



New York State Moose Association



Fellow Moose Members,

As we enter the Fall Season, the temperatures are getting cooler, and the leaves are starting to turn colors, it's a great time of year to hold those last "Outdoor Family Activities" at your Lodge! Bar-B-Que, Horseshoes, Trail Hikes, Fall Picnic, Yard Sales – The list is endless. Unlike Nature, now is not the time to prepare to fall asleep. It's the time to ramp up the activities within your Lodge and give your members some memorable moments.

Embrace Our Community is this year's Moose International Campaign! I feel that this campaign/idea is a key to making our Lodges successful. How can we still be active in our communities as the "Outdoor Season" winds down and the Community Street Fairs are coming to an end? Well, how about getting involved with the Community's Fall Festivals & Halloween Events or hosting a Community Fall Festival and /or Trunk-or-Treat? Hold an OPEN HOUSE on Halloween and offer the neighborhood children a safe place for playing games, getting candy and enjoying a "SPOOKY" time. These types of activities increase your Lodge's exposure to the community as well as awareness of the MOOSE. This eventually leads to an increase in Membership! Now might be the time to investigate if your community has a Christmas Parade that you can participate in. We can become one of the cornerstones of our communities - It is worth it!

Another big THANK YOU goes out to all the Lodges who enrolled new members as well as improved their retention again this past month. We started at minus 538 members and because of all your hard work, we currently have plus 361 members before the end of September. **Fantastic!**

Thank you for All that you do and **HAPPY MOOSE-O-WEEN** to All!

Paul LaMartina
NYSMA President



New York – **MOOSE!!!**