



Keynote Address of Grand Chancellor Barbara McPherson

International Conference – Chicago, 2009



Good morning. It is with the utmost pride and humility that I address you today as the 9th Grand Chancellor of the Women of the Moose.

The past nine months of my 10-year career at Moose International have been beyond belief. The Women of the Moose have made amazing strides to improve our service to each of you whether it is to you as a member or to your Chapter.

We have a remarkable staff that is dedicated to making sure your needs are met while helping you to know what you need. Our staff may be small compared to 10 years ago, but they are more committed to ensuring your success. Director of Operations Judy Sisson and her staff of Executive Secretary, Karen Zink; Chapter Services Coordinator Charlotte Kulinier and Chapter Records Clerk Donna Cuny are working hard to minimize Chapter's paperwork while collecting the same valuable data.

Assistant to the Grand Chancellor Denielle Baile and Executive Secretary Sandy Martin ensure the Annual, Midyear and International Conferences happen without a hitch. When you see these co-workers this week, please tell them hello and thank them for their efforts.

The members of the Grand Council and International Boards have once again reviewed the General Laws of the Women of the Moose and have made changes to our General Laws that allow them to coincide with those of the Loyal Order of Moose. Some changes will offer the Chapter Officers more flexibility in Chapter Operations.

Some approved changes had to be withdrawn due to the actions of the Supreme Council of the Loyal Order of Moose. One proposed change would have lowered the minimum age requirement to age 18. Thanks to the Yahoo group, we learned that IN SOME STATES a member of the Order under age 21 would not be allowed into the Moose Home unless they were chaperoned by a guardian over age 25. Doesn't seem very fair to the member.

Another change would have required the elected officers of the Women of the Moose to serve on the House Committee. The General Governor and others at Moose International received mass amounts of mail regarding this topic. Much of the correspondence suggested that Moose International was "forcing Joint Management" when in fact, we felt that women on the House Committee would be beneficial to the Lodge. Others felt that the Junior Graduate Regent and Junior Past Governor, while not elected, should be allowed to serve on the House Committee as well. The Supreme Council will be making another recommendation regarding this issue for next year.

While many of the changes are very minor, the major changes to the General Laws that have been approved and will take effect June 1, 2009 include:

- An increase in the Transfer Fee from \$5.00 to \$10.00 in Section 33.
- A clarification to Section 39, which clearly indicates that an expired member may not be admitted to the Lodge as a qualified guest.
- Clarification of Section 46 stating the Office of Junior Graduate Regent is an "Office of Condition".
- Section 64 now requires the Officers of the Chapter to conform to Business Dress attire during all meetings and special ceremonies.
- Section 65 now includes limitations as to which meetings members of the Loyal Order and qualified guests may attend.
- A Chapter may now rent tables for a bazaar or Craft show in Section 75.
- Delete entire Section 71 relating to "Business meetings".
- Risk Pool assessments are now billed 1/3, 1/3 and 1/3 in Section 85.
- Section 87 will now cause your Chapter to be considered Not in Good standing if the Financial Reports are not received in a timely manner. This change alone will effect 432 Chapters

- Life Memberships may now be given as a gift of the Chapter in Section 90.
- All Sections relating to the Nomination and Election of Chapter officers has been re-written to coincide with that of the Loyal Order of Moose. A new Election Handbook will be available on our website soon.
- Changes to Section 103 allows Installing Officers to be installed into positions later in the year and also allows the current Junior Graduate Regent to serve as an Installing Officer at the April Installation.
- Delete Section 111, paragraphs n and o. They have been moved to more relevant sections.
- Section 112 allows a collegian to wear her cap and gown at the Academy of Friendship and Star Recorder Committee Activity Night if she wishes.
- Section 114 now requires a Recorder, attempting to qualify for the Star Recorder degree, to attend a 2-HOTT (2 day Hands On Technical Training) Session.
- The Executive Sessions have been changed to Women of the Moose Training Session and will include how to audit the Chapters books.
- Travel to Conferences will now be paid to one representative when traveling with others.
- The Registration fee for Annual and Midyear Conferences has been raised from \$5.00 to \$10.00.
- The matriculant fee for Academy of Friendship candidates and Green Cap matriculants has been increased from \$10.00 to \$15.00.
- Section 120 has been eliminated regarding Recorder/Audit Technical Training.
- Effective with this years 2009 class of collegians, after three (3) or more successive years of membership in good standing in the College of Regents, and by having sponsored and enrolled three (3) or more new members into the Women of the Moose, a Collegian shall then be invested in her chapter with a red stole. We have heard all too often that once a co-worker receives the College of Regents degree, the Chapter never sees her again. This should help.

