



# DD CLINIC – OCTOBER 21, 2023 PUBLIC RELATIONS UPDATE

KATHY GOMBAS

# Benefits of Effective Communications

- Increases awareness
- Builds trust
- Helps handle conflict

# Agenda

- News Bulletin
- Facebook
- Website

# April 2023 - Elks News Bulletin Comparison

	GILROY	SANTA CRUZ	PALO ALTO	WATSONVILLE	HOLLISTER
Frequency	<i>Monthly</i>	<i>Monthly</i>	<i>Monthly</i>	<i>Monthly</i>	<i>Monthly</i>
Pages	8 <i>8.5 x 11 Green Paper / Black and White Photos &amp; Clip Art</i>	6 <i>8.5 x 11 White Glossy Paper / Color Photos &amp; Clip Art</i>	12 <i>8.5 x 11 White Plain Paper / Color Photos &amp; Clip Art</i>	8 <i>8.5 x 7 White Plain Paper / Color Photos &amp; Clip Art</i>	10 <i>8.5 x 7 White Plain Paper / Color Photos &amp; Clip Art</i>
Logos Used	<i>National &amp; Lodge</i>	<i>National</i>	<i>California -Hawaii</i>	<i>California -Hawaii</i>	
ER Message	<i>X with ER photo</i>	<i>X with ER photo</i>	<b>X</b>		<b>X</b>
Elk of the Month		<b>X</b>			
From the Secretary		<b>X</b>			<b>X</b>
Officer List		<b>X</b>	<i>X with email addresses</i>	<b>X</b>	<b>X</b>

# April 2023 - Elks News Bulletin Comparison

	GILROY	SANTA CRUZ	PALO ALTO	WATSONVILLE	HOLLISTER
Hours of Operation	<i>X Office</i>	<i>X Office, Bar, Pool, Snack Shack</i>	<i>X Office, Bar, Bistro, Gym, Racquetball, Billiards, Pool</i>		<i>X Office</i>
Calendars	<i>Publish 2 months</i>	<i>Publish 2 months</i>	<i>Publish 1 month</i>	<i>Publish 1 month</i>	<i>Publish 2 months</i>
Birthday List			<b>X</b>	<b>X</b>	<b>X</b>
Free Birthday Dinner				<b>X</b>	<b>X</b>
Dinner menus	<i>X on calendar</i>	<i>X on calendar</i>	<i>X on calendar</i> <i>X Spring dining menu</i>	<b>X</b>	<b>X</b>
Dinner reservation deadline	<i>X 2 pm prior day (stated on calendar)</i>				

	GILROY	SANTA CRUZ	PALO ALTO	WATSONVILLE	HOLLISTER
Membership report		X <i>full report</i>	X <i>full report</i>		X <i>full report</i>
New Members Announcement	X <i>with photo</i>		<i>Publish <u>proposed</u> members, occupation, sponsor</i>	X <i>with photo</i>	
Event Photos/Art	X <i>concerts, fundraisers, grant donations, dinners</i>	X <i>dinners</i>	X <i>event (comedy night, outdoor movie), dinners, grants, scholarships</i>	X <i>event</i>	X <i>dinners</i>
Innovative Promotions / Tips / Games	<ul style="list-style-type: none"> <li>- <i>Promotion to attend Lodge meetings</i></li> <li>- <i>Hidden Membership #</i></li> <li>- <i>Lodge Rental for Special Events</i></li> </ul>	<ul style="list-style-type: none"> <li>- <i>Navigation Tips for New Members</i></li> <li>- <i>What Makes a Good Elk</i></li> </ul>	<ul style="list-style-type: none"> <li>- <i>Word Search</i></li> <li>- <i>Call for Scholarship Applications</i></li> <li>- <i>Freedom Grant</i></li> </ul>	<ul style="list-style-type: none"> <li>- <i>Lodge Rental for Special Events</i></li> <li>- <i>Call for Advertising</i></li> <li>- <i>Membership Drive (bring interested person for free dinner)</i></li> </ul>	<ul style="list-style-type: none"> <li>- <i>Call for advertising</i></li> <li>- <i>RVers Club</i></li> </ul>
Advertising Merchants / Services	X	X	X		
Major Project Contributors			X		X

# Monterey Elks Lodge News Bulletin

## April 2023 KG Proposal:

### Reformat current newsletter to:

- Have distinctive style under the new ER's leadership
- Streamline to be user friendly – make it easier to navigate
- Educate new members – encourage them to get involved
- Utilize “Best Practices” from Sister Lodges
- Add a little



# NEWS BULLETIN – New Look



## MONTEREY ELKS LODGE #1285 OCTOBER 2023 NEWS BULLETIN



### Message from the Exalted Ruler



Lynn Catania, ER

Fall is here and now we get ready for the holidays. I want to mention our Luau on August 30 was very successful, not only were we able to give the dinner and lei making proceeds to the Elks National Foundation (ENF), we had our Star of Hope Donation Drive for the Maui Wildfire Relief Fund to help the citizens in need in Lahaina, Maui. When a tragedy hits a community like Lahaina, I am so grateful for our members to rally together to support those whose lives have been impacted by such a tragic event. Thank you, Kathy Gombas, for sharing the Star of Hope fund raising idea.

In September we had our Patriot Day Observance dinner to remember and pay tribute to the innocent lives lost during the 9/11 attacks. We also hosted a Paint and Sip party with all proceeds benefiting ENF, thank you to all who attended. We had our DDGER Visitation with Kyle York, WCD DDGER on September 27. I will have Secretary Caroll Mendoza elaborate in her Message from the Secretary. I am happy to announce for our football fans we have extended our bar hours for Monday Night Football from 4:30 to 9 pm and I encourage our members to bring a potluck dish and enjoy the game. We also have our November 11 Craft Fair planned with booth rental proceeds benefiting ENF. Stay tuned for November and December events.

