



MOOSE Leader

Need-to-know information for officers and chairmen of Lodges/Chapters/Moose Legions Vol. 81, No. 6

The Final Dash Has Begun!

By **KURT WIEBE**/Director, Membership

From February 1-April 30, Moose International will be offering cash incentives for sponsors as well as for Lodges/Chapters/Moose Legions as we make our Final Dash to exceed last year's active member totals.

Randomly drawn sponsors can win anywhere from \$100 - \$500 if they find their names on the Moose International website and call within 24 hours to win. Recently, Bob Curley of **Brooklyn, MI Lodge 2651** won \$300 by calling the posted number.

Don't let this opportunity pass by for your members! Please remind them to check the site by promoting this special campaign in your newsletters, flyers, posters and at meetings.

Lodges, Chapters and Moose Legions also have an opportunity to win prizes.

A three-month production goal has been assigned to each fraternal unit, and every Lodge, Chapter or Moose Legion unit that achieves or exceeds its goal will be entered into a drawing to win two free trips to the 2014 Moose International Convention in Las Vegas. Included is registration for the meeting, five night's accommodations, and airfare or comparable ground transportation costs (Total value per prize not to exceed \$2,000 for both travelers).

Please remind all of your Lodge, Chapter and Moose Legion sponsors to check for their names at www.moosintl.org every Tuesday, Wednesday and Thursday during the promotion, and make a concerted effort to work as a unit to surpass last year's active member total. It could be worth two free trips to Vegas! ■

Take Nominations and Elections Seriously

By **BOB NEFF**/Director, Ritual and Higher Degrees

In early 2014, our Moose Legion jurisdictions will be holding Nomination Committee meetings to select their slates of leaders for the coming year just as our Lodges and Chapters are holding their elections. This is a very important task and opportunity for those on the committee.

This very important function comes with great responsibility. The Nominating Committee is charged to identify and nominate the best potential officers for the coming year. Officers need to attend meetings, make progressive plans, visit Lodges in the jurisdiction, attend required training and give of their time and talents to provide fraternal service to members, which in turn will move the jurisdiction forward. They must also take responsibility for the committee associated with each Director's position and "Go the Distance" to fulfill those tasks.

The Nominating Committee has an important task at hand and the future of its Moose Legion lies in the balance of their selections. We need to find viable progressive members to serve. Check the records and assure they have attended training — or will do so prior to May 1. Our future is in your hands.

Moose Legion Directors Must Budget and Plan

So, you want to be a Director and now you will be. What happens next? There are a series of things for new and returning Directors to consider. The jurisdiction's well-being and progress lies largely in your hands for the next year and beyond.

Attend the MLEC training, even if you have gone before, as you may learn something new. The board needs to look at finances and develop a budget for

the fiscal year. It is a fairly simple process and can be done to a great extent by looking over your past history of expenses and by making projections into the future. How can you make proper, informed, decisions without knowing your financial health?

Part of that process involves planning for the future. What events will you host this year and beyond? You know your Moose Legion will have at least four scheduled celebrations to conduct business and confer candidates into membership. These need to be scheduled and host Lodges must be selected. But, what else will you do this year? Like any other fraternal unit, a full schedule of activities is key to the success of your Moose Legion.

What incentives might the jurisdiction consider to motivate members to help attract new members and save existing ones? Will you hold fundraising events to ensure you cover costs for operating and to contribute fully to the annual Moose Legion projects through Moose Charities?

These events often have the appearance of simply being a social event for members to enjoy themselves. That is great, and such programs also help with retention as members who attend functions and enjoy their membership are much more likely to renew each year!

If you desire to move your jurisdiction forward, you can't be just a title holder. Rather, you must be a planner and a team player. Insist on financial reports, arrearage reports, advance planning, proper set-up and conduction of meetings, follow the guidelines of the Code of Rules and General Laws and have a rewarding year of great memories knowing you did your part as you pass the baton to the next board.

Planning now is the key — good luck! ■

Promotion Is Important, But Must Be Used Wisely

By **DARRELL O'BRIEN**/Director, Lodge Operations

Promotion is an important, even necessary, tool in the operation of a successful Lodge and Social Quarters. Many, if not most of our Lodges, offer some level of promotion targeting various aspects of their Social Quarters operations. These might include themed events, gatherings during sporting events or as we seem to see most often, discounted pricing.

