

**VIDALIA  
ONIONS**

From the desk of

# Illustrious Sir Rodney LaBlanc



## THOUGHTS From Behind the Wheel

### Carpe Diem

Carpe Diem; One of my favorite sayings! It simply means "Seize the Day!" I feel we should all strive to "seize the day," to make ourselves better and to find more ways to touch the lives of others in a positive way. I try to do this by going to as many Shrine and Masonic functions as time allows, visiting with brothers and their families, as well as Shrine patients during transport to and from Shrine Hospitals and Clinics.

February 14th, Mary and I had the pleasure of attending a Ladies at the Table Lodge in Wisconsin Rapids. We enjoyed a great meal and awesome fellowship with brothers and ladies from Central Wisconsin. "Love ya Brothers!" On February 26th, the Divan was able to have their 1st meeting at our new office in Madison. We were even entertained in front of the building by 3 tom turkeys that wanted to join us. Unfortunately, PGM Joe Harker was nipped by one of them as he exited his car, and the turkey took a piece of his finger. Don't worry - he's okay!

The Madison Clowns put on a great party that same evening, and were successful in making a new clown -

### Scooter!

March 2nd, I attended Baraboo Lodge and had a good time with the brothers from that area as we witnessed a new Entered Apprentice start his journey through Masonry.

The following night, I attended Wisconsin Dells Lodge and was pleased to assist the Master by manning the Senior Warden chair. There was a lot of discussion about a Grand Lodge initiative of FST, Fire Suppression Tool, in which Lodges are being encouraged to help their local communities by purchasing these tools for the emergency services departments.

On March 5th, I had the pleasure of attending the Tom Tourville Memorial Table Lodge in Tomah. Again, it was another great meal and fellowship, thanks to the organizers, Jacob Shultz, DDGM, and Todd Wohlert. March 6th was the monthly meeting of the ZOR Funsters, along with a lunch, great conversation, and planning for the new parade season that is quickly approaching. March 8th another dinner meeting in McFarland where I was able to relax, and even play some poker.

On March 12th, Lady Mary and I traveled to Tomah again for the Shrine/Mason Family Day. A good time was had by all in attendance. Sunday March 13th brought the opportunity to travel to Baraboo again, but this time to attend the first Vacationland Shrine Club meeting of the year, where we were able to kick off a new year of activities.

I strongly encourage everyone to get out and get active in their Shrine clubs and units, as well as attend their lodge meetings. We are always looking for new Shriners, and one of the best places to find them is at your Masonic Lodges.

Please remember my initiative for the year of creating a Legacy of Shriners in your families! This will also help with the growth of the local clubs and units.

**There are many wonderful events coming up in the near future, and we hope to see you at as many as you can make it to. We promise a good time as we "Scoot Thru '22!"**

## Zephyr Reminder!!

### April 2022

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Be sure to email your stories by  
**Tuesday, April 10th.**  
Include information for the month  
of May 2022

**May 2022**  
Deadline: April 10th



**HELP US SAVE  
PRINTING & MAILING COSTS**  
Sign up to get your ZEPHYR news  
magazine via e-mail!  
E-mail: zorsubmit@gmail.com

Become a Friends of the Zephyr.  
Send your donation to the Shrine Office:  
6510 Grand Teton Plaza, Suite 204  
Madison, WI 53719  
*ALL CLUBS AND UNITS SHOULD BE ZEPHYR SUPPORTERS.  
THIS IS YOUR ZEPHYR!*

# INSIDE THE APRIL ISSUE

## STORIES

## FEATURES

- PAGE 4** ..... CHECK OUT OUR NEW OFFICERS PAGE!!
- PAGE 6** ..... CALENDAR OF EVENTS
- PAGE 8** ..... A WORD FROM YOUR ZEPHYR COORDINATOR DAUGHTERS OF THE NILE
- PAGE 10 & 11** ..... ZOR IMAGINEERS MARCOM REPORT
- PAGE 12** ..... MEMBERSHIP MUSINGS
- PAGE 13** ..... CONTACTS AND BIRTHDAYS
- PAGE 18** ..... IN MEMORIAM, HOSPITAL DADS, & DONATIONS
- PAGE 20** ..... INDIANHEAD SHRINE CLUBS RESULTS SNOW MOBILE EVENT, & ZOR MINI CARS
- PAGE 21** ..... ON THE LIGHTER SIDE PUZZLE AND JOKES
- BACK COVER** ..... DECADE MEMORIES

**PAGE 5**



Get to know your **DIVAN**  
Noble Ron Malcom

**PAGES 14 & 15** ZOR FUNSTERS PARADE SEASON



**PAGE 16**



POTATATES CHALLENGE

**PAGE 17**

MSA 2022 SUMMER SESSION



**PAGE 22**



ST. PATRICKS DAY MEETING

SHRINERS INTERNATIONAL



**PAGE 24**

SHRINERS TWIN CITIES

**PAGE 26**



DIVAN MEETING

**ZOR ZEPHYR**

VOLLXXIV No. 03 • APRIL 2022

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

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**Zor Temple Office Hours of Operation:**  
Monday-Thursday, 9am-4pm • Closed Fridays

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



## 2022 ELECTED OFFICERS

*Chief Rabban*  
**Al Brueggen**  
*and Lady*  
**Penny**  
 Sparta, WI  
 brueggenal@gmail.com



*Assistant Rabban*  
**Roger Keller**  
*and Lady*  
**Tammy**  
 New Richmond, WI  
 rogerkeller2012@gmail.com



*High Priest & Prophet*  
**Brian Dunham**  
*and Lady*  
**Linda**  
 Eau Claire, WI  
 getbrianandlinda@gmail.com



*Oriental Guide*  
**Steve Livernash**  
*and Lady*  
**Koral**  
 Wisconsin Rapids, WI  
 prosticker@solarus.net



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



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



# ZOR SHRINERS



*Potentate*  
**Rodney LaBlanc**  
*and 1st Lady*  
**Mary**  
 Montello, WI  
 rmlablanc85@gmail.com



*Imperial Potentate*  
**William S. "Bill" Bailey**  
*and 1st Lady*  
**Debby**



*Most Worshipful*  
*Grand Master*  
**Gary (Love you Brother) Stang**  
*and 1st Lady*  
**Nancy**  
 Altoona, WI

## 2022 APPOINTED OFFICERS



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



*2nd Ceremonial Master*  
**Ron Malcolm**  
*and Lady*  
**Dawn**  
 Eau Claire, WI  
 rpmaalcolm6546@gmail.com



*Marshall*  
**Kevin Reilly**  
*and Lady*  
**Dawn**  
 Wautoma, WI  
 kprmi@hotmail.com



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



*Outer Guard*  
**Leonard Pickett**  
*and Lady*  
**Jennifer**  
 Baraboo, WI  
 Leonardpickett14@yahoo.com



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

# Noble Ron Malcolm



Back Row: Kenny Malcolm, Ron Malcolm, Kade Malcolm • Front Row: Katie Malcolm, baby Jackson Malcolm, Dawn Malcolm

Noble Ron Malcolm is the 2022 ZOR Second Ceremonial Master. Ron was raised a Master Mason in July of 2014 in Tomah, WI where he was a member of the Tomah, Sparta and West Salem Lodges. In 2016, he moved to Eau Claire and now is a member of the George B Wheeler Lodge #351 currently serving as Secretary. He is also a member of Bloomer Lodge where he served as Master in 2018. Ron has also served as Past Area Administrator for District 2 in 2018 and 2019.

