

# ZOR

# ZEPHYR

## SHRINERS

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ZOR'S

## SPRING

# Ceremonial

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From the desk of

*Illustrious Sir*

**Gary Cuskey**

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**A MESSAGE FROM YOUR ZOR POTENTATE**

As the deadline for articles in the Zor Zephyr is the 10th of the month preceding the month of the publication, many activities are not fully reported upon until the next month's issue. Therefore, some events are a little ways in the 'rear view mirror' before appearing in the Zephyr. However, by checking into our newly updated website, (zorshriners.com), you can see what's happening in virtually 'real time'. The 'Imagineers' are working hard to keep Zor Shriners informed on a timely basis. I want to thank them for their tireless efforts to keep the nobility and friends well informed!

January and February were very busy months with Zor Shrine activities; however March did see things slow down a little. It isn't that March wasn't a busy month for Lady Judy and I as we did travel to Sarasota, Florida, for our oldest son's wedding on March 25th. His lovely bride 'Ali' and our son, Joe, chose to be married on the beach at an island paradise just south of Sarasota. It was a beautiful setting for the wedding and we wish them happiness as they travel the road of life together.

In February, we were guests at the St. Croix Valley Shrine Club's annual Valentines Party, held at the Ellsworth Masonic Center on February 9th. Club President and Zor's 2nd Ceremonial Master, Roger Keller, emceed the event and everyone present had a wonderful time. Lady Judy and I were selected as contestants in their version of the 'Newly Wed Game' where we took second place in the contest of four couples. It was a lot of fun seeing what we have really learned about each other over the years. It's really great to see the all of the activity and fellowship going on in the St. Croix Valley Shrine Club.

On the following Monday, February 12th, the Blue Hills Masonic Lodge in Rice Lake hosted a Valentines Dinner and party for area Masons and Shriners at the Country Inn just north of Rice Lake. Lady Judy and I attended the party where we met with some old friends and made new ones as well. The event was attended by Masons and Shriners from the Rice Lake, Chetek, Clear Lake, and surrounding area. Blues Hills Lodge Worshipful Master and Indianhead Shrine Club member, Harlan Dodge, welcomed us and made us feel most comfortable. He gave me an opportunity to address the group where I updated them on concerns and news from the Twin Cities Shrine Hospital and what's happening at Zor Shriners. Also in attendance was PGM, Frank Struble who addressed the group about the Order of DeMolay in Wisconsin. He is the Executive Officer and the official



representative for DeMolay in Wisconsin.

February 24th saw Lady Judy and me as guests for the Madison Clowns annual 'Clown Party'. What a great experience for one who has never been a clown! Going through the 'make-up' stage and then to the clothes and props, it gives a neophyte like me a greater understanding and appreciation for what goes into being a 'Shriner Clown'. They deserve a lot of credit for their dedication and commitment to this role. A little known fact is that our 'Zor Clowns' were the first clowns in all of Shrinedom, which we all know has

caught on and has spread throughout the world. After having their way with me for an hour or so, they brought me back and introduced the newest Zor Clown . . . "Up-Nort"! It was a great time for me and Lady Judy. Thanks so much for a great evening!

The Zor Shrine Circus was held in Madison and La Crosse in February and they were both successful events. Thanks to all that attended and helped with the events. I did address this in the February on-line issue of the Zor Zephyr.

We continue to make communication a top priority; to that end it is important that Zor has proper and up-to-date information. Please be certain that we have your current contact information, including home mailing address, phone number(s), and email address. This will help insure that you are informed on upcoming events and important news items.

Coming soon will be the implementation of our brand new 'Zor Store', where you will be able to order many items of interest as well as apparel. Go on-line to [www.zorshriners.com](http://www.zorshriners.com) and check out what's new in our store. This is being developed and overseen by the Zor 'Imagineers' and proceeds will go to benefit Zor Shriners.

Lady Judy and I hope to see many of you at the upcoming Wausauken Indian Party on April 14th in Wausau at the Plaza Hotel and Suites. We will also be holding our next Stated Meeting or quarterly meeting there as well on the 14th. We also hope to see you at the Spring Ceremonial in Eau Claire to be held at the Holiday Inn on May 19th. Friday evening prior to the ceremonial we will be having our mystery dinner.

We continue to stress that we want to have 'fun' while we are 'Shriners Delivering Hope'.



VOL. LXX NO. 4 • APRIL 2018

Winner of nine 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, please call (608) 833-6343

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Deadline for Submission, 10th of each month  
E-mail submissions to: [zorsubmit@gmail.com](mailto:zorsubmit@gmail.com)







# CIRCUS



See the  
Circus  
Report  
on page 8



## 2018 ZOR ELECTED OFFICERS



*Potentate*  
**Gary Cuskey**  
Spooner, WI  
gjcuskey@charter.net



*Chief Rabban*  
**Wally Trouten**  
Platteville, WI  
wwtrouten@yahoo.com



*Assistant Rabban*  
**Barry Ausen**  
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bausen@lakesidefoods.com



*High Priest & Prophet*  
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jerdeem@hotmail.com



*Oriental Guide*  
**Rodney LaBlanc**  
Montello, WI  
rmlablanc85@gmail.com



*Recorder*  
**Bob Gorsuch, PP**  
Fitchburg, WI  
rgorsuch@oakbankonline.com



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

## 2018 APPOINTED OFFICERS

**1st Ceremonial Master: Al Brueggen**  
Sparta, WI • brueggenal@gmail.com

**Marshall: Mark Hazelbaker**  
Madison, WI • mark@hazelbakerlaw.com

**Outer Guard: Brian Dunham**  
Eau Claire, WI • getbrianandlinda@gmail.com

**2nd Ceremonial Master: Roger Keller**  
New Richmond, WI • rogerkeller2012@gmail.com

**Captain of the Guard: Allen Heinkel**  
Hayward, WI • a.p.islandvu@gmail.com

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



# SAVE THE DATE!



ZOR'S

SPRING

# Ceremonial



May 18-19th, 2018 • Eau Claire, WI

We are approaching a wonderful and exciting time of year when the snow has melted, the flowers will be blooming, and the Fezzing of our new Shriners is something to celebrate! Plan to join us for the **2018 Spring Ceremonial** for an exciting Saturday at the Holiday Inn in Eau Claire. For those who want to start the weekend early there will be a Friday Evening May 18th, **Mystery Event** available that we know you and your guest will enjoy. Space is limited for this event so you will want to make your reservations early. A coupon will be in the April and May Zephyr.

We know this is a busy time of year with weddings and graduations so we are streamlining this Ceremony to one action packed Saturday. The timeframe is shortened but the activities are not. Welcomed changes with this Ceremonial itinerary will allow you to stick around Eau Claire for socializing or move on to your next commitment.

The timing of this Spring Ceremonial allows the new Shriners to start participating in what they have been waiting for, the new

parade season. Whether driving a motorcycle or go-cart, or clowning, or joining another Shrine unit. There are Clubs and Units happy to include new Shriners in their camaraderie and excitement. Shriners of all ages will be charged up to participate and share ideas for the upcoming Shrine activities and fundraisers while having fun within our wonderful fraternity.

**May 18th & 19th in Eau Claire:**

“Save the Date”, “mark your calendars”, update the smartphone, sync it to Outlook (whatever you have to do) and be sure to tell your Lady! Watch the Zephyr for more details.

**Hotel info:** Holiday Inn Eau Claire South, 4751 Owen Ayres Court, Eau Claire, WI 54701. 715-830-9889. Room rate \$113.95 plus 13.5% tax. When you call in, ask for the Zor Shriners Convention Block on May 18th – 19th. **There are a limited number of rooms in our block so call early.**



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# You won't want to miss this!

Friday

**May 18<sup>th</sup>**

Eau Claire, WI

## MYSTERY EVENT

Start 5:00 pm - Gather in Lobby for Mystery Event (Optional)



Saturday

**May 19<sup>th</sup>**

Eau Claire, WI

## ZOR SHRINERS SPRING CEREMONIAL



- 10:00 am Candidate and Lady Registration
- 11:00 Divan & Ladies Introductions
- 11:15 Candidate and Lady Orientation  
*(Everyone is invited)*
- 12:00 Lunch
- 1:15 pm Ceremonial Opening  
*(Everyone is Invited)*
- 1:30 Ritualistic Divan Initiation & Obligation  
*(Ladies invited)*
- 2:15 Break
- 2:30 Arch Degree
- 3:00 Shriners Creed Fez Talk, Fezzing Ceremony
- 3:30 Intro of VIPs and Past Potentates, Club and Unit Presentations
- 4:00 Networking and Social Gathering
- 5:30 Ceremonial Banquet & Remarks from VIPs & Potentate

**THERE'S MORE CLUB & UNIT NEWS!**

**EXPANDED VERSION ONLINE**

**ZORSHRINERS.COM**

## Zor Spring Ceremonial

May 18-19th • Eau Claire, WI

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

### \* FRIDAY DINNER \* **Mystery Dinner Tickets**



\_\_\_\_\_ @ \$25.00 = Total \$ \_\_\_\_\_

The Mystery Dinner includes dinner with dessert, transportation, and entertainment. Freewill bar will be provided.

Please indicate food allergies/vegetarian option. Seats are limited.

