



**REPORT OF FRATERNAL
PROGRAMS
TO A JOINT SESSION OF THE
2009 INTERNATIONAL
CONVENTION – CHICAGO, IL
MAY 25, 2009**

Good afternoon, Brothers and Co-Workers. It is an honor and a privilege for me to have the opportunity to present this report of our fraternal programs to you today.

What a year this has been for Moose community service. It seems every year that work on various endeavors involving community service consume the majority of time and attention within our department – and rightfully so. The good works that we perform in the name of Moose to make the lives of others just a little better are our sharpest weapon in shedding positive light on our fraternity. And in 2008-2009, we performed a great deal of good works. Here are the numbers for the past fiscal year:

Women of the Moose

Cash Donations:	\$2,979,833.46
Hours Served:	\$15,527,328.43
Miles Driven:	\$454,357.17
Total:	\$18,961,519.06

Loyal Order of Moose

Cash Donations:	\$13,812,670.44
Hours Served:	\$31,967,430.70
Miles Driven:	\$1,005,856.99
Total:	\$46,785,958.13

The total value of Moose Community Service for the fiscal year 2008-2009 is \$65,747,477.19. Brothers and Co-Workers, we appreciate all you have done during the past year, and we thank you for continuing to show our communities how important the Moose is to them.

During the past year, the Department of Fraternal Programs has also been working to determine which community service programs we believe constitute our “core programs”, those programs that should be and will be endorsed and promoted fraternity-wide. As a result, we have determined that the following programs comprise our core:

- The Moose Youth Awareness Program
- Scouting
- Special Olympics
- Safe Surfin’, and
- Moose Alert

Let’s take some time to look at each one of these more closely.

The past year has been an exciting one for the Moose Youth Awareness Program. During last year’s International Convention, we started the process of increasing the emphasis of supporting Youth Awareness, a program that had simply been running its cycle year after year. As part of this process, we added Youth Awareness as an alternate criteria under the Premier Lodge Award to reward lodges that were sponsoring students. We held two training sessions with our Association Youth Awareness Coordinators in during last year’s International Convention in Las Vegas to identify positives and negatives, and to build a foundation for moving forward with a stronger program. Thanks to the efforts of the Moose Legions, we were able to increase the number of scholarships provided and the amount of money given. All of these efforts have helped us to realize a year that showed an increase in the number of Association Student Congresses held, an increase in the number of lodges sponsoring students and an increase in the number of students that participated in the program.

During the first weekend of May, 56 of our best and brightest met at the International Student Congress in Hampton, Virginia. The students had one of the busiest schedules ever developed for this event, including trips to Colonial Williamsburg and Busch Gardens; two separate visits to Newport News Lodge #1199 for a ‘50’s Sock Hop and a Luau; and a dinner cruise on the Chesapeake Bay aboard the “Spirit of Norfolk”. Hats off to the members of the Virginia Moose Association for doing an outstanding job of planning, organizing and running the weekend’s events.

Our first-place winner this year is quite a young lady. She is the seventh of 10 children. She has been working as a server at Minot, North Dakota Lodge #822 since she was 15. And, she is the one who convinced her parents to join the fraternity, even though she is not yet old enough to be a member herself. Someone this special deserves an extraordinary introduction; unfortunately, I just can’t seem to remember her name at this moment.

CLIP 1 FROM WEST SIDE STORY (DVD)

For some reason, it has just dawned on me. For her remarks, would you please welcome to the podium, from Minot, North Dakota, Maria Pitner.

MARIA'S COMMENTS



Thank you, Maria, for your participation, for your time and effort in creating your outstanding presentation, and congratulations again on being selected by your peers as the best of the best. We look forward to the possibility of seeing you next May in Indianapolis, going for a repeat as our first-place Youth Awareness scholarship winner.