Ron became a Zor Shriner in January of 2016. He was part of the Mecca Shrine in Tomah as well as the Midgets in Sparta. Moving to Eau Claire in 2016, he joined the Mehara Shrine where he currently is a member of the Tin Lizzies.

Ron has been working since he was 12 years old and has been in sales/customer service. Ron currently is working for the past 6 years as Key Accounts Specialist for Wausau Supply. Prior to the move to Eau Claire, he worked as a Store Manager for All American Do It Center for 12 years. Prior to that a 911 Dispatcher/EMT for Monroe County and Tomah Police Department.

Ron also served while his sons played hockey in Tomah on the Tomah Youth Hockey Board from 1999 – 2006, serving as President for the last two years.

Ron is married to Lady Dawn since August of 1990. They have been living in Eau Claire for the past 6 years, moving from Tomah, WI where they

resided and raised their family for 22 years. Ron and Dawn were blessed with two amazing sons – Kenny and Kade. Kenny married Katie in 2017 and blessed us with a Grandson Jackson in 2021. Our son Kenny graduated from CVTC in Eau Claire and works at Phillips Medisize and our son Kade is currently serving in the US Air Force in Alaska. Our family is our pride and joy.

Dawn has been in the Banking Industry for most of her career and is currently serving as Vice President/ Mortgage Lending at Charter Bank in Eau Claire, Wisconsin.

Ron and Dawn enjoy attending Shrine events with our Shriner friends, hiking in the summer and having fun with family and friends on the weekends.

# CALENDAR

# EVENTS

## APRIL

1ST - 30TH **Vidalia Onion** PRE-SALE!

**2ND**

9AM - 10:30AM Divan Meeting	1 PM - 3PM Stated Meeting w/ Cold Sands	Wausau Potentate Party 3:30 - 5:45 Social Hour 5:45 Gather for dinner
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AT THE ELKS LODGE • 414 Scott St #414 • Wausau, WI

**6TH**

**WEDNESDAY** DIRECTORS STAFF MEETING  
6:30 PM - 8:30 PM  
Maple Tree Supper Club  
6010 US-51, McFarland, WI

**9TH**

**SATURDAY** ZOR EASTER EGG HUNT  
8AM - 4:30 PM  
Tomah Masonic Center  
520 E Saratoga St • Tomah, WI

**9TH**

**SATURDAY** VALLEY OF EAU CLAIRE  
SCOTISH RITE REUNIION  
4:30PM - 5:30 PM  
Eau Claire Masonic Center  
616 Graham Ave • Eau Claire, WI

**10TH**

**SUNDAY** LAKELAND S.C. • LADIES DINNER  
Social 4PM-Dinner 5:30PM  
Maple Tree Supper Club  
6010 US-51 • McFarland, WI

**10TH**

**SUNDAY** DAUGHTERS OF  
THE NILE INSTILATION  
1PM - 4PM  
Doric Lodge No.356 F. & A.M.  
85 S Stoughton Rd • Madison, WI

**24TH**

**SUNDAY** HEART OF  
WISCONSIN S.C.  
3 PM - 5:30 PM  
Nutz Deep II  
809 S Central Ave • Marshfield, WI

**27TH**

**WEDNESDAY** SAHARA SHRINE CLUB  
SPRING FLING  
5PM-10PM

**27TH & 30TH**

**SATURDAY** VALLEY OF MADISON  
SCOTISH RITE REUNIION  
4:30PM - 5:30 PM  
Wisconsin Masonic Center  
301 Wisconsin Ave • Madison, WI

**28TH**

**THURSDAY** MINI CARS MEETING  
6:30PM - 8:30 PM  
Winchester Restaurant  
568 Haugen RD. • Edgerton, WI

**30TH**

**SATURDAY** VALLEY OF EAU CLAIRE  
SCOTISH RITE REUNIION  
4:30PM - 5:30 PM  
Eau Claire Masonic Center  
616 Graham Ave • Eau Claire, WI

## MAY

1ST - 2ND  
**Vidalia Onion**  
ESTIMATED DELIVERY

**1ST**

**SUNDAY** MOUNDVIEW SHRINE CLUB  
12:30PM - 2 PM  
Pointer Cafe  
809 Ridge St.  
Mineral Point, WI

**14TH**

**SATURDAY** SPRING CEREMONIAL  
9AM-4PM  
The Lodge at Mauston  
104 Lodge Lane • Mauston, WI

**14th**

**SATURDAY** PONTENTATE'S BALL  
5PM - 11:59 PM  
The Lodge at Mauston  
104 Lodge Lane • Mauston, WI

# LAST CALL! MAY 14TH 2022 LAST CALL!

## SUMMER CEREMONIAL & POTENTATE'S BALL

NEW MEMBER INITIATION AND THAT EVENING THE POTENTATE'S BALL AS WE HONOR POTENTATE ROD LABLANC & LADY MARY



Both events will be held at  
**THE LODGE AT MAUSTON**  
 104 Lodge Lane in Mauston  
 (608-747-2200)  
 reservation code ZOR2022.

This is your last chance to sign up for meals and hotel reservations for the Summer Ceremonial and the Potentate's Ball. The hotel - The Lodge at Mauston is completely blocked for our events starting on Thursday May 12th. Several other Midwest Shrine Temples are arriving on Thursday, including Past Imperial Potentate Jim Smith and Lady Alice. ( Sorry Jim, no lutefisk in the summer )

Hotel reservation cut off is April 15th, Call 608 747 2200 and mention reservation code -ZOR 2022.

Meal deadline using the coupon is April 23rd Anyone in need of a dietary or vegetarian meal should contact P.P. Steve Peterson ( 715-573-4059 )

Check in time is 3:00 p.m. and check out time is 11:00 a.m. Standard room cost is \$110.00 or a suite for \$115.00 per night. For those who come early, Wisconsin Dells is 20 miles away with the Outlet Mall, Ho Chunk Casino, golf, wine tasting and gift shop, corn hole games will be set up by the hotel fire pits. Please bring your lawn chairs to sit by the fire pits.

A few recommended restaurants include :

The Broken Spur located in the Mauston Lodge (reservations required 608-747-2200)

Shipwreck Bay, Chinese Buffet or Timmy's Timeout.

