

“Beyond Belief” Membership Campaign From the Las Vegas 120th Annual Moose International Convention

Excerpted from Director General Bill Airey’s Keynote Address, June 20, 2008



I want to personally thank each of you for taking the *time* to join us here in Las Vegas. Mooseheart has again experienced a banner year, the most important fact is that on May 24, at 9am, 21 members of the Mooseheart’s Class of 2008 received their diplomas and vocational certificates during the 90th commencement Ceremonies.

What is that worth? How much should we, as a fraternity, pay for even one child to be able to live in a safe community, receive a valued education, taught how to be a supportive member of a family, understand their role in society and be sent off with the resources necessary to pursue it? Members of the Moose have produced not one, but 21 energetic members of society ready and willing to do their thing. So, tell

me. What is it worth? How do you measure the value of a healthy human soul? You don’t! It’s like the Master Card commercial—a healthy educated, productive young man or woman...priceless! What is really important is that it happened because you believed, and because you gave your support! Thank You.

However, I wish to comment on how important the “Gimme Five” program is to the future of our beloved Mooseheart and Moosehaven. I hope that everyone here has either donated \$182.50 for five years and now wears the appropriate label pin, or has pledged to give the \$36.50 each year for five years. These funds are building a tomorrow for hundreds of children and seniors who will benefit from our philanthropy in the years to come. *It is essential that we spread the word to our members who don’t come to conventions, or conferences, or meetings and who don’t understand the importance of this monumental effort.*

Do you understand what I mean when I say you have made this fraternity something that causes wonder and astonishment? Something that when non-members are told they respond with the statement, “that’s unbelievable”? My answer is simply this—it’s more than unbelievable, it’s beyond belief.

Moose-Beyond Belief, the theme for our membership drive for 08-09. Remind those members back home who didn’t come to Las Vegas of the difference we have made in the lives of others—a difference that is Beyond Belief. Tell them of the accomplish-

ments we have achieved during this past year—accomplishments that are Beyond Belief. Impress upon them the reasons we will overcome the stumbling blocks that have been placed before us—because of their abiding loyalty and commitment; a loyalty and commitment that is Beyond Belief.



stamp

JULY—AUGUST
2008

TO —

SANTA CRUZ MOOSE NEWS
Santa Cruz, CA #545 Loyal Order of Moose
P.O. Box 66292
Scotts Valley, CA 95067-6292
Telephone: 831-438-1817
www.scmoose545.org
Volume 20, Issue #4



Your **NEW** Board of Officers For 2008—2009

Governor	Vince Martinez
Jr. Past Governor	Tom Miklosko
Jr. Governor	Brian Armstrong
Prelate	Mark Schoonover
Administrator	Perry James
Treasurer	Lonnie Moseley
1 Year Trustee	Ernie Avelar
2 Year Trustee	Eric Miller
3 Year Trustee	Butch Nicol
Sergeant-at-Arms	Barry Nolan
Inner Guard	Dick Dennis

COMMITTEE CHAIRS

Applications Review	by Committee
Audit	Jerry Pitman
Bulletin Editor	J.D. Sotelo
Community Service	J.D. Sotelo
Darts	Sue Moseley
Decorating	Event Chairperson
Endowment	Dick Dennis
Facilities/Contracts	Ray Gibson
Family Activities	Geo/Lynn Cordova
Food Drive	Lou Avelar
Government Relations	Brian Murtha
Historical	Mark Filipowicz
Ladies of 545	Laurie Grundy
Legion Activities	Lonnie Moseley
Legion Lodge Work	Mick Brown
Lodge Maintenance	Mickey Lundin
Lodge Grounds	Ernie Avelar
Membership	Perry James
M/M Admissions	Brian Armstrong
MYA Chairman	J. D. Sotelo
Moose Scholarship	Perry James
Orientation	Mike Stephens
Ritual Team	J. D. Sotelo
Social Quarters Manger	Ray Gibson
Sports Events—	Call Lodge at—
Horseshoes, Softball, etc.	438-1817
Webmaster	Mark Filipowicz
Website—	www.scmoose545.org

