



**Easter Egg Hunt - MSA - Midwest  
Meet Your Divan**

From the desk of

# Illustrious Sir Rodney LaBlanc



## THOUGHTS From Behind the Wheel

### Greetings to all Shriners and their Families!

It's great that spring has finally sprung, reminding of us new beginnings. As we think about new beginnings in Shrine, we should all be looking for and recruiting new Shriners every day. There have been new Masons joining the ranks of our Lodges recently, so lets all do our part in recruiting them to start something new and join us as Shriners. Membership in our beloved Shrine should always be present in everyone's mind at all times.

We have our Spring Ceremonial and Potentate Ball on May 14th. Let's all work to get new Shriners to join us for the day and evening! Since our last visit, Mary and I have traveled to Willis, Texas for a Shrine Hospital fundraiser sponsored by the Willis American Legion. The bonus was spending time with our son, Ben, and his family that lives in that area. The 23rd of March, I attended the Indianhead Shrine Club meeting in Rice Lake where they recapped the snowmobile ride and fundraiser hosted by the Rice Lake Snow & Dirt Club. The Snow & Dirt Club has been doing this fundraiser for 27 years and has raised over \$350,000 for our Shrine Health Care facilities.

The 25th of March, Lexie and I attended the Tripoli Shrine Sportsmans Banquet in Milwaukee. The event is hosted at their beautiful Temple. If you have never been to see their building, you really should make the trip. It is very impressive!

On March 30th, I attended Sahara Shrine Club's dinner in Fort Atkinson. Great fellowship and kick off to a new year of activities. April 1st and 2nd, the Wausau Area Shriners hosted us for a Divan and Quarterly Meeting in Wausau. The stated quarterly was attended by over 50 nobles, and there was lots of information shared and good discussion by all. Saturday evening, the Wausauken Shriners hosted a great dinner and Potentate Party, that was well attended as well. I would like to thank Steve Peterson, P.P. and Lady Mary Ellen for all of their efforts to organize a great event.

April 6th, I attended the Directors Staff dinner and meeting in McFarland to hear about their plans for the year.

On April 10th, Mary and I attended the Installation of the Daughters of the Nile in Madison where Mitch Behlke was installed as Queen. A

very nice ceremony and gathering after. That same afternoon was the Lakeland Shrine Club Spring Fling at The Maple Tree. A good turnout and as always, great food and conversations.

The 12th of April, I attended Lodge in Portage at Fort Winnebago Lodge and heard about their plans for the year and shared my plans for ZOR Shrine. While at Lodge, I received a petition for a new member, who will join us at the Ceremonial on May 14th in Mauston!

Some of these plans include 2 steak fries in May. The first steak fry will be on May 22nd in Portage at Fort Winnebago Lodge, and the second will be on May 26th in Wautoma, with location to be determined.

Please be sure to let me know when your club or unit has a meeting planned, and I will attend if possible.

**As always, there are many fun events coming up in the near future, and we hope to see you soon. Join me as we Scoot Thru 22..**

## Zephyr Reminder!!

### May 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	31				

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

**June 2022**  
Deadline: May 10th



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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!*

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# ZOR ZEPHYR

VOLLXXIV No. 03 • APRIL 2022

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

Zor Editor: Zor Imagineers

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



## 2022 ELECTED OFFICERS

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*and Lady*  
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# ZOR SHRINERS



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*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*  
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*and Lady*  
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*Marshall*  
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*and Lady*  
**Dawn**  
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*and Lady*  
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*and Lady*  
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*Chaplain*  
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kgyellowstone62@gmail.com



Noble Jacob LaBlanc and Lady Kessa with their daughters Willa and Nellie

GET TO KNOW  
YOUR

# DIVAN

Noble Jacob LaBlanc

Noble Jacob LaBlanc is the 2022 ZOR 1st Ceremonial Master. He was raised a Master Mason in August 2010. After becoming a Master Mason, he joined ZOR Shrine in December 2010. Jacob has been serving as Master of Montello Lodge #141 since November 2020 and is also a plural member of Wautoma #148 and Wisconsin Rapids #128 Lodges. He serves as Captain of the ZOR Mavericks, and is also a member of the ZOR Funsters, Heart of Wisconsin Shrine Club and Mascoutin Shrine Club. In addition, he is also a member of the Madison Court of ROJ.

Jacob has a passion for the agriculture industry which led him to earn a degree in Animal Science and Farm Management from the University of Wisconsin - River Falls. He has worked for the Feed Mill Division at the University of Wisconsin - Madison Research Station for the past 5 years. Before that, he worked in the

animal industry as a ranch hand in Moore, Montana and for ABS Global in DeForest, WI as a livestock handler. Along with staying busy at work, he likes to volunteer for the Poynette FFA and as a coach at the local high school.

Jacob has been married to Lady Kessa since May 2015. They have been living in Poynette, WI for the past 6 years. They have 2 beautiful daughters, Willa (4) and Nellie (2) and another daughter due this September. Jacob and Kessa enjoy spending time with their daughters and 3 dogs (Sadie, Tuf and Coulee), as well as outdoor activities, such as hunting, fishing, boating and having campfires. Kessa has been an Agricultural Education teacher and FFA Advisor for the past 8 years. Jacob and Kessa enjoy attending Shrine events throughout the state and visiting other temples.



