

# The Public Relations Voice

A FRATERNAL NEWSLETTER



Shriners International

April 2018

## A Message from Your Public Relations Chairman

Dear Fellow Nobles,

This is a very exciting and encouraging time for both Shriners International and Shriners Hospitals for Children®. At the spring meeting of the Joint Boards, held earlier this month, there were many good discussions and progress in various areas for both our fraternity and our philanthropy.

Among those decisions was approval to rename our corporate public relations department to more accurately reflect the work being done, and the direction of our new Chief Communications and Marketing Officer, Mel Bower. The corporate PR department is now the marketing and communications department, which is much more clearly indicative of the role and importance of the department, as it focuses on our strategic initiatives of raising the number of fraternity members, increasing donations, and connecting more patients with our services. As this "new" department seeks to more fully address these initiatives, they will be hiring a digital consultant to assess the needs of and develop a long-term plan for the websites, social media and other digital concerns. The small, talented staff of the PR department has done incredible, creative work for all of us, under some difficult constraints. We are pleased to make these changes, and look forward to even greater things in the future.

Nearly everything we do in some way touches our efforts to gain more members, increase donations and reach more children and families in need of the care and services provided by our health care system. All of those efforts are most successful when we are all energized, and enthusiastically working together. I know that

it's sometimes hard to maintain enthusiasm, and to believe what we each contribute individually truly makes a difference. One way to regain or just increase your commitment is to attend Imperial Session. It's our biggest event of the year, and it's the time we come together from around the country, and the globe for that special brand of Shriner fun and fellowship. Of course, important decisions regarding the future direction of the fraternity and philanthropy are also made during this special event, but the opportunities to spend time with your fellow nobles and Shriner families are equally important. I personally invite you to be part of the 144th Imperial Session July 15-19 in Daytona Beach, Florida.

Another way to increase your enthusiasm is to take an active role in our signature events. The 2018 Shriners Hospitals for Children Open will be held Oct. 29 – Nov. 4 in Las Vegas at TPC Summerlin, honored by *Golf Digest* magazine as "One of America's Best Golf Courses." The weeklong tournament also features many additional events and experiences and is full of fun for the whole family.

We depend on events like this one to help raise awareness of both Shriners International and Shriners Hospitals for Children, and we depend on volunteers to help everything run smoothly, helping to ensure a successful event. Many nobles and ladies volunteer in support of the tournament every year, and we are so grateful for their hard work and unwavering commitment. Why not consider joining them? For more information about the Shriners Hospitals for Children Open,

including how to purchase tickets or become a volunteer, please visit [shrinershospitalsoopen.com](http://shrinershospitalsoopen.com).

There are many other activities and opportunities coming up in the future, including the East-West Shrine Game® and Imperial cruise in January. More information on the iconic college football game can be found at [shrinegame.com](http://shrinegame.com). Please also remember it is the responsibility of each of us to increase membership. We have made that easier for you through the I AM R U program, which has generated considerable interest in our fraternity. To learn more, please visit [beashrinernow.com/referral](http://beashrinernow.com/referral).

The more active each of us is in our fraternity, the more successful it will be. Thank you for everything you do for both Shriners International and Shriners Hospitals for Children.

Yours in the faith,



Jim L. Cain Sr.  
Imperial Chief Rabban  
Public Relations Chairman

## Kansas Masons Pledge \$500,000 to Shriners Hospitals for Children

During the 162nd Annual Communication of the Grand Lodge of Kansas held last month, the Kansas Masonic Foundation Inc., the charitable arm for the Grand Lodge of Kansas and Kansas Masons, announced a pledge of \$500,000 over the next 10 years to Shriners Hospitals for Children.

This announcement follows the donation of \$25,000 a year over the past three years that was presented annually during the statewide East-West Shrine Bowl event. Kansas Masons are committed to continuing this important charitable investment through the Kansas Masonic Foundation.

The check was presented to Jeffrey L. Sowder, Imperial Assistant Rabban of Shriners International and Past Grand Master of Kansas, and Bradley T. Koehn, Imperial Treasurer of Shriners International, by B. Cole Presley, Grand Master of Masons in Kansas, Michael J. Tavares, Outgoing President of the Kansas Masonic Foundation, and Frederick W. Reichert, Past Grand Master and President of the Kansas Masonic Foundation.

“It is with great pride that we, as Masons, are able to provide this type of support to the great work done by Shriners Hospitals for Children,” said Reichert.

“This continues the great work of the Kansas Masonic Foundation on behalf of all Kansas Masons. Currently the Kansas Masonic Foundation awards more than \$2 million annually through its various programs helping Kansans and Kansas communities,” said Presley.

