



**AMERICAN LEGION AUXILIARY
DEPARTMENT OF OREGON**

AUGUST-OCTOBER 2017, FIRST QUARTER FY2018, NEWSLETTER

DEPARTMENT CONVENTION REPORT

Department Convention was held in Florence, Oregon jointly hosted by Francis Yost Post and Unit and District 5 due to the change in location.

Credentials showed 107 delegates from 25 Units and 26 delegates at large.

The proposed revisions to the Department Constitution, Bylaws, and Standing Rules were adopted with the following amendments:
Constitution

- State residency requirements for Department officers was not removed.
- Alternate National Executive Committeewoman will be elected in the same year as the National Executive Committeewoman, not alternate years.

Bylaws

- No amendments adopted.

Standing Rules

- Girls State Section H, Item 11a amended to read "An alternate committee member may be appointed to serve when another may not."
- Girls State Section H, Item 11a amended to remove "The members of this committee may only serve six consecutive years and must take one year off before serving on the committee again."

The resolution to merge Oregon Nurses and Junior Scholarships with the "Oregon Scholarship" was adopted and will begin this administrative year.

Homeless Veteran Project

Alex Glover from Transition Projects in Portland was a guest speaker. Transition Projects provides services with a focus on housing for homeless individuals. One of their programs works with homeless veterans. President Deby had requested units bring items for donation to the veteran program and those items were presented after his presentation. Pictures later showed an overstuff truck.

Election of Department Officers

President Deby Levy withdrew her name as a candidate for Department President, due to family issues. Elected Department President was Helen Hisaw of Crook County Unit 29, Prineville. Elected Department Vice President was Krisann Owens, Bay Area Unit 34, North Bend.

Dues Increase Resolution

The National Organization is proposing a \$3 dues increase for seniors and \$1.25 for Juniors effective the 2019 dues year. The Department Finance Committee in anticipation of the national increase being adopted, proposed a dues increase to include the national and an Oregon increase. The resolution was defeated.

DEPARTMENT PRESIDENT

Helen Hisaw

Thank you for the opportunity to serve as Department President. I am excited to share information with each of you about what the department's focus will be this year.

Last year was a year of discovery and learning that we needed to make lots of improvements to the way we were conducting business. This was in terms of our governing structure and our



department headquarters management.

Policies were adopted by the DEC and a revised constitution, bylaws, and standing rules were adopted by the convention body. These

actions have laid the foundation for us, as a department, to move forward and build our mission programs such as VA&R.

The two programs we will be focusing on this year are critical to our future. Membership because we need the revenue to be able to support the mission programs....and we need members to build our leadership from.

To recruit members, we need to be delivering measurable results for our main mission program which is veterans and their families. This year I have challenged the VA&R Committee to expand our program beyond VA facilities and deliver services to veterans in communities throughout Oregon.

I believe I was elected to lead the continuation of the revitalization process for our department, that was started last year. Each of you can be a part of this and I hope you will join the team to grow the Auxiliary in service to our veterans.

I am looking forward to visiting your Units and encourage you to submit a *Department President Visitation Request Form*, available on the Oregon website.

FINANCE REPORT

Karen Banks, Department Treasurer

Unit and Member Donations-A new donation form is on the website to use when sending donations to the department or national. Please use this form. It's been made simpler with less categories.



We are asking you to not designate specifically (earmark) funds for different VA&R programs. Our goal for VA&R is to serve veterans throughout Oregon, not in just a few specific programs and locations. Some of the programs receive an abundance of support and others not as much.

This year we are implementing a new process to allocate funds from the VA&R fund to programs based on the current need. The VA&R Committee and Finance Committee will meet quarterly to discuss and make joint decisions on how funds are to be allocated. We feel this will enable us to serve more veterans.

MEMBERSHIP REPORT

Krisann Owens, Department Vice President

Membership is critical for this department to continue to be in existence.

We are losing about 500 members a year which means we lose revenue to support our programs and have potential leaders.

