I have been waiting for this opportunity to speak with you this morning with great anticipation. The next few minutes of our time together have been a full year in the making. While in St. Louis last year I decided that the Report of the Director General would be slightly different than anything that you have seen or heard in the past. The curtain will be pulled back slowly to reveal some exciting progress and unlock a few secrets that have been kept hidden until now. Kind of sounds like circus sideshow talk doesn’t it? You’ll have a front row seat and be the first to know among the rest of the fraternity about two topics that I believe are key to the future of our lodges, our chapters, our Moose Legions, our Child City, our City of Contentment and the strong name of the Moose.

First, let’s talk about the New Moose Experience. While in St. Louis, we spoke of our membership declines over the past 25 + years. You heard that the pain we have felt year after year due to the loss of members, is a shared experience across a broad spectrum of service and fraternal organizations – Rotary, Elks, Lions, Kiwanis, Eagles, American Legion, Optimists, Exchange Club and many more.

We reviewed why Moose is uniquely positioned to bring a completely new brand into mainstream America today. Since James J. Davis joined in 1906, Moose has been about the needs of working families. Moose has a 104-year history of instilling positive values into lives of children, educating the young in Baby Village and providing a safe, protective environment for youth. Moose is a proven leader in building unity and being the heart of the community. And Moose has prided itself on being a quality option for food and beverage wherever we reside. That being said, in order for Moose to continue to grow in relevance and address the needs of families — especially those with young children in the home — we needed to reimagine and expand our notions of “work place,” “membership,” “child care” and “community.”

I, along with the Supreme Council and the Executive Team of Charlie Palochko, Joe Mech, Mike Leuer, Kurt Wiebe and Gary Urwiler, have discovered how to take what’s true, meaningful and different about our Moose heritage, and not just repackage it. We’ve learned how to completely reimagine it for today’s working families. It’s a big deal to try something that’s never been done before. I’m grateful for the forward-thinking vision of our Supreme Council. This is a risky endeavor. We’ve tried to be cutting-edge, yet conservative in our approach.

We sought out a team of experts and said, “Let’s create something nobody’s ever built before.” We’ve done a lot of research. We’ve had big ideas. We’ve even had a few setbacks, but are prepared to take what’s great about Moose, and deliver it in fresh, new ways to moms, dads and our youngest citizens.

This innovative Moose brand is a completely new kind of place, which does not exist anywhere today. It’s the smart new destination for daily life dedicated to helping working
professionals, where families easily move through their day with freedom and flexibility in all areas of life and at all times of the day. It offers flexibility and support in three areas they value most: maximized productivity; high-quality time together as a family; and a genuine sense of community.

Never before have the following services been blended under one roof. Moose will be the front-runner and the leader in this newly created market for decades to come.

We’ve put a lot of thought and intentionality into the physical design of the space. It’s designed to be both energizing and comfortable. It makes you want to get to work and have fun doing it. It allows parents to be close to their kids during the workday and provides great spaces designed especially for socializing, entertaining and learning.

Champaign-Urbana, Illinois, is our first stop. It’s our first pilot prototype, but we’re also scouting specific sites in Madison, Lexington, Ann Arbor, and West Lafayette. We want to be ready to move with the marketplace quickly and efficiently.

So what is this innovative experience going to look like? The driving force behind the new Moose brand is shared workspace, commonly known as co-working. It’s a fast-growing industry serving the needs of independent workers, freelancers, location-independent employees of larger corporations (such as regional salespeople or other remote jobs), and small-business owners.

This space is designed to meet the needs of independently, small-business employed, and mobile working parents, the fastest growing — and most underserved — population in today’s national workforce. It is projected that a majority of workers in the near future will be independent workers — “1099” employees — who contract their skills and services to organizations both small and large.

It will feature shared workspaces, dedicated desks, and leased multi-person offices. It will have phone and video conference booths, tech-equipped meeting rooms, collaborative workspaces, and event space.

