

**Sons of The American Legion
Team Lawler Strategic Plan**



Michael Lawler

For

National Commander

Sons of The American Legion

Squadron #437 Mazomanie

Detachment of Wisconsin

[SMILE you are on the right TRACK](#)



SONS OF THE AMERICAN LEGION TEAM LAWLER
PO Box 52 Mazomanie, WI 53560

**Sons of The American Legion
Team Lawler Strategic Plan**

**PREAMBLE TO THE CONSTITUTION
OF THE SONS OF THE AMERICAN LEGION**

Proud possessors of a priceless heritage, we male descendants of veterans of the Great Wars, associate ourselves together as “Sons of The American Legion” for the following proposes:

- To uphold and defend the Constitution of the United States of America;
- To maintain law and order;
- To foster and perpetuate a true spirit of Americanism;
- To preserve the memories of our former members and the associations of our members and our forefathers in the Great Wars;
- To inculcate a sense of individual obligation to the Community, State and Nation;
- To combat the autocracy of both the classes and the masses;
- To make right the master of might;
- To promote peace and good will on earth;
- To safeguard and transmit to posterity the principles of justice, freedom and democracy;
- To consecrate and sanctify our friendship, by our devotion to mutual helpfulness;
- To adopt in letter and spirit, all of the great principles for which The American Legion stands;
- And to assist in carrying on for God and Country.

Sons of The American Legion Team Lawler Strategic Plan

Dear Past National Commanders,

Thank you for this opportunity to present the strategic plan for Team Lawler.

Twenty-eight years ago a friend of mine Thomas Sutcliffe asked me to join the Sons of The American Legion. I asked him "What do I need to do?" "Just give me six dollars." was his reply, and thus started my journey in the Sons of The American Legion.

I am fortunate to have had people in my life, who saw in me a leader, someone who, with a little mentoring and guidance could and would have an impact. Someone who would make a difference for the Sons and the people we serve.

During my twenty-eight years in the Sons I have had the opportunity to serve on many levels and in many positions throughout our organization. I have worked on programs and projects independently and in partnership with officers and members of The American Legion, The American Legion Auxiliary, the Junior Auxiliary and the Legion Riders, every aspect of The American Legion Family. I have fostered many partnerships with organizations outside of the Legion Family to provide services to deploying service personnel, returning and aging veterans. I am a leader in my community and work to educate children, young adults and the public on The American Legion and the opportunities the Legion Family provides through legislation, programs and scholarships.

I have a passion to serve and to lead. Throughout my volunteer efforts and my thirty-five year career with the State of Wisconsin I have developed many positive and effective leadership and communications skills. If given the opportunity to serve as National Commander I would bring those skills along with my enthusiastic ability to reach people, not just members in our organization but members of the general public, as well. In my plan I will show how I have been able to impact people of all ages and social economic backgrounds. My posts to the Central Region Face book page alone have reached tens of thousands of people.

For God & Country

Michael Lawler,

A son by birth, a SON by choice.

**Sons of The American Legion
Team Lawler Strategic Plan**

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Sons of The American Legion Team Lawler Strategic Plan

CANDIDATE

Biography



Michael L. Lawler is a 28 year member of the Sons of The American Legion, Greening-Buelow Squadron 437 Mazomanie, Dane County, Third District, Detachment of Wisconsin

Eligibility: He is eligible for the Sons through his father, Donald L. Lawler, with service during the Korean War era with United States Marine Corp, the Seabees during the Vietnam War era and the Army Reserves at the start of Lebanon-Granada.

Family: Michael's wife Janice is a major supporter of the Sons of The American Legion. Their daughters, Kris, Stacy and Sandra and his parents Donald and Ruth Lawler are life members of the American Legion Family. Brothers, sister, nieces, nephews are members of the American Legion Family. Michael and Janice operate a small farm and residential rental units

Education and Personal Growth: Michael graduated from Wisconsin Heights High School, studied photography, web design, Adobe Photoshop, and Microsoft at Madison Technical College, Inacom, and New Horizons. Enjoys Gardening, Genealogy, Poultry Farming, Hunting, Camping, Hiking, Volunteering at the William Middleton VA Hospital, Mazomanie Wild West Days, Black Earth Field Days, Waunakee Waunafest, 115th Fighter Wing Family Readiness Group, and the Mazomanie Historical Society. He has assisted in Research Projects involving UW Arboretum Invasive species Removal, Chronic Wasting Disease, Emerald Ash Borer, Mazomanie Lions Park Solar Lighting Project, Walking Iron County Park improvement and fundraising projects.

Career: Michael's Career path has been one of service to public and the greater good for all. From an Operating Room Scrub Assistant at University Hospital to launching the Liquid Oxygen Home Care program with Regional Respiratory Therapy. From keeping the trees healthy and thriving across the UW System and the Chancellor's estate to the highest point in southern Wisconsin, Blue Mound State Park. At Blue Mound State Park he assisted in locating wreckage of a C-47 Cargo Plane which crashed into Blue Mounds Mountain during bad weather on November 25, 1944. From the Department of Natural Resources Licensing to enforcing the Safe Drinking Water Act, Michael's career spanned over 35 years in public service. Michael retired September 19, 2016.

Sons of The American Legion

Team Lawler Strategic Plan

CANDIDATE

Personal Training

Hanley Wood University, Low Voltage Lighting Controls, 2013
Red Cross, Blood borne Pathogens , 2012
Inacom Adobe Acrobat 6.0, 2004 HTML 4.01 Web Authoring Level 1&2 2003
Madison Technical College Dream Weaver MX Level 1&2 2003
Madison Technical College Active Server Pages, 2003
Onyx Environmental Services Hazardous Wastes/Materials Training 2003
Onyx Environmental Services Hazardous Wastes/Materials Training 2000
Timber Resouces LLC Urban Chainsaw Safety, 2003
National Wildfire Coordinating Group, Firefighter Training S-130, DNR 2002
Wildland Fire Behavior S-190, DNR 2002
Introduction to ICS I-100, DNR 2002
National Swimming Pool Foundation, Certified Pool Operator, 1996, 2001
DeVilbiss Health Care Division, Oxygen Concentrators 1988

Certificate of Appreciation/Merit

Lafayette County Bluebird Society, Fundraising Event, 2015
Department of Natural Resources, Cathy Stepp Director, Management & Leadership Award 2014
Mazomanie Wild West Days Association, 1992-2016
Secretary 1992-2011
Fundraising Chairman 1995-2011
President 2012, 2013, 2014
Environmental Defense Fund, 2014
Big Brothers Big Sisters Bowl for Kids Sake, 2001
Smokey Bear Hot Air Balloon Chase Crew 2000
National Multiple Sclerosis Society, MS Walk 1993, 1994, 1995
Elizabeth Waters Hall, University of Wisconsin 1986-1987
Muscular Dystrophy Association, Jerry Lewis, Dance Marathon Photographer, 1985

Letters of Recommendation

Diane Brookbank, Director, Licensing, Department of Natural Resources, State of Wisconsin 2005
Norb Carr, Superintendent, Blue Mound State Park, Department of Natural Resources 1993-1998
Frank Cullen, Supervisor, Mason Shop, Building Trades University of Wisconsin 1992
Gene Turk, Supervisor, Buildings and Grounds, University of Wisconsin 1990
Rita Givanovi, Supervisor, Regional Respiratory Therapy 1988
Joan Ward, Supervisor, Student Life Services and Housing, University of Wisconsin 1987
Peg Schoff, Supervisor, Environmental Services, University Hospital and Clinics 1984
Mark Weaver, Owner, Weaver Auto Parts, 1981

**Sons of The American Legion
Team Lawler Strategic Plan**

CANDIDATE
Endorsement

July 20, 2016

To the Sons of The American Legion

In the past 25 years, I have witnessed the development of Michael Lawler as a member, volunteer, leader, summed up by a passionate advocate for the Sons of The American Legion and The Legion Family.