My **Elk of the Month** is Rosalinda Vargas for doing an exceptional job as our RV hostess. Hopefully you saw the RV Park Kudos in our September News Bulletin issue.

My **Officer of the Month** is Marcell Vargas for stepping up to fill in as Leading Knight, Lecturing Knight, and Inner Guard.

### Lodge Officers 2023-2024

Exalted Ruler - Lynn Catania  
Leading Knight - Al B. Reese III  
Loyal Knight – Pamela Soboleski  
Lecturing Knight – Jason Wiginton  
Secretary – Caroll Mendoza, PER  
Treasurer – Dan Green  
Tiler – Vincent P. Catania  
Esquire – Don Koch, PER  
Chaplain – Charles Carman  
Inner Guard – Leslie Koch

### Board of Trustees

1 Year – Russ Ashabranner, COB  
2 Year – Jeff Gorman  
3 Year – John Cardinalli  
4 Year – Robert Lafleur  
5 Year – Marcell Vargas

### House Committee

Steve Cardinalli, PER (Chair)  
Phil Nash  
Leslie Field, PER  
Pamela Soboleski, Loyal Knight  
Russ Ashabranner, COB

### Lodge Advisor

Anthony Mauro, PSP, PGT

### MESSAGE FROM THE SECRETARY - Caroll Mendoza, PER



I want to inform the members that our ER Lynn Catania suffered from a stroke on September 22. We are happy to report she is back home and on the road to recovery. Our prayers go out to Lynn. Al Reese, Leading Knight, will act as ER during Lynn's absence. On September 27, we had our District Deputy, Visitation with Kyle York, DDGER, who met with Acting ER Al Reese, the Officers, and Committee Chairs. It was an opportunity for our Lodge Committee and Subcommittee Chairs to report to Kyle and his District Chairs about their accomplishments; future goals, and annual goals. All our Committees / Subcommittees are interested in recruiting enthusiastic members who have the time to commit to our overall mission: To inculcate the principles of Charity, Justice, Brotherly Love and Fidelity and to serve the people and communities through benevolent programs, demonstrating that **Elks Care and Elks Share**. Listed below are our various Lodge Committees and Subcommittees and respective chairs. If you are interested in becoming a volunteer on one or more of the Committees / Subcommittees please contact [kathy.gombas@gmail.com](mailto:kathy.gombas@gmail.com).



Kyle York, WCD DDGER

Monterey Lodge Committees / Subcommittees	Chairperson
Activities Committee	John Cardinalli
Hoop Shoot® Subcommittee	Scott Faverty
Drug Awareness Subcommittee	Charles Carman
Fraternal Committee	Caroll Mendoza
Americanism Subcommittee	Donald Koch
Elks National Foundation	Gli M. VonWinning
Flag Day Subcommittee	Steve Cardinalli
Elks Memorial Day Subcommittee	Don Koch
Membership Subcommittee	Lynn Catania
Lodge Activities Subcommittee	Lynn Catania
Veterans Services Subcommittee	Charles Carman
Accident Prevention Subcommittee	Marcell Vargas
Public Relations Committee	Kathy Gombas
Ritualistic Subcommittee	Steve Cardinalli
Government Relations Subcommittee	Vincent Ferrante
State Major Project Subcommittee	Caroll Mendoza
Scholarship	Michael Houston
Scouting	Steve Cardinalli
By Law Committee	Steve Cardinalli

### You must have a current, signed Elk's membership card to enter the Lodge

Office Hours	Bar Hours	Swimming Pool Hours	Gym Hours (Members Only)
<b>Mon – Fri:</b> 9:30 am - 2:30 pm Phone #: 831-373-1285 Email: <a href="mailto:secretarycaroll@gmail.com">secretarycaroll@gmail.com</a> Website: <a href="https://elks1285.com/">https://elks1285.com/</a>	<ul style="list-style-type: none"> <li>▪ Mon 4:30 – 9 pm</li> <li>▪ Wed 4:30 – 9 pm, except *Lodge meeting nights 4:30 - 7:30 pm</li> <li>▪ Thu 4:30 – 9 pm</li> <li>▪ Fri 11 am - 2:30 pm &amp; 4:30 - 9 pm</li> <li>▪ Sat 1:30 – 9 pm</li> <li>▪ Sun noon – 5 pm</li> <li>▪ Last call 30 minutes before closing</li> <li>▪ Fri - Lunch in the Bar 11:30 am - 1:30 pm</li> </ul>	<b>Daily:</b> 7 am to 7 pm or dusk <ul style="list-style-type: none"> <li>▪ For over 4 guests \$4 fee/guest</li> <li>▪ Sign in &amp; obtain pool bracelets at the office during office hours</li> <li>▪ After hours, sign in at the gym sign in desk</li> </ul> <b>Tues:</b> pool closed from 11 am - 1 pm for cleaning	<b>Daily:</b> 6 am - 9 pm *Lodge meeting nights: close 7:15 pm! Gym use is <b>ONLY</b> for members, their spouses, & children between the ages of 14 and 21. <b>NO GUESTS</b> allowed. Users must sign in at gym desk.
*Lodge Meeting Nights are the 2 <sup>nd</sup> & 4 <sup>th</sup> Wednesday of the Month			



# NEWS BULLETIN – New Look

## STAR OF HOPE

### MAUI WILDFIRE RELIEF FUND

In the wake of the devastating Maui wildfires, the Monterey Elks Lodge extended their help to a community in need in Lahaina, Maui to support those whose lives have been upended by this tragic event. During our August 30 Hawaiian Dinner Night, we paid tribute to those impacted by Maui wildfires and launched a donation drive which we have named “Star of Hope” to help individuals in need in Lahaina, Maui. Several of our Elks members have generously donated \$1,000 to our Maui Wildfire Relief Fund and their “Stars of Hope” are displayed in the main hall of the Lodge. If you would like to donate \$10 or more to our Maui Wildfire Relief Fund, you can provide your donation at the Lodge Office and we will hang a “Star of Hope” with your name.



