Rudy Masi Sr.
Florida State Elks President’s Program
2020-2021

FLORIDA STATE ELKS ASSOCIATION
PRESIDENT’S PROGRAM
2020-2021

“Florida Elks - Warm. Friendly and Active”
PROPOSED CANDIDATES FOR STATE OFFICE

<table>
<thead>
<tr>
<th>NAME</th>
<th>LODGE AND #</th>
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<tbody>
<tr>
<td>PRESIDENT</td>
<td>Rudy Masi Sr., PDD</td>
</tr>
<tr>
<td></td>
<td>St. Petersburg #1224</td>
</tr>
<tr>
<td>VPAL</td>
<td>Susan K. Simonelli, PDD</td>
</tr>
<tr>
<td></td>
<td>Stuart-Jensen #1870</td>
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<tr>
<td>HISTORIAN</td>
<td>Truman A. Bass, PDD</td>
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<tr>
<td></td>
<td>Deep Creek #2763</td>
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<tr>
<td>TILER</td>
<td>George R. Scribner, PDD</td>
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<tr>
<td></td>
<td>Brandon #2383</td>
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PROPOSED PRESIDENTIAL APPOINTMENTS

<table>
<thead>
<tr>
<th>NAME</th>
<th>LODGE AND #</th>
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<tr>
<td>CHAPLAIN</td>
<td>Michael F. Schodlbauer, PDD</td>
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<tr>
<td></td>
<td>Sebastian #2714</td>
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<tr>
<td>SERGEANT-AT-ARMS</td>
<td>Toni L. Goodrich, PDD</td>
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OTHER PROPOSED APPOINTMENTS

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<th>LODGE AND #</th>
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<tr>
<td>CURATOR OF MUSEUM</td>
<td>Truman A. Bass, PDD</td>
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<td></td>
<td>Deep Creek #2763</td>
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<tr>
<td>HARRY-ANNA TRUST FUND STATE CHAIRMAN</td>
<td>Theresa L. Matthews, PDD</td>
</tr>
<tr>
<td></td>
<td>Tampa #708</td>
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<tr>
<td>HARRY-ANNA TRUST FUND STATE VICE CHAIRMAN</td>
<td>Dayna Miller, PER</td>
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<tr>
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<td>Gainesville #990</td>
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# Florida State Elks President’s Program

## 2020-2021

### STATE PRESIDENT’S VISITATION and EVENT SCHEDULE

#### 2020

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
<th>Location</th>
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<tbody>
<tr>
<td>MAY 21-23</td>
<td>FSEA STATE CONVENTION</td>
<td>ORLANDO, FLA.</td>
</tr>
<tr>
<td>JUNE 4-6</td>
<td>ALABAMA STATE CONVENTION</td>
<td>BIRMINGHAM, ALA.</td>
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<tr>
<td>JUNE 12-13</td>
<td>CENTRAL DISTRICT</td>
<td>ZEPHYRHILLS #2731</td>
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<tr>
<td>JUNE 19-20</td>
<td>SOUTHWEST DISTRICT</td>
<td>BRADENTON #1511</td>
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<tr>
<td>JUNE 26-27</td>
<td>SOUTH DISTRICT</td>
<td>FLORIDA KEYS #1872</td>
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<tr>
<td>JULY 5-8</td>
<td>GRAND LODGE CONVENTION</td>
<td>BALTIMORE, MD</td>
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<tr>
<td>JULY 24-25</td>
<td>SOUTHEAST DISTRICT</td>
<td>WEST PALM BEACH #1352</td>
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<tr>
<td>JULY 31-AUG. 1</td>
<td>SOUTHWEST CENTRAL DISTRICT</td>
<td>BRANDON #2383</td>
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<tr>
<td>AUG. 9</td>
<td>ELKS DAY AT THE RAYS</td>
<td>ST. PETERSBURG, FLA.</td>
</tr>
<tr>
<td>AUG. 21-22</td>
<td>SOUTH SOUTHEAST DISTRICT</td>
<td>HOLLYWOOD WEST #2365</td>
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<tr>
<td>AUG. 27-29</td>
<td>PSP ADVISORY COMMITTEE WORKSHOP</td>
<td>UMATILLA, FLA. (SCC)</td>
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<tr>
<td>SEPT. 4-5</td>
<td>DD/VP WORKSHOP</td>
<td>UMATILLA, FLA. (SCC)</td>
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<td>SEPT. 11-12</td>
<td>EAST CENTRAL DISTRICT</td>
<td>ORMOND BEACH #2193</td>
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<tr>
<td>SEPT. 24-26</td>
<td>FLOE CONVENTION</td>
<td>SARASOTA, FLA.</td>
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<td>OCT. 2-3</td>
<td>SOUTH SOUTHWEST DISTRICT</td>
<td>PUNTA GORDA #2606</td>
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<td>OCT. 9-10</td>
<td>SOUTHEAST CENTRAL DISTRICT</td>
<td>VIERA #2817</td>
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<td>GEORGIA FALL MEETING</td>
<td>VALDOSTA, GA</td>
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<td>OCT. 28-30</td>
<td>FALL TRUST FUND SEMINAR</td>
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<td>NOV. 13-14</td>
<td>NORTHWEST DISTRICT</td>
<td>TWIN CITIES #2747</td>
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<td>NOV. 20-22</td>
<td>MIDYEAR CONVENTION</td>
<td>TAMPA, FLA.</td>
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<td>DEC. 11-12</td>
<td>HOLIDAY CLASSIC BASKETBALL</td>
<td>UMATILLA, FLA. (FEYC)</td>
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<td>DEC. 31</td>
<td>NEW YEAR’S EVE</td>
<td>UMATILLA, FLA. (SCC)</td>
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#### 2021

