

**Subject:** 171011 Official Communication; Mess from New Director of Mbrshp Mike Rios; Fall Mbrshp Wrkshps Deadline; 2017-18 Moose Journ Awards; Lodge Safety Forms DUE 5-2018; Cert Of Ins

## Official Communication for October 11, 2017

### Message from the New Director of Membership, Mike Rios

Greetings, Brothers and Co-Workers,

I am very excited about my new position as Director of Membership and look forward to the challenges and rewards associated with helping to grow our great fraternity! Like you, I am dedicated to our youth, seniors and communities and want to make a difference in our world. Our lodges should be a safe haven where we come to enjoy the company of like-minded people who realize that there is a greater purpose. As we move forward, I will be seeking your guidance as to what we need to see in our lodges that will help us grow and fulfill the needs of our members as well as those less fortunate. **It's time to get out of our "comfort zone" and make things happen!** You have a voice; I'm listening. Please feel free to e-mail me with your suggestions as to how WE can grow our membership and retain those we have. *We're on a mission, and it's certainly worthwhile!*

Fraternally,

*Mike*

[mrios@mooseintl.org](mailto:mrios@mooseintl.org)

### Fall Membership Workshops – Today is the Deadline to Attend the Final Workshop in Grand Prairie, Texas

Moose International will conduct their final fall Regional Membership Workshop in Grand Prairie, Texas this Saturday, October 14<sup>th</sup>. Workshops cover topics such as new trends, retention strategies, member study results, and more. Registration is free for these one-day, interactive sessions and both men and women can sign-up today. Please contact Territory Manager, Ron Trygstad to register, [rtrygstad@mooseintl.org](mailto:rtrygstad@mooseintl.org).

### 2017-2018 Moose Journalism Awards Now Open!

Entries are now being accepted for the 56th Annual Moose Journalism Awards! Participants can download entry/informational forms online through the Moose International website under the Communication Resources section, the Heard of Moose? Facebook page, and Official Communications.

The Moose Journalism Awards program seeks to encourage and motivate editors of all Moose publications towards the achievement of consistently high journalistic standards in their newsletters and, through such achievement, to enhance communication and shared information between Moose members and their Lodges, Chapters, Moose Legions, Higher Degree Councils, and Associations.

**The deadline for website submissions is 4:30pm CST, Friday, February 23rd, 2018. The deadline for publication submissions is 4:30 pm CST, Friday, March 2nd, 2018.**

Winners of this year's competition will be recognized during the International Moose Convention in New Orleans, LA July 11th-15th, 2018.

Questions about the contest can be directed to Brenda Buschbacher, Executive Editor, in the Moose International Department of Communications at (630) 966-2229.

Good luck to all the participants!

### **Lodge Safety Inspection Form Due May 15, 2018**

The Lodge Safety Inspection Form is now submitted on an annual basis. **THERE IS NO FORM DUE IN APRIL OR OCTOBER.** The next form is due May 15, 2018. We will begin accepting the May 2018 Form on April 15, 2018. Please monitor the Moose International Official Communications as more information regarding the 2018 Lodge Safety Inspection Form will be provided as the new date approaches.

If you have any questions regarding the May 2018 Electronic Lodge Safety Inspection Form, please contact Ann Price at 630-859-6615 ([aprice@mooseintl.org](mailto:aprice@mooseintl.org)) or Cherie Staples at 630-859-6637 ([cstaples@mooseintl.org](mailto:cstaples@mooseintl.org)).

### **Certificates of Insurance**

**Effective May 1, 2017, any requests for a Certificate of Insurance must go through Lockton Affinity.**

General and Liquor Liability Certificates of Insurance for landlords, municipalities, licensing bodies, and/or other vendors may be requested by calling **Lockton Affinity** at **866-836-3373**. Please give Lockton at least **ten days advance notice** for certificate issuance.

If you have any questions regarding this communication, please contact the Risk Management Department at 800-544-4407.

### **Valued Veterans' Pins & Certificates, And 'Valued Veteran of the Year' Certificates Arriving Soon!**

Administrators and Chapter Recorders, please be on the lookout for a special package from Moose International to arrive in the next two weeks. The *primary* lodges and chapters of all members identified as Valued Veterans between 3/1/17 and 9/30/17 will receive pins and certificates no later than October 31<sup>st</sup>. These items should be presented at the semi-annual recognition ceremonies in November.

**IMPORTANT:** *Only* members who were identified in their membership record between 3/1/17 and 9/30/17 will be included in this fulfillment. We ask that you do not request a special shipment for anyone not identified between these dates. Anyone identified after 9/30/17 will receive their pin and certificate during the Spring ceremony, in April, 2018.