We should be mindful not to promote for the sake of promotion, but rather use promotion to assist in attaining a desired result. In the case of the Social Quarters, this will typically be to increase revenue, though on occasion, it may be to reduce inventory in a specific discontinued or overstocked item. This could be a “free” case of guava Schnapps received for ordering 10 cases of premium vodka. Ahh, but that’s another topic altogether.

In our quest for increased revenue, many Lodges believe the surest and quickest route is through the promotion of reduced prices. While reduced pricing generally works well in boosting traffic in the Lodge during the promotion, a typical lack of focus on the results of the promotion can leave Lodges worse off financially than they may have been before.

Promotional price must generate positive income

The first rule to be adhered to at all times is that the promotional process must still be able to generate positive gross income on sales (price-cost.) While this seems painfully obvious, there are Lodges pricing items below cost with the erroneous expectation of selling enough to make a profit. In fact, every additional sale only adds to their losses.

The Social Quarters Manager should have some expectation of the results of a promotion prior to making it known to our members. Since draft beer is a common promotional feature, we’ll use that as an example. We know we sell forty \$2 Moosebeer drafts from 5-6 p.m. $40 \times \$2 = \80 in Moosebeer sales. We decide to promote \$1.50 Moosebeer drafts from 5-6 p.m., a 25% discount. In order to generate the same revenue, we must be able to sell 54 or more, a 35% increase, Moosebeer drafts in that hour ($\$80/\$1.50 = 53.33$).

Is this reasonable based upon our knowledge of our members, and in particular, those who drink, or are likely to try, Moosebeer? If not, this may be a wasted promotion. However, there are times when it is necessary to try uncertain promotional ideas to learn more about how our members respond to different promotional styles, techniques and pricing strategies.

Many people are loyal to a single brand or beverage. Frequently, Lodges utilize their most popular selling brands or beverages in developing promotions.

Do NOT discount popular items that sell themselves

Rule No. 2 is: Do not discount popular items that sell themselves. Let us use the above example and assume Moosebeer is a popular seller.

It costs 65 cents to pour a Moosebeer draft. Our typical 40 sales cost \$26 ($40 \times \$0.65 = \26), netting \$54 of gross income at the \$2 price. Gross income is what is left to pay salaries, taxes, utilities and other expenses after paying the cost of what has been sold.

Even if we sell 54 Moosebeers at the \$1.50 price, we only generate \$45.90 of gross revenue ($\$81 - (54 \times .65)$). This occurs because even though we sold \$81 ($54 \times \$1.50 = \81) worth of Moosebeer, it took 54 servings instead of 40 servings. Our cost per serving did not change, remaining constant at 65 cents per serving.

We would actually need to sell 64 Moosebeers from 5-6 p.m. at \$1.50 each to generate the same \$54 gross income we get without any promotion of Moosebeer. Is it reasonable to expect a 60% increase – 24 additional Moosebeer sales – during that hour? More than likely, it is not.

No drink chips for promotionally-priced items

Lodges utilizing prepaid drink chips frequently expose themselves to further compression of operating margins without realizing that they have done. While we recommend that drink chips are never used, Rule No. 3 is: Never allow the purchase of drink chips on promotionally-priced items. In doing so, the Lodge extends the promotional period to, effectively, any hours the Social Quarters is open.

Over the years, examinations of Lodges’ operations and books have often found drink chips and/or Moose Bucks to be a significant contributor to unprofitable operations. These items are essentially the same as cash, but Lodges account for their usage and protect them from theft and unauthorized reuse much less stringently than they would do for currency.

If it’s always the same price – it’s NOT a promotion

The fourth and final rule to be covered in this article on promotional discounts is, if it’s always that price, at that time, it’s not a promotion. It is, in fact, the regular price! Your members will become accustomed to that pricing and it will become increasingly difficult to re-establish a proper price the longer an item is priced at a discount.

Promotions should not last more than one month and usually should be of even shorter duration. The more frequently promotions change, the more likely you will be to attract different members into the Social Quarters. Every member who walks through our doors is another opportunity to cultivate a frequent customer.

Let’s review the four rules outlined:

- The promotional price must still be able to generate positive gross income.
- Do not discount popular items that sell themselves.
- NEVER allow the purchase of drink chips on promotionally-priced items.
- If it’s always the that price – at that time – it is NOT a promotion.

