

**THIS MONTH'S
FEATURE STORIES**

- Seven Freemasons that changed the World
- Lodges Avoiding Branding Mistakes & Getting Noticed



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Volume 5 Issue 6

June 1, 2016

Seven Freemasons that changed the World

By Dr. David Harrison

Another personal list of mine. There have indeed been many Freemasons that have actually changed the world in which we live in; politicians and generals who have fought tyranny, scientists who have developed cures for diseases or invented new technologies, and even artists and writers that have changed how we look at the world around us. The following list includes many favorite historical Masonic heroes who I feel have certainly changed the world in a positive way.

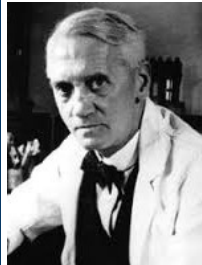
Edward Jenner



Edward Jenner was a Freemason, natural philosopher, a Fellow of the Royal Society

and discoverer of the Small Pox vaccine. This disease killed countless people, maiming the survivors, and Jenner's work is said to have saved more lives than any other person. His work laid the foundation of immunology, and Small Pox was declared an eradicated disease in 1979.

Alexander Fleming

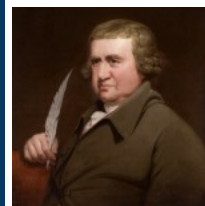


work saving countless human lives. He also wrote many papers on chemotherapy and immunology and received the Nobel Prize for Medicine in

Alexander Fleming's discovery of penicillin gives him a well-deserved place on the list, Fleming's

1945. Fleming was a member of a London based lodge.

Erasmus Darwin



Erasmus Darwin was the grandfather of Charles Darwin, he was a

Freemason, a doctor of medicine, a natural philosopher, a member of the influential Lunar Society, a slave-trade abolitionist and a poet. Darwin conducted groundbreaking experiments with gases and air, and promoted education for women. He also put forward ideas that preceded the modern theory of evolution, a subject that was embraced by his grandson Charles.

Continued on page 4

Programs & Announcements

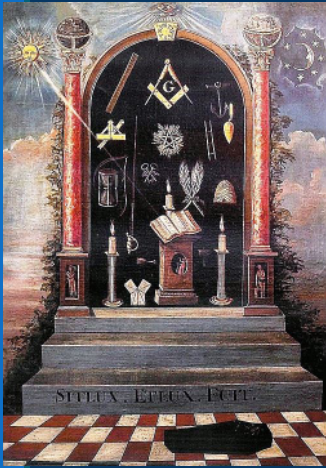


With elections for officers being held this month we hope that you will make the stated meeting on June 10. This is your opportunity to let your

voice be heard regarding leadership for the upcoming year.

Depending on the outcome of the elections, installation will likely be on the afternoon of Saturday June 25, so mark your calendars now!





From the East — June Already! The New Masonic Year

Worshipful Master Kevin Rush

The sun is beginning to set in the West and it signals that each Masonic lodge is to prepare for the end of one year and the beginning of a new one. The officers will exchange their jewels or for some, acquire their first jewel and the sitting Master will prepare to hand over the gavel to the new Master.

This past year we have accomplished great things.

We raised 5 Master Masons, recognized Nancy Sharp as a Community Builder, Debra Torres as our Lamar Award recipient, continued the legacy with the Fantastic Teeth program and expanded awareness of the craft throughout the community. The brethren of this lodge have worked tirelessly to make these things happen and you should all be proud to be a part of

such an respected group of Masons.

In the coming year I challenge you to maintain the momentum and maintain a superior level of esoteric work; help and critique your brothers but, don't be critical of one another.

It has been an honor and a pleasure to serve you this past year and I hope you have enjoyed it as much as I have.

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

Washington



A Message From the West

Senior Warden John Rosser

Taken from: "On the Approaching Election to the Masonic Chairs"

One of the most important franchises which the Masonic character offers is the Election of Master for the ensuing twelve months. "The qualifications necessary are, that the candidate should be true and trusty, of good repute, held in high estimation amongst the fraternity, skilled in Masonic

knowledge, and moreover a lover of the Craft; he ought to be exemplary in his conduct, courteous in his manner, but, above all, steady and firm in principle."

