

# ZEPHYR ZOR

SHRINERS

Vol. LXXIV,  
No.1  
February  
2022



Illustrious Sir  
Rodney LaBlanc & First Lady Mary

From the desk of

*Illustrious Sir*

# Rodney LaBlanc

Montello, WI • rmlablanc85@gmail.com

## Thoughts From Behind the Steering Wheel



### A MESSAGE FROM YOUR ZOR POTENTATE

#### New Beginnings and Memories

As we start the new year it is appropriate that we reflect on our past to continue to improve the future. During my 32 years as a ZOR Shrine Noble, I have witnessed many changes – both within the Shrine and in the world around us. Shrine has continued to see a decline in membership, clubs and units. Only we can change this!

As I reminisce about the influence of Shrine on my family – a brother and 4 nieces who were all Shrine patients, it was important for me to become a Shriner and start a Legacy within my family. I have done that with my 2 sons as well as 2 nephews. I hope to add a few more nephews in the near future. I challenge every ZOR Shriner to start their own Shrine Family Legacy! Let's see how many Legacy Shriners we can get this year! If each one of us brings in one new Shriner – a son, son-in-law, nephew, grandson, neighbor or friend – we can easily double our membership and grow it to a new level. Not only is it important to bring in new members, but it is important to get new and existing members active. Find out what they are interested in and help them start a club or unit that they will be active in – i.e. golf unit, fishing unit, camping unit, snowmobile or ATV/UTV unit, brewers unit, hunting unit or any other unit you can imagine.

Looking back to my Installation this past weekend, I want to thank everyone who had a special part in making the event memorable for myself and family, and all of the nobles and guests who were able to join us.

As we look forward to New Beginnings this year, we will see our office move to a new location - 6510 Grand Teton Plaza, Madison by the end of January. We will do a number of events this year with our neighboring WI and MN Temples. We will be having a spring ceremonial and Potentate Gala on May 14th. We will also be adding a few new events throughout the year. 2022 Imperial Shrine Convention will be the first week of July in Minneapolis, and Midwest Shrine Association will be the third week of August in Green Bay. Make plans now to attend both events, as it's sure to be a good time.

As we continue to look at this year, we encourage all Nobles, their Ladies and families to join us for as many events as possible. Make your Family part of our Shrine Family, while we are "Scootin Thru '22."

Thanks,  
Rod

#### HELP US SAVE PRINTING AND MAILING COSTS

Sign up to get your ZEPHYR news magazine via e-mail: E-mail: zorsubmit@gmail.com

Become a Friends of Zephyr. Send your donation to the Shrine Office: 6510 Grand Teton Plaza, Suite 204, Madison, WI 53719

**ALL CLUBS AND UNITS SHOULD BE ZEPHYR SUPPORTERS.  
THIS IS YOUR ZEPHYR!**



### \*\*\*ZEPHYR REMINDER\*\*\*

Be sure to email your stories by Tuesday, Feb 10th.  
Include information for the month of March 2022.

**March 2022**  
*Deadline: February 10th*



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Winner of ten First Place Dromedary Awards for Shrine Newspapers and seven Honorable Mentions.

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Correspondent: Milt Helmer

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# Inside This Edition

## STORIES:

- Zor Imagineers MarCom Report ..... page 4
- Answer to Zor Trustee Questions..... page 6
- Looking for a Few Good Men..... page 6
- Last Round Up..... page 7
- Can't You Just Taste Those Sweet Vidalia Onions?..... page 9
- Meet the New Zor Potentate..... pages 10-11
- Birthdays..... page 12
- Shrine Legacy Challenge Potentate Issues A Challenge to All Nobles ..... page 12
- Friends of the Zephyr ..... page 12
- Summer Ceremonial & Potentate's Ball... page 13
- A Word From The Grand Master..... page 16
- St. Croix Valley Shrine Club Off To A Running Start ..... page 18

## FEATURES:

- Potentate's Message ..... page 2
- Calendar of Events ..... page 6
- Membership Musings ..... page 8
- In Memoriam ..... page 14
- Hospital Dads ..... page 14
- Donations ..... page 14
- Calendar Raffle Winners..... page 15
- Remember When: Decade Memories ... back page



