

CALIFORNIA-HAWAII ELKS ASSOCIATION
PROGRAM

for

2022-2023



BRADFORD “BRAD” SMITH
PRESIDENT

***“Building Elks’ Legacy: Lodge, Membership, and
Community Service”***

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CALIFORNIA-HAWAII ELKS ASSOCIATION

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FOREWORD

The programs of the Grand Lodge of the Benevolent and Protective Order of Elks and the programs of the California-Hawaii Elks Association are the primary mission of the Lodges within our two great states of California and Hawaii. The Association has been organized to assist our Lodges in promoting these programs.

Through a strong relationship between our Association and our Local Lodges we will see the accomplishment of our goals as Elks.

Each Association Chairperson, following the guidelines from the Grand Lodge and our Association, has been provided the details of each program. All of the materials are available online at Elks.org and CHEA-Elks.org. This material is presented to guide and stimulate activity on the part of various Association Vice Presidents, Association and District Chairpersons, Lodge Officers, Members and others. It should be used only as a guide. The framework for each committee's work is contained in the appropriate Grand Lodge publication and online and should be consulted on a regular basis while developing and conducting our entire program this year.

Our Association has a great understanding and appreciation for the values of our ongoing programs. However, we must constantly be striving to strengthen and improve each program through new and complimentary opportunities that will assist in achieving our Association and Grand Lodge goals.

2022-2023 SLOGAN

“Building Elks’ Legacy, Lodge, Membership, and Community Service”

As your Association President, I have taken very seriously the task of selecting a slogan for the Elk Year 2022-2023. It is a phrase that captures the aims and goals of CHEA and Elkdom. Additionally, this slogan needs to inspire, encourage, and lead all of us, as members, to stay focused and achieve our expectations. I have chosen our slogan for this year: ***“Building Elks’ Legacy: Lodge, Membership, and Community Service”***. Following this introduction is my explanation for this slogan.

During the past two years, our Lodges have experienced new challenges of mandated Lodge shuttering, changes and restrictions in activities, member and public health and safety requirements, all volunteer help, income interruption, and changing business models. Few, if any of us, ever foresaw what was to develop. Through it all, we kept our Elks’ Lodges and our Elks’ families going, amid doubts, we rose and adapted to the situation. During the previous two years, we learned to innovate and change. Now, we realize that a rebirth of Elkdom is taking off. Carefully, following precautions, we have and will continue to succeed; 167 California-Hawaii Elks Lodges are on the move!

Recognizing the challenges of Elkdom, Past Association President, Tim Jaeger, encouraged us to **“Step up to a New Age”**. There is no question that we heeded these words and are stepping up. Then, last year, Junior Past President, Jay Larkins, energized us with, **“The Future of Elkdom Begins With You”**. We, through our volunteerism, are moving ahead. More members have taken the action to step-up with their volunteerism. Some work on Committee assignments and events, some do landscape work, some regularly cook and serve drive-through fundraising dinners,

there are volunteer bartenders or those helping banquet service, and some do janitorial or building improvement work. Some help with office work or volunteer on phone trees to schedule other volunteer members and families.

Calling all Members. Now, is the time to volunteer in building Elkdom, and we are the “Builders” who will make this happen. We will look to the fantastic legacy of our Order’s past, and all of its accomplishments across the Nation. We owe our forefathers, and the historic legacy that they built, a full effort now to maintain and build on that legacy. They didn’t grow and maintain this incredible organization to see it wither or falter at the end of their watch, and neither will we.

- **Lodge:** Every community that has an Elks’ lodge benefits immensely from the wonderful works of Elkdom. The local lodge is the backbone organization that makes our Order function. These days, we must stay focused on minimizing Lodge expenses and maintaining and refreshing our facilities. This builds value in the minds of our membership and their pride in taking part at the Lodge. However, we must also run our Lodges with professionalism and a focus on civility and friendship. There is no benefit to having factions and disagreements within the Lodge. With strong, harmonious, and active Lodges, we will continue the legacy and build on all of our charitable projects.
- **Membership:** Some Lodges lost membership over the last two years. There is no surprise in this, given the challenges. However, while the “new normal” is still challenging, new membership is now growing, and past members are coming back to rejoin. We are poised to show an increase in membership this year, and we should not rest until we achieve at least a net 3% increase in each Lodge over the last year-end count. Our new business models and reliance on volunteerism require special attention and a successful membership program. From this will come a momentum which will further stimulate membership growth. Each of us must act each year to invite and encourage our like-minded friends, family, co-workers, and associates to become members. This will grow our Elk family and make all of our volunteer charity projects easier and more successful than ever before.
- **Community Service:** When our well-operating, thriving Lodge is worked by a sizeable group of active Elks (with camaraderie), we will build on existing programs and find new ways to serve our members and support community charitable needs. Are we delivering a significant contribution and support to our programs? Americanism, Youth Activities, Major Project, Elks National Foundation, National Veterans Service, Active Military Service, Public Relations, Ritual, to name a few. Particularly with Major Project and ENF: I have often wondered why some of our members still give less than the per-capita or nothing to these most worthy programs? Giving \$12.00 a year (\$1.00 per month) is a very small amount that any Elk member should be able to afford. Each Lodge should forecast their target amount to raise, and then go to work on this. This is why we exist. With strengthened, refreshed **Lodges**; strong, harmonious **Membership**; and a real focus on **Community Service**; there is only one result – a thriving Elks Lodge.

