

We will never forget



9/11



the new

Grange

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Issue 3

a weekly e-newsletter for members of the National Grange family

Casino developers lose gamble with name

BY AMANDA LEIGH BROZANA

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TIGARD, Ore. – Last week, National Grange President Ed Luttrell announced an agreement with proposed casino developers and their financial backers who were using the name “The Grange” for the project without authorization.

During a press conference at Tigard Grange, Tigard, Ore., with more than 75 members in attendance, Luttrell called the move “an agreement that will protect the name of our 145-year-old organization.”

For the casino to come to fruition, developers must win two ballot measures, 82 and 83, in the November election.

No matter the outcome of the election, the agreement signed in-

Grange reaches settlement with infringers

cludes a stipulation by the developers that they immediately place a disclaimer on advertisements and uses of the name “The Grange.” The agreement also makes clear that all use of “The Grange” by the developers cease by Nov. 30 unless they request a license for the name from the National Grange at it is approved at the November National Grange Convention by delegates.

Jeff Parr, Director, PDX Entertainment, the company proposing the development, released a statement prior to the press conference in which he said, “We recognize that in naming our destination that we should have consulted in advance with National Grange representatives, requesting permission to use

the name – we did not. For this, we apologize to Grange members in Oregon and across America.”

Parr added, “Going forward, we are committed to ensuring that the public understands that Grange is a registered trademark of The National Grange and that the National Grange has not endorsed or is affiliated in any way with our campaign.”

Members gathered for the press conference met the announcement with mixed emotion.

As is always the case in our grassroots organization, the Oregon State Grange and members of Granges throughout Oregon may choose to support, oppose, or take no policy stance on the ballot measures, but

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Deaf awareness grant winners named

BY SAMANTHA JOHNSON

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This year, the Grange Foundation awarded three-grants to State and Local Granges for their efforts to assist the deaf and hard of hearing.

The Idaho State Grange, New Jersey State Grange and Plumsteadville Grange of Pennsylvania will receive a cash award, ranging from \$100 to \$300 for their efforts.

In Idaho, the State Grange seeks to use the \$300 awarded to buy one wireless headphone for each Grange within in their state.

Currently, Idaho has 30 Granges across the state, so a purchase will allow at least 30 Grange members to be more active in meetings.

"We believe the wireless headphones will assist hard of hearing members to more easily hear conversations, committee reports, lectures and general business being presented," State Master Don Johnson said.

The wireless reception works from any electrical device with audio output such as a microphone, computer, or iPod.

Second place winner Plumsteadville Grange No. 1738, Pennsylvania, will use the \$250 it was awarded to assist in promotion of an annual event they participate in that helps a local school purchase equipment to detect hearing defects earlier.

Plumsteadville Grange, in partnership with the Danboro 4-H, holds an annual community pancake breakfast to aid Bucks County Intermediate Unit No. 22. This year members noticed that the June 9 event brought in fewer dollars to help the school than in past years, a trend for the past few years, and chose to use the grant funds to study the cause and increase awareness of next year's breakfast.

Finally, New Jersey State Grange Hearing Impaired Service and Education Department was awarded \$100.

The department, in conjunction with the state Lecturer, has been working to raise funds for the K-9 Wounded Warrior across the state's 41 community and 11 Pomona Granges. The project is aimed at educating the public of the number of dogs, and handlers, that have served the United States.

This project is intended to serve a wounded individual from each of the four branches of the Armed Services and the Coast Guard who has suffered hearing loss.

Currently, the New Jersey State Lecturer, Elizabeth Lake, is raffling off a quilt to raise funds, with a goal of \$5,000, which will be used to sponsor a K-9 Wounded Warrior Team.

Grange Foundation President Ed Luttrell said the applications and projects were very exciting.

"We're so happy that our Granges take initiative to help hard-of-hearing and deaf members, raise money for causes that bring light and tools to the hard-of-hearing and deaf issued, and educate the public about hard-of-hearing and deaf issues," Luttrell said. "It's important for our Granges to continue their work in this field and for the Foundation to continue its support of such projects."

