

CALIFORNIA-HAWAII ELKS ASSOCIATION **PROGRAM**

for

2026-2027



LYNN GLICK
PRESIDENT

Actions Build Community

CONTENTS

CALIFORNIA-HAWAII ELKS ASSOCIATION

PRESIDENT'S PROGRAM

	<u>PAGE</u>
Foreword	1
Slogan	1-2
Special Emphasis Programs	2
Association Magazine	2-3
Accounting Consultants	3
Americanism	3-4
Business Practices	4
CLMS	4
Drug Awareness	5
Elks National Foundation	5-6
ENF Grants	6
Government Relations	6-7
Hoop Shoot	7
Lodge Activities	7-8
Major Project (Piggy Bank)	8-9
Major Project (BLT Legacy Giving)	9
Membership/Orientation	9-10
Membership Retention	10
National Veterans Service	11
New Lodges	11-12
Past Exalted Rulers Association	12
President's Achievement Award	12
Most Outstanding Secretary	12-13
Public Relations	13
Rituals Of Our Order	13-14
Scholarship	14
Scouting	14-15
Youth/Soccer Activities	15
President's Program Summary	16

FOREWORD

The programs of the Grand Lodge of the Benevolent and Protective Order of the 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 accomplish our goals as Elks.

Each Association Chairman, following the guidelines from the Grand Lodge and our Association, has been provided with 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 Chairmen, 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 strive to strengthen and improve each program through new and complimentary opportunities which will assist in achieving our Association and Grand Lodge goals.

2026-2027 SLOGAN

“Actions Build Community”

My slogan for this year did not come to me easily. I did not have my slogan when I was installed as Exalted Ruler 25 years ago as it was not customary at my Lodge. I spent all my professional career in the education field, most of that time as a classroom teacher. I wanted to honor that by choosing something that went along with the ABC's of Elkdom. My slogan this year is **Actions Build Community**.

I settled on this slogan, because I feel that we have choices for how we act in our daily lives and how we act at our lodge. Actions speak louder than words is a common phrase and our first introduction to how we are supposed to act as Elks is given in our obligation, which we all took at our altar. We are reminded that we are obligated by our actions to help others. The Lecturing Knight's charge mentions that we should act by being kind to others. Acting in that way helps us become connected to our Elk family, which builds community. And showing kindness to people outside our lodge helps our lodges integrate into the greater communities where we live and builds stronger local communities. Recently, many of us were isolated and feeling alone. We have a ready-made community in each of our lodges. Wherever we go in California and Hawaii, there are fellow Elks with whom we can share our time. When we go out into our greater communities and support our youth through the hoop shoot, soccer shoot and scholarship programs, we connect with young people. Our veteran's programs support and serve those in our communities who served our country. These actions help build our communities, both within our lodges and with the public. And when we get the word out to the public about our programs and what we do for our communities, we spur people to want to join us by becoming members, further strengthening the communities we help build.

Actions can be small gestures of support and kindness or big events that impact many people in different places. Each of these acts helps build community. As a teacher, I learned the importance of building community among the people you associate with, work with, and volunteer with. Working together for a common goal builds community. My hope is that you will act and build communities with me this year. Are you along for the ride?

SPECIAL EMPHASIS PROGRAMS

The Benevolent & Protective Order of Elks and the California-Hawaii Elks Association have many fabulous programs to help benefit our members and our communities. My hope is that we can concentrate our efforts on these four programs during the 2026-2027 year; **Charitable Giving, Member Relations & Public Relations, Youth Programs, and Veterans Service.**

First and foremost are the charitable arms of our organization, the **Elks National Foundation, Major Project** and **BLT Legacy Giving**. Through the ENF we can serve many much-needed organizations and programs. The Major Project is important in California and Hawaii as it serves needy families, and provides necessary programs and assistance they might not otherwise obtain. The BLT Legacy Giving program ensures that money for the Major Project will be there in perpetuity. So, we'll always be able to continue these valuable charitable endeavors.

ENF Grants are one of the best ways Elks Lodges can serve their communities. There is upwards of \$22,000 available to every Elks lodge, to do important work that lodge members deem necessary for their communities. An added benefit is that the name Elks will become synonymous with helping our communities.

As we grow our membership, it is important to instill our Elk values and precepts within our membership. Knowledgeable members can better promote the good works we do for our communities. Strong **Member Relations** help build strong Elk communities. Great **Public Relations** programs will help us grow even more, keep us in the good graces of the powers-that-be and help us be known within our communities as the premier fraternal organization that we have all come to love. Without strong Public Relations, no one will know about all the good work that we do in our communities.

