

REPORT OF THE SUPREME COUNCIL

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

The Supreme Council met on three occasions during the 2012-2013 Moose year (running from May 1, 2012 to April 30, 2013): in Lisle, Illinois May 30-31, in conjunction with Mooseheart's 94th annual Commencement and the annual conferral of the Pilgrim Degree of Merit; in Orange Park, Florida Oct. 3-4, in conjunction with Moosehaven's 90th-anniversary celebration; and Feb. 6-7 in Colorado Springs, Colorado, in conjunction with meetings of the Moose Charities Board and the Women of the Moose Grand Council—as well as other telephone conferences as needed.

During each regular session, the Supreme Council evaluates reports presented by the Director General and acts on specific items as requested by various department heads through the Director General. Additionally, the Council acts on any necessary charter revocations, recommendations for Past Governor conferrals, policies and operating procedures for Moose International, Code of Rules changes for the Moose Legion, and revisions to the Women of the Moose General Laws. Also routinely on each meeting's agenda are membership trends in all Moose fraternal units, finances, insurance issues, Lodge operations, and fraternal programs and activities.

The Supreme Council also hears and reviews reports of the Mooseheart, Moosehaven and Moose Charities Boards of Directors—considering any special situations that may arise with any of the three.



Actions taken between the Tampa and Milwaukee Conventions included following approvals:

- On Dec. 21, 2012, named Scott D. Hart the 10th Director General/Chief Executive Officer of Moose International Inc.
- Recommended continuation of the \$0 Enrollment Fee plan for the entirety of the 2013-2014 Moose year
- Recommended that no new amendments to the Constitution and General Laws be considered at the Milwaukee Convention
- Approved a project, at a cost of up to \$10 million, to renovate and expand the 59-year-old Mooseheart School structure
- Extended the deadline for mandated training of Moose fraternal unit officers to Nov. 1, 2012, and approved a strategy for the completion of this mandate
- Revoked the program known as Certificate of Compliance
- Approved an amended policy for the Moose International Investment Committee
- Recommended that additional resources be directed to online training through the auspices of the Education & Training Department
- Participated in the March 10 opening of the Katherine Smith Special Needs Hall at Moosehaven
- Approved, via the Council's Audit Committee, the retention of the accounting firm of Sikich & Co. as Moose International's corporate auditors

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- Allowed the dissolution of the Kansas Moose Association, and the re-affiliation of its Lodges to other Associations—
specifically Missouri and Oklahoma
- Approved withdrawal of a requirement for mandatory workers' compensation insurance coverage for all Lodges; instead stipulated that each Lodge is to be held responsible for complying with the workers' compensation laws of its own State
or Province
- Approved the General Governor's recommendation for the administrative revocation of 11 Lodge Charters
- Reviewed and approved budgets for 2013-2014 for Moose International, Mooseheart, Moosehaven and Moose Charities
- Conferred the honor of Past Governor on 27 Fellows of the Order

The Supreme Council, on Dec. 21, accepted the retirement of Director General William B. Airey, who stepped down at age 71 after nearly seven years of service as Chief Executive Officer. The same day, the Council unanimously named Scott D. Hart as the fraternity's 10th Director General. Hart had served since March 2003 as Executive Director of Mooseheart Child City & School, bringing national and worldwide distinction to the fraternity's flagship institution while implementing prudent efficiencies that served to reduce its annual operating budget to a point significantly below any Mooseheart campus budget in the past 15 years. At 43, Hart is the fraternity's youngest Director General since James J. Davis' appointment as its first, at age 36 in 1909.

The fraternity's finances enjoyed a very good year, with total portfolios experiencing roughly an 11% gain in overall value for the year ending April 30, thanks to both favorable investment returns and reduced reliance on Endowment Fund proceeds for the operation of Mooseheart, Moosehaven and Moose Charities.

