

YOU ARE A PRESIDENT!  
CONGRATULATIONS AND BEST WISHES

First — If your club has a Club Manual, then I presume it has been turned over to you.

If you do not have one then you should order one and retain it as Club property.

DUTIES OF THE PRESIDENT:

The principal officer of each Club is the President, who is elected by the members of his Club.

The President's duties call for him to preside at all meetings of the Club and of the Board of Directors, unless, for a good cause, he deems it advisable to have one of the Vice-Presidents preside at any one meeting.

It is his further duty to be fully acquainted with all the activities and the operation of the Club.

While in most instances the President will be assisted by a competent staff of Officers and Committees, the responsibility for the success of the administration rests squarely upon his shoulders.

Upon being elected to office, most Presidents have a number of years of Club experience behind them, and are more or less acquainted with all the ramifications of Club, State Associations and International procedures. Nevertheless, careful attention to the thousand and one seemingly minor points of Club operation are essential to a healthy and progressive local Club.

Therefore, Club Presidents are urged to peruse carefully the words which follow and to endeavor to apply these principles and procedures to their own Club, wherever possible.

The welfare and the reputation of a Club is so greatly affected by the personality of the President who represents the Club in his and its community and to the various bodies of Free-Masonry, that great care should be exercised in the choice of this officer. It is important not to choose a President solely on the basis of a pleasing personality. It is equally necessary to know that he will have the time and inclination to carry out the important duties of his office. Nothing can cripple a Club so effectively as a President who does not attend meetings and has no time for his arduous duties. In order to be sure of the qualifications of a Brother for the post of President, it is usually desirable to choose him from among those who have served and worked on committees and as officers of the Club and whose effectiveness in administrative posts has, therefore, been proven. In many Clubs, it is the general practice to elect as President, the 1st. Vice President of the past year. This practice has the approval in most cases of every organization. This makes it possible for the Vice-Presidents to learn the duties and become accustomed to the routine before he, or they, are called to assume the office of President. Therefore, the President should consult, discuss and in general keep the Vice-Presidents well informed to better prepare them to assume the office of President, in the future.

The success of a Club depends very largely upon the leadership of the President. Primary among the qualities which make a leader is enthusiasm. He needs to be convinced of the worthwhileness of the undertaking. He is the chief salesman of High Twelve in the Community. Every organization at times experiences difficulties, but if its LEADERSHIP maintains a strong vibrant faith it will weather any storm. Next comes those twin qualities, cheerfulness and friendliness. They are infectious. The President should radiate good nature. The Club is no place for staid reserve. The members come to the meeting for brotherhood and friendship. The President should be the key-noter. He should make it a point to know and greet each member.

Keep all the fun in your Club on a good nature level. Avoid jokes that have a sting to them. Many men are sensitive. Better omit a pointed joke than to lose a member. If started by another, turn the point quickly to avoid any hurt.

The President should be appreciative. The members will do things for the Club that cannot be bought with money. You can do no less than acknowledge them publicly. One of the most universal human traits is a desire for approval. It costs so little to utter a cordial "Well-done," but it may send some brother back to his job with a warm glow of satisfaction.

The quality of energy cannot be too strongly emphasized. You will not get effective work out of your group if you display a lackadaisical attitude. The Brother who succeeds in any executive capacity is one whose co-workers recognize as willing to do as much and more than he asks them to do. Be alert. Inspire confidence by your energetic drive.

The Club President should be open minded. Be willing to change your policy if your fellow workers can present a more effective one. Make your membership feel that you welcome and will adopt suggestions that are meritorious in advancing the WELFARE of the Club. No matter how capable you may be, you can't possibly see all the best procedures, nor can your one hand be equal to the sum of good ideas coming from the rest of the membership. Be respectful to new ideas at all times.



## ORGANIZATION

After his election, the first problem of the President is to secure the services of the most capable assistants from his committee chairmen and members of the committees that are available. The retiring President is usually an excellent source of information as to the various abilities which have been manifested by the members, and his advice in this respect should be sought, and carefully considered.

The next thing for the President to do when he has been elected is to read through carefully the Constitution and By-laws of High Twelve International, his State association (if applicable), and his own Club. Make a list of all the requirements, duties and appointments that are mandatory. Then add any others which you feel are necessary to your program. Become thoroughly conversant with your duties. It is the first step toward successful administration.

Check the list of committees to be named. If possible add as many new committees that you can conceive of. Put as many members to work as possible. They will then feel that they have an active part in the operation of the Club. Use the new members as soon as possible on the Committees. In that way, you will be able to maintain their enthusiasm.

After you have made a tentative list of your appointments, consult with your Vice-Presidents and the Governing Board, or Board of Trustees, or Board of Directors, in reference thereto. Ask them to criticize and to make additional suggestions. The chances are that you will receive valuable suggestions and help. Then make your final appointments.