As his leadership opportunities expand, his knowledge and enthusiasm to share and educate our society about the programs and services of The American Legion Family, which assist and support our veterans, service personnel, their families and our communities is prevalent.

His ability to connect with people initiates interest. The more they know, the more they want to know.

His smile reflects his honor to his father's service; by having the opportunity to promote the Sons of The American Legion and the Four Pillars of The American Legion.

I sincerely support Mike's passion to lead The Sons of The American Legion as the National Commander.

Janice Lawler, Wife

Sons of The American Legion Team Lawler Strategic Plan

CANDIDATE Endorsement

September 19, 2016

To the Sons of The American Legion National Organization,

Michael joined our lives in our early teen years. His heartfelt support to his family, friends, job and community are reflected in his everyday actions. He is always there for us with an ear to listen, a shoulder to cry on or a muscle to help move or fix something.

His eligibility in the Sons of The American Legion is his passion to honor his father's service. His membership has provided him the opportunity to assist our veterans, servicemen, their families, our communities and the Mazomanie American Legion Family with passion and commitment.

His leadership shows in his integrity and patience, supported in his ability to connect and mentor adults and youths with extended fulfillment.

It is our honor to support our step-father Michael as he pursues his leadership as National Commander of the Sons of The American.

Sincerely,

Kris, Stacy and Sandie Sutcliffe



**Sons of The American Legion
Team Lawler Strategic Plan**

CANDIDATE

National Candidate Funding

Resolution

DETACHMENT HEADQUARTERS, SONS OF THE AMERICAN LEGION
2930 American Legion Drive, Portage, WI 53901-0388

Detachment Executive Committee Meeting
(or) Detachment Convention Assembled

Date: October 25, 2014
Resolution No: DEC-F14-02

Originates from: Detachment Finance Commission

Disbursement of Net Assets

Whereas: as with any organization, the Sons of The American Legion Detachment of Wisconsin finds from time to time it needs to disburse funds from a net asset account; and

Whereas: we find ourselves in a unique position in the Wisconsin American Legion Family with Diane Dusheck as a candidate for National President of The American Legion Auxiliary for 2017-2018, Denise Rohan as a candidate for National Commander of The American Legion for an unspecified year, and Michael L. Lawler as a candidate for National Commander of the Sons of The American Legion for an unspecified year; and

Whereas: these individuals already have a record of distinguished service to The American Legion Family; and

Whereas: these individuals are in positions to provide even more tremendous leadership within The American Legion Family; and

Whereas: providing support to the efforts of these individuals is in the best interest of our organization; NOW, THEREFORE BE IT

Resolved: by the Detachment Executive Committee of Sons of The American Legion, Detachment of Wisconsin assembled on the 25th day of October, 2014 in the city of Portage, Wisconsin, that we make donations to the above mentioned campaigns as follows: \$5,000.00 for Diane Dusheck's campaign, \$5,000.00 for Denise Rohan's campaign, and \$20,000.00 for Michael L. Lawler's campaign.

Submitted by: Detachment Finance Commission

Received by: David R Faust, Detachment Adjutant

Approval Rejected Refer to Other Action _____

**Sons of The American Legion
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CANDIDATE

National Vice Commander Endorsement

Resolution

DETACHMENT HEADQUARTERS, SONS OF THE AMERICAN LEGION
2930 American Legion Drive, Portage, WI 53901-0388

Detachment Executive Committee
Detachment Convention Assembled

Resolution No: DEC- 01-11
Date: Oct 29, 2011

Endorsement of Michael L. Lawler for National Vice Commander

Whereas: The Sons of The American Legion, Detachment of Wisconsin has an outstanding candidate for the high office of National Vice Commander Central, in the person of Michael L. Lawler, and

Whereas: Michael is a 24 year member in good standing of Greening-Beulow Squadron #437 of Mazomanie, WI, and

Whereas: Michael has served his Squadron, Detachment and National organization with dignity combined with a wealth of experience through his leadership and has shown an uncommon dedication on all levels of the Legion Family, and

Whereas: Michael seeks the high office of National Vice Commander Central and the responsibilities therein, now therefore be it

Resolved: by the Detachment Executive Committee of the Sons of The American Legion, Detachment of Wisconsin, assembled this 29th day of October, 2011 in the city of Portage, Wisconsin, that the Detachment of Wisconsin unanimously endorses Michael L. Lawler for the high office of National Vice Commander Central, and be it further

Resolved: that a copy of this resolution be forwarded to the Department of Wisconsin American Legion for their consideration, and be it finally

Resolved: that a copy be forwarded to the National organization of the Sons of The American Legion for the record.

Submitted by: Detachment Executive Committee
Received by: David R Faust, Detachment Adjutant

Approval Rejected Refer to Other Action _____

**Sons of The American Legion
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CANDIDATE

National Commander Endorsement

Resolution

DETACHMENT HEADQUARTERS, SONS OF THE AMERICAN LEGION

2930 American Legion Drive, Portage, WI 53901-0388

Detachment Executive Committee Meeting

(or) Detachment Convention Assembled

Date: October 29, 2011

Resolution No: DEC-02-11

Endorsement of Michael L. Lawler

Resolution No: DEC- 02-11

Whereas: The Sons of The American Legion, Detachment of Wisconsin is proud to present its outstanding candidate for the high office of National Commander in the person of Michael L. Lawler, and

Whereas: Michael is a 24 year member in good standing of Greening-Buelow Squadron #437 of Mazomanie, Wisconsin, and

Whereas: Michael has served his Squadron, Detachment and National organization with dignity, combined with a wealth of experience through his leadership and has shown an uncommon dedication on all levels of the legion family, and

Whereas: Michael seeks the high office of National Commander and the responsibilities therein, now therefore be it

Resolved: by the Detachment Executive Committee of the Sons of The American Legion, Detachment of Wisconsin, assembled this 29th day of October, 2011 in the city of Portage, Wisconsin, that the Detachment of Wisconsin unanimously endorses Michael L. Lawler for the high office of National Commander and be it further

Resolved: that a copy of this resolution be forwarded to the Department of Wisconsin American Legion for their consideration, and be it finally

Resolved: that a copy be forwarded to the National organization of the Sons of The American Legion for the record.

Submitted by: Detachment Executive Committee

Received by: David R Faust, Detachment Adjutant

Approval Rejected Refer to Other Action _____

Sons of The American Legion Team Lawler Strategic Plan

CANDIDATE

3rd District Endorsement for National Vice Commander

3rd District of the American Legion Endorsement of Michael Lawler for the High Office of National Vice Commander of the S.A.L.

Michael is a 25 yr. continuous member of Greening-Buelow Squadron, Post 437 Mazomanie, Wisconsin.

Personal Information: Eligible to the Sons through his father Donald Lawler who is a P.U.F.L. member of Post 437. His mother Ruth Lawler is a VIM Auxiliary member of Unit 437. Married to his wife Janice for 22 years with 3 daughters Kristine, Stacy and Sandra who are also VIM members of Unit 437.

National Office: National Historian 2008-2009, National Executiveman and Alternate NECman.

National Committees/Commissions: Public Relations, National Convention Committee Chairman & Resolution Committee.