### \* SATURDAY LUNCH \* **(indicate choice)**

\_\_\_\_\_ @ \$15.00 = Total \$ \_\_\_\_\_

- Grilled Chicken Caesar Salad** - Crisp romaine, homemade Caesar, garlic croutons and Parmesan cheese.
- Chicken Panini** - (Hot Sandwich) - Olive oil and garlic marinated grilled chicken breast, melted mozzarella, tomato, red onion and herb mayonnaise served on toasted Ciabatta bun.
- Johnny's Club** - (Cold Sandwich) - Smoked ham, sharp cheddar cheese, leafy greens, tomatoes and mayonnaise on a Ciabatta bun.
- Ham Stacker** - (Cold Sandwich) - Smoked ham, sharp cheddar cheese, leafy greens, tomatoes, and mayonnaise on a Ciabatta bun.
- Prime Rib Sandwich** - (Hot Sandwich) - Hot prime rib, horseradish aioli, arugula and melted Swiss cheese on toasted sourdough.

### \* SATURDAY DINNER \* **(indicate choice)**

\_\_\_\_\_ @ \$25.00 = Total \$ \_\_\_\_\_

- Parmesan Crusted Tilapia** - Topped with bruschetta tomatoes. Served with steamed broccoli and wild rice pilaf.
- Certified Angus Beef Sirloin** - 6 oz filet of beef tenderloin, garlic baby red potatoes and chef's choice vegetables.
- Chicken Picatta** - Sautéed chicken breast, lemon, butter, white wine, capers, and red onion. Served with Chef's choice mixed vegetables and herb roasted baby red potatoes.

**MAKE CHECKS PAYABLE TO: MEHARA SHRINE CLUB**

Mail registration to: Mehara Shrine Club, P.O. Box 662, Eau Claire WI 54702

**Reservation/Registration Deadline May 8, 2018**

*Please indicate food allergies/vegetarian option. Seats are limited.*

# HOSPITAL DADS

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# HOSPITAL HIGHLIGHTS

By Robert Hering



**Shriners Hospitals**  
for Children®

There has been a lot of attention regarding our Twin Cities Shriners Hospital for Children along with the entire Shrine Hospital System in the past few months. Everyone is concerned about where we are coming from as well as going to. I would like to start with the “where are we coming from” with the history of the Twin Cities Shriners Hospital for Children. The information that I will be passing on to you is from the web site, [www.shrinershospitalsforchildren.org/minneapolis/about-us](http://www.shrinershospitalsforchildren.org/minneapolis/about-us).

After an extensive search of both the Minneapolis and St. Paul area, an eleven acre, wooded lot on the east bank of the Mississippi River (site of the current hospital) was selected for the construction of Shriners Hospital for Children-Twin Cities. Mr. Charles Gold, the treasurer of Northwestern Knitting Company sold the property to the Shrine organization for \$20,000 (one-half the market value). The money for the property’s purchase was cooperatively donated by the Osman and Zuhrah Shrine Centers.

In November of 1921, the groundbreaking ceremony took place for Shriners Hospital for Children – Twin Cities. The initial cost of construction was \$250,000. Of the now 22 – hospital system, the Twin Cities facility was the third site developed.

On Monday, September 25, 1922 the Minnesota Grand Lodge laid the hospital cornerstone. A time capsule in the cornerstone included copies of Masonic publications, a button from the lapel of the Imperial Potentate and lapel buttons from both Osman and Zuhrah Shrine Centers. The official hospital dedication and opening day was March 12, 1923.

In 1923 the average patient stay was 1-2 years, in the 1970’s it was 65 days, and the 1990’s it was nine days. Many early patients were treated for polio, a disease which was virtually eliminated in the late 1950s after a vaccine was developed. With the introduction of the polo vaccine, the hospital began to turn its primary focus to orthopaedic care including, congenital defects, trauma related injuries and cerebral palsy.

Every child dreams of being in the driver’s seat. But not all children travel the same road. For children faced with physical challenges, fulfilling the promise of a brighter tomorrow can be a long and bumpy ride. The specialists at Shriners Hospital for Children – Twin Cities are determined to put children in the driver’s seat and set them on the road to independence.

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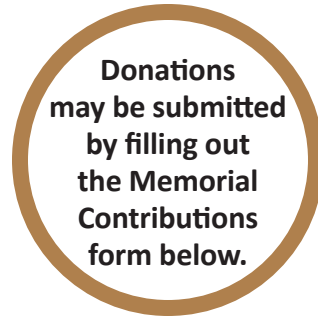
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## IN MEMORIAM

Joseph A Mazanetz • 09/26/87 - 02/05/18 Marshfield, WI

Micheal J Sund • 12/01/84 - 02/13/18 Viroqua, WI

Eugene R Bjoin • 12/04/70 - 02/25/18 Stoughton, WI

Fred A Dittloff • 05/09/70 - 02/27/18 Rice Lake, WI

## MEMORIAL CONTRIBUTIONS

- Zor Shriners Building Reserve Fund
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- Zor Hospital Patient Transportation Fund
- Shriners Hospitals for Children®-Chicago
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Zor Shriners, 575 Zor Shrine Place, Madison, WI 53719

In Memory/Honor Of \_\_\_\_\_

Please acknowledge gift to the family

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# CIRCUS REPORT



Circus Chairman John Thorstad reports that the February circuses have come and gone.

At this writing it is too early to give final dollar figures, they will be reported at the Wausau quarterly meeting on April 14th. Total attendance for the 6 shows was 21,331 with the largest crowd - Sunday 1:00 show at 4852, and the smallest crowd was Friday 7:00 show at 2293.

Lots of positive comments on the George Carden produced show, the biggest crowd pleaser has to be the white bear (better known by our members as the Hamm's Beer Bear). Plenty of animals, motorcycles, high wire walking, human cannonball and beautiful costumes. Thanks to ringmaster Brian LaPalme for really pushing our circus programs for the chance to win prizes after intermission. The weather was more in our favor this year compared to last year when the temps were in the 50 degree range.

Again, plenty of door prizes were given away after intermission - 21 bicycles, Mallards baseball tickets, Pizza Hut gift cards, and Circus World Museum passes. Thanks to the following members, units and clubs for donating the bicycles: Gary & Judy Cuskey, Brad & Peggy Andrew, Harold & Marsha Shilling, and the Herb Johnson family. Camel Patrol, Midgets, Madison Clowns, Roadrunners, Mini Cars, Directors Staff, Divan, and the Past Potentates. And the clubs: Madison, Lakeland, Sahara, Mound View, Green County, Heart of Wi., St. Croix Valley, Indianhead, and So. West WI.

A big thank you to the committee members - Mark Severson, Dale Holmen and our ladies - Debbi, Sheri and Deb for all you do. We thank Bob Sands and Steve Myers for the promotion and telemarketing and a tip of the fez for members, ladies, and family members who year after year help with the ticket mailing in December, the school ticket counting and delivery in early February.

The annual Sunday morning breakfast was held at the Maple Tree Restaurant in McFarland with social time before a family style breakfast. Thanks to Gary and his crew for all they do for Shrine activities. Co-Chairman Mark Severson did the annual initiation of Zor Marshal Mark Hazelbaker with the raw egg drink.

Unfortunately we had 5 people who did not pay for their breakfast, which the circus committee covered, and had to re-bill 12 members for used and unpaid tickets totaling \$900.00

The LaCrosse Circus was held on Wednesday Feb. 28th with 1 show, Total attendance was 3576.

Zor profit per the Carden contract is \$3500.00. Bicycle donations by LaCrosse and Vernon County Shrine Clubs and a Circus World Museum family pass. The bicycle helmets were supplied by the Pipes and Drums

**Mark your calendar for Feb. 15-17, 2019**, rumors that BO the elephant may make a return visit to Madison!

## RINGMASTERS

Curtis O. Abendroth  
Martin L. Adams  
Lowell F. Ahrens  
Maurice J. Althaus  
Roger J. Amundson  
Dale E. Anderson  
James M. Anderson  
Michael W. Anderson  
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Donald Helmeke  
John E. Hendrickson  
Peggy Hendrickson

Gary W. Henning  
Robert M. Hering  
Martin A. Hillert  
Charlotte Hoecker  
David D. Hoffman  
Roy T. Holm  
Dale M. Holmen  
Dean R. Holmen  
Charles D. Hoornstra  
Wallace D. Hoornstra  
James M. Hoskins  
Virgil A. Houff  
Richard C. Hougom  
Jimmie R. Hover  
Wesley W. Hurlburt  
David W. Huston  
Wayne R. Huston  
Richard H. Indermuehle  
Ronnie C. Jaacks  
Rachel Jackson  
Norma Jenkins  
Ronald R. Jenkins  
Mark D. Jerdee  
Rodney L. Johnson  
William E. Johnson, PP  
Alyn R. Jones  
Dayton A. Jones, PP  
Dennis L. Jones  
Eric D. Jones  
Richard C. Jones  
William C. Jones  
Laurence D. Kachel  
Michael S. Kachel  
Thomas J. Kapellas  
Michael K. Karas  
Robert A. Kaschel, PP  
Michael R. Kastens

Robert C. Keene  
James D. Kielley  
Ruth Kielley  
Jerry W. King  
Bruce C. Kirkham  
Richard B. Knipfer  
William D. Knobloch  
Willard R. Knott  
Louis W. Knuth  
Donald G. Komplin  
Scott C. Komplin  
Keith B. Krinke  
Paul A. Krueger  
Jacob W. LaBlanc  
Rodney E. LaBlanc  
Robert F. Lange  
Jon H. Langsdorf  
Gayle L. Larsen  
Barbara Larson  
Frank H. Laudrie  
William H. Lautz  
Joseph F. Lawrence  
James E. Leason, PP  
Steven J. Livernash  
Norman J. Luellen, Jr.  
Jack A. Lyon  
John D. Mackenzie  
Marilyn Majorowicz  
Ellen Manthe  
Dennis M. Marinelli  
Gerrit S. Marshall  
Steven W. Marshall  
John R. Mc Coy  
Wanda M. Cutchin  
Boyd L. McEwen  
Kenneth J. Mephram  
Nancy Merkt