*Pictured above (L-R): Gili M. VonWinning, ENF Chair, Kathy Gombas, PR Chair, & Lynn Catania, ER.*



## PUBLIC RELATIONS COMMITTEE – Kathy Gombas, Chair



### Did you know?

We have several platforms to communicate our Lodge’s activities and events:

- Our Website <https://elks1285.com/>. We average @80,000 visits per month!
- Our Monthly News Bulletins which we post on our website <https://elks1285.com/newsletters/> and on <https://www.elks.org/> for Elks Members viewing only. I encourage you to visit our website periodically for new event postings.

- We can communicate to our members via **Mailchimp**, an email service. Please complete our Subscription Form to receive communications via email <https://elks1285.com/newsletters/email-subscription/>
- We are on **Facebook!** I post information almost every other day from weekly dinner menus, event posters, news updates. We currently have **1,000 Followers**, so please follow us and “like” our posts!
- We communicate major events in the **CHEA Magazine** (see the Summer and Autumn 2023 Editions).
- I welcome your ideas for our News Bulletin. **Article submission due date is by the 15<sup>th</sup> of every month.** Please send **word.doc** and **jpeg** files as attachments to [kathy.gombas@gmail.com](mailto:kathy.gombas@gmail.com)



### Most Valuable Student Scholarship

The 2024 application deadline November 13, 11:59 pm PST.

Monterey Lodge awards six \$500 scholarships to 3 female and 3 male applicants who use us as the sponsoring Lodge. Applicants will be judged on scholarship, leadership, and financial need.

### Legacy Awards Scholarships

The 2024 application closes on February 5, 2024 at 11:59 a.m. PST.

Monterey Lodge awards two \$500 Legacy Awards scholarships available to a child or grandchild (or step-child, step grandchild, or legal ward) of Lodge 1285 Elks members in good standing who apply for a Legacy Scholarship.

Go to <https://www.elks.org/scholars/> for application, guidelines, and FAQs

For more info, contact Michael Houston, Monterey Elks Lodge Scholarship Coordinator at [miocholo@comcast.net](mailto:miocholo@comcast.net)


## VETERANS / DRUG AWARENESS SUBCOMMITTEES – Charles Carman & Alma McHoney, Chairs




**MONTEREY COUNTY VETERAN'S COLLABORATIVE** meets monthly to bring groups together that support veterans. This group was founded approx. 18 years ago when a local veteran attended a Monterey County Mental Health Commission meeting and complained of no services being available for veterans. Alma was a Mental Health Commissioner at the time and is a founding member of the Collaborative. She and Charles attend the monthly meetings as representatives of the Monterey Elks Lodge to the Monterey County Veteran's Collaborative.

**LENDING LIBRARY:** We started the children's “Lending Library” in November 2022. This month the Veterans Subcommittee picked up and delivered donations of artwork, children and adult clothing, dishes, cookware, and linens.

**MONTEREY COUNTY BEHAVIORAL HEALTH COMMISSION** is comprised of both mental health services and **drug and alcohol services**. Charles and Alma continue to attend the monthly meetings as representatives of the Elks. This month the Drug Awareness Subcommittee continued to provide books for the children remaining at Pueblo Del Mar (PDM). The subcommittee will again be asking for funding to support the children at PDM for the Christmas holidays. Currently there are 15 children at PDM, ages birth to 18 years old. We look forward to your support.

# NEWS BULLETIN – New Look



**Elks National Foundation**  
 Find out how you can help **Donate Today**   
 Tell Us About You!  Contact Us 

## ENF COMMITTEE UPDATE Gli M. VonWinning, Chair



The mission of the Elks National Foundation (ENF) is to help Elks build stronger communities. We fulfill this pledge by investing in communities where Elks live and work. We help youth develop lifelong skills, send students to college thru the Scholarship Programs, meet the needs of today's veterans, support the charitable work of the state Elks associations, and fund projects that improve the quality of life in local Elks communities. Currently we are at \$2.06 per member support with a total ENF donation of \$1,757.92 to date. Our goal is \$4,137.05. Our goal this fiscal year is to reach out to all our members for a \$10 ENF donation. Your Lodge has been busy raising funds to meet our goal. Our Paint & Sip Event raised \$563.64 towards ENF and we have our Annual Craft Fair that will be held on November 11. Please come and support!

I would like to recognize Donald Koch as Honorary Founder reaching a cumulative level of giving along with Fidelity Club members: Daniel Green, John R. Pira Jr., Carol Mendez, and Gli VonWinning. You too can become a Fidelity Member by donating monthly through automatic payments from your bank account or credit card for a minimal amount of \$5 per month. For assistance, contact me to help you sign up or go to [www.elks.org](http://www.elks.org) and type in "Fidelity Club" in the search field. Other ways of giving to ENF are available, perhaps A Tribute, An Honoree or In Memory of Donation. Thank you to our members who currently donated to ENF!

**NEW DONORS:** Scott Clark; Steven Wilson; James Jackson; Guilford Robinson; Tamara Farber; Jason Wiginton, Dave Hober. **RENEWED DONORS:** Joan Campos; Andrew Cardinali; Theodore Blocker; Raymond D. Byrne; John Olsen; John Paulsen; Gary Plummer; Robert Saleen; Monterey Line Dancers.

