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Five pillar plan

Future Planning

It is said that if you fail to plan you plan to fail. For this reason your Grand Lodge is making plans for the future success of our fraternity in this jurisdiction. Several years ago the original Five Pillar Plan was developed. Since that time action has been taken to address many of the initiatives which were originally identified while action is underway on many more.

Strategic planning is an ongoing process and for that reason any plan which is created should result in a living document which, rather than remain static, is meant to continuously evolve and change dependent upon the current needs and priorities of the organization. To this end your Board of General Purposes,

along with those District Deputies and past Grand Masters who were able to attend, met in Kamloops in August 2009. The results of this review and subsequent updating of the Five Pillar Plan are to be found inside this month's *Bulletin*.

For those who are familiar with the original plan a number of changes will be noted. While the original five pillars of Leadership, Education, Communication, Membership and Community remain, a foundation of Strategic Management has been added. This reflects the perceived need for our Grand Lodge to have consistent management practices supported by the application of current business and communication technologies. This will assist in enabling the continuity, efficiencies and resultant cost savings required for the future.

In addition, a number of the



Die Olympischen Spiele 1936

Avery Brundage (1887-1975) was an active businessman in real estate, manufacturing and the hotel industry. Representing the United States at the Games of the Olympiad at Stockholm in 1912 in the decathlon, Brundage was also USA all-around amateur champion in 1914, 1916 and 1918. An active supporter of amateur sports, Brundage was president of the United States Olympic Association and Committee from 1929 to 1933, Vice-president of the International Olympic Committee from 1945-52, president of the Pan-American Games Sporting Committee from 1940 to 1951, and president of the International Olympic Committee from 1952 to 1972. In 1959 he donated the Avery Brundage Collection of Asiatic art to the people of San Francisco. He was raised into North Shore Lodge No. 937, Chicago in 1911.

Key Objectives have been updated to include initiatives which participants felt should be undertaken or maintained to

respond to identified needs. At this point some of the timelines shown in the accompanying

continued on page 4



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Five Pillar Plan *October 2009 Revision*

GOALS

KEY OBJECTIVES

LEADERSHIP

Develop and maintain exceptional and inspiring leaders who are competent, creative, dynamic and committed.

- a. Present the Lodge Officers' and Ladies' (Masonic Leadership) Conferences every two years.
- b. Hold an annual two-day seminar for incoming DDGMs.
- c. Update and maintain the Lodge Officers' Leadership Development Workshop.
Continue to conduct at least one workshop annually in each region in alternate years from the Lodge Officers' and Ladies' Conferences.
- d. Develop definition of desirable characteristics / skills sets required for a masonic leader to be used for guidance in selecting, training and evaluating leaders.
- e. Provide mentorship for candidates and lodge officers through expanded use of the Mentorship Program. Develop simplified instructions for the Mentorship Program.

EDUCATION

Expand our knowledge of Freemasonry, society and the liberal arts and sciences through thought-provoking, entertaining and relevant enlightenment.

- a. Encourage and assist lodges to conduct regular high quality education / enlightenment at meetings and to have libraries and resources.
 - District Education Officers to demonstrate the variety of ways to present enlightenment (interactive education including multimedia, audio, video, etc.)
 - Develop defined expectations for DEOs.
 - Provide public speaking and presentation skills workshop for DEOs (and other Grand Lodge and Lodge Officers).
 - Supporting regional gatherings for Masonic Days.
 - Having the Grand Lodge Committee on Education assist by:
 - providing lists of beneficial resources for Lodge libraries and resource centres,
 - collecting and distributing resources,
 - providing links through Grand Lodge website,
 - developing a Speakers Bureau and providing lodges with ideas for masonic and non-masonic speakers from their communities within and beyond the jurisdiction, and
 - soliciting and distributing papers and presentations of enlightenment, researched, written and presented by freemasons and non-masons.
- b. Meet the masonic educational needs of the brethren by developing a Masonic Diploma Program.

COMMUNICATION

Ensure good two-way communication and disperse all information and resources clearly, effectively and in a timely manner.

- a. Address the application of current systems and technology for communication:
 1. Review the processes and methods of communication between GL and the lodges of this jurisdiction, and recommend and implement changes where these can be made using available technologies.
 2. Identify and implement opportunities to increase communication between the lodges and their members using electronic communication.
- b. Develop and implement protocols for the communication of all information.
- c. Conduct regional Lodge Secretaries' Workshops to provide training and address the implementation of new systems and protocols.
- d. Review our "Grand Representatives" Program to ensure it is productive and make certain it is communicated, promoted and understood.
- e. Communicate positives achievements at Grand Lodge and Lodge levels.
- f. Establish District Masters' and Wardens' Meetings.
- g. Review the purpose and frequency of publication of the *Grand Lodge Bulletin* and consider alternatives (e.g. glossy magazine, e-newsletter, etc.).
- h. Develop a clearing house of district events (electronic calendar) for the entire jurisdiction.