SOCIAL QUARTERS

Monday to Wednesday	4 to 8 PM
Thursday & Friday	4 to 10 PM
Saturday & Sunday	<u>Please see calendar</u>



Brother Members and Ladies,

I hope that you and your families are doing well. It has been an eventful couple of months. The Fire season has started early and we have had a number of fires in our county. There has been very little rain at the end of our rain season leaving dry brush, weeds, and deadwood in our forests tinder dry. On the 20th of June as J.D. Sotelo, Lonnie Moseley, and myself were waiting for our flight to the Moose International Convention in Las Vegas at the Monterey Airport, we watched in awe as the Trabing Fire near Watsonville began burning and shot a large plume of smoke in the air. It demonstrates that fire safety begins at home at work and at our lodge. Please be safe.

This is the first convention that I attended as Governor. I attended several sessions and heard stories from former students who were admitted to Mooseheart. They told of their early family trouble and of the circumstances that led to their admission to Mooseheart. I was impressed at how well adjusted and how well spoken these Mooseheart alumni had become. Their message was that without the guidance of the teachers and staff at Mooseheart they wouldn't have become the well rounded and productive citizens they are today.

The theme that was being presented was of membership and money. Mooseheart and Moosehaven are not receiving enough money presently to financially run their programs. The Gimme Five Program was being promoted. It is a nickel in the morning and a nickel in the evening or ten cents a day for 365 days a year or \$36.50 a year for five years. I ask you members to consider giving money to the Gimme Five Program as the funds are needed to help support Mooseheart and Moosehaven. In keeping with that theme I am pictured above during the March of Checks where our Lodge donated \$300 to the Mooseheart Athletic Program and the Yellowstone Conservation Corps. Finally I would ask all members if you would contact me if you would like to volunteer to cook on Friday night dinners, or Thursday hamburger nights, or contact Lonnie Moseley to help with the Legion breakfast. If you have a construction background such as a carpenter, plumber, electrician, etc., I'm sure we can use your help as there has been a lot of recent repair work headed by Mick Brown.

Please bring your family and friends and show them what a great Lodge we have. Vince Martinez, Santa Cruz # 545 Governor



gimme five!

CONGRATULATIONS TO THOSE MEMBERS CELEBRATING THEIR BIRTHDAYS IN

JULY

AND

AUGUST

- Stanley Dennis
- Dave McClure
- Bruce Morse
- Vince Martinez
- Peter Sierant
- Montee Allen
- William McCarty
- David Thomas
- Thomas Cannell
- Thomas Butcher
- Gary Quinn
- Phil Siebert
- Michael Ruggiero
- Scott McAvoy
- Dick Deane
- Larry Moore
- Edward Kuerzel
- Karen 'Bunny' Sotelo
- Brenda Schmidt

- 1st
- 3rd
- 4th
- 5th
- 8th
- 9th
- 10th
- 10th
- 11th
- 12th
- 15th
- 15th
- 17th
- 18th
- 19th
- 19th
- 23rd
- 27th
- 28th

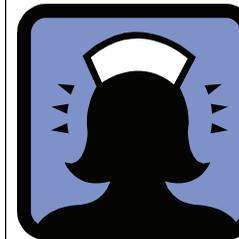


- Larry Packer
- Paul Dennis
- James Riss
- Joseph Kelleher
- Dorothy Douzeff
- Carl Ockert
- Orville Lindquist ??
- Rick Pearce
- John Geyer
- Scott N. Elliot
- Fred Brandt
- Tom Hutchinson
- Gayle San Filippo
- Lou Avelar
- Tom Snouse
- Brian T. Murtha
- David Quinn
- Danny Elliot

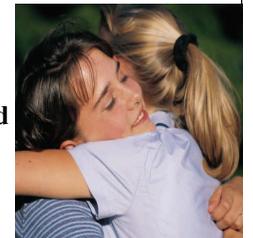
- 2nd
- 3rd
- 5th
- 6th
- 9th
- 9th
- 14th
- 15th
- 17th
- 20th
- 21st
- 21st
- 22nd
- 23rd
- 23rd
- 24th
- 28th
- 29th

Birthday celebrants please read the ad box in the Calendar page!

