



The American Legion's  
3<sup>rd</sup> District, Department of Missouri  
"Third Herd"



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## QUARTERLY NEWSLETTER

**1 October 2023**

Web Site Address  
[www.mo3rdherd.com](http://www.mo3rdherd.com)

Facebook Address  
[www.facebook.com/ThirdHerdMissouri](https://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.

12/10/23, Post 557, Polo

03/10/24, Post 236, Excelsior Springs

06/09/24, Post 216, Bethany

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.



*FALL IS HERE  
WINTER IS COMING*

Elections are now behind us. New officers not yet  
installed must be installed by October 20<sup>th</sup>.

Fall is festival season.

My parent post (285 in Hamilton) has been in 3 local  
parades in the last 3 weeks. An annual street festival  
occurred last weekend and the post membership was  
visibly represented at the activities.

Don't pass up any public relations opportunity to  
positively represent your post and the legion.

Veterans Day is coming up soon with activities designed  
to honor veterans. Parades, Church programs, School  
programs, etc. These events are perfect for promoting the  
American Legion image in the public eye.

If you attend one of the many free veteran dinners offered,  
remember you are an ambassador for the legion. Proudly  
wear your legion attire. Carry legion literature or a contact  
card with you to hand to a veteran that might approach  
you with an interest in membership.

### **3<sup>rd</sup> DISTRICT MEETING**

Jarchow - Schroeder Post 61 in Kansas City, MO hosted the District Meeting on the 17<sup>th</sup> of September at 1500.

Attendance was sadly normal but the post-meeting meal was excellent. Nine legionnaires were present but only 4 of our 25 posts were represented (61 – Kansas City, 95 - Liberty, 285 - Hamilton, & 557 - Polo).

While we would like to have all 25 post Commanders and their adjutants present, anyone can attend. District meetings are not just for district staff. They are a chance for post officers to interact with District staff.

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.

As Commander, I am in my 3<sup>rd</sup> year. The district constitution says my position is a two-year term and I cannot be *elected* to succeed myself. However, no legionnaire has stepped up to take over the job of commander. As a consequence, I will remain your District Commander for the foreseeable future until my relief can be found, elected & trained to take my place.

In addition, I am now the Zone II Vice Commander covering Districts 3, 4, 5 & 7. This is a one-year term on Department Staff and I am filling this position simultaneously.

I would like to personally thank Jarchow-Schroeder Post 61 and Commander Dan Heiser for hosting our September 17<sup>th</sup> meeting.

Note: A copy of the official meeting minutes are always posted on the 3<sup>rd</sup> Herd webpage following each meeting. [www.mo3rdherd.com](http://www.mo3rdherd.com)

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### **DÉJÀ VU**

Are you seeing things? Is this the current newsletter or an old one? Didn't you see that article in the last issue? Maybe you did and maybe you didn't! Important things are worth repeating. Yes, some of the articles you have seen before. Some are similar but have been updated. Others are totally new. Do yourself and me a favor and read through it before you judge it. (NOTE: It might be more interesting if more members contributed to it.)

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## **BE THE ONE – NOT Just A One Year Program**

Every year, the American Legion elects a new National Commander. Each new commander places emphasis on a program of personal interest. Our outgoing National Commander J. “Jim” Troiola put Suicide Prevention in the spotlight and named this campaign “BE THE ONE”.



Unlike previous commander’s programs, BE THE ONE is going to continue indefinitely. As a society, we have an ongoing problem of suicide within our communities, especially amongst our veterans. Local help is available from the “Missouri Veterans Suicide Prevention Team” for the asking. The team is directed by Jon Sabala, Missouri Department of Mental Health Veterans Service Officer. This team of volunteers conducts suicide prevention training around the state. Currently there are only a handful of team members doing this training. They have sent out emails to the American Legion, DAV and VFW challenging them to host training at the district level and post level. Having them conduct a training session at your post would be a great public relations opportunity. You could make it a community event open to the public. After all, veterans are not the only potential suicide group. Teen suicide is also on the rise and the public could receive some much needed, potentially life-saving information. This training is free, approximately 90 min. long and designed to help prevent **ALL** potential suicides (not just veterans). (<https://dmh.mo.gov/veterans>) (<https://www.facebook.com/MOVSPT>)

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### **ONLINE TRAINING = BASIC TRAINING**

On-line course consisting of 6 lesson units and 1 exam unit. (History / Veteran Affairs & Rehabilitation / National Security / Americanism / Children & Youth / Course Conclusion / Final Exam). It is 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. As an incentive, I will buy the pin for any district member that shows me that they successfully completed the course while I am District Commander. (Sadly, not one legionnaire in the district has taken me up on this offer yet! ☹️)

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### **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 your post to brainstorm PR and recruiting ideas. Make plans and execute the best ideas.

