



Round-Up



The Newsletter of Sons of The American Legion Central Region

Volume 2 – Issue 51 – October 18, 2020

Five Detachments reach target

Gentlemen,

Congratulations to the Detachments of Wisconsin (42.40%), Illinois (39.02%), Iowa (33.55%), Indiana (25.26%), and Minnesota (25.13%) for reaching the October 15 National Target Date of 25%. Your hard work is appreciated, is being recognized, and is greatly appreciated. **Who's next?**

When we talk about membership, we must always focus on renewals as a priority. Equally important is the recruitment of new members, but we can never forget our current members.

Please help change the mindset of how we operate as it relates to membership. While at the Detachment of Ohio Executive Committee Meeting yesterday, I heard the same things that I have for years, and not only in Ohio. Members wait to pay their dues. I cannot stress enough the need to change this thinking. **Who's next?**

There are Zero Squadrons throughout the Central Region, and there really is no excuse for it. How can Squadrons operate if it has no paid members? No Officers? I just don't get it. Someone wouldn't wait six months to pay their water or electric bill, so why wait to pay their SAL bill? **Who's next?**

Please, everyone, join the choir and sing the song. We need everyone to embrace this new philosophy.

Want to get your membership processed faster, easier, and securely? [MySAL](#) is the way to go. If our Zero Squadrons embraced this way of transmitting membership, our numbers would drastically improve. Squadrons would see their membership numbers rise, and Squadron Adjutants or Membership Chairmen would have less work to do. Please try it out, and I think you will see what I mean. **Who's next?**

Please take note that our next National Target Date is Thursday, November 12, 2020, with a goal of 35%. The Central Region is doing a good job. Do we want to do better? Do we want to have all of our Detachments hit the mark? If the answer is yes, what will you do to help? **Who's next?**

I also want to remind our Detachments and Districts to please feel free to use this publication as a way to spread your news. Photos, articles, upcoming events, achievements, or whatever else you want to share. *Round-Up* is a great way to blow your own horn and share your message.

As always, please do not hesitate to contact NVC Doc Pfeiffer or me if you need help with anything.

Continue **“Serving those who served...full steam ahead!”** **Who's next?**

Proud Possessor of a Priceless Heritage,



#SALSTRONG

Jeff Vrabel, Sr.

Central Region Chairman
Sons of The American Legion
National Membership Committee
jeffvrabelsr@gmail.com

**Serving Those Who Served...
Full Steam Ahead**



MACKINAC BRIDGE

[JOIN](#)[DONATE](#)[RENEW](#)

Dear American Legion Family Members and Friends,

I am honored that there is bipartisan support in Congress to establish a “Buddy Check National Week of Calling” that is modeled after our successful initiative. You can easily help persuade your members of Congress to approve this by [clicking here to use our Action Center](#).

Sens. Joni Ernst, R-Iowa; Doug Jones, D-Ala.; and Maggie Hassan, D-N.H., are joining forces to pass this legislation aimed at combating veteran suicide. The bill would require VA to establish a “Buddy Check Week,” as well as provide educational opportunities, materials, and references for veterans to learn how to conduct personal wellness checks.

Additionally, the bill compels VA to expand resources for the Veterans Crisis Line to handle any potential increased usage during the designated week.

As a nation, our most sacred responsibility is to care for our fellow men and women who served this nation with honor. The American Legion strongly supports the passage and implementation of this program by VA.

Ernst, who retired as a lieutenant colonel in the Iowa Army National Guard, served in Operation Iraqi Freedom. She understands the importance of such a program.

“As a combat veteran, I know the challenges our servicemembers face after returning to civilian life,” she said. “In the Senate, I’ve continued to work across the aisle to support these heroes by expanding access to mental health services.”

The American Legion launched a "[Buddy Check Week](#)" a few years ago. That has since been expanded and encourages Legionnaires to conduct veteran outreach as part of their daily routine. The idea is to reconnect with veterans who may need assistance but don't know where to go or who to ask.