When Lodges are successful, the MEMBERS are successful. Successful members create the wave which Everyone wants to be a part. Together, WE are that wave. Elks Making Lives Better!

“Building Elks’ Legacy: Lodge, Membership, and Community Service”

SPECIAL EMPHASIS PROGRAMS

As President, I have selected the following programs for Special Emphasis this Association year:

Membership/Retention, Major Project/Piggy Bank, National Veterans Service, Rituals of our Order, and Public Relations.

These amazing programs could stand alone and produce a tremendous impact on our Lodges and local communities. But, in partnership they can create a strong Membership/Retention program. Along with a fun, informative, and enthusiastic Orientation program they can lead to a growing Lodge membership which results in active, involved, and energized members. Our CHEA Major Project and Piggy Bank Program gives our members a feeling of pride as we support children with special needs and the fantastic Therapists that change lives on a daily basis. Involvement with our Nation’s Veterans in your area demonstrates that for us - ***“As long as there are Veterans, the Elks will never forget them.”*** We must always honor these Heroes. The Rituals of our great Order are a direct link to our History. Through an impressive Initiation of new members, Special services open to the public, honoring and remembering our members both living or dead, the Rituals of our Order are extremely important to Our Future. Developing a strong Public Relations team within our Lodges is essential for us to promote our Association and National Elks Programs by publicizing the accomplishments of our members and Lodges both within our Lodges and with the general public. With these programs, we can achieve maximum impact which provides our Lodges and Communities with an overwhelming feeling of successful involvement through our members. These programs, along with our other CHEA programs, are further outlined in this California-Hawaii Elks President’s Program. I encourage you read it, find the programs that ignite your passion, become active and encourage others to become involved.

“Building Elks’ Legacy: Lodges, Membership and Community Service”

ASSOCIATION MAGAZINE

Although it is not listed as a Special Emphasis Program, I want to acknowledge the fact that our “ELK” Magazine is a major tool in spreading the words of Elkdom and our accomplishments to the Association members. Since July 1966 we have been sending the California-Hawaii Elks, 5 Star Award Winning Magazine to every member of our Association.

There is no better way to keep our members and their families informed of the

Elks programs and activities of all of our local lodges than by putting our Award-Winning Magazine into every California-Hawaii Elk home, and then hopefully donated to a local business or medical office for the public to see the great works.

Under its capable editorship, we are certain that the “California-Hawaii Elk” will continue to be an outstanding Association publication. To do that, we need Your help. Unless information is sent to the editor to be published in a timely manner, the magazine we read and are proud of, cannot be done. I need your help!

Submissions: Please submit articles and photos by e-mail to:
editor@cheamag.org

The articles and photographs should be sent as an attachment to your e-mail.
Copy: Microsoft Word is preferred. Articles should be sent as an attachment to the e-mail.

Photographs: Digital photographs (*.jpg) format are preferred using a 4 megapixel (or higher) camera. Your newer smart phone is perfect for taking the photographs of your events by sending them as “actual size” photo. Photographs should be sent as an attachment to the e-mail. All photographs should include the names and titles of all those in the picture.

Copy Deadlines: 1st Day of February, April, June, August & November
If you have any questions, please contact our Award-Winning Editor,
Ted Olsen, P.E.R. at:
editor@cheamag.org

He is also listed in the CHEA Directory.

ACCOUNTING CONSULTANTS

This program is supported by our Sponsors, CHEA Advisory Committee and our District Leaders. This is a training program to bring a base of accounting knowledge directly into each District. An Association Chairman and Vice Chairman (North & South) will set up training seminars at our Association Annual Convention and Mid-Term Conference each year, and others as needed, to train District Consultants on the more technical aspects of in-house bookkeeping and financial statement presentation. The goal is to reach out and assist the Secretaries, Treasurers and Office Staff in their daily routines of Elks accounting, and FRS use.

The Grand Lodge Auditing and Accounting Manual was revised and released in August 2019. A manual, by itself, is of little value without some way to place the provisions into our daily operations. The key to success is in the District Leadership selecting the most qualified individual within their District to expeditiously and accurately convey this knowledge to the requesting Lodge staff. This should be considered a helping hands effort.

AMERICANISM

We as Americans are proud of our heritage. We should continue to dedicate ourselves to being a driving force in the future of America.

The events of September 11, 2001 should have been a wake-up call for this country. We as Elks should rededicate ourselves to Americanism. We must strive to keep our country the land of freedom and promise. We must continue to extend our programs to build a greater awareness of the meaning of our flag and the role Elks play in support of it.

