### **Membership Committee**

The meeting was c	alled to order at	7:34 pm	on	Oc	tober 6, 2023	in the	Circle Centre+East Rooms
of the She	raton Indianapolis Cit	y Centre Hotel		by	Chai	irman Daryl	VerStreate, Jr. (NY)
Roll Call:							
Chairman:	Daryl VerStreate, J	r. (NY)			Secretary:	Jeffrey E	. Hicks (NJ)
Vice Chairman:	Casey Hanson (SD)	)			Consultants:		Gray (GA)
Members:	Jason Miller (MD)					Jack You	
	Matt Verkuilen (MI	V)					/alters (PA) - virtual (online)
					NEC Liaison:		
Regional Chairs:	[N] Robert Manzo	(MD)		Na	tional Vice Cdrs.:	[N] John	Cook (NH)
	[S] Thomas Skelley	(TX)				[S] Linw	ood Moore (VA)
	[C] Harl "Butch" Ra	y (IL)				[C] Robe	ert Bristo (MN)
	[M] Michael Monse	erud (IA)					y Harris (KS)
	[W] Dan Ashley (A	Z)				[W] Jimi	my Fisher, Sr. (CA) – absent
Guests:	Bob Phillips, Jr. (NJ)	), James Lastovl	ka (IA	), Carvir	n Chapman (MI), I	(IL), David Dale Toenie	Mennel (MI), Terry Hanson (SD), es (AK), Juan A. Cruz (PR), Daniel

#### Reading of the Previous Meeting Minutes:

Linwood Moore (VA).

There being no objections, Chairman VerStreate declared the minutes of the Spring 2023 meeting approved as published.

#### **Review of Committee Appointments**

**Recruiting (Casey Hanson and George Gray)** – Report submitted and emailed out to the committee. Recruitment work was started last year under Thom Skelley and will be sent out to regional reps. Looking for feedback.

Retention/Revitalization (Jason Miller and Jack Youngs) – Big thing to drive home that we need to constantly follow up with members that we have through our Buddy Checks. Keep them involved and teach them what the programs are. A couple of ideas were listed on report that was sent out previously.

Awards/Misc. (Matt Verkuilen and Jim Walters) – Spreadsheet being created. IRA Reporting Form: https://docs.google.com/spreadsheets/d/1M\_W\_rxEN4DHS3Q22lui h\_fzs3y2Ermpnxhkr0LA5TIM/edit#gid=0 Turn red if over 1 – using Q as check field. Where are forms housed when completed? (Question from James Walters). Once approved, the regional membership chairman and NVC will retain a copy of the completed form for the archive in addition to ensuring the spreadsheet is up-to-date. Edit suggestion – verify only 1 IRA pin per person is allowable. Suggestion (Thom) create new awards for 10-15-20 pin (Gold Silver Bronze). Small awards based on detachments (ex. Hawaii/Philippines) to add categories to recognize smaller detachments (under 200 members). Requirements 103% ensure growth. Realign categories. Get Thom access to sheet – needing access code. Demo of National Awards Tracker. Deadline for report submission – TBD.

i. Overview of Membership Workshop (Saturday, October 7, 2023, 8 AM to 12 Noon, Sheraton)
 Overall theme: We don't know what we don't know - Figuring out where to start
 Premise: Doing a collective "brain dump" of what's on our minds of how to improve and enhance areas within membership and even "slightly" outside of membership that could impact membership.

Agenda Item 1: Introduction of workshop and overview of plan for the session Discussion 1 (20 minutes): Roundtable discussion of each participant's background/passions/hobbies/etc. Who they are/where they are from/Legion work so far, etc.

Activity 1 (20-30 minutes): Utilizing large tablet paper and post-it notes, each participant will write down ideas of what should be improved or pain points related to the SAL related to membership and overall functioning. Once written the participants will add these post-it notes to one of the four tablet papers specifically:

- 1. Recruitment
- 2. Retention
- Awards
- 4. Misc. (not specific to membership but would help membership)

#### --BREAK--

Activity 2 (~60 minutes+): Review each tablet paper individually and do the following: Combine duplicates or similar ideas into groups/consolidate where needed (clarify where needed)

- 1. Translate/group tasks into "projects"
- 2. Determine priority of projects (high, medium, low)
- 3. Determine which projects to focus on first assign rest to "pipeline" for future completion
- 4. Assign project managers or who point person will be on each project.

#### --BREAK--

Discussion: How we move forward and use this information. In other words, this becomes the agenda items for our business meetings where each "group" can give an update on the project/projects they are working on and we can discuss questions/add support etc.

Remainder of time (if any): General membership discussion of best practice ideas - what is currently going well within each detachment and nationally.

Adjournment

#### Reports of Members:

Chairman Daryl VerStreate, Jr. (NY) -

#### In Process:

- 1. Commanders Challenge
- 2. If anyone would like to do a mini revitalization please let their Regional Chair or NVC know and I will supply a list of anyone who has not renewed dues in a particular squadron in the last three years. In an effort to increase the retention rate.
- 3. Core Members read-only to my legion for Detachment access
- 4. Still in the works is an chairman book that can be handed down

#### Completed

- 1. Committee assignments (attached)
  - a. Recruiting
    - i. Casey Hanson Core
    - ii. George Gray Consultant

iii. 5 Regional Reps

b. Retention/Revitalization

i. Jason Miller - Core

ii. Jack Youngs - Consultant

c. Awards

i. Matthew Verkuilen -- Core

ii. Jim Walters - Consultant

d. Commercial - Presentation

i. Thom Skelley - Regional Rep

ii. George Gray - Consultant

- 2. Fall Meeting Membership Workshop planned and flyer created (attached)
- 3. Commander challenge flyer (attached)
- 4. Casey Hanson appointed as Vice Chair
- 5. Matt Verkuilen appointed as Scribe

#### **Theme**

The committee more or less came up with it all on their own. Everyone says 400. The goal is 400,000 and to arrive at 105%. Shooting for the stars.