## SHRINERS HOSPITAL & CLINIC REPRESENTATIVES

**Shriners Children's  
Twin Cities Clinic - 61**  
612-596-6100  
**Robert Hering**  
Board of Governors  
715-760-2372

**Chicago Hospital**  
773-385-5400  
**Dale Anderson**  
Board of Governors  
608-490-0158

**Imperial Potentate  
William S. "Bill" Bailey**

**and 1st Lady  
Debby**



## 2022 ZOR ELECTED OFFICERS

**Potentate  
Rodney LaBlanc**

**and Lady  
Mary**

Montello, WI  
rmlablanc85@gmail.com



**Chief Rabban  
Al Brueggen**

**and Lady  
Penny**

Sparta, WI  
brueggenal@gmail.com



**Assistant Rabban  
Roger Keller**

**and Lady  
Tammy**

New Richmond, WI  
rogerkeller2012@gmail.com



**High Priest & Prophet  
Brian Dunham**

**and Lady  
Linda**

Eau Claire, WI  
getbrianandlinda@gmail.com



**Oriental Guide  
Steve Livernash**

**and Lady  
Koral**

Wisconsin Rapids, WI  
prosticker@solarus.net



**Recorder  
Bob Gorsuch, PP**

**and Lady  
Carol**

Fitchburg, WI  
rgorsuch@oakbankonline.com



**Treasurer  
Larry Hanson, PP**

**and Lady  
Jill**

Albany, WI  
hanso@tds.net



Meet the New Zor Potentate pages 10-11

**Most Worshipful  
Grand Master  
Gary (Love You Brother) Stang**  
**and Lady  
Nancy**  
Altoona, WI



## 2022 APPOINTED OFFICERS

**1st Ceremonial Master:**  
**Jacob LaBlanc (Lady Kessa)**  
Poynette, WI  
jklablanc@gmail.com

**2nd Ceremonial Master:**  
**Ron Malcolm (Lady Dawn)**  
Eau Claire, WI  
rpmalcolm6546@gmail.com

**Marshall:**  
**Kevin Reilly (Lady Dawn)**  
Wautoma, WI  
kprmi@hotmail.com

**Captain of the Guard:**  
**Mike Kastens (Lady Susan)**  
New Richmond, WI  
mrkastens@gmail.com

**Outer Guard:**  
**Leonard Pickett (Lady Jennifer)**  
Baraboo, WI  
Leonardpickett14@yahoo.com

**Chaplain:**  
**Karl Gant**  
Blanchardville, WI  
kgyellowstone62@gmail.com

**Treasurer  
Larry Hanson, PP**  
**and Lady  
Jill**  
Albany, WI  
hanso@tds.net



Steve Livernash, Oriental Guide, Zor Imagineers Project Manager

## Zor Imagineers MarCom Report

This report stems from the 2013 Zor long-range committee. It is a vision for a long-range Zor communication plan. In 2017, the communication structure was addressed for the future. Existing members & potential candidates will benefit from an organization that is up to date with current times. Our organic receipt for Zor membership growth is detailed in four phases: Foundation audit, Building a Structure, Organization, Marketing & membership growth. There is, and always will be traditional communications. In addition, four phases will be focused on with a timeline that evolves over the years.

### Phase 1 - Communication Structure (2017 - 2020)

This initiative was both intense & time consuming. A foundation of Divan & member support was in place. A strong communication structure needed to be developed. "The Horizon Diamond Paradigm" is unique to Zor Shriners. Organically developed from data, missing communications, suggestions & vision.

Zor's website has been recreated. Savings for costly update charges. The ability to make changes and updates internally was a necessity for communications. GoDaddy is our host. [www.zorshriners.com](http://www.zorshriners.com)

The Zor Zephyr was reduced to a bulletin. The Zephyr was brought back to a journal status. The magazine is the only communication source that reaches all members of Zor. In 2022, it is returning to a monthly edition. Helmer printing is our printer & mails out the copies.

Member lists had to be updated for accuracy. Communication requires current member information. Social media channels had to be built to keep up with the ever-changing world we live in. Traditional and new ways to communicate are key to our future. 34 Facebook pages were built for clubs and units to reach their communities. Excellent resource to show our fun, fellowship & philanthropy. It is a great channel to share that message with the public. Users are involved in inspiring posts. Facebook & Instagram are our two leading social media platforms.

Email (Electronic mail) was in place. The addition of Eblast is an email using direct marketing strategies that is used to communicate directly to our members. We have about 830 of our 1000 members signed up to receive current news with this method. We can spread information fast and promote events. It is a wonderful way to communicate between the monthly issues of the magazine. We use Mailchimp for this service.

Slack is a work platform for private communication. Internal communication was needed between meetings. Divan, committees, groups, clubs & units use this platform. It keeps an archive of conversations and files that can easily be recalled. Personal messaging can also be used. It is an organizational tool that keeps all internal communication in one place.

Zoom is a work & social platform. It was implemented by Zor before it became a household name. It is video conferencing available to Divan, clubs & units. During the pandemic it is vital for continued communications.

### Phase 2 - Organization by Education (2021 - 2022)

Why do we have communications? The communication structure is built, and explanation is key to usage. Zor Shriners has entered the electronic world. Traditional communications are untouched & available to those who are accustomed to the way it was previously. We have many new additions to our communication channels to reach all prospective candidates and members. Also, return to the basics and update information. Training, learning, and sharing among our members. The upcoming Zephyr issues will have continued learning in the Marketing & Communications section.

### Phase 3 - Creative Marketing (2021 - 2023)

Creative Marketing of Zor Shriners will be key to reaching our members and prospective candidates. It will keep the public informed of our efforts as Shriners and promote our events. Digital & physical media campaigns will be created to create inspiration of fun, fellowship & to show our philanthropy at work. These consistent impressions will lead to more interest in Shriners. Promoting Zor Shriners and Shriners International e-petitions initiative program. A membership program that has proven to be 200% more effective than in previous programs. Memes, short videos, and inspiring content posts. We have recently dropped under 200,000 Shriners worldwide. It is time to express our value & help our numbers. Zor Shriners must recreate a market name for Zor Shriners. Recently, the Circus brought much attention to Zor. We have an excellent opportunity in today's market to brand Zor Shriners. The most likely of immediate progress is in phase 3 with YouTube. The goal of these 3 phases is to be completed by 2023. Both physical and digital marketing content will be implemented. All platform user & passwords are on file in Zor Office. Zor Shriners will be hosting the 2024 MSA (Midwest Shrine Association) in La Crosse. Zor will be ready!

### Phase 4 - Membership (2022 - 2023)

Membership is phase 4, not phase 1 in this paradigm (The Horizon Diamond paradigm). Membership needs the help of the previous 3 phases to be in place to work properly. Communication structure, organization by education, & creative marketing are key for membership growth. Potential candidates who see a highly organized organization are more likely to join. We deliver a message of "it's everyone's job to help in membership." Making it easier for our members to use our communication tools will help us get the word out. Marketing "Inspiration" is like gold to making a new Shriner. The faster we can get the first 3 phases closer to our goal, the better for our membership efforts. Our philanthropy is strong. In the words of Imperial Sir Jim Smith, 2021 Potentate, "It's time to get back to fun & fellowship" which our fraternity was founded upon in 1872.