We’ve seen successful stories arise out of buddy checks, before and during the pandemic. Thanks to these efforts, older veterans have received assistance in getting food and medicine, as well as having a comforting voice to talk with even for a few minutes.

Just think if that goodwill could receive the support of Congress and (the) VA. The help veterans receive from buddy checks would skyrocket. Help make this a reality by contacting your senators and representative and tell them to cosponsor and support S. 4657/H.R. 2898 today. It takes just a few moments by visiting this link, <https://votervoice.net/AmericanLegion/Campaigns/77447/Respond>.

Thank you for your support of our American Legion programs, legislative agenda and, of course, our brothers and sisters in arms.

For God and country,

James W. “Bill” Oxford
National Commander



2021 Membership Report

2021 Renewal Report

2020 - 2021 MEMBERSHIP					10/15/20
Region	Goal	Actual	Needed for Quota	Percent	Difference
Southern	42,775	14,430	(28,345)	33.735%	28,345
Midwest	30,377	8,379	(21,998)	27.583%	21,998
Central	132,706	33,773	(98,933)	25.449%	98,933
Western	26,405	6,276	(20,129)	23.768%	20,129
Eastern	146,287	22,957	(123,330)	15.693%	123,330
TOTALS	378,550	85,815	(292,735)	22.669%	292,735

Membership ahead of 2020

9,743

Detachment	Goal	Actual	Needed for Quota	Percent	Difference
1 Wisconsin * ^ ~	3,745	1,588	(2,157)	42.403%	2,157
2 Illinois * ^ ~	14,547	5,676	(8,871)	39.018%	8,871
3 Iowa * ^	4,376	1,468	(2,908)	33.547%	2,908
4 Indiana * ^	39,365	9,942	(29,423)	25.256%	29,423
5 Minnesota ^	11,749	2,953	(8,796)	25.134%	8,796
6 Ohio	31,134	7,473	(23,661)	24.003%	23,661
7 Missouri	3,706	655	(3,051)	17.674%	3,051
8 Michigan	24,084	4,018	(20,066)	16.683%	20,066
TOTALS	132,706	33,773	98,933	25.449%	98,933

* Met Sept. 10, 2020 goal of 10%

^ Met Oct. 15, 2020 goal of 25%

~ Met Nov. 12, 2020 goal of 35%

Red Division					
Detachment	Goal	Actual	Needed for Quota	Percent	Difference
Wisconsin	3,745	1,588	(2,157)	42.403%	2,157
Iowa	4,376	1,468	(2,908)	33.547%	2,908
Missouri	3,706	655	(3,051)	17.674%	3,051
TOTALS	11,827	3,711	(8,116)	93.624%	8,116

White Division					
Detachment	Goal	Actual	Needed for Quota	Percent	Difference
Illinois	14,547	5,676	(8,871)	39.018%	8,871
Minnesota	11,749	2,953	(8,796)	25.134%	8,796
TOTALS	26,296	8,629	(17,667)	64.152%	17,667

Blue Division					
Detachment	Goal	Actual	Needed for Quota	Percent	Difference
Indiana	39,365	9,942	(29,423)	25.256%	29,423
Ohio	31,134	7,473	(23,661)	24.003%	23,661
Michigan	24,084	4,018	(20,066)	16.683%	20,066
TOTALS	94,583	21,433	(73,150)	65.942%	73,150



The American Legion Family

Proud Possessors
of a Priceless Heritage

2020 - 2021 RENEWALS					10/05/20
Region	2020 Total	2021 Renewed	Percent	Difference	
Southern	43,011	9,511	22.11%	33,500	
Midwest	28,489	5,435	19.08%	23,054	
Central	126,360	21,755	17.22%	104,605	
Western	25,665	3,973	15.48%	21,692	
Eastern	136,402	12,445	9.12%	123,957	
TOTALS	359,927	53,119	14.76%	306,808	

