Vol. 29 No. 8

THE AMERICAN LEGION
Dispatch
April 2019 A National Headquarters Publication

MEMBERSHIP

One of the department's advertisements in Fayetteville, Ark. *Photo courtesy of Department of Arkansas*

Billboards promote Legion awareness in Arkansas

Department of Arkansas initiated a membership drive and centennial awareness advertisement statewide.

By The American Legion

The American Legion Department of Arkansas is promoting The American Legion's centennial birthday, creating brand awareness and recruiting new members statewide all through free billboard advertisements.

Department Public Relations Chairman Keith Dover contacted the Department of Connecticut to receive a copy of the billboard design they created a few years ago. From there, Dover and his son-in-law, Shane Ross, developed a design for the state of Arkansas. The message mirrors Connecticut's, "When one mission ends, another one begins … We need you in The American Legion," features the Legion's centennial logo and directs visitors to the department's website.

Dover contacted Lamar Advertising and they agreed to run the design on three of their largest electronic billboards at no charge and offered placement on regular billboard signage statewide that wasn't already being used. Dover contacted Ashby St. Outdoor Advertising in Fayetteville, and they too offered to run the design on four electronic billboards at no cost. The billboards are live statewide.

"The Department of Arkansas has discussed doing this type of promotion for some time, and the 100th anniversary of our organization was the perfect time to implement this strategy," Dover said. "This will help to promote The American Legion and its centennial celebration statewide, and hopefully recruit more new members into the ranks. I just hope other states will work together as we have done with Connecticut. We can all learn from each other and build upon each other's ideas if we would just take a moment and think back to when we first learned the teamwork philosophy of working together during our time in the military service!"

NEWS ALERT

Fill out CPRs online

The Consolidated Post Report (CPR) documents the various activities an American Legion post has done during the 12-month (June 1-May 31) reporting period. The CPR is available at ***mylegion.org*** under the "Post and Department" options. After completing the form, click on the "Submit" button to send the report to National Headquarters; a copy will automatically be sent to your department headquarters. The form also is available at ***www.legion.org/publications*** under Internal Affairs.

July 1 is the CPR submission deadline to National Headquarters.

2019 National Legion College application

The National American Legion College will be held at National Headquarters in Indianapolis Nov. 3-8. To apply, download the application at ***www.legion.org/college*** and submit by July 31.

Spring Meetings

The American Legion's annual Spring Meetings will be held in Indianapolis May 6-9. Visit ***www.legion.org*** for meeting coverage.

100 percent date

May 8 is The American Legion's 100 percent membership target date. Any department commander who meets or exceeds the 100 percent goal by the May target date will receive a framed certificate presented by National Commander Brett Reistad at National Convention in Indianapolis in late August.

COMMANDER'S MESSAGE

A month designated to children and youth

Brett Reistad
National Commander

The American Legion has celebrated "April is Children & Youth Month" for the past 81 years. During this month of celebration, American Legion Family members are encouraged to show their local communities the Legion's commitment to children and youth by hosting activities or by becoming involved in programs and organizations that support young people.

American Legion Post 176 in Monroe, Conn., is sponsoring this year's Department of Connecticut's Third District Walk-a-Thon to benefit Connecticut Children's Medical Center (CCMC). The April 27 walk is open to the public and all donations benefit CCMC. Last year the walk raised over $1,700. The Department of Florida is hosting a Children & Youth picnic at Post 117 in Palm Bay April 6. The event will include food, carnival games, finger painting, a bounce house, dunk tank, 50/50 raffle and more.

There are many ways an American Legion post, Sons of The American Legion squadron or American Legion Auxiliary unit can observe "April is Children & Youth Month." You can:

- Invite an expert from your community to present information about child safety or health;
- Sponsor a community project for children such as a craft or talent show;
- Host a family picnic, movie night; or
- Raise funds for the American Legion's Child Welfare Foundation or Temporary Financial Assistance program, both of which support children.

If you would like additional ideas on how to support and promote Children & Youth Month in your community, download a copy of the "April is Children & Youth Month" brochure at ***www.legion.org/publications***.

Our support for young people is year-round, but as we observe Children & Youth Month, take a closer look at your post's work in this area and see how you and your fellow Legion Family members can promote more awareness. Communities, veterans and their family members need to know that American Legion services are available and why children matter so much to us.

