

SELLING FREEMASONRY

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Just look at where the three major American automobile manufacturers are today. Just about “belly up” and begging the American taxpayers to “bail them out.” Don’t think for a moment that the demise of the American auto industry happened overnight or at the blink of an eye----IT DIDN’T!

The American auto industry did not pay close enough attention to what was going on in their country and the industry itself, and failed miserably to change course in time to save itself.

We, as Freemasons, can utilize what occurred in the American auto industry, and use it to our advantage to save Freemasonry as we would like it to be in the Commonwealth of Virginia.

Let’s examine the American auto industry’s mistakes, compare them to Freemasonry’s errors, and see if we can come up with some viable solutions to our problems that are keeping us in a stale and stagnated state.

In order to do this, I suggest that we pick a few of the many errors that the American auto industry committed, and compare them to some of the errors that I believe Freemasonry, in general, has committed over the years.

Some of the egregious errors committed by the auto industry are:
Failing to deal responsibly with the unions; not keeping in touch with the auto trends worldwide and in the U.S.; not thinking ahead and “out of the box”; not putting research and development ahead of little to no research and development, and instead purchasing very expensive corporate jetliners.

We Freemasons don’t have unions to deal with, but every Lodge in the Commonwealth has its members who mostly take and do not give. They particularly and constantly are the ones who want to leave things alone and as they are, and not try something new and different.

We also have not kept up with newer trends in the economy and demographics, and family unit changes with both husband and mother being the breadwinners in order to keep afloat.

Thinking “out of the box” is not easy for Freemasons as a whole, as we are so tied to ritual and history, but it can be accomplished without destroying either one.

We, as Freemasons, do not have Research and Development departments, but we can have committees that can research new ideas and develop programs that will propel our Lodges forward, well into the next century.

Let us now explore how these factors previously stated in the preceding paragraphs lead us to “SELLING FREEMASONRY.”

In order to “SELL” any thing or product, one must have a good understanding of it, how it works, its benefits, its detracting features, as well as showing the prospective “BUYER” or recipient of the product why he needs it. Agreed, need may not be the same to each buyer. Therefore, the “SELLER” must “WALK THE WALK” as well as “TALK THE TALK,” to put it in modern lingo.

It is my firm belief that if we simply implement some of the ideas and ideals that follow in the next few paragraphs, we will easily move and motivate our Lodges to bigger and greater ones.

Why don't we try forming some Lodge committees that consist of some of the younger Brethren alongside some of the older more experienced Masons? In that way, we can move our Lodges into the future by both “LOOKING BACKWARDS” as well as “PROPELLING INTO THE FUTURE,” thereby utilizing older minds alongside newer ones.

The young man who approaches Freemasonry today is not the same as the young man who approached it twenty or thirty years ago. He has much more demanded of him than the fellow of years past, and with both him and his wife working to earn enough to keep a roof overhead and feed children, his time is severely constrained as well.

We must strive to keep our meetings short and to the point, with no long committee reports or long reading of minutes, but instead providing meaningful programs that inspire and educate our members. We should not continue the usual type of program being given at our stated communications. I know firsthand that in a Masonic Temple that houses many Lodges, the speaker is most often a Brother from a Lodge in the same building!

Finally; I firmly believe that if each and every Brother Mason “LIVED FREEMASONRY” each and every day of their lives, both in speech as well as in their actions, we would inspire young men of good character to come running to our beloved Order. Let's not delude ourselves, WE must inspire other good men by the way we interface with humanity as a whole. Every human being has a claim upon your kind offices; do good unto all and the world will see what we are and stand for, thus “SELLING FREEMASONRY.”