

156th

ANNUAL COMMUNICATION



COMMITTEE REPORTS

NOVEMBER 9 & 10, 2020

GRAND LODGE F. & A. M.

OF NEVADA

TABLE OF CONTENTS

APPEALS AND GRIEVENCES COMMITTEE	7
BYLAWS COMMITTEE	3
CHARITY RELIEF FUND COMMITTEE	6
CODE REVIEW AND REVISION COMMITTEE	5
GRAND LODGE MEDIA & TECHNOLOGY COMMITTEE	15
GRAND SECRETARY'S REPORT	19
INSURANCE ADVISORY AND RISK MANAGEMENT COMMITTEE	6
JOINT MASONIC FRATERNAL RELATIONS COMMITTEE	5
LEGAL ADVISORY COMMITTEE	8
LEGITIMACY OF GRAND LODGES COMMITTEE	4
LIBRARY BOARD RENO COMMITTEE	8
MASONIC CHARITIES OF NEVADA, INC.	9
MASONIC YOUTH GROUPS	18
MUSEUM CURATOR	8
NEVADA MASONIC LEADERSHIP CONFERENCE COMMITTEE	10
NEVADA ONLINE MARKETING REPORT	10
PRESERVATION OF RECORDS COMMITTEE	18
PRINTING COMMITTEE	5
RETURNS COMMITTEE	8
SCHOLARSHIP COMMITTEE	9
SPECIAL EVENTS COMMITTEE	18
STANDARD FORMS COMMITTEE	3
TAX ADVISORY COMMITTEE	7

BYLAWS COMMITTEE

To: The Most Worshipful Grand Master, Distinguished East, Brethren all of The Most Worshipful Grand Lodge of F. & A. M. of the State of Nevada:

This Committee received three proposed Bylaws changes for the several Lodges listed within this report. The Committees recommendations are as follows:

Douglas Lodge #12 – Dated November 12, 2019

Article X – Section 1 – Separate Current Dues Amount and Grand Lodge per capita – APPROVED.

Article XIII – Section 1 – Revise the Order of Business – APPROVED.

Mt Moriah Lodge #39 – Dated October 11, 2019

Article III – To move the Stated Meeting to the next week if there is a legal Holiday – APPROVED.

Article XIII – Revise the Order of Business – APPROVED.

Silver Cord Lodge #51 – Dated December 5, 2019

Article III – Section I – Stated Communication – change meeting week(s) – APPROVED.

Vegas Lodge # 32 – Dated September 4, 2020

Article I – Section 4 – Added new section which adds an annual internal audit – APPROVED.

Article 8 – Section 8 – Added new section to conduct a certified financial audit every three years – APPROVED.

Pahrump Lodge # 54 – Dated October 6, 2019

Article XIII – Section 1 – Increase in conferral fees – APPROVED.

Indian Springs Lodge # 48 – Dated January 8, 2020

Submitted numerous Article and Section changes found in conflict with NMC – NOT APPROVED.

Pahrump Lodge # 54 – Dated October 6, 2019

Charge in annual dues including removing exemption of Grand Lodge Per Capita for Lifetime members in conflict with NMC – NOT APPROVED.

The Committee on Bylaws thanks the Most Worshipful Grand Master for the opportunity to serve this Most Worshipful Grand Lodge.

I move that this report be received and adopted by this M.W. Grand Lodge.

Respectfully Submitted,

Kevin McCans, PM, J.G.W., Chairman (51/32), L. Willie Hall, P.M., Grand Standard Bearer (51)

STANDARD FORMS COMMITTEE

To the Most Worshipful Grand Lodge F. & A.M. of Nevada, Brethren:

There was nothing referred to this committee during the time period covered by this report.

Respectfully and Fraternally submitted,

Thomas A. Collins, P.M. (50), Chairman; David O. Martinez, P.G.M. (35); Terry L. Edis, P.M. (1)

LEGITIMACY OF GRAND LODGES

Monday November 9, 2020

To the Most Worshipful Grand Lodge F. & A. M of Nevada, Brethren:

Your Committee on Legitimacy of Grand Lodges begs to report as follows:

We make the following reports about other Grand Lodges which have requested recognition, or where local conditions are of interest to this Grand Lodge. We are indebted to the work of the Commission on Information for Recognition, of the Conference of Grand Masters of Masons in North America and base much of our findings on its annual reports.

REQUESTS FOR RECOGNITION:

Grand Lodge of the State of Sergipe, Brazil

We received a request dated January 20, 2020 requesting recognition of the *Grande Loja Maconica do Estado de Sergipe* (Grand Lodge of the State of Sergipe, Brazil). This Grand Lodge was consecrated on the 15th of November 1983, by the Grand Lodge Alagoas (Brazil), which we recognize. It would be consistent with previous actions taken by the Grand Lodge of Nevada to recognize this Grand Lodge, notwithstanding the other jurisdictional and recognition circumstance throughout Brazil. (*Motion made, seconded, and carried unanimously/by majority to recognize the Grand Lodge of the State of Sergipe, Brazil.*)

Prince Hall Grand Lodge of Maryland

We received a request dated July 15, 2020 requesting recognition of the Most Worshipful Prince Hall Grand Lodge of Maryland. This Grand Lodge is recognized by the MW Prince Hall Grand Lodge of Nevada, and by the Grand Lodge of Maryland. We maintain fraternal relations with both of these Grand Lodges.

In accordance with our agreement with the MW Prince Hall Grand Lodge of Nevada, we have agreed to consider recognition, on request, only for a Prince Hall Grand Jurisdiction if it is recognized by the MW Prince Hall Grand Lodge of Nevada and by any Grand Lodge in the foreign jurisdiction with whom we share recognition.

The website of the MW Prince Hall Grand Lodge of Nevada shows that they recognize the Most Worshipful Prince Hall Grand Lodge of Maryland, and this has been confirmed by a phone call with PGM Jesse Smith. Further, correspondence with R. W. Bro. Marlin Mills, Deputy Grand Master of the Grand Lodge of Maryland confirms that the Grand Lodge of Maryland recognizes the Most Worshipful Prince Hall Grand Lodge of Maryland, and that they would have no objection to our recognition of the Most Worshipful Prince Hall Grand Lodge of Maryland.

The Committee is of the opinion that this Grand Lodge is regular and meets the standards of regularity. We recommend that the Most Worshipful Prince Hall Grand Lodge of Maryland be granted full and complete recognition by the Grand Lodge F. & A. M. of Nevada, including an exchange of Grand Lodge Representatives and all other actions normally associated with Masonic recognition between two sovereign Grand Lodges. (*Motion made, seconded, and carried unanimously/by majority to recognize the Most Worshipful Prince Hall Grand Lodge of Maryland.*)

Grand Orient of Brazil

We received requests for recognition from three Grand Bodies under the Grand Orient of Brazil. The three are: the *Grande Oriente da Bahia*, the *Grande Oriente*

Paulista, and the Grande Oriente do Rio de Janeiro. As the circumstances are the same for each, we will treat them in one action.

