



A FRATERNAL NEWSLETTER

# The Public Relations Voice

## A Message from the Imperial PR Chairman

Greetings Fellow Nobles,

As I write this note, I am energized and immersed in the work of another year of helping children in need through our great fraternity. In this issue you'll read a complete update on the East-West Shrine Game<sup>®</sup>, held January 19 in St. Petersburg, Fla. As always, the game was action packed, but more importantly, it connected some fine young college athletes with the children and families we serve. The game also provided an occasion to spend time with some old friends and meet many new nobles. If you weren't able to make it to Florida this time, please consider attending the 2014 East-West Shrine Game — you'll be glad you did.

When we stage a major public event like the East-West Shrine Game, someone in the community always says, "I never knew Shriners had hospitals or that you help so many kids." This underscores why we must persist in building public awareness of our fraternal and hospital missions in 2013. We are all ambassadors and must continue telling the story of our great fraternity and philanthropy.

This year we have many new and exciting projects in progress designed to reach the public and secure our place in the hearts and minds of many throughout North America. Telling the Shriners story whenever you can increases the chance of attracting new nobles to our ranks, as well as donors and patients to our hospitals.

There is much work to do, so let's have some fun and get to it.

Happy New Year!



*John Cinotto, Deputy  
Imperial Potentate and  
Imperial PR Chairman*

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# East-West Shrine Game

Getting Ready for the Big Game

A series of traditional game-week events, including a visit to Shriners Hospital for Children —Tampa, were held as a build-up to the big game. Players from the 87 college teams represented visited with the children, signing autographs, dancing, painting faces and, in general, having fun while bringing smiles to the faces of the children and parents in attendance.

The Friday evening banquet, held on the field at the game site, was an opportunity for nobles to interact with one another while acknowledging the players, coaches and volunteers who make the game possible. The evening included the induction of Steve Bartkowski and Buddy Curry into the East-West Shrine Game Hall of Fame, home to some of the greatest names ever to play the game. Each year, past players are selected to join this elite club.



*Photo: Hall of Fame Inductees*  
Left: Buddy Curry  
Right: Steve Bartkowski

Curry and Bartkowski were both selected in recognition of their successful NFL careers as well as their ongoing dedication to the game, and to improving the world around them. "It is important to recognize athletes

that have made significant contributions to their communities, as well as to football," said Harold Richardson, executive director of the East-West Shrine Game. "Buddy Curry and Steve Bartkowski have been exemplary leaders, both on and off the field."

In addition to being successful football players, today, both Curry and Bartkowski are involved with their communities.

Examples of this include Curry's co-ownership and work with Kids and Pros, Inc., which organizes and implements football and character building camps for youth. Launched in 2002 to teach "Character and Skills through Athletics," the camps have trained more than 5,500 kids to date. Bartkowski is on the Atlanta Falcons Board of Directors and a member of the Christian Sportsmen Fellowship.

The evening also included the presentation of the Pat Tillman Award to Keith Pough, linebacker from Howard University in Washington, D.C.

The Pat Tillman Award is presented annually to the player who demonstrates courage, perseverance and talent throughout the week leading up to the East-West Shrine Game and recognizes his overall achievements and conduct. The Tillman award is given in memory of former NFL player Daniel Patrick "Pat" Tillman who was so moved by the events of September 11, 2001, he left the



*Photo: 2013 East-West Shrine Game Player Hospital Visit*

Arizona Cardinals to enlist in the U.S. Army. Specialist Tillman served with the Second Ranger Battalion until his tragic death in Afghanistan in April 2004, at age 27.

"Keith exemplifies the qualities we look for in the award winner," said Richardson. "From the hospital visit through practice, he conducted himself in a way we believe would make Pat Tillman proud." West Team Manager Andy Strickland, expanded on this thought, saying, "He first caught our attention at the visit to Shriners Hospitals for Children —Tampa last Sunday. You could see that he had a great time coloring, dancing and playing with the kids."