**8AM - 9:30AM**

Registration

**9:30AM**

Opening of Temple  
 Divan Introductions, Knickerbocker Degree,  
 Club/Unit Sharing time

**11:30AM**

Lunch

**1PM**

Ritual Divan Ceremonial

**2PM**

Arch Degree

**3PM**

Old Red Fez

**3:30PM**

Closing of Temple

All events are open to  
 all Shriners • Ladies • New Nobles & Guests

Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Men's and Ladies luncheon no. attending \_\_\_\_\_ @ \$16.00 \$ \_\_\_\_\_

Kids luncheon no. attending \_\_\_\_\_ @ \$10.00 \$ \_\_\_\_\_

Kids dinner no. attending \_\_\_\_\_ @ \$10.00 \$ \_\_\_\_\_

Stuffed pork loin no. attending \_\_\_\_\_ @ \$30.00 \$ \_\_\_\_\_

Herb roasted chicken no. attending \_\_\_\_\_ @ \$30.00 \$ \_\_\_\_\_

Total Amount Enclosed \$ \_\_\_\_\_

MEAL DEADLINE FOR ALL MEALS IS APRIL 23RD

Make checks payable to Zor Shriners and mail coupon and payment to:

Steve Peterson • 1817 Roosevelt Street • Wausau, WI 54403

May 14th, 2022 • Summer Ceremonial and Potentate's Ball

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



I hope by sharing some reminiscences about my own membership in "Nile" it will encourage others to join. For thirty plus years I have been driving to Madison from Wisconsin Rapids to attend Daughters of the Nile. When I first joined there were six of us that rode together. You can imagine the conversations that took place in those four hours to and from Madison. Over the years I have lost my companions and now drive by myself. Although sometimes I go a day early or stay overnight with my daughter. It's always good to see those grandchildren too. Why would I drive all those miles just to attend Daughters of the Nile!

I am always greeted by friendly smiles and hugs and concerns about my drive, no matter what time of year or what the weather. I always promised Jeff if there was a "snow-day" with no school, I wouldn't go to Nile. It did happen a few times, but not many considering the number of years I have been doing this.

Once we started the meeting, it was a quiet time of reflection and a reminder of the meaning of our Ritualistic work. We always have a sharing time of concerns about others who might need extra attention and also happy times.

Now I have another reason to make the drive since my daughter is in the line of officers for Nile and I will get to be "Queen's Mum".

*Ladies, please think about joining Daughters of the Nile--it is indeed worth your time and effort.*

**Beth Schaefer**

*Past Queen, 1996 and 2018*

*Antioch Temple #113*

*Daughters of the Nile*

## A WORD FROM YOUR ZEPHYR COORDINATOR

BY NOBLE CHRIS PETERS

Spring is upon us, and the birds are singing. Parade Season is finally here, just in time. I would like to remind everyone that we have gone back to a monthly edition of the Zor Zephyr, and we need content. Remember, this is your newsletter, please use it.



In the Dec 2021 / Jan 2022 issue of the Zephyr, the Imagineers talked about the Fezzy awards and how the program has changed. We are concentrating on the Zor Clubs and Units and their activity this year. The way this will work is that we will need all Clubs and Units to submit their calendar of events to [zorsubmit@gmail.com](mailto:zorsubmit@gmail.com) so that they can be added to the Zor Calendar and then posted in each issue of the Zephyr. Hopefully, with the added exposure to all of Zor, you might be able to see an increase in the attendance to your functions. Once the functions are over, we would need an article with pictures also submitted to [zorsubmit@gmail.com](mailto:zorsubmit@gmail.com) so that we can include them in the next issue of the Zephyr. This will have a two-fold result for Zor, (1) everyone will get to see what you are up to and have a chance to participate, and (2) help us produce a Zephyr that is filled with all the interesting things that are going on throughout Zorland.

**Thank you in advance for your help in keeping the Zor Zephyr the Award Winning Publication it is.**

**715-643-4211**

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- Lunch Mon.-Fri. 11am-2pm

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(715) 355-5606 FAX  
[jesse.furrer@spectruminsgroup.com](mailto:jesse.furrer@spectruminsgroup.com)



# Can't You Just Taste Those SWEET VIDALIA ONIONS?

A new year has come upon us again and it is time to start thinking about onion sales. The onions are planted and if they keep on growing like they are, they should be ready the last week of April - first week of May. I will contact you by April 5th for your order.

Remember, this is an agricultural product so the availability of the onions is all dependent on Mother Nature. Pre-selling onions is easy to do, you can put up a flier at a local business or local watering hole and they sell themselves. The flier is available on the website under Zor events then hit the Vidalia onion button or I can email or send you a flier if you would like one. 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, and 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@lakesidefoods.com](mailto:bausen@lakesidefoods.com)

Thanks again, Barry Ausen, PP, Onion Chair

## VIDALIA

SWEET

## ONIONS





*Pre-Order Today - Before they are Gone!*

Name	Phone	Number of bags		Total
			X	\$10.00
			X	\$10.00
			X	\$10.00
			X	\$10.00
			X	\$10.00
			X	\$10.00
			X	\$10.00
			X	\$10.00
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			X	\$10.00
			X	\$10.00
			X	\$10.00
			X	\$10.00
			X	\$10.00

**10 POUNDS - \$10 BUCKS**



*Delivery - Last Week of April - First Week of May*

# Zor Imagineers MarCom REPORT



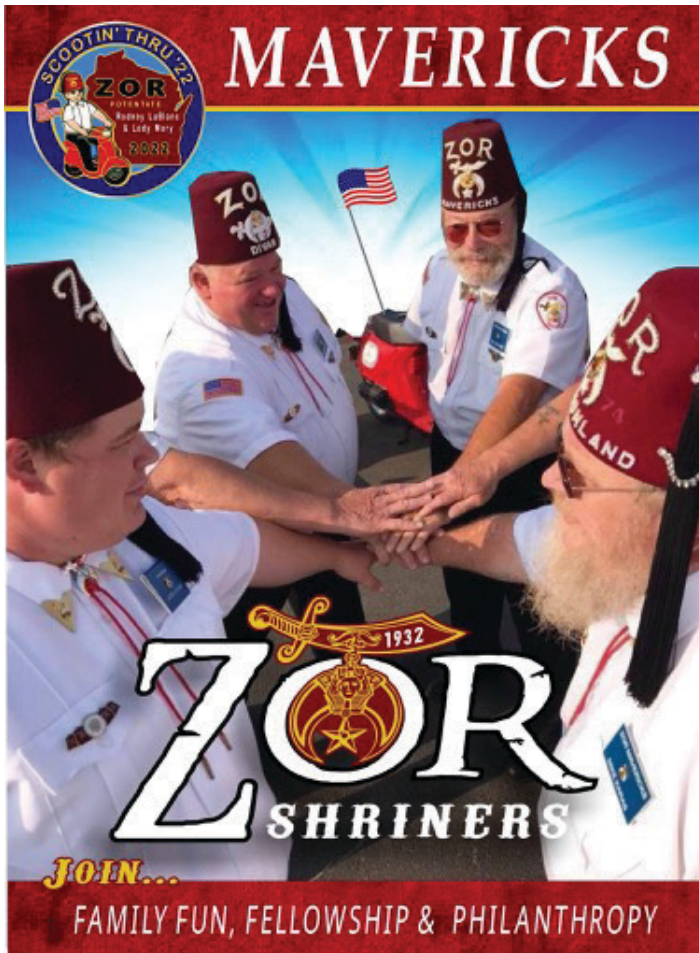
Steve Livernash  
Oriental Guide  
Zor Imagineers Project Manager

In 2022, Zor Shriners is taking control of its own narrative. Phase 2 & 3 of Marketing and Communications plan is in full swing, "Organization by Education & Creative Marketing" is going well. The Zor Shriners brand is rich in history from 1932. Organizational branding is important to our future. Campaigns are being developed for Fun & Fellowship. Our product is Membership & our great philanthropy. Zor Mar-Com is collaborating closely with our Membership Chairman, Mike Kastens, to hear how we can help promote and develop

marketing strategies. Our goal is to create inspiring impressions and engage with potential Shriners. We are using both digital and physical marketing techniques. Your ideas are needed as well.