We refer this Grand Lodge to the 2014 report of this Committee (P. 67-69). The facts are unchanged as of the drafting of this report. By letter to us dated August 18, 2014 the several Grand Lodges whom we recognize requested "...that (Nevada) kindly do postpone any recognition of the Grande Oriente do Brasil because it is not convenient to us."

To do otherwise would violate the Standards of Recognition adopted by the Grand Lodge of Nevada. It is reasonable to assume that they are practicing regular Masonry and, being recognized by a State Grand Lodge with which we hold fraternal relations, this Grand Lodge may wish to re-visit the issue with Brazil's several State Grand Lodges separately.

CORRESPONDENCE:

Correspondence has also been received and reviewed from or about the United Grand Lodge of England, the Grand Lodge of the State of Para, Brazil (recognized); the Grand Lodge of the State of Sergipe, Brazil (see above); the Grand Lodge of the State of Rio Grande do Norte, Brazil (recognized); and a Grand Lodge of Mozambique (not recognized).

We are again pleased to report that Peace and Harmony continue to prevail between the Grand Lodge of Nevada and each of the Grand Lodges with which we maintain fraternal relations. The members of the committee express their appreciation for the work of the M. W. Grand Master and of the V. W. Grand Secretary, and for the opportunity to be of service to this Grand Lodge.

(Motion made, seconded and carried to adopt the report in its entirety.)

Respectfully submitted,

David J. Morgan, P. G. M. (13), Chairman; James G. Kelley, P. G. M. (32/18);
Louis J. Castle, G.M. (44)

JOINT MASONIC FRATERNAL RELATIONS COMMITTEE

To the Most Worshipful Grand Lodge F. and A. M. of Nevada:

No issues arose this year which required a meeting of the Joint Masonic Fraternal Relations Committee, and no meeting was held. Our fraternal relations with the M.W. Prince Hall Grand Lodge, F. & A.M. of Nevada, are continuing in peace and harmony.

Fraternally submitted:

David J. Morgan, P.G.M. (13) Chairman; James G. Kelley, P.G.M. (32);
Louis J. Castle, G.M. (44)

CODE REVIEW AND REVISION COMMITTEE

To the Most Worshipful Grand Lodge F. & A. M. of Nevada

Brethren:

There have been no amendments to the Nevada Masonic Code since our last communication.

Fraternally submitted,

Richard M. Graver, Jr., PM (13) Chairman; James G. Kelly, P.G.M. (32); David
O. Martinez, P.G.M. (35)

PRINTING COMMITTEE

To the Most Worshipful Grand Lodge, Free and Accepted Masons of Nevada

Brethren,

The report of your Committee on Printing is as follows:

The 2019 Proceedings have not been finished due to the lack of the Independent Audit Report which is to be included in the Proceedings. Due to the Covid-19 Pandemic, the Auditor has not been at full staffing. Currently, at the end of September, they are close to finishing the audit.

As reported during the 2019 Annual Session, the Grand Lodge is no longer having CDs of the Proceedings cut. The Proceedings can be emailed where necessary in PDF format. As per the Code, 160 books will be printed at an estimated cost of \$1,300.00.

I move for this report to be received and referred to the Finance Committee.

Fraternally submitted,

Michael R. Giles, P.M (27), J.G.W., Chairman; Michael E. Chapton, P.M. (12/33).
G. Trustee

CHARITY RELIEF FUND COMMITTEE

To the Most Worshipful Grand Lodge F. & A.M. of Nevada:

Brethren,

Requests for Masonic assistance and charitable projects were discussed at a Charity Relief Committee meeting. The following items were moved by Chairman R.W. Richard M. Graver, Jr. seconded by R.W. Michael Giles, and approved by the committee with no dissenting votes cast.

1. To provide \$2,000.00 for Scholarships to be added to the funds made available by the Knight Templar Education Foundation, for the purpose of matching funds to subordinate Lodges for scholarship at the local level.
2. To provide 5 cents per capita to the Masonic Service Association of North America as our contribution. The contribution to be presented at the Conference of Grand Masters of North America in Louisville Kentucky, February 15-19, 2020.
3. To provide 5 cents per capita to the Masonic Service Association of North American for disaster relief as each request is received.
4. To provide \$700.00 to the National Foundation for Children.
5. To Provide \$1000.00 to the Masonic Information Center.

Fraternally submitted,

Richard M. Graver, Jr., D.G.M. (13); Michael R. Giles, S.G.W. (27); Kevin P. McCans, J.G.W. (51/32); Louis J. Castle, II, G.M. (44); John W. Reed, P.M. (35); Grand Treasurer; David O. Martinez, P.G.M. (35), Grand Secretary

INSURANCE ADVISORY AND RISK MANAGEMENT

Most Worshipful Sir,

The Grand Lodge insurance policy extends liability and paraphernalia protection to: The Grand Lodge Free and Accepted Masons of the State of Nevada including Constituent Lodges Chartered thereby. This coverage renewed in June of 2020.

The policy extends no coverage to any lodge buildings or non-ritualistic furniture, fixtures, or equipment.

The Grand Lodge also has coverage extending to worker's compensation protection to Grand Lodge employees and an Accidental Death Policy extending to Travel Insurance for elected and appointed Grand Lodge Officers involved directly in travel related to Grand Lodge business. This year's Errors and Omissions coverage

premium is \$1,073.00. The premium for the comprehensive general liability is \$15,924. All club members are listed as additional insured.

No claim activity has been noted on any of the three policies during this reporting period. Annual premiums for them has remained relatively stable.

Constituent Lodges owning real estate or lodge related business furniture, fixtures or equipment are advised to obtain business insurance coverage listing the Lodge as named insured. Constituent Lodges that have processed and secured incorporation for the Lodge are strongly advised to do so through the Grand Secretary's office.

Lodges renting out their premises for non-Masonic functions should always require that they be named as "additional insured's" on the liability policy of the renter.

In the event an insured paraphernalia loss should occur, it is the responsibility of the respective Lodge to furnish documentation related to the possession, condition, and value of the lost item. This requires maintain an inventory of Lodge paraphernalia. Colored photographs or video are perhaps the easiest way to inventory such items. Documentation (photos and/or inventory sheets) should be kept in a secure place other than in the Lodge itself. The paraphernalia coverage no longer includes losses resulting from theft.

Thank you for the opportunity to serve the Grand Lodge of Nevada. I move for this report to be received.

Fraternally,

Ron Weaver (13), Chairman; Charles J. Barone, P.M. (39/41)

APPEALS AND GRIEVANCES COMMITTEE

Most Worshipful Grand Master,

Your committee is pleased to report that no items were submitted for consideration resulting in No Actions Required. We thank you for the opportunity and honor to serve you and the Grand Lodge of Nevada.

I move this report be received and adopted.

Fraternally,

Ted P Bendure, P.M. (1/27), Senior Grand Deacon; Richard M. Graver, Jr., P.M. (13), Deputy Grand Master; Gregory F. Curtin, P.M. (54), Grand Orator; Thomas A. Collins (50), Grand Sword Bearer

TAX ADVISORY COMMITTEE

To the M.W. Grand Lodge F. & A. M. of Nevada, Brethren:

During the fiscal year ended October 31, 2020, the committee received and answered routine questions from members and appendant Masonic Bodies about tax exemption status and charitable contributions.