### Donating ONLINE IS QUICK, EASY AND SECURE.

Your online donation will support various Elks programs. Click ["Donate Today"](#)



### 2023 Major Project Contributors

52 Club Donors over \$50	Century Club Donors over \$100	Millennium Club Donors over \$1,000
John Stornetta	Lucido Band	Western Night Dinner Dance
Joseph Gelardi	Ingeborg Henderson	Walter J. Ingell
Cathleen Freeman	Frank Goulart	
Teresa Petersen	Tom Griffin	
Kathleen Randazo	Robert Wekerle, PER (2)	
Diana Butler	Jeff Spork	
Brett Staples	Marcell Vargas	
Alan Crockett	Alma McHoney	
Lori Willingham	Glen Hunter	
Gwen Pratt	Vince & Lynn Catania	
Jaric Persons	Robert Liems	
Lori Willingham	Tim McGrath	
Gregory Deaton	Paul Harasti	
Bruce Stewart	Charlene Beckett (3)	
	Andy Cardinali (3)	
	Rich Torres, AVP (2)	

## October

### CALENDAR OF EVENTS

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2 *CW Dance Lessons  Monday Night Football Potluck 4:30 – 9 pm	3	4 ▪ DINNER 6 pm	5	6 ▪ Lunch 11:30 – 1:30 pm ▪ Bar open 11 – 2:30 pm 4:30 – 9 pm	7 Bar open 1:30 – 9 pm
8 Bar open 12 – 5 pm	9 *CW Dance Lessons  Monday Night Football Potluck 4:30 – 9 pm	10	11 ▪ HC Meeting 4 pm ▪ TR Meeting 5pm ▪ DINNER 6 pm ▪ Lodge Meeting 7:30 pm	12 Bar open 4:30 – 9 pm	13 ▪ Lunch 11:30 – 1:30 pm ▪ Bar open 11 – 2:30 pm 4:30 – 9 pm	14 Bar open 1:30 – 9 pm
15 Bar open 12 – 5 pm	16 *CW Dance Lessons  Monday Night Football Potluck 4:30 – 9 pm	17	18 ▪ DINNER 6 pm Free dinner for Sept & Oct birthday members, Reservations Required	19 Bar open 4:30 – 9 pm	20 ▪ Lunch 11:30 – 1:30 pm ▪ Bar open 11 – 2:30 pm 4:30 – 9 pm	21 Bar open 1:30 – 9 pm
22 Bar open 12 – 5 pm	23 *CW Dance Lessons  Monday Night Football Potluck 4:30 – 9 pm	24	25 ▪ HC Meeting 4 pm ▪ TR Meeting 5pm ▪ DINNER 6 pm ▪ Lodge Meeting 7:30 pm	26 Bar open 4:30 – 9 pm	27 ▪ Lunch 11:30 – 1:30 pm ▪ Bar open 11 – 2:30 pm 4:30 – 9 pm	28 ▪ Bar open 1:30 – 9 pm ▪ District Deputy Homecoming Dinner Santa Cruz Lodge 6 pm
29 Bar open 12 – 5 pm	30 *CW Dance Lessons  Monday Night Football Potluck 4:30 – 9 pm	31 			*Every Monday: Country Western Dance Lessons 6:30 – 8:30 PM \$5/person RSVP 831-261-8087	

### REMINDER:

Non-member guests patronizing the Lodge Bar and Dining facilities are NOT permitted to purchase food or beverages (including alcohol) themselves. All such purchases must be provided by the member for their guest(s). Current, signed Elk's membership card is required for bar purchases.

# NEWS BULLETIN – New Look



## Dinner Menus – Wednesdays

**RESERVATIONS & PRE-PAYMENT REQUIRED BY 2 PM PREVIOUS DAY  
(including birthday dinners)  
FOR RESERVATIONS CONTACT THE OFFICE 831-373-1285**

**NO WALK-INS. NO REFUNDS FOR NO SHOWS  
NOTE: Dinners are subject to cancellation**

### October 4<sup>th</sup> – 6:00 PM

Boneless chicken breasts and thighs poached in a tarragon cream sauce served with rice pilaf and Harvest vegetables  
Apples, pears, and blue cheese mixed greens salad with a cider vinaigrette  
Palermo Bakery ciabatta dinner rolls and butter  
Special Autumn Dessert  
**\$25.00 per person**

### October 11<sup>th</sup> – 6:00 PM

Paella Andalusia-saffron rice served with shrimp, clams, mussels, andouille sausage and chicken with vegetables  
Basque tossed salad-mixed greens with Roma tomatoes, bell pepper, cucumber, Red onion, hard boiled eggs, radishes, and almonds tossed in a lemon vinaigrette  
Warm bread and butter  
Red wine poached pears with sugar and cinnamon topped with whipped cream  
**\$25.00 per person**

### October 18<sup>th</sup> – 6:00 PM

*Free for September and October birthday members*

PJ's homemade meatballs served with spaghetti in a San Marzano style tomato, garlic, and basil sauce  
Crazy Elk Harvest Garden Salad Bar with choice of dressings  
PJ's famous garlic bread  
Assorted fruit pies a la mode  
**\$25.00 per person**

### October 25<sup>th</sup> – 6:00 PM

Braised short ribs of beef in a red wine, tomato, vegetable sauce served over creamy polenta  
Tuscan salad-green beans, cannellini beans, black olives, and red onion tossed in a lemon vinaigrette with shaved parmesan  
Warm French baguettes and butter  
Pumpkin pie with whipped cream and almond brittle  
**\$30.00 per person**



*Members with September & October birthdays are eligible for a free dinner on the 18<sup>th</sup> - RSVP required.*

