

Subject: 180207 Official Communication; 3rd Qtr HOC Deadline; Message From MI Human Resources; 2017-2018 Moose Journ Deadline

Official Communication for February 7, 2018

Deadline for 3rd Quarter Heart of the Community Reports is February 15, 2018; Reports Must Be Submitted Through Web-Based Form to Assure Proper Credit.

The deadline for submitting 3rd quarter Heart of the Community forms is Thursday, February 15th.

Below are instructions for accessing the report, as well as many helpful reporting tips:

Basic Tips:

- **Web-based reports only.** Any reports submitted by mail, fax or email will not be accepted, no exceptions.
- **IMPORTANT: Choose a time to complete the report when you will not get interrupted.** The system will automatically **time out** if you are **inactive for 55 minutes** or longer, causing all work to be lost.
- **No extensions will be given** to lodges who do not submit by the deadline using the web-based form.
- **Plan to submit your report at least a week early** to prevent last-minute situations such as the lodge computer crashing on the evening of the deadline. Submitting your form early also provides your Territory Manager time to review your entries and provide you with any suggested edits to improve your report and help you earn the best possible grade.

Instructions to Access the Web-Based Report:

- Go to **www.mooseintl.org** and go to the **Admin Menu**.
- Enter **user name and password** (the same used to access 'My Membership Record' through the website) and the FRU passcode specific to the lodge.
- Once in the FRU information screen, click on the dropdown for **'Forms'** and select **'Community Service'**. This will take you to the main screen for **Heart of the Community reports**, which will show a box in the center of the screen with a line for each quarter of the fiscal year.
- **There will be a link next to the appropriate quarter.** If this is the initial attempt at the report, the link will read 'Create'. If a version of the report has already been completed and you are adding or changing information, the link will read 'Edit'. **Click on this link.**
- Once the report form opens, you can type information into the appropriate fields.
- **Frequent saving is beneficial.** Click **'Save & Submit'**. It will allow you to access the most current version and will replace the previous report transmitted to Moose International.
- After the information has been entered, click **'Save & Submit'** at the bottom of the form.
- After Saving, **reports can still be edited** as many times as necessary **until midnight on February 15th**. Again, it is highly recommended that you alert your Territory Manager after submitting so they can advise you on any recommended edits.

Key Reporting Tips For The Best Possible Grade: (*A grade of "Good" or better is a requirement for the **Premier Lodge Award**)

- **CATEGORIZE CORRECTLY** - Be sure to **choose the correct section *before* typing in each effort.** Only enter efforts specifically associated with the title of the section that you are listing it under.
 - In the past, Moose International staff corrected lodges' mis-categorized entries when the web-based system was still new. This will no longer occur.
 - **If you place an entry in the wrong category, it will remain there and will NOT be approved.**
 - **If you mis-categorized in the past, and you *still* received a decent grade,** this is because graders may have helped you correct the placement of your entries. If such errors are made again when you report this quarter, and in future quarters, you can expect to receive a lower grade than in the past.
- **BE SPECIFIC** - Use **concise, detailed descriptions** for each effort made that clearly answer the following questions:
 - **"Who** participated?" (*who in the lodge made the effort?*)
 - **"What** was done, specifically?" (*actual work done, a description of actual physical action(s) taken*)
 - **"Who** benefitted?" (*which organization in the community benefitted?*)
 - **"How** did they benefit?" (*quantify the effort in time, money, or other value*)
 - **"When** did they benefit?" Be sure the effort / donation actually occurred in that quarter. Donations are spot checked against Moose Charities reports.
 - **Avoid Vague Terms** such as, "***Ongoing***" or "***As needed***", "***Planning for,***" or solely listing the name of the organization, with no further details. These will not earn credit because it is not clear the recipient actually received help in that quarter.

GOOD EXAMPLE: "*Ten members volunteered for 4 hours each Saturday in October to serve food to the homeless at Josie's Food Kitchen.*"

POOR EXAMPLE: "*Josie's food kitchen, ongoing.*" (this is too vague and would not get approved).

We hope these tips help you achieve all of the credit that you deserve for all of the hard work you do in the community. Thank you for making a positive difference in so many peoples' lives – especially the children and seniors at Mooseheart and Moosehaven!

