



Grand Nest Bulletin

Volume 116
116th Grand Nest Convention Issue



July 10-13, 2023
British Columbia hosts the Grand Nest
Internet Address --- <http://www.BlueGoose.org>

Future Conventions

Michigan 118th Convention
Hartford 119th Convention

2024
2025

2022-2023 GRAND NEST OFFICERS

Most Loyal Grand Gander
Wendy Knizek



Grand Wielder:
Terrence M. Maloney



Grand Supervisor
Steve Carson



Judge Advocate:
Lorena Kohlruess



Grand Custodian
Wendy Hubbard



Grand Nest Historian:
Dan Rich



Grand Guardian
Tom Elder



Grand Keeper
Randy Wison



Blue Goose Holds Grand Nest Convention in Grapevine, TX



Against a backdrop of record-breaking heat, rising food, gas and airline prices, and power grid warnings, 92 Ganders, spouses and guests (including one child) from across the US and Canada journeyed to Grapevine, TX to attend the 116th Blue Goose Grand Nest Convention from July 11-13, 2022. Registrations included members of 22 Ponds and 17 registered First-Timers. The convention was held at the Embassy Suites Hotel next door to the Bass Pro Shop and within easy walking distance to several nearby restaurants and the Grapevine Shuttle bus.



Monday July 11, 2022

The Grand Nest Officers met for a Pre-Convention meeting on Sunday and again on Monday morning. One new feature added to the Monday meeting was the invitation of all Deputy Most Loyal Grand Ganders on site to join the meeting, report on the state of their region's strengths and challenges, and to share ideas.



However, for most Ganders and their families, the Convention kicked off on Monday night.



The Registration Desk and Archives Room were opened, as Cheryl McShane and Kris Otzelberger checked our registrants in and gave them their goodie bags. The Archives Room displayed memorabilia in two groupings - one for the Southern Region and one for general interest Blue Goose items. The archive room had "50 Years ago" and "75 Years ago" in Blue Goose history displays, and offered a photo opportunity to wear an old Blue Goose ceremonial yoke and hat in exchange for a donation to the archives.





One of the first convention activities was a First Timer's Meeting, where networking and team building took the form of navigating Escape Room challenges. The First Timers were given a distinctive green bandanna to wear.



The Convention's Welcome Party was scheduled to be held outdoors under a tent, and although the food was cooked and served outdoors, the oppressive heat moved the dining and dinner activities indoors.



We all dressed in our finest Western attire and donned the Chuckwagon aprons that were included in the welcome bags we received at registration.

Dinner was catered by Chuckwagon Cuisine of Garland, TX, and yes -- they brought a real chuck wagon into the hotel parking lot! They set up their serving line under the tent and we walked through the line to be greeted by steaming trays of brisket, sausage, chicken, green beans, plus potato salad, slaw, pickles, jalapenos, and barbecue sauce. Once that was scarfed down, we went back for cobbler, Texas Sheet-cake, and ice cream.

There was plenty of entertainment before, during, and after our meal - some boot scooting two stepping bluegrass music by the Salt Creek Band and Prairie Games - a fun variety of "Prairie



Fun & Games”, which were competitive putting, corn hole and ladder ball pairings to raise money for various charities.

Pins were traded and it was a great time catching up with old friends to start the convention.

Tuesday July 12, 2022

After a full breakfast, we walked into the Heritage 4 Conference Room as the 116th Grand Nest Meeting was ready to get underway. MLGG Linda Meik welcomed the group and gave the meeting to order.



The flags were presented by the Grapevine Fire Station Honor Guard. The national anthems of Canada and the United States were led by Kechi Okwuchi, who would soon be the morning's Keynote Speaker.

Linda presented the Grapevine Fire Station Honor Guard with a \$150 donation and introduced Gander Richard Mancuso of the Texas Pond to deliver the morning's invocation.

Linda Meik explained to us that she first became aware of Nigerian born Kechi Okwuchi when she was a contestant on the *America's Got Talent* television show in 2017. After some detective work Linda found out Kechi was attending Rice University in Houston and the two connected.

Kechi mesmerized the crowd with her inspirational and riveting remarks. She was just one of two survivors in a 2005 plane crash that claimed 107 lives, 59 of those victims were her high school classmates. She told us the flight had turbulence and she remembered hearing noise that sounded like metal scraping, then silence. She remembered being on a hospital gurney in South Africa and was in a coma for five weeks. She awoke to learn she had suffered 3rd degree burns to 65% of her body.



Her injuries prompted her to examine life's lessons and perspectives with respect to her identity, appearance, personality, grief, depression, and the comfort of prayer and music. She decided to live her life positively in honor of the survivors.



Kechi moved to America in 2007, and she said that the South African hospital saved her life, but Shriners' Hospital in Texas gave her back her independence. Oddly enough, her singing voice improved after the plane crash, and she gave her first concert for patients at Shriners' Hospital.

After she summarized her audition for, and eventual winning of *America's Got Talent*, she closed her remarks by speaking about struggle - "*we all have struggles and traumas, they don't have to be from a plane crash*". She thanked Blue Goose and asked us to always remember

that “the good we do impacts people” and helps them in some way to reduce their own struggles. She finished with a rousing rendition of “Rise Up”.

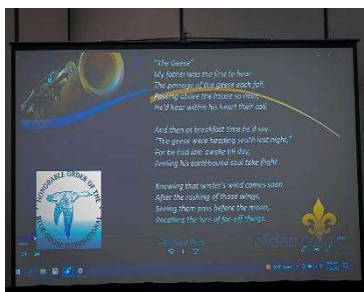
MLGG Linda Meik next awarded Richard Mancuso with his 50-year membership pin before introducing the Grand Nest Officers, PMLGGs and their spouses, DMLGGs, and convention committee.



Grand Keeper Terry Maloney made some housekeeping announcements before we recessed for a break and moved into the Memorial Service.

The Convention’s Memorial Service was conducted by Nanette Girard and Scott Hymel of the Louisiana Pond. The name of each Pond was announced as the members of that Pond stood in unison. If a Pond lost a member during the year, the name appeared on a slide as the name was called aloud.

Richard Chenard of the Michigan Pond delivered a heartfelt and emotional eulogy for his friend, PMLGG John Zeldam.



Next on the agenda was an interactive volunteer charity activity - the filling of “Care Bags” for Parkland Burn Hospital’s Family and Patients and the Shriner’s Children’s Hospital. We filled hundreds of bags with personal care items, shampoos, lotions, toothbrushes, combs, nail files, detergent, notebooks, and stuffed animals. We also wrote individual cards with words of hope, support, and inspiration to place in each bag.



The Convention Luncheon added a twist by incorporating some of the Charity Awards into the session. Grand Guardian of the Nest Wendy Hubbard presided. She was the Grand Nest advisor to the Quebec Pond who decided on this year’s winners.

In 2017, Blue Goose expanded our charity awards to recognize four winners for outstanding charitable activities using different criteria. The 2022 winners chosen by the Quebec Pond are as follows:

The Community Service Award is given to a Pond that has volunteered their time and service to a local charity. This year's winner was the Peace Garden Pond with 1,870 volunteer hours.



The Charity Fund Award is given to a Pond that has worked to include as many of their members as possible to raise funds for local charities. This year's winner was the Cincinnati Pond whose 44 members donated \$42,680.

The Scholarship Award is given to the Pond that donated one or more scholarships to deserving individuals. This year's winner was the Kentucky Pond.

The Gordon F. Crowther Award is given to the Pond that "served so graciously in not only charitable donations, but in the dedication of their time in service to others, as well as other charitable activities such as collections of food, clothing or toys, or the giving of scholarships, etc. To exemplify our precept of charity". This year's winner for overall charitable excellence was the Peace Garden Pond.



The "Gander of the Year" awards were next, but rather than recognizing a single Gander from each region, MLGG Meik took the award *"a step further"* by recognizing eleven "SHINING LIGHTS" for their *"exemplary service in making an impact on their Pond and the organization as a whole"*.

These honored Ganders were:

Andrew Happer, Edmonton Pond
 Kevin Wallis, Manitoba Pond
 Keith Phillips, Manitoba Pond
 Ruth Cleland, Peace Garden Pond
 Carrie Miller, Cincinnati Pond
 James Porter, Virginia Pond
 Daphney Elliott, Texas Pond
 Kim Kelly, Kentucky Pond
 Dolores Garrett, Alabama Pond
 Chelsea Fitzpatrick, British Columbia Pond
 Andrea Dawes, National Capital Pond



The Texas Pond's eight member Model Initiation Team donned cowboy hats, boots, bandanas, and leather fringed vests to conduct a creative and very entertaining Western themed initiation ceremony. Five goslings were initiated after they marched into the room to the Bonanza theme song and an Alan Jackson countrified spin on the Star Spangled Banner.



The Model Initiation team of Ashley Sanker Hansen, Sharon Wilkins, Wayne Ottoway, Roger Foltz, Terri Rejcek, Jason Znoy, Daphney Elliott, and Jim Devall did a great job and thoroughly entertained the convention.



