

Welcome Message for the 2025 Hejaz Shriners

Welcome to 2025 Nobles and Ladies!

As we gather here today, I want to start by emphasizing our motto for this year: "No Jazz Like Hejaz." This simple yet powerful statement captures the unique spirit and unity of our Temple.

Watching our Temple grow with new blood, new ideas, and a fresh outlook has been incredible. Our mission at the Shrine is to improve the world through brotherhood, fellowship, and philanthropy. It is crucial to keep this in mind as we work together to achieve our goals for the coming year.

Our Goals for 2025

Goal 1: Financial Solvency, Accuracy, and Accountability This year, we are setting a goal to achieve solvency, accuracy, and accountability in our finances. We will implement rigorous financial practices to ensure every dollar is accounted for and used wisely.

Goal 2: Increase Membership by 3% Our membership committee has developed a comprehensive plan focused on retention and recruitment, supported by the entire Temple. We aim to increase our membership by 3%. By bringing in new members and retaining our current ones, we strengthen our foundation and ensure our continued success.

Goal 3: Build Momentum through Unity Unity is our strength. We must unite and drive towards our shared goals, not allowing negativity or dissent to hinder our progress. If you encounter any issues or have concerns, please come to me or Chief Aide, Patrick Raines, and we will address them. Let's work together to build a stronger, more unified Temple.

Embracing Change and New Ventures

You will notice some differences in the way we go about the business of "Shrining" this year. One significant change is our venture into social media marketing. Social media has the power to attract new members, market our projects and events, and generate revenue. This year, we will launch new social media marketing initiatives for all our Temple Projects and Events. Everyone with social media accounts will be part of this exciting venture.

Temple Projects

We have three major projects this year. Two will be public-facing, aiming to generate revenue from non-Shriner efforts. The Hejaz Bourbon Raffle and Hejaz Barstool Golf. The third project is a trip for four to Hawaii (or a luxurious trip for two), which will be Shriner-focused in terms of sales and promotion. All Temple Raffle Projects will have both online and paper tickets. The prize drawing will include both types of tickets and will be drawn by using an independent software that chooses a random number.

Election Day Changes

We are also making changes to Election Day. Instead of having the ball on the same day, our ball will be held on April 12. On Election Day, you can invite your significant others and family to the Temple at noon for a Taste of Hejaz. We will have delicious foods from several Clubs and Units, and there is still time to sign up your Club/Unit to provide your delicacy for this event.

So without further ado, let's move forward and embrace the bright future ahead of us.

Thank you, and let's make 2025 a year to remember!

With Unity and Fraternity,

Benjamin L. Martin
Potentate 2025