



OREGON ELKS NEWS

The Official Newsletter of the Oregon State Elks Association
Volume II Issue No. 5 September 2022

SERVING THOSE WHO SERVED

OSEA President's message



Welcome to Fall.

School is starting, please be careful and alert and not just in School zones.

This time of year is when we as Elks really start to excel. Many of our lodges participate in youth programs like scholarships and essay contests.

Speaking of essays the theme for this year's Americanism Essay is "What is your American Dream". Application packets are available for download at elks.org. I'm sure many of us have children and grandchildren that could write an essay FOR A CHANCE TO WIN up to \$1,000.00.

Our State Scholarship program is up and running. This is a fun time in my opinion as you get to see some of the brightest students that Oregon has produced scoring their applications and awarding them a scholarship to help them achieve the goals they set for themselves.

Celebrating Red Ribbon Week

Honoring
ENRIQUE "KIKI" CAMARENA

I pledge to say
NO to drugs

to encourage my friends
to say no to drugs,

to provide support to
others who use drugs,
to help them learn
to say no to drugs,

to become educated on
the dangers of drugs
and provide this
information to
my community.

Copy of the original Calisto High School Kiki Camarena club pledge in 1985.

www.elks.org/dap

Upcoming, we have Red Ribbon week to promote our Drug Awareness programs. This annual observance started in 1985 following the murder of DEA Agent Enrique Camarena. By 1986 a statewide coalition in California, including the Elks established the first statewide Red Ribbon Week observance in October. In 1988 this program spread nationally and Congress officially established Red Ribbon Week in the United States. The Elks are proud to be part of this project.

And as the Fall of the year arrives I will begin our District visitation, First up is the visit to the East District. We will be visiting John Day Lodge, I am looking forward to visiting with the members from the East side of our state.

Please remember to volunteer at your lodge, many of our local lodges utilize volunteers to keep the lodge running.

I am looking forward to visiting as many members as possible during my visits.

Fraternally,

Ben L. Adams Jr.
Oregon State Elks Association
President

Reminder:

Fall Seminar registrations and hotel reservations due by 9/30/2022

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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.

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Grand Exalted Ruler: The fall season and what it means to us



It's hard to believe that the summer months have come and gone and the beautiful fall season is now upon us. As our Lodge activities ramp up once again, let's take a look at what the fall season means to us as Elks in "Promoting Elkdom With Enthusiasm!"

September marks the beginning of the District Deputy Grand Exalted Ruler/State Vice President Lodge visitations. These visitations provide great opportunities to examine your overall Lodge operations. Be sure to plan with your Lodge board of directors well in advance of the visitation day by completing the audit items, building a self-inspection checklist and all of the other information the DDGER/SVP travel teams will need. This will give you and your officers along with your committee chairs ample time to prepare your Lodge for successful visitation.

Since the end of September is the halfway point of the Lodge fiscal year, it is a good time to inspect where your Lodge stands with the Grand Lodge and State Association per capita. This is a perfect time to see what funds need to be raised during the balance of the Lodge year. By evaluating where you stand now, your Lodge will be prepared to meet per capita.

Fall also brings the reopening of schools in your communities and tremendous occasions for our Lodges to encourage our youth. Supporting local football, soccer, lacrosse and other sports programs and youth-related activities are wonderful ways to show your Lodge's support and personal community spirit! Look into and apply for the many Elks National Foundation grants. These grants are available to assist financially in your community partnerships with our youth, veterans, and community members. When possible, invite your local media to help publicize and promote your valuable activities.

This is also a time to concentrate on our Elks scholarship programs. Seek out your school guidance counselors and provide them with the needed student applications to apply for grants that can aid students with much-needed financial support. These scholarship grants include the \$4,000 Legacy Awards, \$5,000 Emergency Educational Grants, Most Valuable Student Scholarship for up to \$50,000, or a Gunther & Lee Weigel Medical School Scholarship. Please follow the Elks website for deadlines to apply for these grants. Don't wait; act quickly.

