

Executive Officer Briefing March 6, 2016 - Vol. 2 Issue 22

Conclave is almost here, are you registered?

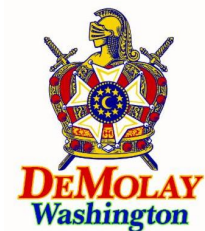
You are one of the key leaders in your Chapter! We need you to share the information here with the members and advisors of your Chapter. It is our desire to ensure frequent communications are taking place throughout the jurisdiction. Thank you for your effort in accomplishing this important mission. If you have feedback please share it with us at any of the options at the bottom of this email and we will endeavor to make it happen.



Successful Events

The 5 elements that make your event a success

There are lots of details that go into planning any event that most people never see. Yet all of those people are the first to judge how the event came off. Public perception sometimes outweighs everything else. However you the leader need to evaluate how 5 elements were completed to truly say it was a success. Each of us must be constantly evaluating to grow, learn and ensure what we produce in the best we can make it.



Element #1 - Having the right number of people attend. There can be too many and too few. Planning for the size of facility, food, entertainment, staffing, and cost can all play into success or failure. Promotion to get people to attend can make or break your event.

Element #2 - Financial responsibility. As a leader you need to know your mission of the event and establish where you need to be financially to make or break the budget. Economic stability for big and small Companies are the life blood between making payroll or filing for bankruptcy. Rolling the dice when others count on you is a hard choice we all have to make daily. Having hard facts

and real numbers can increase your chances for success.

Element #3 - Quality product, planning, programming and execution. We have all purchased an item that has broken because of poor quality once or twice. Then we tell all of our friends about it and for them to never buy that product every again. Word of mouth about "quality" is the number one trust value we all freely share. If you can't produce quality at each stage of the game, then it is game over. Aim high and putting effort into quality planning and execution of your events is 99% of the battle to reaching success.

Element #4 - Value for what your customer pays. Does your event give each customer a quality experience and true value for what you charged them? If you don't, they won't return in the future. People work hard and long to earn money, thus they expect to get a certain value for what they spend their money on. Ensure that you are providing value for your event. Your success will depend on it.

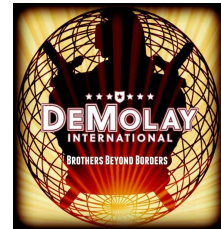
Element #5 - Event meets Expectations for all who attended, planned, and participated. The real evaluation of success comes from all involved. You can not just look at one area of your event and say that it met expectations while the others fell flat on its face and call it an overall success. During the planning phases establish the expectation for your event. Know your goals, make them measurable, and then evaluate along the way. A leader knows when and where to adjust the sails along their journey to reach the planned destination.

The first step to success is the hardest, but once you step up and step in you are in control.

Annual Executive Officers Conference

Three days of non-stop DeMolay!

Greetings all, Dad Gross and myself returned today from Minneapolis where for three straight days of about 17 hours per day we talked, discussed, argued, brainstormed, created, edited, learned, shared, taught, and fought for DeMolay.



You will hear more from us in the coming days. For this moment I have 3 areas to share with you:

1 - Highlights (take-a-ways) from the Conference

- * We were welcomed by the MW Grand Master of Minnesota. He shared something with us to pass along to others. *"Think of the impact we (the Masonic Fraternity) would have if everyone in the world knelt at the same altar we did, took the same obligations we did, cared for each other the same way we do, treat other faiths-creeds-races-colors-circumstances-environment the same as we do, and lived a life built on service to mankind as we do."*
- * We had all but 4 Jurisdictions from the United States present this year at the Conference. The best and largest turn-out I have seen. The interaction and willingness to share was incredible. And as usual more business was conducted in the hallways than in the meeting rooms.
- * The seminar on "Generational Differences" was awesome. You will hear my talk more about "The Selfie Phenomenon", the "Trickle-Up" evolution, and how to tap into our "Happiness, Reward, and Service" areas in the next few months.
- * Last night our guest speaker was Scott Wolter, who has been featured on the History Channel, written books, now in "America Unearthed" on H2, and spoke on his discoveries related to the Knights Templar being in America well before Christopher Columbus did any discovering here.

2 - Notes for All

- * Effective July 1st - the only Forms DeMolay International will accept will be through eScribe. All membership related item, advisor related item, DI payments, edits/changes, etc. must go through eScribe. There will be training again at WADA and Conclave if you have issues or questions.
- * On Monday, we will be forwarding to all Chairman's, Dad Advisors, and Master Councilors, Region Deputies and Region Master Councilors the DeMolay International Membership Program. It will be sent via email. This is at the request and directive of the Grand Master of DeMolay.
- * The 100th Anniversary of DeMolay is only 3 years away. More information will be forthcoming, however if you would like to plan to attend the International Supreme Council 100th Year Celebration in Kansas City, Missouri the date of the Convention will be June 26-29, 2019.
- * A new Youth Protection program is completing development and will be released shortly after June of this year. Along with a new online Advisor Training Program (to replace DAD Training). We are assuming this will be released in the fall of this year.