Detachment Offices: Detachment Adjutant 2000-Current, Detachment Commander 1997-1998, Detachment Vice Commander 1994-1997, Detachment Historian, SALute editor. Served the Detachment as Committeeman Webmaster & Detachment Liaison to the Department.

Detachment Committees/Commissions: Veteran Affairs & Rehabilitation, Public Relations, Children & Youth and Membership.

District Office: Third District SAL Adjutant

Sons of The American Legion Team Lawler Strategic Plan

CANDIDATE

3rd District Endorsement for National Vice Commander (cont)

Squadron Offices: Squadron Adjutant, Squadron Finance Officer, Squadron Vice Commander & Squadron Historian.

Squadron Committees/Commissions: Veterans Affairs, Membership, Public Relations, Color Guard, Funeral Honor Guard, Memorial Day Planning, Fundraising.

Mike has served his Squadron, District & Detachment office with integrity, loyalty & professionalism. Therefore, we, the Wisconsin 3rd District of The American Legion, proudly endorse Mike Lawler for the high office of National Vice Commander of the Sons of the American Legion.

3rd District Commander



Rich Ruland

3rd District Adjutant



Leland Pollock



**Sons of The American Legion
Team Lawler Strategic Plan**

CANDIDATE

Future

Continue to educate and mentor

Become an instructor for the MTD and MNI

Develop advanced learning programs

Secure a position with Military Affairs in Troop Support.

Increase Sons involvement at VA facilities

*Achieving our highest and most noble aspirations
for our organization may take more than a lifetime.*

*We can accomplish something worthwhile every day
in the interaction we have with
our family, the people at work, in our community
and those we encounter by chance.*

Sons of The American Legion Team Lawler Strategic Plan

CANDIDATE

Veteran Heritage

Donald Lawler, Father, Marines
Mark C. Lawler, Brother, Navy
Clarence L Obrecht, Maternal Uncle, Marines
Doug Lawler, Paternal Uncle, Air Force
Robert Lawler, Paternal Uncle, Army
Lyndon Lawler, Paternal Uncle, Army
Gayle Lawler, Paternal Uncle, Army
Thomas Borman, Paternal Uncle, Army
Gaige Dickerson, Maternal Great Uncle, Army
Glenn Dickerson, Maternal Great Uncle, Army
Richard Breunig, Paternal Great Uncle, Army
Leon Lawler, Paternal Great Uncle, Army
Paul Wright, Paternal Great Uncle, Army
Andrew Borman, Cousin, Army
Raymond Lawler, Cousin, Air Force
Brian Lawler, Cousin, Marines
Brad Lawler, Cousin, Army
Sean Lawler, Cousin, Air Force
Pedro Lawler, Cousin, Marines,
Todd Lawler, Cousin, Army
Nathan Hale, American Revolution
Timothy Heald, Civil War

Sons of The American Legion

Team Lawler Strategic Plan

CANDIDATE

The Story of Michael's Passion

In the early 1960s, as the United States began a slow transition from support for South Vietnamese operations to a direct combat role, a rural Wisconsin kid, starts to become aware of the war in a place he has never heard of, Vietnam.

By mid-60s, the direct combat role dominated and remained the major role, but never the only role of U.S. forces in the Vietnam War, the war continued on. As the fighting intensifies so does coverage during the evening news. Entering the late 60s, the news reports daily, the casualties of war. Each night the young boy sits with his family as the news reports come in. He knows, there is a change in how his parents view the news, he understands that the war is impacting some distant place in the world, but he is not sure of how any of this relates to him.

While visiting his grandparents' home for a family gathering, he sees on the wall photographs of his father, his uncles, and cousins, they are in their military uniforms, Marines, Navy, Army, Air Force, and Coast Guard. Serving during World War 1, World War 2, Korea, Vietnam.... Some of these same relatives are not at the gathering... Why Not? They are always at these events. Where are they?

The boy learns that his uncles and cousins are serving our country in the armed forces, many of them abroad in remote places with exotic names, Ho Chi Min, Laos, Hanoi, Viet Nam.

The boy looks up to the photos with an amazing, and profound sense of Pride. A passion is formed.

The war continued into the seventies, all told almost 60,000 American Military personnel lost their lives.

The effects of war ripple through our community, touching all of us somehow, but none so profoundly as its effect on the Gold Star Families. We Thank you for the sacrifices your families have made. We must commit ourselves to preserving the memories of those we have lost. To honor the legacy they left for us.

We also need to show our gratitude to the returning veterans. Sadly, not all returning veterans, received the welcome home, they rightfully earned and deserved.

When people ask why the Sons of The American Legion do what we do, the answer is simple "If not me, then who" Who will tend to the graves of our veterans, who will take care of their widows and their children? "If not me, then who"

Thank you for your patience, as we Sons become better stewards of this priceless heritage.

I am a son by birth, I am a member of the SONS by choice.

Sons of The American Legion

Team Lawler Strategic Plan

VISION

Mission

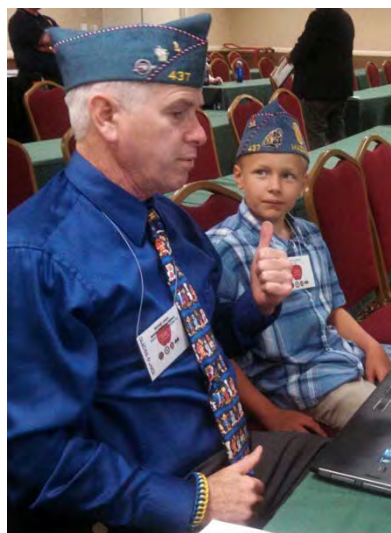
My mission is to continue to inspire our members to wear their cap with dignity, honoring the legacy which gives them their eligibility. To continue to educate the Sons of the important role they play in The American Legion Family and show gratitude to the men and women serving in the armed forces and our veterans.

To continue to inform our community, society and military, of what The American Legion Family does for them and the services it provides.

Encourage the Sons to support and promote the Four Pillars of The American Legion in their daily lives, in their communities and at work; with their volunteer hours and donations. Provide tools and information, to motivate our members to take an active role in The American Legion programs such as; Oratorical, Baseball, Boys State, Junior Shooting sports, etc.,



Advocate for each Sons of The American Legion member to complete the Five star and Ten Ideals programs. Promote Patriotism, to learn flag etiquette and participate in proper flag disposal ceremonies. To know the responsibilities and duties of Citizenship. To take on Leadership positions in our organization and their communities.



Foremost, to be available and accessible to my officers and the blue cap members. To assure that the vice commanders, committee and commission members are eager to ASK, “Always Seek Knowledge”.

Promote friendships and camaraderie supporting each other as we all have the same mission to better the Sons. Continue to mentor and build future leaders

To form a cohesive partnership with The American Legion National Commander and The American Legion Auxiliary National President, to showcase The American Legion Family and the great accomplishments

Sons of The American Legion Team Lawler Strategic Plan

VISION

Objectives

- To promote and support the Four Pillars of The American Legion
- To expand training opportunities
- To promote the services and benefits of The American Legion family
- To increase and retain membership in The American Legion Family
- To provide effective communications by utilizing tools available
- To increase donations to Legion charities
- To identify obstacles and seek solutions
- To increase public and Sons awareness of Legion Programs
- To honor our Heritage by informing Veterans, military personnel and their families of the opportunities/benefits of Legion Membership.
- To provide a lasting legacy with the Veterans History Project
- To expand knowledge and involvement of Sons in Legion programs, community events, and the legislative process.

