



The Patrons Chain

THE OFFICIAL NEWSLETTER OF THE NATIONAL GRANGE

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Agriculture production depends on rural energy

By [*Betsy E. Huber*](#), National Grange President

This week, I had the opportunity to attend the annual national conference of [*America's Rural Energy Coalition*](#) in western Pennsylvania. National Grange and the PA State Grange have been working with AREC since last summer on a joint educational project.

Though the energy and agriculture industries may seem totally different, they face many of the same problems with government regulation, greenhouse gas issues, and refusal to recognize scientific facts. AREC wishes to support all efforts working toward an energy independent America.

Attendance at the conference consisted of representatives from all types of energy industries and related businesses from all areas of the country, along with local mayors, county commissioners, and Congressmen.

You may wonder why this meeting was held in Pennsylvania. My state ranks number 2 in U.S. natural gas production, and together the Appalachian region is number 1 in the U.S. and third in the world. PA produces 19% of all U.S. natural gas. And of course, the first oil well in the world was in Titusville, PA in 1859.

I learned about oil & gas production in Texas, California, West Virginia, Mississippi, Kansas, and Utah, as well as nuclear, solar, coal, electricity, and many other additional topics. We were privileged to hear from U.S. House Agriculture Committee Chairman G.T. Thompson in person, relating his commitment to both the agriculture and energy industries which both happen in rural America, or "Essential America" as he calls it.

Plentiful and reasonably priced energy is essential for production agriculture, and agriculture is essential for food security which equals national security. We all need to be telling this story to our government representatives at all levels.

Storytelling can unite internal and external messages

By [*Philip Vonada*](#), National Grange Communications Director



How many times have you heard "the Grange is a dying organization" or "we're losing members and barely hanging in there?" How about "the Grange was relevant in the 1800s and early 1900s, but what is it doing today?"

Would you want to join an organization that talks down on itself? It seems that we put on a "strong face" when actively recruiting, but once a member joins, they are frequently introduced to internal politics/struggles, "we've always done it this way"-isms, and pervasive negative energy. If your Grange (or State) is hemorrhaging members, then maybe it's time to examine the way we talk about the

Grange among Grange members. It's time we start taking pride in our past - *and current* - accomplishments.

While it's true that our membership isn't as robust as it once was, Granges are active in 1500 communities nationwide and we are 140,000 members strong. Over the past few years, some states have seen massive growth in membership numbers, and (more importantly, in my opinion) building momentum through activities and a strong presence in their communities. Members are joining because they are proud of the work being done by local Granges and proud of the way their members are talking about the Grange.

Internal messaging (how members talk about the Grange inside the organization) and External messaging (how we talk about the Grange with others) need to be in sync with one another for the most effective communication and growth. It's jarring and even disorienting to have a bout of member whiplash when talking about how great the Grange can be with those outside of your doors, then turning around and bashing members or the organization itself insdie.

Have you analyzed the way your Grange (be it Community, Pomona, or State) talks about itself? Setting a positive internal message for everyone – from the leaders to those who have just recently joined – is one of the most important things you can do.

Consider the following:

- Organizations are no longer in sole control of the message. Social media has made it possible for anyone to share their views. This has made everyone a possible communicator – members, leaders, and even non-members have opinions that can reflect on your Grange.
- Internal and external communication must align. The different methods of delivery have made it difficult for both these forms of communications to be made uniform, but it can still be done, and it is important that your communication reflects well on your Grange. The line between internal and external communication is continuously being blurred; there will be a need from time to time to tailor the emphasis, tone, or vocabulary of a particular message depending on the intended audience.
- Compelling storytelling is vital. Today, fiction is more effective at persuasion than facts and evidence. Both inside and outside communication must tap into the power of storytelling to yield results. Humans learn and retain information best when it is presented in a narrative format – consider Aesop's Fables or even Biblical parables... in what ways can you tell the *story* of your Grange?
- Collaborate. There should be continuous dialog between all communicators to ensure you get the right message out and at the right times. This means making sure your Grange's departments are working together to present information that aligns with one another, and a unified story/message is being given to current as well as prospective members. This also means that the person who runs your social media should be telling the same story as the person who creates your newsletter, or the person who calls members to remind them of an upcoming meeting.