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>JAN. 9</td>
<td>STATE SOCCER SHOOT</td>
<td>UMATILLA, FLA. (FEYC)</td>
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<td>JAN. 15-16</td>
<td>NORTH DISTRICT</td>
<td>TALLAHASSEE #937</td>
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<td>JAN. 23-24</td>
<td>SE REGIONAL SOCCER SHOOT</td>
<td>UMATILLA, FLA. (FEYC)</td>
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<td>JAN. 29-30</td>
<td>NORTH CENTRAL DISTRICT</td>
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<td>FEB. 4-6</td>
<td>FEBRUARY QUARTERLY MEETING</td>
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<td>NORTHEAST DISTRICT</td>
<td>ST. AUGUSTINE #829</td>
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<td>STATE HOOP SHOOT</td>
<td>UMATILLA, FLA. (FEYC)</td>
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<td>MAR. 5-6</td>
<td>WEST CENTRAL DISTRICT – HOMECOMING</td>
<td>ST. PETERSBURG #1224</td>
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<td>MARCH 12-14</td>
<td>OFFICER TRAINING SEMINAR</td>
<td>ORLANDO, FLA.</td>
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<tr>
<td>APRIL 10-11</td>
<td>STATE GOLF TOURNAMENT</td>
<td>SEBRING, FLA.</td>
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<tr>
<td>APRIL 17</td>
<td>HARRY-ANNA GALA</td>
<td>TBD</td>
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<td>APRIL 21-23</td>
<td>SPRING TRUST FUND SEMINAR</td>
<td>UMATILLA, FLA. (SCC)</td>
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<tr>
<td>APRIL 23-25</td>
<td>STATE SOFTBALL TOURNAMENT</td>
<td>DELAND, FLA.</td>
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<tr>
<td>APRIL 29-MAY 2</td>
<td>MISSISSIPPI STATE CONVENTION</td>
<td>TBD</td>
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<tr>
<td>MAY 27-29</td>
<td>FSEA STATE CONVENTION</td>
<td>ORLANDO, FLA.</td>
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Rudy Masi Sr. was born in Pittsburgh in 1952 and moved with his family to St. Petersburg, Fla., in 1954 where he grew up and still resides. He attended local schools and graduated from Dixie Hollins High School in 1970. He attended St. Petersburg Junior College and graduated with honors in 1995 from National Louis University with a degree in applied behavioral sciences and earned graduation class speaker. He also attended and received certifications from the University of North Carolina’s Kenan-Flagler Business School for Leaders.

Masi and his wife, Dolly, are blessed with 30 years of marriage. They have two sons, Rey III and Rudy Jr. (deceased); a grandson, Rey IV; and a granddaughter, Aurelia. Rey III became an Elk in January. Rudy and Dolly raised their grandson who was the youngest member to join St. Petersburg Elks Lodge upon turning 21. Rey IV graduated cum laude last year with a fine arts degree in musical theatre from the University of West Florida and is currently part of the cast of Re-Creation 45.

Other Elk members of his family include his brothers, Rick, Steve, and Danny; his sister, Patty; his cousins, Carol, Nancy, Lou, and Mike; his nephew, Michael; his niece, Sondra; and his uncles, Lou and George, PER. His mother, Isabel (deceased), was a very active Elk, earning Citizen of the Year in 2010.

Dolly is a Past Exalted Ruler (2013-2014), Past President of the St. Petersburg #1224 Ladies of Elks Association, Past Vice Chairman and/or Chairman of West Central District committees, and Past Vice Chairman and State Chairman of the Government Relations Committee.

In 1973, Masi began a 39-year career with Florida Power Corp. (Duke Energy), retiring Aug. 31, 2012. He helped establish and manage Progress Energy’s residential and small commercial non-regulated businesses and channels in North Carolina, South Carolina and Florida which is recognized as the best in the nation.

Masi went to work for Convergent USA the week he retired from Duke Energy as Vice President of Product Development and Channel Management. He was soon promoted to Vice President of Operations, responsible for consulting with utilities around the nation setting up and managing businesses similar to those he ran for Progress Energy and Duke Energy.

He received several awards including the 2009 and 2011 EMAC’s Best Practices Award for Marketing and Program Management among all utilities in the nation, AllConnect’s Ambassador Award, Florida Progress Chairman’s Award, and the Edison Electric Institute Award Winner for Creative Design. He earned a lifetime achievement award from The Corporation for National & Community Service and the Office of the President of the United States in 2017.
consultant, residential building contractor (state of Florida) and a commercial/industrial energy auditor.

Masi’s professional affiliations included the Association of Energy Engineers, National Association of Electrical Inspectors, Chartwell Inc., National Rural Electric Cooperative Association, Tampa Bay Regional Planning Council Affordable Housing Board of Directors, and Pinellas County Construction Licensing Board of Directors.

Masi has been an Elk since 2004 when he joined St. Petersburg Lodge #1224. He served as chairman of Harry-Anna Trust Fund, Elks National Foundation, Youth Activities, Investigations, Membership and Indoctrination, Government Relations, Law and Order Night, Building Fund and Fundraising Committee, Bylaws Committee, All-American Lodge Committee, and Kitchen Committee. He served as Lecturing and Leading Knight and was a two-time House Chairman, two-time Entertainment Chairman, two-time Lodge Past Exalted Rulers Association President, and two-time Exalted Ruler.

On the district level, Masi served the West Central District as a two-time Chairman of Drug Awareness as well as Chairman of Government Relations, Publicity and Public Relations, and Orientation. He was also Leadership Advisor for Lodge Activities and Interlodge Visitation and Leadership Advisor for Lapsation and Membership. He served as District Esquire, District Vice President and District Deputy Grand Exalted Ruler. He was a member of the District Past Exalted Rulers Association and was a member of the District PDDGER Advisory Council, serving as Chairman for 2018-2019. He currently serves as Holiday Isles #1912 Lodge Advisor.

Within the Florida State Elks Association, Masi has served as Vice Chairman and State Chairman of New Lodges. He was on the hospitality team for State President Carl Ledig and his wife, Dolly. He served on the Florida Elks Youth Camp Board of Directors and on the Florida State Elks Association Board of Directors and Executive Committee for 2018-2020. In November 2018, he was endorsed as State Vice President at Large for 2019-2020. He presently serves as the Florida State Elks Association Historical Commemorative Programs Liaison.