John C. Metcalf  
John A. Metcalf  
Terry D. Michael  
Ollie W. Mielke  
Renato C. Millan  
Mary Millard  
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Kenneth F. Olson  
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Harold S. Shilling  
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Darrell R. Smith  
Harold A. Smith  
Rodney C. Smith  
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Monte B. Steiber, PP  
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John Stenbroten  
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Robert D. Tewes  
John E. Thomas  
Joseph E. Thompson, PP  
Ronald L. Thompson  
Thomas G. Thompson  
John C. Thorstad, PP  
James R. Timm  
Eugene C. Tremelling  
Austin D. Tronnes  
William W. Trouten  
Arnold H. Tucker  
Howard R. Turk

Douglas H. Turner  
Randy J. Turtenwald  
James F. Unbehauen  
Christopher L.  
Underwood  
Nancy Utzig  
Duane Walsvick  
Gerald R. Watson  
Randall C. Webb  
Leland Weber  
William G. Wenberg  
Nancy M. Werner  
Davey L. White, Jr.  
Vanda Wiegert  
John W. Wilke  
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Stephen D. Willett, PP  
Joseph R. Williamson  
Richard C. Winter  
Ronald H. Wirth  
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Todd A. Wohler  
Robert E. Wyman  
Steven P. Yoose  
Robert W. Zeek, Jr.  
William R. Pickett

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Robert Moline  
Larry Kachel  
Wally Trouten  
Harold Shilling  
Mark Severson





Apparently,  
**I snore so loudly**  
that it scares everyone in the car I'm driving.


Take my advice...  I'm not using it.

A boy asks his father, "Dad, are bugs good to eat?" "That's disgusting. Don't talk about things like that over dinner," the dad replies. After dinner the father asks, "Now, son, what did you want to ask me?" "Oh, nothing," the boy says. "There was a bug in your soup, but now it's gone."



**ON THE LIGHTER SIDE**



  
For a period, Houdini used a trap door in every single show he did... I guess you could say it was a stage he was going through.

The first time I used an elevator it was really uplifting, then it let me down.



Feeling proud of myself...

The Sesame Street puzzle I bought said 3-5 years, but I finished it in 18 months!

**zor shrine units word list**

- CAMEL PATROL
- DIRECTORS STAFF
- DRUM CORPS
- ESCORT PATROL
- FIREHOUSE JESTERS
- FLAMBEAU CLOWNS
- FUNSTERS
- HOSPITALDADS
- KLASSIC KRUZORS
- MAVERICKS MIDGETS MINICARS
- MUSKY CYCLE PATROL
- PIPES AND DRUMS
- ROAD RUNNERS
- SAWDUSTERS
- TIN LIZZIES
- VETERANS PATROL
- WAUSAUKEN INDIANS
- WRANGLERS
- ZOR CLOWNS
- IMAGINEERS
- HILLBILLIES

**ZOR IMAGINEERS**

Created with TheTeachersCorner.net Word Search Maker

E	E	I	S	M	U	R	D	D	N	A	S	E	P	I	P	G	K	W
F	L	S	M	E	W	S	K	C	I	R	E	V	A	M	D	K	V	A
I	O	N	S	U	Z	O	R	C	L	O	W	N	S	C	L	B	X	U
R	R	W	R	S	S	R	D	T	E	H	L	R	M	A	P	F	L	S
E	T	O	E	E	A	K	O	T	N	U	E	S	S	N	L	O	Z	A
H	A	L	L	I	A	I	Y	T	S	E	S	S	R	O	R	Y	J	U
O	P	C	G	Z	A	I	N	C	N	N	I	F	A	T	P	M	D	K
U	S	U	N	Z	A	H	O	I	Y	C	L	L	A	H	I	S	R	E
S	N	A	A	I	A	I	G	E	K	C	O	P	O	D	R	M	U	N
E	A	E	R	L	A	A	Z	R	S	R	L	S	G	E	M	I	M	I
J	R	B	W	N	M	M	U	R	T	E	P	E	T	U	S	N	C	N
E	E	M	E	I	R	Z	E	A	M	I	T	S	P	S	L	I	O	D
S	T	A	E	T	O	T	P	A	T	S	N	S	L	A	A	C	R	I
T	E	L	C	R	S	T	C	A	T	U	E	R	C	L	T	A	P	A
E	V	F	S	U	R	O	L	I	F	N	N	S	S	U	R	R	S	N
R	E	E	D	O	R	D	O	M	O	F	R	L	C	R	H	S	O	S
S	R	W	C	D	A	R	O	A	D	R	U	N	N	E	R	S	Q	L
N	A	S	I	D	I	R	E	C	T	O	R	S	S	T	A	F	F	E
S	E	D	S	S	S	E	I	L	L	I	B	L	L	I	H	W	E	E



# RECRUITING YOUNGER MEMBERS



We've heard from countless membership organizations that they're having trouble recruiting and engaging younger members. Yet, there are more than 80 million **GenY** or **Millennials** (those born after 1979) in the world. This is now the largest generation in American history. *So while you may be tired of hearing about Millennials, these 20-35 year olds cannot be ignored.*

The youngest Millennials, who are in their 20's, are your future members, supporters or donors to Masonry. And the 30-something Millennials should already be participating in your events, committees clubs and units. If they aren't, you might just have a "generation gap" on your hands.

If you want to develop a strategy for recruiting and engaging younger members, you'll need to understand them and re-focus your marketing, communications and fundraising strategies to target, embrace, welcome and engage this generation.

## Who are the Millennials and why are they so important?

There are many terms used to describe Millennials: "The Net Generation, Screenagers, Digital Natives, Generation Y, or the Echo Boom". But no matter what you call them, "this generation thinks differently, communicates differently, and is changing the way the world works" and "defining the culture."

*As some suggest, "millennials are the holy grail of potential consumers" and, we suggest, members, supporters and donors to our organization as well. But, the problem is we "still don't know how to court them."*

## THE MYTH OF THE MILLENNIAL GENERATION

### Millennials Unimpressed by Content Marketing, Yet Willing to Be Won Over

To some, millennials are entitled and expect to be given the world; to others, we are a tolerant group that just wants to change the world. But to marketers, millennials are the holy grail of potential consumers: those with nearly an entire lifetime of buying power ahead of them.

According to a 2013 Yahoo Content Marketing Study, millennials will have \$1.4 trillion of spending power in the US by 2020.

The problem: Marketers still don't know how to court them. **"AND WE AS SHRINER/MASONS DONT KNOW HOW TO MARKET THEM EITHER."** To try to determine what creative tactics and

marketing principles should be used to create enjoyable, shareable content for millennials.

...The big takeaway? Millennials aren't impressed, by and large, with the content that brands are lobbing their way. Forty-five percent of respondents reported that they don't usually find content marketing compelling enough to share.

## MILLENNIALS AND MEMBERSHIP:

### Knowing Y: Engage the Next Generation Now

This is a new book by **Sarah Sladek**, also author of *The End of Membership as We Know It*. Great Book! Sladek researched and interviewed hundreds of GenY's for her book and as it's summary suggests:

"Many associations and their leaders are waiting for Generation Y to come of age and change their engagement habits to mirror the habits of previous generations who joined associations as their careers and age advanced. That's a nice thought but should we bank our Temple's future on it? I wouldn't.

...Generation Y has a different set of needs, interests, and values as author Sarah Sladek conveys with convincing statistics, examples, and case studies. And these needs and interests have implications for every functional area of associations from advocacy to technology to websites.

Sladek notes: "You can choose to dwell on the challenges that lie ahead or you can dwell on the opportunities. But one thing is certain – whatever choice you make from here on out, it will begin and end with Y."

### What Members Want: The New Meaning of Value

The problem with our young shrine members is that they're always changing. Each generation is a little bit different; they value experiences differently. How you attracted young members a decade ago probably isn't working for you today; Gen X is not GenY is not Gen Z. And even if ZOR gets these generations in the door, keeping them there is just as challenging.

If ZOR Temple is going to be around to worry about the next generation of membership, you need to know what the next generation of member values now. "They need to be needed and engaged quickly" -Start your process for understanding what your new members value and how you can offer them value for their membership now.

### Communicating With the Next Generation:

Your Shrine leaders and long-term members may have completely different concerns and interests than the next generation who are just getting started with you. Understanding how to communicate with them effectively will help you know what they're looking for.

Addressing their expectations and needs will help you gain and retain your next generation of membership and sustain our organization into the future.

However, understanding the next generation of members requires you to be flexible and willing to change the way you communicate.

## THE FUTURE IS ... HOW DO WE LEVERAGE THE MILLENNIALS IN OUR FRATERNITY?

### Generational Diversity and Inclusion

The baby-boomers' kids are marching into the workplace and this crop of twenty-somethings are really different – what and how are organizations doing to engage this particular cohort?

It has been said that this cohort are self-absorbed, gregarious, multi-tasking and optimistic – if that is the case, this article will focus on the generalities of generational diversity.

