

March 2011

Plans are well underway for our 56th Annual Shrine Circus which will be held on May 13 and 14 at Fort William Gardens. Several new marketing and promotional tactics are being employed this year. The Internet is being used for the first time to not only promote this year's event, but will also offer the ability to purchase circus tickets to prospective attendees. Take a look at our website www.lakeheadsrineclub.ca and see firsthand how this technology tool is being used. Nobles Graham Peter and Trevor Curran are our webmasters and should be thanked by every noble for their tireless efforts to promote our club. We will also be using billboards in strategic locations to call attention to this year's extravaganza. With the addition of many attention-getting acts we anticipate attendance will increase this year.

With the addition of eleven new nobles and the membership initiative is moving forward very well. We already have nine Masons in line to be initiated at our Spring Ceremonial which is scheduled to be held during the weekend of our circus. This is particularly exciting and we expect that number to increase as our nobles continue to talk about this opportunity to the concordant bodies throughout Northwest Ontario. Don't forget any Mason in good standing in their lodge is eligible for initiation. I would like to see a total of thirty to thirty-five new fezzes in our ranks when the membership initiative concludes in September. With a membership increase of this proportion we will be able to bring even greater awareness to our fraternity and be able to help our kids in need of specialized medical attention even more. Nobles, I challenge you talk to our Masonic brethren and promote this membership program.

Craig Wolverton, President
Lakehead Shrine Club

