



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



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QUARTERLY NEWSLETTER

1 January 2023

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.

12 Mar 2023, No Host Yet ☹️

11 Jun 2023, Post 216, Bethany 😊

18 Sep 2023, New Cmdr will plan

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.

**FINDING NEW MEMBERS
JUST GOT A LOT EASIER**

MyLegion.org has made a major improvement.

When you go into "FIND MEMBERS IN MY AREA", you now have another search parameter to use . . . *distance*! Before you could only select the 'Zip Code(s)' to search as well as the 'Last Year Paid'. Now you can select the distance out from your selected zip code to search also (10,25,50,100 miles). This helps you search surrounding zips without having to enter all their numbers.

Remember, if you transfer a MO-1000-AD member into your post, it counts as a new member toward your recruiting goal. (If you transfer a MO-1000 member into your post, it will count as a member of your post next year.)

Stats show that members assigned to posts are more likely to renew and maintain long term memberships. Contact the MO-1000-AD & MO-1000 members in your area. Welcome them to the American Legion and let them know that their membership is valued & appreciated. Let them know that unless they transfer into a local post, all of their dues will go to National Headquarters. If they join a local post, some of that money will remain in Missouri to support state and local legion programs. Some members will be hesitant to transfer because they don't want to take on additional tasks/projects. Tell them that transferring to a post will not change their current legion involvement. They can continue as they have up until now. Later, they can get involved in post activities if and when they chose to do so.

DISTRICT MEETING

Boutwell-Clark-Craven-Eads Post 285 of Hamilton hosted the District Meeting on the 11th of December at 1500.

Attendance was less than normal. Quite a few legionnaires were present but only 4 of our 26 posts were represented (61, 95, 285 & 557).

While we would like to have all 26 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. 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.

I would like to personally thank Boutwell-Clark-Craven-Eads Post 285 and Commander Steve Ashbach for hosting our December meeting.

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

HOSTING POST 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 (iced tea, water, coffee). The rest of the potluck meal is side dishes brought by meeting attendees. Meetings are held on the second Sunday of March, June, September & December at 1500. Food is served following the meeting. We still a host for the meeting on 3/12/23. Please let me know if your post wishes to volunteer.

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.)

SUICIDE PREVENTION

As a society, we have an ongoing problem of suicide within our communities, especially amongst our veterans. Local help is available for the asking. Tony Gardner is a member of Gower Memorial Post 393 and a member of the “Missouri Veterans Suicide Prevention Team”.

BE THE ONE

The team was founded 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. Tony has sent out emails to the American Legion, DAV and VFW challenging them to host training at the district level and post level. Having him 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.



to



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. (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.

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.



POW-MIA EMPTY CHAIR

Many people say that there are only three national veteran recognition holidays. These are Armed Forces Day (recognizing our nation's active duty military personnel), Memorial Day (recognizing our nation's war dead) and Veterans Day (recognizing all who have served or are currently serving in our nation's military). If you thought these were the only special recognition days, you would be so very wrong!

POW/MIA Recognition Day is commemorated on the third Friday of every September, a date that's not associated with any particular war. Resolutions making it official were passed in 1979 by Congress and the president after the families of the more than 2,500 Vietnam War POW/MIAs pushed for full accountability.

The point of POW/MIA Recognition Day is to ensure that America remembers and shows that it stands behind those who serve, and to make sure the Nation does everything it can to account for those who have never returned.

The remains of almost 82,000 Americans are still missing, according to the Defense POW/MIA Accounting Agency (DPAA).

The DPAA reports that the numbers of missing soldiers from conflicts as:

- 73,515 from World War II (an approximate number due to limited or conflicting data)
- 7,841 from the Korean War
- 1,626 from Vietnam
- 126 from the Cold War
- 6 from conflicts since 1991

The DPAA further denotes that about 75 percent of those missing Americans are somewhere in the Asia-Pacific. More than 41,000 have been presumed lost at sea. Efforts to find those men, identify them and bring them home are constant. For example, the DPAA said that in the past year it has accounted for 41 men missing during the Korean War: 10 had been previously buried as unknowns, 26 were from remains turned over by North Korea in the 1990s, 1 was from a recovery operation, and 4 were combinations of remains and recovery operations.

Each year, the Vietnam Veterans Memorial Fund also honors these lost soldiers along with the National League of POW/MIA Families by hosting a Candle Remembrance at the Vietnam Memorial. It is a unique way to remember the more than 1,500 still missing and otherwise unaccounted-for, as well as their families.