545 SICKNESS and DISTRESS



- Butch Nichols brother-in-law has passed away and his sister suffered a heart attack.
- Mike Stephen's father, Bob Stephens, has passed away.
- Bruce Schmid's brother-in-law, Tom Farr, has passed away.
- Lonnie Moseley recovering from knee replacement and is doing great!
- Jerry Andrade recovering from eye surgery.
- Richard Walton suffered knee injury.



**TO THOSE MEMBERS AND THEIR FAMILIES WHO ARE SUFFERING ILL HEALTH, OR HAVE SUFFERED A LOSS—
Our Thoughts and Prayers go out to All.**

++ **LEGION NEWS** ++

Hello Out There!!!!!!!

First, I would like to thank John Moore and Family for donating the beautiful flowers at the Mother's Day breakfast on May 11. Thank you very much. Also, wasn't it great to see all the 545 Ladies of the Moose cooking our Father's Day Breakfast? Great job Ladies?

We would like to give a Big Thanks to one of our newest Legion members, Mick Brown and team for jumping right in with both feet to bring our Lodge up to looking great with the new windows and facelift. At our last Legion Meeting we officially made him our Lodge Legion Facilities Chairman. Governor Vince Martinez won the \$20 attendance prize at our meeting. John Moore's name was drawn at May's meeting, but was not present. It really does pay to come down & join in!

Dates to remember—

July 9, Wednesday, 6pm—Mexican Pork Chop Dinner for our Legionnaires and their guests and anyone interested in joining the Legion. All cooks will be Past Legion Presidents. The price will be \$6. Please contact me for reservations at 336.8579 or 246.1298

July 13, Sunday 9am—Legion Breakfast at our Lodge 545.

July 17, Thursday, 7:30pm—our next 545 Legion meeting.

July 19, Saturday, 5pm—our next Golden Spot 15 Moose Legion Celebration at San Jose 401

July 17-20 –The 12th Annual CNMA Moose Legion Conference & Ritual Competition at San Jose and Sunnyvale Lodges.

August 16, Saturday, 11am—our joint GS 15 and District 10 Picnic at Monterey Lodge 876.

Thanks to All, Lonnie Moseley, 545 Legion Chairman



Three 545 Ritual Team Members Finish in Top Ten at International Ritual Competition at Las Vegas!

I'm happy to report that our team did outstanding work in Las Vegas. As a team we finished 21st out of 47 teams registered! Top finisher for us was Ray Gibson as Orator placing 6th,

Lonnie Moseley as Sgt-at-Arms at 9th and Brian Murtha as Past Governor at 10th!

Thanks for all your support.

JD Sotelo,

545 Ritual Chairman



Welcome to our Newly Enrolled Members!!



May, 16 2008 participants, new members, sponsors and family left to right— Matthew Quinn, Gary Quinn, John Wagner, Governor Vince Martinez, Dave Hostetler, Michael Doherty and Mike Doherty!

Santa Cruz Lodge 545 Officers, Chairs & Volunteers welcome all our new members to their new Moose Family Center. Please, come down and enjoy your new home! Also, thanks to our Lodge sponsors for fulfilling their obligation to strengthen our order.



Brothers and Ladies of 545 –

By now the members should have heard how the Ritual Team did at Las Vegas at the Int'l Convention a couple of weeks ago. Hopefully, the team did great.

The Friday night family dinners at the Lodge have been improving. It would help ALL the cooks if everyone would RSVP so they know how many to expect. This will help cut down on food waste or getting left out because they ran out of food. It just makes it easier for all involved. Thanks.

On July 9th, there is a dinner at the Lodge for Legion members, their spouses or girlfriends or members interested in becoming Moose Legionnaires. I hope to see all the qualified members there.

Lastly, we have been getting some bulletins back marked "Return to Sender" If the Lodge doesn't have you current address, you won't get the bulletin or renewal notices from Moose Int'l or your Membership cards. Please give me an updated address when you move so we can make sure you always get your mail.