This list of rules only focuses on discount pricing. There are many more rules that could be added to this list and other lists regarding a variety of marketing and promotions. Following just these four rules of promotional pricing will help our Lodges along a path to increased profits while avoiding the pitfalls of promoting themselves out of business. ■

Wage Garnishment Notices Are Not To Be Taken Lightly

By **CYNTHIA TRAYNOR**/Senior Staff Attorney

Wage garnishments were once seldom seen by employers. With today's more difficult economy, employers are now seeing wage garnishments on a much more regular basis. This includes many Lodges. Wage garnishments are legal documents and require your Lodge's immediate attention when received.

A garnishment is a court order that directs an employer to accurately and promptly disclose information about the wages it pays to an employee who is a judgment debtor and to withhold a certain amount of those wages from the employee and sent it to the creditor instead. A person becomes a judgment debtor by having a judgment for monies owed entered against them in a court of law. The creditor is the party to whom the money is owed.

Since a garnishment is a court order, you must act on it. This is true even if the judgment debtor is not employed by you, or appears not to earn enough money. The failure to comply with a garnishment in a timely and accurate manner could lead to our Lodge being held liable for the judgment entered against your employee.

If the person named in the garnishment is not your employee or you do not believe they make enough in wages to be subject to the garnishment order, you still need to respond to the order. You must make the court aware the person is not your employee or does not make enough money for a garnishment. Once again, failure to respond to the garnishment order may lead to your Lodge being liable for the judgment entered against the person named in the garnish-

ment order – **even if that person is not your employee.**

Further, you cannot take any action against your employee due to a garnishment. You cannot discriminate against an employee because of a garnishment, not can you terminate their employment due to a garnishment. Such action may subject your Lodge to a charge against it by your state, the U.S. Department of Labor and/or your employee. Know your laws and be certain to comply with them.

State laws regarding garnishments are limited by the federal Consumer Credit Protection Act (CCPA). The CCPA protects from excessive or burdensome garnishments. For example, the CCPA prevents a person's entire paycheck from being garnished.

While dealing with a wage garnishment can be daunting for your Lodge, you also should be aware that you can charge a fee for administering the garnishment. These fees are set by state law and vary depending on the type of wage attachment: garnishment, support order or tax levy. However, you may not be able to collect the fee authorized by your state law if doing so exceeds the deduction set by the federal CCPA. You must be aware of the CCPA requirements as well as your state law.

Wage garnishments are serious matters. The only way to protect your Lodge against possible court action is to promptly and completely comply with any garnishment order you receive. ■

Checklist For Properly Completing The Quarterly Heart of the Community Report

By **SHAWN BAILE**/Director, Activities

Getting started

Please make sure that you are using the most current form, which can be found at <http://www.moosintl.org/portal/forms/ComSvc/LOOMHeartOfTheCommunityReportForm.pdf>. During judging for year-end awards, points will be deducted from a Lodge's overall score if an outdated version of the form was submitted.

It is also very important that you remember to enter the correct Lodge name, state or province and Lodge number at the top of the form to make sure that your Lodge receives proper credit for the submitted report.

The community service efforts reported on the quarterly Heart of the Community report form should only be efforts performed by the Lodge or by a Lodge Committee. Assistance provided individual members (ex. – driving neighbors to medical appointments or shopping outlets) or for the benefit of individual members will not be given credit and should not be reported.

There are three ways to submit a quarterly Heart of the Community report:

By mail: Heart of the Community Report
Activities Department
155 S. International Drive
Mooseheart, IL 60539-1172

By fax: 630-966-2248

By email: csreport@moosintl.org

In order for a quarterly Heart of the Community report to be considered for grading, the form must be legible and must have some detailed explanation of the efforts completed. One- or two-word entries or general descriptions (ex. – "Endowment Fund" or "The Lodge supports Special Olympics") are not sufficient. Here are some suggestions.

■ Instead of "Endowment Fund," use "The Lodge remitted \$200.00 for the Endowment Fund to Moose Charities during the quarter.

■ Instead of "The Lodge supports Special Olympics," use "The Lodge donated \$25.00 for Special Olympics to Moose Charities during the quarter." Or you could submit "The Lodge donated bottled water to the local Special Olympics Spring Games."

ORDER FORM

MOOSE LODGE

ENTRYWAY MATS



HORIZONTAL



VERTICAL

Above are reproductions of our fine quality entryway mats that are backed by a **one year** guarantee against wear. The fiber is 100% high density olefin that is soil resistant and will absorb one gallon of water per square yard. The backing is a pliable vinyl that grips even the slickest floor and has a tapered edge to eliminate trip hazards.

