



COLONEL Charles F. Rivers, Sr., Commander of the Aleppo Shriners Uniformed Units, presents a Tab Award Certificate to Noble Salvatore "Hank" D'Amore of Malden, Massachusetts. Hank has been collecting tabs and cans for the past eight years, obtaining them from places like the St. Joseph's Men's Club. Charlie and Hank meet every two months in the Malden Elks Club parking lot where he fills Charlie's trunk and backseat with boxes of tabs and bags of cans for the Aleppo Shriners Children's Transportation Fund.

## Branding and Marketing Shriners Hospitals for Children



**O**FTEN, people think of a brand as a logo. While this is one element, a brand is much more than that. A brand is the sum total of an organization. It includes its mission, vision, values and organizational culture; in other words, it is what an organization does and how it does it.

A brand is really about people's perceptions. It's not what we say that's the deciding factor in how people view Shriners Hospitals for Children – it is how someone experiences our hospitals when they interact with staff, volunteers and Shriners.

Shriners Hospitals for Children's brand should be clearly and consistently represented in all our communications. It also should be reflected in what we say and do when representing our hospitals – which means everyone involved plays a critical role in creating and Branding and Marketing Shriners Hospitals for Children maintaining our "brand" as they interact with key groups and the general community. For years now, many have heard Shriners Hospitals for Children referred to as the "best-kept secret." Fraternity members have requested an increase in efforts to market the hospital system. The Boards of Directors and Trustees listened to suggestions and recently approved a new campaign, which includes a new look for Shriners Hospitals' communications and a national advertising and marketing program designed to raise awareness and attract more patients and donors.

The new visual design system – displayed in the new look of this one-sheet – was built around the "Editorial Without Words" to reflect the wonderful things our hospital system stands for and honor the

tradition and history of the fraternity's role in building this great philanthropy.

Many Shriners heard about this exciting initiative at the Imperial Council Session, and this fall, everyone will begin seeing the results. In mid-September, the new campaign launched internally at the hospitals and at Shriners International Headquarters among employees, volunteers and Shriners, to bring everyone on board and to educate them about the brand, its significance and everyone's role in making it come to life.

On Oct. 22, the new Shriners Hospitals marketing campaign was revealed to the general public, with national and regional magazine, billboard, radio and television advertising.

For more information, please visit [www.shriners-brandspot.org](http://www.shriners-brandspot.org), the new Web site for Shriners Hospitals for Children branding resources and tools.



## A Happy Little Guy Rode a Gentle Horse to the Sky

By HERMES BOYATIS

**O**N Saturday, November 17, heart-wrenching messages were sadly exchanged. Voices were choked with sadness.

Little **Elias H. Tembenis**, only 7, had left his loving family and friends unexpectedly. Especially alarmed were **Ted** and **Chris Mahan** whose hippotherapy at ForgeWorks Farm in Rutland has brought gentle help to children who are autistic or suffering from Down Syndrome, Cerebral Palsy or other infirmities.

How well we remember how Elias's father, a computer expert for regional State Street Bank, found time to seek funding and help in exhibitions for the Mahans.

All this came dreadfully apart with the passing of Elias. Such a dear little lad, a first grade student at Gatts Lane Elementary School, his soul touched everyone around him. He loved to make people laugh, and he was delighted by books such as Thomas the Tank Engine and Noggin.

He lost his battle with autism from a sudden seizure which triggered cardiac arrest. In addition to everyone at ForgeWorks and beyond, Elias had departed his Greek loved ones — his "jiddo," **Richard J. Nejaimey**; his "Yaja" and "Papou," **Toula** and **Theodore Tembenis**; and so many more.

Your Greek reporter was there with all the grieving people. There was not a dry eye to be seen! His passing was remembered at Spyridon Greek Orthodox Cathedral in Worcester and his burial (how appropriate) at Hope Cemetery.

We said a sad farewell to our happy little guy as he rode a gentle little horse to the sky!

## London, Ontario, Invaded!

By HERMES BOYATIS

**W**E know well the drama, delightful antics of clowns, parades at the Anaheim Convention, all dedicated to raising funds for burned and disabled children.

Such a convention took place in London, Ontario, Canada, this past mid-September, matching ours, with the same dedication and goals.

Described by **Katherine De Haas**, reporter for *The London Free Press*, was the Mocha Shrine Center, which welcomed 550 delegates for the 58th regional Great Lakes Shrine Association Convention.

Shriners arrived from 21 centers, ready to discuss how they would best continue to support children and their families. As many as 2,500 people came, among them, the Imperial Potentate **Bernard J. Lemieux** of the Shrine of North America, and Bored Melngle, director general. Like Anaheim, the bigwigs were there plus the funny cars, bands, floats, unicycles, and more.

Katherine had prepared her readers for the great days: "Watch for the fezzes this week in London. The Shriners are coming to town!"

We salute them! We know in the USA what it's all about!



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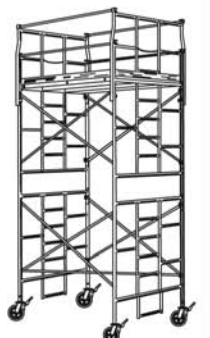
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