



The American Legion's 3rd District, Department of Missouri "Third Herd"



Commander Douglas W. Millison
7001 N. Highland Ct., Gladstone MO. 64118
816-509-5247 commander.third.district@gmail.com

Adjutant Robert C. Emery
16001 E 31st St. Independence MO 64055
816-313-5109 remery18@comcast.net

QUARTERLY NEWSLETTER

1 October 2019

Web Site Address
www.mo3rdherd.com

Facebook Address
(Volunteer Needed)

This newsletter is available to
view on our website

Upcoming Meetings

Meetings are held Quarterly on
the second Sunday of the month
at Posts throughout the District.

13 Oct 2019, 237, Richmond

12 Jan 2020, 061, Kansas City

8 Mar 2020, Post 58, Smithville

Submit articles and pictures
for the Newsletter by email to
the Cdr. (Subject: Newsletter)
two weeks prior to Quarterly
publishing. All submissions
subject to editing.

Commander Says:

Hello all!

I would like to start by saying that this newsletter is not just something I put out to be putting out. I try really hard to have good pertinent information that will be informative not just to you but to your Post officers and Committee's. I hope you read it but more importantly, I hope you share it within your Post.

If I haven't met you yet I will. I have visited ten Posts so far, have seven scheduled for Oct-Nov, we have two that are in the process of shutting their doors and two so far who don't hold meetings. That leaves seven more to contact. I'm not ignoring anybody, but the scheduling is complicated.

I really am enjoying the visits and am learning at every stop.

There is a singular theme being pushed by HQ, and I think you know what that is. But even though I must tell you our membership goals for this year, I am going to stress a couple of things that I think are more important and yet can assist us in making those goals.

This year I would like to stress two things. Family, and what many families fail at, Communication. We have to get online and we have to talk to each other.

We must remember that the American Legion family is diverse. We can not only think about the Post but also the future of the Auxiliary, Sons and Riders. We must include them in our planning, advertising, and executions of our missions and ask that they do the same. And at the same time remember that our neighbors are family as well. Some of us have another Post just 10 miles down the road. How are they doing? Can we help them by attending their events? Can they help us?

How can we find out? Communicate. Ask. Attend their meetings if possible. Keep in touch via social media. Like and follow their Facebook page, and if they have something good SHARE it. We have the ability to link arms and create a presence that was barely visible yesterday. And don't forget to communicate with as many of your own members as possible, not just the 10% who attend the meetings. Set up a post email and send out a letter, newsletter, notes, whatever you want to call it.

If we do this, if we link arms in support and stop being behind the scenes and become more visible, membership becomes a little easier because the introductions have been made. They know who you are. YOU still need to go get them, but YOU are now many.

Doug

Membership

Your Post using www.mylegion.org is going to become mandatory at some point. There are so many good tools there it is a waste to ignore it. As I travel around to the Posts, I will be bringing with me some of the things that you can get from it just to show you, but there is no reason to wait for me. Why not show me what mylegion has done for you when I get to your Post? I have included more information with this Newsletter, please check it out. It is also a great way to get a younger member who may not attend meetings involved. Give that young Veteran a mission, “get us online”, and watch it get done. AND watch that member who may have been ready to walk away be one of the first to renew.

Below is a standard “blurb” I use in our Post Newsletter at 626. It has some great info in it that newer members may not know, so please share as you feel necessary.

“An annual membership is from 1 January to 31 December of any given year. Renewal notices start going out the July prior. To keep from getting 6 renewal notices and to save the cost of printing 5 of those, please renew the first time you get one. Watch for it and just get it done.

If you have a MyLegion account (available at link below) you can renew with a credit card online. You could even set up a recurring payment option and have it come out automatically every year that you keep that card open. Easy Peasy, and just think, NO renewal notices!

https://www.members.legion.org/CGI-BIN/lansaweb?webapp=MYLINTR0+webtrn=WR_INTRO+ml=LANSAXHTML+part=tal+lang=ENG

Once you receive your new membership card you have paid for that year regardless of some renewal notice sent in error. If in doubt, instead of paying twice contact the Adjutant.