## Needed from you...

Anyone affiliated with Zor Shriners can help. Sharing the passion to make Zor Shriners the best it can be by a united effort. Our unique Horizon Diamond Paradigm model worked. Our proof is the success found in the many Shriners International dromedary awards Zor has received over the past few years. We need many new volunteer positions moving forward. YouTube is a vital communication channel we need to use more to promote Zor Shriners. Tic Tok, Facebook & YouTube are proving that short videos are becoming the content preference of today's social media users. Short videos and photos are needed of Fun & Fellowship. Clips can then be used to share social media on all channels. If you are inspired in any way to help with this promising effort, please contact us. We thank you all who have helped, especially the Zor Imagineers.

"Imagine That!" Be Creative...Be You!

zorsubmit@gmail.com

## Scootin' to Wausau In 2022 Save the Date

Wausauken Shriners and their Ladies invite you to the Wausau Potentate Party to honor Illus. Sir Rod LaBlanc and Lady Mary. ZOR Shriners will gather in Wausau on

**Saturday, April 2, 2022**

Details will be forth coming in the March ZEPHYR.

### Zor Marketing & Communications - Phase Focus, Timeline & Progress

Phase 1 - Communication Structure (2017 - 2020)



Phase 2 - Organization by Education (2021 - 2022)



Phase 3 - Creative Marketing (2021 - 2023)



Phase 4 - Membership (2022 - 2023)



2017 → GOAL → 2024



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**ZOR SHRINERS** 2018-21

MAGAZINE	★ WINNER
FACEBOOK	★ WINNER
INSTAGRAM	★ WINNER
WEBSITE	★ H.M.
EMAIL COMM.	



TOP 4  
RECOGNIZED

  
*Imagine That*  
Zor Imagineers



## Daughters of the Nile

Antioch Temple No.113

Invitation to  
Open Installation of Officers  
Queen, Mitch Behlke

Sunday, April 10, 2022 at 2 pm

Doric Masonic Lodge

85 Stoughton Road

Madison, Wisconsin 53714

# ZOR SHRINE CALENDAR OF EVENTS

Thursday <b>Feb 3<sup>rd</sup></b>	<b>EAST/WEST FOOTBALL GAME</b> Las Vegas, NV
Thursday - Saturday <b>Feb. 10<sup>th</sup>-12<sup>th</sup></b>	<b>MSA WINTER SESSION</b> Radisson Hotel & Conference Center Green Bay 2040 Airport Dr, Green Bay, WI
Friday <b>Feb 11<sup>th</sup></b>	<b>ST. CROIX VALLEY SC VALENTINE'S DAY DINNER</b> Cost is \$15/person - RSVP to: Charlie Webster @ 715-821-3430 or ckwebster52@gmail.com February 6th. Ellsworth Lodge 400 Highpoint Drive, Ellsworth, WI 6:00 PM-9:00 PM
Wednesday <b>Feb 23<sup>rd</sup></b>	<b>SAHARA SHRINE CLUB</b> Rose Garden/Leonardo's Italian Bistro 500 Bernard St, Watertown, WI 5:30 PM-8:30 PM
Thursday <b>Feb 24<sup>th</sup></b>	<b>MINI CARS MEETING</b> Winchester Restaurant 568 Haugen Rd, Edgerton, WI 6:30 PM-8:30 PM
Saturday <b>Feb 26<sup>th</sup></b>	<b>DIVAN MEETING</b> Zor Shrine Center 6510 Grand Teton Plaza, Madison, WI 2:00 PM-4:00 PM <b>MADISON CLOWN PARTY</b> Kavanaugh's Esquire Club, 1025 N Sherman Ave, Madison, WI 5:00 PM-8:00 PM
Friday - Sunday <b>Mar. 4<sup>th</sup>-6<sup>th</sup></b>	<b>COLLEGE CLASSIC</b> Minute Maid Park 501 Crawford St, Houston, TX
Saturday <b>Mar. 5<sup>th</sup></b>	<b>TOMAH TABLE LODGE</b> Masonic Temple 520 E Saratoga St, Tomah, WI 5:00 PM-7:00 PM
Saturday <b>Mar. 12<sup>th</sup></b>	<b>SHRINE/MASON FAMILY DAY</b> Masonic Temple 520 E Saratoga St, Tomah, WI

## Answer to Zor Trustee Questions

Apparently there were questions raised subsequent to the Annual Meeting about why there was no election of Trustees. In an attempt to clarify, below are the reasons.

First, there is no requirement in the Bylaws that a Temple has Trustees. Zor set up the Trustees years ago to assist the Divan in the maintenance of the Temple building; rental and use of the building; and oversight of the investments held by Zor. The Bylaws clearly state that the responsibility for the Temples expenditures and investments rests with the Divan with ultimate approval by the Nobility.

With the eventual sale of the building, the only remaining task for the Trustees is the investment oversight. The Trustees have had difficulty finding Nobles willing to serve as a Trustee. Just having Trustees meeting to look at Investments when the Divan is planning to do that, seems a duplication of effort. Even if it is felt that the Divan should appoint another group to oversee the investments, such appointments should be Nobles with some expertise in investments.

Any questions about this should be forwarded to the Potentate or to a member of the Divan.

## LOOKING FOR A FEW GOOD MEN!

That is right, we are looking for a few good men to participate in a new short play at our May Ceremonial in Mauston. Potentate Rodney has asked that the "Knickerbocker Degree" be presented. This is something new to Zorland!