Sons of The American Legion Team Lawler Strategic Plan

VISION

Plan

Develop and implement tools and projects to achieve success.

The Four Pillars of The American Legion

Americanism

- Blood Drive
- Jr Shooting Sports
- Boys State
- Flag Education

Children & Youth

Child Welfare Foundation

Implement an online reoccurring donation system, utilizing CATs

Veterans Affairs & Rehabilitation

- Veterans Suicide
- Veterans History Project
- VAVS
- OCW
- Washington Conference

National Security

- Promote State and National Readiness Programs
- American Legion National Emergency Fund

Five Star Program

- Patriotism
- Citizenships
- Discipline
- Leadership
- Legionism

Ten Ideals

Membership

Sons of The American Legion Team Lawler Strategic Plan

CAMPAIGN

Team

Campaign Executive Committee

David F. Faust (245), Chairman
601 Engelhart Dr.
Madison WI 53713
608-334-6747
davidrfaust@yahoo.com

Krystal Wages (437) Treasurer
605 Cramer St
Mazomanie WI 53560
608-206-4341
Kwages@icloud.com

Chad Lawler (437) Secretary
14 Round Hill Cr.
Madison WI 53717
608-469-1542
Chad_Lawler@yahoo.com

National Team Lawler Advisory

Thomas Cisna (IL)
David Faust (WI)

Advisory Committees

Post/Unit/Squadron 437

David Clason, Post Commander
Doreen Wages, Unit President
Michael Wages, Squadron Commander
Ben Hodgson, Post Finance Officer
Robert Sutcliffe, Squadron Advisor

Honorary Team Lawler Members

Roger Mathison , Past Department
Commander (WI) (115)
Diana Blom, Past Department President
(WI)(302)
Denise Rohan, Leading Candidate for
National Commander of The
American Legion (WI) (385)
Diane Duscheck, National Vice President
of The American Legion Auxiliary (WI)
(282)

Past National Commanders

Keith Kruel (42)
David Faust (245)

Past National Presidents

Jan Pulvermacher-Ryan (501)
Barbara Kranig (326)
Pearl Behrend (434)

CAMPAIGN

Bylaws

Committee

- The Candidate has the final say on all matters relating to the campaign
- All members appointed by the candidate
- To facilitate campaign promotions and fundraising
- Meets regularly to implement a successful campaign, at the request of the candidate

Finances

- Checking account
- Credit card
- Per diem amounts for travel
- Require receipts
- Expense Budget
- Donation and Fundraising Income
- Fundraising activity needs to be approved by the Candidate.

Reimbursement

Items qualifying for reimbursement – related to campaigning and continuing while in office.

- Travel Expenses: hotel, airfare, rental, vehicle fuel and maintenance
- Printing of brochures, banners, posters, mailings for campaign (donation solicitations), other mailings (to other Detachments announcing Michael, etc.)
- Purchasing of giveaway/promotional items (pens, pins, etc.)
- Purchase Team/Candidate/Officers shirts, messenger bags
- Expenses related to fundraisers
- Clothing expenses for candidate and his spouse (e.g. suits, tuxedo rentals, special dresses, dry cleaning)
- Communications – website, phone
- Hospitality events

Travel

Authorized events for the candidate, spouse and/or travel companion

- Conventions, meetings, conferences, workshops, training and gatherings
- Events and activities
Commander's and President's Homecomings/Testimonials
- Campaign visits to Detachments

Dissolve Campaign

Within one year after candidate has finished serving in office.

Remaining funds donated to program/charity of candidate's choice

Sons of The American Legion Team Lawler Strategic Plan

CAMPAIGN

Website Plan

- www.teamlawler.org
- Passion
- Impact
- Vision
 - Plan
- Bio
 - Eligibility
 - Lineage
 - Accomplishments
- Photos
- Donations
 - Online Store



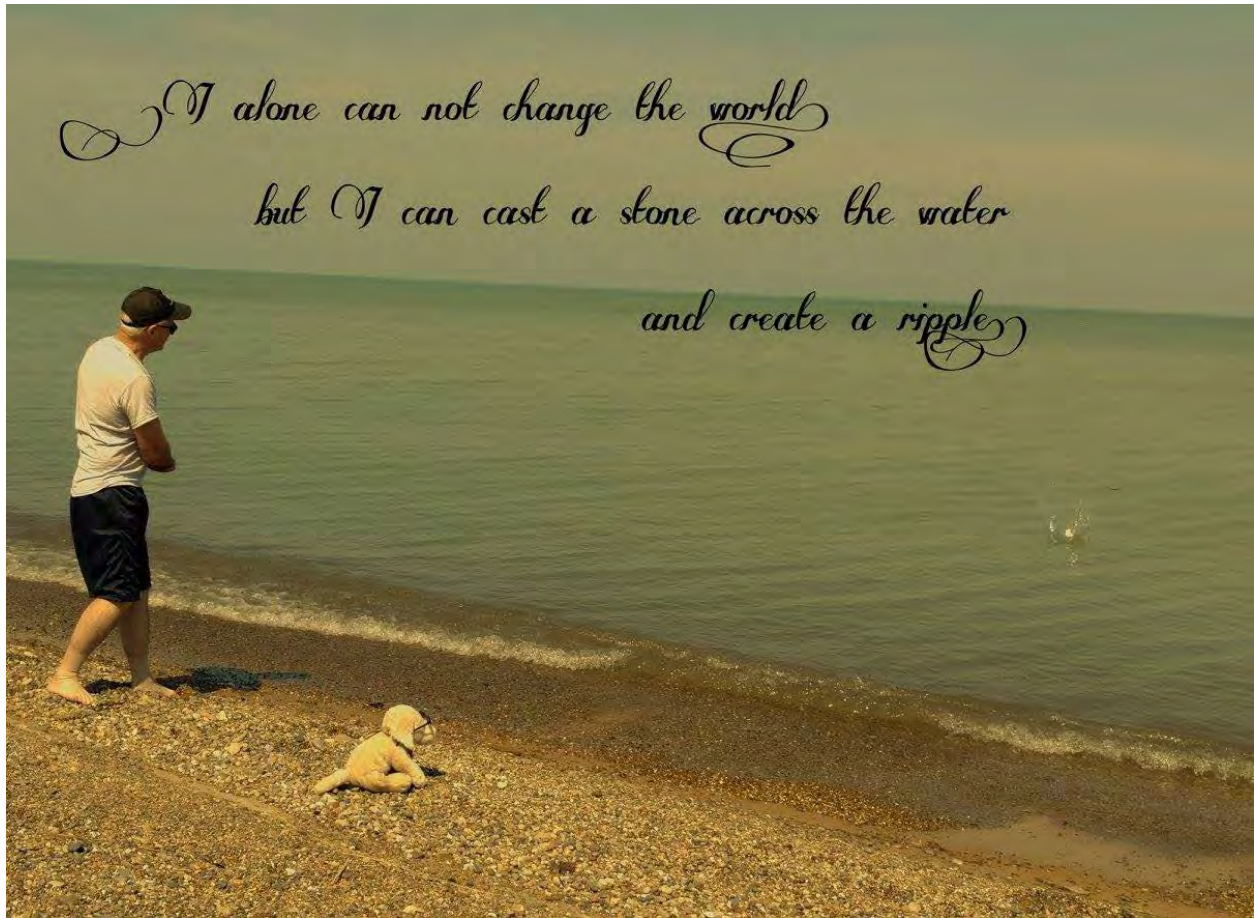
**Sons of The American Legion
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CAMPAIGN