Detachment	2020 Total	2021 Renewed	Percent	Difference
1 Illinois	14,423	5,018	34.79%	9,405
2 Wisconsin	3,963	1,191	30.05%	2,772
3 Iowa	4,631	997	21.53%	3,634
4 Minnesota	11,056	1,763	15.95%	9,293
5 Indiana	36,351	5,790	15.93%	30,561
6 Ohio	29,758	4,253	14.29%	25,505
7 Missouri	3,074	382	12.43%	2,692
8 Michigan	23,104	2,361	10.22%	20,743
TOTALS	126,360	21,755	17.22%	104,605

Red Division				
Detachment	2020 Total	2021 Renewed	Percent	Difference
Wisconsin	3,963	1,191	30.05%	2,772
Iowa	4,631	997	21.53%	3,634
Michigan	23,104	2,361	10.22%	20,743
TOTALS	8,594	2,188	51.58%	6,406

White Division				
Detachment	2020 Total	2021 Renewed	Percent	Difference
Illinois	14,423	5,018	34.79%	9,405
Indiana	36,351	5,790	15.93%	30,561
TOTALS	50,774	10,808	50.72%	39,966

Blue Division				
Detachment	2020 Total	2021 Renewed	Percent	Difference
Minnesota	11,056	1,763	15.95%	9,293
Ohio	29,758	4,253	14.29%	25,505
Missouri	3,074	382	12.43%	2,692
TOTALS	43,888	6,398	42.66%	37,490

Gentlemen,



Thanks to all for your hard work in helping the Central Region achieve the 25% goal.

Congratulations to Wisconsin, Illinois, Iowa, Indiana, and Minnesota for surpassing 25%. We turned in over 4,100 cards since Tuesday's report, great job.

Everyone is doing a good job on getting this year's members paid, but we cannot forget to try and get those members that did not renew last year.

Your Detachment Adjutant can get you a report from MYSAL on which Squadrons are using MYSAL in your Detachment. That information will let you know what Squadrons you have to work on to get them on board.

We also need to work on getting donations for Commander Bolt's projects. This past year really took a toll on The American Legion Charities. There was a lot more money going out than came in.

I thank you again for your hard work and dedication. Without it we, cannot succeed.

*Richard "Doc" Pfeiffer,
National Vice-Commander Central*

***Serving Those Who Served...
Full Steam Ahead***

2021
National Target Date

October 15, 2020

25%

Spotlight on our Sons of The American Legion Detachment of Ohio

Dayna Bayer, Historian
The American Legion Auxiliary
Department of Ohio

On October 17, 2020, we honored Bernie Kessler, Detachment of Ohio Commander at his long-awaited homecoming with his beautiful wife, Nancy Higgins-Kessler held at Colonel Crawford Post 181 in Bucyrus, Ohio.

Emcee, Bernie himself, because who knows him better than himself, took the time to introduce every single attendee in the room, recognizing friends as well as family members of The American Legion Family and what they represent to him in his life, and in his journey through the Sons of the American Legion.

Pictures will duplicate who was there, but they will not show the spirit and passion of Bernie Kessler, who has served for the greater good, something he conveyed he learned from mentors and members over the years, such as his father, the late and great Ed "Spanky" Van Houten, and those who relished in roasting Bernie including PDC Randy Eicher, PDC Dale Anderson II, PDC Dan Finnell, PDC Jeff Vrabel, Sr., PDC Bill "Buster" Sutterlin, PDC Dave Brown, and PDC Bill Towns.

Also in the house to support Bernie, Department of Ohio Commander Roger Friend and his wife, Cindy; Department of Ohio Auxiliary President Kristen (Little) McLaughlin, and her husband, Keith.



As most of us know, for every good man, there stands a woman not in back of him but at his side, and Nancy has been a staunch supporter for Bernie. Congratulations Commander for the running start in 2019, and another year to better the first.





