

**SHRINERS HOSPITAL  
OREGON EAST-WEST  
ALL-STAR  
FOOTBALL GAME  
ASSOCIATION**

**POLICIES AND PROCEDURES**

**PART II  
GAME  
MANUAL (Draft 1)**

**2010**

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## **MISSION**

The mission of Shriners Hospital Oregon East-West All-Star Football Game Association is to plan, organize, promote and produce an annual all-star football game played with graduating seniors from Oregon's 4-A, 3-A, 2-A, and 1A High Schools, who have distinguished themselves as football players, and who are also of good character, for the purpose of raising funds for Shriners Hospitals for Children.

## **OBJECTIVES**

The objectives of the Association are: (1) To manage the annual all-star football game, paying all expenses and dispensing net profits from the game to Shriners Hospitals. (2) To obtain adequate insurance to protect the Association and sanctioning Shrine Temples from liability associated with the football game. (3) To devise, design and implement ways and means for raising funds for Shriners Hospitals in conjunction with the annual Shrine All-Star Football Game to the fullest extent possible.

## **PARTICIPATION**

The Association is made up entirely of volunteers, having not a single paid employee. Yet, the Oregon East-West Shrine Game is one of the most successful Shrine All-Star Games in the country.

Oregon's Shrine Game may not be the biggest Shrine Game or the largest contributor to Shriners Hospitals, but we have come to be known as ***The Greatest Little Shrine Game in the World.***

The key to our growth and future success is limited only by the numbers and the abilities of participants from our Member Shrine Clubs, and their willingness to serve on the various committees that make the game possible.

## **NOMINATIONS FOR COMMITTEE POSITIONS**

Member Shrine Club Presidents and Members of the Board of Directors are encouraged to nominate members of their Shrine Club for any appointive or elective Committee positions. Nominations should be in writing and state the reasons for the nomination.

## **COACH SELECTION**

Coaches for the East-West Game are picked on a rotation schedule. Each district or ***league*** on the East & West list are invited to provide a coach every two to four years. There are seven 4A leagues, five 3A leagues, five 2A leagues and six 1A special districts (six 1A leagues).

When it becomes a leagues turn, the head coach of the first place team in that league receives the invitation to coach in the East-West Shrine Game. If the coach, so invited, is unable to accept the invitation, the head coach of the second place team in that same league is invited.

The West All-Star Team and the East-All-Star Team both have four coaches. The coach with the most years coaching in both the West and East Teams in 4A, 3A or 2A becomes the Head Coach for that year. If there are two coaches on one of the teams with the same seniority they become co-head coaches. The other coaches serve as assistant coaches. *None of the selected coaches may invite another coach or past coach to assist him during the playing of the game.*

## **PLAYER NOMINATIONS**

Players are nominated by their own coach. Another coach may nominate a player from a different school but he cannot be selected if his own coach did not nominate him. In addition to a nominees athletic ability, coaches are asked to consider the nominees character, community relations and scholastic record. The point is made that Shrine All-Star Players not only participate in the East-West Shrine Game, but each player represents his High School and his Community as well.

Prerequisites for a player nominated for the East-West All –Star Football Game are quite simple. He must be a good football player, an excellent who is a senior graduating in the year he is nominated, and of good moral character with no juvenile or criminal record.

At the end of October each year ballots with instructions for making nominations are sent to each high school in the 4A through 1A player pool addressed to the Head Football Coach.

When the ballots are received with the nominees the Player Personnel Manager for each team records each nominee's name, position, height, weight, school and classification on a spreadsheet to be sent to the selected coaches prior to player selection.

Shrine Clubs and communities cannot expect to have players representing them at an East-West Shrine Game unless their respective high school coach returns his ballot with nominations. It is recommended that during the first couple of weeks in December of each year that members of each Shrine Club contact every high school coach in their jurisdiction to insure that he received his ballot and has sent it in to the Team Personnel Manager. If he has any questions contact the Team Personnel Manager for your respective East or West team, or the Association Chair or Vice Chair if a replacement ballot is needed or if questions need to be answered.

It is unfortunate but necessary to remove a player or an alternate from a team roster because he is involved in an incident which brings discredit upon himself. The most common reason for taking this action is an arrest for M.I.P. or D.U.I., and the prime time for either offense is around graduations. In letters informing players that they have been selected for the East or West team, they are cautioned that an M.I.P. or D.U.I. means removal from the team. Other offenses will be judged by their seriousness.

Since too much emphasis cannot be placed on the seriousness of an M.I.P. or D.U.I., Shrine Club members are encouraged to bring this subject up at East-West Shrine Player Banquets or other appropriate Shrine Club functions where the players are guests. It is also of the uppermost importance that Shrine Club members promptly report any incident involving a player or alternate to the Team Personnel Manager for their respective East or West team or the Association Chair or Vice Chair.

## **PLAYER SELECTION**

Oregon's high schools are classified into six categories according to student enrollment, then schools within each category are divided into districts and leagues. For the purposes of the East-West Shrine Game only the 4A through 1A districts & leagues are utilized. In the 4A through 1A districts and leagues there are 159 football playing high schools that make up the East-West Shrine Game player pool.

The East-West Shrine Game player selection formula is based on assigning half of the leagues & districts to the West Team and the other half to the East Team. The formula is designed to select a proportionate number of all-star football players from each league or district.

All 159 high schools are sent ballots for either the East or West leagues & districts. Thirty players and thirty alternates are selected for each team. Statistically, about forty of those 159 schools may not be represented at any given East-West Shrine Game.

The player selection formula for the year 2009 is as follows for each team:

4A – 10 players and 10 alternates; 3A 8 players and 8 alternates; 2A 8 players and 8 alternates and 1A 4 players and 4 alternates.

## **PLAYER AWARDS & BANQUETS**

The NCAA (National Collegiate Athletic Association) is a self governing national association with over 1,200 colleges and universities as members. Its objectives are to maintain intercollegiate athletics as an integral part of the education program and the athlete as an integral part of the student body. The NAIA (National Association of Intercollegiate Athletics) coordinates athletic competitions and regulates intercollegiate sports so as to preserve the integrity of the amateur athlete in collegiate competition. To these ends, NCAA and NAIA rules, while appearing excessive, are nevertheless effective in promoting collegiate sports while insuring equal opportunity and equitable treatment of college athletes.

Nor is NCAA and NAIA membership limited to state colleges and universities. Most private and religious institutions of higher learning which have athletic programs are members also. So it is easy to understand that with few exceptions, every college bound East-West Game player will

come under NCAA-NAIA sanctions soon after the All-Star Game.

Consequently, any violation of NCAA or NAIA rules by our Association would jeopardize athletic scholarships and collegiate sports eligibility for participants in our East-West Shrine Game.

The most recent interpretation we have from NCAA and NAIA is that all players must be treated equally for All-Star recognition. Without setting a dollar amount, the rules use the phrase, “**within reason**” when setting limits on what players and their immediate family members may receive.

And, since no distinction is made between players and alternates during our nomination and selection processes, **alternates must be included in all awards and recognitions for players.**

These rules may seem rather simple, but they are really quite complex. For instance:

#### **PLAYERS CAN NOT:**

- Receive free tickets for their family or friends to the game.
- Receive “*Player of the game*” honors because it recognizes one player above others.

#### **PLAYERS CAN:**

- Attend player recognition banquets or dinners, provided all the All-Star players, including alternates, in that area are invited.
- Bring their parents to a recognition banquet or dinner, provided the parents of all the All-Star players, including alternates, are invited.
- Receive merchandise from the game, provided all All-Star players, including alternates, receive the same merchandise so long as the value of the merchandise meets the “*within reason*” limitation.

You may say that these explanations and guidelines are confusing. Well, welcome to the world of player eligibility which the Player Personnel Committee and Team Managers must constantly deal with.

On the other hand, if your club is planning a player recognition banquet or dinner, you may want to consider inviting the High School Coaches in your area as well as the players, including alternates, and their parents. The public relations value of such an event would be enormous, not only for your club, but for Shrinedom and more importantly, Shriners Hospitals.

### **GAME OFFICIALS**

The “third team” on the field, the officials, gets little acclaim and even pays their own way, cover all their expenses and even donate their time. So, why is the Oregon East-West Shrine Game one of, if not the most sought after assignments for Oregon’s High School Officials?