Our digital campaigns are designed for club & unit exposure. Some clubs and units go through their by-laws and bring them to current times. Others are getting their parade schedules in place for everyone to participate. A call to action from all clubs and units is requested. Do not wait, take charge and be proactive in promoting your events with the Zor timetable and Zephyr. Be proud of your group; your club and units have an elected position of media contact and Zephyr correspondent. If not, by default, it is the President's duty to assure proper recognition for their group. A simple photo after a meeting brings shared fellowship to all of Zor. Please send in your inspiring photographs of fun and fellowship. Imagineers can then use your input to develop a marketing plan for your specific area.

The Zor Mavericks sample advertisement can be used by their Nobles digitally on social media or physical posters made for exposure. Send in your information so we can help develop your plan. [zorsubmit@gmail.com](mailto:zorsubmit@gmail.com)



Digital marketing reaches potential Shriners on many platforms quickly and very effectively. Rural marketing is the biggest obstacle. Some rural areas have slow internet services. Here is where physical marketing can be huge in small communities. Again, it is recommended to take control of your own local narrative.

*We are all Shrine - Masons with family support. "Support your local Masonic lodge, that is where Shriners are Born."*

Rural physical marketing is all about visual impressions. Micro to minute time spans. Below are some ideas for physical ads in your area.

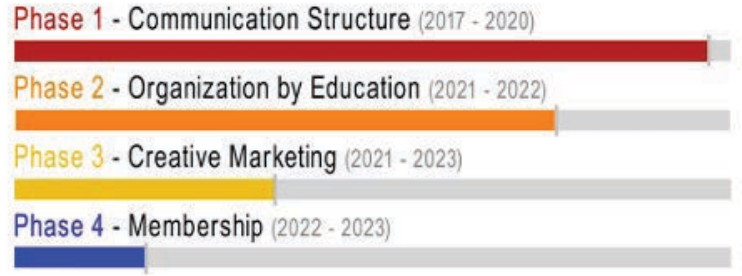
- Donate a park bench with a Shriner individual remembrance, Shrine symbol or Masonic lodge name. There are decades of exposure, one-time cost, and high impressions in return.
- Baseball and softball field signs. Normally inexpensive annual cost, big impressions of the age group we target.
- Car window decals for Shriners/lodge members. There is nothing better than sitting behind a car at the stop sign or grocery store with a Shrine symbol or compass and square.
- Public cable service ads. Most are free on Channel 3.

...continued on next page

continued...

- Make the lodge building or grounds memorable to the public. Big US flag, some window graphics. Call to order somewhere that directs potential candidates to our website. Here a QR code would benefit the younger crowd.
- Have Shriner literature and petitions available in the lodge.
- A cribbage, card, and game night at the lodge or park.
- Support local cub scouts and host the pine wood derby.
- Create trading cards for kids spotlighting members of a parade unit. Clown unit or motor/scooter drivers. Message from the Shrine on the other side.
- Get a reporter from the nearest newspaper to run a story on the history of the lodge, Interview Shriners in the area.
- Invite military vets, Masonic/Shrine widows, etc. for a meal of appreciation.
- Sponsor fallen vets of the community on street light pole banners with pictures and branches of service. Lodge name represented as sponsor/donor. Also, could be done with a local history motive, featuring influential citizens.
- Placemat ads at local restaurants, QR codes inspire the younger mindset, curiosity finds the cat.
- Parade float promoting local Shriners and Masonic lodge.
- Ask a Shriner in the area that has land near a busy road. Construct a sign as a project. A message of encouragement from a Shrine or Masonic lodge.

Zor Marketing & Communications - Phase Focus, Timeline & Progress



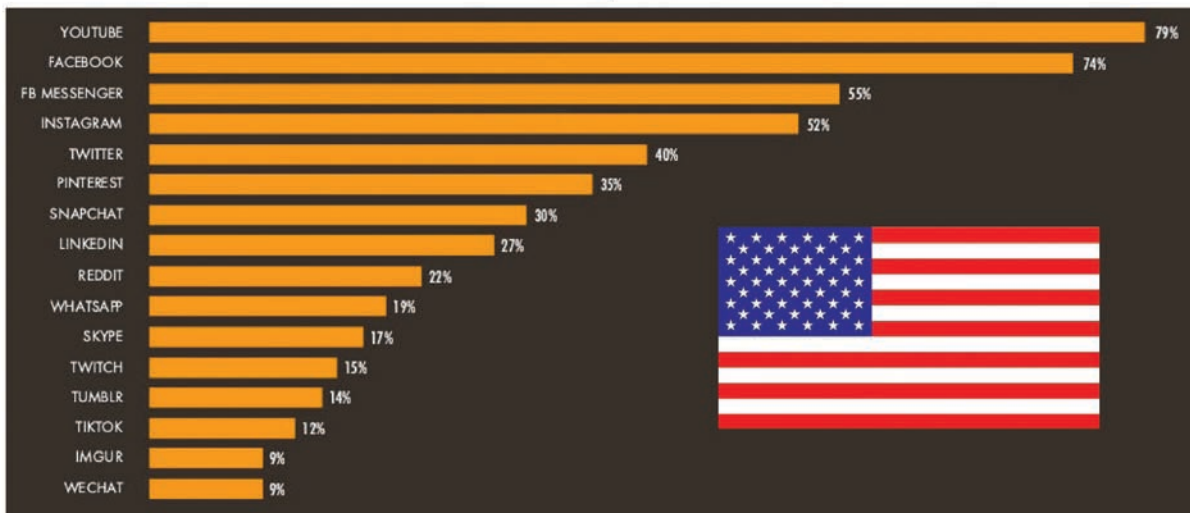
- Have a local past patient of Shriners share their story at an event.
- Take full advantage of public bulletin boards. Promote activities and information on referring a patient.
- Create a monthly Shriner day in your community for family fun. Fly a kite day, fishing with supplies, treasure hunts, geocaching, bike rodeo, etc.
- The most effective physical advertising is word of mouth and a handshake. Free as the day is long and can inspire confidence in joining our great philanthropy

*There are many ideas to make your club or unit a memorable brand in your community. Create fun & fellowship with a friend or group to make one or more of these suggestions happen.*

*Then share your story with us!*

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

## Most used social media platforms in 2020 - USA



# MEMBERSHIP MUSINGS

Greetings Nobles and Ladies,

This month I am going to share some of the information from the Winter MSA Conference for those who were not able to attend the conference in February. Imperial Sir Bill Bailey attended the MSA Conference and talked about Shrine membership and dues.

The Imperial dues have not been increased in several years and that fund is not in the best shape. Imperial Sir Bill stated there will be a resolution at this year's Imperial Session to increase the dues by \$25.00 annually.