Youth programs are dear to my heart as an educator. The Hoop shoot and Soccer programs allow our youth the opportunity to work hard, show some grit and learn that with hard work, they can do hard things. Our scholarship programs allow students an opportunity to focus on learning during their college careers, and learn important vocational skills. And we also have programs to help students with disabilities pursue their dreams of a higher education.

Veterans Service is the last area of emphasis, but it should always be first in our thoughts. For without our Veterans' sacrifices, we would not live in the country we do, or have the freedoms that we enjoy every day. Every Veteran has sacrificed in some way on our behalf, which is why we have adopted the creed. "As long as there are Veterans, the Benevolent & Protective Order of Elks will never forget them."

With your help in these programs, the Benevolent & Protective Order of Elks will be recognized by everyone as the Best People On Earth.

"Actions Build Community"

ASSOCIATION MAGAZINE

Although it is not listed as a Special Emphasis Program, I want to emphasize 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 sent 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 about 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 our great works.

Under its capable editorship, we are certain that the “California-Hawaii Elk” will continue to be an outstanding Association publication. But I need your help. Unless the editor receives information for publication in a timely manner, we cannot produce the magazine.

Submissions: Please submit articles and photos by e-mail to:

editor@cheamag.org

Articles and photographs should be sent as an attachment to your e-mail.

Copy: Microsoft Word is preferred.

Photographs: For digital photographs, *.jpg format is preferred using a 4 megapixel (or higher) camera. Newer smart phones are perfect for taking photographs at events. Just send them as “actual size” photo. All photographs must include the names and titles of all those in the picture. Do not submit photographs where people are holding alcoholic beverages.

Copy Deadlines: 1st Day of February, April, June, August & November.

Questions: 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 is a newer program and 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 March 2022. 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. The events of September 11, 2001 should have been a wake-up call for this country. As Elks we should rededicate ourselves to Americanism, continue to be a driving force in the future of America, and 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 Chairmen due to the greater display of patriotism since 9-11. The District Chairman should also reinstitute the selling of flag kits by our Lodges.

As in the past, we will continue to ask for District participation in the program with the Federal Courts in the naturalization of new citizens. This has been successful in the past.

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

BUSINESS PRACTICES

The financial success of any Lodge, like any business, depends on sound financial operation. As with any business, if you are negligent and do not implement sound business practices, your Lodge is doomed to failure.

Every Lodge should utilize proven principles of financial accounting. If the responsible officers and administrative management are not aware of their fiscal responsibilities they should educate themselves before assuming office. Doing so will serve to inform them about their Lodge’s operations and financial status. With this information they can run their Lodge’s financial affairs in a successful, business like manner.

The Association Business Practices Committee is available to assist Lodges in resolving their financial problems, and give pointers ahead of time on how to keep lodges from having 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 lead to financial trouble. Through good financial practices we will maintain our Lodges’ financial strength and allow them to 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. We continually update the Elks Drug Awareness Program with cooperation from the DEA and other relevant experts. The program goal is prevention and education: to make youth aware of the dangers of drug use before they start by teaching them about the adverse mental/physical/social consequences of drug abuse. In addition to helping youth, our literature, and education program, also provides relevant information to parents and grandparents to assist them in recognizing at risk behavior, and provides important resources for Veterans who struggle with substance abuse, including sponsored videos available on social media. To reinforce our efforts, we provide recognition to adult and youth volunteers and First Responders through the President's Volunteer Service Award and the Enrique Camarena awards. The program is community-wide, actively involving parents, teachers, community drug agencies, media and other concerned citizens.

The Elks are proud to make an important contribution in this fight against drug abuse. To help in implementing an effective program, each Lodge should obtain pamphlets and brochures on drug abuse from our Association Chairman. The Elks Magazine also 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.

The California-Hawaii Elks Association's goal is to support Drug Awareness Programs, and other community involved groups, that work toward eliminating drug abuse. In communities without any such programs, our Lodges should be the leaders in forming Drug Awareness groups and programs. You should also check into the DEA Operation Engage program in your area, which focuses on drug use prevention and community outreach to address the top drug threats in that community.

WE MUST NOT LET THE YOUTH OF OUR COMMUNITIES DOWN.

****ELKS NATIONAL FOUNDATION****

One of my emphases this year is charitable giving. This includes giving to the Elks National Foundation.