The play is very short and will be presented just before the traditional Shrine Ritual on Saturday May 14th in Mauston. There are seven (7) speaking parts as well as some extras. NO part is very long and we can have some fun with this degree. It follows the beginning of the Shrine and then the hospital system and its effects on our community as well as the image of the Shrine.

For those interested, I will be able to send you a copy of the script along with a presentation video. The video will be for just those truly interested in being cast. I would like to set a meeting at least for a run through. This would be at some central location yet to be determined.

I do believe this will be something that we can have some real fun with and still present some history for those just coming into the Shrine. Also, it's great when we engage the whole family and they learn what we are all about.

I look forward to hearing of your interest. Please contact me with your interest or questions. Email Dale Holmen at: holmendd13@att.net or call 608-241-4751. Hope to hear from any Shriners with fun in their heart.



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# Last Round Up!

Well, it is now a new year and we have a new Potentate, Rodney LaBlanc. This is your last chance to sign up to see what kind of clown Rodney truly can be. Reservations for the Madison Clown party are due by February 12. We will be at the Esquire Club, 1025 N. Sherman Ave. in Madison.

There will be a family style dinner including dessert, at 6:00 PM with the social time beginning whenever you arrive. The cost will be \$25.00 per person with checks made out to Zor Clowns. Checks should be mailed to Dale Holmen at 13 St. Albans Ave, Madison 53714 by Feb 12th. If needed please make last minute reservations by phone to 608-241-4751.

We will have a bag raffle with all proceeds going to the ISCA Clown Sneaker Fund in the name of our new Potentate. These funds benefit the Shrine Burn Hospitals. The main event is the making of a new Clown from our new Potentate and finding out his true clown identity and special name.

If by chance, you haven't ever attended this event, it is fun for everyone, so, please join us as we welcome Rodney, our new Potentate and now a new Zor Clown with some real Clown fun.

*Remember, it is always a great day to be a clown.*

---

## ZOR CLOWN/POTENTATE PARTY SATURDAY FEBRUARY 26, 2022 ESQUIRE CLUB, 1025 N. SHERMAN AVE, MADISON, WI

NAME \_\_\_\_\_

NUMBER \_\_\_\_\_ @ \$ 25.00 AMOUNT ENCLOSED \$ \_\_\_\_\_

**RESERVATION DUE DATE: FEBRUARY 12, 2022**

Checks Made to: Zor Clowns

Mail reservation to:

Dale Holmen,

13 St. Albans Ave.

Madison, WI 53714



# MEMBERSHIP MUSINGS

*Greetings Nobles,*

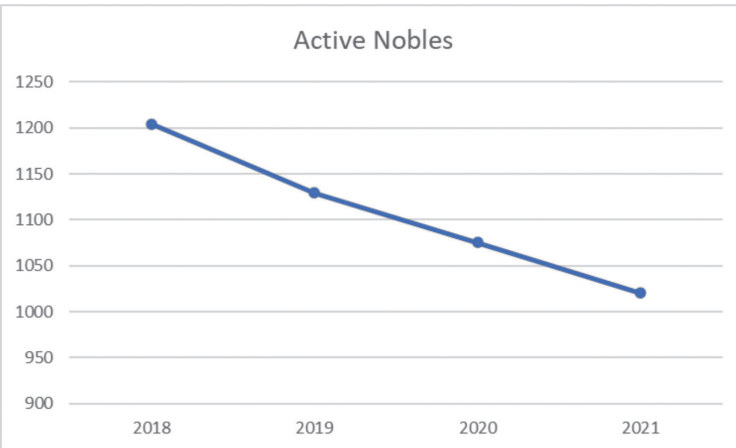
By the time you read this article we will have had our Annual Meeting and Officer Installation at the Marriott Inn at Middleton Wisconsin. I'm sure everyone who had attended the event had a great time. I want to congratulate our new Potentate Rodney LaBlanc and his beautiful First Lady Mary; I wish them much success in 2022. Illustrious Sir Rod has several items planned for his year which I feel will be great for the fraternity. I am once again honored to be the Membership Chair for 2022.



**Mike Kastens,  
New Richmond**

2021 in review saw some positive movement in membership with the addition of 16 new Nobles and 5 restorations, but there is still a lot of work to be done. The unfortunate thing was the dreaded black camel visited 42 Nobles. Another unfortunate issue was we had to suspend 29 Nobles for non-payment of dues. Below is the information for the year 2021.

Active Nobles



The chart above shows the number of active Nobles for the past 4 years. In 2018, there were 1,204 active Nobles; 2019 there were 1,129 active Nobles; 2020 there were 1,075 active Nobles; 2021 there were 1,020 active Nobles. This does not include any associated Nobles in our fraternity. From 2018 to 2021 we lost 184 active Nobles for various reasons.

So, as we start into 2022, we need to reverse the course of membership from losing active Nobles to recruiting new Nobles and working with our inactive Nobles to getting them back onboard. This is where everyone comes into help, if you know a Noble who has been suspended for not paying dues or he is thinking of demitting from ZOR Shrine, please contact the Noble and see what we as an organization can do for that Noble.

The information below is the annual breakdown of the ZOR membership for 2021.

Beginning Membership January 1, 2021

1,087 Total membership

(1,075 Regular + 12 Associates)

Creations	16
Affiliations	1
Restorations	5
Associates	1
Assoc Dropped	(2)
Demits	(6)
Deaths	(42)
Resignations	(0)
Suspensions	(29)

Change in membership (56)

Ending Membership December 31, 2021 1,031

Beginning Membership January 1, 2022  
1,020 Regular + 11 Associates = 1,031 Total

Things are not all doom and gloom for the fraternity but rather if we all work together, we turn our membership into a gain once again in 2022! But we all need to work together in getting new Nobles for the fraternity.