Thanks, Perry Lee James, Santa Cruz 545 Administrator



MOOSE INTERNATIONAL CONVENTION NEWS

Santa Cruz Lodge 545 Garners The International Premier Lodge Award Platinum Level at Las Vegas!

I am privileged to inform you that SC 545 garnered the Premier Lodge Award at the 120th Moose International Convention in Las Vegas, Nevada on Wednesday, June 25, 2008 at the final Joint General Session. This is the first year of this distinguished award program that honors those Lodges who excel in fraternal operations. This new honor replaces the 22 year Lodge Merit Award program.

There are four levels in the Premier Lodge Award, Bronze, Silver, Gold and to honor the 'best of the best' the Platinum award. There were just 296 awards given in our Fraternity of over 1600 Lodges. I was present recording the California Nevada Moose Association winners as I am 545's bulletin editor. The announcements started at the Bronze level with eight lodges in CNMA named. Next were twelve Silver winner's



names. I was happy to see that San Jose Lodge 401 was a recipient since it is also in our Mission Trails District 10. Then the Gold award winners were announced and five were from our association. Director General Bill Airey then approached the podium to announce the Platinum winners, after the first few winners he announced "Santa Cruz Lodge 545!" That moment for

me was 'beyond belief!' There were only 27 Platinum Award winners in our Fraternity and 545 was the only Lodge in the CNMA to garner that prestigious award. As 545 Community Service Chairman and Past Governor I know that the 545 Board of Officers, Chairs and volunteers work hard at our fraternal programs. For us to win we had to meet two sets of determining factors. First was to meet five mandatory criteria and secondly to meet ten additional criteria to achieve the Platinum level. For more info on this program please go to

http://www.ca-nvmoose.org/html/lodge_awards.html

In working our Fraternal Programs to the best of our abilities, we accomplish our Lodge responsibility to our Fraternity, our members and our community. In successfully working our programs we also fulfill our commitment and obligation to Mooseheart and Moosehaven. Isn't that what we have sworn an oath to do? Receiving our Premier Lodge Award is just icing on the cake; it is the fraternal road we as a lodge diligently travel that makes it all worthwhile!



JD Sotelo, Santa Cruz Lodge 545
Community Service Chairman

++ COMMUNITY SERVICE NEWS ++

Members and Ladies,

Some reminders for you—We are in the "Recycling for Technology for Mooseheart" program. Our collection box is at the main entry foyer. We are starting on our 2nd box! Thanks if you have contributed and if you soon will!!

We will be awarding "Tommy Moose" to Santa Cruz and Scotts Valley Police and Fire Departments in on our Enrollment nights of June, July and August. Please support your local Fire and Police agencies!

Remember the Alzheimer Memory Walk and Monte Foundation Fundraisers are coming your way! Thanks for all you do.

You Moose Members and Volunteers are 'Beyond Belief'!

JD Sotelo, 545 Community Service Chairman



Ladies of 545 Committee:

Thank you to all of the great Ladies that slaved in the kitchen, served, decorated and did dishes on a Sunday morning for the Father's Breakfast on June 8th. It was a great turnout for an awesome breakfast.

Ladies, we need volunteers to bring a dessert on a Friday night of your choice. The desserts are sold for \$1 which funds our Moose Community Service Fund. Check the calendar for an open Friday night.

"Women of the Moose" in good standing: You will receive a "Free Friday Night Dinner" if your name is on the bulletin Birthday list for the current month. If you have not already done so, please email me or leave me a note in the Social Quarters with your birthday month and day and watch for your name listed in the bulletin. See the calendar ad for details.

And finally, I would like to send a personal "Thank You" to the LOOM Officers responsible for nominating me for the Mission Trails District 10 Plaque of Appreciation at the District Social on June 7th. It is always a great honor to receive recognition and appreciation, for volunteering your time and energy. Many, many men and women volunteer everyday for special projects or for the day-to-day things needed to keep our Lodge running smoothly. Each and every person doing whatever you can, whether big or small, should be proud and pat yourself on the back. Laurie Grundy, Ladies of 545 Chair (email: Ladiesof545@scmoose545.org)

