

Volume 4 Issue 7

July 1, 2016

**THIS MONTH'S
FEATURE STORIES**

**Lodges Avoiding
Branding Mis-
takes & Getting
Noticed**



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Lodges Avoiding Branding Mistakes & Getting Noticed

Branding is something that affects our lives every day, even if we don't think about it. What is branding? Simply put, it's an image or perception about something. In business it's the image conveyed about a company, a product or service. However, in lodges or other fraternal organizations, it's made up of various components. Some of those components are the principles and perceptions of the organization, the lodge officers/ members, lodge programs and stimulating events, modern lodge communications, and public activities.

Unfortunately, many local lodge officers are perplexed about or even avoid the development of a positive "lodge brand." Yet, an effective lodge brand is essential to keep our lodges growing by communi-

cating to our own members and more especially to the public at large, regarding who and what we are, as well as, what we do as Masons. Quite often we hear comments such as how do we develop a local lodge brand without sounding self-important, how can our lodge brand be considered as authentic or why work on a local lodge brand? However, whether we realize it or not, our lodge actions and attitudes are constantly communicating a lodge brand or perception. With the use of the internet and social media, information is transmitted rapidly around the world. There are some lodges that are very successful but others that need constant improvement about what others think about them. I.E., there's no need to join "Lodge A" because it doesn't do anything but "Lodge B" is active,

has simulating programs and events for members and families, uses various means of keeping its members informed, shows interest in its membership, and is always a friendly local lodge to visit.

Many local lodge officers, left to their own devices, are very confused, and that results in concocting a specific lodge brand that actually isn't a lodge brand. In reality, it is only a description of something they may have some experience with. However, it doesn't tell anyone what sets one lodge apart from another. In fact, we often see lodge websites that haven't been updated on a monthly basis or even lack sufficient information to attract their own members or potential members. Thus, it is important to develop a positive local lodge

Programs & Announcements

Elections last month yielded the following new slate of officers for 2015-16: WM - John Rosser; SW - Jerry Hendrick; JW - Coke Etgen; Treasurer - Finus Branham; Secretary - Harrold Loveless; Senior Deacon - Justin Robbins; Junior Deacon - Adam Crawford; Senior Steward - Luis Ramos; Marshal - Omar Bogan; Chaplain - Dewain Collins; Tiler - Kevin

Rush

Installation was held on June 25. Be sure and congratulate them and wish them well for the upcoming year.

The first meeting of this Masonic year will be July 8 and will be a full one with committee appointments, discussion on our budget, as well as a program.

For the stated meeting in August, our District Deputy Grand Master Charles Mire will be making his second official visit. Start the new year off right and be sure not to miss these meetings.





From the East
Worshipful Master John Rosser

Taken from "Duties of the Masonic Lodge's Senior Warden

Jewel of Office: His jewel of office is a Level, a symbol of the equality which exists among the Craft while at labor in the Lodge. The term Warden is derived from the Middle English word "Wardein" and from the Anglo-French word, circa the 13th Century, "Gardein", meaning guard or guardian. The definition of

the word Warden has many different meanings in today's world, however its basic meaning is one having care of or being in charge of something with supervisory duties or with the enforcement of specified laws or regulations. In Masonic terminology, he is the second Officer within the Masonic Blue Lodge. He presides over the Craft during the hours of labor. The Senior Warden's primary duty

is to assist the Worshipful Master in opening and closing the Lodge. In the absence of the Worshipful Master, the Senior Warden presides over the Lodge.

Thank you for allowing me to be your Senior Warden for this past Masonic year. With great humility, I am looking forward to moving to the East.



"The grand object of Masonry is to promote the happiness of the human race"

W. Washington



From the West
Senior Warden Jerry Hendrick

MASONIC SYMBOLS AROUND THE WORLD

There are many symbols that are used in Masonry. Here are three that appear outside the US, as the rituals used in England and Scotland. Some of the include the following:

CHISEL - The chisel is a working tool of the EA in rituals in the United Kingdom and in the U.S. in the Mark Masters degree of the York Rite. It teaches perseverance and that of per-

fection can only be achieved by constant work.

SKERRIT - A skerrit is a reel of string with a rod or pin running through the center. The pin is stuck into the ground, and the string is extended, to either draw a circle or to lay out a straight line, frequently when plotting out a building's foundation. In Scottish and English rituals, the skerrit is a working tool of the Master's degree. It points out a straight, undeviat-

ing line of conduct and morality.