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New Grange organized in Minn. named for founder

BY AUSTIN MILLER

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ELK RIVER, Minn. – On Thursday, Sept. 6, the Minnesota State Grange opened the charter to a new Grange, whose name gives nod to one of the National Grange founders.

The Oliver Hudson Kelley Grange will be the seventh Grange in the state when its charter closes in October. Kelley is one of the eight recognized of the National Grange.

The new Grange was organized at the historic Kelley Farm in Elk River. The Farm, established in 1850, is famous for being the home of Oliver Hudson Kelley, the founder of the National Grange.

Minnesota State Grange President Donna Champion, along with National Grange Leadership/Membership Director Michael Martin, initially held an informational meeting, which Martin said “quickly turned into an organizational meeting” when they saw the excitement in the new members.

“The Minnesota State Grange is excited to have a new Grange in our state,” Champion said. “It has been many years since we have organized a Grange and this will bring a new generation of ideas and energy to our State Grange. Some of the new members are employees of the Minnesota Historical Society and interpret at the Kelley Farm so they are very knowledgeable young adults. They are very interested in agriculture of today and yesteryear. It will be fun to work with them and their fresh ideas for the future of our State Grange”

T.J. Malaskee is the chief organizer and newly-elected Master of the Oliver Hudson Kelley Grange. He works as an historic interpreter at the Kelley Farm.

In a recent blog post, Malaskee



Photo by Michael Martin

The Oliver H. Kelley house and farm will serve as the home for the newly organized Oliver Hudson Kelley Grange in Elk River, Minn. The Grange was organized on Sept. 6 and members will split their time between the farm and a location in Minneapolis.

writes, “Minnesota’s new Grange seeks to further Oliver Hudson Kelley’s vision of an organization of progressive Americans by uniting the common community, social justice, and agrarian oriented ideas of Minnesota’s rural, urban, and suburban citizens.

“Founded by Kelley in 1867, The Order of Patrons of Husbandry of the Grange served to unite farmers across the nation. Today, we continue the movement of American values and hometown roots; a non-partisan fraternity of Minnesotans dedicated to The Grange’s historic legacy,” Malaskee writes.

Martin applauded Malaskee for the work he did to organize the Grange and his qualifications as a leader.

“T.J. Malaskee did the leg work to invite folks to explore organizing this new Grange. He created a blog and they [Oliver Hudson Kelley Grange] have an active social media presence. He is experienced in leading groups, having served as a student senate pres-

ident in college,” Martin said.

Malaskee said the charter members have big plans for the newly-formed Grange.

“We are interested in modern sustainable farming practices, urban, suburban, and rural, as well as the educational, social, and community service aspects that we see as traditional cornerstones of The Grange. Some ideas that we are working on are: supporting the Oliver Kelly Farm through work parties, volunteering and out reach, forming an 1860’s Townball team (the predecessor to modern baseball), creating an annual arts journal and hosting a Spring Frolic Fundraiser and a Modern Meets Historic Harvest Dance,” Malaskee said.

Malaskee said the group has also had initial discussion about forming a Junior Grange.

The Oliver Hudson Grange hopes to be presented their charter at the Minnesota State Grange Session on Oct. 19 to 20 at the Kelley Farm.

AGREEMENT

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members chose not to discuss that issue at the time.

"Right now, it is important we stand in support of the National Grange efforts to protect our name, and show appreciation for the work they have done to ensure the public knows we are not associated with such a project," Oregon State Grange President Susan Noah said. "Today, that is our sole focus. Tomorrow, though, is another day, and the State Grange and our local Granges may choose their stance on Ballot Measures 82 and 83."

Luttrell called the Grange trademark "our organization's most valuable asset" and said the trademark is managed "primarily for the benefit of our nearly 2,500 local, county and state Grange chapters across the United States, which support not-for-profit, social, cultural, educational and civic programs in their local communities."

He said the National Grange was thankful to the Oregon State Grange membership and officers in working together for the protection of the Grange trademark and name.

