



**PRESENTATION OF MEMBERSHIP  
RESULTS AND  
2009 – 2010 TOP ASSOCIATION**

**122ND INTERNATIONAL  
CONVENTION**

**NASHVILLE, TN – JULY 3, 2010**

**Shawn Baile  
Director of Membership**

Good afternoon, Brothers! It has now been eight months since I was presented with the opportunity to serve our fraternity as the Director of the Membership Department. It has been a learning experience, at times it has been a trying experience, but overall it has been very rewarding. The department has undergone some changes during that time in an effort to improve the quality and efficiency with which we can serve you.

The Membership Department is divided into three main functions:

- Recognition and Member Services, which is managed by Assistant Director Kim Thompson;
- Programs and Activities, under the direction of Assistant Director Scot Baikie;
- And Promotion and Marketing headed up by Assistant Director Chris Ecker.

As part of our restructuring, the former Helpdesk and Call Center were moved into the Membership Department. Our representatives, Dawn Bower; Donna Daus; Lisa Nash; and Melissa O'Brien, comprise the Member Services area of the department and handle all inquiries regarding dues payments, replacement of lost or damaged membership cards and changes to membership records. All questions regarding LCL.Net and Quickbooks are now handled by Jo Mitchell and Michael Robinson in the Department of Lodge Operations.

Our clerical staff, consisting of Don Airey, Sharon Baker, Barbara Johnston, Valerie Korstick and Loretta Solis, will continue to handle tasks related to the "25 Club", the

Moose International “5 Club”, life memberships, charter efforts and our fraternal programs. And last but not certainly not least, Joanne Svendsen, my Administrative Assistant and the self-proclaimed “Queen of the Membership Department”, continues to provide outstanding service to our field staff and members alike. Please extend your appreciation to the members of our Membership Department office staff.

It is now my pleasure to introduce to you the men who make up the Membership Department field staff, our team of Regional and Assistant Regional Managers who are responsible for providing a high level of leadership, guidance and service to the Lodges and members in their respective territories.

- Serving Alabama and Georgia, our newest addition to the field staff, Regional Manager David Smoot;
- Serving Alaska, Alberta and British Columbia, Regional Manager Jim Reid;
- Serving Arizona/New Mexico, Regional Manager Bill Cavanaugh;
- Serving Arkansas, Louisiana and Mississippi, Regional Manager Tom Dupree;
- Serving California/Nevada, Regional Manager Charlie Lopez and Assistant Regional Manager Gail Marlatt;
- Serving Colorado and Wyoming/Western Nebraska, Regional Manager Frank Garen;
- Serving Connecticut, Massachusetts and the Northeast, Regional Manager Scotty Fiske;
- Serving the Dakotas and Montana, Regional Manager Greg Hanson;
- Now serving Florida/Bermuda after doing an outstanding job for the past four years in Alabama and Georgia, Regional Manager Jerry Monk;
- Serving Idaho/Utah and Washington/Northern Idaho, Regional Manager Dick Surry;
- Serving Illinois, Regional Manager Ron Kozuszek;
- Serving Indiana, Regional Manager Mike Beery;
- Serving Iowa/Eastern Nebraska, Kansas, Missouri and Oklahoma, Regional Manager Dave Meyer and Assistant Regional Manager Jim Smardon
- Serving Kentucky and Tennessee, Regional Manager Dominic Tallarico;
- Serving Maryland/Delaware/D.C. and West Virginia, Regional Manager Jim Hale;
- Serving Michigan, Regional Manager Dave Coffey;
- Serving Minnesota and Wisconsin, Regional Manager Gary Beck;
- Serving New Jersey and New York, Regional Manager Tom Wood and Assistant Regional Manager Bill Winder;
- Serving North and South Carolina, Regional Manager Victor Hyatt and Assistant Regional Manager Joe Zollinger;
- Serving Ohio, Regional Manager Dwaine Brown;
- Serving Ontario, Regional Manager Robert Longchamps;
- Serving Oregon, Regional Manager Duke Snyder;
- Serving Pennsylvania, Regional Manager Stan Adams;

- Serving Quebec, Regional Manager Pierre Chalifoux;
- Serving Texas, Regional Manager Ron Trygstad;
- And serving Virginia, Regional Manager Matt Grove.

There is one person not included in this list, who has purposely been omitted for a special introduction. There's an old saying about "saving the best for last". This gentleman has widely been considered one of the best Regional Managers and one of the best men in this fraternity for a number of years. He was a successful Lodge Administrator, he was Chairman of the International Family Activities Committee, and in 2001, he became the Regional Manager of the Florida/Bermuda Moose Association and has set a standard of excellence for others to strive for.