His Elk awards include Elk of the Year, 2006-2007; Grand Lodge membership award, 2008; GER membership award, 2009 and 2016-2017; GER Outstanding Service Award, 2009-2010 and 2012-2013; GER Commendation for Excellence, 2014-2015; and GER Outstanding Service Commendation, 2016-2017. He also led St. Petersburg Lodge to earn the coveted All-American Lodge award, earning second in the nation in Division 5 for 2015-2016. Masi serves on the lodge’s All-American Lodge team that won No. 1 in the nation in Division 5 for 2018-2019. They are competing for No. 1 again for 2019-2020.
The Order of Elks and the Florida State Elks Association

The Benevolent and Protective Order of Elks, also known as BPOE, is an American fraternal order that has achieved an abundance of success. The Elks had modest beginnings in 1868 as a social club named the Jolly Corks established as a private club to elude New York City laws governing the hours public establishments (taverns) could be opened. The Jolly Corks were comprised mostly of theatrical performers and/or actors in New York City so their time to gather was after the public establishments had closed. After the death of a member which left his wife and children with no income, the club adopted new service roles centered around support of their members. They developed rituals and chose a new name. On Feb. 16, 1868, the Jolly Corks officially became the Benevolent and Protective Order of Elks (BPOE). Presidents Franklin D. Roosevelt, John F. Kennedy and Gerald Ford are among some of the most famous Elks. In fact, Gerald Ford’s father served two terms as an Exalted Ruler. Generals Pershing, Bradley, MacArthur and Patton led in the battlefield and in the Elks. Present-day famous Elks include actor Clint Eastwood and National Football League quarterback Eli Manning.

Our great order of Elks has become one of the most prominent American private membership and fraternal organizations made up of both men and women. It is developed around the principles of charity, justice, brotherly love, and fidelity and is an order dedicated to service. Membership was opened to African Americans in the 1970s and women were permitted to join starting in the mid-1990s. To become a member, you must be a U.S. citizen over 21 years of age and you must declare a belief in God.

The Florida State Elks Association (FSEA) was formed in 1904 in Tampa, Fla., to bring together the members of the various lodges. A major purpose of the state association is the operation of a state major project. Commencing in 1933, the first major project was the Harry-Anna Crippled Children’s Home. In 1977, the association built a new home in Umatilla, Fla., and in 1985, it was renamed the Florida Elks Children’s Hospital. The hospital was closed in 1999 due to declining patient census as a result of advancements in medicine that no longer required children to be hospitalized for convalescence after surgical orthopedic procedures. Almost immediately, the focus of the Elks shifted to a new program offering free mobile in-home physical and occupation therapy services to children – Florida Elks Children’s Therapy Services. This new and innovative program extended the reach of the Elks as it provided services throughout the entire state and was able to serve a much greater number of children. The program not only provides treatment to children but also provides family/parental education and equipment so the therapies can be continued once the visit limits are met. Currently, its skilled team of 28 therapists enables the Florida Elks to provide therapy services to over 531 children a week. They have traveled over 6.5 million miles treating over 7,000 children in its more than 20 years. It is anticipated that in the coming years, the need for therapy services will continue to increase and so, too, will
service to the community.

Our second major project is the Florida Elks Youth Camp, established in 1992. This state-of-the-art youth camp features 52 camper cabins, an indoor gymnasium, ballfields, two Olympic-size swimming pools, a challenge ropes course, a lake, archery and so much more. During the summer we hire a counselor staff of over 125 young adults over the age of 16 to assist with camp activities and we have hundreds of kids between the ages of 8 and 13 who come from all over the state to spend a week at camp. While at camp, the children want for nothing. If they don’t have good shoes or items of clothing, the Elks generously provide them. Many families have the means to pay the $180 fee for a week of camp, but some do not. In this case, the Elks once again step up and without asking a question, make sure these children receive the same camp experience as all the others. Our camp is a camp where children can come and just be kids for a week.

In 2019 the Elks sponsored their first autism awareness gala in St. Petersburg, Fla. After discovering that over half the children we treat through our therapy services program possess behavioral and developmental problems and the challenges associated with autism spectrum disorder (ASD), the Elks began to pivot their brand to be more inclusive of treatments for these children. The gala sought to unmask this disorder and signaled the entrance of the Elks into that world. The 2020 gala was again in St. Petersburg as we continue to generate support for autism awareness and bring the Elks together with medical professionals and the medical philanthropic community.

We as Elks have an obligation as well as a tremendous opportunity to provide assistance to children through our two major projects. It is only with the true heart of giving and love that we can do so. As we live our lives through service guided by the founding principles of our great order and with a sense of duty in admiration of the opportunities we have been afforded by our forefathers, we will continue to care for the children of Florida, veterans and active-duty military, and our communities.

**Motto: “Florida Elks – Warm, Friendly and Active”**

Florida Elks are committed to many charitable and community endeavors. Our 2019-2020 Grand Exalted Ruler, Robert Duitsman, stated in his acceptance address, “If they know you and they like you, they’ll want to be part of you.” My motto is “Florida Elks – Warm, Friendly and Active.” There is no better way I know of to grow our membership and gain support for our many projects on the local, district, and state levels than for the public to see and experience warm and friendly Elks being active in their communities. The general public has a choice of where to spend their time, talents and money. Elks have the same choices. If we strive to provide a warm and accepting atmosphere in our lodges and fill our lodges with friendly members who actively participate in service to others, it is bound to be contagious! People will know us, they will like us and they will want to join our order. Our members will want to become even more active and this will result in boundless success for our order; the Elks of Florida; and our many local, state, and national programs and projects.
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Major Emphasis on Mentoring and Membership

Strong, knowledgeable, motivated and caring leaders are lacking in many of our lodges due to a lack of mentoring. The best legacy of a good leader is that those who follow perform better and be even more successful than them. Leaders should be proud of and want to see their successes built upon for the good of our order. I plan on promoting a mentoring program during my visitations.