In closing, I want to wish you and your family the most prosperous 2022! Remember it is a great day to be a ZOR Shriner!

**Fraternally yours,  
Mike Kastens  
2022 Membership Chair**



Call Dave Frings  
1-800-YES-SAFE  
937-7233



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we are only  
a press away



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# Meet the New ZOR Potentate

On Saturday the 8th of January, 2022 during Zor Shriners annual Meeting, held at the Madison Marriott West, Noble Rodney E LaBlanc was elected Potentate of Zor Shriners. As potentate, Noble LaBlanc will serve Zor Shriners as Chairman of the Board of Directors for the 2022 Shrine Year.

Zor's new Potentate, Rodney LaBlanc was born in Cumberland, WI on October 19, 1960, and grew up on a dairy farm in Clayton, WI. Rodney was the seventh of nine children. In addition to working on the family farm and neighbor's farms, Rodney was also involved in sports, Choir and FFA while in school.

After High School, Rodney worked in a number of fields including: farming; road construction; cross country truck driving; real estate; cheese making; prison guard and cabinet maker. Rodney retired from the Department of Corrections as a Sergeant in February, 2014.

Rodney married Mary on July 6, 1985 and they were blessed with three children: Benjamin, Jacob and Lexie. Ben and his wife, Alyssa live in Spring, Texas and have a one-year daughter – Avery. Jacob and his wife Kessa live in Poynette and have two daughters – Willa, age 4 and Nellie, age 1. Lexie lives in Montello. While the kids were in school, they were all involved in three sports as well as music and drama events. In 12 years, Rodney never missed a sports event, concert, or play!



Community service is important to Rodney. Through the years he has served as a member of the Montello School Board, was a Charter member of the Montello Jaycees; coached the kid's sports teams; ran the youth wrestling club for 11 years and consistently gives to others in the community who are less fortunate.

Rodney has also been entwined in the local Amish Community for the last thirty years. He has worked beside them at community fundraisers, helped when transportation or a phone call was needed, vacationed with them and for the past eight years has worked with an Amish Contractor building and installing cabinets around the Midwest.

Brother Rodney was raised a Master Mason in Montello Lodge #141 in June, 1989 and has served as Master of the Lodge 10 times. He is also a member of Wautoma Lodge #148. Rodney joined the Scottish Rite in November 1990 and in December 1990, became a member of Zor Shriners and became an active member of the Zor Mavericks and Mascoutin Shrine Club. Over the years, he has also become a member of the Heart of Wisconsin Shrine Club; Vacationland Shrine Club; Lakeland Shrine Club; Pine River Shrine Club; Indianhead Shrine Club; Sahara Shrine Club; Mehara Shrine Club; Camel Patrol; and the ZOR Funsters. Rodney is also a member of Naja Shrine; Arabia Shrine; Beja Shrine and Osman Shrine. Rodney is also a member of the Zor Hospital Dad's and in addition to taking numerous trips to the Hospitals, is the Van Coordinator for Zor.

Rodney was appointed to the Divan as Second Ceremonial Master by Illustrious Sir Bob Geisler in 2016.

In his free time, Rodney enjoys traveling around the Country for Shrine events. He also enjoys hunting, golfing; 4-wheeling, doing Masonic Degree work and spending time with his Granddaughters.

Noble Rodney and Lady Mary would like to take this opportunity to thank family, friends, and fellow Shriners for attending the Installation and Banquet and sharing their celebration. They also want to thank the Nobles for giving them the opportunity to serve as Zor's Potentate and First Lady in 2022. They are looking forward to a fun year and encourage all Nobles and their families to join them for all the fun that Shrine has to offer!



## 2022 Divan



Front Row L – R: Bob Gorsuch PP, Recorder, Brian Dunham, High Priest and Prophet, Al Brueggen, Chief Rabban, III. Sir Rodney LaBlanc, Potentate, Roger Keller, Asst. Rabban, Steve Livernash, Oriental Guide, and Larry Hanson, PP, Treasurer.

Top Row L – R: Mike Kastens, Capt. Of the Guard, Ron Malcolm, 2nd Ceremonial Master, Kevin Reilly, Marshall, Jacob LaBlanc, 1st Ceremonial Master, Leonard Pickett, Outer Guard, and Karl Gant, Chaplin

## 2022 Divan Ladies



Front Row L – R: Carol Gorsuch, Linda Dunham, Penny Brueggen, 1st Lady Mary LaBlanc, Tammy Keller, and Jill Hanson.

Top row L – R: Susan Kastens, Dawn Malcolm, Dawn Brandt, Kessa LaBlanc, Jennifer Pickett

Missing is Koral Livernash.

## A photo opt for the Director Staff prior to the dismantling of the altar after the Installation



L to R : Dave Dewey, Wayne Henning, John Thorstad, Alan Brawdres, Bob Ott, and Wally Trouten

January 2022 Birthdays

David Huston, Kempert Krogen, Thomas Boe, James Weaver, Howard Turk, Chester Gabris, Randy Turtenwald, Kersten Rocksvold, John Hanson, Gregg Ol-son, David Bergerson, Lloyd Frederickson, Montie Kramer, Stephen Willett P.P., William Schmitz, Bradford MacFarlane, Richard Coles, Gary Kiger, Jeff Lichtfuss, Matthew Mitchell, Gary Schlosstein, Harold Helwig, J. K. Johnson P.P., Willard Knott, Dean Lecheler, William Ratzburg, Lind Knudson, James Carney, Frank During, Robert Underly, Dave Bomkamp, Robert Severson, James Senty, Kenneth Anderson, Dean Moon, John Shaeffer



