



Edmonton Pond

GAGGLES



November/December 2012

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Edmonton Pond

CHRISTMAS LUNCH

Monday, December 10th

Royal Glenora Club



In support of the E4C School Lunch Program

Get your tickets early as this event will sell out.

See next page for details.

Follow us on Twitter , Facebook and LinkedIn ... just click on the links below:



DUES REMINDER

Dues notices for the 2012/13 have now been sent out. Your Pond operates on a very small budget and relies on your dues to pay the bills.

Your speedy remittance of dues upon receipt of your invoice is greatly appreciated.



Our heartfelt **THANK YOU** to those who have already submitted their payment.



MESSAGE FROM MIKE

Hello Blue Goose members.

Yes it's November, when the leaves have turned color, and thoughts turn to winter vacation getaways. So after coming off of a successful month of Pink accents for Ladies Breast Cancer, it's time to raise funds for matters down under or Men's Cancer issues. Movember is here! It's time to grow a cheesy moustache with fundraising as the goal. Firstonsite Restoration is doing a National office challenge to raise funds and I hereby throw down the gauntlet to all of my fellow Blue Goose members to raise funds for this worthy cause. If you want to donate please see me, comment on the "stache" but leave some coin for the comment.

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ANNUAL CHRISTMAS CHARITY LUNCH

Benefitting the E4C - Edmonton School Lunch Program

Date: Monday, December 10, 2012
Place: Royal Glenora Club - Braemer Room
Time: 11:30 a.m. Doors Open
12:00 p.m. Lunch
Cost: \$50.00 per person
\$550.00 per table (11 per table)

Please RSVP by December 3, 2012
Adrienne Lee at alee@sintraeng.com or 780.801.0729

Prize donations are welcome

Cheques payable to the Blue Goose Edmonton Pond can be sent to:
Sintra Engineering
10620 - 105 Avenue, Edmonton, AB T5H 0L2



(Continued from Page 1)

Or please sponsor someone else who is growing a hairy lip for Cancer.

October saw us host a Blue Goose Pool Tournament where fun was had by all who attended along with some really great snacks at the Metro. Harvey Heinz showed he is not a pushover when holding a stick in his hands!

Looking forward, we are in the planning stages for our Annual Christmas Luncheon. Mark December 10th down on your calendars for this event which is usually a sellout. We are looking for donations to use in our raffle prize draws and or silent auction items with proceeds going to charity. If you can provide something before we come to pound on your door it would be appreciated. Just contact any of the Blue Goose Executive to help out.

So I hope to see you soon and collect on comments about my hairy lip. I wish you a warm and prosperous month ahead.

Mike Sherban, MLG

MARK YOUR CALENDAR



UPCOMING EVENTS

Christmas Lunch ...	December 10, 2012
Poker Night ...	January 2013
Scotch Nosing ...	February 2013
Gala ...	April 27, 2013
AGM ...	June 2013

Pool Tournament Night

A small but enthusiastic group of pool sharks turned out for the Pool night at Metro Billiards on October 11th. Our thanks to GOP **Keegan McLennan** for organizing this event.

Staying Current with The Honorable Order of the Blue Goose

-DMLGG Martin Moran

I'm a very proud member of a 106 year old organization called the [Honorable Order of the Blue Goose International](#). For those that have never heard of the Blue Goose, we are a fraternal organization born of the insurance industry during a rained-out golf trip to [Green Lake, WI](#), in the summer of 1906. Since then, it has grown to accept members from all facets of the insurance industry, including insurance underwriters, brokers, adjusters, and vendors to the industry; the only restriction on membership is that you must work in the insurance or insurance-services industry in some capacity. Many people in our industry don't really understand the Blue Goose, or are content to misunderstand it, and I think that's a shame – the Blue Goose serves a fantastic role to the insurance community, and should be celebrated, not derided.

The organization's founding philosophy is to help our members develop into well-rounded professionals, by inculcating a spirit of *character, charity and fellowship* into each. Our long history has brought us to where our organization is today – an established group that fulfills many roles for insurance professionals:

- networking opportunities
- intra-industry relationships, across parts of the industry that don't often get to meet
- fun events, such as golf tournaments and family days
- educational seminars and symposia
- major charity fundraising, targeted primarily to local charities in need
- an outlet to meet friends, old and new, and just plain **have fun**, something that seems to slip away more and more each day in our industry