We move now from adult space to kid space. As we leverage our rich history of early childhood education at Mooseheart, this new flexible childcare model is designed to accommodate the variable schedules of modern parents while delivering a high-quality early childhood education experience that instills the values that Moose cares about most: caring for others, social responsibility, and community contribution.

Flexible, learning-oriented childcare is a form of high-quality, licensed childcare that allows parents to pay only for the time they need to use it, whether on a regular schedule or drop-in basis. Unlike traditional daycare, flexible childcare is available from 7am to 9pm or later, Monday through Saturday.

Flexible childcare is available for as little as one hour at a time, at whatever time of day that is most needed by the parent. This is especially well-suited for parents that work from home, but might have client meetings or other commitments during different parts of the day. But it is also ideal for parents with non-traditional or changing work schedules — like shifts at a hospital or retail — that traditional daycare simply can’t accommodate. The full-time, stay-home parent
will also appreciate the convenience of flex care, as it will allow for focused, dedicated time to
manage household responsibilities while children enjoy a social, playful and learning-oriented
experience.

Through our research and design of our early childhood education program, we’ve also
learned a lot about how to use Tommy Moose better. Kids love Tommy Moose, even pre-teens.
As a part of this effort, Tommy Moose is going to be getting a new look and his role as a comfort
to children will be expanding — both within the New Moose Experience and nationally. This
will take some time, and we’ll have more to share with you next year.

Our new brand experience will include two dining options that welcome the community
inside and out by serving a fresh, delicious, and healthy take on casual Americana cuisine at all
parts of the day and in all of the ways that modern families — and diners at large — want to eat.
This includes a fast-casual, convenience-driven café and market and a full-service, experience-
driven spitfire kitchen with bar.

Finally, our new experience will be a place of caring and contribution, positively
impacting the surrounding Champaign-Urbana community at large and supporting Mooseheart
Child City and School via a heartfelt Helping-Kids-in-Crisis cause. To do so, the three core
services – workplace, food and beverage, and flex child-care – will be supplemented with
community-service activities and a rich program of learning-oriented and social programming
that engages and enriches the community at large as well as our everyday community members.

You’ve heard me talk about this for two years now. It’s finally here. We’re making the
official announcement here today. We’re very proud to introduce to you to the newest member of
the Moose family: Lodgic Everyday Community.”

The name Lodgic, of course, gives a respectful nod to our lodges and what we’re already
known for. But, Lodgic also implies something else we want to convey. It’s an all-
new, SMART kind of gathering place. It’s for families, workers, kids, entrepreneurs and whole communities to
thrive in their aspirations.

Why Everyday Community? We’ve very intentionally designed the kind of place that
the current generation would actually WANT to spend all day at. Every day. That’s a tall order,
but I believe we’ve done it. Lodgic Everyday Community fit together perfectly!

You can see that our Lodgic logo also acknowledges its Moose heritage. And just as
importantly, the brand mark is designed to convey the strength of the family and the community.
We value the nurturing and the care of our young. It represents Moose International bringing
something new into the world. And it also represents the strength of a local community that cares
for its own. We care for those most vulnerable.

Lodgic is open to anyone and everyone who needs a place to work, eat, drink or count on
kid coverage when they actually need it.

There’s a lot of great organizations out there, so why should Moose take the lead among
hundreds of organizations that may have larger membership numbers, may have been founded
before our Order, may have financial strength that outsizes us and may have twice as many
causes they support? Here is why Moose is well prepared to stand out among the crowd – Who cares for local communities as much as we do? Who respects working families more than we do? Who knows how to have fun like we do? Who respects American values like we do? Who takes care of children like we do? Who has the history like we do? And…. who has done this once before like we have?

In 1906, Moose Supreme Organizer James J. Davis identified a similar sea change in the workforce and sought a way to meet the needs of families who were struggling to navigate the new era. This is our James J. Davis moment of the 21st Century.

And there’s something else…. HOSPITALITY…. The art of social hospitality is being lost in our culture. Who else can say that they’re in the business of community service and social hospitality? The Moose can. We can be the ones who inspire real hospitality again.