**I WANT
YOU
TO RENEW!!!**

SONS OF THE AMERICAN LEGION



MySAL

MEMBERSHIP DATABASE

The American Legion
myLegion Request Form - Squadron

Sign up for mySAL! The American Legion National Headquarters has designed a secure internet site to assist Squadron Adjutant's in their day-to-day membership processing duties. This site serves as a direct portal from the local squadron to National Headquarters' membership system. You must have internet access to use this tool.

Features include:

- View and edit member information.
- Membership Processing: Renew, Add and Transfer Paying Members
- Generate membership reports
- Submit Consolidated Squadron Report electronically
- View Squadron Information

Prior to creating a site, a Request Form must be on file at National Headquarters signed by **both** the Post Adjutant and the Squadron Adjutant. No other signatures will be accepted.

**** Note:** Membership Processing is not available to all squadrons, based on Detachment approval.

Submit Form
 Email: mylegion@legion.org
 Fax: 317-860-3131
 Mail To: The American Legion
 IT, Product Support Specialist
 5745 Lee Road
 Indianapolis, IN 46216

Already have an account?
 If your squadron already has an account, you do not need to complete a new form.
 Call the myLegion Support Team at 833-253-9995 to assist with log in instructions.

Post/Squadron # _____ State: _____

Squadron Adjutant (Printed): _____
 Signature *Required, must be Squadron Adjutant* _____ Member ID# _____

Post Adjutant (Printed): _____
 Signature *Required, must be Post Adjutant* _____ Member ID# _____

Contact Information:
Does not have to be Squadron Adjutant. The information below provides us where to send correspondence and registration instructions to register a mySAL log in. Please note: Once the site is registered, only the Squadron Adjutant can request a username or password re-set.

Contact Name (if not Squadron Adjutant): _____
 Daytime Phone #: _____
 E-mail (*required*) _____

Updated 3/4/2020

**Sons of The American Legion
Membership Committee Call**

6:00 PM MST

Call in # (515) 604-9644

Access Code: 889133

<http://join.freeconferencecall.com/jrnavarr>

The National Membership Committee holds its monthly Conference Calls on the **third Tuesday of each month**. It is important that we get the message out to as many Membership Chairmen as possible. Please share this with your District and Squadron leadership and ask them to join us.

**National Commander Clint Bolt's
2020-2021 Goals**

Please remember as you travel and promote the Sons of The American Legion and National Commander Clint Bolt's goals for Membership and all Legion Charities.

- **RECRUIT, RETAIN, AND REINSTATE** to reach **400,000** members
- Renewal rate above 95%
- Obtain 105% in membership by National Convention in Phoenix, AZ
- Recognize our achievements
- Child Welfare Foundation \$500,000
- National Emergency Fund \$100,000
- Soldiers Wish \$100,000
- Legacy Scholarship \$100,000
- Veterans & Children's Fund \$100,000
- Operation Comfort Warriors \$100,000

**VE&E Monthly Conference
Third Wednesday @ 8:00 p.m.
eastern**

(605) 313-4111 – Pin 893821

**Serving Those Who Served...
Full Steam Ahead**

**2020 Detachment Membership Standings
as of October 12, 2020**

DET	GOAL	ACTUAL	%
IA Q1 🏠	4,375	4,631	105.851
WI Q2	3,744	3,965	105.903
IL	14,546	14,423	99.154
MI	24,083	23,104	95.935
OH	31,133	29,766	95.609
MN	11,748	11,076	94.280
IN	39,364	36,351	92.346
MO	3,705	3,074	82.969
TOTALS	132,698	126,390	95.246

Q = QUOTA – CONGRATULATIONS!!!