These mats are functional, attractive and best of all cost effective.

The Trademark can be applied on a vertical and horizontal mat. Use the term **V** for vertical and **H** for horizontal when ordering.

SPECIAL OFFER

| | H | V | SIZE | | |
|-------|--------------------------|--------------------------|------|--------------------|----------|
| _____ | <input type="checkbox"/> | <input type="checkbox"/> | 3X5' | SINGLE DOOR | \$85.00 |
| _____ | <input type="checkbox"/> | <input type="checkbox"/> | 4X6' | DOUBLE DOOR | \$110.00 |
| _____ | <input type="checkbox"/> | <input type="checkbox"/> | 4X8' | SINGLE DOOR RUNNER | \$140.00 |

MOOSE MAT COLORS

• Gray • Burgundy • Black • Red • Brown • Royal Blue • Green • Hunter Green

MOOSE IMPRINT COLORS

• Black • Brown • Royal Blue • Beige • Gold • Maroon • Red • Gray • Navy Blue

SPECIFY CHOICE

Mat Color _____ Imprint Color _____

Optional Imprint Lodge Name & No. (20 letters maximum \$25.00 per mat) _____

**Maintenance sheets are enclosed with each mat.*

NOTE: Customer will be responsible for proper selection of mat & imprint color.

Allow 4 to 6 weeks delivery. (No Freight Allowed) (Illinois residents add 7% sales tax)

Lodge Name & No. _____

Street No. _____

City _____ State _____ Zip Code _____

Credit Card # _____ Exp. Date _____

Signature _____



Send check or money order - no CODs
CATALOG SALES DEPARTMENT
Mooseheart, Illinois 60338-1171



PACKING & SHIPPING
Will be charged at
ACTUAL SHIPPING COST



PLEASE STATE CATALOG NUMBER WHEN ORDERING
Phone 820-466-8220
Fax 815-879-7025
Website www.mooseintl.com



MOOSE
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In addition, the quarterly report form must be submitted on time in order to be considered for grading. The quarterly deadlines are as follows:

| | |
|-------------------------------------|-------------------------|
| 1st Quarter (May 1-July 31) | Deadline is August 15 |
| 2nd Quarter (August 1-October 31) | Deadline is November 15 |
| 3rd Quarter (November 1-January 31) | Deadline is February 15 |
| 4th Quarter (February 1-April 30) | Deadline is May 15 |

“Submitted on time” means mailed forms are postmarked no later than the deadline dates and faxes or emails are transmitted no later than the deadline dates. Reports that are late will have reported monetary donations, hours worked, miles driven and number of volunteers included in the quarterly totals for the fraternity, but will not be given a grade.

