



## How Do Lodge Habits in Europe Compare With Those in America?

By Bro Manual Abad, Past Grand Standard Bearer, Suffolk Masonic District, Grand Lodge of the State of New York F&AM  
*American Mason*, Jan/Feb 2000

Freemasonry is, and has always been, global. It has always been provincial as well. That is, for many of us our knowledge of Freemasonry as a Craft [is fashioned according] to one's Mother Lodge, one's Masonic District and, to [a] considerably lesser degree, to one's Grand Lodge jurisdiction.

We rarely know what's happening at districts distant from our own, or how the things we do compare with others. The future does not promise to be so comfortable. We have not only entered, we're deep into the *Information Age* wherein it will be difficult to keep secrets "secret" and even more difficult to avoid comparing how we do things with how "they" do things "over there." First let me explain the impact the *Information Age* will have on Freemasonry. I'll do this by going back 10,000 years during which progress was measured according to rules determined by the *Agriculture Age*. Rarely did families stray beyond the farm, and education was limited to what we could learn from one another, from the animals and from the land. Then someone invented the machine and we found ourselves thrust into the *Industrial Age* wherein how we lived and how we learned became focused on the factory, its needs and those of the big city. What the factory taught us was how to be punctual, unquestioning, obedient and to develop an understanding of how to do repetitive tasks by rote.

After 300 years the *Industrial Age* found itself being absorbed by the *Information Age* during which not only the world but the cosmos, had shrunk to the size of one's personal computer. The same with Freemasonry. These computers are giving us a new look at a Freemasonry no longer shrouded in secrecy nor even very much of privacy. We are very much out in the open and,

surprisingly, discovering that we are very much different in how we do things than the way our Brethren around the world are doing things. Because the world is so large, I'll just compare American methods to those of Europe (assisted by Southern California Research Lodge).

### **Membership**

In America, for instance, while membership to a Lodge is unlimited and may, at times, reach into the hundreds, attendance at communications is usually small with fewer than 5 to 10% of the membership attending stated meetings. Lodge bulletins plead with members to improve this picture, and special programs are tried but the turnout remains dismal. **Not so in Europe.** While Lodge membership is somewhat limited in numbers, in Europe, when the limit is approached, a new Lodge is formed. Thus by forming a number of small but active Lodges, attendance at meetings is excellent with more than 90% of total membership always in attendance.

### **Dues — Big Differences**

Dues in American Lodges are minimal — \$30 to \$50 per year, while in Europe dues may be \$100 to \$500, sometimes as high as \$2,000 (including the cost of meals) per year. In the U.S. we hold meetings once or twice a month, more frequently when degree work is done. In Europe, meetings may be held quarterly, monthly, or weekly depending on the Lodge and jurisdiction. We Americans make infrequent use of the summons for Lodge meetings. That's because most Masons fail to respond to a Summons when received. Overall they take a *laissez* [*sic: laissez, Ed.*] faire attitude toward summons. **Not so in Europe.** Each meeting is summoned; frequently a formal, engraved summons is issued. Members either attend the

communication, or respond to the Master and/or Secretary.

### **Conducting Masonic Business**

In America, all business is done in the Master Mason Lodge. Lodge ceremonies and degree work is [*sic*] delivered from memory, often receiving instant correction on missed lines from the sidelines. Work emphasizes degree conferral. Masonic education frequently is thought to be synonymous with degree rehearsal. **Not so in Europe.** There, all business is done in the Entered Apprentice Lodge, though only Master Masons may vote. Lodge ceremonies and degrees are frequently read from rituals (large print) at each station. Work emphasizes moral and philosophical growth of members. Degree work is secondary to the moral purpose of the Lodge. Members contribute to the "work" within their respective abilities (talents), e.g., compose music for the Lodge, perform music for the Lodge, present philosophical esoteric papers, etc. In America, candidates are not considered to be Masons until after having received the Master Mason Degree. Some jurisdictions require Master Mason proficiency to be returned first. Candidates who fail to advance are often "written off" until they show a desire to advance — a minimum of 28 days between degrees, in some jurisdictions less. Candidates must return Catechistic lectures before advancing. In Europe, Candidates are considered to be Masons after receiving the Entered Apprentice degree. [It is not uncommon to have Entered Apprentices or Fellowcraft appointed as Lodge Stewards.] Minimum may be up to a year between degrees. During this time, the initiates must visit other Lodges and exhibit examples of their work — e.g.,

See **European Habits**, page 2.

