



OREGON ELKS NEWS

The Official Newsletter of the Oregon State Elks Association
Volume III Issue No. 3 July 2023

Always an Elk

OSEA President's message

Good Day Elks!



Work the paycheck job, volunteer at the Lodge, take care of the house and yard, do your best to keep up with kids/grandkids and go, go, go. The season of travel is upon us. From Seaside to Blackfoot, Idaho and on to Pasco, Washington for State Conventions and now off to Minneapolis for Grand Lodge!

Fun, fun, fun!

Cody and I have had the pleasure of attending the Washington and Idaho conventions this past month. While things are done differently the goals are always the same and nothing drives home a story more than to listen to someone else tell it. Elks work hard, give hard, and do good works. They are good people, friendly and welcoming, and they show hospitality and warmth when they have the opportunity.

Now we are going to Grand Lodge where we will see the same from across the nation. Elks that are giving hard to help others, working hard to represent and grow Elksdom, and doing good works in so many different ways, all with the same results. Take the time to get to know these good people, be friendly and welcoming, experience the warmth and hospitality that only Grand Lodge can provide on such a scale.



Be an Elk, Always an Elk. In the convention hall and at the hotel reception desk dealing with a problem, talking privately with fellow Elks and when posting on social media for all to see, in hospitality rooms and when riding the elevator with the family visiting from Kansas who happened to vacation during the convention and knows nothing about the Elks except what they see from you, remember that you are Always an Elk.

Fraternally

Nick Bettencourt

Oregon State Elks Association President



Casting call!!! We need your help to film our upcoming ads!

We will be filming interviews to use in our upcoming ad campaign July 17th starting at 6pm at the Oregon City Lodge. If you are interested in participating contact Blake Whitson at blake.orncelks@gmail.com for more information.

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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: Continue Promoting Elkdom With Enthusiasm



It is hard to believe that July is here already. A year ago, Helen and I embarked on an incredible journey in representing all of you as your Grand Exalted Ruler and First Lady. I can honestly say that this was something that we never envisioned, but we're so very glad to have been given this tremendous opportunity.

The commitment and care that we witnessed in each Lodge in each state throughout our travels was truly remarkable. Each of you has been a source of inspiration to your Lodge and your community through your involvement with the programs of our great Order. We saw you warmly and heartily "Promoting Elkdom with Enthusiasm." Every state promoted our program. We developed a renewed sense of pride in each and every state. We saw Members working together; smiles on the children; the fruits and rewards of hard work of our youth as they received a scholarship; a proud thank you from our veterans; and an utmost sense of patriotism and loyalty to our nation's flag. We cannot express our gratitude for your fine work and continued growth to your Lodge and to our Order.

It was enlightening to meet new Members and friends as well as renew time with old friends. Please continue to ask that relative or friend to join you in becoming a Member of this great Order. It was fantastic to spend time at state conventions, youth camps, Major Project events, veterans' ceremonies, flag celebrations, and much, much more. The Elks we met reminded us that we indeed have a huge family out there.

Helen and I promise to continue to serve you as we move forward into this next Elks year and for many more. We will continue in "Promoting Elkdom with Enthusiasm" as we know that you will too. We absolutely look forward to serving this organization and the people who we love and enjoy: You, the Elks!

We look forward to this convention in Minneapolis. It will be a fun and exciting time. Together we can, we do, and we

will continue to make a difference in our Lodges and in our communities.

God bless all of you, God bless our troops, past and present, and most of all, God bless America.

Motto for upcoming Elks year: '3 in a Row, Let's Grow!'

Congratulations to everyone throughout the Order on another terrific year in membership!

In 2022–2023, the BPO Elks grew again by about 19,000 Members. The past two years, we managed to grow our membership by about 45,000. In working to sustain the momentum from our two consecutive years of growth, our first order of business is to keep the 775,374 Elks nationwide in the herd.

Growth also involves us attracting new Members—about 198,000 in the last two years alone, or about 276 new Members every day. Our greatest asset in attracting new Members is our existing Members and the warm welcome people receive at an Elks Lodge, as well as the great opportunities for service that the Order provides.

