

### Membership

In the business world, a retailer sells an item directly to a consumer, whereas a wholesaler sells a large amount of products to a middleman who then sells it to a consumer. For example, the wholesaler sells 25,000 heads of lettuce to 15 grocery stores; at the retail level, the grocery store sells one head of lettuce to a single consumer.

In Freemasonry, membership can also be sold on a retail level and a wholesale level. At the wholesale level, a video about Masonry may conceivably reach thousands of potential Masons, a billboard may be seen by a thousand commuters on the road, or a friendship dinner may reach 25 or 30 prospective members in a single evening. But at the retail level, one Brother personally explains why a man ought to be a Freemason and what the fraternity is all about.

Some Grand Lodges put a lot of stock in membership videos. The Grand Lodge of Massachusetts and the Grand Lodge of Texas have excellent membership videos, which are professionally filmed and narrated. They are well worth finding and watching on YouTube.com. Having viewed them, I've often wondered how many random men stumble across the video - or for that matter, pass

a billboard promoting Freemasonry - and think, "Gosh, I'd like to become a Mason."

In fact, these wholesale approaches to Freemasonry raise awareness to a great many people, but inevitably, sealing the deal usually always comes about at the retail level. One man speaks to another man, and



The Grand Lodge of Texas public service announcement raises awareness of Freemasonry's mark on the world through their support for schools, universities and hospitals.

"sells the product" one-to-one. (You may see a car you like based on an advertisement, and sometimes that's enough to make a sale. But most of the time, the sale comes about because of a personal interaction with the salesman. Masonry operates the same way.)

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### Alliance Valley

### **Orient Calendar**

Sept 6, 13, 20, 27 Wednesday Masonic Lunch (H)		
Sept 7, 14, 21, 28Thursday Masonic Lunch (L)		
Sept 11 Grand Master's Golf Tournament (North Bend, NE)		
Sept 14Scotch Tasting (O)		
Sept 9Shooting at Big Shots (L)		
Sept 22Scotch Tasting (O)		
Sept 22 Statewide RiteCare meeting in Lincoln, NE		
Sept 29-30Lincoln Fall Reunion (Revised Date) (L)		
Sept 30Walk for RiteCare (H)		
Oct 4, 11, 18, 25Wednesday Masonic Lunch (H)		
Oct 5, 12, 19, 26Thursday Masonic Lunch (L)		
Oct 6KSA Seafood Boil (O)		
Oct 13Feast of Tishri (L)		
Oct 22Scottish Rite Open House (O)		
Oct 27 Nebraska KCCH Investiture in Lincoln		
Oct 28Nebraska 33° Coronation in Omaha		
Nov 1, 8, 15, 22, 29 Wednesday Masonic Lunch (H)		
Nov 2, 9, 16, 30Thursday Masonic Lunch (L)		
Nov 2, 3, and 4Omaha Fall Reunion (O)		
Nov 10-11Alliance Fall Reunion (A)		
Nov 10-11		
Nov 10-11 Hastings Fall Reunion (H)		
Nov 10-11		

Lodge of Perfection meetings: Alliance, 4th Friday of each month

Hastings, 1st Tuesday of each month Sept 5, Oct 3, Nov 7

Sept 22, Oct 27, Nov 24

Lincoln, 3rd Wednesday of each month Sept 20, Oct 18, Nov 15

Omaha, 3rd Monday of each month Sept 18, Oct 16, Nov 20

For more information contact the Secretary in your Valley

Gene Gatti (Alliance)	(308) 762-4324
Phil Odom (Hastings)	(402) 462-5813
Bruce Wood (Lincoln)	(402) 435-2144
John Maxell (Omaha)	(402) 342-1300



The established Rite may be quiet dur-

may be quiet during the summer months, but that doesn't mean there is nothing to do. Join Alliance Lodge #183 on October 14th for a Chili Feed hon-

oring the police and fire department first responders. There is no cost for first responders and a freewill offering for all guests. Lodges and members are invited to submit their best chili for tasting, and our police and fire department judges will pick the best for bragging rights.