The Brother who aspires to the Chair of a Freemason's Lodge can conscientiously feel himself so qualified, he should proceed in his preparations to assume such leadership. The fulfilment of the

duties of a Mastership requires much personal inconvenience, and some sacrifice of time. The interests of a lodge, alike with its immediate welfare and ultimate prosperity, depend upon the skill and sagacity of the Master; while the general peace and harmony of its members take their tone from his conciliating courtesy, or suffer from his want of so vital an attribute.



From the South — Questions often asked

Junior Warden Charles Straub

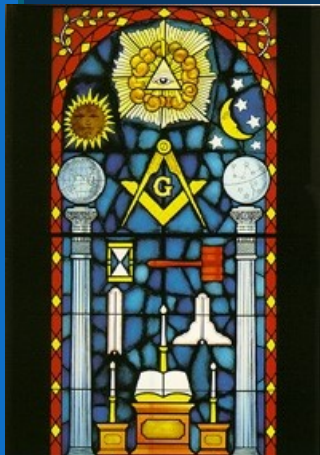
In our changing times the following article certainly should be considered "food for thought."

According to Article 397 of the Grand Lodge of Texas regarding Religious Belief: A firm belief in the existence of God, the immortality of the soul, and the divine authenticity of the Holy Scriptures is indispensably necessary before a candidate can be initi-

ated, but this Grand Lodge does not presume to prescribe any canonical books or what part thereof are inspired. It is the policy of this Grand Lodge to permit a candidate whose religious persuasion is based upon other than the Holy Bible to be obligated upon the book of his chosen faith, and same may be situated upon the Altar in front of the Holy Bible during the conferral of the three de-

grees of Masonry. In which event, all esoteric references to "The Holy Bible" during the conferral of the degree(s) and the lessons appropriate thereto shall be substituted with "The Book of your (my) Faith."

It has been my honor to sit in the South this past year and I offer my best wishes to the newly installed officers.



"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 Jerry Hendrick

Taking Care of Business—Cabletow - "What is the length of my cabletow?"

One of the rules of Freemasonry is that a Mason will not communicate Masonically with a clandestine Mason or visit a lodge of clandestine Masons. So how does a Mason know what lodges he can legally visit?

Every Grand Lodge has a Grand Secretary whose job it is to answer these questions. Before traveling to another state or country, a

Mason wanting to visit a foreign lodge should contact his Grand Secretary, who will determine what lodges may be visited and provide a letter of introduction. Like international diplomacy, there is an official protocol for going visiting. On the other hand, if you meet a Mason on the street, and you know he's a member of a jurisdiction in amity with yours, he's welcome to

invite you, and you're welcome to accept.

Some lodges are far more formal than others. Just dropping in and expecting admission may be acceptable at one lodge, while another may demand that you follow the official protocol.



Visiting Brothers & Prospects

We were busy last month with our Past Master's night and stated meeting and three called meetings.

At our stated meeting we had the following visitors: Bob Clemmons, 33°, PM; Dewayne McInroe, PM, and Johnny Wil-

liams, PM, all from Yellowhouse Lodge #841; Rod Armstrong, PM from Mackenzie Lodge #1327 and Bob Chesser, PM of South Plains Daylight Lodge #1443.

On May 24 we had a called meeting to confer the Masters Degree on

Bro. Christopher Cash and on May 31 we received the proficiency work in the Masters' Degree from Bro. Omar Bogan



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

To all who hope for life beyond this living,
To all who reverence one holy Name --
Whose liberal hand will not be stayed from giving,
Who count all human fellowship the same;
Whose lives ascent in

wisdom, strength, and beauty,
Stone upon stone,
square-hewn and founded well,
Who love the light --
who tread the path of duty:
Greet you well, brethren!
Brethren, greet you

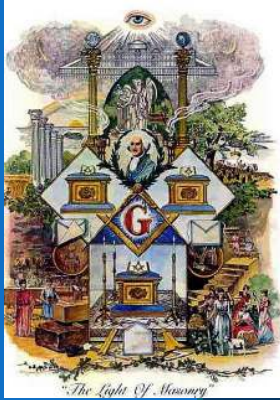
well!



