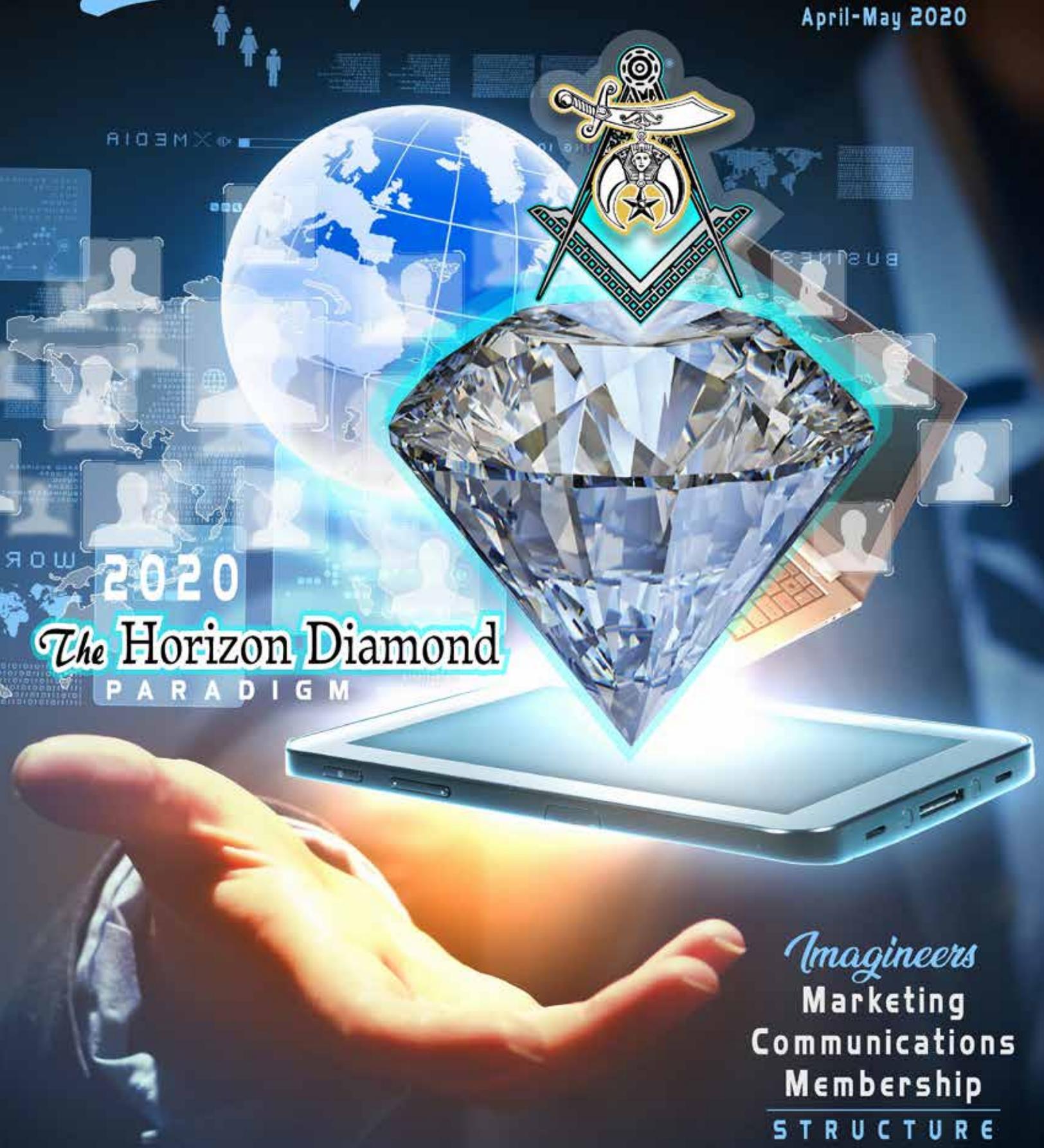


ZEPHYR

ZOR

SHRINERS

Vol. LXXII, No.2
April-May 2020



2020
The Horizon Diamond
PARADIGM

Imagineers
Marketing
Communications
Membership
STRUCTURE

From the desk of

Illustrious Sir

Barry Ausen

Star Prairie, WI • bausen@lakesidefoods.com



your friends or enemies and co-workers to the ice bucket challenge. All the money we raise goes to Zor Shriners' General Fund.

The clown party was great I have been looking forward to this for a long time for finally becoming a clown. I became Mr. Green Bean. On our way to the clown party a few of us stopped at some wineries to check them out and find a couple donations for the upcoming Wine Beer

and Spirits Tasting coming up on May 9th in Sparta.

A MESSAGE FROM YOUR ZOR POTENTATE

With the first quarter of the year going by so quickly, it has been very interesting and fun for Lady Becky and I. We have been to many different places and met wonderful people. We are looking forward to what is yet to come.

We were able to go to Rice Lake for the 25th annual snowmobile run with the Rice Lake Snowmobile and Dirt Club. They had a beautiful reception at the Elks Club and three former Shrine patients gave presentations to make the evening very special. One interesting thing that happened was Roger Keller's and my camel were apprehended and we have not seen them since, but we have received cards from them saying they are okay.

We were also able to attend the Zuhrah Potentate's Ball and had a wonderful time reuniting with old friends and making new ones. When we came home from the party, it made us even more excited for our upcoming Potentate's Ball in October. I had a good time flipping pancakes at Green County Shrine Club. Five of us ventured to Regina for the winter MSA and Gary Cusky was elected fourth Vice President of MSA.

The circus went off very well this year and we were able to sell ride tickets on the floor. Thanks to all in all those who bought Circus tickets. We kicked off a different fundraiser at the circus this year. It was an ice bucket challenge and we were able to raise \$900. I would encourage you to go to Shrinersfun.com and see what the rules are and challenge

This issue has a lot of information in it about our number one goal as Shriners and each one of us are on this committee and part of it and that is membership. Membership is our number one goal for Zor. Membership is what keeps our great fraternity alive and we'll keep it going for years to come. We have the Zor area broke up into three areas for membership. They have a meeting on Zoom at least monthly and sometimes more than that discussing on how we can increase our membership. The Imagineers have been working on a video to take out to the lodges and show them what Shriners are about. We will also be having pork chop dinners in the eight different districts of Wisconsin Grand Lodge. We are asking the districts to have a large friends night at the lodges for them to gain new members.

See 'From Your Zor Potentate' on page 4

*** ZEPHYR REMINDER ***

Be sure to email your stories by Tuesday, May 10th. Include information for the months of June AND July.

- **June/July 2020**
Deadline: May 10th
- **Oct./Nov. 2020**
Deadline: Sept. 10th
- **Aug./Sept. 2020**
Deadline: July 10th
- **Dec./Jan. 2021**
Deadline: Nov. 10th



VOL. LXXII NO. 02 • APRIL / MAY 2020

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

Zor Editor: Zor Imagineers
Correspondent: Milt Helmer

USPS 017-572 Published monthly under the auspices of Zor Shriners of Shriners International
Address: 575 Zor Shrine Place, Madison, WI 53719
Electronic Subscription available on website.

Periodicals Postage Paid - Madison, WI and additional mailing offices.

Postmaster: Send changes of address to Zor Zephyr
575 Zor Shrine Place, Madison, WI 53719

For Advertising, call Milt Helmer (715) 821-5002

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Deadline for Submission, 10th of the month prior
E-mail submissions to: zorsubmit@gmail.com



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The Horizon Diamond Paradigm



by
Noble
Steve
Livernash
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It's Almost Time For Those SWEET VIDALIA ONIONS

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- Sign up to get your ZEPHYR news magazine via e-mail:
E-mail: zorcommunications2019@gmail.com
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Eau Claire, WI
getbrianandlinda@gmail.com

2nd Ceremonial Master:
Steve Livernash (Lady Koral)
Wisconsin Rapids, WI
prosticker@solarus.net

Marshall:
Scott Pedley, PGM (Lady Ronda)
Shullsburg, WI
sep_2018@wisc-freemasonry.org

Captain of the Guard:
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Tomah, WI
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Outer Guard:
Jeremy Fussy (Lady Melissa)
Baldwin, WI
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Chaplain:
Karl Gant
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Imperial Potentate
Jeff Sowder
and 1st Lady
Cheryl



2020 ZOR ELECTED OFFICERS

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and Lady
Becky
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bausen@lakesidefoods.com



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and Lady
Sharon
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Assistant Rabban
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and Lady
Mary
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High Priest & Prophet
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and Lady
Penny
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and Lady
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INSTALLMENT PAYMENT OF DUES NOW AVAILABLE



Zor Shriners is pleased to announce that we now have a direct withdrawal payment plan available to our members that wish to do so.

If you have an interest in paying your Zor membership dues on an installment basis, **please contact Pat in the Temple Office at 608-833-6343 ext. 1.** She will assist you in setting up your payment to come automatically from your checking account.



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NEW NOBLE'S

Charles Brigson and John Warnecke were made new Noble's during a cold sands held in Sparta on March 4th. Pictured from left to right are: Al Brueggen HP&P, Charles Brigson, Al Coenen Captain of the Guard, Barry Ausen Potentate, Terry Loper, and John Warnecke.



Pete Gunderson & Matt Gunderson

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'From Your Zor Potentate' continued from page 2

When they find new members then we will find new Noble's. When we have a pork chop dinner near you invite someone who would be a good Mason and invite a fellow Mason who would be a great Shriner. I am shooting for a gold membership this year and it is achievable. We need to get some of our Noble's that have been suspended the last few years to be reinstated. If we get seven new Noble's from each district we can make this possible.

The parade season will be coming up around the corner I hope all of you have a great parade season. Remember you must have your dues paid before you participate in the parades. In the past we have had

Shrine Temple parades that the parade units would participate in. I am looking forward on bringing it back. I would like you to think about going out and participate with other parade units in different towns. Remember the River Falls has the River Falls East-West parade is on October 2nd.

Becky and I look forward to what is coming up for us the rest of the year.

IMPORTANT INFORMATION

ZOR TEMPLE OFFICE HOURS

- Monday – Thursday, 9:00 a.m. – 4:00 p.m.
- Closed on Fridays

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Donations/tickets are not tax-deductible.

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PROGRESS AT THE NEW SHRINE HEALTHCARE SITE



As you can see the majority of exterior brickwork and installation of windows is close to being complete. They are starting to focus on the main entrance. It is very busy on the interior with the last of the walls being set, the ductwork being installed, the plumbers and electricians doing their rough in work, along with the start of the sheetrock installation. As you can see, the majority of this professional work will be above ceilings and behind walls.



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Brave young man veteran of many surgeries

By Milt Helmer

When we first met seventeen year old Brock Haverland of New Richmond on March 2nd 2020, the first thing he showed off was his many scares from the eleven surgeries he underwent at the Shriners Hospital for Children.® To Brock it appeared as a sign of a long term brave struggle.

Brock's journey started with treatment for a club foot, a problem he had from birth. He was receiving treatment at Gillette Hospital in the Twin Cities. When he was just 2 years old his mother Melissa LaLiberty, said "The treatments and surgeries were starting to mount up".

In the fall of 2004 she read a story in the paper about a boy who was treated by Shriners and was named parade marshal of a coming shrine parade. She said to herself, "I've got to find me a Shriner."

She started asking around and learned that her father was having coffee with one of the guys at Johnson Motors and he said Curt Anderson, Johnson's owner was a Shriner. The message got to Curt and from that moment on her and son Brock's life changed.

Anderson lined Brock up with the Shriners Hospital of Children® in the Twin Cities. Brock was in a walker at the time. His club foot required a lot of expensive surgeries. He also was diagnosed with a rare genetic disorder named 49XXXXY Syndrome. The disorder caused his bones to grown at different times so he was forced to have surgery to correct the differences as he grew.

So far he has logged 11 surgeries. The most recent in 2018. In 2016 he had to have one bone cut in his leg due to the bone twisting. Brock is still due for more surgery which will be done by the Shriners Surgical team at Gillette.

Brock and his family found the Shrine Hospital friendly and treated them like family. Along the way Brock got an infection in the blood due to his weaken immune system. His surgeon, Dr. Mielke, has since been transferred down south, but he left him his cell phone number with orders to send him photographs of his treatments so he could keep up on his progress.



Brock Haverland and his mom Melissa LaLiberty take a relaxing break with Brock's favorite pal, Sasha.

