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LEGION-EARS

“NOW HEAR THIS”



Volume 3 Issue 2

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Available on-line at
www.ny.legion.org

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COMMANDER'S MESSAGE

As I travel and witness what our American Legion Posts do for their local communities and our deployed troops and returning veterans, I continue to be awestruck.

That being said, as I visit many of your communities, I have the opportunity to speak with members of the press. I answer their questions and explain what The American Legion stands for and why we were founded. I speak about our rich heritage and subjects that are vital to us. What amazes me is how surprised they are when I explain it all.

Many of our Posts are continuously involved with programs involving children and youth, our legislative agenda, volunteering at VA Medical Centers, sending care packages to our deployed troops, etc. Many of these Posts have public relations people that do an excellent job of providing the details of these good deeds to the media. However, many of our Posts do not. If you do not have a Public Relations person or similar designee, I suggest that you do the best you can to reach out to the media and exercise your bragging rights. If the local media will not publish what you have supplied them, invite them to an event so they can witness for themselves all the good we provide.

We are at a critical point in our Legion year regarding membership. This is the time of the year that we start closing in on the 90% mark for our membership goal. From now until the Department Convention, it becomes more difficult to close the point gap to reach the

100% goal. Our goal this year is not difficult. Every Post is expected to finish the year with one more member than last year. I suggest that any Legion Post that thinks they cannot achieve the goal, reaches out to your County or District or the Department of New York to find out who your Area Coordinator is and ask for help. These membership professionals have done an excellent job this year with Mini-Revitalizations throughout the Department of New York. Let them make believers out of those who do not think it is possible to achieve the goal.

I wish you continuous success for the remainder of the year and beyond. I am proud to represent all of you as the Department Commander.

It's that time of year when all Posts throughout The American Legion have an opportunity to tell of their contributions to their communities, state, and nation. Department Commander V. James Troiola requests that we take our reporting to the next level and achieve **100%**. This requires reports filed from EVERY Post in The Department of New York. It means **ALL** sixty-three Counties and **ALL** ten Districts **MUST BE INVOLVED**.

One of the disadvantages through the years is that Posts traditionally sent their report directly to Department Headquarters. This meant the County and District levels had no idea how well they did until reporting was completed. By requiring Posts to submit to the County, we have created a level of support for the Posts **AND** we will have the ability to follow our progress. The Counties that have used this method have consistently been the leaders in reporting percentages!

What is the Plan??

Each County Commander should appoint an individual committed to achieving 100% goal for his/her County. This should be a person who has influence within the County and has a strong desire for success. His/Her job will be to receive reports from the various Posts in the

County. Those Posts who have not submitted a report, will be contacted.

If contact cannot be made OR the Post is unwilling to submit, the report will be completed by the Chairman, signed by the County Commander, Adjutant or the Report Chairman. A copy of the report will be sent back to the Post.

The County Chairman must be aware that the reports in his possession must be at Department Headquarters NO LATER THAN THIRTY (30) DAYS PRIOR TO THE START OF THE DEPARTMENT CONVENTION (June 17, 2011), so the Posts and his/her County are eligible for awards. If this date is missed, reports will be accepted until June 24, 2011 for purposes of being recognized for reporting only.

Each District Commander will be required to appoint a chairman to follow up and aid various County Chairmen. Two (2) months before the Department Convention, the District Chairmen will contact the County Chairmen to check their progress and offer whatever assistance and advice he/she can give.

This is the plan...It's simple and has a proven track record. Many times we offer excuses for failures, but when submitting CPR's (Consolidated Post Reports) there are no excuses for failure. The reasons for not submitting are either a Post isn't sure, or fails to submit. If we follow the plan, success will be achieved.

CHILDREN & YOUTH AWARDS

Special Children & Youth Citation – To the Post Reporting The Best Children And Youth Activities For Their Membership Category With Each District. The Categories Are As Follows:

| | |
|--------------|-------------------|
| Category I | 15 – 99 Members |
| Category II | 100 – 299 Members |
| Category III | 300 – 499 Members |
| Category IV | 500 Members & Up |

Certificate Of Meritorious Service – Best Report In The Department Given By Categories Stated Above. These Categories Are Mandated By The National Children And Youth Commission.

National Achievement Award – Given To Each District Chairman Who Achieves 100% Reporting By Each Post In A District.

