



A FRATERNAL NEWSLETTER

# The Public Relations Voice

April 2017

## A Message From Your Public Relations Chairman

Dear Fellow Nobles,

In addition to providing excellent, compassionate care to the children and families who come to Shriners Hospitals for Children®, our health care system’s mission includes conducting innovative research to improve patient care and increase medical knowledge.

What began as a small research effort with a budget of \$12,000 is now a multimillion-dollar sophisticated program, recognized around the world. Over time, our researchers have made significant breakthroughs in all four of our service lines – orthopaedics, burns, spinal cord injury, and cleft lip and palate – improving the care, treatment and quality of life for countless children worldwide.

Although we have eight official Research Centers, all of our hospitals are involved in clinical research projects.

Our researchers regularly contribute to the overall body of scientific and medical knowledge, and are highly respected in their fields of study. For example, the April 2017 edition of *Science* magazine, a prestigious publication of the American Association for the Advancement of Science, recognized as Editors’ Choice an article by researchers at our Northern California facility, *Folate Manages Cell Shape During Neurulation*, which was published in the journal *Development*.

The article presents a model that has been developed to determine how folate (a form of vitamin B) assists in neural tube formation during pregnancy. We have known for some time that increasing folate in the diet during pregnancy reduces the risk of spina bifida (caused when the neural tube does not close properly) – this article takes the understanding of the link between folate and spina bifida to a deeper level, which will further efforts to reduce the incidence of spina bifida.

This is just one example of the hundreds of research projects Shriners Hospitals for Children funds annually, and is a perfect example of how our research efforts are

focused on providing information and insights that will one day impact patient care protocols and change lives.

We also continue to promote clinical research, examining new treatment methods and patient outcomes, in order to continuously improve the care we give our patients.

Here are some additional examples of research underway throughout our health care system:

- The genetics and treatment of metabolic bone disease
- Determining if there is a relationship between the ability to fight disease and genetic makeup
- Effective strategies for repairing spinal cord injury
- Understanding the causes of cerebral palsy and devising therapies for its prevention and treatment
- Finding new ways through technology and therapies to grow new bone and cartilage
- Promoting the formation of hair follicles in engineered skin as a model of skin development
- Studying how the palate and lower jaw structures take shape during development
- Repurposing of nerves for use in transplantation, such as the bilateral hand transplant

Some of these findings have also resulted in intellectual property, patents and licensing agreements with royalties. We should all be extremely proud of the work of our researchers, and of the difference they make in the lives of countless people around the globe.



Yours in the faith,

Gary J. Bergenske  
Imperial Chief Rabban  
Public Relations Chairman

## Get Ready to Share Your Fraternal Pride on June 6



On June 6, 1876, the Imperial Council, the original governing body of the Shriners fraternity, was founded. To honor this important milestone in our history, Shriners International has declared June 6 as Shriners International Awareness Day. On this day, nobles everywhere are encouraged to celebrate our great fraternity and raise awareness of its importance in local communities.

### A Time to Honor and Celebrate Our Rich Heritage

On June 6, Shriners International asks all nobles to publicly display their pride in their fraternity by wearing a fez (when appropriate), hat, shirt, lapel pin, or other item with the Shriners International logo.

In addition to wearing Shiner apparel, Shriners International also encourages all temples and Shrine clubs to organize special events at their temples and in their communities to honor our fraternity's incredible history and achievements, and invite others to participate, as well.

Shriners International Awareness Day is the perfect opportunity to showcase our pride; share information about our fraternity and the benefits of becoming part of an organization dedicated to fun, fellowship and philanthropy; and highlight the different ways our organizations impact the world around us.

On this day, we ask you to honor our history by sharing both our heritage and your own unique story of being a Shriner, as well as our philanthropy's mission to improve the lives of children and make the world a better place.



**Shriners International**

## Dedication Ceremony Hosted by Shriners Hospitals for Children — Los Angeles

Shriners Hospitals for Children — Los Angeles will soon be moving to a new location — a state-of-the-art medical center in Pasadena. Shriners for Children Medical Center is one of the first facilities in the Shriners Hospitals for Children health care system to be designed specifically to support the shifting demands within the pediatric health care market. Opening mid-summer 2017, the new medical center represents a significant departure from the concepts that define traditional hospitals.

To celebrate the transition, on April 13 hundreds of Shriners, Masons, dignitaries, patients, families, volunteers and guests witnessed leaders from the Grand Lodge of California perform the traditional cornerstone ceremony — the symbolic laying of the cornerstone, the stone that supports the entire structure, which was followed by a



kid-friendly dedication emceed by Shriners Hospitals for Children patients.

"It's a culmination of a 10-year effort for us to build a new facility and we bring a \$100 million dollar project to this community with the desire to help kids in need and to see that no child goes untreated," said Chairman of the Board of Governors of Shriners Hospitals for Children — Los Angeles David Doan. "It is a fantastic feeling to have finally accomplished that and know that in this hospital, thousands of children



will have their lives changed for the good by the work of our doctors."

Members of the Board presented a time capsule that contained several newspapers from the original dedication ceremony of the Los Angeles Shriners Hospital, which occurred in 1952. Along with items from the 1952 capsule, new items were added to a new time capsule, which included photos, memorabilia and patient stories from the Los Angeles Shriners Hospital patient ambassadors and national patient ambassadors.

