

December 2016

Fra Presidenten

Follow the bread crumbs



Courtesy of Ellie Davies, professional photographer,
www.elliedavies.co.uk

I read an article a while back and the term “success leaves clues” stuck with me. The premise is that if follow the clues and apply them to your situation, you too will be successful. Since this is cookie season, I thought of one of my favorite cookies, krumkake.

I did a search on crumbs/bread crumbs looking for a visual to use. To my amazement I learned it is a term used in website navigation! *“Breadcrumb navigation is a tool used in Web searches that allows users to retrace their steps, or go back to a point in time that relates to their original search. Breadcrumb navigation derived its name from the fairy tale “Hansel and Gretel”, in which the two main characters used a breadcrumb trail to find their way back home.*

The article then goes on to explain three different types of breadcrumb navigation and I will spare you the details but if you want to read more about it, go to <https://www.techopedia.com/definition/1420/breadcrumb-navigation>.

Hmmmmmmmmmm, *“find your way back home”*. Home for the holidays – my mind was churning. What if we went back to a point in time that relates to why we joined a lodge? Does your lodge still fulfill the need you had when you joined? If not, change it! Volunteer! Do something!

But let’s get back to the crumbs. Look at the lodges that have survived and prospered, what crumbs of advice can they offer? Don’t be afraid to call and ask. Look at their newsletters, their activities, their social media presence, their advertising. Ask what three things enables your lodge to continue to keep members engaged and attract new members? I would like to hear what you learned and how it worked for you!

I wish you all a very Merry Christmas!! Be safe!

God Jul

Mary

PS A great big thank you to professional photographer, Ellie Davies who gave us permission to use her fabulous photo. Check out her website www.elliedavies.co.uk for some amazing photos!!