



Maine Masonic Mentoring Newsletter

Vol. 2, No. 3 – March 2014

Newsletter Contents

This newsletter highlights:

- There Is No More B2B or B2C...
- From the Masonic Protocol Manual: Master's Hat
- Dirigo Leadership Seminar offerings
- Maine Masonic College courses of particular interest to mentors and others
- *10 Ways Companies (or Lodges) Drive Away Talent*
- *Best Advice: The Desiderata ("Desired Things")*



There Is No More B2B or B2C:

There Is Only Human to Human (H2H)

*While this article speaks about business marketing strategies, it's really about relationship building – and that is at the core of Freemasonry – of building Brotherly friendships; of mentoring others and being mentored; and of communicating Freemasonry's message in a manner that demonstrates the **Value** of being a Mason. Substitute "Lodge-to-Candidate" (L2C) for "Business-to-Consumer" (B2C). Think about how the Rookie Program facilitates the new Mason's understanding of what our Craft offers ... experiencing who we are by working one-on-one with another Brother. Ask yourself whether our Lodges and Masonic relationships actually deliver what we say we stand for. Consider the bulleted points and ask yourself: Don't the author's views also apply to our relationships in life and in Masonry; how can each of us better apply these perspectives in our relationships, especially in mentoring others?*

– Mentoring Newsletter Editor

It used to be that marketing was segmented into two categories; business-to-business (B2B) or business-to-consumer (B2C). This was done (I assume), to separate specialties, audiences and segments in an effort to more highly target the groups of people who ultimately would consume a brand's message.

What it really did, however, was create an unnatural language for marketers – with words like "synergy" and "speeds and feeds" – to tell the stories of products to their buyers and partners. It's become like one massive game of telephone, where by the time a message gets to the person actually buying the product, the things that make it special have been swallowed by marketing vernacular.

Consumers are confused. Why can't we make it simple for them to understand what we're selling, to share their experiences and the value they felt with others? More importantly, why is it that what we're marketing most often does not align to actual consumer experiences?

The fact is that the lines are so far blurred now between the two marketing segments that it's hard to differentiate between the two anymore. We all need to think like the consumers we are, putting ourselves in the mindset of the buyer instead of trying to speak such an intensely sophisticated language full of acronyms and big words, in order to sound smarter.

Marketing increasingly strives to become one-to-one, with solutions to collect and wrangle the big data about us to serve up more personalized offers and experiences. On the other hand, social has become a more public and vast medium, where the things we share skyrocket quickly to a "one-to-many" experience. The dichotomy between marketing and social has actually flipped... and it's out of balance. Social and marketing need to work together to personalize individual conversations, as well as deliver shared global experiences that crowds of common values can benefit from. This is what our social and digital mediums have gifted us, and how humans interact and feel more compelled to take action.

So, this is how I see it:

- Businesses do not have emotion. People do.
- People want to be a part of something bigger than themselves.
- People want to feel something.
- People want to be included.
- People want to understand.

But people are also humans, and with that comes mistakes. Missteps. Failures. As humans, it's in our nature to say the wrong thing, get embarrassed, and not realize the consequences of our actions. The rise of social media has given a digital platform to the dark side of anonymity, both as individuals and as crowds. I say it's time to lay down the virtual pitchforks and torches and bring this behavior back into balance. The delightful side of humanity holds with it empathy, understanding, and forgiveness, and when remembered in our communication, it ties us together as a common group.

Communication shouldn't be complicated. It should just be genuine and simple, with the humility and understanding that we're all multi-dimensional humans, every one of which has spent time in both the dark and delightful parts of life.

That's human to human. That is #H2H (or in our case, a different B2B ... that is Brother 2 Brother).

KEY TAKEAWAY: Human beings are innately complex yet strive for simplicity. Our challenge as humans is to find, understand and explain the complex in its most simplistic form. This means you, marketers (Brothers). Find the commonality in our humanity, and speak the language we've all been waiting for.

If you like this concept, you also may want to check out Mark Schaefer's book *The Tao of Twitter* where he describes P2P (People to People).