We in the Membership and Marketing Committee have worked to help you leverage those assets with a series of media campaigns and participatory activities that bring Elkdom's positive aspects to the fore. By recording another year of growth in 2023-2024, we can achieve three consecutive membership gains in a row for the first time in more than 40 years. 3 in a Row, Let's Grow!

ELKS
Every Member Begins as a Guest!
NEW MEMBER RECRUITING



1. Ask a friend to join the Elks
2. Invite your friend to the Lodge
3. Ask them to apply on-line
4. Follow-up with the application
5. Schedule an initiation

Community • Friendship • Charity
join.elks.org



The Art of the Membership Drive

For far too many years the Elks preferred to remain in the background and not promote themselves to potential members in their communities. This has led to people in many communities across our state not even realizing there are still active lodges in their towns. One way to help promote yourself to prospective members is to hold an Open House Membership Drive. But what is a membership drive? Is it simply saying “membership drive” when you have a band and want to invite the public? Or is it something more comprehensive that truly shows off who and what we as an organization are?

When you are simply throwing open the doors whenever you have a band, are you truly promoting Elkdom and what we do? Keep in mind the cardinal principles of our order are not cheap drinks, cheap food, cheap entertainment, and bingo. The cardinal principles of our order are Charity, Justice, Brotherly Love, and Fidelity and when you are conducting a membership drive it should be done in a way to highlight those principles and who we are as an organization not just our social parties.

- Here are some suggestions to consider to help your lodge put on a successful and informative membership drive event.
- Think about the demographic you want to target. Do you want to focus on younger members? Middle aged members? Or possibly even families?
- Create a flyer to promote your membership drive that is focused on the demographic you want to appeal to. But don't forget to also include some items that would be of interest to all groups. The OSEA Public Relations Committee can help with this!
- Research advertising opportunities to promote your membership drive. Look for local reader boards and community forums you can post to, post it on your lodge Facebook page and ask members to repost in their own groups, consider paying to boost your Facebook post, you can also reach out to your local Chamber of Commerce to help promote your membership drive. Again, the OSEA PR Committee is here to help you plan this!
- Make sure to have a budget and plan for food and drink, children's activities, and even advertising. But keep in mind, these events do not have to be expensive to be effective!

- On the day of your membership drive make sure your facilities are clean and presentable.
- Officers and volunteers should all have name badges and officers should be in uniform.
- Have membership applications ready as well as postcards to give prospective members on when to expect orientation and initiation.
- Also make sure to have different tables and displays that promote the various programs of the Elks as well as what your lodge does in your local community. Have volunteers there who can talk about these programs passionately.
- Have officers and volunteers on hand to give prospective members tours and answer any questions they may have.
- Have someone ready to take applications and application fees.
- If you can collect the names and addresses of prospective members, make sure to send them a thank you note after attending your open house.

Membership Drives are being used very successfully by lodges across the country to re-introduce the Elks to their communities. But we need to be careful that the image we are putting forward with our membership drives is the image we want out there. For years we have said that we are more than simply a drinking club or a bingo hall. Make sure your membership drives that messaging by promoting our charitable and fraternal endeavors.

For more on how your lodge can conduct a successful membership drive contact your OSEA Public Relations and Marketing Committee today and let's grow Elkdom! We will happily help you come up with a plan for your membership drive, identify ways to promote your membership drive, and help you develop promotional materials as well.



2022-2023 Fifth place membership gain!

Oregon Elks, the numbers are in and the hard work has paid off!!!! The Oregon State Elks Association came in 5th in the nation for membership gains in 2022-2023 with a net gain of 889 new members in our state. This an improvement over our 8th place ranking for net membership gains in 2021-2022. The rest of the top ten states for membership gains are for 22-23 are:

- 1st - California/Hawaii +4,121
- 2nd - New Jersey +3,297
- 3rd - Arizona +1,320
- 4th - Connecticut +1,297
- **5th - Oregon +889**
- 6th - Florida +848
- 7th - Pennsylvania +847
- 8th - Missouri +727
- 9th - Washington +723
- 10th - Texas +607

At the recent Washington State Elks Association Convention Steve Meier, Area 8 Grand Lodge Membership and Marketing Committee member, challenged Washington and Oregon both to be in the top 5 for 2023-2024. In turn our friends to the north challenged us that they would come in ahead of us next year. Let's make sure we DO NOT let that happen and that Oregon makes it to 3rd place for membership gains next year. This will take hard work and dedication to a full and well rounded membership program. But together we can achieve this and make sure to beat our friends in Washington!!