Alliance Lodge #183 is also hosting a raffle selling only 200 tickets for \$25 each for a Freemason Tribute Edition Henry .22 rifle. This is as much a work of art as a beautifully crafted firearm. The select American walnut stock depicts our first President in full Masonic regalia, with apron, trowel, and Warden's column, standing on a "temple" floor in front of the Masonic staircase, in a painted tableau bordered by scrollwork in the same style as the receiver. Masonic symbols are engraved in both the left and right side making the Freemason Henry Tribute edition rifle something worth showing off in your home. Please reach out to Secretary Gene Gatti at (308) 762-4324 or e-mail gene123@mail. com for a raffle ticket before they're gone!

The Scottish Rite will meet the 4th Friday of each month resuming in September, and as always, look for good men to receive more light in Masonry as Scottish Rite Masons at the Reunion on November 10-11, 2017.

Valley of Central Nebraska at Hastings



Beginning on October 1, 1968, Gertrude has maintained the financial records for the Masonic bodies with meticulousness and a strong work ethic. Below, Gertrude sits with some of the Past Potentates she's worked with over the years.

### "I Love My Job" - Gertrude Kuehn Retires After Nearly 49 Years

49 Potentates, 49 Grand Masters, 4 Sovereign Grand Inspectors General, and thousands of Scottish Rite and Shrine Masons. That's how many Brethren Gertrude Kuehn has worked with in her nearly 50 years at the Hastings Masonic Center as financial secretary.

Gertrude retired this past June, and about 100 of the Masonic family came out for a luncheon from across central Nebraska to thank her for her service. Officers representing Tehama Shrine, the Scottish Rite and the Hastings Masonic Temple Association presented testimonials in appreciation of Gertrude's career. "I'd call the Recorder for an answer," one Past Potentate joked, "but I called Gertrude for the *right* answer!"

Even before she began working there, she helped cater events with her late husband Ed, who helped wash dishes. "I didn't want to go to work (in the office), but you know they twisted my arm until I came up here," she recalled in a *Hastings Tribune* article.

"I tried it and the first year was terrible because I didn't know anything." Moving from typewriters and mimeographs to fax machines and computers, Gertrude remembers thousands of members' names from across the state and nation, recalling addresses and zip codes without looking them up!

Phil Odom, 33°, General Secretary and Recorder, read a Proclamation by Hastings Mayor Corey Stutte proclaiming June 28, 2017 to be Gertrude Kuehn Day. Past Potentates Wayne Vian, Kent Priest, Charlie Haskell, and Venerable Master Jim Horsham made presentations to Gertrude on behalf of Tehama Shrine, the Past Potentate Cabiri Club, the Hastings Masonic Temple Association and the Scottish Rite, including a beautiful engraved plaque and letter from SGIG Charles V. Sederstrom, Jr., 33°.

Asked about why she stayed at the Hastings Masonic Temple for so long, Gertrude simply said, "I love my job."





Back Row (left to right): Dan Deffenbaugh, 32°, Monte Malouf, 33°, Chuck Hastings, 33°, Jim Horsham, 32°, Bill Carson, 32° KCCH, Casey Nuss, 32° KCCH Front Row: Rev. Travis King (Harvard), Matt Keller (St. Paul), James Weber and Alex Straatman (Kearney), Don Rasmussen, 33°



ne of the unique challenges we face in the Central Nebraska Scottish Rite is attracting candidates when we cover a wide territory of Nebraska, from York to Ogallala, and Red Cloud to Burwell. Only 18% of our Valley members live in Hastings, while a combined 22% live in Grand Island and Kearney. The remainder cover the rest of Nebraska! Who could blame a potential member who might balk at a long drive to Hastings for a Friday night-Saturday Reunion?

So the Valley came up with a unique solution to attract candidates - and it's working! We bring the degrees to them!

On May 2<sup>nd</sup>, the 4° was conferred after the regular Scottish Rite business meeting in Kearney, with the 5° through the 13° being communicated (read) to the candidates. On June 13<sup>th</sup>, the candidates came to Hastings for the 14° conferral.

This innovative approach is working. 4 candidates have joined, with another candidate ready to complete the 15<sup>th</sup>-17<sup>th</sup> Degrees! The Valley is discussing a September presentation of the 18<sup>th</sup> Degree, which the Valley anticipates will keep members' interest up, and that they will finish the remaining degrees at the November Reunion in Hastings.

The shorter evening presentations have been well-received by the candidates, and the Valley is considering trips to Burwell and North Platte, if candidates are interested in joining the Scottish Rite.