1	Cardinale, Frank J	10	Smith, Dustin	20	Vargas, Rosalinda
1	Stirling, Michael	10	Stinnette, Jeffrey	21	Stablein, Jeffrey
1	Tharp, Edward H	10	Luna, Michael R	22	Giles, Wendi V
1	Whitney, Charles R	11	Serrano, Robert D	22	Hightower, Beth
2	Leonard, David Edward	11	Thorn, William J	23	Finnegan, Marie Christine
3	Freeman, Michael	12	Collier, Steven	23	Gil, Dave
4	Driels, Morris	12	Jimenez, Cenaida	23	Lecce, Anthony M
4	LaFleur, Laura	12	Roach, Zoe	23	Pira, John R
4	Locke, Gerald	13	Obeso, Andrew	24	Black, Dwight David
4	Sanford, Richard	14	Hartesveldt, Sara	24	Powning, Scott
6	La Sala, John	14	Lamantia, Anthony S	25	Hou, Liyuan
6	Stenson, Dennis	15	Manuguerra, Ventura	25	Hou, Shuo
7	Boddorff, Thomas	16	Crockett, Alan	25	Nelson, Louise
7	Swallow, James	16	Reed, Dan	25	Syster, Frank
8	Farber, Tamara	17	Grillo-Weinbrenner, Phyllis	25	Wekerle, Robert R
8	Souza, Stefani	18	Albanese, Laurie	26	Ashby, Joseph
8	Torres, Ernest	19	Harris, Kim D	26	Leavenworth, Ted
9	Esteban, Natalie M	19	Ramirez, Javier	28	Martin, John P
9	Fozounmayeh, Farhad	20	Carswell, Sarah	29	Stewart, Annette
9	Hernandez, Adrian	20	Chase, Richard E	30	Langenberg, Kai
9	Mineo, Frank	20	Garrison, Carolyn	30	Menendez, Louis J
9	Outzen, Marusia	20	Goldwasser, Jack	30	Tarantino Jr, Santo W
10	Reagan, John R	20	Nicholas, J Karl		

# NEWS BULLETIN – New Look



## WELCOME NEW MEMBERS

On September 22, we initiated four U.S. citizens into our Order. This brings our membership up to **912**. Welcome Patty Walton, Michael Herhusky, Soraya Haglund, and Andrew Deniger!

## Tips For All Members

- Register for an Elks Member Account by going on <https://www.elks.org/> and setting up your account with a username and password. You can then view information about all Elks Lodges including Monterey's Lodge News, Calendar of Events, List of Facilities, Officers/Committee Chairs, and Resources;
- Attend a Lodge Meeting on the 2<sup>nd</sup> and 4<sup>th</sup> Wednesday of the month;
- Become a VOLUNTEER on a Committee/Subcommittee, e.g., youth activities, scholarships, drug awareness. Visit <https://elks1285.com/volunteer/> to choose volunteer opportunity for you;
- Attend social events, e.g., Wednesday night dinners, Monday Night Football Potlucks, Holiday parties; and
- Use the Lodge's facilities, e.g., gym, Bocce courts, and swimming pool.

## Have a Voice

- Present your ideas or questions at a House Committee or Trustee meeting held on the 2<sup>nd</sup> and 4<sup>th</sup> Wednesday of the month at 4:00 and 5:00 pm, respectively. You must submit your HC agenda item(s) via email to the HC Secretary, Pamela Soboleski, at [plsobo@aol.com](mailto:plsobo@aol.com) or your Trustee agenda item(s) to the Trustee Secretary, Marcell Vargas, at [marcellvargas63@gmail.com](mailto:marcellvargas63@gmail.com) the Monday PRIOR to the HC and Trustee meetings.

## MEMBERSHIP SCORECARD – from April 1 to October 1, 2023

Beginning Membership	853
Initiated	56
Affiliated	3
Reinstated	8
Dropped	-1
Deaths	-4
Transferred Out	-3
<b>Total Members</b>	<b>912</b>
Life Members	47
Lapsation Rate	13%

REMINDER to everyone who has not remitted their dues for Lodge Year 2023—2024, please do so.

## AMERICANISM Don Koch (PER) - Chair



### The real-life Barbie and Ken were siblings

The diminutive Barbie is arguably the most famous doll in America, which makes sense since it came from California, where Ruth Handler invented the doll in 1959 and named it after her daughter, Barbara. It might not surprise you to learn that Handler also had a son named Ken.



## WE ARE PLANNING EVENTS FOR THE HOLIDAYS MORE DETAILS TO COME

- Trunk or Treat – October TBD
- Veterans Dinner – November 8
- Holiday Craft Fair – November 11
- Thanksgiving Potluck – November 23
- Santa Breakfast – December TBD
- New Years Eve Dinner & Dance – December 31



## CALIFORNIA-HAWAII ELKS ASSOCIATION MID-TERM CONVENTION

Have you ever wondered how your Officers get their information managing your lodge? How updates from Grand Lodge filter down, or just been more curious about Elkdom?

Well, the answer is **MID-TERM CONVENTION!** Elks have two Conventions and one Homecoming each year where California-Hawaii Elks Association (CHEA) business is conducted.

Here is a summary of what happens at each. **All members of the B.P.O.E. are encouraged to attend** and there are four Officers that are required to attend - ER, Secretary, Leading Knight, and Chairman of the Trustees.

- **State Convention** - held in May - Committees present their reports for the previous year, the new CHEA President and other CHEA Officers are installed
- **Mid-term Convention** - held the first weekend in November - This is where all the education sessions are conducted. Usually done in two separate groups - one for the Lodge Fraternal aspects and one for the Lodge Management. They also have CHEA Committee breakout sessions after the main session.
- **Homecoming** - specifically for the CHEA President final visit to his home District. CHEA State committees meet, as well as decisions made on the Committee Chairpersons, Vice Presidents, and District Deputies for the next year.
- **Grand Lodge Convention** held every July where all members across the nation are invited to attend.