We should continue the program of presenting “Special Recognition Certificates” to those in our communities who fly our nation’s flag 24 hours a day. This will involve more effort on the part of our District and Lodge Chairpersons due to the patriotism being displayed since 9-11. It would be desirable for the District Chairperson to reinstitute the selling of flag kits by our Lodges.

As in the past, we will also continue to ask District participation in the program with the Federal Courts in the naturalization of new citizens. This has been successful in the past; however, we ask that it be further developed throughout California and Hawaii this year.

Every Lodge, through its Exalted Ruler and Americanism Chairperson, should have a well-planned Americanism program. To assist and guide you, the Grand Lodge Americanism Committee provides a manual with many suggestions for a strong Americanism program. The possibilities for promoting American patriotism are unlimited. All it takes is an involved Exalted Ruler, an energetic Chairperson and a lot of enthusiastic hard work.

BUSINESS PRACTICES

The financial success of any Lodge is dependent upon sound financial operation. The same applies to any business; be negligent toward sound business practice and the business is doomed to failure. The same applies to every Elks Lodge.

The Lodge should utilize proven principles of financial accounting. If the responsible officers are not aware of their fiscal responsibilities they should educate themselves before assuming office. This education process will serve to inform the officers and administrative management of the Local Lodge of their Lodge’s financial status. Knowing this they can run their Lodge’s financial affairs in a successful, business like way.

The Association Business Practices Committee is available to assist a Lodge in resolving its financial problems, and give pointers ahead of time on how NOT to get your lodge into problems. If you need help, contact the Business Practices Chairman as listed in the Association Directory.

The District Deputy should not only encourage, but coordinate meetings between the Business Practices Committee and a Lodge that needs assistance. Good business practices make a financially strong Lodge. Poor business practices will create financial trouble. All Lodges should accept the fact that through good financial practices we will maintain financial strength and flourish.

CLMS COMMITTEE
(Chicago Lodge Membership System)

The CLMS Committee shall provide training and support in the use of the CLMS program. It shall disseminate all information received from Grand Lodge concerning the CLMS program.

DRUG AWARENESS

Drug abuse poses today's greatest threat to our country's most precious resource: our youth. Abuse of drugs interferes with learning, alters personalities, and injures health. Drug abuse must not be allowed to continue.

The Elks have joined the battle with a vigorous program to increase awareness of the dangers of drug abuse through community education. The Elks program is continually updated with cooperation from the DEA and other relevant experts. Its goal is prevention and education; to make youth aware of the dangers before they start by convincing them of the adverse mental/physical consequences of drug abuse. Additionally, the literature and education focus has increased to provide relevant information to parents and grandparents to assist them in recognizing at risk behavior. The Elks Drug Awareness program is endeavoring to reach youth with a message that drug abuse is dangerous. The program has been expanded to providing resources for Veterans, including sponsored videos available on social media and provide recognition to adult and youth volunteers and First Responders through the President's Volunteer Service Award and the Enrique Camarena awards. The program actively involves parents, teachers, community drug agencies, the media and other concerned citizens.

The Elks are proud to make an important contribution in this fight against drug abuse with an effective program of Drug Awareness Education. Pamphlets and brochures on drug abuse can be obtained by contacting our Association Chairman. Also, the Elks Magazine runs many articles on this subject. For more information about this problem in your own community, contact your local drug diversion program or your County Health Department.

Our California-Hawaii Elks Association goal is to be a support group for Drug Awareness Programs, and other community involved groups. In communities where there are no programs, our Lodges should be the leaders in forming Drug Awareness groups and programs.

The Drug Awareness Education program is a continuing special emphasis program. We will be working with the DEA and the DEA 360 program of 2022. This is another fine program that is worthy of all of our members support. **WE MUST NOT LET THE YOUTH OF OUR COMMUNITIES DOWN. Elks Making Lives Better.**

ELKS NATIONAL FOUNDATION

The highest virtue of every Elks Creed is "Charity." What better way to make a contribution work for charity than by contributing to the "Great Heart of Elkdom", the Elks National Foundation, a real investment in the future.

When a member contributes to the Foundation, they are making an investment that yields rich returns. These contributions further the work of the Order's major philanthropic endeavor. No part of the National Foundation's principal fund is ever distributed for any purpose. This principal is held in trust. Only the income earned by investment is used to carry on the great work to which this fund is dedicated.

Where can you find a greater dedication among individuals to provide a future for someone else as we do with the Foundation? Scholarships for deserving students, financial assistance for many Association charities such as our Major Project, Drug Awareness, Hoop Shoot, Scouting, Veterans, and the programs providing help for an education, where there is a need, are all funded by the Elks National Foundation for children of deceased or incapacitated Elks. Every member owes it to themselves to be part of this outstanding program. We must strive to increase the support of the Foundation with new members, encourage the Local Lodges to maintain their yearly commitments, and encourage others to participate. Every Officer and member should be part of the "Great Heart of Elkdom". We should all be proud to display the Red Heart on our membership card.