From LinkedIn and Social Media Today, January 31, 2014



From the Protocol Manual

3.0 The Master's Hat:

The Master, while Lodge is engaged in work, should wear a hat (a "cap" is not a hat) of some type and description of his choice. The hat should be removed when in the presence of a higher authority such as during prayer, in church, during any reference to Deity and in the presence of the Grand Master. The hat may be removed on occasion for the convenience and comfort of the Master. A hat should not be worn by anyone else while occupying the Master's chair, excepting a Past Master while acting as Master if the Master is present in the Lodge room and any other person is temporarily occupying the Master's chair, it shall be the Master's discretion whether or not he, the Master, shall at that time wear a hat. No other person, excepting the Grand Master, shall wear a hat in a Lodge. (Digest of Decisions pg. 4-36)



Upcoming Dirigo Leadership Seminars

RW Jeff Sukeforth is pleased to announce an upcoming session of the Dirigo Leadership Seminar at York Lodge in Kennebunk on May 17th. All Masons may attend the seminar and all Lodge Masters, Wardens and Deacons in particular are urged to attend, as the seminar is designed to ask the questions: "What is the value of membership in my Lodge? And How does my Lodge improve (or benefit) its members, their families and their communities?" It then suggests some perspectives and tools for officers and members to set about strengthening their Lodges.

A flier is attached that provides an opportunity for interested Masons to sign up to attend the seminar at one of the following dates and locations:

May 17th – York Lodge, Kennebunk
September 6th – Lynde Lodge, Hermon



Grow in Masonry through courses offered by the Maine Masonic College



Please email your intentions to attend any of the courses to the College registrar, Theresa Hatch at Grand Lodge, at 855-843-1086 or by email at GrandLodge@MaineMason.org.

March 15 – Fourth Annual Celebration of the Arts and Sciences The Sixth Step – Music

Suzanne Nance, Program Leader
Bangor Masonic Center, 294 Union St.
9:00 am to 2:00 pm. Lunch 5.00.
Open to all



"The Power of Music: A Catalyst for Self-expression and Emotional Literacy"

The annual celebration of the Arts and Sciences is becoming a major Masonic event in our jurisdiction as it should be. The arts and sciences are foundational to Freemasonry. This year the focus is on Music and the part it has and plays in the human experience. This subject is huge, and we are extremely fortunate to have the phenomenal artist and musicologist Suzanne Nance as our leader.

Until recently, Miss. Nance had been the Music Director for the MPBN system in Maine. She was a professor of voice on the faculty of the Cappelli Institute of Music in Chicago where she regularly taught master classes. She came to Maine from Colorado and the Aspen Music Festival and School. As a singer, Miss. Nance has sung in concert halls across Europe and the United States. During her six years in Maine, her extraordinary personality, knowledge and talent has won a legion of thankful friends. She will return from her new position in Chicago to be with us for our celebration of music.

Upcoming Maine Masonic College Courses

April 5 – Ethics, Sam McKeeman, Instructor

Lygonia Lodge, Ellsworth
9:00 am – 2:00 pm. Lunch \$5.00.
Open. Diploma credit.

This course will initially explore why ethical considerations may be a necessary part of any decision making process. The group will examine the importance of not only knowing what our core values are but which

core value trumps others.

The group will learn a way of categorizing dilemmas that can contribute to understanding the multiple sides of what could appear to be a clear choice. Once categorized, the group will learn how to resolve dilemmas with either clearly wrong choices (but we choose to do it anyway) or where both choices are right (that is, both have moral ground to stand on). At this point, the group will learn what typically has to be within us to make the really difficult, even courageous decisions.

The group will experience cases, examples and scenarios where they have group decisions, make individual decisions, or defend thinking processes in plenary. Groups will defend positions if different from other groups' decisions. Participants will also practice identifying the possible actors in the dilemma and how the discussion changes based on which actor is seen as the principal one. This session will be interactive as people participate in discussions and exercises of an ethical nature.

April 12 – Seminar for Chaplains, RW Mark E. Rustin and W. Douglas Drawn, Leaders and Instructors

Meridian Splendor Lodge, Newport.
Open. (New opportunity)

This offering was originally intended for Lodge Chaplains but is now open to all. It will focus on how we may better serve each other in love and faith.

May 17 – Tenets and Cardinal Virtues, RW Reginald W. Wing, Instructor

Deering Lodge, Portland
9:00 am – 2:00 pm.
Lunch \$5.00. Open. Diploma credit.

