

I really hope you are planning to attend the Tampa convention. The Moose Legion conference taking place will have some very interesting presentations and we think positive changes to share with you. I suggest you attend each topical session as well as the main luncheon with our annual general session on Friday, June 29<sup>th</sup>. These gatherings promise to be very interesting.

A Ritual Banquet and Awards presentation will take place Monday, July 2<sup>nd</sup> and the annual Fun Night sponsored by the Moose Legion has some great entertainment in Lee Greenwood and Louise Mandrel. Early ticket sales have been very brisk. Make your plans to attend all sessions now!

Congratulations to the Loyal Order of Moose and to the Women of the Moose for some positive great finishes to the 2011-2012 fiscal year! Both ended the year with more active members than were started with. What a great accomplishment!

How did they do it? I can assure you that retention of current members was a very major influence. It was really cool to see the e-mails flying and the phone calls taking place & to have members all across the fraternity pulling together to reach a common goal – even though some were not likely to show an increase individually. That did not stop some members from working for the common good of the whole.

As for the Moose Legion, we ended a little short and did not quite get the job done. However, we do thank those loyal Moose Legionnaires who worked diligently to try. Many members were saved that would otherwise have been lost. Those efforts did matter and were appreciated. Some individual areas did show increases and we congratulate them for doing so.

So now what do we do? The proof is out there. The chapters did it again and the Lodge membership did it by working on personal contacts with members. The Moose Legion can do it too. We need to start now – this month.

By being pro-active and reaching out to our members before their membership expires, we have a better chance of retaining them. Let's take the list and contact them while they are still members. Let them know their membership is important. Be sure they are aware of the good their membership supports in the care of children and seniors and in support of our lodges.

Let's be sure our own lodge has an active and functioning Lodge Moose Legion Committee in place. We can each make a difference in seeing to it that meetings are held and functions are scheduled for the Moose Legionnaires and their families locally at our own lodge between the jurisdiction celebrations.

Then let's invite another member or two to attend with us. Get them to come to the lodge and "enjoy" their membership. Guess what? If they do that – they will be much more likely to renew without much follow up. And it even helps by bringing in needed support to the social quarters to help strengthen the lodge operations.

It isn't rocket science. It just takes members caring about members and reaching out in small positive ways to be part of the solution. Together, we can do this.