For many years the contribution to and the return from the National Foundation has exceeded the previous year. Let us show them we can do it again.

FINANCIAL REPORTING SYSTEM

The Financial Reporting System Committee shall provide training and support in the use of the Grand Lodge Financial Reporting System. It shall disseminate all information received from Grand Lodge concerning the Financial Reporting System.

GOVERNMENT RELATIONS

Our great Order was founded on a strong belief in the American way of life, love of country and respect for Law and Order. We should be vocal in letting our legislators know of our interest and concerns.

Government Relations plays an important part in the life of any large organization today. Our Association pioneered this program to make our political leaders aware of our dedication to these principles. We must continue to make our influence felt. Concurrently, we need to be alert for opportunities to assist legislators in worthwhile pursuits, assist in voter registration work and encourage people to vote, and offer our Lodge facilities as a Polling Place when needed for your community elections.

We must continue to let our legislators know how we feel about proposed legislation that would take away our constitutional rights of private assembly and the freedom of operating our Lodges. Legislators must be made aware of the Benevolent and Protective Order of Elks so that they can be in a better position to vote intelligently on legislation pertaining to our fraternal organization.

With a strong, well-coordinated, Government Relations Program we will be assured of a good reception whenever we find it necessary to talk to Legislators about proposed enactments which could be of concern to our Order. Excellent progress has been made in the past few years, but we need to continue to move forward.

Our goal should be to substantially increase our contact with public officials, build a firm base for cooperation and have an influential voice in our Government.

It is our duty not only as Elks, but as citizens, to make our voices heard by our representatives in government. Seek them out, find out who they are, get close to them through the Lodge membership, perhaps have a Legislative Night honoring them, and let them know what to do.

With all of the elements in government today that are dedicated to destroying fraternal and private organizations, we must remain active and vigilant to protect our rights.

HOOP SHOOT

BASKETBALL FREE THROW CONTEST

The Elks National “Hoop Shoot” program established in 1970, on a nationwide scale, continues to grow in popularity and number of participants. The over four million participants that have participated annually, pre-pandemic, nationwide speaks very well for its success. We encourage all lodges to strive for 100% participation.

The expense is minimal, facilities are available for the asking in most cases, and awards need not be expensive. The children of our community need to be given the opportunity to participate in one of the best programs in Elksdom. Special attention and assistance should be given to all the Lodges to conduct a contest this year.

The California-Hawaii Elks Association participants have traditionally taken their share of first place trophies at the Regional Hoop Shoot Contest and have done very well in the National competition in Chicago, Illinois. This year we hope to be able to say that every Lodge gave the youngsters in their community a chance to compete in this very worthwhile program. **Elks Making Lives Better.**

LODGE ACTIVITIES

Lodge Activities are vital in maintaining a successful Lodge, and they relate to all other facets of a Lodge. Lodge Activities are the best way to get members and families involved in Elksdom. The Lodge should have a constant program of interesting activities. This is a key to the success of any Lodge. We should have programs that are appealing and fun.

Pride of membership, and the pride felt when an invitation to join is extended to someone else, is directly related to Lodge Activities. It is very important that members become active and involved in our programs, so that they will feel that they are needed and part of the group. Now more than ever, asking new members to join a committee is a way to have them meet and become involved quickly in your lodge.

The Lodge Activities Manual presents many ways to make the Lodge attractive to a variety of people and their interests. Lodge meetings should be interesting and stimulate attendance. The social activities should attract participation by all the members, their spouses and families. If the functions are enjoyable and entertaining, the members will attend and will want to invite their friends to participate. The key is to make all activities fun!

The Lodge should offer a variety of events. Camper groups have increased each year and should be encouraged. They can become an important part of the Lodge and help to increase membership.

Inter-Lodge visitations are a great way to increase Fraternalism, whether it is Vice President Night, a District Deputy visitation, any other special nights, or just a simple reciprocal meeting between Lodges. This type of camaraderie is the basis for working for the good of the Order.

An open Installation of Officers is a great way to make our high ideals known. Invite the Officer's families, all members, prominent citizens and civic leaders of your communities. An active membership makes a good Lodge.

Remember, no one joins a Lodge just to pay dues, **give them something**, and most importantly, give them a feeling of pride in being a Member. If we make it interesting and FUN, they will come and they will want to be involved. Finding new and creative ways to use our newfound Zoom use will keep members involved even if they cannot physically attend in person. **Elks Making Lives Better.**

*** MAJOR PROJECT**

“Piggy Bank”

“Purple Pig”

One of my emphasis programs this year is celebrating our 72nd year. From the beginning of our Major Project in 1950, we have been involved in what has become the finest Major Project in Elkdom. Its success and accomplishments have not only restored the bodies and minds of thousands of children in need, it has instilled pride in the hearts of our members and their families.