# CALENDAR

## of EVENTS

MAY 2022

**14**  
SATURDAY

### Spring Ceremonial

9 AM - 4 PM

*The Lodge at Mauston*

104 Lodge Lane • Mauston, WI

5 PM - 11:59 PM

*The Lodge at Mauston*

104 Lodge Lane • Mauston, WI

### Potentate's Ball

**14**  
SATURDAY

**15**  
SUNDAY

### Heart of Wisconsin S.C.

3 PM - 5:30 PM

*Anchor Bay Bar & Grill*

3460 N Biron Dr • Wisconsin Rapids, WI

5 PM - 9 PM

*Mehara Shrine Club*

2625 W Folsom St • Eau Claire, WI

### Mehara Honored Ladies Dinner

**17**  
TUESDAY

**18**  
WEDNESDAY

### Indianhead Shrine Club Dinner and Meeting

5 PM - 8 PM

*Elks Lodge*

36 E Eau Claire St. • Rice Lake, WI

5 PM - 7:30 PM

*Maple Tree Supper Club*

6010 US-51 • McFarland, WI

### Lakeland S.C. Stag Mtg.

**19**  
THURSDAY

**21**  
SATURDAY

### Shriners Uncorked

1 PM - 4 PM

*Foxhole Pub* • 1215 Angelo Rd • Sparta, WI

\*see pg. 23  
for details\*

1:30 PM - 7PM

*Masonic Lodge*

205 De Witt St • Portage, WI

### Membership Steak Fry

**22**  
SUNDAY

**26**  
THURSDAY

### Divan Meeting

2 PM - 4 PM Wautoma, WI

### Membership Steak Fry

5 PM - 9 PM

# JUNE

**2<sup>ND</sup>-4<sup>TH</sup>**  
SATURDAY

### Grand Lodge

Wisconsin Masonic Center  
301 Wisconsin Ave • Madison, WI

**9<sup>TH</sup>**  
THURSDAY

### Lakeland S.C. Stag Mtg.

5 PM - 7:30 PM

*Maple Tree Supper Club* • 6010 US-51 • McFarland, WI

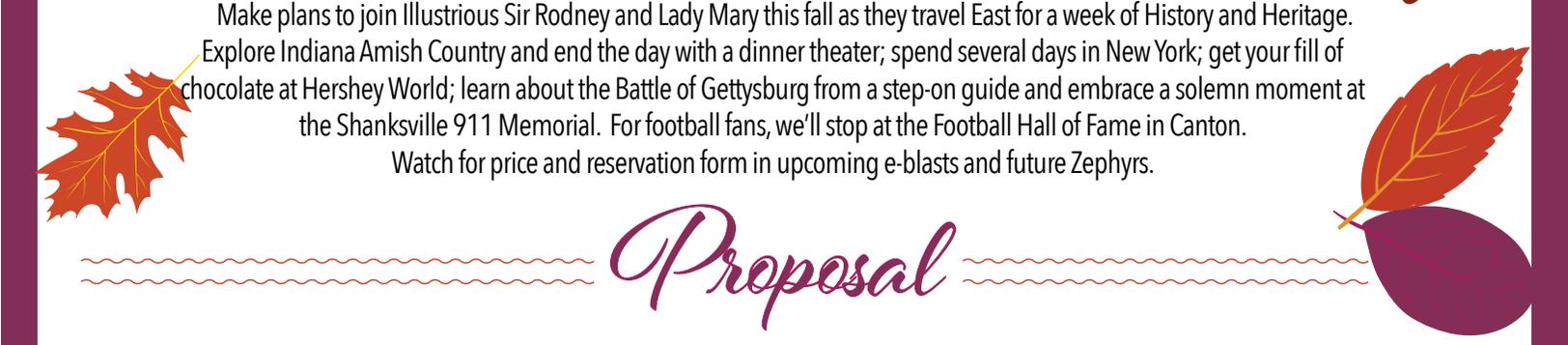


# Potentates Fall Tour

October 19th-26th, 2022

Make plans to join Illustrious Sir Rodney and Lady Mary this fall as they travel East for a week of History and Heritage. Explore Indiana Amish Country and end the day with a dinner theater; spend several days in New York; get your fill of chocolate at Hershey World; learn about the Battle of Gettysburg from a step-on guide and embrace a solemn moment at the Shanksville 911 Memorial. For football fans, we'll stop at the Football Hall of Fame in Canton.

Watch for price and reservation form in upcoming e-blasts and future Zephyrs.



## Proposal



Day 1

Travel to Shipshewana, IN - Amish Country  
Tour with Step-on Guide, Dinner and Show at Blue Gate Theater

Day 2

Travel to Niagara Falls with a stop at the Rock N Roll Hall of Fame in Cleveland, OH

Day 3

Sightseeing in Niagara Falls, Buffalo Botanical Gardens and travel to Adirondack, NY making a stop in Syracuse

Day 4

Sightseeing Train Ride from Utica to Thendara / Old Forge

Day 5

Travel to Champaign, NY to enjoy the Spirit of Ethan Allen Scenic Narrated Cruise  
Travel to Albany, NY area for an overnight stop

Day 6

Travel from Albany to Hershey, PA with a stop at Hershey World for a tour and then on to Gettysburg, PA for our overnight stop

Day 7

Gettysburg Battle Field Tour with a Step-on Guide, Gettysburg Battle Field Visitor Complex, travel to Shanksville to visit the 911 Memorial Site and on to Canton, OH  
Visit the Football Hall of Fame in Canton, OH before heading back to Madison, WI



# Daughters of the Nile

Antioch Temple #113

On April 10th, The Daughters of the Nile, Antioch Temple #113, held their Installation of Officers at the Doric Masonic Lodge #356 in Madison. Members, family and distinguished guests gathered for the occasion.



↖  
**Back row:**

Sue Buehler,  
Lois Hoonstra,  
Bonnie Haugen,  
Karen Schwarz,  
Peg Jones, Kate  
Smillie, Jennifer  
Schaefer Vernig

**Front row:**

Julia House,  
Rena Boydston,  
Queen Mitch  
Behlke, Beth  
Schaefer, Sylvia  
Green, Barb  
Englund



Rena Boydston,  
Queen Mitch  
Behlke, Jennifer  
Schaefer Vernig

Queen Mitch  
Behlke and Ill. Sir  
Rodney LaBlanc



## Elective Officers

Queen	Pr. Mitch Behlke
Junior Past Queen & Ceremonial Assistant	P.O. Sue Buehler
Princess Royal	Pr. Rena Boydston
Princess Tirzah	Pr. Jenn Vernig
Princess Badoura	PQ Peg Jones
Princess Recorder	Pr. Karen Schwarz
Princess Banker	

## Appointive Officers

Princess Marshal	Pr. Jodi Ott
Princess Chaplain	Pr. Elaine Engelke
Lady of the Keys	P.O. Julie House
Lady of the Gates	Pr. Regina Fischer
Princess Nydia	P.O. Judy Emerson
Princess Zulioka	P.O. Kate Smillie
Princess Zenobia	P.O. Sylvia Green
Princess Zora	P.O. Beth Schaefer
Princess Zuliema	P.O. Barb Englund
Princess Musician	P.O. Lois Hoonstra
Right Attendant	P.O. Bonnie Haugen
Left Attendant	Pr. Marcia Seybold

*Together we can rekindle the  
Daughters of the Nile fire!*



## **Welcome to the Music City Hayride!**

Our CEO, Dean Holmen, after retiring from his full-time job as an ironworker in Madison, Wisconsin in October of 2014, sold his home and moved to Nashville, Tennessee. He decided to retire from the road (which he had done with his bands in Wisconsin) and start a country music show called the Music City Hayride. The show was created to promote and preserve traditional country music and honor what made Nashville, Tennessee the country music capitol of the world, Music City USA.

