



the new Grange

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Issue 2

a weekly e-newsletter for members of the National Grange family

Grange to fight huge infringement case

Canadian-based venture capital firm proposes casino named ‘The Grange’ in Ore.

BY AMANDA LEIGH BROZANA
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WOOD VILLAGE, Ore. – Nearly two weeks ago, as Grange members across Oregon finalized preparations to present our organization to fairgoers of the Oregon State Fair, the public learned of a new proposed casino that would be called “The Grange.”

Situated in the suburbs of Portland, less than 5 miles from the Washington-Oregon state line, the proposed casino would inhabit an abandoned dog racing track.

The casino developers, backed by a Canadian venture capital firm, launched two YouTube videos saying the new business would bring 2,000 jobs with health care to the site and give millions of dollars each year to the state, earmarked for education and other expenses. They also held a press



Photo taken from press kit available on proposed casino developer's website

The firm has launched a website, social media and bought radio, television and print ads throughout the Oregon media market. They have also sent direct mailings to homes across the state showing tables games and slots.

conference announcing plans – if only state voters in November would vote “yes” on ballot measures 82 and 83, to allow non-tribal gambling in the state, specifically in Multnomah County.

Within hours of the discovery, National Grange Trademark Manager Leroy Watson had contacted legal representatives for the proposed casino group.

“We took fast action, because as in other trademark cases, the faster we

learn about the potential infringement and reach out to those involved, the less damage we hope will be done to our brand as a community service, fraternal organization,” Watson said.

National Grange President Ed Luttrell said the move by the developers potentially hurts the entire organization.

“We believe that any unauthorized use of our trademark for commercial

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OTHER VOICES

‘Thank you’ to farmers, workers on Labor Day

BY TOM VILSACK
Secretary of Agriculture, USDA

As Americans celebrate Labor Day this weekend, I know the holiday is overshadowed by a drought that has been extremely challenging for thousands of farm and ranch families.

President Obama and I will continue to do all we can to help drought-stricken producers. In a nation where one of every 12 jobs is supported by agriculture, we know that it’s critical to help farmers, ranchers and producers mitigate the effects of drought and continue to strengthen the agriculture sector.

Meanwhile we will continue to call on Congress to pass a comprehensive, multi-year Food, Farm and Jobs Bill – to give USDA tools to help drought stricken producers, and to give more certainty to farmers and ranchers.

But even in a challenging time, American agriculture has stayed strong and resilient. That’s why, as we gather with family and friends to mark Labor Day, it couldn’t be a more appropriate time to say “Thank You” to the folks who provide the most affordable, the most abundant, and the safest food supply on earth.

It takes hard work to plant seeds, care for crops and raise livestock. It takes hard work to harvest our food. It takes hard work to process it, package it, transport it, shelve it and sell it. Every day, our farmers, farm workers and people all along the supply chain get these jobs done well, and their commitment benefits us all.

President Obama and I believe that we owe these workers our commitment to a strong farm sector and a thriving rural economy – one that helps communities grow, while giving folks a chance to work hard and get ahead.

Since 2009, we’ve provided an historic amount of investment to grow opportunity in rural America. USDA has provided record numbers of loans to help farmers and rural small businesses grow. We implemented farm



TOM VILSACK
U.S. Secretary of Agriculture

safety net programs that helped hundreds of thousands of producers keep their business running. We modernized utilities and services to help communities prosper – such as broadband internet for 7 million rural Americans, and more than 5,700 telemedicine and distance learning programs in rural areas.

Ultimately, our efforts to invest in small towns and rural communities are helping to build a strong American economy that starts with the middle class – where our rural businesses grow and hire more, and where American workers have even more opportunities to get ahead.

This Labor Day, please join me in taking this chance to remember the hard work of folks who provide food for our nation, and know that at USDA, we will continue to support their work while helping rural America create even more jobs.

This column was provided by the USDA for reprint.

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pacific_rim_energy@hotmail.com.

Deadline is October 10, so act now.

TeamSpeak focuses on meeting ‘truths’

BY ED LUTTRELL
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On Aug. 30, several members gathered through the use of TeamSpeak, an internet-based phone conferencing program, to talk about conducting a Grange meeting.