We are into our seventh decade of providing physical therapy, occupational therapy, vision screening, speech and language pathology and special clinical services to the children of California and Hawaii. Since 1950 children with disabilities have depended on our Major Project, which has provided countless numbers with the chance to overcome or compensate for physical or visual problems. Because of the personal participation and financial support of the Elks of California-Hawaii, we and our Lodges have seen thousands of small legs take their first steps. Once non-functioning hands now hold spoons and play with toys, and previously silent voices can now speak their first words. Thousands of children now enter school with visual problems identified and corrected.

The Major Project has 24 professional positions providing over 8,000 in-home therapy visits for children and screenings for over 40,000 children annually for visual problems. Today, the Major Project is an established tradition serving children from birth to age 18 with home-based therapy and pre-school based vision screening. The Major Project therapy concentrates on children in rural areas where the need is greatest, while the vision screening concentrates in the larger metropolitan centers.

Our goal this year will be to surpass the great achievements that our “Piggy Bank” Program has made in the past years and to reach even greater heights at our Exalted Rulers March, this year known as *‘4 Million plus 1’*.

We have a number of challenges facing our great Major Project today. With rising costs of insurance, fuel, vehicles, total health care, and salaries our dollar does not stretch as far as it once did. We desperately need your help. We would like to see each Lodge have a monthly event just for our Major Project. With intense effort, our goals can be met.

Since our first annual meeting of the Association in 1914 and the birth of the Ma

for Project in 1950, celebrating 72 years, we continue each year to strive to surpass the amount contributed at the previous year's Association Convention. We can do this again this year with your help. **Elks Making Lives Better.**

BLT LEGACY GIVING

The creation of the Bequests and Living Trusts (BLT) Committee in 1984 set the stage for ensuring the financial future of the Major Project. Amounts under \$500 go directly to help underwrite Major Project expenses for the year in which they are given. The establishment of the Bequests and Living Trusts Legacy Fund in 1991 designated gifts of \$500 or more to be placed in a special investment account.

BLT Legacy Giving gives all of us an opportunity to participate in the Major Project through a living trust fund. There are also other options available through the BLT Legacy Giving Committee.

The District and Lodge Chairpersons should constantly remind the membership and their families through the Bulletin and through Lawyers and Accountants, who are members of the Order, of this opportunity to be a contributor. **Elks Making Lives Better.**

*** MEMBERSHIP/LAPSATION**

The lifeblood of any organization is *membership*. If our Order is to remain strong, we must pursue a vigorous program for procuring new members. Our Local Lodges CANNOT remain static, or of more concern, lose members. Each Lodge must meet the challenge and GO FORWARD. An active and growing Membership is the basic requirement for a fun, active and growing Lodge. How do we get a new member? Be a proposer...ASK! Let's think positively and have a "plus one" gain in membership in every Lodge. It is possible with your help.

We should work toward a goal of initiating a number of new members equal to at least 10% of our Membership at the beginning of our Lodge year. This is in addition to those added to our rolls by transfer demit and reinstatement. Good business management of membership requires regular evaluation of results of procurement. The charts in the back of the Membership Control Manual provide an efficient record for comparison of past results and should be used every month.

Obtain and use the Grand Lodge Membership Control Manual. One of the most important sections of the manual is establishing and compiling a Prospect List. It is very important that this manual be referred to as your membership program is established.

Every new member should be encouraged to propose their friends and family for membership. Follow-up by the Membership Committee is essential to the success of your program. The potential growth through new members is unlimited. Personal contact is a major key to a successful membership program. Of equal importance is to encourage the new member's proposer to follow up.

Have you ever asked or been asked the question "HOW DO WE GET NEW MEMBERS?" The answer is very simple. BE A PROPOSER...ASK THEM! For example, how many of your personal or business associates do you think would be a good Elk, probably a great many. Ask yourself, why haven't I asked them? To re-

mind our members of this simple exercise, a small brochure stating this very same thing is available to all members to help them be a proposer. If we all think “MEMBERSHIP”, if we all think “ASK THEM”, there will be no question about our ability to make our fine organization flourish and in all probability surpass any previous membership achievement. Are you ready for the challenge? Are you ready to get on board?

It is a privilege to be an Elk, and an honor to be asked to become an Elk. Let’s all sell Elksdom. Only when we bring in new members will our Lodges grow and prosper.

The Indoctrination Program is intended to be a short familiarization of what being an Elk is all about.

Never before in the history of mankind has there been an organization with so proud a record of achievement as the Elks. It would be a tragic injustice not to emphasize this to our candidates and their spouses during their Indoctrination. It is essential that every new member come away from the Indoctrination Program with a high regard for the principles and ideals fostered by the Order.

It is important to indoctrinate the new member’s spouse and family, for if the entire family knows the Elks Program, they will be more likely to actively participate. First impressions are important in any endeavor and certainly no less so in our efforts with these new members. The spirit of fellowship and camaraderie enjoyed by our members should be emphasized. The member’s spouse or partner should be included in the many social activities. Be sure to use the Indoctrination video and other tools available, all found at ELKS.org.