When the department budget was adopted this year, in it is a line item

under revenue, that indicates we will need to take over \$43,000 from reserves/savings to operate this year. What if we continue to lose 500 members this year? How much will we need to take out of reserves next year? The answer is about \$48,000. How long before we are out of reserves??



Besides moneywouldn't it be terrific to have more volunteers to work the programs and to take leadership positions? We need future

leaders but where are we going to get them if they don't renew or join?

What have you personally done to encourage membership retention in your Unit? Why does the American Legion have so many more members than we do? It will take a personal commitment and action from each of us to save this department from death.

I believe it's possible but I can't do it alone. This organization, for almost 100 years, has led in services to veterans across this state...are you going to let it die....by ignoring your responsibility to grow our membership? I hope not and you can make a difference immediately by getting together and developing ideas and plans to stop the membership slide in your unit and district.

DEPARTMENT SECRETARY

Deby Levy

Governance and Management Roles and Responsibilities

Governance and management refer to the two distinct, but collaborative components of nonprofit leadership. Very simply stated, governance governs, and management manages. Together, governance and management are the leadership of the organization.



Governance sets strategic direction, adopts policy to guide the organization, and adopts a budget that adequately funds the operational needs of the organization. Governance is akin to the legislative branch of government.

Management executes the policies and manages the operations within the parameters of the adopted budget. Management is akin to the executive branch of government.

The ALA National Organization and each ALA Department have a Board of Directors (DEC). The board members are the directors of the corporation, and together with the officers and committee chairmen, make up the

organization's governance. The Executive Director and senior staff of the organization constitute the organization's management. Governance and management each have their own roles and responsibilities that are separate, but collaborative and interdependent. This kind of nonprofit leadership model is called a "policy-governance board."

Most ALA Units and some Departments are too small to hire staff. The board then assumes the on-going management responsibilities, and is called a "working board."

Boards Should Not Assume

Both Governance and Management Roles

Board members should not yield "all the power" by assuming "all the roles" because the organization loses effectiveness and oversight. When an organization gets large enough, the business of managing and running the organization on a day-to-day basis is too much for the board to handle. The capability of a department to effectively manage itself so the mission can be implemented is called capacity. While the responsibilities of board members are significant, board members simply do not have the time and energy to run the nonprofit. The board needs management in place to execute tasks.

Another reason that boards should not do all the management tasks themselves is oversight. A nonprofit that handles and tracks thousands of dollars in revenue and expenditures over the course of a year must have effective management and governance in place. One of the primary responsibilities of governance is oversight; supporting management and making sure that proper procedures are being implemented.

EXECUTIVE DIRECTOR MESSAGE

Kirk Harvey

We need everyone's email address to be able to keep all informed of information and activities. Ask at your Unit meeting if members have turned in



their email address to headquarters to receive the newsletter. President Helen is offering a reward to the Units and Districts who turn in the most email addresses.

Unit Poppy orders are due October 1, with payment.

Many Units have not reported their officers for the 2017-2018 administrative year and we need this information to be able to contact the appropriate officer.

Visit our website to review the Program Plans of Action for each committee. www.alaoregon.org

When you have a question please research on the national and department websites. There is a wealth of information and specific guidebooks for almost every situation.
www.alaforveterans.org

NATIONAL CONVENTION REPORT

The national convention was held in Reno, August 18-24, 2017. Oregon did not receive any awards.

The proposed \$3 dues increase for seniors and \$1.25 for juniors was adopted and will take effect in the 2019 dues year.

The American Legion Auxiliary Foundation celebrated its 10-year anniversary during the convention.

Next year the national convention will be held in Minneapolis, which will be The American Legion's 100th convention and the Auxiliary's 98th convention.

FALL DEC- SEPTEMBER 16-17, 2017

TIGARD, OREGON

The Dec meeting will be held on Sunday @ 10:30 AM at Eagles Lodge, 8845 Commercial St, Tigard, Oregon. Prior to the meeting there will be a workshop on fundraising, "Who's Got the Money-and How Does My Unit Get Some?" @8:30-10:00 AM.....everyone is invited.