Your next step is very important if you expect results. Call in each committee Chairman for an individual conference. Outline to him your understanding of his duties as such Chairman and ask him to give his ideas and concepts thereof. Then together outline a tentative plan of action. Be sure that he is willing to work as chairman of the particular committee. If there is the apparent hesitancy to act as such, then perhaps it would be better to consider the appointment of another member to the job. You will need the wholehearted cooperation of all the committee chairmen in order to assure a success-administration. If he is agreeable to work at the task, the time spent in the interview will start each one out with a definite conception of his responsibilities and his place in the total program. Be sure that you leave him with the impression that you stand ready to assist and counsel him at all times.

Have the chairmen of each committee ascertain from his proposed committee members that they are willing to work on the committee.

Having formed your committees, the membership of such should be announced to the Club, with the request that the membership cooperate with each committee.

## COMMITTEES

Each Club will have a need for a strong and active membership committee, program committee, project committee, entertainment committee, Wolcott Foundation Committee and nomination committee. There are several other committees which may be needed depending on the club's activities, and which are equally important. Remember, the more committees that are created, the more members will be able to take an active part in the administration of the operation of the Club.

**MEMBERSHIP** — The life blood of the Club is membership. No institution is ever static. There is always a turnover due to the exigencies of death, uncertainty of employment, change of residence, and other reasons. You must constantly be drawing into your Club replacement material as well as building new strength. The chairman of your membership committee should be a man of energy and likeable personality. He should also preferably have a wide acquaintance particularly in Masonic circles.

The primary source of new members will be the guests brought in to your meetings, by your members. For this reason all your members are, in a sense, on the membership committee, or at least in the recruiting ranks. It is important that a record of all your guests and their addresses be kept, and that they may be canvassed for membership immediately.

Be sure to find a job for the new members to do in the plan of the operation of the Club, and thereby maintain their interest in the Club.

A declining membership is the chief cause of Club troubles. A Club can not do big things on a declining membership or a Club dues that are too low. Everything declines with membership; attendance, programs, Club activities, committee work, enthusiasm, interest and the fun doing things disappear and die out. Finances go on the rocks. Soon the Spirit of High Twelve disappears and we have failed in our Masonic Duty.

**PROGRAM** — It is suggested that one of the Vice-Presidents should be the chairman of this very important committee. He should select a program chairman from the membership for the period of one month. The monthly chairman is to be charged with the responsibilities of obtaining the program for that month. In this way there will be a variety of programs. Variety in programs is essential. Men like to eat and talk together but, they like to get something constructive as well. They have the desire to broaden their horizons and their effectiveness. They are keenly interested in current civic developments, as well as in the scientific, social and cultural field. Occasionally they should hear a Masonic message, a religious message and a patriotic message.

**PROJECT** — Each Club should have a local project, or projects as well as providing for sizable contributions to the Wolcott Foundation for Scholarships in George Washington University, which is the international project. The project will vary in different communities. High Twelve being an organization



predicated on Masonry, the project might well be one that renders a service to Masonry. The youth of the community, the sick and the unfortunate furnish the opportunity for the selection of a suitable project for the Club.

Of course the good fellowship of the meetings themselves constitutes one of the chief values of our association. But in addition to that we should do something entirely unselfish in order to justify our existence. There is just enough of the idealistic in us all that we want to do something helpful for someone else.

In the selection of a project by a Club, careful thought should be given as to the size of the project. Is it one that is within the capabilities of the Club without causing a financial drain on the treasury and upon the members? Never cause an assessment to be necessary. Always provide means with which to carry out a project in the allotted time. One project done well is better than many done in a small way. Never adopt a project that will cause the members to feel that they cannot belong to the Club because they are not financially able to participate in the project. Make it a project that meets with the general approval of all members. There are some worthy projects which take no money and others take but little, since they utilize the time and talent of your members such as De Molay, Rainbow Girls, Jobs Daughters etc., the opportunities for helpfulness are numerous.

**ENTERTAINMENT** — The entertainment committee should be active in arranging "Ladies nights" or functions at which time the wives of the members can meet with the other members of the Club and their wives. These functions should be held at frequent intervals.

It is suggested that the entertainment committee working in conjunction with the program committee, arrange for various functions which should be observed each year such as, Grand Lodge Officers day, at which time the Grand Lodge officers should be invited as guests of the Club. This will tend to create harmonious relationship between High Twelve and the various Grand Lodges. "Every member in attendance day," "Stag smokers," "Picnics and Pot Luck suppers," "Fish Fries," Bowling Tournaments and gold Tournaments. There should also be set aside one Sunday when the members attend a church in a body. "Public School Week Observance," "Visits to Youth Organizations meetings in a Body," "Visits to Symbolic Lodges in a body," etc., the field is unlimited. Get newspaper publicity in all of these activities and send a clipping to the International Office.