There are always the outliers and it is difficult not to stereotype, but my goal is to provide some useful frameworks to engage and leverage the multigenerational association between membership and market place.

Without the internal generational diversity it is very difficult to recruit and retain a diverse membership.

## MILLENNIALS AND NON-PROFITS:

### Why Our Membership Program Isn't Resonating with Millennials (And What We Can Do About It)

...Don't write off the Millennial generation (ages 18-32) just yet. There are plenty of articles out there that tell you that Millennials tend to be entitled and selfish (TIME magazine labeled them the "me me me generation"), but World Vision found just the opposite.

Blackbaud also released a report last year that showed that 60% of GenY members give. So... are they giving to our organization? The truth is our carefully crafted current membership and donor benefit structure may not be resonating with Millennials.

### How to Build Relationships with Your Future Major Donors and Board Members:

Millennials only comprised 11% of total charitable giving last year" ... It's easy to justify not focusing on Millennials in the short term from a purely dollars based standpoint. Yet, from a logical perspective, this is a completely shortsighted position. Long term organizational health requires that you refill your donor pipeline and, while Millennials might not be able to shoulder the load of being your biggest givers for the next ten years, they won't be givers at all if you don't get them into the pipeline early.

Here are a few steps your clubs and units can take to create a robust strategy for connecting" with Millennials, including:

- **ENGAGE** with them on their terms.
- **COMMUNICATE** with them about things they uniquely care about. (Example: Hospitals, experiences with disabilities, leadership roles.)

## COMMUNICATIONS:

For our organization, the complexity of managing communications and the speed in which information is available are increasing. With the addition of social media (e.g., social networks, blogs, video sharing, and online ads) to mainstream media communications methods (e.g., websites, email, and direct mail), integrating messaging and content is a challenge. Millennials have little patience for the speed to which things get done and may not see the value in becoming a member of what they see as inefficient organizations.

A recent solution to ZOR's communication deficit was the addition of the Unit "The Imagineers", Along with the intercommunication app, "Slack". These additions have made an impressive impact in only a few months.

I hope this gives some insight on GenY as I've learned a lot by raising one. As always, if you have any questions or comments, please message, call 608-792-8792, text, or email me anytime at viroquascouts@yahoo.com.

~ Chris Underwood, Membership Chairman



You are cordially invited to the open  
**Installation of Officers**  
of Antioch Temple #113

**Saturday, April 21, 2018**

at Zor Shrine Temple  
575 Zor Shrine Place  
Madison, WI 53719

**Brunch will begin at 9:30 AM**  
**Installation will begin at 10:00 AM**

PQ Beth Schaefer  
Queen - Elect



# Calendar Raffle Winners!

- Mark Aide - Richland Center 53581
- Rhonda Cornett - Tomah 54660
- Denise Knutson - E Grand Forks, MN 56721
- Tammy Caturia - Arkansaw 54721
- Beverly Root - Spooner 54801
- Dayton Jones - Madison 53717
- Gordon P Thompson - Baldwin 54002
- Richard Jones - Altoona 54720
- Joshua Johnson - Warrens 54666
- Bob Gorsuch - Fitchburg 53711
- Rus Kettner - Oshkosh 54902
- Wallace, Cooper & Elliott Ins - Richland Center 53581
- Carol Risler - Mondovi 54755
- Candy Lemerand - River Falls 54022
- Joe Harker - New Berlin 53151
- Jon Rush - Black River Falls 54615
- Jodi Ambrose - Oshkosh 54901
- Ray Harwick - Shullsburg 53586
- Eric Jones - Indianapolis IN 46202
- Norman Allen - Adams 53910
- Steve Nelson - Mondovi 54755
- Eric Jones - Indianapolis IN 46202
- Robert C Heike - Durand 54736
- Linda Struck - Oregon 53575
- Keith Krinke - Waunakee 53597
- Bruce H Slindle - Monona 53716
- John H Miller - Wilson 54027
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Potentate Party 2018

# SHRINERS

## Delivering Hope



Illustrious  
Sir Gary  
Cuskey &  
Lady Judy

Zor Shriners "Delivering Hope" in Wausau, Saturday, April 14th. Zor's Wausauken Indians and their Ladies are sponsoring the Wausau Potentate Party to honor Ill. Sir Gary J. Cuskey, Potentate, and Lady Judy. This year's party will be held at The Plaza Hotel & Suites at 201 N. 17th Avenue in Wausau (Stewart St./Hwy. 52 Exit 192). Lunch is on your own and there are various local establishments to enjoy: Buffalo Wild Wings, Milwaukee Burger, Applebee's, Great Dane, Panara, Starbucks, Noodles & Co. and more!

Zor's Nobles are asked to attend the Quarterly meeting at The Plaza Hotel at 1:30pm, followed by educational updates on "What's Happening with Shriners" at 2:30pm. This is open to all Nobles. A Cold Sands Initiation Ceremony will take place at 3:30pm. Bring your candidates!


The Noble's Ladies are invited to tour the new Wausau Club Art Museum, unique downtown shops or the shops in

Rib Mountain. The ladies will meet in the lobby of the Plaza Hotel & Suites at 1:30 PM to carpool. This is being sponsored by the Wausauken Ladies.

The annual party will be at the Plaza Hotel & Suites with networking and socializing beginning around 4:45 pm with a cash bar in the hotel barroom. At 5:45 pm we will gather for the banquet followed by entertainment and the traditional raffle. Please complete the coupon below and mail with payment no later than April 7th.

A block of rooms are being held at The Plaza Hotel & Suites, 201 N. 17th Avenue, Wausau. Use Zor's room block #3575 (block releases on April 1st). Rooms are \$82.00 plus tax. Please call the hotel to make your hotel reservations @ 800-754-9728 or 715-845-4341.

**Any questions, Contact Steve Peterson  
at 715-848-1768 or 715-573-4059**

 **The Plaza Hotel & Suites**  
201 N. 17th Avenue  
Wausau, WI 54401

## Wausau Potentate Party 2018

Saturday, April 14 - Social 4:45 PM • Dinner 5:45 PM

The Plaza Hotel & Suites, 201 N. 17 Ave, Wausau, WI 54401

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Dinner Tickets: \_\_\_\_\_ @ \$26.00 = Total \$ \_\_\_\_\_



Family Styled Service Dinner: All New Entrees - Smoked Beef Brisket (Juicy, tender Brisket, slow smoked in house, served w/ with BBQ Sauce) and Chicken Breast Picatta (Boneless Chicken Breast, lightly breaded and sautéed in lemon-butter) with Herb-roasted potatoes, and Sautéed Fresh Green Beans. Tossed garden salad, Fresh Bake Rolls, Coffee, or Milk included with dinner plus dessert.

**MAKE CHECKS PAYABLE TO: WAUSAUKEN INDIANS**

Please mail coupon to: Steve Peterson -1817 Roosevelt St, Wausau, WI 54403

**Deadline April 7, 2018**

*Please let Steve know of any special dietary needs, so we may accommodate your request.*



# Steak Fry 2018 SCHEDULE

## Thursday, May 24, 2018

**Sponsored by:** Mavericks  
**Reserve by:** May 21st  
 Jon Barthel 414-939-0735  
**Location:** Wautoma Senior Center,  
 Hwy. 22S, Wautoma  
**Time:** Social Hour 5 PM  
 and Dinner at 6 PM.

## Sunday, June 10, 2018

**Sponsored by:** Southwestern Wisconsin SC  
**Reserve by:** June 6th  
 Monte Stieber 608.412.0264  
 Melody Lodge #2, Platteville  
**Time:** Social Hour 5 PM and Dinner at 6 PM.

## Monday, June 18, 2018

**Sponsored by:** Rock County SC  
**Reserve by:** June 14th  
 Duane Harvey 608.208.8132  
**Location:** 2322 E. Milwaukee St., Janesville  
**Time:** Social Hour 5 PM and  
 Dinner at 5:30 PM.

## Saturday, July 28, 2018

**Sponsored by:** LaCrosse SC  
**Reserve by:** July 24th  
 Todd Wolhert 608.385.1923  
**Location:** Jansky's Eagle's Nest on  
 Apple Blossom Drive (County Road 1)  
 in La Crescent, MN  
**Time:** Social Hour 3:30 PM Dinner at 5 PM.

## Saturday, August 4, 2018

**Sponsored by:** Vernon County SC  
**Reserve by:** July 31st  
 Chris Underwood 608.792.8792  
**Location:** Phil Gudgeon Farm  
 Kickapoo Gold, Viroqua  
**Time:** Social Hour 3 PM and Dinner at 5 PM.

## Tuesday, August 7, 2018

**Sponsored by:** Hayward Musky/  
 Indianhead SC  
**Reserve by:** August 2nd  
 Chuck Stene 715.791.8240  
**Location:** Masonic Center in Rice Lake  
**Time:** Social Hour 5 PM and Dinner at 6 PM.

## Monday, August 20, 2018

**Sponsored by:** Heart of Wisconsin SC  
**Reserve by:** August 18th  
 Chris Peters 715.630.9143  
**Location:** Lions Club Park, Hwy. 21 Arkdale  
**Time:** Social Hour 5 PM and Dinner at 6 PM.

## Tuesday, August 28, 2018

**Sponsored by:** Mehara SC  
**Reserve by:** August 24th  
 Donald Schwartz 715.563.5196  
**Location:** Mehara Center,  
 2625 Folsom St Eau Claire  
**Time:** Social Hour 5 PM and Dinner at 6 PM.