When you receive the shipment, and you believe that a pin and certificate is missing for someone that you are positive was identified between 3/1/17 and 9/30/2017, please contact Brian Schimek immediately at [bschimek@mooseintl.org](mailto:bschimek@mooseintl.org), or call at (630) 966-2257, to arrange for a replacement pin to be sent prior to your November ceremony.

Enclosed with your shipment you will find a list of names and phone numbers and/or email addresses of all Valued Veterans to be honored. **Please invite them in as soon as possible** for your November ceremony to ensure their participation.

**IMPORTANT:** We emphasize the importance of Administrators and Chapter Recorders collaborating to ensure that all veterans, male or female are recognized at the same recognition ceremony in November. WOTM veterans should not merely receive their pins and certificates privately in their chapter meetings; instead, they should be honored in front of the entire membership alongside their LOOM veterans, or alone if no LOOM veterans are being honored.

**Valued Veterans of the Year** will also be honored at the November ceremonies with special certificates, also included in this shipment. Please be sure to invite these veterans to your ceremony, too, even if they were already identified this past spring. In cases when your Valued Veteran of the Year is also receiving their initial pin and certificate, it is recommended that this be done *first* with any others being recognized; and that you present the special 'Valued Veteran of the Year' certificate as the culminating presentation towards the end of the ceremony.

Thank you for all that you are doing to ensure that all of our Moose Valued Veterans receive the honor and recognition they deserve!



### **Member Retention Week, November 5 – 11, 2017**

Materials are available via our website, for Member Retention Week. They can be located under Form & Documents, Membership, Member Retention Week Materials. Your committee should be selecting the programs/events for Member Retention Week and beginning to promote, promote, promote. Need ideas? Contact your Territory Manager and they will be happy to assist you.

### **Tommy Moose Halloween Bags**

Mooseheart is starting to show signs of fall. The tree leaves are beginning to change color, and the air is getting cooler. Soon the streets will be filled with ghosts, witches, and super heroes running house to house, looking for candy. Halloween is approaching. Prepare your local trick-or-treaters with their very own Tommy Moose Halloween Bag. Each bag is designed with safety tips to keep kids alert while collecting candy and is large enough to hold an entire night's collection of sweets and treats. Tommy Moose Halloween Bags are available in bundles of 50 for only \$11.00/pack (plus shipping and handling). **Order your supply today to guarantee delivery before Halloween.** Contact Catalog Sales at 630.966.2250 or order online <http://shopmoose.mooseintl.org/supply/detail.aspx?ID=893>



## 2017-2018 Moose Journalism Awards

# OFFICIAL CALL FOR ENTRIES

*DEADLINE FOR ENTRIES TO BE RECEIVED:*  
**4:30 P.M. CST, Friday, March 2, 2018**

► **Lodges/Chapters must have valid publication permit to enter contest! See \*Note below.**

Editors of Lodge/Chapter, Moose Legion, Higher Degree Council, and State/Provincial Association Publications are hereby formally invited to submit entries in competition for the 56th Annual Moose Journalism Awards, to be announced at the 2018 International Convention of the Moose Fraternity in New Orleans, LA.

The Moose Journalism Awards program seeks to encourage and motivate editors of all Moose publications, toward the achievement of consistently high journalistic standards in their newsletters—and, through such achievement, to enhance communication and shared information between Moose members and their Lodges, Chapters, Moose Legions, Higher Degree Councils, and Associations.

***\*NOTE: Lodge/Chapter publications are eligible for the Moose Journalism Awards competition ONLY if they hold a valid Moose Publication Permit (per requirement of the General Laws), UPDATED with EDITOR'S E-MAIL ADDRESS, or have sent a completed Publication Permit application to the Moose International Communications office that has been received by January 31, 2018. If you're unsure whether your lodge holds such an UPDATED permit, call 630-966-2229. Association, Moose Legion and Higher Degree Council publications do not require a permit, but are required to follow the permit requirement of mailing one copy of every issue of the publication to the Dept. of Communications, 155 S. International Drive, Mooseheart, IL 60539-1174.***



# RULES 2018 MOOSE JOURNALISM AWARDS

## General Excellence/Lodge & Chapter Publications

All entries in the General Excellence classifications will be evaluated by the Fraternity's International Communications Committee, on attractiveness of page layouts, readability of printing, quality of writing, effective use of photographs (where applicable), and comprehensiveness of content concerning Lodge, Chapter, and Fraternity-related news of interest to members — especially with regard to programs on membership production and retention.

