



Round-Up



The Newsletter of Sons of The American Legion Central Region

Volume 2 - Issue 68 - February 14, 2021

Hard work paying off

As we look at the membership report and the renewal report each week, we see trends. There are ups and downs, there are patterns, and there are trends. One thing we almost always see is improvement, but also room for improvement.

This week, the Central Region has achieved 65.18% in renewals, placing us in first place. This is a spot we held for most of last year, and a spot I expect to hold for a long time. Congratulations on your hard work, but don't settle. Let's open the gap between first and second place, and let's keep the USS Central steaming ahead!

On the membership report we have maintained our position in second place with 70.29% of our membership paid. Although we are much bigger than the leading USS Southern, we are only behind by 5.16%. If we make sure that cards are transmitted as soon as they are processed at the Squadron level, better yet, submitted using [MySAL](#), we can close the gap and take the lead. Other Detachments and Regions have different programs, but your continued hard work will push the USS Central to the front of the fleet. **Who's next?**

If you have an idea or a program that has been successful for your membership efforts, please share and we can let everyone know how well you are doing, and possibly another Squadron can use your idea to help their efforts. Membership is everyone's job, and the more information we have and the more tools we have, and use, the more successful and the faster we will get to quota.

Last week we talked about collecting membership dues during our Super Bowl events, and it looks like it has paid off. Are you ready to do it again?

Today is the Daytona 500, and again there will be gatherings and events across the country to celebrate the kickoff to the NASCAR season. This week, I want to make a challenge to every Central Region

Detachment to submit a minimum of 500 cards this week. For some Detachments, this will be easy, and those Detachments should challenge themselves to submit more. For others, 500 may be a daunting task, but I bet if every Squadron checked around, they would find paid cards that have not been submitted. Let's be diligent and get as many, with a minimum of 500, submitted before next week's report. **Who's next?**

And if you want to make sure you get your memberships transmitted in a much faster manner, use [MySAL](#) and see how easy, fast, and secure it really is. Others have tried it, and now they would never go back to the "old" way of transmitting membership. Are you ready to ease your membership transmittals? Do you want things to be much easier? If you answered yes, [MySAL](#) is the answer. **Who's next?**

Keep up your hard work as you continue **Serving Those Who Served...Full Steam Ahead.**

If you need help with anything, do not hesitate to email Doc Pfeiffer or me. Have a great week, and don't forget, today is Valentine's Day.

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**



[JOIN](#)

[DONATE](#)

Gentlemen,



Congratulations to Wisconsin, Iowa, and Ohio for making our February 10 goal of 75%.

Keep up the hard work and continue to ask Squadrons to start using [MySAL](#) to make transmittals.

If you need any help, please let me or Jeff know, and we will do what we can.

Remember, EVERY CARD COUNTS!!!

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

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

Central Region Conference Call

Third Thursday of each month
7:30 p.m. Eastern Time
Call In # (774) 220-4000
Access Code 04423



I WANT YOU TO RENEW!!!



TEAM
VRABEL
SONS OF THE AMERICAN LEGION



"Sons for Kids" CWF Aprons

Sons of The American Legion "Sons for Kids" CWF aprons are available for individual or bulk purchase. The suggested donation is \$20 each. 100% of donations support grants provided by The American Legion Child Welfare Foundation.

CWF awards grants to non-profit organizations that contribute to the physical, mental, emotional, and spiritual welfare of children.

NOTE: The donation fee does not include shipping costs provided by The American Legion. Additional donations are accepted, and appreciated, for shipping.



'Sons for Kids' CWF aprons can be ordered by mail:

THE AMERICAN LEGION CHILD WELFARE FOUNDATION, INC.
P.O. BOX 1055
INDIANAPOLIS, IN 46204-1055



In the memo section of the check be sure to write the number of aprons you are requesting and include the address where to ship the aprons.

If no address is provided, the aprons will be shipped to the address listed on the check.

'Sons for Kids' CWF aprons can be ordered online at www.cwf-inc.org. Click the donate tab and list the number of aprons requested in the tribute section

All donations for the 'Sons of Kids' CWF Aprons will count toward CWF awards at the end of the program year in May 2021.

