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Sons of The American Legion Detachment of Wisconsin



Detachment Officers

Detachment Information

Squadron Information

I am looking forward to seeing your squadron represented at the Midwinter Conference.

The 2011 Membership Report for [January 4, 2011](#), is on our web site www.wisal.org, under [Membership Reports](#).

[Michael Lawler](#), Detachment Adjutant

*A son by birth, a volunteer and member of the **SONS** by choice.*

Squadron 138 Viroqua



On January 9, 2011 Vice Commander Russ Severson went to Viroqua to present the charter and install the officers of Squadron #138. Squadron Commander, Matt Skrede, and his team are eager to take on their duties; they have already been working to make their squadron stand out from the rest. They are currently working to set up a Military Funeral Honors Certification Training, and will be

posting details in the future. They plan to insure that Veterans from their area receive proper honors.

For information on how you squadron can set up a **Funeral Honors Training/Certification**, visit, http://dva.state.wi.us/Ben_funeralhonors.asp, or call 1-877-944-6667. Squadrons who complete the certification program will not only gain updated procedures and information on conducting honors, but will also be certified if their organization desires to apply for the reimbursement of honors. Upon completion of the certification, the Veterans Service Organization and individual members of the honor teams will receive a certificate and funeral honors lapel pin. For details about the training program, see these items: [Training Information/Criteria](#), [Certificate](#), [Lapel Pin](#).

http://dva.state.wi.us/Ben_MFHP_Training_Info_Criteria.pdf

Photo: (l-r) Detachment Vice Commander Russ Severson, Commander Matthew Skrede, 1st Vice Leif Clancy, 2nd Vice Kurt Koenen, Adjutant Adam Marx, Finance Officer and Post Commander Chris Soltau, Chaplain Shawn Jensen, Service officer Peder Swanson, Sergeant at Arms Jim Entringer, Sergeant at Arms Trevor, Historian Chad Myhre

Midwinter Reminder

There is still time to register to attend the Midwinter Conference and Training Event: [Midwinter Conference Registration Form](#), [Ho Chunk Room Reservation Form](#), you may also register at the door at the Ho-Chunk Hotel & Conference Center, S3214 Highway 12, Baraboo, WI 53913

[Midwinter Official Call - Agenda Friday January 21, 2010 - Agenda Saturday January 22, 2010](#)

[Midwinter Conference Registration Form - Ho Chunk Room Reservation Form](#)

Meet National Commander Jimmie Foster! <http://wilegion.org/Newsroom/index.aspx?ID=480>

Friday January 21: Committee Meetings

Saturday January 22: Training & DEC Meeting

Sunday January 23: General Session - [For the Exciting Line-Up Click Here](#)

[Full Saturday Training Schedule](#)

[Full Schedule Attached](#)

National Emergency Fund, The Commanders Project Fundraiser

Squadrons and individual members have been asking what they can do to help with the Commander Project. To make this easy for them we are holding a fundraiser at our Midwinter Conference for the National Emergency Fund. Bring your item to Midwinter and we will give your squadron credit for the value.

We will be holding the bucket raffle in the vendor area and are asking all Squadrons to donate. In the bucket/basket raffle, we will put new items together in a basket with a number on it, and then there is a corresponding bucket in front of it to put your tickets in. We sell tickets for a few dollars each, then you can put the ticket in the basket or baskets you would be interested in winning.

The Baskets should total \$20-\$30 or more, you can put together your own basket or bring new items and if possible, we will put them with other items to make a basket. Items should have a broad appeal to get the Legion, Auxiliary, Sons and public to participate.

We need your help to make this a success, below are some suggestions for items.