This can be a bit of a process. Learning to retrain the way we talk about ourselves can be hard – it's easy to see the faults and negative aspects because they get under our skin. Let's start working harder to tell the positive story of how our Granges are directly impacting our communities and our country!



National Grange Convention registration is open



This November, we are going to “Flow into the Future” in Niagara Falls, New York as we celebrate the 157th Annual Session of the National Grange. **And we want you to be there!**

This year's Convention will be just blocks from the Falls! The [Sheraton Niagara Falls](#) is an incredible hotel which will also house the hospitality room, and the convention itself and many of the evening activities will be held at the [Niagara Falls Convention Center](#), just across the street!

We invite ALL Grange members to participate in the Convention activities, so please make plans to attend from November 14-18, 2023.

This is your early warning to ensure your passport is up to date. You won't want to miss the opportunity to pop over to Canada when you're just a few steps away:

<https://www.usps.com/international/passports.htm>

Stay tuned over the coming weeks and months for more information about speakers, tours, and other opportunities (both fun and educational!) for all Grange members during the Convention.

Learn more about this year's Convention and register today on the National Grange website!

Early Bird Registration - \$32 – open through September 4th, 2023.

[Register for Convention](#)

National Grange Convention reimagined – and better than ever!

The National Convention Advisory Work Group has been charged with identifying how to make our National Grange Convention an amazing Grange experience that is the single most important event on every member's calendar.

We value your input and invite you to participate in this survey which should take no more than 5 minutes of your time.

Take the survey here: <http://www.grange.biz/conventionsurvey>



May Heirloom

THE INTERESTS, THE SOCIAL RELATIONS AND THE DESTINY OF MAN AND WOMAN ARE IDENTICAL. SHE WAS INTENDED BY OUR CREATOR TO BE THE HELPMEEET, COMPANION, AND EQUAL OF MAN - THE PERFECTING HALF ADDED TO HIS HEMISPHERE - THUS COMPLETING THE FULLY-GLOBED ORB OF OUR COMMON HUMANITY; HENCE, AS ONE, EACH SHARES THE GLORY OR THE SHAME OF THE OTHER.

First Degree: Chaplain



The interests, the social relations, and the destiny of man and woman are identical. She was intended by our creator to be the helpmeet, companion, and equal of man – the perfecting half added to his hemisphere – thus completing the fully-globed orb of our common humanity; hence, as one, each shares the glory or the shame of the other. – Chaplain, First Degree

[Access the May Heirloom Program materials here](#)

[Register for the Rural Mental Health Caregiver Challenges Webinar](#)



In keeping with our mission to serve as the informed voice for mental health in rural America, [Rural Minds](#) and the National Grange are pleased to present another Rural Mental Health Connections Free Webinar.

This webinar will be held on **May 10th at 7:00 PM Eastern / 4:00 PM Pacific.**

Many people in rural communities struggle with mental illness, and their loved ones who provide care face challenges that are often overlooked. This webinar will feature:

- Two rural caregivers sharing their stories of lived experience providing care for their loved ones
- A conversation about stigma and the personal and professional sacrifices necessary in order to provide care
- Sharing of relevant free resources for the mental wellness of rural caregivers.

[Register Today!](#)

[National Grange President to participate in panel on Alzheimer's care](#)

About 1 in 9 Americans over 65 suffers from Alzheimer's. It is the sixth leading cause of death and the most expensive disease in the United States, and there is no cure. This year, the disease is expected to carry a \$345 billion price tag, according to the Alzheimer's Association.