During Indoctrination, emphasize the positive: Lodge Activities, Youth Activities, the great works of our Major Project, the Elks National Foundation our local charities and the fellowship that we enjoy in our Order.

Indoctrinate on a positive, upbeat note. Be informative, assertive and enthusiastic. Encourage questions and participation to get the new member and their families involved. There is an indoctrination video available from Grand Lodge to assist the Local Lodges in Indoctrination. Lodges are to be encouraged to obtain this video from the Grand Secretary’s Office or use it from the website www.elks.org in the Membership Toolkit. ALL of the materials needed for a successful Membership Program can be found in the Membership Toolkit at www.Elks.org Elks Making Lives Better.

***MEMBERSHIP RETENTION**

The Membership Retention Program of every Elks Lodge should be given high priority. We must constantly strive to present an effective indoctrination program, impressive initiatory ritual, good Lodge Activities and cordial Officers, in order to keep our members interested in our Lodges. It is very important to get the new members interested and involved immediately thereby giving them the feeling of acceptance and belonging.

Loss of members by nonpayment of dues can be reduced by early and constant attention. The annual attrition rate from this problem alone is about 5% of the membership of our Order. This is too large a problem for only one person to tackle. Do not place this burden solely on the shoulders of your Lodge Secretary. The problem can be more effectively handled by a specific chairperson spearheading a com-

mittee that will truly tackle this problem.

In addition to the chairperson and committee, **PERSONAL INVOLVEMENT BY THE ENTIRE MEMBERSHIP** can help remedy problems before they develop. Members who have failed to pay their dues should be contacted immediately. Speak to their sponsors - they have a responsibility to encourage the delinquent member to keep their membership in good standing.

What better way do we have to ensure the growth of our Order than to retain the members we already have while attracting new members to our ranks? Until the day arrives when we no longer have to worry about Membership Retention, we must all work on this problem as a team and conquer it.

***NATIONAL VETERANS SERVICE**

In July 1917, the Grand Lodge created the Elks War Commission to assist our nation in its war effort. We established two field hospitals on the battlefields of France.

In the period between the two world wars, Elks engaged in programs of erecting a Veterans Hospital, G.I. Loans, rehabilitation and entertainment centers.

During World War II, the Elks Commission directed all Elks operations for the war effort. In 1947, the title of Elks National Veterans Service Committee was adopted; with this motto: *“So long as there are disabled Veterans in the hospitals, the Benevolent and Protective Order of Elks will never forget them.”*

We must continue to encourage our membership to meet this commitment. Each Local Lodge should be involved in some way; either monetarily or through the collection of hides, books, games, magazines, toilet articles and clothing. But our efforts should also include more than these things. Positive action should be taken in the communities of our two great States to help Veterans with rehabilitation as well as with occupational and other forms of therapy and a job placement program. Nothing will prove the Elks dedication to our Veterans more than by helping them to become independent, self-supporting citizens. One way to accomplish this is by every Lodge in our Association adopting at least one Veteran in the coming year.

With the events worldwide this past year, it becomes even more important that we strive for 100% participation by the Lodges of our Association, in support of our Veterans this year. **Elks Making Lives Better.**

NEW LODGES

The CHEA New Lodge Chairman will work with District Leaders, District Deputies and Association Vice Presidents to determine sites of possible new Lodges. Once the site has been determined, an enthusiastic, qualified member will be appointed by the New Lodge Chairman with the advice of the District Leaders and our P.G.E.R. Sponsors. This member will then supervise the work to organize a new lodge in the location if it proves to be a viable selection.

We are constantly striving in the California-Hawaii Elks Association to increase our number of New Lodges. The member chosen to investigate and try to organize a new lodge in the location chosen should live nearby and be willing to practically “live” with the new lodge if one is to be successfully organized. New Lodges

are an essential part of our Development Program and tremendously important to the growth and expansion of our Order. No district should neglect this opportunity to make our Order grow. Periodic review of any likely locations should be made by District Leaders, District Deputies and Vice Presidents to be sure that no opportunity is overlooked.

We have been striving for several years in the California-Hawaii Elks Association to become 200 Lodges strong. With the membership growth of both states, this goal is attainable. To reach this goal, we have all got to get on board. Let this year be the year we start a New Lodge in our Association.

PAST EXALTED RULERS ASSOCIATION

As mandated in the Grand Lodge Annotated Statutes Section 13.190, all Lodges are to organize and maintain a Past Exalted Rulers Association.

The section states: “The Lodge shall have a Past Exalted Rulers Association or Advisory Committee which shall consist of all of the Past Exalted Rulers, as defined in Section 1.140 hereof, of the Lodge, which shall advise with and extend its counsel to all Lodge Officers and Committees, and shall have the following duties, subject to the limitations imposed by the Constitution and Laws of the Order:

- a. To elect its own officers
- b. To adopt rules for the conduct of its business
- c. To hold meetings and to specify the dates of such meetings
- d. To make recommendations for Lodge Committee appointments and candidates for office
- e. To assist the Exalted Ruler
- f. To engage in and make recommendations in other activities which will promote the good of the Lodge and of the Order.”