The fraternity's Tommy Moose program continues to be one of the strongest community service efforts in our history. In just the past year, a total of 18,936 plush dolls have been purchased by our fraternal units for distribution to police, fire and emergency services in their respective local municipalities. In addition to the security that Tommy brings to small children, he also brings a great deal of positive attention to local lodges and chapters, and to our fraternity. Here is just one example of the type of the publicity that Tommy Moose is able to generate.

CLIP FROM WFSB CHANNEL 3 EVENING NEWS (DVD)

The Tommy Moose program has also started to evolve and branch out to avenues beyond the plush dolls. In August of 2008, the registration for all copyrights related to Tommy Moose was granted to Moose International. This ensures that we are able to control any usage of the name, character and images associated with Tommy Moose and all proposed uses must be approved. Our first new usage for the Tommy Moose character image was the introduction of Trick-or-Treat bags just in time for Halloween 2008. Because this was a new item and because it was offered only 2 months prior to the holiday, we were conservative in ordering our initial inventory. I am happy to report that in a matter of 6 weeks, the entire inventory had been purchased and distributed to fraternal units.

Thanks to this success, we will be offering Tommy Moose Trick-or-Treat bags again this year. This year's bags are larger in size and cost only \$10.50 plus shipping and handling for a bundle of 50. In an effort to promote the Tommy Moose program and the good works of the Order, our department will also be providing bundles of bags to the community of Branson, Missouri during our meetings in October, and for the annual community Trick-or-Treating at Moosehaven.

There will also be two additional new items added to the Tommy Moose collection this year. The first is a lapel pin of Tommy Moose with a bobble head, similar to a previous item available through Catalog Sales. The second item is a smaller scale plush doll. The smaller Tommy can be used for promotional purposes, such as a giveaway during a parade or open house, or as a gift for children's parties. However, the smaller item **should not** be given to police, fire or emergency squads for use in traumatic situations. Only the original Tommy Moose should be used for that purpose.

While all of these items are certainly nice representations of our character, there is something extra special about the real thing. Since this program has begun its evolution over the past several years, one item that has been central in all discussion has been a life-size mascot costume that could be used at community events to introduce Tommy Moose and his mission to the public. I am happy to say that, through the efforts of the folks at Thomas Creative Apparel, we are able to introduce him to you today. And now....HEEEEEEEEEEEEEERREEEE'S TOMMY!

TONIGHT SHOW THEME (CD)

In conjunction with the introduction of this costume, we are developing a usage guide that must be strictly adhered to whenever a member is wearing the costume at an event, whether it is inside the lodge or outside. Information regarding these costumes was presented to your Regional Managers on Friday, and greater details on usage and purchasing costumes will be made available for your upcoming Association Conventions and Annual Conferences. We look forward to seeing Tommy spreading the message of the Moose in neighborhoods across North America.

At last year's International Convention in Las Vegas, we introduced two new partnerships that we believed would enhance our reputation of being an organization looking out for the needs of children. First, we introduced you to the Safe Surfin' Foundation, a group whose mission is to pro-actively educate youngsters about the dangers that can be found while using the Internet, and to encourage government officials to enact legislation making Internet safety education mandatory in schools for Kindergarten through Grade 12.

The foundation is also fortunate to have celebrity spokespeople involved their publicity and marketing efforts, including actor Erik Estrada, who made an appearance at the Fraternal Programs booth last year. It is my understanding that many of Co-workers turned the tables by introducing themselves to him, thereby enhancing his reputation in the process as well. It's nice to get involved with community service partnerships that are mutually beneficial.

The support of Safe Surfin' during our first full year of involvement was outstanding. Units of the fraternity contributed a total of \$148,340.74 toward the efforts of Safe Surfin'; and because of our support, the foundation will be able to expand the services provided across North America. In addition to providing copies of NetSmartz software to schools, here are some additional avenues that have opened up thanks to our support:

- Providing "Train the Trainer" programs to law enforcement agencies
- Internet Safety Day programs at minor league baseball stadiums; and potentially at the Major League level, as the Los Angeles Dodgers have expressed interest in the program. Maybe we can expand the message to banned substances for Manny Ramirez's benefit in an effort to seal the deal.
- Creation of award-winning public service announcements
- And the potential of being the primary advisor/consultant to a United Nations Committee on cyber crimes again children.

