

2025 International Moose Convention Delegate Report

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Document Abbreviations

Fiscal Year 2024-2025: FY2024

International Moose Legion: IML

Manatee #58 Moose Legion: M58

Moose Legion Jurisdiction: MLJ

Florida Moose Association: FMA

Women of the Moose: WOTM

Executive Summary

The 137th meeting of Moose International was held in Milwaukee, Wisconsin this year. The Order saw a 4th straight year of membership growth despite setbacks in the Moose Legion, Women of the Moose, and individual Lodges. Fundraising for the Moose continues to be very impressive. The event included educational workshops, a trip to Mooseheart, and informative and inspiring sessions. There were significant announcements and changes made during this time. The following is a report of the activities that I engaged in while in Milwaukee. Thank you for the opportunity to serve and represent the Port Charlotte Lodge at the Convention.

Moose Legion Session 1

Remarks about Moose Legion Ambassadors (IML President Ronny Serio)

- ML Ambassadors and other leaders within the Moose Legion should be familiar with the ML Code of Rules, "The Next Step In Fraternalism", and the By Laws of the Moose.
- Ambassadors must meet with their assigned jurisdictions twice a year.

Moose Legion Ambassadors and Area Managers (IML Secretary Danny Williams)

- Moose Legion Ambassadors were named
 - Florida has 4
 - Ken Rogers is the Ambassador for M58
- Congratulations to Ambassadors
- Moose Legion Area Managers were named
 - For Florida: Dan O'Neal (north), Jim Kelly (south)

Swearing in of Ambassadors and Area Managers (IML Junior Past President Chuck Barber)

- Reminder to strive for Key Club status
- Ambassadors and Area Managers are volunteer positions
- Administered their oath of obligation

Understanding Responsibilities (IML Director Shawn Baile)

- "Discipline is not the enemy of enthusiasm"
- Meet or exceed the ML Code of Rules
- Conduct meetings in a dignified manner
- Wear regalia properly

Quick Explanation of ML Hierarchy

In the Moose Legion, there are various positions of authority that a member can use to get support. Outside of the Lodge they are:

- First level: Jurisdictional Secretary
- Second level: Moose Legion Ambassadors
- Third level: Moose Legion Area Managers
- Fourth level: [IML Council](#)

Summary/Questions

This session was focused on and towards the upper level leadership of the Moose Legion. In closing, President Ronny Serio thanked us for what we do. Other things that came up during Q & A portion:

- An updated version of the Golden Ball ceremony is in the works and will be released soon.
- A "Junior Moose" program for 18 - 21 year olds is in the works.
- Camp Ross presentation was requested

Moose Legion Luncheon/Session 2

Awards (Moose Legion Ambassador, Dan O'Neal)

Museum of Moose History

- Funded in part by the Moose Legion has completed renovations. Ribbon cutting 5/24/2025.
- 64 MLJ qualified for certificates for contributions towards this project
- 17 MLJ donated \$250 or more towards the Museum of Moose History with 4 of them from Florida
- Williston, ND donated > \$30,500
- Ohio Moose Association donated > \$340,000

Endowment Fund

- 154 MLJ donated > \$355,000 with a per capita of \$6.61
- M58 2nd (Old Dominion 3rd) in our division (based on number of members)

Applications

- Florida #2 with 935

Top Performing MLJ (IML Council Member, Steve Hennen)

- Only 38% of MLJ met goals for FY2024
- M58 2nd in division
- Overall, ML is down > 800 members for FY2024

Membership (IML Council Member, Brian Weaver)

- 83.56% overall retention rate (down 0.75% from FY2023)
- 17 MLJ with retention rates > 90%
- 2 Florida members sponsoring > 25 (Jerry Lunde (31), Bob Small (53))

Key Club Awards (IML Vice President, R. Helton Shaw)

- 72 MLJ qualified for Director's Key Club
- 95 MLJ qualified for Ambassador's Key Club
- St. John's River MLJ has already qualified for FY2025

Summary

During this session, we were congratulated for the fundraising efforts that the MLJ have undertaken in FY2024. With a decrease in membership numbers, we were advised to make retention and membership building a priority earlier in the fiscal year instead of later.

