



MOOSE Leader

Need-to-know information for officers and chairmen of Lodges/Chapters/Moose Legions Vol. 84, No. 6

'Valued Veterans' Program Honors Moose Veterans' Service

By **CHERIE MONDRELLA**/Assistant Director, Membership & Heart of the Community

Since the launch of the new Moose Valued Veterans program on February 1, 2017, more than 900 Moose members have identified themselves as veterans in their membership record. Through this new program, these Moose veterans will enjoy the honor, support and recognition they deserve.

The focus of the program is on the recognition and support of Moose veterans of all countries, men and women alike, with an emphasis on their ongoing service to communities through the Moose after their discharge from the military. The program's tag phrase captures this well, "Moose Members Serving Then ... and NOW." This simultaneously honors our veterans and highlights the Fraternity's commitment to community service. Service in the community will weigh heavily in the lodge-delivered "Valued Veteran of the Year" honor.

Another recognition aspect of the programs involves pins and certificates. The first shipment of Valued Veterans pins and Certificates of Appreciation will arrive at all newly-identified veterans' lodges the third week of March. Lodges are to present these to their Valued Veterans at a special semi-annual recognition ceremony in April. This process will be repeated in October for the second semi-annual recognition ceremony, to be held on or around Veterans Day in November.

Other program components include:

- The designation of the last Saturday of the month as "Valued Veterans Day" which will enable lodges/chapters to honor veterans in any way they deem most appropriate.

- A Valued Veterans section of the Moose International website.

Links to local and national community resources and organizations that provide the services they need most, and benefits they may not realize they are eligible for.

Access to the online self-identification process via their membership record. Members can also identify themselves as veterans by calling Member Services at (630) 906-3658.

Documents/forms to assist lodges/chapters in the implementation (i.e. annual program timeline, Valued Veteran of the Year nomination forms, activity group notification form etc.)

- Valued Veterans groups which are encouraged to ensure that the Valued Veterans of the lodge and its affiliated



DATE	ANNUAL TIMELINE
FEB 28	<ul style="list-style-type: none"> ➤ Last day members can self-identify on the Moose International website to be recognized at the April recognition ceremony. Members can also call (630) 859-2000 to self-identify.
MAR 15	<ul style="list-style-type: none"> ➤ Moose International ships Valued Veterans Pins and Certificates of Appreciation to lodges for newly identified Valued Veterans. (Lodges to receive 3rd week of March, to be used in the April/Spring recognition ceremony)
APR 1 - 30	<ul style="list-style-type: none"> ➤ Lodge conducts Spring Recognition Ceremony; (no later than 4/30) ➤ Pins & Certificates of Appreciation presented to all newly identified veterans ➤ Moose Valued Veterans video is played to honor all veterans in attendance.
MAY 1	<ul style="list-style-type: none"> ➤ Lodge Officers should make "Valued Veteran of the Year" nomination forms available to entire lodge membership (Available on the Moose International website www.moosintl.org). ➤ Nominations should be based on nominees' efforts to serve the community during the previous calendar year, and without regard to their military accolades.
JULY 31	<ul style="list-style-type: none"> ➤ Completed Nomination forms for "Valued Veteran of the Year" from lodge membership due to lodge's Heart of the Community Chairman. The Heart of the Community Chairman will: 1) Enter all nominees' names onto a single ballot; 2) Attached all veterans' nomination forms to the ballot; and 3) Make enough copies of the ballot 'packet' for each member of the Voting Committee.
AUG 31	<ul style="list-style-type: none"> ➤ Deadline for the Voting Committee to vote on a single "Valued Veteran of the Year" for the lodge and its affiliated chapter ("Only one person receives this honor in the lodge annually). The Voting Committee should include the Lodge's Officers and the Heart of the Community Committee.
SEPT 1	<ul style="list-style-type: none"> ➤ Deadline to submit lodge's "Valued Veteran of the Year" to Moose International (to Activities / Heart of the Community Department). (Email name & membership #: cmembership@moosintl.org)
SEPT 30	<ul style="list-style-type: none"> ➤ Last day for members to self-identify on the Moose International website to be recognized in the November recognition ceremony. Members can also call (630) 859-2000 to self-identify.
OCT 15	<ul style="list-style-type: none"> ➤ Moose International ships Valued Veterans pins, Certificates of Appreciation, & "Valued Veteran of the Year" Certificates to lodges for newly identified Valued Veterans. (Lodges to receive 2nd week of October, to be presented in the November recognition ceremony).
NOV 1 - 11	<ul style="list-style-type: none"> ➤ Fall/November Culminating Recognition Ceremony - To be held on/before Veteran's Day. ➤ Pins & Certificates of Appreciation presented to newly identified veterans ➤ Moose Valued Veterans video is played to honor all veterans in attendance. ➤ The lodge's Valued Veteran of the Year is honored; receives Moose Intl. certificate. *Specific format for recognition ceremonies will be sent to lodges prior to their events.

chapter, have a voice and a sense of ownership in the program and that the program, remains useful and relevant to their needs over time. These groups will also provide Valued Veterans with frequent social opportunities with other veterans in their lodge/chapter, and opportunities to serve external veterans' causes together in their communities. The required paperwork to form a group is also available in the Valued Veterans section of the Moose International website.