MEMBERSHIP

Retain current members and attract new candidates.

- a. Develop and implement a system which provides for a high level of candidate preparation and retention (e.g. the "6-Step Program").
- b. Upgrade and maintain the Lodge Award Program including links to resources related to program elements.
- c. Develop a Lodge Planning booklet for lodges.
- d. Develop resources to assist brethren in providing information regarding Freemasonry.
- e. Design and implement an electronic survey of Master Masons placing emphasis on new brethren who have been in the Craft for less than 10 years.
- f. Investigate, develop and implement mechanisms to enhance the retention, restoration and recruitment of brethren in collaboration with the Grand Lodge.

COMMUNITY

Develop a meaningful relationship with our communities.

- a. Provide needed resources, guidance and support to lodges.
- b. Provide resources and guidance to ensure that lodge buildings reflect the image required to promote a favourable impression on the community.
- c. Grand Lodge to encourage and support participation in appropriate community events and initiatives.
- d. Develop a DVD (long, short and on-line formats) providing information regarding Freemasonry.
- e. Charitable donations to recognized societies within our jurisdiction.

STRATEGIC MANAGEMENT

Providing a sound foundation for our Five Pillars.

- a. Conduct an Organizational Analysis of our Grand jurisdiction which will include:
 - Organizational Chart for elected and appointed Grand Lodge Officers
 - Job descriptions for Grand Line Officers (GM, DGM, JGW, SGW, Grand Treasurer, Grand Secretary)
 - Reporting procedures from Committees to Grand Line Officers
 - Size and number of Districts
 - Terms of office for the Grand Master, Deputy Grand Master, Senior and Junior Grand Wardens
 - Services expected and provided to the brethren and lodges by Grand Lodge
 - Develop and maintain a database of Best Practices
- b. Define and communicate the role of the Regional Representatives
- c. Manage and maintain the Five Pillar Plan
- d. Develop and maintain a viable financial plan that is based on the programs and priorities of Grand Lodge
- e. Develop and implement standardized office procedures for the Grand Lodge Office

	TIMELINES	ACCOUNTABILITIES	MEASURES
ferences. ning and developing masonic leaders. structions and guidelines.	April 16, 17, 18 2010 Spring Annually 2010 / 2011 2010 / 2011 *	Leadership Committee Deputy Grand Master Leadership Committee Leadership Committee Education Committee	<ul style="list-style-type: none"> Improved leadership performance as measured in a survey utilizing the Masonic Leadership Profile. More brethren seeking leadership roles. Seminar and workshop evaluation of training as to value and skill development success.
source centres by: (i-media delivery preferred).	* 2011 Annual Communication April 2010 (to DDGMs) * * * * * * * *	DDGMs and DEOs Leadership Committee Leadership Committee Grand Master Education Committee Ashlar College of Freemasonry	<ul style="list-style-type: none"> DDGMs to report annually on status within the lodges and their district. Alternatively communicated through Secretaries' returns and/or reports from the District Education Officers. Report of the Grand Lodge Committee on Education
unity and from and others.	* * * * * * * * *	Ad hoc Grand Lodge Committee on Electronic Communication with Grand Secretary Grand Secretary Grand Secretary GM, GS, Fraternal Relations Comm. Grand Secretary DDGMs Regional Representatives Grand Secretary	<ul style="list-style-type: none"> Systems and protocols developed and successfully implemented. Survey of Lodge Secretaries and DDGMs' Annual Reports confirm progress. Greater ease and efficiency of communication (survey to determine perception of brethren).
plement enhancements and communications. cols. nderstood. e-zine, etc.).	* * * * * * * * *	Grand Secretary and Regional Reps Research Committee and RRs Leadership Committee Regional Representatives Ad hoc Electronic Survey Committee Membership Committee	<ul style="list-style-type: none"> Average on-going increase in membership of 2%. Survey indicates the membership is increasingly active and satisfied. All lodges fulfill minimum standards of Lodge Excellence Program by 2012.
ram"). or less than five (5) years. tion with our concordant bodies.	2010 / 2011 * 2011 / 2012 * 2010 Annual Communication *	Community Relations Committee Building Committee Grand Secretary Ad hoc Committee Grand Master	<ul style="list-style-type: none"> Feedback from community, brethren, new members and positive impact on membership.
f Freemasonry.	* * * * By April 30th annually	Organizational Analysis Committee	<ul style="list-style-type: none"> Feedback from brethren (survey) confirming the more efficient and effective operation of their Grand Lodge.
	* Dec. 31, 2010 Dec. 31, 2010 Dec. 31, 2010 May 31, 2012 May 31, 2012 * * Ongoing Ongoing * *	Grand Master Senior Grand Warden Grand Treasurer and Finance Comm. Grand Secretary	<ul style="list-style-type: none"> * The Five Pillar Plan is a living document and many of the completion dates and details continue to be discussed by the Grand Lodge officers and committees.