After initially hearing this news, I immediately thought how raising the dues by \$25.00 was going to cause more members to drop being a Shriner because of the increase. We talked about how we are losing members of this great fraternity and now we going to have a resolution at the Imperial Session to increase the dues. It was not making any sense to me at that moment in terms of increasing membership. But then I thought this would be a golden opportunity to talk about the dues and how it can also be a positive for membership. Now, you may be asking yourself how can increasing the annual dues at the Imperial level be a positive for membership? I will explain that shortly and hopefully it will spark some interest for all the Nobles.

This is not the first time there has been a resolution to increase the Imperial level dues at the Imperial Session. Just last year there was the same resolution, but it was voted down by the voting members attending the Imperial Session. I can not guarantee that the resolution will be voted down again this year, but we all need to be prepared to do whatever is needed to make the best of the situation.

Here is one of the best possible ways to help yourself from future dues increases. You can pay for a lifetime membership in the Shrine. It can be done three ways and I am going to illustrate these ways

below.

PCLM (Per Capita Life Membership) this is the Imperial Dues amount is

$\$30.00 \times 30 = \$900.00$

PCM (Hospital Life Membership) is

$\$5.00 \times 30 = \$150.00$

LM (Life Membership for Temple Dues amount) is  $\$50.00 \times 20 = \$1,000.00$

TLM (Total Life Membership) Noble must pay all the above 3 amounts currently are  $\$2,050.00$

If the Imperial dues are increased, then the information below will become a permanent increase.

PCLM (Per Capita Life Membership) this is the Imperial Dues amount is  $\$55.00 \times 30 = \$1,650.00$

PCM (Hospital Life Membership) is  $\$5.00 \times 30 = \$150.00$

LM (Life Membership for Temple Dues amount) is  $\$50.00 \times 20 = \$1,000.00$

TLM (Total Life Membership) Noble must pay all the above 3 amounts would increase to  $\$2,800.00$

That is an increase of \$750.00 dollars that you could be using for other things in your life!

Yes, that looks to be a lot of money for some Nobles, however you must decide if paying one or all three categories is going to be financially advantageous to you. Personally, I have already paid my Per Capita Life Membership which is the Imperial Dues several years ago.



MIKE KASTENS • NEW RICHMOND

I know this solution may not be available to all Nobles, but it is something to think about.

By the time you have read this article, I will have attended the Membership and Marketing class in Grapevine Texas. I hope to have more information about the possible increase of the Imperial dues along with information about any payment plans currently available to ease the financial burden the lifetime membership may pose for our Nobles.

In closing let's all of us go out and search for those Master Masons who are looking for a fun and exciting group to join! Also, remember each day that you should be extremely proud to be a Shriner and part of the world's greatest fraternity!

Fraternally yours,  
Mike Kastens  
2022 Membership Chair  
Cell Number: 715-497-7527  
Email Address: mrkastens@gmail.com

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### MADISON CLOWNS

Paul McCallum • 608-931-0849

### DIRECTORS STAFF

Mark Severson • 608-628-2688

### FIREHOUSE JESTERS

Jim Kielley • 608-788-2594

### FUNSTERS

Randy Webb • 715-459-5440

### IMAGINEERS

Chris Peters • 715-630-9143

### MAVERICKS

Jacob LaBlanc • 608-617-9776

### MIDGETS

Tyson Swan • 608-697-7629

### MINI CARS

Miles Bradley • 608-289-1628

### MUSKY CYCLE PATROL

Chuck Stene • 715-791-8240

### PIPES AND DRUMS

Daniel Stormont • 608-426-4788

### ROAD RUNNERS

Mike Kastens • 715-497-7527

### SAWDUSTERS

Mike Hayden • 715-495-0258

### TIN LIZZIES

Edward Michels • 715-877-3104

### VETERANS PATROL

Ray Burrows • 715-228-2631

### WAUSAUKEN SHRINERS

Joseph Barlow • 715-675-6755

### WRANGLERS

Daniel Elmer • 608-669-2618

### \*\*\*Disclaimer\*\*\*

If this contact information for your unit/club is not correct, please contact the ZOR office to update the information. Also, please ensure that you provide a copy of your updated officers to the office as soon as you are able!

## ZOR Shrine Clubs

### FLAMBEAU

Robert Grunseth • 715-532-7311

### GREEN COUNTY

Nicholas Baker • 608-293-0796

### HAYWARD MUSKY

Paul Wharton • 715-634-5156

### HEADWATERS

Roger Reas • 715-661-1185

### HEART OF WISCONSIN

Jeff Schaefer • 715-459-5440

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Harlan Dodge • 715-296-0485

### LACROSSE

Kevin Greeno • 608-780-2498

### LAKELAND

Ron Jenkins • 608-835-3588

### MADISON

Dale Holmen • 608-513-2570

### MASCOUTIN

Kevin Reilly • 920-765-4333

### MECCA

Robert Keene • 608-343-0075

### MEHARA

Randy Johnston • 715-210-0500

### MOUNDVIEW

Karl Gant • 608-523-4714

### PINE RIVER VALLEY

Sheridan Rossing • 608-604-5456

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Jeff Lichtfuss • 608-752-2811

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### TIMBER

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April 2022

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William Broeg Jr, Leroy Phipps, Leroy Huber, Robert Teets, Phillip Olt IV, Sherwood Strommen, Richard Sampson, Albert Jennerman, Matthew Schultz, Elmer Kramer, Abel Campos Jr, Stephen Treu, Michael Kastens, Walter Devonshire, Glenn Witt, James Timm, James Steffenhagen, Robert Canfield, Jon Oakland, Raymond Larson Jr, Sheridan Rossing, Franz Wiggert, Steven Livernash, Joshua Therrian, Frank Caughey, Reid Horie, Jerome Nelson, Jerry Brandt, Donald Matchey, Michael Meinke, Steven Arndt, Donald Ross, Emmett Reilly, James Lundeen



# ZOR FUNSTERS



It is that time of year again, Parade Season. The Zor Funsters, like every other parade unit in Zor, spent time ensuring that all the parade equipment was ready to go. This year is a little different than most years, we decided to try and make the Funsters Bus a little softer ride by modifying the springs. Thanks to Funsters Director / Quartermaster, Randy Webb, and his nice warm and well equipped out building. With the help of the following Funsters, the job was completed in one (1) day. Thank you Noble's Montie Kramer, Randy Webb, Bob Calverley, Steve Livernash, Jeff Schaefer, and Chris Peters. Also, thank you Kathy Webb for the great lunch that day, it was much appreciated.

# MAINTENANCE DAY



## Parade & Event Entertainers

Well, all the hard work paid off as the bus now has a softer & quieter ride. On March 19th, the Funsters loaded the bus & stepped off for their first parade of the year at New (Dublin) London. It has been two years since we were able to march down these streets due to the pandemic. The weather worked with us by not snowing or raining on us while we were out having fun at what we do best, working hard for the kids. The streets were lined with happy spectators, cheering on all the participants of the parade. A great day of fun & fellowship was shared with our sponsor's employees. Wolf River Community Bank thank you for your support.

Hopefully, this will be the fun start of a very busy year.



