

Notes re Malteser International Visit to SMOM Lancaster Region June 12-14, 2014

by

Frank A. Orban, III, K.M., MI Americas Liaison

1. The reception for MI was strictly planned as a branding/motivational exercise and not a “fund raiser”. This was made clear to the Knights and Dames in the Region and in the invitation, etc. It was the strong consensus that the reception should be in the middle of the week – preferably a Thursday. It was held Thursday June 12, 2014 and worked well as was reflected by the attendance. The attached invitation was developed by me in collaboration with MI’s Communication Manager, Joice Biazoto joice.biazoto@malteser-international.org It was designed to be used in its simple form or to be customized by handwriting the name of the invitee on the blank line in the upper part of the form. Prepared the invitation in a pdf file which permitted the invitations to be printed on any kind of paper but I found ivory to be very elegant and distinctive.

About 10 of the major parishes in the Lancaster area were assigned to individual SMOM members who were connected with those parishes. They were tasked to identify one or two individuals who might have an interest in MI’s work and who ideally might also at some future time be interested in contributing to its coffers. In addition, I, as the host, identified additional persons. The people were spoken to and then sent /given the invitation which requested an RSVP 10 days before the event for planning purposes. All knights and dames received invitations. Five days before the event any non-RSVP’d invitations were contacted. We also as a courtesy extended invitations to the priests of parishes from which invitees were coming. None attended except the Chaplain and Assistant Chaplains of the Order. Most, however, had responded and all who indicated they would attend did so and furthermore arrived on time! In retrospect, we should have extended an invitation to the Bishop just to keep SMOM in his pastoral consciousness.

2. Although the reception guidelines sent to me posited a reception for 15 people, this did not seem practical since such a number would have meant only 7 or 8 persons plus their spouses and no SMOM people, although the outreach to these non-SMOM individuals would have been done by knights and dames, who therefore would have been expected by their invitees to be in attendance. Furthermore it was important to inform SMOM members about MI as well as non-SMOM Catholics. Having two receptions did not seem practical/efficient. With about 25 knights and dames in the Lancaster region and assuming a 50% attendance with spouses, one was already at around 25 and then an equal number of non-SMOM people got one to 50 quickly.

Three MI representatives came to Lancaster, Ravi Triptrapp, MI Americas’ Executive Director; Tracy Overstreet, Director of Development and Joice Biazoto, Communications Manager. They stayed at my home. The MI representatives took an active part in the receptions and developed personal contacts with many of the attendees.

3. The reception was held a local historic mansion with many beautifully furnished rooms including a large dining room which easily accommodated 50+ and was where the remarks were

delivered with some seated and some standing. This facility was made available for free to SMOM as a non-profit. We used SMOM banners in two of the rooms and also took two pages from the official SMOM website that described the Order and MI, blew them up to poster-size and displayed them in order to educate our guests about the Order. The reception was billed as 5:30-7:30 affair with wine/soft drinks and hors d'oeuvres that were bought as platters and not catered. A young auxiliary aged volunteer manned the bar. The cost of the reception was \$450. We had attendees sign a nice formal guest book when they arrived in order to capture names and addresses. We had pre-prepared name tags for all attendees but with SMOM members identified by a dot on their tags. Remarks began at 6:15 and involved use of a screen and audio-visual aids. A wireless microphone is important to have. There was a Q&A and closing. People lingered afterward.

Afterward our MI guests were taken by a couple SMOM members to a casual restaurant nearby for a late supper.

4. As for Press, several weeks before, the event we contact the Catholic Witness, the diocese weekly newspaper and sent the journalist both electronic and hardcopy materials on MI and SMOM. The same was same was done with the local Lancaster newspaper. In the latter case, I spoke with the religion page editor and he assigned a journalist to do a story. She interviewed me and Ravi Tripptrap by phone. She also interacted with Joice Biazoto. She was sent electronically some follow up information and comments. A nice article then ran in the Saturday paper. It talked about visits that MI paid to other Lancaster-based international relief and aid organizations during their stay. These visits are discussed below and provided a local hook for the article. Disappointingly, even with prodding by the Hospitaller, the Catholic Witness did not cover MI or the event, although they said that if we sent them an article that we wrote they would consider publishing it. A puzzlement.