After the ceremony was over, our Ganders divided into breakout groups for the Regional Meetings. Grand Wielder Terry Maloney participated in all of the meetings to lead a Question and Answer session on the next day's upcoming vote on a proposed dues increase.



While this was going on, our Spouse Program moved to the Dooley Room for a fun and very delicious activity- a Charcuterie Board Challenge, hosted by Lane Tunstall, owner of Board + Brie in Roanoke, Texas. Linda Meik and the Texas Pond first met Lane when she hosted a Virtual charcuterie class on Zoom for the Pond during the height of Covid.



We switched to a "live" class at our July convention in Grapevine.

Lane brought everything we needed to our hotel and walked the group through the basics of color and balance and variety and even how to make a salami rose! The result was a whole lot of delectable savory charcuterie and sweet dessert boards.

So what did we end up doing with those all of those boards?

Easy, we gobbled them up during various convention activities, like the Officer's

reception and the Hospitality Room parties.

At 5:00, a series of buses departed the hotel to take us all to Billy Bob's at the Fort Worth Stockyards for a night of Tex Mex food, music, line dancing, video games, billiards, bull riding photo opportunities, and fellowship.



The merriment and fellowship continued upon our return to the Embassy Suites where a Hospitality Suite was hosted by the Canadian, Central, and Eastern Regions. Music was provided by singer guitarist Willie Lain and sales of Blue Goose merchandise as well as drawings for gift baskets and a lobster bake were held to support upcoming conventions.

Wednesday July 13, 2015



After breakfast, we returned to Heritage Conference Room 4 for the British Columbia Pond's presentation previewing the 2023 Grand Nest Convention in Whistler, British Columbia, Canada.

The Convention dates are July 10-13, 2023. The room rate with a kitchenette at the Hilton will be \$235 CD. The hotel is located within the Whistler Village complex of boutique shops, museums, restaurants, and entertainment venues.

Convention Chair Angela Shears walked us through some of the transportation options for the "Sea to Sky" Convention. Whistler is a 2½ -3 hour drive if you fly into Bellingham, WA, a 2 hour drive from Vancouver, or a 4½ hour drive from Seattle. There are also seaplane or bus options to get you into Whistler.

Some of the highlights mentioned included a convention lunch across the street at the Whistler Golf Club, a Welcome Party at the Squamish Lil'wat Cultural Centre, a gondola ride up the mountain for lunch, the Roundhouse Lodge, the Cloudraker Skybridge, the Whistler Ice Wall, and the PEAK 2 PEAK 360 Experience among others.



After the presentation, the spouses boarded a bus to Historic Downtown Grapevine and visited the Vetro Glassblowing Studio. It wasn't glass blowing in the traditional way you make think of, but rather it was a process where we started off with a solid hunk of glass, and then used tools to heat it, add colors, and finally shape it. A nice colorful variety of glass paperweights and hearts resulted. The spouses enjoyed lunch at the food court in Harvest Hall.

As for the rest of us, MLGG Linda Meik called the meeting to order and called upon Grand Wielder Terry Maloney for the roll call of delegates, from the Alabama to Wisconsin Ponds.

Linda asked the group for their thoughts and prayers for members of the Blue Goose family -Tim Bilbrey, Randy Wilson, and Pierre David St-Amour.

Linda recognized Angela Shears of the British Columbia Pond who made a motion to hold next year's convention in Whistler, British Columbia. Kerry Diehl of the British Columbia Pond seconded the motion. The motion was passed by acclamation, and congratulations were given to the British Columbia Pond.

Next, MLG Linda Meik delivered a report on her year in office as our Most Loyal Grand Gander.



She asked us to reflect on the apron that everyone found in their welcome bags. Its an ancient garment that for centuries has depicted one's affiliation or occupation. It was looked down upon in the 1960's, but has had a resurgence in popularity and is now considered to be a symbol of generosity and hospitality. These qualities define our mission as well.



Linda looked back upon her role in the recent history of Blue Goose. She recalled some of the “firsts” of the Southern Region’s 2017 Savannah convention - the introduction of a mobile app, the inclusion of a charity event and donation, and the staging of a First Timers activity.

Now she has added more, by becoming the first female to serve two terms as MLGG and the first to invite DMLGGs to Grand Nest events.

Linda spoke of the “winds of change” and how she has led a variety of initiatives to codify our culture -such as publishing a Wielder’s Guide, an MLG Guide, a Pond/Puddle Officer Guide, DMLGG Guide, and expanding our Charity Awards.

Membership remains her top focus and she committed her term to combating the effects that Covid had on the Honorable Order - decreased membership and lack of events.

She spoke of the need to Re-organize, Re-focus, and Renew, the challenges our leaders face to succeed, and our need to continually develop the next generation of new leaders.

Her goals as MLGG were four-fold: to work with the Grand Nest to be sure Ponds know about all of the available guides, to modernize and regionalize the historical archives, to enhance the role of our DMLGGs, and to work to ensure the financial viability of Blue Goose. She thanked Randy Wilson, Keith Strohecker, and Joe Lothshutz for their years of service in clarifying and correcting financial records and asked the Ponds to put an accountant in the role of Grand Keeper.

Her visitations included the Days of Fellowship in Glastonbury, CT, the National Capital and Michigan Ponds’ Holiday Party, an Edmonton Pond virtual beer tasting, quarterly Southern Region Zoom meetings, and Texas Pond live meetings that replaced their monthly Zoom meetings.

She closed by saying she “looks forward to being on the Blue Goose Wagon Train as it continues its journey”.

The rest of the morning consisted of Grand Nest Officer reports and the vote on a Constitutional amendment.

Grand Wielder Maloney started his report with some of the positive results from the 2021-2022 year. As an organization, we gained 200 new members. Some Ponds saw terrific growth - National Capital added 26 members, Cincinnati added 24, and Michigan added 20. He thanked Linda for organizing the 2017 Savannah and Grapevine 2022 Conventions.



Then Terry addressed “*a serious issue -our financial survival*”. Although the Honorable Order made budget last year, it must be understood that minimal delegate expenses were submitted or paid for attending the Days of Fellowship in Connecticut last year. Next year, we will have a much larger expense for the trip to Whistler.

Terry told us that “*malaise is a problem*” and the Pandemic has changed the way our world looks at job satisfaction - “*the number one request of new job seekers is to work at home. People have gotten used to staying home.*” That’s a problem Blue Goose has to confront.

Grand Nest Historian Dan Rich reported on the status of the Grand Nest archived memorabilia. In 2017-18, the Grand Nest Officers decided to regionalize the archives, and boxes and suitcases of memorabilia have been delivered to our various Grand Nest Officers over the last five years on a regional basis.



The slow and tedious process continued throughout this year. Currently, Dan still has two large travelling archives cases donated by the Michigan Pond at his house, plus over half a dozen more cartons and boxes of materials to sort through. He intends to drive one of the cases to Michigan in July 2023 and will keep the other to store Eastern Region archives.

In Grapevine, he devoted some of the archives table space to a “50 Years ago” and “75 years ago” display.

He also offered a photo opportunity with a very old Blue Goose hat and ceremonial yoke in exchange for a \$5 donation.

He said “*It’s been an honor to work on the archives and play a part in preserving our long history.*”

Grand Nest Historian Emeritus John Bishop opened on a light note by commenting that because of a miscommunication with the Nova Scotia Pond, their banner never made the trip to Grapevine. But thanks to some very creative artists, a reasonable facsimile of that banner was drawn in just 30 minutes and was hung in its proper place behind the head table.

John reminded the group that a few years ago he distributed a brochure on how to collect Pond history to the membership. The brochure can be downloaded from the Grand Nest website.



In February 2022, John wrote to our 31 Ponds asking them to write back with a summary of one or two of their events and activities, to “record and *preserve the history of what our Ponds have been doing*”. Sixteen Ponds and two puddles responded.



One of the responses came from the Westchester Pond, where John learned of the passing of Chip Dahle, a “dedicated Blue Gooser” and veteran of many conventions.

Many of the responses reported cancellations and postponements of planned events because of the Pandemic, but we did get a good representative sample of some of the events that took place.

Some of these events and activities reported included the Hartford Pond’s preparation of 115 lunches and the NYC Pond’s donation of \$500 to a men’s shelter, the Kentucky Pond’s outstanding work as their golf outing raised \$5,000 for a University of Louisville scholarship. Their Pond also raised \$2,100 for Down’s Syndrome of Louisville, \$1,852 in toys, non-perishable foods and cash for Toys for Tots and Dare to Care. They hosted a variety of events including a racetrack tailgate, a comedy night, and a Christmas Dinner to benefit the handicapped of the Cedar Lake Lodge.

We learned that the St.Louis Pond initiated 8 new ganders and had 6 more lined up, and the Regina Pond held virtual and live meetings, including a recycling event, plus golf, curling and game/arcade activities.

The Alabama Pond met regularly and donated flannel shirts and cash to the Three Hots and a Cot Shelter. In July 2021, the Bay State Pond conducted the Memorial Service at the Days of Fellowship convention in Glastonbury, CT, and in June 2022 they held a golf outing that drew over 100 guests.

The Peace Garden Pond hosted both virtual and live events including a Gander of the Year ceremony, a charity golf outing, luncheon meetings, and collections for the Great Plains Food Pantry and an animal shelter.