Our first show was performed during the CMA Fest of 2015, and the shows continued until the end of that first year.

Dean decided after that first year that he wanted to try and find a way to put his shows to a better use. He created a Board of Directors and filed paperwork, making the Music City Hayride a 501c3 non-profit organization. The first two charities to benefit from the non-profit status of the Music City Hayride were Honor and Valor and Operation Stand Down – Tennessee. Beginning in January, 2019, the Shriners Hospital for Children was added as a third charity. All three charities remain with us for the 2022 season.

The Music City Hayride is proud to give 100% of the proceeds from ticket sales split between all three of these charities. Shows are funded through the donations of sponsors that include artists, corporate sponsors, and grants, as well as donations from people that attend our shows.

If you would like to support our shows, please do so by visiting us on our website at [www.musiccityhayride.net](http://www.musiccityhayride.net) to become either a recurring donor or a one-time donor for the shows.

Please enjoy the show and we look forward to seeing you again here at the Music City Hayride!

**CEO, Dean Holmen**

**615-838-4171**

**[dean.musiccityhayride@gmail.com](mailto:dean.musiccityhayride@gmail.com)**

**[musiccityhayride2022@yahoo.com](mailto:musiccityhayride2022@yahoo.com)**





Illustrious Sir's Rodney Lablanc and Mark Jerdee.



Lady Mary Lablanc and Sharon Jerdee



On April 9th the Mecca Shrine Club held its 2nd free Easter Egg Hunt at the Tomah Masonic Lodge. There were approximately 170 kids in attendance. We had 3000 eggs for the children. For the age 4 and under we put the eggs in the lodge room to make it easier for the little ones. It only took them around 3-10 minutes to gather them all up. We then went outside for the 5 to 10-year-olds. I think they harvested the rest in even less time from the area around the building.

The Easter Bunny was there for pictures and there was lemonade and treats. The Firehouse Jester's from LaCrosse entertained the crowd and made balloon animals and creations. We had one of the new Zor Midjet cars there and lots of kids got to sit in it and have their photo taken. We held a bean bag toss for the kids where everyone won a prize. The

day was capped off with a basket raffle. Illustrious Sir Rod LaBlanc and Lady Mary joined us as well as Oriental Guide Steve Livernash and 1st Ceremonial Master Jacob LaBlanc and his Lady Kessa and their two little Shrinettes Willa and Nellie. Noble Bruce Fransway and his Lady Loretta made the trip from up north.

Special thanks to the Firehouse Jesters, Noble John "Beau" Shaef-fer, Noble Kevin Greeno and Noble Jerry Larsen for spending time entertaining our guests. Also a tip of the Fez to the Mecca Shrine Club members and their Ladies who worked so hard to coordinate this event, Noble Al Coenen and Lady Linda, Noble Jim DeVoe and Lady Lu and of course myself Illustrious Sir Mark Jerdee and Lady Sharon.

# MEMBERSHIP MUSINGS

Greetings Nobles and Ladies,  
If you're not part of the solution, then you are part of the problem. How many times have we heard that statement in our lives? I am sure lots of times, why am I bringing this statement up this month?

It is very simple ZOR currently have 1,017 members not including any associate members.

When was the last time you attended any functions at your club? When was the last time you attended any of the functions sponsored by the Temple? When was the last time you supported one of the units' activities? How many of you ever attended an Imperial Session? How many of you ever attended a Summer Midwest Shrine Association Event? When was the last time you contacted a fellow Noble from your club or unit to see how that fellow Noble was doing? I am pretty sure that it has been a long time possibly months or years for some of our Nobles.

I ask these questions to gauge your interest in what is happening within our fraternity. You see, something as simple as attending a club or unit function shows your interest in the fraternity and if you bring a guest or guests who are not Shriners you may be the person who sparks the interest in that guest to join.

This year, the Imperial Session is in Minneapolis Minnesota and the Summer Midwest Shrine Association Event will be in Green Bay Wisconsin. The Imperial Session will be July 2-6, 2022. The Imperial Parade will be on Tuesday July 5, 2022. The Summer Midwest Shrine Association Event will be August 17-20, 2022.

Without your assistance in recruiting new members is not just the responsibility of the Membership Chairman and his committee, but it is the responsibility of every Noble in ZOR to recruit new members.

The one area of membership we don't have any control over is when the Black Camel visits our Temple. Other than that, we control the destiny of our Temple and Fraternity as a whole. With the nice weather returning and our units' will be out there parading, it is an opportune time to start recruiting new members for the Winter

Ceremonial. When you have received this, we will have already had our Spring Ceremonial and Potentate's Ball in Mauston, Wisconsin.

If someone tells you they are interested in becoming a Shriner, don't tell that perspective member that you will take his name and phone number to pass on to the Membership Chairman or the Membership Committee. Rather direct that perspective member to [beashrinernow.com](http://beashrinernow.com) website to complete an e-petition to join the Shrine. When a perspective member completes an e-petition it is received at ZOR and within a few days or hours either me or the Recorder Bob Gorsuch contacts the perspective member.

Either Bob Gorsuch or I will direct the perspective member to either join a Masonic Lodge if he is not already a Master Mason. If he is a Master Mason, we will then take the steps necessary for him to become a Noble within our Fraternity. Just think how easy it is taking the perspective member and turn him into a Noble within our Fraternity!

There are new ideas on the horizon to assist with recruiting new members of the Fraternity! If you have any ideas that you would think help with recruiting new members, please reach out to me! The old saying of "Well, we tried that before and it didn't work, why should it work now?" Sometimes it just takes an old idea and putting a new spin on it to make the idea work.

With this being our 150th Anniversary of the founding of the Shrine and the 100th Anniversary of the founding of the Shrine Hospital system. It is a great time to be out in the public recruiting new members!

There will be an informational survey emailed to the members who I have email addresses for to gauge the interest in our Temple and I will be looking for suggestions and ideas from you the members of this Temple as it is YOUR Temple not the Potentate's or Divan's temple. So, if you have an email address and it is not listed in your member profile on Web Fez, please email it to me.