Your committee wishes to report no significant inquiries to be taken under further consideration for the fiscal year.

The Grand Lodge 2018 Return of Organization Exempt From Taxation (Form 990) for the fiscal year ended October 31, 2019 was filed and accepted by the Internal Revenue Service.

The members of this committee express their appreciation for the opportunity to be of service to the Grand Master and this Grand Lodge.

Respectfully submitted,

Michel P. Aurnague, P.M. (13), Chairman; David J. Morgan, P.G.M.

LEGAL ADVISORY COMMITTEE

To the Brethren of the Grand Lodge of Nevada

Brethren,

During the time period covered by this report, there was nothing referred to this committee.

Respectfully and Fraternaly submitted,

Thomas A Collins. P.M., (50) Chairman; Charles Aglubat (13); Mark A. Marsh, P.G.M. (1)

RETURNS COMMITTEE

To the M.W. Grand Lodge of Nevada, Brethren:

The findings of the Returns Committee are as follows:

Eureka Lodge No. 16 did not submit an Annual Returns Report nor Fees

St. John Lodge No. 18 owes \$29.00

Vegas Lodge No. 32 owes \$416.00.00

Boulder City Lodge No. 37 submitted their Annual Returns and Fees late

Mt. Rose Lodge No. 40 did not submit an Annual Returns Report and submitted fees late

Daylite Lodge No. 44 overpaid by \$70.00

Pahrump Lodge No. 54 submitted their Annual Returns Report and Fees late and owes \$62.00

Sandy Valley Lodge No. 57 submitted their Annual Returns and Fees late and owes \$148.00

King Solomon Lodge No. 58 owes \$20.00

Many of the problems could be solved if the Lodges submitted the monthly reports in a timely manner or used the correct form, not an old one. The information could then be transferred by the Lodge Secretary to the Annual Returns work sheets. There is a fillable form available in the files page of our Grand Lodge website or in the Resources section of Grand View accessible via a password. The Lodge Secretaries need to double check their addition and subtraction when calculating the per capita and degree fees. The Annual Returns Report and Fees are due in the Grand Secretary's office by October 1st and cannot be emailed because the Fees must accompany the report per our Nevada Masonic Code Section 4.250 (2).

The committee wishes to express its thanks to the Grand Secretary for assisting in preparing this report.

David Warren, P.M. (53), Chairman; L. Willie Hall, P.M. (51/32)

LIBRARY BOARD RENO COMMITTEE

To the Most Worshipful Grand Lodge F. & A.M. of Nevada, Brethren:

There was no action taken during the 2019-2020 year due to the Covid-19 Lock-down.

I move for the acceptance of this report.

Respectfully submitted,

Arthur K. Cronin, P.G.M., (40) Chairman; David Warren, P.M. (53); Paul Kelley (13)

MUSEUM CURATOR

To the Most Worshipful Grand Lodge F.& A.M. of Nevada, Brethren:

There was no action taken during the 2019-2020 year due to the Covid-19 Lock-down.

I move that this report be received.

Respectfully submitted,

Arthur K. Cronin, P.G.M., (40) Chairman; Paul Kelley (13)

MASONIC CHARITIES OF NEVADA, INC

Brethren: Masonic Charities of Nevada, Inc. did not have any teacher training this year due to the Covid-19 restrictions. Masonic Model Student Assistance Program has designed a program that is presented through ZOOM. While this program has only one presentation as of this date, it was well attended will received.

Masonic Charities did receive contributions totaling \$4,885.00; \$3,885.00 was from Masons specifying the contribution be directed to the Food Banks in Reno and Las Vegas. These funds were a result of a program conducted by the Master Masons Association of Northern Nevada. A total of \$3,810.00 has been distributed divided equally between Reno and Las Vegas.

The Balance in the checking account as of September 30, 2020 is: \$43,470.50

As Masonic Charities of Nevada, Inc is the only 501C (3) within Grand Lodge and many contributors require such a designation before making donations, the Board suggests that Masonic Charities of Nevada, Inc be the designated recipient of all charitable donations to the Grand Lodge of Nevada and that the charitable distributions designated by The Grand Lodge be distributed from Masonic Charities of Nevada, Inc. This will of course require some logistical planning and change and therefore we recommend that the incoming Grand Master request the Treasurer and Trustees meet with the Masonic Charities of Nevada, Inc. and see if the details can be worked out.

Respectfully submitted,

H. Wayne Kingsley, P.G.M. (13), Chairman

SCHOLARSHIP COMMITTEE

Report to the Most Worshipful Grand Lodge F.&A.M. of Nevada, Brethren

Your committee on Scholarships report as follows:

This is the Nineteenth year that the Masonic Scholarship Assistance Program has operated in the present form. The Scholarships are awarded by participating Lodges to graduating seniors in their area who will be attending college or vocational school in Nevada.

This year twenty-seven lodges elected to participate and scholarships totaling \$52,500.00 were awarded. The Lodges participating and the amount of scholarships awarded are as follows:

Lodge	Scholarships	Lodge	Scholarships
Carson #1	\$2,000.00	Amity #4	\$1,000.00
Douglas #12	\$1,000.00	Reno #13	\$2,500.00
Elko #15	\$15,000.00	St. John #18	\$500.00
Winnemucca #19	\$2,000.00	Hope #22	\$2,000.00
Wadsworth #25	\$1,000.00	Churchill #26	2,500.00
Humboldt #27	\$1,500.00	Montezuma #30	2,000.00
Carson Valley #33	\$1,000.00	Fernley #34	4,000.00
Boulder City #37	\$1,000.00	Mt Rose #40	\$1,500.00
Oasis #41	\$2,500.00	Pyramid #43	\$1,000.00
Daylite #44	\$1,000.00	Ben Franklin #45	\$1,000.00

Nellis #46	\$1,000.00	Golden #50	\$1,000.00
Silver Cord #51	\$1,000.00	Guardian #53	\$500.00
Pahrump #54	\$1,000.00	Sandy Valley #57	\$1,000.00
King Solomon #58	\$1,000.00		

This is the single largest charity program coordinated by your Grand Lodge and provides a great opportunity for the individual lodges to be seen in their communities in a favorable light.

Your committee wishes to acknowledge the very generous contribution made to this program each year by the Knights Templar Education Foundation, Nevada Division. This year their contribution was \$13,000.00. Thank you Knights!!!

The committee wishes to thank the Most Worshipful Grand Master for the opportunity to serve. A special thanks to the Grand Secretary for distributing the required communications and dealing with the details that make this program a success.

Respectfully submitted,

H. Wayne Kingsley, P.G.M. (13), Chairman; Zakariah A. Gulling, P.M. (13);
Michael E. Chapton, P.M. (12/33)

NEVADA MASONIC LEADERSHIP CONFERENCE

To the Officers and Members of the Most Worshipful Grand Lodge:

The Nevada Masonic Leadership Conference Committee was honored to serve the Grand Lodge during the past year. Before the onset of COVID 19, there were two in person events planned; one for the North and one in the South. Once COVID 19 shut down all in person events, it was decided to conduct a virtual NMLC on October 10, 2020 at 10:00 AM (ten, ten ten). There were several topics discussed as well as some guest speakers with very informative information. At the time that this report was filed, there were 66 signed up to attend. While the virtual leadership conference was a condensed program, all of the Brothers who attended enjoyed the presentations.