## Tuesday, September 11, 2018

**Sponsored by:** Directors Staff  
**Reserve by:** September 6th  
 Temple office 608-633-6343 (Lance Severson)  
**Location:** Temple  
**Time:** Social Hour 5 PM and Dinner at 6 PM.

## Saturday, September 22, 2018

**Sponsored by:** Flambeau Clowns  
 Brian Miller 715-642-2240  
**Location:** Lady Smith (PIG ROAST)  
 705 E 3rd St N, Ladysmith, WI  
**Time:** Dinner at PM.

## Sunday, October 7, 2018

**Sponsored by:** Divan  
**Reserve by:** October 3rd  
 Temple office 608-633-6343 (Al Brueggen)  
**Location:** Temple  
**Time:** Social Hour 3 PM and Dinner at 5 PM.

## Tuesday, October 16, 2018

**Sponsored by:** Past Potentates  
**Reserve by:** October 11th  
 Temple office 608-633-6343 (Larry Hansen)  
**Location:** Temple  
**Time:** Social Hour 5 PM and Dinner at 6 PM.



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# Midwest Shrine Association Summer Session 2018

## August 15-18, 2018

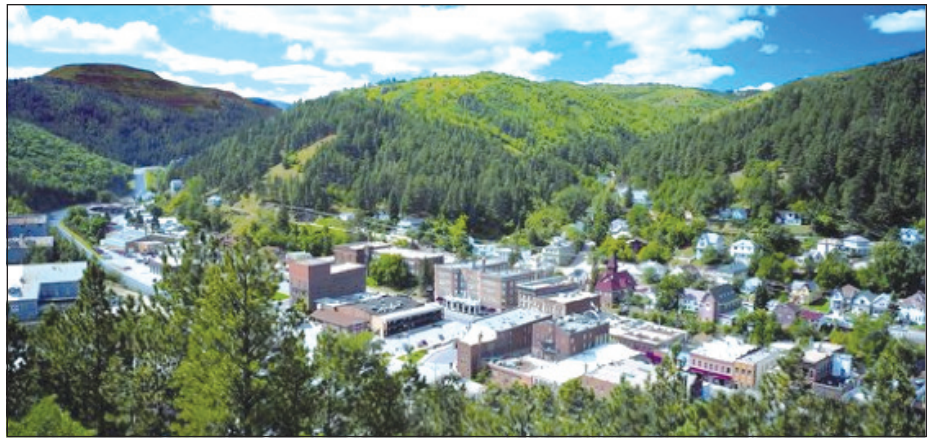
The Midwest Shrine Association Summer Session 2018 will be held in Deadwood, SD August 15-18, 2018

NAJA Shriners are this year's host temple. They are inviting all ZOR nobles, their Ladies and families to Deadwood to experience two big Shrine parades, Shrine Competition and demonstrate their hospitality to all Midwest Shrine Association (MSA) Members.

Deadwood is a popular tourist haven and August is a very busy time of year for them. Therefore, we have a very tight deadline to get our rooms committed. The remaining rooms will be released, so finding affordable lodging could be problematic. **DO NOT DELAY!!!**

During the MSA Winter meetings, NAJA Shriners (<https://najashriners.com/>) were proud to tell us that every room in Deadwood is being held for Shriners and their families attending the Summer Session. They are expecting up to 2000 Shriners in town. MSA Summer Session will be a great time with Motor Corp, Chanter, Clown, Band, and other unit competitions. There are also two motorcycle rides planned, a golf outing, trail ride, along with the two parades; One in Deadwood and one in Spearfish. Deadwood holds a lot of history and there is much to see and do in the area, Devils Tower, Mount Rushmore, Custer State Park, Needles Highway and a whole lot more. <https://www.deadwood.com/>

We are scheduled to stay at The Lodge at Deadwood <https://www.deadwoodlodge.com/>. Be sure to check out their website. It is a small Las Vegas type property with gaming, restaurants and lodging. Only 40 rooms are set aside for ZOR. If you wish to reserve a room in Deadwood it is imperative that you contact your Divan Representative and/or ZOR Housing Chairman / Chief of Staff Joe Harker. To commit to a room for your stay in Deadwood a deposit of one nights room cost is required NOW. The cost of one (1) night's stay with taxes is \$186 per room. We are asking the units for a \$100 deposit per room. ZOR will cover the remaining portion of the deposit (approx. \$86) at this time but you if you fail to use the room Zor will invoice your unit for the balance of the deposit. Names are not needed at this time only the number of rooms and which nights you will require the room.



#### CONTACT INFORMATION:

**Joe Harker** 414-531-3286  
jbh\_2010@wisc-freemasonry.org



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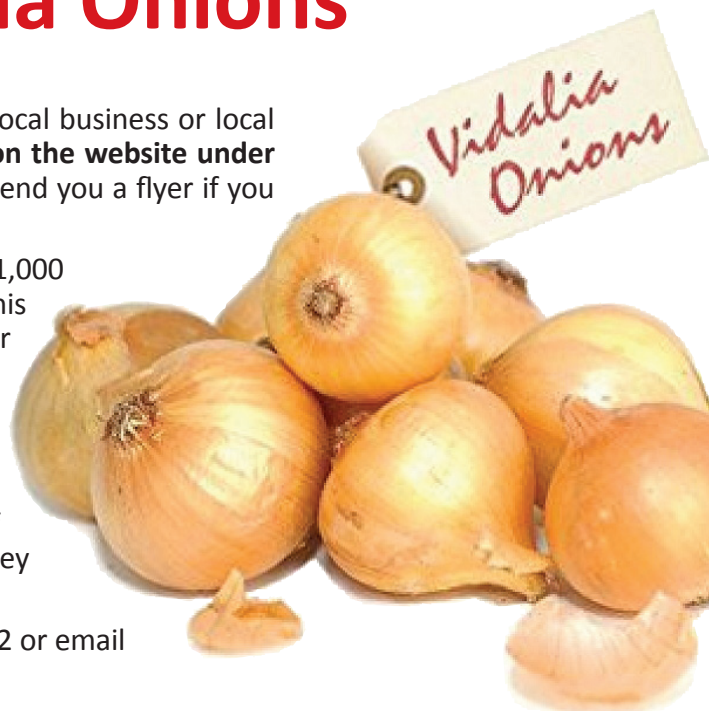
# Mouthwatering Vidalia Onions

Pre-selling onions is easy to do, you can put up a flyer at a local business or local watering hole and they sell themselves. **The flyer is available on the website under Zor Events**, then hit the Vidalia onion button or I can email or send you a flyer if you would like one.

Mention your limited supply on Facebook. One Shriner sold 1,000 pounds overnight to friends. If you want to learn how to do this just ask the Zor Imagineers. I do have extra room on each truck for more onions. The trucking has already been paid for so the extra onions you sell are pure profit.

If you have never sold any before and need help, let me know and I can help you out. Remember, when you buy a bag for yourself take 4 more to sell to your friends and neighbors. If you are going to want any recipes go to the Zor website and they are available there.

If you have any questions, feel free to call me at 715-377-3032 or email me at [bausen@frontier.com](mailto:bausen@frontier.com)



- Thanks again, Barry Ausen, Onion Chair



## History of the Vidalia Onion

The Vidalia Onion Story takes root in Toombs County, Georgia over 80 years ago when a farmer by the name of Moses Coleman discovered in the late spring of 1931 the onions he had planted were not hot as he expected. They were sweet! It was a struggle to sell the onions at first, but Moses persevered, and managed to sell them for \$3.50 per 50-pound bag, which in those days was a big price.

Other farmers, who through the Depression years had not been able to get a fair price for their produce, thought Coleman had found a gold mine. They began to follow suit, and soon after, their farms were also producing the sweet, mild onion.

In the 1940's, the State of Georgia built a Farmer's Market in Vidalia, and because the small town was at the juncture of some of South Georgia's most widely traveled highways, the market had a thriving tourist business. Word began to spread about "those Vidalia onions". Consumers, then, gave the onions their famous name. Reorders were made, and "Vidalia Onions" began appearing on the shelves of Piggly Wiggly and A&P grocery stores. Through the 1950s and 60s, production grew at a slow but steady pace, reaching some 600 total acres by the mid-1970s. At that point, a push was made for Vidalia Onions to be distributed throughout the nation, and several promotional efforts were begun. Onion festivals became an annual event in both Vidalia and nearby Glennville, Georgia, and production grew tenfold over the next decade.

In 1986, Georgia's state legislature passed legislation giving the Vidalia Onion legal status and defining the 20-county production area. The Vidalia Onion was named Georgia's Official State Vegetable by the state legislature in 1990.

In 1989, Vidalia Onion producers united to establish Federal Marketing Order No. 955 for the crop. This USDA program established the Vidalia Onion Committee and extended the definition of a Vidalia Onion to the Federal level. The Marketing Order provided a vehicle for producers to jointly fund research and promotional programs.

Beginning in 1990, technology borrowed from the apple industry was adapted to begin the controlled atmosphere (CA) storage of Vidalia Onions. Now some 20,000,000 pounds of Vidalia Onions can be put into CA storage for up to six months, thus extending the marketing of the Vidalia's through the fall and into the holiday season.

