



Grand Chancellor Barbara McPherson

Keynote Address

**Friday, July 2, 2010
Nashville, TN**

Hello Nashville and Hello co-workers! Welcome to Nashville, Tennessee and the 98th International Conference of the Women of the Moose. I am soooo glad we are finally here and I'm sure you are too.

Living in the beautiful Midwest, I understand how horrible the wrath of Mother Nature can be, but what she did to this magnificent city on May 3rd is unacceptable. With all that Nashville has endured since then, I am even more grateful to be here and grateful that we can help boost their economy.

I know that many of you have been watching TV, youtube videos, PowerPoint presentations and the like relating to the flooding in Nashville wondering what would happen to our Conference. We, at Moose International first let the good people of Tennessee grasp what had happened to them before we did anything. No sense in making snap decisions. Then, we made contact with our contacts to see if a July Convention and Conference was even possible. Then we tried to determine what would be in the best interest of our members.

We decided that if there was any way to hold the meetings in Nashville, we would move ahead as planned only revised. Meeting

space was available downtown and here we are in this great Municipal Auditorium. Our biggest task was moving 2800 rooms from Gaylord Opryland Resort elsewhere.

You have to remember, Nashville is a famous Travel destination and had previously booked rooms over the 4th of July and other convention business so moving us was no easy chore. What started out as 13 hotels in April has grown to 41 hotels today. All the while, more and more people wanted to attend this Conference.

Please understand co-workers, that while you may have reserved a room at Opryland and were in the host hotel, no one would have ever imagined that something like this would happen. You may now be at a hotel several miles away. For that, I am sorry but we had absolutely no control over who went where. We simply did the best we could.

All I can say is Thank you for your patience and understanding and Thank you Nashville ~ thank you for making the Moose feel welcome and thank you for making sure this Conference happened.

While we were attempting to “shift gears” in a very short time, we learned quickly that we would need to become very flexible as is evident by the meeting this afternoon. What started as a sit down Academy of Friendship breakfast for 920 this morning and included for the first time in many years, the Academy of Friendship Conferral, was turned over in just two hours into this room to seat over 3700 co-workers.

When we are finished, the small arena staff will turn this room again to a Moose Legion Fun Night ~ dinner for over 1500 by 7:00. Flexible has become both a common question as well as a new buzz word at Moose International. Do you any of you remember Pokey and Gumby?

Yes, flexible is what we all must be when working with people and with volunteers like each of you. After all, as Erma Bombeck said Volunteers are the only human beings on the face of the earth who reflect this nation’s compassion, unselfish caring, patience, and just

plain love for one another. How you treat people has a lot to do with your success as a person, as a Chapter and as an organization.

During the past months, as I traveled to Annual and Midyear Conferences, I have talked about a book called The Energy Bus. Several of you have heard the story but I feel compelled to share it with all of you because it is important. It is important to you and how you live your life.

The Energy Bus is written by John Gordon. It is a story of a man who had a bad outlook on his life, his work and yes even his family. "It's Monday morning and George walks out the front door to his car and a flat tire. When he saw the flat tire, he thought about the spare in the trunk but remembered that it too was low on air. In fact his wife had told him he needed to fill it because he was going to need it some day.

When he opened the trunk, there was the spare – flat. He had to get to work on time that day as he had a big job he was working on and he simply had to be there. He remembered that his neighbor also worked downtown and ran to his house to see if he was still home but when he arrived, nope, he was gone. Too late! George really didn't want to ask his wife for her car because he knew she would bring up the spare in the trunk but he had no choice. He walked back home, went into the house and told his wife what had happened and asked if he could use her car or if she could take him to work.

She said "George, I told you to get that spare fixed. You know I have a lot to do today. If I take you to work, I'll be late taking the kids to school, then late for the dentist and the vet and my whole day will be ruined. I just can't do it. You'll have to ride the bus. Well, as you can guess, George didn't like riding the bus and tried to come to an agreement with his wife but there was no compromise. So George headed the four blocks to the bus.

Now, I must add that by now, George is miffed and doesn't want to ride the bus. The number 11 bus pulled up to the stop, the door opened and George stepped on the bus. The bus driver said "Good mornin' sugar!" George just glared, put his money in the box and

took his seat. Unbeknownst to George, he was in for the ride of his life!

His home life is in shambles and his team at work is in disarray. With a big new product launch coming up in 2 weeks for the NRG-2000 he has to find a way to get it together or risk losing his marriage and job. Forced to take the bus to work, George meets a unique kind of bus driver and an interesting set of characters (passengers) that over the course of 2 weeks share the 10 rules for the ride of his life... and attempt to help him turn around his work and team and save his job and marriage from an almost inevitable destruction."