# PARADE DAY

# POTENTATE ISSUES A CHALLENGE TO ALL THE ZOR NOBLES



## Zor's new Potentate, III. Sir Rodney LaBlanc, issues a challenge to all Zor Nobles:

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

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

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



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# MSA 2022 SUMMER SESSION



Beja Shriners, Green Bay, WI August 17-20 -- This is a family fun event for all Nobles, their Ladies and Families. The events begin on Wednesday evening and ends at noon on Saturday. Special parties on Wednesday and Friday nights are celebrating 150 years of Shriners International and 100 years for Shriners Hospitals for Children. There will be two parades, one on Thursday evening and one on Saturday morning. There will be competitions on Friday. There will be a wonderful marketplace with local, regional, and national vendors in attendance. In the coming weeks, we will be distributing Lodging and registration information along with event flyers at the different unit and shrine club meetings. Most importantly, to participate in ANY of the events, you MUST be registered for the MSA session. Our host hotel will be the Radisson Conference Center where most of the events will be held.

Illustrious Sir Rodney LaBlanc has included assistance in funding each noble's lodging expense.

You are strongly encouraged to visit the following web site now and often as the host temple is continuing to update the site.

<https://bejashriners.com/msa-2022>

There will be monthly updates in Zor Zephyrs but if you have any questions please contact Zor Noble Joe Harker, MSA 2022 Coordinator at [jbh2010PGM@outlook.com](mailto:jbh2010PGM@outlook.com) or Mobile number 414 531 3286.

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# Calendar Raffle Winners

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  - \$ 20.00 • Jim Trouten • Winona MN 55987
  - \$ 20.00 • Rob Rands • Fennimore 53809
  - \$ 20.00 • Mike Ramos • Dodgeville 53533
  - \$ 100.00 • David Vargas • Cedarburg 53012
  - \$ 20.00 • Justin Plaski • Stevens Point 54481
  - \$ 20.00 • Aaron Schmucker • Markesan 53946
  - \$ 20.00 • Bob Gorsuch • Fitchburg
  - \$ 20.00 • Margaret Rossing • Lone Rock 53556
  - \$ 20.00 • Floyd Herschberger • Pardeeville 53954
  - \$ 20.00 • Kelly Gill • Madison 53714
  - \$ 100.00 • Jerry & Sharry Bolle • Menomonie 54751
  - \$ 20.00 • Dean Tronnes • Edgerton 53534
  - \$ 20.00 • Todd Hines • Elmwood 54740 1208
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  - \$ 20.00 • Lavryn Villeneuve • Wisconsin Rapids 54494
  - \$ 20.00 • Mike Buchholz • Mondovi 54755
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  - \$ 20.00 • Jay Soderholm • Cottage Grove 53527
  - \$ 20.00 • Michael Esser • Spooner 54801
  - \$ 20.00 • Sandy Zweifel • Madison 53716
  - \$ 20.00 • Rachel Fisher • Waunakee 53597
  - \$ 20.00 • Robert Lloyd • Oshkosh 54902
  - \$ 20.00 • Kerwin Greeno • Tomah 54660
  - \$ 100.00 • Kolten Foulk • Eau Claire 54703
  - \$ 20.00 • Andrew Behlke • Cottage Grove MN 55016
  - \$ 20.00 • Thatcher Moncel • Hayward 54843
  - \$ 20.00 • Floyd Herschberger • Pardeeville 53954
  - \$ 20.00 • Gary Dockter • Hudson 54016
  - \$ 150.00 • Austyn Buckli • Cadott 54727
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Uncorked!



Again!

Sparta area Shriners will pop their tops again Saturday May 21 at the Foxhole Pub, 1215 Angelo Rd, Sparta, WI. Guests will sample beer, wine, seltzers, spirits, cheese, crackers, and more for 3 hours as a fundraiser for Zor. Zor Divan, other Shriners, and local vendors will help pour and run the event. In addition to the sampling, lots of goodies are available from the silent auction, raffle tickets, and entrance raffle tickets.

Mark your calendars! Starts at 1pm. Tickets are \$20 per person.




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# INDIANHEAD SHRINE CLUB ANNOUNCES RESULTS OF SNOWMOBILE EVENT

By Milt Helmer

Chuck Stene, Sec/Treasurer of the Indianhead Shrine Club, announced the results of their annual Snow/ Dirt Club/ Snowmobile Run held recently. Stene said "It takes roughly a month to finalize and total amount taken in by pledges but when all was totalled the active Shrine Club registered a total of \$12,778.

This means the club is nearing the \$350,000 mark of total donations given to Shrine Health Centers over the history of the Snowmobile runs.

The Club had 55 people join them for dinner at the Elks Club. Mr. David Vollare, the CEO at Shriners Children's Health Center in Woodbury, MN, was the guest speaker. He brought humor and informative conversation to the attendees.

The Club expressed special thanks to Lady Jane Olsen and Lady Donna Sockness for collecting and counting rider pledges. Also a thanks went out to Nobles Harlan Dodge and Bob Olsen for their work organizing the event and coordinating dinner. A big thank you also went out to all the Nobles and Ladies who made a difference in children's lives.

# LA CROSSE SHRINE CLUB STEAK FRY



Shriners, Masons, their Ladies, and other guests are welcome this year's annual steak fry at Jansky's Eagles Nest on top of the Bluff in La Crescent, MN (just across the mighty Mississippi from La Crosse). The annual afternoon event brings together folks from all over West Central Wisconsin to one of the most beautiful areas in the state. The view is amazing as one looks over the river, the lock & dam, and the adjoining bluffs. But this is only part of the fun, as the cooks prepare a delicious steak dinner, with appetizers and refreshments for everyone. Any questions, please call Noble Todd Wohlert at 608-385-1923

**\$25 per person.**  
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**Deadline 7/31.**

**August 6, 2022 3:30p social, 5p dinner**  
Apple Blossom Drive (Cty Rd 1), La Crescent, MN



# ZOR MINI CAR'S

The Mini Car unit is requesting all previous and current members to attend the next meeting on April 28th which is held at the Winchester Restaurant in Edgerton starting at 6:30 p.m.. With the upcoming parade season being a month away, we need everyone's support in locating new members. We have several cars available to choose from and training on the maneuvers.

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Did you hear about the guy  
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 He didn't get hurt because  
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I have a friend.  
 He keeps trying to convince me  
 he's a compulsive liar, but I don't  
 believe him.