In October, I was informed that he had decided to retire as close to April 30 as possible. We did the best we could to accommodate him, and I am pleased to tell you that yesterday was officially his last day of employment. Would you please welcome to the stage, the newly retired Regional Manager of the Florida/Bermuda Moose Association, Rodney Hammond?

How about a nice round of applause for the Membership Department field staff? The close of the "Be a Piece of the Solution" campaign brought with it the age-old question, "Do you want the good news or the bad news?" When it came to membership production, the good news was that Lodge members sponsored 82,089 applications during the year. The bad news – last year in Chicago, we were celebrating the fact that we had produced 111,734 Loyal Order of Moose applications during 2008-2009. This represents a 26.6% decline in membership production.

The good news is that 38,180 members, or 5.4 % of our active membership, fulfilled their obligation to strengthen our Order during the past year by sponsoring at least one member. The bad news – in 2008-2009, 46,892 men, which was 6.4 % of our active membership at that time, qualified for "Preferred Member" status. That equates to 8,712 fewer sponsors this year. While the drop in the number of "Preferred Members" was disappointing, we certainly extend our great appreciation to the 38,180 men who helped to strengthen our Order last year. Each of them should have received their "Be a Piece of the Solution" lapel pin from their respective Lodges in appreciation of their efforts.

In the final quarter of 2009-2010, we saw the beginning of a positive turn in our membership production trend for the year. In February 2010, we produced 7,399 applications. It was the first month during the "Be a Piece of the Solution" campaign in which we produced more applications than the same month during the previous year.

On March 1, 2010, we introduced the "Climb Aboard the Moose Member-Ship" campaign. This short-term campaign had two major differences from prior end-of-year initiatives:

- First, rather than ending simultaneously with the conclusion of the fiscal year on April 30, it was extended until May 31 to give units a jump start on the new year;
- And, it featured the most valuable sponsoring incentive ever offered by our fraternity – simply sponsor two members during the campaign, and if those members were added to the rolls by May 31, your next year's dues were free!

I am pleased to report to you that the campaign seemed to work on both fronts. Our Lodge members produced 19,738 applications during the months of March and April, and an additional 7,765 in the month of May. In fact, we produced 2,200 more applications in May 2010 than we did in May 2009.

In addition, 4,376 Loyal Order of Moose members took advantage of the opportunity to receive a free year's dues by sponsoring two members who were reported as enrolled. In essence, these sponsors each increased our active membership by three – the two members they sponsored plus an additional year of membership for themselves.

Another incentive in the Climb Aboard the Moose Member-Ship" campaign was a drawing at the end of each month for a cruise for two this October to the Mexican Riviera aboard the Carnival Splendor. If we learned one thing during the campaign, it's that our computer system must be male because all three cruise winners are Co-workers of the Women of the Moose:

- Shelby Sealock of Front Royal, VA Chapter #1194
- Tammy Judge of Palatka, FL Chapter #1915, and
- Linda Rubeck of Lake Erie, OH Chapter #167

Thank you to all of you who helped to make this short-term campaign a successful voyage.

There were 3,476 Lodge members who earned membership in the Moose International "5 Club" by sponsoring five applications during the "Be a Piece of the Solution" campaign. Each qualifier received his personalized Moose International "5 Club" wallet card. Additionally, each of these Brothers was recognized as a generous supporter of the Mooseheart Sidewalk Replacement Project through Moose Charities. We offer our sincerest thanks to our State and Provincial Moose Associations for continuing to provide the financial support for the "5 Club".

The Moose "25 Club", which celebrated its 70th Anniversary on Thursday, welcomed 665 new sponsors to its ranks in 2009-2010. This was a decrease of 128 from the previous year. Invitations to this year's "25 Club" event were sent to 2,850 Loyal Order of Moose members who either became members of the "25 Club" this

year or already belonged to the "25 Club" and qualified by sponsoring at least five members during the fiscal year.

As we do every year at this point in the report, we would like to pay tribute to our top five active sponsors in the Loyal Order of Moose. Continuing to comfortably hold on to the honor of top active sponsor is Charles Smith of Batesville, AR Lodge #1839. Charlie sponsored another 26 applications in 2009-2010, bringing his lifetime total to 2,761.

Also comfortable in his current position as the number two active sponsor in the fraternity is Ed "Porkey" Strong of Chelsea, MA Lodge #736. "Porkey" sponsored 39 applications last year and now has 1,821 applications to his credit lifetime.

Remaining in third place is Laurence Salinger, a member of General Assembly, who has sponsored 1,667 applications in his Moose career. Rapidly approaching this number are our fourth and fifth place lifetime sponsors, each of whom reached the 1,600 division of the Moose "25 Club" this year.