### Valley of Lincoln

# PICNIC

high temperature of 95° didn't deter A Scottish Rite Masons and their families from the member's picnic at Antelope Park on July 19th. Fortunately the air-conditioned pavilion was the perfect place to stay cool for the 30 members and their ladies. Ward Shires, 32° KCCH and Keith Plummer, 32° fired up the grill for hamburgers and hotdogs, and guests enjoyed a wonderful potluck of potato salad, pasta salad, deviled eggs, fruit salad, casseroles, and a table full of cookies, pies, brownies, and cakes!

Venerable Master Jerry Pigsley, 32° welcomed guests and Bill Hayes, 32° gave an invocation. Mike Gray, 33° gave members an update on the progress of renovation at the Scottish Rite, which is anticipated to be done later this Summer or early Fall. Jerry hopes that this evening of great food and fellowship will become an annual tradition, so stay tuned for a date for 2018.







Top) Ward Shires and Keith Plummer grill burgers; Middle) Scottish Rite Masons and their ladies came out for the picnic; Bottom) Guests enjoy an excellent dinner!

#### 2017 Lincoln Calendar

September 9.....Shooting at Big Shots October 13.....Feast of Tishri October 27..... KCCH Investiture December 1 .... Lincoln Scottish Rite Dinner December 3 ...... RiteCare Christmas Party

#### **Meeting Dates:**

September 20...Scottish Rite Lodge Meeting October 20......Scottish Rite Lodge Meeting November 15...Scottish Rite Lodge Meeting December 20 ... Scottish Rite Lodge Meeting



for the Lincoln Masonic News

### HORSEBACK RIDE EMBRACES PONY EXPRESS TRAD

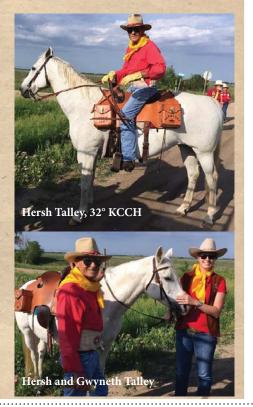
This ride is special because the people chosen for the ride are carrying real U.S. mail which will be delivered at the end of the ride. The pouches they carry are secured with padlocks and the riders are bonded. While this is a fun event, the riders take their charge to deliver the mail seriously.

"If you have never ridden a horse for several miles at a gallop, you have no concept of just how rugged our ancestors were! Having sat many hours in a saddle rounding up stray calves, I can tell you there are some men and women who truly know what hard work is. . . I am grateful for having learned from these people that work

We should all be grateful to these Nebraskans who keep up our heritage of rugged individualism alive and are the symbols of our past, and hope for our future if we are to remain the proud nation we are today.



a very literal meaning for Hersh. Usually, he and wife Betty participate in the ancan be fun, too!" said Hersh. nual Pony Express ride through Nebraska. This past June, he was fortunate to be accompanied by both Betty and daughter Gwyneth, who came back to Nebraska from the University of California at Los Angeles where she is pursuing her Ph.D.



### Valley of Omaha

## RiteCare Classic GOLF BENEFIT

Twenty years ago, the Scottish Rite golf outing began as a fun event for members, with extra money going to RiteCare. Somewhere along the way, it became a fundraiser in its own right, and in 2014, the golf benefit was rebranded the RiteCare Classic. This year, the RiteCare Classic, held on June 21st at Pacific Springs Golf Club, grossed over \$16,000 for speech and language services.

RiteCare Classic committee chair Buzz Garlock, 32° KCCH welcomed guests to the 20th annual RiteCare Classic and introduced Munroe-Meyer Associate Director Wayne Stuberg, 32° who spoke about the services and mission of MMI. Buzz also introduced Scottish Rite Brother, RiteCare Dad, and RiteCare Classic committee member T.J. Brumfield, 32°. T.J. spoke with passion about how he and wife Sarah

have truly got to meet his daughter after her treatment for Apraxia at the RiteCare Clinic as she began to express herself and make herself understood.

"Each year, we strive to put together a top-notch event for our players, and to increase what we raise to support speech and language therapy for our RiteCare kids," said Buzz. "We did both, thanks to the extraordinary support from the community!" This year was no exception, and thanks to the generosity of sponsors and players, we had a record year supporting the Clinics!