PENCIL - The pencil teaches that the GAOU observes and records our thoughts, words, and actions, and that we will someday be held accountable for that record. This is also a working tool of the Master's degree in Scottish and English rituals.

Congratulations to all new Officer for the 2016-2017 Masonic year.

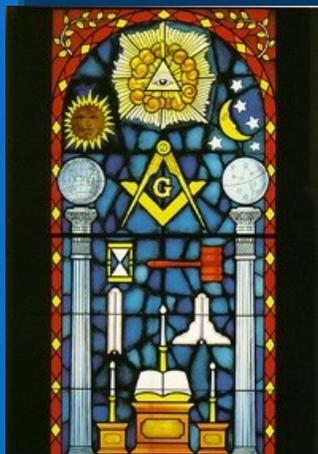


From the South
Junior Warden Coke Etgen

The present Constitution adopted in 1920, with the few Amendments thereto. It is mainly the work of Geo. W. Tyler, P.G.M., a distinguished lawyer, eminent scholar, and profound student of Masonic law, history and philosophy. His work began as Chairman of a Committee created in 1911 to revise both the Constitution and Laws. Draft of the Constitution was completed and reported December 2, 1912; adopted, printed in the

proceedings and submitted to the Lodges in 1913. It evoked considerable debate in Lodges and Masonic publications, and was defeated in 1914 by a vote of 645 to 774. It developed, however, that the objections urged were few and not of great importance, and a new Committee was created in 1915, consisting of Jewel P. Lightfoot, P.G.M., Chairman, two members each of the Jurisprudence and Finance Committees, and three mem-

bers who were not officers of the Grand Lodge or members of either of these Committees. At the 1919 Communication the draft was presented by Judge Tyler for the Committee (General Lightfoot having moved to Chicago), adopted and referred to the Lodges. It was finally adopted in 1920.



"Remember not only to say the right thing in the right place, but far more difficult still, to leave unsaid the wrong thing at the tempting moment."

Benjamin Franklin



From the Secretary Harrold Loveless
Taking Care of Business—What is Dotage?

Greetings My Brothers! A new Masonic year is upon us and with it brings a new lineup of officers. I am honored to be the new Secretary of Lubbock Lodge and will strive to uphold the high standards of the office my predecessor has established and I look forward to the challenge.

This is a reminder that dues are just around the corner (i.e. December) and have gone up to \$75 for the upcoming year.

I hope everyone has a safe and joyous holiday. Remember the sacrifices of our forefathers, many of whom were Freemasons, to form a nation based on freedom, liberty and justice. The writers of the Declaration of Independence embodied the ideals and principles of Freemasonry in its words and the same tenets are also seen in the first Ten Amendments to the Constitution. I would like to give my thanks to ALL who have followed in the footsteps of our

founding fathers and served our country in in the military and acknowledge their sacrifices, more especially my brother Masons. Without you and all those who came before you, the Declaration and the Constitution could have ended up as forgotten documents in some reference book in a musty old library. Instead, they are a cornerstone of our country and it is all due to you who served to preserve the freedoms all citizens enjoy today.



From the Senior Deacon Justin Robbins
Visiting Brothers & Prospects

On Friday, June 10th, 2016, At our stated meeting last month we had the following visitors: Bob Clemmons, 33^o, PM and Rolan Pirtle, JW both of Yellowhouse Lodge.

At our installation on June 25, the following visitors were in attendance: Bob Clemmons, 33^o, PM and Rolan Pirtle, JW both of Yellowhouse Lodge; Roland Martin, PM, Crosbyton

Lodge; Joe Martinez, PM Pan American – Canadian Lodge; Bob Chesser, PM, Daylight Lodge; and Jeremy Hogan of Abernathy Lodge.

This has been an exciting time for Lubbock Lodge #1392! I would like to thank Kevin Rush for a great year as Worshipful Master and congratulate John Rosser, our newest Worshipful Master, for being

installed in the East. With newly installed officers and several new master masons, I look forward to seeing the work that will be accomplished throughout the upcoming year.



Let us endeavor so to live that when we come to die even the undertaker will be sorry.