Membership growth is key to the future of our order. I believe a result of warm, friendly, and active lodges sponsoring pay-it-forward projects and social events is more quality members. My home lodge, St. Petersburg #1224, long ago became a statewide leader in membership growth. The lodge has doubled in size since adopting and living the warm, friendly, and active creed. Quality, dedicated members ready to work together to grow our charitable activities and at the same time provide fun social events equals a successful lodge. Throughout the coming year, I will strive to continue the good works begun by former State Presidents and will work to collaborate effectively with our State Membership Chairman, Rod O’Connor, as we promote membership growth in our lodges. Statistics support that today, a lodge must initiate 10% of their starting April 1 membership to not incur a membership loss that year. Thanks to O’Connor and the good work of many others, the groundwork has been laid for individual lodges and members to focus on membership. Grow or die is not just a phrase; it is a fact. When new members are initiated into the lodge, we need to welcome them with joy and give them something to do that allows them to learn and feel a part of the Elks family. Member lapsation rates are significantly reduced in warm, friendly and active lodges because members become family. I will be sharing this message in my visits to the districts. We will continue to work to recognize Elks and lodges who excel in member recruitment and retention and we will also work to recognize lodges that reduce and work to eliminate member lapsation.

Recognition

Everyone likes to be recognized for a job well done and we have always done a good job recognizing members and volunteers on a state and national level. I will work this year to encourage all lodges to complete and submit the Grand Lodge forms recognizing Officer, Member, Citizen and Volunteer of the Year. Lodges will also be encouraged to have an active Volunteer of the Month program and develop ways to show appreciation to its volunteers. A meaningful year-end appreciation and recognition event thanking volunteers is a fun and effective means of showing thanks. It is also a good time to sign up volunteers for the coming year.

Warm, friendly, and active Elks lodges promoting our programs and projects in the community makes for the best public relations. I would like to continue the President’s grant program recognizing lodges for their efforts. I will be asking the Past State Presidents Advisory Committee for $28,000 to fund this grant program. As in the past, we expect all lodges to complete and submit the Grand Lodge forms recognizing lodges for their efforts.
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a worthy program or project which impacts the community and promotes Elks awareness. Points will be awarded in each category and the top three lodges will be selected to share in the grant money. District leaders will be asked to confirm the point activities listed on the grant form.

District assistance will be sought to help me in recognizing an FSEA Elk of the Year. The lodges in each district will be asked to submit their choice for the honor on a standardized form to the District Vice President prior to my visit. We will be using a standard form to level the playing field. The District Vice President, after receiving the nominees, will consult with the leaders in their district to select their Elk of the Year. During my visit to each district, this individual will be announced and presented a plaque or framed certificate as part of the Saturday evening program.

Harry-Anna Trust Fund

This year we will be specifically asking every Past Exalted Ruler, lodge officer, lodge committee chairman and member to support our major projects by donating to the Harry-Anna Trust Fund. Be it through the purchase of the annual $50 pin designed by the State President, a donation to the annual campaign, or becoming a sustaining donor and donating monthly through a recurring debit/credit card donation, there is a plan that fits anyone. We will be especially promoting the sustaining donor program this year as I believe it provides the means for helping members feel like they belong even if they are not active in the lodge. A representative number of sustaining donors in a lodge lessens the need for other types of fundraisers for the Harry-Anna Trust Fund and allows the lodge to hold other fundraisers for the Elks National Foundation and other lodge pursuits. The president’s pin sold for $50 is another means of support or campaign we will be promoting as well as donations to the annual campaign in support of our overall $750,000 goal.

Our enthusiastic State Harry-Anna Trust Fund Chairman, Theresa Matthews, will be promoting support of our Florida Elks major projects throughout the state. She will continuously update our lodges and districts on their progress toward our goals encouraging them to meet or exceed them. She will mentor and guide State Vice Chairman, Dayna Miller, to ensure continuity for the program for the next year. The District Vice Presidents will be asked to invite a therapy family and/or camper family to the Saturday evening event associated with my visits. This will give them the opportunity to mingle with the attendees socially and even possibly say a few words about what Florida Elks Children’s Therapy Services or the Florida Elks Youth Camp has
communicate and share with the District and Lodge Harry-Anna Trust Fund Chairmen. She will also be sharing new ways in which to help grow our sustaining donor program. She is innovative and is actively planning many ways to help us reach our goal of $750,000. Matthews has been collaborating with Development Director, Dan Masi; program coordinator at FSEA, Rachel Wright; FSEA Chief Operations Officer (COO) and State Secretary, Carl Seibert, and many others on ways to reach out to members and non-members to promote the sustaining donor program, support of the major projects, and the Unmasking Autism Harry-Anna Trust Fund gala.

**Major Projects**

It is necessary to set goals, develop plans to achieve those goals, and actively work those plans to provide the ongoing financial support needed to maintain and grow our Florida Elks Youth Camp and Florida Elks Children’s Therapy Services. Meeting our goals will also assist us in maintaining the tax-free status of our Harry-Anna Trust Fund. Our major projects are available to children throughout the state. Our districts, lodges and members will be encouraged to continue to support these projects with their financial support by promoting the sustaining donor program. A strong sustaining donor program for our major projects will lessen at least that burden on the lodge and permit it to hold its fundraising activities to support facility improvements and causes in the local community. We will be asking Florida Elks to set up displays at local events to promote the Elks, membership in the Elks and our many good deeds. Warm, friendly and active Elks discussing our youth camp, our therapy services, our many veterans’ services, and our other programs is sure to draw interest. Using these occasions to acquaint the public with what we as Elks do will result in us attracting new members.

**Florida Elks Youth Camp**

“Build it and they will come.” And come they have! Over the last few years, our summer camps have been filled to capacity.

This year, our Camp Director, Nick Miller, anticipates providing a residential summer camp experience to over 2,200 children. For many of these children, this camp provides them with things that other children take for granted – three meals a day along with a clean, safe, and healthy environment. The loving and caring attitude of the staff ensures that this camp earns the self-proclaimed image as the best. Outside of summer, the camp is utilized almost every weekend by organized youth groups such
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and this year will be utilized by over 20,000 participants.