Don’t like that your membership dues have gone up at National and Department? Don’t want that trend to continue? Join your Post membership committee and help recruit new members and retain our existing members. Or, just recruit one new member! Do SOMETHING to help reverse the trend.”

Conference/Convention Notes

Commander

National Convention, 23 – 29 Aug 2019, Indianapolis IN.

- Membership
 - Just over 1.8M members
 - 37,500 in MO (39,900 in 2018, 53,200 in 2010, 61,200 in 2000)

- The Legion Act changed the definition of Wartime Service, allowing us to have any veteran who has served one day of active federal service and has an honorable discharge (or is still serving) from 7 Dec 1941 until a cessation of hostilities
- 1,200 new members nationally from the Legion Act in the first month
- Membership requirements for the Auxiliary also changed
 - The word “wife” was changed to “spouse”, and men have already started joining the Auxiliary
- Legislative
 - Committee’s hard at work and getting things done
 - Centennial Commemorative Coins passed
 - Blue Water Navy Bill passed
 - Legion Act passed
 - Encourage all members to sign up for MyLegion and enroll in “Call to Action Bulletins”
 - Bulletins allow you to take action by sending a pre written (but changeable) email to all of your representatives based on your address (Link above)
- Speakers
 - Admiral Charles Ray, Vice Commandant, USCG
 - Thanked us for our immediate response to pay issues during the government shutdown
 - A resolution is in the works to re-route how the USCG is paid to avoid that issue again
 - Legion Donated \$1M and supported 3,100 CG families
 - Greg Gibbs, Past National Commander, Sons of the American Legion
 - Touted a successful year of supporting our programs and running their own
 - Sons have donated over \$10M to Legion charities to date
 - Donald Benton, Director, US Selective Service System
 - Asked us to remind people that there are repercussions to not registering and they become un-reversible at 26 years of age

Those are the highlights. A lot goes on at these things and I also try and take in as much training as I can and attend some other meetings. Next quarter you will get notes from Fall Conference. If there is anything of immediate importance, I will send it right away. Watch for emails!

District Meeting Notes
Commander

This quarters District Meeting is on Oct 13, at Post 237, 312 S. Clark St., Richmond MO., 64085, starting at 1400. I am asking that for the first meeting of the new year we start with a joint session with the whole Legion Family. I will be contacting the District representatives for the Riders, Auxiliary and Sons and asking that they join us in saying farewell to RE Holtz as Commander. (He didn’t get far, he’s the Vice Commander, North.) That will also give me a

chance to introduce myself in person to those I haven't met yet and to explain my priorities and how they may affect them.

I would also like to get your opinion on two aspects of the meeting. I believe waiting until Oct for the first meeting of the new year is just too long, plus that bumps us up to Easter for the next meeting so that needs to be adjusted, and so on. I will be requesting to hold the meetings in Sep, Dec, Mar and Jun again, starting with the March 2020 meeting. We will hold the Dec and Mar meetings down south and move north in the summer as much as possible. I am already bringing more Posts onboard to host meetings as I am making my visits.

I would also like to start the meeting at 1500 Hrs. (3PM) in order to bring the meal a bit closer to dinner time. Eating at 1500 just throws me off, and I'm thinking some others also. I did look at nightfall. The October meeting is the only one that would be ending close to dark, and only for those traveling the farthest, in this case the northern Posts. But historically, the northern Posts don't attend meetings down south anyway, and hopefully we'll be moving to Sep anyway.

("Darn new guys coming in making all these changes...") In my opinion, change is good. You never really know what might happen until you actually do it. And yeh, football. I know.

Next quarter this spot will include notes on the Oct meeting.

Member Contribution

OK, this is me again this time, but I'm hoping that next time one of y'all (or more) will have something for here.

I have been asked, even before coming to this position, how do we recruit, retain, activate younger members. We have asked that question Nationally. One thing is for certain, what works in one Post will not necessarily work in another. Too many variables. Population, support system, infrastructure, cost... it goes on and on. The best way to move forward is to look around you. What does the terrain tell you? What does the population want? What have others done, will that work here, why not, how do we change the operation but still take the objective? How much does your Post want to take that objective and do they have the resources at their disposal to make it happen?