Upcoming Menu for June:

- Deli meat & cheese**
- Assorted bread**
- Potato chips**
- Cookies**
- Drinks**

Seven Freemasons that changed the World con't from page 1 Lodges Avoiding Branding Mistakes & Getting Noticed

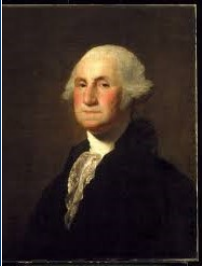


Benjamin Franklin

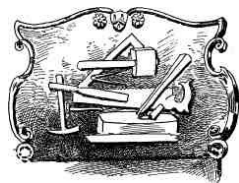


Benjamin Franklin was a supporter of the freedom of speech, a revolutionary, a writer, a natural philosopher, an erstwhile member of the Lunar Society and the Hell Fire Club, and a Freemason. His work for the cause of American Independence alone gives him a prominent place on this list, and his early innovative experiments with electricity may have also been an inspiration for Mary Shelly's Frankenstein.

George Washington



George Washington surely deserves his place for leading the fight against tyranny in the American war of Independence, and he also became a leading figure within Freemasonry. As first President of the United States, Washington established a precedent for his successors. When he laid the cornerstone for the US Capitol in 1793 during a Masonic ceremony, Washington symbolically laid the cornerstone of a new nation, in a shared public ceremony that forever bonded not only Freemasons, but the American people also.



The Duke of Wellington



Although the Duke of Wellington had not attended a lodge since being a young man, he still became a Masonic role model. After his victory over Napoleon at the Battle of Waterloo in 1815, Wellington secured Britain's supremacy in Europe, and English lodges celebrated his link to the Craft. Viscount Combermere – a fellow veteran of the Peninsula War and Provincial Grand Master for Cheshire, paid tribute to Wellington as a Freemason on his death.

Sir Winston Churchill



Of all the celebrated British Freemasons, Sir Winston Churchill is perhaps the most quoted and the most praised for his leadership during World War II. His dogged stance in the face of invasion and his strong leadership certainly inspired British resistance when the British Commonwealth and Empire stood alone against Nazi Germany. Churchill was also an artist, writer, historian, and was named the Greatest Britain of all time in 2002.

Dr. David Harrison is a UK based Masonic historian archaeologist who has written six books on the history of Freemasonry, and contributed many papers and articles on the subject to various journals and magazines.

<http://dr-david-harrison.com/>

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 communicating 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.

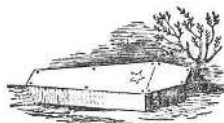
Many local lodge officers, left to their own devices, are very confused, and that results in concocting a specific lodge brand that actually isn't a lodge brand. In reality, it is only a description of something they may have some experience with.

Lodges Avoiding Branding Mistakes & Getting Noticed

cont from page 4

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 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.

1.E., list some tangible achievements and photos, especially on a lodge website or Lodge Facebook Page.

3-Make sure that the lodge officers 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.



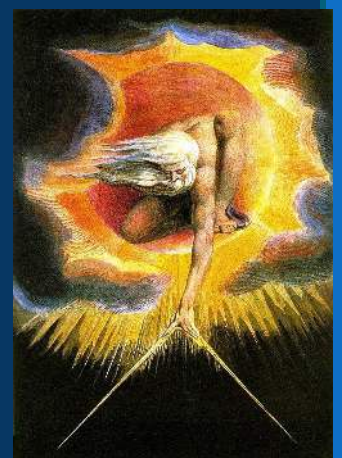
Furthermore, it is essential to remember that when we use the term lodge brand, we are actually describing how others perceive our individual lodges, members, and Masonry. Therefore, local lodge brands are really all about perception. Members and non-members will always have an opinion about Masonry 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.
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Lubbock Masonic Lodge #1392
Masonic Calendar

June 2016

Look for Annual Returns Format from GL
Lodge Elections prior to midnight of June 23
Endowed Membership checks due June 23