Patriotic Basket: Red White & Blue Items, Caps, Glasses, Coasters,

Coffee Basket: Flavored coffee, Starbucks, Dunkin Donut, etc , Hot chocolate, Fancy cookies/biscuits, CWF mugs **Movie**

Night Basket: Microwave popcorn, Vitamin Waters, Fleece throw , Movie (DVD, NEW, broad appeal)

Pampered Chef: Cooking items, Non perishable Food Items

Spa Basket: Bath Towels, Fancy soap, Bubble baths, Loofah Sponge

Garden Basket: Hand Tools, Garden Gloves, Seeds,

Cheese & Sausage Basket: NON REFRIGERATED!, Cheeses, Sausages, Crackers, Small cutting board/knife

Chips and Dip Basket: NON REFRIGERATED Dips!, Chips in a tube, Pringles, Bowl, Dip Mix

Candle Basket: New scented candles

We appreciate your cooperation in this exciting event, make sure to document your donation and contact information for proper acknowledgement. If you will not be able to attend the Midwinter Conference, you can still mail your monetary donation to Finance Officer Stockfish.

Lost Members

In 2009, we lost 474 members; this is close to 20 percent of our membership. Some of these members had 10 and 15 years, so why did we lose them? What can we do to improve our retention? What does your squadron do to keep their members active, involved and renewing their dues in the SONS? We need your help on a solution, come to midwinter or email you suggestions to Adjutant Lawler, adjutant@wisal.org

Lost Squadrons?

Eleven Goose Eggs to clean up before Midwinter, I have been in contact with most of these squadrons and they have assured me their membership will be in shortly.

Squadron	2010	2011	Percentage
1 Germantown	16	0	0%
44 Wabeno	16	0	0%
75 Fond du Lac	26	0	0%
115 Elroy	17	0	0%
129 Black River Falls	38	0	0%
143 St. Croix Falls	29	0	0%
271 Poynette	50	0	0%
302 Oconto Falls	10	0	0%
305 Johnson Creek	19	0	0%
339 Almond	22	0	0%
538 Carlton	39	0	0%

I expect a few will bring their membership with them to the Midwinter Conference and Training, bring your new members and receive your "I Got One" Pin.

National and Regional Report

Where is our resolve? We dropped to 6th in the Nation, and this just a 11 days before the American Legion National Commander, Jimmie Foster and S.A.L. National Vice Commander Pat Gryskiewiz are coming for our Midwinter Conference. We need to get on the phone, and email, contact your members, send your transmittals today! When the National Officers are here, we want them to say "WOW! How Do You Do IT?"

FIRST in the Central Region as usual! Keep up the GREAT work!

District Race

February 2 2011, is our Ground Hog Day goal of 100%, we need your help to get there.

1. Fourth District 100.35%
2. Third District 94.36%
3. Eleventh District 85.29%
4. Fifth District 82.93%
5. First District 73.35%.
6. Tenth District 72.73.%
7. Sixth District 66.13%
8. Second District 64.84%
9. Seventh District 59.41%
10. Twelfth District 59.15%
11. Ninth District 56.98%
12. Eighth District 44.79%

How does your district compare with their Legion and Auxiliary counterparts?

[Legion District Reports](#)

[Auxiliary District Reports](#)

Renewals

Renewal Percentages,

Wisconsin is 4th in the **Nation** and **First** in the Central Region. Lets get those renewals in, as our goal is 95% or better in renewals.

Detachment	2010	2011	Percent
WISCONSIN	3,200	2,032	63.50%
MINNESOTA	10,835	6,412	59.18%
MISSOURI	3,277	1,696	51.75%
ILLINOIS	15,143	7,752	51.19%
INDIANA	36,991	18,799	50.82%
IOWA	2,740	1,317	48.07%
OHIO	30,438	14,138	46.45%
MICHIGAN	20,926	9,320	44.54%

We need a minimum of 85 percent to qualify for the Triple Nickel Award. How is your squadron doing retaining their members?

2010 Renewal Final Report

2010 Final Renewals: We ended 2010 with 87.90% renewals, while this looks good on the surface; it means we lost 12.1 percent of our members, which is not good. We were 19th in the Nation and 6th in the Central Region



Thomas Wigmore

From our National Membership Chairman Thomas Wigmore,

A total of **42,076** members did not renew in 2010. Many moved, changed jobs or just were not contacted by the Squadron. Addresses continue to be a big problem. Squadrons are encouraged to check and verify the mailing address on the membership register when members renew their membership. Also, personal contact is the key to success as well as good record keeping at the Squadron level to maintain this contact. Squadrons are encouraged to stay in contact with their members through mailings of bulletins, flyers, telephone calls, and other personal contact with your members throughout the year. Once again, it is imperative that continued emphasis be placed on renewing our members for 2011.

