



STANA LEDGER

SPECIAL SEMINAR EDITION

February 1, 2009

Volume 11, Issue 3

Larry D. Jefferson, President

Special Dates to Remember

- **March 15:** Deadline for receiving nominations for Association Officers.
- **March 27 –31:** Annual Spring Seminar in Tampa, InterContinental Hotel.

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Happy New Year to my fellow Treasurers. Congratulations to those treasurers that were re-elected and to those newly elected as the chief financial officer of your temple.

I encourage all treasurers to attend the winter seminar in Tampa this coming March. A lot of important information will be available during the seminar to help us do our job as the Chief Financial Officer of



our temple. Along with the outstanding topics to be presented, there will be plenty of time to socialize with our fellow treasurers and their ladies.

Thanks to our Secretary-Treasurer, Paul Churchwell, we have an exciting evening in Orlando at the Epcot Center on Monday evening after our seminar ends on Monday noon. Please plan on joining us.

There will be a pre-seminar meeting on Saturday with Bob Phillips, Director of Temple Accounting for all new treasurers. In the past, this meeting has been very beneficial to new treasurers and even some re-elected treasurers. Please plan on attending if you are newly elected.

We will be electing new officers at the seminar. If you are interested in running for 3rd Vice President, or any other STANA office, please submit your resume to Paul Churchwell prior to the seminar.

The appropriate dress for the seminar is casual for all functions, except the Sunday evening banquet, which will be coat, tie and fez., ladies, more dressy attire for the banquet.

There will be ladies functions, Sunday morning breakfast and Monday morning breakfast with the Imperial Potentate's First Lady Patricia Maxwell at the hotel. There is also shopping close by to our hotel

The Orlando retreat on Monday evening is for all treasurers and their ladies, and invited Shrine guests.

Since this is my last official article as President of STANA, I would like to thank my officers, the Imperial Treasurer, Gene Bracewell, the staff at Imperial Headquarters and to all Treasurers for the honor of serving STANA for the last five years. Also my sincere gratitude and thanks to Paul Churchwell our Secretary-Treasurer for all the work he has done for me and the STANA officers and the association.

We all need to work hard to keep STANA in the forefront in the future. Thanks to all of you for the job you do for the Shrine and thanks to my Lady Manuella, for your support.

Important Notice—from your Secretary-Treasurer:

Last July I announced that I would not be a candidate for re-election next March. Later, my health improved—I thought—and I retracted that announcement. Now, I have to report to you that my Implanted Defibrillator Device has fired three times over the past two months, meaning that I do not feel comfortable in any responsible role knowing that my time there might be temporary, at best. Therefore, I will be stepping down and unavailable for re-election to any position. I do hope to help and assist my replacement as long as I am permitted.

It has been a pleasure to work with each of you. Your friendships will always be cherished! Paul

Douglas E. Maxwell—Imperial Potentate

Dear Shrine Treasurer’s Association:



Associations have always played an important role in ensuring the future strength and success of our great fraternity and philanthropy. I have great admiration for dedicated nobles like you who help develop and cultivate the strong leadership our organization needs.

As Imperial Potentate, I have been doing my best to share my theme, “Catch the Spirit,” with as many people as possible. Members of this great fraternity enjoy a lifetime of fun and fellowship while supporting a one-of-a kind health care system, Shriners Hospitals for Children. I believe in this organization and the positive influence it has on our patients, their families, our families and the world.

While you make plans for the future of your Treasurer’s Association and Temples, please keep my theme, “Catch the Spirit,” at the forefront of your mind. With your help, we can attract more members to the Shriners fraternity and keep our philanthropic mission thriving for another 86 years and beyond.

On behalf of Lady Patricia and myself, I wish you an enjoyable and productive meeting. Thank you for all you do for Shriners International and Shriners Hospitals for Children.

Sincerely,

“ I have great admiration for dedicated nobles like you who help develop and cultivate the strong leadership our organization needs.”