🏠 = All Time High

**2020 Detachment Renewal Rates
as of October 12, 2020**

DET	2019	RENEWED	%
IA	4,452	4,122	92.59
IL	14,431	13,262	91.90
OH	30,456	27,486	90.25
WI	3,945	3,501	88.75
MN	11,565	10,193	88.14
MI	24,126	21,020	87.13
IN	38,876	33,109	85.17
MO	3,485	2,780	79.77
TOTALS	131,336	115,475	87.92

**2020 National Membership Standings
as of October 12, 2020**

REGION	GOAL	ACTUAL	%
Southern Q	42,763	43,021	100.603
Western	26,395	25,675	97.234
Central	132,698	126,390	95.246
Midwest	30,366	28,507	93.878
Eastern	146,273	136,731	93.477
TOTALS	378,495	260,324	95.199

Q = QUOTA – CONGRATULATIONS!!!

**2020 National Renewal Rates
as of October 12, 2020**

REGION	2019	RENEWED	%
Central	131,317	115,475	87.92
Eastern	144,840	125,571	86.68
Southern	42,858	36,604	85.37
Midwest	29,920	25,108	83.90
Western	26,524	21,498	81.03
TOTALS	375,540	324,256	86.34

-13,129 ahead of last year



**BUDDY
CHECK**

LET THEM KNOW WE CARE!



COVER PHOTO: Mackinac Bridge, Michigan

<https://www.andersongroupstore.com/a/collections/american-travel/mackinac-bridge-michigan>

First American Legion Training Tuesday is Oct. 27

The American Legion
OCT 13, 2020

With its new "Training Tuesdays" initiative, American Legion National Headquarters staff will be presenting 60 to 90-minute training sessions on American Legion programs, membership, and other resources.

The first one will be held Tuesday, Oct. 27, at 7 p.m. Eastern.

The topics to be discussed include:

Changes and updates to online membership processing. Presenter Libby Vickers with the IT Division will provide an overview on the new MyLegion.org platform with an emphasis on the first login authentication requirements, what the home page looks like, and how to view, edit and process renewals, adding new members and transferring existing members.

Buddy Checks. Presenter Ron Neff with the Internal Affairs & Membership Division will share about the who, what, when, where and why of the Buddy Checks and the importance and strategic objectives of taking care of our fellow veterans.

Access the training session through [this Microsoft Teams link](#).

TALMA delivers virtual training

The American Legion
OCT 09, 2020

As The American Legion Media Alliance (TALMA) continues to grow in members since it was created in the spring, so does its focus on the priorities for those producing media at the post, district and/or department level.

TALMA conducted its first monthly virtual training session in June on how to get your post's events in your local media. These virtual training sessions are new as they were never conducted with the former National American Legion Press Association. The training sessions are interactive and offer perspectives from different experts.

Other topics have been on best practices for social media; best practices for shooting and editing video; and writing and interviewing tips. In the com-

ing months, plans are to cover other topics such as how to improve your post's newsletter, creating graphics for your social media platforms, and podcasting.

"For years, volunteers like TALMA members have pleaded for national to provide such training for communicators," said Walter Ivie, chairman of the Media & Communications Commission. "TALMA quickly responded to members' needs with the monthly virtual training sessions, something that was never delivered to NALPA members. So, this is a historic time for us to deliver these virtual training sessions that provide relevant, scalable and useful information from experts that our TALMA members can take with them and use with success at the post, district and department level. I look forward to see more great work by national and TALMA members in the months to come."

The virtual training sessions are conducted, and housed for replay, through TALMA's Facebook page. This is a TALMA members-only exclusive benefit.

Other exclusive benefits of TALMA membership include:

- A press credential with lanyard.
- Free entry into the annual contest.
- Resources for promoting Legion programs, post activities and more.
- Training by subject matter experts.
- Subscription to a regular e-newsletter.

A prime benefit of TALMA membership is free entry into the annual contest. There were nearly 100 entries for the 2020 contest and winners have been announced at www.legion.org/talma/contest. An announcement soon will happen regarding exciting enhancements to the 2021 TALMA contest.

To join TALMA for dues of \$15 per membership year (Sept. 1-Aug. 31), visit www.legion.org/talma.