Source: www.dodlive.mil. (September 21, 2018)

The Defense POW/MIA Accounting Agency (DPAA) is continuing to pursue the identification and repatriation of our veteran dead. DNA testing takes time and progress is slow but here are some examples of their recent work:

01/03/23 - USS Oklahoma sailor accounted for from WW2 (Schmidt, H.)

12/21/22 – 2 USS Oklahoma sailors accounted for from WW2 (McCloud, D.) & (Hultgren, L.)

12/20/22 – 2 USS Oklahoma sailors accounted for from WW2 (Gusie, W.) & (Riley, D.)

Source: American Legion, National Security Division's weekly report (January 3- 6, 2023)

REVITALIZATION EVENT

On November 3rd, a revitalization event for District 3 was held at Jim Nelson Post 58 in Smithville, MO. This was a one-day intensive revitalization event held from 0900-1600 (although some people left early due to other commitments). Post 58 provided each participant a delicious free lunch from their on-site restaurant.

National Vice Commander Glenn Wahus (North Dakota) was in attendance and he helped man the phones. Additional attendees included National HQ Staff, Department Senior Vice Commander Mark Clark, Myself, District 3 Staff, and various Post Commanders/Adjutants/Members (Posts 58, 61, 95, 140, 285, 626).

Our National HQ Staff assisted in advertising the event and we had Ron McBee ADSO (Assistant Department Service Officer) available at the event so veterans in your communities could come and speak to him about VA Services and benefits. All materials required for a successful event were provided by National HQ and our Dept Staff.

With our membership goals this year we have a real chance to achieve 100% membership and revitalizations are a great way to move members at large into your local posts and to reach out to expired members and get them back in the fold.

Rosters, transfer forms, and a script to follow was provided for those not comfortable just calling and visiting with a fellow veteran on the phone.

If your post didn't participate, you missed a fantastic chance to bond with comrades from other posts in the district. You also missed an excellent chance to rejuvenate & strengthen your post membership.

Note: During this week in November, Districts 3,5,6,7 held revitalizations and transferred *over 120 DMS AD1000* legionnaires to local posts (each of these will count as new members).



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 dues on time is necessary. The collection of dues for 2023 started in July of 2022 and 2023 dues are supposed to be paid by January 1! If dues are not paid by Jan. 1 of each calendar year, the member becomes delinquent. Feb. 1, the member is suspended. June 30, the member is dropped from the membership rolls.

NOTE: The Department of Missouri realizes that some members are going to pay late and has set monthly goals for the posts that increase by approximately 5% per month. The 100% goal date is 17MAY23.

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

Conclusion: Anybody that hasn't paid their 2022 dues is extremely late. Be responsible and get them paid! If you haven't paid your dues for 2023 yet, pay soon. All Missouri posts should be at least 80% renewed by January 19th (100% is preferred).

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. 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. Involved members doing things that interest them are the kind of members that participate and stay with the Legion.

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. 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.)

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.

LEGISLATIVE INVOLVEMENT

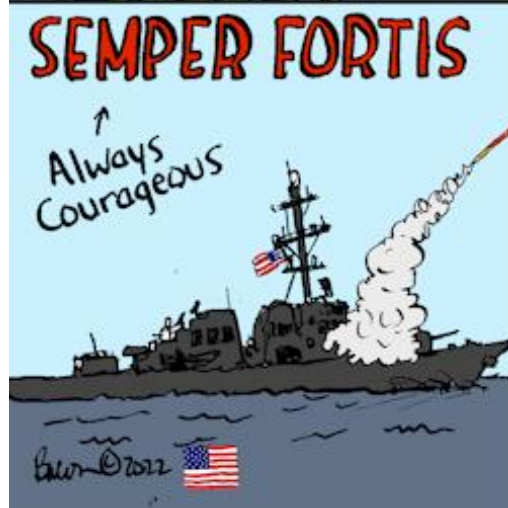
When I was on active duty, I never thought about joining a veterans organization and I was never approached by one. When I retired, I felt my veteran rights were being threatened. The BRAC Commission was closing military facilities at every turn which would limit my ability to utilize military medical & 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 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?!?



VETERAN

SLOWER THAN A
SPEEDING BULLET

LESS POWERFUL THAN
A LOCOMOTIVE

UNABLE TO
LEAP TALL
BUILDINGS IN
A SINGLE BOUND

AND YET -
STILL A SUPER MAN



SUFFERING BRINGS PERSEVERANCE. PERSEVERANCE BRINGS CHARACTER. CHARACTER BRINGS HOPE.

HOPE BRINGS JOY. JOY BRINGS LAUGHTER. LAUGHTER BRINGS THE GUNNY. THE GUNNY BRINGS SUFFERING.



GREAT TO HAVE YOU HOME, BRO!
AND NOT A SCRATCH ON YOU...