Yes, and 1, 2, 3,? GREAT! Now, who? An actual Membership Team. Not just making reminder calls for a couple months, but people who will do the recon on available "objectives", and make it their mission to track that every month throughout the year. Who's on their left? Activities and Events. 2nd Vice. Making sure there are things to do, not just meetings or beer at the bar. The right? PR. Media and Communications Committee, getting the word out about what is happening in your area of operations. And let's not forget S-2, the intel. What are others doing, what have they done, what worked, what didn't work, and if at all possible, why?

It is a team effort, but it is essential that it is a team that can communicate effectively as I noted above. My favorite way to communicate with a team is in person. A committee meeting. (Arg, meetings... mumble mumble...) Yeh, I know. BUT, if you're in there just batting idea's around you get the spontaneity that you need to be creative. The "what if this, what if that" back and forth that creates ideas. That doesn't work as well with an email out, wait a day or two for a response that didn't really offer anything so you try again and wait a day or two... But there is definitely a place for the "web". How are you going to know what a similar Post in a different part of the world did to attract those new younger members? (Remember, that's where I started a few paragraphs ago) We do have a central tool at our disposal that National has provided for us. www.legion.org Look at those links below. Stories of what worked under certain circumstances. Will it work for you? Maybe, maybe not. Can you adjust it to fit your needs? Maybe, maybe not. Are you going to look into it?

<https://www.legion.org/membership/230443/modernized-legion-post-911-generation>

<https://www.legion.org/membership/240691/historic-post-connects-community-younger-veterans>

<https://www.legion.org/membership/225071/young-veterans-stepping-portland-post>

Post 626 2nd Vice just sponsored a Bridging the Generation Gap Community Walk to bring young and old together for a walk and some outdoor games. It was not necessarily a direct recruiting event, but it did raise our profile a bit within the community. It was also a minor success and we have high hopes of it getting better over time utilizing the teams noted above more effectively. This event and others like Post 61 and 236's car/bike shows are not silver bullets that will solve our issues. Move forward, observe, adjust, be patient.

Another way to find the resources you are looking for on Legion.org is to just type in what you think you want into the search bar. Try American Legion family play day. A great way to advertise your Post to the younger generation. On your Post MyLegion page there is a button near the bottom labeled "Officers Forum". It is a place to throw your questions out and anybody might have an answer for you. Try starting a new section asking "who has had success with... and how did you do it?" See what you get.

And how do you let your community know about you, your programs and your activities?

https://www.legion.org/sites/legion.org/files/legion/publications/membership_pr_guide_0.pdf

When you find something that seems to be working for you, you need to share that information. You know what I'm going to say here right? COMMUNICATE. Come to a district meeting with a success story. Send it to me for inclusion in the next Newsletter. Be part of the solution and share your story!

OK, I'll stop. I do have more idea's though. Things that could work if you are fortunate enough to have a Post home. I will add that to our upcoming meeting...

In Closing

OK. That was a lot. And I think there will be a lot of attachments as well. This is a lot of work so please don't take it lightly. SO many spelling corrections to constantly make... If you don't find it useful, someone else might. Pass it on. Communicate.

I really want to get people using the District website to advertise their events.

<http://www.mo3rdherd.com/> If you have dates/times send it to me or the Adj and we'll get it on the calendar. If it's a fish fry or something I will probably show up, right 393? And if you don't have anything to do, check out the calendar, there may be a car show near you. Also, FRIEND a local Post on Facebook and support their Posts. SHARE.

And please, telling me during a visit and sending me an email with date/time/place and flyer are two different things. Different note streams. Please send me the details with Newsletter or Calendar in the subject line.

Oratorical are coming up. Certifications must be done by 30 November. In the last few years Clay County has been the only participant. The District Chair can offer limited assistance to County but is busy with Post, Clay County and District. If Posts are submitting students for Clay County, District or Zone, you will be asked to supply one member from your Post as well as an escort for each participant. These members can be Post, Unit or Squadron members. 3rd District is hosting the Zone contest this year.

