

Florida Shrine Association minutes of the 10/10/07 meeting

submitted by Dr. Jerome F. Jacobs, Secretary/Treasurer

The meeting was called to order by President, Ill. Sir Doug Tomlinson, P. P. at 8 A. M. on October 10, 2007. Dr. Jerome F. Jacobs, Secretary/Treasurer, conducted the roll-call and it was determined that we, indeed, had a quorum in attendance at the meeting.

President Doug Tomlinson then introduced Imperial Sir, Jack Jones, Imperial Recorder.

Imperial Sir, Jack Jones, then welcomed us to Orlando and encouraged us to continue to work hard so that we can perform the duties of the Florida Shrine Assn. He thanked us for our hospitality and good will and encouraged us to try to get more of the Temples to send their representatives to our meetings.

President Tomlinson then stated that this was a business meeting and consequently we usually do not get a large attendance at this meeting. President Tomlinson proceeded to introduce the Past Presidents who were in attendance. He introduced Ill. Sir Michael Snitkin, P.P. 2003-04, Ill. Sir Tom Embree, P.P. 1999-2000, Ill. Sir Tom Rooney, P.P. 1988-89.

The roll call was given by the Secretary Dr. Jerome Jacobs and it was determined that we indeed had a quorum in attendance.

The Sec/Treasurer then gave his report and stated that he had sent out mailings and e-mails to all of the Temples and the Officers of the FSA.

The Treasurer's report stated that we have paid all of the bills in full except for the Insurance which is not due until next month. We have on hand and in the bank a total of \$5,211.69.

Reports of the Vice Presidents:

The Third V. P. Ill. Sir Jack Donahue, P.P. Amara was not in attendance and there was no report forthcoming from him.

The Second V. P. Ill. Sir Joseph Hill, P.P. Morocco gave his report and stated that all was in order for his Annual Meeting.

The First V.P. Ill. Sir Stan Mykytka, P. P. Mahi gave his report and advised that we would be looking elsewhere for our meeting property inasmuch as the Keys would be too expensive. He is currently trying to secure facilities and grounds for the Motor Corp in the Coral Springs area. It looks rather promising as of now, a further report with final arrangements will be forthcoming soon.

The schedule for our next Annual Meeting has been posted on our Website and is available for your perusal.

The Housing Chairman has advised that we presently have 200 rooms under contract at our Headquarters Hotel, The Sheraton. All of our activities will center around the Bahia Shrine Center with the Market Place in close proximity.

The Clowns reported that they are working hard making arrangements for their competition, meeting and banquet. All seems to be falling into line.

We then had one of the Candidates for the Hospital Board of Trustee introduced and afforded him some time to discuss his qualifications and desire to be re-elected to the Hospital Board of Trustees. Ill. Sir Tim Morris, P. P. and Hospital Trustee was introduced. He thanked us for our kind hospitality and stated that he feels that he can and will make a difference with the Hospitals and their new direction. He advised us that the Hospitals have to make some tough and important decisions as we are seeing our expenses sky-rocket. The cost of running our 22 hospitals is over two million dollars a day. We are seeing many exceedingly difficulties in trying to acquire Doctors for our hospitals as it appears that there is a definite shortage of Pediatric Surgeons available. By 2011 we will be treating more children and we will be spending more money as we have to raise the quality of our care in our hospitals.

We then introduced Ill. Sir Jim Cain, P.P., who is a candidate for the office of Imperial Outer Guard. Jim extended his greetings and thanks for our hospitality. He wants to be part of the team to help Shriners grow in membership. The decline in membership is critical and we have a most serious problem on our hands and we have to attack this problem on all fronts. He believes that together we can solve this problem. He told us about Al Menah and its effort of securing over 1.6 million for the hospitals. He also congratulated Gary Berganske upon his election to the position of Outer Guard. He closed his remarks with the invitation to "Meet me in St. Louis" for our imperial session in July.

There was no unfinished business presented and Dr. Jacobs asked for acceptance of the minutes of our last meeting and approval of the Treasures Report. Both, were, unanimously, accepted and approved as read.

There was no new business except Imperial Sir Jack Jones suggested that we take care in putting things on the Web Site as the web site is open to prying eyes and something controversial may be used against us.

We then introduced one of our Guests of Honor, Imperial Sir Al Madsen, Imperial First Ceremonial Master. Al extended to us his Greetings and thanks for the Hospitality that was extended to him. He said that it was discouraging to have such a low turn out for our Mid-Winter meeting but that it just means that we have to work harder to stimulate the interest in attending these meeting. H acknowledged that it is indeed difficult to get people out to the Mid-Winter meeting inasmuch as it is predominately a business meeting with not too much time for fun. He suggested further that we might want to send out invitations to the ladies in hopes that they will want to attend and help to make the meeting more interesting. He asked if we had the opportunity of reading the books "Who Moved My Cheese" or the new book "Our Ice Berg Is Melting", both reads are short but packed with good ideas and suggestions to help stimulate the membership to take a more active role in attending our meetings. The basic concept is how to change and succeed under any condition. We need to make changes as our Hospital Budget is over 3/4 of a million dollars this year.

He advised us that he just got back from the Erie Hospital and the last Pediatric Orthopedist has left and we are in a serious situation trying to full the empty position. There is a lack of Pediatric Orthopedic Surgeons and we don't have Pediatric Intensive Care Unit at the Erie Hospital, consequently it is a turn off to potential candidates.

Jack Jones, Imp. Recorder then stated the importance of the various Educational Seminars, such as the O. G., A. R., Membership and Association Seminars put on by Imperial. Encourage the indicated Nobles to attend and encourage them to share their learning's upon their return.

