

Saskatchewan Elks Association

Fall Newsletter

September 2019



Provincial President Chris Svab

Greetings to all Elks and Royal Purple/Elks, I hope everyone had an enjoyable and healthy summer, even though it didn't last near long enough! It is now the time of the year that we shake the cob webs out and get back to the business of promoting Elkdom.

I attended the National Convention in July in Gander and the Gander Elks did an outstanding job, for a lodge with less than twenty members they had everything done to perfection, I only hope we can do as well when we host it in Moose Jaw in 2020.

The business at the convention went smoothly although some disturbing facts came out. This was the first time our national membership dropped below 10,000 members and the GL reserves were below \$100,000. I think that there were quite a few shocked delegates when they saw the first resolution was to sell the GL building in Regina. After much discussion the resolution was tabled till the 2020 Convention but I think it is a wake-up call for all of us, we all knew about the dwindling membership, as it has been preached to us for a number of years, but didn't realize the consequences, but now it is clear, something has to be done. The general feelings that all delegates left with, including myself, were to head back to their respective Provinces with a new determination to promote the Order as never before and I hope that when the members will see the position we are in will take it upon themselves to join the effort.

That is enough doom and gloom, now that we are aware of the problem we will all try to rectify it I am sure. The first thing we can do is take part in the second annual "Elktober" and do our best to either initiate or have membership applications filled out, by the time this gets printed and circulated the guidelines from GL will be out and we can do the best we can, I am looking forward to seeing some positive numbers from Saskatchewan, we can do it!

As most of you know we are doing away with the ticket selling that we have done for decades to raise funds for the operation and Charities that the Foundation sponsors but we need all of you to purchase and promote the new lottery tickets. The main selling will be done with a number of Radio Thons at selected points around the province but if Lodges want to sell on their own they can get tickets from Brother Darren Stephen when everything is finalized. The Walkathon tickets that are out now are the last ones we will be sending out so I encourage everyone to make them a priority and make the Walkathon in Regina the most successful one yet.

My scheduled visits are starting soon but I am concerned with the late harvest the schedule may have to be tweaked to accommodate the elements and I will try my best to fit everything in. I look forward to meeting you all and finding out what works and what doesn't work so we can utilize the good things around the province. If your Lodge has anything special coming up, fund raiser or anniversary, please let myself or Charlotte know so I can plan on attending.

Thank you and hope to see everyone soon!

Chris Svab

Sask. Elks Association Provincial Executive 2019-2020

Provincial President	Chris Svab	306-631-8498
Imm Past President	Eugene Hartter	306-843-7607
1st Vice President	John Voutour	306-577-7088
2nd Vice President	Kyle Stevenson	306-294-7780
3rd Vice President	Brenda Beswick	306-227-5126
Prov. Esquire	Drew Kenke	306-852-8412
Prov. Inner Guard	Peggy Ganton	306-930-3507
Prov. Chaplain	Denise Taylor	306-960-7461
Prov. Organist		

Thank You!

Moose Jaw Elks

**For hosting the
2019
Provincial
Conference**

Great Job!

Presidents Itinerary **Chris Svab** Theme: RESPECT

2019

June 22-23	Provincial Golf	Shaunavon
July 17-19	National Convention	Gander
Sept 16	Official Visit	Muenster
18	Official Visit	Bladworth
19	Official Visit	Kyle
Oct 1	Official Visit	Hodgeville (Both)
2	Official Visit	Bengough
7	Official Visit	Cutknife
16	Official Visit	Indian Head (Both)
17	Official Visit	Foam Lake
12-14	Walk-a-thon	Regina
Nov 2-4	Provincial Bowling	Regina
13	Official Visit	Stranraer
Dec 5	Official Visit	Beechy

2020

Jan 22	Official Visit	Allan
24-26	Mid-Term Meeting	Saskatoon
Mar 5	Official Visit	Arborfield
12	Official Visit	Moose
Mountain		
13-15	Provincial Darts	?
June 11-14	Prov. Conference	Prince Albert