We thank the Kansas Masonic Foundation and the Grand Lodge of Kansas for their incredible generosity and support of Shriners Hospitals for Children.

## March Madness 2018 Wheelchair State Championship



On March 9-10, Shriners Hospitals for Children — Chicago gave their support to the 2018 Illinois High School Association (IHSA) Wheelchair Tournament, which was a special opportunity to recognize Shriners International and Shriners Hospitals for Children.

March Madness is held each year in Peoria, Illinois, and the IHSA Class 1 and 2-A includes the IHSA Wheelchair Basketball State Championship.

For the past four years, Gary McDaniels, Jerry McDaniels and John Hartwig, all Past Potentates of Mohammed Shriners in Bartonville, Illinois, have been Center Court Volunteers for the IHSA Wheelchair Tournament. “Since the event is held in Peoria, we as Past Potentates saw an opportunity to get involved,” said Hartwig. “This is the 16th year of this event.”

This year, the Wheelchair Basketball Championship event had four teams participating: the Chicago Skyhawks, Peoria Wildcats, Rockford Chariots and LWSRA Hawks. Games were played on Friday and Saturday. The Peoria Wildcats, coached by Mike Van Cleve, won the 2018 State Wheelchair Basketball Championship, playing the Chicago Skyhawks. On the Peoria team is player Chauncey Wulf, #55, a Shriners Hospitals patient and senior player, which made this a special win for the Peoria Wildcats. Other teams also have players who are patients of Shriners Hospitals for Children.

## Sign Up to Receive David Ragan’s Newsletters

Interested in signing up for NASCAR driver and fellow Shriner David Ragan’s newsletters? These documents include pre-race and post-race reports, photos, information on David’s visits to Shriners Hospitals for Children locations and more. To sign up, please email [amy@davidragan.com](mailto:amy@davidragan.com).



In 2008, Ragan named Shriners Hospitals for Children his official charity of choice, and since then, he has been a steadfast champion for the health care system. Ragan has also been a member of Shriners International since 2012. He visits Shriners Hospitals during the race season and invites patients to the track for once-in-a-lifetime experiences. He also raises awareness and funds for Shriners Hospitals for Children through various campaigns, public service announcements, donations and activities, and we are very grateful for his support.

## The 2018 Imperial Session in Daytona Beach

The 144th Imperial Session of Shriners International will take place Sunday, July 15, through Thursday, July 19, in sunny Daytona Beach, Florida.

**Be sure to make plans to attend the concert:**

### Representatives Evening Concert

The Imperial Representatives Evening Concert, featuring the Oak Ridge Boys, will take place in the Ocean Center Arena on Wednesday, July 18.

The concert kicks off at 7 p.m. Tickets are available at the Ocean Center box office until the day of the event, and are \$25 each for general admission. You can also pre-order your tickets online by visiting [imperial2018.com/events/concert](http://imperial2018.com/events/concert).

### The Oak Ridge Boys

The original Oak Ridge Boys, a piece of history, have one of the most distinctive and recognizable sounds in the music industry. The four-part harmonies and upbeat songs of the Oak Ridge Boys have spawned dozens of county hits and a number one pop smash, earned them Grammy, Dove, CMA and ACM awards and garnered a host of other industry and fan accolades. Every

time they step before an audience, the Oaks bring four decades of charted singles and 50 years of tradition to the stage show, which is widely acknowledged as among the most exciting anywhere. The Oaks has scored 12 gold, three platinum, and one double platinum album – plus one double platinum single – and more than a dozen national number one singles and more than 30 top 10 hits.

Their string of hits includes the country-pop chart-topper *Elvira*, as well as *Bobbie Sue*, *Dream On*, *Thank God For Kids*, *American Made*, *I Guess It Never Hurts to Hurt Sometimes*, *Fancy Free*, *Gonna Take A Lot Of River* and many others.

The Oaks went through numerous lineup changes in its early decades before Duane Allen, Joe Bonsall, William Lee Golden, and Richard Sterban took control in the 1960s and early 1970s and turned the band into a dynamic country music force. The alignment focused on high-energy vocal harmonies that brought



crowds to their feet with increasingly secular music and a look and attitude that more accurately reflected the times, characterized by Golden's still-magnificent flowing beard and fur coats.

### We Look Forward to Seeing You at the Concert and at Imperial Session

Shriners International invites all nobles, ladies and their families to join us for the 144th Imperial Session in Daytona Beach. For more information, please visit [imperial2018.com](http://imperial2018.com).