*Make your post a place a veteran would want to join regardless of their service era.*



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## **POW-MIA EMPTY CHAIR**

Every quarter, we feature a dedication to an individual POW-MIA. This quarter we honor many.

This year, the “Wall That Heals” visited our area. August 3,4,5 & 6 it was on display at Chillicothe High School in Chillicothe, Missouri. It was a very emotional thing to behold. This traveling wall is financed and operated by the “Vietnam Veterans Memorial Fund” ([www.VVMF.org](http://www.VVMF.org)). This traveling wall is a three-quarter scale replica of the original wall in Washington DC. It is 375 feet long and stands 7½ feet tall at its apex. When on display, it is oriented east-west. Names are arranged in order of casualty and alphabetically on each day, beginning at the first panel east of center under 1959. Entries continue down & east until the east end of the memorial is reached. Then the listings restart at the west end of the memorial. The listings on the west end work toward the center and meet the east listings at the apex. The first and last casualties are side by side at the apex of the memorial.

The trailer that carries the wall on tour also serves as an education center. It has display cases and video screens on both sides.

One video display is called *Hometown Heroes*. It displays photos of service members on The Wall who list their home of record from the local area.

Another video screen is called *In Memory Honor Roll*. It displays photos of Vietnam veterans (from the state on display) honored through VVMF’s *In Memory* program which honors veterans who served in Vietnam, returned home and later died.

VVMF is a 501(c)(3) nonprofit organization with no government funding – their programs, ceremonies and education efforts are dependent upon donations. You can donate by going to [www.vvmf.org](http://www.vvmf.org) or calling 202-393-0090.

If you have a Vietnam veteran in your family that has passed and needs to be forever honored as a member of the *Hometown Heroes* or the *In Memory Honor Roll*, contact VVMF. They would gladly welcome your veteran photos & bio information.

This article was supposed to be about POW-MIAs and it is. It should be noted that 1500+ service members are listed on the wall as still missing in action!

Lest we forget.

See the next page of this newsletter for facts pertaining to the wall.



**58,281**  
NAMES ON THE WALL

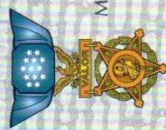


VINCENT CAPODANNO  
(PANEL 25E, LINE 95)

**16**

CHAPLAINS  
ON THE WALL

**160**



MEDAL OF HONOR  
RECIPIENTS  
ON THE WALL



SHARON LANE  
(PANEL 23W, LINE 112)

**8**

WOMEN  
ALL NURSES,  
ON THE WALL

**5**  
YEARS OF  
CASUALTIES ARE  
LISTED ON PANEL 1E

**5**  
MONTHS OF  
CASUALTIES ARE  
LISTED ON PANEL 2E

**5**  
WEEKS OF  
CASUALTIES ARE  
LISTED ON PANEL 3E



**246**

MOST CASUALTY  
DEATHS FOR  
ONE DAY — 1/31/68

**1968**  
DEADLIEST YEAR  
OF THE WAR

## SERVICE BRANCHES ON THE WALL



**65.6%**  
ARMY



**25.5%**  
MARINE CORPS



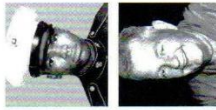
**4.4%**  
NAVY



**4.4%**  
AIR FORCE



**.01%**  
COAST GUARD



**15**

AGE OF THE YOUNGEST  
SERVICE MEMBER ON  
THE WALL  
DAN BULLOCK (PANEL 23W, LINE 96)

**62**

AGE OF THE OLDEST  
SERVICE MEMBER TO DIE  
IN VIETNAM ON THE WALL  
KENNA TAYLOR (PANEL 7W, LINE 82)



