

**February 04, 2009 Update**

**IN THIS ISSUE > > > >**

**Ohio Lodge activities  
are living proof of  
this promise . . .**

Page 1 - Exciting membership news

Pages 2 & 3 - A special email from  
Choice Hotels Int'l

Page 3 - Here's a Moose band picture  
for you historical buffs

Pages 4, 5 & 6 - How one Lodge  
adopted Moosehaven grandparents  
and receives great joy!

Page 7 - Cooking up new members:  
a report from OSMA Membership  
Chmn John Sherer

delivering  
**the promises**  
of the



Arnie Holley, President  
Robert Haley, Vice President  
James Ludwig, Prelate  
Tom Ziegler, Treasurer  
Mike Thatcher, Jr. Past President  
John R Sipes, Secretary  
Dwayne Brown, Regional Manager  
Don R. Eisel, Past Supreme Governor  
Dan Albert, Supreme Councilman  
John R Sipes, Moose Charitie Bd Member  
William G "Buck" Dials, International  
Sports Committeeman  
Steve Speaks, OSMA and  
International Webmaster  
Jim Grandy, Chairman,  
Publications Committee

This Ohio Moose Update is published on the website by noon each Wednesday and meets the approval of the publisher, the Ohio State Moose Association, John R. Sipes, Secretary.

Updates Editor is Jim Grandy.

The information contained herein is both confidential and privileged and is expected to be available to, and used by, good-standing members of the Loyal Order of Moose for fraternal purposes. Any use of the information contained herein for private gain or for any commercial, political, or business purposes is strictly prohibited.

# Indian Lake Lodge 1533 Past Governor, Pilgrim Brother David E. Cushwa Earns Life Membership in the Loyal Order of Moose

Director General William B. Airey informed Indian Lake Lodge 1533 Administrator Thomas Mann that David E. Cushwa had qualified for the 250 Division of the Moose 25 Club on December 23, 2008, and, in accordance with the General Laws of the Order, Cushwa has earned a life membership in the fraternity.

Cushwa will receive a distinctive life member certificate and card which will be presented to him at a suitable occasion at the Lodge in tribute to Cushwa's outstanding effort in membership building.

We must mention here Mr. Airey's concluding comment: "How honored your Lodge must be to have such a dedicated member."



Indian Lake Lodge 1533 is a spawning ground for 25 Club members for Brother Jere A Anspach has advanced to the 125 Division.

Larry Turner, Middletown Lodge 501 has recently qualified for the 25 Club and will soon receive his framed certificate and solid gold '25 Club' lapel pin.

**Audrey Lipps, Cincinnati Chapter 101 has advanced to the 125 Division of the Moose 25 Club.**

**Joining her in advancement is**

## Other Advancements in the 5 Club and 25 Club and Higher Divisions Announced

**Christina Waterman, Celina Chapter 388 who advanced to the 50 Division.**

**5-Club members are Phyllis Geesey, Montpelier Chapter 270, Ruth Walls, Cambridge Chapter 396, and Delores Fry, Loveland Chapter 2246.**

**In the LOOM, Don Kaufman, Mansfield 341; Ed Thompson Celina 1473; Frederick E Althouse, Chillicothe 1626; and Bruce E. Adams and Jeffrey L McClanahan, Circleville 2440 have joined the 5-Club for 2008-2009.**

# Getting That Discount At Choice Hotels Int'l

Good Morning, All:

Over the past 3 days it has become clear to me that I am doing something wrong! And I need your help to figure out why this approach isn't working and what I can do better/differently.

I know that 2009 will be tough times! A lot of people won't be able to make the levels of charitable contributions that they have in the past so I want to do every single thing I can to support Charlie and Darryl and pay as much in rebate as possible back to the Moose.

To help me achieve that end - I started an email campaign to Lodges and chapters. As of this morning, I have sent the following email to each Lodge Administrator or Chapter Recorder in the states of AL, AK, AZ, AR, CA, CO, CT and part of Florida. Results - not one single response. Now that must mean I'm doing something wrong.

I foolishly thought that with a slow economy the Lodges/Chapters would want to ensure that each of their members had the SOS cards so they could get the 20% discount and had the Choice Privilege applications (so they could sign up for the guest frequency program). BECAUSE starting 2/5 we have an incredible promotion where if you stay 2 separate times you can earn a free room nights. So a Moose member can get both their 20% discount and their points by using their SOS ID # and their CP ID #. This is also a great way for you to be able to save on your travel budget!

I was way wrong - obviously - since I didn't get one request for cards, applications or flyers.

You know how your membership works and how it reacts better than I do. Please give me constructive criticism or

suggestions on how I can get these materials into their hands.

You know how your membership works and how it reacts better than I do. Please give me constructive criticism or suggestions on how I can get these materials into their hands.

## SAMPLE EMAIL

Good Morning, Chapter Recorder!

