



Independent Order of Odd Fellows
Dedicated Members for Change

August 5, 2013

Today, I am forwarding the attached article by Ron Carrey, from California Lodge #1. Ron is not only Vice Grand of his Lodge, but he is also a member of the Grand Lodge Membership Committee. The Membership Committee is Chaired by Peter Sellars, Grand Instructor, and a member of this Order with a proven track record of bringing in new members.

Actually, brothers and sisters, I am starting to feel cautiously optimistic that the work we have engaged in over the past three years may be beginning to bear fruit. Why do I say this? Well, statistically, our Order has been showing a net loss of members each year, typically in the hundreds, for generations now. However, for 2012, although we showed yet another net loss in members, the net loss was only 13. Could this be pointing to a positive trend? Well, we'll see. If we actually experience a small net gain in 2013, it may indicate that our efforts are beginning to turn the tide. And our efforts have been focused on increasing membership by (1) increasing the social activities within the Lodge, as well as, (2) increasing the community support and charitable projects of the Lodge.

I hope you enjoy Ron's attached article!

F - L - T

Dave Rosenberg, GW

REWARDS AND RECOGNITION

I retired from Pacific Bell with 33 years of service. After 2 years there I was asked to become a manager. I decided I didn't want to because of job movements and long hours. I was just happy being left alone to do my work in Palo Alto, California. The way things always worked there was that you were judged on performance and how long it took to repair a problem. If things were bad, you were leaned on and received bad evaluations.

Just before I became Vice Grand of my Lodge, something really different and life changing happened to me at Pacific Bell. I was doing my job as usual, when my first line supervisor, Bruce Bowhall, called me into his office. This is usually not a good thing. I couldn't figure what I had done wrong. Well, a really unusual thing happened!! Bruce was the first line manager of Palo Alto and Los Altos. He told me he was directed by his supervisor Doug Fowler, 2nd line



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manager, over Palo Alto, Los Altos, Mountain View and Sunnyvale to choose one person out of his 30 technicians and to send them to San Jose on Friday to a Special Meeting. Doug told Bruce he was directed to do this by Mike Pope, the District Manager of the whole Bay Area. Before this day I had only seen pictures of District Managers. I had never seen or talked to one in person. After thinking it over, I asked Bruce if he could send someone else from our office to this meeting on Friday in San Jose. Bruce explained to me this was not a request, but an order. Oh! I said.

Well, on Friday I drove all the way to San Jose for this big important meeting. I had to fight traffic, pay for parking, put up with a strange city. When I walked into the room there were 30 craftsmen there from San Francisco all the way to Gilroy. Who was in the middle of all these people but Mike Pope, District Manager of the whole Bay Area. He was there to present to us a million dollar program and explain why we were picked to attend this meeting. Mike had written a letter to each office listing 10 attributes of the people that were to be selected. And now it really gets interesting!

But, to hear the rest of the story you need to attend the Santa Nella Annual Educational Membership Conference on January 25 & 26, 2014. Make sure to mark your calendars!

Just a little about this meeting with Mike Pope. I follow its philosophy, because it works, I feel the Odd Fellows should have a similar program. Here is a little about it.

The leaders of the Order: Grand Master, Deputy Grand Master, and Warden would sit down and come up with a program to increase membership. Part of this program is to identify successful Odd Fellows, in each District, who have a proven rate of success in increasing membership. Identifying these outstanding brothers and sisters getting them together and giving them a budget and setting up a membership program that "really works". Not theories from failing leaders on how to get members, using the same old programs, that have failed over the last 50 years. This year your Membership Committee has a lot of members with a proven record of success. I look forward to a positive membership program, that will be set up by the committee members, who have a proven record of success.

In F.L. & T.

Ronald J. Carrey
California Lodge No. 1
Grand Lodge Membership Committee.



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