My email address is [mrkastens@gmail.com](mailto:mrkastens@gmail.com).



MIKE KASTENS • NEW RICHMOND

Below is our statistics for the current year:

Beginning Membership January 1, 2022  
1,020 Total membership

(1,020 Regular + 12 Associates)

Current Members 1020

Creations	4
Affiliations	0
Restorations	2
Associates	1
Assoc Dropped	0
Demits	0
Deaths	-7
Resignations	-2
Suspensions	0

Change in membership -3

Ending Membership April 30, 2022  
1,017

Beginning Membership January 1, 2022 1,020  
Regular + 12 Associates = 1.032 Total

In closing, I hope everyone is in good health and spirits. Remember it's always great to be a Shriner! I look forward to seeing you at some of our functions!

Fraternally yours,

Mike Kastens  
2022 Membership Chair  
Cell Number: 715-497-7527  
Email Address: [mrkastens@gmail.com](mailto:mrkastens@gmail.com)

# YOUR CONTACTS

## ZOR Shrine Units

### CAMEL PATROL

Jim Stelsel, Jr. • 608-770-5204

### MADISON CLOWNS

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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

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Mike Kastens • 715-497-7527

### SAWDUSTERS

Mike Hayden • 715-495-0258

### TIN LIZZIES

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### 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

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### GREEN COUNTY

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### HAYWARD MUSKY

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Jeff Schaefer • 715-459-5440

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### LAKELAND

Ron Jenkins • 608-835-3588

### MADISON

Dale Holmen • 608-513-2570

### MASCOUTIN

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### MECCA

Robert Keene • 608-343-0075

### MEHARA

Randy Johnston • 715-210-0500

### MOUNDVIEW

Karl Gant • 608-523-4714

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Sheridan Rossing • 608-604-5456

### ROCK COUNTY

Jeff Lichtfuss • 608-752-2811

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Daniel Sedgwick • 608-778-1878

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Carl Gaulke • 715-425-6698

### TIMBER

Richard Dennis • 612-210-3007

### VACATIONLAND

Leonard Pickett • 608-963-0860

### YOSHI

Ron Malcolm • 608-387-9421

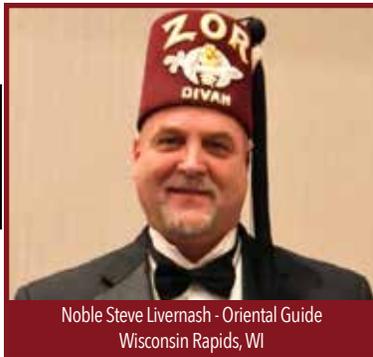


Thomas Grannis II, Robert Sands, Douglas Turner, Willard Reck, Richard King, Richard Rygh, Eric Ott, William Mathe, Larry Johnson, David Peterson, Henry Schultz, John Torpy, Larry Johnson, Gerald Hauschildt, Jeffrey Goff, Harold Fowler, James Rausch, Mark Jerdee P.P., Donn West, Randy Ellifson, Christopher Armstrong, Stuart Graham, Roger Keller, Jason Laramee, Earland Sagen, James Hines, Thomas Dunham, Thomas Wilson, Robert Odell, John Gorder, Richard Wilhelm, William Ladue, Gene Dodge, Alan Hiatt, Jarrett Mc Donald, Roger Segebrecht, David A Mahoney, Larry Nelson, Lawrence Crone, Kevin Severson, Brad Andrew, Albert Dippel Jr, Steven Marshall Randall Webb, John LaRue, Donald Iverson,



Ronald Sempf, Timothy Mott, Stanley Johnson, Allen Trapp, David Bartlett Md, Thomas Pearson, Lawrence Wiegand, Daniel Haggerty, Jerald Larsen, James Correll, Gregory O'Reilly, William Pickett Jr, Donald Preisler, Gary Larson, Daniel Stoppenbach, James Kent, Keith Foulk, Schelley Schoville, John Pecotte, Richard Plouffe, Richard Stoker, Richard Swiler, William Wenberg, Ronnie Jaccks, Ronald Outhouse, Charles Porter Jr, John Hoffman, Terrence Rieck, Gary Bergenske, Gene Grengs, John Meisel, David Druckrey, Donald Roldt, Nicholas Baker, Donald Mickelson, Gerald Watson, Kenneth Lokken, Robert Rands, Martin Leum

**MEMBERSHIP AND MARKETING**  
*Conference & Masters Class*



Noble Steve Livemash - Oriental Guide  
 Wisconsin Rapids, WI

A wonderful experience overall. Shriners International Education Foundation is a huge benefit to all. By putting on these conferences, the knowledge learned and then shared to others will be a great contribution to Zor Shriners. By the two chairmen of Marketing & Membership, working together, is going to maximize our membership effort.



Noble Roger Keller - Assistant Rabban  
 New Richmond, WI

I had the privilege of going to Grapevine TX for the Membership and Marketing conference in March, and what a great time it was. Some of the things I took away from the conference were: The Shriners' Children's is celebrating 100 years. In the next month you will be seeing more TV ads telling the story of our kids. Shriners Children's is going through a new vision over the next few years.

Membership as we all know is not just one person, it takes all of us. Did you know that now we have e-petition? You can sign someone up right on your phone; it takes literally minutes!

We also need to find out what the new members and their significant other like to do. We need to make them feel welcome and have better and more communication for them. The shrine needs to get out of the 1900's and use the technology we have now to reach our members and get new ones. Below is a graph of e-petition prospect interest vs nobility. This is the way of our future.

I feel that the best part of the conference was when we had round table discussions. You got to sit with members of other temples. You not only got to meet new men but make friends with them. You were able to find out what other temples were doing, what is or is not working for them.