Fraternally,

Phillip B. Michaelson, P.M. (41/32), Chairman; German S. Tirado, P.M. (44);
Chris P. Shoemaker, P.M. (33); Michael E. Chapton, P.M. (33/12); Eugene
Sullivan, P.M. (32/18); John M. Buffington, P.G.M. (25)

NEVADA ONLINE MARKETING REPORT

To the Most Worshipful Grand Master, M. W. Grand Lodge and Brothers of the State of Nevada.

Background

In 2018, I proffered the idea to the Grand Lodge of the need for “marketing” Masonry to raise public awareness of our fraternity. With M.W. Steve Robison’s approval, I approached the Grand York Rite Bodies of Nevada at their Annual 2019 Session. The Companions and Sir Knights of the Nevada Grand York Rite enthusiastically agreed with a marketing campaign. I asked them for financial support in the amount of a total donation of \$30,000.00. The Grand Chapter of Royal Arch Masons, the Grand Chapter of Cryptic Masons and the Grand Commandery of Knights Templar each voted unanimously to donate \$10,000, without any conditions or “strings attached” to the Grand Lodge Marketing Campaign. During the Grand Lodge’s 2019 Annual Communication, the Brothers also voted to assign \$10,000.00 of the Grand Lodge’s annual budget to the marketing campaign. The total marketing budget was \$40,000.00.

M. W. Steve Robison appointed me to Chair the Committee and allowed me to choose the members of the committee. The members of the committee are: M.W. Lou Castle, W. David Bechtel, W. Chuck Barone, W. Mike Reinhardt, W. Keith Levenson, W. Jake Lewis.

The Committee has met digitally throughout the year. First, we developed goals and a target market (discussed later). Then we interviewed several marketing agencies from the Las Vegas and Reno areas. We chose CC Media in Reno to work with. The marketing materials (discussed under “Description” section) used on TV, Google DV360, Facebook, were provided to us by the Scottish Rite Northern Masonic Jurisdiction. The materials are of extremely high production value and custom tailored to our Nevada specific campaign by the Scottish Rite Northern Masonic Jurisdiction FREE OF CHARGE! Also, our M.W. Grand Master Castle donated ad time with National Public Radio to the campaign.

Each Lodge in the state was given at least two, or more, opportunities to “opt in” to the campaign. This means that each lodge could chose to participate or not participate in receiving “contacts” or “leads” from the campaign. Seventeen Lodges chose to participate. The campaign went live in late April of 2020 and concluded on September 14, 2020. The results discussed hereinbelow are simply incredible.

Numbers Summary

Your Grand Lodge Marketing Committee spent its budgeted advertising funds granted by the Nevada Grand York Rite to inform men about Nevada Masonry, resulting in 3,430,322 impressions. Over 1700 interested men sent us their emails or phone numbers. Never before has Nevada Masonry received more than 1700 inquiries into Lodge membership in a single year. Despite Lodges being unable to meet with prospective candidates due to the worldwide pandemic, dozens of men have been in contact with Lodges and over a dozen have already filed petitions. We now have an extensive mailing list to use once all of our Lodges are back in full operation. We know what messaging works best and where best to spend future advertising dollars.

Description

The Grand Lodge Online Marketing program comprised of digital banner ads, Nevada Public Radio Sponsor Messages and TV spots. Banner ads ran on Facebook and Google DV360 online advertising outlets. The advertisements were picked from existing Scottish Rite Northern Masonic Jurisdiction materials available at the notjustaman.org website and branded with the Grand Lodge of Nevada logo. See **Appendix D** for banner ad examples.

Several dozen sponsorship messages promoting Freemasonry in Nevada were read by radio hosts on Nevada Public Radio from March – May 2020. A 30-second TV commercial also ran 232 times from April to June in the Las Vegas and Reno markets, localized with the Grand Lodge of Nevada logo and landing page link at the end.

Target Audience

The target audience was men aged 35 – 45 in the metro Reno and Las Vegas areas, with a focus on targeting current and former military personnel, current and former police, fire and first responders and patriotic citizens.

Campaign Duration

The campaign ran from late April until the middle of September 2020. The campaign was refined by displaying only those ads that had the best click-through rates. Further refinements were made by taking the email addresses of users and targeting consumers with similar tastes and interests.

Mechanics

In all, 17 Lodges took part in this campaign—11 in the North and 6 in the South. After clicking on an ad, consumers were taken to a landing page wherein their email, phone or both were captured. These visitors were given an opportunity to view the meeting day and times of the participating Lodges in their area. Visitors could then express interest in a particular Lodge by sending an email to a designated Lodge representative in order to get more information. After receiving an email message, a Lodge designee would respond to the interested party within 24 hours. See **Appendix A** for the breakdown of inquiries by participating Lodge.

Refinement

As the target audience, keywords and media were refined, the click-through rate improved throughout the campaign. The campaign started with a combined 10.45% conversion rate in April and increased to a 19.69% conversion rate by September. By the middle of September, the number of responses slightly declined, indicating that our target audience achieved saturation and the campaign could come to its conclusion. The chart in **Appendix B** shows the performance over the life of the campaign. Demographic analysis showed us that the advertisements were most popular with the 25-34 and 35-44 age ranges. See the chart in **Appendix C**.

Results

Over 1700 email addresses and/or phone numbers collected

Dozens of current prospective candidates interested in joining Lodges

Over a dozen petitioners have turned in petitions

More than 12 Brothers have been initiated as Entered Apprentices

Given that the pandemic prohibited many Lodges from meeting, these numbers are very encouraging and will escalate once Lodges resume normal business.

The quality of prospective members has been extraordinarily high. For all those that attended open houses or virtual meet-and-greets, the feedback has been remarkably similar among participating Lodges. Most of the interested men have expressed two recurring themes: 1) they are looking for spiritual guidance and fellowship, and 2) they wish they knew how to knock on the door years ago. Each lodge is going to have to determine the criteria/process for selection of these interested candidates. Protecting the West Gate is up to each individual Lodge.

Conclusion

The Committee unanimously believes that marketing is vital to the very survival of Masonry. The importance of the marketing campaign cannot be stressed enough. We now have quantifiable proof that men are looking for our Masonic values and brotherhood in these troubled times. Further, the Committee strongly recommends to the Grand Lodge that the marketing campaign become an annual recurring program of this Grand Lodge. The timing of when to run future campaigns depends upon market factors and budget considerations. **We must build upon this success.**

In fact, CC Media states that our campaign is the most successful ad campaign ever run by them. The fantastic results prove without a doubt that Masonry is the exact right product the target audience is searching for.

The Committee wishes to thank the M.W. Grand Master for his confidence and participation in this Committee. None of our success could have occurred without the unprecedented and brotherly gift from the Nevada Grand York Rite bodies and the donation of materials from Scottish Rite Northern Masonic Jurisdiction. I must also thank the Committee members for many hours of service throughout this year. It's a great group of Brothers that you can depend on. The question before this Grand Lodge is: are we going to continue marketing?