Budget

Budget Expense Totals-see attached sheets	
National Conventions	\$28,685
General Expenses	\$28,000
Promotional Items	\$23,400
Campaign Travel	\$62,450
Team Lawler Candidate Campaign Expense	\$142,535
Personal Finances	
Michael Lawler retired from Wisconsin State	
Janice Lawler employed at Roundy's Distribution Center	
Farm Loan Paid Off	
2 Rental Property Loans Paid Off for Rental Income	
Michael and Janice 10 year savings exclusively for Candidate Run	
<i>(To ensure Expense Coverage for Team Lawler, incase of difference in Fundraising)</i>	
Team Lawler Fundraising-2 year	
Detachment of Wisconsin Budgeted	\$20,000
Department of Wisconsin	\$20,000
Auxiliary of Wisconsin	\$10,000
Post, Auxiliary and Squadron 437	\$5,000
Other Detachment Donations	\$8,000
Wisconsin Post/Auxiliary/Squadron Fundraisers	\$10,000
Shoe Box, Steve Schmit	\$9,000
Local Business Donations	\$3,000
Wood craft raffle fundraiser	\$1,000
Team Lawler Sales	\$8,000
Team Lawler Membership	\$7,000
600 Raffle, 50/50	\$28,000
Bean Bag, Water Races, Human Foosball, golf fundraisers	\$5,000
Web Donations	\$5,000
Personnel Donations	\$5,000
Totals Fundrasing Income	\$144,000

**Sons of The American Legion
Team Lawler Strategic Plan**



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ACCOMPLISHMENTS

National

National Office

2016-2017 National Vice Commander, Jeff Frain National Commander

2015-2016 National Chaplain Kevin Collier National Commander

2008-2009 National Historian, Tommie Cisna National Commander

National Convention History Book

1998-2002, 2012-2014 National Executive Committeeman

2010-2012 Alternate National Executive Committeeman

National Commissions/Committees

2013-2015 National Internal Affairs Commission

2010-2011 National Public Relations Commission

2009-2010 National Convention Committee Chairman

2001-2002 National Sub Committee on Resolutions

National Leadership Training

2015 Presenter at the National Chaplain's Workshop, Kevin Collier National Commander

2009 Detachment Adjutant's National Conference, Mark Arneson National Commander

2003 Detachment Adjutant's National Gathering, Neal Warnken National Commander

National Management Institute

NMI 3, May 2000 Rick Cook, National Commander

NMI 2, May 5, 2001 Kevin Winkelman National Commander

NMI 1, Graduated again, Diploma May 4, 2002, Clifford Smith National Commander

1997 Detachment Commanders Instructional Institute Wm. Matoska National Commander

2012 American Legion Extension Institute Online, June 15, 2012, Fang Wong, National American Legion Commander, Daniel Wheeler, National Adjutant

2000 American Legion Extension Institute, August 4, 2000, Alan Lance Sr., National American Legion Commander, Robert Spanogle National Adjutant

2012 5 Star Program, John Mejia, Americanism Examiner

National Convention

Delegate 24 years

Delegation Chairman 17 years

Delegation Secretary 3 years

Sons of The American Legion Team Lawler Strategic Plan

ACCOMPLISHMENTS

National

National Awards, Citations & Certifications

2002 Children’s Miracle Network, Clifford Smith National Comdr, David Stephens, CMN Chairman

1998 National History Book Award for Detachment, William Matoska National Commander

1993 National History Book Award for Squadron, Charles Rigsby National Commander

1995-1996 Membership Ace Award– John Dietz National Commander, Kent Blanchard
Membership Chair

2000-2001 Child Welfare Foundation Certificate Kevin Winkelman National Commander, Gary
Ray CWF Chairman

National Associations

National American Legion Press Association (NALPA)

Vice Chairman Region 3

Past Detachment Commanders Club

Child Welfare Foundation Children’s Action Team (CAT), Jason Kees, Executive Secretary, Dennis
Boland President

Child Welfare Foundation Children’s Action Team (CAT), Robert Caudell Executive Secretary,
Dennis Bolland President

Child Welfare Foundation Regional Action Team (RAT)



Sons of The American Legion Team Lawler Strategic Plan

ACCOMPLISHMENTS

Detachment

Detachment Office

1998-2015 Detachment Adjutant 17 years
1997, 2016 Detachment Assistant Adjutant
1997-1998 Detachment Commander
1993-1997 Detachment Vice Commander
1998-1999 Detachment Historian
1997-2015 Detachment Liaison to the Department of Wisconsin

Detachment Commission/Committee

Internal Affairs Commission Chair
Veterans Affairs & Rehabilitation Commission Chair
Americanism Commission Chair
Americanism Coloring Contest Chair
Flag Etiquette
Oratorical Committee Chair
Convention & Activities Chair
Children & Youth Chair
Child Welfare Foundation Chair
Finance Commission
Member Training & Development Committee
Policy Committee
Constitution & Bylaws Committee

Detachment Leadership Training

Instructor for Detachment Officers Training
Instructor for Squadron Revitalization
Instructor for Flag Education/Etiquette

Detachment Awards

2015 Dennis F. Stockfisch Meritorious Service Award
2003 Dennis F. Stockfisch Meritorious Service Award
1992-2000 Dillman Award, Best History Book Contest, eight consecutive years

Sons of The American Legion Team Lawler Strategic Plan

ACCOMPLISHMENTS

Detachment

Detachment Certificates

2008 Detachment Leadership Training, Eric Torstenson, Instructor
2007 Detachment Leadership Training, Mike Rohan, Instructor
2006 Detachment Officers Workshop, Kirk Hove, Detachment Commander
2005 Detachment Officers Workshop, Basic Training Refresher, Steve Craig, Detachment Commander
2004 Detachment Officers Workshop, Basic Training Instructor, Ronald Faust, Chair
2003 Detachment Officers Workshop, Verbal & Written Communications, Elmer Hanson, Detachment Commander
1996 For producing the Detachment Informational Video Presentation
1998 Wisconsin Leadership Institute, Joe Mayne NMTD, Tom Glander NMTD Chair

Department Awards & Certificates

2014-2016 Regional and Finals, Oratorical Contest Chief Tabulator, Robert Stone, Chairman
2015 Department of Wisconsin Spirit Medal
2003 Outstanding Editor 437 NEWS, Wisconsin American Legion Press Association (WALPA)
2002 Best Post Newsletter, Wisconsin American Legion Press Association (WALPA)
2001 Outstanding Editor 437 NEWS, Wisconsin American Legion Press Association (WALPA)
1998 Outstanding Service to The American Legion Family, Roger Mathison, Department Commander, Russ Peck, Department Adjutant

Detachment Associations

Past Commanders Club

Department Association

GNUTS Past Adjutants Club
Wisconsin American Legion Press Association (WALPA)
Vice President
2014-present Team Wisconsin Denise Rohan American Legion National Commander Candidate Campaign Committee



Sons of The American Legion Team Lawler Strategic Plan

ACCOMPLISHMENTS

District

District Offices

District Adjutant

District Vice Commander

Membership Revitalization Chairman

District Awards

2014 Revitalization Renewing and Transferring Members

Denise Rohan National Membership & Post Activities

2013 Revitalization Renewing and Transferring Members

Mary Lloyd District Membership Chairman Third District American Legion

Rich Ruland District Commander Third District Department of Wisconsin American Legion

County Certificate

2012 County Youth Government Program, Jerry Scalissi, Chair



Sons of The American Legion Team Lawler Strategic Plan

ACCOMPLISHMENTS

Squadron

Squadron Offices

Michael is a member of Greening-Buelow Squadron 437 in Mazomanie, Wisconsin.