June 21 – The King's Speech, Grammar Made Fun, Bro. Jay S. Hoar, Instructor

Oxford Lodge, Norway,
7:00 pm – 9:00 pm. Open.



10 Ways Companies (and Lodges) Drive Away Talent (and Candidates)

The following article from the LinkedIn website and Forbes magazine talks about attracting talented people into an organization and hanging onto them.

Now isn't that an issue relevant to our Lodges? When reading the article, put your Lodge into the situation and ask whether your candidates, officers and members can relate to these membership repellents. If they do, contemplate good solutions.

If there's one word that's almost certain to appear somewhere on every business's website, that word is

talent. Companies of every size love to talk about talent! They can talk about talent all day long.

It's easy to talk about talent on a website or in a recruiting brochure. It's easy to say "We value talent more than anything!"

Talk is cheap. Attracting talented people into an organization and hanging onto them — now that's another story.

Most employers (*Lodges*), sad to say, do a better job of driving talented people away than reeling them in, both during the selection process and after the talented person comes on board as a new employee (*Brother*). They don't do it intentionally, of course. They can't see how their systems, policies and attitudes frustrate and repel great people. It starts with the ugly and tedious, Black Hole processes by which new employees get hired.

Those Applicant Tracking Systems are horrible talent repellents, but most of their owners don't know they serve the same function as massive, barking, teeth-bared attack dogs at the gate.

Fearful people who believe they don't have any power in their job search will submit to those awful systems. Switched-on people with alternatives will quickly say "Yikes, I'm not sticking around here" and apply for a job somewhere else.

Once a newcomer (*candidate, sideliner, officer*) starts the job, there are more talent repellents waiting. Some of them are cultural. Some of them are operational.

Here are our Top Ten favorite Talent Repellents — ten ways employers drive brilliant people away from their doors.

ZOMBIE-FIED JOB ADS

If your firm likes to talk about talent, first take a look at your company's job ads. Most job ads do a better job of explaining what the candidate

must have than of selling the job to a possible applicant! If your job ads don't use a human voice and spend as much time selling the job as tossing around Essential Requirements, all the talent-talk is merely lip service.

What hard copy brochures, advertisements and electronic tools and approaches do Maine Masonry and your Lodge use to attract candidates? Do your newspaper articles and one-on-one conversations speak to our Masonic values, how they can change us, and reference someone who perhaps best exemplifies each value?



BLACK HOLE RECRUITING PORTALS

If it takes a job-seeker an hour to complete all the mind-numbing fields in your Applicant Tracking System, the best people have already fled for greener pastures. If you're a Recruiting Director or a curious CEO, ask your ATS vendor what the abandonment rate is on your recruiting site. How many people, in other words, start the process and then drop out of it? There's your talent on the hoof, off to a friendlier welcome mat than you were able to lay out.



Masons should think of this in terms of the process leading up to receiving an application, getting the applicant elected and then worked through the three degrees. How many potential members are lost because a Brother doesn't have an application with him (with instructions on where to return the application)? Who follows up to get it turned in to the Lodge secretary, get it read, ensure that the Committee of Inquiry meets promptly with the applicant, and then once elected, that the degrees begin with due speed? Lengthy delays and poor communication with the waiting candidate will lessen his enthusiasm. Determine where the delays are and eliminate them.

ROBOTIC COMMUNICATION

Once you start to communicate with applicants in the selection pipeline, what kinds of messages do you use? The evil Passive Voice type ("Your application has been received") is a surefire talent barrier. Why not say "Wow! Thanks for applying for a job with us. Give us a few days to look at our openings and your background. We'll back in touch, either way!" Then, actually close the loop. None of this mealy-mouthed "If we want to call you, we will" stuff meets the Human Workplace test. You can do better than that.



Email is great...for some purposes, but not for all. The applicant's sponsor or mentor, or the Lodge secretary, should ensure that the man interested in becoming a Mason is made aware of the process and timeline we follow in electing a candidate; and keep him informed of steps along the way. One-on-one positive communication works best.

INFLEXIBLE TIME OFF POLICIES

Once a new hire (*candidate, officer*) comes on board, he or she can only dive into the job wholeheartedly if the rest of his or life is attended to. A client of ours took a job and quit on the first day, during orientation, when she asked the orientation leader

"How would it work if I have a court case three weeks from today, a half hour away in the city? I only need to leave an hour early."