And, in the words of Sheriff Mike Brown, “Moose will be with us every step of the way.” Isn’t it refreshing to hear one of our partners make a statement like this and understand that a true partnership must be meaningful to all parties involved? We certainly appreciate these sentiments and look forward to continuing these efforts to keep our children safe when they are online.

The second partnership we presented in Las Vegas was a fraternity-wide commitment to Special Olympics. While we certainly encourage support of the entire Special Olympics program, the primary focus of our partnership is softball, which is currently the fastest-growing athletic event. The relationship includes support from a third party, the Amateur Softball Association.

When the groundwork was laid for our relationship, it was designed in three phases, with the first phase beginning this summer and the other two phases occurring in subsequent years. Phase 1 will be a test event to take place in Lincoln, Nebraska this summer in preparation for the 2010 Special Olympics National Games. This is, for lack of a better term a “dry run” to determine the necessary number of Moose volunteers and what roles and responsibilities our volunteers will need to handle. There are currently 16 teams scheduled to play in this invitational event.

Phase 2 will take place in July 2010 when our fraternity will sponsor the softball venue and the Founder’s Reception at the Special Olympics National Games, which will also be held in Lincoln. The reception, which is hosted by Eunice Kennedy Shriver, will give us an opportunity to introduce the Moose to prominent figures in politics, show business and philanthropy, and could open the doors to future support of our endeavors as a result of our support of Special Olympics.

Phase 3 will take place in 2011, when we will host a North American championship softball tournament on the Mooseheart campus. We plan to hold this event annually, except during years in which Special Olympics National Games are scheduled.

During the past year, there seemed to be confusion at times regarding our fundraising efforts for Special Olympics. It is as simple as this – we are asking all fraternal units to contribute \$100 to Moose Charities during the year that is earmarked for Special Olympics. This is not meant to replace anything you do annually for Special Olympics on a local or state basis, and we are not asking you to remit all of your Special Olympics contributions to Moose Charities; we are simply asking each unit for \$100 during the fiscal year. If you wish to contribute more than \$100, please feel free to do so.

Despite any confusion that may have existed, we had another great response to a call for support. Brothers and Co-workers, I am pleased to report to you that the units of the Order contributed \$186,502.63 toward our Special Olympics efforts in 2008-2009. We had 18 fraternal units contribute at least \$1,000 during the year.

- 7 lodges contributed exactly \$1,000: Franklin, PA Lodge #83; St. Mary’s PA Lodge #146; Trumbull, OH Lodge #186; Minot, ND Lodge #822; North Little

- Rock, AR Lodge #942; Bound Brook, NJ Lodge #988; and Silver City, NM Lodge #1718.
- Morton Grove, IL Chapter #1329 contributed \$1,089.50.
 - Elkland, PA Lodge #746 contributed \$1,100.
 - Golden Triangle, FL Lodge #874 contributed \$1,150.
 - Kenosha, WI Lodge #286 contributed \$1,500.
 - Whitehall, OH Lodge #1245 and Yorkville, IL Lodge #2371 each contributed \$1,700.
 - Creston, OH Lodge #1224 contributed \$2,000.
 - Uhrichsville, OH Lodge #740 contributed \$2,684.70.
 - Northfield, OH Lodge #2156 contributed \$3,500.
 - Lexington, OH Lodge #2511 contributed \$7,000.

We also received a contribution from 501 C Fund Raising Consultants in Florida toward our Special Olympics commitment in the amount of \$10,000.

