The 80th MCSA annual conference will be hosted by Masonic Village at Elizabethtown which is celebrating 100 years of service this year.

It’s time for a Masonic Renaissance!

Rebirth begins at 2010 MCSA conference

Dear MCSA Executive:

On behalf of our residents, staff and the Masonic family in Pennsylvania, it is with great excitement that I invite you to celebrate two very special events with us this year – the 80th MCSA Conference and our Masonic Village at Elizabethtown’s Centennial Anniversary! We look forward to hosting you for this educational forum and to sharing our milestone with members of our Masonic family from throughout the U.S. and Canada.

The 2010 MCSA Conference them is Embrace the Future with Innovation & Vitality—It’s Time for a Masonic Renaissance! Regardless of the challenges we face in serving our missions every day, our Masonic homes remain renowned for top-notch quality care and services. Understanding the challenges of the current economic climate the Masonic Village at Elizabethtown will host the 80th MCSA Conference on our Elizabethtown campus to keep costs at a minimum for all participants.

Hotel reservations need to be made by March 31 in order to receive the discounted price and ensure room availability. To make reservations contact Sheraton Harrisburg Hershey Hotel (800/325-3535; http://www.sheratonharrisburghershey.com/)

Conference registration and payment is due by April 15.

We hope you will plan to join us on June 13 - 15. If you have questions about the event, please contact Shelley Dillon (717/367-1121 ext 33849; sdillon@masonicvillagespa.org).

I look forward to welcoming you to the Masonic Village at Elizabethtown.

Sincerely and fraternally,

Joseph E. Murphy, NHA
Chief Executive Officer

Grand Masters embrace MCSA at conference

By STEPHEN McPHERSON (CT)

On February 21st I had the pleasure of representing MCSA at the Conference of Grand Masters in Arlington, Va. MCSA was well represented, including Doug Policostro (NJ), Gary Marsh (KY), David Turner (MA), Patrick McShane (MA), Paula O’Neill (MD), Ed Owen (VA), Donna Alexander-Lawson and Carl Anderson (CT).

I received many questions at our booth and after my presentation. Many thanks to Carl Anderson and CJ Parrish (KY) for coordinating and making our presence at the Conference such a success.

We have a wonderful organization, rich in history, and an opportunity to further advance the cause of Masonry. Thank you for your support and I look forward to seeing you in June in Elizabethtown.

MCSA President Steve McPherson and President-elect Gary Marsh pulled a shift in the MCSA booth at the Conference of Grand Masters.

Inside The Quarterly

2 MSCA President addresses conference
4 Plaques available for MCSA members
6 Register for 80th Conference
Executive Corner

MCSA President & CEO of Masonicare (CT)

By STEPHEN B. McPHERSON
MCSA President & CEO
of Masonicare (CT)

Editor’s Note: Following are excerpts of Steve’s address to the Conference of Grand Masters on February 21, 2010.

Good morning! I am Stephen McPherson, President of the Masonic Communities & Services Association, representing 35 Masonic affiliated human service organizations throughout the United States.

Thank you for the opportunity to discuss our activities, providing services to the needy all in the name of Masonry. I am, and I know you will be, extremely proud of the services and care we provide. Collectively we employ over 10,000 employees, serve in excess of 20,000 people daily and generate almost $3/4 billion in annual revenue. We are a force you should be proud of!

This past summer Masonic Communities & Services Association celebrated its 78th anniversary. Since our founding in 1931 we have evolved from the Masonic Homes Executive Association of North America to a national organization of providing care to children and seniors from California to Massachusetts, Michigan to Florida. MCSA’s mission is to assist member organizations become the best they can be and to set the standard of care for Masonic charitable organizations that others recognize and emulate. Our vision is to be a resource for best practices among Masonic sponsored human service organizations.

The material at your table contains a map showing our 35 locations throughout the country. As you travel I encourage you to take the time to visit one or more of our facilities. You will not be disappointed.