*Photo: Pat Tillman Award Winner*  
Left: Harold Richardson, Executive Director  
Right: Keith Pough, Recipient

## East-West Shrine Game

### Game Wrap-Up

Whether it was the excitement of having the 2013 Pat Tillman Award winner on their roster or exercising exceptional teamwork, the West team ignited the crowd by scoring a touchdown in less than 4 minutes after kick-off. Just as quickly as the West took the lead, Colby Cameron, East team quarterback from Louisiana Tech, responded with a 9-play 49-yard scoring drive which resulted in a 48-yard field goal.

Although the East capitalized on the field goal's momentum, the West team was unstoppable. Shortly after the East's first mark on the score board, West quarterback, Matt Scott of Arizona, connected a successful 57-yard touchdown pass bringing the score to 14-3. Just 15 seconds later, with less than a minute left in the half, West cornerback, Nigel Malone of Kansas State, intercepted a pass and returned it for a 30-yard touchdown, increasing the West's lead to 21-3.

After several plays, the East team claimed the first touchdown in the second half with a 7-yard rush from Army's Trent Steelman. With 10 points on the board, the East's advances were quickly halted as West running back Michael Christine of Texas A&M and S. Earl Wolff of North Carolina State both scored game-changing touchdowns resulting in a win for the West. The final score of the game was 28-13 after the East's final field goal with a minute twenty four seconds left in the game.

## 2014 East-West Game

January 18, 2014

Tropicana Field  
St. Petersburg, Florida

Please plan to join us for the full East-West game festivities next January. For more details, visit the official East-West Shrine Game web site at [www.shrinegame.com](http://www.shrinegame.com)



**Thank you to all of you who supported the 2013 East-West Shrine Game with a donation to our Daddy Program Mailing. If you would still like to make a donation to the program, please contact 1-800-241-GIFT or send your East-West Shrine Game gift to: Office of Development, Shriners Hospitals for Children, 2900 Rocky Point Dr., Tampa, FL 33607.**

## A Grateful Family Helps our Health Care System

When Bryan and Valerie Burns of Connecticut brought their 12-year-old daughter Courtney to the Shriners Hospital in Philadelphia at the recommendation of their pediatrician, they knew little about the real work of Shriners and Shriners Hospitals.

That changed when they were introduced to Randal Betz, M.D., emeritus chief of staff and medical director of research at the hospital, and pioneer of the new vertebral body tethering surgical technique to correct scoliosis (curvature of the spine) in children. Dr. Betz and his colleague, Amer Samdani, M.D., chief of surgery, have perfected this minimally invasive surgical technique that eliminates implanting surgical rods and "fusion" to the spine. The new procedure

uses implanted screws and flexible cord to secure and straighten the child's spine as he/she grows.

Now age 13, Courtney addressed a group of nobles at the Sphinx temple in Newington, Conn., informing them of her desire to devote more time to fundraising for Shriners Hospitals for Children – the place that gave her the ability to resume typical activity, with a bright prognosis for a healthy adult life. Courtney has set a lofty goal of raising \$250,000 as she "wants to have her own metal plaque in the lobby at Shriners Hospital in Philadelphia."

The entire Burns family is active in numerous fundraising activities for the hospital, as they now fully understand the Shriners Hospitals for Children mission. Bryan Burns, an executive with ESPN (owned by the Disney Corporation) was responsible for having Shriners Hospitals

for Children added to the Disney/ESPN matching gifts program, allowing employees to give and have the corporation match the donation, up to a specified dollar amount.



*Photo: Courtney Burns, patient Shriners Hospitals for Children - Philadelphia*

## One More Time: Shriners Hospitals for Children wins United Airlines Mileage Giveaway

For the second year in a row, Shriners Hospitals for Children were awarded 3.7 million air miles by United Airlines in their annual 10 Million Miles Charity Giveaway. Thanks to an amazing amount of support from nobles, employees and the general public, our health care system was in first place when the electronic voting ended on December 25 at midnight.

The miles generously donated by United will be used to help transport children and parents to medical appointments at our facilities when driving is not possible or is impractical.