And special recognition goes to Upper Sandusky, OH Lodge #1093, which remitted a check for Special Olympics on November 13, 2008 in the amount of \$17,933.25. Thank you to all units that contributed to our efforts during the past year.

We have had a great deal of success in fundraising during the past several years using the theory of “minimal amount, maximum participation”. Look what \$93 dollars per unit did for our Flight 93 efforts. Look what \$100 per unit did for Safe Surfin’ and Special Olympics in just one year. There is not a single unit out there that can find a reason why this can’t be done. Whether you raise it all in one night during a special function, or you do one raffle or 50/50 per month, \$100 is attainable no matter how large or small your unit’s membership might be. Please make both of these projects a priority for the new year.

The last time we were in Chicago for an International Convention, we mentioned a concept that had been introduced in the Florida/Bermuda Moose Association called Moose Alert. The basic premise of Moose Alert is to utilize Moose volunteers and Moose facilities during emergency situations, and in Florida, this system has been put into action on several occasions, and the efforts have been well received and much appreciated.

As an initiative for the fraternity, Moose Alert has been slow to develop. I am happy to report to you today that measures have been taken to get the program off the ground. Our department has had conversations with the Red Cross to become a partnering organization within the Moose Alert concept. Again, both parties have found aspects of the program that are mutually beneficial. The Red Cross would gain access to a new network of brick-and-mortar facilities, resources and volunteers that could be mobilized in an emergency situation. Our fraternity would gain immediate credibility for the program by being associated with an organization like the Red Cross, and would open the doors to necessary training opportunities for our members, which would assure

emergency personnel that a Moose Alert volunteer thrust into a precarious situation is both willing **AND** able.

If you have had an opportunity to stop in the display area during the week, you have probably seen the Red Cross booth located in the Fraternal Programs area. At that booth, you will find a document that outlines the direction we are heading with this program, including an outline for setting up a Moose Alert committee within the lodge and various key positions that will be required for optimum operation. The guidelines of this program will have to be strictly adhered to, for the protection of the volunteer, the lodge and all emergency personnel that may be involved when dealing with a situation.

If you had an opportunity to visit our display area this week, you may have met some folks involved with an organization called Rainbows. Like our organization, Rainbows is an international non-profit entity. Their mission is to work with children who are having a difficult time dealing with situations such as death, divorce or even deployment of a family member to military duty.

The program works with community organizations to develop peer groups on a localized basis for students to take advantage of. Rainbows has developed interactive materials to allow participants to actively express their feelings and communicate with others to discover they do not have to face these situation alone.

Our relationship with Rainbows is not our typical partnership, but we wanted to make our units aware of this program and offer the information for establishing a lodge facility as a Rainbows meeting place should the cause be deemed worthy of consideration by lodge and/or chapter members. Should any members wish to be considered for a position as a peer counselor, they will have to go through a stringent screening process with Rainbows personnel before they are permitted to interact with a group in any way. Should you wish to gather additional details, please stop by the Fraternal Programs area.

While community service tends to get the majority of the attention in our department, we also have responsibility for Family Activities, Sports, Youth Programs, the Moose Travel Program and Fraternal Awards. In addition, our department oversees the Moose Legion and the Ritual program. These final two items will be reported on during tomorrow morning's joint session beginning at 10:30 AM.

In today's world, and especially in our current economic state, there is an increased sense of urgency to secure a customer's business. Our members can go anywhere for food or drink, or choose how to spend their free time from a number of options. The successful lodges, the lodges that have a full house most nights of the weeks, are the lodges that understand the importance of having a full slate of activities for members of all ages, as well as children.