Our annual meeting this year is June 13-15 at the Masonic Villages of Pennsylvania in Elizabethtown, hosted by Brother Joe Murphy. Joe and his team provide inspiring care. We are grateful for his willingness to host our annual session this year.

The rewards of helping our frail brothers and sisters cannot adequately be put in words. Brother Benjamin Franklin once said, “May you live well, not long.” Our MCSA facilities are helping those most in need live well.

The Quarterly is the official publication of the Masonic Communities & Services Association. It is published quarterly. © 2010 Masonic Communities & Services Association. All rights reserved.

Quarterly Editor: CJ Parrish (cjparrish@mhky.com; 866.764.6631)
Want to receive The Quarterly in your inbox? E-mail jipsen@landmarkonthesound.com

Call for photography!
The Membership Committee is working on www.masoniccommunities.org and desperately needs photography from your properties. Please send electronic files showcasing your locations and services to cjparrish@mhky.com by April 15th.

The Quarterly — Spring 2010 2
Annual conference to feature trade show

By CLAIRE MESKE (CA)
MCSA Executive Committee
714/577.9281
cmeske@easternstarhomes.org

This year our Executive Committee has chosen to add a new dimension to our annual MCSA Conference: a mini trade show!

Since this is our first year, we are intentionally keeping the show small to keep the kinks at a manageable level.

Please e-mail contact information for any vendors you feel would benefit and value the opportunity to be a sponsor at our conference. Let me know if you prefer to make the contact yourself, or have our committee make the call. Before vendors are contacted, we’ll be checking our list with host Joe Murphy to make sure there are no conflicts or double contacts.

Also, if you have an idea about a fair price for a sponsorship like this, your input will be appreciated.

Please let me hear from you soon. We are short on time and this needs to be done ASAP!

Thanks for your assistance.

MCSA membership plaques now available

By JOE FRANKEN (NJ)
Co-Chair, MCSA Membership Committee
609/239.3857; jfranken@njmasonic.org

MCSA members can display association pride by purchasing a plaque specially designed for MCSA by Methvins Glass in New Jersey. Choose from a 12-by-12-inch frame in oak or black finish, with laser engraved MCSA logo and lettering on glass with a mirror back. Matting is available in blue or white. The plaques cost $45 each and includes shipping within the U.S. Allow about two weeks to receive your plaque.

To learn more, call Dennis (609/496.4163) or visit www.laserden.com.

2009–10 MSCA Committees

AUDIT COMMITTEE
Gary Marsh (KY) Chair
502/259-9627
gmarsh@mhky.com
Bill Luley (NY)

BEST PRACTICES
Paula O’Neill (MD) Chair
J Scott Judy (KY)
Paula O’Neill (MD)
Ed Owen (VA)
John Snipes (GA)
Lisa Tsotsos (FL)

MEMBERSHIP
Joe Franken (NJ) Co-Chair
609/239-3857
jfranken@njmasonic.org
CJ Parrish (KY) Co-Chair
866/764-6631
cjparrish@mhky.com

Carl Anderson (CT)
Jane Ipsen (WA)
Troy Nuss (DE)

NOMINATING
John Rose (IN) Chair
317/346-1401
johnr@masonichome.org
Cindy Bosley (MI)
Joe Murphy (PA)

PROGRAM
Virginia Migrala (PA) Chair
717/367.1121
vmigrala@masonicvillagespa.org
Terri Rommel (MI)
Best Practices Committee shares charter

Mission:
Identify creative and innovative MCSA professionals, through an individual’s or group’s display of outstanding results, by application of best practices in services and/or care.

Composition:
Comprised of at least four members and include representation from adult communities and children’s homes. The committee chair shall be a member of the MCSA Executive Committee.

Objectives:
- Develop specific standards to identify and evaluate best practices.
- Gather data through telephone, paper surveys and interviews. Utilize newsletter as a communication tool.
- Hold Committee conference calls at least monthly to discuss best practice activity.
- Once best practices are identified, share and communicate such to membership.
- Formulate educational opportunities to share best practices.
- Participate in the annual Conference offering roundtable or small group discussions to refine and cultivate best practices.
- Work in conjunction with business associate members to formulate best practices. (Could lead to associate business of the year member award.)
- Involvement in selection of awards for Professional of the Year and Innovation of the Year awards at annual Conference.