All General Law changes will be posted online at www.mooseintl.org.

Over the years, the leaders of the Women of the Moose have continued to modernize our program. For the past few years, we have co-workers who don't necessarily care about earning their Green Cap honor because they don't want to wear the coveted "green beanie".

Well, the staff at the International Office of the Women of the Moose put their heads together and have "redesigned" the green cap – something you can wear anytime during your term as Junior Graduate Regent and we think you'll like it.

Our newly redesigned "green cap" will be awarded to the 2009 class of qualified Junior Graduate Regents during their respective Convocation Ceremony held during the State/Regional/Provincial Annual Conference.

Welcome to Chicago, the home of the current President of the United States – Barack Obama. Leading up to his inauguration, we were told that this is a "Presidency of Volunteerism". It's nice to know that someone finally understands what it is that we do best. And it is obvious over the past year that many, many people are getting on his bandwagon simply because of the outstanding number of applications our Chapters have remitted.

In just a few minutes, I will share some exciting things with you. Some exciting news regarding membership and the outstanding efforts of many people.

We are an International Organization of men and women who are committed to taking care of children and seniors in need, providing assistance to our community and celebrating life. Who wouldn't want to belong to our organization? But it's up to you to deliver what we promise. If you don't, I guarantee the new members won't stay.

How hard is it to treat someone, as you would like to be treated? How hard is it to make sure that your brain is engaged before engaging your mouth?

Every day, our office receives letters and emails from people who have been humiliated, embarrassed or treated badly by the co-workers of their Chapter. And many times, those who are being accused are either the officers or the higher degree members.

I would like to share a recent email with you that I received from a gentleman who is not even a member of our organization. His observations are pretty - well, I'll let you be the judge.

My mother recently moved to this town in this state. Her family encouraged her to get out and socialize to meet new friends in her new community. A neighbor

recommended that she join the Moose lodge in this town to meet people of similar interests of which she did.

Overall, her experience with the Moose Lodge has been positive. She has participated in various events and activities and has met people and made new friends.

However, when she attended the monthly meeting for the "Women of the Moose" she was highly offended. The women there were a clique. They were rude, cold, and offensive. She was in a room with 12 women for over an hour and not one of them said hello, introduced themselves, or even acknowledged her presence. They talked among themselves as if she wasn't even there.

Needless to say she is not going back.

But, my question is where is the leadership for this club? Who is letting this type of behavior happen on their watch? Who is responsible? Who ever it is, they are not creating an environment that attracts new members. And obviously, whoever is running these meetings only has their own interests in mind and is not concerned with the club's overall welfare.

This is the kind of behavior you would expect from jr. high school girls not 60 year old women.

Signed by her son.

Co-workers, please remember that you did not get to where you are today by yourself. You had help – I had help. And our good name is being tarnished by this type of conduct.

How many of you have seen the movie "Pay it forward" with Haley Joel Osment? It's the story of a young boy who changed the world "one act of random kindness at a time". This young boy gave his life to help another human being. Is it possible for the Women of the Moose to change our world one act of random kindness at a time? Could it start in your Chapter?

Last weekend, I had the opportunity to meet an amazing woman, Jean Davidson, granddaughter of the founder of Harley-Davidson. She visited the Mooseheart Campus, spent some time with our kids, attended the 6th Annual Mooseheart Blessing of the Bikes and fell in love with what we do. She joined the Women of the Moose on the spot. But I'm afraid she won't find what she is looking for in our organization unless she goes to the proper Lodge and Chapter. Too many of our facilities have become "bars" and we need to clean them up.

A former president of the United States once said "It's amazing what people can accomplish when they are not worried about who gets the credit." This is true in

our Chapters as well. When people aren't worried about who is going to get the credit, they bond together as a stronger team. They help one another to achieve their dreams and the end result is a successful Chapter. You can do it co-workers, I know you can. It's going to be hard at first but if you try it, you really might like it.

Now, more than ever, your Chapter should be having fun, friendly family activities at affordable prices. You need to give your members a reason to belong beside the "bar". That's not what we're about.

