



**International Moose Convention
Tampa, Florida
June 30, 2012
Report of the Grand Chancellor
Barbara J. McPherson**

Good morning Co-workers! Welcome to Tampa, Florida and the 100th Annual International Conference of the Women of the Moose. It's great to be here and I am excited to share a lot of good information with you.

WOW! 100 Conferences! What do you suppose the first Annual International Conference would have been like? Well, let me assure you there probably weren't any cute camera guys or cameras for that matter. Big screens? I don't think so. I am certain there weren't any Power Points and I am not entirely sure about microphones, as they weren't even invented until the late 1870's! I'll bet it was boring compared to our Conferences of today.

And what do you suppose they talked about? Mooseheart was barely dedicated and still a mere vision of James J. Davis so there weren't any addresses about our kids and what we have done for them or their accomplishments. Nor comments even about our Chapters – there were only 170 or so that had just formed.

And what about Moosehaven? Forget that. Moosehaven wasn't founded until 1922. So what do you think they did at that first Conference? The women were anxiously and steadily organizing but for what? I believe their intentions were very real and true to the purpose of what we now know as the Women of the Moose.

As Loyal Order Lodges all over the country were awakening to the fact that the Woman's Loyal Moose Circle was here to stay, the first Convention was held in Music Hall, Cincinnati, Ohio, July 30, 1913. It was reported there were three good, long sessions held and many things were accomplished.

The most important matter of business was the signing of the articles of incorporation by all of the delegates present, which made us a fraternal order upon our own resources. The Constitution was read and adopted and, addresses were given by Director General James J. Davis and Supreme Organizer Ernest M. Oswalt. They were selected to name the officers for the first year.

They also voted on a per capita tax of 50 cents per year as a contribution toward Mooseheart and another tax of the same amount to defray the advancement of the interests of the Woman's Loyal Moose Circle. Please remember that the average wage in 1913 was twenty-two cents per hour

One Convention delegate wrote "I have always maintained that the possibilities of the Woman's Loyal Moose Circle for good and noble things were great, but since attending this, our first convention, I realize how small my ideas of what a great work, we as women of the Woman's Loyal Moose Circle have before us. Judging from the ability shown and the sincere, capable manner of conducting the business at this convention, I am confident that we, as women banded together for a good cause, will grasp every opportunity to broaden and better our lives, and the higher our aims are along these lines the greater will be our ability and desire to be of real use to others."

The first General Laws book we have available in our office was written in 1916 and was called General Laws for the Government of the Mooseheart Legion of the World, Women of Mooseheart Legion, Mooseheart Legion of the World Loyal Order of Moose. The book wasn't much larger than a deck of cards and was a mere 59 pages. Life was so much simpler then. For reference, our current edition of the General Laws is 106 pages.

Please make sure you attend the Monday morning General Session to hear new changes to our current General Laws.

The first edition of the "Woman's Call" magazine came off the press in June of 1913. A 32 page magazine with all columns devoted to the Woman's Loyal Moose Circle.

I have to tell you a little story, if I may, I had asked my Secretary Sandy to go to our "archive room" – actually, it's a big closet downstairs, to find the first General Laws book we had. When she returned, she said "you won't believe this – look what I found".

It was a book titled "Women of the Moose Do Not Look That Way Just By Accident" prepared by Kay Cancie, then Girls P. E. Director at Mooseheart in 1941. It was about an International Posture Contest sponsored by Grand Ritualist Bessie Lovitt. What? A posture contest? Perhaps the posture contest went with this –

Workout video

Maybe that's what they did during the 1st International Convention?

Anyway, you can see what fun we had digging through history for our 100th International Conference. My thanks go out to Bob Zaininger, Mooseheart Museum curator for his help and knowledge. That man is a walking history book. If you get the chance to visit Mooseheart, please take time to stroll through the museum with Bob.

This first Convention attendee said "I have always maintained that the possibilities of the Woman's Loyal Moose Circle for good and noble things were great" and great we

are. We continue to provide for our children, our seniors and our communities and we do it very well.

In just two short years, we were able to completely fund the construction of the Katherine Smith Center for Special Needs - we the Women of the Moose. While government bureaucracy delayed the construction for over a year, construction has begun and is moving along at a rapid pace. Construction is expected to be completed in November or December of this year.

Thank you co-workers for your commitment to make sure this dream became a reality.

Many of you may have noticed that we have committed to a new project on the Moosehaven Campus this year, the Fishing Pier Renewal Project.