Fellowship

Many of our members are asked whether we have funny hats, or are like the Loyal Order of the Water Buffalos. My answer, and the answer of many of my fellow members of the [HOBGI](#), is undoubtedly that while there aren't funny (official) hats, the Water Buffalos is a great example. We are a fraternal order, with an initiation and secret ballot for each member. We have a secret greeting. We have all the trappings of a staid, solid fraternal order – but there is one important difference. The Blue Goose was founded on the principle that we should all have a little **fun** in our working lives. Our secret greeting is precisely ridiculous, and by extension is absolutely wonderful. We call our chapters Ponds (or Puddles, if they are too small or just starting out); we call our members Ganders; we call our Pond officers by ridiculous names like the Most Loyal Gander (President) and the Keeper of the Golden Goose Egg (Treasurer, and my personal favourite given the double entendre); and we call our initiates Goslings. We have monthly meetings that are open to everyone – the only meetings restricted to members are our Ponds' Annual General Meeting, and our Annual Grand Nest Convention. (Our next Grand Nest Convention will be in beautiful [Quebec City!](#))

I've often heard from people who do know a little bit about the order that we are an "old-guys" group – that they don't have enough grey hair to join. This is a problem facing many service clubs such as the Lions and the Rotarians, not to mention the true fraternal orders. I often counter that by mentioning that I joined when I

was 30, and I'm glad I didn't wait to have a lot of grey hair before I started to have this much fun with such a great group of people. I've met many business contacts through the Blue Goose, to be sure, but more importantly I've met wonderful friends from across North America, and I hope to continue to do so. I count myself very lucky to be a part of an organization that welcomes so many, so quickly.

In smaller communities our Ponds and Puddles also give back directly to our members and industry by fulfilling an important link for socialization. Many of our smaller ponds aren't large enough to have a chapter of the brokers' association or claims adjusters' association in their territory; attending meetings to those organizations can cost both time and money, and many companies are unwilling to sponsor that sort of travel for social events. However, when the industry works to bring everyone together, the sense of camaraderie, tighter working relationships, and a broader understanding of the industry as a whole can ensue. Plus, they often just get together and have a lot of fun.

Character

We do many things in our organization because they are the **right** thing to do. One of the members that regularly attends meetings in one of our ponds is wheelchair bound, and has some difficulty getting around. He relies on public transit for his day-to-day travels – but there is always a member that picks him up to attend the meetings – because that's the right thing. Our members are visited when they are in hospital, they are helped when there is illness in the family, they are celebrated when their families grow. Our organization can be proud that they stand behind one another, like geese in formation, and long-time members help newer members understand that this isn't just what a few of us do – it's what's expected of each member.

Our Ponds and Puddles can also fill an extremely important role in continuing education for their members, many of whom need accredited continuing education hours for license renewal. Many of our Ponds are nearly the only organiza-

tion that has the size to bring groups of people together for meaningful seminars and coaching sessions, and often these are put on utilizing resources from within the membership; contractors, adjusters, insurers and brokers have all been given opportunities to present valuable educational material to the membership of the Blue Goose over the years, and many of the Ponds host these events so regularly that they get asked in advance when the next seminar will be. These well attended events serve as a vital educational backbone in many communities where greater travel might be required for the same level of quality education.

Charity

Never is a Pond or Puddle more proud than at the completion of a charity fundraiser. Whether a bar-b-que cookout, a charity ball, or just passing the hat at a dinner meeting, our Ponds strive to raise money wherever possible. This is then donated back to a local charity of the Ponds' choice. Some ponds in major metropolitan centres can raise upwards of \$20,000 per year for their charities, and most donate back several thousand dollars per year. Some donate their time rather than donating cash, volunteering to work at food banks, in shelters, or to clean up trash and debris. The Pond members work hard at their charity events, and are rightly proud of their accomplishments.

Blue Goose Today



For many years, the Honorable Order of the Blue Goose International had a pamphlet that they gave out to prospective members called [The Blue Goose Today](#). This has been supplanted by their web page (alt-

hough much of the information is the same if you follow the link above), but each of the ponds is also online with their own website. The Blue Goose is embracing social media as well, and is on Twitter [@bluegooseint](#) (with a hashtag of #HOBGI), [Facebook](#), and [Linkedin](#). The leadership of the Blue Goose at all levels realizes that they have to remain relevant, they have to remain current, and they have to deliver the value that our membership not only expects now, but will expect in the future. Our industry is like any other, full of people with very busy lives, trying to achieve the magic balance between work, family, and rest, and we have to be attention-getting enough and relevant enough to make them want to be a part of our group. We need to reach out via social media to a younger generation, and grab their attention - we understand that getting them to "Like"

us is as important as getting them to join us. We are embracing new technologies to communicate with our members more regularly and more informally, while carefully being respectful that many of our members still choose to opt out of these technologies and yet need to remain just as informed.