Can you think of any better way of "Promoting Elkdom

With Enthusiasm" than by helping the youth of today grow into the responsible leaders of tomorrow? Many of the youth who have been inspired and aided by Elks programs have joined our great fraternal Order to become active Lodge Members.

Observed on the first Monday in September, Labor Day pays tribute to the contributions and achievements of American workers. In honor of this national holiday, please accept my heartfelt thanks for all you do for Elkdom. Your selfless time and dedication truly exemplifies that "Elks Care — Elks Share."

Elks Patriotism Week in September is a respectful reminder of the tragic events that occurred twenty one years ago on September 11, 2001. Like so many of you, I remember that day. I was sitting at my desk at work when the radio broke the news that an airplane had flown into one of the towers of New York City's World Trade Center. This was quickly followed by an announcement that the plane crash was not an accident, but a deliberate attack on the building. Reports indicated that the attackers first flew intentionally into the North Tower, followed only minutes later by another intentional strike into the South Tower. Shortly after, there were broadcasts of a third plane that flew into the Pentagon building and a fourth plane that crashed in a Pennsylvania field. Many innocent lives were lost that day.

The Elks remember September 11 each year and honor all those who lost their lives during these horrific attacks, including the first responders and community members who sought to help the crash victims. In this regard, the Elks have developed a Patriotism Week Proclamation that I encourage all Lodges across our great country to embrace. The proclamation pdf is located on the Elks website under the Fraternal Committee's programs page. Please take the time to download this very important proclamation. Have your local government officials place it on their agenda to recognize our freedom and to honor our nation.

September is also a time when we wish a very happy birthday to the United States Air Force. The Elks honor you for all of your years of service to our country — thank you. On the last Sunday in September each year, we take time to recognize our Gold Star Mothers. This day is intended to recognize and honor these brave mothers who have lost a son or daughter in the service of the United States Armed Forces. God bless each and every one of our Gold Star Mothers as they deserve this day of observance. What a great way of "Promoting Elkdom With Enthusiasm" during the month of September.

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

OSEA Marketing Update

As mentioned in last month's newsletter, July was the first month of our 3-month radio advertising campaign and we have been hearing from people around the state who have heard our ad. In addition, we also received a report from the Oregon Association of Broadcasters with data on our first month. This report showed that our \$12,000 investment is clearly being returned. Our ad was played on over 100 stations a total of 5,108 times in the month of July. This airtime has a value of almost \$81,000.

And as you can see from the map below our ad has been heard in every corner of the state (note: the map shows the cities of the stations primary transmitter the ads are playing in Ontario, Klamath Falls, and other areas in the south eastern corner of the state). The average number of plays for each station is 50 times for the month of July.