"The vigilance of our members helped bring this issue to our attention and quickly they shared all information necessary to open discussion with the developers. Our members worked as a true part of our organization to protect the name and reputation they have worked to create and strengthen and benefit from, and we are truly grateful for their attention and concern in this matter," Luttrell said.

Luttrell said a timeline for the use of "The Grange" by the proposed casino developers includes a short peri-



Photo courtesy of Christy Dumolt

National Grange President Ed Luttrell speaks to about 75 Grange members and about a dozen members of the media during the Sept. 6 press conference at Tigard Grange, Ore.

od in which their media team revises all advertising, promotional and education products about the venture to include a disclaimer that will state unequivocally the National Grange's unaffiliated stance in the project. It will read:

"Grange is a registered trademark owned by the National Grange. Past use of the term 'The Grange' was undertaken without the authorization or endorsement by or affiliation with The National Grange. The current use does not imply endorsement of Measures 82 and 83 by the National Grange."

The agreement, signed Sept. 10, between the National Grange and proposed developers also states that the name "The Grange" may only be used through the November election, however developers have made clear that they may come to the National Grange to ask for permission to use the name if they win voter ap-

proval for the casino development. If that happens, Trademark Protection Manager Leroy Watson said the question of licensing would likely go to the delegates serving on a relevant committee at National Convention or the entire delegate body for a vote.

"We are satisfied that we moved through this process with great integrity and that we have shown our commitment to the continued protection of our name and overall brand," Luttrell said during the press conference. "While the entire incident was unfortunate, this solution is bearable for both parties, and we are happy that the developers have acknowledged their oversight in the use of our name without authorization. We hope this resolution will allow the public to continue to see the Grange as a community organization, steeped in family values, that is not involved in a proposed casino project in Oregon."

DIRECTIONS

Social media can test values, boundaries

When promoting Grange affiliation in profile, members should refrain from partisan posts

BY GRACE BOATRIGHT

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The age of social media is upon us. In less than ten years, Facebook, Twitter, LinkedIn, and YouTube have become staples of our daily existence.

In fact, chances are pretty good that you've used at least one of them today.

With all of this media surrounding us and making our lives easier supposedly, it can be easy to forget that what you post to these sites is forever – no really, forever. People constantly post things to their Facebook pages seemingly unaware that the content of their site, and the things they post to it, can have a dramatic affect on their daily lives and the lives of those around them.

How does it affect your daily life?

Take for example a recent study conducted by OPP that found roughly 56 percent of potential employers check an applicant's Facebook page before making a hiring decision.

More than 90 percent of potential employers already conduct background checks and it's a fair bet that in the near future, 90 percent will check your Facebook as well.

In this economy, you can't afford to lose a job opportunity because of the surplus of drunken photos on your Facebook.

That of course is just one example. I can't begin to think about how many relationships ended because of something posted to Facebook. It's funny, but it happens all the time.

All of this applies to your Grange life as well and the things you post to your Grange's social media sites.

As a nonpartisan organization, it's important that the things you post and make public to others show our organization in a positive light and correctly reflects our value system. That means no swearing, no derogatory language, no inappropriate photos, no political rants, etc. on Grange pages and sites.

This is especially important for potential Grange members who might be checking our sites to get a better understanding of who we are and what we do as an organization.

Highly partisan posts can unintentionally communicate to onlookers that the Grange is affiliated with that party or candidate.

The Grange is a nonpartisan, family-oriented organization and our media content should reflect such.

Of course, even in the Grange, everyone has the right to express his

or her opinion, just make sure you pick the right venue.

Many of our members are very proud to be part of our organization and often display their regalia or our logo in their profile or photos.

If you have specific references to yourself as a Grange member or officer in your profile photos or in your profile name, it is important that you avoid partisan political posts as it reflects on the entire organization rather than just you as a person.

If you just can't help yourself this time of year – or anytime, in fact – please change your profile name or photo to something that does not include the Grange at the forefront so people associate your opinions with you, not with the organization as a whole.

Social media is here to stay, as are the problems it sometimes generates. It's just the world we live in now.

