chairman for Public Relations and Marketing. These committee members will be happy to assist you with any questions. We hope to have a lot of great submissions highlighting the online presence of Oregon Elks.

Betty Hise for Cancer Research

Reports received from the Oregon study Betty Hise for Cancer Research supports at OHSU are very complex regarding Ovarian Cancer with Brain Metastasis. OHSU and Cancer Researchers across the nation are currently setting the stage to prevent and treat Brain Metastasis. In the past, the understanding of the mechanism by which Ovarian Cancer cells multiply and invade the Brain is limited. Previous studies have shown that Brain Metastasis displays in a unique way and does not respond to systemic therapy. The brain tumor environment is profoundly different from other organs and presents several challenges. One of the greatest oppositions is the well-known therapy-resistant 'Blood-Brain Barrier'. The Blood-Brain Barrier is a layer of specialized cells around the Brain that allows for transport of various nutrients, crucial to Brain function. In its protective role, the Blood-Brain Barrier functions to hinder the delivery of many potentially important diagnostic and therapeutic agents to the Brain. It acts effectively to protect Brain tissue from infection and potentially toxic substances. Chemotherapy is clearly toxic substance administered in therapeutic doses!

OHSU reports they have now accomplished the first of the 3 goals set in the study. They have collected relevant clinical information and tissue from 25 patients with Ovarian cancer and metastatic Brain tumors. They have characterized the match of these Cancers by a method that allows quantifying at the single-cell level on a single slide. They are in the process of performing 'DNA sequencing' which determines the order of the chemical building blocks that make up the DNA molecule. New discoveries show there is a complex exchange between malignant cells that metastasize to the Brain and their originating source, the Ovarian Cancer. The study results will help demonstrate Ovarian Cancer and Brain Cancer differences and their specific pathogenic pathways. More to come on this important study!

Directors: Deb, Sheri, Barbara, Lillian, Pam, Laurie, Cassandra, and Virginia.



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August 2023 OSEA Calendar



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