The camp provides the kids with a multifunctional gymnasium, two heated pools with wheelchair accessibility, a challenge ropes course, two pavilions and six days with no electronics. If you have not been to the camp, I highly suggest that you visit it one day through a lodge-sponsored day trip. One look and you will be hooked. We ask our members to seek deserving children in the community who would benefit from a camping experience. Put together a simple program to get these kids excited about camp. This could be a poster contest or other things to encourage these kids to attend camp. Get your members involved in this process. Use your granted camperships along with fundraising to send as many kids as possible to this worthwhile experience.

Let’s not forget the seventh week of camp which is set aside for our deployed military families. We need to spread the word about this special week. A lot of our members are unaware of this, which goes back to training new members to adhere to Past State President Frank Malatesta’s motto of “Make the Best Better.”

The Smith Center at the Florida Elks Youth Camp

The Smith Conference Center provides another means of exposure for our camp and the FSEA. The Smith Conference Center is available to businesses, organizations, and clubs for their meetings and events and ties in wonderfully with our camp in providing a beautiful setting, a private location, and access to teambuilding activities through our challenge ropes course and other activities. We will be actively promoting its use throughout our visits this year.

Florida Elks Children’s Therapy Services

Our Florida Elks Children’s Therapy Services (FECTS) continues to grow with our professional therapists now treating over 531 patients a week throughout the state. Our therapists travel over 576,000 miles per year providing a total of 25,400 treatments. The mission of FECTS is to provide physical therapy and occupational therapy to Florida children who do not have easy access to these services. Over half the children we
treatment of children in the spectrum at the earliest age possible. Research shows children treated during their early years have a much better chance of making improvements resulting in a better quality of life for them and their families. Our therapists lead the state in providing this treatment. Most of our therapy treatments take place in the comfort of the child’s home, but sometimes it is advantageous to treat a child at a special gym or other similar facility. An important premise of our program is that our patients never receive a bill for our services, and we do not accept insurance payment. All our services are provided free of charge to everyone at all times. Through our program, we strive to render the highest quality services possible and we also are proud to say that we teach the parents and/or caregivers many things that they can do to help these children once our treatment limits have been reached or when the therapist is not available.

It is only through the continued support of our members that we are able to provide these much-needed services. We will promote and support the annual autism gala and we will continue to support autism treatment within the FSEA. With a budget of a little over $3,000,000 and the need to hire more therapists, we will push hard to meet or exceed our goal of $750,000 in fundraising this year. This is a must so we can continue to grow this amazing program, demonstrating that Florida Elks are warm, friendly, and active and proving once again that Elks Care – Elks Share!

Ladies Organizations

Our Ladies organizations continue to provide an amazing amount of financial support to our lodges as well as to our major projects. It heartened me to hear about a new Ladies organization during the most recent Florida Ladies of Elks (FLOE) conference. Dolly and I wish FLOE, guided by State President, Adella Ashton, a fun and very successful year. Ashton’s motto, “Be an Angel in the Life of a Child,” should be an inspiration for all FLOE members to continue their promotion and support of our FSEA major projects. The work accomplished by these ladies is a source of pride for FLOE and should be for all Florida Elks. Ashton is adopting the history and tradition of these fine ladies by setting high goals. We know this organization will work very hard to achieve those goals. Florida Elks are grateful to FLOE for all they do for us. They are truly a remarkable group of ladies. I will promote FLOE during my visits. I’ve invited Adella and her husband, Richard, to travel with my entourage to district visits when possible. When in attendance, she will be recognized. I will also encourage the ladies
Veterans

The Elks have a pledge to our veterans:

“So long as there are veterans, the Benevolent and Protective Order of Elks will never forget them.”

Florida Elks stand by this pledge with our services and programs. Our Army of Hope program enables us to help many families of deployed military. Our Historical Programs partnership enables us to celebrate, honor and recognize veterans for the sacrifices they made for our nation. We will continue to support these great programs. Each lodge is encouraged to participate in and support the activities in their local and regional veterans’ facilities and to visit local nursing homes. There are veterans in many of these homes and many are home alone who could use a helping hand and a friend. Warm, friendly and active Elks sharing their time and talents will make a huge difference in the lives of veterans. May we always give them the respect they are due by hosting dinners, lunches and events to honor our veterans. We live in the land of the free due to these brave veterans!

FSEA Elk of the Year

District assistance will be sought to help me in recognizing an FSEA Elk of the Year. The lodges in each district will be asked to submit their choice for the honor on a standardized form to the District Vice President prior to my visit. We will be using a standard form to level the playing field. The District Vice President, after receiving the nominees, will consult with the leaders in their district to select their Elk of the Year. During my visit to each district, this individual will be announced and presented a plaque or framed certificate as part of the Saturday evening program.

The FSEA Elk of the Year will be chosen from these 14 honorees and announced during the state convention.

Each lodge will be given a list of criteria to use as a guide in submitting a candidate. It includes but is not limited to:

- Produces results that matter with speed and agility.
- Communicates openly and collaborates effectively.
- Speaks and acts with kindness and integrity.
Rudy Masi Sr.
Florida State Elks President’s Program
2020-2021

• Has fun.
• Focuses on the big picture.
• Practices teamwork, knowing “we” is much more successful than “I.”
• Keeps members informed and involved.
• Has a can-do and make-it-happen attitude.
• Treats guests and members with dignity, warmth and friendship.
• Practices the foundation and groundwork of our order.

Members and lodges living these principles will result in thriving, successful, warm, friendly and active lodges in support of my 2020-2021 motto.

Appointments

Our endorsed Vice President at Large (VPAL), Suzi Simonelli, and I look forward to collaborating well with our appointed 2020-2021 officers – Chaplain, Michael Schodlbauer, PDD; Sergeant-at-Arms, Toni Goodrich, PDD; and Tiler, George Scribner, PDD.

Summary

The beginning of this document discussed the storied history of our Benevolent & Protective Order of Elks. Elks are and should be proud of our accomplishments. Having said that, our nation and our world is constantly evolving and changing. “If you do what you’ve always done, you’ll get what you’ve always got” is a true idiom. If Florida Elks are going to continue to grow and be a light of good in our state, I believe we must not stand still relying on past actions to help us move forward.