## Editorial Food for Thought... and Action?

The preceding article on "Lodge Habits," by Bro Manuel Abad, must give us pause. True, the comparisons made between European Masonry and "American" does not refer to "North America" as a whole, but rather the Masonic jurisdictions within the United States of America. Yet, although we see many similarities with our practices in Alberta, if not all of Canada, there are differences between Masonry in the US, and Masonry to their north, Canada, and south, Mexico. (Latin Masonry may be more akin to its European counterpart than to that of the English speaking world.)

This (Canadian) writer is quite familiar with Continental European Freemasonry and has experienced many of their traits he feels would be worthy of emulation for the good of Masonry in this Province and this Country, BUT he is not about to knock everything we do here. For example, he sees nothing wrong with committing "work" to memory and then perform it as flawlessly and impressively as a Brother can manage. That's what actors do all the time. The European will counter that he has more important work to prepare, and to deliver in Lodge, than to spend his time learning by rote. Therefore, the ideal would be to maintain doing the work without the aid of a book, but in addition to it compose,

deliver and discuss papers of an intellectually high level.

The author states that "in Europe Candidates are considered to be Masons after receiving the Entered Apprentice Degree," as being different from American usage. Not so as we are concerned, for in Canadian Rite the words "Rise, newly Ob Bro among .....s" make it abundantly clear that he has reached full status as a Mason, while in Ancient York Rite this is at least implied by the statement "Rise, my Bro..." etc. Also, in Canadian Rite, in Alberta, business may be conducted in either the first or third degree (not the second), and in Ancient York Rite Lodges the Master is at liberty to lower the Lodge to allow Brethren of a lesser degree to take part in the business of the Lodge, thus we're already close to European practice.

Where we could still improve, not for the sake of changing to adopt European customs, but for the benefit of our membership, is in the following areas: The longer periods between degrees afford the Candidate a chance to educate himself, or be educated (not only "coached") in matters Masonic, attending in-between Lodge meetings (of which some might, hopefully, be Lodges of Instruction) and thus become better fitted to advance to the next level. Asking him to present papers of his own research, in the meantime, could pro-

duce fabulous results. Another area which could be considered without encroaching on our Constitution and Regulations (maybe requiring minor amendments to the Regulations) would be to sacrifice that hideous "going through the chairs" before being eligible for election to Worshipful Master. After all, we only require a Master to "have duly served in the office of Warden in a Warranted Lodge." That means a minimum of one year, which could easily be the maximum, prior to being entrusted with the management of the Lodge. References to annual elections and installations could just as easily be amended, making elections to two-year or three-year terms possible. The point to all this is, as they do in Europe, to select the best qualified Brethren for positions of leadership, excusing many who would rather step aside than do a less than satisfactory (and self-satisfying) job. As the author has indicated, this goes for the District and Grand Lodge levels as well. Would we fear, in making these changes, to lose our high sounding titles, not to speak of regalia? Well, something Bro Abad did not touch on, but that's what also happens in Europe: the title belongs to the office, not the person, and when one steps down from the office, he reverts to "Brother."

Now, isn't "Brother" the most desirable appellation to which we can aspire?

Is this food for thought? Can it lead to action?

### Grand Master's Itinerary

#### February

- 10 Board of General Purposes, Red Deer
- 10 Line Officers Meeting, Red Deer
- 11 King George 59, Calgary
- 12 Bow River 1, 13 00 h Installation & Ladies' Night, Calgary Freemasons' Hall
- 18-23 Grand Masters of North America, Hyatt Regency, Calgary
- 26 Eastgate 192, Taste of the Orient, 18 30 h, Mirimama, Edmonton

### European Habits, from page 1.

philosophical or esoteric papers, musical compositions. Degree work is conducted infrequently. Often work is scheduled to coincide with a specific Masonic occasion, e.g., the Festival of St. John the Baptist.