Brock is attending High School in New Richmond and keeps busy with his hobby of archery. He and his mother and his step dad shoot in winter and summer leagues.

This active teenager still has two to three more surgeries for sure and will continue to receive care through the Shriners Healthcare for Children® in Woodbury.

With all the setbacks this active family remains positive and upbeat regardless of their many trials. Melissa's ex-husband is still in Brock's life and has been supportive.

Brock will serve as Grand Marshal of the Shrine and University homecoming game this fall. He will also be the guest of honor at the Potentate's banquet October 2nd and lead the parade on Saturday Oct 3rd plus be introduced at the Little East West Shrine game at 12:45 pm.



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 Find more pics on the Zor Shriners Facebook page! 


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NOBLE'S UPDATED ON BIG YEAR OF TRANSITIONS

By Noble Milt Helmer

With the recent addition of a new healthcare facility in Woodbury, Minnesota, Shriners Healthcare for Children® begins to transform itself to “see more kids, in more places and at less cost.”

That was the message delivered by Noble Bob Hering to the St. Croix Valley Shrine Club at their annual Valentines Party on February 7th at the Ellsworth Masonic Center. Hering, who is a member of the Shrine board of Governors, informed the Noble's and their ladies about big transitions as well as collaborations in 2019.

Among them Shriners has a new service agreement at Gillette Children's Specialty Care-Twin Cities to serve as their hospital site. This in addition to a change in name to Shriners Healthcare for Children® reflects the changing trends in the healthcare industry.

The new 18,000 sq. ft. outreach clinic on Radio Drive in Woodbury continues to progress. A grand opening is scheduled for Saturday May 30th and the target date for the transfer is the week of June 22nd. They expect to welcome patients starting on June 29 2020.

The new building will include a drivers' lounge, the Editorial without Words Statue along with other elements well known to Shriners.

The University of Minnesota closed on the purchase of the former Shriners Hospital for Children on Friday Jan 10th. The final purchase price was \$21.5 million. The University is planning to use the site to develop an Institute for Children and Adolescent Brain Health.

Healthcare connections have been established and utilized between the Twin Cities and SHC Shreveport, Honolulu, Philadelphia, and Cincinnati. An Outreach and Regional Services model established in 2019 to see more kids, in more places, at less cost.

Collaborating with six full outreach clinics and telehealth care clinics are scheduled for this year.

There is outreach sites at Boys Town National Research Hospital in Boys Town NE; Black Hills Orthopedic and Spine Center in Rapid City, South Dakota; Bone and Joint Center in Bismarck, North Dakota; Des Moines, IA will continue to develop a formal relationship with Unity Point Health, which operates Blank Children's Hospital in Des Moines. It is their intend to create a co-branded clinic in Des Moines supported by SHC physicians with support resources from Unity Point; Sioux Falls, SD will be developed for expanded services in that area.

All this with one goal in mind:

“Seeing More Kids...In more places...at less costs”



Shriners Healthcare
for Children™ – Twin Cities



During the Madison Circus, Potentate Barry Ausen and Beja Potentate Jim Van De Hey made a gentleman's wager on the game. The Divan from the losing team will make a donation to the winning team Potentate Ladies fund raiser of \$65.00. Becky Ausen - Camp Achieve, Paulette Van De Hey - Wheel chair fund at the Twin Cities Clinic

Mallards Baseball

Back by popular demand, The Directors Staff has a block of 50 tickets for the **Mallards baseball game on Saturday, June 13, 2020** at the Duck Pond (better known as Warner Park on Madison's east side). The game vs the Green Bay Booyah has the 1st pitch at 6:35 p.m. The gates open 1 hour prior to the start of the game.

The \$33.00 ticket price includes your ticket, plenty of food, Pepsi products, and cold beer up to the 7th inning.

Order your tickets early, as once the 50 tickets are sold, there gone. Any questions call Chuck Porter at 608-284-1716.

Mallards Baseball Game

Saturday, June 13, 2020

6:35 p.m. (gates open at 5:35 p.m.)



Name: _____

Address: _____

Phone: _____

Number of tickets: _____ @ \$33.00 each = Total \$ _____

Make checks payable to: Zor Directors Staff

**MAIL COUPON AND PAYMENT BY
Deadline: May 27, 2020**

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Chuck Porter
813 Gannon Ave.
Madison, WI 53714

NOTICE!

By Order of the Potentate

Due to the Coronavirus Pandemic (Covid-19), the Zor Shriners has cancelled all activities, meetings and social gatherings until at least April 19th, at which time it will be revisited and re-evaluated. Illustrious Sir Barry is working with everyone to see if there are any future dates available for rescheduling any of the events. You will be kept informed if such a date opens.

The following events are cancelled:

1. April 4th: Mecca Shriners
2nd Annual Adult Easter Egg Hunt
2. April 18th:
 - a. Zor Quarterly Stated Meeting
 - b. Wausau's Potentate Party, hosted by the Wausauken Shriners
3. All summer Circuses are cancelled.
4. Aug. 12-15th: Summer Session MSA, Regina Saskatchewan

The Imperial Session scheduled for Kansas City will make the decision to cancel or not by May 1st.

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Kenneth J Grinde, PP • 02.02.20 • Monona, WI
Roy E Subera • 02.02.20 • Oregon, WI
William F Hawthorne • 01.04.20 • Monona, WI
J Burton Pierce • 02.05.19 • Brodhead, WI
Philip H Lindsay • 01.21.20 • Madison, WI
Thomas O Severson • 02.23.20 • Winona, MN
Leonard N Urban • 03.01.20 • Wausau, WI

Calendar of Events

Due to the Coronavirus (Covid-19), and the restrictions that have been set by both Shriners International and the Grand Lodge of Masons in Wisconsin, all events and meetings have been cancelled until further notice.

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Ribbon Cutting & Dedication

SAVE THE DATE

**Saturday, May 30
 10 a.m. - Noon**

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2020 MEMBERSHIP EFFORTS!

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FEBRUARY 2020 WINNERS:

\$100.00 • John Miller • Conover
 \$20.00 • Sherill Tremelling • Montfort
 \$20.00 • Bob Gorsuch • Fitchburg
 \$20.00 • Linda M Douglas • Madison
 \$20.00 • Floyd M Kuhns • Pardeeville
 \$20.00 • Tom Voight • Wisconsin Rapids
 \$20.00 • Addison Tovsen • Mauston
 \$100.00 • Diana Johnson • Watertown
 \$20.00 • Jenna Schmidt • Onalaska
 \$20.00 • Pat Munger • Morristown, TN
 \$20.00 • Chris Porter • Madison
 \$20.00 • Brett Kudick • Mauston
 \$20.00 • Bryce Fransway • Colfax
 \$20.00 • Adam Tovsen • Mauston
 \$100.00 • Kataye Schoville • Potosi
 \$20.00 • Ron Thompson • Lake Mills
 \$20.00 • Rod Johnson • Watertown
 \$20.00 • Lynn Berg • Colfax
 \$20.00 • Olivia Johnson • Fitchburg
 \$20.00 • Chad Madson • Tomah
 \$20.00 • Dr David Frogner • Colfax
 \$100.00 • Nancy Hines • Elmwood
 \$20.00 • Sheridan Bearheart • Madison
 \$20.00 • Chaz Calhoun • Tomah
 \$20.00 • Jason Buckli • Cadott
 \$20.00 • Jaime Ramboldt • Beloit
 \$20.00 • Rick Kingstad • New Belin
 \$20.00 • Jill Doeschel • Mondovi
 \$150.00 • Dennis T Bontrager • Cambria

Join Us... 
BE A SHRINER!



Membership in the Zor Shrine means taking a break from work and the same old routine to mix with Brothers who know how to have a good time. Sure, you provide top notch healthcare to children worldwide, but you also have fun in the process of doing good! Thanks to the Zor Imagineers, Zor Shriners are always looking at better ways to communicate and enjoy good fellowship.



If you are looking for a way to relax and unwind, join the Zor Shrine.

And for Masons in the upper Midwest you will have a Spring Membership Ceremonial close to home in New Richmond - That's right in the backyard of our Potentate Barry Ausen!

Joining is easy...go on line at:
beashrinernow.com

If interested contact
Mike Kastens, membership chair
 at zormembership@gmail.com
 or call 715-497-7527

JOIN US NOW!



Mark B. Hazelbaker
 Attorney at Law

599 D'Onofrio Drive, Suite 222 Madison, WI 53719
 Direct Line (608) 662-2300 Fax (608) 662-9977 Cell (608) 220-7271
 Email mh@kasieta.com Website www.kasieta.com



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McFarland - 838-0655

Deerfield - 764-5369

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The Horizon Diamond

PARADIGM

Structure - Analogy

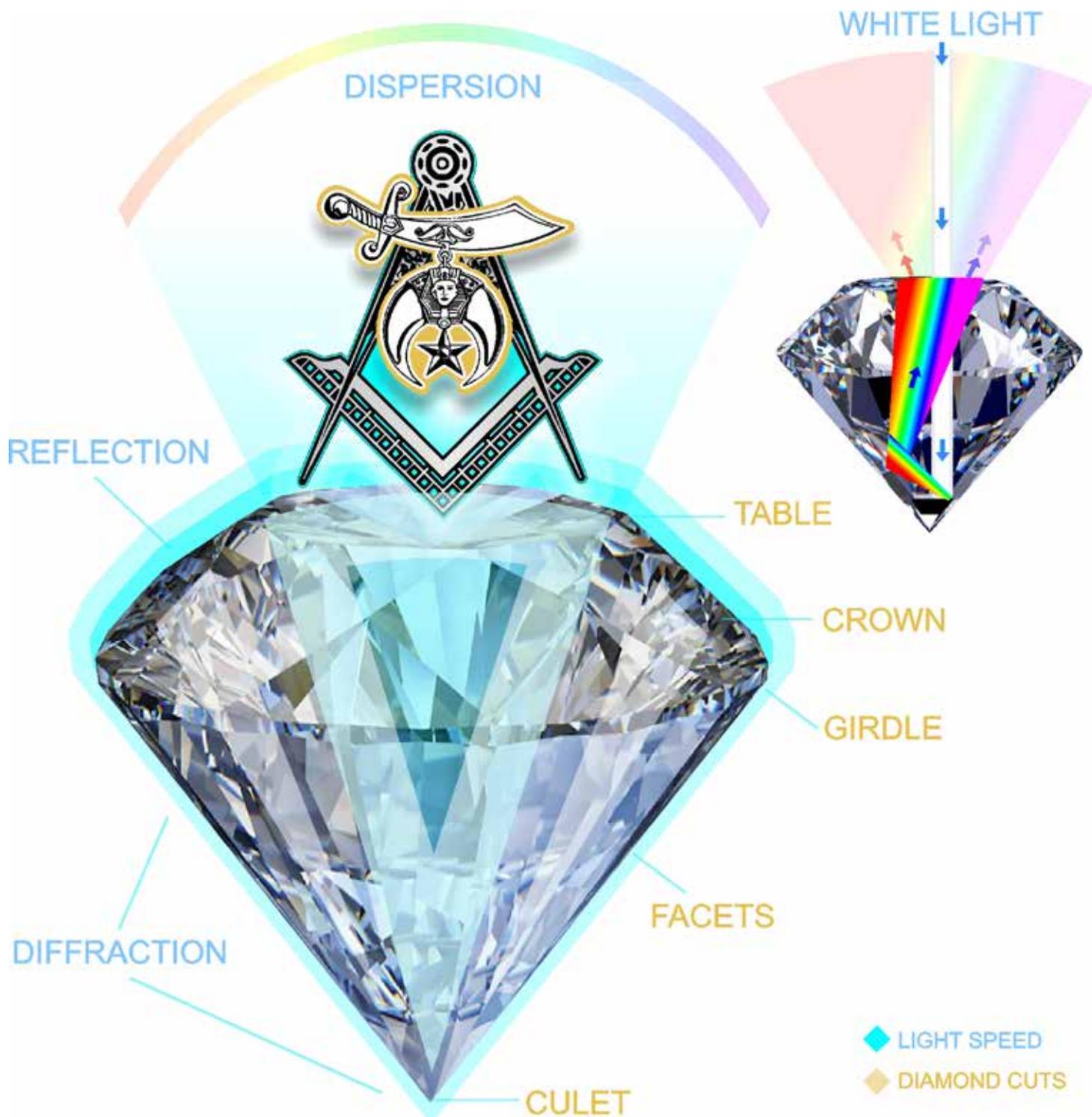
by Noble Steve Livernash

MARKETING
COMMUNICATIONS
MEMBERSHIP

LOADING ID

MEDIA

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COMMUNICATIONS

An understanding of how light travels through a Round Brilliant cut diamond will help demonstrate the following pages of our communication structure.