Unfortunately, treatment options are still limited. However, earlier this year, the U.S. Food and Drug Administration granted accelerated approval for the drug Leqembi, but due to the controversial approval of another drug, Aduhelm, in 2021 based on mixed evidence of its efficacy, the Centers for Medicare and Medicaid have declined to cover these new drugs under most circumstances.

Why is CMS declining coverage, and where are we in terms of new treatments on the horizon? And what can be done to address disparities and ensure all communities receive needed care?

[The Hill](#) will bring together lawmakers, researchers, doctors, caregivers, and patients to explore the latest treatments and roadblocks and investigate what more needs to be done to curb this disease.

National Grange President Betsy Huber will join Dr. Scott Gottlieb, Rep. Nanette Barragán (D-CA), Rep. Anna Eshoo (D-CA), Sen. Shelley Moore Capito (R-WV), Dr. Joanne Pike, and more in this panel, moderated by Bob Cusack, Editor in Chief for The Hill.

Watch live on **Thursday, May 11 at 2:00pm ET/11:00am PT.** [Register to watch here.](#)

[Testing remains important tool to combat spread of Covid-19](#)

President Biden has declared that the Covid-19 [Public Health Emergency will end on May 11th](#). Until then, if you have *any* type of health insurance, you can receive up to eight over-the-counter tests with no out-of-pocket costs. These OTC tests are available in most pharmacies, and potentially online, too.

But what then?

If you are enrolled in Medicare Part B, you will continue to have coverage with no out-of-pocket costs for laboratory-based COVID-19 PCR and antigen tests when ordered by a provider. Medicare

Advantage plan participants may have additional testing access – check with your plan. CHIP and Medicaid coverage will continue to cover OTC COVID-19 tests through September 30, 2024. Anyone with private insurance should check with their insurance provider.

You may also still be eligible to order FREE COVID-19 tests [through the USPS here](#).
[Learn more about the end of the Public Health Emergency here](#).

May Events

We encourage all members to tune into this month's events on Zoom! Please join at the links in the image. These events are open to all who are interested in the topics!

Submit your holiday programs to Good Day!

The next issue of *Good Day!* magazine is going to feature "Christmas in July" in our Perspectives feature! Did your Grange have a successful holiday program, toy/food drive, community event, volunteer opportunity, etc.? If so – no matter how big or small – please send a write-up and a few high-resolution pictures to [Philip Vonada](#) by May 31st.

We want to feature as many stories and Granges as possible, sharing ideas from each corner of the country with hopes that other Granges will get some ideas and perhaps replicate your program!



MAY NATIONAL GRANGE EVENTS
TAKE FULL ADVANTAGE OF YOUR MEMBERSHIP

ALL TIMES EASTERN

8: "FLOW INTO THE FUTURE" 8:30 P.M. Connect: bit.ly/conventionflow23 The 2023 host committee for the 157th National Grange Convention invite you to Niagara Falls with this preview event!	15: GRANGE SECRETARY ZOOM 8:30 P.M. Connect: bit.ly/grangesecretaries National Grange Secretary Debbie Campbell will lead this Zoom session on updates for State Grange Secretaries.
9: MEMBERSHIP MATTERS (ZOOM) 8:30 P.M. Open to all! Connect: bit.ly/mmm1867 Contact abrozana@nationalgrange.org for more information.	21: JUNIOR JIBBER-JABBER (ZOOM) 9:00 P.M. Connect: bit.ly/JibberJabberZoom Join National Junior Grange and Youth Development Director Samantha Wilkins for updates about the National Junior Grange department. Contact junior@nationalgrange.org for more information.
10: GRANGE FOUNDATION BOARD 8:00 P.M. The Grange Foundation is a 501(c)(3) nonprofit organization. For information about donating to the Foundation, visit www.grangefoundation.org	24: COMMUNICATIONS ZOOM-TORIAL (ZOOM) 8:30 P.M. Connect: bit.ly/GrangeZoomtorial Join Communications Director Philip Vonada and some Fellows as we explore various topics in the world of marketing & communications. This month will be on creating a "roadmap" for event planning and outreach. Questions? Email rvonada@nationalgrange.org

JUNIOR GRANGE FOCUS AREA:
AGRICULTURAL AWARENESS
YOUTH FOCUS AREA:
ACTION

Thank you for your support of the Grange Foundation!



