



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



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QUARTERLY NEWSLETTER

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Web Site Address
www.mo3rdherd.com

Facebook Address
www.facebook.com/ThirdHerdMissouri

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 Mar 2022, "Unscheduled"

12 Jun 2022, Post 216, Bethany

11 Sep 2022, "Unscheduled"

The Commander is the source of all
content unless otherwise noted.
Submit articles and pictures for the
Newsletter by email to the
Commander. (Subject: Newsletter)
two weeks prior to Quarterly
publishing. All submissions subject
to editing.

REVITALIZATION IS NEEDED THROUGHOUT THE DISTRICT

District Three has 26 posts. Some of our posts are very active and productive. Others seem to be slowly fading away and don't even hold monthly meetings.

In the last two years, our district saw the posts at Sheridan & Holt, Missouri surrender their charters and close their doors. Currently, we have two more posts on life support and headed toward closure (McAfee-Stephens Post 68 in Gallatin and Opdyke Post 176 in Ridgeway).

On a more positive note, last year we saw the revitalization of Ed J. Kenney Post 140 in Kidder, Missouri. They had been inactive but are now providing services to their community. They're holding fundraisers, posting flags on veteran holidays and holding public patriotic ceremonies.

Overall, our membership is getting older and less active. We need to retain our current members and remotivate them. We also need to recruit new members (younger if possible) and groom them to keep the legion going strong into the future.

Until our numbers improve, team up with others (ALA, ALR, SAL, VFW) to serve our communities and our fellow veterans. It will build esprit de corps and promote a great public image. (Wilson-Axline Post 216, Bethany has done this with great success.)

DISTRICT MEETING

Robert H. Baker Post 95 of Liberty hosted the District Meeting on the 12th of December at 1500. The meeting was originally scheduled to be held at 'Our Lady of Mercy Country Home' where Post 95 conducts their monthly meetings. Due to unforeseen scheduling conflicts at the home, their meeting room could not be used. Hearing this, Jarchow Schroeder Post 61 of Kansas City stepped up and volunteered to let Post 95 use their meeting room.

It was a good day for a meeting. The meeting was preceded by the Chiefs beating the Raiders by a score of 48-9 and followed by a potluck, fellowship meal.

I must admit, the attendance could have been better. Only ten (10) members were present representing 4 of our 26 district posts (61, 95, 285, 557).

While we would like to have all 26 post Commanders present, anyone can attend. District meetings are not just for district staff. They are a chance for post officers to interact with District staff. In the near future, training is going to be offered during the meeting to support you in your post membership retention and recruiting.

Four to five Posts have been setting the budget, approving donations, electing officers for as long as I have been attending. We need more participation on the district level. We have various committee positions we can't find anyone to fill. We have District Officer positions that we need candidates for. We have comrades filling multiple positions because we can't find interested members. (Calvin Bumgarner is both my subordinate and my Boss! He is a Post Adjutant, a District Vice Commander and the Zone 2 Vice Commander. That is a lot of irons in the fire at one time!!!)

I would like to personally thank Robert H. Baker Post 95 Commander Tina Petterson for hosting this meeting.

Note: A copy of the official meeting minutes are always posted on the 3rd Herd webpage following each meeting. www.mo3rdherd.com

POW-MIA EMPTY CHAIR

This quarter we extend honors to the Missouri MIA's that resulted when the USS Arizona (BB-39) was sunk 80 years ago during the Japanese attack on Pearl Harbor.

USS Arizona (BB-39) was the second and last of the Pennsylvania-class of "super-dreadnought" battleships built for the United States Navy in the mid-1910s.

On 7 December 1941, *Arizona* was hit by Japanese torpedo bombers that dropped armor-piercing bombs during the attack on Pearl Harbor. After one of their bombs detonated in a magazine, she exploded violently and sank. A total of 1,177 of 1,512 Arizona crewmembers died in the attack. While 105 bodies were recovered and identified following the attack, 1,072 are still unaccounted for. Forty-four (44) of our Missouri comrades are amongst the missing and presumed dead.

May they be granted "Fair Winds & Following Seas".