Moose Legion Session 3

Necrology Report (IML Council Member Danny Williams)

- Notable death of the year: Bill Wilson, Past International President
- Advised to contact Moose International when someone dies

Introduction of FY2025 Council Members

Membership (IML Council Member Steve Hennen)

- As of 4/30/2025: 52,948
- -848 from FY2023
- 1,600 applied but not conferred

Fundraising/Awards (Moose Legion Ambassador Dan O'Neal)

- Reminder to remit items sooner than later
- Special Projects and Youth Awareness remittance due by 2/28/2026
- Secretaries advised to send separate checks for each remittance type to improve office efficiency.
- 94.81% of MLJ qualified for the Moose Legion Award of Excellence, an increase of 3.25%
- Stats posted on <https://www.mooseintl.org/statistics/> (there's also an explanation of the Award of Excellence)

President's Report (IML President Ronny Serio)

- Slide show of visitations
- Candidates for FY2025 council escorted in by Women of the Moose Collegians and then introduced

Director's Report (IML Director Shawn Baile)

- Admonishment to get members in sooner than later. Moose Legion numbers were negative 3,000 at the beginning of April.
- 74 MLJ had membership increases
- \$21,925 documented as being raised for hurricane Helene relief
- Code of Rules revisions coming next year
- Training updates in the works
- IML raised almost \$1 million in 3 years for the Museum of Moose History
- Moosehaven projects for FY2025
 - Flooring
 - Cabinetry
 - Access controls
 - Scissor lift

Remarks by Moose International Chairman of the Board Robert Funkey

Remarks by Moose International Chief Executive Officer Scott Hart

- Endowment fund comments
- Recognized officers of the IML

Remarks by IML Junior Past President Chuck Barber

Introductions of IML Council Members (IML President Ronny Serio)

- Steve Hennen, incoming IML Vice President
- R. Helton Shaw, incoming IML President
 - Requested that we contact expiring and dropped members personally (which is something that I actually did this year)
 - Utilize the Moose International communications resources
 - President's project: replacing/updating overhead doors at Texas Building on Mooseheart campus

Summary

This was, in some ways, a reiteration of the facts that despite a national loss in membership, individual MLJ are still performing well in terms of fundraising and membership numbers. Last year's President's Project was fully funded, so with this year's request being less expensive, it's likely that we'll exceed that request as well.

Session 1

Report of the Credentials Chairman (Thomas Kronenburg)

- A quorum was available with 2,032 members in attendance
- "Basically, a quorum would be available with just the state of Florida" - Scott Hart
- EVERY Lodge in Florida was represented at the convention.

Report of the Chief Executive Officer (Scott Hart)

- 4 consecutive years of membership growth for the Fraternity with an increase of 6,787 members
- Last time there was growth for 4 consecutive years was 1988 to 1992. This was followed by 20 years of membership losses.
- Port Charlotte was among the 483 Lodges that saw a decrease in membership.
- Lodges who were +1 for the year were rebated \$38 per member. Gulf Cove Lodge 2554 had a gain of 671 members. Therefore, they received a check from Moose International for \$25,098.
- Grant programs continue to be available.
- Total number of Moose Lodges has decreased from 2,136 in 1992 to 1,288 as of the end of FY2024.
- Fraternal Recognition program announced
 - There will be a 4 levels of recognition: Preferred, Power, Prestige, and Platinum
 - Requirements for the first 2 levels announced
 - Members will be able to log volunteer hours directly on the Moose International site
- Wellcare announced as partner to assist with Medicare coverage
 - Can have events at Lodges to educate members on available services
- Discount DirecTV program announced
- Voting on changes to General Law changes to happen at this convention
 - Changes in effect 8/1/2025
- Teased "Something good" coming after story of man with special needs

Report of the Mooseheart Board of Directors (Chairman John Sipes)

- Introduced [Mooseheart Board of Directors](#)

Report of the Mooseheart Board of Directors (Mooseheart Executive Director Gary Urwiler)

- Announced project "Uniting Hearts Expanding Horizons" to expand Mooseheart programs to include developmentally and intellectually disabled children and ADULTS.
 - 3 year project
 - "Building a future where everyone belongs"
 - Raise \$12 million for new buildings and trained employees

- 67 Mooseheart students are currently in higher education
- Member rewards for referrals to Mooseheart (both students and employees) to continue in FY2025
- Announced update to Mooseheart website available in June, 2025

Special Speakers: Mo and Gunes Henderson, Family Teachers at Mooseheart

- Spoke at length regarding God's sovereignty in the path of their lives
- Provided insight into the daily lives of students and Family Teachers at Mooseheart

Report of the Moosehaven Board of Directors (Chairman Bruce Masopust, Past Supreme Governor)

- Introduced [Moosehaven Board of Directors](#)

Report of the Moosehaven Board of Directors (Executive Director Helen Taylor)