COMMITTEE RECOMMENDATION:

1) Continue to fund an annual marketing program. 2) Reappoint the current Marketing Committee to continue a marketing campaign for 2020-21.

Fraternally submitted,

Mark A. Marsh, P.G.M. (1) Chairman; M.W. Louis Castle, Grand Master (44);
David Bechtel, P.M. (41); Mike Reinhardt, P.M. (41/18); Chuck Barone, P.M.
(39/41); Jake Lewis, P.M. (41); Keith Levenson, W.M. (46)

Appendix A

<u>Lodge</u>	<u>Email or phone inquiry</u>
Carson Lodge #1	22
Amity Lodge #4	6
Douglas Lodge #12	2
Reno Lodge #13	26
Elko Lodge #15	1
Winnemucca Lodge #19	3
Churchill Lodge #26	11
Humboldt Lodge #27	3
Mt. Moriah Lodge #39	145
Oasis Lodge #41	93
Pyramid Lodge #43	33
Washoe Lodge #45	77
Nellis Lodge #46	178
Acacia Lodge #49	81
Golden Lodge #50	54
Pahrump Lodge #54	13
Dhahran Daylight Lodge #55	9
Undecided	896

Appendix B

Campaign Overview

Total Impressions
3,430,322

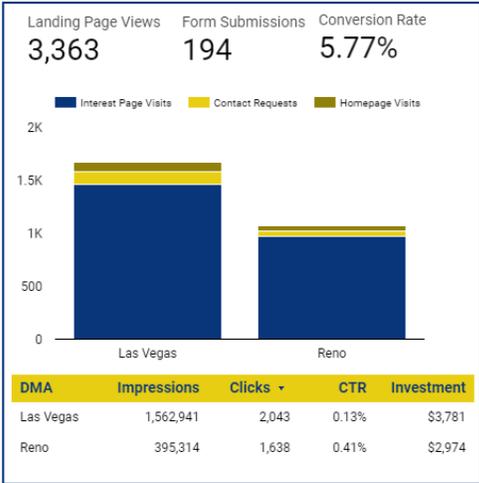
Total Landing Page Views
8,667

Total Form Submissions
1,491

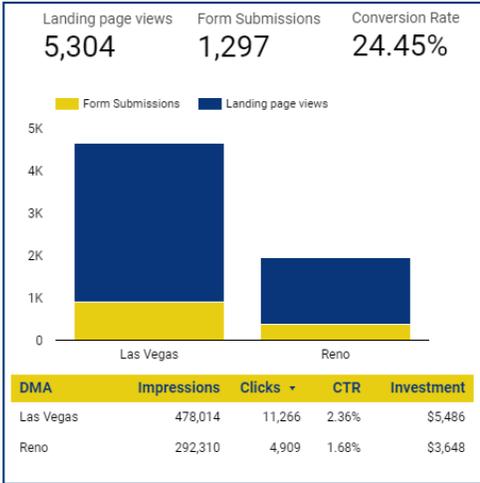
Conversion Rate
17.20%

Social Engagements
8,163

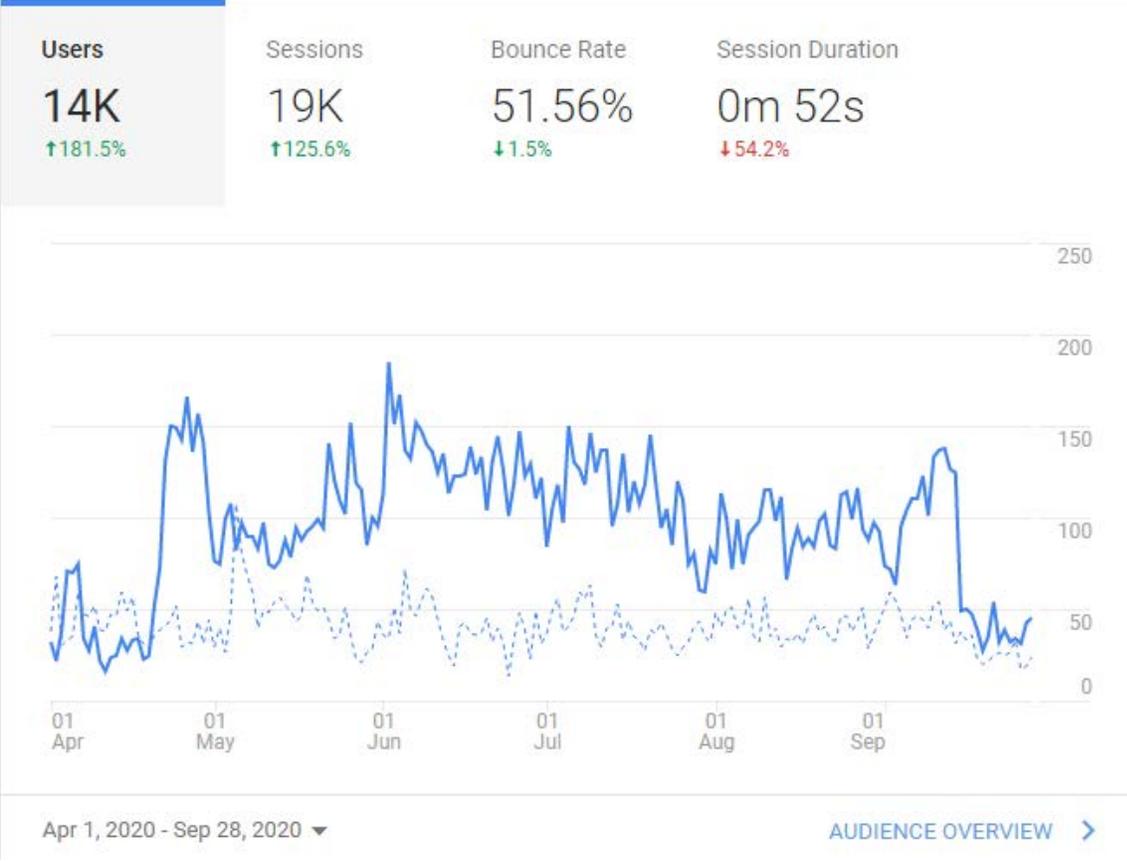
DV360 Performance



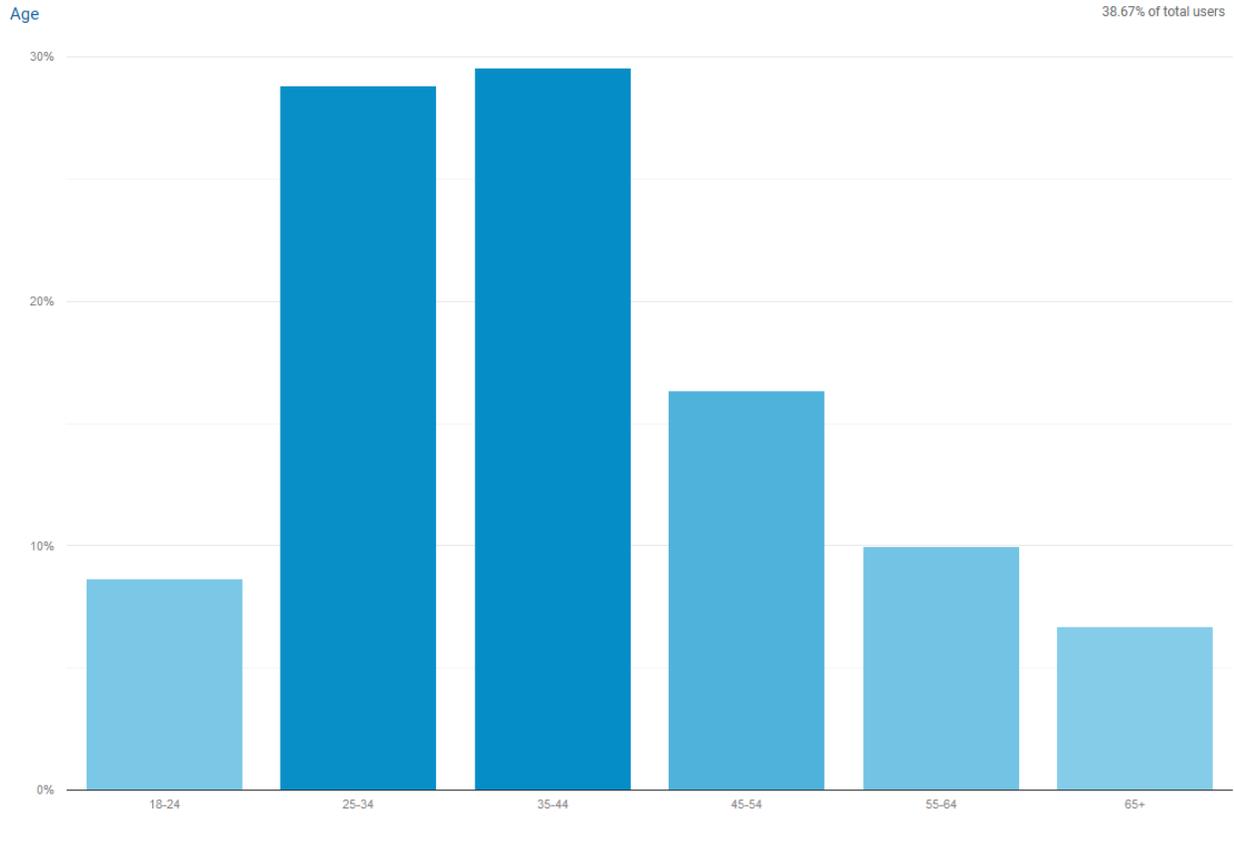
Facebook Performance



*Social engagements includes post reactions, saves, likes, comments, shares, and link clicks.



Appendix C



Appendix D

Banner Ad Examples



Grand Lodge Media & Technology

To the M.W. Grand Lodge of F. & A. M. of Nevada:

Brethren:

Grand View System

The Grand View membership management system has proved to be a great tool for our constituent Secretaries and the Grand Secretary. The system has greatly reduced the

workload of those hardest working members of our Fraternity (our Secretaries) and feedback has been overwhelmingly positive for those that have adopted its use. All Secretaries are encouraged to take full advantage of the many features the system offers.

Every Nevada Mason is encouraged to login to their personal profile within the Nevada Grand View System to verify their personal, contact, and Masonic information (i.e. email, phone, mailing address, degree dates, Etc.). To register, please contact the Secretary of your primary lodge to get your membership ID number (it is also listed on newer dues cards) and visit https://nv.grandview.systems/membership_registration (or navigate via the Grand Lodge website).

Website & Emails

The Grand Lodge has continued to maintain its online presence with the Grand Lodge website. It continues to be a resource to our brothers in directing them to appropriate information and resources, such as Grand Lodge registration forms and the GrandView system login portal. Furthermore, updates have been made to appeal to prospective Masons, including the lodge locator and links to the "Interested" landing page as a part of the Marketing Campaign.

Over the summer, an issue was brought to my (J. Lewis) attention involving spam emails being sent under the guise of @nvmasons.org emails. These emails were associated with the "Forwards" used to mask personal email of our members. As this system was not extensively used, these accounts have begun to be deactivated. If anyone uses(d) any of these, please discontinue. If you send an email you will get a bounced email (after deactivation) and you will have to contact the member/lodge via their email on file. It is hoped that this will be a minimal inconvenience to you.

Social Media