2023-204 Membership challenge

For 2023-2024 we have been challenged by Washington to see who can come in higher in the rankings for membership gains. To make sure that we can win this challenge we are setting some ambitious membership goals for this year. And we will all need to do our part to achieve them.

- First goal is for delinquents to be at or **below 5%** statewide.
- Second goal is a **Net 1K+** membership gain to have a net positive gain of over 1,000 new members for 2023-2024.

These goals are ambitious but achievable, and the OSEA Public Relations and Membership Committees are working on resources to help lodges achieve these goals. If you have questions on how to have an effective membership plan please contact the PR or Membership Committees today!!

The importance of contacting delinquent members

Oregon has had two solid years of membership gains and have brought in an incredible number of new members. However, simply recruiting new members cannot be the only focus of your lodge's membership program. You need to have a well-rounded approach that includes recruiting new members, a stray Elk program, AND a lapsation program to help reach out to your delinquent members. The target goal should be to have your delinquency rate at or below 5%.

The OSEA and Grand Lodge are both reaching out to delinquents, but your lodge should be as well. Make phone calls or send letters encouraging your delinquent members to renew. Now in some cases that won't happen but take the time to find out why. Maybe they have moved in which case you can help point them to a lodge in their new community. Maybe they are having health or financial issues which your lodge standing relief committee may be able to help with. Or maybe they had a bad experience at your lodge that you never knew about and can use the information to address to avoid losing members in the future.

So make sure your lodge has a well rounded membership and lapsation program in place. Any member can help with this as well. It does not just have to be the lodge Secretary.

Myrtle Creek Elks Lodge Hosts Flag Day

Members of the Myrtle Creek Elks Lodge gathered to hold a ceremony in honor of Flag Day, a day meant to commemorate the adoption of the United States Flag on June 14, 1777.

It has been celebrated much earlier than when it was officially established by Congress in 1949, and Elks Lodges nationwide have been required to host a celebration of the holiday since 1908.

Wednesday's celebration was held outdoors, bringing a dozen attendees to watch the ceremony. "Charity, justice, brotherly love, and fidelity are the cardinal principles of our order, and they are exemplified in all of our services," John Blomberg, Exalted Ruler of Myrtle Creek Elks Lodge said in a speech during the ceremony. "By them, we teach love of country and of our countrymen and loyalty to our American way of life. To be an Elk is to be an American citizen who lives for their county, and is ready to die for it."

Members of the Elks Lodge presented a history of the American Flag during the ceremony, showing each iteration used throughout the history of the country.

Ted Romas, a trustee in the Elks Lodge, also spoke during the event, one he said has a lot of meaning to him personally because of his military service.

"I mean, I've worn a uniform from when i was 17 until I was 55," Romas said. "After I retired from the Air Force, I was a police chief, so it represents a lot to me. When I joined the lodge 17 years ago, I really latched on to some of these things that are more patriotic. We do a lot of stuff here, Christmas baskets and scholarships and so on. But this is kind of close to my heart."



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Hillsboro Unity Dance for Special Needs High School Students

Hillsboro, Oregon Lodge No. 1862 hosted an annual Unity Dance for Special Needs High School students from 9 different schools. The Lodge partnered with Liberty High School Honors students to sponsor the event, with approximately 275 people in attendance. The Lodge purchased pizza and soda drinks for the attendees and provided decorations, and the Exalted Ruler served as the DJ. Elk volunteers helped with the planning and preparation, decorating, bus parking, serving, and cleanup. They also danced with the students, staff, and caretakers. Members and Officers spoke to attendees about the Elks organization and our dedication to community involvement.



Pictured Left to Right: PEY Pam Shipley, Liberty High School Activities Director Christopher Keller, PEY Beth Cox, Exalted Ruler Troy Ceballos, Liberty High School Honors Student Savannah Viner, PSP Richard Shipley, and Liberty High School Honors Student Jordyn Thielke. The event was Savannah and Jordyn's Senior Project.