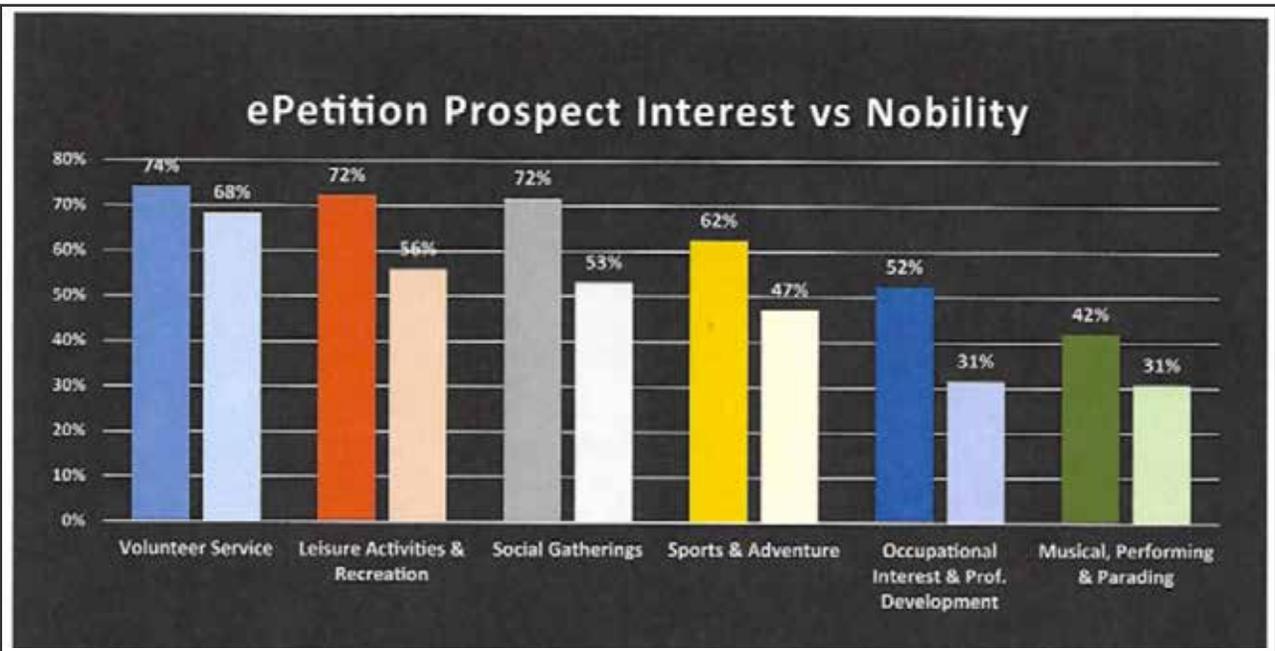
All in all, it was a great conference, we just need to use what the younger generation is used to, to get new members and carry on the world's greatest philanthropy for another 100 years.

I am proud to serve on the Imperial Membership Executive Committee, Fun & Fellowship, & Marketing Executive Committee. I represent Region 15, International Temple Marketing Director. Country specific marketing plans have been developed for Temples in Brazil, Europe, Philippines, Mexico, Panama, Puerto Rico, & Bolivia. All Temples vary by cultural and media data use per region where a comprehensive blanket approach will not work.

The conference was busy for me, executive meetings, and a facilitator for the breakout sessions for region 10 Mid-Atlantic & region 15 International. While there, I was able to help develop a marketing plan for Emirate Shriners, a combination of Europe and Germany regions. Also, had the benefit to converse with the membership director Dean Ablan from Scottish Rite, SJ, out of Washington D.C. Marketing plans were discussed for membership. Zor Shriners' focus on membership marketing is phase 4 in our long-range Marketing and Communications plan. A collaborative effort and a marketing membership push, for Zor Shriners, is upcoming.

The biggest takeaway I gained are the internal issues other Shrine Temples face in developing membership. I am also a member of the Wisconsin Grand Lodge Marketing & Membership team. We are extremely fortunate to have a great relationship with our masonic appendant bodies within our state. Zor Shriners has an opportunity to grow because of our good relations.

The bond of the Zor Divan attendees between us along with other Temple representatives is so valuable. The breakout sessions I felt were the best where ideas and voices could be heard. Corporate PowerPoints are great, but the real meat learned was interacting with other participants. The combination of education and interaction made for a magnificent event.



Total Sample Groups: Nobility: 4,000+ ePetition: 1,300+



# MEMBERSHIP AND MARKETING

*Conference & Masters Class*



Mike Kastens - Captain of the Guard  
New Richmond, WI

I recently attended the Membership and Marketing seminar in Grapevine Texas. This training was extremely valuable for me and the others from ZOR who also attended.

One of the main things I learned was that at some point we as Nobles of ZOR Shrine must remember that recruiting new members rests not only on the shoulders



Jacob LaBlanc - 1st Ceremonial Master  
Poynette, WI

The Membership and Marketing Conference held in Grapevine, Texas in March was well attended and lots of excellent ideas were discussed. There were several topics covered at the conference. One of the main things that stood out to me was the topic of event planning and the "Sacred Cow".

The "Sacred Cow" refers to an event or fundraiser that has been around and going on forever, but may not be as effective as it once was. One of the comments was that just because an event has been happening for a long time in the Temple, doesn't mean that it still has the draw and appeal to the membership or public anymore. It was discussed in a couple different sessions on how to make events more appealing to people by looking at the event through their eyes. Just because an event seems like it would be fun to you, doesn't mean that the membership or public will feel the same way about it. You have to look at the event from the attendees perspective.

We also need to do a better job of promoting all events through social media, not just before the event, but also during the event and post recaps of the events as well. It is an exciting year this year as we celebrate 150 years of the fraternity and 100 years of the Hospitals. The Hospitals have treated patients from over 170 countries across the world. We have transitioned from the traditional 22 hospitals to more outpatient clinics. There are currently 160 access points where patients can go for care. By the year 2035, the Hospital system hopes to have over 200 access points for care so patients don't have to travel as far for appointments.

They are accomplishing this by working with other hospitals and regional clinics. The last major take away I had from the Membership and Marketing conference is that membership is struggling all across Shrinedom. So if you hear or think of a good event that might attract new members, don't be afraid to organize an event!

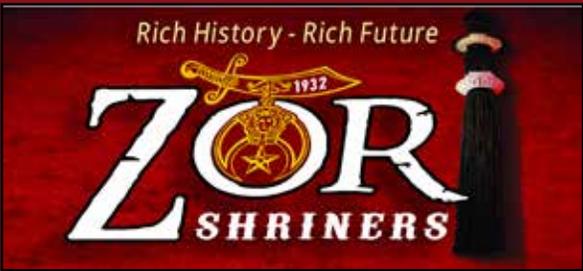
of the Membership Chairman and Committee, but it is every Noble within the ZOR Shrine Temple to go out and actively recruit new members for this great fraternity. The membership committee is there to assist clubs and units in recruiting new members by providing ideas and suggestions.