We must remember that our words and actions communicate heavily to those around us and work to ensure that we are sending the right message at all times. Basically, it all boils down to what your mother taught you: think before you speak, or in this case, before you post.

PASS THE WORD

Do you know someone who doesn't receive this e-Newsletter or other communications from National Grange? Tell them to contact the Communications Department by email at abrozana@nationalgrange.org or by phone at (202) 628-3507 ext. 102 today so they get all the benefits of their membership.



Stock photo

Members of the National Grange and 68 other agriculture organizations will meet at the Capitol Reflecting Pool on Wednesday to rally for the passage of the 2012 Farm Bill.

Members ready for rally on Hill

BY GRACE BOATRIGHT

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The National Grange will participate in a rally protesting Congress' refusal to bring up the 2012 Farm Bill for a full vote on Wednesday, Sept. 12.

In a truly collaborative effort, 69 organizations have formed the Farm Bill Now coalition to draw attention to this important issue. The groups, including the National Grange, the American Farm Bureau, the Farmer's Union, and many others, have agreed to set aside their personal legislative priorities, making no specific recommendations about what the Farm Bill should contain.

Attendees will meet at the Capitol Reflecting Pool at 11 a.m. to begin the event.

About a dozen representatives of the Grange will be among the group.

Although a five-year farm bill has never been passed in an election year, all provisions of the 2008 Farm Bill

expire on September 30th and must either be extended or renewed in order to ensure that American agriculture receives all the vital resources it requires to keep on track and provide relief for thousands of farmers feeling the effects of a months-long drought.

Despite its term, the Farm Bill has an impact on nearly every sector of our already struggling economy, with nearly one in every 12 American jobs being provided by the agricultural sector.

The Farm Bill passed out of the House Agriculture Committee in July, with the Senate having already passed their version in June. With the upcoming November elections, Congress is hesitant to debate and pass the nearly \$1 trillion piece of legislation, with particular hesitance towards proposed cuts to Supplemental Nutrition Assistance Programs, also known as food stamps.

Groups argue that it is essential that Congress pass the Farm Bill before the end of September and the coalition will work to see that become reality.



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30 Granges deemed 'Distinguished' in 2012

BY AUSTIN MILLER

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Last week, the National Grange announced the selection of 30 recipients of its Annual Distinguished Grange Program.

In its third year, the program seeks to promote Granges that work to make positive strides for the organization as a whole and their individual chapters.

"We are excited this year because we had a huge increase in participation," National Grange Programs, Benefits and Sales Director Samantha Johnson said. "We are honoring seven State Granges and 23 local Granges."

Johnson said one of the most exciting things about the program this year was seeing Sandy Valley Grange No. 19, Nev., enter and qualify.

"Sandy Valley was only organized in mid-2011, and one year later, they were proving their activities and contributions to their community and the Grange as a whole," Johnson said.

Johnson said Maryland State Grange and New York State Grange, as well as seven local Granges – Five Mile Prairie

Grange No. 905 and Humptulips Grange No. 730, both of Wash., Kuna Grange No. 59, Idaho, Redland Grange No. 796, Ore., Russellville Grange No. 91, Pa., Stanford Grange No. 808, N.Y., and Uxbridge Grange No. 200, Mass. – have qualified as a Distinguished Grange each year since the start of the program in 2010.

First-year State Granges that qualified were Idaho, Illinois, Pennsylvania and Washington.

First time Distinguished Local Granges are Cape Fear Grange No. 1296 and Grantham Grange No. 968, both of N.C., Dunstable Grange No. 31, Mass., Ekonk Community Grange No. 89, Conn., Gratoit Grange No. 898, Mich., Holden Grange No. 78 and Rowley Grange No. 91, both of Mass., North Cameron Grange No. 355, N.Y., San Poil Grange No. 684 and St. Andrews Grange No. 832, Wash., and Sandy Valley.

For the second year in a row, Burns Grange No. 160, Mich., McIntosh Grange No. 1001 and Sequim Prairie Grange No. 1108, both of Wash., Mica Flats Grange No. 436, Idaho, and Prairie Grange No. 1832, Illinois have qualified. North Carolina State Grange also qualified for a second year.