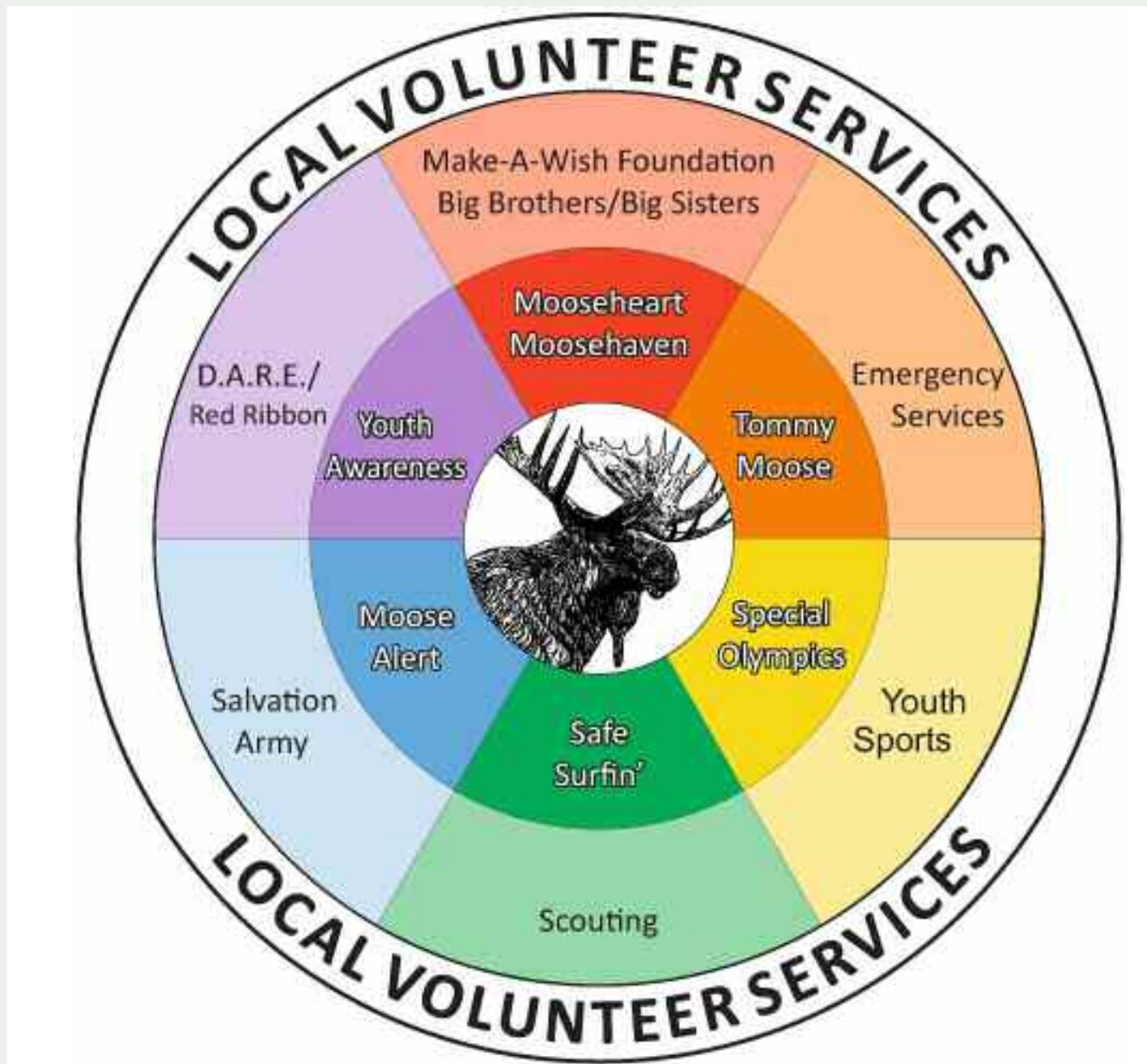
Program Components

■ **Core Initiatives:** The primary community service programs endorsed and promoted by Moose International, Inc.

■ **Companion Initiatives:** Nationally recognized programs similar in nature to the core initiatives next to which they are located to on the Heart of Community Logo (ex. – Special Olympics provides athletic opportunities for individuals with intellectual disabilities; youth sports programs provide athletic opportunities for children of all ages and ability levels.)

■ **Local Volunteer Services:** Programs supported by individual Lodges in their local areas.

The Lodges with the best community service programs will have well-rounded programs that incorporate efforts found across each of these three layers. They will also participate in many endeavors throughout the quarter. Unlike the former 6-Point Community Service Program, there is no set number of community service efforts in which to participate to secure a specific grade. However, those with a great number of efforts and great variety across the layers of the Heart of the Community program will find the most success.



Core Initiatives

Let's take a closer look at each of the areas of the Heart of the Community program, beginning with the **Core Initiatives**:

■ **Mooseheart/Moosehaven:** Items entered in this area of the report would include any donations through Moose Charities that benefit either campus (ex. — Endowment Fund, Wish List items, Association fundraising projects, etc.) It also would include donations of items directly to either campus.

■ **Youth Awareness:** Only items that pertain to the Moose Youth Awareness Program should appear in this area. This would include a Lodge sponsoring students to attend an Association Youth Awareness Congress, hosting an Association Youth Awareness Congress at the Lodge or donating money through Moose Charities earmarked for the Youth Awareness program.

■ **Tommy Moose:** This area is for any purchases and/or donations of Tommy Moose products available through Moose Catalog Sales, including Tommy Moose plush dolls, Tommy Moose bookmarks, Tommy Moose Color-Along Storybooks and Tommy Moose full-size mascot costumes. Appearances using the Tommy Moose full-size mascot costume also fit into this category.

■ **Safe Surfin' Foundation:** The primary item to be entered in this area is any contribution through Moose Charities that is earmarked for the Safe Surfin' Foundation. Other items include purchases of "Cop-in-a-Box" equipment, Child ID equipment or ballistic vests purchased directly through the Safe Surfin' Foundation — as well as volunteer efforts to promote the partnership between the Safe Surfin' Foundation and the fraternity.