The TeamSpeak meetings, which are held monthly on announced dates at 8 p.m. EST and again at 8 p.m. PST, work to inform members about issues of interest in our order and are led by leaders such as national officers and staff directors.

On this evening, members first discussed the philosophy of the Grange meeting.

Members agreed that there were three fundamental truths to conducting the Grange meeting.

- 1. Every member has a voice.
- 2. The majority rules.

3. We remain family and friends before, during, and after the meeting.

The second part of the discussion was about the process of the Grange meeting.

First the structure of the Grange meeting was discussed. The importance and role of parliamentary procedure was debated. Our Grange meeting format was then explored by the group. The importance of a quorum was noted and the role of the opening and closing of the meeting was talked about.

Next, the role of the presiding officer was explained.

That person is a facilitator, not a participant in the meeting. If they see a need to participate in the deliberations of the meeting, they allow another member to conduct that portion of the meeting. The critical role of the presiding officer is as a team builder.

They are to draw members into active participation, ensure that the Grange is growing, and that members

are working together for common goals.

The final segment of the discussion was focused on the goals that should be met by the end of each meeting.

Each member should have enjoyed or had fun at the meeting and should have experienced a pleasant and civil time.

Each member should have gained some new information or have received some education on a topic of concern or interest.

Most importantly, the Grange should have created some positive action for the benefit of the members and the community.

If you wish to listen to the podcast of this discussion, go to the Member’s section of www.nationalgrange.org and click on TeamSpeak Meetings.

Join in next month on Sept. 27 to hear a discussion on the topic of “Why ritualism is a part of the Grange”

Legislative Policy Book a great resource for sessions

BY GRACE BOATRRIGHT
Legislative Director
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September and October are busy months here at the Grange, with 29 of our State Granges holding their annual sessions during this time. Thus, this seems like a perfect opportunity to remind Grangers how to best use their Legislative Policy Book.

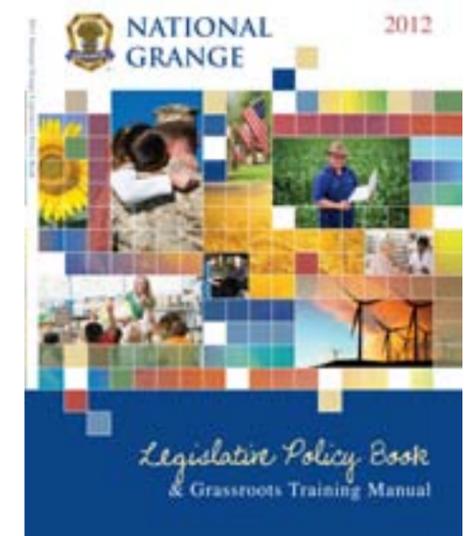
The Legislative Policy Book is both a summary of our Grange policy and a Grassroots Training Manual to guide Grangers in developing Grange policy at the local and state levels.

During State Grange sessions,

Grangers can use the LPB to research existing Grange policy and how best to expand, amend, or eliminate it. Just like policy at the federal level, Grange policy can become outdated, causing a need for Grangers to take action and change it. As resolutions are presented and debated, it is always a good idea to first look at how those proposed resolutions fit in with our present Grange policy.

Grangers can also refer to the LPB when communicating to the press about our Grange policies and legislative priorities for the year. When local issues arise, check your

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The 2012 Legislative Policy Book is available for download at the National Grange website.

INFRINGEMENT

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purposes diminishes the reputation of our National organization with more than 2,500 local, county and state Grange chapters across the nation that conduct social, cultural, educational and civic programming to support rural communities and family farmers," Luttrell said. "In the initial stages of this, we hoped that damage could be mitigated or avoided entirely, but as of now, we believe that may not be the case."

Oregon State Grange President Susan Noah said after recent discussions with members and nonmembers, she believes the damage to our image may already be done.

"At the fair, our members met with so many people that couldn't believe the Grange was building a casino or didn't understand why we would be involved in such a project," Noah said. "The advertising and the way people took it was deceptive enough for them to believe we – the real Grange – has a part or supports this casino. It's heartbreaking."