## KMOV Cares: Heroes 4 Kids Raises Nearly \$95,000 for St. Louis Shriners Hospital

On March 30, KMOV and Shriners Hospitals for Children — St. Louis came together for the third annual KMOV Cares: Heroes 4 Kids Telethon. Throughout the inspirational day, they shared stories about the incredible kids, families, staff and care at the St. Louis Shriners Hospital, and what makes our health care system so special.



This year's KMOV Cares: Heroes 4 Kids Telethon was the best yet. The event raised nearly \$95,000 for the hospital, a 27 percent increase from last year.

Of course, the real stars of the day were our patients, and 9-year-old Patient Ambassador Connor Maine summed it up for his fellow "Shriners Kids."

"Being a patient ambassador means a lot to me. I want to be a Shriner when I grow up; they always greet me and say hi to me and lift my spirits," Conner said. "There are people out there who care. Thank you so much for donating to Shriners Hospitals for Children, you have done the right thing."

The biggest surprise of the day came from an anonymous individual donor who contributed \$10,000 to the telethon.

Thank you to everyone who gave so generously, and to those who donated their time to ensure the success of this event.

## IPRC Member Mark Leo of Aloha Shriners Honored in Pacific Business News

Congratulations to 29-year-old Mark Leo of Honolulu, Hawaii. The Aloha Shriners Chief Rabban and Imperial Public Relations Committee Region 2 representative was named to the *Pacific Business News* 40 Under 40 Class of 2017. Leo is the president of Pacific Web Management, and also serves as a member of the Shriners Hospitals for Children — Honolulu Board of Governors.



The Hawaii businessmen and businesswomen included in this list work in very diverse industries, including energy, finance, real estate, law and technology.

To view a slideshow of all the honorees, please visit [bizjournals.com/pacific/news/2017/04/13/the-final-group-of-pbns-40-under-40-class-of-2017.html](http://bizjournals.com/pacific/news/2017/04/13/the-final-group-of-pbns-40-under-40-class-of-2017.html).

## The 2017 Dromedary Awards: Honoring Excellence in Temple Communications



The 2017 Dromedary Awards competition is now accepting entries.

Temples can enter their best temple communication piece in each of the following five categories:

- Newsletters/Newspapers
- Magazines
- Websites
- Facebook pages
- Email Communications

Two winners and two honorable mentions will be chosen in each category. Deadline for entry is May 5, 2017.

[Click here](#) to download the rules, guidelines and judging criteria.

[Click here](#) to download the entry form.

[Click here](#) to download a printable flyer.

[Click here](#) to download a list of 2016 winners and Dromedary Awards helpful hints.

If you have any questions, please contact the corporate public relations department at 813-281-8162, or email [shrinepr@shrinenet.org](mailto:shrinepr@shrinenet.org).

## Shriners Hospitals for Children Helps Guatemalan Children Injured in Fire

As Shriners, we should all be proud of the level of commitment our philanthropy's medical and clinical staff have for responding to emergency situations when they occur. Recently, Shriners Hospitals for Children's executive team and medical staff worked together to send Rapid Response teams from our Galveston and Cincinnati hospitals to Guatemala to help in the aftermath of a fire that occurred on March 8 at a youth home there.

Within 24 hours of the disaster, Shriners Hospitals deployed an emergency medical team to provide onsite evaluation and care. The team worked with Guatemalan and U.S. officials to secure approval to transfer those who required further treatment at Shriners Hospitals in the United States. A second team was also sent to Guatemala to provide additional support, and Shriners Hospitals for Children stood ready to help other Guatemalan children if needed.

Our medical professionals helped several patients, and facilitated the transport of nine children to our burn hospitals for care. As difficult as the situation in Guatemala is and has been, our teams demonstrated tremendous compassion, skill and teamwork during this effort, and we commend every one of them

### Save the Date

**May 3 – May 4, 2017:** The 2017 Shriners Public Relations Conference

**July 9 – July 13, 2017:** The 2017 Imperial Session of Shriners International

## We Look Forward to Welcoming You to the 2017 Imperial Session in Daytona Beach



The 143rd Imperial Session of Shriners International will take place Sunday, July 9, through Thursday, July 13, in sunny Daytona Beach, Florida.

Shriners International invites all nobles, ladies and their families to please join us for the 143rd Imperial Session in Daytona Beach.

For more information about our fraternity's largest and most exciting event of the year, please visit [imperial2017.com](http://imperial2017.com).

### Have You Arranged for Your TRANSPORTATION from the Airport to the Hotel?

Don't be left standing at the curb – pre-arranging your seat is easy, just visit the [Imperial2017.com](http://Imperial2017.com) website and go to the "Airport Transportation" page. Options are available for the airports in Daytona Beach, Sanford and Orlando, one way or round trip.

### Is Your Temple Signed Up for the PARADE?

The Imperial Session Parade will be on Tuesday night, July 11. The parade will travel down A1A, along the beach. The parade will end at the Daytona Beach Bandshell and Boardwalk area, where music and fireworks will take place, and food and drinks will be available. We hope to have every temple in the parade, so sign up now at [Imperial2017.com](http://Imperial2017.com).

### Shriners – Start Your Engines; Take Your Turn as a NASCAR Driver

Have you prepared your motorcycle or car to drive around the Daytona International Speedway iconic track for the Walk, Ride, or Drive for LOVE event on Sunday morning, July 9? It's time to get ready. Save time and get pre-registered now, only \$25 per person. Visit [walkforlove.org/daytona](http://walkforlove.org/daytona) for more information.

#### CONTACT US

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