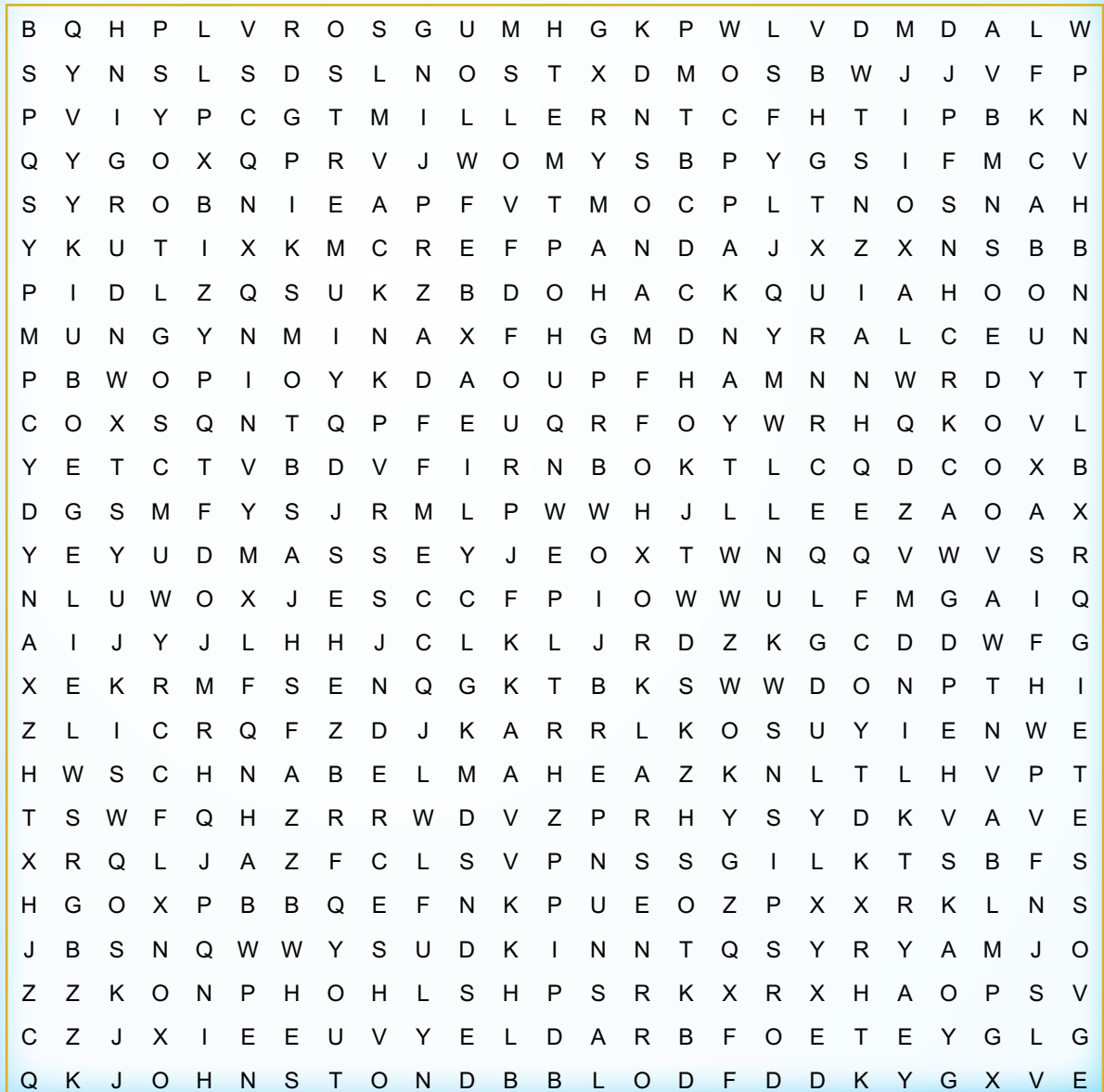
The best thing about good  
 old days is that we were neither  
 good nor old.

On the  
 Lighter  
 Side



Zor Member **Last Name**  
 Word List

- KENNETH CLARY 1994
- JEFFREY GOFF 1994
- JOHN PEIRSON 1994
- RALPH BOEGEL JR 1994
- MARK MAYRY 1994
- GARY DURGIN 1994
- RICHARD DAVIG 1994
- STEVEN UNDERWOOD 1994
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- WILBERT DRECKTRAH 1995
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- WILLIS OSTREM 1996



Use Zapper App to see the  
 answers to this puzzle

# SHRINERS COMBINE BUSINESS MEETING WITH ST. PATRICK'S PARTY

by Milt Helmer

The Shriners and their ladies of the St. Croix Valley Shrine Club combined some business with a fine Irish dinner and some fast paced Bingo on Friday March 18 at the New Richmond American Legion.

Carl Gaulke, President of the Shrine Club, served as master of ceremonies. The business meeting heard several reports on Club activities plus a Divan report by Assistant Rabban Roger Keller of New Richmond. Keller announced the Shrine Temple has been sold as of May 2022. "Shrine offices moved to a nice business setting in Madison," said Keller. He also announced several training sessions he has planned this spring.

There will be a quarterly meeting of Zor officers on April 2nd in Wausau and a spring Ceremonial on May 14th in Mauston, so mark your calendars.

In his report, Noble Bob Hering, of the board of governors, announced the upcoming Shrine gala set for June 3rd at the Minneapolis Depot. Last year, according to Hering, there were 400 registered with a total revenue for the Shriners Children's of the Twin Cities at \$307,000.

Tammy Keller gave a brief report on the Shrine Auxiliary, noting the annual auction coming up in November. Last year the auction brought in \$12,500 for Shriners Children's.

Past Potentate Barry Ausen reported that the onions are now planted and should be ready for Harvest either the end of April or the first part of May depending on the weather. Everyone eagerly awaits the arrival of those sweet Vidalia onions.

President Gaulke introduced two new Nobles who will be part of one of the upcoming ceremonials this year. Merl Steffen and Wayne Pearse will soon become new Nobles of the Mystic Shrine.

This coming year's Imperial session will be in Minneapolis and the MSA is scheduled for Green Bay. Watch the Zephyr for dates and times.

Following the business the audience settled down for several games of BINGO with Noble Mike Kastens calling the numbers. The winning bingos received a gift wrapped bottle of wine.



Roger Keller of the Zor Divan makes a point during his report.



New Nobles introduced are, left to right, Wayne Pearse, President Gaulke and Merl Steffen.

Photos by Milt Helmer



## Shriners Children's Chicago Motion Analysis Center

Congratulations to the Motion Analysis staff for achieving full accreditation from the Commission for Motion Analysis Accreditation (CMLA). The Motion Analysis Center was evaluated on 87 criteria to ensure both competency and reliability. These criteria include documenting laboratory protocols, ensuring staff competency is initially achieved and maintained, report quality is consistent, and quality assurance checks are in place. The application is reviewed by clinical and technical experts before full accreditation is granted. This rigorous process has taken a year to accomplish. Well done! We are currently the only motion analysis center in the Chicago area to be granted this status.

### Motion Analysis Center Services

- Video Documentation- Recommended for new evaluations
- Instrumented Gait Analysis-Baseline, Pre-op, Post-op
- Comprehensive Physical Examination- Strength, ROM, tone
- Gait Analysis with Segmental Foot Analysis- For foot recommendations
- Spine Motion Analysis- Pre/Post-operative scoliosis
- Wheelchair Propulsion and Fitting Analysis
- Return to Sports Assessment – Post ACL/Knee surgery
- Quantitative Balance Assessment – Using Neurocom device
- Ultrasound- Joint and soft tissue evaluations



### New Equipment

- Ultrasound- Provides real-time internal assessment of joints and soft tissue
- Zeno Walkway-Collects multiple strides of many parameters without the need for markers
- Fluoroscopy- system upgrade complete with two high quality pulse emitters. We are using the system as part of the multicenter study with University of Utah to analyze hindfoot deformities.