#### Matt Verkuilen (MN) (Awards):

#### In progress:

- Work being done to confirm update status of membership awards forms and when they will be posted on the website
- Clarification of awards literature to ensure that the text and criteria is consistent across all publications Completed:
- $\bullet \ \, \text{Updates to IRA tracking spreadsheet have been completed with detachments realigned to their new regions in some cases \\ \text{https://docs.google.com/spreadsheets/d/1M_W_rxEN4DHS3Q22luih_fzs3y2Erm pnxhkr0LA5TIM/edit#gid=0} \\ \text{ } \ \, \text{https://docs.google.com/spreadsheets/d/1M_W_rxEN4DHS3Q22luih_fzs3y2Erm pnxhkr0LA5TIM/edit#gid=0} \\ \text{ } \ \, \text{https://docs.google.com/spreadsheets/d/1M_W_rxEN4DHS3Q22luih_fzs3y2Erm pnxhkr0LA5TIM/edit#gid=0} \\ \text{ } \ \, \text$
- Membership Workshop to be held at Fall SAL meetings has been planned and will be facilitated by Matthew Verkuilen, Casey Hanson, and Jason Miller with help from others). Workshop will be an interactive brainstorming activity that will then be grouped and reviewed by the committee into projects for this year and subsequent years.

Jim Walters (PA) (Awards): Working on a new spreadsheet that will track when detachments reach 100% among other awards areas. Spreadsheet is Excel-based with data imported from national membership reports.

#### George Gray (Commercial/Presentation):

- 1. Spent time talking with Thom Skelley about the work on the video project that he, Matt Chastain and I have been contemplating for some time. I think that is in the final approval phase.
- Sent a couple emails to Daryl about communication going forward.

Jason Miller (MD) (Retention): After reviewing Membership Reports here in Maryland and talking to Squadrons in both Maryland and across the country, it seems that many of the Squadrons that are behind on membership are not utilizing mylegion.org. I have heard various reasons for this including, the resistance to change and going digital, access not working and not being able to get the issue resolved. As far as the quick renewal option (QR Code/Website) I am hearing a lot of concern as to how and when Squadrons will receive their portion of the membership. I have been able to clarify this for Maryland but I am unsure if it's the same across the board. If we are going to push this and hopefully get all Squadrons to utilize it, I think we all need to be receptive to the struggles and concerns Squadrons are having and what if anything we can change to make it easier, etc.

Secondly is retention, I feel that sometimes we get caught up in the numbers and many automatically become focused on recruitment. Although we should always strive to recruit new members, we need to be sure to keep them and more importantly get them involved! Some of those things that could help with this are;

- Invite the new member to the first Squadron meeting, introduce them to the membership.
- Take advantage of the new "Welcome Kit" and personalize it to work for your Squadron. Report of Activity as of October 2, 2023 Daryl Verstreate, Jr., Chairman
- Form a "Welcoming Committee"
- Sit with them and find out what interests them and what they are passionate about. Find something for them to get involved in that fits within those interests.
- Sit down with them and get them registered for mylegion and show them how to take advantage of it. including possibly getting setup for automatic renewal.
- Encourage them to take the online basic course so they have a better understanding of what the American Legion is, how we came about and the programs we support.
- Be sure to be open to new ideas and take into consideration something a new member may offer.
- Be sure to check in on your members. Be there in their time of need. So many times we hear about members saying they only hear from their Squadron or Post when it comes time to renew. Any other time they do not care or want the help.

I can go on and on, as this is something I am passionate about and it's so important. I actually think it's something fairly easy, however human nature many times gets in the way and we are our own worst enemies. (Ego's, power struggles, close mindedness etc.)

Consultant Jack Youngs (ID) (Retention): We will be getting together for the first time as a committee and laying out our plans and goals for the future.

We have had some issues arise out of Arizona:

- 1. Dual members with two (2) member numbers.
- 2. Transmittal Charge Backs.
- 3. Members being transferred from one squadron to another without transfer paperwork.
- 4. New members signing up at squadrons and then getting mailers from national getting these folks to establish a mylegion account then being told they owe more money for dues.

With the above issues we don't know as of yet if any of them also affects more Detachments than just Arizona.

Casey Hanson (SD) (Recruitment): Membership is off to a great start! I hope we use this momentum to continue to collect membership. We should be reaching out regularly to our respective detachments and communicating with them on the membership report! Our communication must be encouraging, positive, and confident. Detachments should be looking at the weekly Report of Activity as of October 2, 2023 Daryl Verstreate, Jr., Chairman reports, as the numbers don't lie. These reports tell us how much work we have done and how much we have left to do. Even though it's one report, you should look at the two important numbers separately...renewals and membership percentages. Your renewal rate will always be included in your membership, to me that's as far as those numbers should relate. We all agree renewals need to improve and that's where the foundation begins, but don't let that stop you from recruiting new members also. A new member is no less important than an existing member. We were all new members at one time. We need to do the best we can in both those categories, renewals and membership. I am working on a recruiting flyer, that can be placed on tables or possibly sent out. I will send to the regional Chairman as they will be working with me on the recruiting aspect, and once we get it finalized I'm hoping I can send to Matt for him to do his magic and make it look pretty. Keep up the membership effort and remember to overload the beginning of the year, because it gets harder to collect the second half.

#### Northeast Region Reports

Chairman Robert Manzo (MD) - As usual, the East having the largest size of membership is off to a slow start, but they will catch up later in the year. Offered strategies for success in renewing members.

NVC John Cook (NH) - No report.

Southeast Region Reports

Chairman Tom Skelley (TX) – Check in with Kevin/Brian re IRA Blue Brigade forms on website. Regional Reps are getting the IRA forms now first and then get forwarded to National Vice Commander. Ensure content is correct (MV).

NVC Linwood Moore (VA) - Offered friendly banter to stoke competition with other regions.

#### Central Region Reports

Chairman Harl "Butch" Ray (IL) – Have they received last year's form for this year? Don't want to miss someone that filled out the wrong form. In "fun time" where membership is running on autopilot. Getting harder real quick and encourage them to get membership in.