LEST WE FORGET

MEMBERSHIP DUES

When does my membership expire? The Q&A section of the National website (www.legion.org) states the following: "Your membership actually expires on Dec. 31 of the paid year shown on your card." Annual dues are supposed to be paid by January 1st each year so National starts accepting dues for the upcoming year on July 1st. The goal is to have everyone renewed for the New Year by January 1st, when it begins. If dues are not paid by Jan. 1 of each calendar year, the member becomes delinquent. Feb. 1, the member is suspended (which means they would not be able to vote as a delegate at the department convention). June 30, the member is dropped from the active membership rolls (they stay on the books for two more years).

It can be a little confusing because the Department schedule for dues collection affords the membership extra time to submit their dues. It is based on having all dues for the current year (which were due by January 1st of the year) to be paid by May 11th (before annual post elections & department conventions).

As of the December 8th 'District Membership Report', 9 posts were ahead of schedule, 13 posts were less than the current goal but ahead of the previous month's goal, 4 posts hadn't even met the November goal (with one post at zero percent).

BUDDY CHECKS – POST 1000 MEMBERS

Making these calls is essential to keeping these comrades in the legion. They may have joined online to try the legion out. A personal call welcoming them to the legion and inviting them to transfer to a local post is the key to retaining them as members and getting them involved.

BUDDY CHECK – POST ROSTER

Show your older and less active members the respect they deserve. Even though they don't come to meetings anymore, let them know that their membership is still valued. Make sure you have good contact information for them so that you can keep them informed of post activities. Look closely at your roster. You may spot a member that has maintained a continuous

membership for decades but they have suddenly fallen behind in paying their dues. Show some concern. They may be having personal issues (health, financial, etc). As a post, offer help if you can. Consider offering to pay their dues for the current year so that they won't have to worry about losing their continuous membership status. If your post is well situated financially, you might consider making them a 'Life Member'.

ELECTIONS HAVE CONSEQUENCES

Start planning now for your next election cycle. The constitution/bylaws of both the 3rd District and the Department Of Missouri state "The election of post officers for the ensuing year shall be held at least thirty (30) days but not more than sixty (60) days prior to the Department Convention, and officers elected shall be installed after the Department Convention but no later than October 20, after the adjournment of the Annual Department Convention." The next Department of Missouri Convention is July 14-17, 2022. That makes the election window May 15th through Jun 14th.

Start grooming and training potential candidates now. Encourage members with leadership potential to advance into post &/or district leadership positions. Don't elect members that aren't qualified just because 'It's their turn'. If you are nominated for a position but don't think you have the time or skills to do the job to the benefit of the legion, turn down the nomination. To be successful as an organization, we need qualified and dedicated people in positions that they want to be in.

MYLEGION.ORG

The system still has issues but use it if you can. If you encounter a problem, use the 'help' button and click on 'known issues' to see if the problem has already been reported. If it hasn't been reported, do so. The system is only going to get better if we use it and provide feedback. This system is invaluable to Post Commanders, Post Adjutants & Post Membership Chairpersons. The search functions will help you locate Post 1000 members to potentially transfer into your post and the administrative functions are designed to make the Adjutant's job much easier.

ONLINE TRAINING = TRAINING TUESDAYS

The last Tuesday of each month American Legion National Headquarters staff will present 60-90 minute sessions on topics aimed at post commanders and adjutants. Each session will be recorded and made available for later viewing. The Nov 30, 2021 session was titled "Veterans Strengthening America" and was very well presented.

ONLINE TRAINING = BASIC TRAINING

On-line course consisting of 6 lesson units and 1 exam unit. Self-paced. You can log out and log back in whenever you have free time. Upon successful completion, you will receive a link to a web page to print out a course completion diploma. Graduation also qualifies you for an “American Legion Education Institute” lapel/hat pin. (Units are: History / Veteran Affairs & Rehabilitation / National Security / Americanism / Children & Youth / Course Conclusion / Final Exam). As an incentive, I will buy the pin for any member that shows me that they successfully completed the course while I am District Commander.

CONTINUOUS MEMBERSHIP CERTIFICATES

Issued from National middle to last of February. 50,60,70,75,80,85 years continuous membership. Make it a ‘BIG’ deal!! They arrive at the post in a plain brown envelope. Put them in nice frames. Present them in a meeting ceremony. If the member doesn’t attend meetings, have a uniformed officer (Commander preferred) go to their home to formally present the award to them. Optionally, you might sweeten the deal by also giving them a legion challenge coin &/or ‘year’ star for their hat.