**400,000+**

ITEMS LEFT AT THE WALL



**64**

GRADUATES OF  
THOMAS EDISON HS  
IN PHILADELPHIA,  
SCHOOL WITH  
HIGHEST DEATH RATE



**1500+**

SERVICE MEMBERS STILL  
MISSING IN ACTION

**140**

NUMBERED PANELS  
ON THE WALL

**704**

NAMES ON THE  
LARGEST PANEL

**5**

NAMES ON THE  
SHORTEST PANEL

**21**

AGE OF MAYA LIN  
WHEN SHE WON THE  
DESIGN COMPETITION



SYMBOLS ARE USED BEFORE OR AFTER EACH NAME TO INDICATE A SERVICE MEMBER'S STATUS

- ◆ SYMBOL DENOTES THAT THE SERVICE MEMBER IS KNOWN DEAD OR PRESUMED DEAD.
- + SYMBOL DENOTES THAT THE SERVICE MEMBER WAS MISSING OR PRISONER STATUS WHEN THE WALL WAS BUILT IN 1982 AND REMAINS UNACCOUNTED FOR TODAY. WHEN A SERVICE MEMBER IS REPATRIATED, THE DIAMOND IS SUPERIMPOSED OVER THE CROSS.

LEARN MORE AT [WMF.ORG](http://WMF.ORG)



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## **PER CAPITA DUES**

What are they? Member dues go to National & Department with some staying at the post level. Per Capita Dues are the only source of income for the district. It is assessed at the rate of \$1 (one dollar) for each member on your post roster at the EOY. Billings are sent out to the posts on September 15<sup>th</sup> and are due to be paid to the District Finance Officer by a November 8<sup>th</sup> due date. If you have any questions, contact Calvin Bumgarner (913) 522-1103

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## **FISCAL RESPONSIBILITY**

We are all mature, fiscally responsible adults. We go through life paying our bills as they come due. However, it seems that some of our comrades don't think paying their annual membership dues on time is necessary. The collection of dues for 2024 is underway. Membership dues are supposed to be paid for 2024 by January 1<sup>st</sup> of 2024! If dues are not paid by Jan. 1 of each calendar year, the member is considered to be *delinquent*. After Feb. 1, the member is classified as *suspended*. If not paid by June 30, the member can be *dropped* from the membership rolls.

If you were buying a season pass to an amusement park, you would be expected to pay for the pass before you could use it. You should treat the legion the same way. ***You should pay for 2024 before the start of 2024.*** And do not wait until the last moment. Yes, money is a little tight right now but it will get even tighter as we approach the holiday season. Give yourself an early Christmas present and renew soon.

NOTE: The Department of Missouri tracks renewals and has set monthly goals for the posts that increase each month. The 100% renewal goal date for 2024 will be May 15<sup>th</sup> of 2024 but don't wait.

How is your post doing with renewals? Go to [www.missourilegion.org](http://www.missourilegion.org) and look at the district report on the membership page. The three rightmost columns are the important ones.

Note: If your membership is delinquent, expired or suspended, some of the American Legion membership benefits may not be available to you.

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**BULLETIN:** The National Convention Finance Committee recommended and the National Convention Delegates approved an increase of \$5.00 in membership dues for the 2025 membership year. Despite staff reductions and process improvements, the continued decline in membership and ever-increasing costs of doing business make this increase necessary. This was not an easy decision to make and could not be postponed any longer.



## RECRUITING / BUDDY CHECKS – POST 1000 MEMBERS

Veterans love to know that someone appreciates and cares about them. Making these ‘Buddy Check’ calls is essential to keeping these comrades in the legion. They may have joined online to try the legion out only to feel ignored after joining. 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. If they say they don’t want to join a local post, ask them why. Remind them that as a member of Post 1000, their dues go to National and the local post(s) don’t receive any of the money to support youth programs on the local level. And don’t be selfish . . . if the member is interested in an American Legion program your post doesn’t support (i.e. baseball), help them connect with a post that is active in that program. Also, don’t forget that we are a ‘Legion Family’! They might have a spouse/daughter that qualifies to be an ‘Auxiliary’ member or a son that qualifies to be a ‘Sons’ member. If they are a motorcycle rider, put them in contact with the ‘Riders’ chapter nearest their home. Involved members doing things that interest them are the kind of members that participate and stay with the Legion.

Note: Start with the members that have their dues paid up. They will know you’re not just calling for money.



## 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. If they don’t drive anymore, consider having a member give them a ride to a meeting. 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. **THIS IS A RED FLAG!** 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’. (Note: A Life member is a member that is officially adopted by the post and the post is obligated to pay their dues for the rest of their life as long as they are a post member.)

