



A FRATERNAL NEWSLETTER

The Public Relations Voice

July 2017

A Message From Your Imperial Potentate

Dear Fellow Nobles,

I am so honored to be serving as your Imperial Potentate. I cannot say this too often: thank you for allowing me the honor of this position, and for your trust and confidence. There is something both daunting and humbling about being referred to as "the highest-ranking Shriner in the world." I will do my very best to live up to the expectations of that phrase. I want to thank everyone – Director General Stumpy Harris, Deputy Director Generals Bob Amico and Mikey Juett and their committee members, the nobles of Bahia Shriners and their ladies, headquarters staff and volunteers – for their months of planning, effort and attention to detail that helped ensure that the 143rd Imperial Session was one of the best ever.

I also want to express my deepest gratitude to my lady, Anne, for her never-ending support as we made the long journey to this point. Her program, *Love Grows Miracles*, has the potential to make a tremendous difference in our health care system's research program, and one day eliminate certain birth disorders. I am so very proud of her efforts and her concern for improving the lives of children and families. We greatly appreciate your support of her program.

This year, we intend to focus on strengthening our membership efforts and numbers, while we continue to work to raise awareness of both Shriners International and Shriners Hospitals for Children®. We have introduced the I AM (Committed now) RU program, which is a membership recruitment program with a new focus, new tools and detailed plans that are meant to bring in 12,000 new creations by the 2018 Imperial Session. It depends on the commitment of individual Shriners to "Share Your Shrine" with friends, and on temples to meet their best number of creations in the last five years – if everyone did that, we would be very close to the goal of 12,000 new members. We also want to be sure that we capitalize on the increasing awareness of Shriners International,

and on the new technology in WebFez that will help us be more aware of the progress and status of new member prospects, so that we can offer timely help and encouragement as they work through the process.

This is my last message in *PR Voice*. It has been my pleasure to lead the public relations committee, and I am now proud to turn over that responsibility to Imperial Sir Jim Cain. I am confident he will do a tremendous job, and the awareness and understanding of our two great organizations will continue to increase and become stronger. I also want to thank the public relations staff at headquarters and throughout the hospitals for their ongoing dedication and efforts on behalf of Shriners International and Shriners Hospitals for Children.

Thank you for your support – I look forward to working with everyone during this new Imperial Year.



Yours in the faith,

Gary J. Bergenske
Imperial Potentate

The 143rd Imperial Session of Shriners International Huge Success

July was certainly a busy month for Shriners International. The 2017 Imperial Session, the largest and most important event of the fraternal year, took place in Daytona Beach, Florida, Sunday, July 9, through Thursday, July 13. The big event was a ton of fun and overall a great success, filled with both important business discussions and decisions, and loads of exciting Shriner-style activities for the entire family to enjoy. We thank those of you who joined us and helped make it such a wonderful experience.

Throughout the weeklong event, new friendships and memories were made, decisions impacting the future of both Shriners International and Shriners Hospitals for Children were decided upon, and most importantly, our organizations were strengthened. We hope everyone returned home feeling re-energized and encouraged. If you were not able to attend this year's event, we hope you join us in Daytona Beach again next year for the 2018 Imperial Session – we guarantee it will be an unforgettable experience.

The 2017-2018 Shriners International Imperial Divan:



Gary J. Bergenske
Imperial Potentate



Jim L. Cain Sr.
Imperial Chief Rabban



Jeffery L. Sowder
Imperial Assistant
Rabban



James R. Smith
Imperial High
Priest and Prophet



William S. "Bill" Bailey
Imperial Oriental Guide



Brad T. Koehn
Imperial Treasurer



Randy E. Rudge
Imperial Recorder



Kenneth G. Craven
Imperial First
Ceremonial Master



James E. "Ed" Stolze
Imperial Second
Ceremonial Master



Richard G. Burke
Imperial Marshal



Kevin R. Costello
Imperial Captain
of the Guard



Lawrence J. "Larry" Leib
Imperial Outer Guard



Bobby B. Simmons
Imperial Chaplain



Shriners International

The 2017-2018 Shriners Hospitals for Children Board of Trustees:



Shriners Hospitals
for Children®



Jerry G. Gantt
Chairman



Jim L. Cain Sr.
Vice Chairman



Peter Diaz, M.D.
Trustee



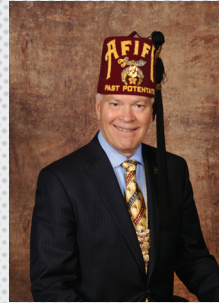
Skip D.F. Stanaway
Trustee



Anthony M. West
Trustee



James A. "Jim" Doel
Trustee



W. Brandt Bede, M.D.
Trustee



Charles D. Pittman
Trustee



Gary J. Bergenske
Imperial Potentate



Jeffery L. Sowder
Imperial Assistant
Rabban



Brad T. Koehn
Imperial Treasurer



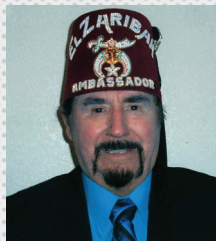
Chris L. Smith
Junior Past
Imperial Potentate

The 2017 Award of Merit Recipients

The Imperial Potentate's Award of Merit is the highest honor the fraternity can bestow upon a Shriner. Congratulations to the Award of Merit recipients for the 2016-2017 Imperial Year, who were honored during Imperial Session:



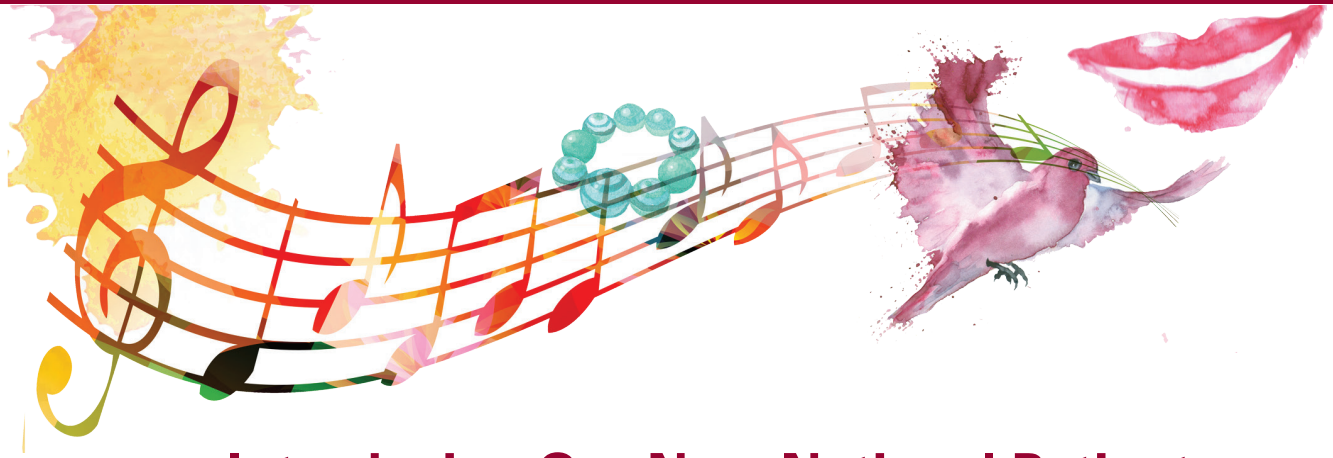
John A. Massey
Egypt Shriners



Rodney C. Hall
"Outlaw Willie"
El Zaribah Shriners



Jon A. Hanson
Zuhrah Shriners



Introducing Our New National Patient Ambassadors, Isabella and Emily

During the 2017 Imperial Session, our new National Patient Ambassadors, Isabella and Emily, were announced. After being introduced via their patient success video, *Free to be Me*, the young girls took the stage and captivated the audience with their incredible strength, courage and personalities. Each year, Shriners Hospitals for Children chooses two national patient ambassadors to represent the thousands of children who receive care every year, and share their stories with the world.

Isabella



Birth year: 2003

Patient since: 2008

Shriners Hospital: Chicago

Treated for: Cleft palate

Hobbies: singing, painting, paddle boarding

Emily



Birth year: 2005

Patient since: 2006

Shriners Hospitals: Erie and Philadelphia

Treated for: Spina bifida, leg-lengthening, scoliosis

Hobbies: dancing, crafts, fundraising, swimming



To watch or download Isabella and Emily's patient success video *Free to be Me*, please visit shrinershospitalsforchildren.org/media-resources. You can also watch and share the videos by visiting youtube.com/shrinershospitals.

Shriners Doing What They Do Best – Caring For Our Kids

An Article Submitted by Tom Calvin, 2011 Potentate, El Zaribah Shriners



Something occurred this past month that made me so proud to be a part of the "Shrine Family" and I want to share it with everyone. Seems a Shriner's help goes way beyond taking care of our "Shrine Kids" at Shriners Hospitals for Children.