I cannot over emphasize the importance of each Squadron to establish a "Squadron membership team". This team, if used, can be most effective in not only seeking new members, but to establish methods to "go out" and renew their present members. The Squadron membership team is "key" and can be most effective in reducing our many loses. Our goal is to achieve 90% or better in membership renewals in every Detachment.

Again, I want to encourage all Detachments to continue working on educating our Squadrons on renewals and focus on membership for the 2011 membership year. I wish you success for 2011 and if I can be of any assistance, please contact me or the National Membership Chairman, Mr. Thomas Wigmore at email address wigggy3604@aol.com.

Detachment	2009	2010	Percentage
ILLINOIS	14,957	13,581	90.80%
MINNESOTA	10,632	9,546	89.79%

OHIO	30,428	27,188	89.35%
MICHIGAN	20,408	18,149	88.93%
INDIANA	36,074	31,880	88.37%
WISCONSIN	3,158	2,776	87.90%
IOWA	2,760	2,354	85.29%
MISSOURI	3,135	2,662	84.91%

Make sure your Squadron Membership Team is making personal contact with your members.

2010 Membership Final Report

2010 Final Membership Report

We had a good run last year ending 116 members short of 105 percent. We finished 28th in the Nation and 5th in the Central Region, I know we can do better for 2011. Commander Severson and his Membership Team are working hard to provide the tools you need to recruit renew and reinstate members. Watch for new membership incentives and public relations posters.

(Central Region) Dennis L. Theobald (IA)			
Detachment	Goal	Actual	Percent
MISSOURI	3,135	3,277	104.530
INDIANA	36,074	36,991	102.542
MICHIGAN	20,408	20,926	102.538
MINNESOTA	10,632	10,835	101.909
WISCONSIN	3,158	3,200	101.330
ILLINOIS	14,957	15,143	101.244
OHIO	30,428	30,438	100.033
IOWA	2,760	2,740	99.275
Totals	121,552	123,550	101.644

Watch for new membership incentives and public relations posters.

Child Welfare Foundation

Wisconsin is 16th in the Nation and 2nd in the Central Region, we are getting close to our national goal thanks to all the squadrons who have been donating to the Child Welfare Foundation

(Central Region)

Detachment	2010 Donations	2010 Membership	CWF Goal	2011 Donations	% of	
					Goal	Per Capita
IOWA	\$ 3,000.00	2,683	\$ 2,683.00	\$ 2,675.00	99.7%	\$ 1.00
WISCONSIN	\$ 1,505.00	3,179	\$ 3,179.00	\$ 2,243.00	70.6%	\$ 0.71
MISSOURI	\$ 5,628.15	3,252	\$ 3,252.00	\$ 2,025.00	62.3%	\$ 0.62
MICHIGAN	\$ 12,279.71	20,811	\$ 20,811.00	\$ 12,523.97	60.2%	\$ 0.60
MINNESOTA	\$ 6,441.00	10,707	\$ 10,707.00	\$ 3,689.00	34.5%	\$ 0.34
OHIO	\$ 72,799.57	30,161	\$ 30,161.00	\$ 5,165.00	17.1%	\$ 0.17
INDIANA	\$ 36,674.18	36,936	\$ 36,936.00	\$ 4,764.01	12.9%	\$ 0.13
ILLINOIS	\$ 10,001.00	15,074	\$ 15,074.00	\$ 1,183.50	7.9%	\$ 0.08
Totals	\$ 148,328.61	122,803	\$ 122,803.00	\$ 34,268.48	27.9%	\$ 0.28

Bring your CWF Donation to Midwinter and receive a CWF Challenge Coin.

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