The moral to the story is you are the driver of your bus and only you control where your bus is headed. Sort of like your Chapter. If you start the year and say "we'll never make it", I assure you, you never will. But if you live your life with a positive attitude, it will become contagious and you will be successful.

In the Energy Bus book, the author talks about the 10 rules for the ride of your life. I am certain that if applied, will ensure that your Chapter is successful this year.

1. You're the Driver of the Bus.
2. Desire, Vision and Focus move your bus in the right direction.
3. Fuel your Ride with Positive Energy.
4. Invite People on Your Bus and Share your Vision for the Road Ahead.
5. Don't Waste Your Energy on those who don't get on your Bus.
6. Post a Sign that says "No Energy Vampires Allowed" on your Bus.
7. Enthusiasm attracts more Passengers and Energizes them during the Ride.
8. Love your Passengers.
9. Drive with Purpose.
10. Have Fun and Enjoy the Ride.

As I said earlier, we have to be flexible and we have to be willing to accept change. I have a change for you ~ would you be upset if I

told you we no longer require a Quarterly Community Service Report? Here's why. I want all of you to "Walk the Talk".

Every Chapter of the Women of the Moose was organized for the purpose of bringing women closer together in a closer fraternal relationship to assist in the charitable activities of the Moose fraternity, with special attention to Mooseheart and Moosehaven. And, while it is important to provide assistance to your Community, that doesn't mean it has to be monetary.

I said I want you to walk the talk. When you tell people about the Moose, what's the first thing you tell them – we help our kids at Mooseheart and our seniors at Moosehaven. Well, I want you to do just that.

I am asking that you report your Community Service volunteer hours, miles and dollars on the Form 114 each month. We will keep track of only the totals.

The majority of our fundraising projects and monetary donations should be for the benefit of Mooseheart and Moosehaven. Let me help you to understand where I am coming from. We have a Chapter that held a fundraising project for a local charity that receives Federal Tax dollars. For their efforts, the Chapter raised \$52,000 while the total of all of their annual to Mooseheart and Moosehaven last year was just under \$1,000. Does this seem fair? I didn't think so.

If our sole purpose for existence is to assist our Twin Cities, we must make a new commitment to make sure that they have the funds necessary to operate and provide for those entrusted to our care.

We do have a few Chapters who have taken their commitment seriously. Where are the co-workers of Fredericksburg, VA Chapter 1592? This group of dedicated co-workers donated \$10,471.00

How about Kenosha, WI Chapter 155? They are doing their part to support Mooseheart and Moosehaven with \$11,112.00.

Where is Port Charlotte, FL Chapter 1619? They have remitted \$11,507.76.

And how about Speedway, Indiana Chapter #518? They have certainly taken their obligation seriously with \$13,315.00.

Now, how about the co-workers of Yuma, AZ Chapter 1503? They have donated \$14,137.50.

Where is Venice, FL Chapter \$758? They have done an outstanding job at \$14,313.81.

This next Chapter should surprise you. Our own Moosehaven Residents, the co-workers of Opportunity, FL Chapter #3002 are helping to support our children at Mooseheart and helping to provide for their own needs at Moosehaven with an outstanding donation of \$14,949.60.

And finally, let's give it up for the co-workers of Indianapolis, IN Chapter #11 with an outstanding total of \$16,525.74 donated to Moose Charities for the 2009-2010 Chapter year.

Thank you ~ thank you. We know that each and every Chapter of the Women of the Moose is committed to taking care of our kids and our seniors and we thank you for all of your donations to help our cause.

Speaking of our Opportunity Chapter co-workers, I know we have some residents of Moosehaven in our audience today. Would you please let us know where you're at once again? I have to tell you, I've had two opportunities to visit the Moosehaven Campus this past year and have had an opportunity to visit with our seniors. I was even privileged to have a chance to flip pancakes at one of their pancake breakfasts open to the community. What a great time we had. We even celebrated St. Patrick's day with the wearin of the green.

Word has it that some of our residents have been involved in a little bit of competition. Let me show you.

Those of you who know Verna, the new Ms. Assisted Living, know that she is a firecracker and I'm sure had a ball at the competition.

Congratulations to all of our residents who were involved in the beauty pageant including Ms. Moosehaven, Carol McCoy.

On another note, last year, every Chapter was requested to donate an amount equal to \$6.50 per member on the rolls as of April 30, 2009 and a two-year time frame was given. Co-workers, you have done an outstanding job to fulfill your commitment.