**NVC Robert Bristo (MN)** – Retention is one of the key factors in making our membership successful. Getting new members is just as important, with the understanding that is not just to replace the ones that did not renew. This is the message everyone needs to hear and know. People who are already members need to spread the word about our Sons of The American Legion and its rewards of being a member. Stop the secret and let the people know who we Report of Activity as of October 2, 2023, Daryl Verstreate, Jr., Chairman are. This is the message which brings about great results. Goals are not met by being silent, only by being outspoken.

#### Midwest Region Reports

Chairman Mike Monserud (IA) – Shared a personal story about his grandfather's military service in WWII. Encourage renewals by reminding members WHY they belong to the SAL, it is because of our family member's military service. Ask about officer reports when talking with squadrons about membership. Offer help to complete officer reports while visiting squadrons.

NVC Terry Harris (KS) - Friendly banter with other regions trying to stoke competition.

#### Western Region Reports

Chairman Dan Ashley (AZ) - Shout out to those at 100% nothing else to report.

NVC Jimmy Fisher, Sr. (CA) - Absent. No report.

#### **Old Business:**

Status of Paid-Up-For-Life (PUFL) Program for the SAL – PNC Chris Carlton (IN) appointed, and the NEC approved, a PUFL ad-hoc committee, chaired by PNC Kevin Winkelmann (TX) (who has a PUFL program in his Detachment). Please express your opinions and constructive feedback to PNC Winkelmann about PUFL so he and his committee can consider those items in their deliberations.

A QR Code is being considered and developed to assist members with renewals of their SAL membership. National SAL Public Media and Communications Chairman Kevin Chaplin (VA) has taken this task on. The QR codes will be on the 2024 renewal postcards. Daryl VerStreate, Jr. (NY) questioned the QR code compatibility with Apple products and other Internet technology providers. Past Membership Chairman Thom Skelley (TX) was confident the QR code provides universal access to the online SAL renewal portal. Daryl's concern was with iPhone pay applications (Google Pay, etc.) or with PayPal. Chairman Skelley pledged to investigate further and provide a follow-up later but believes it will require a credit card.

Past Membership Chairman Thom Skelley (TX) showed a new PowerPoint video aimed at promoting SAL membership (recruitment, renewals, and revitalization). He sought feedback on the presentation. Members in attendance captured their feedback on notecards that were then submitted to Thom for consideration. The video had been beta tested with a few detachments and constructive feedback was received. The end goal is to place this video on social media for widespread exposure and/or distribute via email to local squadrons for their use.

The Committee is seeking approval to create a membership video (4 to 5 minutes infomercial) that showcases the SAL and can be shared through social media. The Committee knows of a professional production company in Georgia. The script has been proposed.



A sample of this company's work has been sent to the Advisory Committee. Video budget is about \$8,000 and \$500 for a new voice-over narrative.

Dan Ashley - main thing showing - \$9 due to per capita.

#### **New Business:**

Schedule for Fall Meeting (7:30 to 9:00 PM, Friday, October 6, 2023)

Committee Dinner at Weber Grill on Friday afternoon.

Commander Challenge flyer – awarded to (clarify criteria so flyer is correct)

Be The One – Casey article

Commercial/Presentation (Thom Skelley and George Gray) – National working on getting a contract done at the conclusion of Fall 2023 meetings. Tim Abradeou and Kevin Mook are working on the contract estimated at \$8,500.

#### Resolution:

#### No. \_ To make eligible all Detachments for all National Membership Awards

Motion by Thomas Skelley (TX) to approve the Resolution as worded. Harl "Butch" Ray (IL) seconded. Discussion: Questions and comments from William D. (Bill) Kelly (FL) and Juan A. Cruz (PR). Thomas Skelley (TX) noted only \$50.00 would be needed for the additional plaque or award created from this resolution. Vote: All in favor (Chairman VerStreate (NY) abstained), none opposed. Motion carried.

For the Good of the Sons of The American Legior None at this time.	<b>1:</b>	
Closing: With no further business to consider,	Chairman Daryl VerStreate, Jr. (NY)	adjourned the meeting
at <u>8:44 pm</u> .	Charman Baryi verstreate, Jr. (111)	adjourned the mee

### **Legislative Commission**

Opening:		.H. t	40=			•			
	ng was c	alled to order at	6:35 pm	on	Oc	tober 6, 2023	in the	Circle Centre Roo	om
of the _	She	eraton Indianapolis Cit	y Centre Hotel		Ьу		Chairman	Blair Miles (AL)	
Roll Call:									
Cha	airman:	Blair Miles (AL, 2024	)			Secretary:	Harold Th	ompson, Jr. (NE)	
Vice Cha	airman:	Bernie Kessler (OH, 2	2026)			NEC Liaisons:		nas Glander (AL)	
Me	mbers:	Charles Curtis (CA, 2	024)				Byron Robichaux (LA)		
		David Lee (NY, 2025	)						<del>-</del>
		(vacant) (, 2025)					<u> </u>		
		Wayne V. Madson (II	_), 2026)			•			
						•			<del></del>

Guests: Carl Radosevich (NM), David Hanson (IN), Robert Bristo (MN), Samuel Johnson (IA), David Mennel (MI), Carl

### Reading of the Previous Meeting Minutes:

There being no objections, Chairman Miles declared the minutes of the Fall 2022 meeting approved as published.

Albern, Jr. (NJ), William D. (Bill)Kelly (FL), & Ned Fox (CA).

#### Reports of Members:

Chairman Blair Miles - GOALS

GBE Award – Last year we had a goal of 8 candidates for the GBE Award. We only had 5 applicants. Last year, we completely overhauled the application process to the whole thing. The intent was to simplify the process, thus, attract more applicants. We were also working on compiling a contact list consisting of Detachment Legislative Chairmen for the whole country. We did create a much bigger contact list, but very few were actually Legislative Chairmen. They were nothing more than a Detachment contact that we hoped would pass on our information. With the idea that the NVC's will pass along all information sent from the Committees and Commissions, we're confident that the number of GBE Award applications will increase this year. We are also going to "fine tune" the Scoring process with our next few meetings so that we're ready to select a winner next summer. For this reason, we are setting a goal of 9 GBE Award applications for consideration.

