



A FRATERNAL NEWSLETTER

The Public Relations Voice

May 2017

A Message From Your Public Relations Chairman

Dear Fellow Nobles,

In less than 60 days we'll be walking on the beach. We hope to see you there, as well. Of course, I mean Daytona Beach, Florida – the site of the 143rd Imperial Session of Shriners International. We've worked really hard to make everything – including transportation from the airport to the hotel – run smoothly and be as convenient as possible. Remember to visit the "Airport Transportation" page at Imperial2017.com to reserve your spot – and have your ride to the beach ready when you are.

Imperial Session is the time we gather to pass legislation and set the direction for the future of Shriners International and Shriners Hospitals for Children®, but it is much more than that. It is also the time we gather to spend time together and celebrate being one huge, extended global family. And this year, there are plenty of activities to choose from as part of that celebration.

An Imperial Session would not be complete without our signature parade. We hope to have every temple represented in the parade, which will be on Tuesday evening, July 11, so please visit the session website and sign up your units. The parade will go right down A1A along the beach, and we expect a large turnout. This is not something to miss.

On Monday evening, July 10, acknowledge America's favorite pastime, and enjoy a baseball game. With a name like Shriners Belly-Buster Night at the Ballpark, how could anyone resist? The evening includes all you can eat, a Shriners pre-game show, an appearance by Fezzy, and a great baseball game featuring the Daytona Tortugas and the Lakeland Flying Tigers. It should be a great, fun evening.

You can start your Sunday morning at the iconic Daytona International Speedway and participate in the Walk, Ride or Drive for LOVE. Imagine – you can drive your car or ride your motorcycle on this landmark site. To save time, you can pre-register on the website.

Later on Sunday, plan to attend the Imperial Session Church Service, which will be held at the Peabody Auditorium, just steps away from the Ocean Center. Don't miss this opportunity to hear the Shrine Chanters.

We have plenty for you to do – there is much more than can be covered here – but information on everything is easily available on our website, Imperial2017.com, which is updated just about daily.

While we want everyone to have a great time, more than anything we want to share this time and this great event with as many of our Shriner family members as possible. We look forward to seeing each of you, and welcoming you to Imperial Session, our largest and most important event of the year, and to Daytona Beach.

While Imperial Session is a very important event, what is always most important in our fraternity is our "fraternal family," and our brotherhood. On April 27, we lost our beloved, highly respected Imperial Recorder and Past Imperial Potentate, Imperial Sir Jack H. Jones. I was honored to have known Imperial Sir Jack for 20 years, and, like many others, will miss him tremendously. He was a great friend and mentor; his encouragement and inspiration were instrumental in both my fraternal life, and my life in general. While he is gone, the lessons I learned from him will stay with me forever. He had a profound influence on our fraternity, and we were all blessed to be able to count him as a brother.



Yours in the faith,

Gary J. Bergenske
Imperial Chief Rabban
Public Relations Chairman

Honoring and Remembering Imperial Sir Jack Jones



This issue of *The Public Relations Voice* is dedicated to Imperial Sir Jack H. Jones, who passed away on Thursday, April 27, 2017. Imperial Sir Jones personified what it means to be a Mason and a Shriner, and worked continuously to strengthen the Masonic family.

A Treasured and Beloved Leader and Friend

Imperial Sir Jones worked tirelessly for nearly 40 years to support and serve the fraternity at the national level. He served Shriners International as Imperial Recorder for more than 35 years, Executive Vice President for five, Imperial Potentate for one, and received countless accolades and honors, including the Imperial Potentate's Award of Merit, which is the highest honor in the fraternity. Imperial Sir Jones was also known as one of the most dedicated and genuine people to work alongside – a reputation he earned by leading the fraternity with grace and pride.

He was initially elected Imperial Recorder in 1979, and served in that position, or as Imperial Potentate, until his death.

During much of his time as Imperial Recorder, he also served as Corporate Director of Membership Development. Imperial Sir Jones also served as Chairman of the Masonic Relations and DeMolay Committees during the majority of this time.

As Imperial Potentate, he focused on bringing people together, developing modern membership solutions and recognizing the fraternity's global impact and its potential. His theme for the year was "Unity Wins." He was a frequent speaker at Masonic events throughout the world, and was a well-known and well-respected Masonic leader.

Imperial Sir Jones was interviewed last year for *Shriner Magazine: Pride and Tradition*. We are pleased to share some of his thoughts from that conversation:

Of his reputation for graciousness, he said, "I've always wanted to treat people as I've wanted to be treated. And I enjoy meeting people and visiting with them, getting their thoughts, ideas and opinions, because I like to consider those opinions even though I may not agree with them. I've always tried to be as courteous and helpful as I can.