In 1991, the Vidalia Onion Committee began to annually honor one individual with introduction into the Vidalia Onion Hall of Fame. The committee considers the recipient's character, reputation and overall contribution to the growth and success of the Vidalia Onion. Inductees must be a leader in one or more of the following areas: protecting and promoting the name of the Vidalia Onion; protecting and promoting the quality of the Vidalia Onion; advertising and promoting the Vidalia Onion; sales of Vidalia Onions and creative selling methods; or research and growth development of the Vidalia Onions.

- VIDALIAONION.COM

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# ZOR SHRINE CALENDAR OF EVENTS

Saturday  
**Apr 7<sup>th</sup>**

**MASONIC DAY OF LIGHT**  
Madison Masonic Center  
301 Wisconsin Avenue, Madison, WI  
**VALLEY OF EAU CLAIRE REUNION**

Sunday  
**Apr 8<sup>th</sup>**

**SOUTHWEST WISCONSIN SHRINE CLUB MEETING**

Monday  
**Apr 9<sup>th</sup>**

**MEHARA SHRINE CLUB MEETING**

Tuesday  
**Apr 10<sup>th</sup>**

**ZEPHYR DEADLINE**  
May 2018 Edition

Wednesday  
**Apr 11<sup>th</sup>**

**HAYWARD MUSKY SC MEETING**

Friday & Saturday  
**Apr 13<sup>th</sup>-14<sup>th</sup>**

**VALLEY OF MADISON REUNION**  
Milwaukee

Saturday  
**Apr 14<sup>th</sup>**

**DIVAN MEETING**  
10:00 AM - 12:00 PM  
**QUARTERLY STATED MEETING**  
1:00 PM - 1:30 PM  
**WAUSAU POTENTATE PARTY**  
5:00 PM - 9:00 PM  
  
The Plaza Hotel & Suites  
201 N. 17th Avenue, Wausau, WI

Saturday  
**Apr 21<sup>st</sup>**

**CLOWN WORKSHOP**  
10:00 AM - 4:00 PM - This workshop is free. The art of clown makeup, costuming, competition pointers. Lunch available for purchase. RSVP Jim Kielley - jafak4@hotmail.com

**HOBO STEW DINNER**  
4:00 pM - 6:30 PM  
\$7.00 for Adults  
\$5.00 for kids 6-12  
Masonic Center, 116 8th St. S., La Crosse, WI.  
Sponsored by the Firehouse Jesters

Saturday  
**Apr 28<sup>th</sup>**

**BEJA SHRINERS POTENTATE BALL**  
The Automobile Gallery  
400 S. Adams St., Green Bay, WI

**VALLEY OF EAU CLAIRE REUNION**

Friday  
**May 4<sup>th</sup>**

**LAKELAND SC FISH BOIL**  
1:00 PM - 7:00 PM  
Stoughton Conservation Club  
918 Collins Rd., Stoughton, WI

Tuesday  
**May 8<sup>th</sup>**

**CLOWN STEAK FRY**  
5:00 PM - 8:00 PM  
Zor Temple  
575 Zor Shrine Place, Madison, WI



## HOOF TRIMMING EVENT LEADS TO SHRINE HOSPITAL DONATIONS

*Skip Blake, a Zor Shriner from Baraboo, helped organize and plan a hoof trimming event February 10 and 11 in Tomah, Wisconsin. The event is called the Wisconsin Getaway. It is one of the largest hoof trimming gatherings in North America. This year 87 hoof trimming enthusiasts come together to learn about various aspects of trimming. They also held an auction. Proceeds from the auction as well as sponsor fees offset costs as well as raise money for charity. The hoof trimmers are pleased to donate \$1000 to both Chicago and Minneapolis/St. Paul Shrine Hospitals as well as a veterans group and to FFA scholarships. Pictured is Skip Blake presenting checks to Chief Rhaban Wally Trauton and Recorder Bob Gorsuch, PP.*







## Paralympian Brody Roybal to Defend Gold Medal in Sled Hockey at the 2018 Paralympic Games in PyeongChang, South Korea

Robert and Michelle Roybal were shocked to learn that their firstborn, Brody, was born without legs – especially since it wasn't indicated on their ultrasound. Wanting to find a great medical facility for Brody's care, the parents began searching. Michelle's uncle happened to be a Shriner who lived in Kansas City and quickly recommended the Roybals see the pediatric orthopaedic specialists at Shriners Hospitals for Children Chicago. Brody met Dr. Jeffrey Ackman, an orthopaedic surgeon, when he was less than a year old. The Chicago Shriners Hospital helped Brody with independence and talked about prosthetic legs, but ultimately decided against them.

"I've always loved the Shriners; they've been so good to us. They gave Brody confidence and it helped me, as a mom, to see other children going through similar journeys," said Michelle Roybal.

As he grew, Brody developed a love for adapted sports. He attended horse camp, and a fellow camper suggested he try sled hockey. He joined a team in the Chicago suburbs and quickly took to the sport. As a young teenager, Brody switched to the Rehabilitation Institute and Chicago Park District league, called the Chicago Blackhawks adapted sled hockey team. When he was 12, however, he had a terrible skateboarding accident and broke his elbow. Dr. Haluk Altiok, also an orthopaedic surgeon at the Chicago Shriners Hospital, performed surgery and Brody continued to visit the hospital for physical therapy sessions. Doctors urged him to consider the potential injuries sports could induce, and Brody made the decision to give up skateboarding and focus on sled hockey. As a freshman in high school Brody tried out for the U.S. Paralympics sled hockey team, and made the Developmental National Team. As a sophomore he made the National Team and competed in the Paralympics in Sochi, Russia, at just 15 years old. That year the team brought home the gold for U.S. sled hockey. Now, at age 19, he and his teammates are preparing to do the same at the 2018 Paralympics in PyeongChang, South Korea.



*Paralympian Brody Roybal speaks at the 2014 Chicago Shriners Hospital Day*

"I've watched Brody's confidence grow over the past four years, since the Paralympics in Sochi," said Michelle, "It's so neat to watch him give other teammates guidance and leadership. I'm always proud of Brody, whether win or lose. He's humble, a good speaker, he's great with younger kids – I'm always proud of him."

Two former Chicago Shriners Hospital patients will also participate in the 2018 Paralympics: Justin Marshall (curling) and Kevin McKee (sled hockey). Shriners Hospitals for Children wishes our players all the best in PyeongChang!

**Mark Berillo**  
Chairman of the Board of Governors, SHC - Chicago  
Shriners Hospitals for Children®  
February 2018

# The Unused Fez



By Mark Hazelbaker

As a small crowd shuffled out of the Shrine center after the ceremonial, a pair of wrinkled, age-spotted hands placed a brand-new Fez, still in its plastic bag, on a storage shelf.

"I can't believe he didn't show up," the man placing the Fez remarked to a friend standing beside him. "No phone call. Not even a text or an email. No response when we called him. He just didn't show up."

"I don't get it either," the other man said. "I knew his grandfather. A great Shriner and Mason. Active in Scottish Rite. He seemed so excited about joining when we talked to him. Wanted to join the a parade unit and talked about getting his friends to join. We need men under 40 so bad, too."

"He even paid the fees," the first man said, closing a cabinet door on the new Fez. "Maybe he'll call us, and tell us it was car trouble, or he forgot or something. We can bring him in at a Cold Sands."

"You're more optimistic than I am," the other said.

"What alternative do we have to optimism?" he said. "Surrender."

A month went by without a word. A call to the no-show candidate went unanswered, with no call back. Several emails were ignored. Finally, after two months, the membership chair decided it was pointless and stopped trying.

Some months later, the parade season started. The parade unit dutifully went out on another campaign of entertaining crowds across the state. Mortality had taken its

toll. Some parades, just the bare minimum number of members showed up. For a Labor Day parade, only four men appeared. Two of the unit were in the hospital. Several were off visiting children who had moved across the country. The four did the best job they could. They could tell that the crowd was not excited. As they were putting their equipment away, the parade chair appeared to tell them that the parade committee did not want them back again.

The news was humiliating and shattering. Three of the men quietly decided that it wasn't worth their time anymore, what with no new members joining up. Attendance at the unit meetings dropped off. Early the next year, the unit chairman announced the unit would disband. The unit name fell off the roster.

With the unit's disappearance, the contribution it had made at the Parade of Glory went as well. \$5,738 of donations weren't available for the hospitals.

The Shrine hospital board, meeting to discuss its budget, reviewed the reports of donations from the Shrine temples. The money had fallen short of expectations. The board had hoped to purchase a new diagnostic scanner to support complex spinal surgeries. The Board found themselves \$5,000 short. Next year, they told themselves.

In a small rural village, a young mother realized her 9-month old daughter was not able to pull herself up in her crib like other babies she saw. She took the infant to the local clinic. She was devastated by the news that her daughter had a rare spinal deformity. The only hope was major surgery. But the mother

had no insurance. The doctor suggested she reach out to Shriners. She made the call on the toll free number. The hospital staff person was very supportive. She made arrangements for an appointment at the hospital.

The appointment had to be rescheduled twice, though, because the local Shrine temple was short on drivers and riders. When the infant finally was seen at the hospital, after a thorough exam, the attending physician spoke to the mother. "We can help your daughter," she said. "Your daughter will need extended treatment and care. There will be many visits and several surgeries. But I hope we can give her a normal life."