The orientation chickadee said "There's no provision for that. You have to come in. You don't get time off benefits for sixty days."

The new employee, sensing danger, said "No problem, I'll talk to my manager about it"

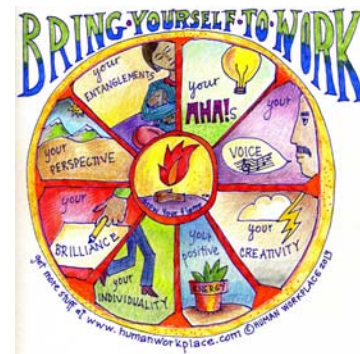
and the orientation gal said "I've already noted your name and the date. You must change your personal schedule that day."

The newbie bailed, her hiring manager called her to say "But I would have figured it out for you!" and the ex-employee said "Culture is everything. I'm not taking a job with a manager whose response to Godzilla process is to sneak around it." If you don't find your voice in a case like that, when will you ever do it?

*As Freemasons we are taught the use of the 24 inch gauge in dividing our time. We should always remember that while Freemasonry is important to us and society, it **must** play second fiddle to the needs and events of our families and paying jobs. This applies to officers, members and candidates. I remember a Lodge that had scheduled a Fellow Craft Degree for a group of candidates and one said that he wanted to take the degree at the appointed hour and would if need be, but that he had something really important he should attend to that evening. The Lodge decided to change the date of his degree when they learned that the important event was a meeting on nuclear arms negotiations with the North Korea - the candidate headed up the US delegation. The candidate's zeal for Masonry and the Lodge's understanding were laudable. Is your Lodge as responsive to the important considerations of your candidates and officers?*

HEAR NO EVIL FEEDBACK SYSTEMS

My science friends tell me that entropy is a feature of closed systems. When no new information comes in, things break down. So it is in corporations where there's no upward feedback, such that executive leaders are spared the inconvenience of reacting to messy reality and permitted to bask in the awesomeness of their delusional plans undisturbed. If your employer (*Lodge, elected officers*) doesn't have robust, active, constant feedback mechanisms in place and an appetite for hearing about life on the street, you're pushing away talent as we speak.



Many men apply for the degrees and don't follow through; many Entered Apprentices don't return to pursue the degrees; many Brethren take an officer chair for a year or two and then drop out. Now there are many reasons for this to happen. Sometimes it's because the Lodge lacks positive, effective mentors, helpers and friends to teach their protégés or younger Masons. Every candidate and upcoming officer needs a mentor – teacher – coach who provides positive feedback and encouragement.

SCROOGETASTIC COMPENSATION PLANS

I was a corporate HR leader for decades. If you want to gauge an organization's ability to snag and keep talent, look at its pay policies. When you knock the ball out of the park and your manager says "I'm really sorry, but I can only give you a two percent raise, because, you know, it's our policy," you've learned all you need to know about the importance of talent in your shop.

We all know that Lodge compensation comes in the way of positive recognition for ritual delivered well by an officer or candidate: a Brother's thumbs up, a handshake, the Master's public and private congratulations. Maybe a Mason of the month or of the year citation! Always be overflowing with praise where due, and save lesser critiques for private moments.

HEY, YOU STOLE MY IDEA

They say information is power. If people use information like a club to beat one another with, nothing good will happen for your clients or shareholders. If your organization is the kind where people keep quiet about their ideas to prevent them from being stolen, the universe wants you to hightail it out of there. If you're in charge of a joint like that, you've got some trust-building work to do.

Ronald Reagan once said: There is no limit to the amount of good you can do if you don't care who gets the credit. For the past two years we have worked with and enjoyed Freemasonry alongside a Grand Master who flinches when others give him personal credit for the successes that have been achieved, always deflecting credit to others. Always have your antennae up for good ideas to help your Lodge and Freemasonry, give credit where it is due, and the Craft will be stronger for it.

GODZILLA PROCESSES

Some processes are good, but lots of them are cumbersome, slow and stupid. Check out our Nine Signs of a Bad Process wheel to see what I'm talking about. If people who come to work ready to rock it are prevented from doing their work because some fear-

based process is gumming up the works, I guarantee you're losing talent. People might be sitting at their desks when you walk by, but their hearts and brains are elsewhere.