The Elks National Foundation has been around for nearly 100 years. It has grown to the point that by only spending a small portion of annual donations ENF is

able to serve many programs throughout Elksdom. Because of the size of its endowment, ENF gives \$1.85 back to CHEA programs, including our Major Project, for every dollar we donate. That's truly a great return on our members' investment. Last year's Exalted Ruler's march, at the annual convention, was started with over \$1 million dollars from the ENF. And that \$1.85 doesn't even include all the grants CHEA lodges received last year for their community programs. When you add in the \$1,128,500 in grants that California and Hawaii Elks lodges received last year, we actually received \$2.80 for every \$1.00 donated. With that kind of incentive, how can we not want to donate more to ENF – it brings in more money for our Association major project, and for our community projects. .

So this year, I want to keep concentrating on getting more people to sign up for the ENF Fidelity Club. That is the easiest way to donate regularly to the ENF, and you can join the Club with as little as 5, 10 or 20 dollars a month. Of course, we encourage you to give a little more if you can. And if you can't afford to make a monthly donation, even making a small donation once a year is still a great way to maximize your Elks charitable giving.

****ENF GRANTS****

ENF Grants are FREE money, available to every Elks lodge across the country, through the CIP or Community Investment Program. The grant system started many years ago, as a way to help get Elks Lodges more recognized in their communities. It is a great way for lodges to use more of the ENF endowment to better serve our communities. Elks have a long-standing history of being there when we are needed. We are well known for our giving our time and labor to our communities. These Grants help us make an even more significant, financial impact in our communities.

While participation in acquiring these grants has grown tremendously, they are still widely untapped. Last year only 137 of the 164 California-Hawaii Elks lodges received grants. They received \$1,128,500 which is an average of \$8,237 for each participating lodge. While that is great, keep in mind that there are approximately \$21,000 in grants available to every lodge each year. Think how much more you could do in your communities, if we could put all that FREE money to work, and if every lodge participated.

Every lodge should look to apply for one more grant this year than last. If you didn't participate last year, find a grant to apply for this year. It doesn't cost anything to apply for these grants. If you don't have a Grant Chairman at your lodge, please get one. Have them build a committee, write articles about the program, encourage your members to bring in ideas on how your lodge can better help your community, and apply for a grant. These community projects will help make the "Elks" become a household name.

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, and the rule of law. We should be vocal in letting our legislators know of our interests and concerns.

Government Relations plays an important role in every large organization to-

day. 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. We also need to be alert for opportunities to assist legislators in worthwhile pursuits, assist in voter registration work, encourage people to vote, and offer our Lodge facilities as a Polling Place when needed for 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. One great way to do this is to invite public officials to your lodge, and have them observe projects your lodge is involved with, so they can see the impact Elks lodges have on their communities.

It is our duty not only as Elks, but as citizens, to make our representatives in government hear our voices. Seek them out, find out who they are, establish relationships with them through the Lodge membership, and consider having a Legislative Night honoring them,

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 nationwide in 1970, continues to grow in popularity and number of participants. The over four million participants we have annually nationwide speaks very well for its success. Most Lodges in California and Hawaii have a “Hoop Shoot” contest. I would like to see 100% participation in this program, so if you didn’t participate last year, please organize a contest this year.

The expense is minimal, you can probably arrange for facilities through your local parks department or a local school, and awards need not be expensive. The children of our communities need to have the opportunity to participate in one of the best programs in Elksdom.

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.

LODGE ACTIVITIES

Lodge Activities are a key to the success of any Lodge. Having fun and appealing activities is the best way to get members and families involved in Elksdom. Ask members what activities they would like to have, and talk to people at other nearby lodges to get ideas.

Pride of membership, and the pride someone feels when they are invited to join, are directly related to Lodge Activities. By getting members active and involved in our programs, they will feel that they are needed and part of the group. Asking new members to join a committee is a great 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. Social activities should attract participation by all 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, and maybe become members themselves. And members who enjoy your lodge activities are more likely to view the Lodge as important to their lives, to volunteer, and maybe to become officers. The key is to make all activities fun!

Your 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 at a Vice President or District Deputy visitation, on other special nights, or just getting members from different lodges to meet at a lodge for an event. You may even be able to get multiple lodges to get together to put on a joint lodge event.

An open Installation of Officers is a great way to make our high ideals known. Invite the Officers 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**, a reason to show up, 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. Find new and creative ways to keep members involved.

****MAJOR PROJECT****

"Piggy Bank"
"Purple Pig"

From its beginning in 1950, we have been involved in what has become the finest Major Project in Elksdom. Through the Project we have succeeded not only in restoring the bodies and minds of thousands of children in need, but in instilling pride in the hearts of our members and their families.

