



## Moosehaven Dedicates Centennial Building

With an impressive array of dignitaries present, Moosehaven on Oct. 19 formally dedicated the Moosehaven Centennial Building, the largest celebration to-date as the three-year project continues. Among those in attendance were Director General Scott Hart, Grand Chancellor Barb McPherson, the Moosehaven Board, members of the Supreme Council and Orange Park, FL Mayor Gary Meeks.

The Centennial Project also includes conversion of Vivian Borom Hall to the Vivian Borom Activity Center as well as a new parking area for bicycles and tricycles. The Centennial Building is the centerpiece of the \$10 million project, and its estimated cost is \$9.7 million. The entire project is set to be completed in 2019.

Construction on the Centennial Building continues. Move-in of residents will begin following completion. Among improvements to Moosehaven residents' living experiences in the new building are:

- Larger apartments with individual outdoor spaces and fully-compliant Americans With Disabilities Act bathrooms.
- Wider hallways to accommodate indoor scooters, including power chair parking.
- Improved technology and two-way nurse call communications.
- A centralized dining hall and adjacent kitchen. ■



**Moosehaven Executive Director John Capes speaks at the dedication of the Moosehaven Centennial Building.**

## There's a Reason We Do the Things We Do

By **MIKE RIOS**/Director, Membership

Why do we have to be "plus 1?" Why do we have to attend conventions to receive the leadership award? What difference does it make whether or not we give more to Moose Charities every year? We are a fraternal organization that has a mission statement and strives to maintain a professional standard.

Without structure, there is no organization. Without rules, there is no unity. There is more to the Moose than a single lodge or chapter. Each fraternal unit is an integral part of an entire organization. "Plus 1" shows that we are working to grow.

Without growth, we merely exist. We cannot just exist and still honor our obligations. "Leaders" do so by example. There are many things that can be delegated but if that's all you do then you're just a "coordinator." (Sorry, we don't have a "coordinator" award.) Leadership is vital to the success of any organization.

Every time we turn around, the Moose is asking for money. The same can be said for your utility bills, mortgage and car payment. When you accept the "service" you agree to the obligation. Prices increase every day and so do operating costs.

So, when you ponder the reason for our commitments, think of "real world" examples. Yes, it takes a lot to support such a relevant organization and each of us should be proud to do our part. We don't



have to agree on all the rules but we have to agree that they are there for a good reason. The next time you hear someone complain, remind them that it's more than the Social Quarters or our local fraternal unit; it's about what we can contribute to help the Moose to make the world a better place. I believe in the mission of the Moose, do you? ■

# Place Special Emphasis On Retention Nov. 4-10

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

November 4-10 is our annual campaign to work on retaining members in all our fraternal units. Who should be helping to lead that effort one might ask? Well, you guessed it by now. The Council of Higher Degrees (CHD) core reason for existing is to assist in recovering and reactivating expired members – thus retaining them and preserving their individual member benefits.

We cannot have gains if we do not retain the bulk of the existing base. Often a simple friendly contact by another member is all that is needed to get the job done. Simply letting them know you care about them while pointing out their personal benefits and the good their membership does for others can often do the trick.

Contacting the original sponsor and getting them to reach out to the expired individual, we have found, can be especially successful. After all he or she convinced them to join to begin with. And for those first- and second-year renewals especially, the sponsor is getting more Member Rewards Points too! They should help earn them by encouraging renewals. The councils can help with making phone calls and sending cards and letters.

Sometimes we hear the lodge, chapter or Moose Legion does not want to share their list because they don't want someone else sponsoring "their" members. Let's think logically about that. First we ought to be working on the recently-expired members. They are not eligible to be sponsored. However, the help from the CHD might get them paying dues

into your fraternal unit again. Wouldn't that be a good thing?

Our care of the children and seniors and our very future as a Fraternity depend upon efforts such as these.

I talked with one CHD member who seemed to get a lot of results collecting expired dues. I asked how he did it.

Simply, he knocks on doors. He takes a newsletter and other information with him and even carries a laptop so members can go online to pay if they wish. He also carries a receipt book in case members wish to pay in cash. Personal contact is the bottom line that can get results.

Retention week is a short period of concentration that should kick off the rest of the year's efforts. Remember it is a week-long focus (effort) but it should be a yearlong (round) commitment to our cause. Let's move our Moose mission onward and upward by striving and working to retain a greater number of members. ■



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## Moose Charities: Coming In Loud and Clear!

By **PAM AMUNDSEV**/Executive Director, Moose Charities

Did you ever play the game "telephone" as a child? You know what I'm talking about – the game where you sit in a circle of friends and pass a sentence to each person by whispering it in their ear. Once the sentence has made its way around the circle, the last person in the circle shouts it for everyone to hear.

If you've played telephone even once before you know the person who shouts the sentence at the end is usually wrong. That's because somewhere along the way the message gets muddled through slurred speech, a too quiet whisper, or someone passing it on in a hurry.

Unfortunately, there are times the messaging in our organization suffers the same fate. News of groundbreaking initiatives, big projects, or breaking news often gets flip-flopped around as it travels. As a result, new initiatives, big projects, and even our Fraternity might suffer.