Too many times we'll hear a Mason say "Tried it before, won't work." Or, "We don't do it that way here." If someone has an idea, we might first share it among the Lodge officers, explore its potential benefits, consider how it might best work (and tweaked if necessary) to help the Lodge, and do as MW A. James Ross has often said "If it doesn't go against the Grand Constitution, go for it!" And he's the boss, well, at least for a few more weeks.

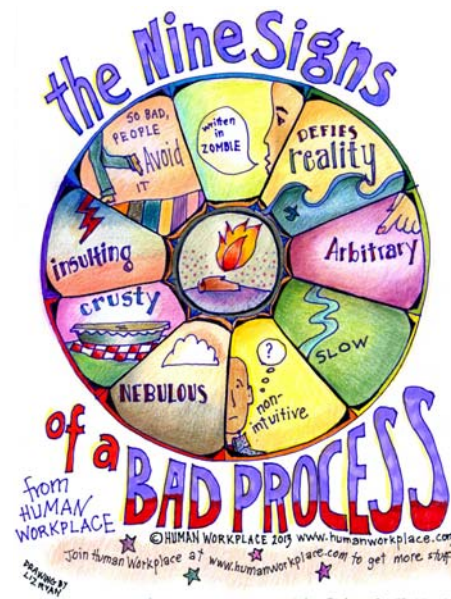
CONSTRUCTIVE SNIPING

Leaders who can coach and inspire employees are one in a million, and thank God for them! Leaders who pick and quibble and snipe are people who fear that a "Mojofied" team might threaten their own petty power. If your environment is a snipe-fest, good people won't stay. How can you get anything important done in a place like that?

Every Lodge officer – particularly Lodge Masters – should be well aware of the admonition in the installation of the Master, "You agree to avoid private piques and quarrels..." and, regarding the gavel, "Use it not arbitrarily, put prudently, and, if occasion require, firmly, to the end that good order and harmony be preserved." Enough said!

TRIUMPH OF THE BEST AND BROWN-NOSIEST

The last Talent Repellent on our list is a culture that rewards brown-nosing and punishes honest dissent. Most of us have seen organizations like this, where Yes Men and Women are exalted and passionate people asking tough questions are silenced. Life is too short to work in a place like that. The world is too big, there are too many meaty problems to solve, and too many brilliant people for you to collaborate with in





trust-based, forward-looking organizations for you to waste another femtosecond among Godzilla's handlers.

In your job search and on the job, only the people who get you deserve you. Your gut knows the difference. Can you listen to it?

Our Craft has great talent with much to offer in leadership roles at Grand Lodge and in our Lodges. There is much to be done on membership, leadership development, mentoring, finances, education and many other roles. We need Brethren who bring perspectives on our teachings and on reaching out to Brothers spanning many generations and levels of comfort with today's communication technologies. Masonry needs good men with good ideas and passion for not only "how Masonry can make good men better," but "how Brethren can bring renewed vigor and value to being a Mason and a member of your Lodge."

Invite Liz Ryan to connect on LinkedIn:
liz@humanworkplace



Best Advice

that Influenced Angela Ahrendts, CEO of Burberry (from LinkedIn)

The best advice I've ever received, or should I say read, was a simple poem. Its profound principles subliminally shaped and defined my core and have guided me throughout my life.

No different to most teens growing up, I got bored. So I'd spend hours in my father's office, watching, learning as he shared what he was working on. As a distraction, I would often find myself reading and rereading a poem on his wall, *The Desiderata*. Latin for "Desired Things," it was copyrighted in 1927 by a poet and lawyer from Indiana Max Ehrman. I spent hours memorizing it word for word, challenging myself to recite it without looking each time I passed by.

While the origins of the poem remain unknown – some accounts noting Max Ehrman discovered the faded prose, dating back to 1692, on the side of an old church in Maryland – what I do know is that its many facets have guided me, personally and professionally, throughout my life.

At the time, I repeated the words without reflec-

tion, unconcerned by their meaning. But with perspective, I know these simple truths helped form the fabric of my leadership, inspiring me and reminding me of my place and my purpose. [Isn't this just like our Masonic ritual and lessons?]

Whatever its history, I am so honored to share it with you and hope these words may impact your life, as it has mine.