Washington Conference – Communication is the key!!! For the first time in history, we had 3 busses for the Wreath laying outing. The previous goal wasn't a specific number of busses, as much as it was to really promote the interest of the conference itself. Again, with the help of the NVC's distributing our information, our actual goal will always be NOT to have less participation than the year before. We understand the cost concerns and have been provided an avenue to stay informed of cost restraints. There are always many photos taken by the National Historian at this event, but not many people get to see them. If a request can be made of the Historian to send all of his photos to the NVC's for mass distribution, more people will see what we accomplished, and may become interested in the next one. The 2024 Washington wreath laying ceremonies on February 25, 2024at 11:15 am. The cost has gone up this year. There will be again a group tram pass at Arlington. The Wreath Laying reservation form must be filled out and submitted by February 3, 2024. The Group rate for the tram pass is \$16.00 per person. Wreaths can be purchased by each Detachment or Squadron and cost is \$200.00 each. Box Lunches are \$10.00 if No form or check, no wreath, no lunch, no seat on bus. Both Squadrons and Detachments can purchase wreaths and place them in Washington.

<u>Voter Voice</u> – Last year began with a total of **256** signed up for Voter Voice. By the time Charlotte rolled around, there were **1,418**. 3 of the reasons for this were:

1. Commission members were taking the idea of signing people up, back to their Detachment meetings.

- 2. Commission members set up a table outside the meeting rooms of the NEC and grabbed people coming and going to their meetings. (We only did this at the Spring meeting)
- 3. Again, with communication being the key, the correspondence from the Legislative Commission Chairman, through his Commission members, reached more people than in the previous years.

By setting up a table at BOTH NEC meetings, as well as the National Convention, we should see a nice increase in numbers by New Orleans. We will also be suggesting that any Buddy Check phone calls being made, to include the status of Voter Voice. With all of these things being considered, we believe a goal of 2,500 is very obtainable.

At the Monday morning Transition meeting, we were tasked with creating a new facet to our Commission, targeting 16-year-olds and below. We have a Commission member who has a great idea that will be explained in-depth at the Fall NEC Legislative Meeting. It's too involved to lay out here in this email, but if you attend our meeting in Indy, you'll learn much more. If you can't attend our meeting, I will have an in-depth report shortly afterwards. Some research needs to be done to ensure we're able to do this. I am hopeful that we will be up and running with this very soon.

#### Responsibility assignments:

- A. There will be at least 2 Commission members, as well as the Chairman stationed outside the main doors of both the Fall & Spring NEC Meetings in order to capture new "Voter Voice" members. We also hope to occupy a table in the back of the room at the National Convention in New Orleans. This request will be made to Mr. Mook for the table and space.
- B. Each Commission member has been assigned a specific Region to attend their Conference Calls. If they can't attend, they will let me know and someone will step in, in their place. The goal is to ALWAYS be represented on NVC calls.
- C. As always, each Commission member will have a specific task with regards to making the Washington Conference look effortless. *i.e.*, wreaths, lunches, etc.

Vice Chairman Bernie Kessler- Are you aware that the Legislative Commission is probably the most important Commission this organization have? It is because you fill out CSR's and CPR's that allow the National Legislative body to take to Congress and say, "This is what we do, now, do your part and support our military and their families."

What I love about being a member of the Sons of The American Legion is meeting people that don't know me at all and as time passes I try to get them to trust in me and believe in themselves. That effort leads to our success and makes us a witness to your stories, passion, insecurities and dreams.

When The American Legion's "Get Out the Vote" program was initiated, they said this.

"All Legionnaires are encouraged to renew their commitment for continued service to this country by being politically active as individuals. By working together as an organization, we can make a difference by promoting an informed populace, participation in our government, and involvement in its electoral process. We cannot forget that in this country, our government is "of the people, by the people and for the people." It cannot survive as a democratic republic unless the people participate. That is our task."

We, as the Commission, have been tasked with finding avenues to educate our youth 16 years and younger. While they are not yet of voting age, there are still a few avenues we can explore...and we are looking for ideas from you.

How many of you remember an after-school TV show called 'Schoolhouse Rock'? It was basically cartoons. Do you remember "How a Bill becomes a Law'? It is a 3-minute cartoon on YouTube. I have a few of the handouts that were done by the National Organization in 1996 that I can share but not enough for all of you. This is what was done 25+ years ago. That is all I want to say about legislation.

What can we do about the youth of our Country? I have been to Washington, DC enough to know that taking care of our Veterans, is, as it should be, the most important pillar of our organization. We also support Americanism and Children and Youth. Sadly, I don't



read a lot about that in the Commanders testimony to Congress. We have child exploitation, sex and drug trafficking. Our borders are not secure enough to protect the youth of our own country and the one that are being forced to come here. So, what are your ideas that you would like to see this Commission explore that is geared towards our youth?

We need to hear from you to put together a plan that is beneficial to all of us. Our information is out there, or we can give it to you after the meeting. I believe you are welcome on our Zoom Conference calls to submit your thoughts.

In conclusion, I like the fact that there are six 'l' in the words, "inspiring individuals". That's the goal of everyone at the head table and should be the goal to move you to action.

So...Be informed...Stay informed and have a passion for who you are and what you represent.

Charles Curtis - No report at this time.

David Lee - No report at this time.

Wayne Madson - No report at this time.

#### **Old Business**

There were no items presented.

#### **New Business**

Chairman Miles (AL) reminded the meeting attendees about the Legislative Commission's Conference calls are bi-monthly on the second Thursday of the month as follow, October 12, 2023, December 14, 2023, February 8, 2024 April 11, 2024, June 13, 2024, and August 8, 2024. Call –in number are 877-533-5257 Meeting ID 937 1376 7924 Passcode 172 912. Start time 7:30 PM eastern time:

#### Resolutions:

No Resolutions:

For the Good of the Sons of The American Legion: None

Closing: Hand Salute	•	
With no further business to consider,	Chairman Blair Miles (AL)	adjourned the meeting
at <u>7:15 pm</u> .		8