In 1962, the Women of the Moose funded the cost of construction of the 1,937 foot seawall to deter further erosion of the waterfront and a new 400 ft. pier with aluminum safety rails on the beautiful Saint Johns River at Moosehaven.

Since the original construction, two projects have been completed by the Women of the Moose to repair the seawall and pier. The most recent in 2004, followed a season of horrific hurricanes.

The pier currently has extensive deterioration from marine bore as well as spalled and broken concrete. Numerous expansion cracks also exist as a result of thermal expansion and contraction of the concrete.

The Women of the Moose are committed to this project to minimize compromising the structural integrity of this 50-year-old structure.

Our commitment to this one-year project is \$75,000.00.

One surprise project we took on this past year is our gift to Mooseheart Child City and School for their 100th Birthday a new sign at the corner of Mooseheart and Randall Road. This is no ordinary sign but a 30 foot long by 30 foot high sign that takes up the entire corner.

Last year, we were made aware of some funds that had been collected several years ago but had not been designated. I considered we could use these for a "rainy day". Well, when the Mooseheart Centennial Committee was discussing projects as gifts for the Mooseheart Campus birthday, the mention of an electronic sign came up.

After discussing this with the Grand Council, we decided this would be the "perfect" project for the Women of the Moose. Construction began this spring and the sign went live on June 19.

I recently sent an email to Executive Director Scott Hart, thanking him for the night photos of the sign. He responded "*You have it mixed up.....I should be thanking you! I appreciate you for speaking up right away at the opportunity to fund the sign as a gift for Mooseheart's Centennial. It is going to be a tremendous communication tool for many years to come.*" Thank you co-workers for making this gift possible.

Last night, those of you in attendance at the Joint Grand Opening of this Convention and Conference heard Scott Hart talk about the need to renovate the Mooseheart School during his address. Many, many fund raising projects will be conducted over the course of the next two years to complete this necessary project.

The Women of the Moose have jumped on board with two new fund raising projects starting with this Conference. The first is a custom designed commemorative Centennial scarf. Some of you have already seen it and some may have already purchased it. For those of you who have not, the scarf will be available at the close of this session outside this hall. They will be sold for \$10.00 each, cash only. If you want to purchase them with a credit card please plan to visit the gift store.

The Women of the Moose have also partnered with the American Traditions Basket Company of Canal Fulton, Ohio to create a series of commemorative collectors baskets. Some of you may have already visited with CEO Dan Houser in the Women of the Moose booth.

Orders may be placed with Dan or you can order by visiting the Moose International website and selecting the Catalog Sales Online store. The Order Form and brochure will also be posted in the Women of the Moose portal. Please promote the sale of these two items as well as all Mooseheart Centennial items that are available.

Good and noble things continue to amaze me. The small but mighty Sydney, New York Chapter has done an awful lot to assist their lodge and ultimately, their community.

Video – Finding the Rainbow

This first Convention attendee also said "the greater will be our ability and desire to be of real use to others." Let me share an email with you that symbolizes what we Moose are really all about.

Mr. Airey, my name is Carol Bayne, Sr. Regent of the Charlotte Moose Family Center, Charlotte, NC - I have a wonderful and loving story to tell about my family members at the Charlotte Moose Lodge, South Bend, IN Moose Lodge and Michigan City, IN Family Center.

In November my son was on a business training session in Portage, Indiana - I received a call that he had been hospitalized and possible surgery was in the works. He was

alone there and I had no financial means to get to him. I have been unemployed for a year. Jeepy and Sue McCullough called me and said we have flyers points that will get you there. They arranged the flight and even took me to the airport. Then Sue worked hard calling other Moose Lodges in the area, to arrange for someone to pick me up at 11:00 pm and drive me to Portage Hospital.

She contacted Bob and Sally Elston, from South Bend, IN-who met me at the airport and drove me to the hospital. Talk about angels. Then my Charlotte Moose family members took up a donation for me and had it deposited into my bank account for expenses that may occur during my trip. Yes my son and I made it safely back to Charlotte and he is doing better so far with no surgery. But the story does not end there -While my son was in Indiana he had pawned something very valuable because he ran short on cash - So I contacted Jim Pizarek in Michigan City, IN and ask him if I sent money to get the item out of the pawn shop could he handle it for me. He graciously offered to help - had to wait till the snowstorm went away but still willing to help.