The new Katherine Smith Center will provide specialized services to our Moosehaven residents suffering from age-related dementia illness, primarily Alzheimer's disease.

Just 30 short years ago, the Women of the Moose collected over two hundred fifty thousand dollars for the Katherine Smith Memorial Residence Hall. That residence hall was to be renovated however, the toils of the Florida weather and insects made it virtually cost prohibitive. The building has since been demolished to make way for the new Brandon Place homes.

The design of the new Katherine Smith Center encourages residents to spend their days in stimulating activities designed to encourage memory and independence. Included in the design are secure outdoor spaces, an activities room, television room, dining area with views to the interior courtyard, and a kitchen that can be used for meals as well as food related activities.

This project is in essence two fold. While the main purpose is to provide a secure and stimulating environment for 16 residents who suffer from the debilitating effects of dementia and Alzheimer's, this beautiful facility it will open up 24 single rooms in Peeler One Assisted Living.

Each Chapter meeting their assigned donation request will be sent a Certificate of Appreciation as well as have their name engraved on the donor plaque to be placed in the front entryway of the Katherine Smith Center.

As you can see, this certificate is issued to Mooseheart Service Chapter #3001. They were the very first Chapter to complete their entire

commitment to the Katherine Smith Center with just 176 members. Thank you Mooseheart Chapter!

Executive Director of Moosehaven Operations John Capes and his staff have done an outstanding job to keep this project within budget. This project, which is fully funded by the Women of the Moose, is expected to begin in 2011.

Our International Boards and Grand Council had an opportunity to meet in Branson, Missouri last October. We took care of business and enjoyed camaraderie with the Supreme Council and Regional Managers.

Discussions were held to determine the future of our program. The Grand Council then met in Nashville, at the Opryland Resort in February and determined that a few changes needed to be made. Oh, I hear the groans. I have asked them to please refrain from making any changes for the next 5 years so that all of you will have a chance to learn and catch up with us. Let's see if they listen!

Many of the changes were announced in March so that our Chapters could get the proper start. Well, we have a few more that I hope you agree with.

In Section 29. *MEMBERSHIP QUALIFICATIONS*, item 5, delete **mentally capable**.
Who are we to judge?

Section 33. *TRANSFERS*. add new bullet point h.

- **Co-workers transferring from Allheart Chapter #3000 are not required to pay a transfer fee or an acceptance fee to transfer to the Chapter of her choice.**

Section 46. *JUNIOR GRADUATE REGENT*.

j. A Junior Graduate Regent completing her term of office, may serve as Chairman of the *Membership/Retention*, Family Involvement or *Moose Charities* Committee.

Section 60. *COMMITTEE REPORTS* delete paragraph b. as we have eliminated the Community Service Report

Section 64. *MEETINGS* add new paragraph g. to read *When in arrears with her dues, a co-worker who holds multiple membership may not attend Chapter meetings or functions in the Chapter in which her dues are expired.*

Section 71. *CHAPTER POLICIES. Paragraph b.* Chapters are No longer required to send a copy to Women of the Moose Headquarters. Please make sure that your Chapter continues to review and approve their Chapter policies. They will save you from major disagreements.

Section 87. *LIFE MEMBERSHIP. Add new paragraph e.* A co-worker shall receive a Life Membership in the Women of the Moose upon the payment of dues in advance equal to 50 years of membership.

Section 102. *CHAPTER AWARD OF ACHIEVEMENT.*
Please add

2. d. Minimum donation as requested for each Chapter Development and Standing Committee toward Scholarship & Maintenance to be remitted monthly.
- e. Minimum donation as requested to each Chapter Development and Standing Committee Special Project to be remitted monthly.
- f. Remit Endowment Fund collection monthly.
- g. Remit donations for the Mooseheart and/or Moosehaven Annual and Midyear Conference projects.
- f. Chapter shall have representation at both the Annual and Midyear Conference of the Women of the Moose.

These requirements are similar to the Premiere Lodge Merit Award.

Section 104. *ELIGIBILITY FOR GREEN CAP.*

6. The Senior Regent shall remit the International and Novice Co-worker Nomination forms; all forms 114 and 166 completed in their entirety, by their respective deadlines as well as any other forms as requested to Women of the Moose headquarters during her term of office as Senior Regent. All reports shall be received at Women of the Moose headquarters as instructed on the report to be eligible for the Green Cap. THERE SHALL BE NO EXCEPTIONS.

Reason: Elimination of Community Service report and need for clarification of items necessary for remittance to Women of the Moose Headquarters.