The Edmonton Pond initiated three new members, held a fundraiser for the Boyle Street Community Foundation, and supported various causes with personal care/hygiene products, and donations for school lunch programs. They also held virtual cocktail and beer tasting classes.

The Virginia Pond held a mix of virtual and live meetings, including golf outings. The Texas Pond report covered their short-term goals, golf tournament, scholarship, marketing and communication, and financial commitments and laid out action plans on how these goals were to be met.

The National Capital Pond initiated 14 Ganders over two evenings, selected a charity for each calendar quarter, held a Volunteer Day of Service for 11 Ganders at a food bank, held trivia and casino nights, a golf tournament, and a Holiday Charity Celebration for over 100 people.

John closed by saying *“in general, I think we held it together pretty well over very trying times”*.

The next scheduled speaker was Grand Keeper of the Golden Goose Egg Joe Lothschutz for his report on Grand Nest finances. But since he was unexpectedly rushed back home to Michigan for trial testimony, his report was read by MLGG Meik.

Grand Keeper Lothschutz reported that for the twelve month period ended on June 30, 2022 total revenue received was \$54,060 and total disbursements paid was \$40,673 resulting in a preliminary surplus of \$13,387. But Joe pointed out that *“this surplus is deceiving for several reasons”*.

Those reasons include 1) a one-time donation of \$10,000 from the Hartford Pond, 2) the insurance and bonding expense of \$4,786 was owed but not paid, and 3) the delegate expense paid for the year (\$1,451) was abnormally low because the Hartford Pond’s 2021 Days of Fellowship Convention included many virtual delegates. Normal delegate expense, based on historical data would have been \$12-15,000.

Joe said *“I am very thankful for the donation from the Hartford Pond as Grand Nest would have realized a deficit for the year.”*

All of these facts tell us that *“if no changes are made during the upcoming year, Grand Nest will realize a substantial deficit. Some possible changes needed to reduce this possibility include increasing membership, finding alternate sources of income, reducing expenses, and increasing dues.”*

Judge Advocate Lorena Kohlruss’ report was read by Grand Wielder Terry Maloney. It stated that it *“was deemed necessary for the financial stability and future of the organization”* to propose an amendment to the Constitution and By-laws as required by Article XIV of the Constitution. The proposal will increase the per Gander amount each Pond is assessed by Grand Nest from \$27 to \$39 effective July 1, 2022.

This was the only issue brought forward by the Constitution and By-Laws Committee, and a vote by the delegates carried the amendment through, before the convention broke for lunch.

After lunch, Grand Nest Committee reports on Charity, Website and Database, and Social Media followed.



Grand Guardian Wendy Hubbard returned to the Charity Awards that she announced during lunch and gave us a detailed summary of what our Ponds did this year. The Quebec Pond’s Charity Committee received reports from 19 Ponds. Based on information submitted in those reports, in 2021-22 Blue Goose donated over \$463,000 to charities, logged in 2,788 volunteer hours, and awarded \$20,700 in scholarships.

Wendy Hubbard spoke of some of the different approaches our Ponds take with respect to supporting charity *“some Ponds focus on large events to raise impressive dollars, while others support numerous charities throughout the year. Some give to larger charities such as Red Cross, USO, Cancer societies, Salvation Army and Toys for Tots, while others dig deep into their communities to identify people in need or fund unique charities.”*

Some of the niche charities represented in Pond reports supported school lunches, food banks, Special Olympics, Honor Flight, handicapped advocacy, suicide and domestic violence prevention, Rehabilitation and recovery, veteran’s healthcare and general support, animal shelters, and brain aneurysm research.

In 2020-21, the pandemic adversely affected our Ponds' number of meetings and volunteer hours, but we were much more active in 2021-22 and saw an uptick in so many activities.



In summary, *"what our Blue Goose Ganders have shown us is that it doesn't always take the full Pond's participation, or a large Pond to accomplish great giving. The Blue Goose is changing the world for so many people in need."*

Grand Guardian Steve Carson's Website and Database Committee recommended updating a password system and re-examining our website structure and hierarchy.

Grand Supervisor Wendy Knizek's Social Media Committee looked at ways to improve how we publicize our events. In May, her Pond hosted a webinar on social media use, tips, and tricks. Her committee recommended regionalizing and consolidating social media use to simultaneously help as many Ponds as possible.



There were two more awards to give out - for the most First Timers and for outstanding communication efforts. Grand Nest Historian Dan Rich presented the First Timers Award - *"We had 17 First Timers at this 11675 Convention. They hailed from the Florida, British Columbia, Hartford, Penn, National Capital, St. Louis, Kentucky, Tennessee and Texas Ponds."* This year's winner, with two first time attendees, was the Kentucky Pond.



The Communication Award was presented by Grand Supervisor Wendy Knizek and Grand Guardian Steve Carson. This award looks at the multiple ways that a Pond or Puddle communicates with their members beyond their websites, to create an outstanding communication strategy. This year's winner was the Texas Pond.



Nominating speeches and the installation of the 2022-23 slate of Grand Nest officers ensued. PMLGG and GNH Emeritus John Bishop read the installation ritual and Terry Maloney awarded the pins and ribbons. The new officers are Wendy Knizek of the British Columbia Pond as Most Loyal Grand Gander, Steve Carson of the Michigan Pond as Grand Supervisor, Wendy Hubbard of the Hartford Pond as Grand Custodian, and Tom Elder of the Kentucky Pond as Grand Guardian.





Tom Elder shared his thoughts about joining the Grand Nest as its newest officer. He said that *"Blue Goose holds a special position in his heart and mind because of all the good work we do. I really like being a member of the Kentucky Pond, Southern Region, and so many conventions."* He pledged to *"do my best to uphold our principles"* and thanked the Kentucky Pond and Linda Meik for her leadership.

In her Address of Acceptance, Wendy Knizek spoke of her commitment to attract new members through accelerated use of social media, to build up "shares" and "likes" to push our posts up into the top of member's feeds.

Posting Blue Goose information, such as "Fact Friday", multiple times throughout a week accomplishes this goal. While researching Blue Goose history, she learned that our origin as an organization grew out of *"the gloom of the San Francisco Earthquake"*. Now our organization has another chance to rebound from a new type of gloom, a Covid related gloom.



We need to spread the word to all corners of the industry that *"we are inclusive to ALL members of the industry, we are something everyone should be a part of."*

Now a PMLGG Linda Meik was presented with her pin and plaque.

Wendy Knizek, our newest MLGG adjoined the meeting to close out the formal Grand Nest business meeting.



That evening's Banquet and Ball featured music from Emerald City, a slick nine piece show band that entertained us all night with a terrific variety of faithful renditions of some of the greatest hits from the vault of pop music history. Their vocals were "spot on" as were their guitar, brass, and sax licks.

There were some slow dances, and a whole lot of Motown, soul from the 60s, disco, funk, Al Green, Temptations, Four Seasons, Stevie Wonder, Whitney Houston, Redbone, Earth Wind and Fire, Kool and the Gang, KC and the Sunshine Band, Sister Sledge, Abba, and Aretha Franklin. Their lead singers even stepped down off of the stage into the crowd to dance with us!



The Southern Region hosted an outstanding convention, and we were all impressed by the accommodations, food and beverage at the Embassy Suites, the varied entertainment and speakers, and the many attractions of the area. We are very grateful to the Convention Committee for their efforts to plan and produce such a successful and thoroughly enjoyable event.

2022 Convention Committee

Keith Strohecker, PMLGG -Finance & Treasurer - Virginia Pond
 Tom Elder -Southern Region Archives -Kentucky Pond
 Scott Sterrantino - Convention App/Website/IT Assistant - Texas Pond
 Mary Kay Marchetti - Convention IT Coordinator - Virginia Pond
 Daphney Elliott - Social Media - Texas Pond
 Shannon Seebert - Social Media & First Timers Coordinator -Kentucky Pond
 Nannette Girard & Scott Hymel - Memorial Service - Louisiana Pond
 Jim Devall - Model Initiation -Texas Pond
 Barbara Curtis - Prairie Fun & Games - Virginia Pond
 Ray Wicker -Refreshment Coordinator -Texas Pond
 Cheryl McShane -Meeting Planner - Professional Events & Consulting
 Linda Meik -Most Loyal Grand Gander -Texas Pond

Special thanks to Neil Miller's fantastic job of capturing the Convention imagery in his photos.
 Respectfully submitted by Dan Rich, PMLGG and Grand Nest Historian

GRAND NEST OFFICERS



Back Row: Steve Carson, Tom Elder, Terry Maloney, John Bishop, Dan Rich

Front Row: Wendy Hubbard, Linda Meik, Wendy Knizek

PAST GRAND NEST OFFICERS



Back Row: John Paris, Keith Strohecker, Bill Olson

Front Row: John Bishop, Linda Meik, Dan Rich

Past Most Loyal Grand Gander Years in Office Speech
116th Grand Nest Convention
Linda Meik, MLGG 2021-2022



Grand Nest Officers, present and past, Delegates, Ganders and Guests.