Each official has his own reasons, but the association tries hard to show our appreciation for their dedication and contribution to our cause. And, Imperial Shrine Officers, together with the various football referee commissioners stress that being chosen to work a Shrine All-Star Game is among the highest credits that can be given an official.

The Oregon Shrine Game uses twelve football officials’ associations in Oregon from which to draw game officials. Each official’s association has the opportunity once every four years to furnish two officials for the Oregon Shrine Game. The positions on the officiating crew are rotated every four years. Therefore, if Blue Mountain Association furnishes the referee and umpire during the current rotation cycle, when their turn comes again they will fill two positions other than referee and umpire.

Because the Oregon Shrine Game is an All-Star Game, a six man officiating crew is used which allows better coverage of the game, permits officials to better position themselves on the field and reduces the area each official must cover during Baker City’s August heat. Important also, it allows us to showcase six of the finest officials in Oregon High School Sports.

The National High School Football Rules are used for the Oregon Shrine Game and since it is played after July 1st, the upcoming season’s rule changes are observed. The two exceptions to these rules applied to our game are: (1) Rather than the usual twelve minute quarters, the Oregon Shrine Game uses fifteen minute quarters. (2) The rules requiring players to wear jersey numbers corresponding with the position they line up in are not applicable to the Oregon Shrine Game.

As with the official rules, once the ball is kicked off, the referee and his fellow officials have full charge and control of the game.

## **COURTESIES EXTENDED TO GAME OFFICIALS**

Game officials don't like to be *shown off* before the public, in fact, they shun public recognition. Game officials consider the highest compliment they can be paid is when the game is over, everyone remembers the players, the coaches and the game, but has forgotten the officials.

*Game officials are in charge of the game, they are not the game!*

For many years, the Desert Shrine Club has hosted a dinner for the Game Officials and their ladies on the afternoon of the game. Each year, one or more other Shrine Clubs co-sponsor this dinner honoring the Game Officials in a manner in which they feel comfortable. Not only is the dinner open to all Shriners, their ladies and guests, but Shriners are encouraged to attend and show their support for these *gentlemen of the gridiron* who contribute so much to our cause.

Every Shrine Club should be represented by at least one Shriner at the Official's Dinner each year. Reservations for the dinner can be made with the Desert Shrine Club or the Executive Board Chairman.

## **ROYALTY**

Royalty can be a big plus for our game. Not only does the presence of team Queens add status and grace to the ceremonies associated with our all-star game, but these very special representatives of Shriners Hospitals promote the very essence of the objectives for which the Oregon East-West Shrine Game is played, ***supporting Shriners Hospitals!***

Prerequisites for Shrine East-West All-Star Football Team Queens are:

- Must be or have been a patient at a Shriners Hospital.
- Must possess the maturity, grace and personality to act as official ambassadress for our Association and to promote Shriners Hospitals throughout her reign.
- Must have the support of her parents or legal guardians, or if married, the support of her husband.
- Must have one or more Shrine Clubs committed to sponsoring her throughout her reign.

Requirements for Shrine east-west All-Star football team Queens are:

- Must have written permission from parents or legal guardians, if under 19 years of age.
- Must have a parent or parent approved chaperone to accompany her at all appearances.
- Must be free to reign at the Player Pick-up and ceremonies associated with the Shrine East-West All-Star Football Game in addition to such other parades and events the sponsoring Shrine Club may desire.

The Association furnishes both the East Queen and the West Queen with the following:

- Tiara. (Regal circlet for the head)
- Robe. (Red for East Queen; Green for West Queen)
- Sash. (Customized for each Queen; may be kept as a memento of her reign)
- Magnetic car sign.

The Association provides both the East Queen and the West Queen with the accommodations and amenities as follows:

- Lodging for each Queen and her parents or chaperone for one night preceding the player pick-up. Also, lodging for each Queen and her parents or chaperone for two nights preceding the all-star football game.
- Reserve Seat Tickets for each Queen and her parents or chaperone to attend the game.

All other expenses incurred by the Queens in carrying out their official duties are the responsibility of the sponsoring Shrine Clubs, unless otherwise approved by the Association.

## HOUSING FOR THE GAME WEEKEND

Finding a place to stay during Baker City's really big weekend is a real challenge inasmuch as so many *regulars* that attend the Oregon Shrine Game year after year make their reservations a year or more in advance that by the end of February accommodations in Baker City are scarce or nonexistent.

Naturally, the earlier reservations are made, the better the accommodations are and the more choices you have. In making reservations for housing, keep in mind that there is always a full weekend of activities. In addition to the National Historic Oregon Trail Interpretive Center at Flagstaff Hill near Baker City and Historic Sumpter with its *narrow-gauge railroad* and one of a kind *gold dredge*, there is much to see and do in historic Baker City, especially on Oregon Shrine Game weekend. The Baker County Visitor & Convention Center can give you information about all points of interest and lodging accommodations in Baker County. Their telephone numbers are: 1-800-523-1235 or 541-523-9187. Their E-mail address is: bakercv@oregontrail.net.

Following are the listings in the year 2000 *Baker City Lodging Guide*:

Baker City Motel 880 Elm Street 541-523-6381	Oregon Trail Motel 211 Bridge Street 541-523-5844
Best Western Sunridge Inn 1 Sunridge Lane 541-523-6444 or 1-877-867-4343	Quality Inn 810 Campbell Street 541-523-2242 or 1-800-228-5151
Bridge Street Inn 134 Bridge Street 541-523-6571 or 1-800-932-9220	Super 8 Motel 250 Campbell Street 541-523-8282 or 1-800-800-8000
Budget Inn 2205 Broadway 541-523-6324	Welcome Inn 175 Campbell Street 541-523-3431 or 1-800-307-5206
Eldorado Motor Inn 695 Campbell Street 541-523-6494 or 1-800-537-5756	Western Motel 3055 Tenth Street 541-523-3700 or 1-800-481-3701
A'Demain Bed & Breakfast 1790 Fourth Street 541-523-2509	Grant House Bed & Breakfast 2525 Third Street 541-523-6685
Baer House Bed & Breakfast 2333 main Street 541-524-1812	Powder River bed & Breakfast Highway 7 541-523-7143

## RV PARKS FOR THE GAME WEEKEND

Following are listings in the year 2000 *Baker City Lodging Guide*:

Baker City Motel & RV Park I-84 Exit 306 541-523-6381	Oregon Trails West RV Park I-84 Exit 302 541-523-3236
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Mt. View Mobile Manor  
I-84 Exit 302 to Hughes Lane  
541-523-4824

## **TICKETS FOR THE GAME**

Once you have your housing arranged for the game weekend your next priority should be to secure reserve seating for the game. Those *regulars* that attend the Oregon Shrine Game year after year, in addition to making their housing arrangements a year or more in advance, begin pestering the Ticket Sales Manager early in the year for their favorite reserve seats in Baker City's High School Stadium.

If you would like to avoid the hassle and cost of long-distance calls to purchase reserve seat tickets directly from the Ticket Sales Manager, get in touch with your Shrine Club President or Secretary and inquire about the current year's Shrine Game Ticket Chairman for your Club, then pick the choicest seats and get your reserve seat tickets from him. This is how reserve seat tickets are handled. Each Shrine Club President is asked to appoint a Shrine Game Ticket Chairman to whom a block of reserve seat tickets are sent. Every effort is made to insure an equitable distribution of choice seating so that every Shrine Club gets its share of *the best seats in the stadium*. It stands to reason that if you get there first you get first choice on the tickets. If, however, you would rather deal directly with the Ticket Sales Manager, either your Shrine Club President, or Secretary, or one of your Shrine Club Executive Board members can give you the name, address and telephone number of the Ticket Sales Manager.

On the other hand, if you want to see the game but are not interested in reserve seating, you can always get a general admission ticket at a reasonable cost. You can even wait until you get to the game and purchase a general admission ticket at the gate as long as they last.

## **BIG DAD TICKETS**

Big Dad Tickets are exclusively for kids, high school age and under. Big Dad Tickets may not be used by an adult or anyone else not a student enrolled in a public or private school in grades 1 through 12 during the preceding school year.