If you have questions, please contact:
Stacy Cope, Youth Welfare Program Manager
Americanism Division, National Headquarters
317.630.1202 or Scope@legion.org

2021 National Target Date

March 10, 2021

80%

WE



OUR MEMBERS



2021 Membership Report

2021 Renewal Report

2020 - 2021 MEMBERSHIP					02/10/21
Region	Goal	Actual	Needed for Quota	Percent	Increase
Southern	42,775	32,275	10,500	75.45%	220
Central	132,706	93,284	39,422	70.29%	1,425
Midwest	30,377	20,486	9,891	67.44%	130
Eastern	146,287	95,659	50,628	65.39%	1,458
Western	26,405	16,739	9,666	63.39%	660
TOTALS	378,550	258,443	120,107	68.27%	3,893

Membership ahead/behind prior year date (27,011)

Detachment	Goal	Actual	Needed for Quota	Percent	Increase
1 Wisconsin * ^ ~ ? ! # %	3,745	3,155	590	84.25%	9
2 Iowa * ^ ~ ? ! # %	4,376	3,582	794	81.86%	42
3 Ohio ~ ? !	31,134	23,466	7,668	75.37%	405
4 Minnesota ^ ~ ? !	11,749	8,677	3,072	73.85%	477
5 Illinois * ^ ~ ? !	14,547	10,350	4,197	71.15%	167
6 Indiana * ^ ~ ?	39,365	27,450	11,915	69.73%	221
7 Michigan	24,084	14,525	9,559	60.31%	104
8 Missouri	3,706	2,079	1,627	56.10%	-
TOTALS	132,706	93,284	39,422	70.29%	1,425

Q = Quota
 * Met 09/10/20 goal of 10% # Met 02/10/21 goal of 75%
 ^ Met 10/15/20 goal of 25% % Met 03/10/21 goal of 80%
 ~ Met 11/12/20 goal of 35% \$ Met 04/14/21 goal of 90%
 ? Met 12/09/20 goal of 45% (Met 05/12/21 goal of 100%
 ! Met 01/21/21 goal of 60%) Met 07/28/21 goal of 105%

Red Division					
Detachment	Goal	Actual	Needed for Quota	Percent	Percent of Region
Wisconsin	3,745	3,155	590	84.25%	3.38%
Iowa	4,376	3,582	794	81.86%	3.84%
Missouri	3,706	2,079	1,627	56.10%	2.23%
TOTALS	8,082	5,661	2,421		6.07%

White Division					
Detachment	Goal	Actual	Needed for Quota	Percent	Percent of Region
Minnesota	11,749	8,677	3,072	73.85%	9.30%
Illinois	14,547	10,350	4,197	71.15%	11.10%
TOTALS	26,296	19,027	7,269		20.40%

Blue Division					
Detachment	Goal	Actual	Needed for Quota	Percent	Percent of Region
Ohio	31,134	23,466	7,668	75.37%	25.16%
Indiana	39,365	27,450	11,915	69.73%	29.43%
Michigan	24,084	14,525	9,559	60.31%	15.57%
TOTALS	63,449	41,975	21,474		45.00%

SAL membership reports are available [here](#)



PROUD POSSESSORS OF A PRICELESS HERITAGE

This month's training on Training Tuesday February 23, 2021 will at 7:00 p.m. Please follow the link for access. This is a good opportunity to learn more about MyLegion and MySAL.

www.legion.org/training/training-tuesdays

2020 - 2021 RENEWALS				02/09/21
Region	2020 Total	2021 Renewed	Renewal Percentage	Increase
Central	127,080	82,835	65.18%	2,976
Southern	43,179	27,821	64.43%	678
Midwest	28,764	17,760	61.74%	411
Eastern	138,433	85,192	61.54%	4,288
Western	25,857	13,933	53.88%	389
TOTALS	236,233	144,706	61.26%	5,766

Detachment	2020 Total	2021 Renewed	Renewal Percentage	Increase
1 Wisconsin	3,974	2,941	74.01%	31
2 Iowa	4,646	3,318	71.42%	99
3 Ohio	29,817	20,867	69.98%	655
4 Minnesota	11,094	7,467	67.31%	268
5 Indiana	36,522	24,103	66.00%	1,056
6 Illinois	14,548	9,313	64.02%	281
7 Missouri	3,175	1,934	60.91%	0
8 Michigan	23,304	12,892	55.32%	586
TOTALS	127,080	82,835	65.18%	2,976