3 - Ideas that need your input and help on developing!

Please email to: office@wademolay.org any thoughts, ideas, suggestions, needs, and input.

- A) **Squires Start-Up Kit.** You will be hearing more and more about Squires, however DI is not moving along as fast as you or we would like. Permission has been granted for us to create a start-up kit containing all the things you need and want to begin a Squires Manor at your Chapter. The first step is for you to tell us what you want and WA DeMolay along with the assistance of DeMolay International will build it to be sent to your Chapter designated Squire Advisor.
- B) **National Advertisement Brochure for DeMolay.** This has been talked about and talked about but is not moving along. We have developed a printed brochure that we have been using here in Washington, now it is time to take it Nationally. Tell us what you feel should be in this brochure. Wording, text, information, photos, graphics, colors. Share your thought with us.
- C) **The Member Experience.** As a Chapter, Region, Jurisdiction, and Organization we need to answer the "because" statement. When asked why "*DeMolay is the Premier youth leadership organization*", you can't say "because we are" any longer. It is time to back-up that statement and say what is the member experience we are providing on all levels of our movement. So what is it? Tell us what you think it is.
- D) **100th Year Celebration of DeMolay.** What are we going to do here in Washington to celebrate and promote DeMolay on our 100th Anniversary? WE have 3 years to create, plan, and put into motion our celebration. If you have ideas, would like to serve on the committee, or have an insanely awesome thought - let us know.

Thank you!

Dad Jeff Brunson

proud Executive Officer of DeMolay in Washington

2016-2017 State Officer Appointments

Application deadline is this Friday, March 11th



TO: Washington DeMolay

FROM: Bro. Luke A. Walker, Deputy State Master Councilor

DATE: February 10, 2016

RE: 2016-2017 State Chapter Appointments

My brothers, as we look forward to celebrating our brotherhood and accomplishments of the 2015-

2016 DeMolay term at Conclave 2016, we are also looking forward to the future of DeMolay in Washington.

This notice is provided as a request for all interested DeMolays to apply to serve on the 2016-2017 State Chapter. There will be 6-8 State Chapter Officers appointed to serve for the ensuing term. While service on the State Chapter is an accomplishment of which every DeMolay should be proud, it is also a position of service to the Jurisdiction and the Chapters we serve. State Chapter Officers will be called upon to perform special service to Washington DeMolay and will be responsible for a vital and enhanced role in the upcoming term. If you are interested in bettering yourself and Washington DeMolay, please consider completing the State Chapter Application online BEFORE midnight, March 11, 2016.

Beginning March 12, 2016, applications will be reviewed and phone interviews will be set up to meet with qualified applicants to discuss their interests and how they and DeMolay can profit from the service.

In order to be eligible to serve on the State Chapter, a member must meet the following criteria:

1. Complete the State Chapter Application online at www.wademolay.org/application.html
2. Submit a Signed Parental Consent Form and Chapter Advisory Council Acknowledgment form.
3. Served as Master Councilor or will serve as Master Councilor within 6 months of appointment.
4. Be able to attend State Chapter Training May 13-15, 2016 (Tacoma, WA)
5. Be willing to serve the Chapters of Washington DeMolay

Attached on the website is the [Advisory Council Acknowledgement Form](#) and sample [Parent Letter](#). These letters can be submitted via email to: office@wademolay.org

Thank you for your interest in serving Washington DeMolay. Any questions regarding the application process should be directed to Bro. Luke Walker, DSMC at lwalker@wademolay.org. As we are still under the leadership of State Master Councilor Andrew Everett, I request that you keep news of your application and subsequent selection, if applicable, to yourself for the time being.

Region Conclaves are still happening in March

Check with your RMC for details...

This is the time of year when you elect your 2016-2017 Region Master Councilor and have some fun together as a Region. Also you will do some planning for spirit and enthusiasm at Conclave and for the upcoming year in your



Region. Your Region Deputy has already announced when letters of intent to run for Region Master Councilor are due and we have already had a few RMC's elected for next year. Congratulations to **Garret Parmenter** who was elected and will serve for the new **Evergreen Region** (formerly Pilchuck until conclave), and also Drake Mayhugh who was elected from St. Helens Region and if approved they will be changing their name at Conclave to Sodalis.

The two conclaves this coming weekend are Destiny Region on March 18th, and Adelpheos Region on March 19th. If you have any questions please contact your RMC for answers and more details.

[Dad Gross](#), AEO, Director of Regions, has already communicated with the Region Deputies an outline of the items for business that must be handled at the Region Conclaves. Please contact

him with any additional questions. A quick reminder to all that any changes that are voted on and approved during the Region Conclaves are not effective until approved by the EO, and then they take effect at the conclusion of our State Conclave in April.