It is recommended that going forward the Grand Lodge and constituent lodges continue to utilize and further improve Social Media sites to maintain a digital presence in their respective communities. However, caution is urged to all members who have advertised their Masonic membership on such sites, as these actions are public and can reflect upon the whole fraternity. Just as if you have a Square & Compasses on your car, you should drive like a Mason; a social media account indicating membership should also be posting as an upright man and Mason. Your own best judgement should be exercised in these public forums.

Technology during Covid-19 Pandemic

Fortunately, modern technology has allowed many lodges, committees, and appendant bodies to continue to meet (virtually) during the pandemic. Video conferencing services have been used to have meetings (where appropriate) and to hold fellowship while observing social distancing. Now that many of our members are familiar with these systems, it is recommended that lodges consider using such services in the future, even after our lives return to normal, so that Brothers who may be indisposed due to health, live at a great distance, or simply for the sake of convenience can participate in fellowship and non-ritualistic meetings.

Marketing Campaign

Your Grand Lodge Marketing Committee spent \$30,000 granted by the York Rite to inform potential men about Nevada Masonry resulting in 3,430,322 impressions. Over 1700 interested men sent us their emails or phone numbers. Despite the world wide pandemic, and Lodges being unable to meet with prospective candidates, dozens of men have been in contact with Lodges and over a dozen have already filed petitions. We now have an extensive mailing list to use once all of our Lodges are back in full

operation and we have a very good idea of what messaging works best and where best to spend future outreach dollars if we like.

Description

The Grand Lodge Online Marketing program comprised of banner ads, Nevada Public Radio Sponsor Messages and TV spots. Banner ads ran on Facebook and Google DV360 online advertising outlets. The advertisements were picked from existing Scottish Rite Northern Masonic Jurisdiction materials available at the notjustaman.org website and branded with the Grand Lodge of Nevada logo.

Several dozen sponsorship messages promoting Freemasonry in Nevada were read by radio hosts on Nevada Public Radio from March – May 2020.

A 30-second TV commercial also ran 232 times from April to June in the Las Vegas and Reno markets, with the Grand Lodge of Nevada logo and landing page link at the end.

Target Audience

The target audience was men aged 35 – 45 in the metro Reno and Las Vegas areas, with a focus on targeting military personnel, first responders and patriotic citizens.

Campaign Duration

The campaign ran from late April until the middle of September 2020. The campaign was refined by displaying only those ads that had the best click-through rates. Further refinements were made by taking the email addresses of users and targeting consumers with similar tastes and interests.

Mechanics

In all, 17 Lodges took part in this campaign—11 in the North and 6 in the South. After clicking on an ad, consumers were taken to a landing page wherein their email, phone or both were captured. These visitors were given an opportunity to view the meeting day and times of lodges in their area. Visitors could then express interest in a particular lodge by sending an email to designated lodge officers in order to get more information. After receiving an email message, a lodge designee would respond to the interested party within 24 hours.