DISTINGUISHED GRANGE

"The requirements for Distinguished Grange aren't stringent, but it takes passion to complete the necessary steps throughout the year and do the paperwork," Johnson said. "This is something our Distinguished Granges can be very proud of."

National Grange President Ed Luttrell said he was encouraged to see greater participation this year, and hoped the program and the number of recipients would continue to grow.

"This is a way for our Granges to be recognized for the good work they do for our organization and their communities every day," Luttrell said. "I am so happy to take time this year at National Convention to congratulate members of these Granges and thank them personally for their dedication to our Order."

How do you display your *American Values. Hometown Roots.*

We want to hear your ideas on how Granges and Grange members can use our tagline, "American Values. Hometown Roots." to inspire programming, advocacy and legislative activities, service projects, marketing strategies, membership drives, leadership workshops and much more. Visit our Facebook group by searching "The National Grange" or going to <http://www.facebook.com/groups/77435139349/> and tell us your ideas!

GRANGE SOCIAL

What you might have heard

Various outside press outlets

National Grange President Ed Luttrell's announcement on Sept. 6 regarding the settlement with proposed Oregon casino developers made national news.

If you haven't seen them, stories appeared in major outlets such as CBS Moneywatch and Bloomberg Business Week thanks to coverage by Associated Press reporter Jonathan Cooper. The news also appeared in more than two dozen local Oregon outlets such as the Oregonian, the Portland Tribune, Oregon Live, The Bulletin and The Republic.

Discuss

Interesting prompts from "The National Grange" Facebook Group and the "National Grange Communications Dept." Facebook page



Today's 11th anniversary of Sept. 11, 2011, can serve as a prompt for Junior Directors and others to have a conversation with those too young to remember that fateful day about

patriotism and the attacks themselves.

Boatright has secured a demonstration by AT&T to show the dangers of texting while driving at National Convention. In the meantime, it's good to know the facts: people who text while driving are 23 times more likely to get into an accident and 75 percent of teens say that their friends text while driving. We encourage you to set a good example and take the "It can wait" pledge. <http://bit.ly/QE0Bzv>

Interactive

On our Facebook Group, "The National Grange"



Lynette Schaeffer was the lucky winner of our e-Book giveaway. She won a copy of Friend of the Farmer for her Nook.

Keep an eye out for more giveaways like these and don't forget to buy a copy of Friend of the Farmer or Legal and Economic Influence of the Grange!

Grange Video Vault

Videos available on the YouTube National Grange channel

Luttrell posted his September Message to all Grange members. Take a look here (<http://bit.ly/OmuQvB>) and tell us what you think!



Member Recognition

On Twitter @GrangeRecognition or on our Facebook Group, "The National Grange"

Seven Grange members from across the country were awarded their 50-year certificates recently. Visit our National Grange Awards twitter page (<http://bit.ly/O9l1ji>) to find out who!



Our Blogs

nationalgrangeviewfromthehill.blogspot.com



Read the articles that Legislative Director Grace Boatright thinks are important for Grange Members to know! (<http://bit.ly/ToE2m7>)

GRANGE DELIGHTS: One-Step Tamale Pie

1 lb. Ground Beef
1c. chopped onion
2 cloves of garlic, minced
2 8oz cans tomato sauce
1 c. milk
2 eggs, lightly beaten
¾ c. yellow cornmeal
1 12oz can whole kernel corn, drained
½ c. sliced ripe olives
Hot pepper sauce to taste
1 tbsp. Chili powder
2 tsp. salt

Brown ground beef with onion and garlic in skillet, stirring frequently; drain. Add remaining ingredients; mix well. Pour into greased baking dish. Preheat oven to 350 degrees in 7 x 12 inch pan. Bake for 40 to 45 minutes or until knife inserted in center comes out clean. Cut into squares. Yields: 6 servings

This recipe comes from The National Grange: The Glory of Cooking cookbook and was submitted by Pamela Donovan of Ada Grange, Ore.