Justice Oliver Wendall Holmes advised, “To reach a port, we must sail, sometimes with the wind, sometimes against it. But we must not drift or lie at anchor.” My program will be focused on moving forward, manning the sails, righting the wrongs and helping make the best better by focusing on the following action items.

• Renew and live each principle we swore to adhere to when taking our Elk obligation.
• Encourage and help our lodges provide a welcome, friendly and warm environment that members consider their second home.
• Promote growth of our order by recruitment and retention of quality members willing to share their time, talent, and treasure benefiting our major projects and other programs.
• Be proactive supporting our vision of being prominent service providers fostering care and treatment of children with autism while continuing to support our major projects.
• Be willing to mentor, to coach, to hold accountable, and, when needed, remove individuals who are not fulfilling the responsibilities of their respective office.

• Praise, recognize, and show gratitude to individuals, lodges, and districts for a job well done.

• During my visits to the districts, state a preference to see resources spent on assisting Elks in action and/or doing charitable works.

• Provide necessary exposure and support to 2020-2021 State Harry-Anna Trust Fund Chairman, Theresa Mathews, focused on assisting her fundraising efforts.

• Build upon Past National President Mike Smith’s vision of Elks being “Loud, Proud & Visible,” enhancing our impact and image inside and outside our lodges and promoting our good works and our fun events. Elks viewed by the public as paying it forward and having fun will attract donations and members for our organization.

Past State President Frank Malatesta asked us to stand back, look at our association and ask these questions. Is the image we presently project one we desire for our great order and are we proud to say to anyone, anywhere, “Yes, I am an Elk”?

Traveling around our 14 districts, I see much good that makes me proud. I also see lodges being decimated by bickering and infighting. Frequently, members are not willing to forgive and forget for the good of the lodge. This should not make any of us proud. I am reminded of Past State President Carl Ledig's motto, “Be the Change.” If we are to grow and move forward, I will be reminding our members that we must be willing to change our attitudes. We must be willing to make amends and to ask for and give forgiveness. Winston Churchill reminds us that “A pessimist sees the difficulty in every opportunity; the optimist sees the opportunity in every difficulty.” I will be asking our members to adopt a positive, make-it-happen attitude. This change begins with me. My commitment to you as President of the FSEA is to do my best to practice what I ask of our members. I expect that our members will hold Dolly and me accountable to listen, to act with integrity, to work smart and hard, to apply strong business acumen, to collaborate effectively, to communicate openly, to pray for wisdom, and to ask God’s help in projecting positive leadership to everyone in our order. Change does not mean forgetting those who made sacrifices, laid the foundation for and built Elkdom. It does mean being flexible enough to take the necessary steps needed for Florida Elks to not just survive but to move forward and thrive!

Dolly and I look forward to spreading the word of Elkdom. We will do our very best to promote members being warmer, friendlier, and more active inside and outside their lodges, in words and actions toward one another, in our communities, and throughout
Rudy Masi Sr.
State President, 2020-2021
Florida State Elks Association
VICE PRESIDENT AT LARGE

I. DUTIES AS DESCRIBED IN THE BYLAWS OF THE FSEA. The Vice President at Large (VPAL), under the direction of the State President, shall assist in the promotion and implementation of the programs of the President and the Association. Upon request of the President, he/she shall, in concert with the State Secretary, coordinate the activities of the State Chairmen with the District Chairmen and the appropriate State officers and committees.

The VPAL, as directed by the State President, shall serve as liaison officer between the State President and the District Vice Presidents and should be available for special assignment by the President for visitations, addresses, and other related duties.

The VPAL is expected to attend meetings of the board of directors of the Association, the boards of each corporation controlled by the Association, and the Major Projects Committee. Attendance at such meetings shall be for the purpose of familiarizing the VPAL with the functions of these various organizations.

The VPAL shall accept and perform any other duties as may be assigned to him/her by the State President and/or board of directors.

II. UPON BECOMING ENDORSED. The VPAL is endorsed by the PSP Advisory Committee on Thursday morning at the November midyear meeting. After receiving the endorsement, he/she will be invited into the PSP Advisory Committee Meeting and introduced. Once endorsed, the endorsed VPAL should immediately begin to shadow the endorsed State President as he/she will be the VPAL’s mentor for the ensuing year. That evening the endorsed VPAL and their spouse will be expected to attend the Past State Presidents’ Dinner as the guests of the State President. Dress for this dinner is business suit. On Friday evening the endorsed VPAL will be expected to attend the State President’s cocktail reception and be a part of the guest receiving line.

It is customary but not required for the endorsed VPAL to immediately begin attending the State President’s visitations. In most cases the accommodations will be provided but it is not required of the districts. Districts are, however, asked to provide all meals, activities, and drinks complimentary to the endorsed VPAL and their spouse.

III. PREPARATIONS FOR STATE CONVENTION. Prior to the State Convention the endorsed State President, through the State Secretary, will send out a letter to the endorsed State Chairmen, State Vice Chairmen, and Regional Chairmen of the 20 committees of the FSEA (see list of committees, exhibit 1 on page 20) notifying them of their pending appointment and requesting that they present themselves for a “Programming Conference and Planning Session” at the State Convention (see sample letter 1 on page 21). The State President should request from each State Chairman a program outline setting goals and/or a plan of operation for each
accept each program and agree to its installation. Copies of all committee programs and/or plans of operation should be distributed to the VPAL and State Secretary to provide them with guidelines for evaluating adherence to the programs and the performance of the committees.

IV. MEETING AT STATE CONVENTION. Prior to the State Convention meeting, the VPAL will receive a roll call sheet from the State Secretary which they will use to take the roll of those present. During the meeting, the State President, VPAL, and State Secretary will detail the duties and responsibilities of the Chairmen and hand out committee guidelines. The State President should make it clear to the State Chairmen that it is their responsibility to implement the programs of the committee that has been assigned to them for that year, and the President should explain in detail the involvement of the VPAL with the State Chairmen.