Al Kader and Hillah Shrine Temples send a Big Dad Ticket mailing to each member every year asking that they purchase the Big Dad Tickets and either give them to local school children who would like to attend the game or else return them to the Ticket Sales Manager who in turn supplies Baker City High School with Big Dad Tickets for local and regional students.

## **PRE-GAME ACTIVITIES**

### **THE PARADE**

Among the host of pre-game activities going on in Baker City during the Oregon Shrine Game weekend, the pre-game parade is a spectacle you should never miss.

Keep in mind that this is a civic parade, not a Shrine parade, despite the preponderance of Shriners in the parade representing several Shrine Temples. Nevertheless, Shrine protocol must be strictly adhered to by Shriners. For instance, only Shriners are permitted in Shrine vehicles, or a vehicle operated by a Shriner, or with a Shrine Unit during the parade. No impersonation of ethnic groups, females, or political figures is allowed among Shriners in the parade. Neither candy nor other objects may be thrown or handed to spectators along the parade route. No discharge of firearms or fireworks is permitted in the parade. Shriners participating in the parade shall not display nor consume alcoholic beverages in the staging area before the parade or along the parade route and Shriners shall be circumspect in the use of non-alcoholic beverages in the staging area or during the parade so as not to give the impression they are using alcoholic beverages.

Pre-registration is a necessity for participation in the parade, whether an individual Shriner with or without a vehicle, or a group of Shriners with or without vehicles. Shrine Temple Units must register with their respective Temple's Director of Units. All other Shriners, Shrine Clubs, Shrine Groups or vehicles transporting Shriners must register with the Association's Executive

Committee Parade Coordinator.

Customarily one or more Shrine Clubs purchase *PARADE PARTICIPATION RIBBONS* for the Parade Coordinator to present to each Shriner participating in the parade. These ribbons not only distinguish parade participants, but they are prized mementoes of a fun-filled weekend.

## THE BREAKFAST

Another pre-game activity you should never miss is the annual Baker County Cattlemen & Cattlewomen Breakfast in Geiser-Pallmon Park in downtown Baker City.

The breakfast includes steak, eggs, pancakes, coffee and juice in portions sure to satisfy even the hardest appetite. They usually serve 1,000 or more breakfasts at a very reasonable price. What's more, proceeds from the breakfast are used to purchase the steer that is donated to the Association to auction at the game during half-time.

As of the year 2000 game, the Baker County Cattlemen & Cattlewomen Association had donated 26 steers, which have raised over \$150,000 for Shriners Hospitals through the half-time auctions.

Even if impromptu musical presentations of the combined Shrine Concert Bands, the combined Drum and Bugle Corps or the award winning Al Kader Shrine Oriental Show Band in the park during breakfast doesn't tug at your heartstrings, the Baker County Cattlemen & Cattlewomen Association deserves your support for their worthy contribution to our Shriners Hospitals.

## STEER AUCTION

**Oh that darn....dear steer!** Its many things to many people. It conjures images of *steaks on the hoof* for some; it's the *fatted calf being led to slaughter* for others; its a *prize winning 4H or FFA steer* to someone; *it's another generous contribution to Shriners Hospital* for members of the Baker County Cattlewomen & Cattlemen Association. But, to the Bulldog Stadium grounds-keeper, it means the field gets fertilized at half-time.

On the preceding page you were informed how the Baker County Cattlewomen & Cattlemen Association holds a fundraising breakfast in the city park each year to raise funds to purchase the steer which is auctioned at half-time for the benefit of Shriners Hospitals. But, there is more to it than that.

Sometime before the game, the Cattlewomen & Cattlemen Association arranges for the purchase of a steer, usually from a boy or girl who raised the steer as a 4H or FFA project. What they look for is a prime steer that is gentle and accustomed to being around people.

The steer auction is conducted by a professional auctioneer with bidding by the pound on live weight. Total dollar bids for the steer as is will also be accepted. However, unlike most other auctions, Shriners and Shrine Clubs usually lead off the bidding fast and frivolous for the winning bid, only to buy then donate the steer back for another auction. Sometimes the steer is auctioned several times before someone finally buys it and even then it may be donated to Shriners Hospitals.

If you, your family, your service or civic club, your lodge or your Shrine Club would like to make a contribution to Shriners Hospitals, receive applause for your contribution, while also supporting Oregon's Shrine All-Star Football Game, you may consider bidding on *that darn dear steer* during the half-time auction. Bidding at this auction can be made simple by contacting the Association Pageantry, Pre-game & Half-time Director or either Vice President.

## PUBLICITY

The Oregon Shrine Game relies on the public for support, and without public support the funds we raise for Shriners Hospitals would be but a pittance. As a matter of fact, the success we have achieved with our East-West Shrine Game can be attributed to our ability to rally public support, either on a person-to-person basis or through the news media. Now, ask yourself this. *What if we could reach twice or even three or four times the public we are now able to tell our story to?* It's a sure bet, we could at least double our fund raising for Shriners Hospitals. Here's how.

The Association has a Director of Publicity who prepares and mails news releases to every newspaper, radio station and television station in Oregon and Western Idaho. He can do little more than get news releases to the media. **But you can!** You can make his work much more

effective. You can insure his news releases reach three or four times as many people in your community. How?

First. Make a list of all the radio stations, newspapers, television stations or cable companies who carry local news in your area. Send these addresses to the Association Director of Publicity or to the Chairman so we can insure our media mailing list is correct and complete.

Second. Get to know members of the local media on a personal basis. A sports editor or news director is apt to give more attention to news if it is about or comes from someone he knows, if for no other reason that he knows who to contact if he has any questions about the event.

Third. Alert sports editors or news directors about coming events such as local awards banquets, Oregon Shrine Game player selection and of course the annual Oregon Shrine Game date. Tips like a player's father or grandfather who played in a Shrine Game or other items of local interest which can be tied to the game are appreciated by editors and news directors. Now, if you really want to get involved, put yourself on the Association's News Release mailing list and routinely follow up with a visit to a local newspaper or radio or TV station to make sure they received the release and to see if they have any questions. Your interest will pay off in more and better news coverage, which is, getting your Shrine Game better known throughout your community.

## PROGRAM ADVERTISING

The life blood of the Oregon Shrine Game is the *program*. You can figure that the amount our Association donates to Shriners Hospitals each year is close to the amounts collected for the program that year.

While we refer to it as *program advertising*, our objective is to collect contributions for Shriners Hospitals. The advertising, per se, advertises the game through the program, while also paying tribute to the all-star players selected to represent their high schools and their communities in the annual Oregon Shrine Game. True, the program in that sense is advertising, but in reality we are accepting contributions for Shriners Hospitals, and giving a receipt for each contribution which represents a charitable contribution for tax purposes inasmuch as the net proceeds from the game go to Shriners Hospitals.

Program Packets are distributed at the player selection meeting each year and include a receipt book together with instructions on page set up. *It is important that Shrine Club Presidents choose their program advertising committee members carefully inasmuch as the financial success of the Oregon Shrine Game depends on their efforts.*

Some interesting facts to help you understand the importance of the *program*:

- The Oregon Shrine Game is the largest money maker in Oregon for Shriners Hospitals.
- 97% of the contributions to Shriners Hospitals goes for direct patient care.
- We are honoring the positive accomplishments of good citizens and great high school athletes in local communities throughout Oregon. *(Isn't this refreshing after all the attention given to teenagers who break laws and violate rules of society?)*
- By listing all the contributors in the *program*, we are showing their support for these outstanding young men to whom the *program* is dedicated, while also acknowledging their contribution to Shriners Hospitals.
- You are not selling advertising! You are accepting contributions for Shriners Hospitals and by so doing the contributor is supporting the Oregon Shrine Game which is to honor the local players selected for this year's all-star Shrine game. The Association has no objection, if a business wishes to consider their contribution *advertising*, for bookkeeping purposes.
- You are soliciting funds? Maybe! But the best approach is, just let everyone get into the act of supporting deserving young high school football stars by contributing to the Worlds Greatest Philanthropy. Now, if you want someone to do the hard part, get in touch with your local high school booster club and ask their help in making contacts. **BINGO!** And don't forget to contact all the service clubs and lodges in your area, also.