A message from Human Resources, Moose International

Current Moose International Field Employment Opportunities:

Territory Managers (4) for the following locations:

Mid East Region	Territory No. 16	Western Virginia – deadline to submit: Tomorrow, Thursday, February 8, 2018
Great Lakes Region	Territory No. 27	Southern Indiana – deadline to submit: Tomorrow, Thursday, February 8, 2018

Mid East Region Territory No. 11 West Virginia – deadline to submit: Wednesday,
February 14, 2018
West Coast Region Territory No. 45 Central California/Northern Nevada – deadline to
submit: Wednesday, February 21, 2018

Please note: An Associate's or Bachelor's Degree in Business Administration, Accounting or Finance are a preference for all field positions, but not required with documented on-the-job experience.

For more detailed information: visit employment opportunities at www.mooseintl.org



Miriam Rieg of New Castle, DE Chapter 1418 received the Top Moose Journalist award and also First Place in the General Excellence category for State/Provincial Association publications in last year's contest.

2017-2018 Moose Journalism Awards - Deadline Approaching

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!



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: _____



2017-2018 Moose Journalism Awards

OFFICIAL CALL FOR WEBSITE ENTRIES

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

To enter, webmasters should send an email to Brenda Buschbacher (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**
- **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.

Moose International, Inc.

Job Description

Job Title:	Territory Manager
Department:	Membership
Reports to:	Regional Manager – Field Operations
FLSA Status:	Exempt

GENERAL SUMMARY:

A multifaceted position with the principle responsibility to assist Moose Lodges in improving their Fraternal and Business operations. He/she will provide leadership and direction to encourage and assist in implementing programs consistent with the laws and policies of the fraternity which will enhance fraternalism, improve operations, and satisfy the needs of the members and their families. Success is measured by the performance of each assigned Lodge in his/her territory in increasing active membership, increasing donations to Moose Charities, decreasing indebtedness to Moose International and building the net equity of the Lodge.

ESSENTIAL JOB FUNCTIONS:

- Works with Lodge leadership to ensure that each Officer understands and fulfills his/her duties towards the benefit of the Lodge and its members
- Assists Lodges in creating and implementing mentoring and leadership training initiatives that will help develop capable officers and volunteers
- Interacts with Lodge Officers, members and staff to identify areas of fraternal/operational inefficiencies and/or member dissatisfaction, then moderates discussion with Lodge Officers in effort to resolve identified issues
- Provides for immediate individualized training in areas identified as a critical deficiency and recommends appropriate training through other resources for areas of routine operations
- Regularly examines the books and records of assigned Lodges and makes recommendations on: improvements to recordkeeping; business operation changes; and the development and implementation of programs to maximize Lodge membership and profitability in every business segment in which a Lodge is involved
- Utilizes reports provided by Moose International to actively monitor progress of the Lodges within his/her territory; makes recommendations and suggestions based on information contained in reports
- Identifies negative trends that indicate that the Lodge may encounter financial issues in the future and communicates that information to both Lodge leadership and the appropriate departments within Moose International
- Reviews duties of the Auditing Committees with the committee's members of each Lodge within assigned territory, and provides training as necessary

- Promotes all annual and periodic membership campaigns from Moose International and assures that the information is passed on to Lodge members through materials in the Lodge home, as well as print and electronic communications
- Assures that Lodges and individual members are properly recognized for maintaining or increasing active membership
- Assists Lodges in creating fraternal programming and community service initiatives which engage members and create a positive public impression of the Lodge
- Recruits and trains volunteers to assist with the monitoring of Lodges in assigned territory or remotely located Lodges identified as requiring frequent monitoring, or those with specialized needs that a particular volunteer can offer
- Communicates regularly with Chapter Analyst Coordinators to ensure that Lodge and Chapter members are working together to advance the goals of the fraternity
- Communicates all findings, recommendations and progress reports to appropriate Moose International staff, Lodge Officers and other support personnel
- Actively creates new Service Centers and Lodges within assigned territory

SECONDARY JOB FUNCTIONS:

- Monitors payments of Moose International loans and accounts receivable by Lodges within the territory
- Promotes advancement of Lodge members to the Moose Legion and Higher Degrees
- Assists other Moose International departments in promoting, implementing and/or achieving compliance with their respective programs within assigned territory
- As required, assists in the planning of Association Annual Conventions and Mid-Year Conferences, as well as assuring that agendas are properly completed
- As required, represents Moose International at Moose Association meetings and other events of significance to the organization, its mission and purposes
- Assists in planning visits of the Supreme Governor to Associations within the region
- Approves recommendations for the Fellowship Degree of Honor (provided Territory Manager is a Fellow)
- Assists in actively contacting delinquent Pilgrims on list provided periodically by Director General's office
- Interacts with various creditors, regulators and vendors in determining assigned lodges' status with financial obligations
- Testifies in criminal, civil and/or fraternal judicial proceedings, as required
- Submits recommendations for Deputy Supreme Governor, as required
- Other duties as assigned