At last year's International Convention in Las Vegas, we offered demonstrations in our display area of the Nintendo Wii interactive gaming system. Lodges that have invested in these systems continue to report the popularity of games and tournaments for both

adults and children. Here is just one example provided to the Moose User Group on Yahoo by Three Rivers, Michigan Lodge #474:

“We bought a Wii and it has been a hit – not "off the charts" big, but it has paid for itself. We had a fundraiser for Cystic Fibrosis; the kids did a "Wii Bowl-A-Thon" double elimination tournament. Someone brought in old bowling trophies and removed the nameplates. The kids loved them! We raised money, covering our community service, and the newspaper put a picture of the kids holding their trophies along with a story.” In addition to Wii, another game that has become popular with people of all ages is Guitar Hero. Thousands of people around the world, from the student who sees it as a video game to the aging world-class air guitar champion from the 1970’s looking to relive his past glory, are enjoying this new technology for leisure and in competitions at bars and clubs everywhere. Items like this can be viewed one of two ways – as an expense or as an investment. Those who have seen it as an investment have seen a return on that investment many times over already.

Speaking of youth, our department was tasked with developing an organized program for youth within our lodge system. Meetings were held to discuss the parameters for a youth program, including age of participants, structure of leadership, involvement of adult advisers and programs to be incorporated into the structure of the youth group. We wanted a program for kids in their teens. We wanted the students to manage the group, but have experienced adults to act in an advisory capacity. We wanted to have a recognition program for both the group as a whole and for individual members. And, we wanted our youth to begin to gain an understanding of the Moose fraternal programs. Then, a meeting in December 2008 with leadership of the Boy Scouts of America led us to an option that fit what we were looking for.

The program is called Venturing. It is an existing program of the Boy Scouts, and it is the only scouting program that is designed to be co-ed. So what makes Venturing the best option as the organized youth program of choice in our lodges? Here are just a few reasons:

- In addition to being co-ed, the Venturing program is designed for those aged 13-20. Students can participate in the program within the lodge right up to the point of being able to join the Order.
- Venturing crews have boards comprised of 5 officers, which will educate participants on proper meeting procedures, proper manner of conducting minutes, recording minutes, maintaining financial records and budgeting.
- Venturing has a defined structure for earning honors and progressing to the highest honor within the program, the Silver Award. In addition, there are focus areas in which participants can earn additional recognition.
- Adult advisers must register with the Boy Scouts, which means that a background check will be performed to assure that leaders are of the necessary caliber.
- Most importantly, because the Venturing crew must be chartered to the lodge, lodge leadership can determine which Moose programs are to be incorporated into the crew’s calendar each year. This is also the case for lodges that charter Cub Scout packs and Boy Scout troops.

This is simply a case of not needing to re-invent the wheel. The concepts we were seeking exist in Venturing. The composition of the program and the accompanying resource materials are already in place. A recognition program and prescribed criteria for earning awards are already there. It is now up to us to take the necessary steps to institute Venturing crews into our lodges. If you have not already done so, please stop by the Fraternal Programs booth and speak with Boy Scouts' representative Keith Walton for more information on how to get started.

At this point in late May, we are just getting ready to get into the heart of the International sports tournament schedule. Darts has already been completed and bowling will continue through June 14. There is still plenty of action to come during the next few months, as we hold the mixed golf, pool, softball, horseshoes, golf and mixed bowling events.

As we proceed toward 2010, we will see an increased emphasis on the International sports program. This fall, the International sports tournaments will take center stage, as they will be the subjects of the cover story in the November/December/January Moose magazine. We will also see a few changes in the schedule once we reach 2010. Due to a consistent decline in participation over the past several years, Mixed Golf and Mixed Bowling will not be held as separate tournaments after this year. We plan to implement mixed bowling as an additional event during the International Bowling Tournament, and add mixed golf as a Friday event during the weekend of the International Golf Tournament.

The biggest change to the 2010 sports schedule will occur only a few days into the first month of the year. From January 10-13, we will be holding the first annual Moose International Texas Hold 'Em Tournament at the Golden Nugget Hotel & Casino in downtown Las Vegas. Players will arrive on Sunday the 10th and enjoy a dinner buffet and slot tournament with a winner-take all prize of \$1,500 and accommodations at the Golden Nugget for future travel. The tournament will begin Monday morning and play will continue into Wednesday, when our first International Champion will be crowned and take home the top prize of \$10,000. All in all, \$39,000 in prize money will be paid to the top 30 finishers.