Good afternoon, well here I am at the closing of a year as your MLGG and what a year it has been, in fact what a couple years this has been for the Order.

First off, this 116th Grand Nest Convention began with handing every attendee with an apron and you wondered if I had lost my mind. It made you wonder if you were going to have to cook your own dinner or perhaps do the dishes. Well let me share with you a small history lesson on aprons. “An apron is a garment worn at the front of the body since ancient times for practical, decorative, as well as for ritualistic purposes. Aprons were used to depict rank or group affiliation of the wearer, such as a blacksmith, shop keeper, maid or homemaker.” Over times the apron became a symbol of family, mother, and apple pie ideals, but then in the 1960’s, the idealization of housework fell out of favor and became viewed as old-fashioned. In recent years the popularity of cooking and back to the kitchen movement sprung up, especially in these last couple years with us all staying home, the apron has come back in big ways and it is a symbol of our craft, hard work, with a bit of showmanship tossed in for good measure. Today, the apron has become a symbol of generosity and hospitality. So, with that bit of a history lesson, I hope each of you has enjoyed the hospitality of Grapevine, Texas, the Southern Region and Blue Goose itself.

Now, I need to take us back in time to the end of the 2017 Convention in Savannah. I ended my MLGG year with several firsts for that convention. Let me refresh your memories or share the highlights for those of you that were not in Savannah:

- First BG Convention to use a convention app for documents
- First to incorporate a charity event into the convention agenda.
- First to donate extra convention food to charity.
- First to donate newly purchased convention furniture to charity.
- First to hold a program for first-time attendees.

Well, here we are in 2022 continuing on with those firsts and with a couple other firsts added to this list:

- First female MLGG to have served twice in this role; & now I join the ranks of “two-timers” PMLGG Atwater & PMLGG Reynolds; and in this area, we should also add PMLGG Rich, who served for two consecutive years.
- First convention that I am aware of, to formally invite DMLGGs to a dinner with Grand Nest Officers and to a scheduled Grand Nest pre-convention meeting.

On top of these unprecedented times that unfolded before us these last two years the challenges we faced were devastating to health and well-being of the world and to our membership. But before I go down that road, let me say it was unprecedented for how I came to this MLGG position again and it bears a moment of acknowledgement and reflection.

Following Savannah, we had someone step forward who had not been to a convention nor had a thorough understanding of the work of Grand Nest, the needs of other Ponds or the Region. The Grand Nest Officers, at the time, were faced with a serious situation and they had to step in and make changes for the organization. They decided to ask me to step forward again because of having finished a convention and my familiarity with the Southern Region. I need to take a moment here to thank Kim Bilbrey, MLGG at the time; Lorena Kohlrus, Judge Advocate; Dan Rich, Guardian of the Nest; and Terry Maloney, Grand Wielder for their incredible confidence in me to move quickly to put the Southern Region back on a path for a successful convention.

I share this, only, to say to each of you here today and for you to take back home to the members of your Pond, get involved, know Blue Goose inside and out and how things function. Don't just fill a chair or make assumptions without talking to some of the seasoned ganders. Step into your role and be willing to give your all to make the role meaningful and aid the organization in going forward.

First time around the bend, I stated that we were experiencing some **winds of change**, and that we all needed to continue working together on the **pathway of success onto a journey of significance**.

In 2017, we completely updated and issued a revised Wielder's Guide, revamped the Most Loyal Gander Guide and updated and revised the list of Awards we give out at the convention, which then resulted in us revising the Pond/Puddle Operational Guide.

Over these past two years we have updated the Grand Nest Officer Guide and the Deputy Most Loyal Gander Guide.

These Guides are posted on the international website under resources. Note: These guides are only just that – helpful tools to the Ponds and Puddles. They are living, breathing documents and will need to have regular updates to keep them current for our organization.

For the last several years (even over this last decade) membership has continued to be one of our top focused concerns. And, even more so since the pandemic season played havoc on our Pond memberships. Many of our Ponds saw a decrease in membership as a result of no in-person interaction, leaving our organization hanging on tightly to our fragile existence. In thinking about this situation, and looking to transform words into action, I proposed that the theme for this Blue Goose year would be the 3 R's program.

REORGANIZE

REFOCUS

RENEW

I challenged each Pond to take stock of itself and its membership. Analyze who their leaders are and if in fact were willing to accept the responsibility to truly lead. Were these the leaders, who are team players that can analyze the Pond's status, get the Pond reorganized; refocused and put into motion a plan of defining and obtaining their goals, renewing, and regaining membership momentum and breath new vitality into the Pond and our honorable order?

The Blue Goose Organization cannot sustain this lackadaisical commitment, we must find leaders at the Pond/Puddle level who are committed to do the best job they can, follow the Constitution & By Laws and help the organization succeed. Also, the Ponds will not survive if it is the same 3 or 4 folks keep doing everything. We need to continually develop new leaders and promote the honor of these roles.

In Hartford during my MLGG Acceptance speech, I spoke about setting goals for the coming year. I had hopes of publishing the Grand Nest Officer goals to the entire membership so that each of you could help each Grand Nest Officer achieve success. Unfortunately, I did not get this accomplished, but today, let me share with you the four goals I set for myself as your MLGG:

1. Work with all GNOs & DMLGGs to ensure that all Ponds are aware, train/educate/clarify, understand and are using the various guides for the organization as guides to their success, as well as following the Constitution & By-Laws.
2. Put the Historical archives on a full and complete regional rollout, which will then put the archive display for each convention in the hands of the Region and not a Grand Nest Officer.
3. Develop, define and enhance the roles of the DMLGGs. Make these positions meaningful and a developmental pool for future Grand Nest Officers. Invite the DMLGGs to a meeting with all Grand Nest Officers at the upcoming convention for idea sharing/exchange.
4. Work with all the GNOs and Ponds to ensure the financial viability of the Honorable Order of Blue Goose International.

Some pretty lofty goals – right? Now here is the results, I believe I achieved with these goals.

At every opportunity, I spoke or shared with the various Pond leadership teams the various guides and where to find them. Much more work needs to continue in this area, and in fact any of you here today, if you want to see a copy of these guides, please go to the Archive area here at the convention, and there is a binder with all the guides in them. I have placed a sign-up sheet there if you would like me to send you a copy of any of the guides.

I have been working with our Grand Historian about getting all the boxes of archives that he extracted from Jerry Hale's house sorted and distributed to the various Regions. We are well on our way to getting this accomplished. Dan a special thanks to what you have accomplished.

This year, as stated earlier, a DMLGG guide was created, thanks to the efforts of John Bishop and several PMLGGs. I distributed this guide to every 2021-2022 DMLGG and also invited every DMLGG attending this convention to be part of the Grand Nest Officer dinner. and attend one of the Grand Nest Officer pre-convention meetings. I hope each DMLGG enjoyed themselves and learned a little on the inner workings of Grand Nest.

Last goal was to work with all the GNOs and Ponds to ensure the financial viability of the Honorable Order of Blue Goose International. I must also give a huge thank you to our Grand Keeper of the Golden Goose Egg for sticking with me not just for two years, but three; and for digging thorough the financials of our organization, working with myself, the Grand Wielder and the Grand Nest Accounting firm in clarifying and helping correct or set us on a different path how our financial

status was reported. Thank You Joe! Besides Joe, there were two other amigos to help him out...Randy Wilson & Keith Strohecker. I strongly urge the organization going forward to always place an accountant in the Grand Keeper role.

The passing of the due's proposal later today, will be great for the future financial viability of the organization.

I had the pleasure of attending the Days of Fellowship hosted by Hartford last July. Following the Days of Fellowship and during this fiscal year, I was only able to visit two Pond's events: National Capital Holiday Gathering – where I won a case of wine, which I donated to the Virginia Pond; and the Michigan Christmas Gathering. I want to thank both of these Ponds for the invitations and for also picking up all the travel expenses. I joined the Edmonton Pond Zoom meetings for Beer Tasting and a Cocktail class. I attended the Texas Pond in-person meetings that were held every month during this past year. Also, I hosted a Quarterly Zoom call for all the Southern Region Pond members throughout this past year.

I would like to thank my fellow Grand Nest Officers and PMLGGs who participated in the many decisions and discussions we have had this year.

As I leave the role of MLGG, I hope to continue to help guide this wagon train across the Blue Goose prairies, mountains and waters and continue to help in the mission of re-dedication to our heritage of building character, supporting charity and fostering fellowship, as we continue on this **journey of significance together.**

Remember at the beginning of this day, it is all about possibilities. At the end of the day, it is all about results.

Thank you for this opportunity to be your guide for 2021-2022!

Tote Fair,
Linda Meik, PMLGG

Most Loyal Grand Gander Acceptance Speech
116th Grand Nest Convention
Wendy Knizek, MLGG 2022-2023

Grand Nest Officers, honored PMLGGs, my fellow Ganders and Guests, I am truly honored to be elected and installed as your Most Loyal Grand Gander for this coming year.

As I thought long and hard about what to say in this moment, I reflected on my time as a Gander and what Blue Goose meant to me. Why Blue Goose?