Red Division				
Detachment	2020 Total	2021 Renewed	Percentage	Percent of Region
Iowa	4,646	3,318	71.42%	4.01%
Wisconsin	3,974	2,941	74.01%	3.55%
Missouri	3,175	1,934	60.91%	2.33%
TOTALS	11,795	8,193		9.89%

White Division				
Detachment	2020 Total	2021 Renewed	Percentage	Percent of Region
Minnesota	11,094	7,467	67.31%	9.01%
Illinois	14,548	9,313	64.02%	11.24%
TOTALS	25,642	16,780		20.26%

Blue Division				
Detachment	2020 Total	2021 Renewed	Percentage	Percent of Region
Ohio	29,817	20,867	69.98%	25.19%
Indiana	36,522	24,103	66.00%	29.10%
Michigan	23,304	12,892	55.32%	15.56%
TOTALS	89,643	57,862		69.85%





NOTE: Some of these dates may not match the National Call Calendar as some meetings have been changed.

Americanism Commission Conference Call

First Thursday bi-monthly
January, March, May, July
8:00 p.m. Eastern Time
Call In # (515) 606-5134
Access Code: 451074

Child Welfare Foundation Committee Call

Third Wednesday of each month
8:00 p.m.
Call in # (605) 472-5332
Access Code: 808417

Child & Youth Committee Call

Third Wednesday of each month
8:00 p.m.
Call in # (605) 472-5332
Access Code: 808417

Legislative Commission Call

First Thursday bi-monthly
February, April, June, 7 August
7:00 p.m.
Call in # (712) 775-7031
Access Code: 988284103

Membership Committee Conference Call

Third Tuesday of each month
6:00 p.m. Mountain time
Call in # (515) 604-9644
Access Code: 889133

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

Veterans Affairs & Rehabilitation Conference Call

Fourth Monday of each month
7:00 p.m. Central Time

<https://us02web.zoom.us/j/6354565336?pwd=STBkdUlJQlRoQTRndnJPN1hsVktHQTo9>

Are you a Veteran?

Questions or concerns about
airborne hazards and burn pits?

Get the information and answers you need:

**Airborne Hazards and Burn Pits:
What You Need to Know
A Class for Veterans**

Veterans will attend VIRTUALLY through an easy to access meeting platform titled Webex via a personal computer, smart phone or tablet.

DATE:
Thursday, February 25, 2021, 1:30pm - 3:00 pm EST

PRESENTERS:
Anays Sotolongo, MD
Director, Airborne Hazards & Burn Pits Center of Excellence
Michelle W. Robertson, MD, MPH
Environmental & Occupational Medicine Physician

TOPICS:

- Define Airborne Hazards
- Evaluating Exposures to Burn Pits/Other Airborne Hazards
- Clinical Effects of Airborne Hazards
- Burn Pit Registry
- Tips to Manage Common Symptoms

*This is NOT a Compensation and Pension class or intended to serve as medical advice.

CLICK HERE TO REGISTER TO ATTEND!

Select the icon "register" on the bottom center of the page that opens to complete registration. Email NJWRIISCFTEAM@va.gov with the subject header "Air Hazards Class" if you are having difficulty registering.

The class will include information about combat deployment that may be disturbing to some Veterans. If you are aware that you may be negatively affected by this content, please discuss these concerns with your medical and/or mental health care provider. If you are experiencing a mental health issue, please do not hesitate to call National Veterans Crisis Line 1-800-275-8255 option 1, confidential crisis chat <http://www.veteranscrisisline.net> or text: 83625. If a medical emergency occurs, call 911 or go to your nearest emergency room.