The term “You get out of it what you put into it” is never so true as in the cut structure of a diamond. Light speed travels through the top of the diamond through the table, then penetrates all the way to the culet. Inside the stone, the diamond will sparkle gray and white (known as “brilliance”).

Focusing on the culet point, pavilion facets bend the direction of white light 180 degrees (known as “light defraction”). This returning light while outside of the gem, reflects rainbow colors onto other surfaces (this dispersed light is known as “fire”). A fire generated from within a precise internal structure. Achieved by all facets working together.

The girdle is the center cut where upper and lower meet and is key to the structure of our new paradigm and will represent the Divan. The facets represent each channel of communication. The crown will reflect the internal efforts gained from a new focus.

All our efforts in Shrine have been focused on direct methods of communication that date back 50-90 years. A communication time line has been provided. Our new structure concentrates focus on indirect communications to reach Noble’s and the public. Based on social changes of last 30 years and how people communicate differently over this time.

Zor utilizes the methods of the past and embraces new technologies to complete our communications paradigm. As you view the outline flow charts found in ensuing pages envision the shape of a diamond. Our communication structure has evolved with a new focus & direction. Our paradigm fire is fueled internally by our Divan, Nobility & Public input.

- A transparent communications structure has been build. A new focus on the future can now be marketed through all the communications channels that are in place.
- This will project our brand and messages consistently by creating impressions in all facets of communications. Project and committee work platforms are also in place.
- Family Fun, Fellowship & Philanthropy are the result of a quality foundation of Communications & Marketing. This support structure will allow Membership to succeed.
- The Horizon diamond Paradigm generates needed internal and external interaction between Divan, Noble’s & the general public for today and into the future.



Shriners International

197 TEMPLES AROUND THE WORLD



ZOR SHRINERS 2018-19

- MAGAZINE
- WEBSITE
- FACEBOOK
- EMAIL COMM.
- INSTAGRAM

- ★ WINNER
- ★ H.M.
- ★ H.M.

ZOR IMAGINEERS

2016 Zor Current Communications?

"Inspired to Amuse, Inspired to Help Kids"

- Are Nobles receiving accurate information between all channels of communication?
- Are Nobles receiving the information they want and need?
- Is there an avenue for Nobles to express an idea or concern
- How are Nobles receiving regular information?
- How regular is regular daily, weekly, monthly, real time?
- Are Potentate messages and Zor brand consistent across the Zorland?
- Do Nobles and IT staff understand both the goals and the results of communications?

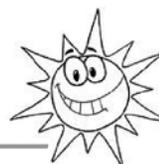


2017 Zor Internal Communications Development

- What are the goals, ambitions and strategic aspirations for the future?
- What do the people in our clubs and units need to think, feel and do in order to make those goals a reality?
- Where are the nobles mindset as of now, and what needs to change in their current perceptions, attitudes, or access to basic information?
- What's the role of the internal communication function in helping close the gap of what we want for the future, and what we've got today?
- What are the roles and responsibilities of each Divan member, office employees and communication with professionals?
- What are the communication activities we're going to need – and who will be responsible for what?
- Need a Communications Manager to ensure all channels are informed and up to date
- What's the resource levels we need?
- What tools and communications channels will we use and why?
- Internet, website, newsletters, memos, notice boards, press, blogs, Shriner forums, social networks.

2017 Zor External Communications Strategy & Plan {Next Developmental Meeting}

- Zor focused communications must be led from the top {Potentate}
- Consistency in message is vital
- Planned communications and charismatic compelling messages needed to inspire Nobles
- Communication via the Communication manager is preferred and more effective
- Noble communications are part of business as usual and should be planned
- There must be integration between internal and external communications
- Timing of information to nobles is critical
- The tone of any communication is important if we want people to engage effectively
- Keep all communication focused on the subliminal 'What's In It For Me?' factor, a call to action needs to be implemented
- Communication is a two-way process between the top and Nobles
- A single key theme, giving Nobles opportunity to a communications initiative
- Set our standards and stick to them



Steve Livernash
prosticker@solarus.net
715.325.5000

PHONE / MAIL

Traditional direct contact with Nobles
telephone and stamped letters
Dues, coupons & notifications.

ZEPHYR

Regularly developed and distributed monthly
Based on topics that interest Nobles & maintain contact.
News, upcoming events, event recap, coupons, black camel.

EBLAST

Electronic bulletin issued as needed to the members of ZOR
Upcoming events, immediate bulk messages, Potentate brand.
Current information, coupons & reminder notes.

DIVAN REPS

Paul Rever of ZOR, The handshake of communication.
Delivering messages to clubs and units. One on one contact.
Potentate message, new programs & answer questions.

WEBSITE www.ZorShriners.com

Electronic location connected to the Internet that maintains
one or more pages on the World Wide Web. Information hub for ZOR,
buttons from all other channels are linked to pages here. Real time.
Contact, history, calendar, shiner links, clubs and unit pages,
map and all information that answers simple questions.

SOCIAL MEDIA



facebook



Instagram



YouTube

Social networking Web platforms that promote and
facilitate interaction between Nobles, friends & family.
Facebook, Instagram, Snapchat, You Tube, etc. The future of social interaction.
Promoting events, Shiner news feeds, unit videos and photos, feel good stories.

WORK PLATFORMS



zoom



slack

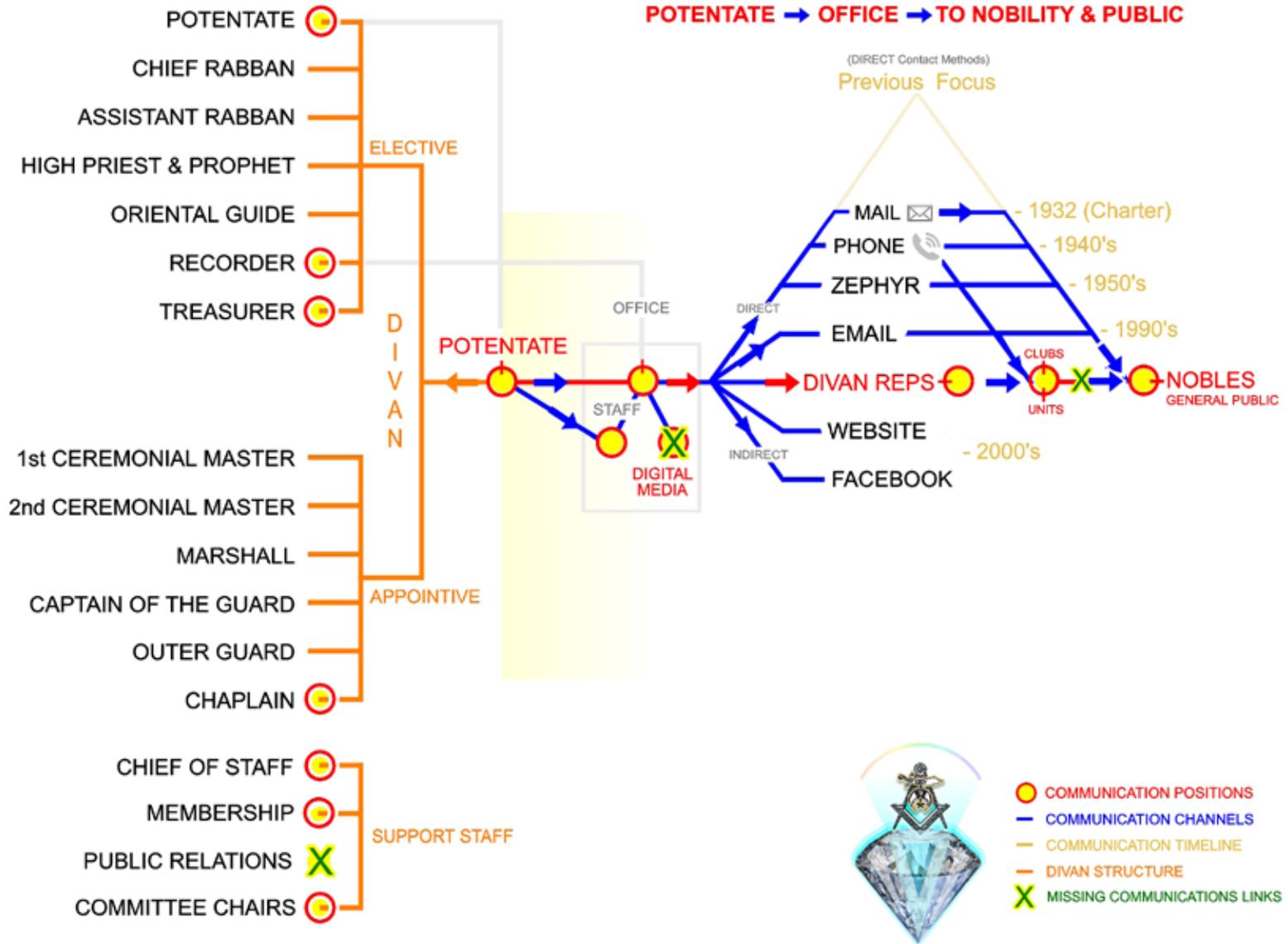
Zoom is a Web platform for video conferencing between distant parties.
Slack is a networking Web platform that allows daily committee activity by sharing files.
Sharing of files, ideas & discussions regularly online.



BRAND

Consistent Logo
Public Identifier





Traditional methods of communications were in use without a modern social media footprint to reach candidates. Very little Noble & public interaction.

Focus was on a direct contact paradigm dating back 50 to 90 years. A new paradigm needed to be formed taking advantage of modern technologies. Reaching candidates & Noble's indirectly by personal device communication by internet age Impressions.

Zor Shriners inner communications audit was conducted by Noble Steve Livernash in January of 2017. Chuck Miller PP 2017 initiative was to improve communications throughout Zorland. A flow chart was drafted to better illustrate our 2017 inner communications status.

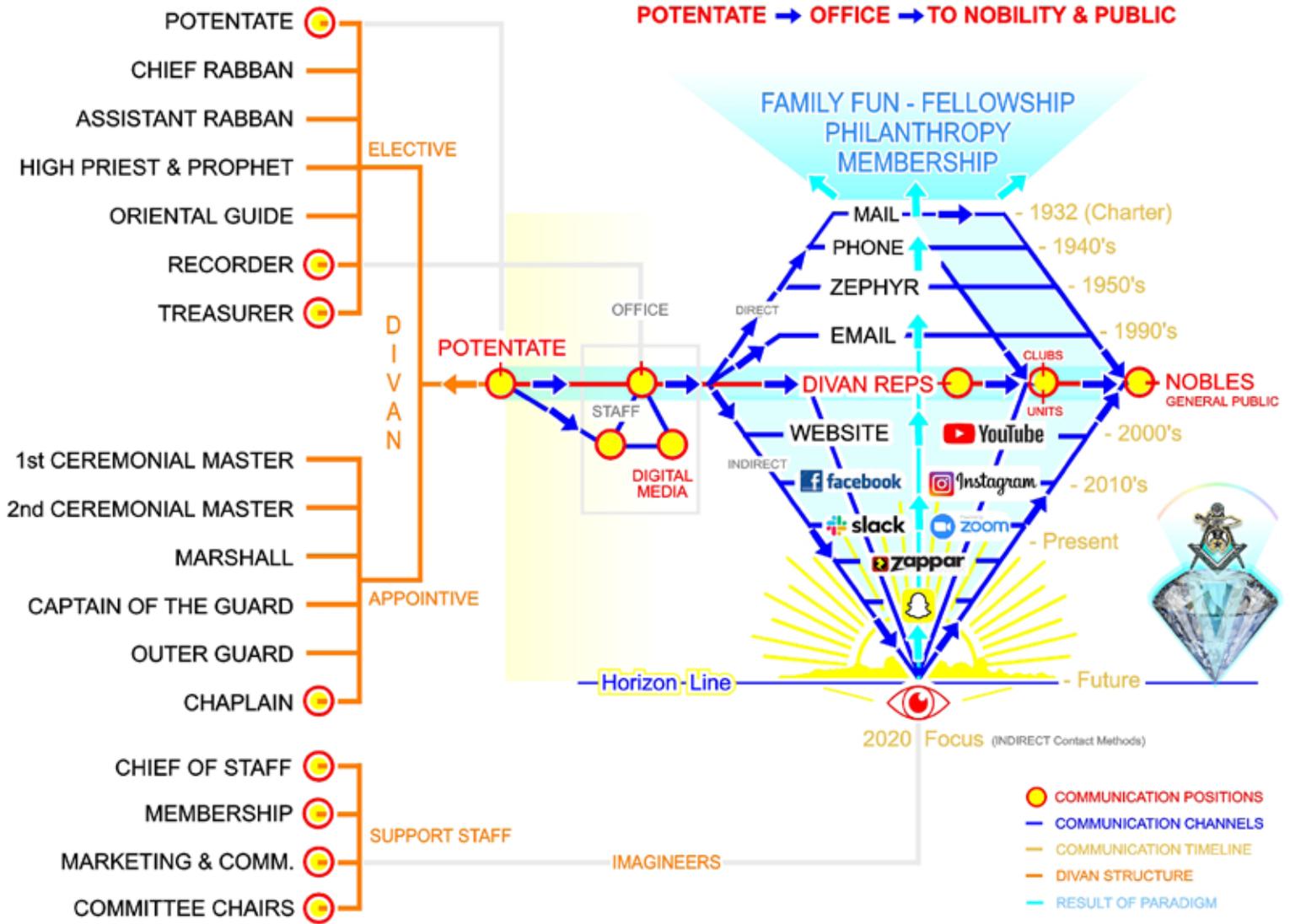
Zor had 7 traditional forms of communication to reach nobility. 5 Noble direct forms consisting of mail, phone, email, Zephyr and word of mouth from Divan reps to Noble's of clubs and units. 2 indirect channels where available for nobility use. Zor Website for information and a limited Zor Facebook page for social media.