## 2018-2019 IMPERIAL CRUISE 7-DAY WESTERN CARIBBEAN TRIP HOSTED BY IMPERIAL SIR JIM CAIN AND LADY PATSY

We don't have proof, but evidence suggests that the Caribbean was made for cruising. This evidence is all around you — you'll find it in the Caribbean air, the sand and the water!

Please join Imperial Sir Jim Cain and Lady Patsy on this wonderful and fun vacation following the 94th Annual East-West Shrine Game on January 19, 2019! Come to Tampa for the game and stay for the fun!

### 7 DAYS WESTERN CARIBBEAN

Day	Port	Arrive	Depart
1	94th Annual East-West Shrine Game		
2	Tampa, FL	-	4:00 PM
3	"Fun Day" at Sea	-	-
4	Cozumel, Mexico	8:00 AM	5:00 PM
5	Belize City, Belize	8:00 AM	5:00 PM
6	Mahogany Bay	8:00 AM	3:00 PM
7	Grand Cayman	10:00 AM	6:00 PM
8	"Fun Day" at Sea	-	-
9	Tampa, FL	8:00 AM	-

**YOUR DEPARTURE DATE:**  
**January 20, 2019**

	INTERIOR	OCEAN VIEW	BALCONY
FROM	<b>\$640</b>	<b>CALL*</b>	<b>\$850</b>

All prices are per person, double occupancy. Taxes and Port Charges included. Extra fees apply for gratuities and travel protection.

\*Select ocean view rooms available. Please call for pricing.

**\$250.00 MINIMUM DEPOSIT PER PERSON.**  
**COMPLETE DEPOSIT REFUNDABLE IF CANCELED BEFORE OCT. 15, 2018.**  
**FINAL PAYMENT(S) DUE OCT. 15, 2018.**

**PRESENTED BY:**  
OUR DREAM TRAVEL

DON NICHOLSON  
DON@OURDREAMTRAVEL.COM  
(865) 740 - 0971

LISA NICHOLSON  
LISA@OURDREAMTRAVEL.COM  
(865) 740 - 0972



Questions? Ready to Book? Please call, text, or email today!  
First Time Cruising? Travel Agents, Don and Lisa, will be on board to assist!



## Celebrating Our Nurses During National Nurses Week

May 6-12 is the American Nurses Association’s National Nurses Week. Throughout the week, Shriners Hospitals for Children will be honoring our nurses in various ways, including sharing an assortment of stories on our social media channels and websites.

Be sure to keep an eye on our social media pages during this time, and like and share our posts. We will also be calling on people to share their individual stories and thank the Shriners Hospitals’ nurses closest to them. Many of our locations will also have their own celebrations throughout the week, and will be sharing their unique stories. Also be on the lookout for a special video message from Marjorie McEttrick-Maloney, R.N., BSN, MPA/H, chief nursing officer of Shriners Hospitals for Children.

We look forward to celebrating those on the frontlines of our special brand of caring with all of you.

### Save the Date



**July 15 – 19, 2018: Imperial Session of Shriners International**

**Sept. 26 – 27, 2018: The 2018 Public Relations Conference**

#### CONTACT US

Shriners International Headquarters: Marketing and Communications Department,  
2900 Rocky Point Dr., Tampa, FL 33607  
813-281-8162 [marketing@shrinenet.org](mailto:marketing@shrinenet.org)

## *Shriners: A History of Fellowship and Philanthropy* Books Still Available

Last year we introduced a new book that charts the history of the Shriners International fraternity and its official philanthropy, Shriners Hospitals for Children, from their beginnings to approximately June 2017.

The history of Shriners International is the story of individuals who, in 1872, came together in the spirit of Masonic values, fellowship and fun. These inspired, passionate men formed a worldwide fraternity of brotherhood and later established a globally recognized pediatric health care system that has since helped many children enjoy healthier, more productive lives.

Thanks to the unwavering determination, dedication and hard work of millions of Shriners and supporters over the years, these two organizations have made a lasting impact on humanity. And with the help of new generations who share this passion for enjoying life and helping others, Shriners International and Shriners Hospitals for Children will continue making a difference for decades to come.

These comprehensive history books are great to keep at home, make wonderful gifts, and are perfect for ceremonies, new nobles or anyone who wants to learn more about the history of the Shriners organizations.

Prices:  
Single book: \$10  
10 books: \$90 (savings of \$1 per book)  
25 books: \$200 (savings of \$2 per book)

**Click here** to purchase *Shriners: A History of Fellowship and Philanthropy*.