I want to hear how you are supporting Children & Youth Month by sharing your story at ***www.legiontown.org***. Let's spread the word on how the Legion Family is committed to supporting today's children and youth, the future of our country.

MEMBERSHIP

Recruit and renew to receive 'Membership Excellence: Team 100' pin

American Legion National Commander Brett Reistad will award his national commander "Membership Excellence: Team 100" incentive pin to any Legion Family member who obtains three new members into The American Legion.

And as of Jan. 14, 2019, any Legion Family member who renews six American Legion members will be rewarded with the commander's pin. Renewals received prior to Jan. 14 do not count toward this incentive.

A new member is any eligible person joining for the 2019 membership year who was not a member of The American Legion during the 2018 membership year.

Each member listed must be eligible for membership in The American Legion. Forward names of Sons of The American Legion members or Auxiliary members to your detachment or unit for use in their respective incentive programs.

Download the incentive pin forms at ***www.legion.org/commander/pin***.

MEMBERSHIP

Team 100 Legion Family Ribbon

American Legion National Commander Brett Reistad will award his Team 100 American Legion Family Ribbon to any American Legion Family that achieves 100 percent membership by May 30, 2019. For this award, the Legion Family is defined as a post and any combination of an Auxiliary unit, Sons squadron or Legion Riders chapter. Each branch must achieve 100 percent membership to qualify for the award.

Download the form at ***www.legion.org/commander/ribbon***.

NATIONAL ADJUTANT'S MESSAGE

Usage of all American Legion emblems

Resolution 1 clarifies the rules and regulations governing use of the name and emblem of The American Legion.

By Daniel S. Wheeler

The American Legion's National Executive Committee passed Resolution No. 1 during Spring Meetings last year to clarify the rules and regulations governing use of the name and emblem of The American Legion. This resolution was passed to ensure that everyone is in compliance with all of the owned trademark symbols and emblems of The American Legion, including The American Legion, Auxiliary, Sons of The American Legion, Legion Riders, Legion Baseball, etc.

The following is a message from myself, National Judge Advocate Kevin Bartlett and National Treasurer George Buskirk about correct usage and approval of American Legion emblems.

To: AMERICAN LEGION TEAM 100

As we celebrate The American Legion's 100th anniversary, we wanted to collectively congratulate the entire organization. The numerous accomplishments in this first century of existence by this amazing veterans' group is something we all can be proud of. We look forward to our next successful 100 years.

Now, as we move forward, everyone must continue to be mindful of legal restrictions regarding our emblem's usage. Whether it is the circle gold emblem, the words "The American Legion," the American Legion Riders emblems or even "Boys State," the numerous trademarks are important to The American Legion and are patented.

All of The American Legion emblems are owned by the national organization and licensed for use by posts, departments and other organizations that request, in advance for review to National Headquarters, their use. Yet this license always requires pre-approval from the National Adjutant whenever there is any type of financial exchange.

All uses may not be approved – for example, adding a different color or changing the emblem's design. The design of a new logo with the additional use of a current logo may not be legal, either. Additionally, The American Legion does not want any emblem to appear on tobacco, beer and alcohol products because such placement does not help our public image. Most important to remember is that the non-approved use of any American Legion-owned emblem is illegal and will not be tolerated.

This advisory does not, of course, preclude posts, counties, districts or departments from normal promotions of American Legion activities, such as events to celebrate the centennial, nor does it mean that respectful commercial uses of the emblem will always be denied. The key questions to ask when emblem use is desired or requested can be found in Resolution 1: Rules and Regulations Governing Use of the Name and Emblem of The American Legion, passed by the National Executive Committee May 9-10, 2018. Those questions are:

1. Is the request of use for commercial purpose, outside normal post event promotion?

2. Does the request involve, in any way, reproduction of the name or trademarked emblems for commercial use by any entity other than the American Legion post?

3. If the emblem, other American Legion-trademarked logos and/or the words "The American Legion" or "American Legion" involve sale of any merchandise, does my post, district or department have prior written permission from the National Adjutant or the National Adjutant's designated representative, specific to that use?

