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# Missouri Elks Association



*A Fraternal Organization*

CELEBRATING 104 YEARS OF ELKDOM  
First Organizational Meeting, October 12, 1909  
Mexico, Missouri Lodge 919

**Corporate Secretary**  
David Solomon  
1798 N. 6th Street  
DeSoto, MO 63020

**Treasurer**  
Mark Segebarth  
26647 Lake Shore Drive  
Lebanon, MO 65536



**Are we proud to be Elks?**

How many times during the course of our busy day, do we have the opportunity to talk about the Elks? Talking with co-workers, chatting with your neighbors or just talking with friends is a great opportunity to talk about the Elks. But why would we want to talk about the Elks?

A co-worker asks, "What did you do last night?" You reply, "I went to the Lodge. Sat at the bar and had some drinks. We played a few games of Keno and watched part of a ballgame." Your co-worker replies, "Except for the Keno, that's what I did last night at home."

Why not say, "I went to the Elks Lodge and spent time with friends that are part of one of the largest charitable organizations in the United States. Last year the Elks donated \$ 242 million in goods and services to Youth programs, Veterans programs, food baskets at Christmas and Thanksgiving as well as any time when people in our community were in need and more. \$18 million of that amount was from our own Missouri Elks Association; top 5 in the nation!" Which one of those answers might peak someone's interest in the Elks? Which answer will you give?

Are we proud to be Elks? Are our contributions and heritage something we should be proud of? I think the answer to that question is "yes" and I think we should be telling everybody.

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People outside the Elks seem to know very little about our organization and that's our own fault! For some Lodges, access to the news media is easy. For others, you feel like you're hitting a brick wall. The Grand Lodge Public Relations manual has ideas for contacting and maintaining contact with different media. I was approached by a fellow Elk member who also happens to be a journalist. Jeremiah Cook from Webb City Elks Lodge was gracious enough to provide me information and samples of what reporters are looking for when deciding what stories to cover. The news media has many stories to review each day so you must catch their attention quickly. I will be glad to provide this information to anyone who would like it and will be emailing it to the district P.R. Chairmen.

Don't forget, the dead line for the Public Relations Brochure contest is Feb. 15, 2014. That information is still available on the Elks.org Missouri website under State News.

Providing the public with information of our charitable works may seem like a daunting task to some but it can be done. The more the public knows about our good deeds, the more participation we will get from our communities. Increased participation could lead to gain in membership. It's up to each and every one of members of the Missouri Elks Association to present themselves in a positive way and to keep spreading the word – *Elks Care – Elks Share.*

Respectfully submitted;

Kevin Wolfe, Public Relations, State Chairman