Future DEC Schedule

January 12-14, 2018 Albany
April 13-15, 2018 Ontario

SEPTEMBER FOCUS AREAS

Junior Activities month: Involve your Juniors in planning activities for the year. Start a Junior meeting program even if on a small scale to begin. Have them help the Unit with mission events and activities.

Ask to speak at your post's monthly meeting. Bring Junior members and membership applications with you. Personally, invite Legion members to sign up their daughter, granddaughters and great-granddaughters. Include information on Junior membership in renewal notices.

Membership recruitment and retention should be in high gear for the 2018 membership year. Don't forget that dues for senior members was increased in Oregon by \$2. New transmittal forms are on Oregon website. There is no longer an extra charge for new members or reinstatements.

OCTOBER FOCUS AREAS

Education: Make a donation to the Oregon Scholarship Program. Begin work with local schools for Americanism, Poppy Poster Contest, Oregon Girls State, and November Education Week events.

Poppy order with payment is due to Department by October 1. Order form is on Oregon website.

Holiday VA&R programs: donations needed to support holiday events for VA&R programs.

NOVEMBER FOCUS AREAS

Celebrate Veterans Day
Plan for holiday support for veterans and their families needing assistance.



Learning Knows No Bounds

EDUCATION PROGRAM

Carol Satterfield, Chairman

Enhance respect for the sacrifices of our military heroes among schoolchildren by

scheduling Veterans in Community Schools programs at local schools.

Ideas for Individual Member:

- Locate a veteran willing to share his/her experience with school children. Attend a post meeting or ask around the clubroom for a volunteer.
- Contact your local schoolteachers or principals to see if they would be interested in hosting a Veterans in Community Schools event.
- Volunteer to provide transportation to and from the school for the veteran speaking in community schools.
- Wear your American Legion Auxiliary apparel when you visit schools.

Ideas for Units:

- Collaborate with your local American Legion post to present Veterans in Community Schools within your local schools.
- Promote your Veterans in Community Schools event through local media and on your own social media accounts.

AMERICAN LEGION AUXILIARY NATIONAL HEADQUARTERS

Wisconsin resident elected national president of American Legion Auxiliary

INDIANAPOLIS – Diane Duscheck, of Markesan, Wisc., was elected national president of the American Legion Auxiliary (ALA) during the organization's 97th National Convention held Aug. 18-24 in Reno, Nev.

Mississippi resident elected national vice president of American Legion Auxiliary

INDIANAPOLIS – Kathy Dungan, of Wesson, Miss., was elected national vice president of the American Legion Auxiliary (ALA) during the organization's 97th National Convention held Aug. 18-24 in Reno, Nev.

#GivingTuesday is a day dedicated to the act of giving. It falls on the Tuesday following Black Friday and Cyber Monday, post-Thanksgiving days centered around bargain-shopping for the December gift season. Individuals and corporate donors from more than 98 countries also observe #GivingTuesday.

On Nov. 28, the American Legion Auxiliary (ALA) community will come together for one common purpose: to celebrate generosity and to give. Our focus is on raising money for our ALA Foundation — which enables us to help our veterans in various ways.

The retail world has benefited from the coordinated national shopping days Black Friday and Cyber Monday across many brands and platforms. #GivingTuesday has the same effect for organizations dedicated to serving our communities through philanthropy.

#GivingTuesday is a day for everyone, everywhere to GIVE! Donate here: <http://alafoundation.org/givingtuesday/>

SPECIAL OFFER

Hey, ALA members! The 2017 Woman of the Year co-recipients and founders of the U.S.-based handbag company R.Riveter, Lisa Bradley and Cameron Cruse, have a special deal just for you! Enjoy 15% off a signature R. Riveter handbag with the code RRIVETER15 when you shop at www.rriveter.com. Each R. Riveter handbag was created with pride, by a community of empowered military spouses. Learn more and shop at www.rriveter.com.