3 missing communication links stood out and needed to be addressed. Gary Cuskey PP 2018 appointed Steve as Public Relations director to address the vacant position. The Zor Imagineers team was formed to support the PR position and tackle the defunct Zephyr.

The Imagineers rebuilt the Zephyr publication to a Dromedary award winner and rebuilt our website and Facebook to Dromedary Honorable mention status. Zor Imagineers assist the office in the area of digital media. Wally Trouten PP 2019 supported the successful leadership and information program to address the issues at the club and unit level led by Divan members Brian Dunham & Al Brueggen.

Noble Chris Peters is now President of Imagineers and is the Marketing & Communications chairman. Position renamed by Imperial in 2019.

POTENTATE → OFFICE → TO NOBILITY & PUBLIC



Found in the fire glow of effort is Family Fun, Fellowship & our Philanthropy.

All are the result of a solid communication structure. Like a rough cut diamond, each facet needs to be polished for clarity. If you see an area above that you are interested in you are more than Welcome to help out. We learn from each other through sharing of ideas and knowledge gained. Ironically, today we are so immersed in technology that we have forgotten the most important things: traditional friendship & socialization.

Communication channels of interaction with our Noble's and the public has been created. A paradigm of both traditional social skills and new age electronic mind sets has been developed. Addressing each of our generations socially.

The Horizon Diamond Paradigm has addressed and fixed previous issues and in addition added new communication channels. As Shriner - Mason's we seek further light. By defracting light back up

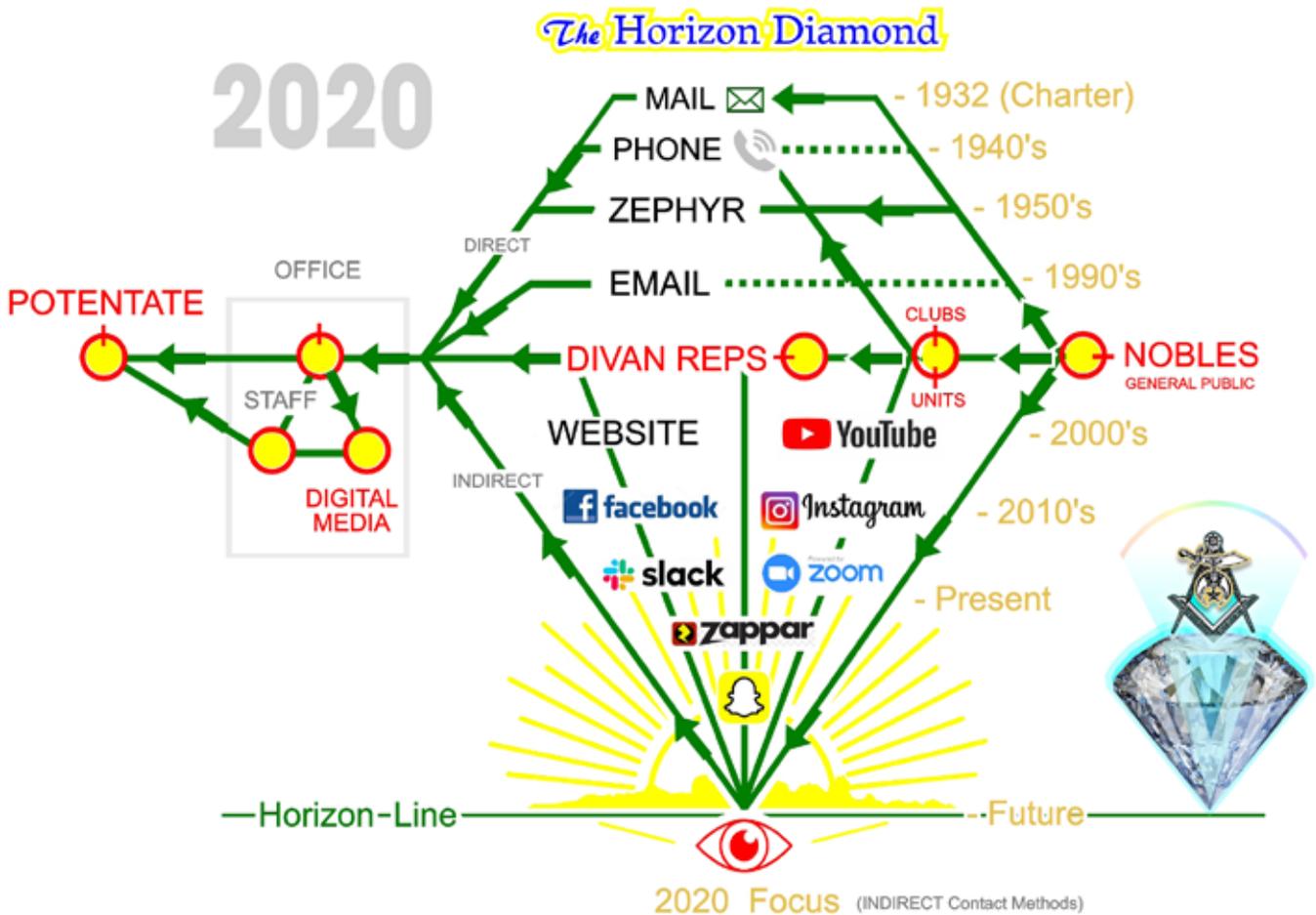
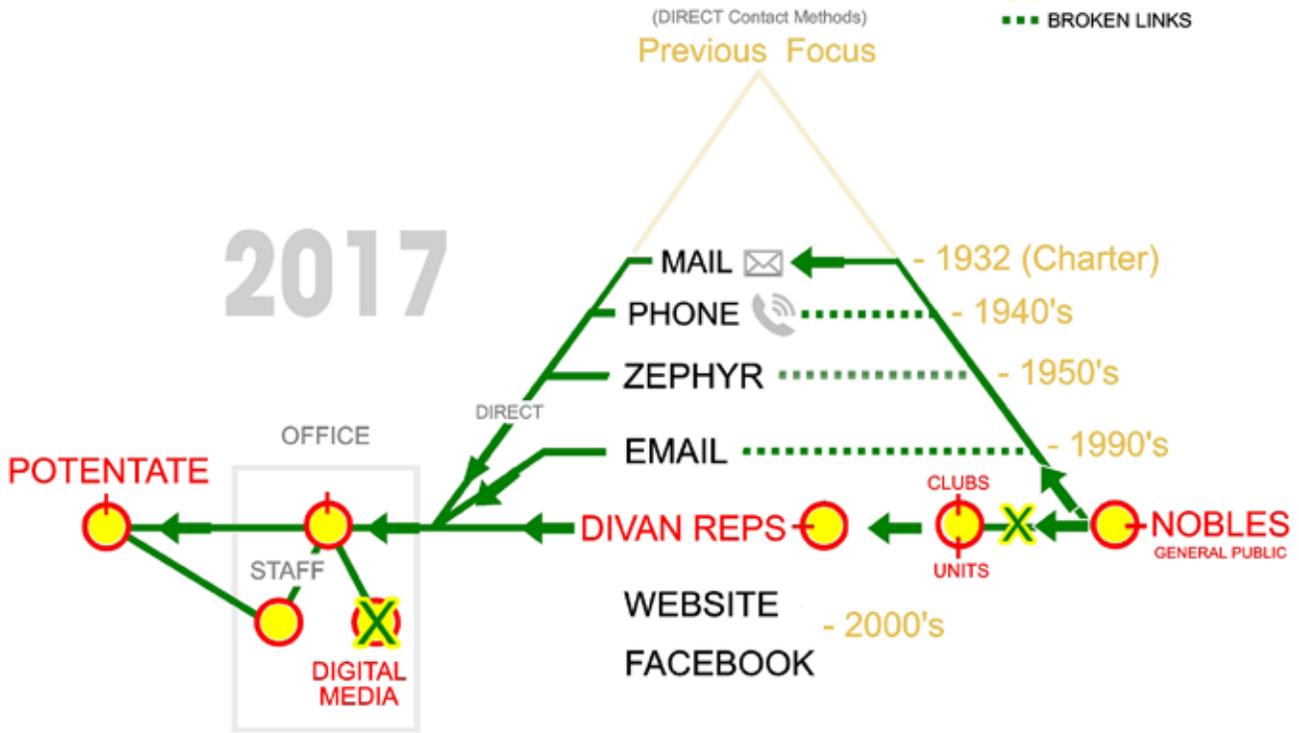
from the point (Culet) of the diamond we can use all the available resources, new and proven, to reach the top (Table). Together the internal fire will glow & help our masonic family & membership grow. With each Shriner - Mason impression expressed in all channels of communication, we can inspire the interested to join our great fraternity. Satellites & growing use of social media has changed our society interaction over the last 30 years. Unfortunately, the use of personal electronic devices are preferred over a group sit down conversation or personal handshake.

In addition to our past communications, our 2020 focus uses interaction on these new reality channels as key to our future success.

INNER COMMUNICATION STRUCTURE

EASE OF NOBILITY & PUBLIC INTERACTION

- COMMUNICATION POSITIONS
- COMMUNICATION CHANNELS
- COMMUNICATION TIMELINE
- X MISSING COMMUNICATIONS LINKS
- - - BROKEN LINKS



MARKETING



Zor Imagineers Meme team has been creating inspiring images. Great marketing tool for all social media channels that get noticed then liked and shared. All with great exposure to Zor Shriners. Meme images and short video clips are desired online and are reaching people indirectly through personal devices.

This Zor meme was posted and gained 20,000 views (impressions) in a few days.



Zappar App - Fun & Fellowship Interaction

Hello Zorland.

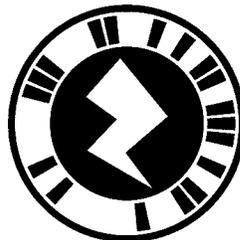
We have been introduced to a new technology that has been in use in the Zephyr for an number of issues now. Zappar. Augmented reality is defined as a technology that superimposes a computer-generated image on a user's view of the real world, thus providing a composite view. This may seem confusing. Basically what it says is a scannable image is scanned and something on your device shows up over the top (in many cases) of the image creating a reality that is not wholly existing on one plain. Really, what we are using it for is to couple technology and reality to help create a user experience that is more interesting and informative than its individual parts.