Flight winners were Ed Larson, Al Mueller, Bob Dobbs and Jim Meisinger, coming in 14 under par. The 2<sup>nd</sup> place teams at 12 under par were Matt Johnson, Steve Vander Plaats, Ward Reesman, and Steve Sorenson and Buzz Garlock, Dan Fry, Dean Magee, and John Anderson.



The 2017 RiteCare Classic was generously sponsored by:

UNMC Munroe-Meyer Institute
Presenting Sponsor

**RBC Wealth Management** *Golf Ball Sponsor* 

NuMale

Beverage Cart Sponsor

**C&A Industries, Inc.** *Volunteer Sponsor* 

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Flag Sponsor Keast Chevrolet

Tangier Shrine Divan

Photos: (Left) Joe Giwoyna, Matt Vandergriff, Jim Gathmann, and Jim Baxter; (Right) Larry Jacobsen, Lee Terry, Sr., Okley Gibbs, Bob Pelletier (More photos at <a href="https://goo.gl/xxxvk8">https://goo.gl/xxxvk8</a>

### Successful Member Retention Drive

One of the most difficult duties for the General Secretary is writing the letter each year suspending a Brother for non-payment of dues.

To reduce this number as much as possible, the Valley of Omaha Retention Committee conducts an intensive six week membership recovery effort beginning in early April. The purpose and goal of the program is to contact and recover all Valley of Omaha Scottish Rite delinquent dues members in order to maintain a strong and viable organization comprised of quality men.

This effort is successful due to the support

and involvement of all current members, the Line Officer Guild (LOG), the Knights of St. Andrews, and Red/White hat members. The Omaha Valley employs a competitive calling method in which each line Master identifies two officers to represent their line. During the six weeks, four formal calling sessions are conducted in which the callers receives a specific list of past due members to call. In addition, individual Scottish Rite members are highly encouraged to participate in this recovery program and contest.

The goal is to contact 100% of the dues delinquent members and recover at least



Lee Terry, 33°, Wise Master of the Chapter of Rose Croix, calls members during a membership blitz this past April.

90% of these members. During our calls to members, we expressly do not address the asking for dues initially, but engage the members in conversation, inquire about their family and remind them of the many

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### WalkRite for RiteCare

9th annual Walk Raises \$8,400 for our RiteCare kids!

The 9th annual WalkRite for RiteCare was a wonderful success on June 4th. The weather was a warm 94°, but not uncomfortably humid, as we welcomed 150 RiteCare families, the UNMC Munroe-Meyer Institute staff and faculty, and Scottish Rite Masons and their families to Lake Zorinsky's picnic pavilion for the Walk.

While WalkRite for RiteCare has a goal of fundraising and awareness, the Walk has also become an effort to celebrate our RiteCare families and give them a fun event, where they can simply enjoy the morning and fun activities with their kids.

Kicking off the Walk, RiteCare dad and Scottish Rite Mason T.J. Brumfield, 32° welcomed guests and thanked RiteCare for helping his daughter Eva find her words to express herself. Diagnosed with childhood apraxia, Eva knew what she wanted to say, but her brain could not tell her mouth and muscles how to vocalize it. RiteCare Clinician Paul Laikko has worked with Eva to help her acquire the skills to accurately, consistently make the right sounds and sequences of sounds. As she gained confidence in her ability to make herself understood, her personality began to shine.

This year, WalkRite for RiteCare has raised \$8,424 for the Scottish Rite Foundation of Omaha's commitment to speech therapy at the UNMC Munroe-Meyer Institute. This year is he 3rd best Walk in the 9 years the Valley of Omaha has hosted the event,









# "Eva's ability to be understood has had a tremendous-ly positive impact on my family," said T.J. Brumfield This year, the women of the UNO Nebraska Student Speech-Language Hearing Associ-first WalkRite in 2009. An estimated record

This year, the women of the UNO Nebraska Student Speech-Language Hearing Association (NSSHLA) hosted a table with activities for the kids, including face painting and games, and the Culinary Masters grilled hamburgers and hotdogs.

RiteCare families donated several beautiful raffle baskets, which raised an additional \$400, and many families made generous donations throughout the day.

which has raised about \$70,000 since the first WalkRite in 2009. An estimated record of 150 walkers turned out - many wearing their own team shirts to celebrate their RiteCare kid - Coop's Troop, Team Jacob, Indie Pendant, and Beckett's Band to name a few!