CHEA Mid-term Convention will be held November 3-4, 2023 at the Marriott Riverside Convention Center located at 3400 Market Street, Riverside, CA. If you would like to attend, please contact Michele Wilson, West Central District Convention Coordinator for registration and hotel information. [michelewilson1130@yahoo.com](mailto:michelewilson1130@yahoo.com)

# NEWS BULLETIN – New Look

**UPCOMING EVENTS**

**SANTA CRUZ LODGE**

YOU ARE INVITED TO  
**DISTRICT DEPUTY  
KYLE YORK'S  
Homecoming**

OCTOBER 28, 2023  
DINNER SERVICE AT 6:00 PM  
FOLLOWED BY MUSIC AND DANCING

MENU:  
SMOKED TRI-TIP  
CHICKEN  
AU GRATIN POTATOES  
FALL SALAD  
BREAD  
DESSERT  
\$20

FEATURING:  
NO HOST COCKTAILS, DINNER, DANCING  
AND  
MUSIC BY NEON CITY LIMITS

CALL THE SANTA CRUZ LODGE FOR RESERVATIONS AT  
831-423-8240  
150 JEWELL ST. SANTA CRUZ  
ALL LODGE EVENTS INCLUDE SALES TAX

**MONTEREY LODGE**

**Holiday Craft Fair**



**MONTEREY ELKS LODGE  
150 MAR VISTA DRIVE  
MONTEREY, CA**

Open to the Public  
**Saturday, November 11**  
10 am - 5 pm  
**Over 25 Local Artisan Vendors & Crafters!**

Unique candles, ceramics, soaps, sewn crafts,  
artwork, ornaments, woodwork, jewelry, garden  
artwork, wreaths, candy gifts, and more

**Support your local community through  
the Elks National Foundation (ENF)**  
All booth rental proceeds will go towards ENF



For more info contact (831) 373-1285

**MONTEREY LODGE**

**\$16** **Monterey Lodge  
Crazy Elks Salad Bar**

All you can eat

**Fri Lunches ONLY  
11:30am - 1:30pm**



Various Salads &  
Dressings, Vegetables,  
Cold Cuts, Cheeses,  
Grilled Chicken,  
Hot Items

**MONTEREY  
ELKS LODGE**

**MONDAY  
NIGHT  
FOOTBALL**

**BAR HOURS: 4:30 - 9:00 PM**  
**GAME ON! GRILL ON!**  
**POTLUCK -**  
**BRING A DISH TO SHARE**



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# News Bulletin

- Mail (stopped October 2023) – Bulk mail delivery no longer available
- Email  **mailchimp**
- Website <https://elks1285.com/> and <https://www.elks.org/>
  - Can only be viewed by members with an Elks.org account
- Lodge Office – hard copy

# FLYERS

[www.postermywall.com](http://www.postermywall.com)

Lodge Display  
News Bulletin  
Facebook Posts

**OCTOBER NEWSLETTER**



**MONTEREY ELKS LODGE #1285**



**IN THIS ISSUE**

- ER MESSAGE** P. 01
- MAUI WILDFIRE RELIEF FUND DRIVE** P. 03
- COMMITTEE UPDATES** P. 04 - 05
- CALENDAR OF EVENTS & MENUS** P. 06 - 07
- MEMBER INFO & HOLIDAY EVENTS** P. 09 - 11

OUR OCTOBER NEWSLETTER WAS EMAILED TO OUR MEMBERS ON SEPT 29.

IF YOU DID NOT RECEIVE THE NEWSLETTER, CONTACT THE OFFICE AT 831-373-1285 TO REQUEST EMAIL DELIVERY.

OUR NEWSLETTERS ARE AVAILABLE ON OUR WEBSITE <https://elks1285.com/> AND CAN ONLY BE VIEWED BY MEMBERS WITH AN AN ELKS.ORG ACCOUNT.

NO ELKS MEMBER ACCOUNT? GO TO ELKS.ORG AND REGISTER FOR AN ACCOUNT TODAY!

**Monterey Elks Lodge**

*Mexican Food Night*  
**August 9 - 6 PM**

**\$25**

**Fajitas and Taco Bar**  
**Crazy Elks Salad Bar**

Marinated Skirt Steak, Chopped Chicken, & Shrimp  
Homemade Mexican Rice & Beans  
Chips, Salsa, & Guacamole  
Fresh Corn & Flour Tortillas  
Mexican Flan



**RSVP by August 8 - 2 PM**  
**(831) 373-1285**

**Elks National Foundation Scholarship Programs**

**MOST VALUABLE STUDENT SCHOLARSHIP**



**ELIGIBILITY CRITERIA**

- Current high school seniors, or the equivalent, who are citizens of the U.S. are eligible to apply.
- Applicants do not need to be related to a member of the Elks.
- High school graduates are not eligible to apply.
- Applicants must be citizens of the U.S. on the date their applications are submitted; permanent legal resident status does not qualify.

**ABOUT THE PROGRAM**

The Most Valuable Student (MVS) scholarships are for students pursuing a four-year degree, on a full-time basis (minimum of 12 semester hours), in a U.S. college or university. All scholarships are in the form of certificates of award conditional upon the full-time enrollment of the winner in an accredited U.S. college or university.

Monterey Lodge awards six \$500 scholarships to 3 female and 3 male applicants who use the Monterey Elks Lodge as their sponsoring Lodge. Applicants will be judged on scholarship, leadership, and financial needs.

**HOW TO APPLY**

Go to <https://www.elks.org/scholars/scholarships/msv.cfm> for application, guidelines, and FAQs.