Brian Dunham
1ST CEREMONIAL MASTER

getbrianandlinda@gmail.com

As a user the process is simple – you download the free Zappar app which opens up a camera view in “scanning” mode. Once the app detects something that’s Zappar Powered it assembles all the content and brings that thing to life on-screen in front of your very eyes. We have used this technology on our hotel keys at ceremonial to bring a video message from the Potentate to the attendees. It is used to show the answers for the crossword, and showcase additional photos that are not included in the latest issue. We will continue to use Zappar for more and more articles and as we advance with the technology we will have more impressive interactions.



Zappar Scan to watch Illustrious Sir Barry Ausen get a bucket of ice water poured over him during an “Ice bucket challenge” event.

Zor Imagineers unit are Noble's who help other Noble's understand new technologies. Aid Shrine office by reducing the workload of website, eblasts, social media and publications. Help the Divan with new ways of communication and help in promoting club and unit events. All at a zero labor cost to the Temple while giving satisfaction to Noble's with talents an avenue to express themselves through the passion they choose.

ZOR IMAGINEERS NOBLE'S

Ill. Sir Barry Ausen
Joseph Barlow
James Beer
Tyler Behr
David Bergerson
Scott Brehm
Alan Brueggen
Craig Carpenter
Allen Coenen
Gary Cuskey PP
Brian Dunham
Richard Dwinal
Gary Fehl
Lyle Fox
Bruce Fransway
Jeremy Fussy
Karl Gant
Christopher Giesler

Errin Giesler
Bob Gorsuch PP
Ray Gustafson
Derrick Hable
Benjamen Hansen
Brock Hansen
Larry Hanson PP
Joseph Harker PGM
Timothy Hartzel
Mark Hazelbaker
Milton Helmer
Robert Hering
Mark Jerdee
Michael Karas
Michael Kastens
Roger Keller
Jacob LaBlanc
Rodney LaBlanc

Jason Laramée
John LaRue
Steven Livernash
Steven Livingston
Jack Lyon
Ron Malcolm
Gerrit Marshall
Steven Marshall
Chet Melcher
Brian Miller
Charles Miller PP
Ken Olm
Eric Ott
Robert Ott
William Parker
Scott Pedley PGM
Christopher Peters
Steven Peterson PP

Leonard Pickett
Robert Pickett
Nathan Randall
Jeff Schaefer
Jacob Seever
John 'Beau' Shaeffer
Darrell Smith
Imp Sir James Smith
Daniel Smithburg
John Tempski
John Thorstad PP
Joe Thompson PP
Wally Trouten PP
Randy Webb
Adam Witt
Todd Wohlert
Ryan Wojciechowski
Jonathan Wood

IMAGINE THAT LADY'S

Lexie LaBlanc
Mary LaBlanc
Becky Ausen
Linda Dunham
Tammy Keller
Jess Brueggen
Debbi Thorstad
Koral Livernash
Linda Peters
Dawn Malcolm
Sharon Miller
Kathy Webb
Gayle Trouten
Mary Ellen Peterson
Judy Cuskey
Penny Brueggen
Sharon Jerdee
Loretta Fransway

Traffic Light to Becoming an Imagineer

8 - I'S OF AN IMAGINEER
WHICH BEST DESCRIBES
YOUR PASSION?

Imagination • Ingenuity • Inwardly • Ideas

Intuition • Invent • Innovative • **Ingineer**



Imagination + Ingineers

=

Imagineers

TEAM
WORK

im·ag·i·na·tion

Action of forming new ideas, images or concepts of external objects not present to the senses.

in·gin·eer·ing

Ingenuity to develop solutions for ideas and innovative objects to be present to the senses.

FUN AND FELLOWSHIP
Be Creative.... Be You!

2019 SOCIAL MEDIA STATUS & DEVELOPMENT



44 CLUBS AND UNITS + 4 ASSOCIATIONS
6 AUXILIARIES

2017 - 4 CONNECTED TO SM
2018 - 26 CONNECTED (+22)
2019 - 34 CONNECTED (+8)

ZOR SOCIAL MEDIA

- ★ Instagram
- ★ YouTube
- ★ zoom
- ★ slack
- ★ facebook
- ★ zappar

SOCIAL MEDIA DEVELOPMENT

SNAPCHAT, PINTEREST, TWITTER, LINKEDIN, TIK TOK, YELP

- fb FACEBOOK CONNECTED
- DEVELOPMENT INTEREST
- NO SOCIAL MEDIA
- INACTIVE

★ GOAL – 2 WAY INTERACTION WITH ZOR

PAGE ADMINISTRATORS - INCLUDING ZOR ADMIN.



ZOR CLUBS fb

- BADGER SHRINE CLUB
- ★ GREEN COUNTY SHRINE CLUB
- HAYWARD MUSKY SHRINE CLUB
- ★ HEART OF WISCONSIN SC
- INDIANHEAD SHRINE CLUB
- LA CROSSE SHRINE CLUB
- LAKELAND SHRINE CLUB
- MADISON SHRINE CLUB
- ★ MASCOUTIN SHRINE CLUB
- ★ MECCA SHRINE CLUB
- ★ MEHARA SHRINE CLUB
- MOUNDVIEW SHRINE CLUB
- PINE RIVER VALLEY SC
- ★ SAHARA SHRINE CLUB
- ST CROIX VALLEY SHRINE CLUB
- SOUTHERN WISCONSIN SC
- ★ SOUTHWESTERN WISCONSIN SC
- TIMBER SHRINE CLUB
- ★ VACATIONLAND SHRINE CLUB
- ★ VERNON COUNTY SHRINE CLUB

AUXILIARIES fb

- ST. CROIX WOMEN'S AUX
- ★ DAUGHTERS OF THE NILE
- WOMEN'S AUX TWIN CITIES
- ★ IMAGINE THAT COMMUNICATION
- ZOR LADIES AUX MADISON
- AZBA LADIES

ZOR UNITS fb

- CAMEL PATROL
- DIRECTORS STAFF
- DRUM CORPS
- ESCORT PATROL
- FIREHOUSE JESTERS
- FLAMBEAU CLOWNS
- ★ FUNSTERS
- ★ HOSPITAL DADS
- KLASSIC KRUZORS
- ★ MAVERICKS
- ★ MIDGETS
- ★ MINI CARS
- MUSKY CYCLE PATROL
- PIPES & DRUMS
- ★ ROAD RUNNERS
- SAWDUSTERS
- ★ TIN LIZZIES
- VETERANS PATROL
- ★ WAUSAUKEN SHRINERS
- WRANGLERS
- ★ ZOR CLOWNS
- ★ IMAGINEERS
- ★ YOSHI
- ★ COLD SANDS BREWERS

ASSOCIATIONS fb

- ★ FEZTIVAL OF TREES
- ★ MEMBERSHIP
- ★ SBI BURN
- ★ CIRCUS



MEMBERSHIP

I would like to take a moment in this issue of the Zor Zephyr, to introduce myself. My name is Mike Kastens and I am your new Membership Chairman for 2020. I am deeply honored to have been asked to take on this important position within Zorland.

I have been married to a wonderful lady for the past 35 years, Susan, who has been so supportive with all the activities and committees that I am involved with. We have two children a son Joseph who is a police officer with the City of New Richmond. He and his wife Kaila have two children Scout who is 3 ½ years old and Rhett who is 18 months old. They are expecting their third child this coming March. Our daughter Stephanie is a high school science teacher for the Rice Lake School district in Rice Lake, Wisconsin. She and her husband Luke have two children Lydia who is 2 years old and JJ who is 3 months old. They all keep us hopping all the time, but I would never trade that time for nothing!

I have been a member of New Richmond F & A M Lodge 195 for the past 14 years; I have served in the following chairs with my Lodge: Worship Master for 2 terms, Senior Warden, Junior Warden, Senior Deacon, Junior Deacon, Tiler and currently a Trustee of the Lodge.

I have been a member of Zor Shrine also for the past 14 years. I am a member of the St Croix Valley Shrine Club and the Zor Road Runners for 14 years. With the club, I have been President for 2 terms, Vice President for 2 terms, Trustee of the club, currently the chaplain and co-chair of the membership committee. With the Road Runners, I am currently the unit secretary.

I am a retired police officer from the New Richmond Police Department where I served for 17 years as a patrol officer. I also was a member of the New Richmond Ambulance Service for 17 years. I also worked part-time for 4 years as a Deputy Medical Examiner for St Croix County Medical Examiner's Office. Prior to joining the New Richmond Police Department, I was a Deputy Sheriff for the St Croix County Sheriff's Office as a part-time Deputy before moving to a full-time position as a Jailer.



**Mike Kastens,
New Richmond**

After my retirement from the New Richmond Police Department, I worked with the St Croix County Drug Court as a Compliance Officer; where I tested the participants of the Drug Court to make sure they were alcohol and drug free. I would be responsible to have a participant incarcerated if there was a positive test. I generated weekly reports to the Drug Court Team on the progress of the participants. I did this for approximately 10 years.

Currently, I am an instructor at Wisconsin Indianhead Technical College – New Richmond Campus in the traffic safety department. I teach the following classes Group Dynamics (for first time OWI offenders), Multiple Offenders Program (for the individuals who have more than one OWI arrest and conviction), AODA (Alcohol Other Drug Abuse) classes for the individuals in the age group of 17 and under also for the age group 18 to 20.

I am a member of the Wisconsin Committee for the Employer Support of the Guard and Reserve (ESGR). This is a group of volunteers who work under the direction of the Department of Defense with service members and their employers. Positions I hold within the committee are Ombudsman, Area Chairman for the Western part of Wisconsin; covering areas from Southern Wisconsin to North to the border and East to the Michigan border. I am responsible for 16 National Guard Units and Reserve Units; I am

also on the Awards Committee. I have been with this organization for 11 years.

I am a member of Butler-Harmon American Legion Post 80 in New Richmond WI. Currently I am the Adjutant for the Post. I have been an active member for 13 years. I have also served on numerous committees covering membership to fundraising for the Post.

I also currently serve on the following committees for the City of New Richmond: Utility Commission where I was recently elected President of the Utility Commission; the Plan Commission; the Sexual Offender Appeals Board and the Freedom Park Building Committee where I hold the position of secretary of the committee.

Some of my hobbies are learning about computers and other technology to see how I can use the technology to better my abilities to serve the committees and other positions that I am involved with; I enjoy reading about military history especially about World War II and Vietnam War; I have an interest in digital photography; I have just started to research my family history.

My goals and objectives as your Membership Chairman is to work to not only gain new Noble's, but also to restore the Noble's who have recently been suspended for non-payment of dues. If we lose one Noble to suspension that is one Noble to many. We must contact the Noble's who are on the verge of being suspended for non-payment of dues to see if they have fallen on some sort of hardship that they may not be comfortable talking about in public. We have programs available to assist Noble's during their hardships, so they are not suspended for non-payment of dues.

Speaking of recruiting new Noble's, Illustrious Sir Barry Ausen, has tasked the Divan and all the Noble's in Zorland to recruit 50 new Noble's for the year 2020. That is a large number but if we all work together that is a very small number. Currently there is 1,120 Noble's and if every Noble were to get just one new Noble, we would double the total membership of Zorland! Now, you may think that I have an ambitious goal for the

See 'Mike Kastens' on page 25



“Membership is everyone’s responsibility.” - Mike Kastens

‘Mike Kastens’ continued from page 24

Nobility, and you are correct! This is because membership is everyone’s responsibility not just your Divan members!

We are currently working on reducing the number of suspended and unpaid members of Zor. This will include reaching out to the individual Noble’s to see if they need assistance with their dues.

We are also exploring some options to assist with paying your dues, so it is not such a financial impact on our Noble’s. I will have more information as it becomes available.

We will be looking into restoring or enhancing our awards programs. Such as

making sure the Noble’s with 25, 50, 60 years plus of service to our great fraternity are properly recognized at the Fall Ceremonial. Also, you the Noble’s are going to be recognized for recruiting new Noble’s.

We will be working on making sure the first- and second-line signers on the petitions become more involved with the new Noble’s so we do not lose them within the first year.

But most importantly we want you the Nobility to have fun at your club and unit levels! After all, when we are having fun, we are also helping the kids who have been entrusted by their parents, so they receive the best care as possible.