Lodges that have active P.E.R. Associations seem to be more successful. The experiences of a P.E.R. are valuable in assisting New Lodge Officers in their positions and in the performance of their duties. P.E.R.s should not dictate policy nor make rules; rather they should recommend and encourage the Lodge Officers in the proper way to do things. This will enable the Lodge Officers to get the job done with the least amount of effort and get the best results.

Elkdom needs these P.E.R.’s, Get them on board, Keep them active.

PRESIDENT’S ACHIEVEMENT AWARD

The “All State Lodge” award will be presented by the CHEA President to the Lodge in the California-Hawaii Elks Association that has compiled the best overall record of performance during the Lodge year.

There will also be an award given to the “All District Lodge” in each of the 19 Districts.

MOST OUTSTANDING SECRETARY

As in the past, this year the President’s Achievement Award Chairperson will

be conducting a contest to determine and honor the “Most Outstanding Lodge Secretary of the Year.” It is past time that we recognize all the work and effort that our Lodge Secretaries do and are rarely rewarded. Details of the Program are as follows: Each lodge will receive a letter in early February requesting that they nominate their Secretary, if deserving, for the Outstanding Lodge Secretary of the Year. Based on the information received, one nominee from each district will then compete against the nominees from the other 18 districts. At the CHEA Convention, ONE Lodge Secretary will be proclaimed the winner for the California-Hawaii Elks Association and will be presented with an award on “center stage” by the President.

We are asking for 100% participation on both of these programs.

***PUBLIC RELATIONS**

For many years our Order thought that it was not in good taste to let the public know about our charitable programs and the good deeds we perform. We didn't blow our own horn. For an organization like ours to remain anonymous is a mistake. I want to help lead the charge and Blow Our Horn!

Publicity for the Order of Elks is probably the most neglected facet of our great organization. Yet it is one of the most important and usable tools we have to promote prestige for the Order and instill pride in the hearts of our members and their families. It is also a way to get our message out and entice new members to join.

We are at a time when private organizations are under attack from many quarters. It is very important that we put our best foot forward. Our fine programs do not speak for themselves. We have to bring their results to the attention of the public, so that our fraternal purpose will be understood.

The media, digital and traditional, can supply us with the best means of reaching the greatest number of people and we should make every effort to not only include them in our membership but to supply them with information concerning our Order and the activities of the Lodges.

At the Local Lodge level, Public Relations is one of the most important functions in a Lodge. There is nothing that we do in a Lodge that is not, in some way, directly or indirectly affected by Public Relations.

Public Relations, in one word, is COMMUNICATION. It is communication with the public in a way that it can relate to the subject at hand. It is also communication with our members.

The printed or spoken WORD is an excellent means by which we can communicate our goals, accomplishments and standards to our community. The public should be properly and impressively informed of our community and charitable work so that our image as Elks will leave a lasting impression.

The Public Relations Committee should remember that they are not the spokespersons for the Association or Lodge on matters of policy. The Association President, Exalted Ruler or duly designated person fulfills that role.

Consider an annual Media Night. Invite and honor the media, radio, television, and digital influencers who attend. Let them know what we do in a well-planned presentation. A small pat on the back and a Thank You can reap Public Relations rewards in so many ways these days.

Public Relations and obtaining good media coverage and attention does not come easily or automatically. It comes about by a lot of hard work by dedicated Pub-

lic Relations Chairpersons. The key is to pick the member to fill the Public Relations position that is dedicated and will get the job done. Only in this way will we be able to tell the world about our great Order and what it accomplishes and stands for. Thinking outside the box is the Rule, not the exception in the digital age. **Elks Making Lives Better.**

***RITUALS OF OUR ORDER**

The Rituals of our Order dates to its very origins when the group, known as the Jolly Corks, would interrupt their gatherings at 11:00 p.m. to offer a toast to the “ABSENT ONES”. A part of the Lecturing Knight’s charge refers to the Elk as being “fleet of foot” and “timorous of doing wrong”. These are some of the attributes that were considered in selecting the Elk as the emblem of our Order in 1868. The Rituals of our Order are the fraternal chains that bind us together as members. They are the link to the past and the bridge to the future of our great Order. There is no activity throughout Elkdom that more consistently and continually furthers the fundamental principles of our Order than a dignified and impressive rendition of the Ritual.

Who has ever met a member who could not remember their initiation into our Order? First impressions are usually the most lasting. The first and probably the best opportunity for our officers to impressively inform the candidate of the principles of our Order is on the night of Initiation. Our Ritual is a major portion of the Supreme Law of our Order. One of the most important contributions the officers of each Lodge can make is an impressive introduction of a candidate into our great Order.