Everyone in The American Legion is excited about the centennial and all the opportunities the organization has to brand itself this year and in the future. Unfortunately, the opportunity also exists for The American Legion's brand to be misused, exploited and even modified for the benefit of others outside the organization, occasionally for their financial gain.

The American Legion has spent a century making itself one of the most trusted brands in U.S. history. Let's be sure to keep it that way as we enter a second century of service to veterans, servicemembers, families and communities worldwide.

Have a membership success story?

Share: *www.legiontown.org*

Dispatch

Published monthly.
Printed by PRINTING PARTNERS, Indianapolis, Ind.

All American Legion publications are entitled and encouraged to reproduce all staff-written stories within, but please credit *Dispatch* as the source.

A proud member of The National American Legion Press Association.

Correspondence and letters to the editor:
The American Legion Dispatch
P.O. Box 1055
Indianapolis, IN 46206

Subscriptions/Customer Service:
(317) 630-1221

Email: **dispatch@legion.org**

Fax: **(317) 630-1280**

Online: **www.legion.org/dispatch**

EDITOR
Cameran Richardson

DESIGNER
Jason Reed

VOLUNTEERING

Are you a servant leader?

By Clara Pon, Department of France, China Post 1 Auxiliary, adapted from the March 2019 Cathay Dispatch

Every Legionnaire at some point is asked, "Why did you join The American Legion?"

Was it to support your fellow veteran and their families? Was it to help youth develop discipline, teamwork, sportsmanship, leadership or communication skills through an American Legion program? Was it to advocate for legislation that provides veterans the benefits they deserve? For whatever reason you joined The American Legion, it may not be why you are still a member today.

What does it mean to be a servant leader? According to the Greenleaf Center for Servant Leadership, a servant leader "focuses primarily on the growth and well-being of people and the communities to which they belong. The servant leader shares power, puts the needs of others first and helps people develop and perform as highly as possible."

You may be asking what any of this has to do with being a member of The American Legion. The answer to that depends on what being a volunteer member of the Legion means to you. The American Legion is led by volunteers, Legionnaire or not. Your elected volunteer leaders are tasked with making intelligent, strategic and educated legally binding decisions based on verifiable facts and supporting documentation on your behalf for the successful operation of this nonprofit. You, as a member, have a voice and a vote. What you do, or do not do, in an elected or appointed position affects the future of this organization. Collectively, all our voices and votes determine the direction The American Legion heads in its next 100 years.

Will The American Legion be around for another 100 years with your type and level of involvement? Do you subscribe to the traits of a servant leader looking to further the causes and missions of The American Legion? Or do you just want the titles and recognition without really doing or understanding the job?

What kind of volunteer Legionnaire do you want to be recognized and known as? The American Legion's success depends on membership, participation and volunteerism.

Read the full story at ***www.legion.org/dispatch***.

CENTENNIAL

Purchase a Legion commemorative coin

More than 67,400 American Legion 100th anniversary commemorative coins have been sold since their release, according to unaudited numbers from the U.S. Mint. The coins went on sale March 14, coinciding with The American Legion's 100th birthday.

"The number of sales The American Legion's anniversary commemorative coins has had since the release is astounding and a testament to the legacy The American Legion has had, and continues to have, on America's veterans, their families and communities nationwide," said American Legion National Commander Brett Reistad. "This is visible in that less than half of the Three-Coin Proof set remain available. So don't wait to purchase a set, or individual coins, before they're sold out or prices go up.

"The commemorative coins are keepsakes that capture The American Legion's past 100 years and look ahead to its next century of service."

Visit ***www.legion.org/coin*** for purchases, pricing details and more information.

Introductory prices are in effect until 3 p.m. Eastern April 15. Afterward, regular pricing will take effect.

Proceeds from each sale will contribute to The American Legion's legacy of supporting veterans, servicemembers, their families and their communities throughout our nation. The funding will support programs that aid veterans in need, mentor children and so much more.

100 YEARS OF SERVICE

Watch The American Legion's new centennial documentary

The first two episodes of a newly produced centennial documentary on the history and influence of The American Legion have been released.

"To Strengthen a Nation" has professional actors, who are also Legionnaires, crisscrossing the country to discover how The American Legion was formed, grew, and serves community, state and nation today. Episodes will be posted monthly or bimonthly between now and the 101st National Convention in Indianapolis in late August.