Most importantly, we are moving away from the idea of getting the next generation of members to "join" our organization, and are moving to getting them to be "involved". That can be a challenge for many ponds, so I can make a few suggestions:

- Bring together a young team of folks for the local softball or touch football league.
- Help to sponsor community-minded grass-roots events, especially ecological restoration and other important local causes.
- Arrange a "battle of the industry bands" evening at a local pub.



- Put together a team for a major charity event like a [Ride for Heart](#), [Toys for Tots](#), or [Run for the Cure](#).
- Host a party, and give the helm to a committee of eager young insurance professionals. Make sure there is a DJ *playing very loud music*.
- Most importantly – ***invite them to serve on the executive, and invite them early and often***. Tenure in the organization should matter less than an individual's drive.

Our ponds do need to think a little broader on how they get, retain, involve and engage new members, as does every single organization today. Social media can only serve to educate and inform. Nothing can bring action like involvement and engagement. However, I do hope that I've piqued your interest in our fantastic organization – and if I have, please [find a pond in your area](#) and enquire about joining!

Martin Moran is Director of Business Development, Western Canada at FirstOnSite Restoration, a Past Most Loyal Gander (PMLG) of the Edmonton Pond and currently is a member of the BC Pond. He is also the DMLGG (Deputy Most Loyal Grand Gander) for western Canada. This article was reprinted with kind permission from Martin's [the insuriosity blog](#)

WHAT'S HAPPENING IN OTHER PONDS?

➡ MLG drops to raise funds



On October 19, 2012, Hartford



Pond MLG **Jon Hale** put his rock climbing experience to good use as he rappelled down 36 stories of the Mohegan Sun Tower in Montville, CT for the benefit

of the Special Olympics. Jon raised over \$1700. Congratulations Jon!

➡ Blue Goose to the rescue in Calgary ...

While attending the Grand Nest Convention in July, Blue Goose members **Michael Nardulli** (New York City Pond), **Jon Hale** (Hartford Pond), and **Dan Rich** (Hartford Pond) were strolling along Stephen Avenue in Calgary when high winds came whipping through, knocking over tables, sales racks, and threatening to catapult sales tents all the way to Lake Louise. When they saw a Western Goods tent about to lift off, they sprang into action and grounded the thing until the store owners could safely disassemble it. **Lisa Clark Mullen's** (Bay State Pond) quick photographic reflexes captured this unselfish act of community service for posterity.



DID YOU KNOW... ?

Alberta is home to two Blue Goose Ponds:

*In Calgary, the **Alberta Pond** dates back to 1916, ten years after the birth of Blue Goose.*

***Edmonton Pond** received its charter in 1955.*

Future Grand Nest Conventions

Host	Location	Date
Quebec Pond	Quebec City	July 8-12, 2013
Utah Pond	Salt Lake City	July 2014
National Capital Pond	TBA	July 2015
St. Louis Pond	St. Louis	July 2016
Southern Region	TBA	July 2017



*They went with songs to the battle, they were young.
Straight of limb, true of eyes, steady and aglow.
They were staunch to the end against odds uncounted,
They fell with their faces to the foe!*

*They shall grow not old, as we that are left grow old:
Age shall not weary them, nor the years condemn.
At the going down of the sun and in the morning,
We will remember them.*

CONTACT US:

Most Loyal Gander

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Permanent Wielder of the Goose Quill & Gaggles Editor

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	Honorable Order of the Blue Goose International Application for the Edmonton Pond (Application fee of \$50.00 must be attached)		
	New Membership (New Membership Date) <input type="checkbox"/>	Reinstatement (Reinstatement Date) <input type="checkbox"/>	Flight (Flight Date) <input type="checkbox"/>

Personal Information

Last Name		First Name	MI	Nickname
Birthdate		Spouse's Full Name		
Home Address		City	Province	Postal Code
Home Phone # with Area Code	Home Fax # with Area Code		Home e-mail Address	

Professional Information

Employer Name		Work e-mail Address		
Work Address		City	Province	Postal Code
Work Phone # with Area Code and Ext.		Work Fax # with Area Code		
Does ICS deliver to: Home <input type="checkbox"/> Business <input type="checkbox"/>				

Have you ever been a member of another pond? [] YES [] NO If "Yes" where?
Flight to _____ pond from _____ and has paid dues for the fiscal year ending _____. If officer, position held: _____ Dates: _____

Applicant's Signature:

New Member Vouched for by Three Ganders

(1) _____ Print Sponsor's Name	_____ Sponsor's Signature
(2) _____ Print Sponsor's Name	_____ Sponsor's Signature
(3) _____ Print Sponsor's Name	_____ Sponsor's Signature

Pond use only Dated: _____ Approved: _____