

Public Relations Report

May 2009 – Canaan Valley State Convention

To: Ashley Martin – State Association president

Randy Holley – State Association President Elect

Lester “Ted” Hess – State Sponsor and Past Grand Exalted Ruler

Honored Guests

Narrative – I want to start my presentation by asking all in attendance

“How many of you in this room are involved in Public Relations for the Elks?”

I asked this at the last Southern DD clinic – and I believe I made some people in attendance mad but also got them to do some re-thinking about their roles as Elks. Only a few hands were raised when in actuality all hands needed to be raised. We are all involved in Public Relations as Elks. Every where we go, everything we do should reflect positive on our roles as members of this organization. We need to drive out the apathy and step up to the plate – perform our duties as Elks which at times means we have to prepare reports and fill out forms. Let us all remember our solemn and binding obligation and reaffirm our commitment to the tenants of Elkdom.

I would like to take this opportunity to introduce Renee Pearson. Renee is a college student and one of her projects looked at Public Relations for the WV Elks Association. I put a copy of her final project presentation in your lodge packet. (Renee to stand and say a few words about her experience)

Report

We have just completed our 100th year as a fraternal organization in the state of West Virginia. As Ashley completes his year as president and Randy begins his – I urge all of us to take advantage of what our association has learned over the first 100 years. Let’s take our organization to a higher level. All lodges need to step up to the plate and get the word out about the great things that Elkdom stands for and all our wonderful activities that we, as Elks, promote.

In the back of the room I have prepared packets of information for each lodge. PR forms and a CD were provided to all lodges at the DD clinics. I would like the forms to be filled out monthly and sent back to me. You can send the same information to me via e-mail. Additionally, information on Grand Lodge PR

activities and duties of the district and lodge public relations chairpersons is available on-line.

I want to start the our 101st Year off right and make sure that:

1 – Our Lodges take advantage of any and all opportunities to publicize our commitment to our communities and our Nation.

2 – We need to access and utilize our **5 Star web site** – Ashley deserves special congratulations - a five star rating is most prestigious. I want to work with Ashley to enter important dates to remember in the on-line calendar regarding PR and important deadlines.

3 – We need to re-ignite the excitement in our members that led all of us to become Elks.

4 - Remember that Keith Frye is our editor of the state newsletter. Keith is a member of the Princeton Lodge. Send your news and PR articles/pictures to Keith. Let's provide Keith with enough material that he has to debate on what to put into our wonderful newsletter.

The new Elk year starts a season of celebrating a number of things including: Memorial Day, Mothers Day, Fathers Day, Flag Day, Fourth of July, etc. Encourage your lodge to promote Americanism and how fortunate we are to live in a country where freedom and liberty were earned by the actions of our military. Remember those who fought for our country and the people who protect our safety and well being 24 hours a day – seven days a week.

The lodge committees need to become alive and well. Get behind your committee chairpersons and encourage involvement. I will also count on the DD's to remind the lodges at their clinics the importance of PR in our organization.

I look forward to a wonderful and fulfilling year. Our leadership in our Association is simply the best and we, as Elks need to take advantage of their skills and involvement. Myself, Randy Stevens, Chris McGuffin, and all the people associated with PR are also at your disposal. – **Elks Care – Elks Share**

Fraternally,

Kenneth Kormendy, PER – State Public Relations Chairperson