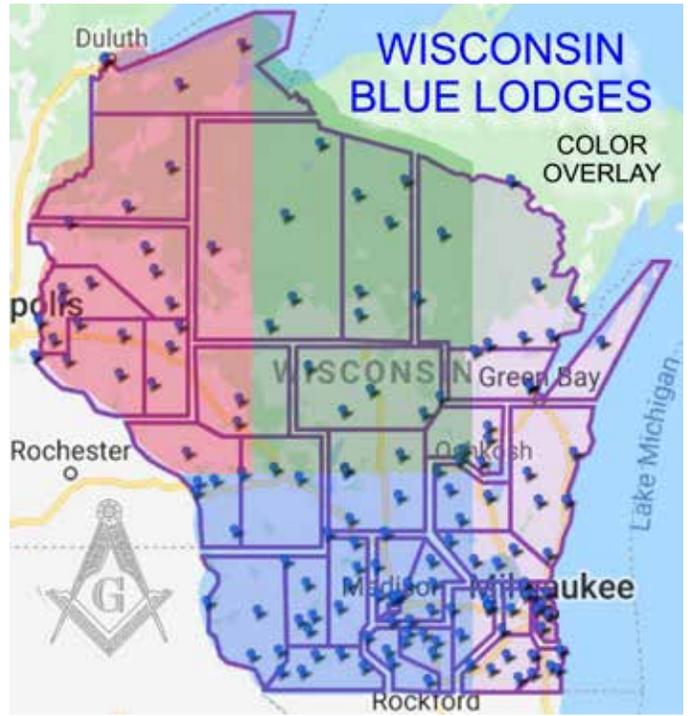
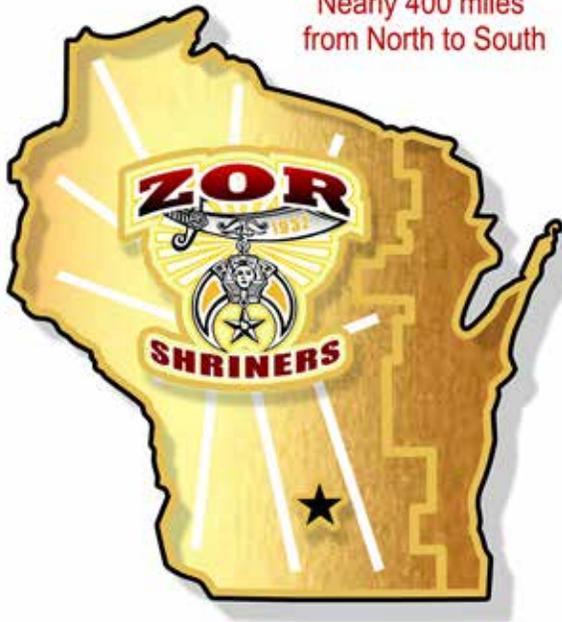
As your Membership Chairman, I am available to you for questions or concerns. I can be reached via email; my email address is mrkastens@gmail.com.

Finally, I challenge each of you to get more involved with your club by starting to attend your club’s meetings or getting involved in a unit. If there is not a unit that interests, you – then investigate starting a unit that has your interests and possibly other Noble’s interests as well.

Enjoy this great fraternity and have as much fun as possible as you continue your journey in Zorland!

ZOR Geographical Map

Nearly 400 miles
from North to South



2020 ZOR MEMBERSHIP TEAM STRUCTURE

JUST ONE

JEFF SOWDER
IMPERIAL POTENTATE



BARRY AUSEN
ZOR POTENTATE



MIKE KASTENS
CHAIRMAN
715-497-7527

zormembership@gmail.com



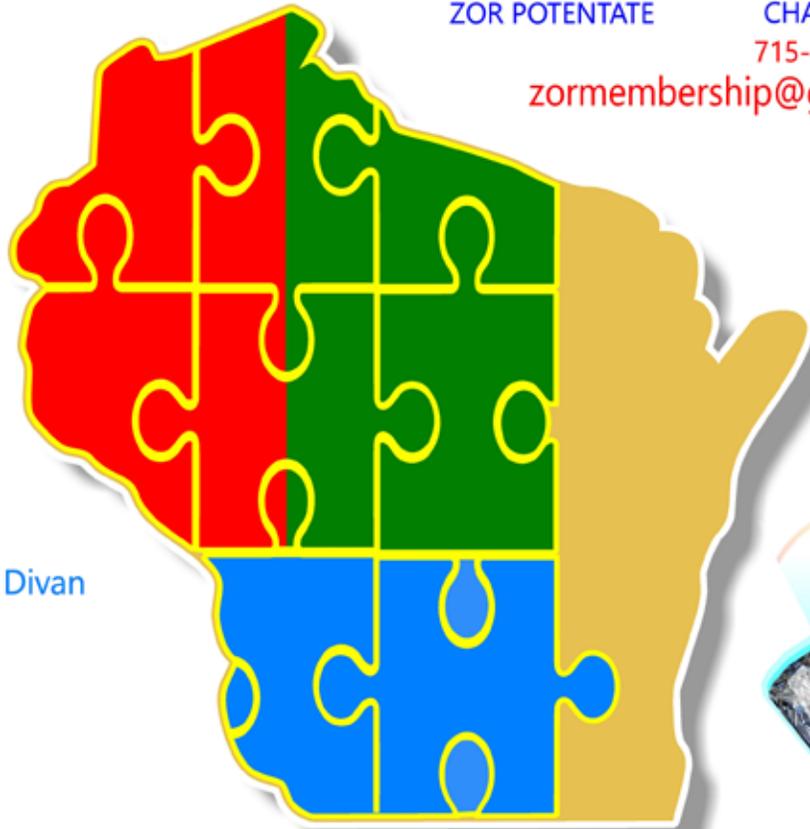
Leader - Roger Keller, Divan
Bruce Fransway
Gary Cuskey PP
Brian Dunham, Divan
Jeremy Fussy, Divan

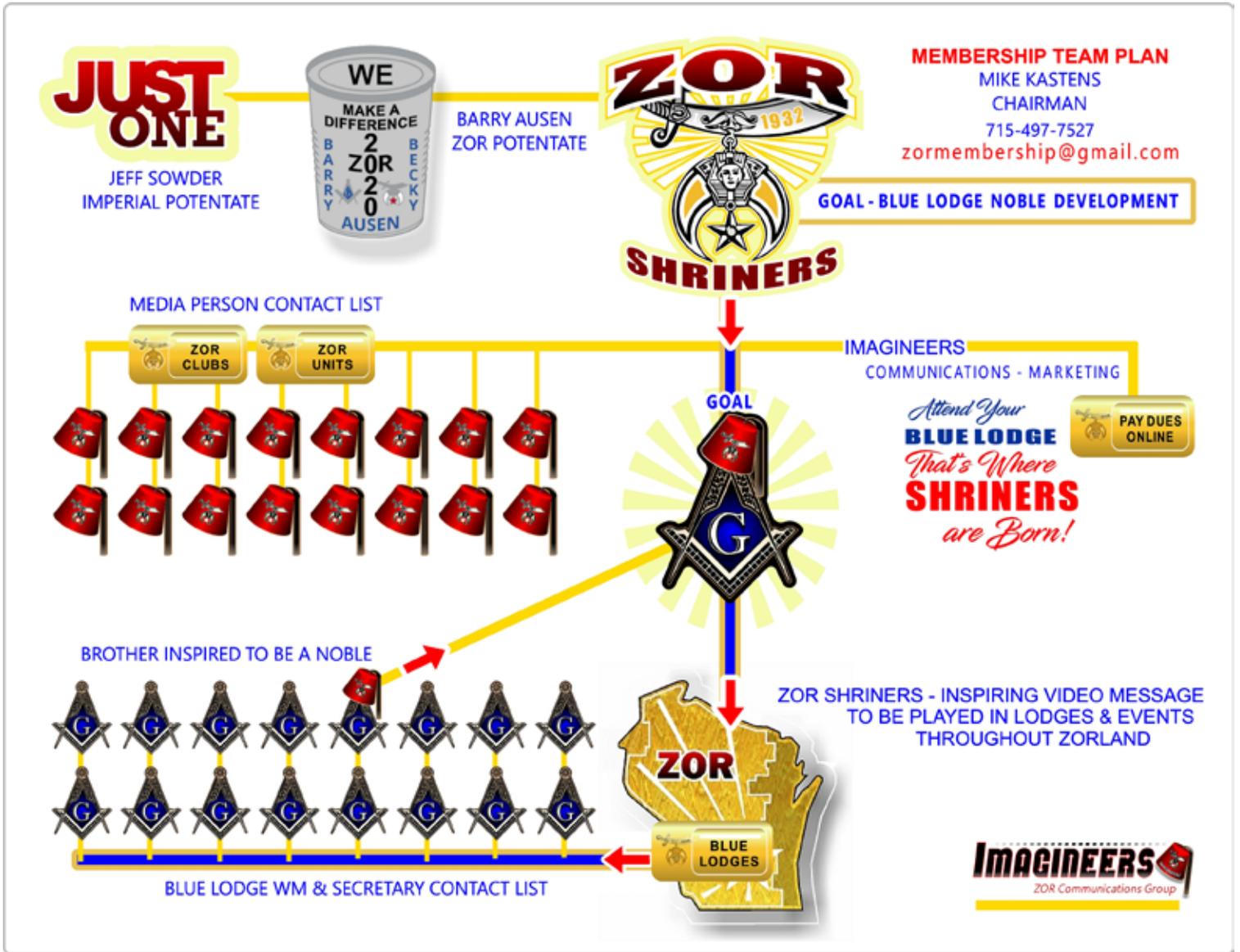


Leader - Chris Peters M&C
Ryan Wojicechowski
Randy Webb
Steve Peterson PP
Steve Livernash, Divan



Leader - Scott Pedley, Divan
Nathan Randall
Jim Jewel
Ben Hanson
Larry Hanson PP
Mark Jerdee, Divan





Strong communication + creative marketing = membership growth



SWINGING FOR A CURE

Friday May 15, 2020 • Hickory Hills Golf Course
E4080 Hickory Rd (off Hwy 93) • Eau Claire, WI 54701

The 10th annual **Swinging for a Cure Golf Outing** will be hosted by Hot Country B95, Z-100, and Franzwa's Custom Catering at Hickory Hills Golf Course. This 18-hole golf event unites golfers of all skill levels who like to make an impact in the lives of children suffering from cancer and other catastrophic diseases. This year's golf outing will support the Altoona Lion's Club-KidSight program, Joshua's Camp, and the Eau Claire Shriners Ladies Auxiliary children's wheelchair program.

DAY OF ACTIVITIES INCLUDES:

- 18 Holes of Golf and Cart (10am registration, shotgun start at 11:30am)
- Raffles & Games- throughout the day
- Dinner at 4pm

SPONSOR OPPORTUNITIES:

HOLE SPONSOR: Cost: \$500

**Hole sponsors are asked to provide a hole prize(s) for the event by April 24th.*

Sponsorship includes:

- Logo placement and sponsor recognition at one hole on course
- Radio promos on Hot Country B95 and Z100
- Opportunity to showcase your promotional merchandise at your designated hole
- Foursome of golf including golf cart and golf gift (value \$380)
- Dinner (additional dinner tickets are available for \$10 each)

GOLF OPPORTUNITY:

- Foursome of golfers including cart - \$400
- Single golfer - \$100 (will be placed with a team)
- Golf gift
- Dinner

Swinging For A Cure Commitment Form

Friday, May 15, 2020 • Hickory Hills Golf Course
E4080 Hickory Rd (off Hwy 93) • Eau Claire, WI 54701

- Hole Sponsor \$500 Foursome of golfers \$400 Single golfer \$100
- I would like to donate _____ item(s) to raffle
- I am unable to participate but please accept my donation

Company Name _____

Contact name _____ Title _____

Address _____ City _____ State _____ Zip _____

Phone _____ Email _____

Questions or to submit a logo, email swingingforacureEC@gmail.com

MAKE CHECK PAYABLE TO: SWINGING FOR A CURE

Deadline: May 5, 2020

**MAIL COUPON
AND PAYMENT TO:**

Bruce Fransway
513 University Avenue
Colfax, WI 54730



Ice Bucket Challenge issued at Shrine St. Pats Party

By Milt Helmer

The Noble's of St Croix Valley Shrine Club are known for having a good time when they get together and the St. Patrick's Party at the Baldwin American Legion on March 13th was just one example.

After a special dinner of fork tender corned beef and the customary cooked cabbage and roasted potatoes the evening began with some business conducted by club President Ed Swenson.

Among the reports was the annual St. Croix Ladies Dinner tentatively set for June 28 at the River's Edge in Somerset, Wisconsin.

