



## EMPIRE STATE ELK

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### STATE PRESIDENT'S MESSAGE

**William REEDY Jr.**  
**2016-2017**

**“ ELKS BELIEVE,  
ELKS ACHIEVE!”**

#### Installation Speech

William J. Reedy Jr

5/21/16

WOW, what a great, great weekend!!!

My sincere appreciation is extended to my Presidential Campaign Committee, the Ontario District, all of you who put on that a great parade yesterday and the wonderful cocktail reception last night. A special thanks to Carol Duerr for arranging the food and the OUT OF THIS WORLD DESERTS! I would like to thank Past Grand Exalted Ruler Dave, for presiding over the Installation Ceremony. Great job!

Congratulations to the State Officers, State Vice Presidents, State Trustees and State Chairs. I am excited as I look forward to working with each of you during the coming year. I believe that together, we can fulfill the mandates of our state association and achieve greatness in the name of Elkdom.

I want to recognize PAST State President John for really “Stepping Up” last year and doing a terrific job as State President, especially on such short notice. John, I appreciate your support and I am sure I will be reaching out to you this year for guidance.

So that I do not forget and end up in the dog house back home, I want to introduce my family that is at the convention this weekend, and of course, I must lead off with my wife, your First lady, Lisa. (stand) I encourage all of you to get to know her and to say hello. She truly is my better half.

Also, my daughter, Brianna and son Will. With them is

my dad, Bill Sr, my Sister Linda and husband Jamie, my sister Chrissy and her husband Scott and my Sister Mary and my niece Grace. Last but definitely not least is my aunt, who is my Dad’s baby sister, Auntie Mary Lu.

**This year my motto is “Elks Believe, Elks Achieve!”**

I think it is very important in our personal life and in Elkdom that we have goals, and believe in what we are trying to accomplish. Once you have your goals and beliefs then you need to Plan, Prepare, Perform, and on occasion, Evaluate. We, as Elks, are faced with many challenges and opportunities. As an example, declining membership is a great challenge but yet, it is also an opportunity. Our number one priority this year needs be membership. We all know of our many wonderful programs. We tell our friends, family members, colleagues and people we meet, but don’t even know very well, about our committee work and accomplishments.

At times, we may be at an event and be asked about what we do as Elks. After our explanation, we should begin asking a series of questions and I challenge each and every one of you to do so. Ask each one of these non-Elks to join our great order and when they join, on the night of initiation, ask them to start enjoying their membership. Remember, the first year of membership is vital. This is where our activity committee comes

into play. We need to have a variety of activities that will cause our new members to want to visit our lodge and enjoy themselves. We need to have activities that are not only geared towards our new members, but also their families and their friends. Having a strong activity committee gives us opportunities to build a strong membership.

Once you ask and get a new member to show up as a volunteer for an event, it is important to remember that worst statement that anyone can ever tell a new member is “thanks but we already have enough people to work the event” If anyone does, you might as well hit yourself in the head with a hammer. We need to include these new members from the get go and let them contribute to the lodge. Ownership builds pride. Next, we need to ask them to get on a committee and eventually, we need to ask them to become an officer. These questions form a pattern that can lead to a strong and healthy lodge and importantly, the first question begins with “Would you like to become an Elk.”

When we have outside events at our lodges, we need to include an overview that publicizes our accomplishments. All of our committees are intertwined and designed to promote membership so it is extremely important that we publicize what we do. Times continue to change and we need to embrace the many opportunities that will increase our visibility.

Social media is a viable method to get our message out and to entice our neighbors, friends and coworkers to join our great Order which is why we need to appoint individuals who possess strong social media skills to oversee our web sites. I know at this convention we have heard a lot about membership and we are fortunate to have had a visit from Grand Lodge Manager of Membership and Public Relations Rick Gathen. He has given us many excellent tools to help us with membership growth.

We need to believe in these tools, use them and ultimately we will achieve our goal of positive membership.

Another strong focus I have this year is Youth and Veterans. As long as there are veterans and service men and women we need to continue to support them and let them know they are much appreciated and never forgotten. These men and women have made great sacrifices to ensure our Safety and Freedom. If you are a veteran or current member of the military, please stand. Everyone, please join me in a thunderous round of applause to show our appreciation.

Lastly, the youth of our nation are our Elks of tomorrow. It is important that we thoroughly promote our Scholarship, Hoop Shoot, Soccer, Drug Awareness and other such programs aimed towards our youth. We must focus our efforts on this generation by providing opportunities that will assist in the building of character, friendship, teamwork and pride. Elks can truly enrich the lives of our young boys and girls.

If we continue to Believe and focus on these goals I have all the confidence in the world we will achieve. ELKS BELIEVE, ELKS ACHIEVE!

In closing I want to again thank my sponsor Dan Capella and his lovely wife Barb for all their support, guidance and friendship. A great big thank you to all of you tonight for your attention and for making Lisa and me, and our families, feel so welcomed and supported. You truly are the Best People on Earth.

Congratulations to all the E.R’s, Lodge, District and State Charis, State Vice Presidents, Lodge and State Trustees, Lodge and State Officers and Father Martine. Lisa and I look forward to working and meeting all of you this year.

A special thanks to Grand Exalted Ruler Elect, Mike and his lovely wife Donna for being with us and we are all very excited for Houston!

**“ELKS BELIEVE, ELKS ACHIEVE!”**