That's a wrap folks! The Grange Foundation fundraiser with digital dozens from Krispy Kreme has come to a close, exceeding our goal and bringing in \$686.64 to support the programs, initiatives and outreach of our organization. **We are so grateful for the generosity of our supporters.**

The sweetest reward, though, will be in the good work we are able to do thanks to your generosity. We can't wait to see photos of you enjoying those delightful dozens and thank you again!

Grange Supply Store Notice

Effective May 1 – the price of all "Years of Service" Seals has increased to \$5 (with \$3 shipping) and Golden Sheaf pins will increase to \$25.

 **SUPPLY STORE**

www.grangestore.org

NEW GRANGE 4TH DEGREE PIN




This is a **BRAND NEW** 1" pin with 1/4" clutch back. Perfect for welcoming new members into the Grange, celebrating milestones, and more. Featuring the Grange emblem, surrounded with the names of the 7 Founders.

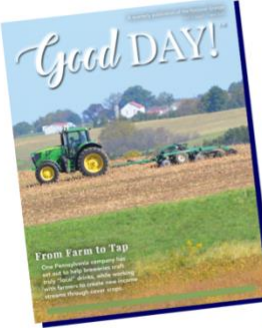
Limited quantity available.

Order online through the Grange Supply Store at grangestore.org or by calling Loretta at (202) 628-3507 ext. 109.

\$10.00
PLUS SHIPPING

 **SUPPLY STORE**

www.grangestore.org



GOOD DAY!™
APRIL 2023

The April 2023 issue of *Good Day!* magazine features information on Grange contests, a lead article on a new Farm to Tap initiative through Food21, and a delicious food feature about grains! We also welcome Hawaii's first Grange, celebrate new partnerships, and you can read our favorite features on Homesteading, "Along the Way," and Agritourism.

Order online through the Grange Supply Store at grangestore.org or call Loretta at (202) 628-3507 ext. 109.

\$5.00 PER ISSUE
(plus shipping)
or subscribe at nationalgrange.org/goodday

 **SUPPLY STORE**

www.grangestore.org



JUNIOR GRANGE SONGBOOK

Songbooks must go!

\$1.50 each *plus shipping*
OR
Sold by the case

42 songbooks per case for **\$36** - *no shipping costs!*

Order online at www.grangestore.org or call Loretta at (202) 628-3507 ext. 109

Grange Member Benefit: Start Hearing

START  HEARING

Helping you find the best solution for your hearing needs and lifestyle – at the best value.

Grange Members and their families receive:

- Discounts up to 48% on today's latest technology, including hearing aids and tinnitus options
- FREE annual hearing consultations
- Access to a nationwide network of 3,000+ hearing professionals
- Three-year supply of FREE batteries (40 cells per hearing aid purchased per year)
- One year of free office visits (limit of six)60-day risk-free trial period
- FREE Deluxe Warranty Plan, including loss and damage
- Financing plans available (subject to credit approval)

With Start Hearing, their Hearing Care Advisors are with you each step of the way. To find out more and to schedule your hearing consultation, please call 888-461-3209 or visit www.starhearing.com/partners/grange.



GRANGE JEWELRY



Grange Jewelry is now in stock at the Grange Store. Pins include years of service and member recognition pins from 5-80 years, past officer pins, Degree recognition pins, and much more!

Some jewelry is now on clearance!

Prices vary

Order online through the Grange Supply Store at grangestore.org or by calling Loretta at (202) 628-3507 ext. 109.

www.grangestore.org

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