Jack told us about the Grand Lodges of Masonry has reported that they have experienced an increase in their membership and a decrease in the net loss i.e. 2.8 % net loss, which is a definite improvement. There are 25% of Masonry who are members of the Shrine. This is lower than in previous years. This shows us that we have a good area to work on to get more members for the Shrine. The Imperial Potentate has designated as his theme this year to be "We Are Family", this goes not only for the Shrine members but also our brothers in the Masonic portion of our family. We have seen an increased interest in Masonry and the Shrine since the advent of the movies National Treasure and its Sequel.

Imp. Sir Jack Jones advised us of the importance of the "General Order #1". In Nick Thomas's year the Imperial Potentate issued this order and it is mandatory that it be read and strictly adhered to. This Order covers those areas of the various committee's. It has all of the items which were passed on the call. It has other information about parades i. e. Imperial and City parades. What to do and what not to do. It goes in to Temple Governance and what are the duties of the officers, clubs, units namely the withdrawal of funds etc.

What to do when the Imperial Potentate comes to visit what is the correct protocol etc. Check out the front sections of the Directory, it is here that you will find the proper seating, setting up of the flags, ceremonials, parades etc.

Jack related to us the importance of the Anti-hazing section which must be strictly adhered to.

It is also necessary to get the proper approval for all Tours and Cruises.

Insurance, we must be knowledgeable about the necessary insurance that is required and we need to have an Insurance Advisory Committee. This Committee must have the Temple Attorney on it as well.

Fund Raising activities must be done properly with proper disclosure as to whether the Fund Raising is for the Fraternity or for the Hospital, this is an IRS requirement. Revenue Act of 1987 must be strictly adhered to.

Special Funds such as those for Transportation must be handled and kept separately and must be kept as a restricted account. Non deductible funds must be labeled thusly.

The Summary of the General Order #1 must be read to the Nobility at the first meeting after the General Order #1 is received.

We then introduced and heard from the new Imperial Outer Guard, Imperial Sir Gary Berganski. He thanked us for our hospitality and went on telling us how well the various candidates for officer work together and help each other. He too was disappointed at the low attendance at our meeting. Gary feels that change must be accomplished. He related that he had recently attended a meeting of a Unit that was meeting in order to decide whether or not they should continue on or whether they should just close down the unit. Luckily, enthusiasm prevailed and they decided to change their way of doing things in the hopes of bringing about renewed interest in their Unit. They decided to change the type of vehicles that they would use and they decided to change their uniforms. This worked for them and they saw how good these changes were.

Gary feels that our hospitals which were initially set up to help the children who had been victims to the dreaded disease Polio, had to change once a cure for Polio was found are a good example of what happens when change is required. When Polio was whipped we changed our Hospitals to Orthopedic Hospitals where we were needed. We now have 22 Hospitals in North America serving the Orthopedic and burn needs of the Children.

The new logo, branding, which is a change for us has brought new identity to what we do in our hospitals. It does not take the place of the Editorial Without Words but rather enhances what we do in our hospitals. It adds additional exposure to the work that is done at our hospitals. Gary related his feelings about how he felt when he first saw the new logo and it is evident that this feeling was felt throughout the Shrine world. "The first time that I saw this logo I wondered how I could accept it but I now see how it can be used to our advantage as it is time to make a change"

Gary talked about the Golf Tournament i.e. Fry's and how successful it was and how well it was received on the TV. The importance of this tournament was that it highlighted the Shrine and benefited the Shrine Hospitals.

Gary then presented a video about our hospitals. He also related that we have 8 billion dollars in our endowment fund but this amount of money is a mere drop in the bucket as to what is needed for the future. He also stated that our new logo gives us a great identity.

He told us that he attended the banquet before the East-West foot ball game and that it was so inspiring showing the players visiting the children in our hospital. Gary showed another video on this which was quite inspiring.

Gary told us about the new video that has been brought out by the Imperial Membership Committee. We watched it and it was indeed well done. The tape depicted the History and the Mission of the Shrine. It only costs \$1 and it would be a worthwhile addition to give to all new members of the Shrine upon their initiation.

We were then given a dissertation on getting prospective donors for our hospitals. The underlined theme is you cannot get a donor to give if you do not ask. So, don't be afraid of asking. How to identify the prospective donor, research the prospective donor, see if the prospective donor is ready to invest in our organization. You must know how to answer if asked, is this gift really needed.

Housing Chairman Jerry Page gave a report for our annual meeting in 2008. Sheraton will be the main hotel and it was recently redone, the rooms are to be \$89./room. Courtroom by Marriott is \$69.00 and Homewood Suites are \$89.-109.

We were then further addressed by Imp. Sir Al Matsen who advised us that he serves on several committee's . One of the committee's is the Research Committee and it has as its budget 44 million to be spent this year.. Dr. Ben Gale is the Director of Research. He has already come up with some great ideas i.e. to capitalize on our research by having our discoveries patented so that our ideas can not be taken without compensating us for these ideas. Research now is 10% of the yearly budget.

If you fly South West Air, please thank them as they have been quite generous in giving us free flights for our children to and from the hospitals. This year they are giving us 300 free round trip flights for our children.

The Educational Committee has added one extra day to the Leadership training which will be for the AR 3/16-3/19 and OG 3/12-3/15.

2012 Imperial will be in Charlotte, N.C., NASCAR Hall of Fame is there. The hotels will be the Weston and the Hilton which are next to the Convention Center. There will be one parade and it will be in the evening. The Clowns for the first time will lead off the parade, we are trying for a record as to the number of Clowns participating in this parade.

The meeting was concluded by the Bendiction.

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