This past year, as part of the membership committee, I consulted with some of the younger members of the BC Pond to get their opinion on what they thought would draw others from the insurance industry to Blue Goose. They had suggested social media and gave me some ideas, and said you need to post something at least once a week, but twice a week or more would be better. I honestly thought, who has time for this?

This did however lead to the creation of Fact Friday, to try to at the very least keep up with a once-a-week post about anything, as long as our logo was involved. What do I know? Let's give it a whirl!

As I researched a little about the history of Blue Goose and chatted to some people about content, things started to come together.

First and foremost, I was reminded that the Honorable Order of the Blue Goose International, was started by field men following the massive San Francisco earthquake and ensuing fires in April 1906 that threatened to topple the insurance industry at the time. This history reads, "With this gloom hanging over the industry, the group was founded as a one-time joke to initiate three new unsuspecting insurance field men into a fake lodge." This fake lodge soon grew to have thousands of members throughout the United States and Canada.

Although under different circumstances today, I feel that the gloom hanging over everyone as we move away from Covid, quarantining and everything that has altered our usual course of business these past two years, we need a little levity. Some of our Ponds have definitely fared better through this time than others.

I met with a contractor friend the other day, who is not a Blue Goose member. We were discussing an upcoming event and he asked me, Why the Blue Goose name? It sounds so hokey. My answer was: it's supposed to be!

We are not a group that runs under an acronym that only recognizes claims people or brokers or one particular sector of our industry. We are inclusive to all facets of the Insurance business, and we are a social group that is meant to provide that levity to its members and the industry at large. A group that is encouraged to "Tote Faire", not be pretentious, and make it a group that everyone wants to be a part of. We have also made it meaningful with all the charity work we do, which through this year's numbers keeps on impressing me, and makes me proud to be a member.

My final thought, I would like each Pond to have one fun social event this year, for your members, to thank them for keeping their membership going. As when this group started in June 1906 as a joke by a few men, it grew to over 1,100 members by September 1907, with one being credited to Canada, and let's face it there was no email, internet, and social media back then. Maybe a magazine article and some word of mouth. I therefore encourage each Pond to have some fun this year, remember how Blue Goose originated, and the members will flock!

I will be working to keep this spirit in my mind as we move into the BC Pond's Whistler convention in 2023 and I do hope everyone present today will be able to join us!

Thank you so much and Tote Fair!



Blue Goose Grand Nest Charity Committee 2021-2022

Honorable Order of the Blue Goose International Grand Nest Meeting Report

Members:

- **Chairperson, Wendy Hubbard, Grand Guardian of the Nest**
- Ludovic Gorup, Lead, Québec Pond
- Sylvie St-Amour, Québec Pond
- Diane Loyer, Québec Pond
- Vincent Malouin, Québec Pond
- Jacques Cuierrier, Québec Pond

The Gordon F. Crowther Charity Award is an international award that goes to the Pond that served so graciously in not only charitable donations, but in the dedication of their time in service to others, as well as other charitable activities such as collections of food, clothing or toys, or of the giving of scholarships. The award is presented annually at the Grand Nest Convention. The Pond who won in the previous year is asked to build a committee to review the applications, and choose the winner of the award. We appreciate the Quebec Ponds charitable contributions last year, and appreciate their service to this committee this year!

This year the committee received reports from 19 Ponds, which makes up the data to compile our annual Charity Report. Even though the application is for the Gordon Crowther Charity Award, the data within the applications serve to compile this Annual Charity Report.

It is truly awesome to see the creativity and effort that our Ponds put in to giving within our communities. Some Ponds focus on large events to raise impressive dollars for their charity of choice, and other Ponds give to numerous charities throughout the year. The giving is not only of monetary donations, but also of our time and collections of items.

Our Ganders and giving to the larger charities such as Red Cross, USO, Cancer societies, Salvation Army, and Toys for Tots. And we are also digging deep within our communities to identify individuals in need, and very unique charities such as:

- Alberta: Brown Baggin for Calgary's Kids
- BC: Surrey Food Bank
- Edmonton: E4C School Lunch Program
- Nova Scotia: Special Olympics
- Arizona: Feed My Starving Children
- Cincinnati: Honor Flight Tri-State
- Michigan: Are You Okay Suicide Prevention
- Peace Garden: Redemption Road Recover Center
- Regina: SaskAbilities
- Kentucky: Tyson's Chance Animal Foundation ("Adopt A Fur Baby for the Day")
- Louisiana: Southern Louisiana Veterans Health Care System
- Texas: Cane Russo Animal Shelter
- Virginia: Comfort Zone Camp
- Bay State: Wounded Warriors
- Hartford Pond: Connecticut Coalition Against Domestic Violence
- National Capital: Ed Block Courage House
- NYC: Brain Aneurysm Foundation

During the global pandemic many US and Canadian citizens in general slowed down on volunteer hours, hosting events, and meeting to discuss charities to support. This past year was an indication that our Ganders are becoming more active. We are starting to meet more and plan our giving into the future. What our Blue Goose Ganders have shown us is that it does not always take the full Pond participation, or a large Pond to accomplish great giving. The Blue Goose is changing the world for so many people in need.

The Charity Committee appreciated the Ponds sharing some of their secrets to their charitable success. There is a direct correlation between the amounts of money raised and how closely the Pond works alongside the Charity. By hosting annual events, inviting the charitable organization to participate, and refining the event year over year, the donations grow impressively! What really works is choosing charities that the Pond members have connections to, and those that pull at your member's heartstrings. Another great suggestion is to host your event at a local legion or VFW hall – your event now benefits the hosting venue, and the event charity. Some other key secrets include offering double hole sponsorships at golf tournaments, offering virtual 50/50 raffles, and being organized.

The totals are impressive:

You have volunteered for a total of 2,788 hours this year!

You have donated over \$463,000 this year!

You have donated over \$20,700 this year in scholarships!

The Charity has chosen the following winners of the awards for this year, and we recognize them as follows:

Community Service Award- Awarded to the Pond that has volunteered their time/services to a local charity. This year it is our honor to present the Community Service Award to: **Peace Garden Pond** for 1870 volunteer hours. The Peace Garden Pond has offered of themselves impressively throughout the year. They have cleaned and shopped for others, packed backpacks, cooked/baked and served meals, rang holiday bells, cleared snowmobile tracks, paid bills and prepared taxes for elderly, provided animal care and yard work, and assisted an autistic person find living quarters and move. This level of giving is truly amazing.

Charity Fund Award – Awarded to a Pond that has raised funds for local charities. This award is not necessarily on the greatest amount of funds, but what the Pond has done to include all their membership in the fund-raising effort. This year it is our honor to present the Charity Fund Award to: **Cincinnati Pond** for donations of \$42,680 with 44 members. We thank the Cincinnati Pond for their donations to about 10 organizations and individuals in need.

Scholarship Award – Awarded to the Pond that provided one or more scholarships to deserving individual or individuals. This award is not based on the greatest amount of scholarship dollars but on the effort displayed in raising funds. This year it is our honor to present the Scholarship Award to the **Kentucky Pond**. They have presented \$5,250 in scholarships.

Gordon F. Crowther Charity Award – As described at the start of this report, is presented to the Pond with the most impressive giving by donations and volunteer hours. We present the Gordon F. Crowther Charity Award to the **Peace Garden Pond**. The Peace Garden Pond has demonstrated overall generosity in depth and breadth within their communities and to the organizations of their choice. In addition to the tremendous amount of volunteer hours, the Peace Garden Pond has donated a single scholarship in the amount of \$5,000, and donated over \$45,000 to the charities of

their choice. The Peace Garden Pond is a role model for our Order and we appreciate their kindness and big hearts!

Respectfully submitted,
The Charity Committee 2021-2022

Grand Keeper's Report – Joe Lothschutz
July 9, 2022
For Year Ended June 30, 2022

I am submitting this report as Grand Treasurer of the Honorable Order of the Blue Goose International for the period July 1, 2021, through June 30, 2022.

Based on the preliminary financial statements for the 12 months ended June 30, 2022, funds received total \$54,060.24 and disbursements total \$40,673.51 resulting in a preliminary surplus of \$13,386.73. Having a surplus is good news as that has not been the trend for the past four years. However, this surplus is deceiving for several reasons including the following:

1. The income includes a one-time donation of \$10,000 from the Hartford Pond.
2. Insurance and bonding expense does not include an amount owed as of June 30 of \$4,786.
3. Pond delegate reimbursement expenses for the year totaled \$1,451.37. This is an abnormally low amount due to the 2021 annual convention meeting hosted by the Hartford Pond being primarily attended via the internet. The normal annual delegate expense reimbursement is around \$12-\$15,000. Since the 2022 convention is being held live in Texas, this expense will be much closer to the normal annual average this upcoming year.

If no changes are made during this upcoming year, Grand Nest will realize a substantial deficit. Some possible changes needed to reduce this possibility include increasing membership, finding alternate sources of income, reducing expenses, and increasing dues.