Why not reinvent your Chapter? Think outside the box? Let me give you some examples. How many of you remember McDonalds? You know, the home of the \$.19 hamburger founded by Ray Kroc back in 1955?

Over the years, we have seen the "golden arches" replaced with pretty brick buildings and then return again as "Retro McDonalds". Have any of you been to the 1950's Diner inside the McCafe in Kokomo, Indiana? You can place your order from the traditional "counter" or you may sit in the dining room and order everything from a complete turkey dinner to steak fry from a jukebox on the wall. Your dinner is quickly delivered to your table for under \$10.00 and there is no tipping.

Or, have you been to the McDonalds in Moosejaw, Saskatchewan? This McDonalds has an entire farm theme. The building is shaped like a big red barn with a drive-thru designed to accommodate tractors. In the silo is the Ronald McDonald Playland.

In Pitea, Sweden, the McDonalds is in the middle of nowhere. Literally. There is a sign with the golden arches on the snowmobile trail and the snowmobilers can either go thru the drive-thru or they can go inside to eat during their 7 months of winter.

The McDonalds in Asheville, NC is the most elegant. It includes carpeting, fine art, a player grand piano and a fireplace and is just as elegant as it's neighbor the Biltmore Estate.

Or how about the giant order of French Fries McDonalds in Orlando, FL? Voted as the most unique McDonalds, this party palace is home to the world's largest McDonalds Playland at 15,000 square feet and boasts the mother of all mazes. It includes a complete swipe card video arcade with air hockey and skeeball and hosts 15 parties every weekend complete with pizza.

Or the McDonald's at Montfort Drive and LBJ Freeway in Dallas, TX that was built in the form of the World's Biggest Happy Meal, with gigantic sculptures of Ronald McDonald, Big Macs, French Fries and Cokes. The Travel Channel lists it as one of the 10 most unique McDonald's out of 30,000 Worldwide. This

McDonald's has such touches as Austrian crystal chandeliers, Ralph Lauren wallpaper, granite floors, mahogany booths and incandescent lighting. And the restrooms are, well, like all restrooms should be.

All it takes is your imagination, creativity and a will to succeed and be different. Put your plan in place and become "the best place to go" in your town.

I said earlier, I was going to tell you about some outstanding accomplishments and it never ceases to amaze me how much people care about our kids and our seniors even during these tough economic times.

People like Dwaine "Dog the Bounty Hunter" Chapman, who learned about our beloved "Child City" through the Internet at www.mooseheart.org and became curious about what it is we do.

He did additional research and decided he wanted to do something special for our kids – like a concert in the Mooseheart Fieldhouse and between the concert and online donations, he was able to raise \$30,000 to assist our children.

How many of you remember the rock group Foreigner? Yes, they're still around and still performing. Last fall, the somewhat older group than I remember, performed at the Paramount Theater in Aurora, IL and they donated \$5.00 to our child city for every \$20.00 music CD sold during their performance.

Gina Woods of Open Road Radio and three other women, under the guidance of Chris Ecker and Director of Fraternal Programs Shawn Baile built a chopper during the International Motorcycle Show in Chicago in February 2008 to raise funds for our child city. \$14,271 of much needed cash was raised because someone cared. A young woman from North Carolina won the bike.

People like 16-year-old Brad Duermit from Batavia, IL who learned the Batavia Lodge hosts a yearly Christmas Eve party for our Mooseheart students who don't go home for Christmas. A young man who understands the spirit of giving.

You see, Brad wrote a letter to every Moose Lodge he could find an address for and requested that they send a simple \$5.00 donation to help fund the Christmas Eve gala event. Well, what he thought might raise "some" funds turned out to be a huge success. Some lodges sent \$5, some \$10 or \$25. Prior to Christmas, he had received over \$5,700 thanks in part to the generosity of DeKalb, Illinois Lodge who sent \$200 and North Little Rock, Arkansas Lodge who sent \$2,500.00.

Let's not forget the bp America employees who celebrated their 2nd Annual pre-Christmas party with our kids in early December and brought gifts galore including a substantial book donation to the Mooseheart School Library, a bounce house, Wii Gaming System with games for our kids and lots of presents.