Chet Melcher, Kyle Bernander, Stephen Williams, Sherman Boucher, Joe Ganske, Kenneth Meyer, Bruce Hanson, H J Pollel, Stanley Norris, Robert Severson, Michael Anderson, Marvin Engelke, Duane Sokolosky, James Hoskins, William Lautz, Donald Lautz, Douglas Van Netta, Andrew Pendl, Theodore Erickson, Allen Christopherson, James Kielley, Peter Foss, LeRoy Hodel, Jonathan Beighley, William Collins, Richard Arnold, Barry Diehl, Steven Peterson P.P., Scott Pedley, Chuck Miller P.P., Bruce Trimble, Bruce Eshelman, Louie Wells, Maurice Trask, Roger Young, Ralph Madden, Daniel Fose

February 2022 Birthdays

Dale Stewart, Frank Oszewski, Roger Reas, Richard Swan, Paul Wharton, Joseph Roberts, Phillip Krause, Gerald Neath, James Jewell, John Senty, Lloyd Byington, Daryl Wells, Russell Olson, Howard Rogers, John Roelli, Edward Mahlum, Chris Kreul, Daniel Linehan, Ramon Erickson, Artie Fahrney, Thomas Whittmayer, Robert Everson, Joseph Althaus, James Williams, Allen Coenen, Merlin Huber, Thomas Chose, Kainen Hall, Richard Dwinall, James Rox, Howard Hetzel, Larry Riemenschneider P.P.



John Dodge, Merlin Isaacson, James Olson, Mark Fordney, James Cox, Kenneth Olm, Christopher Tashjan, Daniel Brylla, Warren Sokerfeld, Rodney Johnson, Frank Hallada, John Parkyn, David Dull, Jacob Seever, Wayne Hamler, Lee Zabka, David Lamb, Steven Livingston, James Steisel, Jr, Thomas Punsel, Felix Geissler, Keith Syvrud, James DeVoe, Eugene Helgoe, Bryan Strommen, Kenneth Olson, Gerald Jordan P.P., Lee Hoppe, Edward Michels, Phillip Gullickson, Ronald Chamberlain, Larry Drangstveit, Laverne Clifton, Roger Brathel, Robert Capen P.P., Ray Henning, Virgil Nylander, Robert Calverley, Gary Durgin, Steven Davis.

# Shrine Legacy Challenge Potentate Issues a Challenge to all Nobles

Zor's new Potentate, Rodney LaBlanc, issues a challenge to all Zor Nobles:

Not only is Shrine about helping children, Shrine is also about family - our personal families and our Shrine Family! We are all aware that our Shrine membership numbers are declining. In order to keep our organization alive and functioning, each one of us needs to work to help keep our membership numbers growing. I challenge every Noble in Zor, to join the Shrine Legacy Program! Do this by bringing in family members to the Shrine – sons, grandsons, sons-in-law, nephews, brothers, cousins, etc. Share your pride in Shrine with your family!

A special celebration will be held next fall/winter for anyone who brings in new members this year and joins the Shrine Legacy Program.

For questions about the Shrine Legacy Program or the Challenge, contact Noble Rodney LaBlanc at 608-617-6776.



L - R: Noble Ben Cole, nephew, Noble Ben LaBlanc, son, III. Sir Rodney LaBlanc, Noble Jacob LaBlanc, son, Noble Greg Jeska, nephew

## Friends of the Zephyr

It has been quite a while since I drafted anything for the Zephyr so I'm a little out of practice. However, in 2018, we established a 'Friends of the Zephyr' group to help raise funds to offset the cost of producing and publishing the monthly Zephyr news magazine. Our Imagineers have done an exemplary job producing the publication and winning the Dromedary Award in 2018. The quality of the Zephyr certainly hasn't diminished, and I would like to encourage our nobility to keep the group going and help by becoming a 'Friend of the Zephyr'. This is done by making a free will contribution to the Friends of the Zephyr fund. Simply mail your contribution to our office with a note that it's for the Zephyr and you'll be added to the member's list. Mail to: Zor Shriners, 6510 Grand Teton Plaza, Suite 204, Madison, WI 53719. I hope the new year is starting off well for everyone. Judy and I look forward to seeing many nobles and ladies at various events around Zorland in the coming year, while as Shriners, we continue to Deliver Hope! Thank you.

Gary Cuskey, PP

# May 14th , 2022

## Summer Ceremonial and Potentate's Ball

Save the date and mark your calendar for Saturday May 14th as we hold our summer new member initiation ceremonial and that evening the Potentate's Ball with a Starry Night's theme. Both events are being held at The Lodge at Mauston - 104 Lodge Lane in Mauston. (608-747-2200)

Housing for both events will be at The Lodge at Mauston, as we have blocked the entire hotel for both nights, May 13th, and 14th. When making a room reservation mention ZOR 2022 room block

**Cutoff date is April 15th.**

**Check in time is 3:00 p.m. and check out is 11:00 a.m.**

**Standard room cost is \$110.00 per night and a few suites are available at \$115.00.**

A joint men's and ladies' luncheon will be served offering a sandwich buffet with either chicken noodle or cheesy broccoli soups for \$16.00 per person. Dinner will consist of stuffed pork loin with spinach, red pepper, red onion, and garlic, topped with apple compote, oven roasted red potatoes and a veggie medley OR, 1/2 chicken slow roasted with herbs topped with chicken velouté sauce, with oven roasted red potatoes and a veggie medley. Both meals are \$30.00 per person. A children's menu of chicken strips and French fries for both lunch and dinner are \$10.00 per meal.

MEAL DEADLINE FOR ALL MEALS IS APRIL 23RD.