V. IMMEDIATELY FOLLOWING STATE CONVENTION. Immediately following the State Convention, the VPAL should contact any Chairman who was absent without excuse to ascertain their commitment to their position and decide if any corrective action is warranted (see sample letter 2 on page 22).

VI. MONITORING OF COMMITTEE WORK AND COMMUNICATIONS. Within the first month after State Convention, all State Chairmen should have copied the VPAL on their communications to their District Chairmen regarding their appointment, their program for the year, and their calendar and scheduling. When necessary the VPAL should get involved to make sure the lines of communication are established and used (see sample letter 3 on page 23). The VPAL should make sure that the Chairmen are working through their District Chairmen, as they should only correspond directly with a Lodge in emergency situations. The responsibility for the success of the committee work of the FSEA rests entirely with the State President and VPAL.

A major responsibility of the VPAL shall be to ascertain if the State and District Chairmen are performing their duties, implementing their programs, and answering correspondence. Nonperformance and incompetence should be reported directly to the State President for decisions on action or replacement.

Should it become necessary to replace a Chairman, the VPAL should collaborate with the District Vice President and/or District Leader to select and recommend to the State President his/her replacement. An official letter of appointment should originate with the State President with copies directed to the VPAL, District VP, District PSP(s), State Chairman (if the District Chairman is replaced), and State Secretary.

VII. COMMUNICATIONS WITH THE STATE PRESIDENT AND STATE SECRETARY. The VPAL should maintain a close working relationship with the State President and State Secretary and should establish and maintain all records and files related to the office of the VPAL.
Midyear and February Quarterly, the VPAL, through the State Secretary’s office, shall send a letter to all District Vice Presidents, State Officers, and all State, Vice, and Regional Chairmen informing them of their required attendance at the meetings. The letter should explain to them that their attendance is expected and inform them that they must notify the VPAL if they will be unable to attend (see sample letter 4 on page 24).

IX. QUARTERLY MEETINGS. At each quarterly meeting, the State President, VPAL, and State Secretary will meet with all District Vice Presidents and all State, Vice, and Regional Chairmen. At this meeting the progress of each state program should be determined, and any corrective actions needed should be taken.

X. VPAL EXPENDITURES. The FSEA has budgeted $5,100 for the VPAL to assist with his/her expenses. These funds are allocated $2,400 to the 2021 Officer Training Seminar and $2,700 for travel expenses for 2020/21. The VPAL is required to provide to the State CFO original receipts as verification for his/her expenditures (see sample voucher, exhibit 2 on page 25).

XI. REPORTS. The VPAL should maintain an up-to-date file containing the budgets and quarterly reports of the operations of the FSEA and its related companies and keep in those files all minutes emanating from the meetings of the Association’s Boards of Directors. He/she should study and note the transactions of the business handled by each governing body of the Association and relate these activities to the bylaws of the Association.

The VPAL should also track the completion and filing of any reports required of the District Vice Presidents regarding their visits to the Lodges, and he/she should review the sufficiency of the filing of the online State Committee Reports by the Lodges and District Chairmen.

Copies of all correspondence dispatched by the VPAL (no matter how trivial) should go to the State President and State Secretary.

XII. PAST STATE PRESIDENTS ADVISORY COMMITTEE. The State President is an ex officio member of the Past State Presidents Advisory Committee. The VPAL is not. The VPAL may attend meetings of the Advisory Committee at the invitation of the committee. The Advisory Committee may request a report from time to time on the VPAL’s activities.

XIII. LETTERS OF THANKS. Following each State President’s District Visit, the VPAL should forward a letter of thanks to the District Vice President, particularly when gifts were received. The Vice President, in turn, should attach a copy of the VPAL’s letter to his/her various thank you letters to the Lodges and individuals within the district (see sample letter 5 on page 26).
COMMITTEES OF THE FLORIDA STATE ELKS ASSN.

1. Americanism Committee
2. Community Projects & Activities Committee
3. Drug Awareness Education Committee
4. Elks National Foundation Fundraising Committee
5. Elks National Foundation Scholarships Committee
6. Elks Training Committee
7. Government Relations Committee
8. Harry-Anna Trust Fund Committee
9. Hoop Shoot Committee
10. Interlodge Visitation Committee
11. Ladies Organizations Committee
12. Lodge Activities Committee
13. Membership Committee
14. Orientation Committee
15. Public Relations Committee
16. Ritual Committee
17. Soccer Shoot Committee
18. Sports Committee
19. Veterans’ Services Committee
20. Youth Activities Committee
March 26, 2012

This letter is to inform you that as the endorsed candidate, it is my intention to seek the position of President of the Florida State Elks Association at our May State Convention in Orlando.

Should I be successful in that quest, it is my intention to appoint you as «Title» of the «Committee».

As soon as possible, I would appreciate you advising me via the enclosed reply form whether or not you will be in a position to fulfill this assignment. Please return the form to our State Secretary, Carl T. Seibert.

It is further my intention to delegate the responsibilities and authority to administer the programs of all State Committees to the endorsed candidate for VPAL, Brian Burns.

A meeting has been scheduled for **ALL State Committee Chairs, Vice Chairs, and Regional Chairs together with the VPAL and State Secretary on Saturday afternoon**, May 26, 2012, during the State Convention. The meeting will be held at Disney Coronado Springs and the meeting room and time will be included in the State Convention program/agenda. Attendance at this meeting is mandatory and you should plan to bring to this meeting a written synopsis of your program plans and the goals for your committee for the coming year. **Should you be unable to attend this meeting, you must notify endorsed VPAL Brian Burns and State Secretary Carl Seibert, in writing or by e-mail, of your inability to attend.** Furthermore, it is strongly suggested that you delegate a responsible representative to sit in on this meeting on your behalf. There is a lot of information distributed at this meeting, and the quicker you receive it the better!

For State and Regional Chairs, upon the receipt of your acceptance of this appointment, your predecessor will be notified, and he/she will be asked to forward to you any files and information related to your committee.

I am certainly looking forward to working with you next year and I will see you in Orlando!

