

# The Cable Tow

The newsletter of the Juneau Masonic Community

Spring 2018





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*Spring 2018*

The newsletter of Mt. Juneau-Gastineaux Lodge No. 21,  
Free and Accepted Masons of  
Alaska and the Juneau Masonic  
Community.

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No. 21.

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## **Cover image:**

The table is set for a meal prior to the Feast of Remembrance and Renewal, which the Juneau Valley of the Scottish Rite observed at its March 8, 2018 meeting. For more about this event and the upcoming Scottish Rite Reunion, please see page 4.

Send submissions to  
charlesward4@me.com. The  
deadline for submissions for the  
next edition is May 15.



# Gearing up for the game



Photo by Noble Charles Ward  
Nobles Larry Fanning, left, and Jim Robinson, enjoy a laugh prior to the Juneau-Douglas Shrine Club's watch party for the East-West Shrine Game on Jan. 20 at McGivney's in Mendenhall Valley.

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Juneau Masonic Community



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# Sending signs and summonses

By W. Bro. Charles Ward

Recently, another Mason said something about communication that struck home.

The discussion was about incorporating yet another new technology into the Secretary's expanding array of communications tools.

To paraphrase, he said "That sounds great, but how do we know we aren't creating a new way to ignore messages?"

I'm attempting to keep the Lodge current with its methods of communication. It has a presence on Facebook, Twitter and Instagram. It also uses old-school U.S. Mail and email.

There's nothing fancy or hip about email anymore, but it remains the standard when it comes to reaching a large number of people in a short amount of time. And, it's inexpensive, to boot. That makes it a popular choice among lodge secretaries when sending announcements, meeting calls, messages from the Worshipful Master and so on, and I'm no different.

On paper, it makes sense. Of the 139 Masons (including Entered Apprentices) on Mt.

Juneau-Gastineaux Lodge No. 21's rolls, 92 have valid email addresses on file. That allows me to reach out to two-thirds of our members in short order, which limits the amount of Lodge money spent on mailings (not to mention saving the Secretary a little bit of time).

However, a message only has value if it is received and understood by the intended recipient, and I worry if communications from the Lodge are.



One tool I began using this year is MailChimp. It's free for the limited number of emails we send out, and it allows me to do things like schedule emails and link documents instead of sending them as sizable PDFs. It allows you to find our social media sites quickly and unsubscribe from the Lodge email list if you don't find the messages worth your time.

One valuable feature is data

on how many members open the email and how many click the links in it (don't worry, the numbers are anonymous, so I can't tell which members are reading). Depending on the email, about 40 percent are opened. While a .400 batting average is desirable in baseball, for the Lodge, it means 6 out of 10 members aren't even looking at what's sent out.

No doubt, some of it is mundane. But these emails also

contain other information about the business and activities of the Lodge. What's coming up outside of the normal meetings I should know about? Are dues going up? What else is happening in the life of the Lodge?

This isn't meant as admonishment, but hopefully, encouragement. When the email comes in from the Lodge, give it a once-over. If you aren't getting emails anymore, be sure mtjg21@gmail.com is in your approved list, so the emails aren't routed as spam. And, if you think emails are coming too often, or don't contain pertinent information, let me know so perhaps the messages can become more meaningful.

Let's keep in touch, shall we?

# Prepping for a Grand visit

By W.M. Andrea Miller

Juneau Chapter No. 7, Order of the Eastern Star is making preparations for the official visit of the Most Worthy Matron and Patron.



M.W. Grand Matron Helen Westmoreland and M.W. Grand Patron Robert C. Penoyer will be in Juneau May 24-25. While all details are not yet set, there will be a dinner (dress is business casual) on May 24, with a formal dinner on May 25. A Chapter meeting will follow the formal dinner. RSVPs are required for both dinners, and tickets for the formal dinner are \$25. To reserve your seat, contact Gabrielle Hazelton, P.M. at [gabrielle.hazelton@gmail.com](mailto:gabrielle.hazelton@gmail.com) by April 10.

In addition to preparing for the Grand Visit, the Chapter discussed plans for fundraising, attracting new members and reconnecting with current sisters and brothers during its first meetings of 2018.

Our meetings remain at 7:30 p.m. on the second and fourth Tuesdays of the month at the Juneau Masonic Center. The meeting on the fourth Tuesday is preceded by a dinner at 6:30 p.m.

# Ready for the Reunion

By Bro. Charles Ward, 32°

The Juneau Valley of the Scottish Rite is gearing up for its annual Reunion, scheduled for April 26-28 at the Scottish Rite Temple at the Juneau Masonic Center. All Master Masons are welcome to petition to receive the degrees of the Scottish Rite.

The event begins on the evening of April 26, with a welcome dinner, introduction, and the beginning of the conferring of the degrees. Degree work continues the morning of April 27, and concludes on April 28 with the capping ceremony and banquet. The banquet and Friday dinner are open to everyone.

The Royal Order of Scotland will meet Friday evening following the dinner, and the Knights of St. Andrew will hold their annual meeting Saturday afternoon, following degree

work.

Most of the cast and communication assignments have been made, but if you would like to take a role, please contact Valley Secretary Ill. John Barnett, 33°, at [valleyofjuneau@gmail.com](mailto:valleyofjuneau@gmail.com), and he will try to fit you in.

The Reunion is dedicated to Bro. George Messerschmidt, 32°.

At its March meeting, the Valley observed Maundy Thursday with the Ceremony of Remembrance and Renewal. Bro. Larry Fanning, 32°, KCCH, as Wise Master of the Juneau Chapter Knights of the Rose Croix, led the observation.

Prior to the meeting, the Valley brothers enjoyed a lamb and roast beef dinner.

The Valley meets on the second Thursday of the month, except June - August. All Scottish Rite Masons are welcome.