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Men's and Ladies luncheon	no. attending _____	@ \$16.00	\$ _____
Kids luncheon	no. attending _____	@ \$10.00	\$ _____
Kids dinner	no. attending _____	@ \$10.00	\$ _____
Stuffed pork loin	no. attending _____	@ \$30.00	\$ _____
Herb roasted chicken	no. attending _____	@ \$30.00	\$ _____
Total Amount Enclosed \$ _____			

**MEAL DEADLINE FOR ALL MEAL'S IS APRIL 23RD**


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Frederick Robinson • 11.16.21 • Richland Center, WI  
William O Johnson • 10.02.19 • Wauwatosa, WI  
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\$100.00 • Brenda Stanford • Mondovi  
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## A Word from the Grand Master

Congrats to my friend Illustrious Sir Rodney LaBlanc and his Lady Mary on becoming our new Zor Potentate for 2022. I wish you the very best for your year.

Congrats also to our immediate Past Potentate, the Illustrious Sir Mark Jerdee and his Lady Sharon on a tough but great 2021 year. Thanks for all you do for our fraternity!

I want to say thank you for the invite to your installation and apologize for not making the Ceremonial. This darn virus has caused me to miss too many good things already.

I want to thank all the Shrine Masons who regularly participate with their masonic lodges. Working together we can all grow stronger. I wish you the very best with a positive growth in 2022. As Past Imperial Potentate Sir Jim Smith said in Houston last summer, "Every Shriner is first a Mason." I recommend that all Masons consider becoming a Shriner. As a brother and Sawduster clown says, "Remember, it's all about the kids."

Keep Smiling and remember to "Spread the Cement of Brotherly Love!"

I love ya' all!!

Brother and Noble Gary Stang

Grand Master, F.& A.M. in Wisconsin



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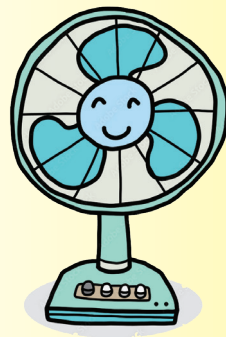
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My wife likes it when I blow air on her when she's hot, but honestly... I'm not a fan.



I've just written a song about tortillas; actually, it's more of a rap.

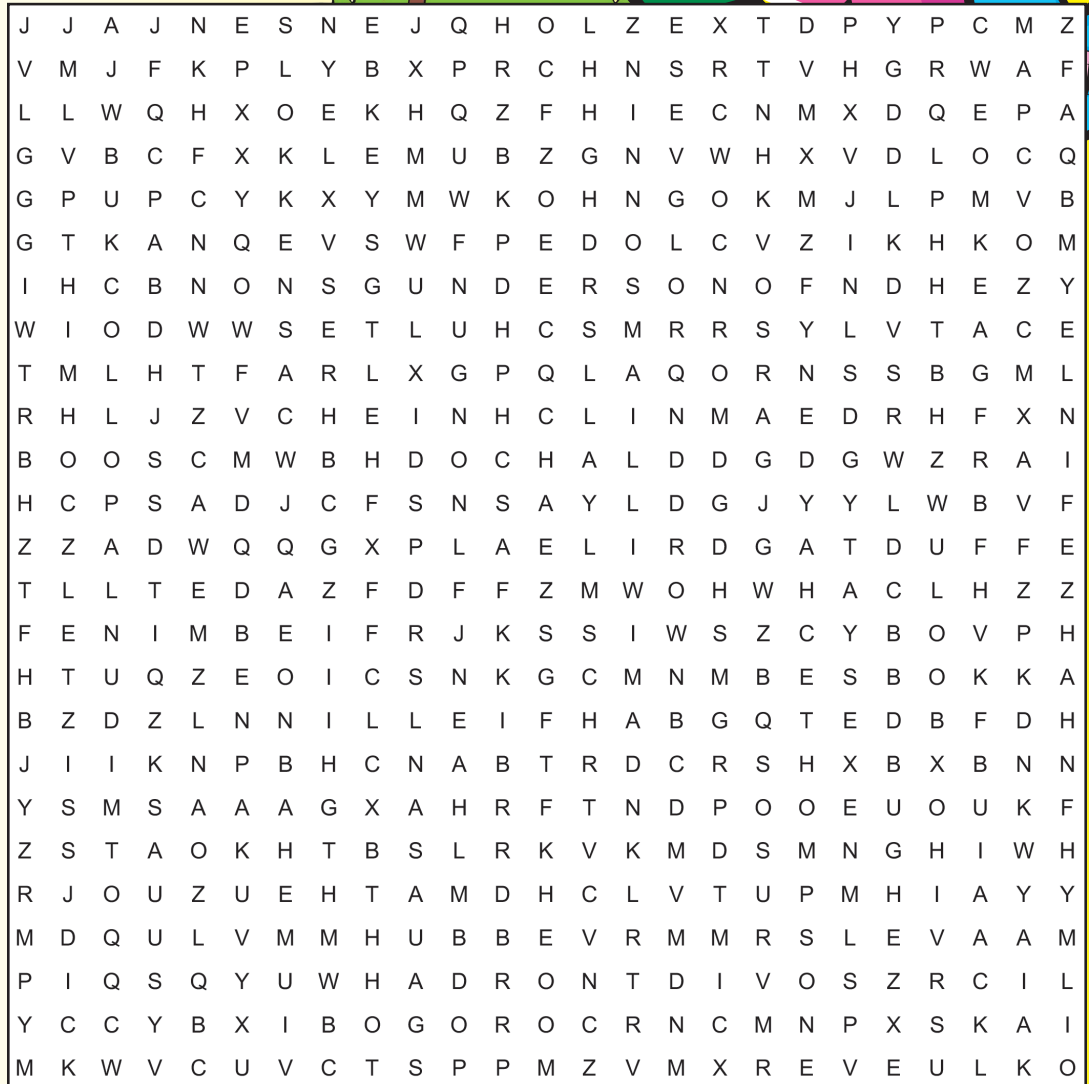
I once saw two people wrapped in a barcode and had to ask, "Are you an item?"



