

REPORT OF THE MOOSEHAVEN BOARD OF DIRECTORS

■ 125th International Moose Convention ■ 2013 ■ Milwaukee, WI ■

The Moosehaven Board, which serves legally as Moosehaven's Corporate Board of Directors, met on three occasions during the 2012-2013 Moose year: In June 2012 in conjunction with the International Convention at Tampa; October 2012 in conjunction with the 90th anniversary celebration at Moosehaven; and at Colorado Springs in February 2013, along with the Supreme Council and the Mooseheart and Moose Charities Boards. There were also two teleconferences held to discuss necessary business between regularly scheduled meetings.

During each session, the Board evaluates reports presented by the Executive Director and acts on specific decision items as requested. In addition, they present opinions about and proposals for operational practices, programs, services and facilities on the Moosehaven campus and at its cemetery.

The Moosehaven Board also evaluates any special situations that may arise.

Special actions taken during the past year include the following approvals:

- Accepted Moosehaven's 2013-2014 Operating Budget
- Accepted Moosehaven's 2013-2014 Capital Budget

Budget to Budget Comparison

YTD	FY 2012-2013	FY 2013-2014
Expenses	(\$14,746,235)	(\$15,211,924)
Revenues Moosehaven	\$7,216,500	\$7,972,850
Difference	(\$7,305,043)	(\$7,239,074)
Capital	---	\$2,174,500
Total Grants - Moose Intl.	\$6,429,735	\$8,288,574



Resident Demographics

Categories	April 30, 2012	April 30, 2013
Men	100	119
Women	128	137
Total	228	256
Couples	30	42
Admissions		23
Average age at Admission	84.9	83
Deaths	45	35
Average age on campus	82.6	82.8
Over 100	1	1
Brandon Place Reserved	15	4
Brandon Place Occupied	9	16



This was an exciting year at Moosehaven with many good things happening. Brandon Place continues to grow, and the Traditional Admissions Program census has been on an upward climb throughout most of the year. The Katherine Smith Special Needs Hall was completed and occupied this spring, and the Ohio Residence Center was renamed the Don R. Eisel Assisted Living Hall. The campus appearance continued to evoke positive comments from all visitors and our "Heart of the Community" program resulted in Moosehaven being named "Business Partner of the Year" for Orange Park.

Implementation of Brandon Place at Moosehaven marketing remained strong throughout the year. We briefly halted construction on Brandon Place prior to the start of FY 2012-2013 to allow marketing efforts to catch up to the number of available units constructed during the economic recession. Once Cedar Key Court was fully occupied, however, we began construction on Astor Street. Of the initial 12 apartments built there, 5 were occupied at completion, 1 became the new Marketing Office and the remaining one is our Model Apartment. Additionally, we have deposits on four remaining apartments, including the new Model. So, construction is underway again.

Buckeye Hall, an exciting new addition to the Brandon Place Program was remodeled to feature 11 two-room apartments and 3 guestrooms. Each apartment comes with a fully equipped kitchen, an adjoining dining and living room area and a separate bedroom with private bath. The centerpiece of this hall's design is the spectacular river views provided by the spacious common area, with adjacent vending area and library. This Brandon Place option is available to those members who are at least 65 years old, with at least 15 years of continuous membership and who meet the financial and health qualifications

The Traditional Admissions Program census improved steadily throughout the year. Last year's decision to allow direct admits to Assisted Living resulted in far fewer admission denials due to inability to live independently. Currently, we are approaching capacity in our Congregate Care and Assisted Living apartments.

Katherine Smith Special Needs Hall and the Don R. Eisel – Ohio Assisted Living Hall The growth in census at Brandon Place and in the Traditional program, coupled with the decision to allow direct admissions to Assisted Living significantly increased demand for Assisted Living. The new Katherine Smith Special Needs Hall allowed us to relocate our Dementia program from Peeler I and the renaming and reclassification of the Ohio Residence Hall to the Don R. Eisel Assisted Living Hall permitted the transfer of Assisted Living from Peeler II. Peeler II will undergo renovation to become additional congregate apartments. A final decision about the future use of Peeler has not yet been made.

The Moosehaven Marketing Representatives Program was conceived and implemented to provide marketing expertise within each Moose Association. The Moosehaven Board approved changing the title for this position to Admissions Counselor at its February meeting. This title more accurately reflects the expectations of the position. Information is regularly provided to our Admissions Counselors and a panel educational session will be conducted for current Admissions Counselors, Regional Managers and others who may be interested in serving as Admissions Counselors on Sunday, May 26 at 3:30 in The Delta Center room 203(C).

The Moosehaven Marketing on the Move Program was developed to enhance and expand our fraternal marketing program. Sandra Simmons-Duggan, Director of Marketing, Ross Fleet, Director of Admissions and John Capes, Executive Director present the Marketing on the Move program at selected Association conferences throughout the year. This presentation features the Moose Retirement Program and highlights the many programs, services and features of the Moosehaven campus.