Then, there are the woodworking students from St Charles East High School who made items in their class this past fall and auctioned them off in December. From the money they raised, these warm-hearted high school kids shopped at Toy's R Us and delivered the gifts to our Mooseheart Elementary Students shortly after Christmas. Yes, Mother Nature and our Chicago snow delayed their delivery. The school Principal even gets involved. He plays the part of Santa Claus.

You see, I tell you this because people who are not members – people who have simply fallen in love with what we do – give of themselves to ensure the future of our residents.

And then there are the employees of Moose International who give of themselves every day to help ensure the success of our Lodges, Chapters and Moose Legions who are the backbone of this fraternity. Many of them volunteer their personal time to their lodge, chapter, Moose Legion or to events on the Mooseheart Campus outside of their every day routine because they share the same love and passion for our kids and our seniors.

And yes, each of you does outstanding and even remarkable things for our children and our seniors. Let me tell you about a few of the outstanding ones I have learned about in just 9 short months:

Kingsport, Tennessee Chapter #1106 – where are you Kingsport? This group of committed co-workers has sent \$10.00 each and every month to their Moosehaven Resident Julia Tucker for the past 20 years. Yes, 20 years. That's over \$2,400 in addition to all of their other donations.

Where are the co-workers of Waynesburg, PA Chapter? This group of dedicated co-workers is helping to ensure the future of Mooseheart and Moosehaven with their generous donations totaling \$21,392.96 this past year.

How about the co-workers of Yuma, Arizona? They donated \$17,196.99 to sustain our residents.

Let's not forget the very people we are working to support. We have several Moosehaven residents in attendance today. Will you please stand to be recognized? This past year, Opportunity Chapter has donated \$13,594.20 to Moose Charities. They are in essence "helping to support themselves" as well as our children at Mooseheart and they have limited fundraising opportunities.

Then, we have the co-workers of Anchorage, Alaska Chapter #139 who have also taken their commitment to our kids and our seniors very seriously with their generous donations totaling \$13,248.49.

And Streator, Illinois Chapter #215 - Despite their small 211 member Chapter, they donated \$12,319.

Co-workers, regardless of the amount of your donations, you have all been instrumental in assisting our kids and our seniors and have been a piece of the solution. Please give yourselves a huge round of applause for all of your donations to our cause. Tuesday morning, the Women of the Moose will have an opportunity for the first time to participate in the "March of checks" for Moose Charities. If you have a donation to give to Mooseheart or Moosehaven during this Conference, please visit the Moose Charities booth downstairs prior to our Joint Meeting on Tuesday. If your donation is over \$500, you will be invited on stage during the March of checks.

For the past two years, our Chapters have been donating funds to build the Katherine Smith Center for Special needs – a new facility at Moosehaven to assist our Senior Members who suffer from the effects of Alzheimer's and dementia. To date, the Women of the Moose have raised \$400,000 toward this project.

During our March visit to Moosehaven, Director John Capes expressed the need to ramp up the collection of these essential funds, as the need for the Katherine Smith Center has become an urgent matter.

To help ensure the collection of the funds, the Women of the Moose are requesting that each Chapter donate an amount equivalent to \$6.50 per member over a two-year period. For each chapter achieving their goal, a certificate will be mailed to the Chapter to be hung on the wall and your Chapter's name will be placed on the donation plaque inside the new facility. Donations for the Katherine Smith Center will be collected during the College of Regents Committee Activity Night in September and the Green Cap ways and Means Committee Activity Night during February, March or April. Thank you in advance for helping to make this facility a reality.

Within 3 months of assuming new responsibilities as Grand Chancellor, I learned quickly about budgets and how we prepare them way in advance. Our budgeted goal for the 2008-2009 Chapter year was 40,000 Women of the Moose applications. Prior to March 1st, we were well on our way to reaching that goal. As of January 31st we were 38% ahead of the same time period last year. Could we do it? I thought for sure we would come pretty close.

What happened next is absolutely beyond belief. On March 31st you and your fellow co-workers had invited 51,580 new people or former members to join in our cause. WOW! And we still had another month to go! Could we break a record? Could we reach 60,000 applications?

Now remember co-workers, the Women of the Moose never used to count applications. We only counted new or re-enrolled members – with enroll dates so our records are slightly skewed but remember, if you had an applicant who never showed for enrollment, you didn't pay for her either.

Then came April 22nd we had beaten our old record of 59,044. How high could we go?

Then came April 28th and Darrell O'Brien threatened to stop counting at 66,666 – we were at 66,554 with two days left.