"I feel honored to have been able to serve this great fraternity," he said. "I am extremely grateful for the kindness and cooperation given to me by the representatives and the nobility."

When asked about what he will always remember about being a Shriner, Imperial Sir Jones said, "The great friends that I have met, the members I've met through the years, great friendships, and wonderful people who have become more like regular family members – the fun and fellowship."

And here in the corporate public relations department at Shriners International Headquarters, we will forever remember and miss his friendly face and uplifting voice as he came down the hallway, taking the time to say hello to each and every one of us.

"Imperial Sir Jack Jones has been a fixture on the boards of Shriners International and Shriners Hospitals for Children for decades," said Imperial Potentate Chris Smith. "With the passing of Jack Jones, all Masons and all Shriners have experienced a great loss. He was a truly great Shriner, an example to all."

The Grand Lodge of New York Honors Imperial Sir Jack Jones with Distinguished Service Award

Monday, May 1, was expected to be a day of celebration and honor, as Imperial Sir Jack Jones was to receive the Distinguished Service Award from the Grand Lodge of New York, a distinction he received posthumously. Illustrious Sir Mark Buono, Potentate of Mecca Shriners, accepted the award on behalf of Imperial Sir Jones.

A letter from Imperial Potentate Chris Smith addressed to Most Worshipful Jeffrey Williamson, Grand Master of the Grand Lodge of New York, was read during the presentation. The letter said, "While we are deeply saddened, and will grieve the loss of our exceptional brother, friend and leader for a long time to come, Jack would want – and expect – us to continue on with honor, grace and fortitude.

"Jack was loved by everyone who worked with and for him, and was known for his dedication and gentle, kind and gracious spirit. We will honor him – and his memory – by remembering his example, and doing our best to live into it, and he will remain in our hearts forever."

The 2017 Public Relations Conference



The 2017 Public Relations Conference was held May 3 – 4 at the Airport Marriott in Tampa, Florida. The meeting was full of helpful information for our hospital and fraternal public relations representatives, and we thank everyone who participated and helped make it a great, educational event.

During the conference, a broad range of informative topics was covered, including marketing and public relations updates and overviews, upcoming 2017 initiatives, social media, branded video techniques, fundraising, case studies in crisis communication, and a legal perspective on proactive versus reactive public relations. The keynote



speaker was Shawn Rhodes, a business consultant, who discussed dealing with change without sacrificing results, and also gave a copy of his book to all audience members. The forward of Rhodes' book was written by Imperial Sir Gary Bergenske.

In addition to providing a wealth of information, there was plenty of interactive fun incorporated into the event, as well, along with small group discussions. For example, conference participants learned how Facebook Live could be effectively used to promote our organizations by connecting with followers in a fun and engaging way, and then participated in a team activity that



involved making their own Facebook Live videos, which were shared on social media.

Near the closing of the second day of the conference, Riley Desin, patient ambassador for Shriners Hospitals for Children — Tampa, shared his inspirational story with the crowd. Guests were then invited to attend a dinner party, which was a fantastic way to spend the final evening of the conference, and everyone greatly enjoyed the experience.

We are thankful for everyone who made this year's conference such a success, and look forward to another successful event next year.

The New Lexington Medical Center Is Now Open

On April 17, 2017, Shriners Hospitals for Children Medical Center — Lexington opened on the University of Kentucky HealthCare campus as an ambulatory surgery center.

Here are a few things to know about the new Lexington Medical Center:

- They moved because their former facility located on Richmond Road was a 28-year-old building that no longer matched how they deliver care.
- Relocating to the UK HealthCare campus brings together the pediatric orthopaedic expertise we are known for with the top-rated specialty and subspecialty pediatric care of UK HealthCare – a real benefit to children with complex medical conditions.
- The physicians and staff caring for our patients have not changed, and our commitment to delivering the highest quality care, regardless of the families' ability to pay, continues.

The new facility was dedicated on May 21.



Philadelphia Shriners Hospital Hosts NFL Play 60 Event and 2017 NFL Draft Prospects

The Philadelphia Shriners Hospital hosted some special guests recently. To kick-off an exciting week of 2017 NFL Draft activities, 22 of the prospects visited the hospital to interact with the patients, and share an extraordinary and memorable event.