## Public and Media Communications Commission

Opening:					
The meeting was o	<del></del>		October 6, 2023	_ in the	Illinois Room
of the She	eraton Indianapolis City Centre Ho	tei	_ by	Chairman K	evin Chaplin (VA)
Roll Call:					
Chairman:	Kevin Chaplin (VA, 2023)		Secretary:	_Lyle Larso	n (KS)
Vice Chairman:		d	Consultants:		(10)
	Doug Heiser (IN, 2023)				
	Doug Evans (KS, 2024)	····	NEC Liaisons:	Jeff Lee (V	/A)
	Brandon Roberts (GA, 2024) - E	xcused			ysochanski Jr. (PA)
Webmaster:	Gene Theroux (MA, 2025)		<del>-</del>	Terry Pres	
Guests:	David Dilts (OH), Bill Towns (OH). Sr. (OH), Ryan Maker (OH).	H), Gary F	P. Nelson (NJ), Henry H	asselhan (NJ	), Mark McCue (MA), Jeff Vrabel
	v <mark>ious Meeting Minutes:</mark> ections, Chairman Chaplin declare	d the mir	nutes of the Spring 202	3 meeting ap <sub>l</sub>	proved as published.
Reports of Membe Chairman Kevin Ch	rs: naplin – Showed Video of 2023 Sna	apshots o	of Service winners.		
Doug Heiser - Rep	ort on Snapshot of Service				
Doug Evans - Repo	ort on importance of making sure if	you plac	e an ad with media to id	lentify who a	nd where your organization is.
Gene Theroux - Re	port on task assignment.				
<b>Old Business:</b> Chairman will conti	nue to gather metrics on the work	that is al	ready in place.		
Chairman is workin	g on resolution to get cut-off date	s for Vide	eos of Service to match	up with Snap	shots of Service.
will send out over 1	ed Jeff Vrable as Newsletter Edito 00,000 emails to members. Jeff w d several questions from the floor.	ill continu	nt over the new proced ue the roundup for a wh	ures to creat ile. The news	e a monthly newsletter. National sletter has been nonexistent since
Doug Heiser (IN), D	Praft a letter to send to state adjuta	ants to tr	y to get as many email a	ddresses as p	possible.
	e Commission to think of ways to Commission will follow up on som			ative from CE	ENTCOM. Several ideas were
Mark McCue (MA) Commissions.	asked if something can be done to	control I	Facebook pages put ou	t by other Na	tional Committees and
Resolutions:					
	•				

None		
For the Good of the Sons of The American Leg		
Doug Heiser (IN). Try to get the why I'm a men	nber link to the Facebook page or the web site. Try	to simplify the web site.
Closing:		
With no further business to consider,	Chairman Kevin Chaplin (VA)	adjourned the meeting
at <u>7:30 pm</u> .		

### Veterans Affairs and Rehabilitation Commission

of the Sheraton Indianapolis City Centre Hotel by Chairman Bruno Williams  Roll Call:  Chairman: Bruno T. Williamson (IL, 2026) Secretary: Anthony Wright (PA)  Vice Chairman: Eddy Seegers, Jr. (TX, 2024) NEC Liaisons: Bob Phillips, Jr.  Members: Bill "Buster" Sutterlin (OH, 2023) Maxwell Rice	leridian East Ballroom	_ in theMeridia	tober 6, 2023	0	m on	alled to order at 6:30 pm	The meeting was	
Chairman: Bruno T. Williamson (IL, 2026) Secretary: Anthony Wright (PA) Vice Chairman: Eddy Seegers, Jr. (TX, 2024) NEC Liaisons: Bob Phillips, Jr.	amson (IL)	Chairman Bruno Williamson		by	otel	eraton Indianapolis City Centre Hotel	of theS	
Vice Chairman: Eddy Seegers, Jr. (TX, 2024) NEC Liaisons: Bob Phillips, Jr.							Roll Call:	
	'A)	Anthony Wright (PA)	Secretary	_		Bruno T. Williamson (IL, 2026)	Chairman	
Members: Bill "Buster" Sutterlin (OH, 2023) Maxwell Rice		Bob Phillips, Jr.	NEC Liaisons:			Eddy Seegers, Jr. (TX, 2024)	Vice Chairman	
		Maxwell Rice			3)	Bill "Buster" Sutterlin (OH, 2023)	Members	
Jeffrey L. Gibson, Sr. (AL, 2024) – Exc. Jamey Halloway (GA)	SA)	Jamey Halloway (GA)			) – Exc.	Jeffrey L. Gibson, Sr. (AL, 2024) - E		
Seth A. Rippe (NE, 2025) – Excused Consultant: Gabriel Cinquegrana (	na (NY, 2024) - Excused	Gabriel Cinquegrana (N)	Consultant:		used	Seth A. Rippe (NE, 2025) - Excused		

Guests: Sean Deiter, Sr (PA), Ernie LaBerge (MA), Gerard Sambets (FL), Jim Marier (NM), Bill Kuehner (TX), Jon Kingston, Steve Pintarich (CT), Patrick Gryskiwwicz (WI), Jamey Holloway (GA), Charles Keith (WY), James

Lastovka (IA), Ray Giehll (IN), and Jim Coates (NY)

#### Reading of the Previous Meeting Minutes:

There being no objections, Chairman Williamson declared the minutes of the Spring 2023 meeting approved as published.

#### Reports of Members:

Chairman Bruno Williamson -I would like to thank the members of the Commission for their work prior to the NEC & Friday evening. Seth Rippe; Eddy Seegers; Jeff Gibson & Bill "Buster" Sutterlin.

We discussed last year's goals & if they were not accomplished what we needed to do to get that done.

The first goal from last year was to have Veteran Administration Voluntary Services (VAVS) Representatives (Reps) & and Deputy Representatives (Deps) of the Sons of the American Legion certified by the Sons of the American Legion National VAVS Representative (REP). And to increase the number of VAVS Representative & Deputy Representatives in our Veterans Administration Medical Centers (VAMC's). A resolution was brought forth at the Fall 2022 NEC to make this so. It was approved by SAL Oversight, IA & and the NEC. This became effective at the Spring 2023 NEC. So, the first part of this goal was met. We are now our own certifying officer. The second half of the goal, while technically not met; will shortly explode due to us controlling our VAVS rep/dep destiny.