Communication:
The Committee Chair will report monthly to the Executive Committee through electronic mail and conference calls, and yearly at the fall meeting. The Committee will report to the full membership at the annual meeting.

Who you gonna call?
For answers to your questions about MCSA, this Resource List connects you to the association member who can provide the information you need.

Membership Information:
Joe Franken
Membership Chair
609.239.3857
jfranken@njmasonic.org

Update Your Contact Information and Association Historical Information:
Jane Ipsen
Secretary
206.878.8434
jipsen@landmarkonthesound.com

The Quarterly Editor:
CJ Parrish
866.764.6631
cjparrish@mhky.com

Annual Meeting:
Virginia Migrala
Program Chair
717.367.1121
vmigrala@masonicvillagespa.org

Dues & Account Information:
Donna Alexander-Lawson
Treasurer
804.968.4777
dalexander@walkercg.com

Best Practices:
Paula O’Neill
Best Practices Chair
Meet Joseph E. Murphy

2010 MCSA Conference host

Joseph E. Murphy, NHA, joined the Masonic Homes in 1974 and served as executive director and CEO for the Masonic Homes from January 1983 to December 1997. He currently serves as Chief Executive Officer of the Masonic Villages’ operations at Dallas, Elizabethtown, Lafayette Hill, Sewickley, and Warminster, Pennsylvania.

Joe was appointed by the governor to serve on the Intra-Governmental Council on Long Term Care from 1998 to 2005. He also was appointed in 2008 and is currently serving on the Pennsylvania Senior Care and Services Study Commission.

Previously Joe has served as president of the Masonic Homes Executives Association of North America; a member of the American Association of Homes and Services for the Aging House of Delegates; and president of the board of directors for the Pennsylvania Association of Non-Profit Homes for the Aging.

Joe holds a bachelor’s degree in business administration from Pennsylvania State University and is a licensed Pennsylvania Nursing Home Administrator. He is a member of St. Paul’s United Methodist Church and honorary member of the Elizabethtown Rotary Club.

He is a member of Abraham C. Treichler Lodge #682, Lancaster Lodge of Perfection, Harrisburg Consistory, York Rite Chapter and Council and Zembo Shrine. He is a past president of the Elizabethtown High Twelve Club and served on the Advisory Board of the Elizabethtown Chapter of DeMolay. He received the 33rd degree in August 1996; the Pennsylvania Franklin Medal in December 2005; and the Chapel of Four Chaplains Humanitarian Award in 1988. Joe also received the 2007 Paul P. Hass Lifetime Achievement Award from the Pennsylvania Association of Non-Profit Homes for the Aging.

Joe and his wife, Barbara, live in Elizabethtown.

It’s time for a Masonic renaissance!

MCSA 2010
Sunday, June 13—Tuesday, June 15

Conference Theme:
Embrace the Future with Innovation and Vitality

Conference Hotel:
Sheraton Harrisburg Hershey Hotel 800/325-3535
Register by March 31 to receive MCSA Group Discount

Conference Host:
Masonic Villages of the Grand Lodge of Pennsylvania
Conference Registration due to Masonic Villages by April 15

Event questions? Contact Shelley Dillon (717/367-1121 ext. 33849; sdillon@masonicvillagespa.org)
Embrace the Future with Innovation & Vitality . . .
It’s Time for a Masonic Renaissance!

Saturday, June 12: MCSA Executive Committee meeting, 7 to 9 p.m., Sheraton Harrisburg Hershey Hotel

Sunday, June 13: Bus leaves for Philadelphia at 9 a.m. (Masonic Temple tour, lunch, Independence Hall, Liberty Bell, Masonic Village at Lafayette Hill, dinner) and returns to Sheraton Harrisburg Hershey at 8:30 p.m. the Sheraton Harrisburg Hershey Hotel the Hospitality Suite will be open from 9-11 p.m..