The second thing I learned is at some point we may have to remove things that are no longer working for the fraternity. If we as the Divan or as members of clubs and units are doing the same things year after year and the results are not improving. It is then time to get rid of that activity. We have to move on from the saying "Well, we have always done it that way." It is time to move on with newer ideas or find some way to tweak the same idea, so it brings more interest to the members.

The third thing I brought back was we as members of the ZOR, our clubs and units must work on getting our word out to other Master Masons about how much fun we have as Shriners. If we do not work on getting the word out to other Master Masons, we as an organization will cease to exist, because of low membership. It is a matter of rebranding our organization!

Finally, I was able to network with the other membership chairs, to realize we were all in the same boat when it came to membership. We were all having low success rates in gaining new members and retaining the current members. We also realized how important and intertwined both membership and marketing are to gaining new members and retaining the current members.

Overall, I would suggest all the clubs within ZOR should consider sending a member to this seminar, as it is well worth the expense! You will come back with a wealth of knowledge that can be used at the club and unit level. Also, I feel that all the Divan members should attend this seminar as there are things you would learn to assist you as you continue your journey to becoming a Potentate someday.



Shriners International Membership and Marketing Conference was held in Grapevine, Texas on March 24th, 25th & 26th. Zor Shriners had four Divan representatives present; Assistant Raban Roger Keller, Oriental Guide Steve Livernash, First Ceremonial Master Jacob LaBlanc & Membership Chairman Mike Kastens. Zor Shriners is in region 4 of 15 geographical areas. The three day in person event had 300 North American & International attendees from various appendant bodies.

Shriners International Education Foundation helped fund the event. Many topics were covered by specific speakers. Valuable information was shared and breakout sessions occurred each day of the event.

A nostalgic train ride to the Fort Worth Stockyards was well received, breaking the one-day conferences. The organization by education & creative marketing brought back to Zor, by these four Nobles, will benefit our organization.

# Wausauken Shriners Host Honored Ladies' Luncheon and Potentate Party

The Wausauken Shriners and ladies hosted an Honored Ladies Luncheon and their annual Potentate Party to honor Ill Sir Rodney LaBlanc and Lady Mary. "Scootin' to Wausau in 2022" A special thanks to Ill Sir Steve Peterson, PP and Lady Mary Ellen along with the Wausauken Shriners and ladies to ensure that this party went off as another success.

The day began with a Ladies Luncheon, honoring our ZOR widows at the Jefferson Street Inn with 41 ladies and 2 children attended the luncheon. A short program by Jane Jahnke Johnson who portrayed Cordelia Harvey. Cordelia was well known for her advocacy for Wisconsin Union Soldiers as an American Civil War nurse. Cordelia's husband was a Wisconsin Governor during the 1800's during President Lincoln's time.

The afternoon began with a Cold Sands for a new Shriner, Albie Kramer. Following the Cold Sands, ZOR held their quarterly meeting to inform the Nobles of upmost information and upcoming events. The Wausauken Shriners presented Ill. Sir Mark Jerdee, PP his Chiefs Headdress and named him Chief Gladiator. The evening banquet was held at the Wausau Elks Lodge and a wonderful catered meal was provided by Whiskey River Bar & Grill to 90 Nobles, Ladies, and guest.

Throughout the evening we enjoyed the live entertainment provided by KT Country, a local country duo, followed by the annual raffle of the Geraniums and various other prizes. Ill Sir Rodney LaBlanc shared a few words of wisdom and gifts were exchanged to Ill Sir Rodney and Lady Mary, To finish the day in true ZOR fashion, the Hospitality room was open for everyone to get reacquainted, and many stories were shared. A good time was had by all that attended. Looking forward to next year to enjoy the fun all over again.



Wausauken Shriners  
Chief Noble Kevin  
Sorenson welcoming the  
Noble's and Ladies.



Ill. Sir Rodney LaBlanc and 1st Lady Mary  
are presented their cake.



Ill. Sir Rodney and 1st Lady Mary  
receive their gifts.



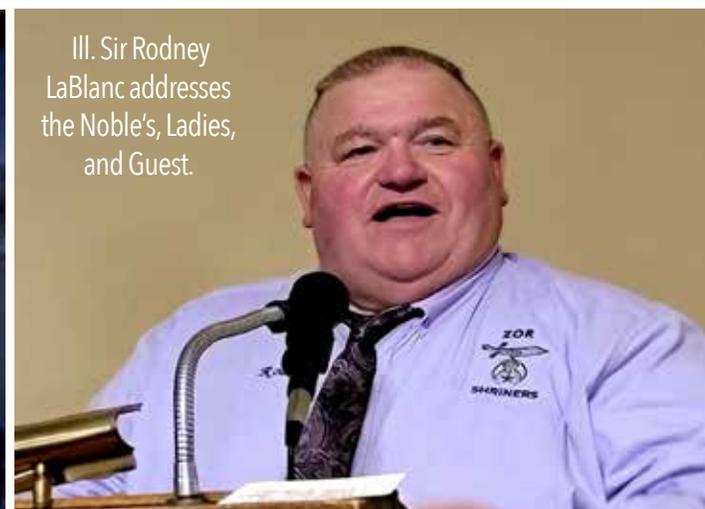
Ill. Sir Rodney and 1st Lady Mary  
receive their gifts.



A full house for dinner.



Ill. Sir Mark Jerdee PP, is presented with his Indian Headdress and name 'Chief Gladiator'.



Ill. Sir Rodney LaBlanc addresses the Noble's, Ladies, and Guest.



Past Potentates in their Headdress's

L - R back row - Wally Trouten, Montie Steiber, Barry Ausen, Gary Cuskey, Mark Jerdee, & Steve Peterson  
L - R front row - Larry Riemenschneider, Chuck Miller, Ill. Sir Rodney LaBlanc, John Thorstad, Bob Gorsuch, & Larry Hanson



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- Zor Shriners Membership Fund
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GIVE PARADE TO GLORY CREDIT TO CLUB OR UNIT:



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Al Coenen	Jim DeVoe	Richard Jarvis	Kevin Sorenson
Al Coenen	Jim DeVoe	Richard Dennis	Scott Brainard
Al Coenen	Linda Thomas	Bob Calverley	Sandy Calverley
Al Coenen	Jim DeVoe	Richard Dennis	Vicki Dennis
Bob Calverley	Montie Kramer	Dora Johnston	Nadine Schuh
Wally Trouten	Gayle Trouten	Dora Johnston	Nadine Schuh
Lexie LaBlanc	Rod LaBlanc	Dora Johnston	
Dora Johnston		Dale Anderson	John Torpy

**IN MEMORIAM**

Ralph W Boegel, Jr • 11.20.20 • Janesville, WI  
Ray L Henning • 10.03.21 • Altoona, WI  
Gerald E Hauschildt • 03.28.22 • Baldwin, WI  
Dellar "Del" L Gilbertson • 03.08.22 • Weston, WI

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**Dale Anderson**  
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**Matt Hughy**  
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# DID YOU KNOW?