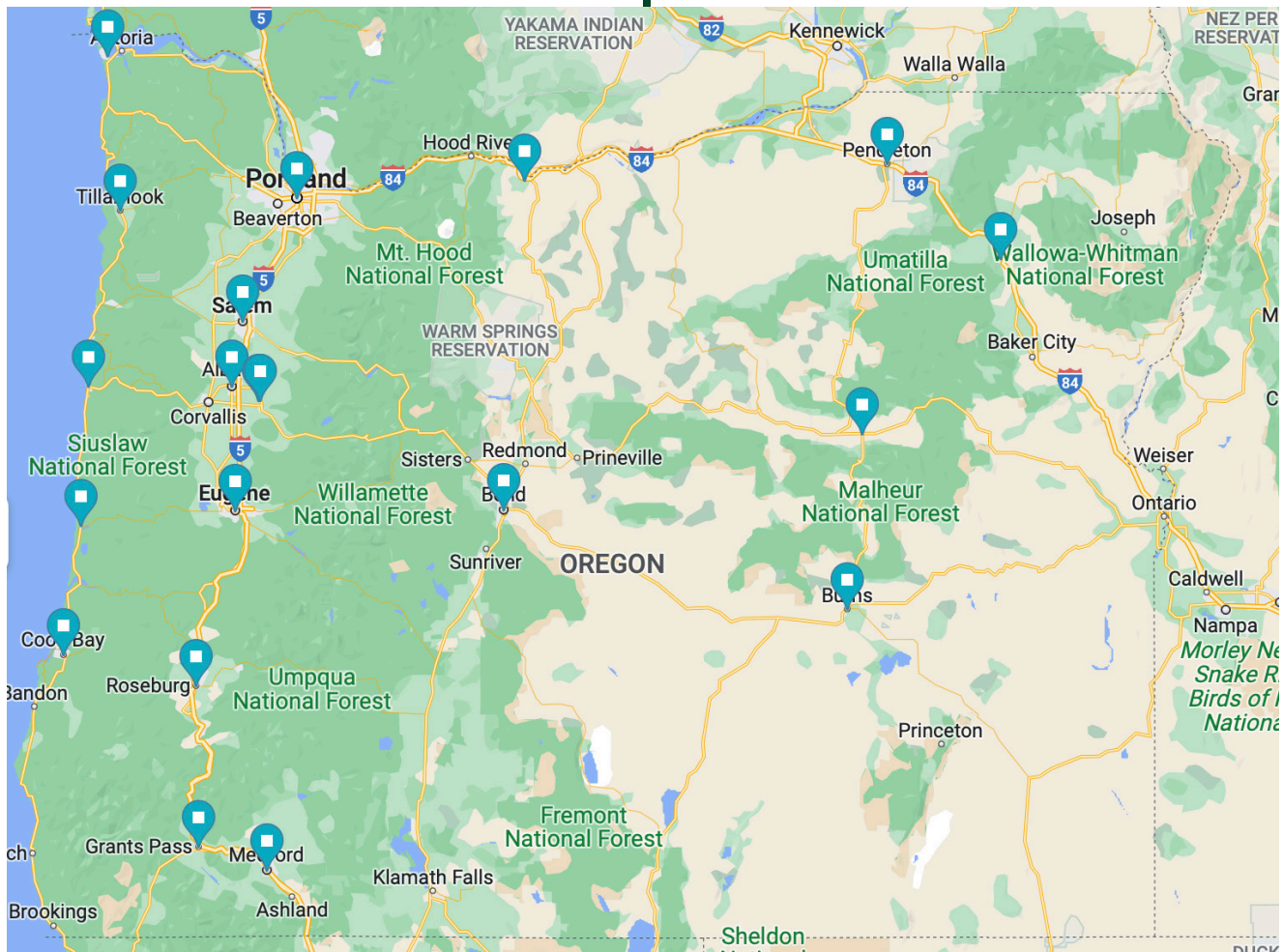
In addition, we have been tracking our website and social media traffic both before and during this radio campaign. We

have seen a significant increase in traffic on both our website and our Facebook page.

Coming soon we will be releasing a guide for local lodges to use to reach out to these stations who have been playing our ad to make connections and work to get your local lodge and events featured on the radio. This will be a helpful resource to you in helping to get out the message of who the Elks are and what we do in our communities.

We also still have the customizable graphics available that you can request for you lodge to use in newsletters or on social media.

The OSEA is providing these tools to you in order to help promote your lodge, engage your members, and grow membership. But like any tool, these are only useful if you utilize them. If you would like additional information please reach out to the OSEA Public Relations and Marketing Committee on how your lodge can utilize these resources.



My Elks Mobile App Special offer

For the past five (5) months a small group of dedicated Elks have worked diligently on developing a mobile app for the Lodges in Area 8 with the final goal of presenting it to all Lodges in the Order. The "My Elks" app is now available and ready for use. The core team has demonstrated in 4 States and at Grand Lodge in Atlanta.

The app developer, Giant Killer, has been working with us on standardizing a reduced monthly fee. The current fee for all Giant Killer users is \$150.00 a month. Through the efforts of the core team, we have been able to get a reduction in price from \$150.00 a month to \$95.00 a month per Lodge.

