

**NATIONAL EXECUTIVE COMMITTEE
OF
THE AMERICAN LEGION
INDIANAPOLIS, INDIANA
OCTOBER 15 - 16, 2014**

Resolution No. 11: Creation of the new Marketing Committee
Origin: Subcommittee on Resolutions
Submitted by: Subcommittee on Resolutions

WHEREAS, The National Executive Committee created the Marketing Committee as part of the reorganization of The American Legion in May 2013; and

WHEREAS, The American Legion is expending considerable funds and personnel to market The American Legion; and

WHEREAS, It is foreseen that the marketing function of the national organization will take on increased importance in the years to come; and

WHEREAS, The Subcommittee on Resolutions has approved this concept; now, therefore, be it

RESOLVED, By the National Executive Committee of The American Legion in regular meeting assembled in Indianapolis, Indiana, on October 15-16, 2014, That the National Executive Committee hereby revises the responsibilities and authorities of the Marketing Committee effective October 15, 2014; and, be it further

RESOLVED, That the Marketing Committee's purpose shall be to work in concert with all American Legion commissions and committees to build awareness and support for the mission and programs of The American Legion and promote same to active duty military, Guard and Reserve components, military veterans and retirees, and the general public, and such other purposes as may be assigned to it by the National Executive Committee; and, be it further

RESOLVED, That the Emblem Committee and the Revenue Enhancement Committee shall report to the Marketing Committee; and, be it further

RESOLVED, That the Marketing Committee shall consist of a Chairman, a Vice Chairman, and not to exceed nine members selected at large; provided, however, that the Chairman shall not be appointed from among the members of the Committee, and the Vice Chairman shall be appointed from among the members of the Committee; and, be it further

RESOLVED, That of the nine members appointed at the Fall 2014 meeting of the National Executive Committee, three shall serve for a term of one year; three shall serve for a term of two years; and three shall serve for a term of three years; and, be it further

RESOLVED, That thereafter, appointments to fill expiring terms shall be made annually at each Fall Meeting of the National Executive Committee, and such appointments shall be for terms of three years; and, be it further

RESOLVED, That the National Commander is authorized to make such interim appointments as may be required to fill vacancies in unexpired terms, subject to ratification by the National Executive Committee at its next ensuing meeting; and, be it further

RESOLVED, That at its Fall meeting each year, the National Executive Committee shall appoint, upon nomination by the National Commander, a Chairman and a Vice Chairman of the committee to serve in such capacity for one year; and, be it further

RESOLVED, That the National Commander may appoint such Consultants and National Commander's Representatives as he may deem appropriate; and, be it further

RESOLVED, That the "Outline of Authorization: Membership and Purpose for Commissions and Committees" shall be updated to reflect the above; and, be it finally

RESOLVED, That the National Executive Committee shall recommend the elevation of the Marketing Committee to be the Marketing Commission to the 2015 National Convention and upon the adoption of such change, the National Adjutant shall cause the amendment of all relevant documents.