VETERANS: SAVE THE DATE FOR FUTURE CLASSES
Gulf War Exposures & Health Concerns: May 27, 2021
Agent Orange: What You Need To Know: Sept 30, 2021

WRIISC
Wise Related Risk & Injury Study Center

VA U.S. Department of Veterans Affairs

Click below for registration link

https://veteransaffairs.webex.com/mw3300/mywebex/default.do?nomenu=true&siteurl=veteransaffairs&service=6&rnd=0.20368384659201977&main_url=https%3A%2F%2Fveteransaffairs.webex.com%2Fec3300%2Feventcenter%2Fevent%2Fevent.action%3Ddetail%26%26%26EMK%3D4832534b0000003b240c01ae659868081d545765b340708c108a41e51e2289cae53b8cf84c830d9%26siteurl%3Dveteransaffairs%26confViewID%3D179455088612367940%26encryptTicket%3DSDJTSwAAAAM2XfXDAkQB-1G5lHiHr5QSOhbhrfCGxH62NVKOOYXQvQ2%26

submitted by
Bill "Buster" Sutterlin, National Executive Committeeman
Detachment of Ohio

Veterans Employment & Education Commission Conference Call

Third Wednesday of each month
8:00 p.m. Eastern time
Call In # (605) 313-4111
Access Code: 893821

— HAPPY —
Valentine's
— DAY —



BUDDY CHECK

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of doing what's most
worth your time.

ON THE COVER
The Daytona 500



www.visitflorida.com/en-us/things-to-do/attractions/doing-daytona-500.html



SERVING THOSE WHO SERVED FULL STEAM AHEAD

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

Do you or someone in your family own a business you would like to promote? If the answer is yes, email your business card and it will be featured in *Round-Up*.



Operation Come Back

The American Legion
FEB 05, 2021

Retention is a top membership priority for The American Legion as highlighted by National Commander Bill Oxford's goal for a 90 percent retention rate. To achieve this goal, The American Legion has launched the campaign "Operation Come Back" where Legionnaires are encouraged to contact, engage, and renew at least 90 percent of the 2019 and 2020 expiries between now and March 15.

"Something that I would like for all of us to keep in mind, regardless of the color of hat we wear or the position we may hold, is that we are first and foremost members of an American Legion post," said Jay Bowen, Membership & Post Activities Committee chairman, during regional calls with department and national leadership last month. "So it is not just (the post's) responsibility to get membership, to get renewals. It is our responsibility to get membership and renewals.

"It's the leadership of getting this done – to get these Legionnaires to renew."

On those same regional calls, Oxford said that "leadership is being a good communicator. The secret, if we expect to get back on track, is to get our message out. We have to make the value of American Legion membership loud and clear. Our job as leaders is to create the excitement and enthusiasm and willingness to do the things necessary to retain every Legion member.

"Retention is about leadership. And leadership is about communication."

Attendees on the calls were asked to share best practices that support renewal efforts.

CPRs. The Department of Ohio is showing the value of membership through its new CPR Impact Summary Report, a department-wide collection of Consolidated Post Report data presented in key

impact numbers. View the report at www.legion.org/documents/pdf/ohio.cpr.pdf.

Ohio's CPR Impact Summary Report has the look and feel of national's monthly Membership Impact Report. The statistics presented can be used in membership renewal, recruitment or to otherwise explain the impact posts have statewide. A copy of Ohio's CPR Impact Summary Report was printed in-house and mailed to every post in the state.

"I can now take this when I go to the statehouse or meet with a member of Congress or the governor, I can say this is what our members and our posts are doing in the state of Ohio," said Department of Ohio Adjutant Suzette Heller, who emphasized that a post could put its CPR numbers on a single sheet to hand out. That way when a member asks why they should renew or join, the post could hand them a copy of the single-page report and say, "This is why. This is what we're doing," Heller said. "What a great way for posts to make a statement in their community, to their mayor. This is what your local American Legion did for the community."

Heller said a digital copy of its CPR Impact Summary Report will be emailed to 2019 and 2020 expiries for renewal. A small group of 2020 expiries without email on file will receive a hard copy by mail, along with 2021 renewal instructions. Data will be reviewed to see who renewed for a return on investment.

MyLegion.org. The Department of Ohio also is encouraging its members to renew their membership through MyLegion.org, and for posts to use the online membership transmittal processing feature also through MyLegion.org. This feature allows posts to process their membership in batches and pay for membership online through e-checks. The electronic payment method eliminates the need for post officers to send the national/department portion of the three-part membership cards and paper checks to department headquarters.

Heller said the department has met every membership target date goal this membership year and contributes the success to online renewals and post membership transmittals.