Fraternally and Sincerely,

Sean D. Maguire

Sean D. Maguire, VPAL
June 15, 2011

Any Chairman
Any Committee

Dear Chairman ______,

In reviewing the attendance sheet of the meeting with the State, Vice, and Regional Chairmen at the State Convention on 05/28/2011, I find that I do not have you listed as present. If this was an oversight on my part, I apologize.

If you were indeed not present, I need for you to immediately reconfirm your acceptance as Any Chairman of the Any Committee and I need an assurance that you will be able to attend the November Midyear, and February Quarterly meetings where the remaining meetings of the chairmen will be held.

Thank you for your attention to this matter, and please be sure to send copies of your response to State President Frank D. Hayes; State Secretary Carl Seibert; and to me.

Fraternally and Sincerely,

Sean D. Maguire,

Sean D. Maguire, VPAL, FSEA

cc:   Frank D. Hayes, State President
     Carl T. Seibert, State Secretary
June 15, 2011

Any Chairman
Any Committee

Dear Chairman __________,

I received a letter from Any District Chairman requesting information on his responsibilities and what is expected of him. Would you please contact him?

By now you should have received your letterhead and/or e-mail template from the State Secretary. I remind you that it is necessary for you to contact the District Chairs and inform them of your appointment and advise them of your goals and what is expected of them, etc. The Regional Chairs should also be contacted.

Please copy the State President, VPAL, and the State Secretary with all your correspondence.

Thank you for taking care of this matter.

Fraternally and Sincerely,

Sean D. Maguire
Vice President at Large
Florida State Elks Association

cc: (Name) State President
(Name) VPAL
Carl Seibert, FSEA Secretary
January 11, 2012

TO: All District Vice Presidents
   All State, Vice, and Regional Chairmen
   All Other FSEA Officers

The Florida State Elks Association invites you to attend the February Quarterly Meeting scheduled for February 9-11, 2012 to be held at the Florida Elks Youth Camp in Umatilla.

Please accept this as a reminder that your attendance is required at a combined meeting of District Vice Presidents and State, Vice, and Regional Committee Chairmen.

This meeting will be held Saturday, February 11, 2012 from 2:00 P.M. to 3:15 P.M. in room 131.

If for any reason you cannot attend this meeting, you are asked to inform me in writing as to why you will not be present. Communication either by U. S. mail or e-mail prior to the scheduled time will be satisfactory. Again, please notify me if possible before the meeting in order that I may recommend you be excused.

If you have any questions or need additional information, please feel free to call or e-mail me. I look forward to seeing you at the February Quarterly Meeting.

Fraternally and Sincerely,

Sean D. Maguire, VPAL, FSEA

Cc: Honorable Robert Grafton, PGER
    Honorable C. Valentine Bates, PGER
    Honorable Michael F. Smith, PGER
    [Name] President, FSEA
    Carl T. Seibert, Secretary, FSEA
Florida State Elks Association, Inc.
P.O. Box 49
Umatilla, FL 32784-0049

Expense Payment/Reimbursement Request Form

Instructions:
1. This form must be filled out completely.
2. Each request form must be signed by the person making the request.
3. All documentation (receipts, paid invoices, canceled checks, etc.) should be attached. The original copy of documentation must be included with this reimbursement request. All receipts must include the vendor’s name and each receipt must indicate the item purchased. Small receipts or invoices (i.e. cash register tapes) should be taped to a full sheet of paper to avoid being separated or lost.

Date: ____________________________________________
Payee: ____________________________________________
Title: ____________________________________________
Mailing Address: __________________________________
City, State, & Zip: __________________________________
Explanation for Payment/Reimbursement:
__________________________________________________
__________________________________________________
__________________________________________________
Total Amount Requested: __________________________________
Requested By: _______________________________________

FOR OFFICE USE ONLY
Approved By: ________________________________________
Company & Posting Account: ____________________________
Sample Letter 5

Benevolent and Protective Order of Elks of the United States of America
A Fraternal Organization

Sean D. Maguire, Vice President at Large
2673 James River Rd., West Palm Beach, FL. 33411
561-253-4194 SBMag53@aol.com

(Date)

(Name) District Vice President
(District)
Address
City, State and Zip

Subject: Official President’s Visitation

Dear (Name of VP),

Barbara and I thank you, your spouse, and the entire (District) for a wonderful visit to your area. The hospitality and generosity of all the members, ladies, and volunteers were outstanding and made for a successful weekend.

The accommodations were very comfortable, and we enjoyed the gift basket. We send a big thank you for all the courtesies that were extended to Barbara and me the entire weekend; we are so appreciative.

Golf on Saturday morning was cold but enjoyable. The Country Club course was great to play on and will be even better when they totally recover from the hurricane damage. Barbara enjoyed shopping with the ladies. The lunch provided by (Name) Lodge was very delicious. I enjoyed the Cuban Burger and was impressed by their extensive lunch menu. Exalted Ruler (Name) and his members have done a magnificent job.

Saturday night was the end to a fantastic weekend. The evening began with a lovely cocktail hour and finished with a fantastic meal. Exalted Ruler (Name) and (Spouse Name) can well be proud of the members and volunteers who cooked and served. They made the evening special.

Thank you to those who provided the transportation during our stay. (Name), (Name), and (Name) did an excellent job. (Name) also needs to be thanked for transporting the ladies on their shopping trip and lunch.

The (District) can be proud of their accomplishments and their efforts to promote Elkdom. The efforts of all the members, ladies, and volunteers did not go unnoticed this weekend.

Linda and I made many new friends this past weekend, revisited many old friends, and we both look forward to seeing everyone next year.

Barbara and I made many new friends this past weekend, revisited many old friends, and we both look forward to seeing everyone next year.

Fraternally and Sincerely,

Sean D. Maguire
Vice President at Large, FSEA

CC: Honorable Robert Grafton, PGER
    Honorable C. Valentine Bates, PGER
    Honorable Michael F. Smith, PGER
    (Name) DDGER
    (Name) Lodge Advisor
    (Name) State Secretary