*Photo: Gary Johnson (upper left) and Bob Nichols (upper right), both of the Elf Khurafeh Shrine Center in Clio, Mich., with Shriners Hospitals patients Chris Salmon of Tiptonville, Tenn. (lower left), and Strother Norman of Fort Worth, Texas (lower right). Salmon and Norman have benefited from transportation services offered by their local Shriners Fraternity. The miles awarded through the United 10 Million Charity Miles Giveaway will greatly assist patients like Salmon and Norman, providing smooth travel to and from Shriners Hospitals.*

## Shriners and Freemasons Cooperate to Help a Child

By Jim Knights, Imperial Public Relations Committee

Two-year-old Mikaela Starr Collins was born without a left hand. Doctors determined that Mikaela's umbilical cord had become entwined around her left arm during the pregnancy, preventing development of her hand.

Shiela Reidy, Mikaela's grandmother and guardian, had attempted to obtain social security disability assistance for her granddaughter, but had been denied because - incredibly - though missing her left hand, Mikaela was not considered "disabled."

Frustrated by the lack of assistance for her granddaughter - who is very independent, and even insisted on dressing herself with only one hand - Reidy turned to her stepfather, Robert M. Slosser, known as "Papa" to Mikaela and her sister, Laynie, for help.

Slosser is a Pennsylvania Freemason and member of Meridian Lodge No. 411, Free & Accepted Masons (F&AM) of Pennsylvania, located in Enon Valley, Pa. In January 2012, Slosser, knowing that Shriners Hospitals for Children provide all care and services regardless of the families' ability to pay, approached Robert L. Sedgwick, Master of Meridian Lodge, and asked him for the lodge's help in obtaining a prosthetic hand for Mikaela from Shriners Hospitals for Children.

Sedgwick happened to know Walter V. Grudowski, a Shriner, who is also a member and Past Master of Ellwood Lodge No. 599, F&AM of Pennsylvania, in Ellwood City.

Grudowski, a member of Syria Shriners in Cheswick, Pa., immediately contacted the Shriners Hospitals for Children Ambulatory Surgery Center and Outpatient Specialty Care Center in Erie, Pa., and arranged for Reidy to begin the admission process for Mikaela.

According to "Papa" Slosser, things then began to move quickly. Mikaela's first evaluation at the Shriners Hospitals facility in Erie occurred in March 2012. She returned twice in September to be fitted for a prosthesis. In October, Mikaela received her new left hand.

Slosser had nothing but praise for the physicians, nurses and staff at Shriners

Hospitals for Children. Slosser said doctors in Ohio and Pittsburgh had recommended a surgical implant for Mikaela. However, physicians at the Erie Shriners Hospitals facility were adamantly opposed to such an implant because it would have meant putting a 2-year-old child on anti-rejection drugs for the rest of her life. Instead, Slosser said, the physicians at the Shriners Hospitals facility carefully explained the advantages and procedure of fitting Mikaela with a slip-on prosthesis with a moveable thumb, which she has since nicknamed "lefty."

Mikaela's treatment includes wearing "lefty" for two to three hours at a time until she becomes accustomed to the device. Shriners Hospitals for Children also arranged for Mikaela to receive therapy near her home so her family could avoid the expense of traveling from their home in East Palestine, Ohio, to Erie. However, when Mikaela needed to travel to the Erie facility while being fitted with "lefty," Meridian Lodge No. 411 paid for their stay at a local hotel, and received a discounted rate because she was a Shriners Hospitals patient. In addition, some of their meals were provided by Shriners Hospitals for Children Ambulatory Surgery Center and Outpatient Specialty Care Center.

Slosser describes Mikaela as "caring, loving and independent." Mikaela is not yet very fond of "lefty," but this is a normal part of the process for a child adapting to a prosthesis, according to the physicians at our Erie facility.

Wayne D. Frankenstein, District Deputy Grand Master for the 26<sup>th</sup> Masonic District, said, "Thanks to the cooperative efforts of Pennsylvania Freemasons, Shriners of Syria Temple in Cheswick and Shriners Hospitals for Children, a 2-year-old girl and her family have received the assistance others had denied them."



*Photo: Mikaela Starr Collins (front); Noble William L. Wiess, Syria Temple; Shiela Burson; Noble Karl P. Sieg, Syria Temple (middle L to R); Brother Robert L. Sedgwick, Sr, Worshipful Master, Meridian Lodge No. 411, Enon Valley, PA (back)*