Post data. The Department of Ohio has also been analyzing and breaking down membership data to help meet membership target dates. For example, posts close to reaching 100 percent membership are identified. District commanders are made aware of these posts and asked to call the post leadership to

notify them of their membership standings – the department reaches out as well – and reminds the post to transfer department headquarter members in and to renew 2020 members.

“There’s a lot of efforts on our part to make sure that we’re holding everybody accountable,” Heller said. “We’re giving everybody the information and the resources that they need. And we’re able to communicate the specifics to the district leadership and to the post leadership by any means possible – mail, Constant Contact, email and phone calls.”

How to get started on Operation Come Back

- Access rosters for non-renewed members through MyLegion.org.
- Contact members and ask them to renew.
- Transmit renewal dues immediately to department/national.
- Send membership cards to member.

“If this organization is going to continue to grow, then retention is critical to that growth,” Bowen said. “It absolutely is. Bottom line is we have to communicate.”

“Boys State” documentary on Oscars shortlist

The American Legion
FEB 09, 2021

"Boys State," the award-winning documentary which took viewers inside the 2018 Texas Boys State program, is one of 15 films on the shortlist in the Documentary Feature category for the 93rd Academy Awards.

The Academy of Motion Picture Arts and Sciences announced the shortlists for that category and eight others on Feb. 9. Nominations for the five finalists in those categories will be announced March 15; the 93rd Academy Awards will be presented on ABC on April 25.

"Boys State," directed and produced by Amanda McBaine and Jesse Moss, won the Sundance Grand Jury Prize in January 2020. The film is available on Apple TV+.

Moss and one of the film's stars, Steven Garza, were guests on The American Legion's [Tango Alpha Lima podcast last September](#). Garza and fellow Texas Boys State "statesmen" Ben Feinstein and Rene

Otero also [discussed their experience](#) last year, and staff from Texas Boys State [spoke about how the project came about](#).



Past National Commander James Hartman had an accident, breaking his right hand with subsequent surgery to repair. He is home recovering. His contact information for cards and well wishes is below. Please keep Jim in your thoughts and prayers

James Hartman
6476 Larry Avenue
Webster, FL 33597-5609
kellyandjimh@aol.com



2021 Individual Recruitment Award

The National Membership Committee offers an award for those members recruiting five (5) new members into the Sons of The American Legion within a membership year. This pin is suitable to wear upon your cover or lapel.

You must meet these minimum requirements to qualify:

To qualify you need to Recruit (5) new members into Sons of The American Legion.

(A new member is defined as any eligible Son joining for the 2021 membership year who was not a member of the Sons of The American Legion during the 2020 membership year).

Transfers or renewals do not count as new members.

Please make sure that the members have been processed before submission. Pins will not be mailed until they are verified in the national membership database.

This award form must be received by July 31st.

Recruiter Information

Name _____ Member ID# _____

Address _____ City _____ State ____ Zip Code _____

Full Squadron Name/Number _____ Detachment _____

Email _____ Phone _____

Unless specified different, the pin will be sent to the above address

New Member Information

#1 Full Name _____ Membership ID # _____

#2 Full Name _____ Membership ID # _____

#3 Full Name _____ Membership ID # _____

#4 Full Name _____ Membership ID # _____

#5 Full Name _____ Membership ID # _____

RETURN COMPLETED FORMS TO: (Regional Membership Chairman)

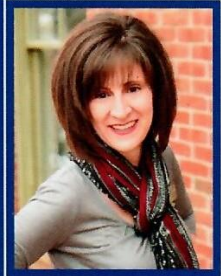
East - Richard Huntley, Jr. (ME) dickie_huntley@hotmail.com 38 Whale Cove Rd., Machiasport, ME 04655

South - Jason Roberts (GA) robertsjason215@gmail.com 215 Oak Hollow Ct., White, GA 30184

Central - Jeffrey Vrabel, Sr. (OH) jeffvrabelsr@gmail.com 2222 Birch Bark Tri., Grove City, OH 43123

Midwest - Juan Torres (TX) juantorres10@hotmail.com 10828 Sycamore Dr. S, La Porte, TX 77571

West - Leslie "Jim" Stewart (NV) controller@bordertowncasino.com 664 Sheffield Ct., Sparks, NV 89431



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