MISSION STORIES NEEDED

Everyone has a positive ALA mission story to tell. Yours may be the one that inspires a

**What's
Your
Story?**

member to continue serving or encourages a new face to join, volunteer, or donate to the American Legion Auxiliary!

Share your story with us at www.alaforveterans.org/media/magazine-submissions/ or email pr@ALAforVeterans.org.

2017-2018 MISSION TRAINING

Do you want to be more effective in working the ALA mission in your community? Are you looking for fresh ideas on how to serve veterans, military, and their families? If you found yourself nodding "yes," then we have just the event for you. Join us at a one-day ALA Mission Training event near you! You'll be inspired while learning more about



working the ALA's core programs in an interactive and fun environment. The American Legion Auxiliary programs emphasized at ALA Mission Training will be Americanism, Veterans Affairs & Rehabilitation, National Security, Children & Youth, and Leadership. You will also gain an understanding of how the ALA's 5-Year Centennial Strategic Plan is woven into everything we do.

Have ALA Juniors?

A national Junior meeting is also being held at the same time and location. If you have Juniors, please register them so they can learn more about the American Legion Auxiliary!

February 3, 2018 Las Vegas, Nevada is the one scheduled for the Western Division. Get a carload together and share expenses. Go to www.ALAforVeterans.org/Meetings for more information and to register.

ALA Programs on Facebook

- ALA National Headquarters
- ALA Girls Nation
- ALA Juniors
- ALA National President

ALA ACADEMY AVAILABLE ONLINE



Learn individually or with other Unit members
Classes now available at
www.alaforveterans.org/ala-academy

The ALA Training Academy curriculum includes:

ALA 101: is the introductory course to the ALA Academy, focusing on who we are, what we do and why we matter. ALA 101 provides a general overview of the ALA and our mission, with information helpful for most new (and not-so-new) members to learn. The entire online course will take about 35-40 minutes to complete. That includes watching the videos and playing the fun learning games.

ALA Communications 201 is the first class in the Effective Communications Module: an introduction to how the ALA uses E-Communication. It also provides basic how-to information about using social media. Other

courses planned for this module include a webinar under development, plus an Effective Listening class. This class is part of the Effective Communications Module and only about 15 minutes.

Coming Soon

Effective Communication: Reaching out to others in today's society has become a complicated business, with options including phone calls, traditional mail, email, social media, texts, instant messaging, and more. This module will help ALA members understand how to be effective communicators in modern times. They also will learn how to use social media to help fulfill the mission, whether it's announcing a fundraiser or a special memorial event.

ALA Culture Basics: In this module, members will learn how to demonstrate the ALA's culture principles, as well as receive guidance on how to lead and conduct culture-building activities.

Handling Conflict: Dealing with conflicts is a challenge every organization faces. This module will identify different conflict reaction styles and how to manage them. It also will teach ALA members how to create a plan to help them effectively handle a conflict situation.

Marketing Leadership: Recruiting new members requires getting the word out, whether through a face-to-face basis or launching a membership drive. Either way, it involves some type of marketing. This module will help members with their efforts to recruit new members, and identify the ALA brand. Marketing is essential to accomplishing the ALA's vision on many different levels.

Diversity: ALA members will gain a better understanding of what diversity is and learn the techniques for embracing diversity in their outreach and day-to-day activities.

Managing Change: Acknowledging that change can be difficult, this module is designed to help master techniques for managing change, creating a change management plan, and helping others embrace change.

Leadership Basics: This section will focus on defining and demonstrating ALA's leadership principles. It also will address building trust and loyalty by defining trust-building principles and actions and reviewing the Auxiliary's vision.

Team Building: To build a more effective team, members will learn about the different types of team members in a strong organization and how to manage their weaknesses as well as their strengths. They also will learn the techniques for building an effective team and empowering team members.