The funds received this past year include dues of \$40,179.84, emblem sales of \$3,856.50, interest of \$20.90, and a much appreciated donation of \$10,000.00 from the Hartford Pond. As of June 30, 2022, the dues balance still owed to Grand Nest totaled \$6,371.97 as follows:

	Ponds With		Net
	A Dues Balance	A Negative Balance	Outstanding Dues
Central Region	\$ 648.00	\$ (378.00)	\$ 270.00
Southern Region	-	(567.00)	(567.00)
Canadian Region	4,184.97	(587.86)	3,597.11
Eastern Region	1,539.00	(258.75)	1,280.25
Total	<u>\$ 6,371.97</u>	<u>\$ (1,791.61)</u>	<u>\$ 4,580.36</u>

Some of the major disbursements during the year included grand nest office (\$20,332), insurance and bonding (may total \$8,142), grand nest officer reimbursements (\$4,727), and accounting fees (\$3,600).

The cash balance listed in the balance sheet as of June 30, 2022, totals \$87,109.16. This amount is before consideration of the \$4,786 insurance bill owed as of June 30.

I am very thankful for the donation from the Hartford Pond as Grand Nest would have realized a deficit for the year. The Order has some financial challenges to overcome to minimize any further deficits and I look forward to working with the Board members to meet these challenges.



Report of the Judge Advocate
Honorable Order of Blue Goose International
116th Annual Convention and Meeting
July 10-14, 2022
Grapevine, Texas



Most Loyal Grand Gander, Grand Nest Officers and Ganders:

I am saddened that I am unable to attend in person to give my report this year. As everyone is aware we are all trying to get back to some normalcy following the 2 plus year impact that COVID has had on our jobs, businesses, personal life and to this Organization. This unfortunately has impacted many members including myself from being able to attend this Annual Convention. However, I am proud to see our Organization pushing through these tough times and, through the perseverance of our Most Loyal Grand Gander, Linda Meik, successfully host the 116th Annual Meeting of the Honorable order of Blue Goose International.

Although I am absent in person, I am still pleased to give you this report as Judge Advocate. Grand Nest has been very active over the year 2021-2022, in addressing the immediate and future challenges of the Organization, the issues that are faced by many Ponds today and the financial stability of the Organization. Due to the COVID pandemic, our Organization was impacted significantly and it continues to have a negative impact on our financial viability. A proposal was submitted to the Constitution and By-Laws Committee for a retroactive dues increase effective July 1, 2022 in the amount of \$33.00 USD for each Gander. This proposed amendment was considered by the Constitution and By-Laws Committee, which recommended unanimously that Grand Nest accept the amendment as the Grand Nest Officers have an inherent obligation and duty to ensure the financial stability and viability of the Order.

I am happy to report that there have been no other issues referred to the Committee on Jurisprudence and Constitution and Bylaws.

Please remember, every Pond and Puddle has a fiduciary responsibility which is a key component to the vitality of not only to this organization but to your Ponds. To ensure continuity exists throughout the Order and the long-term success of all Ponds and Puddles, please continue to follow the Financial Guide to assist your Pond meet its' required management and reporting of finances.

Grand Nest continues to actively address the immediate and future challenges of the Annual Conventions. Grand Nest understands the issues that are faced by many Ponds today in respect to hosting a Convention and continues to explore options that would to address these challenges.

Grand Nest also continues to explore ways for the continued vitality of our Order. Once again, we must be mindful of the importance of membership retention and continue to expand our reach within the insurance community.

In closing, it has been a great privilege and pleasure for me to serve this past year as Judge Advocate of the Honorable Order of the Blue Goose International under the leadership of Linda Meik, the Most Loyal Grand Gander who encompasses all the characteristics and qualities of a

Blue Goose member and represents, beyond reproach, our guiding principles of charity, character and fellowship.

Remember if we stay proactive and work towards common goals and achievements to ensure the continued growth of our Ponds and Puddles and follow our guiding principles of charity, character and fellowship we will get through this period, just as our Organization has done in the past. Thank you.

Fraternally,
Lorena Kohlruss,
Judge Advocate, PMLGG



Social Media Tips & Tricks
Marketing your Blue Goose Pond
Webinar of May 18, 2022
By Chelsea Fitzpatrick & Natasha Purnell
Committee Chair – Wendy Knizek



Knowing & choosing your platforms
Who is your target market?

Facebook

- Boomer Heavy
- Disposable Income
- Misinformation (Competing with Paid Ads)

Instagram

- Millennial & Gen Z heavy
- Communication via images & hashtags
- Lower engagement, difficult to obtain insight

Twitter

- Hashtag specific
- Fast paced (people will only see your post once)
- Business driven & character limit

LinkedIn

- Relies on the users' network
- Industry specific
- Low engagement, more like resume

Growing Followers & Engagement

- You must engage with others on social media, follow other businesses and request that they follow you back
- Tag your vendors and partners/sponsors
- Search by Hashtags (ex. #insurance #charity) to get know who is following your interests
- Follow your members and get them to follow you back
- Follow experts or pages of interest for your members to expand your network
- Follow every account that follows you!

How to remain in the main feed

- Interact daily with your followers (likes, shares, comments)
- The more engaged you are with your Page the higher your Page will rank on that platform
- Do not put a link in your post, that will take you away from the platform, it will bring down your ranking
- Tailor your posts to your target audience
- Run frequent and new content
- Your most popular posts will stay relevant on your page
- Anything that can attract more likes will increase your posts ranking (ex. Emojis, mentions, hashtags, images, videos)
- Post frequently (once or twice a week)

How to create content

- Plan ahead – try to post 6 times/month
- Fluff for Consistency - #MotivationMonday #TBT #FunFactFriday or holiday observances
- Upcoming events
- Studies say that people need to see something 21 times before they react
- Consistent Hashtags (ex. #character #charity #fellowship)
- Tag as many people/sponsors/vendors as much as possible in every post – expands your network
- Keep your vibe/theme consistent
- Use photos with smiles
- Avoid stock photos, however if you need to use stock photos try animals (geese)
- For the same event, post multiple times prior to your event, however, do not always use the same photo or flyer, use different images to grab attention

Do's

- Make your posts Instagram compatible, will work best on all platforms
- Canva is a great website to help create your post to be social media compatible (use Instagram form for best posting on all feeds), and its free!
- Set up your Account as a Business Account rather than a Personal Account (A Personal Page cannot be converted into a Business Account)
- Have multiple Administrators to help keep the page going (keeping social media active takes effort that needs multiple users, spread the time commitment)
- Use smiling faces of people you know, personalizing the post makes it more engaging
- Be consistent with logos and contact information
- Engage on all platforms every 1-2 days, (like, comment & share with other pages)
- Post content that showcases you values, fun ideas, holiday observances – This is marketing!
- Most importantly, be politically correct!

& Don'ts

- Don't have Group Pages, keep pages open so that they be viewed, liked, and commented by any one in the network.
- Don't add external links into the body of the post, these can be added in the comments below if needed. The more you redirect people away from the platform, the lower your post will rank.

****A copy of the webinar is available upon request to wendy@canwestclaims.bc.ca****

Grand Nest Archives Report

GN Historian - Dan Rich

In 2017-18, the GN Officers made the decision to regionalize the archives, and that began the slow and tedious process of opening all of the boxes that had been stored by previous GN Historians so we could sort through them.

Currently, I still have two large travelling archives cases donated by the Michigan Pond at my house. I intend to drive one back to Michigan in July 2023 and will keep the other to store Eastern Region archives.

All of the remaining archive materials are with me, but we are well on our way to regionalizing the archives, as below:

Some Canadian Region memorabilia was given to Mark Robertson in 2018 in Edmonton and they are now in the hands of Grand Supervisor Wendy Knizek.

Some Central Region memorabilia was given to Randy Wilson in 2019 in Indianapolis.

In early 2019, we gave some Southern Region memorabilia to Linda Meik at the GN Mid-Year in Grapevine TX, and at the Days of Fellowship in Connecticut last summer in July 2021.

I met with Terry Maloney at the Days of Fellowship (July 2021) and we analyzed three big boxes of papers, file folders, GN bulletins, e-mails, etc. Many of these items were folded into a skeleton version of the yearly historical archives that will stay with me for safe keeping.

In Grapevine, I devoted some of the Archives table space to a “50 Years ago” and “75 years ago” display from those yearly archives. And we also offered a photo opportunity with a very old Blue Goose hat and ceremonial yoke in exchange for a \$5 donation.

An additional box of Western and Southern Region archive memorabilia was assembled and shipped to Linda Meik just prior to the Grapevine convention. This brings us closer to completing the Southern and Western portion of our archived memorabilia.

I’m trying to reconcile the remaining archive materials (including new items) by reconciling/updating the Archives Inventory List, but that process is challenging. Quite a few of the sets of multiple items have been broken up, there are empty envelopes, and the numbering format on the word doc inventory handed down to me has become somewhat corrupted.