I cannot begin to explain what a game changer this is for the Sons That we control our destiny in this regard. The rep/dep application was reworked, and we only need to have our Detachments VAR chair/vice & Detachments Adjutant/Asst to sign off prior to sending the application to our Certifying Representative who will then forward that on to the Veterans Administration Central Office (VACO) in Washington D.C. for approval.

Moving Forward - the SAL is a voting member of the National Advisory Committee (NAC). Veterans Service Organizations (VSO's), approximately 100 members meet each year in the spring to bring forth ideas and resolutions to be submitted to the Secretary of Veterans Affairs advocating for our veterans. The executive board of the NAC is comprised of 26 of those VSO's and they meet additionally in the fall. It took a bit of work, but the SAL has been on the E board several times as it is a 3-year term. I bring this all up because you must be a voting member of the NAC. This means you must have representation in at least 30 Veterans Administration Medical Centers (VAMC). We currently stand at 29 VAMC's with 35 rep/deps, as of the National Convention. And now that Gabe Cinquegrana is our Certifying Officer (CO) he is working on all the inaccuracies from prior certifications; 11 rep/deps in 6 facilities and he is waiting on VACO approval for 15 rep/deps in 9 facilities. This will give us 65 rep/deps; but more importantly, we will be in 44

VAMC's. So, my goal for the year is for the SAL to be in <u>55 VAMC's</u>. Our National Certifying Officer <u>Gabe has a brilliant idea</u> of each VAVS rep/dep <u>recruiting 1 Regularly Scheduled (RS) volunteer</u> for their VAMC. The hope in that: is you would possibly be training your replacement down the road.

The second goal was to establish a second VAR volunteer award. The Charles Rigsby Award only recognizes the work being done at VAMC's. In many cases, those facilities are not close for our members to volunteer. So, they are working elsewhere at post homes, State VA Homes, Fisher Houses etc. The thought was to create a 2<sup>nd</sup> award to recognize those great works that we Sons do in other places. After much consideration, the commission decided against this and instead add to the Rigsby award to also include all VAR volunteering done elsewhere. The commission last year the commission made a draft of the new application by adding a paragraph above section I, giving credit for all VAR volunteering. And we are working on a Resolution to submit in the spring to make this happen.

The 3rd goal was to promote TAL Veterans & Childrens Foundation (VCF); this foundation feeds and houses children of military personnel & veterans facing urgent, unexpected hardships. It prevents eviction, keeps the power on and fulfills basic needs. The foundation also covers training & accreditation for service officers.

And last years 4th goal – to promote The Be The One (BTO) initiative which was promoted by both the VAR & VEE commissions last year. Having served as vice chair of VEE last year. I have talked with VEE chairman Jim Coates about both commissions working together with the issues of veterans' suicide awareness. Together we are also working with Rudebusch VAMC in Indianapolis with the expectation of having a VA S.A.V.E. (signs, ask, validate, encourage); Estimate Time of Separation – Sponsorship Program (ETS –SP) training at a future NEC.

We discussed the goals for this year: promoting & raising awareness to Commander Hall's VAR project **Operation Comfort Warrior**, & the chairman's program **National Veterans Creative Arts Festival (NVCAF)**.

**Veterans Affairs Voluntary Services - VAVS** – to increase our representation to 55 VAMC's & to increase our Regularly Scheduled (RS) volunteers.

Rigsby Award – having the changes made to the application in time for this year's national convention.

NAC - There is no past resolution saying that our National VAVS Representative will receive a call to go to one or both meetings. So, the commission will be presenting a resolution that our National VAVS Representative receive a call for these meetings. I would like to thank Scott Thorton our resolution research guru for his work on both the Rigsby award & NAC resolution hunt.

Youth/Parent initiative - working on programs for our youth 16 and under

**Social Media** – I have restarted the National VAR Facebook site that we first started in 2010 and I've renamed it: Sons of the American Legion National Veterans Affairs & Rehabilitation.

Commission Members – we have all been given a region of responsibility. I have the west; Seth Rippe the mid-west; Bill "Buster" Sutterlin the Central; Jeff Gibson the Northeast and Eddy Seegers the Southeast. After the fall NEC each member will have a program to research and report on.

National Veterans Assistance Day (NVAD) – continue to promote this day, May 18, 2024

Women Veterans- women veterans are becoming the fastest-growing population we need to promote and support them.

Va.gov/womenvet

Chairman Williamson stated that the members will be assigned tasks for the Commission tonight.

**Old Business:** 

Charles Rigsby Award - will need to do a resolution to add the new paragraph in the application & I would like for us to be able to

present it at the Spring NEC. Veterans & Childrens Foundation - continue to promote. Be The One - continue to promote. **New Business:** Operation Comfort Warrior - Commander's project National Veterans Creative Arts Festival - Chairman's project National Advisory Committee (NAC) - there is no existing resolution approving our National VAVS Representative to receive a call for up to 2 meetings each year. So, we will need to do a resolution to send our National VAVS Representative to those meetings each year. And I would like us to have that ready to go for the spring NEC. VAVS - Gabe Cinquegrana - Excused Youth/Parent Initiative - cent/comm has asked all the commissions to come up with a program to include youth 16 and under. National Veterans Assistance Day (NVAD) - is May 18, 2024 Be The One / V.A. S.A.V.E. (signs, ask, validate, encourage/expedite) - Working together with VEE we are hoping to do a seminar at a future NEC. Fisher House poster - this joint poster has been out since 2009 & was designed by Fisher House and was approved by IA. We need to update it. Mission Plan - is for information purposes for our blue cappers who aren't what and or where to start with VA&R. Face Book - I've restarted the National VAR site & and renamed it: Sons of the American Legion National Veterans Affairs & Rehabilitation Discussion ensued regarding ideas for 16 and under members. Jamey Hallway discussed that the Detachment of Georgia has a youth campout. Resolutions: None For the Good of the Sons of The American Legion: Closing: With no further business to consider, Chairman Bruno Williamson (IL) adjourned the meeting 7:30 pm