The tournament is open to all members of the Loyal Order of Moose and Women of the Moose whose dues are active at the time of registration and at the time of check-in at the tournament site. The prize pool is currently based on a field of 300 players.

The entry for the Texas Hold 'Em Tournament has been packaged together with four nights lodging, the Sunday dinner buffet, entry in the Sunday night slot tournament, an official tournament polo shirt and commemorative lapel pin. The price for the entry package is \$500 per player. Registration information is available on the Moose International website, and members can either print a registration form and mail it to the Department of Fraternal Programs or register online. The deadline to register for the

tournament is December 1, 2009. We hope that you will consider being a part of this historic event and look forward to greeting you at the Golden Nugget in January.

If you are looking for travel opportunities in the coming months, we have two outstanding offers to for you to consider. Time is running out to register for the New England/Eastern Canada cruise to take place from October 3-10 of this year. Prices have been drastically reduced since this cruise was originally introduced. Inside cabins are now \$320 per person; ocean view cabins are \$420 per person; and balcony cabins are \$640 per person. A \$250 per person deposit must be made at the time of reservation, and final payment is due by July 6, 2009. If you are able, don't miss out on this wonderful chance to experience a truly picturesque voyage.

Our second opportunity has just been finalized in the last two weeks. In October 2010, the Department of Fraternal Programs will be offering a cruise to the Mexican Riviera, including stops in Puerto Vallarta, Mazatlan and Cabo San Lucas. The cruise will be aboard the Carnival Splendor, which is Carnival's newest ship; Carnival's largest ship; and the number one-rated ship in Carnival's fleet. Prices for this excursion are based on double occupancy are also extremely reasonable. Inside cabins are \$340 per person; ocean view cabins are \$440 per person; and balcony cabins are \$590 per person. A \$250 per person deposit must be made at the time of reservation, and final payment is due by July 6, 2010.

If you would like additional information, brochures on either trip can be requested from the Department of Fraternal Programs or downloaded from the 'Members Only' portion of the Moose International website.

We would like to extend our sincerest thanks to all fraternal units for doing such a fine job handling the change in procedure regarding on annual individual recognition awards. Again this year, forms submitted by the required deadline will be sent by the Department of Fraternal Programs to another state or province for judging. We believe that this procedure eliminates any potential bias in the judging process. And from all accounts we received, the members were extremely pleased with the change to the plaques that are now presented to the state and provincial winners for Moose of the Year, Co-worker of the Year, Moose Legionnaire of the Year, Rookie of the Year and Novice Co-worker of the Year.

By now, all lodge and chapters, as well as Moose Legion Secretaries, should have received the appropriate nomination forms for this year's awards. Please remember that the deadline for forms to be returned is July 1, 2009, except for Moose Legionnaire of the Year, which must be returned by July 15. As a reminder, lodges and chapters should not separate the form at the perforation. Both portions of the nomination form should be mailed to Moose International, and the resumes will be mailed to the appropriate Association Secretary prior to the Association's 2009 Annual Convention. Keep in mind that submission of these forms also affects additional lodge, chapter and Moose Legion honors.

In conclusion, I would like to take the opportunity to extend the appreciation of the Fraternal Programs staff members to you, the members, for the patience, understanding and courtesy you have given to us during the past year. We understand that there are a great deal of reasons for members to communicate with our department and we do our best to provide you with the information you request and the services you require. On behalf of Assistant Directors Chris Ecker and Henry Houck, as well as Nancy Kaltenecker and Laura King, we say thank you for your support and we look forward to many more successful years in the future.

Brothers and Co-workers, I thank you for your attention and for your continuing support of our fraternal programs and our Order.