#### Lodge Administration

[In America] Masters of Lodges are not generally re-elected to successive terms of office, unless the Lodge is in severe decline, requiring Past Masters

to "re-cycle" through the Lodge. There may be an informal meal served during degree conferral night, light refreshments provided after Lodge. Members want to hurry home to the TVs and other interests. Advance degrees such as Scottish and York Rites, are readily obtainable for the price of initiation. Many jurisdictions require no waiting period to confer advanced degrees. Candidates may advance through all degrees in one to four days. Other appendant orders are by invitation. In

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## Sixty-Year Masons

We are fortunate, every year, to recognize many Brethren for fifty years of service to the Craft, and acknowledge them in the April issue of this publication, but reaching sixty years is much rarer. The following two Lodges reported to us about their presentations of 60-Year bars to 50-Year jewels:

### Palestine Lodge No. 46...

...in Tofield, had the pleasure, on November 16, 2004, to so honour three Brethren:



**WBro Dan Dodds**, born August 24, 1916, was initiated April 18, 1944 and served as Worshipful Master in 1949/50. His father, A.C. Dodds, had been Master of this Lodge in 1923/24 and his grandfather a Lodge member in Falcon, South Dakota. Dan married Fay Smith in 1947, and they have three children and five grandchildren. He was instrumental in arranging a hockey trophy for minor hockey, for the most sportsmanlike player in Tofield.

**WBro Bert Everitt**, born January 2, 1915, was initiated September 15, 1938 and served as Worshipful Master in 1945/46. Bert's father was a Mason and his mother a member of the Eastern Star. He married Marjorie Stewart in 1940 and had four children, six grandchildren and one great-grandchild. Bert is a retired storekeeper/Butcher, living in Tofield, and taking care of himself.

**WBro Thomas Wesley Jacobs**, born January 17, 1917, was initiated April 18, 1944, served as Worshipful Master in 1950/51. His father had also been a Mason and a Grand Steward, his mother a member of the Eastern Star. His first marriage, to Ingrid, lasted 32 years, and then he married Bessy and was with her for 9 years. Ruby and Thomas

recently celebrated 13 years of marriage. He has one son with two children and seven stepchildren. In total he has 21 grandchildren and 20 great-grandchildren.

Shown in the picture are (l-r): Front — WBro Bert Everitt; WBro Dan Dodds; WBro Thomas Jacobs. Back — MWBro Norman Oslund; RWBro Ray Jeffery, DDGM Beaverhills; MWBro Stan Harbin; WBro Al Cain, WM.

### Glenbow Lodge No. 184...

...Calgary, celebrated the presentation of a Sixty-Year bar on 2 September 2004. The recipient was **RWBro Clyde H. Elford**, who was pleased to receive the honour out of the hands of MWBro Ray Burton who had also presented him with his 50-Year jewel ten years earlier. As he is also an Honorary Life Member of St. Andrew's Lodge No. 49, GRBC&Y (Victoria, BC), he received further recognition from that jurisdiction. His long career in Craft Masonry and the Scottish Rite culminated in his being coroneted an Honorary Inspector General 33° in 1990. Although retired, he was appointed to the Alberta Seniors Advisory Council and the Alberta Mental Health Review panel, and is a recipient of the Queen's Golden Jubilee Medal.

The picture shows (l-r): RWBro Glen Springsteel, DDGM Calgary-Highwood; MWBro Ray Burton; RWBro Clyde Elford; WBro Stephen Hargrove, WM.



**Europe**, a Master is frequently re-elected for subsequent terms (even at Provincial or Grand Lodge level). [E.g., a certain Lodge in the Netherlands meets every week — 52 weeks a year with a 95% average attendance, The Master is elected for two-year terms. The current Master is serving his third consecutive term.]

Formal, or informal, refreshments are normally offered afterwards, lasting often as long as the meeting itself. [Collation, festive boards, table Lodges.] Festivities are conducted by a Master of Ceremonies (in addition to the Worshipful Master) and formal toasts and responses are often used. Advance degrees are mostly by invitation only. Advancement through the degrees may take years, e.g., one degree a year. And they may require an invitation to the next level within a body.