View and share "To Strengthen a Nation: Prelude" and "Episode 1: Formation of The American Legion" at ***www.legion.org/legiontv*** under "To Strengthen a Nation."

MEMBERSHIP

POST EXCELLENCE AWARD

To qualify for the Post Excellence Award banner, a post is required to achieve excellence in the four criteria's below. The purposes of this award is membership growth, exposure of American Legion values to the youth of the community, and increased visibility of the American Legion Family through service projects.

The standard to be achieved in each area is as follows:

- **Membership.** Post membership must be at least one member more than the previous year. A post officer must attend district meetings.
- **Consolidated Post Report.** CPRs must be submitted by July 1. The American Legion's federal charter requires the submission of an annual report to Congress on activities for the year. MyLegion.org has made it simple for a post to submit its CPR in a timely manner.
- **Sharing of post history.** The American Legion's Centennial web page (*www.centennial.legion.org*) allows posts to convey its legacy by sharing historical photos, videos and print material.
- **Community activity.** The post must conduct an event that connects the local community with The American Legion post. The objective is to open your doors, welcome the community in, and educate them on what The American Legion is all about and how the post is an asset to the community. Posts do not need to have a physical building to accomplish this. This activity can be held in a park, a community center, or anywhere the post can welcome and interact with the local community.

The district commander responsible for the post will certify a post as having achieved the four specified criteria. The district commander will submit a list of posts meeting the criteria to department headquarters. That list should include the post name, phone number, address and commander's name. If possible, accompany the last two criteria with copies of press releases submitted to the local media about the projects to show they were accomplished and the image of The American Legion was enhanced through local media. The copy submitted should include a date and time stamp showing receipt by the media outlet. The department adjutant will transmit information as posts qualify to: American Legion National Headquarters, Attn: Membership, P.O. Box 1055, Indianapolis, IN 46206-1055.

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DID YOU KNOW?

- The American Legion's first U.S. organizational meeting is approaching its 100th anniversary in early May, and the Department of Missouri is planning a two-day event to mark it.

  The 100th Anniversary Celebration of the St. Louis Caucus will be held in St. Louis May 9-10. On May 9 a reception will be held at the downtown Soldiers Memorial at 6 p.m. On May 10 at 10 a.m., a formal celebration at Soldiers Memorial will be followed by a luncheon at the downtown Missouri Athletic Club. Speakers will include American Legion National Commander Brett Reistad, Auxiliary National President Kathy Dungan and Sons National Commander Greg "Doc" Gibbs.

  The entire Legion Family is welcome. A room block has been reserved at the Missouri Athletic Club. Reservations for the luncheon are $35 per person; RSVPs are needed by April 18. Visit the department's events page at *www.missourilegion.org/conv-and-conference-info* for more information on making arrangements.

- The Virginia International Tattoo – a world-class event in Norfolk that that draws in more than 45,000 people to honor America's military, patriotism and freedom through music, marching, pageantry, panel discussions and more – will have two distinguished American Legion women at this year's celebration. American Legion Past National Commander Denise Rohan and American Legion 100th Anniversary Honorary Committee member Diane Carlson Evans, a Vietnam War combat nurse, will have speaking roles at the Tattoo, which has "Celebrating Women in Service to the Nation" as its theme this year.

  The 23rd annual Virginia International Tattoo will be held at the Scope Arena in Norfolk, Va., April 25-28. Rohan and Evans will participate in the Courage, Commitment and Leadership Forum: Extraordinary Women of the U.S. Military on Friday, April 26, from 1:30-3 p.m. inside the Scope Arena. The event is free and open to the public. The American Legion also will display its four-panel "100 Years for God and Country" chronology exhibit at the festival where hundreds of other exhibitors and vendors will be present.

  For more information on the 2019 Virginia International Tattoo and how to attend, please visit *www.vafest.org/tattoo/*.

MEMBERSHIP

Team 100: Why I joined and renew

"My father, a proud World War II veteran and Battle of the Bulge survivor, spent his life as a Legion member. He encouraged me to join after returning from Vietnam. Over the past three decades, The American Legion has given me the opportunity to serve my fellow veterans and their families. I often think of the example set by my father and his generation in setting the continuing course of service by The American Legion. I know we will continue to serve our veterans and our nation for the next 100 years and beyond, and for that I am grateful and proud."