And then on April 29th at 3:35 p.m. Darrell called again and said “ok, you've got 66,666.” And I said oh no, you can't stop us there, that's the sign of the devil. He said ok, how about 68,126? Oh my gosh. We still have one day to go! Could we – could we make 70,000?

And then – and then came 12:05 am, May 1, 2009. All Recorders and Secretary/Treasurers of our Service Chapters had transmitted all of their applications and enrollments – where would we end up?

What do you think? Did we do it? Thanks to each and every co-worker of the Women of the Moose who sponsored at least 1 new or former member, we broke all records with an amazing 71,582 applications. Thank you – thank you – thank you for takin' care of our business!

Yes, each of you have been and I am sure will continue to be a “Piece of the Solution”. While I don't quite have the budget that Oprah Winfrey does, I do however want to express my gratitude to everyone in this meeting room for their efforts toward increasing the membership of the Women of the Moose by handing out one of “my favorite things”. Many of you have heard me say that my favorite place is in the Moose Kitchen so I am giving each of you an apron to let your members know that you are “An essential piece of the Solution”.

Before I announce the Top States, I simply must take a few moments to recognize another amazing accomplishment. You see, just a month ago, I had the privilege to serve as the Official Visitor for the Florida/Bermuda Midyear Conference in Tampa, Florida. This wasn't just any Midyear Conference, it was the largest I have ever attended and most likely, the largest ever held.

There were 975 co-workers registered and 871 in attendance. During that Conference, I told the co-workers they had currently transmitted 8,954 applications for this fiscal year and they still had time to make 9,000.

The Women of the Moose of Florida/Bermuda are blessed to have a Membership Coordinator who keeps her team of District Chairmen upbeat, positive and

working toward a common goal – membership - membership that will help sustain our children and our seniors for many years to come.

Through the perseverance and determination of Madeline Skiba, the Florida/Bermuda Membership Coordinator from Pompano Beach Chapter #600, the co-workers of Florida/Bermuda put forth an extra effort and broke records of their own by sponsoring 10,328 new or former members into the Women of the Moose during the 2008-2009 Chapter year.

Where are you Madeline? Will you please join me on the stage? *(Presented Madeline with an award.)*

And now for the Top State statistics. Please remember that I will only announce the top States who showed an increase in membership.

While we had 23 States/Regions/Provinces who showed an increase in membership,

- In 10th Place with an increase of 198 Massachusetts/Rhode Island.
- In 9th Place with an increase of 251 Alaska/Hawaii.
- In 8th Place with an increase of 309 Arizona/New Mexico.
- In 7th Place with an increase of 333 Georgia.
- In 6th Place with an increase of 338 Wisconsin.
- In 5th Place with an increase of 341 Virginia.
- In 4th Place with an increase of 344 North Carolina.
- In 3rd Place with an increase of 741 the home of our Grand Regent Michigan.
- In 2nd Place with an increase of 908 Pennsylvania.
- And for the third year in a row, in 1st Place with an amazing increase of 1339 Florida/Bermuda.

Congratulations to all of our top States. It is obvious you know how to sponsor new members and retain the ones you have. A complete listing will be available on our website.

Yes, these are the top 10 states or regions with the largest gains in membership, please understand that all efforts toward building the membership of the Women of the Moose are appreciated. They are vitally important to the future our kids and our seniors.

At the conclusion of this meeting, we will be selling Women of the Moose theme shirts right outside our doors in the promenade. This shirt, designed by Director of Operations Judy Sisson is unique in the fact that it has a missing piece in the heart puzzle. Your chapter has the opportunity to purchase that piece of the

puzzle as a pin and give one as an award to every co-worker who sponsors one new member.

The cost of the shirt is \$20.00 cash or check only today for sizes small through extra large. 2XL through 4 XL are available for \$25.00. Have your cash ready.

Co-workers, we are the keepers of the legacy of the Women of the Moose. We can be a piece of the solution by growing the membership of our organization; by donating to the many projects of Moose Charities; by helping to clean up our Moose Homes and by changing our world, one random act of kindness at a time.

As the men's ritual said "a burden heavy to one is born lightly by many." Our Mooseheart children and our Moosehaven seniors appreciate all you have done in the past and depend on your support for their future. The solution is working together for a common good – our kids and our seniors.

Thank you!