Currently in fourth place is Jack Rafool of Daytona Beach, FL Lodge #1263. Jack sponsored 54 applications during the "Be a Piece of the Solution" campaign, bringing his lifetime total to 1,645. And right behind Jack is William Price of Salisbury, MD Lodge #654, who sponsored 39 applications last year and now has 1,610 lifetime.

Congratulations to our top five active sponsors and a special "thank you" to each of you for continuing to lead by example in strengthening our Defending Circle.

This year's Moose International "25 Club" party will be held on Tuesday night at 8:30 PM right here in this arena. The doors will open at 7:30 PM. Concession stands will be open prior to and for the duration of the event. The show will open with Playing By Air, a group that will amaze you with a variety of skills performed in an upbeat and fast-paced environment. Then, our attendees will experience the one of a kind comedy of Mrs. Hughes, who was discovered by Merv Griffin and has been dubbed "America's Funniest Grandma".

The Director General's Circle of Distinction, which recognizes those men who make the effort to sponsor at least 25 members during the fiscal year, saw 154 members qualify for honors in 2009-2010. This was a decrease from the 236 Loyal Order of Moose qualifiers last year.

Tomorrow night, members of the 2009-2010 Director General's Circle of Distinction and their guests, along with the members of the Women of the Moose Heart of Distinction and their guests, will join Director General Bill Airey and his wife Jean for a cruise along the Cumberland River aboard the General Jackson showboat. Attendees will be treated to dinner, a musical revue in the General Jackson's Imperial Theater by Country Music USA and a riverside view of downtown

Nashville's 4<sup>th</sup> of July fireworks spectacular. Buses will depart from outside of this auditorium at 5:30 PM tomorrow evening.

If you are a 2009-2010 Circle of Distinction qualifier and have not yet picked up your boarding pass for tomorrow's event, please visit the Membership Department booth downstairs before 2:00 PM tomorrow.

Circle of Distinction awards are distributed at levels of 25, 50, 75 and 100 or more members sponsored during the fiscal year. This year, 53 qualifiers received their Circle of Distinction necktie for reaching the 25-level for the first time. Those who reached the 25-level previously select an award of their choice from a gift book.

The twelve members who qualified at the 50-level this year select higher value awards from similar catalogs.

There were three first-time qualifiers at the 75-level, each of whom will receive a navy blue blazer from Hart, Shaffner & Marx.

And finally, four members sponsored 100 or more members into the fraternity during the year, thereby attaining Super Sponsor status and receiving their transportation and hotel accommodations to this International Convention compliments of Director General Airey.

Congratulations to our 2009-2010 Director General's Circle of Distinction qualifiers!

As I mentioned earlier, the Loyal Order of Moose produced 82,089 membership applications during the "Be a Piece of the Solution" campaign. Now, I'd like to acknowledge the top five member sponsors for 2009-2010:

- Thomas Watson of Washington County, VA Lodge #1966 with 80 applications
- Greg Whited of Nitro, WV Lodge #565 with 101 applications
- Richard Sutphin of Charleston, WV Lodge #1444 with 104 applications
- B. Scott Farrar of Zephyrhills, FL Lodge #2276 with 114 applications
- And our top member sponsor, doing so for the second year in a row – Randy Shives of Chambersburg, PA Lodge #842 with 168 applications

How about a nice round of applause for all of our top sponsors?

I'd like to now recognize the top reporting Lodges during the past fiscal year:

- In fifth place – Nitro, WV Lodge #565 with 364 applications
- In fourth place – Harrison, MI Lodge #2235 with 447 applications
- In third place – Indian Lake, OH Lodge #1533 with 527 applications
- Our runner-up for 2009-2010 – Charleston, WV Lodge #1444 with 535 applications

- And our top reporting Lodge during the “Be a Piece of the Solution” campaign – Cape Coral, FL Lodge #2199 with 553 applications

Congratulations to all of our top Lodges for their outstanding performances!

In 2009-2010, we had 645 Lodges attain their assigned membership production quota. Here are the top three “quota busting” Lodges, which are divided into Lodges of 300 members or fewer and Lodges with more than 300 members:

- In third place – Swainsboro, GA Lodge #1930 at 673%, and Islamorada, FL Lodge #2151 at 223%
- In second place – Leechburg, PA Lodge #102 at 713% and Lock Haven, PA Lodge #100 at 248%
- And our top “Be a Piece of the Solution” quota busters – Plymouth, MA Lodge #2485 at 813%, and Billerica, MA Lodge #2648 at 480%

Let’s hear it for all of the 2009-2010 quota busting Lodges!