### **Veterans Employment and Education Commission**

s called to order at 7:30 pm on	October 6, 2023	in the Meridian East Ballroom
heraton Indianapolis City Centre Hotel		Chairman James M. Coates (NY)
n: James M. Coates (NY, 2023)	Secretary	: Clifford Hall (GA)
n:James H. Stewart (_DE, 2025)	NEC Liaisons	: Jon Kingston (TX)
s: Fred Vaccarella (VA, 2024) – Excused		Jacob McCerty (WV)
Dennis Henkemeyer (MN, 2024)	<del>.</del>	Eddie White (MT) - Excused
William Stem (MD, 2025)	<del>-</del>	
James A. Noble (NJ, 2026)	Consultant	Chuck Treat (AZ) - Excused
	heraton Indianapolis City Centre Hotel  Tames M. Coates (NY, 2023)  James H. Stewart (_DE, 2025)  Fred Vaccarella (VA, 2024) – Excused  Dennis Henkemeyer (MN, 2024)  William Stem (MD, 2025)	heraton Indianapolis City Centre Hotel  by  Secretary  James M. Coates (NY, 2023)  James H. Stewart (_DE, 2025)  Fred Vaccarella (VA, 2024) – Excused  Dennis Henkemeyer (MN, 2024)  William Stem (MD, 2025)

Kuehner (\*

Pat Grynskiewicz (WI), Jimmie Martin (IN), Bear Weinzirl (MD), Eddie Seegers (TX), Henry Hasselhan (NJ), Bill

Kuehner (TX), Bruno Williamson (IL)

#### Reading of the Previous Meeting Minutes:

There being no objections, Chairman Coates declared the minutes of the Spring 2023 meeting approved as published.

#### Reports of Members:

Have ready at the October 19th Meeting

#### **Old Business:**

The vote to endorse the trifold Brochure passed during the NEC Pre-Convention Meeting. Five hundred additional copies were distributed during the convention.

We can now focus on having the brochure put up on the TAL website and made available for downloading by Detachment District County and Squadron levels. Moving forward we would like to work toward creating a short video promoting VE&E. but this depends on photographs, short videos, etc, provided by the membership.. Contact Kevin Mook, the National Liaison for more copies.

Marvin Nay Award plaque and cap have been received and given to Fred Vaccarella to present to Evan Glendinning.

Discussion of the draft letter from the chairman to nominees for the Nay award who did not receive it. The purpose is to acknowledge and thank them for their work and contributions, and to encourage them to resubmit. Feedback from those receiving these letters has been positive. Hope to get more applicants for this award.

#### **New Business:**

Goals for the coming year:

- Follow directions given during the Transition meeting to improve messaging and communications to the detachments through the conference calls and summary reports. Coordinate with the National Organization and all detachments better.
- Promote Commander Hall's challenge to squadrons of \$1.00 from each member for the following programs:
  - VA&R/VE&E: Operation Comfort Warriors (\$1.00 per member)
  - Americanism: Boys State in your Detachment. (\$1.00 per member to local Boys State)
  - Children and Youth: CWF (\$1:00 per member to CWF
  - National Security: Each Detachment to hold at least one Blood Drives Support of conduct at least 1 blood drive)
- Potential is over \$300,000.00 for 3 Pillar and a blood drive for each Detachment (55)
- Promote the Be the One Program . the S.A.V.E/and the ETS-SP (Existing Term of Service Sponsorship Program)

Continue to build our networks and contacts with the TAL VE&E commissions at National and Detachment levels

#### Resolutions:

None

#### For the Good of the Sons of The American Legion:

Once again; we will have each Member assigned to a region to contact the VE&E members in that region and coordinate with them.

Consider which region you will represent and report on it at the October meeting. (Oct 19th at 8PM)

(Third Thursday of every other month at 8 PM)

Should have at least 1 representative from each region on the Zoom meetings

Look into Veteran and VE&E program on line in your state and region

Potential Programs for youth Think about programs we can use for the C&Y such as:

Youth camp and education programs over the summer.MD and GA spoke on their

Flag Etiquette and Americanism

**Bust Bullying** 

Suicide prevention

Possibility of starting a VE&E Facebook page and catering to youth and youth programs. Items that will make youth curious and come to see what it is all about. Must have a moderator to control the contact and insure it is appropriate for the Lgion Family and youth Contact media and communications for additional guidance

Possible Fundraisers for Squadrons and Detachments to benefit Suicide prevention, Honor Flight and Wreaths across America Bottle and Can Drives

Car Washes

Walk a thon.

Breakfasts or dinner

If you do not have a listing, of all the National	Commission and Committee schedule, contact Chair	man Coates to get one!!!
Closing:		
With no further business to consider,	Chairman James M. Coates (NY)	adjourned the meeting
at 8:47 pm .		

## Subcommittee on Resolutions

Opening:								
The meetin	g was	called to order at	8:00 am	on	Octo	ber 7, 2023	_ in the	Ohio Room
of the	Sh	eraton Indianapolis City	Centre Hotel		by		Chairman Nedle	ey C. Fox (CA)
Roll Call:								
Chair		Nedley C. Fox (CA)			_	Secretary:	Harold E. Tho	mpson, Jr. (NE)
Mem	bers:	Jay Marsden (MO)			-	PNC	Michael Fox (	CA)
		Camille LeJeune, Jr. (L	.A)		_			
		Steve Ward (KS)			_			
		Jeffrey Shannon (SD)	- Absent		_			
		Brandon Curry (KY)			_			
		Mark McCue (MA)			<b>-</b> .			
Gu	ests:	Chris Sherman (WI), G (MA), Robert "Bob" B		), Bill	Sutterlin	(OH), Bob Phi	llips (NJ), Kevin	Chaplin (VA), Mark McCue
Reading of t	he Pre	evious Meeting Minutes	:					
There being	no ob	jections, Chairman Fox	declared the m	inute	s of the S	pring 2023 me	eting approved a	as published.
<b>—</b>		·						
Resolutions		5 Lu 4 Elless	_					
No.		Resolution 1 – Fall 2023						
Title:		orsement of Dan Ashley	(AZ) for Natio	nal V	ice Comr	nander		
Origin:		schment of Arizona	31					
Motion: Maker:		old until the National A ille LeJeune	ajutant put the	time	and date	received SAL I	Resolution 1 – Fa	all 2023
Second:		e Ward						
Discussion:		e vvaru : it was received less tha	n 20 daya bafa	ra tha	mootina			
Action:		to the spring 2024 mee	•	eule	meeting	•		
Action.	i iciu	to the spring 2024 mee	ting.					
For the Goo	d of th	ne Sons of The America	n Legion:					
Closing:								
		ısiness to consider,		Cł	nairman N	ledley C. Fox (	CA)	adjourned the meeting
at <u>8</u>	3:29 ar	<u>n</u> .					-	
								•