## Big Event in Calgary

The Grand Lodge of Alberta is hosting the **Conference of Grand Masters and Grand Secretaries of North America**, February 18–23, 2005, in Calgary. The year 2005 is an important date for our Grand Lodge, being its 100<sup>th</sup> Anniversary, and to host this Conference will make our celebration a very momentous occasion. This will be the second time that this annual conference will be hosted by our jurisdiction — the first having been in 1987, also in Calgary — and we can be extremely proud to say that our jurisdiction has again been selected as host.

Many Freemasons from Alberta will be volunteering countless hours to this conference by assisting in greeting, transporting and touring the delegates to our beautiful sites of the Province and of the City of Calgary. This is a rare

opportunity for Alberta Freemasons to meet Past and Present Grand Masters, Deputy Grand Masters, and Grand Secretaries from throughout the USA, Canada, Mexico, England, France, Germany, Italy and maybe delegations from India, Iran and some African jurisdictions.

Should you have a desire to volunteer in any capacity, please contact your Lodge Secretary, the Grand Secretary or RWBro Norm Downs (at 403-279-7887 or [ndowns@telusplanet.net](mailto:ndowns@telusplanet.net)) for more information. Congratulations to the Freemasons of Alberta for their support in the celebration in one of the many events that will take place throughout the Centenary Year.

Jerry W. Kopp  
Grand Secretary

# An Enlightened Mason

MWBro Richard E. Fletcher is the embodiment of an enlightened man. His accomplishments reflect an exciting life of self-directed learning and sharing his knowledge with others. From a tour of duty in the US Navy, through a career in banking, an ascent to the lofty heights of the Craft, to his current vocation of showing his Brother Masons the joys and means of enlightenment, Dick's life is the best example of the theme of the 2005 Masonic Spring Workshop — **Education: The Road to Enlightenment.**

Dick Fletcher joined Masonry in 1956, was Grand Master of Vermont (1983–85) and is now Executive Secretary of the Masonic Service Association of North America. Although some consider the peak of his Masonic career to be his years as Grand Master, Dick would emphatically disagree. Indeed,

it is what he is doing now — helping Masons discover the joy of self-directed learning and providing them the means for doing so. He's like the pre-schooler asking "Why?" when he says things like:

"Benjamin Franklin and Voltaire did not join a workers' guild! They joined what they believed to be an educational society which was called 'Freemasonry.' These were extremely intelligent men who had no time to waste on



Dick Fletcher  
Masonic Service Association of  
North America

things that were not important to them... What was it that they saw in Freemasonry that eludes us today?"

What indeed! Join us at the Masonic Spring Workshop in Kananaskis, **29 April to 1 May 2005** to learn some of the answers about what excited these great Masons about their Craft.

By the way, 2005 is both our 40<sup>th</sup> Annual Spring Workshop, and the 100<sup>th</sup> Anniversary of the founding of the Grand Lodge of Alberta. Join your Brethren at Kananaskis for the perfect opportunity to celebrate both auspicious events.

Register online at:  
[www.masonicspringworkshop.ab.ca](http://www.masonicspringworkshop.ab.ca)  
— register before March 15<sup>th</sup> and be eligible for the Early Bird Draw.