DEPARTMENT GOALS:

- Develop capable leadership teams for each Lodge within an assigned territory
- Improve Fraternal and Business Operations primarily within in assigned Lodges and secondarily organization wide
- Aid in increasing Active Members, primarily in assigned Lodges and secondarily within the Loyal Order of Moose as a whole
- Decrease outstanding indebtedness of assigned Lodges to Moose International
- Increase Lodge giving by assigned Lodges in support of Moose Charities
- Increase number and quality of fraternal programs and community service efforts for each Lodge within an assigned territory
- Identify, recruit and train qualified volunteers to support the paid staff in the achievement of departmental goals

SUPERVISORY REQUIREMENTS:

- Oversees the activity of volunteers within their territory

INTERNAL INTERACTIONS:

- Regional Manager – daily to weekly
- Director of Field Operations – weekly to as needed
- Membership Department Staff Management – weekly to as needed
- Other Territory Managers – as needed
- General Governor's Office Staff – as needed
- Other Department Directors and Staff – as needed

EXTERNAL INTERACTIONS:

- Moose Lodges, their Officers and members - daily
- Moose Associations – as needed
- Banking/Financial Services Representatives – as needed
- Realtors and related professionals – as needed
- Vendors supplying Lodges in assigned territory – as needed
- Governmental investigative, regulatory and taxation representatives – as needed
- Judicial bodies and representatives – as needed

MINIMUM REQUIREMENTS

- High school diploma or equivalent, some college preferred
- Experience using personal computers utilizing a Microsoft Windows operating system, MSOffice Suite, and Internet Explorer
- Experience writing comprehensive reports and observations
- Comprehensive knowledge and ability to use QuickBooks Pro 2007 or above, and the skills to teach others the proper utilization of this software; or the ability to attain this knowledge in an expedient manner
- Prior management experience, preferably in Lodge, food and beverage, or other hospitality-related environment
- Strong organizational and interpersonal communication skills
- Ability to routinely manage multiple tasks simultaneously, to quickly adapt to changing situations and to solve problems with minimal supervisor intervention
- Ability to work both independently and cooperatively within a team environment
- Use of a personal vehicle; a valid driver's license, a good driving record, and the ability to drive in daylight or nighttime
- Able to work away from home as necessary, occasionally up to several weeks at a time

KNOWLEDGE, SKILLS AND ABILITIES

- Associate's or Bachelor's degree in Business Administration, Accounting or Finance are preferred but will accept documented on-the-job experience
- Self-motivated and results oriented
- Effectively expresses ideas and facts in a succinct, organized manner
- Makes clear and convincing oral presentations
- Considers and responds appropriately to ideas and thoughts expressed by others
- Ability to persuade others, gain cooperation, and influence outcomes as well as foster commitment and team spirit
- Adaptable to new information and ideas, changing conditions, unexpected obstacles and different leadership styles
- Experience recruiting and training volunteers
- Detailed and comprehensive knowledge of Moose fraternal organization—its structure, leadership, history, rules, new lodge/chapter/service center policies and procedures, and formal/informal relationships within Moose International, Inc. and its subsidiaries and related organizations, or the ability to develop this knowledge quickly
- Experience in collection of delinquent debts
- Direct supervisory experience, including feedback, coaching, and developing staff
- If assigned to a region outside the U.S., a valid passport and the ability to travel outside the country

WORKING CONDITIONS:

- Frequent travel by car; travel by watercraft or aircraft in a variety of weather conditions required on occasion
- Moose Lodge work locations include offices and work areas typical of a food and beverage establishment, which can be in multi-story buildings and may not have an elevator.
- Able to carry approximately 20 pounds of computer equipment and other work supplies over a variety of possibly uneven surfaces, up and down stairs or inclines, for distances typically under 100 yards.
- Additional assignments in hotel/convention center-type venues

This job description in no way states or implies that these are the only duties to be performed by the jobholder. He/she will be required to follow other instructions or perform other duties as requested by his/her supervisor or manager. Essential duties may change.

The undersigned have reviewed the contents of this job description and believe it to be accurate.

Employee: _____ **Date:** _____

Supervisor: _____ **Date:** _____