Oregon Elks Starlight Parade



Staying safe during Youth Activities

Summer is here. The kids are out of school and looking for something to do. Now is the time to make the community aware of all the Activities Committee programs available.

Our organization sponsors fun youth activities that help all participants to become better individuals. These include such programs as Junior Golf, Youth Recognition, Youth Week Proclamation, Elks JROTC Awards Program, Soccer Shoot, and the Antlers Program. Always keep in mind the Community Projects Contest with your youth programs.

With this in mind, it is extremely important that each Member involved in our youth programs have in their possession a copy of the Grand Lodge Youth Protection Guidelines. The Activities Committee has spent considerable time in the development of these guidelines to benefit the Lodges and their volunteers. All volunteers working with youth should read and understand the youth protection recommendations of the Benevolent & Protective Order of Elks in this booklet. Lodges are encouraged to have Members sign the "Acknowledgement of Youth Protection Guide" form, a sample of which is at the back of the booklet. It is strongly recommended that the Exalted Rulers appoint a committee of his or her choosing for the implementation and oversight of youth protection policies. The Youth Protection Committee would be responsible, at minimum, for:

- Developing youth protection policies and procedures.
- Developing a screening program for volunteers working with youth.
- Developing and conducting an ongoing training program on youth protection.
- Developing procedures to follow in a crisis or emergency.
- Maintaining documentation of each volunteer's acknowledgement of the Youth Protection Guidelines, incident reports, consent forms, and background checks
- Establishing an observation schedule of youth activities to identify potential youth safety issues, and if found, to resolve them immediately.
- Developing ways for volunteers and participants to provide feedback on whether policies and procedures are being followed.
- Reviewing any proposed youth activity programs and determining the training or experience that would be required to conduct such a program safely.

The details for performing these responsibilities along with the necessary forms can be found in the Youth Protection Guidelines. By following these guidelines we can maintain safe youth programs and provide maximum protection for our youth. The Youth Protection Guidelines can be found on the Grand Lodge website through the following link: elks.org/leadership/manuals.cfm. Make this summer fun, safe, and successful by promoting the Elks through our many youth programs.

Betty Hise for Cancer Research

Fundraising for Betty Hise for Cancer Research at the Idaho Elks Convention was recently held in Blackfoot, Idaho. Auction donations included a unique cornhole game made by the family of Lyle and Judy Gessford from Gooding, Idaho. It is created with an Elk 'wrap' and brought in \$1000! Idaho fundraising totaled \$9936. Good job Idaho!



Idaho's St Luke's Cancer Institute research program continues to work in collaboration with the Dana-Farber/Harvard Cancer Center whose 'Young-Onset Colorectal Cancer Center' is among the first centers in the country dedicated to young patients exclusively under the age of 50 with colon cancer. Research is the program's centerpiece, examining every angle: diet, lifestyle, the immune system, the microbiome, targeted signaling pathways, mutations, and gene expression patterns, to name a few.

Highlighting one aspect: the microbiome is a collection of trillions of microorganisms, mostly bacteria, found throughout the human body, with the largest community living in the gut. Recent studies have revealed that these bacteria may play a role in how colorectal cancers develop, as well as how they respond to treatments (including immunotherapy) and contribute to treatment-related side effects.

The rising incidence of young-onset colorectal cancer has recently led the American Cancer Society to revise its colorectal cancer screening guidelines to start earlier at age 45 instead of 50, for individuals at average risk. In the United States, 11% of colon cancers, and 18% of rectal cancers, occur in individuals under the age of 50. By the year 2030, colon cancer incidence is expected to double, and rectal cancer incidence is expected to quadruple in this age group. Betty Hise for Cancer Research is honored to contribute to this study and thank Idaho and everyone for your continued support! Directors: Deb, Sheri, Barbara, Lillian, Pam, Laurie, Cassandra, and Virginia.



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July 2023 OSEA Calendar



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1 Grand Lodge Convention
2 Grand Lodge Convention	3 Grand Lodge Convention	4 Grand Lodge Convention	5 Grand Lodge Convention	6	7	8
9	10	11	12	13 Montana State Convention	14 Montana State Convention	15 Montana State Convention
16	17 OSEA Ad Filming @ Oregon City Lodge 6pm	18	19	20	21	22
23/30	24/31	25	26	27	28	29