IT WAS A MEETING IN 1872 OF THE 13 ORIGINAL MASONS THAT IS RECOGNIZED AS THE OFFICIAL FOUNDING OF THE SHRINERS FRATERNITY

While records show the original 13 members - most of whom regularly shared lunch at a special table at the Knickerbocker cottage - held their first meeting in 1871, it was a meeting in 1872 that is recognized as the Shriners fraternity's official founding date.



GEORGE W. MILLAR



WILLIAM S. PATERSON



CHARLES T. McCLENAHAN



DR. WALTER M. FLEMING



JOHN A. MOORE

The First 13 Masons who received



WILLIAM J. FLORENCE

The Order of the Mystic Shrine  
NOBLES FLORENCE & FLEMING AUG. 13-1870  
 THE OTHER 11 NOBLES JUNE 16-1871.



DANIEL SICKELS



OSWALD M. AUBIGNE

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JOHN W. SIMONS



JAMES S. CHAPPELL



SHERWOOD C. CAMPBELL



EDWARD EDDY



ALBERT P. MORIARTY





What species of trees likes to give High Fives?  
A Palm Tree



SIR, WHY AM I SO BAD AT RELATIONSHIPS?  
"THIS IS ALEXA"

It's been a strange day.  
First I found a hat full of money.  
Then I was chased by a man with a guitar.

Zor Member **Last Name**  
Word List

- JON **BARTHEL** 1996
- JON **OAKLAND** 1996
- JAMES **BEER** 1996
- JAMES **SCHUMACHER** 1996
- KEITH **CREUZIGER** 1996
- ROBERT **WENRICK** 1996
- DONALD **BERGSTROM** 1996
- SCOTT **BRAINARD** 1996
- ROBERT **EDWARDS** 1996
- PHILIP **ANDERSON** 1996
- MARSHALL **COON** 1996
- LAWRENCE **GANSKE** 1996
- CURTIS **HARRISON** 1996
- STEPHEN **WILLIAMS** 1997
- WILLIAM **BOAMAN** 1997
- THORVALD **SKAR** 1997
- RICHARD **NELSON** 1997
- TERRENCE **RIECK** 1997
- RONALD **JOHNSON** 1997
- JOHN **PECOTTE** 1997
- RONALD **CROOKER** 1997
- JAMES **SOCKNESS** 1997
- BRUCE **HARVEY** 1997
- DAVID **ZIEN** 1997
- JAMES **SWAN** SR 1997

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



Use Zapper App to see the answers to this puzzle

# 148th Imperial Session of Shriners International

## July 2-7, 2022

## Minneapolis, MN



Nobles,  
We are excited to have the **2022 IMPERIAL SHRINE SESSION** back in Minneapolis on July 1st thru the 7th. Imperial Sir Bill and Lady Debby look forward to hosting you, your Divan, your Nobility, and your Ladies in our 150th YEAR as a FRATERNITY and our 100th YEAR of supporting SHRINERS CHILDREN'S.

### IMPORTANT INFORMATION

- Competitions - Saturday July 2, 2022
- Church and Public Opening - Sunday July 3, 2022
- Ladies Luncheon - Tuesday July 5, 2022
- Parade - Tuesday July 5, 2022
- Imperial Rep's Night - Wednesday July 6, 2022

Now is the time to get excited and join us for a **FUN FILLED IMPERIAL SESSION IN MINNEAPOLIS.**

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



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Our orthopedic surgeons, among the best in Chicago, certified prosthetists, and pediatric therapists, help make ways for patients to achieve their goals and dreams regardless of physical differences. Lizbeth is a proud drummer in her high school marchingband in suburban Chicago. Thanks to Shriners Chicago she also met the Chicago Bears Drumline who gave her autographed drumsticks.



## 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 Wohler at 608-385-1923

**\$25 per person.**  
Please mail checks to  
La Crosse SC,  
118 8<sup>th</sup> St. South,  
La Crosse, WI 54601.  
**Deadline 7/31.**

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

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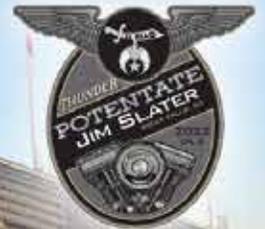
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2022