Julian S. White, Jr.—1st Vice President

Well here it is February. The agenda is set for our Spring Seminar and it looks like a good one. Paul Churchwell has spent a lot of time with the help of the officers to put this together.

Welcome to the new Treasurers. I think back about ten years when I was a new Treasurer and try to remember how I felt about the job. At the time I knew the Divan. I had some knowledge of the finances of the Temple, however, most of the financial figures were being played close to the vest. Having come from the financial community I did know about Accounting, Balance Sheets, P & L.s etc. I also knew about Investments as I was in charge of a Trust Department of a National Bank.



My biggest problem was that I did not know the resources around me at the time. I have since learned what they are and how to get a question answered.

The Spring seminar is the quickest way to jump start your job as Treasurer. If you notice the agenda we have something for everyone new and old. This year we are have a session on the Duties of a Shrine Treasurer which should be interesting and very informative. This is a must for new Treasurers.

The BATS manual is one of the best resources you can have. Get familiar with the manual as it can answer a lot of questions.

To me, networking is one the greatest resources a Treasurer can have. There is always someone who has the same problem as you or has solved the problem. This Seminar is a great place to meet other Treasurers. Bring your wife she will have a great time as well.

I hope to see all of you at our Seminar in March. This year a Retreat is planned and it will be a lot of fun.

H. Ron Baas—2nd Vice President

Greeting to my fellow treasurers, it's time to roll up our sleeves and get the New Year started with a bang. We hope those budgets and year end reports all behind us, we have a new Potentate and Divan to train—a Treasurer's job is never done.

Baby and I are looking forward to seeing you-all or is that all of you in Tampa at our mid-winter seminar. Many thanks to our own Paul Churchwell and President Larry Jefferson for all their hard work in mak-



ing our mid-winter a success. Julian and I have our work cut out for us next year.

Nobles I know we keep asking for your input and ideas to

improve our association. There is a reason, you know what is needed and what is best for our association. Your input can make a difference.

Share with your board your ideas and changes you would like to see.

Our hearts go out to Deputy Imperial Potentate Terry McGuire's family. Our shrine family has suffered a great loss and Terry will be greatly missed.

See you in Tampa!

Bill Harward—3rd Vice President

It is that time of year that we have some anxiety with a new year facing us with a change in our Potentate. This is even more so if this is our first year as treasurer. These are no doubt trying times with the economic dilemma we are facing. This will demand a more diligent review of our expenditures and a very close tracking of our dues collections. When the collections are falling behind previous collection rates we must make additional contacts with our NPDs to try to keep them on board.

The time is now upon us to make our reservations and send in registrations for our spring meeting. President Larry & Secretary Paul are to be congratulated on the program they have prepared. I am looking forward to the presenters, particularly the new items that have been added this year. Evelyn and I look forward to hosting the Hospitality room. It will be a real challenge to reach the levels of those preceding us---we will give it our best shot!!

In closing, it was a very sad day in our household when we received the news of Imperial Sir Terry McGuire's death. Evelyn and I had been privileged to get to know Imperial Sir Terry and Charlene during their visits to our Temple and the South Atlantic Shrine Association. We will be praying for comfort and peace for Charlene and their families.



"Our hearts go out to Deputy Imperial Potentate Terry McGuire's family. Our shrine family has suffered a great loss and Terry will be greatly missed."

EDITOR'S NOTE

This edition of the STANA LEDGER is being emailed to all Shrine Treasurers for whom we have addresses on file. It is also being snail mailed to all Shrine Temple offices with instructions to deliver to the 2009 Treasurer ASAP. Normally, we only email this and most communications because it is much cheaper and faster delivery, in addition to being in color.

We strongly urge all Shrine Treasurers to send their email address to the Secretary-Treasurer and keep it updated so that no communication is lost.

PLEASE SEND YOUR EMAIL ADDRESS TO: paul.churchwell@gmail.com

If you do not personally have email service, send us the email address of your temple office or someone else that will promptly deliver your email to you.

Thank you very much!