Masonic Spring Workshop Tentative Agenda 29 April to 1 May 2005				
<b>Friday — 29 April 2005</b>				
8:00 PM	<b>Keynote Speaker — Dick Fletcher</b> <b>— Education: The Road to Enlightenment —</b> <b>To become enlightened requires that a man put an effort into himself.</b>			
<b>Saturday — 30 April 2005</b>				
Location	Masonic Theatre	Bronze Room	Silver Room	Gold Room
		<i>For Lodge Officers</i>	<i>General Interest</i>	<i>Controversial</i>
9:00 AM to 10:15 AM	See Schedule at Theatre Entrance	<i>Food demo 9:20 AM</i> <b>Festive Board For the "Unenlightened"!</b> Murray Pay and David Gray, Delta Lodge Sous-Chef	<i>Techniques</i> <b>Eureka! I have Found It!</b> Research for Lodge and the Real World Garth Cochran &c	<b>Enlightenment?                      Nobody Said It Would                      Be Easy!</b> <b>Dick Fletcher</b> <i>(keynote speaker)</i>
<b>Coffee Break — Convention Foyer</b>				
10:45 AM to 12:00 Noon	<b>Video &amp; Discussion</b>	<i>Techniques</i> <b>How to Make Masonic                      Education Interesting</b> Who says it must be boring! TBA	<i>Presentation/discussion</i> <b>Education by Symbolism                      in Ancient Society &amp;                      Masonic Ritual</b> Why do we still teach this way TBA	<i>Passionate Eye</i> <b>Storytelling</b> From fables to ritual, stories teach us best <b>Elmer Ghostkeeper</b>
<b>Buffet Lunch — Branders (Back of Fireweed)</b>				
1:30 PM to 2:45 PM	<b>Walker Room                      Secty &amp; WM's                      Clinic</b> Jerry Kopp	<i>Techniques</i> <b>Art of Memorizing &amp; Basic                      Public Speaking</b> Develop basic skills for Lodge & Life David Roth	<i>Presentation/discussion</i> <b>Mentoring</b> Give a new Mason a flying start Isaac Brower-Berkhoven	<i>Information/Education</i> <b>Training for the Real                      World</b> Tools for Lodge and Business Rod Ponech
<b>Coffee Break — Convention Foyer</b>				
3:15 PM to 4:30 PM			<i>Wrap-up Session</i> <b>The Road to Enlightenment                      Where Do We Go From Here?</b> <b>Dick Fletcher (keynote speaker)</b>	
6:00 PM.		<b>☉ 2005 Banquet — 40<sup>th</sup> Anniversary Celebrations — TBA ☉</b>		
<b>Sunday — 1 May 2005</b>				
8:30 AM		<b>Interfaith Devotional Service — Rev Jim Roberts</b> (followed by a Buffet Breakfast in the Silver & Bronze Rooms)		<b>Music — Jamie Beckstead</b>

## Alberta Miscellany

### Patricia Lodge No. 91

Let us reflect on the state of our fraternity. We do not have a problem attracting new members – we cannot keep their interest!

The General Charge in the installation states, “*Freemasonry, embracing a wider range, and having a nobler object in view, namely, the cultivation and improvement of the human mind...*” This intellectual development, according to many of the young Masons I have talked to, is what they expected when they joined Masonry. The lack of it seems to be, in large part, why they do not stay in the Craft. I am aware that some believe that the myriad of choices competing for leisure time is the root cause of the problem. It is not. The root cause is the fact that we do not provide value for the time and effort required. We can retain members and accomplish the “cultivation of the human mind” only if we embrace and welcome the new ideas these young people bring to the Craft. This is your challenge for the coming year.

WBro Reg Reid, WM

## National Treasure

(MSA press release, 04-11-22, condensed)

This new movie, starring Nicolas Cage, quickly rose to be the highest grossing film of the weekend of its release, and has already generated an extremely wide public awareness of Freemasonry. Most importantly, it portrays Masonry in a positive light. Most of the movie is entirely fictional. There is no “National Treasure,” as defined by the film, nor were Freemasons as a group ever involved in collecting and safeguarding valuable antiquities on behalf of all humanity. Nevertheless, Masonic principles and values are referenced many times in the film, and the audience receives a very favourable impression of the Craft.

The movie is rated PG because of “mild violence.” It really is a family movie, and one all Masons should enjoy. It might even be fun for a Lodge to have a “movie night” and sponsor members and their families who wish to attend. Discussions about the film should result in many beneficial insights regarding Freemasonry among both Masons and the general public.

Richard E. Fletcher, PGM  
Executive Secretary

### Wetaskiwin Lodge No. 15

I’ve just finished reading the book *The 100 Most Influential Persons in History*. I am struck by the one thing I have in common with all of them: **time**. These men and women who changed the world did not have any more hours a day than you and I. I’m convinced that judicious use of time is one of the major contributors to success.

Here’s challenging advice: “Beginning today, treat everyone you meet as if he were going to be dead by midnight. Extend to him all the care, kindness and understanding you can muster, and do it with no thought of any reward. Your life will never be the same again.”