# Potentate's

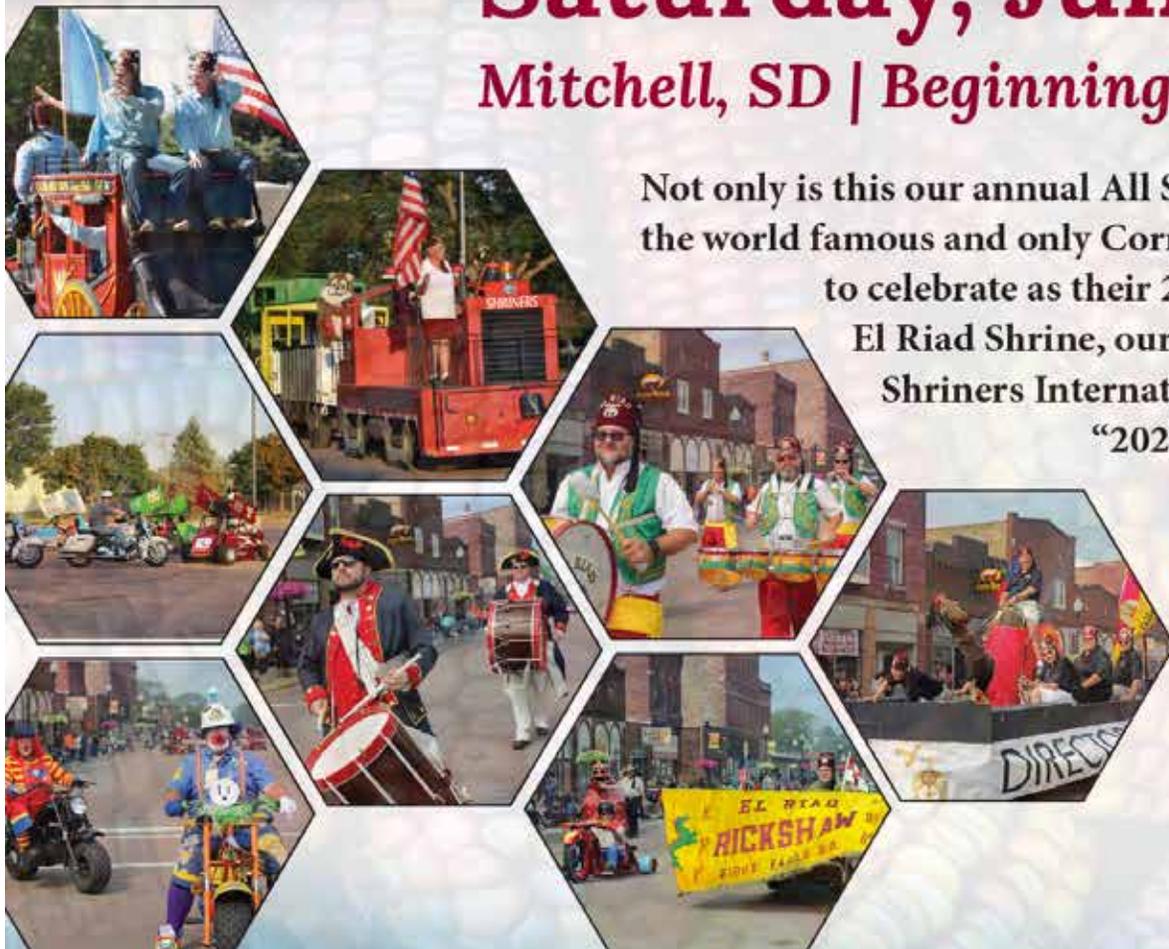
# All-Shrine Parade

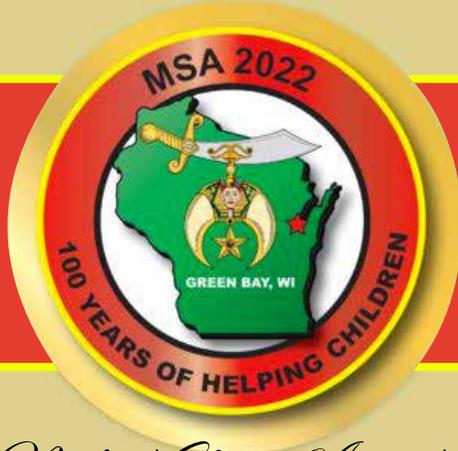


## Saturday, June 11

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".





*Midwest Shrine Association*  
**Aug. 17-20, 2022**

**Nobles and Ladies!** Illustrious Sir Rodney LaBlanc and First Lady Mary Request that you seriously consider attending the Midwest Shrine Association (MSA) Summer Session in Green Bay, Wisconsin, Wednesday through Saturday, August 17-20, 2022. Beja Shriners of Green Bay has promised a great time with many things to see and do. To see a complete listing of everything going on in Green Bay visit the following website

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

There will be Nobles and their Ladies from each of the 15 Shrine Temples which makeup MSA. The two huge parades where you will see many different units.

Zor Shriners will be hosting the MSA Summer Session in August 2024. We know many Zor Nobles and their ladies have never attended a Summer Session. To host this event,

it takes a lot of planning and volunteers from the host Temple and their Ladies. It is hoped that many Zor Nobles and their Ladies will attend and observe the goings of a MSA session so you can identify what you would like to help with. To make your attendance easier our Potentate Rod has included in Zor's 2022 annual budget funds to underwrite the cost of each Nobles lodging. Information on this assistance along with registration and lodging forms has been distributed to your Divan representative who should be contacting each of your Unit and/or Club leadership. Contact your leadership to sign up.

Any questions your leaders can not answer contact Joe Harker MSA 2022 Coordinator.

*Jbh2010PGM@outlook.com or (414) 531-3286.*



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"MOST ILLUSTROUSE? YEA, YOU BETTER GET DOWN HERE, ONE OF THE VISITING DIGNITARIES FROM THE NEXT TERRITORY OVER, MADE A COMMENT ABOUT 'HUMPHREY' OUR MASCOT AND NOW ... WELL, LET'S JUST SAY IT'S A MESS OF FEZZES AND TASSELS EVERYWHERE!"

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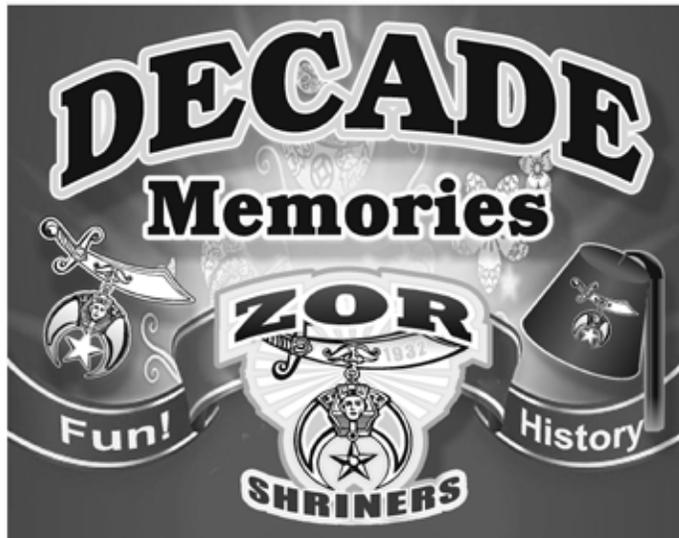
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Seated (left to right): Joe Arnold, Bill Jewell, Bob Obmascher, & Monte Steiber. Standing (left to right): Lee Weber, Owen Demo, Ron Jaacks, Wally Trouten, Brent Clausius, Chris Kreul, Lowell Ahrens, Dave Ritchie, Jim Jewell, & PP Joe Thompson.

# 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.



Potentate Riemenschneider and Lady Julie take a moment for their photo with the Easter Bunny.

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



Zor & Beja Shriners' Potentates and their lovely Ladies.