Mentoring: Members will explore different ways to mentor others and the principles that guide those methods. They also will learn tips on how to develop a mentoring plan that takes into account different personalities.

Strategic Thinking: As part of this session, ALA members will learn how to become more effective at identifying the components of an effective process, creating a process, and more effectively sharing ideas and visions with other members of their team.

ALA MEMBER BENEFITS – THERE'S MORE IN IT FOR YOU!

The value of being an American Legion Auxiliary member is growing big time! You bring untold value to the Auxiliary and America's veterans through your service to our mission; to show our appreciation, the ALA is bringing **valuable benefits to you!** Your membership brings you access to a wide array of discounts, products, and services.



It's easy! Online at www.ALAforVeterans.org (go to Members Only > Member Benefits), you can learn about an array of benefits through our partnership with Gallagher Benefit Services Inc., USAA, and several other companies.

GALLAGHER BENEFIT SERVICES

Health Discount Services & Programs—

Available online only

- Dental and Vision Discount Program
- Fully Insured Dental

- VSP Insurance
- Rx Discount Program

Abenity Discount Program — Available online only

- Discounts include but are not limited to:
- Amusement Parks
- Hotels

Insurance Carriers

Senior Term Life Insurance by The Hartford
Long Term Care by LTCR

- Critical Illness
- Medicare Supplements
- Pet Insurance

Additional Discounts & Services

- Hearing Aids and Services by Hear in America 1-800-286-6149

For more information, call the Voluntary Benefits line Toll Free Number, (855) 461-6500, or visit www.ALAforVeterans.org, Members Only, then the Member Benefits tab.

ADDITIONAL DISCOUNTS

USAA Credit Card: American Legion Auxiliary Credit Card

- (855) 291-8252 www.USAA.com/ALA
- USAA Bank will make a contribution to the American Legion Auxiliary when you open an account, make eligible purchases and keep an active account

ScriptSave Prescriptions Savings Program

- Prescription savings for your entire household on brand name and generic drugs at thousands of participating pharmacies nationwide.
- (800) 700-3957 www.scriptsave.com
- ALA Code: Group #417

Dell Computers

- Savings on computers and software
- (877) 289-9437 www.dell.com/epp/flyer
- ALA Code: **CS711278890**

Alamo Rental Car

- Save on everyday low prices when you rent from Alamo.
- (800) 354-2322 and mention the following Contract ID# **ALAUX**

Wyndham Hotel Group

- (877) 670-7088
<http://wr.wyndhamrewards.com>
- Enter code below in the Corporate Code box when looking for a reservation
- ALA Code: **100002807**

SIRVA Home Benefits

- Real Estate & Mortgage Services
- (877) 833-9484 <http://legion-aux.sirvahomebenefits.com>

North American Van Lines

- Interstate Moving & Storage Discounts
- (888) 458-7986
<http://legionaux.movingnavl.com> or
email: info@movingnavl.com

Allied Van Lines

- Interstate Moving, Packing & Storage Services
- (800) 871-8864
<http://movingallied.com/legionaux> or
email: info@movingallied.com

DEPARTMENT CHAPLAIN

Maggie LaMont

As the new American Legion Auxiliary year begins, I would like to say it is a pleasure to serve as your Department Chaplain. I look forward to being the spiritual leader for the year. The Chaplain goals for this year are for Units to:



- Have Payers for their opening and closing each meeting
- Hold Memorial Services
- Drape their Charter
- Send sympathy cards and get-well cards
- Visit those in Nursing Homes
- Send me prayers and poems for the Department President's Prayer Book
- Send memorials for deceased members to the American Legion Auxiliary Foundation/ www.alafoundation.org

Dear Lord,

Look over our Veterans, Military and their families. Also, look over the victims of hurricane Harvey and the wild fires. Please protect them and keep them in Your care. Amen

**WATCH FOR NEXT NEWSLETTER
NOVEMBER 1
SECOND QUARTER EDITION
NOVEMBER – JANUARY**