Each year, as we begin to prepare for our District and State Ritual Contests, our officers are faced with a choice. They can look upon their ritual training as an obligation to be endured or as an opportunity for self-improvement. Not all of our officers are public speakers, but all are called upon to speak in public. They are constantly called upon to speak to their members and their families. Our SPECIAL

RITUALS are performed to all segments of our community and are often the first and only impression the public has of our Order of Elks. Our officers have the opportunity to learn to represent our Lodges with sincerity, dignity and the confidence that comes with preparation.

It is no coincidence that a Lodge which has a good ritual team excels in other areas as well. The real penalty for officers who fail to learn their part of the Initiatory Ritual falls upon the Lodge. Officers who dodge their duty ritualistically usually fail to deliver the leadership in other activities so necessary to the success of their Lodge.

SCHOLARSHIP

Our Scholarship Programs show our communities that we believe in the youth of our nation and in the future of our country. Every effort should be made to offer each deserving young lady and young man in our community the opportunity to compete. This is one of the many ways we invest in the future.

The Lodge Scholarship Committee should be chosen carefully with emphasis placed on the importance of the members of that committee who will be making per-

sonal contact with the principals and/or counselors in the high schools in their jurisdiction. The Awards that the winners receive from the Grand Lodge and our California-Hawaii Elks Association are recognized as some of the most generous available. Many Local Lodges make Awards to local scholarship winners in addition to the CHEA and National awards.

After a local competition, each Lodge will be expected to enter at least two contestants in the District competition. This will give the judges a cross section of our youth and will provide the stimulus needed for greater participation in the years to come. The Scholarship program has been a major activity of Elkdom for many years and is an essential part of a well-rounded Youth Program. **Elks Making Lives Better.**

SCOUTING

In 1992, we implemented a special effort for Scouting by appointing a CHEA Scouting Chairman to head a special committee.

The Boy Scouts of America program has been a long-standing program of the Association. It was brought to our attention by Scouting officials that there were a large number of communities with Elks Lodges that had no Scout Troops.

It is the goal of this committee to promote 100% participation in the Scouting program in the California-Hawaii Elks Association. It is their responsibility to promote the rewarding of youthful achievement through the Eagle Scout recognition program and the Girl Scout Gold Award program.

The best-known prevention device for drug related problems is to get the young people active in youth groups that will teach them good citizenship and good moral character. The Boy and Girl Scout movement is one of the best deterrents we can offer the young people of America. **Elks Making Lives Better.**

YOUTH/SOCCER ACTIVITIES

Our goal is the promotion of a well-balanced year-round youth program that will insure an effective Youth Activities program in every Lodge in the California-Hawaii Elks Association.

We want programs which will encompass recreational, educational, and social projects for children and youth of all ages regardless of their status in life. We want programs which will reach under-privileged, disabled and challenged as well as healthy children. Each Lodge should consider adopting a school, possibly a Disabled Student School or Elementary School. The rewards are certainly worth the effort.

Every Lodge should seize any opportunity to promote youth activities through the community, special ceremonies, celebrations or sporting events. The activities should be interesting and beneficial to all our youth.

Elks Lodges have always supported Girl Scouts, Boy Scouts, Little League, Special Olympics, Bowling, D.A.R.E. "Just Say No", Soccer Shoot and many other youth programs. Strong emphasis should be placed on the "Hoop Shoot." Hoop Shoot has achieved national recognition as an outstanding Elks Youth Activity Pro-

gram. It brings Elks, children, parents, community leaders and the general public together in a healthy, positive environment. Every Lodge in our Association should participate.

We are proud of the dedication of our Order to the youth of our country. remember, from the youth of today, come the leaders of tomorrow, and *The Future of Elkdom*.

PRESIDENT'S PROGRAM SUMMARY

The various activities described in the preceding pages constitute the foundation for the Programs of the California-Hawaii Elks Association for this year. Every program will be headed by a CHEA Committee Chairman to see that each program is carried through to its fullest potential in all Lodges. Following, as an addendum to the President's Program, you will find a more detailed description of the program prepared by the CHEA Chairman involved. You are respectfully asked to intimately familiarize yourself with the individual programs.

The programs have been designed to meet the special interests and needs of the Elks and their Lodges. The importance of providing extra effort voluntarily generated by each committee cannot be over-emphasized. Your input as leaders of the California-Hawaii Elks Association will be to instill the motivation necessary to make them successful.

This program itself only supplies the direction. It will require the dedication and effort of many to give it full implementation and bring continued success to our great Association.

The Benevolent and Protective Order of Elks is the finest Fraternal Order in America. We have reached this goal through good leadership and continued hard work by many members. We will not remain number one simply because of our past accomplishments.

Let us all confirm our faith in the principles of Charity, Justice, Brotherly Love and Fidelity. Let us renew our faith in America. Let our communities know that the Order of Elks is an American organization that believes in God, loves our country and honors our flag. Through hard work, positive thinking and good careful planning, we can grow and magnify our accomplishments.

The Benevolent and Protective Order of Elks, ready to lead our communities as we Re-Start our lives, families and communities.

Elks Making Lives Better,

Building Elks' Legacy: Lodges, Membership and Community Service