Monday, June 14: Buses leave hotel for Masonic Village at Elizabethtown at 7 a.m. Conference opens at 8 a.m. with a membership business meeting. A continental breakfast will be offered from 7:30 to 9 a.m. MCSA Guests will enjoy a day experiencing Hershey, with the bus leaving the hotel at 8:30 a.m. The first stop is Hershey Chocolate World to enjoy a tour and watch a 3D show. The next stop is the Hershey Museum to enjoy a tour and the hands-on chocolate lab. Lunch is on your own at the museum’s Café Zooka. The bus will return to the hotel by 2 p.m.

Conference Schedule for June 14th

8 a.m. Membership Business Meeting

9:15 –11:15 a.m. Opening Session – Long Term Care Track
Introduction by Joe Murphy, CEO of Masonic Villages

Emerging Trends in Aging Services – by Third Age
Scott Townsley, Robert Morrow, Patti Adami, & Sarah Spellman
• Explore findings from Third Age’s own research and experience as well as national research on changing consumer preferences in retirement living and services
• Understand the changing demands of the next generation of consumers
• Consider alternative care delivery opportunities
• Discuss demands for high quality on limited budgets
• Introduce the talent pool crisis ahead

Children’s Homes Track
Electronic World of Youth – Deb McCoy
• Keeping your children safe in the world of technology
• Discover how many problems stem from technology
• What parents needs to know

11:30 a.m. – 12:30 p.m. Breakout Sessions

A – Branding – The Key to Revitalizing Your Marketing Program by Third Age – Patti Adami
• Learn what we mean by “branding” and how a clear and concise branding strategy can help revitalize your community
• How to identify “meaningful differences” that differentiate you from the competition
• Should a name change be part of your branding strategy?

B – Succession Planning by Third Age – Scott Towsley
• How to successfully transition to new leadership
• The distinct roles of Board and CEO in preparing for change
• How to prepare for the future talent need today

Children’s Homes Track
Electronic World of Youth – Deb McCoy
• Continued of the morning session

Lunch will be served from 12:45 to 1:45 p.m. in our Clubhouse Dining Room overlooking a beautiful courtyard. Those attending MCSA for the first time are cordially invited to the Newcomers Luncheon in our Clubhouse Private Dining Room.
2-4 p.m. Breakout Sessions

C – Turning to Home and Community Based Services for Continued Strategic Growth –
by Third Age – Sarah Spellman, Steve McPherson (CT) & Dave Turner (MA)
- Participants will gain an understanding of several different home and community based models
  and the financial, operating and marketing expectations associated with year model.
- Participants will be able to choose which approach to entering the home and community based
  services market may be more appropriate for their membership.
- Two MCSA CEOs will share their experiences planning for, developing and/or purchasing
  new home care entities and their operating challenges and successes.

D – Making the Most Out of What You’ve Got by Third Age – Robert Morrow & Brent Bayes
- Assessing and improving your operational performance to maximize efficiency and save money
- Using benchmarks to dig into hidden costs and possible savings
- Using your software to get better information

Children’s Homes Track
Electronic World of Youth – Deb McCoy
- Continued of the morning session

MCSA Guests will be bused from the hotel at 3:15 p.m. to the Masonic Village at Elizabethtown. Tours of the campus will be provided from 4 to 6 p.m., followed by a picnic in our Veterans Grove. Buses will return the group to the hotel where the Hospitality Suite will be open from 9 to 11 p.m.

Tuesday, June 15: Buses leave the hotel at 7 a.m. for the Masonic Village at Elizabethtown. A membership business meeting begins at 8 a.m. A continental breakfast will be offered from 7:30 to 9 a.m. MCSA Guests will board buses at 8:30 a.m. from the hotel for an Amish experience in Bird-in-Hand, PA. Your very own “Amish” guide will hop on the bus to narrate a tour through the Lancaster County farmlands. After the tour enjoy a family-style meal at Plain & Fancy Restaurant followed by a movie in the Amish Experience Theatre. The bus will return to the hotel by 3:30 p.m.