After the repeated, dramatic fourth-quarter surges in new-member production under the \$0 Enrollment Fee program in recent years, the Supreme Council and Director General Hart decided in late February to commit, for the entire 2013-2014 Moose fiscal year beginning May 1, to conduct the \$0 Enrollment Fee program for the ENTIRETY of the year, from May 1, 2013-April 30, 2014. Details to Lodges were announced via "bulk email" electronic Moose International Official Communication by the Membership Department on May 1.

Additionally, the Free Dues Program—in which Moose International will pay the Lodge, Chapter and/or Moose Legion dues for any member who sponsors at least two reported-and-enrolled members, in the Loyal Order of Moose, Women of the Moose or the Moose Legion, during

the May 1-April 30 period—will continue for the 2013-2014 Moose year. As has been the case during the previous two years of this program, there will be special considerations issued for Life Members who sponsor two members during the year.

In the wake of the success of the “Heard of Moose” public awareness pilot program that was rolled out in Tampa from April through July 2012, the Supreme Council directed appropriate Moose International staff to realign the program to be accessible to, and usable by, state/provincial Associations, and individual Lodges/Chapters. In Tampa, Moose International had funded a comprehensive, integrated multimedia program, using outdoor advertising of various types (including banners provided for the Lodge facilities themselves), radio, newspaper, Internet and earned media relations—with consistent messaging and graphics—targeting markets for the 26 Lodges/Chapters within a 50-mile radius of downtown Tampa. The investment certainly got results: For the six-month period from April through September 2012, new-member production for those 26 Lodges was up some 46% over the year-earlier period. The Council’s direction to Moose International staff was to create materials that could be used by Associations or Lodges/Chapters directly; responsibility for funding any purchases of media space or time is to be that of the fraternal units and/or Associations.

The Council approved, via conference call in early September, the creation of a new Moose International Department of Activities, with responsibility for administering the fraternity’s Community Service, Sports and Youth/Family Activities programs—which previously had fallen under the purview of the Membership Department. Shawn Baile, who had served as Director of Membership since fall 2009, was named Director of Activities.

Developments in the Sports area of the Activities program have involved the first addition of a regular annual International Tournament since the early 1990s, when Darts was added: Beginning in 2013, the increasingly popular game of Cornhole (known in some regions of North America as “Bags”) has been added, with the first Tournament champion to be crowned this summer.

Replacing Baile as Director of the Membership Department is Kurt T. Wiebe, who joined the staff effective Oct. 22. Wiebe had previously served the fraternity as Vice President of Fraternal Operations from 2004-2006. Taking advantage of his experience in marketing for various nonprofits and professional/trade associations, Wiebe was also named Chief Marketing Officer. To allow Wiebe more time for those efforts, one of two existing Membership Department Assistant Director positions has been reshaped as of May, with David Smoot being named a new Assistant/Director for Field Operations; he will directly supervise and guide the Membership Department field staff of Regional Managers on a day-to-day basis. Smoot had previously served as Regional Manager for Alabama, Georgia and Tennessee.

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In turn, Moose International is establishing, beginning with the 2014 International Convention in Las Vegas, the Lifetime Achievement Award.

The fraternity's relationship with America's largest membership organization, AARP, entered a renewed contract during the fiscal year, with all newly enrolled Moose members over the age of 50 continuing to be offered an automatic one-year membership with AARP—and all the insurance and other benefits that AARP membership offers. New Moose members under 40 are invited to present the free AARP membership to a friend, relative or associate over 50. In addition to the benefits that this relationship makes available to new Moose members, Moose International has, overall since the inception of the relationship, garnered significant monetary consideration from AARP. This is available funding for Mooseheart and Moosehaven—which Moose International does not need to procure in requests to Moose Associations, Lodges/Chapters, and individual members.

The Council continues to work with the Director General's office and the new Department of Activities to further develop the "Heart of the Community" concept that since 2010 has been spearheaded on a localized basis by Mooseheart and Moosehaven in their local geographic areas. Further efforts, including a renewed emphasis on more localized Community Service programs, will be announced at the Milwaukee Convention.