Mike Andrews—Executive Vice President

IF COMMUNICATION IS THE KEY, WE ARE ABOUT TO OPEN THE DOOR



It has long been said that effective communication is the key to the success of any company or organization. In 1982, Imperial Potentate, Richard Olfene had as a theme for the year, Communicate to Educate. His idea was obviously that the Shrine needed improved communications in order to more effectively educate our nobility; hence an informed nobility benefits our organization at all levels.

Fast forward 27 years to 2009 and we are still, like all organizations, in search of a better method of communicating with our members...until now. Enter "Shriners Village", a web based platform that will provide our fraternity with the most effective means of disseminating information in our history. It will become a cornerstone to our "reinventing" our fraternity and hopefully will be a catalyst for membership and an increase in donations to our philanthropy.

Shriners Village which is scheduled to be up and running later this year, will not be just another web site, but a virtual Shriner community that will eventually encompass on all aspects of Shrine life. It will be the finest communications' vehicle of any fraternal organization in North America, and quite possibly the world.

Shriners Village is being designed to bring our membership together in an effort to share information and allow our great fraternity to do bigger and better things, including reverse the downward trend in membership we have witnessed for the past 28 years. It will allow access to information in a number of areas including Shriners Hospitals, temple activities and temple fundraising, donor relations and membership and other aspects of Shriner life. For those of you who have always wished we had a national Shriner Magazine, Shriners Village will eventually include an electronic Shrine Magazine. Hopefully someday it will also include an e-commerce section, allowing our nobility to shop on line for a multitude of products at stores most of us currently patronize.

Shriners Village is being developed in cooperation with the Pradsal Agency, the same people who developed Home Depot's international web site.

At present the plan is for a number of temples to serve as pilot temples in order to "test" Shriners Village in February and March and for the site to be up and running for every noble to access by the Imperial Council Session in July.

As you can imagine, creating a virtual on-line community is a huge undertaking. It will be a work in progress for years to come, so we would ask that when the site goes "live" later this year, you understand that like any community, this virtual community, Shriners Village will be constantly undergoing improvements and changes, and constantly growing. What you will encounter when the site is first up and running will be only the start of things to come; the start of an entirely new means of more and improved communications process for Shriners International.

"Hopefully someday it will also include an e-commerce section, allowing our nobility to shop on line for a multitude of products at stores most of us currently patronize."

Shrine Treasurers to Visit Disney's Epcot During Seminar

Epcot®

Dinner and Dessert Party
Living Seas Salon and Eau de France
Monday, March 30, 2009

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SHRINERS

HOSPITALITY ROOM—Presidential Suite, 9th floor

TIME	TOPIC	PRESENTER
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SATURDAY, March 28, 2009

9:00 a.m.— Noon	Workshop for new & seasoned Treasurers	Noble Bob Phillips, Director of Temple Accounting - Westshore I & II
Noon	Executive Committee meeting	Belleair Boardroom, 2nd floor.
1 p.m.	Golf Tournament @ Rocky Point Country Club. Open to Treasurers and Spouse.	Greens Fee & Cart less than \$30.00. Clubs for rent. Transportation from Hotel included. Bob Phillips, coordinator—(813) 281-8103.
6—8 p.m.	President's Reception	Hospitality Room—Poinciana Room, 2nd floor