Refinement

As the audience, keywords and media were refined, the click-through rate improved throughout the campaign. With a start of a 10.45% conversion rate in April to a 19.69% conversion rate in September. By the middle of September, the number of responses diminished, indicating that our target audience achieved saturation and the campaign could come to its conclusion.

Demographic analysis showed us that the advertisements were most popular with the 25-34 and 35-44 age ranges.

Results

- Over 1700 email addresses and/or phone numbers collected
- Dozens of current prospective candidates interested in joining lodges
- Over a dozen petitioners have turn in petitions
- More than 10 Brothers have been initiated as Entered Apprentices

Given that the pandemic prohibited many lodges from meeting, these numbers are very encouraging and will escalate once lodges resume normal business.

The quality of prospective members has been extraordinarily high. For all those that attended open houses or virtual meet-and-greets, the feedback has been remarkably similar among participating lodges. Most of the interested men have expressed two recurring themes: 1) they are looking for spiritual guidance and fellowship, and 2) they wish they knew how to knock on the door years ago.

Members of Marketing Committee

A sincere thank you is due to the members of this special committee for their hard work on this project: M.W. Louis J. Castle, II, G.M.; M.W. Mark A. Marsh, P.G.M.; W. Keith Levenson; W. David E. Bechtel, P.M.; W. Michael E. Reinhardt, P.M.; W. Chuck Barone, P.M. and W. Jacob A. Lewis, P.M.

Respectfully submitted,

W. Jacob A. Lewis, P.M. (41), Chairman; M.W. Louis J. Castle, II, G.M. (44);
Kristopher Zierolf, P.M. (13); Nathan Digangi, P.M. (13); Robert Eldridge, P.M.
(41/18)

SPECIAL EVENTS

To the Officers and members of the Most Worshipful Grand Lodge:

The Special Events Committee was honored to serve the Grand Lodge during the past year. There were a few events this past year. On November 11, 2019, R.W. Louis Castle, Deputy Grand Master, asked to hold a Grand Lodge financial workshop with the finance committee, Grand Treasurer, incoming and outgoing Trustees, the financial Advisor Paul Burns, and other individuals to go over GL finances and investments. Lunch was provided, and it was a very productive event; on November 23, 2020, Grand Lodge officers opened and presided over the Robert Burns U.D. Special Communication of the Grand Lodge to install those officers for the year 2020-2021. A formal dinner was provided afterwards, and it was a very enjoyable event; and on July 27, 2020, the Grand Master, along with some Grand Lodge officers, attended a small ceremony on behalf of the Masonic Charities of Nevada who made a monetary donation to Three Square.

Fraternally,

Phillip Michaelson, P.M. (41/32), Chairman; Zakariah A. Gulling, P.M. (13),
Charles J. Barone, P.M. (39/41)

MASONIC YOUTH GROUPS

To the Most Worshipful Grand Master and the Most Worshipful Grand Lodge:

2020 has been a challenging year for our Masonic Youth Groups. Just like our Lodge meetings have been restricted to virtual online meetings. Job's Daughters are looking forward to their first real meeting in September.

There has been little growth in the groups. As should be expected due to a lack of activities. As always, these groups are in need of new adult leaders. Any of them will be glad to have you spend some of your precious time with them.

The one real bright spot of the year – Brett Grimm of Valdo A. Sei Chapter, DeMolay was elected and is serving as International Master Councilor of DeMolay International. Brett is the first DeMolay from Nevada to hold office.

Respectfully submitted,

Eric E. Benson, P.M. (35), Chairman; David W. Bolshazy, P.M. (41); Jacob A.
Lewis, P.M. (41); Craig A. Phillips, P.M. (49)

PRESERVATION OF RECORDS

To the Most Worshipful Grand Lodge F. & A.M. of Nevada, Brethren:

No requests for preservations of any type of records were submitted to this committee during the Masonic year 2019-2020; therefore, there were no funds required.

Any need for preservation of records should be referred to the Grand Secretary, who in turn will refer it to this Committee.

Respectfully submitted,

Chris P. Shoemaker, P.M. (33), Chairman; Phillip B. Michaelson, P.M. (41/32)

REPORT OF THE GRAND SECRETARY

David O. Martinez, P.G.M., (35), Grand Secretary

To the Most Worshipful Grand Lodge F. & A. M. of Nevada, Brethren:
In compliance with Section 3.140 of the Nevada Masonic Code, I herewith submit a report of the activities of the office of Grand Secretary for the period of November 1, 2019 through October 31, 2020.

RITUALS ISSUED AND SOLD

During this year thirty-eight New Ritual Books were sold.

COURTESY DEGREES REQUESTED

This Office received no requests for courtesy Degrees from other Grand Lodges.

LONGEVITY AWARDS

This year this office has furnished 121 Fifty Year, 5 Sixty Year, 0 Sixty-Five Year Service and 1 Seventy Year Pins and Certificates for presentation by our Constituent Lodges. Of the pins furnished 6 pins have been reported as having been presented or mailed. On behalf of other Jurisdictions, we received for presentation 8 Fifty Year, 0 Sixty Year and 1 Sixty-Five Year Service Pins and Certificates for presentation by our Constituent Lodges. Of the pins furnished 9 pins have been reported as having been presented or mailed. My Brethren please make every effort to complete these presentations in a timely fashion as the recipients might not be available for a presentation to be made tomorrow.

MASTERS NMC CERTIFICATION STUDY

In compliance with Section 5.065, thirty-two out of thirty-nine Worshipful Masters have certified to the Grand Master, through this office that he has read the Nevada Masonic Code.

LETTERS FOR PROGRAM OF NPD

In accordance with Section 5.180 Paragraph 11, this office received a request from one Lodge Secretary for follow-up letters to two Brothers and those letters were sent. This Office was told that because of the letters they were successful in receiving dues from some of these members. The Annual Returns showed that the Lodges suspended eighty-two Brothers for Non-Payment of Dues. Brethren **PLEASE** give the system a chance to work and allow the Grand Secretary to contact these Brethren before you suspend them.

READING OF THE GRAND MASTERS MESSAGE

In accordance with Section 4.290 of the Nevada Masonic Code only twelve Lodges reported that they were in compliance with this section of the Code.

TRUSTEE REPORTS

Regarding Section 5.246 and Section 4.310 Concerning Trustees Reports being due in the Grand Secretary's Office by February 1st of each year, it has been necessary to send letters, follow ups and make phone calls to receive the reports.

ANNUAL RETURNS

Section 4.250 specifies that the Annual Returns of a Lodge are to be received in the Grand Lodge Office 15 days after September 15th of each year. Some of the reports

were received as late as October 9th this year and two Lodges have not submitted a report; one Lodge has not paid the per capita fees. These reports are necessary for the Audit, the Grand Secretary's Report, and the Grand Treasurer's Report. In addition, three Lodges had not submitted a single monthly report and one Lodge submitted only one. After reminder emails were sent, all Lodges complied with the request. These monthly reports are critical for an accurate database in the Grand Secretary's office and a great aid in filling out an accurate Annual Returns report.