It is important to have one person handle all the contributions and receipts, to insure they are correct and complete. Particular attention must be taken to insure that anyone or any business that is entitled to an ad, i.e., 1/4-page ad, 1/2-page ad or full-page ad, by virtue of their contribution is aware that they can design precisely what will appear in the *program*. Important also is to make certain the instructions or wishes of such contributor is honored and that specific

and detailed instructions are contained by or attached to each receipt sent to the Program Advertising Manager or Program Editor.

Receipts that do not make the deadline can not be guaranteed space in that year's *program*; however, every effort will be made to do so.

## **DETAILED POSITION GUIDES**

### **Chairman**

October 1 - Secure Committee members from past year  
Hotel arrangements for player pickup/Hospital visit must be secured for coming year.  
October meeting - elections - discuss sites for quarterly. Meeting Discuss getting quotes on bumper stickers, clothing, other retail items

By November 1 -Check w/team personnel, parade chairman and committee members to see what their needs are for Stationary and other printing needs  
Sales ad receipt books need to be printed for hand out at January meeting. Initial order 10 cases

All printing of Stationary and any other forms  
(Check w/ticket Chairman., Past Player Chairman, Treasurer, Secretary, Publicity Chairman., Queen Mom Parade Chairman. and Team Personnel)

After December 1 - Send Coaches welcoming letter from Chairman. And follow-up with a call.

December 15-Get with Secretary for agenda content for January meeting. Is printing complete for handing out at January meeting?

April 1 - Get w/Secretary for agenda for May meeting

### **First Vice Chairman (TBS)**

To be Supplied

### **Second Vice Chairman (TBS)**

To be Supplied

### **Secretary (TBS)**

To be Supplied

### **Treasurer (TBS)**

To be Supplied

### **Game Coordinator**

- Be available for Game Chairman anytime
- Roses for Queen or Queens-
- Press box security-
- Stadium announcer-
- Player profiles to Chamber of Commerce, Baker City Herald, and Record-Courier
- List of player store windows to team personnel in La Grande and merchandise trailer
- Place for early ticket sales-Sycamore Tree
- Pre-game setup and Which Units on Field
- Baker County Cattlemen and Cattlewomen's Assoc. (steer)--Myron Miles
- Auctioneer and bid takers
- Care of steer before and after the game-Myron Miles
- Ticket takers-
- Ticket sellers-

- Stadium gates open one hour before Pre-game start
- Security and parking-Baker Co. Sheriffs Posse
- Flag for stadium-Boy Scout Troop #444
- Dressing room keys, attendants for player arrival
- Concessions-Principal
- Stadium clean up-Principal
- Sound system and field Microphone
- Watermelon feed in park—or BBQ (Quarterback Club) Baker County Shrine Club
- Rides for players-Baker County Shrine Club
- Two buses for player pick-up at La Grande game day-School District
- Ambulance Service-Fire Chief
- Pop for players at half-time-Concession pop provider
- Ice for pop and on the field-High School
- Radio provisions-Press Passes---Dick:
- Coordinate with parade and Pre-Game Chairman--convertible cars and trailers of flatbeds.
- Schedule of events to radios, newspapers, and TV
- Portable toilet for parade at Courthouse
- Player towels---65
- Chain gang
- Get permit for closing street at stadium

#### **HIGH SCHOOL – Mark Field**

- Clean Seats
- Check on Field Markers
- Check P A System/Remote Microphone
- Check Hot Water
- Check concession booths Get Flag
- Score Keeper
- Chain Gang
- Time Keeper
- Clean restrooms (check for repair)
- Clean Press Boxes
- Check Lights
- Check Score Boards Towels in dressing rooms
- Garbage Truck and cleanup
- Get Key for Restroom and Exit Doors
- Game Officials Coordinator

#### **Game Security Director (TBS)**

To be Supplied

#### **Merchandise Manager (TBS)**

To be Supplied

#### **Pageantry and Auction Coordinator (TBS)**

To be Supplied

### **Parade Marshal/Chairman**

- The middle of February, send letter to the Potentates (Al Kader, Hillah, El Korah, Calam and Masada), requesting his instructions and protocol on contacting NW Shrine Units.
- March send letters of invitations to all Shrine Units
- May send parade announcement to all prior entrants
- July send Letter to Insurance agent for Binder on Parade Insurance
- Upon receipt of Binder, contact City for permission
- Contact City Police and arrange for barricades
- Contact Boy Scouts to set up and take down barricades
- Send Liability Insurance to ODOT in La Grande requesting permission to shut down portions of Main Street for parade
- Upon receipt of ODOT permission letter, take it to city of Baker for final planning
- Set up parade line-up
- Contact Al Kader Director of Units for their line up and set area aside for the Shriners line up
- Contact Parade announcer
- Contact Marilyn's music to set up announcer stand.

### **Player Pick-up and Hospital Visit Coordinator (TBS)**

To be Supplied

### **Program Advertising Manager (TBS)**

To be Supplied

### **Program Sales Director (TBS)**

To be Supplied

### **Public Relations/Member Relations Director (TBS)**

To be Supplied

### **Publicity Director**

November or December:

- Maintain current databases of Oregon newspapers and radio stations, including e-mail addresses and fax numbers.
- Do a test email, and phone those which bounced back to get current information.
- Make sure you include your phone, cell, & email in all communications.

January:

- Immediately after selections email announcement of boys selected to all with the caveat that these boys have been chosen to play and will, upon their acceptance, play in the game.
- Also e-mail names of Queens and Co-Captain(s)

March & April:

- Check with Team Personnel to get possible feature stories and inform the pertinent newspaper and radio station:
  1. ie father or brother or other relative played in a previous game, etc.
  2. player or other family member was a patient at Shrine Hospital, etc.
- As alternates are called in to replace players:
  1. Inform media that their player is not going to play

## 2. Inform media of alternate called (& has accepted) to play

### July:

- E-mail updated history of the game to media
- E-mail potential news features to media

### July/August: (@ 2 ½ weeks prior to game day)

- Resend full rosters to all media
- E-mail all Royalty photos to all media
- Take your own photos of each player during the plaque photo shoot at EOU  
(This is necessary because you will get several calls from media reporters who want, but do not have a photo of their player! – If you cannot be there, get someone else to do this for you. Important: Have a list of players and have someone check off each player as his photo is taken – that way you don't miss a player. I am speaking with the voice of experience here!!)
- Stick close to phone (or cell) & computer during game week because that is when the media will be contacting you.
- Also, I worked closely with the FOX media people getting the player info they needed.

### Notes:

1. I have found that most newspapers do not have the capability of opening a pdf file nor an Excel file. Best to send in plain text.
2. Work closely with Gerry Steele of the Baker Democrat Herald; they do a special insert edition dedicated solely to the game. He will want an email with the full team photos for each team.
3. Publicity Passes are issued by \_\_\_\_\_, Game Coordinator.

### **Sponsorship Director**

To be Supplied

### **Team General Manager**

- |             |  |
|-------------|--|
| Late August | Request Oregon Coaches Directory   |
| September   | Go to OSAA website & get OSAA District Breakdowns  |
| October     | Send out ballot letter to all coaches of 4A, 3A, 2A, & 1A whose schools play football along with a ballot. Attach a letter to let the coaches know which leagues are eligible to have a Shrine Football Game coach this year for the champion of that league and whether they will coach the East Team or the West Team.   |
| November    | Let Chairman know who the Coaches will be so he can call them to see if they will accept.  |
| December    | Send letter to all eight coaches thanking them for accepting the position and notifying them of player selection date, place and process for selection. This letter also covers their expense reimbursements. They are also sent at this time the list of coaches for both East & West Teams as well as who the head coaches are for each team. This is determined by the number of years they have been coaching. |
| January     | <ul style="list-style-type: none"><li>• Mail or e-mail coaches an information form asking for their polo shirt and jacket size as well as asking them for a 2x3 or 3x4 photo to be brought to player selections.</li><li>• Take player selection forms to player selection.</li></ul>  |



- Make sure that both EW Team Personnel Managers and at least one Team Manager will be there.
- Have Coaches meeting and explain the procedure for selections.
- Mail player and alternate letters notifying them of their selection. Along with this letter the parent-player consent form, insurance form, accomplishment forms are sent. In addition the Player Motel Reservation & Parent Motel Reservation forms are sent to the PLAYERS only.