Don't feel badly though, that's what naturally happens with word of mouth news. Things simply get confused!

This year at Moose Charities, we are putting our best foot forward to

combat confusion and spread news of our programs and projects LOUD AND CLEAR to every fraternal unit and member in our organization.

To help us in that effort, we have designed a series of monthly E-newsletters: The Moose Charities E-Newsletter, a Fraternal Unit E-Newsletter, and a Moose Charities Champions E-Newsletter. Each E-Newsletter is delivered monthly.

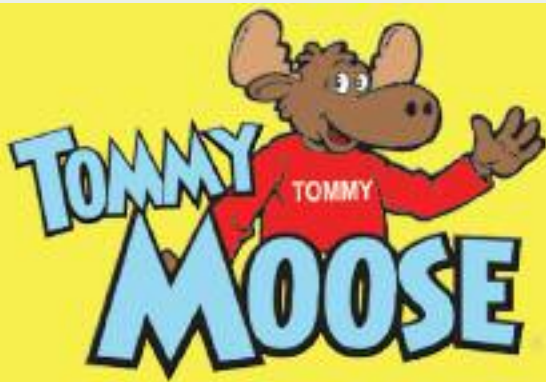
Encourage your members to sign up for the Moose Charities E-Newsletter by subscribing on our website: [www.moosecharities.org](http://www.moosecharities.org). Remind your Lodge Administrators and Chapter Recorders to watch for the Fraternal Unit E-Newsletter and to share it at their meetings.

If you know anyone who is excited about fundraising at the local level, encourage them to become a Moose

Charities Champion!

Once more people understand the Moose Charities message, there's no telling what we'll all be able to do. Because . . . **together we make a difference!** ■





*Community Service Program*

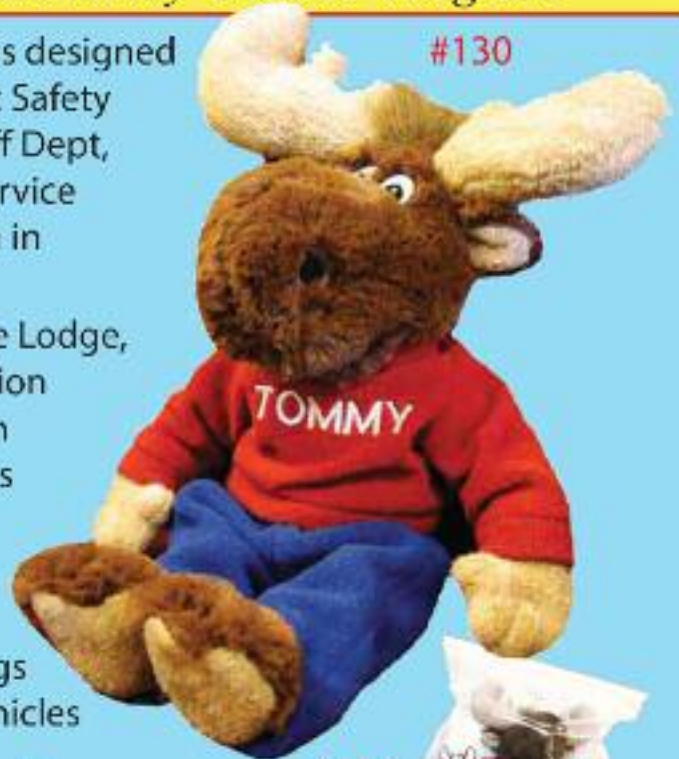
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**MOOSE**  
 Leader

Formerly "Moose Docket," "Action," "Moose Leader," and "Women of the Moose Official Bulletin"  
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# Kindness and Civility: Concepts To Live By

By **BARB McPHERSON**/Grand Chancellor

We currently have television public service announcements to tell people to be nice to one another and to respect each other. Even our snack bars have become KIND! The KIND Company has a #kindawesome card program where you send a kindawesomecard to someone who performs an act of kindness. They in turn receive a coupon for a free KIND bar and another kindawesomecard to pass on to someone else! Ellen DeGeneres ends each and every show with “Be kind to one another.”

It is concerning the way people are treating each other. People think it is OK to use their freedom of speech to make sick jokes about other people. Bullying and the posting of untruths on social media seem to be the big issue with a lack of civility and human kindness falling in right behind. Would anyone accept this kind of behavior from our Mooseheart children? Then why is it all right for adults to do it? The more high-tech we become, the more distant we become with each other. Harsh words and violence are becoming the most commonplace solution for our grievances.

What happened to sitting down and talking out issues with your friend, family member or fellow Moose? Not everyone is going to be right 100% of the time. Sometimes people make mistakes – accept an apology and move on. If your lodge and chapter is supposed to be the friendliest place in town, is it? If not, why not?

Perhaps the holiday spirit of kindness, compassion and goodwill to all mankind needs to remain with us all year long. We need to be the ones to



bring civility back to society and have patience and understanding with our fellow man. How about if we give it a try?

“There is a reason why the windshield on a car is so much bigger than the rearview mirror – where you are going is far more important than where you have been.” How true – how true! ■