Squadron Chaplain

Squadron Finance Officer

Squadron Vice Commander

Squadron Historian

Squadron Adjutant

Liaison to the Post Executive Committee

Color Guard

Funeral Honor Guard

Fundraising

Adopt a Highway

Squadron Committee/Commissions

Americanism

Children & Youth

Child Welfare Foundation

Veterans Affairs & Rehabilitation

Memorial Day

Flag Disposal

Flag Etiquette

1996 5 Star Program

1996 10 Ideals Program

American Legion Post #437 Awards & Citations

1997 Advancement of The American Legion Programs, Dave Clason, Cmdr, James O'Connell ,Adj.



Sons of The American Legion Team Lawler Strategic Plan

IMPACT

The impact of the Sons of The American Legion can be measured by millions of dollars donated and the millions of hours volunteered. Sometimes however, overlooked is the impact on the people we come in contact with, how a simple act on our part can have a ripple effect across our communities. It may be the person you escorted at the Oratorical Contest, the Boys and Girls Staters who you spoke with, the Junior Shooting Sports contestant you mentored or the Legion Baseball Team you sponsored. Perhaps it was the veteran you visited in the hospital, may be you raked their leaves or featured them in your community parade, it may have been that moment when you said “Thank you for your Service, I am proud of what you have done for me”.

Michael Lawler,
Sons of The American Legion



VA&R Impact

2016 115th Fighter Wing, Wisconsin Air National Guard, Colonel Jeffrey Wiegand, Holiday Event

2015 115th Fighter Wing, Wisconsin Air National Guard, Colonel Jeffrey Wiegand, G.I. Josh Project

2015 50th Anniversary Vietnam War Commemoration Committee

2014 32 Infantry Brigade Combat Team Deployment, Wisconsin Army National Guard,

G.I. Josh Project Tammy Baldwin, United States Senator

2003 VA Learning University Privacy Training

2015 50th Anniversary Vietnam War Commemoration Committee

2000-2003 50th Anniversary Korean War Commemoration Committee

1999 National World War II Memorial Charter Member



Membership in the Wisconsin American Legion Press Association, creating the Wisconsin Sons web site and publishing ‘The SALute’ Detachment newsletter, further illustrates his efforts in creating strong communications within the membership.

Sons of The American Legion Team Lawler Strategic Plan

IMPACT

Americanism Impact

Michael is the chief tabulator with the Department Oratorical Contest, and works with the Badger Boys State and the Junior Shooting Sports Program. In recognition for his devotion to the success of Wisconsin's American Legion Family, Michael was presented "The Department Commander's Spirit Award"



Michael completed the Ten Ideals and 5 Star Programs and goes to great lengths to teach others.



Children & Youth Impact

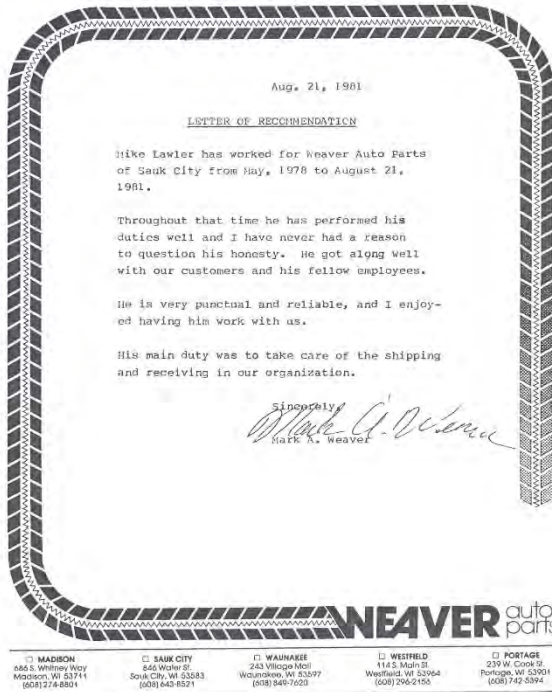
His commitment to Children & Youth and Veterans Affairs lead him to introduce and promote the G.I. Josh program to Wisconsin; assisting our deployed military personnel and their children. He also serves as the Voluntary Services Representative at the VA Hospital and with the Family Readiness Group for the 115th Fighter Wing of the Air National Guard in Madison,



Squadron

As Squadron Historian, Michael received Detachment and National recognition for his History Books. Taking on leadership roles had Michael coordinating the Mazomanie Memorial Day program and teaching education programs for Flag Etiquette and Disposal Ceremonies with local schools.

Sons of The American Legion Team Lawler Strategic Plan



UNIVERSITY OF WISCONSIN-MADISON
DIVISION OF UNIVERSITY HOUSING
MADISON, WISCONSIN 53706

Central Area
Maintenance Office
Gradsource Hall
420 N. Park Street

July 29, 1987

To Whom This May Concern:

Michael Lawler has been working as a custodian at Elizabeth Waters Residence Hall on the University of Wisconsin, Madison campus since August 23, 1986. As Mike's direct supervisor, I have been very satisfied with his performance.

Due to the seasonal changes in our operation Mike has experience both working independently and with a group. His duties range from basic cleaning chores to record keeping and inventories. He has also been responsible for maintaining a good rapport with the residents living in the building.

In general, Mike is an intelligent worker who shows good judgement and knows when to ask questions. The quality of his work is consistently high. Mike is also not afraid to work hard and contributes more than his share when the situation calls for it. I would definitely recommend him for any position he feels he can handle.

Sincerely,

Joan M. Ward
Joan M. Ward
Housekeeping Services Supervisor
Elizabeth Waters Hall
(608) 262-3818

- MADISON
246 S. Whitney Way
Madison, WI 53711
(608) 274-6804
- SAUK CITY
646 Walnut St.
Sauk City, WI 53583
(608) 643-8321
- WAUKESHA
243 Wilgoe Mall
Waukesha, WI 53097
(608) 949-7623
- WESTFIELD
114 S. Main St.
Westfield, WI 53094
(608) 296-2155
- PORTAGE
239 W. Cook St.
Portage, WI 53091
(608) 742-5394



State of Wisconsin | DEPARTMENT OF NATURAL RESOURCES

Jim Doyle, Governor
Scott Hassett, Secretary

101 S. Webster St.
Box 7921
Madison, Wisconsin 53707-7921
Telephone 608-266-2621
FAX 608-267-3279
TTY Access via relay - 711

March 25, 2005

RE: Letter of Recommendation for Mike Lawler

To Whom It May Concern:

Mike Lawler was employed with the Department of Natural Resources' Bureau of Customer Service & Licensing from July 2003 to February 2007. As a Customer Service Representative, he was responsible for responding to inquiries from the public, issuing hunting and fishing licenses, and interpreting rules, regulations and administrative codes.

Mike's commitment to improving customer service, coupled with his technical skills and strong initiative allowed him to work on many special projects outside the scope of his regular duties. He developed many tools used internally and externally that allowed DNR to better serve its customers.

Mike volunteered for many assignments throughout his tenure with the Bureau. He led an Information Technology committee, coordinated the work of a Proofreading Team, and also served as the Bureau's Internet Manager.

I would describe Mike as dependable, hard working, extremely competent, and good with customers.