By now you are probably familiar with the fact that Choice Hotels International offers all Moose members a 20% discount when booking any of our 10 brands! We're listed in the monthly Moose Magazine and exhibit at convention each year. (Remember Comfort Inns, Comfort Suites, Clarion, Sleep Inn, Quality, Cambria, Suburban Extended Stay, MainStay Suites, Econo Lodge and Rodeway)

Advance reservations are required either at our website or by calling our 800# and providing the Moose ID number.

What you may not know is that we can provide your lodge with discounts cards that remind the member how to make the reservation (800 number and client ID number). Additionally when a member joins our FREE Choice Privilege frequent stay program (CP) - they can not only get the discount but earn points that can be used for free room nights, airline miles or gift certificates at 100's of various retailers including our friends at WalMart! And don't forget, whenever a members uses this program we rebate back to the Moose headquarters to support the organization.

*(continued on page 3)*

(continued from previous page)

Starting Feb. 5 we have a special promotion which enables a CP member who stays 2 separate times at any of our hotels to earn a free room night.

To receive any of the free cards, CP applications, web copy or flyers to promote this program, just tell me how many of what and I'll be happy to get them to you.

Also if you have any questions at all, please don't hesitate to contact me.

PS: If your member travels just three

nights out of a year at any of our 4,500 hotels this discount will basically pay for their yearly membership

Mary Sarkis  
Regional Vice-President  
Intermediary Marketing  
Choice Hotels International  
10770 Columbia Pike  
Silver Spring, MD 20901  
301.592.5196

email: [mary\\_sarkis@choicehotels.com](mailto:mary_sarkis@choicehotels.com)

---

## Strike Up The Band! An Historic Look!



# Going The Extra-Mile With Adopted Moosehaven Grandparents!



**Moosehaven resident Marjorie Scott, from Brooksville, FL Lodge 1676**

Four years ago when the sunshine child sponsored by Zanesville Lodge 867 graduated from high school, the lodge membership decided they would change course and sponsor a grandparent at Moosehaven. Soon after, the lodge's Golden Moose Club determined they too would like to sponsor a Moosehaven resident.

The lodge was assigned resident Marjorie Scott and the Golden Moose Club adopted James Caughlin. Marjorie and her late husband were admitted to Moosehaven through Brooksville, Florida Lodge #1676, while James (Jim) was admitted with the aid of his home lodge Elgin, Illinois #799.

Each January as Nancy and I take our annual trip to Florida, we make it a point to stop by Orange Park for a visit with our sunshine grandparents, along with other residents and staff members working at Moosehaven. We walk the grounds of this beautiful campus and are greeted by many residents. Some will stop and talk, while others will cheerfully welcome us to

Moosehaven.

As we walk into the New York exercise building, we are greeted by four residents sitting at a table playing cards and drinking a beer (they are still Moose). One of the ladies introduces herself and asks if she can show us around. She gives us a complete tour of the New York building and then asks if she can show us anyplace else. I told her we wanted to visit Marjorie Scott and she said Marjorie lives in the Florida/Bermuda Residence Hall, and she will take us there. Once there, we thanked her and I slipped her a \$10 bill and told her to get herself and her friends some more beer (I am Moose too).

The Florida/Bermuda Hall is a beautiful facility with large homey living and dining rooms. Marjorie has her own dormitory type room. Due to the limited space she



**Moosehaven resident James "Jim" Caughlin, from Elgin, IL Lodge 799**

has very few personal items. Her daughters had given her a small refrigerator and microwave oven for her room. One of her most treasured possessions is a doll she keeps on her bed. *(see next page)*

Marjorie says she enjoys her life at Moosehaven and is very appreciative to the fraternity for making it possible. She does however, miss driving her car and cooking. She said she loved to cook, but most of the food at Moosehaven is really good. She admitted that when they serve something she really likes she will get a little extra to put in her refrigerator. Then when they have something she doesn't really care for, she can just warm up her leftovers. Marjorie then went on to show us pictures of her granddaughter's wedding. Her granddaughter was married last year in New York and Marjorie was able to attend. She then smiled and said her daughters had paid for her to fly to California for Christmas. She said her whole family was there for Christmas, and that was really nice. While Marjorie says at times she really misses her family, she has many friends at Moosehaven and they are her family too. She said her daughters did give her a cell phone so they could talk with her frequently.

We next made our way to the newly renovated Ohio Residence Center for a visit with Jim Caughlin. The receptionist on duty said she thought Jim was being moved to the Life Care Center on that day.



Marjorie Scott and Nancy Ward, Zanesville Chapter 663

She made the necessary calls to find out, and then personally took us to the second floor of the Life Care Center to his room. Jim was sitting in a chair next to his bed and he looked really tired. He said he had been moved because he now needs additional care because he was soon to have surgery. We told Jim we wouldn't stay long, but we wanted to stop by for a short visit. He then perked up and said no he wanted a nice visit.