As part of the NFL Play 60 initiative, kids of all ability levels are encouraged to be active for 60-minutes each day. The NFL Play 60 All-Ability Guide (live link to <https://www.shrinershospitalsforchildren.org/education/play60>), created when the NFL teamed up with Shriners Hospitals for Children, offers ideas for interactive adaptive play activities for children with varying physical abilities to help them have an active life.

Throughout the event, the NFL prospects participated alongside the patients in various all-ability activities, including ultimate football, fitness stations and football-themed art projects.

A Successful Event

Shriners Hospitals for Children — Philadelphia Administrator Ed Myers said, “We are fortunate that the Chicago Shriners Hospital has taken part in the same event for the last two years. When the NFL announced the draft was coming to Philadelphia, we hoped we would benefit from a Play 60 [event], too.”

“Our kids really had a lot of fun,” said Mary Ann Roberto, child life specialist. “You could feel the excitement in the air for the patients and the prospects. They really seemed to interact and bond with each other, providing an experience I think neither will ever forget.”

Excellent Media Coverage

In addition to facilitating this amazing opportunity for patients and the NFL prospects, the Philadelphia



Shriners Hospital also acted as the main media hub for the day. More than 100 media outlets were able to capture footage of the event and interview several of the prospects on the special media floor. The event was covered by FOX, ABC, Penn Live and USA Today, among others.

Alec, 14, an aspiring sports broadcaster and Chicago Shriners Hospital patient, interviewed draft prospects during the event. Alec has osteogenesis imperfecta (also known as brittle bone disease), and has starred in several Shriners Hospitals for Children commercials.

We are happy and honored to know that some of the top NFL draft prospects chose to spend part of their time leading up to the draft at one of our hospitals. To view a video from the 2017 NFL Draft event at Shriners Hospitals for Children — Philadelphia, please visit the Shriners Hospitals YouTube channel, or [click here](#).

Good Morning America Features Philadelphia Shriners Hospital

On May 6, ABC's *Good Morning America* aired an episode featuring Brooke Thabit, a patient of Shriners Hospitals for Children — Philadelphia, and Scott Kozin, M.D., chief of staff of the Philadelphia Shriners Hospital. They were both interviewed about Brooke's treatment at the hospital and her involvement with the Wings for Life Run, which occurred on May 7. Proceeds from the race benefit Wings for Life, a nonprofit research foundation created by Red Bull energy drink that seeks new treatments for spinal cord injuries. In the past, the race has had more than 200,000 participants in more than 30 different countries.

To watch the *Good Morning America* segment, please visit abcnews.go.com/GMA/video/determined-young-woman-flies-high-defies-odds-47255671.

Superheroes of Summer Safety

Our 2017 summer safety campaign kicked off on May 22, and Shriners Hospitals for Children is asking everyone – kids, parents, hospital staff and Shriners – to #EarnYourCape and become *Superheroes of Summer Safety* in their communities by sharing tips to reduce the risk of childhood injuries. This year we've enlisted the National Association of School Nurses (NASN), as well as Shriner, NASCAR driver and Love to the rescue® Ambassador David Ragan to help us spread the word.

With the help of NASN, Shriners Hospitals has already distributed more than 175,000 *Superheroes of Summer Safety* activity books to school nurses, teachers, parents and children across the country. These books provide a fun and informative way for kids to learn how they can stay injury-free in the summer months.

Ragan kicked-off the campaign near his hometown of Charlotte, North Carolina, with a media event at a local elementary school playground. He will continue to spread the message about ways to stay safe this summer during events at several Shriners Hospitals and NASCAR races throughout the season.

Here are some ways you can use this campaign and its resource materials to promote Shriners Hospitals for Children as a partner in summer safety and a leader in specialized pediatric care.

Distribute Summer Safety Materials:

In addition to the activity book, safety tip cards and flyers are available to distribute at community events and anywhere else the information would be useful. Go to [Shriners Village](#) to download and order materials.

Host an Event:

Work with your local media outlets and neighborhood partners to educate your community on how they too can



be *Superheroes of Summer Safety*. For example, host a community event at a park to share safety tips with parents. Work with your local fire department to put on an educational program for kids about campfire safety. Partner with a representative from your community swimming pool to conduct a swimming safety demonstration. These are just a few ideas to help you generate media interest in your community.

Share on Social Media:

Social networks are some of the best ways to convey your message to your community. Share posts from the Shriners International and Shriners Hospitals for Children social media pages with the hashtag #EarnYourCape.

Save the Date

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

CONTACT US

Shriners International Headquarters: Public Relations Department, 2900 Rocky Point Dr., Tampa, FL 33607
813-281-8162 | shrinepr@shrinenet.org