To support the Walk for RiteCare, please visit <a href="http://walkrite.kintera.org/omaha2017">http://walkrite.kintera.org/omaha2017</a> to make a tax-deductible donation.

#### Retention drive, continued

activities they have missed and are coming up in the near future, and invite them to come back. Another key element during the member contact is updating their contact information, family status, and mailing addresses. At the end of the six week period, the top two LOG teams who recover the most members, is awarded "in house dollars" to spend as they desire (pay dues, pay for meals, donate back, etc).



Mike Precella, 32°, from the Consistory line calls members during one of the membership blitzes

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In the past two years, this program has been instrumental in reducing the number of past due members from 174 in 2016 to 84 in 2017. At present, the Scottish Rite of Omaha has recovered over 60% of the original 84 members, and has less than 3% non-dues paying members.

-Bob Pelletier, 32° redcatcher@aol.com Membership Blitz, Chair Officer, Chapter of Rose Croix

### RiteCare . . . making a difference

### Our family's jawrney back to hape?

When we first came to the speech clinic, we were desperate and drained. Our family had been through so many circumstances leading up to this point. We had come to the decision that we should stop looking for hope. That is a really hard place to be and we didn't want to be there. But the emotional roller coaster of hope and disappointment was too much for our hearts.

It was easier to expect disappointment than to hope for good.

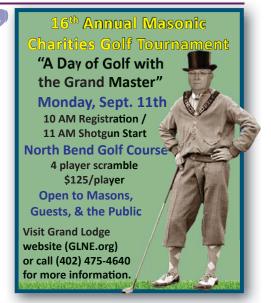
So we came to Speech therapy with little optimism. I remember sitting in a little chair in a room with Trent and RiteCare Clinician Beth Hughes (pictured above with Trent). Beth got on the floor with Trent and listened to him play. Then she drew three circles on a paper. Every time Trent wanted something she would tap those three circles on the paper as she used a prompt, "I want...". And guess what? Trent repeated her. She repeated the prompt. He repeated her. Over and over. It was the VERY first time I had heard Trent use words to communicate.



Hearing him say three words together was beyond good. It was so very special and powerful BECAUSE I knew I could do this at home. It was the FIRST time that I felt empowered to help him at home. That is exactly what we did. We went home. We drew three simple circles on a white board. We repeated the same prompt to him when he wanted something. He repeated the prompt over

and over and over. Soon, we could erase those circles. We started counting the number of words in his own sentences. Before we knew it, we were having conversations with him without any prompts or circles. Eventually, he reached the ability to talk to OTHER people and be understood.

Years have passed now. We have been seeing Beth week after week. Beth works on his behavior, his language, his life skills, and his thinking process. Each week I sit and watch him tell stories, solve problems, and learn skills - - USING AUDIBLE WORDS. I walk away every week feeling empowered to help him at home with the same strategies she uses in the RiteCare Clinic.



Now, he has the ability to speak for himself and use words to share his ideas with others. He reads books, plays with peers, and fights with his brothers. All things we didn't have the energy to hope for when we walked into the clinic on the first day.

The RiteCare Speech and Language Clinic did far more for us than give Trent the ability to speak. He has the gift to be understood. We will always be thankful for what Beth gave to us. She has a part in our family's journey back to hope.

Lori McGoldrick RiteCare Mom

### Membership, continued

To continue the theme of retail versus wholesale, the value of the retail approach to promoting Freemasonry is that a Brother has complete control over the message to the prospective member.

Think of those membership videos again. There is the image of the rugged bicyclist riding up a mountain and a voice-over speaking about "making good men better," "pursuing truth and self-discovery," honor and character. But these buzz words don't really get to the heart of Freemasonry.

To really sell Freemasonry at the retail level, the salesman has to listen to what the customer wants. Does he want a social outlet? - Here are the many fun things we do as Masons. Does he want education and knowledge? - We offer opportunities to learn through the Master Craftsman classes. Perhaps he wants to associate with

good men who become lifelong friends - We do that through our meetings and Degree work, which use the symbols of Freemasonry to illustrate the qualities of morality.