You know when I joined the Moose Organization three years ago - I had no idea what it was really all about - But I have a new family and I love each and everyone of them. No matter if in your hometown or far away - they are still family. I hope someday I have the opportunity to travel to South Bend and Michigan City, IN and visit with my other family members that were there when I needed them.

I love every moment of being apart of the Moose organization. I am proud to be able to work and support Moose Charities and Moosehaven through our WOTM in Charlotte.

When I ask God for help during this troubled time - he sent Moose angels to hold me up.

I love each and everyone of you.

Sincerely,

Carol Bayne, Sr. Regent, Charlotte North Carolina WOTM Chapter #1411

One other comment I would like to add from that first Convention attendee is "I was deeply moved, thankful and proud that it is my privilege to be so closely associated with a body of women with such praiseworthy aspirations as the Woman's Loyal Moose Circle are striving for, and this is only one line of our future work. There are many others which we should take up as early as possible."

Let me highlight a few accomplishments if I may.

Where are the co-workers of Princeton, West Virginia Chapter? This group of dedicated co-workers is helping to ensure their community knows about the Women of the Moose by donating a total of 33,150 hours to Community Service during the 2011-2012 Chapter year. They are number one in Community Service Volunteer Hours. Thank you Princeton.

How about the co-workers of Marion, North Carolina Chapter? They drove 30,393 miles to help their community and its residents. They get top billing for Community Service miles driven. Our sincerest thanks to the co-workers of Marion Chapter.

Then, we have the co-workers of Murfreesboro, Tennessee Chapter who lead our Chapters in combined hours, miles and donations totaling \$38,432. We salute and thank the co-workers of Murfreesboro.

Next, let's find Ashtabula, Ohio Chapter who had the largest percentage of increase in membership of 152%. They started the year with just 65 members and ended on April 30, 2012 with 164 members. Congratulations Ashtabula Chapter.

Our next Chapter leads in total donations to Moose Charities. Venice, Florida where are you? This Chapter of 1,581 members donated \$37,864.89 to ensure the future of Mooseheart and Moosehaven. Thank you Venice co-workers for helping to make a difference in the lives of others.

This next Chapter went above and beyond to show an increase in their active membership and outdid the second place Chapter in actual gain in membership by 378 members. Let's give it up for Anna Maria Island, Florida for their outstanding increase in membership of 621. Thank you ~ thank you Anna Maria Island.

While we're on the subject of membership, this past December, the International Office of the Women of the Moose completed a mailing to 63,631 expired and 56,973 dropped members reminding them of their status and instruction on how to pay their dues, as well as an opportunity to transfer to Allheart Chapter if they are upset with their current Chapter or perhaps even the Lodge. 33,724 members received their information via email and 86,880 letters were sent via regular mail. An application was included with both. Would you believe we were accused of attempting to steal members?

Co-workers, our job is to increase the membership of the Women of the Moose and the number one complaint we receive from those who have not renewed is – no one cared. They were treated badly or poorly, they were not made to feel welcome, and the list goes on. We have talked before about treating others, as you would like to be treated and also about the power of the spoken word.

Video clip the power of words

We have a volunteer staff of 44 Chapter Analyst Coordinators throughout the United States and Canada. This past January, we met in Las Vegas, Nevada to discuss the issues going on in our Chapters and to help them understand their responsibilities. It was a great two days of intense work but the Women of the Moose is much better for it.

Not long after our return one of our Chapter Analyst Coordinators wrote to me after a long couple of weeks traveling for our Chapters. She wrote "*The majority of Chapter problems point back to a lack of knowledge about the General Laws and our mission statement. Too many of our Fraternalists have stopped coming to meetings and the Chapters are left with no one to mentor them. I watched Toy Story 3 with my 4 year old granddaughter today and it struck me that our Lodges and Chapters could take a lesson from Woody, Buzz and Andy. Neither one gave up on the other. Andy outgrew his toys, but he was committed to them because of all the love they had given him. He made sure he entrusted his toys to a new owner who would continue that love. The toys knew they still had love to give and would continue too do so as long as someone cared about them. **How can we get our "seasoned" members to realize they should pass the torch to the next generations, not drop it in their laps so they go up in flames?** At some point the torch is being held by two people and one does not let go until the other has it securely in his or her grip. Andy stayed with Bonnie and together they played with the toys until he was sure they would be in good hands. Our Fraternalists need to pass on their love for the Moose to the next generation, instead of walking away. The Official Visitors may get the chapters back on track, but it is the "seasoned" veterans who keep them there.*"

Toy Story 3 VIDEO

Co-workers, don't be the one to walk away and let your Chapter go up in flames. You didn't really know all of the rules, regulations and procedures when you first joined and our new members don't either. Help them, mentor them and teach them the love you and thousands of others have for our mission of caring for children in need and our senior members, assisting our communities and celebrating life. Thank you Cathy for a great analogy!

