2011 Anaheim
Grand Chancellor's Keynote address

Barbara McPherson

Good morning Co-workers! Welcome to the 99th Annual International Conference of the Women of the Moose and Anaheim, California, home to the Wonderful World of Disney!

How many of you remember that great television show that premiered in December 1954? In our house, this was “family TV” night and we waited all day for the show to come on.

The creator of Disney, Walt Disney, was born nearly 100 years ago in Chicago, Illinois on December 5, 1901. He founded the animation and entertainment empire that still bears his name. During Disney's life his studios won 48 Academy Awards. In 1955 Walt opened Disneyland, in Anaheim, California; it was an immediate hit and became the public flagship of the Disney empire.

Many of us longed for the day our parents would take us on a vacation to Disneyland! So here we are and I hope you have the chance to visit Disneyland during your visit in Anaheim.

Walt Disney is considered to be one of the most significant creative forces of the twentieth century. He was truly an innovative pioneer and entrepreneur whose revolutionary philosophies, strategies and ideals continue to drive the success of the company he started over 85 years ago as well as other leading Fortune 500 Companies through Disney Institutes.

Several years ago, many of you heard me address the subject of customer service and the amazing concept created by the Disney folks. It is just as true today as it was then. And while you might think that Customer Service does not apply to our Chapters, it certainly does, only our customers are our members. From what I’m hearing, several of our Lodges could use a refresher course in Customer Satisfaction. Everyone needs to focus on providing what our members really want, even people who never come in direct contact with them.
Last night, you heard some great numbers coming from “The Time is Now” membership campaign. I will share the results with you and how we got to those amazing numbers but I need to share lots of things this morning.

Upon our return from Nashville, several staff members from Moose International as well as students and staff from Mooseheart attended the Special Olympics National Games in Lincoln, Nebraska. WOW! It was just like attending the International Olympics with Opening Ceremonies and all. Part of the many dollars your Chapters have donated to Special Olympics went to support this cause and in particular, the Softball Competition. You would have been proud to see the “Sponsored by Moose International” banners flying everywhere and the difference you made in the life of these athletes is amazing.

While Mother Nature turned up the heat, the athletes didn’t care. They were there to compete and played with all their heart

Our Women of the Moose Office is, as I’m sure you know, very busy. This past year, we had the opportunity to have a Mooseheart student, who was participating in the Co-op program on Campus, work for us from September through Graduation. Aaron Palmer was truly an asset to our office as well as an inspiration to us all. You will be hearing from Aaron, the 2011 Class Valedictorian during this Conference.

All of those entrusted to our care are very special and important to us. Because our office is on the Mooseheart Campus, we have the opportunity to interact with the kids and staff quite often.

For many, many years, the Women of the Moose have held a special event every spring for our High School seniors and the top three students in the freshman, sophomore and junior class. Typically, the event has been dinner at a very nice restaurant and a play in downtown Chicago.

This year, Director of Operations Judy Sisson and her Assistant Lu Ann Stefek planned an interactive scavenger hunt on campus. This scavenger hunt was different than typical as the scavenger hunt included tasks – take note co-workers this could be a great Chapter fundraiser!

The kids were divided into teams. Each team had a chaperone/photographer and during each task, the photographer was asked to take photos of the fun as well as the completed project. The tasks included such things as balance an egg on your nose – apply eye shadow, lipstick and blush and pose for a glamour shot – the boys really liked that one, stand in a canoe and fish and lots more.

Here’s the results.

When the scavenger hunt was over, everyone headed to Luigi’s for a pizza party, laser tag and arcade games. The interaction with the students was priceless and great fun. Thanks Judy for an awesome event.
Last night, you heard Darryl Hammond, the CEO and co-founder of Kaboom, talk about the importance of play and making a difference in the life of a child. In our case, each and every member helps to make a difference in the life of not only a child, but to a senior member of our order as well.

Our Chapters have gone above and beyond this past year with donations to Moose Charities to help ensure the future of our children and our seniors. I believe Supreme Governor G. W. McCullough has said it best

Alzheimer’s and dementia is currently the 7th leading cause if death in the United States. One in eight people age 65 and over will have some form of dementia and as the baby boomers age, the need for dementia care is more important than ever.

The Women of the Moose have again and again fulfilled the need for the funds necessary for both of our campuses from home renovations to medical facilities including the Life Care Center. We have indeed left our mark in this fraternity.