### Current Research Topics

- Foot deformities
- Ontogenesis Imperfecta
- Wheelchair Propulsion
- Calcaneal Osteotomies
- Transverse myelitis
- Limb Lengthening
- Machine Learning Using Gait Data
- Brace use in children with Cerebral Palsy



### Using our Research to Improve Patient Outcomes

We are very excited to host the “Fourth Annual State of Research Symposium: Special Emphasis on Muscle and Bone Health” on Friday, March 4. We have 28 presentations representing 14 Shrine Hospitals and Georgia Tech. This virtual conference is a great forum for researchers and physicians to discuss and explain their research findings with the hope of stimulating new ideas and collaborations to improve our patient care.



# SHRINERS INTERNATIONAL



We're excited to continue collaboration on several projects with the Supreme Council, Scottish Rite, Northern Jurisdiction! We had the honor of welcoming Illustrious Peter J. Samiec, 33°, Sovereign Grand Commander of the Scottish Rite, NMJ, and members of his team. In the photo: l-r: From Shriners International: Bryan Harrison, chief membership development officer; Mel Bower, chief communications and marketing officer; John Piland, executive vice president; from Scottish Rite, NMJ: Bridget Steele, assistant director of charities; Peter J. Samiec, 33° SGC, NMJ; Walt Wheeler, director of charities, and George Taylor, director of member services and programs.



## SHRINERS CHILDREN'S TWIN CITIES

Please join us in welcoming Matthew Basiaga, DO to our medical staff! Dr. Basiaga is a pediatric rheumatologist. His model of care is focused on understanding patient and family goals for diagnosis and treatment, providing education of the disease process and available treatment options, and setting realistic treatment expectations

Conditions treated in our rheumatology clinic:

- |   |                                |
|---|--------------------------------|
| <i>Autoinflammatory disease</i>                   | <i>Periodic fever syndrome</i> |
| <i>Behcet's disease</i>                           | <i>Raynaud's disease</i>       |
| <i>Chronic recurrent multifocal osteomyelitis</i> | <i>Sarcoidosis</i>             |
| <i>Dermatomyositis</i>                            | <i>Scleroderma</i>             |
| <i>Juvenile idiopathic arthritis</i>              | <i>Sjogren's syndrome</i>      |
| <i>Lupus</i>                                      | <i>Uveitis</i>                 |
| <i>Mixed connective tissue disease</i>            | <i>Vasculitis</i>              |

To schedule an appointment with Dr. Basiaga, call (612) 596-6105



2022

# Potentate's

# All-Shrine Parade



## Saturday, June 11

### Mitchell, SD | Beginning at 11:00 a.m.

Not only is this our annual All Shrine Parade, but the world famous and only Corn Palace has chosen to celebrate as their 2022 building design El Riad Shrine, our Shrine Circuses, and Shriners International, with the theme "2022: Under The Big Top".



# FEBRUARY DIVAN MEETING & NEW OFFICE TOUR

By Joe Harker / Zephyr Correspondent



Madison, WI -- Potentate Rodney LaBlanc, on Saturday afternoon Feb. 26th, assembled Zor's Divan at our new office for a tour of the new facilities & the February Divan meeting. Many topics were discussed. Ill. Sir Rod is encouraging strongly that he wants Zor members to travel. Specifically, to attend the 148th Imperial Session of Shriners International <https://imperialsession.com> to be held in Minneapolis, MN on Saturday to Thursday July 2 to 7, 2022 and the Midwest Shrine Association Summer Session 2022 <https://bejashriners.com/msa-2022> to be held in Green Bay, WI on Wednesday – Saturday August 17 to 20, 2022. Ill. Sir Rod says these two events will never be closer, and are open to all Zor nobles and ladies. Zor will cover a portion of the costs. Contact your divan representative for more information.

Ill. Sir Rodney LaBlanc presides over the February Divan meeting at Zor's new office in Madison, WI. Shown above are (L-R) Recorder Bob Gorsuch, Treasurer Larry Hanson, High Priest & Prophet Brian Dunham, Chap Karl Gant, 1st Cere Master Jacob LaBlanc, II. Sir Rodney LaBlanc, Asst Rabban Roger Keller, Capt. Of Guard Mike Kastens, 2nd Cere Master Ron Malcolm., Orient Guide Steve Livernash, & Chief Rabban Al Brueggen's arms and hands only (Sorry Al). (Missing is Marshall Kevin Reilly & Outer Guard Leonard Pickett).

## ZOR MIDGETS



The Midgets had a work day preparing the 10 new cars for the coming parade season. Pictured is Brian McQuilken adding graphics to the cars. The Midgets had their Spring Meeting at Woodbine Supper Club in Necedah WI on Saturday March 19th starting at 5PM

## MOUNDVIEW SHRINE CLUB

On Saturday March 5th, 4 Moundview Shrine Club members ( Karl Gant, John Thorstad, Joe Harker, Scott Pedley ) assisted the Dodgeville Masonic Lodge in the making of 1000 pasty's. From the pasty's a donation of \$ 1137.00 was made to the Shrine club which will be forwarded to the Chicago Childrens in Chicago.

ON THE LEVEL by Sketch NOBEL CAUSES

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“... AND WHO, I WONDER, DECIDED TO PUT ALL THESE LITTLE FEZ'S ON THESE EASTER EGGS ... I WONDER!?!?”

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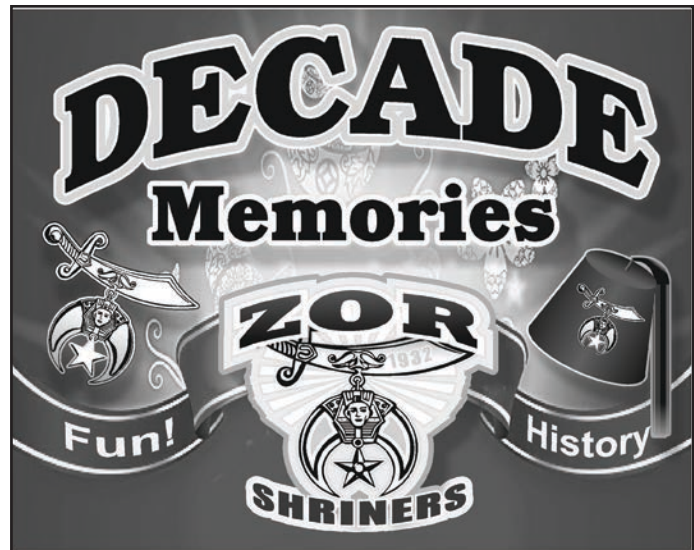
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Shriners! If you own a business your company should consider advertising in the Zor Zephyr. It reaches all Zor Shriners in the state and we can give you very attractive rates. If interested please contact Milt Helmer at 715-821-5002 or email at: [miltonhelmer@gmail.com](mailto:miltonhelmer@gmail.com)

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*FUN with ZOR in '24*

**MSA 2024**  
**Save the Date**



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

*Winter Session: February 8 - 10, 2024*      *Summer Session: August 7 - 10, 2024*



Larry made a lot of people very happy by picking their names.



Firehouse Jesters: Front row l to r – Oscar Peterslie, Ramon Erickson, & Todd Wohlert. Second row l to r – Mark Jerdee, High Priest & Prophet Monte Steiber, Randy Erickson, & Ken Rownd.



The Coliseum staff helps locate a lost Shriner's vehicle on Sunday