Sincerely,

Diane
Diane L. Bruskamp, Director
Bureau of Customer Service & Licensing

dnr.wi.gov
wisconsin.gov

Quality Natural Resources Management
Through Excellent Customer Service



State of Wisconsin
DEPARTMENT OF NATURAL RESOURCES
101 S. Webster Street
Box 7921
Madison WI 53707-7921

Scott Walker, Governor
Cathy Stepp, Secretary
Telephone 608-266-2621
Toll Free 1-888-638-7483
TTY Access via relay - 711



WD DG

April 7, 2014

Michael Lawler
902 Handel Rd.
Mazomanie, WI 53560

Dear Michael,

On behalf of the DNR's Department Leadership Team, I am pleased to inform you that you have been selected to receive a merit award in the amount of \$3000.

This award will be reflected in your April 17th paycheck. Please note that applicable state and federal taxes were required to be taken out of the awarded amount.

Your Division Management Team recommended this award for your performance during FY12-13. Specifically, your nomination highlighted the following accomplishments:

Mike maintained business functions in the absence of regularly assigned staff, covering for colleagues on leave and during staff vacancies. He worked to implement new role/expansibilities ensuring work is performed consistently statewide, improving program efficiency.

This award reflects your excellent work for the state of Wisconsin and is just one way we want to acknowledge the time, effort and leadership you put forth as a DNR employee.

Thank You and Congratulations!

Sincerely,

Cathy Stepp
Cathy Stepp

dnr.wi.gov
wisconsin.gov

Naturally WISCONSIN



Sons of The American Legion Team Lawler Strategic Plan

University of Wisconsin-Madison
PHYSICAL PLANT DIVISION
 221 Service Building
 1217 University Avenue
 Madison, Wisconsin 53706
 (608) 262-3355
 FAX: 608.262.0566

ACTING DIRECTOR
 Simon W. Lindsay, PE
 ASSISTANT DIRECTOR
 Phillip H. Mohrski, PE



Center for Health Sciences
 University of Wisconsin-Madison
University Hospital and Clinics

600 Highland Avenue
 Madison, Wisconsin 53792

August 28, 1990

To Whom It May Concern:

As a supervisor with the University of Wisconsin Grounds Department in Madison, I was happy to have employed Mr. Michael Lawler.

Michael was hired as a Groundskeeper in June of 1988. I was pleased with his work performance and excellent work attitude. As my employee, he was assigned an area of campus in which he was to maintain the trees and shrubs. He was in charge of a seasonal employee also. Michael did an excellent job in this area with little supervision. He always used good judgement and was quite conscientious about the appearance of his area.

It was a pleasure to employ Michael and I would like to recommend him to any future employers.

Sincerely,

Gene D. Turk

Gene D. Turk
 Grounds Supervisor



This is 100% recycled paper.



The DeVilbiss Company
 Health Care Division
 P. O. Box 635
 Somerset, PA 15501-0035
 (717) 634-4400
 (717) 634-4401
 (717) 634-4402

Your attendance and participation in our recent DeVilbiss Oxygen Concentrator Service School is greatly appreciated.

The group as well as the individual participation is to be commended. I hope that the school was enjoyable as well as beneficial. I am sure that with a joint effort from the DeVilbiss Company and you, we will both enjoy a lucrative association.

Again, thank you very much for your attendance and if I can be of service at any time, please do not hesitate to contact me.

Very truly yours,

Thomas Orban

Thomas Orban
 Technical Service Manager

TO/vm

Enclosure

August 17, 1994

To Whom It May Concern:

Michael Lawler has been employed for three years by the Environmental Services Department at University Hospital. During this time he has been a member of diverse work assignments. He learns new work quickly, performs well and returns what he learns.

Nike is an asset to our department not only in the high quality of his work, but also in his positive attitude. He maintains an exceptionally good relationship with supervisors, co-workers as well as with staff in other departments. He is a pleasant, responsible and dependable employee. I am pleased to recommend Nike for a position with your organization.

Sincerely,
Ray Schopf
 Custodial Supervisor

T 998

UHS #100 (4/93)

Sons of The American Legion



**Detachment of Wisconsin
 Five Star Award**

Be it known to all that

Michael Lawler

Has completed all of the educational requirements set forth by the Sons of The American Legion and has demonstrated his skills in all areas of the Five Point Program of Service

Dedicated to God and Country

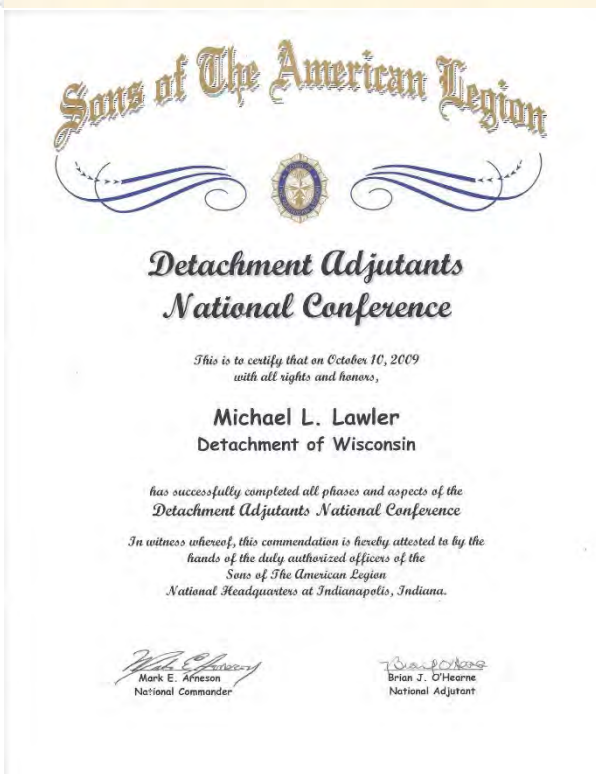
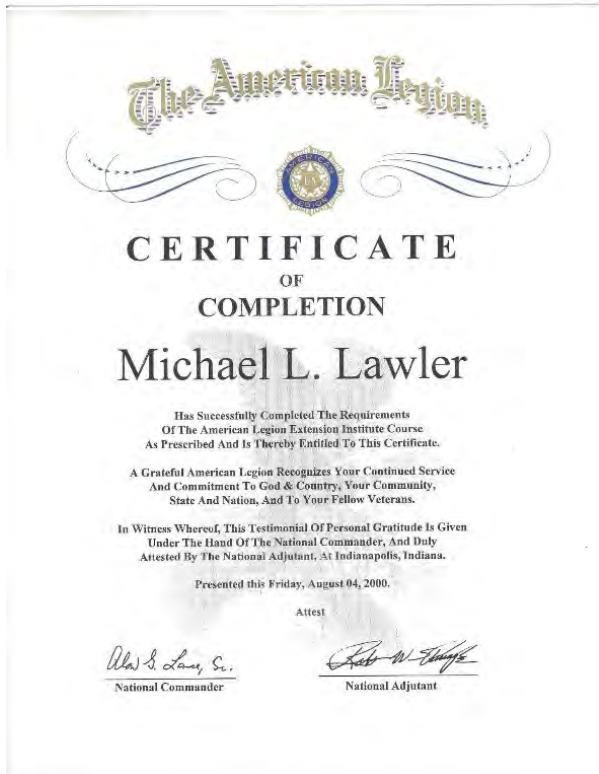
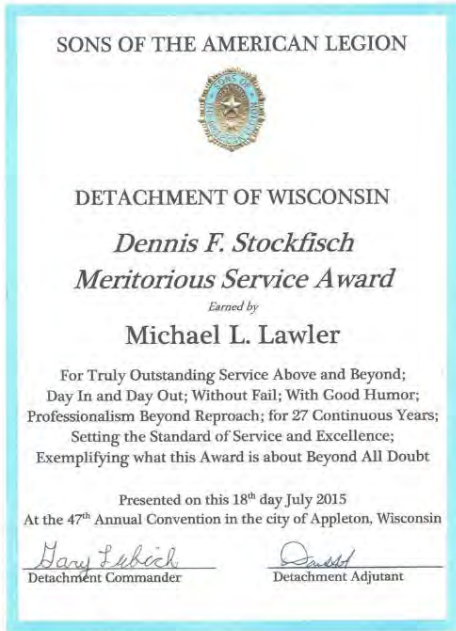
Presented this twentieth day of July 2012, by the Sons of the American Legion, Detachment of Wisconsin