Swenson announced that this year's onion crop will be ready sometime in late April depending on the growing season in Georgia. This year the Noble's are considering doing advance sales on line with one centrally located pickup up point rather than selling them on the streets of our communities.

According to Carl Gaulke, the coordinator for the Zor Roadrunners, the popular unit has appeared and dazzled audiences in 19 parades last year. Carl said they are in need of more drivers. The team needs 8 drivers and one tow truck driver at each parade. It is a fun time and if they have a lot of members willing to put in just 2 or 3 parades a year, it will make the year go smoothly. It is not uncommon to have members of the audiences at least events come up and share stories of family members who have been helped by Shriners Healthcare for Children.®

Roger Keller of the Zor Divan mentioned the many things being planned on a state level a beer and wine tasting on May 9th at the Fox Hole in Sparta and the Spring Ceremonial held this year on May 16 in New Richmond Wisconsin.

To help with this ceremony the Zor team will need 10 volunteers to put on the ceremony, 6 speaking parts requiring memorization and 4 non speaking parts. New this year Potentate Ill sir Barry Ausen is working on holding the fezzing ceremony at the River Island Park in his home town of Star Prairie, Wisconsin. It is just a short drive from New Richmond and is the site of the annual fishing event called Camp Achieve held each year for Shrine patients. Barry's lady Becky has chosen Camp Achieve as her project this year.

It was reported that the Zor Shrine has an offer on their Shrine Temple in Madison. It will take up to 3 months to find out if the offer will close.



Our Illustrious Potentate Barry Ausen is shown being doused by his lady Becky with some assistance from Roger Keller during the annual St. Pat's party on March 13th.

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 steve.schumacher@wellsfargoadvisors.com

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ZOR COMMUNICATIONS

With the current Coronavirus outbreaks (Covid-19), our world is facing today and the restrictions that are being placed upon us to help control the spread of the virus, our digital means of communication is becoming more prevalent than ever.

To help alleviate the problem of having meetings without actually gathering together, Zor and the Zor Imagineers are making available, to all that need it, a Zoom meeting place. This is easily done and the only requirements you have are you need either a computer with a webcam, Mic, and speakers, a laptop, a tablet, or a smart phone and you can participate in the meeting. Because Zor has a paid subscription to Zoom, we can set up as many meeting numbers as needed so that each Club, Unit, or committee can have their own meeting number and meet anytime they need to.



Chris Peters

MARKETING &
COMMUNICATIONS CHAIRMAN
& ZOR IMAGINEER'S PRESIDENT

zorcommunication2019@gmail.com

We also have available an app called Slack, which allows you to communicate as a group. Instead of sending out emails and waiting for an answer, you can use Slack which is like instant messaging, but allows you to communicate and share files to the selected group in a private channel.

I will make myself available to any Club Unit or Committee that would like to utilize either of these means of communication with the setup and training of how to use them. We have been using these for a while now and have found them very convenient even

when we are not faced with this kind of problem.

If you would like to get started with either of these, please contact me at either by phone at cell: 715-630-9143 or by email at zorcommunications2019@gmail.com.

I hope you all stay healthy, Chris Peters

LOOKING FOR A "FEW GOOD MEN"

The Zor Mini Cars are offering free test drives in a town near you. We are looking for Shriners who can help fill a empty car when we parade in your area. The maneuvers are simple and easy to learn.

If so interested, please contact Captain Steve Livingston at (608) 235-1891. The start of our parade schedule will be a email blast by May 15th.



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ZOR'S

SPRING

Ceremonial

May 16, 2020 • New Richmond, WI

Saturday, May 16th

ZOR SHRINERS SPRING CEREMONIAL

New Richmond, WI

- 9:15 AM Registration of Candidates and Ladies
- 10:00 AM Candidate and Lady orientation (*Everyone Welcome!*)
Introductions- Potentate & Lady, PPs /Lady VIPs/Lady Divan & Lady
Entrance of Divan
Divan opens Temple
Pledge of Allegiance
Ladies Auxiliary Club and Unit presentations
- 11:30 AM Luncheon Candidates, Noble's & Ladies
- 12:30 PM Ritualistic Divan & Obligation (*Everyone Welcome!*)
- 1:30 PM Arch Degree, Shriner's Creed, Fez Talk, My Old Red Fez Poem
- 2:15 PM Imagineer's presentation: Club and Unit presentations
- 3:15 PM Fezzing Ceremony at River Island Park (*weather permitting*)
- 4:30 PM After Glow Social & Welcoming New Noble's
- 5:00 PM Dinner @ Ready Randy's
- 6:00-8:00 PM North Of Dixie Band (*Everyone Welcome!*)

Come everyone to congratulate the New Noble's and Ladies along with Illustrious Sir Barry & Lady Becky.



**Come early
for coffee
& donuts!**

Reserve Lodging by: April 15th 2020

Lodging Available @ Americinn
1020 S. Knowles Ave., New Richmond, WI
(715) 246-3993
ZOR Room Block: \$95.00 plus tax

Zor Shriner Spring Ceremonial

Saturday, May 16, 2020 • Ready Randy's, 1492 131st St., New Richmond, WI

Name: _____
 Address: _____
 Phone: _____
 Email: _____

PLEASE SEND YOUR MEALS COUPON WITH PAYMENT

Deadline: May 1, 2020

Lunch Menu Cost: _____ @ \$15.00 = Total \$ _____

Lunch includes: Build-A-Sandwich - assorted meats along with all the fixings. Assorted salads.

Dinner Menu Cost: _____ @ \$25.00 (includes tax & tip) = Total \$ _____

Please choose one entree per person: _____ #1 - Chicken Kiev _____ #2 - Sirloin Steak Dinner
All entrees include tossed garden salad, green beans, buttered baby red potatoes, rolls, butter, and dessert.

MAIL COUPON TO:

Zor Temple
575 Zor Shrine Place
Madison, WI 53719

For Any Special Dietary Needs call Bruce Fransway @ 715-225-6983



MERIT AWARD PRESENTED

Wally Trouten, PP is pictured presenting Jim Kielley with the Merit award he received in 2019 at the LaCrosse Shrine Club meeting held on March 1st, 2020 in LaCrosse. Jim was not able to attend the Annual Meeting in January to receive the award because of the bad weather conditions.



Shriners Healthcare
for Children™ – Twin Cities

**Ribbon Cutting
& Dedication**

SAVE THE DATE

Saturday, May 30
10 a.m. – Noon
215 Radio Drive - Woodbury, MN 55125

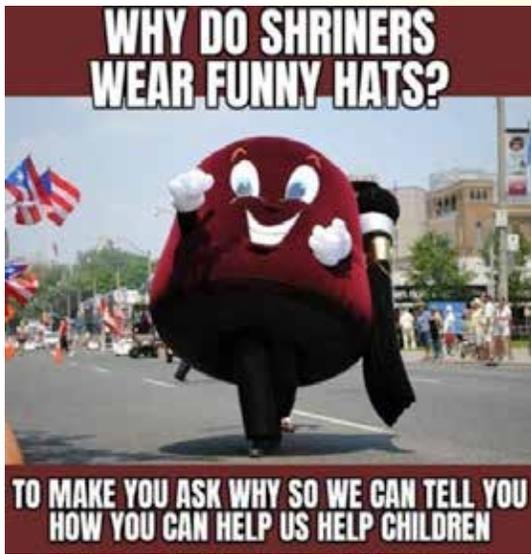


— Formal invitation to follow —



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4/2020



Did you hear about the Fire at the Circus...
I heard it was 'In tents'.

ON THE LIGHTER SIDE

I won \$3 million on the lottery this weekend so I decided to donate a quarter of it to charity. Now I have \$2,999,999.75.

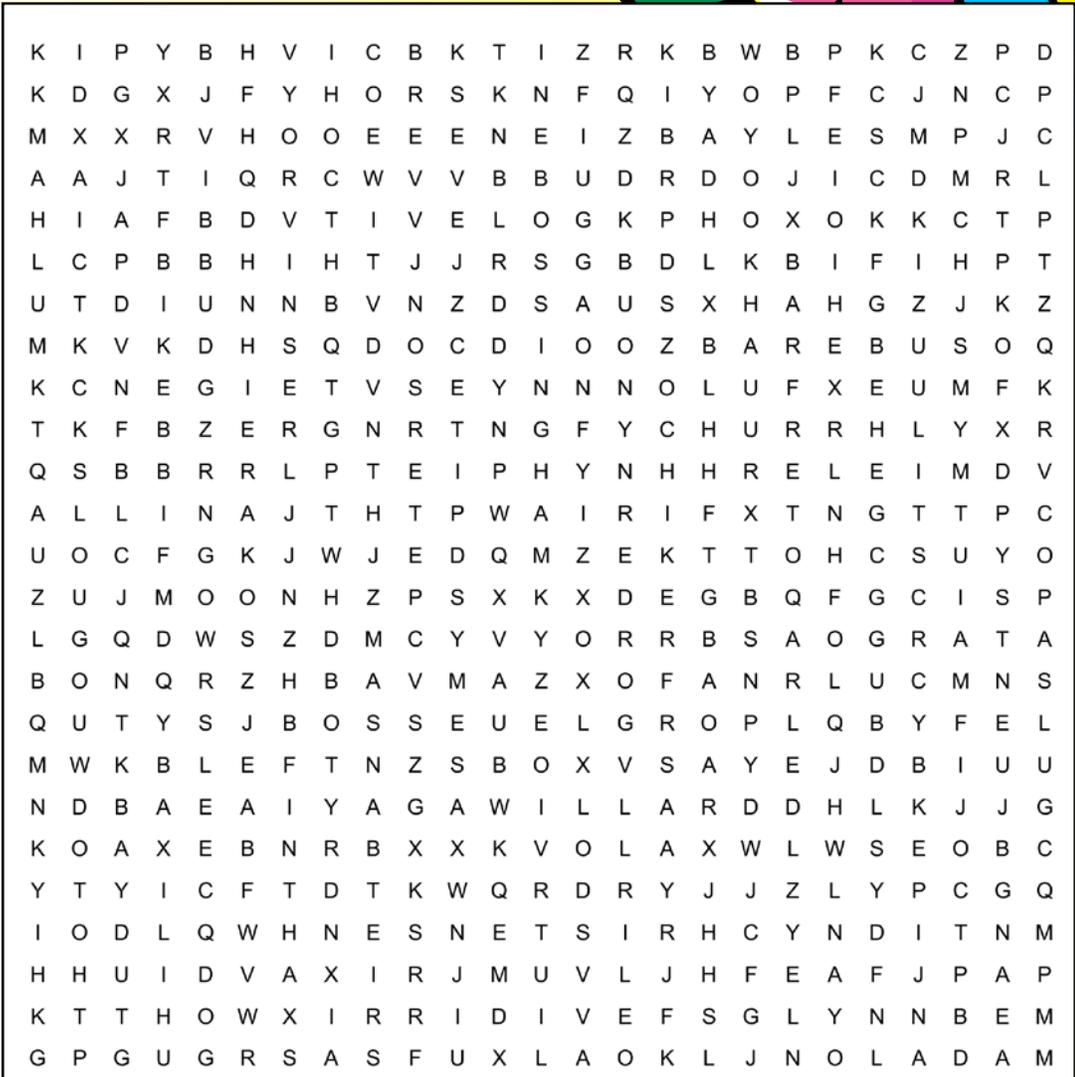


Zor Members Last Name Word List

Good friends are like bottles of Sweet Wine.....that's why I keep mine locked in the cellar.

(First Name) (Member Since)

- ROBERT SUTER 1975
- JEFFREY SYMES 1975
- JAMES BOSSINGHAM 1976
- ARLEN CHRISTENSEN 1976
- ROBERT EVERSON 1976
- ROBERT MADALON 1976
- DONALD ROIDT 1976
- ROY SUBERA 1976
- ODEAN TEIGEN 1976
- TIMOTHY JANILLA 1976
- EDWARD MAHLUM 1976
- VIRGIL NYLANDER 1976
- DAVID PETERSON 1976
- MICHAEL BAYLES 1976
- JOHN GORDER 1976
- JAMES OLSON JOLSON 1976
- ROY OLSON ROLSON 1976
- LAWRENCE SHEPARD 1976
- KENNETH SHONG 1976
- GERALD WILLARD 1976
- MILBERT SCHOTT 1969
- REGINALD COPAS 1977
- EDWARD GLYNN 1977
- JACK LYON 1977
- DEAN MOON 1977



Use Zapper App to see the answers to this puzzle

ZOR IMAGINEERS

Created with TheTeachersCorner.net Word Search Maker

A WORD FROM YOUR CHIEF OF STAFF

Noble's and Ladies,

There are many new changes happening in ZORland with the group called the Imagineers, and the wave of the future for Zor. The new technology, such as Slack, Zoom Meetings, and Zappar, which many of us are already using.

