



A Message from the Imperial Potentate

I was honored to be elected as your 123rd Imperial Potentate during the Imperial Session in my home city of Denver, and to welcome thousands of nobles, ladies and friends from around the world in the name of El Jebel Shriners. The moment fulfilled a life-long aspiration of mine. And now I begin, together with each of you, a new journey as the leader of Shriners International. I would like to thank everyone who journeyed across the continent and overseas to take part in both the celebrations and the important work of the Imperial Session. I would also like to express my appreciation to Greg Rindone, director general of the

Session, the El Jebel Shriners and the staff at Shriners International Headquarters for their countless hours of hard work and effort, which made the 2011 Imperial Session so successful. Each of the 325,000 Shriners probably has his own individual and personal reasons for becoming a member of our fraternity. On examining these reasons, we will probably find to our surprise that we have many more good reasons for belonging to the Shriners organization today than we could have named five, 10, or even 30 years ago.

It is not merely that the organization has improved, but we ourselves have a greater capacity to enjoy and appreciate the ideals and efforts of the fraternity. Life and experience have opened our eyes to many things we previously did not realize.

We may have joined Shriners International because of opportunities for pleasure and fellowship. And then we found ourselves taking part in activities with serious aims, and discovered a greater pleasure – the joy of serving others.

For example, we found the richly rewarding experience of taking part in what has been called the “World’s Greatest Philanthropy” – Shriners Hospitals for Children[®]. I cannot express enough admiration for our unique health care system. Through Shriners Hospitals for Children, we have helped nearly 1 million children defy seemingly insurmountable difficulties, and discover they can do more than they ever believed possible. Shriners Hospitals for Children is respected worldwide as a leader in pediatric specialty care, innovative research and education programs for medical professionals.

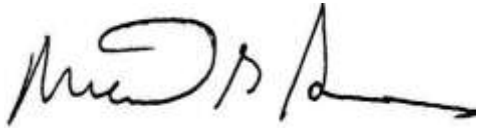
Speaking for myself, I am a Shriner because I believe in the ideals upon which the organization was founded. I believe being a member of Shriners International provides an unexcelled means for an individual to express those ideals in a tangible, productive and satisfying way.

Shriners represent so many faiths and creeds, but we all acknowledge faith in a Supreme Being. We believe in the brotherhood of man, and in the dignity of the individual. We believe it is the function of government to preserve the rights and freedom of the individual. Being a Shriner has given me a keener appreciation of what it means to be an American. Here, I have found myself surrounded by men who not only appreciate the joy of living, but are also men of hope and optimism. They are men who are loyal to the principles of Masonry, Shriners and brotherhood. As we begin this new Imperial year, which is also our 140th fraternal anniversary, I ask that every noble embrace my theme and “Remember Why You Became a Shriner!”

We all need to recognize this great fraternity was created to bringing fun and camaraderie into Masonry; along the way we created an amazing philanthropy, which allows us to improve the

lives of children and make the world a better place. I strongly believe that if every single noble commits themselves to remembering their own "history," honoring and preserving our collective history and strengthening brotherhood, our amazing organization will only grow stronger. Patty and I look forward to meeting each and every one of you as we attend Shrine events throughout the country.
"Remember Why You Became a Shriner!"

Yours in the Faith,

A handwritten signature in black ink, appearing to read "Michael G. Severe". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Michael G. Severe
Imperial Potentate
Chairman of the Board of Directors