Don’t let these members be forgotten! When I was a Post Commander, we had a member that had earned a “70 years Continuous Membership” certificate. I placed his certificate in a nice

frame, put on my white Legion uniform and went to visit him. As a civilian, he was a retired Missouri Highway Patrolman. In military service, he was a Combat Engineer attached to Patton's 3<sup>rd</sup> Army during WW2. Boy did he have some stories to share. I spent over two hours just listening to this gentleman. He seemed overjoyed that someone cared enough to visit him and personally present him his certificate. I assured him that it was my honor and privilege. Sadly, he passed away 2 years later and I was the only post member at the 'Post Everlasting' ceremony that had ever met him. Don't let these members be forgotten!

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## **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.

Remember the "We want you back!" retention letters that used to exist? Well, they're back! With just a few key strokes, you can print off letters addressed to your post members that are behind in their dues. The letters are customized with your post's dues amount filled in and your post Commander's name at the bottom. It has a detachable portion at the bottom with mailing instructions.

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## **LEGISLATIVE INVOLVEMENT**

When I was on active duty, I never thought about joining a veterans organization and I was never approached by one. When I retired, I felt my veteran rights were being threatened. The BRAC Commission was closing military facilities at every turn which would limit my ability to utilize military medical & commissary facilities. Any time Congress wanted to make monetary changes, it seemed like they wanted to target military retiree & veteran benefits. I found myself wanting to join an organization that would fight to maintain &/or improve my veteran rights. I found the American Legion!

The American Legion is constantly present in the halls of Congress. Some of our members are also members of Congress. The strength of our political influence depends on the volume of our membership. Our membership represents a huge voting block that Congress can not ignore. However, we can't sit back & rest on our laurels. We must work to keep our membership numbers strong and growing to maintain our influential status.

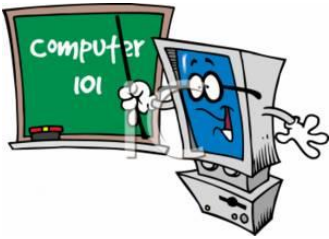
Besides maintaining our current benefits, the legion has been instrumental in gaining us additional benefits. The Legion helped bring about the GI Bill. They helped pressure the



Veterans Administration into recognizing and providing treatment for PTSD, Agent Orange Exposure and most recently, Toxic Burn Pit Exposure. These changes didn't happen overnight. It took a lot of work from dedicated people to make these things a reality.

You can help by putting additional pressure on Congress. Go online to [www.legion.org](http://www.legion.org) Select the 'Programs' menu, scroll down and select 'Legislative'. Click on the 'Learn More' button. On the left-hand menu, click on 'Legislative Action Center'. Here you can read about the latest issues the Legion is supporting to benefit veterans. Explore this page. From here you can sign up for email alerts. From any of the issue pages, you can have a form letter with your name on it sent to your Senator &/or Representative.

This 'Legislative Action Center' allows you to have a personal impact on veterans' issues with only a minimal amount of personal effort. Won't you help?!?



Computer got you confused?!? If you are a post Commander or Adjutant, you need to get computerized to function effectively in today's American Legion. If you need help finding your way around in MyLegion and other legion websites, let me know and I will try to find you help.

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### **POST ACTIVITIES (past & future)**

These would be posted here but nobody sent me any content.

I would love to post about your successes here as an example to other posts of what can be accomplished.

I would also love to promote your upcoming events to possibly add to their success.

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### **DATES TO REMEMBER**

#### **October 2023**

- |       |  |
|-------|--|
| 9-12  | National Fall Meetings                                     |
| 13    | U.S. Navy Birthday (1775)                                  |
| 18    | 55% National Membership Target Date                        |
| 19-23 | National Commander's Visit – Zone 1 (Districts 1,2,8 & 9)  |
| 27    | Military Hall of Fame Induction – Capital Rotunda          |
| 27-29 | Fall Conference – Capital Plaza Hotel – Jefferson City, MO |

## **November 2023**

- 7 Election Day
- 10 USMC Birthday (1775)
- 11 Veterans Day
- 14 December Legionnaire Articles Submission Deadline
- 15 65% National Membership Target Date
- 23-24 Thanksgiving (Department Headquarters Closed)**
- 30 Post Oratorical Contest should be held before this date

## **December 2023**

- 7 Pearl Harbor Day
- 10 3<sup>rd</sup> District Meeting at Post 557 in Polo, MO
- 13 75% National Membership Target Date
- 9-22 High School Oratorical County Contest Window
- 20 U.S. Space Force Birthday (2019)
- 25 – Jan 1 Department Headquarters Closed**
- 29 Membership cutoff date for Lincoln Pilgrimage