## February

- Meet with Chairman and EOU personnel to set up the contract for the week that the players are there. Arrange for trainers for the week.
- Notify person in charge of ordering game jerseys and jackets for players, coach's shirts, jackets and hats, team personnel, team managers and student's managers shirts and hats of sizes. If team personnel or team managers want to buy jackets, have those sizes as well.

## March (late)

Send letter telling them of the date and place for player physicals and player pickup. Along with this letter send the Ticket Request form, Baker County Chamber letter and Information sheet for their window displays.

## April

- Send for one box of the April *Between Us* Magazine from the PR department of Shriners of North America.
- TO Parents – Send list of where to stay in La Grande and Baker. Send golf tournament information.
- Players DUII letter
- Players Equipment list
- Meet with EOU to make sure everything is set

## June (late)

When to report letter  
Temporary schedule for the week in La Grande & Baker

## July

- Ball bid letter to parents
- Player/Parent Information sheet about player pickup
- Letter about Parents night in La Grande
- Medical forms for player physicals
- EOU housing regulations
- Send all information to any alternate that has replaced a player.
- Get copies of player insurance forms to Insurance Chairman
- Get updated Team rosters to team photographer
- Be at player pickup. Coordinate player physicals. Check players in as they arrive and make sure that they have their Sports Physical forms with them and that they are signed by a parent if under 18. Have extra blank copies on hand in case they don't have theirs. Number the players as they come in so they can be called up to get their physicals by number.

- Welcome, introduce Game Chairman, Potentate, and Team Personnel Managers who will introduce their coaches, Team Managers, Student Managers. Assist in handing out player jerseys.
- Be at EOU when the players arrive.
- Give congratulations and instructions to players and coaches. Hand out shirts & hats to coaches, team personnel managers, team managers and student managers.
- Give copies of player insurance forms to appropriate EOU people.
- Arrange for laundry soap, water, etc.
- Get updated team rosters to appropriate people, i.e. publicity, game coordinators, team photographer, plaques and mileage chairman.
- Call parents who won game ball bids
- Hand out coats to players & coaches.

## August

- Make sure that the players know the schedule for game day and that they know to remove their personal belongings from their rooms and turn in their room key.
- Make sure that there will be water and Gatorade available for the players on both sides of the field. Set up misters on both sides. Make sure that there will be trainers on both sides.
- Ask team managers to be responsible for making sure the game pants are picked up and taken to the laundry after the game and picked up and stored in their proper place. Have them equipment boxes back to storage.
- Attend critique meeting on Sunday morning.

## **Team Personnel Managers (East & West)**

Attend East-West meetings when possible and definitely attend Player Selections meeting in January and Player Pickup in July.

September: Obtain OSAA Coaches Directory

November: Categorize ballots as they come in by 1A through 4A.

December: Call or e-mail any coach or AD from any school that did not return a ballot to make sure they received their ballot.

Send copies of all ballots 1A – 4A to Head Coach and copies of ballots to 1A coach for 1A players and on down the line.

Send any late ballots received to Head Coach and coach affected.

January Compile complete list of nominated players and send to General Team Personnel Chairman

Make list of schools that did not send ballots

Attend coaches meeting the evening before Player Selections

Attend and assist coaches at Player Selections

Make copies of selected players and alternates for E-W Shrine

Committee in attendance at Player Selections

February-June

Receive Parent Player Permission forms and assign jersey numbers as requested, if possible.

When not receiving a players form, contact the school to get the players phone number and make sure that he received his letter. Find out if he

will be playing. If not, contact the head coach and have him select an alternate from the same division if possible for the position vacated.  
 Keep General Team Personnel Chair informed of changes to your roster.  
 July Attend player pickup. Be there on Thursday afternoon for physicals and Friday morning for breakfast. Introduce your coaches and assist in handing out the players jerseys.  
 August Be at EOU when players arrive for their orientation.  
 Be on the sideline at the game.  
 Attend critique meeting.

**Team Insurance Coordinator (TBS)**

To be Supplied

**Team Medical Coordinator (TBS)**

To be Supplied

**Ticket Sales Director**

Jan & Feb Order Tickets  
 Seats – Due March 15  
 Big Dad - 15,000  
 Big Dad Letters – 3000, From game Chairman  
 2,000 for Alkader 1700 members  
 1,000 for Hillah 850 members

Order Envelopes  
 2,000 #10's (return address to ticket chairman)  
 2,000 #9's (addressed to ticket chairman, no return)  
 I need about 250 pcs. Letterhead stationary  
 Compose and Send Letters and BD tickets to Hillah  
 1,000 letters,  
 5,000 tickets

March Stuff BD Envelopes  
 Call Al Kader for current mailing list. They will E-mail  
 Print labels using list from Al Kader Excel and MailMerge in Word  
 Apply address labels  
 Mail BD letters after first Shrine Circus performance  
 Mail ticket order forms to Shrine Clubs and legacy ticket holders  
 Keep seats in Sect E, Row 9 & 10 for returning players

April Deliver Sycamore Tree tickets during Scottish Rite Reunion  
 Include map of seat locations

May-July Record and Deposit all Big Dad checks  
 Record and Deposit all Ticket checks  
 List BD checks tickets checks on separate columns  
 Keep running total  
 Send out tickets as ordered  
 Tickets for Officials wives. Contact Officials Coordinator  
 Tickets for Coaches wives & families. Contact Coaches

Coordinator Tickets for Queens & Co-Captains, Contact Queen Mom

Various Shrine Clubs will pay for above tickets. Find out at Player Selection meeting.

Before Game	Attend Player Appreciation Banquet Attend Friday BBQ – sell tickets
Game Day	Sell Tickets at Saturday Breakfast Sell Tickets at Parade, next to merchandise trailer Deliver tickets to Stadium Collect money during 1 <sup>st</sup> half of game Close tickets sales during half time Give money to Treasurer
After Game Day	Update Long Term Ticket Holder and Shrine Club lists. Send bank statements and invoices from Oct to Oct to Treasurer, with check for ticket income. Retain \$1900 in account for expenses.

**Video/DVD Chairman**

<b>Completed by:</b>	<b>Description</b>
Immediately following October Annual Meeting	Verify with new Executive Committee and Game Chairman that they do in fact want to continue with the program and if so verify price of following year Video and DVD
Immediately following October Annual Meeting	Verify with current videographer (Dennis Hamilton 2008) that they wish to continue with program and if not find a new Videographer and then verify price that we are charging is still adequate to cover expenses, etc.
By mid November	Update Video / DVD order form as required or needed, verify that you have new year date change on heading  Print new or revised copy of order forms and send to;
By Mid December By Mid January At Player Selection At Player Selection	Game Personnel - 150 /ea or, 75/ea to East and to West Ticket Chairmen - 100 ea. Game Chairman, Game 1 <sup>st</sup> & 2 <sup>nd</sup> Vice Chair. - 15 to 25 ea Merchandise Chairman - 50 each
Through out the year	Send anyone else that requires forms or asks for any.
Throughout the year	Receive order form requests and keep an on-going list of all received from who, amounts, etc (Typically will start, following Player Selection in January and will run through Annual Meeting in October)  Occasionally, (at least monthly) or more often if needed send checks / money collected to Game Treasurer with an on-going synopsis of tracking.

	Keep an accurate accounting of what has been received and sent and maintain an up to date reconciliation
By mid September or first of October	Be in contact with Videographer, so he knows how many video's and how many DVD's have been received or are required and are needed to be made
	Keep Videographer apprised of numbers until you no longer receive and additional order forms
By first of or mid October	Receive DVDs and tapes from Videographer
By October 31 or first part of November	Pack and prepare orders for shipment, verifying numbers and order consistency. Mail them out
	Deliver two DVD's to Hospital (SHC-P) Hospital Administrators Secretary Deliver two to four DVD'S to the Public Relations folks at the Hospital (SHC-P) (Pat Grennan, Kay Weber)
	Continue to maintain file's and records. Send bills for packaging and mailing to Game Treasurer for reimbursement
	Keep Executive Game Committee apprised of changes troubles and numbers of orders received throughout year.
	Give a year ending summation report at Annual Meeting in October.