This project, funded by the Women of the Moose will fulfill the need for Alzheimer’s and dementia care on the Moosehaven Campus for many years to come. The progress we have made on the Katherine Smith Project has taken the Executive Director of Moosehaven John Capes by complete surprise.

March 12, 2011, marked the culmination of a dream for our Moosehaven campus when we broke ground for the Katherine Smith Center during the Moosehaven Board meeting. It was a very proud day in Women of the Moose history.

Co-workers, please give yourselves a big hand for the outstanding job you have done to raise the funds necessary. Total donations for Katherine Smith this past year were $542,452. We simply need an additional $85,457.35 to complete our $1.9 million dollar commitment.

Chapters have donated more money to our projects this year than last, even in this down economy, because they care. For Mooseheart and the Scholarship and Maintenance fund – your generosity raised $903,749.

Additional projects on the Moosehaven Campus have also benefited by your efforts. Donations for Moosehaven totaled $265,702.41.

Thank you co-workers for making sure we have the funds necessary for the projects we have pledged ourselves to this past year. As you may have noticed, the projects for this year are the same. This was at the request of Executive Directors Scott Hart and John Capes. They know where their budget shortfalls are and we fill the void. Thank you again!

We have a few Chapters that have again, gone above and beyond with their contributions to Mooseheart and Moosehaven. I would be remiss if I did not recognize the Co-workers
of one of our top five Shining Star Chapters, Cape Coral, FL Chapter #815 with total donations of $10,850.43.

Next is a Chapter that has been on our top donor list before. Let’s give it up for Fredericksburg, VA Chapter #1592. Their donations totaled $11,137.62.

Jackson, MI Chapter #389 where are you? Jackson Chapter has donated $12,197.23. Another of our Top five Shining Star Chapters is next. Yuma, AZ #1503 where are you?

The Co-workers of Yuma have also been on this list before and have donated $13,480. this past year.

How about East Sussex, DE Chapter #2204? Thank you for your hard earned donations of $14,783.

And where’s Venice, FL Chapter #758? They are also one of the Top five Chapters for the Shining Star Award. They contributed $17,915 this past year.

Albany, GA Chapter #1462 here are you? Thank you for your donations of $21,049. to ensure the future of Mooseheart and Moosehaven.

Tallahassee, FL Chapter #1103 deserves your thanks for their donations of $22,591. This next Chapter should come as no surprise as they have been on the list for the previous two years – with just female residents, let’s give it up for the Co-workers of Opportunity Chapter from Moosehaven. They have donated $26,601.88 to help care for themselves and our children at Mooseheart.

And rounding out our Top 10 list of donors, which coincidentally are all the Chapters who have donated over $10,000, and is another repeat top donor - Anchorage, AK Chapter #139 who has done an amazing job with total donations to Moose Charities of $30,282.60.

While all donations to Moose Charities are important and we appreciate the efforts of each and every Chapter, these 10 Chapters have donated a total of $180,887.76.

Co-workers, regardless of the amount of your donations, you have all been instrumental in assisting our kids and our seniors. Please give yourselves a huge round of applause for all of your donations to our cause.

Sunday afternoon, the Women of the Moose will have an opportunity participate in the “March of checks” for Moose Charities. If you have a donation to give to Mooseheart or Moosehaven during this Conference, please visit the Moose Charities booth prior to noon on Sunday. If your donation is over $500, you will be invited on stage during the March of checks.

To aid our chapters in raising funds, the Grand Council of the Women of the Moose has agreed that Chapters may now conduct demonstration parties such as Tupperware,
Christmas Around the World or Pampered Chef providing the representative donates 100% of the net profits from the show to the Chapter.

“Triple Play – A Conference for Those Who Care” was held this past November in Reno, Nevada. One hundred eighty nine co-workers attended the three day one-on-one Conference with the Director General. This was their opportunity to make suggestions for change to the Women of the Moose program or ask questions.

I believe our co-workers saw a different side of Mr. Airey and had a great experience. I think Mr. Airey may have learned some things as well.

The Grand Council of the Women of the Moose is currently looking into some of the suggestions that were made to see if they are feasible for our program. For those of you who were in attendance, please have patience with us while we work through the issues.

Last fall, for the first time ever, the Women of the Moose introduced short-term membership campaigns, specifically designed for our Chapters, to be sold through Moose Catalog Sales. Our first, released in October is “Get On The Bus”. The Chapters who purchased this short-term campaign saw an increase in their membership production and I’m sure a few co-workers learned to take the positive road to success.

