I’m showing my age, but do you recall the Fuller Brush man? In the early 1900s Alfred Fuller created a business that made brush products his customers needed, in a high quality fashion, that were guaranteed for life. From humble beginnings, Fuller eventually opened the world’s largest manufacturing plant. His company had a product development and research department and over 1,000 sales representatives who traveled door to door. Those sales representatives agreed to a pledge: “I will be courteous; I will be kind; I will be sincere; I will be helpful.”

The Moose International Field Staff, comprised of Regional Managers, Territory Managers, and Financial Review Specialists, closely mirrors the model of the Fuller Brush Man. We aren’t selling anything – our product is free. We bring valuable products to your lodge home on each visit; products that you need to operate a viable, growing, and Fraternal unit of the Loyal Order of Moose.

Field Staff members are stocked with knowledge on every element necessary to have a successful lodge operation. The Field Staff annually participates in workshops to update themselves on matters affecting the operations of our lodges and other Fraternal units. They also inform Moose International leadership on areas where additional help is needed or more information is warranted for our units.

When the Field Staff member comes to your lodge, he/she is looking to provide you with the products you need. They have done their homework and reviewed where your lodge stands on building membership, remitting donations to Moose Charities and participating in “Heart of the Community service.”

He or she has also reviewed your latest financial statements to determine your ability to operate a financially viable unit. Upon arrival, they physically look over the lodge and its grounds. If during business hours, they will engage with your members.

The Field Staff determines what product(s) they will offer your lodge. They look for the good as well as the bad. They will listen to you, the board of officers, and the members to gather as much information as possible. Every lodge has different levels of need for assistance, just as Fuller knew that one brush didn’t work well for every cleaning need.

Membership is the foundation of everything we do. The Field Staff will work with your lodge on ideas to grow and retain membership. Keys to success include: activities for members and their families, community service, a safe and clean lodge environment that is “welcoming” to everyone, friendly staff and promotion of our Fraternal programs, including Mooseheart, Moosehaven, and Moose Charities.

Like the Fuller Brush Company, our goal is to provide the product(s) to make your lodge successful. They will follow up to ensure our product(s) are serving your needs — after all, they are guaranteed to help bring you success.

In the next: Moose Leader: Why the Field Staff is better than the Fuller Brush Man.
Lodges Must Enforce Fraternity’s No-Smoking Policy

By MICHAEL LEUER/General Governor

Do you or does someone you know smoke? When you visit your non-smoking friends and family at their homes, do you step outside to have a cigarette? Of course you do because they are your friends and/or family and you would not subject them to second-hand smoke in their home because you choose to smoke. On January 1, 2020, The Loyal Order of Moose enacted the non-smoking policy for the General Laws listed below for you review.

Sec. 48.2: Provide and Enforce Rules. The House Committee shall prepare and formulate rules and regulations governing the operations of the social quarters or home including, but not limited to: 1. The conduct of members and their guests during all social activities 2. A dress code for members and guests during all social activities 3. The admission and conduct of minors. The use of any tobacco product or smoking device (including e-cigarettes) is strictly prohibited at any time in the social quarters or lodge home. The use of any tobacco product or smoking device (including e-cigarettes) is allowed on Lodge property in lawful outdoor areas or areas for which the General Governor’s Office has provided a dispensation. The use of all cannabis products is absolutely prohibited at any time in the social quarters, lodge home, or on lodge property.

The main question we have heard since the General Laws change was implemented is: “What happens now?” All lodges should have ceased to allow indoor smoking unless they were granted a dispensation by the General Governor’s office. To this date, the General Governor’s office has received 88 requests for dispensation. Some of these have been approved and some have been denied.

“What happens if we continue to smoke indoors?” Each lodge is an individual unit but each lodge is governed by Moose International and the General Laws. If a lodge is not being compliant with the General Laws, the Board of Officers will be asked to sign a Pledge of Compliance. If a lodge’s Board of Officers continues to allow indoor smoking after these steps have been taken or offered and refused, the Lodge Charter is in jeopardy of being revoked by Moose International. Ask yourself if smoking indoors is worth bringing the lodge to a close. Instead of fighting against one rule and trying to figure out how not to lose the smoking members, ask yourself how you can help enforce the General Laws and grow membership by gaining non-smokers.

Servers Can Serve Fraternity As Well As Food!