Mark Twain



From the Senior Steward Luis Ramos
Food, Flowers & Frolic

As we start the new masonic year with new officers, may all of them be blessed and have the courage to make the right decisions to lead Lubbock Lodge on another new existing year. As I have been part of the lodge for several years it has been going in the right direction. Many more great years ahead of us.

July 2016 brings us to cele-

brate July 4th commemorating the adoption of the Declaration of Independence on July 4, 1776, declaring independence from Great Britain. Independence Day is commonly associated with fireworks, parades, barbecues, carnivals, fairs, picnics, concerts, baseball games, but we should use this time be with family and friends and reach out to all of the armed forces

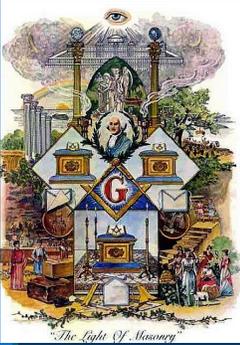
veterans, you never know you might just make someone day.



Upcoming Menu for July:

- Salisbury steak
- Mashed potatoes
- Corn
- Dinner roll
- Dessert
- Asst. Drinks

Lodges Avoiding Branding Mistakes & Getting Noticed



brand in conjunction with a general "Masonic Focus" so that the lodge brand speaks in a positive way to everyone. There are too many misconceptions or uninformed interpretations about Masonry which need to be clarified to the general public.

Therefore, we need to consider an important question, even if it's not expressed, as to whether or not a specific lodge is worth the effort, time, and money to join. Does "Lodge A or B" really have consistent appeal to members or potential members? In this 21st Century, we need more constant motivational programs to keep our members attending and becoming active lodge participants and/or leaders. It doesn't matter if they are side liners, committee members or lodge officers. Making lodge attendance interesting is a make or break situation and that is reflected in getting noticed. In other words, it is developing a stronger local lodge brand. Therefore, all lodges need to keep tweaking their lodge brand to everyone, thereby making attendance or participation memorable.

Here are just a few tips to make sure our lodges are authentic, have a positive brand or image, and are not committing what can be termed as lodge suicide:

- 1-Not making things up but create a strong summary section with relevant key words for media communications.
- 2-Determine what you do in Masonry, for your lodge members/families, and for your community. I.E., list some tangible achievements and photos, especially on a lodge website or Lodge Facebook Page.
- 3-Make sure that the lodge offic-

ers have the necessary skill sets to lead the lodge by training them to be effective leaders. Strong and innovative leadership conveys a stronger perception of a local lodge and Masonry.

4-Consistently analyze the lodge, the lodge officers, and committee member strengths and weaknesses for additional improvements.

5-Determine the results (positive and negative) that the lodge achieves through its corps of officers, motivation of its members, activities for the members, their families, and the community because they are all component parts of local lodge branding. This is just Sales Management & Marketing 101.

Often, the core of the lodge brand remains the same so that it is only necessary to tweak parts of it. What is important to consider is that a local lodge brand is multi-faceted. We need to remember that even when we don't uncover our own lodge brand and properly take care of it, we already have a publicly noticed lodge brand perceived by others. It is up to the local lodge and lodge officers to make that noticed brand positive and not negative.

Furthermore, it is essential to remember that when we use the term lodge brand, we are actually describing how others perceive our individual lodges, members, and Masonry. Therefore, local lodge brands are really all about perception. Members and non-members will always have an opinion about Masonry and specific Masonic Lodges no matter what is done by the members of an individual lodge, and within a specific community. Thus, when each local lodge discovers its own brand and becomes comfortable communicating this to the world, it is directing how others perceive

that local lodge.

Ideally, the local lodge should come up with something that it consistently does, something that it is known for, and has value to the local lodge, the community, and Masonry. The local lodge officers or what is on a lodge website pertaining to the local lodge shouldn't be a problem or sound pompous or self absorbed because whatever is stated, is all about facts. Thus, the local lodge brand is based on itself and its track record. Actually, it is letting the world know some great things about Masonry and the local lodge that may be valuable to members and non-members alike.

Successful lodges invite others to connect with them by making a positive first and lasting impression. Therefore, the success of any local lodge depends on thoughtful lodge leaders who understand and consistently communicate a strong lodge brand or image through all its component parts and avoids misconceptions or negative perceptions by others.

Source:

John Loayza, Assistant Grand Chancellor
Grand Lodge of Illinois, A.F. & A.M.