WBro Keith Peters, WM

### Redwood Lodge No. 193

There is a story going around about a Master who visits a member of the Lodge whose attendance had waned over the years. As they both sat staring into the fireplace, the Master removed one of the glowing coals from the fire and put it aside on the hearth. It glowed merrily for a few minutes and then dies out. The Master then replaced the expired coal into the fire where it once again burst into flame. Brethren, we are that coal. Alone we can continue to burn brightly for only a short while.

Perhaps we feel that we have given our all to Masonry, perhaps members of our family have joined the fraternity, however, by not attending Lodge ourselves, we lose our Brethren’s wisdom and knowledge, and the light of Masonry slowly goes out. Help us stoke the fire to keep Masonry burning bright!

WBro Robert W. Pollard, WM

### St. George’s Lodge No. 169

We are all engaged in building our consciousness every waking hour. It is the most fundamental and far-reaching activity in life; upon it our life depends. We are perpetually building good or evil, success or failure, happiness or suffering into our life by the ideas we harbour, the beliefs we accept, and our reaction or response to the world around us.

The average person has 66,000 thoughts a day, and for the majority of people two thirds of those thoughts are negative or fear-based, centered on ego. Egotism is an illness that often kills people before they realize they have it. Many excuse themselves by claiming their lives have been determined by fate or karma. “*Life is like a game of*

*cards. The hand that is dealt to you represents determinism; the way you play it is free will*” said Nehru.

If we always think in the manner we have always thought, we will always get what we have always got. There is one thing we can all do to remedy our situation: change our mind. But our best thinking has delivered us to where we are today. We, in Masonry, have found the answer to that conundrum, that there is a Deity to which we can turn for help. By such practise we increasingly experience a new way of knowing with an impetus transcending ego and a realization of an identity beyond our personal history, and a destiny beyond our perceived mortal limitations. We have found genuine purpose and a way of living with joy and gratitude.

WBro Dennis Heney, WM

### Zetland Lodge No. 83

We will not be remembered by our words, but by our kind deeds. Life is not measured by the breaths we take, but by the moments that take our breath. Today... I wish you a day of ordinary miracles... a fresh pot of coffee you didn’t make yourself... an unexpected phone call from an old friend... green lights on your way to work... the fastest line at the grocery store... a good sing-along song on the radio...

It takes a minute to find a special person, an hour to appreciate him, a day to love him — but an entire life to forget him.

WBro Dan Elms, Sec.

### Evergreen Lodge No. 166

Many of us pilgrims on the road of life are the shy types who don’t like to stick their necks out too far. Why is it so hard for us to speak out honestly in Lodge? Is it lack of confidence in what we believe? Is it laziness in thinking through the issues related to our beliefs, or could it be fear of getting slammed by others with more confidence? Perhaps. Does the façade we put on to protect ourselves and impress others ever really fool anyone besides ourselves?

It’s easier to preach this gospel than to actually live it, but the future integrity of our Lodge is based on our collective ability to listen and respect the opinions of our Brothers, but also to speak up gently but firmly when necessary. Good ideas can always be improved with input from others. There

are many things in life that we can't control, but we can control our attitudes. We can choose the challenge and improve ourselves for the benefit of others, rather than for self-motivated reasons. Good choices can turn into good habits, if practiced regularly. Any time can be a good time to set goals for self-improvement.

WBro Paul Carter, WM

### Griesbach Lodge No. 191

Every fall, I conduct a series of management "Professional Development" seminars, some of which touch on the principles of motivation. One of these is "what's in it for me?" or "WIIFM." Certainly something that is key in any employment setting. As we watched the video related to this topic, I asked myself that question about Freemasonry. There is no question that active participation in the life of your Lodge requires focus, commitment, time and

effort; it mirrors work to some extent. But what, precisely, is the compensation? What is "*in it for me?*"

I considered my response and came up with a longer list than I had initially expected: the ritual work of Lodge brings peace to my spirit; I discover new truths in our stories every time I hear them; the friendship of my Brothers has been both instructive and rewarding; our activities are a welcome diversion from my work; and, the common ground of our Craft has given me a closer relationship with my father. This is only a portion of my list; what does yours look like?