The campaign is just $60.00 and includes a broadside poster, campaign instructions and includes three hardbound copies of “The Energy Bus”, signed by the Grand Chancellor.

While I’m on the subject of the Energy Bus, our message is spreading across this fraternity like wildfire. Chapters, Lodges and Regional Managers alike are talking about the positive energy of their respective unit and taking this message to new heights. During the Tennessee Midyear Conference, the Association’s Friday Fun Night included a Pinewood Derby Race, complete with “Barb’s Bus” and Bus Races.

Now, these aren’t your ordinary Bus Races but busses designed by teams and decorated appropriately. Occasionally, there were little mishaps, but everyone had a lot of fun and laughter. We were all winners with this fun entertainment.

In December, we released “Recipe for Retention”. Once again, this was a successful incentive for members to secure applications for Reinstatement. This yummy campaign includes 10 custom designed Women of the Moose oven mitts, a “Cooking for the Heart” cookbook, poster and of course, instructions. All for the cost of $60.00.

Throughout the year, the entire staff at Moose International was intent to increase the membership of the Women of the Moose, the Loyal Order of Moose and the Moose Legion. What would it take, what could we do, what would you do if you were the Grand Chancellor?

In January, we announced Win the Grand chancellor’s Cash. A campaign that would begin immediately and last through the end of the Chapter year. I was on a mission to
increase the membership of the Women of the Moose to 500,000 members. Could plain old money be the solution? Would co-workers sign up new members to win cash? We had to try

On Monday, January 24, I called the entire Women of the Moose staff, all 5 of them, to my office so they could “make some noise” when we called our first two winners of $500.00 each. We did this each and every Monday for the next 14 weeks.

The telephone calls went something like this –
Good morning. Is this Kristin?
(DENIELLE )Yes.

Kristin, this is Barbara McPherson, Grand Chancellor for the Women of the Moose.
(DENIELLE ) okay?
How are you today?
(DENIELLE ) Fine?

I see by your membership record that you have sponsored your first member into the Women of the Moose.
(DENIELLE ) yes, I did.

Are you aware of a membership campaign called Win the Grand Chancellor’s Cash?
(DENIELLE )No.

During this membership campaign, we’re giving away $500.00 to two co-workers each week and your name was drawn this week.
(DENIELLE ) ok.

Then the staff would make some noise and I would verify the address so we could mail the check.

Sometimes they would say AAAHHH, sometimes whoo hoo, really? Or you’re kidding. One co-worker even called our office a couple of days later to see if it was true! We even had one co-worker tell us that she was going to donate it to Moose Charities.

But then, there were a couple of special calls. One in particular was to one of our senior members. When I asked how she was today, she said, oh, not so good. I said, well, let’s see if we can fix that. And I think we did. You could hear her voice lift after she knew she had won some additional much needed cash.

The one I really remember was the very last co-worker we called. At the time we called her and for her time zone, I figured she might be at work. She had a work number listed so we called. When I asked if the co-worker was there, the person on the other end of the line said that she had never heard of her. I apologized and thanked her for her time.

Then I called the co-workers home telephone number. She answered and I went through the same routine only she had sponsored 2 so she also received a free years dues. When I
told her that she had won $500. she said OMG and started to cry. She went on to explain
that she had lost her job and that she was about to lose her apartment and that we didn’t
know what this meant to her. Well, you might know, all of us were in tears as well. It
was nice to know that we had helped brighten someone’s day with just one phone call.

If you remember, the Grand Chancellor’s Cash membership campaign also included
awards of $1,000 to the five Chapters with the largest percentage of increase in
membership. Their reactions were very similar – mostly – OMG and are you kidding?
That’s unbelievable and I’ve got Goosebumps!

Fenton, Michigan is one such Chapter. I have to give you a little background on Fenton
Chapter because Fenton Chapter was struggling and closed in April of 2007. Just after
the Chapter was closed, the newly appointed Administrator contacted our office and
asked if there was any way that we could stop the closing of this Chapter. He had just
been elected and his mission was to turn the Lodge and Chapter around and make them
both successful.

The Loyal Order of Moose was signing up lots of new people and they had wives.
Unfortunately, they were already closed and based on past experience, we could not
recommend the institution of a new Chapter. Then upon recommendation of Regional
Manager Dave Coffey, Fenton Chapter was re-instituted in February of 2008.