Oregonians were not the only ones introduced to "The Grange" as a casino. The company has sponsored ads and links that make it the first to come up in a Google search with the word "Grange" and have ads for the casino seen on websites all over the country through Google's AdSense Program.

The National Grange, through its trademark legal counsel, issued a cease and desist letter, which asked developers to halt the use of the name "Grange" as part of the project by Aug. 31.

When the developers did not comply, a meeting between National

"We work hard to be a place for families and communities to come together, and these ads prey on that image of our organization."

Susan Noah

Oregon State Grange President

Grange representatives, including National President Ed Luttrell and Executive Committee Chairwoman Betsy Huber, and casino representatives was held Tuesday.

As of press time, it was unclear the outcome of the meeting, however, Luttrell said the face to face meeting gave all the opportunity to clarify their position.

The National Grange also worked with the Oregon State Grange to schedule a press conference for Wednesday to reassure the public that the Grange is not involved with the casino project.

And all the while advertising for the project continues.

As part of the advertising, the casino developers have launched a full-scale campaign including large network and cable channel ad buys in Oregon, direct mailings to Oregon residents and have done interviews on radio and in print about the project.

The proposed casino's website references a Grange as "a large hall where people gather; it's a place for community."

The plan, which includes a proposed waterpark, farmer's market, bowling alley and movie theater according to their advertising, would be

a destination for families, advertisements said.

"It's not hard for someone who only has heard of the Grange to assume we have some part in this proposal when they hear of a family-friendly environment. We work hard to be a place for families and communities to come together, and these ads prey on that image of our organization," Noah said.

Watson also said he and other members of the Trademark Protection team were working to establish a 501(c)(4) legal defense fund that would allow interested individuals to contribute to the fight against the infringement by the proposed developers.

"With every moment we spend on this, we are spending money that we could use to continue the excellent work of our organization in communities across the country," Watson said. "Trademark fights like this not only hurt our reputation but also hurt our members and the communities they serve."

Further details about the pending infringement case and the proposed casino will be available at the National Grange website, along with information about donating to the legal defense fund.

PASS THE WORD

Do you know someone who doesn't receive this e-Newsletter or other communications from National Grange? Tell them to contact the Communications Department by email at abrozana@nationalgrange.org or by phone at (202) 628-3507 ext. 102 today so they get all the benefits of their membership.

Grange Foundation OK's 2 new funds

Arts and culture, community and leadership development the focus of new streams

BY AMANDA LEIGH BROZANA

Communications Director

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WASHINGTON, D.C. – At their August meeting, the Grange Foundation board members approved the addition of two new funding streams for the 501(c)(3).

These streams allow donors to allocate money for projects related to areas of cultural, artistic and history as well as leadership training and community service.

The funds, called the "American Arts and Culture" and "Community and Leadership Development" streams, will also allow the Grange Foundation to approach larger outside donors and foundations interested in work done to celebrate and improve rural America.

"We believe this move will allow us to appeal to a greater base of donors and help develop a greater array of funded programs," Grange Foundation President Ed Luttrell said.

The American Arts and Culture fund will support initiatives related to American handycraft and folk art, historical preservation and enactment, cultural displays and performances and other activities that

showcase artistic talent, Grange heritage and American historical movements in rural areas.

Contributions will be used for, but not limited to, funding educational opportunities that engage new audiences with folk art and craftmaking, such as quilt shows and quilt making; the portrayal and preservation of historic cultural events and artifacts, such as the display of the 1873 Degrees by Grange Youth at the O.H. Kelley Farm; and other projects related to this area of interest, Luttrell said.

The Community and Leadership Development Fund will support efforts by Granges across the country and the National Grange that have impact on communities in which Granges are located and on the personal growth of Grange members.

Luttrell said grants and contributions will fund many initiatives such as scholarships to attend leadership training opportunities, community service projects that impact rural areas, and more.

The fund will help the National, State and local Granges to fulfill their mission of educating large and small communities about agriculture, civic engagement, voting and advocacy, conservation, life

skills and many other areas of interest, Luttrell said.