5. To help MI become known by other members of the American international relief and aid community and for MI to explore potential partners for its projects, I arranged meetings with a rather impressive group of (coincidentally faith-inspired) organizations that amazingly are headquartered in Lancaster County and have a long track record of achievement. The meetings were extremely interesting to the parties and will help MI network here in the US and overseas. The organizations included: The Mennonite Central Committee, Hope International, Cure International and GAIN (Global Aid Network – their big logistics center drawing over 20,000 volunteers is in the Lancaster, PA area but headquarters are in Texas). I am sure that every region will have analogous established international relief and aid organizations that MI representatives can meet as they go to other SMOM regions.

6. After the reception and visits, we had a wrap-up/debrief dinner at my home with the Hospitaller and discussed what we had experienced and learned and what next-steps MI might take etc. This was a several hour open-ended discussion which we felt was useful.



**Malteser
International**
Order of Malta Worldwide Relief

You are cordially invited to the

Malteser International Welcome Reception

Thursday, June 12th

5:30 to 7:30 p.m.

Conestoga House, 1608 Marietta Ave, Lancaster, PA

Hosts:

Frank A. Orban III, KM, Malteser International Regional Liaison
Ravi Tripptap, Executive Director, Malteser International Americas

Malteser International is the humanitarian relief agency of the Sovereign Order of Malta. With over 100 projects in 26 countries worldwide, Malteser International stands by those affected by poverty, disease, conflict and disaster. For nearly 60 years, the Catholic agency has helped the vulnerable and marginalized lead a healthy life with dignity, without distinction of religion, race or political persuasion.

You are invited to help launch Malteser International – a renowned organization in Europe, Africa and Asia – in the United States after the recent opening of its American Headquarters. Meet the organization's leadership and learn about the impressive work it carries out in some of the most neglected and dangerous parts of the world, including places like Syria, Haiti, Congo, and the Philippines. This is not a fundraiser, although support is always welcome. We hope you will come and then share our mission and vision with your friends and colleagues.

Please RSVP no later than June 2, 2014
to (717) 299-3016 or forban@comcast.net

For more information, visit www.malteser-international.org and www.orderofmalta.int

the late James Hale Steinman and Louise Tinsley

Conestoga House and Gardens is the estate of

Steinman of Lancaster.

The Steinmans purchased the land, including the

original house and several outbuildings, in 1927. Soon

after, Lancaster architect Frank Everts was commissioned

to design extensive additions and modifications, creating

Conestoga House as it appears today - an outstanding

example of Colonial Revival architecture.

In the 1930's the Philadelphia firm of Mellor and

Meigs designed and developed the formal garden areas,

including the pool and stable complexes. There is a

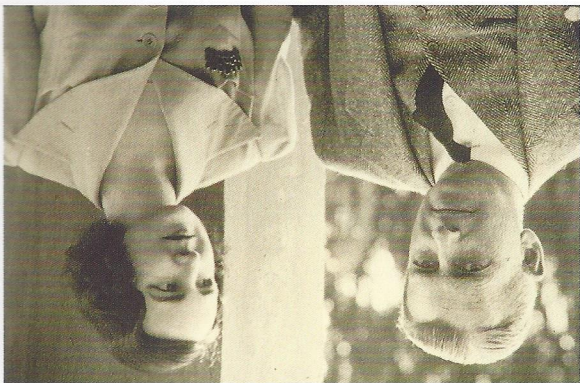
distinct European influence in the designs, evidenced in

part by the emphasis on flowering urns and window-

boxes.



Conestoga House was home to the Steinman family for over fifty years, even after Colonel Steinman's death in 1962. As a part of his legacy, the house and grounds were incorporated as part of the James Hale Steinman Conestoga House Foundation in 1980, and opened to the public for summer garden tours.



*The Gardens at
Conestoga House*