**Application DEADLINE Nov 13, 2023 11:59 pm PST.**

**2024**

**CONTACT US**  
Michael Houston,  
Scholarship Coordinator  
Monterey Elks Lodge  
[miocholo@comcast.net](mailto:miocholo@comcast.net)

Monterey Elks Lodge #1285  
150 MAR VISTA DRIVE, MONTEREY, CA  
(831) 373-1258

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**MONTEREY ELKS LODGE**

November 8 - 6:00 pm

**VETERANS DAY**

**DINNER \$25**

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★ HONORING ALL WHO SERVED ★

Support a Vet by donating \$10 for a Star of Hope. Proceeds go to Veterans Transition Center

Complimentary Dinner for Elks Veterans

RSVP by Nov 7 - 2 pm (831) 373-1285

Donators Name

Made with PosterMyWall.com



MONTEREY ELKS LODGE PRESENTS A

**Star of Hope**

When a community is in need our Elks members are there to provide support and hope.

Monterey Elks Lodge

Maui WILDFIRE RELIEF #MAUISTRONG

Donators Name

Please make a donation of \$10 or more to our Maui Wildfire Relief Fund to help those impacted by the Lahaina, Maui Wildfires. Your Star will be displayed in the Lodge.

Call today (831) 373-1285

Made with PosterMyWall.com



# FACEBOOK

- Administrative Privileges – need full control
- @California-Hawaii Elks Association
- NEVER EVER delete a post – respond diplomatically
- Video reels get A LOT of views
- Use the Professional Dashboard



# Welcome to professional dashboard

Insights, management tools and ad creation - all in one place.



## Page Overview

Followers: 1,019

Last 28 days

[See more insights](#)

Post reach

**1,271**

Post Engagement

**352**

New followers

**31**

## Recent content

Last 28 days



Attention Elks Members: Join us this Sunday to watch the 49ers game. Bar hours will be extended until game ends. See you there!

Sat, Oct 7

Post reach 71 Engagement 9



The Elks National Foundation Most Valuable Student Scholarship Application deadline is November 13, 11:59 pm PST. Go to...

Thu, Oct 5

Post reach 152 Engagement 16



Elks Members: Our chef has a great dinner planned for this Wednesday night. Reservations required by 2 pm today....

Tue, Oct 3

Post reach 188 Engagement 29

[See more](#)

New followers

[See Details](#)

31

[See all](#)

## Top post

Last 28 days

Boost this post to reach up to 542 more people with every \$42 you spend.



The Holiday season is fast approaching and the Monterey Elks Lodge will be hosting their Holiday Craft Fair on Saturday NOVEMBER 11 which is...

Published by Kathy Gombas · September 15 at 11:57 AM ·

Post Impressions  
**1,136**

Post reach  
**1,023**

Post Engagement  
**150**

[See insights](#)

[Boost post](#)



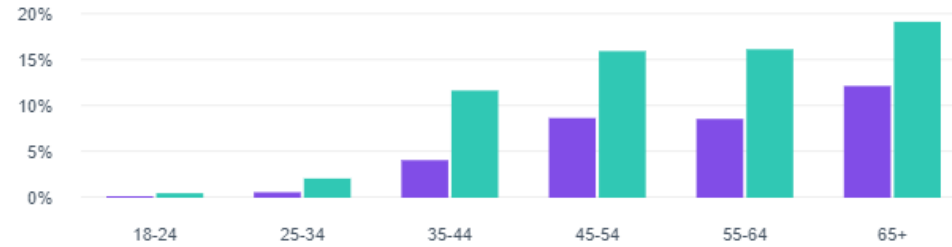
## Audience

These values are based on total followers of your Page or profile.

[Create a post](#)

### Age and Gender

Men 34.30%  
Women 65.70%



### Location

Cities

Countries

Monterey, CA	169
Seaside, CA	68
Salinas, CA	58
Pacific Grove, CA	41
Marina, CA	40
Carmel, CA	28
Carmel Valley, CA	17
Prunedale, CA	12
San Jose, CA	11
Modesto, CA	8



# Monterey Elks Lodge 1285

Instituted July 9, 1913 - Celebrating 110 Years



Home

Our Lodge ▾

News & Events ▾

Elks ▾

RV Park

Contacts ▾

## Welcome to Monterey Elks Lodge No. 1285

### Newsletters

Newsletters are now available online. Read our [October Newsletter](#).

To receive our newsletter by email, [signup here](#)

### Upcoming Events

RSVP to Dinner & Events by calling 831-373-1285.

- Monday Night Football – [View the Flyer](#)
- Oct Wed Dinners – [View the Menus](#)
- Friday Lunches – [Crazy Elks Salad Bar](#)
- Sat Oct 28 – 1-3pm – [Trunk or Treat](#)
- Wed Nov 8 – 6pm – [Veterans Day Dinner](#)
- Sat Nov 11 – 10am-5pm – [Holiday Craft Fair](#) – [Vendor signup form](#)
- Nov 13 – [MVS Scholarship Deadline](#)
- Sun Dec 17 – 10am-1pm – [Breakfast with Santa](#)
- [View the full Calendar](#)

### Cashless Payment System

Monterey Elks Lodge Cashless Payment System went into effect June 3. See [options for cashless forms of payments including Monterey Elks Lodge #1285 Cash Card](#) (how to fund and manage it).

**MONTEREY ELKS LODGE**

**TRUNK OR TREAT**

**OCTOBER 28, SAT 1-3 PM**

Free Spooky Spaghetti, Salad, Garlic Bread, & Dessert

**Elk Members Decorated Vehicle Contest**

1st Prize: Free Wed Dinner for 2

2nd Prize: Free Friday Lunch for 2

**MEET OUR LOCAL POLICE AND FIRE DEPARTMENTS**

Call (831)-373-1285 to RSVP by Oct 26

WEBSITE  
elks1285.com

## Hours of Operation

Our Hours of Operation have changed. [View the New Hours.](#)

## RV Park



Reservations are required. The Monterey Elks Lodge RV Park is ONLY for Elk members in good standing and their guests staying in the Elks' member's RV. Elk Members guests cannot bring their own RV.