By MAUREEN POWELSON/Training Manager

Whether paid staff or volunteers, your servers are the faces of our lodges and have the most regular contact with our members. They are tasked with the responsibility of checking membership cards, welcoming guests, offering a friendly smile and telling a joke or two while safely delivering drinks and food. All of their skills and characteristics contribute to the member’s overall experience in the lodge. But wait! Do you know how your servers can do much more than provide a warm, welcoming environment and good service?

Your servers are untapped resources who can help your lodge secure our future by recruiting and retaining members. They have a unique opportunity to share the mission and spirit of the Moose Fraternity with all members and their guests. All it takes is a little Fraternal training.

Moose Training will mail a Server Fraternal Training kit to each lodge within the next six weeks.

This is their second chance to show that they will move the lodge to non-smoking. If they refuse to sign the pledge, they will be removed from office immediately. If they sign the pledge but do not immediately become a no-smoking facility as set by the General Laws, the board will be removed from office. A new board will be put into place with the help of the Territory Manager.

Inside you will find:
- A guide to using the materials,
- A brochure to be given to all servers — new and old, and
- An informational poster to hang in your Social Quarters where staff can easily see it.

These materials should be used to supplement the training your current servers have already received, and be incorporated into established training that is given to new servers.

Build and enhance your servers’ Moose IQs through this quick, easy-to-use training. It offers basic, but valuable information about the Fraternity’s mission, including Mooseheart and Moosehaven. Empowered with this new knowledge, your servers will be able to speak intelligently and confidently about our Fraternity and all of the good it does for our kids, our seniors and our communities!
FRONT LICENSE PLATES
MADE OF ALUMINUM-BAKED ENAMEL
WITH LODGE NAME & NUMBER

MOOSE
Lodge Name
STATE
Lodge Number

$4.50 each — Minimum Order 125 pieces

Lodge Name and Number to be imprinted ________________________________  
Imprint Color (Circle Choice)        RED        ROYAL        BLACK        (All backgrounds - White)

Catalog # 480 _______ Plates @ $4.50 each  Please Allow Six Weeks For Delivery

Please ship the following order, which you will find enclosed
check No. ______ for $______ (IL orders add 7% sales tax)

Name: _________________________________________________________________

Address: _____________________________________________________________

City: ______________________ State: _____ Zip: __________

Phone #: ______________________

Credit Card #: __________________ Exp Date: __________

Signature: ______________________

Moosehaven is excited to host its 13th Annual Golf Invitational at Eagle Harbor Golf Course. The event includes a fantastic day of golf starting with a 12:00pm shotgun start and ending with an excellent meal and Award Ceremonies at Moosehaven.

Awards for 1st Place, 2nd Place and 3rd Place

Raffle Prizes! Silent Auction! Closest to the Pin! Longest Drive!

Moosehaven 13th Annual Golf Invitational

Eagle Harbor Golf Course
March 2, 2020
Registration Opens at 11:00am
Shotgun Start at 12:00pm

Visit www.moosheaven.org/golf/
To Sponsor!
To Donate!
To Register to Play!

For additional information, please visit our website at www.moosheaven.org/golf/
or contact rnmathews@moosheaven.org.
2020 International Moose Sports Tournaments

New in 2020!

Skeet-Trap-Sporting Clays Shoot

Register Early!

**BOULDING**
Cedar Rapids, IA 304
March 28-29,
April 4-5, 2020
Entry deadline February 28, 2020

**STEEL-TIP DARTS**
Belleville/Swansea, IL 1221
April 17-19, 2020
Entry deadline March 17, 2020

**SKEET-TRAP-SPORTING**
**CLAYS SHOOT**
Branson, MO 2692
June 12-13, 2020
Entry deadline May 12, 2020

**POOL**
Duncan, OK 2202
June 23-28, 2020
Entry deadline May 22, 2020

**HORSESHOES**
Iowa City, IA 1096
July 10-12, 2020
Entry deadline June 10, 2020

**GOLF**
Ionia, MI 998
July 24-26, 2020
Entry deadline June 24, 2020

Moosehaven
October 23-25, 2020
Entry deadline September 23, 2020

For additional information on events, please visit the Moose International website at [www.mooseintl.org/members/index.php/sports/](http://www.mooseintl.org/members/index.php/sports/) or call Camille Ruffino at (630) 966-2213.
Focus On Retention Through End Of The Fiscal Year

By BOB NEFF/Director, Higher Degrees

What goals do we have for the end of the fiscal year? We generally have many things we are striving for. Hopefully everyone is working toward the ultimate goal of being “plus one” in active membership. What is the best way to accomplish that? By reaching out to expired members to remind them of the good we do as a Fraternity, along with the various benefits of membership!