100% Reporting By A County – Given To Those Counties Reporting 100%

FOLLOW UP -THE ULTIMATE TOOL IN ACHIEVING A 100% GOAL.

THE KEY TO SUCCESS IS “ATTITUDE”

Appoint the right people
Provide the necessary information
Create an atmosphere where a Post or County will make every effort to achieve the one hundred per cent objective.

REPORTS DUE TO COUNTIES – TWO MONTHS PRIOR TO DEPARTMENT CONVENTION MAY 13, 2011.

COUNTIES TO SUBMIT REPORTS ONE MONTH PRIOR TO DEPARTMENT CONVENTION JUNE 17, 2011 FOR AWARDS.

DEADLINE FOR 100% REPORTING FOR COUNTIES IS JUNE 24, 2011.

REPORTS ACCEPTED BETWEEN JUNE 17 - JUNE 24 WILL BE FOR THE PURPOSE OF REPORTING ONLY. NO AWARDS WILL BE BASED ON THESE REPORTS.

GOOD LUCK AND GOOD REPORTING!!!!

Edward L. Mallicoat, Chairman
Department Americanism Committee
John E. Konkol, Chairman
Department Children & Youth Committee



CONVENTION PARADE

30 days prior to the Department Convention, Department issues a “Membership Standing List” which indicates how counties finished in membership for the year. This list is used by **some** districts to line up their counties within their divisions, while other districts choose not to do so. This has caused some confusion for parade marshals at the start of the parade.

The parade committee suggests that, while all district commanders are responsible for the line of march within the division in which they fall, they may wish to group marchers together and spread the color guards out among the marchers while still using membership as an incentive for the line-up of counties.

If anyone has questions, please contact the Chair at 315-561-4622,

Arthur H. Maggy, Chairman
Department Contest Advisory Committee

Membership Corner

Congratulations are in order again as the Department of New York exceeds the 85% target date with over 86% of its total goal achieved according to Cassis LaBarr, Membership Manager. Nice job, keep up the good work. 7th district is in 1st place in the department with over 88% of their total goal realized to date. The rest of the districts will need to pick up the pace if they are going to catch the Super Seventh this year. Again, congratulations, your efforts are paying off.

For those counties that wish to increase their membership, we have an exciting program which has been called "mini-revitalization." This seems to work best if you set a time before one of your county meetings and have your membership arrive an hour or two early to make phone calls to those DMS members that have already paid their 2011 dues. A letter that you have sent previously will inform them that you would call them that evening. This letter is available in word document form just for the asking! You are then able to transfer these current DMS members by only a phone call. Just sign the up-to-date data form in the members' signature area, transferred by phone conversation. Every post in your county can benefit by doing a county wide mini-revit... Please contact your Area Coordinator, County Commander, or membership chairperson for their assistance. If every county takes advantage of this unique opportunity, New York will reach new heights in 2011 & 2012. Our own leading candidate for National Commander, Fang Wong will be very pleased and grateful for our dedication to our American Legion programs.

Remember: "Always do more than is required of you", General George Patton. You can make a difference and together anything is possible.

W. Michael Bowen, Chairman
Membership Committee



HILL DAY

The Annual Legislative Hill Day will take place on Tuesday, March 15, 2011 for the purpose of

contacting **ALL** State Assemblymen and Senators on pending Veterans' Legislation.

In conjunction with "Hill Day," The American Legion, Department of New York will host a Legislative Breakfast for all State Legislators at the Crowne Plaza Hotel at 8:00 AM, Tuesday, March 15, 2011. All Legionnaires are urged to attend. State Legislators will be invited as guests of the department. Tickets may be purchased by Legionnaires at a cost of \$15.00 per person by contacting department headquarters. Please note: Legislative staff members contact department headquarters to ascertain the number of Legionnaires who plan to attend from their legislators' districts. If there are few or none, then the legislator will make little or no effort to attend this very important breakfast. Therefore, it is imperative that we make every effort to have a good showing from **EVERY** legislative district within New York State to get our very important message across to our legislators. Breakfast is scheduled from 8:00 AM to 10:00 AM with a legislative program briefing immediately thereafter. Department Commander V. James Troiola will address the Legionnaires in attendance.

Housing forms and a breakfast reservation form are available on our website www.ny.legion.org.

Joseph V. Barry, Chairman
Department Legislative Committee

Hill Day call-ins and information were mailed on February 14th.