It’s been an honor to work on the archives and play a part in preserving our long history



AWARD PRESENTATION

GORDON F. CROWTHER CHARITY AWARD:

The criteria is based on all types of varied works of charity. The winner of this year's award is the **PEACE GARDEN POND**

COMMUNICATION AWARD:

This is awarded to a pond which has an outstanding communication strategy. The winner of this year's award is the **TEXAS POND**

GANDERS OF THE YEAR AWARD

This award bestowed upon a Gander that has demonstrated strong CHARACTER, great FELLOWSHIP and given in CHARITY for all of Blue Goose. This year's winners are

Andrew Happer – Edmonton

Kevin Wallis – Manitoba

Keith Phillips – Manitoba

Ruth Cleland – Peace Garden

Carrie Miller – Cincinnati

James Porter – Virginia

Daphney Elliott – Texas

Kim Kelly – Kentucky

Dolores Garrett – Alabama

Chelsea Fitzpatrick – BC

Andrea Dawes – National Capital Pond

COMMUNITY SERVICE AWARD

Awarded to the Pond that volunteers in their services to a local charity. This year's award goes to **PEACE GARDEN POND**

CHARITY FUND AWARD

Awarded to the Pond that has raised funds for local charities. Not necessarily on the greatest amount of funds, but what has the Pond done to include all their membership in the fund-raising effort.

CINCINNATI POND

SCHOLARSHIP AWARD

Awarded to the Pond that provided one or more scholarships to a deserving individual(s). This award is not based on the greatest amount of scholarship dollars but on the effort displayed in the raising these funds. **KENTUCKY POND**

CONVENTION FIRST TIME ATTENDEE AWARD by PEACE GARDEN

Awarded to the Pond with the most first time attendees at the convention. This year's award goes to: **KENTUCKY POND**

COMMITTEES 2022-2023

CONSTITUTION AND BYLAWS JURISPRUDENCE

Grand Nest Advisor: Lorena Kohlruss

Jim Hailey, III
Robert Ross

CONVENTION AND BUDGET OVERSIGHT COMMITTEE

Dan Rich, PMLGG
Keith Strohecker, PMLGG
Randy Wilson, PMLGG

COMMUNICATION/WEBSITE

GN Advisors: Steve Carson

MEMBERSHIP/MARKETING

GN Advisors: Wendy Hubbard

CHARITY

Grand Nest Advisor: Tom Elder

Peace Garden Pond

HISTORIAN AND ARCHIVES

Grand Nest Advisor: Dan Rich

Dan Rich, PMLGG
Randy Wilson, PMLGG
Linda Meik, PMLGG
Wendy Knizek

HONORABLE ORDER OF THE BLUE GOOSE
OPERATING STATEMENT

	21-22	21-22	22-23
<u>INCOME</u>	<u>ACTUAL</u>	<u>BUDGET</u>	<u>BUDGET</u>
501 DUES - CURRENT YEAR	44,775	48,000	63,531
502 CANADIAN RELIEF	(4,527)	(5,000)	(6,000)
504 DUES - PRIOR YEAR	(68)	3,888	3,000
511 SALES - EMBLEMS	3,857	2,000	2,000
531 INTEREST - MONEY MARKET	24	100	100
541 GN DONATIONS	10,000	0	0
TOTAL INCOME	54,061	48,988	62,631
<u>OPERATING EXPENSES</u>			
601 GRAND NEST OFFICE	20,332	19,932	19,932
607 POSTAGE	581	100	100
611 OFFICE SUPPLIES	256	450	450
613 I.T. SOFTWARE AND HARDWARE	1,808	2,000	2,000
615 DATA SUPPORT	572	1,000	1,000
617 DUES & SUBSCRIPTIONS	0	100	100
619 ACCOUNTING	3,600	3,360	3,600
TOTAL OPERATING EXPENSES	27,149	26,942	27,182
<u>MEMBERSHIP EXPENSES</u>			
609 INSURANCE & BONDING	1,422	6,000	6,000
621 GNO - POND VISITATION	0	1,000	1,300
623 GNO - CONVENTION	2,442	1,825	2,225
625 GNO - EXECUTIVE COMM TRAVEL	2,285	1,000	0
627 GNO - EMBLEMS	0	500	0
631 CHARITABLE CONTRIBUTIONS	280	1,000	1,000
633 SPECIAL OLYMPICS	0	500	500
637 MEMORIALS	0	100	100
638 MARKETING	0	1,300	1,500
641 DELEGATE EXPENSE	1,451	1,500	16,800
645 POND EMBLEMS	3,418	2,000	500
647 HOST POND FUND	2,226	2,400	2,800
TOTAL MEMBERSHIP EXPENSES	13,524	19,125	27,325
TOTAL EXPENSES	40,673	46,067	54,507
SURPLUS OR (DEFICIT)	13,388	2,921	8,124

CURRENT ASSETS

104 CASH IN CHECKING	39,346.80
108 CASH IN MONEY MARKET	22,762.36
110 CASH IN CERT OF DEPOSIT	25,000.00
129 INVENTORY EMBLEMS	10,623.00
199 PREPAID EXPENSES	300.00
TOTAL ASSETS	98,032.16

CURRENT LIABILITIES/FUND BALANCES

410 BENEVOLENT GRANT RESERVE	50,000.00
430 EMERGENCY CONV. FUND RESERVE	1.35
EMERGENCY CONVENTION FUND BALANCE	4,077.87
460 ARCHIVE RESERVE FUND	4,833.79
ARCHIVE FUND BALANCE	4,833.79
470 PLRB RESERVE FUND	480.59
490 OPERATING RESERVE	29,329.70
CURRENT YEAR SURPLUSS	(13,386.73)
TOTAL LIABILITIES & FUND BALANCE	98,032.16

CENTRAL REGION

D.M.L.G.G. Janice Folzenlogen, D.M.L.G.G. Fred Fernandez, D.M.L.G.G. Ken Miller, D.M.L.G.G. Ken Zetocha

<u>Pond and Year Chartered</u>	<u>Most Loyal Gander</u>	<u>Wielder of the Goose Quill</u>
Cincinnati July 22, 2016 <i>57 Ganders</i>	Janice Folzenlogen	Wende Goetz
Michigan November, 1906 <i>192 Ganders</i>	Karla Libolt	Richard P. Chenard
Peace Garden June 16, 1955 <i>45 Ganders</i>	Kathy Vorwerk	Ruth Cleland
St. Louis October 4, 1916 <i>148 Ganders</i>	Paul Maurer-Batier	Ronald Farber
Utah July 26, 1914 <i>69 Ganders</i>	Kyle Domire	John Paris
Wisconsin Home Nest June 19, 1906	Garrett Maloney	Timothy T. Seider

SOUTHERN REGION

D.M.L.G.G. Daphney Elliott, D.M.L.G.G. Shannon Seebert, D.M.L.G.G. James Porter

<u>Pond and Year Chartered</u>	<u>Most Loyal Gander</u>	<u>Wielder of the Goose Quill</u>
Alabama December, 1908 <i>20 Ganders</i>	John Bergquist	Dolores Garrett
Arizona November 28, 1931 <i>37 Ganders</i>	Katrina Harrold	Jennifer Nelson
Florida April, 1908 <i>34 Ganders</i>	Jay Knight Guasco	Linda Meik
Kentucky May, 1907 <i>51 Ganders</i>	Terri O'Neil	Sarah Miller
Louisiana December, 1907 <i>45 Ganders</i>	Nanette Giraud	Pat Fisher
Tennessee August, 1915 <i>25 Ganders</i>	Jenny Sterrett	Kathy Johnson
Texas January 31, 1907 <i>80 Ganders</i>	Jason Znoy	Linda Meik
Virginia May, 1907 <i>40 Ganders</i>	John "Jet" Thomas	Mary Kay Marchetti

CANADIAN REGION

D.M.L.G.G. Jacques Cuierrier, D.M.L.G.G. Dustin Bales, D.M.L.G.G. Andrew Happer D.M.L.G.G. Stephen Hagen

<u>Pond and Year Chartered</u>	<u>Most loyal Gander</u>	<u>Wielder of the Goose Quill</u>
Alberta November 19, 1916 <i>119 Ganders</i>	Tracy Irving	Mike Peck
British Columbia March 3, 1917 <i>152 Ganders</i>	Kerry Diehl	Wendy Knizek
Edmonton July 1, 1953 <i>121 Ganders</i>	Cori Bohme	Andrew Happer
Manitoba May 12, 1915 <i>83 Ganders</i>	Kevin Wallis	Keith Phillips
Nova Scotia March 15, 1955 <i>112 Ganders</i>	Ryan Grimm	Archie Gillis
Ontario June, 1908 <i>73 Ganders</i>	Ailie Bikaunieks	Laurel DiMaso
Quebec May, 1914 <i>164 Ganders</i>	Vincent A. Malouin	Sylvie St-Amour
Regina September 1, 1958 <i>64 Ganders</i>	Wilf Knelson	Carey Wagner
Saskatchewan July 1, 1954 <i>101 Ganders</i>	Krista McCann	Krista McCann

EASTERN REGION

DMLGG Barb Markuski, DMLGG Michael Nardulli, DMLGG Jonathan Hale, DMLGG John Mastroianni

<u>Pond and Year Chartered</u>	<u>Most Loyal Gander</u>	<u>Wielder of the Goose Quil</u>
Bay State July 4, 1976 33 <i>Ganders</i>	Stephanie Petluck	Joe Brower
Hartford July 1, 1954 127 <i>Ganders</i>	Lorin Falvo	Edward A. Callo III
National Capital May 17, 1948 138 <i>Ganders</i>	James C Lanham Jr.	Andrea Dawes
New York City November, 1907 86 <i>Ganders</i>	Everett Berger	Michael Nardulli
Penn May 1908 28 <i>Ganders</i>	William Gruhler	Frank Marx
Westchester August, 1983 32 <i>Ganders</i>		Lisa Kane