SUNDAY, March 29, 2009

7:30 a.m.	Breakfast	Atrium I
8:29 a.m.	Call to Order	Larry Jefferson, STANA President - Bayshore Ballroom II & III
8:30 a.m.	Presentation of Colors	
8:33 a.m.	Invocation	Bill Harward, STANA 3 rd Vice President
8:35 a.m.	Announcements & Introductions	Larry Jefferson, STANA President
8:40 a.m.	Secretary-Treasurer's Report & Necrology Report	Paul Churchwell, STANA Secretary-Treasurer
8:45 a.m.	Introduction of New Treasurers	Larry Jefferson, STANA President
8:50 a.m.	Time and Place next meeting—San Antonio, TX	Julian White, Jr., STANA 1 st Vice President
8:55 a.m.	Words of Wisdom / Q & A	Noble Mike Andrews, Executive Vice President
9:30 a.m.	Nominating Committee Report & Election	Paul Gregg, Past President, 2007-2008
10:00 a.m.	BREAK	15 minutes—Ballroom Foyer
10:15 a.m.	Imperial Potentate's Report	Douglas Maxwell, Imperial Potentate
10:30 a.m.	Imperial Financials and Imperial Promotions	Gene Bracewell, Imperial Treasurer
Noon	LUNCH	Grand Foyer
1:00 p.m.	Duties of a Shrine Treasurer, and more.....	Merle Clafin, Treasurer—Nile Shriners
2:15 p.m.	BREAK	15 minutes—Ballroom foyer
2:30 p.m.	Tax Forms Workshops—Breakout for U.S. & Canadian treasurers	Bob Phillips—U.S. Workshop Glenn Lillies (Khartum)—Canadian Workshop
4:30 p.m.	Adjourn for the day	

Tampa, Florida

SUNDAY EVENING, March 29, 2009

5:00 p.m.	Hospitality Room opens	Presidential Suite—9th floor
6:30 p.m.	Cocktail Reception (Cash bar)	Ballroom Foyer
7:00 p.m.	Banquet, Installation of Officers, (Cash bar open)	Bayshore Ballroom II & III
9:30 p.m.	Hospitality Room re-opens	Presidential Suite—9th floor

MONDAY, Mary 30, 2009

7:30 a.m.	Breakfast	Atrium I
8:30 a.m.	The Good, The Bad, and The Ugly—an open forum	Noble Ted Corsones, General Council for the Shrine, and Noble Warren Upton, Chairman of Jurisprudence and
10:00 a.m.	BREAK	Ballroom Foyer
10:15 a.m.	Risk Management	John Veale, Director of Risk Management, Shrine HQ
10:35 a.m.	Welcome to the Electronic World	Jim Pecka, Manager, Temple Computer Support
11:55 a.m.	Closing remarks	Julian White, Jr., STANA President
NOON	Adjourn	
2:30 p.m.	Board buses for Retreat in Orlando	Complimentary Refreshments & Snacks on board
11:00 p.m.	Return to Hotel	(Approximate time)

STANA HQ HOTEL

InterContinental Tampa Hotel
 4860 W. Kennedy Blvd.
 Tampa, FL 33609
 (813) 286-4050

LADIES PROGRAM:

SATURDAY, MARCH 28

6—8 p.m. *President's Reception—Poinciana Room, 2nd floor.*

SUNDAY, MARCH 29

9:00 a.m. *Breakfast— Place TBA*

All Day *On your own—Shopping Mall across the street.*

6:30 p.m. *Cocktail Reception – Grand Foyer*

7:00 p.m. *Banquet and Installation of Officers—Bayshore Ballroom, 1st floor.*

MONDAY, MARCH 30

9:00 a.m. *Plated Breakfast & Reception for Shrine First Lady, Patricia Maxwell, Place TBA*

2:30 p.m. *Board buses for Disney Retreat in Orlando.*

11:00 p.m. *Return to Hotel.*

**REGISTRATION
FORM**

Paul Churchwell, Sec-Treas.
Shrine Treasurers Association
104 Hombre Circle
Panama City Beach, FL 32407

Phone: 850-234-3798
Fax: 850-249-3798
Email:
paul.churchwell@gmail.com

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ShrineTreasurers
Association, N.A.**

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ELECTION OF OFFICERS

The annual election of officers for the Shrine Treasurers Association of North America will be held on Sunday, March 29, 2009. All officers of the association will be subject to election. Two offices will be filled with new faces as the Secretary-Treasurer is retiring for medical reasons and the Third Vice President is scheduled to be elevated to Second Vice President.

The Nominating Committee will conclude its evaluation of all Shrine Treasurers before the Committee's report is filed during the session on Sunday morning. Anyone interested in having their name considered by the Nominating Committee should submit a resume' or brief history of their personal, business, and Shrine background to the Secretary-Treasurer prior to March 15, 2009. Nominations may be made from the floor.