It's at the retail level that we create the personal connection and truly get to know the prospective Brother. We can draw on our experience as Masons to address questions and discuss how membership can provide the experience

can provide the experience the prospective member is seeking. A positive word of mouth experience is better than the most expensive video or billboard campaign!

By all means, videos and billboards and signs are excellent for wholesale awareness - Masons beam with pride when our ads air on television or radio!



The Grand Lodge of Massachusetts produces an excellent series of membership videos, easily found on YouTube, featuring conversations with Freemason Benjamin Franklin

But if we are going to truly build our membership, we have to do it one at a time, "hand to back and mouth to ear," with a conversation directly with a potential Brother, beginning with listening to what he wants and describing how Masonry addresses those needs. The retail appeal results in lifelong members who are truly engaged in the fraternity!

### MAKING A DIFFERENCE: HONORING BY GIVING BACK



of all the holidays, my favorite is the Fourth of July. Not only is it a great time of year to spend time with family, grill burgers and hotdogs, but I also enjoy my neighborhood Independence Day parade. This tiny neighborhood parade, two blocks up Woolworth Boulevard and two blocks down, truly represents the Nebraska spirit, and most of the "floats" are neighborhood children on tricycles or in wagons, dressed as Uncle Sam, the Statue of Liberty, astronauts or soldiers.

In a time when even the most innocuous statement by a politician can become a divisive issue, Independence Day is one of the rare times we come together as a community and a country and celebrate our wonderful nation.

One of the things that I find so extraordinary is the legacy of philanthropy upon which this nation was built.

Our wise forefathers (and built mothers) a system of free public schools, public hospitals, public libraries. We rely on each other for the services we enjoy and which make our cities great. Think about it -Americans have never had to rely on the goodwill of kings and

monarchs for the care of our communities. Our schools and libraries aren't private institutions for just people of means - they are open to everyone! In fact, since Revolutionary times public spirit has led to the establishment of homes for the elderly, care for veterans, homes for children, universities and hospitals. Philanthropy is so ingrained in the public mind, Americans donated \$373.25 billion in 2015, the most philanthropic year on record, according to the Annual Report on Philanthropy. Philanthropy is as important in 2017 as it was in 1776.

As we celebrate those things that make our nation great, I ask you to think about the things that make our fraternity great our Shriners Hospitals for Children, our Knights Templar Eye Clinics, and of course our RiteCare Speech and Language Clinics. In July, you received a letter about the Scottish Rite Foundation of Nebraska's 101-

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Club appeal, which supports speech and language therapy for children across the state. Nebraska's 2000+ Scottish Rite Masons are why thousands of children are able to find their voice and tell Mom and Dad "I love you" and ask Grandpa to read a story.

In your annual giving, please consider a donation to the 101-Club appeal. Each \$101 is one session of therapy for a child. This year, Charles V. Sederstrom, Jr., 33°, SGIG in Nebraska, has created the SGIG's Circle. For \$25/month for a year (or \$300 for the year), you make a profound difference in the lives of a child. SGIG Circle donors will be recognized in the Nebraska Scottish Rite Journal and receive a beautiful challenge coin from the SGIG. More important, your donations help tomorrow's leaders find their voice.

As the sound of fireworks has faded with the summer months, we now look forward to Labor Day this September 4th. We celebrate the labor that built the nation's roads, laid the railroad tracks, raised the telephone poles, and created the prosperity and well-being of our great nation.

Our philanthropies built a mighty nation as well, through universities, schools, hospitals, museums and parks. I ask you to join your Scottish Rite brethren in that wonderful tradition by making a donation in support of our Nebraska RiteCare Speech and Language Clinics.



Your dues change the light bulbs.
Your donations change the world.

The Scottish Rite Journal is published bi-monthly by the Supreme Council, 33°, Ancient and Accepted Scottish Rite of Freemasonry, Southern Jurisdiction, USA. The Orient of Nebraska insert is prepared for members of the Alliance, Hastings, Lincoln, and Omaha Valleys, and is mailed to all current Scottish Rite Freemasons in Nebraska's Valleys. For submissions or articles, please contact Micah Evans at micah@SRNE.org or call (402) 342-1300. Whenever possible, please include a high-resolution photo with your submission. All submissions must be received at least 45 days before the date of publication, which occurs at the beginning of odd-numbered months. (Submissions for the November-December, 2017 Scottish Rite Journal must be received no later than mid-September for consideration.)