Here’s something I’ve been asked. “Will Lodgic ever replace lodges?” The answer is No! I actually think something unexpected may happen instead. I think our lodges will take notice that there’s a new member of the family who needs (and wants) its help to grow and thrive in its unique place.

And here’s something else Lodgic will do for our lodges. It will help our lodges become more inspired and more confident in embracing what they do best, without having to try to be something they’re not.

We want you and the general public to stay current on the progress of Lodgic Everyday Community and have designed a website exclusively for Lodgic. You guessed it….lodgic.org. Over the coming months, we will continue to add content as we start construction and become a member of the Champaign-Urbana community.

As part of the launch, we have updated the New Moose Experience video to reflect the Lodgic Everyday Community name. Let’s take a look.

New Moose Experience Video

Next year at this time we will have the doors open and Lodgic will be the clever place to gather!

The second part of my report will shift towards the topic of Moose being the friendliest place in town. We invited Kate Edwards, author and expert on the art of being hospitable to help us better understand the role each of us plays in making members and guests feel welcomed and valued. I hope you were able to attend her presentation yesterday afternoon, as it ties in with our discussion and exploration of the topic now. I have invited representatives from two lodges across this great fraternity, whom I believe serve as shining examples of hometown hospitality. They face challenges similar to all lodges, but have found a way to infuse the true meaning of brotherhood and sisterhood throughout their lodge home.

First I would like to invite Tony Edwards from Alamogordo, New Mexico Lodge 2016 and secondly, I would ask three Past Governors of Urbana, Ohio Lodge 1215 – Alan McAdams, Dennis Todd and Dan Shockey to also join us up on the stage. We are going to have a short
conversation about what being the friendliest place in Alamogordo and Urbana looks like. How about a round of applause for Tony, Alan, Dan and Dennis?

So, we heard Kate Edwards yesterday talk about the art of the handshake. About some other things that make hospitality what it is today in America, Canada and across this globe. The research has been done and things have happened. So, I know that I’ve heard great recommendations about Urbana and Alamogordo. This isn’t brain surgery, right? This is common sense stuff that doesn’t happen in every business or lodge. So I want to take a moment to talk to you Brothers, about what is happening in Urbana and Alamogordo. What makes you the ‘friendliest place in town’? What are you doing, what is different, and what advice do you have for our membership?

PAST GOVERNOR ALAN MCADAMS (Urbana, Ohio Lodge 1215): “It’s not that complicated. You just start simple by welcoming a guest coming into the lodge, whether you know them or not. Take time out of your schedule and talk with them. When they are ready to leave, thank them for coming. There are lots of other places to go, but we want them to come here. Have your staff always welcome them as well. Have a smile on your face and be personable and sincere.”

DIRECTOR GENERAL HART: So, have a nice smile on your face. Right? If someone comes into the lodge and looks like Mr. and Mrs. Grumpy Pants and don’t even look you in the eye, then, something that we learned yesterday was, we should greet them, look them in the eye and smile. That will brighten someone’s day and maybe take the edge off a little bit.

PAST GOVERNOR DANIEL SHOCKEY (Urbana, Ohio Lodge 1215): The entries at the lodges now are different from before. The old way, we had to let them in and it gave us an opportunity to greet our guests that weren’t from our lodge. Our lodge has grown, so when they come in our bartender asks them if they have their member card with them. At that time, I get up and introduce myself to them and let them know who we are. A lot of them are new, so they like that. Always say hello to everyone. We are pretty friendly, maybe a little too friendly sometimes. We have a good time doing it.

DIRECTOR GENERAL HART: Okay, let’s give Tony a chance to talk. Urbana Lodge can’t take all of the spotlight. So, Tony what is going on in Alamogordo, New Mexico that makes you the ‘friendliest place in town’?

