



Florence Lodge #281, A.F. & A.M.
Volume I • January-February, 2009

From the East

Thank you for another opportunity to serve as Master of Florence Lodge #281. I am honored and proud to serve my Brethren as Master of Florence Lodge. Twelve years have passed since I was last Master. In many ways, it has been but the blink of an eye. In other ways, it feels like fifty years. Many beloved members of our Lodge have since passed, and we have moved from our old home on North 30th Street. But we have also settled into our new home and welcomed new Brothers, who bring fresh ideas to the Craft.

My year will honor our past with beautiful ritual and degrees. We will also recognize the need to be relevant to our community and our members with events, including picnics, a CHIP event, fundraising for charities, and fun.

I hope you will join me in 2009 for a fun year.

Fraternally,

Randy McFarland
Worshipful Master

ARE YOU THE LODGE PUBLIC RELATIONS OFFICER?

Not too long ago, the Chair of the Grand Lodge Public Relations Committee asked "How do we let people know what we do?" When you think of this venerable Fraternity, the last thing that crosses your mind is public relations. Those who have been members for many years may remember when the local paper highlighted and wrote stories about the activities of the local Lodge. The local publisher of the newspaper was probably a member! The Fraternity was so interwoven in the community that getting the word out was easy as the civic and business leaders of the village, town and city were also Brothers. That was public relations and boy, was it easy!

Of course, there was a great change in the fabric of America starting in the 1960s and a decline of membership took place across the Fraternity. What we did not remember through all of this change was that the work of the Fraternity in the local community still continued. The tenets of Brotherly Love, Relief and Truth were still exhibited in the charity work and philanthropy that went unabated. What we did not recognize was that we didn't have the luxury of being the primary institution in town. We now have to compete with the many other things that demand time and attention.

The good thing is that there are many more ways to communicate and get the word out. Email, text messages, Internet, media and many other forums make it easier to let folks know what is going on. The hard part is how to make it a part of our regular habits in Lodge.

When someone asks what you are doing, let your acquaintances know the many things you are doing as part of the Masonic Fraternity. Public Relations is communication. By living the tenets of the Order, you are a living, breathing example for bringing attention to what the fraternity is doing. You also need to let your brothers know what's going on through an email or newsletter.

In closing, public relations in the Fraternity are the duty of every brother. So when you get asked who is in charge of promoting Masonry at Florence Lodge, the answer is: **YOU ARE!**

COMING EVENTS

- o January 17—Installation at Florence Lodge
- o Grand Lodge: February 5-7 - Kearney, NE
- o Schools of Instruction
 - 3/11 @ Covert #11—EA
 - 3/23 @ Nebraska #1—FC
 - 3/26 @ G.W. Lininger #268—1st Sec MM
 - 3/31 @ G.W. Lininger #268—2nd Sec MM

Mark your calendars now to join Florence Lodge #281 at **Cooper Farm** on the **2nd Monday in June, July, and August** for fellowship and fun.



We Want To Hear From You

We need your e-mails!

The world is going electronic, and Florence Lodge #281 is no exception. We have had a Lodge website for several years, and we are reaching out to our members, near and far, by e-mail whenever we can. Please send an e-mail to **webmaster@florelodge.com** today so we can collect your e-mail and stay in contact with you in the future.

Thank you!

DUES ARE DUE

If you have not already done so, please remit your dues by

January 31, 2009

Your dues help Florence Lodge fund our scholarship program, CHIP event, and other Lodge functions throughout the year. Please remit your dues as soon as possible to remain current in the coming year.

Thank you.

Florence Lodge #281 A.F. & A.M.

5903 Maple Street
Omaha, NE 68104
(402) 455-0106
webmaster@florelodge.com

We're on the web:
<http://www.florelodge.com>

In Memoriam!

Florence Lodge #281 is sad to report the passing of **Brother William H. Vieth** on December 13, 2008.

Born: May 2, 1925
EA: November 10, 1958
FC: December 12, 1958
MM: January 26, 1959

Brother Vieth was longtime Treasurer of Florence Lodge and Master in 1976. He was also a member of the Legion of Honor unit at Tangier Shrine and a member of the York Rite. Brother Bill Vieth will be missed by all who knew him.



Happy Birthday

January

David Cromling
Frank Dunn
C. Bruce Hamilton
George Hauger
James McKay
Bracston Olds
Charles Peters
James Stanislaus
Paul Welsch



February cont'd

Eugene Kriebs
Michael Lillie
Cary Manson
Daniel Masker
James McDonald
Ronald Roeder
Horst Schneider
Gary Stapleton
Ben Steiner
Glenn Taylor
James Vakoc
Wallace Wright
Frank Young

February

James Dolan
Harlan Falk
Kenneth Gaiser
J. Frank Given
Clifford W. Holste
Thomas Johnson