Why did the scarecrow win an award?  
He was outstanding in his field.

Zor Members Last Name  
Word List

- | (First Name)      | (Member Since) |
|-------------------|----------------|
| STEVEN DEHNERT    | 1991           |
| TIMOTHY DUNLAP    | 1991           |
| NORMAN MRDUTT     | 1991           |
| ROSS POLLOCK      | 1991           |
| LARRY HAHN        | 1991           |
| MICHAEL HAYDEN    | 1991           |
| LYLE KLUEVER      | 1991           |
| WILLIAM LEE       | 1991           |
| WILLIAM MATHE     | 1991           |
| WILLARD RECK      | 1991           |
| THOMAS SCHMIDT    | 1991           |
| JOEY SEMINGSON    | 1991           |
| THOMAS THOMPSON   | 1991           |
| PETER GUNDERSON   | 1992           |
| JACK JENSEN       | 1992           |
| RICHARD BROMMER   | 1992           |
| BERNARD KAHL JR   | 1992           |
| MICHAEL ANDERSON  | 1992           |
| CHRIS CLARK       | 1992           |
| RANDY ELLIFSON    | 1992           |
| PATRICK FINLEY    | 1992           |
| BRUCE FRANSWAY    | 1992           |
| KEVIN SCHULTE     | 1992           |
| JOSEPH WILLIAMSON | 1992           |
| STANLEY LOKKEN    | 1992           |



Use Zapper App to see the answers to this puzzle

ZOR IMAGINEERS

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# St. Croix Valley Shrine Club Off To A Running Start

By Milt Helmer  
Zor Correspondent

Members of the board of directors for the St Croix Valley Shrine Club started the new year at a fast pace under the leadership of newly elected President Carl Gaulke. The meeting, held on January 10th at the American Legion Club in New Richmond, featured the usual reports from the very active governing Board of Directors.

One of the reasons the St. Croix Valley Shrine Club is considered one of the premier clubs in Zorland is its high percentage of willing volunteers that give of their time and talents every year. Among the many activities is the Little East West Shrine game held at the University of Wisconsin -River Falls during their fall homecoming. This year the leadership team is planning to modify their approach to fundraising by relying on more direct mail versus door-to-door contact. To help in this effort, Roger Keller of the Zor Divan will travel to Atlanta, GA on March 20 to attend a Shrine marketing seminar.

Among the many events sponsored by the club is Vidalia onion sales. Last year's event was highly successful again and sales next year will be expected to match last year's. The Club is looking for people to lead the effort in Clear Lake and Ellsworth for 2022.

One of the secrets to the club's success is the showing of sincere appreciation for all the volunteer work of the Nobles. At the beginning of the meeting New President Carl Gaulke congratulated Roger Keller and Mike Kastens for moving up the line in the Divan. Kastens was also appointed Membership chairman.

The board also heard a report on the upcoming Valentine's Day party to be held at the Ellsworth Masonic center on February 11th. Social hour starts at 6 with dinner at 7 pm.

Board of Governors member Bob Hering announced the appointment of new Hospital Administrator, David Bauer. Shriners for Children will start planning for camps and proms coming up this year. It was noted that Zor Shriners brings more patients to the Twin Cities facility than any other temple in the upper Midwest. Van drivers last year made 165 trips logging 60,000 miles in 2021. Dora Johnston was honored for her many trips to the Chicago Shrine Hospital. The hospital dads were also recognized for the many trips as well.

It was also reported that Feb 3rd will be the East West Shrine game in Las Vegas. Divan member Roger Keller will be attending and participating in an Imperial session on fundraising held at that event.

Upcoming events also include Imperial to be held in Minneapolis this year and MSA in Green Bay. Nobles have been encouraged to enter their units in parades this coming year because the new Potentate is a fan of such parades.

The 2024 Imperial will be held in LaCrosse this year. If all goes as planned that is the year Roger Keller becomes Potentate.

The next board meeting will be held on April 4th at a location to be announced.



Bob Hering of the Shrine Board of Governors is shown receiving a framed cartoon from artist Sketch Gustafson, Shrine club Hospital rep. The cartoon, which indirectly featured Hering, was published in the last Zor Zephyr.



"YEA, THE WIFE BOUGHT ME A NEW ATTACHMENT FOR THE GO-KART. SHE SAID, AS LONG AS IT WAS ATTACHED, I COULD PRACTICE IN THE DRIVEWAY THE ENTIRE WINTER!!"

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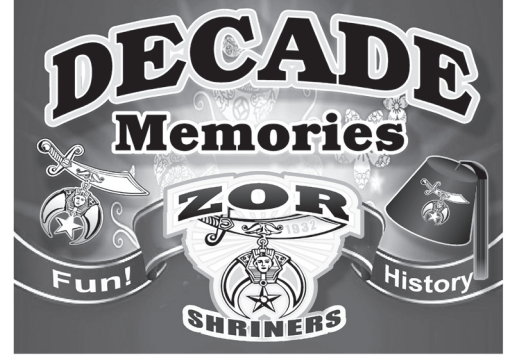
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## MSA 2024 Save the Date

Zor Shriners will be hosting the 2024 Midwest Shrine Association (MSA) in LaCrosse, WI. Please add to your calendar **August 07 - 10, 2024** and plan on joining in on the Fun.

Winter Session:  
February 8 - 10, 2024

Summer Session:  
August 7 - 10, 2024

