



Independent Order of Odd Fellows
Dedicated Members for Change

June 4, 2013

Dear Dedicated Members for Change,

It is my pleasure to attach a new DMC Newsletter article by our new Grand Master Rick Boyles. Rick as you know, is one of the founding members of DMC and increasing our membership has been, and continues to be, a main focus for him. The message from our Grand Master is all about the 21st Century and technology. And certainly, the ability to communicate is crucial to our success and our growth going forward. As an example, my own Lodge - the Davis Lodge - has members who range in age from 16 to 86. With one exception, all 188 members in our Lodge, and all pledges to our Lodge (that's what we call our active applicants) are connected to the Internet and via e-mail. (The one exception is a long-time member who moved to Hawaii about a decade ago.) Because we are all connected, we are able to instantly communicate notices, reminders, requests, our e-newsletter, to each other. Our many committees can hold e-mail meetings when necessary. Our Lodge is connected to WiFi (we call it the Odd Net). There are dozens of ways in which 21st Century technology can aid us in our work.

I commend Grand Master Rick Boyles attached article to you.

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Dave Rosenberg

21st Century Survival

It's hard to believe that we are in the 21st Century. Not only that, we are in the midst of the 21st century. Remember 2001, A Space Odyssey? We are 12 years beyond that! We are 29 years beyond George Orwell's futuristic novel 1984. And yet, within our order we still have lodges that don't even answer their telephone, an invention now much more than 100 years old (Alexander Graham Bell would be stunned!). Not to mention computers, or faxes, facebook, twitter, or any of the other newfangled devices that have come down the pike in the 160 or more years since our order began in California. We wring our hands and say why can't we attract the young? Are we kidding or what? The young want what's new. They don't want to hang out with a bunch of people who are permanently out to lunch. Let's get with it. If you don't want to connect up to a computer that's fine but don't bring everyone down to your regressive level. It's time to wake up! My mother is going to be 86 years old shortly and she has two computers,



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which I am constantly working on to make sure that she is always connected. She can't stand to be without them. Face it if you are not now on line, you are now off line. There is no better way to phrase it.

Look at the lodges that are growing. Most if not all lodges that are growing are connected in one way or another. Davis, San Francisco, Hayward, all these lodges are well-versed electronically. Those who are not are doomed to inevitably go dark. We must embrace this new media or we will be squashed by those who do. You snooze you lose. We talk about our aging membership as if it is our defense. And yet, my 86 year old mother connects with everyone on line. There is no age disparity on the internet. This is what we seem to forget. We are killing off ourselves by not embracing today's world, and yet we see that there are many our age who do embrace it. So, give it a shot and try to see what the other half is excited about. Most of you won't be sorry.

There are some of us who don't want change in any form. However, this is wishful thinking at best. Change comes to us all. Try as we might, we can't stop change. We must adapt. Just as tomorrow's weather will be different from today's weather, the technology about us will improve, we will age, others will come into our space and threaten our private worlds and we may just find that their inclusion invigorates our world. This is as certain as death and taxes, and by huddling in our lodges like turtles in shells we only hasten our own demise. Lodges that ignore the present shun the future, and shut out the world are only going to inevitably close, while lodges that are in the present, embrace the future, and invite in the world are the ones whom will succeed. We make history by living in the present and creating memories one by one. We need to take first one step and that is to ask ourselves, are we ready for today? If we are, then today may also be ready for us.

In Friendship, Love, and Truth

Rick Boyles, Grand Master.