How great is the Zor Zephyr? It is an award-winning magazine and they are always looking for new ideas to make it better, but with your help. They have made it easy for the Clubs & Units - you can send in your photos from Parades, Dinners or events that you might be having or even have your units parade schedule. It's easy, take pictures or videos with your smart phone then send to zorsubmit@gmail.com, along with a story or at least caption of what is going on.



Bruce Fransway
CHIEF OF STAFF

bruce@franzwas.com

Shriners International and the Grand Lodge of Masons in Wisconsin has also taken notice of the great technical advances that the Imagineers are using at Zor Shriners, such as Zoom, Slack, and Zappar, that we all got an example of at the Fall Ceremonial. The Spring Ceremonial, which will be held on Saturday, May 16th, in New Richmond with many new twists to it. It's going to be awesome!

It makes me proud to be a Zor Shrine Mason, Chief of Staff, as well as an Imagineer.

Let's make sure to say "keep up the great work" to our Imagineers when we see them.



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Spring Vendor & Craft Show

Saturday May 9, 2020
9:00 am- 3:00 pm

Janesville Masonic Center
2322 E. Milwaukee St.
Janesville, WI 53545

Admission is FREE

More Information:

Beth
(920)691-6985
billbethgina@gmail.com
or
Valerie
(608)201-5049
vbrinkman01@gmail.com

Wide Variety of Crafters & Vendors
Shop two stories of crafters and vendors for assorted crafts, handmade items, products & affordable gifts for everyone.
Food will be available for purchase.

Hosted by: Jobs Daughters Bethel 21 (Janesville, WI). Fund Raiser HIKE (Hearing Impaired Kids Endowment fund) which gives Hearing Aids free of charge to those aged 0 - 20 for families who are financially unable to.

IT TOOK THREE YEARS



Steve Livernash

2ND CEREMONIAL MASTER
IMAGINEER'S PROJECT MANAGER
prosticker@solarus.net

When Illustrious Sir Chuck Miller PP asked me to join the Divan to help in making Zor Shriners communications better, I said eagerly "maybe". I thought on it with Lady Koral, then Chuck & Lady Sharon represented it as a challenge, then a for sure "yes" occurred!

What I thought would be a six month project turnaround time took three years. It led to an adventure filled with learning and implementing

of additional communication channels. The Horizon Diamond paradigm strategic structure is a result of this internal communication audit. The analogy of a diamond came about after the paradigm chart was built and resembled the shape of a diamond. Thinking it would help in a visual for viewers to follow along, I was blown away that the paradigm structure works the same way as a round brilliant cut diamond. I thank my lovely Lady Koral for her understanding of the hundreds of hours in developing this paradigm.

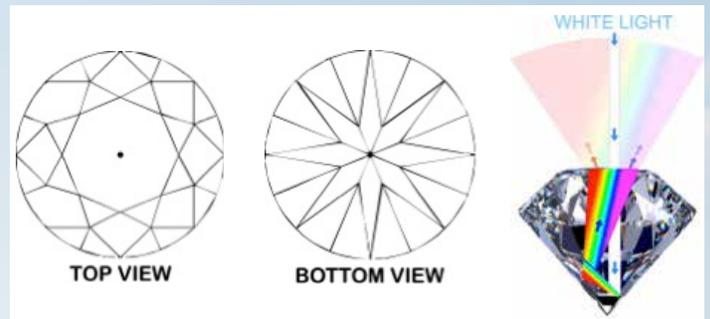
With the Coronavirus disease (COVID-19) upon us and the cancellation of in person meetings, this paradigm structure is proving to be invaluable. Zor Shriners are prepared. We had in place Zoom video conferencing & Slack workspace platforms to carry out our Divan, club & unit activities online. Take full advantage of Zor's communications to unite Noble's and families in this difficult time. Imagineers are assisting other Temples as well in their communications.

Enough of business at hand and wish to take you on a personal journey. "You get out of it what you put into it". Commitment was put into the paradigm and now sharing what I have gained from it all. For fun...I will become the white ray of light penetrating the top table facet of a diamond. Sometimes in life you need to take on something bigger than yourself. Here it goes...

As Shrine - Masons we seek further light. A bird's eye view of a diamond shows a dot in the center, the same as light at the end of a tunnel. When I first took on this communications project, I was fearful of not knowing all the answers. As a ray of light, I needed to dig in with an audit & break through the reflection of the top table facet. Penetrating, while seeking light at the end of the tunnel (culet) was the goal. Looking for avenues of family fun, fellowship, philanthropy & membership along the way. Travelling deeper within the crown of a diamond you realize just how big this adventure has instantly become. No turning back, just kept my eye on the distant tiny light at the base. Learned of the issues we faced as an organization and found ways to overcome them. Revitalized our Zor Zephyr after it went dormant. Wrote a membership poem, created this column "Imagine That" out of desperate content filler for the Zephyr. 2018 became PR director for Zor, then created 30 Zor Facebook pages along with building our new website. Founded the Zor Imagineers for better communication and collaboration of teamwork on new facets. Research required learning and setbacks in abundance. Discovering easier ways to communicate and send information to groups. Met new Noble's within Zor with talents and some with just great ideas. Received help from others more knowledgeable than myself. Offering administrative positions to new facets created to relieve the burden weight of each brick. Thank you to all who have become Imagineers to help and make the foundation even better. By relieving the weight of each brick, I was able to continue and add another.

The path of light was easy as white light penetrates in a straight line towards the tiny culet point. Thinking to myself, I may never reach the light at the end of the tunnel. Then at 2:30 am on February 28th, 2020 the goosebumps arrived. I finished the paradigm chart as the last pieces of the puzzle quickly fell into place. As the side walls of the diamond closed in near the base, I realized I can not go any further. The tiny dot at the end of the tunnel was still the same size as when I started. The light at the end of the tunnel was unobtainable and represented the future. Art class taught me the vanishing point of nature; in this case the culet point is found at the horizon. Just as the sun comes up over the ocean you cannot reach it, only view it on the horizon. You can travel for miles and not get any closer. This same position is found in a diamond, where white light cannot go any further towards the culet as it reaches the pavilion facet. It too does not reach the bottom point but provides a reflection. The bending of white light transforms into the colors of a rainbow. Just as the facet reflects light in an opposite direction, I had to do a 180 as well. Looking from the bottom view of the diamond I followed the beam of color back up to the top. The feeling of seeking the dot of further light became a reality of direction with clear understanding. Returning to where I once became. The finish line was not in achieving the tiny dot, but in the journey along the way. I turned around with eyes wide open, amazed to how big the diameter of the table and all the facets sparkling with color above me. The mystery, focus and direction were overcome & achieved. Total confidence replaced them in an instant. Paradigm is now complete. A new focus is the dot on the horizon representing the future and embracing new technologies. The direction is achieved by the quality of the inner structure that creates its own fire by being transparent to new ideas. Together each facet sparkles from inside out. "Shriners working together we can shine together". Each facet representing channels of communication and the people behind the scenes to make it all happen, in symmetry. The fire of color explodes back up through the top table giving a diamond its mystical glow. Within this glow of fire outside the diamond is all the things that cannot be seen internally and mean the most. They are the result of a perfect inner structure diffracting white light into all the colors of the rainbow. The most important things learned along this journey were not the direct facets that were put in place. Rather, they are found in the unseen glow of indirect light bursting from the top. Feelings are the fire & the most important in life's journey: love, respect, loyalty, fun, fellowship, philanthropy and more are all unseen. All leading to membership of our great organization through another unseen feeling of inspiration. Just as a window can be cleaned from the outside, we need to polish each facet from within for clarity. I hope you enjoyed this Horizon diamond journey and past stories. "Imagine that" page will be transitioning from an individual writing to "Inspired by a moment" interviewing Noble's and their stories.

Please choose a facet and help where you feel your passion & interests may reflect. Many hands make light work. Noble's: Chuck Miller PP, Illustrious Sir Barry Ausen, Chris Peters, Brian Dunham, Derrick Hable, Bruce Fransway, Mark Hazelbaker, Joe Thompson PP, Steve Peterson PP, Jonathon Wood, Gary Cuskey PP, Wally Trouten PP, Randy Webb, Craig Carpenter, Jim Giese, Darrel Smith, Larry Hanson PP, Mike Karas, Sketch, Milton Helmer, Bob Gorsuch PP, John Thorstad PP, Steve Livingston, Ken Olm, Mike Kastens, Leonard Pickett, Al Brueggen, Mark Jerdee, Rodney LaBlanc, Roger Keller, Karl Gant, Foxey, Ron Malcolm, Al Coenen, Jeremy Fussy, Scott Pedley PGM, Joe Harker PGM, Bob Calverley, Bob Hering, Dale Anderson & Jeffery Schaefer. Office staff Pat & Amy. Imagine That Support Ladies Koral Livernash, Lexie LaBlanc, Mary LaBlanc, Linda Dunham, Sharon Miller, Becky Ausen, Mary Ellen Peterson, Judy Cuskey, Gayle Trouten, Debbi Thorstad, Tammy Keller, Jess Brueggen, Penny Brueggen, Dawn Malcolm, Sharon Jerdee, Kathy Webb, Loretta Fransway & Linda Peters. All need to be commended for their instrumental influence, leadership & support of our sparkling facets in the communications paradigm. Zor is on fire leading communications into the future. "The sky's the limit & a little beyond" Hop on...Let's go...



Please submit all Zephyr articles and information to:

ZORSUBMIT@GMAIL.COM

MOVING?

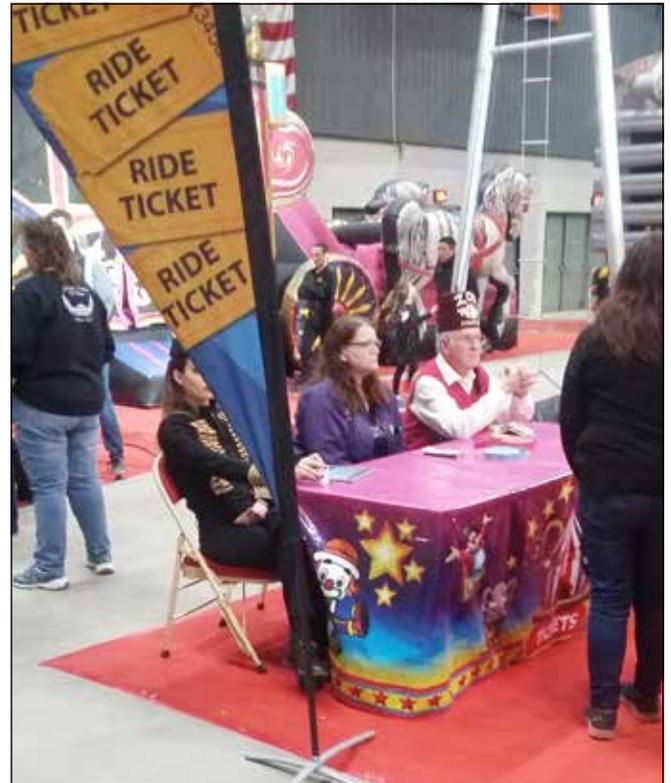
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A round table discussion during the show.



Tammy Keller and Karl Gant wait to sell ride tickets.



Jim Stelsel and Eric Collins sign in and get work positions from Chuck Porter.

**Daughters of the Nile
Antioch Temple No. 113
Madison, Wisconsin**



**You are cordially invited to the
2020/2021 Open Installation of Officers**

Saturday, April 18th, 2020

ZOR Shrine Center
575 ZOR Shrine Place
Madison, Wisconsin

Breakfast: 8:30 am

Open Installation: 9:30 am

Closed Stated Session: 10:30 am

We look forward to seeing you!

(Princess Kate Smillie to be installed as Queen)

No RSVP required

Questions? Please contact
Kate at ksmillie75@gmail.com
or call/text 920-397-0399