For 75 years we have provided physical and occupational therapy, speech and language pathology services, vision screening and special clinical services to the children of California and Hawaii without any cost to the children or their families. Since 1950 children with disabilities have depended on our Major Project, to help them overcome or compensate for physical, emotional, and visual problems. Through 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 speak their first words. And thousands of children now enter school with visual problems identified and corrected.

The Major Project has 32 professionals who provide over 10,000 in-home therapy visits for children and vision screenings for about 43,000 children annually. The Major Project serves children from birth to age 18, with home-based therapy and pre-school and youth vision screening. The Major Project concentrates on providing therapy to children in rural areas where the need is greatest, while the vision screening concentrates in larger metropolitan centers.

Our goal this year is to expand the great achievements that our “Piggy Bank” Program has made in the past, and to reach even greater heights at our Exalted Rulers March. Last year, for the first time, we surpassed \$5,000,000 in donations.

Our Major Project faces a number of financial challenges. With rising costs of insurance, fuel, vehicles, total health care, and salaries, our dollars don’t stretch as far as they once did. So we desperately need your help. We would like to see each Lodge have a monthly event just for our Major Project. With intense effort, and with your help, we can meet our goals, surpass the amount contributed at last year’s Association Convention, and keep helping children “walk, talk, see, and play.”

****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. 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, while donations under \$500 go directly to help underwrite current Major Project expenses.

BLT Legacy Giving gives all of us an opportunity to participate in the Major Project by making it a beneficiary of your will or trust, or of a life insurance policy. You can also create a BLT Commitment Trust where, with a minimum donation of \$10,000 the donor gets a tax deduction, and an annual payment for the rest of their, and their spouse’s lives, after which the trust funds go to the Major Project to keep it going years into the future.

The District and Lodge Chairmen should constantly remind the membership and their families through lodge Bulletins and of these opportunities to be a contribute to the Major project, and encourage them to obtain information from the Association Chairman, and to discuss these programs with their financial advisors and estate planners.

**** MEMBERSHIP/ORIENTATION****

We ask the question time and time again, “Why did you join the Elks?” And 90% of the time the answer is, “to give back.” Yet, we don’t show our new members the way and the means to do so. We don’t help them accomplish the goal they set out to achieve when they joined. One of the biggest mistakes a lodge can make is to not call on someone who is raising their hand to volunteer. We fritter away an opportunity that a thoughtful sponsoring member laid right in our lap. If members don’t get involved, they stop coming to the lodge, and they stop being Elks.

Most people (no matter how outgoing they might seem) are reserved in strange new situations. They aren't ready to jump into the unknown. New members need a little handholding, maybe even prodding. Simply showing a movie and standing in front of a group of them, telling them what you think they need to know about the Elks organization and your lodge, is not enough. In most cases they're going to walk away underwhelmed and unfulfilled. They need to be asked to do something specific. Even if you just ask them to complete a form with their contact information and check a few boxes of activities that might interest them, you'll have a better chance to get them involved, and keep more of them as members. Of course, someone needs to follow up with them.

Once these new members volunteer once or twice, they'll get to know other members, and maybe even bond with some of them. This, in turn, will pique their interest in volunteering more, in attending more events with their new friends and possibly even bringing their own friends to share the experience. This is the first step to getting more event Chairmen, which in turn leads to a larger possible Officer pool to choose from.

Since the end of the Covid era restrictions, our lodge memberships have exploded. We cannot assume this trend will continue forever. We must take this wonderful opportunity of growth and use it to get more people involved in our lodges and our Officer Corps. Do us all a favor and "take the next step". Encourage new members during your Orientation to get involved. Don't let anyone walk away without agreeing to volunteer for at least one thing. This will strengthen your lodge and strengthen Elkdom.

MEMBERSHIP RETENTION

The Membership Retention Program of every Elks Lodge should be a high priority. We must constantly strive to present an effective indoctrination program, impressive initiatory ritual, good Lodge Activities and cordial Officers, 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 is about 5% of the membership. 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 way to address this effectively is through a lodge Membership Chairman backed by an active and engaged Membership Committee that makes sure to personally contact members who are at risk of having their membership lapse.

One exercise we often do in a gathering of the Elks is to ask people to raise their hands if they're on the Membership Committee. You should all raise your hands because PERSONAL INVOLVEMENT BY THE ENTIRE MEMBERSHIP is key to remedy problems before they develop. Immediately contact members who have failed to pay their dues. Speak to their sponsors, and encourage them to take action to keep those members in the fold.