### **Queen Mother – Kathy Hervey**

**Queens** - November mail criteria list for **selection of Queens** to all clubs, at the January meeting.

Criteria for selection to submit application, by club:

1. Applicant must currently be a treated patient of the hospital.
2. A bio required by prospective Queen, stating why she should like to be Queen.
3. A \$500.00 check (by sponsoring club) to the committee at time of selection for Queen.
4. A club can only nominate **one** girl to be Queen.
5. Nominations are to be sent to the Chairman & Queen Mom, prior to the January meeting.
6. Nomination and selection will take place at the January meeting, by the full committee.

*Sponsoring club must send to the Queen Mom:*

7. A color picture of high quality (jpeg, tiff) will be provided by sponsoring Shrine club. Upon receipt of sash to:
  - a. Publicity chairperson
  - b. Queen Mom
8. A list of all civic parades & a copy of pictures taken when Queen represents East/West committee to:

- a. Publicity chairperson
- b. Queen Mom
- 9. A copy of all articles representing the Queen, in print to:
  - a. Publicity chairperson
  - b. Queen Mom
- 10. Club coordinates all transportation and chaperones for Queen.
  - a. Primary responsibility of insurance is the driver of the car
  - b. Check with John Lackey concerning "participant insurance"
- 11. When the Queen Mom calls or e-mails a response is necessary, within 24 hours.
- 12. Assists Queen in putting together window display, by July 1.
  - a. **TO** Bryan Braun contact person
  - b. **IN A** Returnable container
  - c. **SUPPLY** Sufficient postage for returning of window display
- 13. Assist Queen on Speech given at Baker City

**Co-Captains** - November mail criteria list for **selection of Honorary Co-Captain** to all clubs, at the January meeting.

Criteria:

- 1. Applicant must currently be a treated patient of the hospital.
- 1. A bio required by prospective Honorary Co-Captain, stating why he should be chosen
- 2. A \$500.00 (by sponsoring club) check to the committee at time of selection for Honorary Co-Captain.
- 3. A club can only nominate **one** boy to be Honorary Co-Captain.
- 4. Nominations are to be sent to the Chairman & Queen Mom, prior to the January meeting.
- 5. Nomination and selection will take place at the January meeting, by the full committee.

*Sponsoring club must send to the Queen Mom:*

- 6. A list of all civic parades & a copy of pictures taken when Honorary Co-Captain represents East/West committee to:
  - b. Publicity chairperson
  - c. Queen Mom
- 2. A copy of all articles representing the Honorary Co-Captain, in print to:
  - a. Publicity chairperson
  - b. Queen Mom
- 3. Club coordinates all transportation and chaperones for Honorary Co-Captain.
  - a. Primary responsibility of insurance is the driver of the car
  - b. Check with John Lackey concerning "participant insurance"
- 4. When the Queen Mom calls or e-mails a response is necessary, within 24 hours.
- 5. Assists Honorary Co-Captain in putting together window display, by July 1.
  - a. **TO** Bryan Braun contact person
  - b. **IN A** Returnable container
  - c. **SUPPLY** Sufficient postage for returning of window display

January meeting

- 1. Selection of Queens and Honorary Co-Captain.

2. Sponsoring Club or Clubs to volunteer (\$600.00) for Queens Reception.
3. Packet to sponsoring club
  - a. Responsibilities for Queen/ Honorary Co-Captain
  - b. Signed receipt of items received by sponsoring club
  - c. Parade qualification
  - d. Authorization for public relations...to be returned before participation in any activities
  - e. Hotel reservation for player pickup/Baker City

January/February:

1. Reservations for Motel rooms for Queen/ Honorary Co-Captain
2. Order magnets & sash
  - a. Mailing of magnets
  - b. Mailing of sash
3. Received authorization of participation from Queen/ Honorary Co-Captain

**Second quarter meeting last date to submit applications, for Queen/Honorary Co-Captain.**

Second quarter meeting:

1. Selection of Queen/ Honorary Co-Captain if needed.
2. Packet to sponsoring club, of Queen/Honorary Co-Captain if selected at meeting.
  - a. Responsibilities for Queen/ Honorary Co-Captain
  - b. Signed receipt of items received by sponsoring club
  - c. Parade qualification
  - d. Authorization for public relations...to be returned before participation in any activities
  - e. Hotel reservation for player pickup/Baker City
3. Check list of criteria for sponsoring Shrine Club

May/June...checks on Queen/ Honorary Co-Captain as to activities, concerns, responsibilities, window display & sponsoring club involvement.

July/August

1. Player pickup/hospital visitation
2. Queens/Honorary Co-Captains...see that all are at functions involving the game
3. Queens reception

### **Queen Mother – Donna Patterson**

Queens shall be selected at the January meeting. To qualify a girl must have been a patient at a Shrine Hospital or Shrine Burn Center, must be sponsored by her local Shrine Club, and must submit a letter stating why she would like to be Queen of the East-West Shrine Game.

Both an East Queen and a West Queen may be selected; if there is only one candidate for Queen, she may represent both teams. **The reigning Queen(s) is sponsored by**

**her local Shrine Club** and represents the game at **local parades** as well as during the Shrine All-Star Game and game-week activities.

A Shrine Club can only nominate one girl to be Queen. Nominations are to be sent to the Chairman of the E-W Committee. If more than two clubs nominate queen candidates,, there shall be a vote by the full committee at the January meeting to select the girls who will be queens. The decision of which girl shall be East Queen or West Queen is decided upon by the voting Shriners. Girls not selected at that time, may be carried over for consideration for the next year, if they request the East-West Committee to do so (can be done through their Shrine Club).

The Queen Mother shall be responsible for:

- 1) Having crown and robe (if used) at the January selections to be taken home by the sponsoring Shrine Club.
- 2) Ensuring that an official Queen portrait be taken with crown & sash (robe optional) and 4 professional copies, or email a high quality jpeg or tiff file, given to the East-West Committee (for program, advertising, etc. (Mail to QM).
- 3) to inform the sponsoring Shrine Club of their obligation to the Queen (see Club Responsibilities sheet)
- 4) to order a white satin sash made with the year and Queen her name on it.  
**The lettering on the East Queen's sash shall be red; the West Queen's sash, green.**
- 5) Order magnetic name signs made. (Robin Bobier has been doing this for us.)
- 6) To make sure team jerseys are ordered for each Queen (00) in team colors.
- 7) Keeping Queens informed of E-W Game Activities.
- 8) Sending her information about the Baker City Merchant's window display project
- 9) Making sure she has a motel reservation for Wilsonville (E-W pays)  
Making sure she has a motel reservation in Baker City for game night (Shrine Club pays).
- 10) Seeing that she is at Player Pickup.
- 11) Seeing that she is in the team photo for her team.
- 12) Having her participate in the activities during Shrine Football week
- 13) Attendance and participation in the Shrine All-Star Game is mandatory.

#### **Miscellaneous Un-assigned Tasks**

- Work closely with Baker City Chamber & Visitor Bureau as they need list of players and royalty along with parent's names and contact information.
- Work closely with Union County Tourism (Janet Dodson) and Union County Chamber (Judy Loudermilk or current Chamber president as they need list of players and royalty along with parent's names and contact information.
- Work closely with EOU Housing person as they need coach and player names and contact information.
- Work closely with Shrine Hospital (Pat Grennan) as she will need coach, player, and royalty names and contact information.
- Work closely with FOX TV media contact as they will need player names, jersey number, wt, ht, and possibly contact information as they select players to highlight. FOX will also want to know college plans for each player.

These people will need to be informed of any changes the week(s) prior to game day.