When I contacted Senior Regent Mona Donaldson, I asked her what led to the success of
the Chapter. She said perseverance, persistence, consistency, collaboration and
cooperation between the men and the women. Of course with different personalities they
have had their ups and downs but they always came back to common ground. They have
more people coming to meetings and more people having fun because of positive
attitudes.

Next is Plymouth, Massachusetts Senior Regent Irene Thomas attributes their success to
their new building and their network of resources. They tapped into everything,
hospitals, schools, soccer teams and asking people if they had heard of the Moose. If
they replied no, the response was let me tell you. People were asking questions – lots of
them.

They went out into the community. They had a diaper drive, they put Community
Service pictures in the paper, even held an Open House and exposed themselves to the
community.

In this photo, the members of the Plymouth Women of the Moose Chapter and their
friends participated in a walk-a-thon along the Cape Cod Canal on June 11 to raise
donations for the Joslin Diabetes Center of Boston.

Senior Regent Mary Junk of Connellsville, Pennsylvania Chapter (SLIDE) thought I was
kidding when I called her. She said they all work together and they work great with the
men. Some women weren’t coming around but when they found out how well everyone was working together, they now want to be a part of it.

Newburyport, Massachusetts has a new Moose home as well according to co-worker Carol George. Their Lodge was without a home for 7 years and tried to hold it together. Now, they have new members coming in and the men and women have gotten over their problems.

Senior Regent Fay Mathey of Colstrip, Montana Chapter tells me the Colstrip Lodge bought the local bowling alley that had been closed for years and began remodeling. Everyone in their town of roughly 2800 was glad to have it open and was curious to see what was inside. The men hired a local resident who had gone to Chef School but was currently without a job to operate the kitchen. An Open House was held and the townspeople were hooked. Now remember, you can only visit the Moose Home twice and the third visit must be for orientation or enrollment.

To quote Montana Moose Association Vice President Jeff Gutowski, “I looked at the membership reports and I see a new attitude in Colstrip! Yes, things are different there, and yes they have a new building. But Colstrip has embraced change, thus giving them a new attitude! We can learn from Colstrip and make our own changes and adjust our attitude to meet the challenges ahead of us. Will it be easy? Could be, it is up to you.”

Last fall, Regional Manager Greg Hanson requested dispensation to appoint Past Regents to lead the Chapter and get them back on their feet as they were struggling desperately. Dispensation was granted.

Beginning this year, Colstrip Chapter has a full Board of Officers and most of their Chairman’s chairs filled. The 2010 Chapter year started with just 33 members and ended with 276 for a 736% increase in membership. Congratulations Colstrip on your new attitudes.

Let’s give all of these success stories a big hand.

Last year, we had just 3 of 44 State / Provincial Associations that showed an increase in membership. This year, due to your terrific efforts, we have 22 – half. Regardless of the reason you sponsored new members into the Women of the Moose, I am pleased to report to you once again that we have broken yet another record for new and former member applications reported with 73,851 applications reported during the 2010-2011 Chapter year.

While you heard Pennsylvania was number one last night, let me share the rest of the results with you.

In 10th Place with an increase of 214, New Jersey
In 9th Place with an increase of 236, Montana
In 8th Place with an increase of 242, South Carolina
In 7th Place with an increase of 410, California/Nevada
In 6th Place with an increase of 533, Massachusetts
In 5th Place with an increase of 568, Virginia
In 4th Place with an increase of 584, Arizona/New Mexico
In 3rd Place, a state that has literally come from the bottom with an increase of 1106, Ohio
In second Place with an increase of 1462, Florida
And in First Place with an increase of 2051, Pennsylvania

When the final applications were enrolled and the last dues payments posted, we are excited and proud to announce that the Women of the Moose ended the 2010-2011 Chapter year with an increase in membership of 5,794.

This year’s increase in membership is one of the largest in the last twenty years but we can’t stop now. I am still on a mission to increase our membership to 500,000.

As a thank you to all of you for your hard efforts this past year, I am once again giving away one of my favorite things – a custom toiletry bag courtesy of the Women of the Moose. Please be sure to pick yours up on the way out of the room.

It has been my privilege and an honor to share the results of your amazing efforts this past year. Co-workers, there’s a reason why we do what we do – children and senior members who depend on us for their very existence. If we could get all of our co-workers to focus their energy in a positive direction instead of on their own personal agendas, we could be more amazing than we are and do so very much for so many. My bus is still headed down the positive road to success and I hope you’re on board with me for another successful year!

Thank you!