One last thing. Posts 237, 33, 216, 393 and 626 hosted the National Commander and party during a tour of the District on 17 Sep, and Riders from 58 escorted the whole time. Everyone did a great job and I think we all learned a lot about what happens at those things. Pictures from those events and Post visits are on the District website. Thank You for an OUTSTANDING job from me the Zone Commander and myself.

I'm having a great time visiting y'all. Remember I am there to help, not just spout numbers at you. I'll come up to any Post and work on MyLegion with you, eat some pie, whatever! I'm there for ya.

If I missed anything I apologize. Please let me know and I'll put it out at the meeting...

More down here...

-
-
-
-

Upcoming Events

- 5 Oct Warrensburg Veterans Home **American Legion Day**, 0900 – 1600
1300 Veterans Road, Warrensburg MO.
Flyer below
- 13 Oct **District Meeting**, 1400 – 1600 (Potluck Dinner after meeting)
Post 237, 312 S. Clark St., Richmond MO., 64085
EVERYONE Invited
- 16 Oct **Veteran Take Over**, 1700 – 2100
Sponsored by Veterans Code Initiative
2110 E Jackson Dr., Independence MO 64057
Flyer below
- 18 – 20 Oct **Fall Conference**
Capital Plaza Hotel, 415 W McCarty Jefferson City MO 65101
- 19 Oct Celebration of Veterans, 1000 – 1200
NKC Public Library
2251 Howell St, North Kansas City, MO 64116
Flyer in attachments
- Oct – Nov **Post Oratorical Contests**
- Nov – Feb **Boys and Girls State** application processing
- 2 Nov Post 95 **Chili Supper**, 1630 - 1900
Our Lady of Mercy Country Home, Liberty MO.
- 03 Nov **Welcome Home** Post 56 sponsored at Post 216, 1230 Hrs
- 30 Nov High School **Oratorical Certifications Due**
- 14 Dec **County Oratorical**, Time TBD
Antioch Middle School, 2100 NE 65th St. Gladstone MO. 64118
- 11 Jan **District Oratorical**, 1300 – 1500
Post 58, 2607 E 92 HWY, Smithville MO. 64089
- 26 Jan **Zone Oratorical**, Time TBD
Post 58, 2607 E 92 HWY, Smithville MO. 64089

Remember, let us know what's going on in your neighborhood. If you don't see it here, we may not know about it...



The American Legion Family

**100th
Anniversary
Celebration**

SATURDAY, OCT. 5
MISSOURI VETERANS HOME-WARRENSBURG
1300 VETERANS ROAD

**This is open to the State of Missouri Legion Family.
It's a chance to celebrate your accomplishments over
the past 100 years.**

Schedule of Events:

- *American Legion Riders Bike Show: Morning**
- *American Legion Auxiliary Pocket Flags: Morning**
- *Need a group of Legionnaires to assist us
with pumpkin picking: Leaving home at 9:30 a.m.**
- *Carry-in Potluck Luncheon: Bring side dish in by
10:30 a.m.**
- *Lunch served until 1 p.m.**
- *Legion Family Photo: 1:30 p.m.**
- *Legion Program highlighting 100 years of
accomplishments: 2:15 p.m. in the dining room.**

That's not all that far from our southern Posts...



**THE VETERANS CODE INITIATIVE
PRESENTS**

"THE VETERAN TAKE OVER"

Join Us in Taking Over
Buffalo Wild Wings

**OCTOBER 16 2019
5PM-9PM**

**2110 E JACKSON DR,
INDEPENDENCE, MO 64057**

Come Spend a few hours meeting
new veterans, promoting your
business, and making new friends.

POC: Terry James

Website: Theveteranscode.org

Email:

TerryJames@theveteranscode.org

Officers and Committee Chairs, this Newsletter is an excellent way to reach the Posts who do not attend meetings. I encourage you to use it!!

Content changes, so hold on to old Newsletters and attachments for reference!