Jim then began to talk about how lucky he is to be living at Moosehaven. He said they really take care of me here and I don't have to worry about being a burden to  
*(see next page)*

my family. He said he did get to go back to Illinois and spend Christmas with his family, and he enjoyed that. He said they even took him to the Elgin Moose Lodge, but he was really glad to be back at Moosehaven. He went on to say I have many friends here and I missed them while I was gone. Then he grinned and said he missed the warm weather too. While we were there, staff members came into the room to check on Jim several times. The employees are all professional and caring people. We didn't stay with Jim too long because he looked so tired. As we left, we wished him well with his surgery and said we would stop back by in late March during our return trip to Ohio.

During our unannounced visit, the Moosehaven staff members were very accommodating. Although they were busy, they took the time to answer questions and assure all our needs were met. Again, these are very professional and caring people.

Nancy and I had the opportunity to talk with several residents during our day at Moosehaven. Several expressed concerns of the economy and the effect it is having on many of our lodges. Some are somewhat anxious about the many changes taking place at Moosehaven. A few shared concerns of what the addition of Brandon Place will mean for their lifestyle. But the

vast majority we spoke with sees Brandon Place as an exciting addition to the campus. One that will help ensure resources are available for the continued existence of Moosehaven.

Our residents are grateful that Moosehaven is there for them, and for the continued support by Moose members. They love their families and do not want to be a burden. They are thankful for their friends and the caring staff. They enjoy receiving cards and letters from family, lodges, chapters and Moose members, especially during the holidays. And they appreciate the atmosphere and security provided at Moosehaven.

In closing, I would like to encourage our Ohio lodges and chapters to consider sponsoring a sunshine grandparent at Moosehaven. They are so appreciative of our efforts. And when you send a card or note during the holidays, slip in a check for \$5.00 or \$10.00. They have very little money of their own, and they too enjoy going out for a meal, or a shopping trip for a new outfit. And if you are ever in the neighborhood of Orange Park, Florida, stop by for a visit. You will take away much more than you have ever given.

(signed) Steve Ward  
Zanesville Moose Lodge 867  
OSMA Asst. Publications Chmn.

**EDITOR:S NOTE:** Thanks go to Steve Ward for such an informative, pleasant report on life at Moosehaven. Friends, please pay particular attention to the final paragraph of Steve's article. For just a couple of bucks a week, your Lodge or Chapter could bring a great deal of extra pleasure in the lives of our seniors at Moosehaven. It's a good thing to do!

# Moose Membership

The Lifeblood of Every Lodge

February 2009

## Cooking up **NEW** members with a Breakfast Buffet

### Sunday Morning Miracle

Who would have believed that a ONE DOLLAR drawing and a Sunday morning Breakfast Buffet could have changed our lodge so much. Almost 3 yrs ago we started a Breakfast Buffet on Sunday that starts at 8 AM and goes until 1 PM. In addition to the Buffet we also decided to hold a little ONE DOLLAR winner take all drawing at 1 PM on Sunday that the winner does not have to be present to win. As you might expect our first few weeks were rather slow. We maybe had 15 or 20 people coming out for breakfast and putting in their one dollar bill to win the prize. After a couple of months the drawing got up to \$200 or \$300 and we had maybe 50 people coming out for breakfast. Then things



really started to take off as the jackpot was building by \$50 a week then \$75, then \$100 and \$200 and when the jackpot got up to \$4,000 we had 400 people coming out for breakfast. Not only did those 400 people eat breakfast, but many of them stuck around and had a drink or two and bought \$10 or \$20 worth of gambling tickets and the best part was they were also bringing in their family and friends and signing them up as new members of the lodge and those people started bringing in their friends and signing them up too. It sort of just snowballed for us. So here we are 3 years later with 800 new members and instead of doing a \$100 breakfast we now do up to \$3,000.

### It's all in the drawing

Keep in mind that this drawing does not cost the lodge a dime. The members eating breakfast are the ones who put up the dollar. Actually our only requirement to sign the Sunday Breakfast drawing was that you have to be a paid up member and make a purchase Sunday between 8am and 1pm. Once you sign the book that's it. You don't have to be present for the Sunday at 1 PM drawing to win.



If no one wins each week the pot will grow until it gets to \$5,000 and then we start another pot if that happens and draw for two winners. Of course the bigger the pot the more people will show up on Sunday for breakfast. Once the pot gets hit we now start it over and give a minimum of \$500 the next week and keep it at \$500 until the funds collected go over the \$500 so we might have 3 or 4 weeks where we give a minimum of \$500. Having a guaranteed minimum keeps the weekly crowd at around 150.

By OSMA Membership Chairman: John Sherer

**Sunday Breakfast**

Have a member idea? Email: Dwaine Brown  
dbrown@mooseintl.org