For more details on all program components, go to the Valued Veterans section of the website at www.moosintl.org / Programs & Events. Any questions or suggestions can be directed to Cherie Mondrella at cmondrella@moosintl.org. ■

Moose to Participate in ‘International Week of Service’

By **KURT WIEBE**/Director, Membership; Chief Marketing Officer

The inaugural “International Week of Service,” to take place March 25-31, 2017 includes Moose International and other service organizations.

Moose International has joined together with a number of well-known service organizations to partner in the International Week of Service. Across the globe, volunteers – like you – are working to improve their communities. As we take on many challenges facing us today, we create personal bonds and friendships with other community members and volunteers. It is in this spirit that we ask your lodge to invite other local service groups to volunteer with you during the last week of March.

Information and resources for this event can be found at www.weekofservice.org. Also, visit the International Week of Service 2017 Facebook Event to RSVP and see what other organizations are planning.

Organizations participating in this event include: Moose International, Lions Clubs International, Rotary International, Optimist International, Junior Chamber International, Kiwanis International, Soroptimist, Y’s Men International, Pilot International, Sertoma Inc., National AMBUCS and The National Exchange Club.

We simply ask that your lodge work with one or more other area service groups to do something together for your community. This can be an activity that is already planned for that week or something new. Then share your photos and videos from this activity at weekofservice.org, on the Facebook Event and on social media with the hashtag #weekofservice2017. Also, complete the fill-in-the-blank press release available at www.weekofservice.org and send it with a photo to your local media.

In addition to helping more people and communities in one week than ever before, this event will help us to promote all of our

The logo for International Week of Service is presented in a bold, black-and-white graphic style. The words "INTERNATIONAL", "WEEK", and "SERVICE" are stacked vertically in a large, sans-serif font. The word "OF" is smaller and enclosed within a white circle, positioned between "WEEK" and "SERVICE". The entire text is set against a black background with white borders on the top and bottom.

organizations, highlight membership opportunities and reinforce the importance of civic engagement and individual social responsibility. It is a chance for our volunteers to forge lasting relationships – further enabling prospects for future joint projects.

We envision this inaugural event to grow each year and make the last week of March a chance to highlight the important contributions the Moose and others make to local communities and their citizens. If you cannot participate this year, start planning for 2018. It is a win-win situation for your community and your lodge/chapter. ■

Prepare, Practice to Make Installation Ceremony a Success

By **BOB NEFF**/Director, Higher Degrees

Nominations and elections will soon be over. It will then be time to install our newly elected officers for the year ahead. The installation can be – and often is – a grand event for the fraternal unit. New leaders are excited and eager to get to work. So are officers who are repeating service, though frequently, they are doing so in a new position.

Outgoing officers are congratulated and thanked for the successes of the previous year. The new chief presiding officer often prepares and gives an address to the membership laying out his or her vision for the year ahead. Will yours be a grand event – or leave members shaking their heads wondering about the incoming officers?

Often the biggest difference between the two versions comes down to practice and preparation. This is a once a year event and not everyone will be in-tune with the process. It would be helpful to get the book out ahead of time and read through the process. Get the group together and have a “dry run” practice so both the installing officers and the officers to be installed understand where to sit or stand or how they are to move about the room. If anyone is not clear – that is the time to work it out.

Members are going to form an opinion about the incoming board based upon your group’s performance at the installation. Be sure to make a good impression that draws them to participate in future events. It is

like planting a garden – the practice is tilling the ground and the installation ceremony is when we sow the seeds. What you might reap later starts with this process.

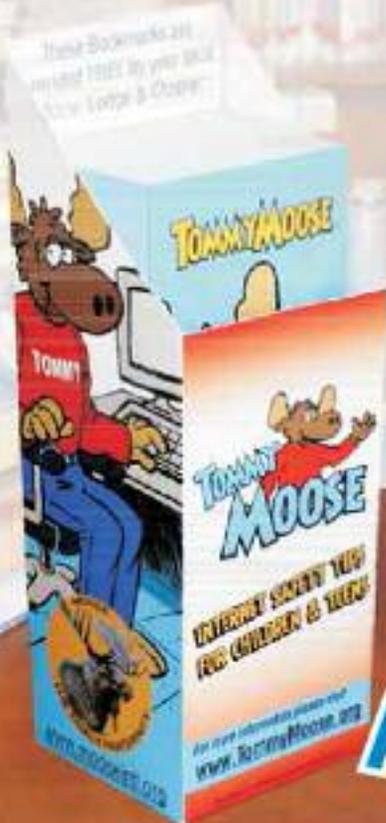
So, we set up the room with the stations, tables, chairs and paraphernalia, practice what we will do with the group and prepare some visionary comments for the year ahead. Then we perform the installation ceremony. But what can we do to attract more members to attend and get involved? Part of the planning might have involved a meal and or other activity before or after the ceremony. What will be served and how much will tickets cost etc.?