- MI exceeded AAA fundraising goal
- 313 members
- Oldest members: Glenna McClain (103), Jim Thomas (93)
- Talked about different application requirements/process
- Spoke about events that residents were able to participate in as well as community involvement
- Moose Legion has pledged \$227K for projects at Moosehaven
- AAA Project construction to be completed this year, ribbon cutting November 7, 2025
- Shared video showing [construction progress](#)

Nomination of the Incoming MI Board Chairman (Chairman Robert K. Funkey)

- John R. Reiter nominated and seconded by his daughters
- Membership celebrated his election

Tour of Mooseheart

On Saturday, we had the opportunity to tour the Child City of Mooseheart, just outside of Batavia, Illinois. This was an amazing experience. We got to see the residences, the Activity Center, the House of God, and a lot of the grounds. The Activity Center is very impressive. They have a great gym, a splash pad, a wall of donors, an entertainment area, and even a bowling alley!

However, the most inspiring portion of that visit was the campanile. Hearing that bell tower in action and seeing those children made the 9 o'clock ceremony so much more "real" to me. There are actual children doing that. There's an actual bell ringing at 9pm. As Moose members, we're supporting that directly with our dues and contributions to the Endowment Fund. There's not another organization that does what the Moose does for children and seniors.

Session 2

Lifetime Achievement Award Presentation (Chief Executive Officer Scott Hart)

- Awarded to Rodney Hammond of Kissimmee Lodge

Remarks not on the schedule

- CEO Scott Hart and COB Robert Funkey made remarks about the expanded Mooseheart services that are coming
- COB Robert Funkey
 - Recognized the 143 new Pilgrims
 - Recognized new Fellows (2 from M58 - Kelvin Hill (Englewood) and Chris Dalton (Naples))
 - Recognized new Star Recorders
 - Recognized new Collegians

Report of the Compliance Office (Chief Compliance Officer Rick King)

- Rules and Order [report](#) posted on the Moose International Website
- Reminder about the Private Policy

- Requests to handle trivial matters within the Lodge and reducing matters being brought to the Office of Compliance

Report of the Supreme Forum (Supreme Forum Justice Howard DeRose)

- Introduced Supreme Forum Council members
- Explained the purpose of the Supreme Forum
- 4 cases appealed from the Compliance Office all upheld the decision of the Chief Compliance Officer

State of the Order and Necrology (Junior Past Chairman John Sipes)

- 335 Past Presidents (116 Pilgrims) passed
- 317 Past Regents (249 Collegians) passed
- All names printed in proceedings of convention

Report of the Moose International Board (Chairman Robert Funkey)

- Report on his visitation of the Lodges around the Order
- "It's not about the size of the Lodge, it's the size of the heart of the Lodge."

Membership Report and Top Association Announcement

- Fourth consecutive year of membership growth
- 5 Club purchased vehicles for Mooseheart
- Raising funds for backup generators for Moosehaven
- 4 of top 5 sponsors were from Florida - 2nd was Kim Small
- All time top sponsors
 - Byron Dalton from Anna Marie Island is 4th
 - Jack Rafool is first with 3,522 sponsored members
- Top Territory Manager announced
- Top 5 Associations announced
 - FMA was NOT in that list as criteria has been modified to negate size of Association.
 - Four new levels next year
- FMA Top Association with Increased Production (34,564; close to twice the 2nd place Association)

Nomination of The Moose Officers (Chairman Robert Funkey)

- Director of Moose International Board of Directors: Daniel Prouty
- Director of Moose International Board of Directors: Sandy Johnston
- Chaplain: Brian Toseki
- Vice Chair: Mark J. K. Penzkover

Membership Retention Activity

Instead of attending workshops on Sunday, Lisa Marie and I met with members of the Port Charlotte Lodge who have since moved to Lemont, Illinois. Monica and Brett Scheithe moved to Deep Creek in June, 2021 and they immediately began patronizing the Port Charlotte Lodge. Monica is a proud THIRD GENERATION Moose member and eventually sponsored her husband Brett as a member of the Port Charlotte Lodge. Unfortunately, Brett's employment as an airline pilot forced them to return to the Chicago area in the winter of 2023. While they continue to be employed in the greater Chicago area, they hope to soon be able to return to the Port Charlotte area.