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday																																																																																											
			1	2	3  YELLOWHOUSE LODGE	4																																																																																											
5	6	7  WOFFORTH FRENSHIP FLOOR PRACTICE	8	9   ABERNATHY LODGE CHAPTER	10  STATED MEETING Lodge Elections	11																																																																																											
12	13   EMMA LODGE COMMANDERY	14  LUBBOCK OES FLOOR PRACTICE	15	16   SLATON LODGE FREEDOM OES	17	18  DAYLIGHT LODGE																																																																																											
19 Father's Day	20  CROSBYTON LODGE	21  MACKENZIE LODGE FLOOR PRACTICE	22  SCOTTISH RITE	23 Endowed Membership checks due	24	25 LUBBOCK LODGE INTALLATION																																																																																											
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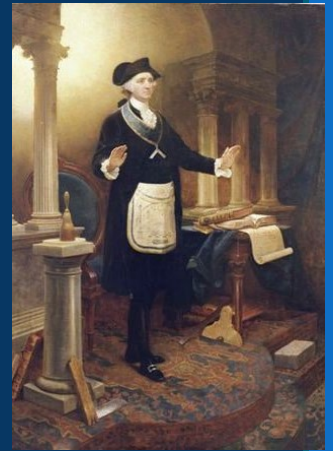
Lubbock 1392 in Action



How about all of that rain!?



Our newest Master Mason, Chris Cash With I-r Finus Branham, Coke Etgen, WM Kevin Rush, Chris Cash, Henry Housour and Justin Robbins



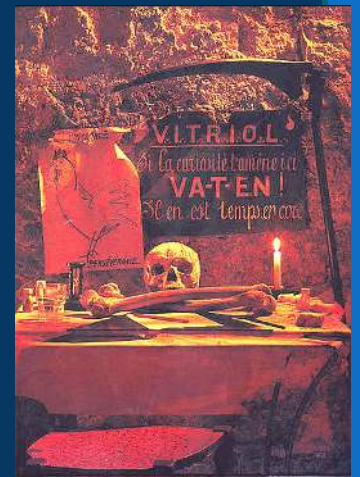
WM Kevin Rush with our 2016 Lamar Award recipient Debra Torres of Bean Elementary School



We will post pictures of our scholarship winners next month



All across the country, many lodges just like ours are preparing for new officers



"Be strong in body, clean in mind and lofty in ideals."

James Naismith

LUBBOCK MASONIC LODGE #1392

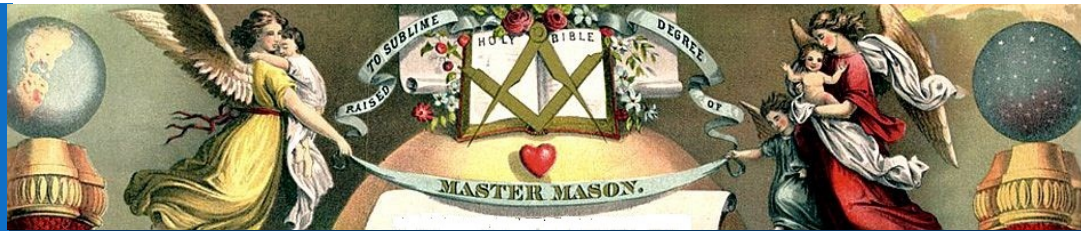
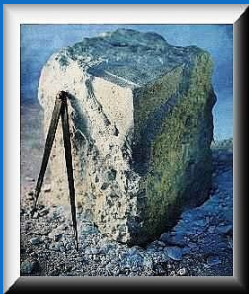
MASONIC DIST 93-A

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



Thomas Yeoman
Chris Yeoman
Charles Straub



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

Winfred E. Medlock 6/9
Randy Schoor 6/16
George VanSlyke 6/12
George Buchanan 6/24

Peter Mitchell 6/27

*The Quarry:
Our Esoteric Work
By Bro. Coke Etgen*

open to receiving truth from any source. Thus, Masons are devoted to freedom of thought, speech and action.



THE LOST WORD

In the search for "That Which Was Lost," we are not actually searching for a particular word. Our search is a symbol for our "feeling of loss" or "exile" from the Source of Life. What we are searching for is Divine Truth, which should be the ultimate goal of all men and Masons. We must always search diligently for truth, and never permit prejudice, passions, or conflicts of interest, to hinder us in our search. We must keep our minds



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: info@lubbockmasoniclodge.org