**APPENDIX**

**E-W Meeting Agenda**

Date \_\_\_\_\_

8:30 AM Call to Order

Invocation by \_\_\_\_\_

Shrine Pledge by \_\_\_\_\_

Introductions:

- Associate and. Elected Officers: Chairman: \_\_\_\_\_
- 1st Vice Chairman: \_\_\_\_\_
- 2nd Vice Chairman: \_\_\_\_\_
- Secretary: \_\_\_\_\_
- Treasurer: \_\_\_\_\_
- Board Members: \_\_\_\_\_, \_\_\_\_\_
- Past Chairmen: \_\_\_\_\_
- Potentates: IS \_\_\_\_\_, Al Kader and IS \_\_\_\_\_, Hillah  
\*Ask the Potentates to introduce their Divans
- Past Potentates: \_\_\_\_\_

Sickness or Distress: \_\_\_\_\_

Roll Call: (Quorum) Reading of the Minutes:

Old Business: 1. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

New Business: 1. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Association Committee Reports: (See list - next page)

Good of the Order

Association Officers Remarks

Potentate(s) Closing Remarks

## Committee Chairpersons

Cheerleader Liaison \_\_\_\_\_

Game Coordinators \_\_\_\_\_

Game Tape & DVDs \_\_\_\_\_

Hospital Coordinator \_\_\_\_\_

Insurance \_\_\_\_\_

Medical Coordinator \_\_\_\_\_

Officials Coordinator \_\_\_\_\_

Pageantry \_\_\_\_\_

Parade Coordinator \_\_\_\_\_

Plaques \_\_\_\_\_

Program Advertising & Production \_\_\_\_\_

Program Sales \_\_\_\_\_

Publicity \_\_\_\_\_

Retail Sales \_\_\_\_\_

Royalty - Queens & Co-Captains \_\_\_\_\_

Game Security \_\_\_\_\_

Steer Auction \_\_\_\_\_

Team Personnel \_\_\_\_\_

Team Managers \_\_\_\_\_

Ticket Sales \_\_\_\_\_

Transportation \_\_\_\_\_

TV-FSN Liaison \_\_\_\_\_

TV-FSN Advertising \_\_\_\_\_

Uniform Procurement \_\_\_\_\_

### Notes for Player Pickup in Wilsonville:

1. Introduce yourself and thank people for coming.
2. Tell people the schedule for the morning.
  - Breakfast at 7:00 AM
  - Teams & Coaches board busses at 9:00 AM for Shrine Hospital Lunch at Hospital 12:00
  - 12:45 - Team & Coaches board busses for Pendleton Dinner at Umatilla Indian Reservation 5:00 PM
  - Board busses for EOU 7:00 PM
  - Arrive La Grande for EOU check-in 8:00 PM Orientation
  - Introduce Noble Tom Reeves who will explain directions on how to get to the Shrine Hospital-- follow buses, etc.)
3. Introduce E-W Chairman: NOBLE \_\_\_\_\_  
Introduce Potentate IS \_\_\_\_\_ and ask him to introduce his Divan  
The following are introduced by Team Personnel:
  - b. Team Managers & Student Managers
  - c. West Team Coaches
  - d. East Team Coaches
  - e. QUEEN(s)
4. Hand out Jerseys & Pants  
(Team Personnel managers calls out names and hands to E- W Chairman to hand to player)
5. Call on Team Manager for Insurance.  
Insurance forms (didn't get/have forms there to hand out to those players who didn't send theirs back, etc.). Read list of players who are missing theirs.
6. The college trainer insurance form that I sent to you must be filled out before physicals tonight; I have extra ones for you that didn't already fill one out.
7. Congratulate all players and their parents for their participation. **Notes to tell parents:**
  - Tell parents they can still order a videoAnnounce Golf Tournament 8:00 AM night BBQ (5:00) at Blue Mountain Conference Center, 404 12<sup>th</sup> Street, La Grande & encourage them to be there.
  - Cowbelle Breakfast Saturday morning from 6:00 to 10 00 AM. Baker City Park
  - Parade at \_\_\_\_\_ AM in Baker City
  - Pre-game pageantry before the game at \_\_\_\_\_ P.M.
  - Tell parents where they can get game tickets

## **E-W Football Player Dinner Agenda**

1. Welcome
2. Pledge
3. Invocation
4. Thanks to Doctors and Staff
5. Thank Al Kader for dinner, breakfast and building
6. Introductions
  - a. Potentate
    - i. Introduction of Al Kader Divan
  - b. Introduce Game Committee
    - i. Chairman -
    - ii. 1<sup>st</sup> Vice Chairman -
    - iii. 2<sup>nd</sup> Vice Chairman -
    - iv. West Team Manager -
    - v. East Team Personnel -
    - vi. Hospital & Motel Coordinator -
  - c. Introduction of Coaches
    - i. East -
    - ii. West -
  - d. Introduction of Queen Mom and Queens – Queen Mom
    - i. Presentation by Al Kader Divan ladies – Potentate’s Lady
  - e. Introduction Patient Ambassador -
7. Announcements (Typical)
  1. Vans leaving out front at 9 AM. Return here at 1 PM.
  2. BBQ at LaGrande starts at 5 PM
  3. Breakfast is at 7 AM tomorrow.
  4. Jerseys will be handed out at 7:45 AM.
  5. Team pictures
8. Dinner

## Program Ad Campaign Guidelines

1. ORGANIZATION. Getting organized is a critical step in a successful program ad campaign. Good organization not only insures that you canvas all potential prospects" but that several canvassers do not pester the same prospect. Good organization also provides for an efficient operation by providing valuable information about prospects to everyone who has a need to know, e.g., tips on 'how to' approach, impress and communicate with a prospect. And, in some cases who not to contact in future campaigns. Good organization also includes saving data from each campaign to be used for canvassing prospects in future campaigns.

- Appoint one Noble to direct the campaign, preferably the same Noble year after year.
- Create a prospect list.
- Recruit Nobles as canvassers; the more the better. Let canvassers pick prospects from the prospect list and/or assign a geographic area to each canvasser. Where possible, the same canvasser should be assigned to the same prospects each year.
- Set-up a program ad log on which the campaign director records information at the time program ad receipts and donations are turned in by canvassers. Reference may also be made to the time/date receipts and donations are sent to the treasurer.

2. PROSPECT LIST: A successful program ad campaign starts with a complete prospect list, that is, a list' of individuals, professionals, businesses, and groups whom you feel may place an ad in the program or else make a contribution to Oregon's Shrine All-Star Game.

- Businesses where you shop; professionals who care for you and your family; service specialists and repairman with whom you deal. Everyone you' do business with is a potential prospect.
- Friends, neighbors and associates are potential prospects.
- Browse through Nickel-Ads and newspapers for prospects; let your fingers do the walking through the *yellow pages*. These publications are full of prospects.

3. RECRUIT/CANVASSERS. Seek Nobles who are willing to contact prospects to explain the purpose of Oregon's Shrine All-Star Game and that donations to-the-game are charitable contributions. Or if they wish, they may order an ad for publication in the program.

4. CANVASSING PROSPECTS. This is not peddling or selling.

- Canvassers are representatives of Oregon's Shrine All-Star Game who contact prospects to explain the all-star game, to show them a copy of the previous year's program, and to explain the process by which they may contribute to the all-star game or place an ad in the program.
- Personal contact, especially the initial contact, is the most effective way to canvass a prospect. Thereafter, contact may be made by telephone, by letter, by e-mail or personal contact, whichever the client prefers.

- Keep notes or make entries on the prospect list of a client's likes, dislikes, attitude, etc.
- Issue a receipt for each program ad or donation, no matter how small. The top two copies of the receipt are turned in with the ad money or donation. Be sure to give a copy of the receipt to the person authorizing the ad.
- For ads, attach a copy of the ad to the top two copies of the receipt to be turned in. In case a client request the same ad as appeared in a previous program, write in the space on the receipt above the clients name and address, the fact that it is the same ad for the client, then refer to the page number and year the program was published. **EXAMPLE: Same ad as Acme Corp. page 123, 2006 program.**

5. **PROGRAM AD LOG.** Create a log sheet on which the campaign director may record information on each individual making a donation or authorizing a program ad, e.g., name, address, city, name of canvasser and amount collected. If the campaign director desires, a column for referencing other data, i.e., date received and/or postal receipt info for delivery to treasurer. The program ad log for the current year then becomes a principle source for prospects for the next year's campaign.

6. **PROGRAM AD REPORT.** For Shrine Clubs that strive for accountability, a program ad report may be prepared following each program ad campaign. Information i.e., name of each canvasser followed by total amount collected for ads and donations he collects provides a record of each campaign while also acknowledging the accomplishments of each canvasser. Other information such as number of prospects contacted and number of ads/donations received may also be useful for the program ad report.