Conference Schedule for June 15th

8 a.m. Membership Business Meeting

9 – 10 a.m. Separate Round Table Discussions
Board – Adult – Children

10:15–11:15 a.m. Person Centered Care and Services – Masonic Village Staff
Vicki L. Gilmore, RN, PhD, NHA - Administrator, Health Care Services
J. Kenneth Brubaker, MD, CMD - Medical Director/Geriatrician
George R. Simms, MD, PhD - Medical Director/Masonic Village Hospice
- Quality Improvement at the core of the initiative
- Role of nursing turnover in person centered care
- Culture Change Initiatives
- Medical staff continuity & best practice in preventive care
- Highlighting end-of-life as a person-focused service

11:30 a.m. – 12:30 p.m. Enhancing Your Fundraising Program – Masonic Village Staff
Alvin H. Blitz, Esq., Chief Director of Gift Planning for the Masonic Charities of the R.W. Grand Lodge of Pennsylvania
- Program Administration: Gift planning policies, staffing, program evaluation and working with organizational leaders
- Lessons learned from the Capital Campaign
- Charitable Gift Annuities and Estate Planning methods and tools
- Moving ancient time direct mail to a new horizon
Lunch will be served in our 97-year-old Grand Lodge Hall Dining Room from 12:45 to 1:45 p.m.

2- 4 p.m.  HR Strategies for Today – Masonic Village Staff & Maximum Advantage
Claudia J. Stephens, Chief Human Resources Officer
Paul Endress, President & CEO, Maximum Advantage

- How to Deal with Generational Changes that are Taking Place in the Workplace Right Now
- Succession Planning
- Providing Non-traditional Careers Paths
- Improving the Performance of Everybody
- And . . . doing it All at the Same Time!
- Case Study – Masonic Villages

Buses will shuttle conference participants to the hotel to change for the banquet and return the group to the Masonic Village at Elizabethtown for the banquet. Social starts at 6 p.m. followed by the banquet at 6:30 p.m. Hospitality will be open from 9-11 p.m. at the Grand Lodge Hall Veranda overlooking the Formal Gardens. Buses will be shuttling people throughout this time for those who prefer to return to the hotel.
2010 MCSA Conference Registration

Hotel Reservations - To receive the special rate, reservations must be made by March 31, 2010. After that date, the rate changes and availability is not guaranteed. To make reservations visit: http://www.starwoodmeeting.com/StarGroupsWeb/res?id=0912317017&key=1CFA4

Conference Registration/Guest Outings - Deadline for registration for the conference and guest outings is April 15. Complete one form per attendee. Return all forms with payment to:
Joseph E. Murphy, CEO
Masonic Village
One Masonic Drive
Elizabethtown, PA  17022
Fax # - 717-367-6768

Conference Contacts: Questions on Educational Sessions – Beverly Sweigart
717-367-1121, ext. 33488
Questions on Registration & Hotel – Shelley Dillon
717-367-1121, ext. 33849
Email – sdillon@masonicvillagespa.org
General Questions – Joseph Murphy
717-367-1121, ext. 33262

Conference Attendee Registration

Name (First, Middle Initial, Last)

Badge Name

Title

Organization

Address

City  State  Zip

Daytime Phone  FAX

Cell Phone

Emergency Contact Name  Phone

E-mail Address

Continuing Professional Education License Number  State of Issuance
## Your Guest(s)

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### If you are bringing children, please list names and ages below:

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*The Sheraton Harrisburg Hershey Hotel provides complimentary shuttle service to and from the airport. When arriving at the airport, at the luggage pick-up area there are complimentary phones that go directly into the hotel and you can call when you arrive. When leaving the hotel, please call the front desk to arrange the shuttle to take you back to the airport.*

### Special Needs

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Attendee Registration

Indicate those sessions, meetings and activities you will be attending:

Saturday, June 12: (check those that apply)
- Interested in Playing Golf
- 7 p.m.– 9 p.m.  MCSA Executive Committee Meeting (members only) at the hotel