Who might be best to do that? All of us working together is best. In addition, getting the original sponsor involved is often a good tool that should not be overlooked. He or she convinced that member to join in the first place, so reaching out to that individual should be part of the plan. Those who have achieved higher degrees and became eligible to join the Council of Higher Degrees should help lead the charge of assisting in making contact with our expired members.

And yes, the Councils themselves should foster promotion of retention concepts and, where possible, help make the calls and mail cards and letters along with the Fraternal units. That can start by each of us working the retention lists in our own unit(s). What is the worst that can happen if you make a few calls? Someone may be upset about some little thing — but maybe it is something you should make the board aware of so appropriate corrections can be made to avoid others not renewing for the same reason.

The final weeks of the fiscal year are crucial. Bringing in new applicants of course always helps. But, if we are to show a membership gain in our individual Fraternal unit — we must maintain a significant portion of the memberships we already have.

Some members only need a friendly contact to remind them we care about them and let them know they are appreciated. As members who have taken leadership roles, it is our duty to set an example in making that effort.

Every member can help. However, we especially call on those who have attained degrees (and those working to attain them) to be even more active and diligent in this important endeavor. We took pledges when joining and advancing to do even more on behalf of our Mooseheart students and Moosehaven seniors. Are we living up to those pledges?

Please help us create our future in a most positive way, one saved member at a time.

Remember General Laws Changes When Electing Officers

By BARB McPHERSON/Grand Chancellor

With all of the news and talk about the 2020 U.S. Presidential elections, let’s not forget that our Chapters do this each and every year and now is the time the nominations generally take place. Wouldn’t it be nice to have that many co-workers running for office?

Our chapters need to understand that the election of chapter officers is one of the most important functions that happen yearly in every chapter. The co-workers chosen by the nominating committee and ultimately by the membership of the chapter to serve for the ensuing year, must be dedicated to continuing the mission of the Women of the Moose and committed to ensuring the chapter’s success. They have an obligation to fulfill the requirements of the office to which they have been elected.

To aid our chapters in this process, the updated Women of the Moose Election Handbook is available online in addition to the information found in the Women of the Moose General Laws Sections 91 through 98. The use of this handbook along with the General Laws will ensure a fair and impartial election.

Section 91 of the General Laws now includes the following changes:

a. The Nominating Committee shall consist of the Board of Officers, three (3) Past Regents in order of juniority and five (5) co-workers of the chapter to be appointed by the Senior Regent, who are either appointed officers, Chapter Development or Higher Degrees Committee Chairmen, or Past Regents. The only other person allowed to attend a Nominating Committee meeting is an Official Visitor, authorized by Moose International or its representative(s) to act only in the capacity of an advisory position, who shall have no voice in the selection of nominees.

b. Any Past Regent who is not one (1) of the three (3) in juniority or who may have transferred in, may be appointed as one (1) of the five (5) co-workers appointed by the Senior Regent. A Past Regent is a co-worker who has completed a full term as Senior Regent and Junior Graduate Regent, regardless of whether or not she has qualified for the College of Regents Degree. The only exception is when a new chapter has been instituted and completes the first full chapter year; then the Junior Graduate Regent, after completing her term of office, shall be called a Past Regent. The Junior Graduate Regent is counted as a member of the Board of Officers and not as a Past Regent in juniority.

c. A former Senior Regent, who did not qualify to be a Past Regent in the chapter, is not eligible to serve on the Nominating Committee as one (1) of the three (3) Past Regents in juniority.

The first Nominating Committee meetings should be held the first two weeks of February with the second and third meetings held the last two weeks of February. The slate of nominees is read at the committee activity night meeting in March with the election held the second meeting of the month. Installation is scheduled for April.

If for some reason the chapter is unable to fill all of their elected officers positions by March, the process continues until all vacancies are filled. In the event of vacancies that may occur throughout the chapter year through death, relocation, resignation or any other means in which an elected officers position becomes vacant, the Senior Regent, or presiding officer, is responsible to organize a nominating committee in accordance with the General Laws to fill those vacancies. It is not in order to fill the vacancies by appointment.

Congratulations to those chapters who have successfully started the nomination and election process for the 2020-2021 chapter year.

We wish every chapter a successful conclusion to the 2019-2020 year and look forward to many earning the Award of Achievement as we begin to transition into a new Women of the Moose year.