Secrets of Freemasonry revealed!

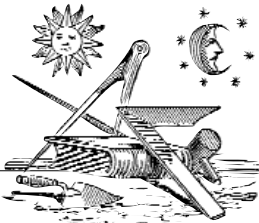
Plan now to attend the Grand Masonic Day in Langley on Saturday, 6 March 2010.

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Volunteer to drive a Cancer Car

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Masonic Leadership Conference

This is an opportunity for present and prospective lodge officers to learn the fundamentals of management of a masonic lodge.

All freemasons & their ladies are invited!

16-18 April 2010

Tigh-Na-Mara Seaside Spa
Resort & Conference Centre
Parksville, BC

freemasonry.bcy.ca/mlc2010.html

Five pillar plan

Continued from page 1

plan are incomplete. This is because the Board members, as well as other committees and individuals tasked with undertaking action, are now in the process of developing detailed action plans with specific timelines and measures for each of the remaining Key Objectives. These elements of the plan will be finalized following the January Board of General Purposes meeting.

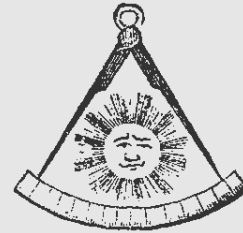
The purpose of the Five Pillar Plan is, in part, to demonstrate leadership and to support and assist the lodges in being able to conduct their business in the most efficient and effective manner possible, removing unnecessary barriers and inefficiencies and enhancing the practice of Freemasonry. A commitment has been made to maintaining this plan and ensuring ongoing action on the Key Objectives by assigning the Senior Grand Warden each year to be responsible for stewardship of the plan. It will be his responsibility to ensure action plans are kept up to date and completed in a timely manner.

Brethren are encouraged to take time to review this plan and consider its possible application to their lodge.

Questions, concerns and other input are always welcomed by your Regional Representatives and Grand Lodge officers. We look forward to hearing from you and encourage your involvement. ■

Lodge notes

Local media coverage, both on the local Shaw television station and in the Cranbrook *Daily Townsman*, of **Cranbrook Lodge No. 34** and **Selkirk Lodge No. 55** show that the brethren have been particularly active over the last year; in October rededicating the



GRAND MASTER'S ITINERARY FEBRUARY 2010

2-5	T-F	Grand Lodge of Alaska	Communication	Anchorage
13	S	District 9	Salmon Arm No. 52	Salmon Arm
13	S	Principal Officers	Grand Lodge	Salmon Arm
17	W	Master Mason Degree	Enderby No. 40	Enderby

cornerstone of the original century-old lodge hall, now a community theatre centre; and in November raising \$20,000 for the Canadian Cancer Society in a high-profile "Cops for Cancer Regimental Ball". They continued to raise public awareness, conferring a Fellowcraft Degree in a tyled room within the Fort Steele historic site, as well as marching in parade on Remembrance Day. ■

Members' survey

The Grand Secretary's office would like to remind the brethren that the cut-off date for the Members' Survey is 15 March 2010. Our Grand Master encourages all members to complete the online survey at surveymonkey.com/s/2crtcdm ■

Grand Masonic Day

A full program of six speakers on a wide variety of topics has been arranged for the Vancouver/Fraser Valley Grand Masonic Day scheduled for 6 March at the Eureka Lodge Hall in Langley.

Speakers for the day-long program include W Bro. William O. Hardman, Mount Hermon Lodge No. 7, "The

Healthy Lodge"; RW Bro. Michael D. Yule, Melrose Lodge No. 67, "Intergenerational Change and Lodge Communication"; RW Bro. W. Ian Thompson, King David Lodge No. 93, "The Royal Family and Freemasonry"; W Bro. Daniel J. Zrymiak, Saint James Lodge No. 80, "Agape and Freemasonry"; RW Bro. Stephen MacKenzie, Mount Hermon Lodge No. 7, "Parking Karma"; and Bro. Wesley S. Regan, Mount Hermon Lodge No. 7, "Making it our own: Freemasonry, Pop Culture and Generation X". Following tradition, the Junior Grand Warden, RW Bro. G. Murray Webster, will deliver the luncheon address.

No regalia is required, dress business casual.

Reservations are not required, but an indication of interest would be appreciated for catering purposes. For information, and to confirm attendance, contact VW Bro. John Keirstead online at keirsteadjohn@netscape.net, or by phone at 604-524-1661. ■

Excerpted from The Freemason.

Grand Lodge

Registration for our 2010 Annual Communication is now open online. Visit our Grand Lodge website soon and register early! ■