Perhaps, in order to renew our commitment and motivation, we need to ask ourselves this question occasionally, and carefully consider which of the many possible rewards of Freemasonry have made the greatest difference in our life.

WBro Stuart Krause, WM

### Britannia Lodge No. 18

The ceremonies and degrees in Masonry are steady and, it seems, unchanging. Life is not always so reliable. As we strive for what we most desire and what, in many cases, has indeed been lost, let us remember that Freemasonry, like life, involves a search — of the external world and, finally, ourselves. Let us study and pursue that search, in as well as outside of the Lodge, remembering, as best we can, to fear no danger.

WBro David Almond, WM

## Correction

The notice under "Centenaries Ahead" in the January 2005 issue, *Nanton Lodge Nop. 17 will be celebrating the event Monday, July 25, 2005* (originally given to us) should now read: "...Saturday, **July 25, 2005.**"

## More Advertisers Wanted for the Commemorative Issue of *The Alberta Freemason*

*The Alberta Freemason* still has space available in its planned 4-colour, magazine edition to commemorate the 100<sup>th</sup> Anniversary of the Grand Lodge of Alberta. As the Bulletin Committee has a mandate to produce the magazine at no cost to the Brethren, advertisers are offered the opportunity to bring their message to the Brethren of Alberta. The more advertising, the larger and better the magazine.

To this end, we wish to enlist the support of the Brethren in finding businesses that would gladly support Masons in celebration of this important year. If you know someone who might help us, please talk with him or pass his information to the committee. The information most advertisers will need is listed below. Also, advertisers or their agencies may contact Garth Cochran at 403-274-0563 (Calgary) to discuss specifications and special needs.

*The Alberta Freemason* is publishing one "Special Issue" to commemorate the centenary of The Grand Lodge of Alberta. The multi-page, four-colour magazine will be dated 12 October 2005, but will be released for the Annual Communication of the Grand Lodge of Alberta in June 2005. A print run of 12,000 or more copies is planned. This souvenir issue is expected to be valued as a keepsake by recipients — all members of the Fraternity in Alberta as well as numerous addressees in sister jurisdictions throughout the world, the media and Alberta public places such as libraries, places of learning, hospital reading rooms, etc. To cover production costs, commercial advertising in this issue is being solicited.

Advertising space is now available. Rates quoted are net of any agency fees. Assistance with design and layout of ads is available through *The Alberta Freemason* at additional cost. Ads range in size from full page to card ads (2 in. by 3.5 in.) Back and inside covers are available in 4-colour only. Bleeds available on full-page ads and covers only. The rate card is shown below.

Copy deadline for camera-ready material is 1 April 2005. Electronic files accepted for placement in PageMaker on a Macintosh system (can convert most PC materials) — Photoshop, Freehand, Illustrator (**not** MS Publisher) and PDFs. Digital photos must be hi-res (300 dpi at finished size), preferably in TIF format and uncompressed.

To place an ad (or to offer to sell ads) contact: David Watkins (Edmonton) — 780-477-8425, jdavidwatkins@shaw.ca; or Garth Cochran (Calgary) — 403-274-0563, sgarthc@shaw.ca. Booked ads will be confirmed by letter from *The Alberta Freemason*. Payment is due 1 May 2005.

### Rate Card

Based on single insertion in the commemorative, colour issue of *The Alberta Freemason* designed as a keepsake/souvenir. Price is for 4-colour, spot colour or B&W ads. Guaranteed position, including covers, 10% premium. Inside and back covers available, 4-colour only.

Full Colour	Live Area	Price
Full Page	7¼ X 9¾	2,500.00
Dual Page Spread	15½ X 9¾	4,500.00
¾ Page Vertical	4¾ X 9¾	1,700.00
½ Page Horizontal	7¼ X 4¾	1,450.00
½ Page Digest (Island)	4¾ X 7	1,500.00
½ Page Vertical	3½ X 9¾	1,550.00
⅓ Page Vertical	2¼ X 9¾	1,200.00
⅓ Page Square	4¾ X 4½	1,200.00
⅓ Page Horizontal	7¼ X 3	1,250.00
¼ Page Square	3½ X 3½	1,000.00
⅓ Page Vertical	2¼ X 4½	800.00
Card	3½ X 2	300.00