# SONS OF THE AMERICAN LEGION NATIONAL EXECUTIVE COMMITTEE

# NATIONAL COMMISSION AND NATIONAL COMMITTEE MEETINGS

### **APPENDIX**

OCTOBER 6-7, 2023

SHERATON INDIANAPOLIS CITY CENTRE HOTEL INDIANAPOLIS, INDIANA

Sourof The American Legion – 2023 Final Budget

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	SAL National Commander and staff supporting the SAL program	\$165,202.00
202000 TAL - Sall Wages - Overline	SAL National Commander and staff supporting the SAL program	\$1,000.00
50300058 TAL - Staff Wages - Vacation Accrual	SAL National Commander and staff supporting the SAL program	\$1,200.00
25.0000 TAL - Staff Penellis - Payroll Taxes	SAL National Commander and staff supporting the SAL program	\$13,217,00
## 1000   TAL - Staff Penelins - 401(k) employer	SAL National Communder and stall Supporting the SAL program	53,305,00
\$500000 S.A.L. Grants - Other	S.A.L. Scholarships - Boys Nation & Jr. Shooting Sports	\$23,500,00
577250 Program Operations - General Expenditures	Naf! Leadership - Cell, Technology, Per Diem and items related to the National requirements support	M) (MO) H3:
38,500 - 17 m - Ford & Beverage	Food & Beenge (NEC, Convention, etc.)	\$20,000,00
586000 at Prog Miscellancons	Prog Miscellancous Operating Expenses / General Administrative frems	\$37.689 (M)
- 396230 Frinting	Printing - (in-house & Vendors) Brochares, renewal postcards & charlons	Sed (NO IN
S97500 Program Operations	Expenses will regram activities - Americanism, VAVS, IA, Legislative, VERE, etc.	00 CES LE 13
** 601500 ** Travel - Airlare	Nati Officers, NEC, Chairman and authorized call-in "Airfare"	\$226.613.00
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# 003300   Travel - Ground	Natl Ol'iscus, NEC, Chainnan and authorized call-in "Mikage, Tins, Cab Fare, Gas"	\$164.473.00
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<b>600.100, Travel - Per Dienn</b>	Natl Officers, NEC, Chainnan and authorized call-in "Per Diens"	\$239.233.00
2600000 Travel - Other	Other Travel Expense	\$2,000,00
0.8000 Office Ops.	DMS Mailing Kit Prep, Stationary & Supplies, Outside Services & Fees, Publicity & Promotions	\$2,800.00
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6.00000   Post - 1st Class Postage	Ist Class Postage	\$500,00
CONTROL Postage	Bulk Mail Center Postage	\$120,000,00
CONT. 100 Postage	Preight/Express	\$6,000.00
TBD SAL National Convention	Convention lacility, staging, AV, credentials, Youth Activities, SAL portion of Insurance, etc.	\$103,175,00
605500 Albention - Document Center Services	Services charged by Document Center - Membership Cards & Registers	\$20,500.00
8000000 Albeation - Embkun Sales	Services / Supplies by Emblem Sales	\$10,000,00
#100000 Allocation - Internal Employee Services	Services charged by Mat'l HQ - TAL	\$20,000.00
	Services charged by Nat'l HQ - GOC Building (MIS Data Processing)	\$1,500.00
70000 Albertion - liquit Services	Services charged by Nat'l HQ GOC Building (MIS Data Processing)	\$25,000,00
ANDOM Albeation - Mailing Services	Services charged by Nat'l HQ - GOC Building (Mailing Services)	\$ 15,000.00
######################################	Services charged by Nat'l HQ - General Office Supplies	\$2,500.00
	Services charged by Nai 'I HQ - Online Membership Processing	\$114,700,00
	Services charges by Nat'l HQ - TAL	\$120,376,00
	American Legion - Charifies/Programs	\$50,000,00
TBD SAL - Program Development	Membership - (New, Awareness, Advertising etc.) / How to Support the American Legion S50,000,000	S\$0,000,00

### The Sons of The American Legion **National Executive Committee**

### Held on October 7-8, 2023 Resolution

Page 1 of 1

No.:

SAL Resolution 1 – Fall 2023

Title:

Endorsement of Dan Ashley (AZ) for National Vice Commander

Origin: Detachment of Arizona

WHEREAS, the Sons of The American Legion is a program of The American Legion comprised of male descendants of Veterans; and

WHEREAS, the National Executive Committee of the Sons of The American Legion requires that candidates for national elective office in the Sons of The American Legion be presented to the National body by resolution; and

WHEREAS, Dan Ashley has distinguished himself as capable and willing to represent the Detachment of Arizona as an elected national officer by his dedication and sacrifice for the good of The American Legion Family; now, therefore, be it

RESOLVED, by the National Executive Committee of the Sons of The American Legion in regular meeting assembled in Indianapolis, Indiana on October 7-8, 2023, that the Sons of The American Legion Detachment of Arizona hereby endorses Dan Ashley for the high office of National Vice Commander at such future time and year as may become available; and be it further

RESOLVED, that the above resolution was endorsed by the Detachment of Arizona and the Department of Arizona with indicated National action submitted for the local resolving clause. The signatures of the Detachment Adjutant, Dennis Pittman, and Department Adjutant, Angel Juarez, are on the submitted resolution.

Subcommittee on Resolutions Recommendation  Approved □	Committee/Commission, Chairman Name, and Signature
Rejected □	WILLIAM M. CLANCY, III (NY), Chairman Membership Committee
Referred to: □	
Other Action Held for Spring 2024 meeting	•
Signature Chairman, Subcommittee on Resolutions	
NEDLEY C. FOX (CA), Chairman	

Subcommittee on Resolutions