<http://>

www.myfreemasonry.com



Lubbock 1392 in Action



Installation of 2016-17 Officers June 25, 2016



Installation 2016 -17 Line: The incoming line for the 2016-17 year: Front row: Dewain Collins, PM—Chaplain; Jerry Hendrick, PM, Senior Warden; Worshipful Master - John Rosser; Coke Etgen, PM; Junior Warden; Finus Branham, PM Treasurer; Omar Bogen, Marshal. Back Row: Justin Robbins, Senior Deacon; Kevin Rush, PM, Tiler and Harrold Loveless, Secretary. Not Pictured are Adam Crawford, Junior Deacon and Luis Ramos, PM, Senior Steward





Lubbock Masonic Lodge #1392
Masonic Calendar

July 2016

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday																																																																																			
					1 YELLOWHOUSE LODGE	2																																																																																			
3	4 Independence Day	5 WOLFFORTH FRENSHIP FLOOR PRACTICE	6	7	8 STATED MEETING Audit Cmte Appt	9																																																																																			
10	11 EMMA LODGE COMMANDERY	12 LUBBOCK OES FLOOR PRACTICE	13	14 COUNCIL	15	16 DAYLIGHT LODGE																																																																																			
17	18 CROSBYTON LODGE	19 MACKENZIE LODGE FLOOR PRACTICE	20	21 SLATON LODGE FREEDOM OES	22	23																																																																																			
24	25	26 FLOOR PRACTICE	27 SCOTTISH RITE	28	29	30 GUN & BLADE SHOW GUN SHOW																																																																																			
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"Freemasonry is an institution calculated to benefit mankind"

Andrew Jackson

LUBBOCK MASONIC LODGE #1392

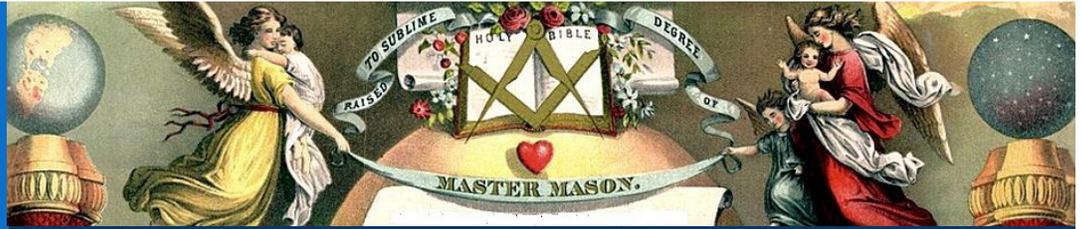
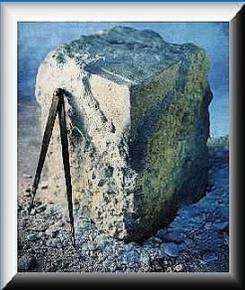
MASONIC DIST 93-A

4539 Brownfield Dr
Lubbock, TX
79410-1721

Meetings:
Second Friday of each
month, 7:30 p.m.
Meal: 6:30pm

Floor School:
Every Tuesday @ 7p.m.

lubbockmasoniclodge.org



Brotherly Love, Relief & Truth

This Month's Sickness & Distress



Bobby Cook



Please take the time to visit our sick and distressed; send them cards or call them on the phone, and be sure to keep them in your prayers.

If you know of sickness or distress with a brother or his family, please let us know.

This Month's Brothers & Birthdays

Jerry Eastham 7/25
Michael Hooten 7/27

The Quarry: Our Esoteric Work By Bro. Coke Etgen

THE SQUARE

The Square is the symbol of morality, truthfulness and honesty. The direction of the two sides of the Square form an angle of 90°, or a right angle, so-called because this is the angle which stones must have if they are to be used to build a stable and upright wall. It symbolizes accuracy, not even varying by a single degree. When we part upon the Square, we go in different directions, but in



full knowledge that our courses in life will be going according to the angle of the Square (which means in the right direction), until we meet again.



The things a man has to have are hope and confidence in himself against odds, and sometimes he needs somebody, his pal or his mother or his wife or God, to give him that confidence. He's got to have some inner standards worth fighting for or there won't be any way to bring him into conflict. And he must be ready to choose death before dishonor without making too much song and dance about it. That's all there is to it."

Blaise Pascal

E-Mail: admin@lubbockmasoniclodge.org