■ **Special Olympics:** Items pertaining to support of Special Olympics at all levels should be entered in this area of the form. In addition to contributions through Moose Charities that are earmarked for Special Olympics, any fundraising efforts for state or local Special Olympics programs should be included, as well as volunteer efforts at state or local competitions or participation in events such as "Polar Plunge" or "Over the Edge."

■ **Moose Alert:** As the Moose Alert program continues to develop, the most appropriate items that would qualify under Moose Alert are those related to the Lodge being in a position to offer aid or shelter in times of disaster or emergency situations. If the Lodge has supplies on hand to provide to relief agencies (ex.—cases of bottled water, non-perishable snacks, candy bars, etc.) prepares and provides meals to displaced individuals and families or provides space for temporary accommodations or emergency heating or cooling stations due to excessive temperatures, they should enter those activities in this portion of the form.

Companion Initiatives

Now we will look at the **Companion Initiatives**:

■ **Make-a-Wish Foundation; Big Brothers/Big Sisters:** The Make-a-Wish Foundation grants the wishes of children diagnosed with life-threatening medical conditions. Support of the Make-a-Wish Foundation goes far beyond financial donations. Through the foundation's website (www.wish.org), Lodges can identify local chapters of Make-a-Wish with which to partner, can learn the steps for referring children to the Make-a-Wish Foundation and can discover many ways in which to provide service.

Similarly, Big Brothers/Big Sisters is another program that benefits the youth of our communities by pairing children with adult role models and nurturing one-on-one relationships that build trust and friendship. There are opportunities to contribute financially, but there are also opportunities for members to be-

come mentors, to find local programs, to refer children who may need such services and to become a partner organization with Big Brothers/Big Sisters. Their website is: www.bbbs.org.

■ **D.A.R.E.; Red Ribbon:** D.A.R.E. and Red Ribbon are companion initiatives to the Moose Youth Awareness Program. **D.A.R.E.** is a program that is designed to teach students smart decision-making skills that help them lead safe and healthy lives. The program is coordinated with local school districts and is conducted by law enforcement officers who are specifically trained to present the material. If your local schools already have a D.A.R.E. program, you can find ways to provide support. If those schools do not have an active D.A.R.E. program, you can use the resources found at the organization's website — www.dare.org to learn how to start one.

Red Ribbon is a drug awareness campaign that was started by the National Family Partnership in 1985 in response to the murder of a United States Drug Enforcement Agent. The program is intended to annually motivate communities to educate children and encourage them to participate in drug prevention activities. Information on organizing Red Ribbon celebrations and participating in Red Ribbon events can be found at www.redribbon.org.

■ **Emergency Services:** This area of the form is for any donations, functions, activities or events in support of local, regional or state law enforcement agencies, fire departments or emergency response groups (ex.—emergency medical services, C.E.R.T., etc.). Credit is not given for listing the names of members who serve as policemen, firemen or emergency services personnel.

■ **Scouting:** Is your Lodge the charter organization for a scouting unit? Is there a scouting unit that holds its meeting or events in your Lodge home? If so, this is the place to report those activities, along with any donations or functions related to scouting units.

■ **Youth Sports:** Any involvement with youth sports (excluding Special Olympics) should be reported in this area of the form. Such involvement would include sponsorship of recreational or scholastic sports teams and providing space for sporting events, banquets and activities. Do not include sporting events solely for the benefit of Lodge youth.

■ **Salvation Army:** Items listed in this area would include activities for the benefit of The Salvation Army outside the auspices of the Moose Alert program. If your Lodge participates in bell ringing for holiday kettles, assists with food collections or clothing drives for local Salvation Army units or makes general donations to Salvation Army fundraising drives, this is the proper place to report those activities.

Local Volunteer Services

The final area of the Community Service program, Local Volunteer Services basically accounts for all other efforts not specifically mentioned in either the Core Initiatives or Companion Initiatives. This is where your Lodge can make a significant mark in your local community or communities.

This can include participation in events like the American Cancer Society's Relay For Life or the American Heart Association's Heart Walk, maintenance of the environment through the Adopt-a-Highway program or local recycling initiatives, volunteering with Habitat for Humanity or visiting with residents of local nursing facilities or hospice patients. These are just a few of the numerous examples of ways for your members to get involved locally.

Any questions related to the Heart of the Community program or the quarterly reporting form should be directed to staff of the Moose International Activities Department at 630-966-2214. Questions may also be emailed Assistant Director of Activities Chris Ecker at cecker@mooseintl.org. ■