Remember I said this can be a grand event? That only happens if you plan it that way. Just like any event you propose for the year ahead, the details need to be worked out and promoted. If you plan and promote well, you will have an opportunity right out of the box as you start the fraternal year to make a positive impression on the membership.

I encourage you to set the stage with this program for future successful activities your members will look forward to attending. Remember, you only get one chance to make that first impression. Plan it, practice it, execute it well and have a great year! ■

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 Leader**

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Moosehaven Centennial Project Moves Forward

By **MARINA MATTHEWS**/Director of Admissions, Moosehaven

The Centennial Project moves forward! Members of the Moosehaven Board, Moose Charities Board and the construction team turned the first shovels of dirt in the much-anticipated start of this project. As Moosehaven Executive Director, John Capes, said, “The Centennial project has several goals which include: improving the quality of life for Traditional residents, adding a substantive, dynamic housing option to the Moosehaven complex, providing Moose retirees an upgraded, enhanced, superior quality living opportunity and reducing operating expenses for Moosehaven.”

This project will culminate in a “New Home, New Life” for each of our Traditional program residents. This new building will provide larger apartments, each having a deck or patio (depending on floor), private bathrooms and expanded closet space.

Flexible apartments permit residents to remain in their homes despite significant life-changes, such as loss of a spouse or decreasing mobility. It also reduces the number of moves that must be accomplished throughout a resident’s lifetime at Moosehaven. Providing in-house scooter parking will not only improve the scooter’s value to each resident and thus their quality of life, but should also increase the life of the scooter itself. The central dining hall and kitchen will greatly enhance the quality of the dining experience for residents. Also included in this new project is a covered tricycle parking area with adequate charging stations which is attached to the new building by a covered walkway.

Thanks to the generous support of our Fraternity, almost half of the funds for this three-year campaign have already been raised in the first year! The residents and staff at Moosehaven are so thankful for the support of each and every fraternal member and for their dedication to Moosehaven. I invite you to visit this amazing place and see for yourself why every day at Moosehaven is “Another Day in Paradise.” ■



Women of the Moose Support Moosehaven Centennial Project

By **BARB McPHERSON**/Grand Chancellor

Last year, the Women of the Moose requested that our chapters raise \$2 million dollars to help build the Moosehaven Centennial Project because that’s what we do – provide for others.

In early March, ground was broken to begin the construction of a new congregate residence hall, located directly across from the Don R. Eisel Assisted Living Center. The project will include larger apartments to accommodate single- or double-living quarters; easy wheelchair accessible conversion; in house kitchens and central dining and 24/7 nursing services. Also included is a covered tricycle parking with walkway attached and 21st century technology.

The Women of the Moose have pledged to be available at the conclusion of the construction with a check in-hand. Our donation will certainly put us at the top of the “Tree of Contentment.”

For over 100 years, the Women of the Moose have been instrumental in raising the necessary funds to make life better for the residents of our twin cities of Mooseheart and Moosehaven.

At Moosehaven, from bedding to buildings, we have been there through thick and thin. We have been instrumental in providing funds to help build Moosehaven and the Women’s building in 1922, the construction of the original Mooseheart School in 1954, as well as the new

addition in 2015; the Mooseheart Fieldhouse in 1961; the Moosehaven Seawall Project in 1962 and 2013; Academy Hall at Moosehaven in 1964; the Paul P. Schmitz Health Center in 1967; the original Katherine Smith Residence Hall at Moosehaven in 1972, Hope Hall in 1975, and Life Care in the early 2000’s.

In addition, the Women of the Moose fully funded the Kay Cancie Gymnasium, the Kay Cancie Maintenance Building, the new Katherine Smith Center for Special needs and of course the new Women of the Moose Gymnasium which was one component of the Mooseheart Centennial Project.

All of the projects listed are in addition to the special projects and equipment we provide for each campus on a yearly basis.

The Women of the Moose are proud of our dedication and commitment to each of our campuses and pledge to continue to provide for the needs of our residents. Each chapter was requested to donate \$6 per member over a three-year period to help ensure that we meet our pledge and to help ensure comfortable quarters for our Moosehaven residents.

To date, we have raised one-fourth of our pledge or \$500,000. On behalf of the Women of the Moose, I appreciate everything our chapters and co-workers are doing to make sure we meet our goal on time. ■