IMAGE, IMAGE, IMAGE . . .

Continue to work on your public image. How does the public perceive you? Do they think you’re just a few crotchety old geezers that put out flags occasionally and spend the rest of your time sitting around drinking beer and telling ‘war stories’. Take advantage of every opportunity to present your American Legion post to the public in a positive light. Hold an informal ‘workshop’ session at you post to brainstorm PR and recruiting ideas. Make plans and execute the best ideas.

CONFERENCE NOTES

The 2021 Fall Conference was held October 15-17 at the Capital Plaza Hotel in Jefferson City, Missouri. The DEC met on October 17th at 1300 in the Truman Rooms. Minutes from this meeting can be found on the Department of Missouri website.

POST ACTIVITIES IN THE OCT-NOV-DEC QUARTER

I know our posts have been more active than the following list would indicate but very few posts have directly reported any activities this quarter:

Robert H. Baker Post 95 (Liberty)

- Dec 12, 2021 We hosted the 3rd District Quarterly Meeting.

Wilson - Axline Post 216 (Bethany)

- We participated in the Veterans Day activities at South Harrison High School.
- We sent a color guard to Pattonsburg School to help with Veterans Day activities. Our finance officer, who is also a teacher at Pattonsburg, Brenda Clark, gave the Veterans Day speech at Pattonsburg.
- We had a chili & soup supper at the Legion Hall which was free to all veterans and their families. The meal was delicious and provided by our Legion Auxiliary.
- For Veterans Day, flags were put out over Bethany.
- In December we provided the Legion Hall free to our local FFA Chapter for a slave auction.
- We provided honors for 4 funerals during this quarter.

Boutwell-Clark-Craven-Eads Post 285 (Hamilton)

- On 11NOV21, we posted and retrieved American flags on the main highway through town.
- Hosted monthly Second Harvest Mobile Pantry food distribution events at the post on 08OCT21, 12NOV21 and 10DEC21.
- One of our members volunteers weekly at the Caldwell County Food Pantry Foundation distributing food to low-income residents of Caldwell County.
- Honor Guard provided services for thirteen (13) funerals.

I know there were a few more that I missed. You can't tell me in passing, make sure I write it down. *But the best way* is to just send me an email, "we have this going on this day". Three things will happen. I will try to come, and all I have to do is copy and paste from your email into the newsletter, and forward the same to the Adj. to put on our website. Far enough in advance I can get it in the Newsletter.

PLEASE communicate your activities with me!

UPCOMING EVENTS

Support ourselves by supporting other Post activities!

Old Man Winter is upon us. Don't let the cold & snowy months of the year stop all of your activities. Don't go into hibernation. Find ways to serve your fellow veterans and your local

community. I would love to help support your post activities but I can't advertise things I don't know about.

29JAN22 **Wilson - Axline Post 216 (Bethany)** Cornhole Tournament is planned. We will send out more information as it is finalized.

13MAR22 **District Meeting**, 1500, potluck meal follows. As of this writing, no post has stepped up to volunteer to host this meeting at their facility. If your post wishes to host this meeting, contact me by phone or email.

HOSTING POSTS NEEDED

Can your post host a district meeting? Most posts could if they wanted too. If a post is willing to host a district meeting, they will receive \$100.⁰⁰ from District. As host, you provide the facility, the main food course and the drinks. The rest of the potluck meal is side dishes brought by meeting attendees. Meetings are held on the second Sunday of September, December, March & June at 1500. Food is served following the meeting. We still need hosts for meetings on 3/13/22, 9/11/22, 12/11/22, 3/12/23 and 6/11/23. Please let me know if your post wishes to volunteer.



Which logo do I use for which application???

The rules for the use of the new 'Brand Mark' can be found on the American Legion website. It basically boils down to using the original emblem for all official applications (correspondence, letterhead, business cards, signage, etc) The new brand mark is for informal uses such as post events, social media, casual wear, etc.) Check the rules when in doubt.