In recognition of the fact that management of our Lodges leaves much to be desired in too many cases, the Council sanctioned the increased strength of the Lodge Operations Department under Director Darrell O'Brien during 2012-13, to a staff of 20 Senior Operations Analysts, up from 16. These staffers will continue to work in collaboration with appropriate Regional Managers, and will zero in for detailed review of Lodges showing difficulties in maintaining an active and thriving operation, and in clearing a margin via regular activities and food and beverage sales to maintain economic health.

Web-based officer training. With initial training, and ongoing updates, now required of all Lodge, Chapter and Moose Legion officers, in the interest of convenience and efficiency, the Department of Education & Training under Director Susan Hawkins has been directed to work with the Information Systems Department to develop a fully online officer-training capability as soon as practical during the 2013-14 Moose year.

The Council approved a proposal from Moose International staff that the Shining Star program be gracefully concluded after 25 years of existence; the Silver Anniversary Shining Star Awards presentation, in Milwaukee, will be the last. The rationale is that the Shining Stars were, in most cases, duplicative of other awards programs already established within various departments. In addition, the Moose of the Year program, which pre-dates the 1989 establishment of the Shining Star program, is being discontinued only as a fraternity-wide award. Each Lodge, and Association, are encouraged to maintain Moose of the Year programs to recognize and honor outstanding efforts/achievements of the previous

year or two. In turn, Moose International is establishing, beginning with the 2014 International Convention in Las Vegas, the Lifetime Achievement Award. The rationale here is that the previous Moose of the Year program had essentially become an award for many years of dedicated Moose service, judged on submitted descriptions of career-long efforts—so, it will simply be called what it had become.

The fraternity's Risk Pool program in 2012-13 continued a four-year run of success; every year since 2009-2010—thanks to widespread and increasing participation in the Hall Rental Insurance program, attention to safety details by Lodge House Committees, and painstaking care in seeking the most competitive insurance rates available, the rates charged to our Lodges have either remained static, or—as has been the case the last three years—have been reduced. (Lodges NOT complying with the Hall Rental Insurance requirement have been issued mandatory Compliance Modifiers, which increase the rates they are charged so as to be fair to Lodges that do follow the regulations. For 2013-2014, the overall Risk Pool rates are to be held static at the levels to which they had been lowered for 2012-13.

Expanded eligibility for the Moose Legion; striking of arbitrary member-sponsorship levels to achieve the Fellowship Degree of Honor. The Council, at the recommendation of the Department of Ritual & Higher Degrees, approved a pilot program plan that will, for one year, simply admit members of the Loyal Order of Moose in good standing into the Moose Legion, for a flat fee of \$10, if they have sponsored at least one new member into the Loyal Order of Moose. This will, it is hoped, spawn a new generation of Moose Legionnaires who will enjoy the additional fraternal involvement and fellowship enough to renew their Moose Legion dues at standard rates the forthcoming year. As to the next degree of the Loyal Order of Moose, the Fellowship Degree of Honor; up to this year, there had been relatively firm specific criteria for consideration; a Moose Legionnaire had to have sponsored at least 10 members into the Loyal Order of Moose and at least one member into the Moose Legion. Now, those arbitrary criteria have been tentatively dropped—though, certainly a demonstrated willingness and ability to sponsor members into both the fraternity and the Degree of Service will count toward favorable consideration. However, the lone specific objective criteria for consideration, at the time of nomination, are five years' continuous Lodge membership, and at least one year's active membership in the Moose Legion on his current active membership record. The candidate's record of member sponsorship, and service to his Lodge, Moose Legion and Association, must still be present in his "substantial resume depicting and supporting his major accomplishments and extraordinary service provided to the Order that establishes his worthiness for consideration to be elevated to the Degree of Honor."