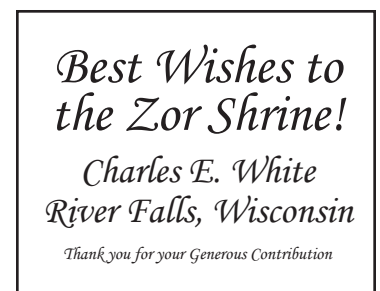
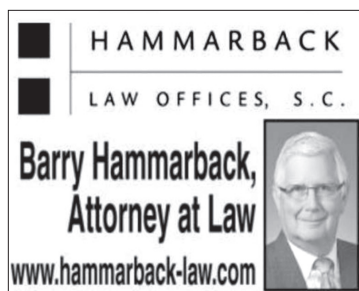
As she left the room, though, the Shriners physician was disappointed. If the hospital had been able to acquire the diagnostic scanner she had requested, the child might be helped with fewer surgeries and experience much less pain.

The infant knew none of this, of course. All she knew was that the Shrine driver and rider who took her to and from the hospital smiled at her with a love as warm as the Sun.

The driver escorted the mother into her apartment, wished her well, and returned to the van. "This is why we do all this, isn't it?" he said to his friend, as he placed his wrinkled, age-spotted hands on the steering wheel.

"It sure is," his friend replied. "But it's getting harder and harder on me to make these trips."

"Yeah, it is" his long time friend replied. "Sure wish that Fez hadn't gone unused two years ago."





## MOVING?

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## CELEBRATING ST. PATRICK'S DAY

*Zor Chaplain Karl Gant showing his Irish spirit.*

## Exciting news to share!

Shriners Hospitals for Children is excited to announce we will once again partner with David Ragan and Front Row Motorsports for three NASCAR Cup races in 2018.

You can see us at the following races:

**May:** Dover International Speedway

**July:** Daytona International Speedway

**August:** Bristol Motor Speedway



**Shriners International**



## 2nd annual Firehouse Jesters Hobo Stew Dinner

Saturday, April 21<sup>st</sup>

4 pm – 6:30pm

\$7 for Adults, \$5 for kids 6-12

La Crosse Masonic Center  
118 S 8<sup>th</sup> Street, La Crosse, WI



## Calling All Shrine Clowns



### Free Clown Workshop

with I.S.C.A.'s Randy "Wuzzles" Weldon

Saturday, April 21<sup>st</sup>

10 am - 4pm

La Crosse Masonic Center  
118 S 8<sup>th</sup> Street, La Crosse, WI

This workshop will go over the art of clown makeup, costuming, and pointers for competitions

Lunch available for purchase

RSVP to Jim Kielley at [jafak4@hotmail.com](mailto:jafak4@hotmail.com)

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# LAKELAND SHRINE CLUB'S

## Famous FISH BOIL

Stoughton Conservation Club • 984 Collins Road, Stoughton

Friday May 4th 5:00 pm To 8:00 pm

Serving boiled fish, carrots, potatoes, onions, coleslaw, rolls, butter, coffee or milk.  
Dessert available from the Daughters of the Nile.

All you can eat!!!

**\$12.00 per person**



**PUBLIC INVITED** Bring a friend and enjoy an evening of fun!!!

Proceeds from this event are for the benefit of the Lakeland Shrine Club.

Payments are not deductible as charitable contributions.



# ZEPHYR

EXTRA STORIES & NEWS

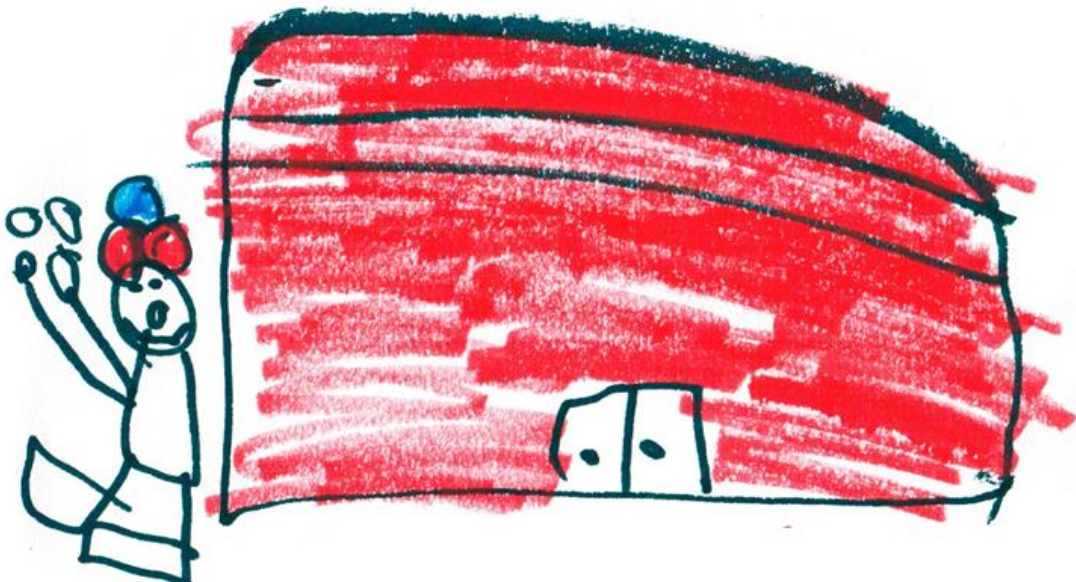
*Read All About It!.....*



*Given to the Zor Shriners as a gift  
from a young boy at the Circus. This is  
what he drew and colored on paper.*

*Expressed his thoughts of the circus  
before leaving home,*

*Juggler's win out this time!*







Shriners Hospitals for Children® – Twin Cities  
**2018 Nomination**

Do you know a current and/or former patient of at least 12 years of age who you believe is a role model for others? If so, please nominate them today!

The Rainbow of Hope Award is an annual recognition of three Shriners Hospitals for Children –Twin Cities patients who best meet the criteria of a role model, which is defined as:

- ♥ Someone who has overcome physical limitations while maintaining a positive attitude;
- ♥ Someone who serves as a mentor;
- ♥ Someone who is a good example to their peers; or,
- ♥ Someone who has provided service to their community.

A committee will review all nominations and select three award recipients. Due to the nature of the celebration, we request that nominations be limited to persons who are able to attend Hospital Day. We also request that you notify the patient/family of your intent to nominate them prior to submission of the nomination form.

**Please include photos as well as any other supporting documents, such as news articles, that share the accomplishments of the nominee. Nominations may be emailed or mailed to the address listed below.**

All nominations must be received no later than April 6, 2018.

Each winner is expected to be present at Hospital Day event held on Saturday, May 19, 2018.

Completed forms and questions may be directed to:

Lauren Elm  
612-596-6119  
lelm@shrinenet.org  
2025 East River Parkway  
Minneapolis, MN 55414



*2017 Rainbow of Hope winners*



**Shriners Hospitals**  
for Children®—Twin Cities



**Shriners Hospitals  
for Children®**  
Chicago



Our social worker/registered nurse care managers provide services to patients and families before, during and after hospital stays. Care managers assist with questions and connect families with resources to help patients transition back to their communities and schools. March is Social Work Month and our Chicago hospital team received sweet treats to celebrate.





### ***“Branson or Bust”***

Potentate Illustrious Sir Gary Cuskey and First Lady Judy are inviting YOU and many of Zor’s Family, Friends and Neighbors to accompany them on a 6 day 5 night trip to Branson, Missouri.

We will leave from Zor’s parking lot early on the morning of October 8th traveling by Deluxe Motor Coach stopping often on our trip to Branson. Our final stop before reaching our Deluxe Hotel will be at Lambert’s Café “Home of the Throed Rolls”. Once in Branson we will stay at the “Hilton Promenade at Branson Landing”. Our hotel is in the middle of a unique mall complex with many opportunities for shopping, beverages and sightseeing. There will be some down time to allow all to experience this area. We will attend shows and/or attractions each and every day. While in Branson nearly all meals are included. Meals on travel days are not included. A complete itinerary is available upon request. The trip is priced at \$2,100 per couple. (Pricing is available for single or 3 or 4 per room.)

If you are interested and would like to see a detailed itinerary with pricing either contact Larry Hanson at [hanso@tds.net](mailto:hanso@tds.net)

or Joe Harker at [jbh\\_2010@wiscfreemasonry.org](mailto:jbh_2010@wiscfreemasonry.org).

Plans are to take 2 motor coaches with between 90 and 100 attendees. We have 50 rooms reserved. Once we have deposits for these 50 rooms the trip will be in a “Sold-Out Status” but we will place your name on a standby list should there be cancellation(s). To secure you seat on the bus and reserve your room contact us sooner rather than later. The Trip is a first come first served. Larry & Joe

# ZOR SHRINE MEMBERSHIP



## U.S. Presidents Who Were Freemasons

George Washington	William McKinley
James Monroe	Teddy Roosevelt
Andrew Jackson	William Taft
James Polk	Warren Harding
James Buchanan	F. D. Roosevelt
Andrew Johnson	Harry Truman
James Garfield	Gerald Ford



U.S. Presidents who were Shriners



Shriners International

**Warren G. Harding  
Franklin D. Roosevelt  
Harry S. Truman  
Gerald R. Ford**



# H-D and the Shriners

Among the collection of Harley-Davidson® motorcycles in the Archives stands a single Hollywood Green and Birch White 1958 FL model. Built as part of a run made exclusively for The Ancient Order of the Mystic Shrine, its story is as unique as its appearance.