PAST MOST LOYAL GRAND GANDERS

*1906 – Walter E. Atwater, Wisconsin Home Nest
*1907 – Arthur F. Hegben, Wisconsin Home Nest
*1908 – Geo. C. Main, Minnesota
*1909 – Geo. C. Main, Minnesota
*1910 – Chas. H. Pescay, Louisiana
*1911 – Thomas H. Williams, California
*1912 – Wm. T. Benallack, Michigan
*1913 – Ed. E. Wells, Colorado
*1914 – Frank G. Snyder, Kentucky
*1915 – Fred W. Ransom, Ohio
*1916 – J. Ross Stewart, Ontario
*1917 – E.G. Carlisle, Illinois
*1918 – G.M. Wise, Missouri, Kansas
*1919 – W.J. Sonnen, Illinois
*1920 – John A. Hanson, Minnesota
*1921 – E.D. Marr, Heart of America
*1922 – M.M. Hauxhurst, Michigan
*1923 – W.P. Fess, Manitoba
*1924 – John F. Stafford, Illinois
*1925 – W.E. Mallalieu, New York City
*1926 – H. Vem Myers, Iowa
*1927 – Wirt Leake, Texas
*1928 – T.L. Geraghty, Quebec
*1929 – J. Charles Harris, California
*1930 – D.L. McCoy, Dakota
*1931 – Henry L. Rose, Chesapeake
*1932 – Wm. F.C. Fellers, Florida
*1933 – D.A. McKinley, Washington
*1934 – L. H. Bridges, Nebraska
*1935 – Samuel A. Mehorter, New York City
*1936 – T. Ray Phillips, Oklahoma
*1937 – H.B. Leuty, British Columbia
*1938 – J. Clark Buchanan, California
*1939 – Ralph W. Hukill, Ohio
*1940 – General J.R. Knowlan, Penn
*1941 – Ben S. McKeel, Carolinas
*1942 – Clifford J. Malcolm, Ontario
*1943 – H.A. Reynolds, Colorado
*1944 – H.A. Reynolds, Colorado

*1945 – Thomas G. Linnell, Minnesota
*1946 – P.M. Winchester, New York City
*1947 – G.E. Edmondson, Florida
*1948 – E.J. Beauvais, Quebec
*1949 – E.W. Trenbath, Seattle
*1950 – J. Ray Hull, Indiana
*1951 – Paul M. Fell, Penn
*1952 – Charles L. Beale, Texas
*1953 – S.L. Sterling, Manitoba
*1954 – John Henry Martin, California
*1955 – A.B. Young, Heart of America
*1956 – R.L. Wiseman, National Capital
*1957 – Jules Simoneaux, Louisiana
*1958 – R.L. Fenerty, Alberta
*1959 – Mark A. Wells, California
*1960 – E.C. "Gene" Saulcy, Michigan
*1961 – Robert F. Stumpf, New York City
*1962 – W.G. Stephens, Jr., Georgia
*1963 – Frank G. Chandler, Ontario
*1964 – Lester L. Large, Oregon
*1965 – Earl S. Hannan, St. Louis
*1966 – K.S. Carmody, Chesapeake
*1967 – Geo. H. Brussel, Florida
*1968 – Harry Cutler, British Columbia
*1969 – Frank Hunter, Arizona
*1970 – Howard Dobbs, Ohio
*1971 – Joseph W. Knowlan, Penn
*1972 – Browne B. Bolton, Kentucky
*1973 – A.J. MacDonald, Quebec
*1974 – Roland G. Lett, Utah
*1975 – Ivar H. Awes, Minnesota
*1976 – Gordon Crowther, Hartford
*1977 – Stanley Spore, Texas
*1978 – G. E. Morgan
*1979 – Charles Palmerton, Seattle
*1980 – Alfred Kregel, Jr., Long Island
*1981 – Douglass G. Snyder, WHN
*1982 – King Luck, Alabama
*1983 – Dennis N. Ellergodt, Alberta
*1984 – Robert J. Rice, Colorado

*1985 – David E. White, National Capital
*1986 – Lyle C. Johnson, Nebraska
*1987 – Phillip (Jerry) Simpson, Florida
*1988 – Gordon C. Crutcher, Ontario
*1989 – Harry M. Merrifield, California
*1990 – Tim Holland, Bay State
*1991 – John T. Zeldam, Michigan
*1992 – Bruce B. Bolton, Kentucky
*1993 – Trevor E. Newitt, Edmonton
*1994 – Clifford C. Needham, San Diego
*1995 – Christopher J. Reith
*1996 – Larry Lewer
*1997 – George Harwood, Florida
*1998 – Marc Thurber
*1999 – Rex W. Clark
*2000 – Barry L. Snyder, National Capital
*2001 – Charles L. Cramer, St. Louis
*2002 – Marvin P. Wilson, Jr., North Carolina
*2003 – John C. Bishop
*2004 – Dick Philippsen, California
*2005 – Gerald F. Hale, Hartford
*2006 – Timothy T. Seider
*2007 – Keith Strohecker
*2008 – Jack F. Fitch
*2009 – JoAnn M. Clark
*2010 – William Wasekanes, Penn
*2011 – Joseph C. Coccia
*2012 – Lorena Kohlruess
*2013 – Guy Charron
*2014 – John Paris
*2015 – Bill Olson
*2016 – Randy Wilson
*2017 – Linda Meik
*2018 – Mark Robertson
*2019 – Kim Bilbrey
*2020 – Dan Rich
*2021 – Dan Rich
*2022 – Linda Meik

PAST GRAND WIELDERS OF THE GOOSE QUILL

*1906-08 George Heller
*1908-10 Charles N. Silkworth
*1910-11 Walter E. Atwater
*1911-12 C. C. Clark
*1912-14 Rudolph H. Wieben
*1914-16 Bernard A. Lehnberg
*1916-31 Paul A. Rudd
*1931-37 Charles P. Helliwell
*1937-51 Richard Kenzal
*1951-61 Henry L. Mauritsen
*1961-62 David Armitage
*1962-88 J. B. Gravenstine

Grand Nest Historian Emeritus
John Bishop

PMLGG JOHN THOMAS ZELDAM

December 23, 1938 - May 9, 2022

What can I say, John made the Michigan Pond one of the premier Ponds of the order while he went through the Grand Nest chairs and becoming the Most Loyal Grand Gander 1990-91. John was a most honorable person. He was a rags to riches person. He was born and raised in Grand Rapids by a single mother. His father had abandoned the family when he was very young. He grew up on the south side of Grand Rapids living in an apartment above a commercial store. The family survived on Aid to Dependent Children. John's aunt Ollie paid for the rent for 13 years. Some of his jobs included delivering newspapers, mowing lawns, selling fresh baked bread door to door and drugstore soda jerk.

John moved to the Detroit area and married Peggy on September 5, 1959. He found employment with Great American Ins. Co. and Hartford Fire. In 1961 he started his adjusting career with Underwriters Adjusting Co. (UAC). He made \$300 a month plus a minimal car allowance. John received very good training with UAC which enabled him to secure higher paying employment with Michigan Adjustment Co. He received a \$100 month increase and a company car. Eventually John decided to hang his own shingle forming John T. Zeldam Co. October 31, 1967. They had a mortgage and were in debt for \$5,000. He had to give up his company car and was forced to drive a rusting out, unsafe, and unreliable 1960 Dodge Phoenix. When visiting losses or agents he would park the car around the corner so they wouldn't see what he was driving.

John worked very hard and over the years and the business grew to where he had several employees. He eventually sold the business, but had a Non-Compete Agreement that included not doing business within a certain radius of Detroit Metro area. He packed up Peggy and moved to Kalamazoo and went to work for ASU. John was going through the Grand Nest chairs during this era. Michigan Pond hosted the 1991 Grand Nest Convention and John was the MLGG. Shortly after the convention John made a career change and went to work for an insurance restoration contractor as general manager. He again packed up Peggy and they moved to Macomb, MI. That job didn't work out as planned so John went Page Two back into the adjusting business. The Non-Compete Agreement was waived and Adjusting One was formed. John retired in 2002.

Peggy grew up in Alabama and had family there. They decided to move there as the winters were more favorable. Peggy passed away unexpectedly on October 30, 2017. John moved back to Michigan and remarried a woman named Carole. They eventually sold the Alabama property.

John had memorized the Charge and Installation of Officers Ritual. He was very proud to have installed many of your fellow Grand Nest officers. He actually recited the Charge when I was initiated in 1987.

John is survived by Carole and daughters Tammy Rolling and Debbie Craig, three grandchildren and two great grandchildren with a third expected in September.

John had a favorite saying “One day you are a beautiful peacock and the next day you are a feather duster.”

“Honored, departed Past Most Loyal Grand Gander, we salute you and greet you in the silent hall of memory. Hail, friend and farewell.”

