Resolution No. 4: Establishment of a Marketing Commission Executive Committee
Origin: Marketing Commission
Submitted By: Marketing Commission

WHEREAS, The marketing of The American Legion is the responsibility of all commissions, committees and members; and
WHEREAS, It is imperative that all commissions and committees be apprised of The American Legion’s marketing efforts and have the opportunity to participate in the plans; and
WHEREAS, The American Legion’s image, brand, reputation, integrity and identification have always been impeccable and above reproach; and
WHEREAS, The Marketing Commission is responsible for marketing all aspects of The American Legion to our members, the public, the United States Armed Forces and other government agencies; and
WHEREAS, To accomplish the Marketing Commission’s mission requires the assistance of all commissions, committees, American Legion members and especially the Finance Commission, the Media & Communication Commission, the Veterans Employment & Education Commission, the Emblem Committee and the Membership & Post Activities Committee to build awareness and support for The American Legion’s mission and programs; now, therefore, be it
RESOLVED, By the National Executive Committee of The American Legion by electronic mail vote pursuant to Rule 12 of the Rules of the National Executive Committee, That The American Legion establish a “Marketing Commission Executive Committee” (MCEC) comprising the Marketing Commission chairman, the Finance Commission chairman, the Media & Communication Commission chairman, the Veterans Employment & Education Commission chairman, the Emblem Committee chairman, the Membership & Post Activities Committee chairman and at least one national commander’s representative; and, be it further
RESOLVED, That the National Executive Committee, acting on the recommendation of the national commander, shall make one-year appointments to the MCEC; and, be it further
RESOLVED, That the members of the MCEC may be called into session either in person or electronically as needed during a time when the Marketing Commission is not scheduled to meet; and, be it further
RESOLVED, That the MCEC is an advisory committee to the national commander and the National Executive Committee and has no authority beyond that granted by resolution to execute, or initiate, programs or expend money for the same; and, be it further
RESOLVED, That the MCEC subsequently makes recommended courses of action to the American Legion commissions and committees consistent with The American Legion’s image, brand and reputation with said recommendations being considered and approved by the National Executive Committee in the normal manner; and, be it finally
RESOLVED, That this MCEC be added to the next published edition of The American Legion’s Outline of Authorization.