**I**n 1958, a dealer requested that Harley-Davidson prepare a fleet of FL motorcycles for a customer, a local chapter of the Ancient Order of the Mystic Shrine, now known as the Shriners. The 1958 FL models ordered differed from the normal production bikes in many ways, the most obvious being the paint – a combination of Hollywood Green and Birch White that created a unique two-tone bike. This creative pairing may have been lost to history if the factory hadn't made one too many. Eleven were sent to the dealer, and one stayed behind.

That extra bike is now part of the Harley-Davidson Archives collection. It exemplifies a relationship that developed between the Motor Company and the Shriners – a fun-loving spin-off from the Freemasons that was founded in New York City in 1870.

Members amused themselves and their communities through various activities, but became famous for their fantastic and colorful street parades. In the late 1800s and early 1900s, delighted crowds might see the Shriners leading an elephant or maybe astride a camel. After the dawn of motor vehicles, watchers

could look forward to fleets of scooters, motorcycles, and miniature cars.

That two-tone 1958 FL motorcycle is the earliest Shriner bike in the Archives collection, but bikes became popular with members many years before. Images of Shriners mounted on gleaming white Harley-Davidson models started appearing in "The Enthusiast" in 1931. These riders were escorts for dignitaries, such as the Imperial Potentate, the head of the international Shriner organization.

The first official Shriner motorcycle unit was established by a Kansas City, Missouri, chapter in 1948. The Ararat Temple unit rode in six parades that year on heavily chromed Harley® motorcycles, each glowing with 22 multicolored lights. The "motorcycle units" grew in popularity, and more sprouted up at temples across America. Although the Shriners mounted many different makes, the motorcycle of choice was Harley-Davidson.

There's no evidence in the Archives that the Harley-Davidson factory had any role in preparing those motorcycles for the Shriners. The green-and-white 1958 FL is the earliest bike known to have been custom ordered from Milwaukee for the group.

It wasn't until the 1960s that it became clear the Company was involved.

Harley-Davidson sponsored an award given to the first-place drill team at the annual Shrine Convention and Drill Competition. Then in 1966, the first page of the Confidential Price List sent to dealers included specific instructions for ordering fleet vehicles, including Shriner bikes. "Each vehicle order should be ordered on an individual order form. Only in those cases where fleet orders are placed, such as Police machines, Shrine machines, or golf car fleets, should more than one vehicle be ordered per order form." It was the first mention of an official Harley-Davidson Shriner bike in an internal company document.

Many local Shriner chapters today support motor units or cycle corps. Although motorcycle-mounted Shriners love riding, their playfulness supports a more serious cause. Established in 1920, the Shriners Hospitals for Children are the main beneficiaries of the Shriners philanthropy. The motor units and cycle corps ride in parades, and sponsor events such as "Ride for the Kids" to raise money to help fund the 22 hospitals in America, Canada, and Mexico. And since 1966, Harley-Davidson has honored these philanthropic efforts by offering the Shriner motorcycle to its members.

Still, there are many unanswered questions. Who were the first Shriners to ride Harley motorcycles? When did the company make its first Shriner motorcycle? Like many puzzles about Harley-Davidson history, this one may remain unsolved.



Photograph courtesy of the Harley-Davidson Motor Company Archives. Copyright H-D®



# VIDALIA



## *Shriners*



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# ONIONS

**10 POUNDS ..... \$10**





*Mmmm...*

# *Sweet VIDALIA ONIONS*



**It is Onion Time  
Sweet Vidalia Onions**



Coming the last week of April or 1st week of May

\$10.00 per 10 pound bag

**Order them before they are gone**

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2				X	\$10.00	\$ -
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4				X	\$10.00	\$ -
5				X	\$10.00	\$ -
6				X	\$10.00	\$ -
7				X	\$10.00	\$ -
8				X	\$10.00	\$ -
9				X	\$10.00	\$ -
10				X	\$10.00	\$ -
11				X	\$10.00	\$ -
12				X	\$10.00	\$ -
13				X	\$10.00	\$ -
14				X	\$10.00	\$ -
15				X	\$10.00	\$ -

**Total**

Checks can be made out to: \_\_\_\_\_

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THE OTHER 11 NOBLES JUNE 16-1871



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EDWARD EDDY

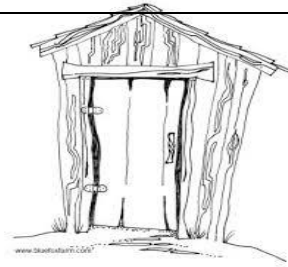


ALBERT P. MORIARTY

Notice: Updated contact Information needed for Noble William (Bill) Burkhardt – Madison



# *Calling All Hillbillies*



Da Glacier Ridge Clan #183 cuzins will rendezvous Saturday April 28<sup>th</sup> at 12:00 noon for initiation of som new cuzins. We'all gonna to meet "up yonder a ways" or "down da road apiece" at Shooters Honky-tonk near dat flatland of Plover. We will begun the gather dinin together on a buffet boosted chickin, roadkill roast cow, and mashed taters w/gravy, stuffing, veggies, pasta, coleslaw, soup, rolls, coffee or milk, tax and tip all for just \$18 each. Following da vittles we will initiate of som new Cuzins and din do some lie telling.

R.S.V.P. with payment required no later than 20 April to:

Robert Calverley  
7820 Deer Rd  
Wisconsin Rapids, WI 54494

Make Checks payable to:

Hillbilly Clan #183





# ZOR Shriners

Eau Claire, Wisconsin

## Mehara Clubhouse



Festastic Bowling Event was held in Eau Claire, WI on March 31<sup>st</sup>. Mehara thanks all Nobles, Ladies & Divan who came to the Festastic Bowling event. Great time had by all! We would also like to thank Chippewa Valley DeMolay Boys for your participation in the event. Mark Your Calendars For Next Year! March 30, 2019 Whoop's and cheers of a strike was commonly heard throughout the lanes.







## Zor Imagineers

Our group is now testing video conferencing. It is working well and will be a great additional communication channel for Zor.

Imagineers are a group of Nobles who embrace technology, look it in the face with no fear, and figure out the benefits for Zor. We learn, share, and educate. We are making tremendous strides forward and it's exciting to find what's around the next corner.

Imagineers are here to help all Zor Public Relations...let us know your news and upcoming events and we can help promote your event.

[zorsubmit@gmail.com](mailto:zorsubmit@gmail.com)



Imagineers will be hosting a Father's Day family picnic after the Wisconsin Rapids Parade on Sunday, June 17<sup>th</sup>. Steve & Koral Livernash invite all to their residence at 4973 North Road, Wisconsin Rapids 54495. Meat will be provided. Please, bring a dish to pass and BYOD. Contact Steve at 715-325-5000

Last year Zor shrine units extended over 3 city blocks and over 60 people attended the social that followed the parade.

Zor Shriners Present

July  
21st  
2018

# ZORFEST

Music Festival

## Country Music Vibe Top 10

Top Ten - Independent Artists - Week 9 only

[www.countrymusicvibe.com](http://www.countrymusicvibe.com)

	Artist	Song Title	Album/ Year Released	Genre	Notes	Recording Label+
1	Canaan Cox	Lie	Single	Country/Pop	N/A	Independent
2	Holly Tucker	Dallas on your boots	Album/ Steel	Country	N/A	Independent
3	Anthony Mossburg	Whiskey & Wine	Single	Country	N/A	Independent

*Bring your family and friends to a great music event!*

#17  
"Topsy"

WEEK 11  
COUNTRY MUSIC VIBE  
"WHERE MUSICIANS COME TO PLAY"





# Hospital DADS

"Drivers Are Dedicated Shriners"

## Shriners

DRIVEN BY:  
**VOLUNTEERS**



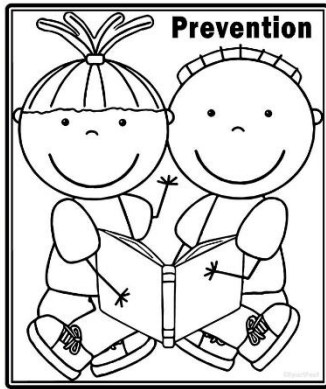
**Shriners Hospitals  
for Children**  
Love to the rescue.



One clean Chariot. 7 vans in Zorland make up the fleet of love! Ready for another Hospital Dad to make a squeaky clean run.







*"Be Burn Aware" materials for children and families*



**Shriners Hospitals for Children - Cincinnati**  
February 8 · 🌐

👍 Like Page

Miracles like our patient ambassador Crimson happen every day, who was in a house fire with her family. The image on the left is when she left our hospital after many weeks. She was in garments and wearing a face mask. She's done amazing and is healing so well now. She's going to do great things with her life.





## 2018 ZOR DIVAN

Front row, left to right, Larry Hanson PP, Treasurer, Mark Jerdee, High Priest and profit, Wally Trouten, Chief Rabban, Ill Sir Gary Cuskey, Potentate, Barry Ausen, Asst. Rabban, Rodney LaBlanc, Oriental Guide, Bob Gorsuch PP, Recorder.

Top row, left to right, Joe Harker PGM, Chief of Staff, Allen Heinkel, Capt. Of the Guard, Mark Hazelbaker, Marshall, Al Brueggen, 1<sup>st</sup> Ceremonial Master, Roger Keller, 2<sup>nd</sup> Ceremonial Master, Brian Dunham, Outer Guard, Karl Gant, Chaplain, Chris Underwood, Membership Chairman.



### Illustrious Sir Gary Cuskey and Lady Judy

Thank you for your submissions to the Zephyr...  
[zorsubmit@gmail.com](mailto:zorsubmit@gmail.com)