The Grange Foundation previously had five specific funding streams – Youth Leadership, Junior Grange, Kelley Farm, Deaf Awareness and Trademark Protection. General donations could also be made to the Foundation.

Grange Foundation Secretary Jimmy Gentry, in a recent video interview about the Foundation, said he encouraged all members to consider donating. Donors can reap tax benefits from their contribution, but are encouraged to consult their tax adviser.

Recently, the late Brother Donald Hill, of Michigan, bequeathed \$10,000 to the Grange Foundation, dividing it equally between the Youth Leadership and Junior Grange funds. Members interested in making a gift to the Foundation through their estate may contact their attorney to learn more.

Contributions may be sent to Grange Foundation, 1616 H. St. NW, Washington, DC 20006. Please indicate in a letter or on the memo line of checks the fund to which you wish the money to be allocated.

How do you display your *American Values. Hometown Roots.*

We want to hear your ideas on how Granges and Grange members can use our tagline, "American Values. Hometown Roots." to inspire programming, advocacy and legislative activities, service projects, marketing strategies, membership drives, leadership workshops and much more. Visit our Facebook group by searching "The National Grange" or going to <http://www.facebook.com/groups/77435139349/> and tell us your ideas!

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When local issues arise, check your LPB for Grange policy on that issue and then call up your local media outlets to make comment. Civic participation is key if we are to grow the Grange and the values we represent.

Similarly, the Blueprint for Rural America contained within the LPB provides an outline of the important issues currently facing rural Amer-

ica and an “Action Plan” for State and local Granges to use in advocating for those issues. Taking action on an issue can be as simple as meeting with your local city council members or getting a group of Grangers to visit the state capitol during your state’s legislative session. Remember: your elected officials work for you and you should never refrain from letting your voice

be heard. Use the Legislative Policy Book to brush up on the important issues facing rural America before engaging in these meetings.

A copy of the Legislative Policy Book can be downloaded for free from our Grange website at <http://www.nationalgrange.org/policy/legislative-policy-book/>. Double click on the LPB photo to download the entire document.

GRANGE SOCIAL

Discuss

Interesting prompts from “The National Grange” Facebook Group and the “National Grange Communications Dept.” Facebook page

The National Grange is running a contest through Sept. 6 that encourages members to post their favorite piece of Grange history. The one selected as most interesting will be awarded a free copy of one of the National Grange e-Books.

Our Blogs

nationalgrangeviewfromthehill.blogspot.com

Legislative Director Grace Boatright has been busy, adding three new blog posts to her View from the Hill blog in the past week. Read the posts by using this

short link: <http://bit.ly/ToE2m7> and subscribe today!

Grange Video Vault

Videos available on the YouTube National Grange channel

National Grange President Ed Luttrell and Programs Assistant Austin Miller sat down to discuss the recent release of two new e-books by the Grange. Learn about the books and more at <http://tinyurl.com/bvwnwox>.

What you might have heard

Various outside press outlets

National Grange President Ed Luttrell and Communications Director Amanda Leigh Brozana have been interviewed by several Oregon media outlets about the proposed casino using the Grange name.

GRANGE DELIGHTS: Glazed Apple Bread

½ c. shortening
1 c. sugar
¼ tsp. Salt
1 tsp. Vanilla
2 eggs, well beaten
1 c. raw chopped apples
¼ c. chopped nuts
2 c. sifted all-purpose flour
2 tsp. Baking powder
¼ c. sifted confectioners’ sugar
2 tbsp. Melted butter
1 tbsp. Hot water

Cream together until light and fluffy the first four ingredients; add eggs. Add next four ingredients; beat well. Pour the batter into a 9 x 5 x 4 inch well-greased loaf pan. Bake at 350 degrees for 50 to 60 minutes. Cool; remove the bread from the pan. Combine confectioners’ sugar with melted butter and hot water; beat well. Pour over bread letting glaze drip down over sides. Yield: 8 slices of bread.

This recipe comes from The Grange Cookbook: Desserts and was submitted by Ruth Snow, North Blue Hill, Maine.