[Learn more and make a Reservation...](#)

## Volunteer



We are looking for volunteers to help around the lodge. It's not a lot of time but can make a difference in our lodge!

[Learn more...](#)

## Elkdom



Elks Lodges bring so much more to their communities than just a building, golf course or pool. They are places where neighbors come together, families share meals, and

## Membership



Interested in becoming a member of our lodge? [Learn more...](#)

Contact us or [download a membership application](#). Do you know somebody who you think would be a great new member? [Invite them here](#) and they will receive an email to complete their application.

## Purple Pig



Feed your purple pig and bring it to the lodge on your next visit!

## Elks National Foundation



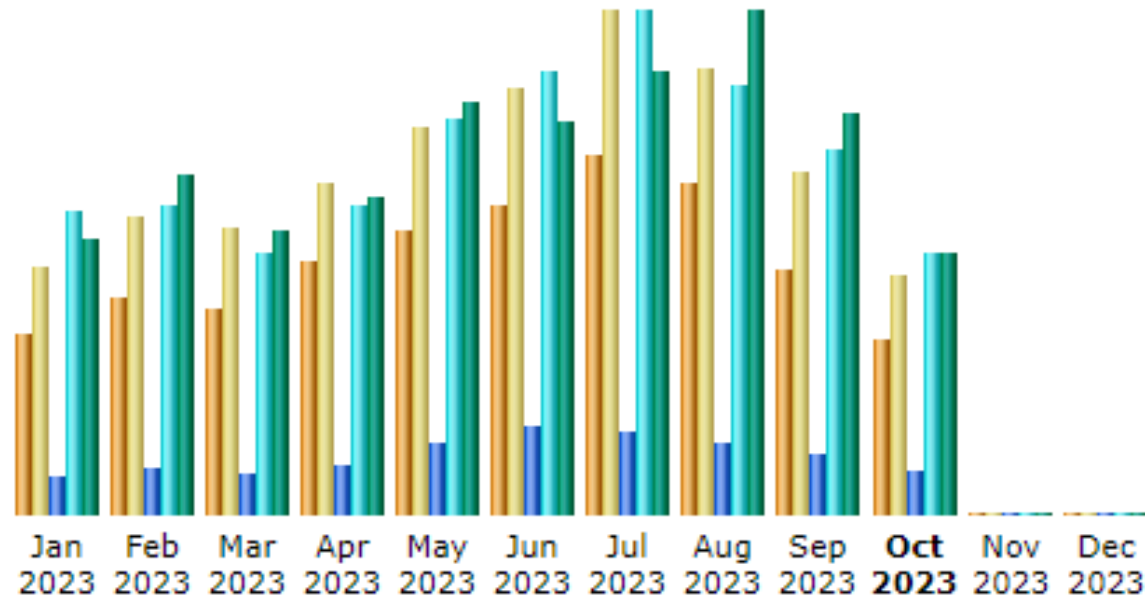
Public service is an integral part of being an Elk. In keeping with this tradition, Elks create and participate in many programs to better their communities and demonstrate that *Elks Care – Elks Share!* [Learn more about ENF](#)

[Make a Donation to ENF](#)

# #1285 WEBSITE METRICS

Monthly history

As of October 20, 2023



Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2023	1,088	1,509	6,215	51,232	1.02 GB
Feb 2023	1,314	1,808	7,848	52,246	1.26 GB
Mar 2023	1,243	1,737	6,976	44,376	1.05 GB
Apr 2023	1,535	2,012	8,082	52,066	1.18 GB
May 2023	1,726	2,346	11,926	66,705	1.53 GB
Jun 2023	1,872	2,598	14,837	74,946	1.46 GB
Jul 2023	2,183	3,059	13,954	85,072	1.64 GB
Aug 2023	2,007	2,714	12,121	72,343	1.86 GB
Sep 2023	1,487	2,089	10,260	61,481	1.49 GB
<b>Oct 2023</b>	1,056	1,448	7,501	43,965	996.29 MB

## Monterey Elks Lodge #1285's Post



Monterey Elks Lodge #1285

Published by Kathy Gombas · 5d · 🌐

Elks Members: Our chef has a great dinner planned for this Wednesday night. Reservations required by 2 pm today. [California Hawaii Elks Association](#)

**Monterey Elks Lodge**  
**October 4 - 6:00 PM**

**\$25**

- Boneless chicken breasts and thighs poached in a tarragon cream sauce
- Served with rice pilaf and Harvest vegetables
- Salad greens with apples, pears, and blue cheese mixed with a cider vinaigrette
- Palermo Bakery ciabatta dinner rolls and butter
- Special Autumn Dessert

RESERVE by OCT 3, 2 PM  
Call (831) 373-1285



Wayne Scholes

Love the new presentation of the page.

Like Reply Hide [Send message](#) 5d



Author

Monterey Elks Lodge #1285

Wayne Scholes Thank you so much!

# MEMBERS FEEDBACK

-----Original Message-----

From: Louis Panetta <lpanetta@yahoo.com>

Sent: Sunday, October 1, 2023 2:53 PM

To: kathy.gombas@gmail.com

Subject: Elks Newsletter

Hi Kathy,

The new format for the newsletter is fantastic. Much more informative and enjoyable. Thanks for your hard work on it and also the website and social media links. Well done.

Lou Panetta



# THANK YOU

---

**KATHY GOMBAS**  
MONTEREY ELKS LODGE  
PUBLIC RELATIONS COMMITTEE CHAIR