### **E-W Program Ad Price List**

- The Shriners Hospital Oregon East-West All-Star Football Game is a Charitable Fundraiser for Shriners Hospitals; therefore the net proceeds go to the Portland Shriners Hospital.
- The Association which stages the Shriners Hospital Oregon East- West All-Star Football Game, commonly referred to as, Oregon East-West Shrine Game have no paid employees, therefore the only costs associated with the game is for the players and coaches equipment, transportation, lodging, meals, insurance, etc.
- Canvassers are accepting contributions for a charitable fund raiser for Shriners Hospital and giving a receipt therefore. The receipt acknowledges your donation as a charitable contribution.
- For each contribution, recognition is given in the annual East-West Shrine Game Program:
  - Contributions of \$25 or less = Signature ad
  - Contributions of \$30 to \$35 = Business Card ad
  - Contributions of \$60 to \$70 = Two Business Cards ad
  - Contributions of \$125 = 1/4-page ad (2 1/4" x 7")
  - Contributions of \$200 = 1/22-page ad (4 1/4" x 7")
  - Contributions of \$300 = Full page ad (8 1/2" x 7")
  - Outside and inside cover ads are also available upon request.

### **Receipt book instructions:**

- Please get detailed instructions and drawings precisely how the contributor wants his ad. Be sure to include the name, address and telephone number of the contributor.

- If the contributor wants the same ad as last year without any change, you may simply state "Same ad as last year" but be sure to include the name and address and phone number of the contributor.

## **Club's Responsibilities Selection of Queens/Honorary Captains**

### **Selection of Queens**

Criteria for selection to submit application, by club:

1. Applicant must be 14-21, and currently be a treated patient of the hospital.
2. A bio required by prospective Queen, stating why she should like to be Queen.
3. A \$500.00 check (by sponsoring club) to the committee at time of selection for Queen.
4. A club can only nominate **one** girl to be Queen.
5. Nominations are to be sent to the Chairman & Queen Mom, prior to the January meeting.
6. Nomination and selection will take place at the January meeting, by the full committee.

*Sponsoring club must send to the Queen Mom:*

7. A color picture of high quality (jpeg, tiff) will be provided by sponsoring Shrine club. Upon receipt of sash to:
  - a) Publicity chairperson
  - b) Queen Mom
8. A list of all civic parades & a copy of pictures taken when Queen represents East/West committee to:
  - a) Publicity chairperson
  - b) Queen Mom
9. A copy of all articles representing the Queen, in print to:
  - a) Publicity chairperson
  - b) Queen Mom
10. Club coordinates all transportation and chaperones for Queen.
  - a) Primary responsibility of insurance is the driver of the car
  - b) Check with John Lackey concerning "participant insurance"
11. When the Queen Mom calls or e-mails a response is necessary, within 24 hours.
12. Assists Queen in putting together window display, by July 1.
  - a) **TO** Bryan Braun contact person
  - b) **IN A** Returnable container
  - c) **SUPPLY** Sufficient postage for returning of window display
13. Assist Queen on Speech given at Baker City

### **Selection of Honorary Co-Captain**

Criteria:

1. Applicant must be 14-21, and currently be a treated patient of the hospital.
2. A bio required by prospective Honorary Co-Captain, stating why he should be chosen
3. A \$500.00 (by sponsoring club) check to the committee at time of selection for Honorary Co-Captain.

4. A club can only nominate **one** boy to be Honorary Co-Captain.
5. Nominations are to be sent to the Chairman & Queen Mom, prior to the January meeting.
6. Nomination and selection will take place at the January meeting, by the full committee.

*Sponsoring club must send to the Queen Mom:*

7. A list of all civic parades & a copy of pictures taken when Honorary Co-Captain represents East/West committee to:
  - a) Publicity chairperson
  - b) Queen Mom
14. A copy of all articles representing the Honorary Co-Captain, in print to:
  8. Publicity chairperson
  9. Queen Mom
15. Club coordinates all transportation and chaperones for Honorary Co-Captain.
10. Primary responsibility of insurance is the driver of the car
11. Check with John Lackey concerning "participant insurance"
16. When the Queen Mom calls or e-mails a response is necessary, within 24 hours.
17. Assists Honorary Co-Captain in putting together window display, by July 1.
12. **TO** Bryan Braun contact person
13. **IN A** Returnable container
14. **SUPPLY** Sufficient postage for returning of window display

**Second quarter meeting last date to submit applications, for Queen/Honorary Co-Captain.**



**Club Sign-off Sheet**

I hereby accept responsibility for delivering the following items to the

2009 East-West Shrine Queen: \_\_\_\_\_  
Queen's Name

Queens Packet  
Royal Crown & Case  
Magnetic Signs  
Authorization to use patients likeness for public relations  
TO BE TURNED INTO PR PERSON...Before first public  
Appearance.

Signed:

Sponsoring Shrine Club: \_\_\_\_\_

Shriner contact: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Note: The crown, case and magnetic signs shall be turned in after the game to "Queen Mom" at the East-West Shrine Game in Baker City.

## **East-West Queens Reception**

The purpose is to bring together the community leaders of Baker, Union and La Grande with the Shrine and Masonic leaders as well as those representing Shriners Hospitals for Children to recognize and honor the Queens of the festivities.

The goal is to further community relations with Eastern Oregon through their inclusion in this activity.

The Queens serve as:

- Ambassadors to the East/West Game
- Ambassadors to the Shriners Hospital Portland
- Ambassadors to the Sponsoring Shrine Club.
- Ambassadors to the Cities of Baker City, Union, and LaGrande
- Ambassadors to the Past East/West Shrine Queens

Those to be included in the Reception are:

1. Supporting Temples of the game (Potentate's Lady & Chief Rabban's Lady)
  - a) Al Kader
  - b) Al Korah
  - c) Hillah
  - d) Masada
2. Imperial Representative and his Lady
3. Masonry of Oregon
  - a) Grand Master's Lady
  - b) Deputy Grand Master's Lady
4. Hospital Dignitary
  - a) Administrators Lady of the Portland Shrine Hospital
  - b) Director of Community Affairs of the Portland Shrine Hospital
  - c) Chairman of the Board of the Portland Shrine Hospital
  - d) Board Members Ladies of the Portland Shrine Hospital
  - e) Emeritus Board Members Ladies of the Portland Shrine Hospital
5. East West Board Members
  - a) Chairman and his Lady
  - b) Vice Chair's Ladies
  - c) Secretary/Treasure's Lady
6. Daughters of the Nile of Oregon ... Nydia and Zuliema
  - a) Queen
  - b) Pro Royal
7. Ladies of Oriental Shrine of Oregon ... Al Zahrah Court No. 58 and Bahari Court #104
  - a) High Priestess
  - b) Princess
8. Sponsoring Club of Queen
  - a) President's Lady
  - b) Vice President's Lady
9. Sponsoring Club of Reception
10. Family members of each Queen
11. Baker
  - a) Cattleman (Presidents Wife)
  - b) Cattlegirls (two representatives)

- c) Quarterback club (two representatives)
  - d) Dr. Hoffman's (he performs the physicals on the players of the game) wife
  - e) The owner of steer being donated to the game
  - f) Joyce Richland (2008 Grand Masters wife)
  - g) Publisher/editor of Newspapers
  - h) Director of Chamber of Commerce (female)
  - i) County Commissioners Ladies
  - j) Councilwomen
  - k) Mayors Lady
  - l) Diana Downing ... VIP
  - m) Additional VIP's to the game
12. Union
- a) Director of Chamber of Commerce (female)
  - b) County Commissioners Ladies
  - c) Mayors Lady
  - d) Additional VIP's to the game (female)
13. La Grande
- a) Director of Chamber Commerce (female)
  - b) Publisher/editor of Newspaper
  - c) Radio representative
  - d) Councilwomen
  - e) Mayors Lady
  - f) Additional VIP's to the game (female)
14. Eastern Oregon College dignitaries
- a) Past president
  - b) Lady of the Current president
  - c) Additional VIP's to the games (female)
15. FOX (female)
16. Couches Wives attending game
17. Past Queens of the Game
18. Photographer and his Lady
19. Servers (up to four) and two female representatives of that Club
20. Entertainment

## **Parade Lineup**

- Planning for the 53<sup>rd</sup> Annual East-West All Star Football Game is underway!
- The parade to start at 10:00am PDT.
- The location as always will be Fourth and Broadway, with registration in front of the Baker Middle School.
- Lineup will begin at 9:00am this year
- Ribbons will be presented to pre-registered entrants.
- Entry forms should be filled out and returned to the Parade Chairman as soon as possible, but no later than August 1

# Parade Route