ANNUAL AUDIT

The independent accounting firm, Pangborn & Co., LTD., has been engaged to audit our financial statements for the year ended 10/31/2020. The results of that audit and financial statements will be published in the 2020 proceedings.

MEMBERSHIP

Based on the Annual Returns from the Lodges this year the following actions have been reported:

- Eighty-Three Entered Apprentice Degrees were conferred.
- Fifty-Nine Fellow Craft Degrees were conferred.
- Thirty-Six were raised to the Sublime Degree of Master Mason.
- Forty-Eight Affiliated.
- Eighteen Restored.

The losses for the year are:

- Thirteen Demits.
- Eighty-two Suspended for Non-Payment of Dues.
- Thirty-Five Other Causes / Voluntary Withdrawals.
- One-Hundred-Nine taken by Death.

This year started with Three-Thousand-Four-Hundred-Forty members and concluded with Three-Thousand-Three-Hundred-Four with a net loss of One-Hundred-Thirty-Seven for this year. There was a noticeable change in the beginning numbers as compared to last year in the Annual Returns report because a few Lodges updated their records after an extensive records search.

MASONIC LICENSE PLATES

The Grand Lodge office has verified membership for 13 applications for Masonic License Plates. Just a reminder that you must have the Grand Lodge verify that you are a member in good standing of a Nevada Constituent Lodge before the Department of Motor Vehicles will issue the plates. The fee of Twenty dollars must accompany the application of that fifteen dollars goes to the Grand Lodge Charitable Fund and five is for administration.

MASONIC TRIALS

One Trial for Un-Masonic Conduct was held this year. The decision of the Trial Commissioners was NOT Guilty.

GRAND MASTER'S AND SECRETARY'S CONFERENCES

This year the Conferences were held in Louisville, Kentucky, February 16 through 18, 2020. There were a variety of interesting topics presented in a seminar format concerning Masonry, which were conducted by distinguished Masons serving as moderators.

ROCKY MOUNTAIN CONFERENCE

The 69th Annual Conference was cancelled due to the Corona Virus Pandemic. It was going to be held in Omaha, Nebraska.

The 2021 Rocky Mountain Conference is going to be in Arizona.

ESTIMATE OF PROBABLE INCOME AND EXPENSES FOR 2021

-Comparison with 2020 adopted Budget-

The following estimate of income and expenses for the operation of the Grand Lodge for the year 2021, is submitted in compliance with Section 3.140 of the Nevada Masonic Code. The estimate is based, whenever possible, on actual income received. It reflects the number of Masons on the roll of 2020 returns at the close of business on September 15, 2020, and the number of degrees conferred as of the same date.

SUGGESTED BUDGET AND COMPARISON WITH EXPECTED INCOME 2020-2021			
EXPECTED INCOME FOR		2020	2021
Account Number	Title of Account	AMOUNT	AMOUNT
1-4000	Grand Lodge Dues	89,000	115,500
1-4010	Degrees Conferred	5,000	2,000
1-4040	Sale of Masonic Supplies	5,000	2,000
1-4130	Registration Fees	26,000	26,000
1-4140	Donations	0	0
1-4160	Interest - General	7,350	5,000
5-4160	Interest from Endowment Fund	11,000	0
	TOTAL INCOME	143,350	150,500
RECOMMENDED EXPENDITURES FOR		2020	2021
1-5000	Grand Secretary's Salary	10,000	10,000
1-5006	Grand Tyler's Expense	250	250
1-5010	Grand Lodge Clerical Wages	30,500	30,500
1-5013	Grand Treasurer's Salary	3,000	3,000
1-5020	Federal Unemployment Taxes	150	150
1-5022	Nevada Unemployment Taxes	450	450
1-5040	Grand Master's Expense	7,500	7,500
1-5070	Grand Master's Conference Dues	300	500
1-5072	Committee on Recognition	25	25
1-5074	Grand Master's Conference Registration Fees	500	500
1-5080	Grand Secretary's Conference Dues	300	400
1-5090	Grand Secretary's Expense	3,000	3,000
1-5092	Grand Secretary's Seminar	500	500
1-5100	Grand Secretary's Conference Allowance	1,500	1,500
1-5110	Deputy Grand Master's Conference Allowance	750	750
1-5120	Deputy Grand Master's Expense Allowance	750	750
1-5130	Grand Lecturer's Expense	1,200	1,200
1-5132	Grand Chaplain's Expense	125	125
1-5140	Rocky Mountain Conference Expense	0	0
1-5150	Masonic Youth Contribution	7,500	7,500

1-5160	Ceremony Coordinating Committee's Expense		300	300
1-5170	Grand Lodge Rent		7,800	7,800
1-5180	Grand Secretary's Office Expense		16,000	16,000
1-5190	Printing and Mailing Proceedings		2,000	2,000
1-5200	Other Printing		1,000	3,750
1-5205	Rituals – Cost of Sale		1,500	1,500
1-5210	Code Revisions		0	0
1-5230	Masonic Service Association Dues		600	600
1-5232	Masonic Boards of Relief Dues		50	50
1-5250	General Expense		2,000	4,000
1-5270	Education Committee's Expense		2,500	2,500
1-5290	Grand Secretary's Office Equipment		1,000	3,000
1-5320	Grand Lodge Officers' Travel Insurance		3,000	3,000
1-5330	Annual Communication Expense		26,000	26,000
1-5340	Employers Insurance Company		500	500
1-5350	Audit Expense		7,500	7,500
1-5450	Ritual and Standard Work		0	0
1-5154	Masonic Charities of Nevada Inc.		-	-
1-6562	Social Security Taxes		3,400	3,400
	TOTAL EXPENDITURES		143,450	150,500
		TOTAL INCOME	143,350	150,500
		DIFFERENCE	0	0

GRAND VIEW SOFTWARE SYSTEM

I am happy to report this past Masonic year we have more Secretaries using the Grand View system as well as having more members sign up to update their individual record. Until we have all the Lodges participating, this system cannot be utilized to its fullest.

INTER-JURISDICTIONAL VISITATIONS

Two requests for inter-jurisdictional Lodge visitations were received and all were approved. The full record is on file in the Grand Secretary's office.

GRAND LODGE LIBRARY AND MUSEUM

M.W. Arthur K. Cronin, as the Museum Curator, for this year is continuing his work on refurbishing the museum with the assistance of Paul Kelley. Unfortunately, due to the COVID-19 Pandemic, the museum has been closed until further notice.

APPRECIATIONS

Most Worshipful Grand Master, you have indeed had a busy, very trying, and challenging year, but you have always made yourself available to the Grand Lodge Office when necessary. You were handed the COVID-19 Pandemic with so much uncertainty and handled it as well as anyone. I thank you for your patience and understanding on all matters this year.

To my wife Lynda, Thank You for your patience, understanding and allowing me to take an additional day away from our dental practice.

To M.W. Arthur K. Cronin, P.G.M. for his advice and guidance at times when things got extremely busy and complicated. To all the Brothers and especially the

Lodge Secretaries, Thank You for your patience and understanding throughout this extremely challenging Masonic year.

Most Worshipful Grand Master, I move that this report be received and adopted.