Sask. Elks District Representative

District #

1	Drew Kenke	306-852-8412
2	Grant Ursaki	306-314-8980
3	Ron Boerrichter	306-228-8711
4	Eugene Hartter	306-843-7607
5	Barry Off	306-745-6504
7	Harold Claffey	306-630-4641
8	Brenda Beswick	306-227-5126
9	Kalvin Nankivell	306-457-7775
10	Andy Cox	306-297-8486

District Co-ordinator Willis Colby 306-230-9191

The Internet is the Way

Publicity Director – Harold Claffey

I now have three years' experience purchasing advertising for the Provincial Elks. I learned that TV and newspaper advertising is expensive and ineffective. I learned this by spending our money and getting little or no results. I learned that radio advertising is heard but not heeded. People hear the ads but don't do anything about them. I learned that Facebook will boost posts for a small price but it doesn't do any good. The posts get seen over and over again by the same people. When they claim hundreds of views, they mean dozens by the same people.

The Internet is the way. Almost all residents of our great province have high speed Internet access. Most people spend three to four hours per day online. More than an hour of that is spent surfing the web. People surf while watching TV (75%) and while using the bathroom (46%), for example. Surfing on mobile devices (like smart phones) is becoming more popular.

I took action. In this calendar year I'm spending our money on ads viewed at the beginning of YouTube and Facebook videos. The ads are 15 and 30 seconds long, and focus on recruitment and fellowship with an emphasis on community service. We only pay for ads that are watched all the way through. We paid for almost 42,000 ads so far this year. Our campaign will run in October and November, increasing that number. I'm staying within the budget.

I'm currently working with Verb Media of Saskatoon on next year's ads. I'm changing the focus to information. The ads will use "Elks are" and "Elks do" messages. People today haven't heard of the Elks, and have no idea who we are or what we do. Our ads in 2020 will change that. I'm also changing from photos and videos to animated videos to get more attention. This change also means that I can change the ads once or twice during the year, instead of running the same ads all year.

Our 50 Lottery campaign will increase public awareness. The huge advertising budget – about triple what mine is, and that's appropriate – will put the ELKS name in front of thousands more people. This publicity will do great things for us.

IT'S UP TO YOU, the members, to use these ads to benefit your lodges. Maybe everyone knows you're an Elks or Royal Purple Elks member, but have you ever asked your family and friends to join? Have you ever handed out an application for membership brochure? I've only handed out a few myself, so this applies to me as well. I'm also sure that the way to attract new members is to invite people to volunteer at an event or sit in on a meeting. Get them interested first, then get them to join after they know what they're joining.





The 44th Annual WALK-A-THON

October 18th & 19th Regina, SK.

Plan to attend & PLEASE register early!
Help support the SPARC Centre and the children of
our province with hearing disabilities.

For more information please contact:
Brenda Davis, 306-216-6305

Mixed Bowling

November 2nd-4th 2019

Regina, SK.

For more information please contact:

Kim Eberts

306-737-2408

SEE YA THERE!

Bids To Host Events

The Provincial Office needs bids for the
following:

2020 & 2021 Mixed darts tournament

2020 & 2021 Mixed Golf tournament

2021 Mixed bowling tournament



Please contact the Provincial Office or the
Chairman of the Sporting Event.

CHARITY APPEAL DRAW - JUNE 11, 2019

Early Bird Draw - \$500.00

Brydan Sigurdson – Regina, SK

Grand Prize - \$20,000.00 Cash or 2019 Honda

Tyler Hamborg - Canwood, SK

Second Prize - \$3,000.00 Cash

Art Sieben - Unity, SK

Third Prize - \$1,500.00 Cash

Andrea Steward - Cutknife, AB

10 Prizes of \$100.00 Cash

Randy VanAchle - Estevan, SK

Ken Turner – Prince Albert, SK

Rob Riess - Yorkton, SK

Norman Linkert - St. Walburg, SK

Mandi Stewart - Raymore, SK

Florence Taylor – Moose Jaw, SK

Claude Dupuis – Prince Albert, SK

Inez French – White Fox, SK

Art Sieben - Unity, SK

Sharron Batt - Regina, SK

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