*New*Section 113. *REPRESENTATIVE/MATRICULANT FINANCIAL ASSISTANCE.*

d. If approved by the chapter, the maximum allowable expenses for room accommodations shall be as follows:

1. The Representative's expenses shall include the entire cost of the room for four (4) to six (6) nights for the International Conference, and two (2) or three (3) nights for the Annual and/or Midyear Conference.

We added more days due to length of Conference.

I know that each Chapter will strive to do their best to earn the Award of Achievement. I saw many of you were trying desperately to take notes to keep up with the announcements but, you will be happy to know that the new Women of the Moose General Laws is available in Moose Catalog Sales. All changes are effective July 1, 2010.

Upon our return home, we will be mailing 6 copies to every Chapter and adding the cost to your monthly statement.

I hope many of you are planning to attend Triple Play, A Conference for Those Who Care to be held in Reno, Nevada November 7-10, 2010. This is your opportunity to voice your concerns, opinions and issues with Director General William Airey. Mr. Airey is truly concerned with the success of the Women of the Moose. All concerns discussed at the Conference will then be addressed by the Grand Council.

Registration is available online at <http://www.mooseintl.org//2010/triplePlay> Registration closes October 15.

Membership in or order continues to be a challenge. During last year's International Conference we were celebrating record-breaking numbers, 71,582, membership applications. This year, we fell short of our anticipated goal of 55,000 by 6,864 with 48,136 applications. What happened? The Stimulus Plan? Yes perhaps, but what have you done to ensure an increase this year? Did you conduct your own stimulus plan?

Our Chapters continue to blame the economy yet, in these tough economic times, every Chapter should be showing an increase if they

are promoting our Member Benefits and if they have something to offer their membership. If you have nothing to offer, why would people want to join?

Remember when I asked you to walk the talk? When a new member joins our fraternity, we at Moose International send them a DVD which tells about our fraternity, our Fraternal Program and our program of service to our communities. Please provide your members with what we promise. Please don't disappoint them from the moment they join.

Many complaints are received from new members expressing their disappointment in our fraternity. They thought they were joining a family fraternity that cared about people and provides community service to others. That's not what they are getting. Please make sure they are not pointing their fingers at you.

Only you can make the difference.

On April 30, 2009 ending membership in the Women of the Moose was 420,429. April 30, 2010 showed a decrease of 19,462. What did all of you do to hang on to those 71,000+ applications? If our fraternity and our twin cities are to survive, we must stop the decline in membership.

This past year we closed 57 Chapters throughout the United States and Canada. Some were due, in part, to the closure of the Lodge. Yet, we have 15 Chapters that are doing quite well despite the loss of their lodge. It just takes a little different thinking on the part of the co-workers.

Many of our closures were caused by a lack of activity, inability to get along or failure to follow proper procedures. How can we grow at this rate? Institute more you say. That's a great answer yet we only instituted 16 Chapters this past year. Not a very good ratio of opened to closed.

Each year, every department head at Moose International is required to submit a budget for the operation of their department, Mooseheart and Moosehaven. This includes income and expenses.

In an attempt to estimate the "big picture" income, the Women of the Moose set a goal of XX applications and XX members paying dues. When we don't meet our goals, the overall budget is affected and cuts must be made.

Shortly after our return from this Conference, the Women of the Moose will be mailing the annual "quota" or "membership goal" to every chapter along with the broadside poster for the new theme and other related materials. The "membership quota" is equal to each Chapters percentage of our 2010-2011 membership goal of 42,000 applications. Please understand that the quota is not tied to the earning of the Award of Achievement, it is simply a membership goal to help you reach your +1 for the Award of Achievement.

One member sponsor pins will also be mailed to each chapter for presentation to the sponsors of one member. Shawn Baile will explain other exciting details regarding our 2010-2011 membership campaign on Sunday.

About this time in the Grand Chancellor's address, she typically announces the top States. Several years ago, our office determined that unless a state had an increase in membership, their name would not be announced. This year is no different.

Our Top states are
In third place with a plus 11, British Columbia
In second place with a plus 47 Massachusetts and in
First place with an outstanding plus 172 Arizona and New Mexico

Co-workers, this Grand Chancellor's bus is headed toward success. Toward fulfilling an obligation to ensure the future of Mooseheart and Moosehaven. Toward assisting our Chapters through service and making them successful but our office cannot do it alone. I need your help. You are all invited on my bus and I promise to share my vision for the road ahead. And I hope you will live by the ten rules for the ride of your life.

Thank you.