Our last category is membership production by Association. For the last several years, the results in this category have ultimately built up to a rousing ovation from the members of the Florida/Bermuda Moose Association. So, let’s find out which Association was the greatest membership producer in 2009-2010:

- In fifth place with 5,078 applications reported and edging out sixth place California/Nevada by just 59 applications – Virginia
- In fourth place with 6,111 applications – Michigan
- Slipping one spot to third place this year with 7,260 applications – Pennsylvania
- Moving up one spot from a year ago to second place – Ohio
- And the top producing Association during the “Be a Piece of the Solution” campaign with 9,985 applications, which was 12.2% of our total production for the year– Florida/Bermuda

While all of our Associations have programs in which they are strong and others in which they may struggle, the ultimate recognition for all of them is to be named the Top Association. The Top Association Award recognizes an Association’s Board of Officers and its committeemen for their ability to generate support for the programs of Moose International. The programs are to be administered and carried out at the Lodge level, with the Association leadership providing direction, encouragement and motivation to the Lodges in order to realize maximum support and outstanding results.

The Association that scores the most points earns the right to take home the Top Association banner and be recognized as the Top Association until the next International Convention. Each Association is scored on the collective efforts of all Lodges in the Association in the five categories assigned. Associations are ranked in

each category and receive from zero to 44 points in each category. The only way to receive zero points is to not participate in a category. A perfect score is 220 points.

The Top Association program ranks Associations in the following categories:

- Percentage Increase of Active Members
- Percentage of Active Members Qualifying as Preferred Members
- Percentage of Active Members Who Belong to the Moose Legion
- Contributions Per Member to Moose Charities
- Percentage of Lodges Earning the Premier Lodge Award

Here are the Associations that scored the best in each category:

- The top score in “Percentage Increase of Active Members” went to the Connecticut Moose Association, which was the only Association to show an increase during the past year.
- In the category of “Percentage of Active Members Qualifying as Preferred Members”, the Alabama Moose Association earned the top score with 8.77% of their members sponsoring at least one application.
- The Texas Moose Association received the top scores for having the highest percentage of active members also holding active membership in the Moose Legion at 20.9%.
- The top score for per member contributions to Moose Charities went to the Arkansas Moose Association with an average of \$41.77 per member.
- And finally, the Association with the highest percentage of Lodges earning the Premier Lodge Award was the Oklahoma Moose Association with 54.5 percent of its Lodges qualifying.

And now for the combined results for the 2009-2010 fiscal year:

- In tenth place with 160 points – the Arizona/New Mexico Moose Association
- In ninth place with 161 points – the South Carolina Moose Association
- In eighth place with 163 points – the Kentucky Moose Association
- In seventh place with 170 points – the Connecticut Moose Association
- In sixth place with 172 points – the Texas Moose Association

I would now like to ask the Association Officers, Regional and Assistant Regional Managers, and members in attendance from our top five Associations to stand be recognized. Alphabetically, they are Alabama, Alaska/Hawaii, Georgia, Massachusetts/Rhode Island and Oklahoma.

Please join me in recognizing the outstanding performance of our top five Associations.

And now for the remaining results:

- Climbing all the way from 20<sup>th</sup> place one year ago, in fifth place with 173 points – the Massachusetts/Rhode Island Moose Association

- In fourth place with 186 points – last year’s runner-up, the Georgia Moose Association
- There is no one in third place because we have a two-way tie for second place. Each Association scored 189 points. Our second place finishers are the Alaska/Hawaii Moose Association and the Oklahoma Moose Association.
- And our Top Association for 2009-2010, earning the honor for the first time since 1999 with 196 points – the Alabama Moose Association

Would the officers of the Alabama Moose Association please come to the side of the stage area to claim the Top Association banner?

For 2010-2011, there will be no changes to the program criteria, but there will be one change to the recognition portion of the program. Currently, the Top Association carries the banner for one full year, then returns it at the next International Convention and only reclaims it if they win again the following year. If they do not, they have nothing to show they were ever recognized with this honor.

Moving forward, the winning Association will still receive the purple banner to take to meetings and events during the year to signify they are the current Top Association. If the Association does not win the following year, they will receive a banner to keep that would indicate they had previously been recognized as Top Association. They would also receive a chevron indicating the year or years when they were recognized. We hope this permanent banner will serve both as a tribute to past performance and incentive to gain future recognition as the Top Association.

In closing, I would like to extend my personal thanks to the members of our field staff and the officers and members of our Lodges for their efforts, their encouragement and their patience during the past several months. Our department is committed to providing you with quality promotional tools, accurate information and efficient service so that you may find success in your Lodges, Districts and Associations.

This concludes my report and I thank you for your attention.