



New York State Elks Association E-Zine



The Monthly Electronic Newsletter of the New York State Elks Vol. 11- October 2009

→ Scholarship Dates ←

A big change this year is that scholarships must be back to the lodges by **November 2**.

Ritual Clinic in Colonie Nov. 7

State Ritual Chair Roy Henry announces a Grand Lodge Ritual Clinic in Colonie Lodge on November 7, beginning at 9 AM. Impressiveness, Word Accuracy and Computer Clinics will be conducted.

Emergency Grant Survey Form

State Chair Miinnich has provided an information survey form to keep track of eligible students. The form is available on the state website, under **Programs → Scholarship Emergency Grant**. Help insure that eligible students are included.

Lodge Development Workshop

The presentation from the Lodge Development Workshop at the Fall Conference is available on the state website, **Programs → Lodge Development**. There are ideas for maintaining current lodges as well as building new ones.

State President Visits

Oct 16-18	North
Oct 23-25	NorthEast
Oct 30-Nov 1	South Central
Nov 6-8	West
Nov 13-15	SouthWest

PSP Birthdays

11/4 James Peace	PSP 2004-2005
11/12 Nelson Navarra	PSP 1991-1992

Veterans Awareness Month – In November, we remember the Elks pledge, *“So long as there are Veterans the Benevolent and Protective Order of Elks will never forget them.”* Contact your VAVS Representative, and see how you can get involved. Visit www.elks.org/vets for more information.

9/20 1916

Members as Customers

Tom Michno, PER
Recently I was reading a construction equipment sales magazine. The editor presented a commentary on turning buyers into repeat customers. She discussed customer satisfaction, loyalty, and the "Customer First" philosophy that all businesses should pay attention to. When I finished the article, it struck me that by substituting the word member for the term customer, I could easily relate the article to my lodge, specifically, to the relationship between members, who are our customers, and the leaders of our lodges.

Let me share some thoughts with you as I believe they apply to good business practice pertaining to the club aspect of our lodges, the business if you will. Keep in mind the thought: the member versus the customer.

1. We should strive to say "thank you" to our members. Consider this a "no brainer" if you will, but do we do it often enough?
2. Seek out member feedback and respond quickly to a member's request. This will be appreciated and returned in kind.
3. At all times remind members of the lodge's value to them. This will promote increased business.
4. Treat member service costs as a good investment, not a needless expense to placate requests which may seem trivial.
5. Nurture and protect communication between members, officers, and chair persons. Good ideas come from friendly chats.
6. Promote useful dialogue between members and their leaders. I think at times our members may feel lesser than their leadership. Don't let this happen.

As leaders we must promote solid business practices. The way we treat our members is certainly one of them. Loyal members can be developed through respect and a keen awareness of our attitude toward them. I believe a member who is treated properly will support the lodge, club, and all activities on a regular basis. What lodge cannot use a boost in
(Continued next column)

In Vain We Call...

Carmine Pagano, PDDGER of Mid Westchester Lodge 535 passed away in late September. The wake was at Edwards Funeral Home on Ashford Ave. in Dobbs Ferry on Friday, September 25, 2009. Members of Westchester Lodge 535 and Elks of the District performed the funeral service on Friday evening at 8PM.

State President Carr Homecoming

State President Dave Carr will have his homecoming on April 17, 2010 at Glens Falls Lodge 81. Reservation forms and more information at News on nyselks.org.

State Soccer

State Shoot will be **October 24, 2009** at Rotterdam Elks #2157, 1152 Curry Road, Schenectady, NY 12306
Pre-registration 9:00AM - 10:30AM with breakfast at the Lodge, Competition will start at 11:00AM at Challenger Little League Field (Down the Street from the Lodge), Brunch at the Lodge after Shoot followed by awards. Best hotel is the Quality Inn, 2788 Hamburg Street, Schenectady, NY 12303, (518)355-1111

November 6th, 7th, and 8th, 2009 – Area One Championship will be hosted by Vermont State Elks Association at the Collins Perley Sports Complex, St. Albans, Vermont.

Leading Knight Training Guide

Elks Training State Chair Dale Hare provided an Esteemed Leading Knight Training Guide at his workshop. The guide is available on our state website, under **'Resources'**.

sales of dinners, club revenue, and event profits? We all can! Our members are our customers. Good business practice dictates putting the member first. Remember: members can get by without us; we cannot survive without them.