Spring WADA

March 26th in Bellevue...

The spring WADA will be held on March 26th, starting at 8:00am at the Bellevue Masonic Center. This is a required training for all Councilors and Chapter Dad's and Chairman. Registration is only \$10 and can be found online at our website or by [clicking here](#). We will be covering numerous things including the specific responsibilities of each Councilor in a chapter as well those of the advisors. Please start planning to be in attendance as this is required training for your Chapter's leaders.. If you have any questions you can email [Dad Gross](#) or [Dad Chris Wheeler](#).



Membership Focus includes getting them Registered

Reporting new Initiates...

As many of you heard at our last WADA we are now reporting new initiates a little different than we used to. Instead of sending any paperwork to the State office or to DI office, you will now enter all the info directly into the eScribe system and have it processed by DeMolay International. You can [Click Here](#) to be taken to the system, where you can login and enter the details for your new initiates. You will also need a PayPal account or an electronic payment option ready when you do or you will not be able to complete the registration process. If you have any questions you can contact [Dad Gross](#) with your question and he will get you an answer or walk you through the process as needed.

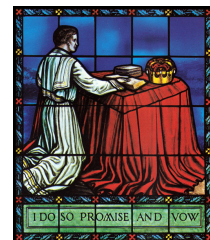


All Members Must Be Proficient Now

In order to hold office or vote, you must be proficient...

Reminder to everyone, effective January 1, 2016, all members must be proficient in order to hold an Elected Office and/or Vote. This is applicable to Chapter, Region and State Offices.

If you have questions about how this should be handled you can contact your Region Deputy or the Jurisdiction Office for answers.



Be Sure to Begin Planning for DLC 2016

DLC 2016 will be held July 24th - July 30th...

DLC 2016 is now on the calender. Please make sure to start putting your plans together for how to get as many of your members there as you can. The dates are **July 24-30, 2016** and will be held once again at Camp Shepard, near Enumclaw, WA.

The cost this year will be **\$350** per person for everything and there will be a number of new things for those who have been before, so we encourage you to consider coming back for a new

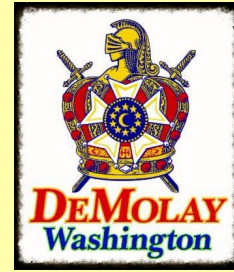


experience. So be talking with your local lodges and anyone else who can help you send as many boys as you can to help your chapter grow. If you have any questions please visit the DLC website at www.pnwdlc.org for much more information and registration options.

Are all the Leaders in your Chapter on our Mailing List?

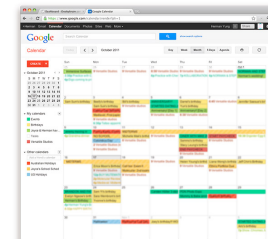
Please check with all your leaders...

Every two weeks we send out this EO Briefing to make sure that everyone is up to speed with all the latest and greatest info that we have to share. Your Chapter Chairman, Dad Advisor, and Councilors should be receiving this at a minimum. As time goes by please be sure to check with your fellow leaders and make sure everyone is receiving it. If you need someone added they can email the office or go to the [website](#) and click the link to be added to our [electronic mailing list](#).



WA DeMolay Online Calendar - The right spot to find a date...

Is your Chapter or Region holding an event or activity that you want others to attend? *Well then, that requires advertising, right?* Let us help you promote your events. First, use the "[Calendar Event Submittal Form](#)" on the Website. This will get your date booked and posted on the WA DeMolay State Event Calendar. *Second, email us a flyer* (PDF or JPEG) of the event including the Who, What, Where, When, Why, and How much. We will post it on the State Website, Facebook and other social media outlets. Send it to - office@wademolay.org. Then check out your flyer in the new Chapter and Region sections of the Website! *Go to Calendar*



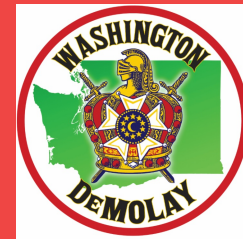
You asked for it.... Conclave 2016 Payment Schedule

Registration prices are posted on the website and facebook page...

Final balance is due March 15th!

Registration Forms were due on February 15th!!! Go to [Here](#) for all info!

Many people were asking at this Convention if we could post as soon as possible the schedule of payments for the 2016 Conclave. You can simply [click the link](#) for the schedule as posted on our website. We can start taking payments as soon as you want and even in different increments. Simply go to the State website and go to event registrations for [Conclave pre-payments](#)



Contact our State Financial Director, [Dad Kevin Reid](#) if you have any questions. Any questions about the event can be directed to the Convention 2016 Director [Mom Lorrie Brunson](#).

Dad Jeffery A. Brunson
Executive Officer in WA
253-380-8193



Our work and our people are regularly
recognized as the best DeMolay has to offer.

Give us a call today!

STAY CONNECTED