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****

Service to those who have given us so much should be the burning ambition of every Elk. We've all heard the words, "As long as there are Veterans the Benevolent and Protective Order of Elks will never forget them". Yet, what do those words mean? Is it enough to recognize them on their holiday(s) or the whole month of November? Is it enough that we visit them in VA hospitals and serve them at Stand-Downs? Is it enough to send them on honor flights, make them quilts, help provide them housing? While these are all wonderful ways of showing our appreciation for their selfless service, there is more that we can do.

Many of the young men and women who entered military service to protect our country and our way of life, and to defend countries and people who can't defend themselves, left the service changed forever. Some suffered serious physical injuries that will affect them for the rest of their lives. Others suffered serious emotional trauma, and have horrific nightmares that haunt them their entire lives. And some suffered so much, and have such terrible memories, that they see no way out other than to end it all. Those who never served can't possibly imagine what these brave Americans saw, heard and experienced

Others who served may not show some of these signs, or been fortunate to not have such difficult experiences, and are able to continue to serve us in the public sector. But they too were changed by their experiences in one way or another. Many who served could not have imagined the ways they would be affected, when they signed up. But we all have to remember that they did it willingly, and for the benefit of all of us.

Our Elk creed should mean that we think of ways to serve our Veterans every day, because they live with the effects of their service commitment every day. The Elks is a great organization that does a great deal for our Veterans, and we should keep doing all that we do. And while we serve current Veterans, we should also consider what we can do for our current military personnel – the Veterans of the future. Think about providing care packages, Welcome Home Kits, Holiday cards, letters, even wearing RED every Friday, to show how we remember everyone who is, and was deployed.

NEW LODGES

The CHEA New Lodge Chairman will work with District Leaders, District Deputies and Association Vice Presidents to determine sites for potential new Lodges. Once a site has been found, 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 if it proves to be viable.

We constantly strive in the California-Hawaii Elks Association to start new lodges. The member chosen to investigate and try to organize a new lodge should live nearby, and be willing to practically "live" with the new lodge to successfully organize it. 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. District Leaders, District Deputies

and Vice Presidents should periodically review any likely locations for new lodges to be sure that no opportunity is overlooked.

We have striven 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 all have 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 are more successful. P.E.R.s provide valuable assistance to new lodge officers in helping them understand how to perform their duties. P.E.R.s should not dictate policy or make rules; rather they should recommend and encourage the lodge officers in the proper way to do things, helping them to become better, and more effective officers.

Elkdom needs these P.E.R.s’ Get them on board and 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 Chairman 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. 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 a very long time the Benevolent and Protective Order of Elks grew quickly, even though it was a fairly well-kept secret. The lucky people, who were in the know, had to search for someone to sponsor them into the Order. Some would say it was even prestigious to be asked to join.

Well, those days have changed. While the Order still has a great reputation, it may not be as highly sought out as in its heyday. Due to double income family structures, more entertainment competition and far more children’s extra curricular activities, fewer people recognize the Elks like they used to, or feel they have the time to get involved. Those of us who know and love our Elks Lodges, need to work to overcome these realities of life. With more members and more volunteers, our programs can be so much more effective in our communities. Telling outsiders who we are and what we do, will bring them into our lodges to see what we’re all about, and get them to want to help.

It's therefore critical to have strong a Public Relations Chairman. That person and their committee, can publish all of our accomplishments, upcoming events, charity opportunities and grants availabilities everywhere possible in our communities. We can all broadcast this wherever we go. You never know what might catch someone’s attention, or pique their interest, so publish everything. Continually send this information to local and national news organizations, post it on all social media sites (personal, work, lodge and district), websites and blogs. Make videos for your YouTube channel, post pictures and articles about upcoming events and discuss recent successes in your lodge newsletter.

Remember to ALWAYS keep it positive about what we do.

RITUALS OF OUR ORDER

The Rituals of our Order date 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 Initiation 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 personal 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.

****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.

****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 Program. 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.

PRESIDENT'S PROGRAM SUMMARY

The activities described in the preceding pages are the foundation for the California-Hawaii Elks Association Programs for this year. Every program will be headed by a CHEA Committee Chairman who will see that their program's fullest potential is reached in all Lodges. The previous pages contain more detailed descriptions of the programs, prepared by each program Chairman. You should intimately familiarize yourself with each individual program.

The programs are designed to meet the special interests and needs of our Lodges and their members. This Program supplies only general direction. The extra effort provided by each committee is critical to their success. This will require the dedication and effort of many to fully implement the entire program to bring continued success to our great Association. Your role as leaders of the California-Hawaii Elks Association is to motivate our lodges and members to make the programs successful.

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 act to build our lives, families and communities.

Actions Build Community