During FY 2012/2013, we presented the Moosehaven Marketing on the Move program at the annual AARP Convention in New Orleans, and at the following Association conventions:

<u>2012 Annual</u>	<u>2013 Midyear</u>
Ohio	Minnesota
West Virginia	North Carolina
New York	Georgia
Wisconsin	New Jersey
Virginia	Alaska/Hawaii
Tennessee	California/Nevada
Florida/Bermuda	Florida/Bermuda

Our "Heart of the Community" events raise community awareness about Moosehaven and the Moose and provide an opportunity to speak to potential new members about the Moose. These events continue to grow in popularity to the point that outside organizations are now asking to participate as partners in them.

In addition to our Community Breakfasts that are held every other month, the following "Heart of the Community" events were held at Moosehaven during FY 2012/2013

<u>Event</u>	<u>Date</u>
Spring Car Show	May 12, 2012
American Pie Fourth of July	July 4, 2012
Trick or Treat	October 31, 2012
Chili Cook Off	November 12, 2012
Movie Night	March 18, 2012

Easter Egg Hunt	March 30, 2012
Easter Sunrise Service	March 31, 2013
Outdoor Movies	April 12, 2013

The "Heart of the Community" *American Pie Fourth of July* is the largest event held on the campus each year. This year's event was marred by rain during the afternoon but the turnout for the fireworks after the rains stopped in the early evening was about the same as in years past. This event continues to grow with many local entertainers vying for a chance to showcase their talent during the event. This daylong event is co-sponsored with the city of Orange Park and the Orange Park Noon Rotary.

The "Heart of the Community" *Trick or Treat* continues to be a big success and is one of the most highly anticipated "Heart of the Community" events within the community and among the residents each year. While it's very difficult to count the number of visitors to the campus for this event, we can somewhat judge its success by the amount of candy given away – over 1 ton. The haunted house continues to scare and thrill our visitors and usually is still going strong when it's time to close up for the evening. This is truly a team effort as each department develops and operates a room in the haunted house. We thank the various associations that send us candy and money for this event. Without your generosity, we could not continue to offer a family safe trick or treat to our community and a hugely entertaining event for our residents.

The "Heart of the Community" *Easter Egg Hunt* is another much anticipated event. This year, we placed 15,000 eggs across the campus in 3 separate age-restricted areas. The children are divided into age categories and then wait somewhat patiently for their event to be called. It only takes a few minutes for the eggs to be collected, and two lucky winners take gold or silver eggs for their prize of \$25 and \$15 respectively. Attendance at this event continues to grow. This year's attendance exceeded 4,400.

The "Heart of the Community" *Easter Sunrise Service* was conducted by the 1st Baptist Church of Orange Park this year. Attendance this year was 633 people, making it the largest sunrise service ever at Moosehaven.

Moosehaven celebrated its 90th Anniversary on October 6, 2012. Despite the best (rainy) efforts of the weather, the event was a great success.

There were period-specific activities related to Moosehaven's founding and early operations. There was a picnic lunch and a dinner with entertainment followed by a dance with live entertainment that evening. We are already turning our thoughts to our 100th anniversary in ten short years.

The Moosehaven Board of Directors is indeed pleased with the many accomplishments and successes at Moosehaven during fiscal year 2012-2013. We are proud to have been selected to serve on the Moosehaven Board and look forward to serving you in the year to come.

Respectfully submitted,

Ronald Sweetman PSG, *Chairman, Moosehaven Board of Directors*, New Castle, DE Lodge No. 1578

Scott D. Hart, *Director General*, Mooseheart, IL Lodge No. 2655

James F. Henderson, Sr., *Supreme Governor*, East Mesa, AZ Lodge No. 2082

Robert J. Spingler, W. Nashville, TN Lodge No. 2221

Robert J. Sypnieski, Auburn, CA Lodge No. 2264

John R. Sipes, Galion, OH No. 303

Jeannene E. Lautzenheiser, Van Wert, OH Chapter No. 6

Olivia (Libby) Shaw, Aberdeen, MD Chapter No. 1209

John Reiter, Ocala, FL Lodge No. 1014



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Chairman, Moosehaven Board of Directors
New Castle, DE Lodge No. 1578



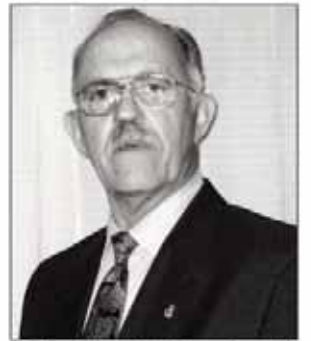
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