**NOMINATIONS** — One of the most important committees is the Nominations Committee, the committee which will weigh the qualifications of the future officers of the Club and will nominate the candidates. Nominations from the floor for the elective offices have generally proved not too satisfactory, and experience has shown that it is best to turn this task over to a qualified committee for action, but be sure they are qualified and not on the committee just because they are some Past Officer.

The duties of the nominating committee require extensive knowledge of the qualifications of many men in the Club. This can come only with years of experience, and it is undesirable, therefore, to name members to the committee who have only recently joined the Club. Care should be taken, when appointing Past Officers that the impression is not created that a clique is trying to run the Club. It therefore, may be advisable to name the committee of one or more members who have not served in the offices of the Club.

The nominating committee holds as many meetings as necessary. It should consult with the general membership and with the retiring President. The retiring President can give valuable information as to how the candidate worked on various committees to which he had been appointed. Nothing can cause more suspicion of minority rule than a nominating committee which does not consult with the membership of the Club. This can be a serious embarrassment to the officers so selected. Here we might digress to say that the Masonic Representative should not always be the outgoing President but should be one that can and will take time to attend the International Conventions and be an active liaison officer between his Club and the International.

After the nominating committee has come to its conclusion, it makes its nominations and submits its report in writing to the Secretary. Due publications of the nominating committee report should be had prior to the election as provided in the By-Laws of the Club.

Nominations from the floor should always be permitted.

The President therefore is charged with the duty of giving careful consideration to the naming of the nominating committee.

**PUBLICITY** — If you would have High Twelve take its proper place in your community life, its doings should be reported through the newspapers. Have a Publicity Chairman that understands Public Relations and how to secure newspaper publicity on every activity. Bulletin — It is essential that you keep the members informed of the Club's activities. This gives you another chance to give another member a worthwhile job. Both the President and the Secretary are ordinarily too busy to assume the full responsibility for this activity. Appoint a Publicity Secretary that is qualified to prepare a worthwhile bulletin. Don't permit your Bulletin to become so conventional that the members will lose interest. Make it worth reading. Be sure that a copy of each bulletin is sent to the International Office.

#### LOCAL CLUB DIRECTORY

An alphabetical directory of your Club is valuable. List each member's name, business connection, home and business address and telephone numbers also their Wives first names. You may also list the International officers and State Officers with their addresses, current officers and committees of your club as well as past presidents.

You may also wish to include the Club's Constitution and By-Laws, or other significant High Twelve information. (In many instances where Grand Lodge Jurisdictions do not object, such Bulletins and directories can be financed with local advertising which is not of a controversial nature. The International Office should be consulted when endeavoring to publish such a directory for the first time.)



**A UPON SELECTION AS PRESIDENT**

STUDY YOUR ENTIRE MEMBERSHIP LIST.

Put your Vice-President to work.

Draft tentative committee appointments.

Call first executive meeting to confirm committee appointments and lay preliminary plans.

Announce committees.

Confer with committee chairmen individually.

Outline your budget.

**B EVERY WEEK**

See that all details are complete for the meeting, including chairmen, speaker, music, stunts, etc.

Preside at the meeting with a balance of good humor and dignity.

See that the guests and visiting High Twelvians are properly introduced.

Call for Masonic announcements.

See that the speakers and entertainers receive acknowledgement by mail.

Make sure that the weekly, or monthly bulletin or notices go out.

**C EVERY MONTH**

Hold regular meetings of the Board of Governors, Directors or Trustees.

Check on Club finances.

Check monthly reports to International and State Officers and see that they are forwarded promptly.

See that programs and meeting chairmen are outlined for the month.

See that your Club is represented by news in the High Twelvier and local publications.

Make sure that all members receive the

High Twelvier regularly. (6 issues annually)

**D JANUARY AND JULY**

See that the per capita tax, or dues, are forwarded to International.

That State Association dues are paid.

**E JUNE**

Arrange that your club is officially represented at the International Convention.

Arrange that your club is officially represented at the State Convention.

**F REGULARLY**

Provide suitable social functions for your Club.

Render every possible assistance to all Masonic bodies, including official visits and funerals.

Arrange for the reception of new members.

Check on attendance and see that members with a waning interest are revived (by special responsibility if possible.)

Maintain an aggressive policy of recruitment of new members.

Be sure that each of your officers understands his job and is enthused in doing it.

(This is especially true of your Secretary and Masonic Representative.)

Be familiar with the Free pamphlets provided by the International Office, order copies now from International.

**HIGH TWELVIAN**

Your official organ is the High Twelvier, the International magazine. It is valuable in keeping your members acquainted with the activities of the High Twelve movement and making them conscious of something larger than their local Club. It is highly important that you contribute news of your Club's activities to the Editor and also see to it that your members receive their copies of the magazine promptly. Be sure that if there is a change of address for any member that the new address is forwarded to the International Office at once, so that they can change their records and thereby save extra postage and mailing expenses.

If the International Office can be of any assistance to you at any time, please do not hesitate to call on us.

High Twelve International, Inc.

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