Sunday, June 13:
- 9 a.m. – 8:30 p.m.  Bus Trip to Philadelphia, tour Masonic Temple, Independence Hall, Liberty Bell and Masonic Village at Lafayette Hill. Lunch and dinner included.  Cost $40 per person.
- Hospitality Suite

Monday, June 14:
- 7 a.m.  Bus transportation to Masonic Village
- 7:30 – 9 a.m.  Continental Breakfast
- 8:00 – 8:45a.m.  Membership Business Meeting
- 8:45 – 9 a.m.  Welcome
- 9:15 – 11 a.m.  Opening Session – Long Term Care Track – Emerging Trends in Aging Services
- 9:15 – 11:15 a.m.  Children’s Home Track
- 11:30 – 12:30 p.m.  Track A Branding – The Key to Revitalizing Your Marketing Program
- 1:30 – 12:30 p.m.  Track B – Succession Planning
- 11:30 – 12:30 p.m.  Children’s Home Track
- 12:45 – 1:45 p.m.  Lunch
- 12:45 – 1:45 p.m.  Newcomers Lunch
- 2 – 4 p.m.  Track C – Turning to Home and Community Based Services
- 2 – 4 p.m.  Track D – Making the Most Out of What You’ve Got
- 2 – 4 p.m.  Children’s Home Track
- 4 – 6 p.m.  Tours of Masonic Villages
- 6:30 – 9 p.m.  Picnic at Masonic Villages
- 9 – 11 p.m.  Hospitality Suite

Tuesday, June 15:
- 7 a.m.  Bus transportation to Masonic Village
- 7:30 – 9 a.m.  Continental Breakfast
- 8 – 8:45 a.m.  Membership Business Meeting
- 9 – 10 a.m.  Round Table Discussion – Board
- 9 – 10 a.m.  Round Table Discussion – Adult
- 9 – 10 a.m.  Round Table Discussion – Children
- 10:15 – 11:15 a.m.  Person Centered Care and Services
- 11:30 – 12:30 p.m.  Enhancing Your Fundraising Program
- 12:45 – 1:45 p.m.  Lunch
- 2 – 4 p.m.  HR Strategies for Today
- 4 – 6 p.m.  Shuttle Service
- 6 – 9 p.m.  Banquet
- 9 – 11 p.m.  Hospitality at Masonic Villages on Veranda
- 9 – 11 p.m.  Shuttle Service

Total Attendee Fee  $
Guest Activity Registration Form

Guest’s Name

(If applicable, please include children’s names; children considered ages 4 to 12.)

Saturday, June 12

- Interested in Playing Golf
  # Attending

Sunday, June 13

- 9 a.m. – 8:30 p.m. Bus Trip to Philadelphia. Includes the Masonic Temple, Independence Hall, Liberty Bell and Masonic Village at Lafayette Hill. Lunch and dinner included.
  Cost per person: $40.00
  # Attending

- Hospitality Suite
  # Attending

Monday, June 14

- 8:30 a.m. – 2 p.m. Bus Trip to Hershey. Includes admission to Chocolate World and 3D Show, and Hershey Museum and Chocolate Lab. Lunch on your own.
  Cost Per Person: Adults $30; Children $26 (children = ages 4 to 12)
  # Attending

- Tours of Masonic Villages
  # Attending

- Picnic at Masonic Villages
  # Attending

- Hospitality
  # Attending

Tuesday, June 15

- 8:30 a.m. – 3:30 p.m. Bus Trip to Bird-in-Hand for Amish Experience. Includes tour, lunch and theatre.
  Cost per person: Adults $50; Children $40 (children = ages 4 to 12)
  # Attending

- Banquet
  # Attending

- Hospitality
  # Attending

Total Guest Activity Fee

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<th>Title</th>
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<td>Staff Member</td>
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Please mail this completed form and your check payable to “Masonic Villages” to:

Joseph E. Murphy, CEO
Masonic Villages
One Masonic Drive
Elizabethtown, PA 17022

Deadline April 15, 2010 Thank you!