PAST GOVERNOR CHARLES A. ‘TONY’ EDWARDS (Alamogordo, New Mexico Lodge 2016): In Alamogordo, the biggest thing is after greeting anybody that comes in with a Moose card, we greet with a smile and a handshake, which by the way doesn’t hurt or cost you any money. We never leave them alone. We don’t let them sit alone. We always present them with a calendar of events for that particular month and answer any questions they have. Sit with them and greet them by showing them our hospitality. Invite them to anything that happens to be going on. We keep a full calendar, so they come back for that.

DIRECTOR GENERAL HART: So, present them with a calendar of events, lodge newsletter so they can keep up on what is going on. We heard Tony say, ‘we don’t let anyone sit alone’. Make sure that we are going over to them. I know sometimes we get into our cliques,
our group of friends, and someone walks in and we don’t take note of it. As a fraternity, that is extremely important. We need to take notice of them coming into our lodge and social quarters. Nobody should be sitting by themselves, without someone going over to at least saying ‘hello’ to them. Dennis, I don’t want to skip you. But, Alan and Daniel said don’t give him the mic. It would be strange not to give it to you.

PAST GOVERNOR DENNIS P. TODD (Urbana, Ohio Lodge 1215): That’s okay. Back at our lodge, we are referred to as the ‘Three Stooges’. I think that one of the things is on the weekends, we always acknowledge people’s birthdays and anniversaries. The fact that we, as officers, go out into the social quarters and they see how friendly we are. They see how we receive new members. If you don’t take anything else away from this, we need to be friendly if our lodges are going to stay strong. If the new members see that we are friendly, they will go home and tell their friends. ‘Hey, I spent a great night at this lodge. I had a very friendly and fun night.’ We need to preserve this and take this back to our home lodge and show our other officers. This is one of the best diseases I think, because it can spread. Friendliness needs to spread. It doesn’t cost us anything. Except a handshake.

DIRECTOR GENERAL HART: Excellent!! You heard Kate say yesterday, ‘how someone makes you feel’ is what you will remember. So, if you walk into Urbana or Alamogordo, how this Board of Officers or bartending staff or greeter makes you feel up here (pointing towards the ceiling), doesn’t necessarily mean what they say, but how they make you feel, made you feel important and welcome, you are coming back. Let me switch gears for a second, and now to answer the question – Why did the Director General grow a beard this year?

Introduction Video

So since I said in the video, “roll the tape”, there must be more, the suspense is killing me! I wonder where I have been this past year?

Lodge Video

I certainly must have met a few members, who really helped define Moose as the “Friendliest Place in Town.” I wonder who they are?

Member Video

I found 50% of our lodges to be….let’s be nice about it, not quite so friendly. Here is an example of what that looked like through the lens of the Director General.

Not So Friendly Video
A number of lodges stood out – East Portland, OR Lodge 1891, Portland, OR Lodge 291, Richmond, IN Lodge 167, Cincinnati, OH Lodge 2, Deming, NM Lodge 2088 and of course Alamogordo, NM Lodge 2016 and Urbana, OH Lodge 1215. Let me share with you what this new member, “James J. Davis”, who was just visiting from out of town, experienced first in Alamogordo, New Mexico.

_Alamogordo Video_

Congratulations to Tony and the Alamogordo Lodge family on a job well done! Now let’s see just how friendly the Urbana, Ohio Lodge family can be to a complete stranger.

_Urbana Video_

Congratulations to Urbana for being a wonderful example of Moose hospitality! Please go back home and take a hard look at your lodge, chapter and Moose Legion. You don’t have to go “undercover” to do a self-audit. Are members and guests welcomed and feel important?” Are you striving for excellence in this area of your operation? If you went into a business and were pretty much ignored, would you go back? What would you tell your friends and family? How long would you guess that that business would stay in business?

For the fine example that Alamogordo and Urbana were during my unannounced visit and for being here on stage with us this morning, I am recommending to the Supreme Council that these two lodges receive a $10,000 grant through the Supreme Council Lodge Grant Program as a token of our genuine appreciation for a job well done! Use it to make your lodge even more inviting for our members, their guests and the local community. How about a round of applause? Now it is time to go shave this beard off! God bless Moosehaven, God bless Mooseheart, God bless our Moose family and God bless you!