– Jim Willis, past department commander, Lebanon, Ore., Post 51

"I felt I should become an American Legion member so I could help those who are serving now, by helping watch their backs and be of assistance to their dependents, as was done for mine."

– Bill Yaeger, Summerville, S.C., Post 400

"I am a Legionnaire because nothing in my life gives me a deeper sense of satisfaction and value than helping my fellow human beings. The fact that I am helping my community and my veteran brothers and sisters is the warmth in my soul and the smile on my face every day."

– Julie Rhoden, 6th District commander, Granbury, Texas, Post 491

American Legion National Commander Brett Reistad wants to know your reasons of why you joined The American Legion. And, equally important, why you renew.

As part of his Team 100 campaign, the centennial commander is assembling the thoughts of American Legion members to use in promotional materials to increase membership. Emails to provide your reason for joining and renewing in the nation's largest veterans service organization may be sent to *dispatch@legion.org*.

Ask your friends and fellow Legionnaires. Think of your own reasons. Most important, share with us as we remind everyone the importance of membership and retention.

#Team100

MEMBERSHIP INCENTIVES AND AWARDS

National Recuiter of the Year

The Legionnaire certified with the highest number of new members recruited from among all the departments will be declared The American Legion's National Membership Recruiter of the Year. The award includes a trip to the 101st National Convention in Indianapolis with six days and five nights for the Legionnaire and guest, round-trip air transportation, hotel accommodations and reserved seating tickets to the National Commander's Banquet for Distinguished Guests. Monetary awards will be presented to the next highest 26 Legion department recruiters.

Department adjutants must nominate top recruiters on or before May 31 by using the form on page 17 of the National Membership Points Award Manual at ***www.legion.org/publications*** under Membership.

Recruiter awards

Legionnaires who recruit 50 or more new members (transfers do not count) into The American Legion by the 100 percent membership target date (May 8) qualify for The American Legion's Gold Brigade award.

Legionnaires who recruit 25-49 new members (transfers do not count) into The American Legion by the May membership target date qualifty for the Silver Brigade award.

Both the Silver Brigade and Gold Brigade awards cannot be awarded to a recruiter during the same membership year.

For more information about the award, please download the National Membership Points Award Manual at ***www.legion.org/publications*** under Membership. The Gold and Silver Brigade certification forms are on pages 20-22. Department adjutants must submit all certification forms to National Headquarters by May 31.

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April 2019 A National Headquarters Publication

The American Legion
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THE AMERICAN LEGION'S IMPACT

3,202

Number of minor children of military personnel and veterans who have been assisted this year through The American Legion's Temporary Financial Assistance program.

5

Number of new American Legion posts chartered in February, include Texas No. 265, Texas No. 268, Indiana No. 2019, Illinois No. 2019 and California No. 750.

For the full report visit:
www.legion.org/membership/impact

LEGIONTOWN

Share your post, department and personal stories

American Legion posts and family members provide service year-round to veterans and their families, active-duty servicemembers, youth and community members. And The American Legion wants to hear these stories.

For many Legion Family members, these services go unnoticed, but not for those who share their stories on Legiontown at *www.legiontown.org*.

The American Legion wants you to share your experiences, whether it's membership drives, honor and rememberance stories, visiting patients at a VA hospital, sponsoring young men and women to Boys and Girls State, hosting fundraisers, donating to Legion charities, providing scholarships to youth, or converting a post into a makeshift shelter for victims affected by a natural disaster. Posts, Sons of The American Legion squadrons and Auxiliary units are turning an ordinary community into a Legiontown every day.

A new category on Legiontown is Women Veterans. As The American Legion's Centennial Celebration continues, it's good to remember that women have always been eligible for Legion membership, all the way back to 1919. Legion posts then, and now, are named after female veterans who gave their lives while serving their country. Female members have served at every level of the organization. And now Legiontown has a category for such stories to be told, and possibly be disseminated more widely in Legion media.

The sharing of stories provides inspiration to posts, squadrons and units located throughout the country on how to promote the Legion in their communities.

Registration is free.

PLANNER

May

1	Child Welfare Grant application available
6-9	Spring Meetings
8	100 percent membership target date
24	National Poppy Day
27	Memorial Day