We feel strongly that this mobile app is the way of the future for increasing Lodge participation and thus a gain in membership. We would like to see every Lodge in Oregon using the app. and to that end we have volunteers willing to provide support in setting up the app in each Lodge.

In addition, the core group has come to the OSEA requesting financial support in achieving the goal of all Oregon Lodges using the app. After consultation with the Public Relations and Marketing Committee and Area-8 P.R. and Membership Marketing Committeeman Steve Meier, the OSEA is offering the following.

For every Oregon Lodge that commits to a one-year subscription on the "My Elks" app the OSEA will reimburse \$500 of the cost. This will make the total cost to a lodge for 1 year \$640 which is less than \$55 a month. For a Lodge to qualify for this discount it must submit proof of payment to Giant Killer of \$1,140 for a 1-year subscription to the My Elks mobile app to the State Office by December 1, 2022. This will give every Lodge a year to work on selling advertising for their app as well using its features to increase participation and engagement. In addition, we will be discussing the app at the upcoming OSEA Fall Seminar in Baker City.

If you have questions please contact Vice President Blake Whitson - 541-570-9262 Blake.ORNCElks@gmail.com.

Fraternally,
The Area 8 My Elks Mobile App Development Team

Drug Awareness & Americanism Contests

School has started and it is time for the Drug Awareness contests. Available are poster, essay and video contests. Oregon has five Districts and each Lodge has a Drug Awareness representative. Either a DAP chair or the Exalted Ruler will have information concerning rules for each contest and the ages for participation. Contests start September 15th, 2022 and projects must be turned into The Lodges by December 10th.

The Lodges will send all contest submissions to their respective District Drug Awareness Chairs by January 10th 2023. The District will submit the district first and second place winners to the OSEA Chair by February 2, 2023. This year's theme is "ONE PILL CAN KILL" the District chairs are listed in the State Directory. Parental hold harmless forms must be submitted with entries. Forms are on OSEA site under contests.

The Grand Lodge Fraternal Committee has selected the theme, "What is your American Dream?" for the 2022-2023 Grand Lodge Americanism Essay Contest. The contest starts with the Local Lodges, progresses through District and State levels, and ends with the naming of our National Winners at the Grand Lodge Session in Minneapolis, MN in July 2023. This contest gives students in four separate grade levels, grades 5-8, the opportunity to thoughtfully, evaluate and express their views on the selected annual theme.

Nationally, first-place, second-place and third-place authors in each division will receive monetary awards of \$1,000, \$500, and \$250 respectfully. Many Lodges, Districts and State Associations also provide various forms of recognition to their respective winners, and the Fraternal Committee appreciates and encourages their extraordinary efforts in support of the contest.

Contest materials including the "annual contest theme" are published on-line on May 1. Lodges are encouraged to communicate with school officials in a timely fashion to facilitate annual curriculum planning. Contest materials and a fillable Certificate of Participation for Lodge completion are located at: <https://www.elks.org/grandlodge/fraternal/downloads.cfm>.



21st Anniversary

9/11

Memorial

American Legion Post 10



September 11th Commemoration:

8:46 am

September 11, 2022

Albany Courthouse

300 SW 4th Ave, Albany, OR 97321

Guest Speakers

Michelle Duncan
Linn County Sheriff

Jamie Smith
AFD Battalion Chief

Ben Adams
Oregon State Elks Assoc. President

Karen Force
State Senator Merkley Letter



BI-MART
Employee Owned. Real Value. Every Day.



COUNTRY FINANCIAL
Michelle Morford

Points for Profit



Thank you, sponsors!