When we started the Shriners Golf Classic Pro Am here in Phoenix, Arizona, we learned one of the Pro Golfers from the Cactus Tour, Ms. Britney Yada, is a former Shriners Hospitals for Children patient. Britney went through our system as a child in our Honolulu Shriners Hospital, and has been an advocate of our hospitals and Shriners alike ever since.

Two years ago, Britney gained playing status on the Symetra Tour, but continued to play in our Shriners Golf Classic Pro Am helping raise thousands of dollars for our hospitals. Just this year, she gained limited status on the LPGA Tour, and we are so proud of her. As you can imagine, these young ladies who are just starting out on the LPGA tour without a major sponsor are struggling a bit, and yes, those stories you hear about the "Rookies" who have not made it yet and are living out of their cars are true.

A few weeks ago, I saw that Britney was on Facebook announcing she had received notice that she was going to play in the Shoprite LPGA Classic in Galloway, New Jersey, and was asking if anyone could help her with housing. The tournament was just one week away. I sent an email to Illustrious Sir Rodger Smith and Recorder Henry Haughhey of Crescent Shriners in Westhampton, New Jersey, explaining everything and they immediately put the call out. Within one hour, Britney had no less than three offers for free housing, one coming with transportation to and from the tournament, and they also picked her up at the airport.

But it does not stop there. Next up, Britney was invited to play in the Meijer LPGA Classic at the Blytheville Country Club in Grand Rapids, Michigan, and yep, she contacted me for help. I sent an email to Illustrious Sir Jonathan Clifford of Saladin Shriners in Grand Rapids, and you guessed it, 1.5 hours later we had a response.

I want to thank Illustrious Sirs Smith and Clifford, as well as those Shriners and their families, who opened up their homes to help one of our "Shrine Kids," Nobles Joe Mezzina, David Cope and Frank Shoemaker.

Yes, I am proud to be part of the Shrine Family.

Past Potentate, El Zaribah Shriners
Phoenix, Arizona



Videos Premiered at the 2017 Imperial Session Now Available

During the 2017 Imperial Session, many videos were shown, showcasing some of our newest Shriners Hospitals for Children and Shriners International productions. By clicking the links below, you will be able to both watch and download many of the videos that were shown throughout Imperial Session.

Most of these videos are also available on YouTube, as well, which you can view by visiting youtube.com/shrinershospitals and youtube.com/shrinerstv.

This video was shown during Jerry Gantt's presentation on the State of the Hospitals
shriners.vids.io/videos/4c9adbb01918ebc8c4/building-the-strength-of-a-health-care-system

First Lady Anne Bergenske's Fundraising Program
shriners.vids.io/videos/709adbb01d15e3caf8/love-grows-miracles-first-lady-anne-fundraising-program

Imperial Sir Gary Bergenske: One Man's Dream
shriners.vids.io/videos/a49adbb31d1de3c02c/one-mans-dream-imperial-sir-gary-bergenske

Alec Says Thank You to Nobility
shriners.vids.io/videos/7c9adbb31c1ce3c6f4/alec-thank-you-recruitment-mov

I am R U message from Gary Bergenske
shriners.vids.io/videos/a09adbb51f18e1c628/membership-referral-message-from-imperial-sir-gary-bergenske

Patients' Song: Fly
shriners.vids.io/videos/4c9adbb21e1ee7c7c4/free-to-be-me-official-song-fly

All versions of the Patient Success Story

*Please note that the versions with subtitles in Spanish and French will be available in August
shriners.vids.io/videos/489adbb21e1ee3c6c0/free-to-be-me-full-program
shriners.vids.io/videos/a09adbb51f1de4c628/free-to-be-me-isabellas-story_web-version
shriners.vids.io/videos/489adbb51f1de4c4c0/free-to-be-me-isabellas-story_solo-version
shriners.vids.io/videos/189adbb51e1ee1c790/free-to-be-me-emilys-story_solo-version
shriners.vids.io/videos/a49adbb51e1ee2c72c/free-to-be-me-emily-story_web-version

This video celebrating the 95th anniversary of Shriners Hospitals for Children was not shown at Imperial Session, but it's one of our latest productions

shriners.vids.io/videos/a09adbb61d1be4c128/shriners-hospitals-for-children-95th-anniversary

This video shown during Imperial Session about the Cincinnati Project features Kilee Brookbank's patient story, and is only available for viewing on YouTube (not available for download).

youtube.com/watch?v=MKb-87D2RyU

CONTACT US

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