This past year, our co-workers have done a great job sponsoring new members and 13 even stole some of the Grand Chancellor's Cash. When we would call to tell them, most were skeptical at best that this was indeed a prank phone call. One co-worker said "Holy Smokaroos" and another was attending her State's Midyear Conference and ran into the meeting and shouted, "I just won \$500 of the Grand Chancellor's Cash. We certainly have created some interest in our co-workers.

Apparently, your membership building efforts of "Creating Some Interest and our mailing did a lot of good. As some of you have seen in our June/ July issue of the Moose Magazine, the Women of the Moose have had an outstanding year. Of our 44

Loyal Order Moose Associations, 33 showed an increase in membership and while I would love to name them all, time simply will not permit. So, as is customary, I will give you the top 10.

In 10th place with + 316 – Georgia
In 9th place with + 331 – Maryland-Delaware-DC
In 8th place with +401 – Michigan
In 7th place with +402 – New York
In 6th place with + 444 – Arizona-New Mexico
In 5th place with +688 – Virginia
In 4th place with +913 – California-Nevada
In 3rd place with +1947 - Ohio
In 2nd place with plus 2709 - Pennsylvania
And in first place with plus 3199 once again Florida

For a total increase in the membership of the Women of the Moose for the 2011-2012 Chapter year of 10,879.

A complete list will be posted on our web page following this Conference.

Co-workers you did an outstanding job of increasing the membership of the Women of the Moose this past year but we can't stop now. You sponsored those new members, now do your part to keep them and encourage them to sponsor their friends, relatives and associates.

I remember a few years ago, the Women of the Moose thought 60,000 new applications within the year was nearly impossible but you have once again gone above and beyond. This year you certainly Created Some Interest in Women of the Moose membership and sponsored over 70,000 applications.

So, what have you heard from this keynote address? You heard a little about our early years. You heard about some outstanding Community Service. You heard that we are indeed a Moose family. You heard about some of our special projects and upcoming projects.

You heard about the outstanding accomplishments of some of our Chapters and our States. You heard the Women of the Moose are alive and well within our fraternity and continue to be *the* leading women's fraternal organization in the world.

Now, I ask you to ask your friends and associates if they have "Heard of Moose?" All over the greater Tampa area you may have seen billboards, bus wraps, bus stops, newspaper ads or heard radio spots bringing attention to the Moose with the simple question "Heard of Moose?"

"Heard of Moose?" is this membership campaign for 2012-2013. Members sponsoring one member will receive this silver lapel pin depicting featuring a Moose avitar in an ipad screen.

Members sponsoring and making sure their two members are reported as enrolled between May 1, 2012 and April 30, 2012 will receive a free year's dues.

Co-workers who sponsor 5 new or former members between May 1 and April 30th will earn membership in the Moose International 5 Club and will receive this custom designed set of collapsible measuring cups on a blue carabineer featuring "Heard of Moose?"

Sponsors of 25 new or former members will become members of the Heart of Distinction and will receive an invitation to attend a special event with the Director General and Grand Chancellor during the 2013 International Conference in Milwaukee, Wisconsin.

Speaking of Milwaukee, Wisconsin, let's plan for another celebration - the 100th Anniversary of the Women of the Moose. Wouldn't it be great to once again celebrate an increase in membership? Now is your chance to make it happen! Start now maintaining your membership numbers. Don't wait until the end of the year and then scramble to make it. Your Membership/Retention Chairman and her committee should be working all year to maintain those members who are in arrears and to provide Chapter membership incentives to encourage membership growth.

Our founders were anxious and excited to form this very organization that we love so much, to assist our children in need and eventually, the senior members of our Order. They thrived during a time when communication was limited and costly, but grew at a great pace and at a much greater cost.

We have an obligation to fulfill their dream and to continue the mission they envisioned. Without each and every one of you, the future of those entrusted to our care would surely be in jeopardy.

Without you video

Thank you co-workers for everything you do to keep our dream alive.