The Desiderata

Go placidly amid the noise and haste, and remember what peace there may be in silence. As far as possible without surrender be on good terms with all persons. Speak your truth quietly and clearly; and listen to others, even the dull and the ignorant; they too have their story. Avoid loud and aggressive persons, they are vexations to the spirit. If you compare yourself with others, you may become vain and bitter; for always there will be greater and lesser persons than yourself. Enjoy your achievements as well as your plans. Keep interested in your own career, however humble; it is a real possession in the changing fortunes of time. Exercise caution in your business affairs; for the world is full of trickery. But let this not blind you to what virtue there is; many persons strive for high ideals; and everywhere life is full of heroism. Be yourself. Especially, do not feign affection. Neither be cynical about love; for in the face of all aridity and disenchantment it is as perennial as the grass. Take kindly the counsel of the years, gracefully surrendering the things of youth. Nurture strength of spirit to shield you in sudden misfortune. But do not distress yourself with dark imaginings. Many fears are born of fatigue and loneliness. Beyond a wholesome discipline, be

gentle with yourself. You are a child of the universe, no less than the trees and the stars; you have a right to be here. And whether or not it is clear to you, no doubt the universe is unfolding as it should. Therefore be at peace with God, whatever you conceive Him to be, and whatever your labors and aspirations, in the noisy confusion of life keep peace with your soul. With all its sham, drudgery, and broken dreams, it is still a beautiful world. Be cheerful. Strive to be happy.



The Maine Masonic Mentoring Program

MW A. James Ross, Grand Master
RW Thomas E. Pulkkinen,
Program Chairman, Newsletter Editor
TEPulkkinen@aol.com
207-350-9525 (cell) - 207-633-7167 (home)
PO Box 413, East Boothbay, ME 04544

Dirigo Masonic Leadership Seminar

Kennebunk, May 17th ~ Hermon, September 6th

What core physical, educational and personal fulfillment needs of your brethren does your lodge satisfy? What is the image of your lodge, as viewed by your brethren and the community? What do you want your lodge to emphasize in terms of: being a close, warm fraternal body; having fun; involving families; helping members; widows and the community; and, instilling in our daily lives the values and teachings of our ritual? Does your lodge have the resources it needs to fulfill the expectations of your brethren?

These are but a few of the questions to be raised in the Dirigo Leadership Seminars for officers of our Masonic lodges and appendant bodies, or any brother interested in pursuing new perspectives on how to renew our lodges and other Masonic organizations.

The seminars are held at multiple locations statewide each year, with offerings in seven locations in the past year. 217 Masons from 90 lodges have attended the seminar so far or have registered for the upcoming seminars, and the reviews have been very encouraging for Maine Freemasonry. If your lodge would like to host a future offering of this seminar, please contact RW Jeff Sukeforth, the seminar chairman, at 207-691-2270 or jandc79@myfairpoint.net

What course will
your lodge set?



The Dirigo Masonic Leadership Seminar modules cover a variety of topics, including:

- Envisioning Our Future
- Setting the Craft at Work
- Grand Lodge Support of Lodges
- Lodge Governance
- Program Budgeting
- Sharing the Gift of Freemasonry
- Mentoring

The seminar begins with registration, coffee and donuts at 8:00 a.m., with the seminar starting at 9:00 a.m. and ending by 3:00 p.m. A light lunch will be provided. There is no cost to attend the seminar that will definitely benefit your lodge and your role as a Masonic leader.

To ensure that we have sufficient food and program materials, all lodge officers and other Masons interested in attending one of the seminars are asked to return the following form to the program leader or send the requested information to him by email as specified below.

Dirigo Leadership Seminar Registration			
Name:		Office Held:	
Lodge Name & No.:		Located At:	
Preferred Tel.:		Email:	
Please check which seminar location you will be attending:			
	May 17th	York Lodge, W. Kennebunk	159 Alfred Road
	September 6th	Lynde Lodge, Hermon	2500 Route 2
	???	This could be in your Lodge or District – contact Jeff Sukeforth	
Please return this completed form to Jeff Sukeforth, 47 Rawson Ave., Camden, ME 04843, or email the information to jandc79@myfairpoint.net at least one week before the date of the seminar to be attended. WALK-INS ARE WELCOME , but it is emphasized that pre-registrations help ensure that we have sufficient food and handouts.			