OSEA Website Changes and Updates

Over the next several months you will start to see several changes happening on the Oregon State Elks Association Website. We hope these changes will make the website a more useful marketing tool for our organization as well as more useful to members in search of information. Some what is coming:

- The OSEA website will no longer host lodge newsletters. This feature was not being utilized by lodges or members. Lodges can still upload newsletters on the Grand Lodge Website via their virtual homepage.
- OSEA Committee Chairs and State Officers will soon have emails listed that will allow members or others the ability to contact individuals within the association easier and quicker.
- The homepage will be updated to provide more at a glance information about who the Elks are and what we do for communities. We will be looking at adding timely news and updates as well as information on the OSEA.
- Overall branding of the site will be changed to incorporate the OSEA logo and graphics more associated with the Elks to help build brand identity with the OSEA and the BPOE.
- The lodge locator has been updated with updated lodge information as well as color coded pins that help identify which district a lodge is in. We will be working to make additional modifications to the lodge locator in the future.
- We will also be adding district profiles to the site which will include directory information for each lodge. Be on the lookout for an email that will ask your lodge to provide any website links, social media accounts, and links to on-line newsletters. You can also submit a logo or image for your lodge that will be used in the district profile directory.

We ask that you please be patient with us as we work on these updates to the OSEA website. Our goal is to be able to launch the completed revamp in time for the 2023 OSEA Summer Convention in Seaside.

If you have suggestions for additional changes to the website please feel free to submit them to either the OSEA Webmaster or the Public Relations and Marketing Committee for consideration.

Drug Awareness Program - Fentanyl

WASHINGTON – The Drug Enforcement Administration is advising the public of an alarming emerging trend of colorful fentanyl available across the United States. In August 2022, DEA and our law enforcement partners seized brightly-colored fentanyl and fentanyl pills in 18 states. Dubbed “rainbow fentanyl” in the media, this trend appears to be a new method used by drug cartels to sell highly addictive and potentially deadly fentanyl made to look like candy to children and young people.

“Rainbow fentanyl—fentanyl pills and powder that come in a variety of bright colors, shapes, and sizes—is a deliberate effort by drug traffickers to drive addiction amongst kids and young adults,” said DEA Administrator Anne Milgram. “The men and women of the DEA are relentlessly working to stop the trafficking of rainbow fentanyl and defeat the Mexican drug cartels that are responsible for the vast majority of the fentanyl that is being trafficked in the United States.”

Brightly-colored fentanyl is being seized in multiple forms, including pills, powder, and blocks that resembles sidewalk chalk. Despite claims that certain colors may be more potent than others, there is no indication through DEA’s laboratory testing that this is the case. Every color, shape, and size of fentanyl should be considered extremely dangerous.

Fentanyl is a synthetic opioid that is 50 times more potent than heroin and 100 times more potent than morphine. Just two milligrams of fentanyl, which is equal to 10-15 grains of table salt, is considered a lethal dose. Without laboratory testing, there is no way to know how much fentanyl is concentrated in a pill or powder.

Fentanyl remains the deadliest drug threat facing this country. According to the CDC, 107,622 Americans died of drug overdoses in 2021, with 66 percent of those deaths related to synthetic opioids like fentanyl. Drug poisonings are the leading killer of Americans between the ages of 18 and 45. Fentanyl available in the United States is primarily supplied by two criminal drug networks, the Sinaloa Cartel and the Jalisco New Generation Cartel (CJNG).

In September 2021, DEA launched the One Pill Can Kill Public Awareness Campaign to educate Americans about the dangers of fake pills. Additional resources for parents and the community can be found on DEA’s Fentanyl Awareness page. If you encounter fentanyl in any form, do not handle it and call 911 immediately.



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September 2022 OSEA Calendar



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	1	2	3
4	5	6	7	8	9	10
11 21st Anniversay 9/11 Memorial - Albany	12	13	14	15 Drug Awarness Contest Start Date	16	17
18	19	20	21	22	23 OSEA Presidents Visit to East District @ John Day	24 OSEA Presidents Visit to East District @ John Day
25	25	27	28	29	30 OSEA Presidents Visit to North District @ Beaverton	1 OSEA Presidents Visit to North District @ Beaverton