1. **You must hold a valid Moose Publication Permit to enter contest. See \*Note on page 1 for instructions.**

2. **Categories based on male membership:** Those entering Lodge/Chapter Publications for competition need know only what their Lodge's male enrollment was as of the end of the last Moose fiscal year (April 30, 2017). They need only note that enrollment number (on the form on page 4 to be completed, detached and mailed), and we will take care of the rest. Your publication will then be judged against others in one of four enrollment categories:

- Lodges of 200 members or fewer
- Lodges of 201-400 members
- Lodges of 401-800 members
- Lodges of 801 or more members

Categories are not based on production method. It is up to you as Editor, and your Lodge and Chapter officers, to determine what resources of time, talent, funding and production equipment you feel you can devote to your newsletter – which will be judged against newsletters from Lodges of roughly your same size, and potential resources.

If you do not know what your Lodge's male enrollment was on April 30, 2017, ask your Administrator; if he does not know for sure, call us at 630-966-2229.

3. You must choose and send three consecutively dated hardcopies of each issues of your Lodge/Chapter publication for your entry. For example, the issues for Jan., Feb., and March—or whatever combination of consecutive issues (whether monthly, bimonthly or quarterly) that fall within the contest period of April 2017 through March 2018. This is required to show continuity of excellence.
4. Newsletters that are distributed solely via e-mail ARE eligible — BUT, hardcopies must be submitted, and entry MUST be marked “e-mail only publication.”
5. A Lodge/Chapter combination may not make more than one entry; i.e., may not send a Jan./Feb./Mar. three-issue entry to compete against another entry of April/May/June from the same Lodge/Chapter.
6. **Entries on which any officer's column appears routinely on page one of every issue will be DISQUALIFIED.**

## General Excellence/State & Provincial Association Publications

Association newsletters will be evaluated on the same criteria as Lodge/Chapter newsletters (see above), except that content will be evaluated on effectiveness of communicating appropriate information between the Lodges of the Association, and from leaders of the Association to Lodges/Chapters and members.

As with Lodge publications, editors of Association Publications must send one copy each of three consecutively dated issues for judging.

Any Moose Association District publication, or Association Activity Group (such as Moose Riders), that is entered into competition will be judged in the Association category.

## General Excellence/Moose Legion & Higher Degree Council Publications

Moose Legions and Higher Degree Councils must send one copy each of three consecutively dated issues of their actual publications. All Moose Legion and Higher Degree Council publications will be evaluated in one group.

## Best Editorial

*Beginning with this year's contest, we will have a category for an editorial on any topic, rather than only one as in year's past.*

An editorial differs from a news story in that it clearly states an opinion, cites facts supporting that opinion and explains why the opinion is held, and concludes by urging action—or change in belief—on the part of the reader.

1. The contest editorial must appear in a Moose publication (Lodge, Association, Moose Legion or Higher Degree publication) during the current contest period (in issues of publications dated on or before March 2018).
2. The editorial should be approximately 250-500 words in length.
3. The editorial must be bylined – written by a Lodge officer (an Association officer if appearing in an Association publication), a committee chairman, or the publication's editor.
4. The editorial should have an appropriate headline.
5. The Best Editorial entry, which must consist of one printed copy of the actual newsletter containing the editorial, **must be submitted in a separate envelope, which must be clearly marked “Best Editorial,” and must include the name of the author.**

## Best News Story

1. Write and publish a news or feature story about any Moose activity, event, or personality during the present contest period – April 2017 to March 2018.
2. The news story must be printed in your publication during the contest period, and be submitted as a direct clip from that printed publication.
3. The news story should be approximately 250-500 words in length.
4. If covering an event or activity, the news story should be written after the event or activity was held.
5. An appropriate headline must appear on the news story; the quality of the headline as well as the text will be evaluated.
6. The “Best News Story” **entry must be submitted to contest judges as a separate category (in a separate envelope) and marked “Best News Story,” with the name of the author indicated.** One printed copy of the actual pages of the publication containing the News Story must be submitted as an entry in the contest.
7. There need be no limit on the number of different stories that can be submitted from a given publication; however, each must be packaged and mailed as a separate entry.

**PLEASE NOTE:** A news story, for the purpose of this contest, can be either one that provides information to readers in a factual and objective manner involving events and activities of the Lodge/Chapter or of its individual members, or it can be a news feature that entertainingly relates a memorable event, or that profiles an interesting member, etc.