Session 3

Report of the Moose Charities Board of Directors (Past Supreme Governor Bruce Berger, Executive Director Pam Amundsen)

- AAA Project raised over \$13 million indicating that a goal of \$12 million for the new Mooseheart initiatives is an achievable goal
- Introduced the Moose Charities Board of Directors
 - Julie Anderson (Panama City) has joined board
- \$21,521,962 raised in FY2024
 - Over \$5 million in Endowment, Cradle, and Rocker fundraisers
 - Cradle and Rocker challenges raised \$397,000

- "Moosehaven is about to be the retirement resort we all wish we could live in." - Pam Amundsen
- \$848,000 for the Moose Charities sweepstakes raffles
 - All money raised for this goes to Moosehaven
- \$787,000 through individual donors for Donors Circle
- \$474,000 through M+M club (monthly donors)
- 702 members contributed > \$1,500 in FY2024
- Rudolph Run 5K raised \$268,000
 - 134 sponsors raised \$60,000
 - 230 participants at Mooseheart

Report of Moose Legion and Higher Degrees (Director Shawn Baile)

- Moose Legion membership down 524 in FY2024
- 74/154 showed gain of membership
- Spoke about Key Club award winners
- 45 Medal of Honor recipients
- 17 Elite Ring recipients
- Reiterated fundraising reports from ML sessions
- \$31,000 recorded to have been raised for Helene relief. The unrecorded amounts are likely higher.
- Introduced ML Council members
- Remarks were made by incoming IML President R. Helton Shaw
- Training updates forthcoming
- Made comments on IML Conference held in Valley Forge in 2024.
- Ritual video update forthcoming
- 363 invited for Fellowship, 143 conferred
- 103 Fellows conferred

Report of the Women of the Moose (Grand Chancellor Barb McPherson)

- Introduced Grand Council of the Women of the Moose
- Only 5 Chapters had positive membership growth
- 6 new Chapters
- Closed or merged 62 chapters (10 were > 100 years old)
- 435 Academy of Friendship recipients
- 189 College of Regent recipients
- 103 Star degree recipients
- 6,400 new members
- Sherry Fragapane top sponsor for WOTM
- Total donations of \$989,000
 - Titusville top donor Chapter
- \$6 million in miles driven, hours logged, and money donated

Report of the Judiciary Committee (Interim Chairman Peter Harrigan)

- Purpose is to oversee Compliance office
- Category 1 passed
- Category 2 passed
- Category 3 passed
- Category 4 passed
- Introduced Committee

Note on By-Laws Changes

- The changes made to the Moose International By Laws were made available to the Administrators of Lodges at least by April, 2025. They should have been discussed with the membership so that the Delegates could vote based on the membership preferences. Voting was done online at a special URL which allowed only Delegates to login. It was also available in person at a designated booth at the convention center at specific times.
- The most notable change that's coming is that spouses and family members are no longer considered permanent guests and are now subject to a limit of 2 visits before having to become members.

Election and Appointment of Officers (Chief Compliance Officer Rick King)

- All candidates ran unopposed, so therefore elected
- Reading of Council Members, Committee members, and appointees

Heart of the Community, Activities, and Sports Report (Coordinator Will Harrison)

- Introduced Heart of the Community Committee
- Introduced Activities Committee
- Gave examples of community service projects
- 146,000 volunteers
- 1.1 million hours logged
- \$16.7 in volunteer man hours
- 1.6 million miles donated
- Estimates over \$60 million in total community service
- Youth Awareness congress had 61 student participants
- \$262,000 raised for Youth Awareness
- 17,700 Tommy Moose plushies, 10,450 coloring books, and 16,500 Halloween bags purchased
 - Distributing these items counts towards the Heart of the Community
- 41,228 Valued Vets (an increase of 4,087)
- 393 Members recognized as Valued Veteran of the Year
- Over 200 bikes at Blessing of the Bikes
 - Celebrated with Mooseheart students
 - Raised over \$50,000 during the March of Checks

Premier Lodge Award

- 588 Lodges awarded
- Port Charlotte did not receive this award due to membership decline and failure to earn an acceptable grade for the 3rd Quarter Heart of the Community reporting.

Moose Charities March of Checks

- Port Charlotte did not participate in this event.

Workshop: Tax Talk

Summary

This workshop was focused on taxes related to Lodges, Chapters, and Moose Legions. Failure to file and pay all appropriate taxes could result in a Lodge losing its tax-exempt status and fines that could extend back to the founding of the Lodge. There are some unfortunate classifications for income, which is another thing I learned at this workshop.

Installation of Officers

Final Credentials Report

- 3,148 in attendance with 1,121 of them just being interested members

Women of the Moose

- Grand Regent Dawn Garke from Sarnia, Ontario was installed by Grand Chancellor Barb McPherson and Junior Past Grand Region Verna Miller

Installation of Officers

Remarks from President John R. Reiter

- President Reiter commented on his orientation into the Order with the recollection of the phrase “Strong and majestic, the Moose is unique in all the animal Kingdom.” The Loyal Order of Moose is also unique among the Fraternities that exist as well.