Transition from "Gimme Five" to "Donors Circle." Begun by Moose Charities in 2008 and intended to run for a five-year period, the program known as "Gimme Five" is being concluded effective with the close of

The Donors Circle is a graduated program of gratitude toward donors to the Mooseheart-Moosehaven Endowment Fund — expressed in new pins. New recognition pins are issued at documented cumulative giving levels beginning at \$100 and rising through \$250, \$500, \$750, \$1,000, \$2,500, \$5,000, \$7,500 and \$10,000 or more.

For the Good of the Order, 2013 is to be set aside as a year for reflection on and enjoyment of our milestones, for work toward fraternal renewal at both campuses and in all our programs; for, in the words of our new Director General, for “figuring out just who we are and who we need to be.”

the 2012-2013 fiscal year. Instead, Moose Charities’ new program of ongoing, cumulative (not just one year) donor recognition announced in 2012 in Tampa, dubbed the Donors Circle, is taking the flagship position. The Donors Circle is a graduated program of gratitude toward donors to the Mooseheart-Moosehaven Endowment Fund — expressed in new pins. New recognition pins are issued at documented cumulative giving levels beginning at \$100 and rising through \$250, \$500, \$750, \$1,000, \$2,500, \$5,000, \$7,500 and \$10,000 or more.

Mooseheart’s Centennial Celebration/Planned Renovation & Expansion of Mooseheart School. Plans that have been five years in the making are now coming to fruition to commemorate the 100th anniversary of the founding of Mooseheart—both during this International Convention on Saturday, May 25, and then on July 27, 2013. The latter date will encompass a full day of activities including a 100-minute fundraising run, a rededication ceremony, a carnival, plenty of food, music performances and fireworks to close the day. As announced at the Tampa Convention, a full renovation and expansion of Mooseheart’s 59-year-old school building is now underway as the official Centennial project. Nearly \$4 million of the targeted \$10 million had already been pledged as of the end of the fiscal year on April 30, and the first major phase—*asbestos removal*—began in late March. The current 77,000-sq.-ft. school building is to be expanded to over 90,000 sq. ft., with the establishment of a legitimate auditorium within the school structure for the first time, suitable for musical and dramatic performances.

And finally, in keeping with this “Year of Celebration”— commemorating, in 2013, the 125th anniversary of the founding of the Loyal Order of Moose in 1888, and the Centennials of Mooseheart, of the Women of the Moose, and of the Moose Legion—the Supreme Council determined at its Colorado Springs meeting in February that there should be no proposed Amendments to the fraternity’s Constitution and General Laws for consideration and vote at the Milwaukee Convention. For the Good of the Order, 2013 is to be set aside as a year for reflection on and enjoyment of our milestones, for work toward fraternal renewal at both campuses and in all our programs; for, in the words of our new Director General, for “figuring out just who we are and who we need to be.” Let’s go forward in that vein—and this week, in Milwaukee and at Mooseheart, let’s CELEBRATE!

A YEAR OF CELEBRATION!



Respectfully submitted,

2011-2012 SUPREME COUNCIL

James F. Henderson Sr., *Supreme Governor*, East Mesa, AZ Lodge 2082

Scott D. Hart, *Director General*, Mooseheart, IL Lodge 2655

Wesley I. Crowder, Jr. *Past Supreme Governor*, Bedford, VA Lodge 1897

Joseph R. Koons, *Supreme Jr. Governor*, Danville, PA Lodge 1133

Danny R. Albert, *Supreme Prelate*, Mansfield, OH Lodge 341

Franz R. Griswold, Dansville, NY Lodge 1130

Terry L. Walls, Tulsa, OK Lodge 862

Warren B. Cummings, Fairbanks, AK Lodge 1392

Willard R. Kitchens, Dallas County, AL Lodge 1737

Warren G. Black, Grants Pass-Merlin, OR Lodge 2454

Harry L. Johnston, Greeley-Evans CO Lodge 909

Rodney A. Hammond, Kissimmee, FL Lodge 2056

Bruce J. Berger, Sellersville, PA Lodge 1539



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