# How To Submit Newsletter Entries

(See separate insert for information on WEBSITE entries)

## Checklist

- \_\_\_\_\_ Newsletter being mailed regularly to Dept. of Communications? (as required by Moose Publication Permit) *(Even if 100% e-mail distribution, hardcopy of every issue **must be** mailed to our office.)*
- \_\_\_\_\_ For Lodge/Chapter Publications, is there a permit on file at the Dept. of Communications? (To check, call 630-966-2229)
- \_\_\_\_\_ In this submittal, is there a hardcopy of each of three issues of the publication?
- \_\_\_\_\_ Are the three newsletter issues submitted consecutively dated? (i.e., Dec/Jan; Feb/March; April/May) (For “Best Editorial”) Is there a copy clipped or photocopied directly from newsletter—250-500 words in length?
- \_\_\_\_\_ (For “Best News Story”) Is there a copy clipped or photocopied directly from newsletter—250-500 words in length?
- \_\_\_\_\_ Are **Entries From Each Category** General Excellence, Best Editorial, and Best News Story) in **Separate Envelopes**?
- \_\_\_\_\_ Does the Officer’s column NOT appear on page 1 in every issue? Those appearing on page 1 will be **DISQUALIFIED!**

Please fill out the information below and mail with your contest entry. (Please Print)  
(Detach, complete, and submit with your entry in separate envelopes)

Check box of category:     Lodge     Association     Moose Legion/Higher Degree Council  
 Best Editorial (page # \_\_\_\_\_ )     Best News Story (page # \_\_\_\_\_ )     Email-only Publication

\_\_\_\_\_  
Lodge Name, State and Number, or Name of Higher Degree Council, or of Moose Association

\_\_\_\_\_  
Name of Publication

\_\_\_\_\_  
Name of Publication Editor/Story Author                      Editor’s E-Mail Address                      Editor’s Phone Number

\_\_\_\_\_  
(For Lodge/Chapter Publications only) Male Enrollment as of 4/30/17

\_\_\_\_\_  
Title of Best News Story, if entry is submitted in this category

All material submitted in all categories must have been published in Moose newsletters dated from April 2017 through March 2018. Entries must be RECEIVED in the Moose International Department of Communications NO LATER than 4:30p.m. CST, FRIDAY, MARCH 2, 2018.

Send Entries to:  
Moose Journalism Awards  
Moose International  
155 S. International Drive  
Dept. of Communications  
Mooseheart, IL 60539-1174

OFFICE USE ONLY
Category: _____
_____
_____



# HALLOWEEN TREAT BAGS

# TOMMY MOOSE



\*Bag Features Safety Tips for Trick-Or-Treating

\*\$11.00 per bundle of 50 bags PLUS shipping & handling

\*Catalog #185

\_\_\_ Qty #185 @ \$11.00 ea

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

Name: \_\_\_\_\_

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City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone #: \_\_\_\_\_

Credit Card: \_\_\_\_\_ Exp Date: \_\_\_\_\_

Signature: \_\_\_\_\_

Mail Orders & Payments to:

Catalog Sales  
 85 N International Dr  
 Mooseheart, IL 60539

### PACKING & SHIPPING CHART

Please use this chart to compute your packaging/shipping cost. These charges represent only part of the actual cost, we pay the rest. Illinois residents please include 7% sales tax.

ORDERS	ADD
Up to \$15.....	\$6.30
\$15.05 to \$25.00.....	\$9.50
\$25.01 to \$35.00.....	\$12.35
\$35.01 to \$50.00.....	\$13.75
\$50.01 to \$75.00.....	\$15.75
\$75.01 to \$100.00.....	\$18.50
\$100.01 to \$125.00.....	\$20.25
\$125.01 to \$150.00.....	\$22.75



Please state Catalog # when ordering.  
 Phone (630)966-2250  
 Fax (630)859-3505  
 catalogsales@mooseintl.org



# 2017-2018 Moose Journalism Awards

## OFFICIAL CALL FOR WEBSITE ENTRIES

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*DEADLINE FOR ENTRIES TO BE RECEIVED VIA EMAIL:*  
**4:30 P.M., Friday, February 23, 2018**

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To enter, webmasters should send an email to Brenda Buschbacher ([bbuschbacher@mooseintl.org](mailto:bbuschbacher@mooseintl.org)), indicating which of three categories (Lodge/Chapter Websites, Association Websites, and Moose Legion/Higher Degree Websites) is being entered; the webmaster's name, any passwords; and the site address. Entries will be accepted up through February 23, 2018.

We will in turn then email the five members of the International Communications Committee with the address of every contestant website. Then, in the several weeks before they gather for judging, the Committee will review each site and evaluate it on the following criteria:

- **Ease of use and navigation**
- **Quality and usefulness of information**
- **Quality of writing and design**
- **Accuracy of content**
- **Not busy or crowded**
- **Freshness; frequently updated**
- **Originality; not just lifting from [mooseintl.org](http://mooseintl.org)**
- **Emphasis on fraternalism over beverage sales**
- **Advertising limited and in good taste**

Members of the Communications Committee will then rank and select a First Place Award, Second Place Award and Honorable Mention Awards to be announced at the 2018 International Convention in New Orleans, LA.