[Signature]
 Detachment Commander

[Signature]
 National

Sons of The American Legion Team Lawler Strategic Plan



Sons of The American Legion Team Lawler Strategic Plan



Detachment Adjutants National Gathering

*This is to certify that on October 4-5, 2003
with all rights and honors,*

Mike Lawler
Detachment of Wisconsin

*has successfully completed all phases and aspects of the
Detachment Adjutants National Gathering*
*In witness whereof, this commendation is hereby attested to by the
hands of the duly authorized officers of the
Sons of The American Legion
National Headquarters at Indianapolis, Indiana.*

Neal C. Warrken
Neal C. Warrken
National Commander

Brian J. O'Hearne
Brian J. O'Hearne
National Adjutant



2002 WISCONSIN AMERICAN LEGION PRESS ASSOCIATION

For outstanding achievement in advancing the cause of American Legion journalism, and meriting special esteem for your efforts and dedication toward informing the membership and the general public the ideals and deeds of The American Legion, recognition is hereby accorded in Class II.

FOURTH PLACE
TO

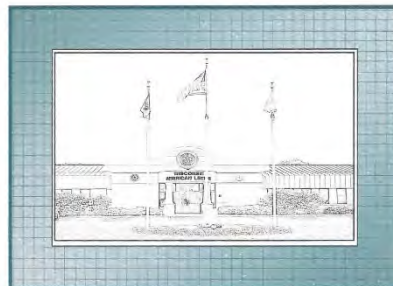
MICHAEL LAWLER, EDITOR

437 News
GREENING-BUELOW POST NO. 437
MAZOMANIE, WISCONSIN

IN WITNESS WHEREOF, this certificate is awarded at the annual State Convention of the Wisconsin American Legion held in Green Bay, Wisconsin, on this 20th day of July 2002.



Joseph Soudak
Joseph Soudak, President
Robert Jankowski
Robert Jankowski, Secretary



On behalf of The American Legion, Department of Wisconsin I want to personally thank you for your assistance at the Oratorical Contest held in Ripon on February 15, 2014. Your hard work contributes to the success of the program.

Your volunteerism, your time, your support and commitment to the High School Oratorical program is appreciated.

Gratefully,


Robert P. Stone

Robert P. Stone
Department Oratorical Chairman

Sons of The American Legion Team Lawler Strategic Plan

VHA Privacy Policy Training


Page 1 of 1


Certificate of Completion

This is to certify that:
Michael Lawler
has completed the
VHA Privacy Policy Training
on
4/5/2003.

A certificate of attendance will be awarded for 1 hour to participants who will be able to print the certificate from the course, and attendance records will be on file at the Employee Education System. In order to receive a certificate of attendance, participants must complete 100% of the program and complete an evaluation form.

The Employee Education System maintains responsibility for the program.





Joy W. Hunter

Joy W. Hunter
Acting Dean of VA Learning University
Acting Chief Learning Officer of EES

Employee Education System 810 Vermont Ave. N.W.
Washington DC 20422

<http://www.vhaprivacytraining.net/Survey/Certificate.asp>

4/5/03


2003
**WISCONSIN AMERICAN LEGION PRESS
ASSOCIATION**

For outstanding achievement in advancing the cause of American Legion journalism, and meriting special esteem for your efforts and dedication toward informing the membership and the general public the ideals and deeds of The American Legion, recognition is hereby accorded in Class II.

THIRD PLACE
TO

MICHAEL LAWLER, EDITOR
437 Netes
Greenging-Buelow Post 437
MAZOMANIE, WISCONSIN

IN WITNESS WHEREOF, this certificate is awarded at the annual State Convention of the Wisconsin American Legion held in La Crosse, Wisconsin, on this 18th day of July 2003.



Wyeth Gehrke
Wyeth Gehrke, President

Robert Jankowski
Robert Jankowski, Secretary



LAFAYETTE COUNTY BLUEBIRD SOCIETY, INC.
14953 State Rd. 23
Darlington, WI 53530
608-776-3379
<https://lafayettecountybluebirdsociety.wordpress.com>
lafayettecountybluebirdsociety@yahoo.com

September 1, 2015

Michael and Janice Lawler
902 Handel Rd
Mazomanie, WI 53560

Dear Michael and Janice,


Thank you for the generous donation you gave to the Lafayette County Bluebird Society at the Barn Party. Your support is appreciated and helps us achieve our goal of creating awareness of the natural world in Lafayette County and southern Wisconsin.

Again, thank you for supporting the Lafayette County Bluebird Society.

Sincerely,

Carol J. McDaniel/ President

BIG BROTHERS BIG SISTERS




**to benefit
hundreds
of Dane
County
KIDS!**

**2000
Bowl For Kids Sake**
A SPACE ODYSSEY

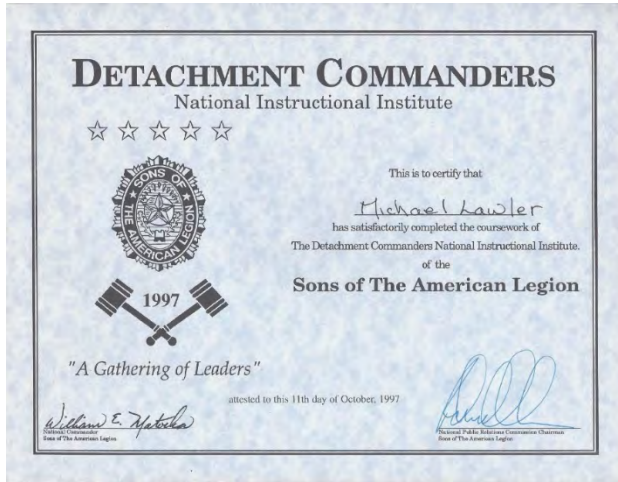
*What a
Talented
Being!*

**Congratulations
to Super Bowler:**
MICHAEL LAWLER

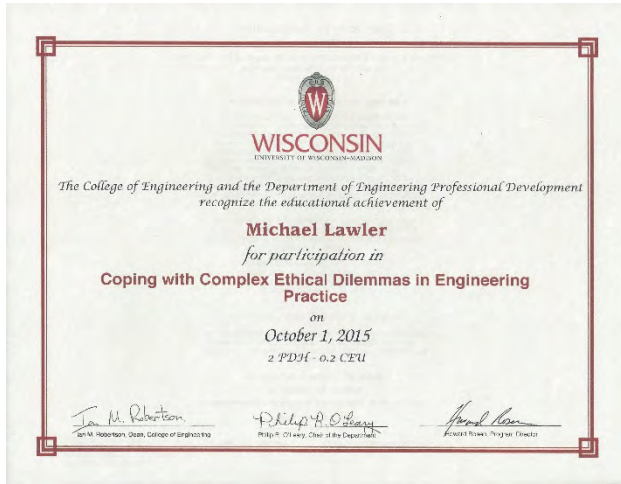
Out of this World Score: 215
4/28/01 225



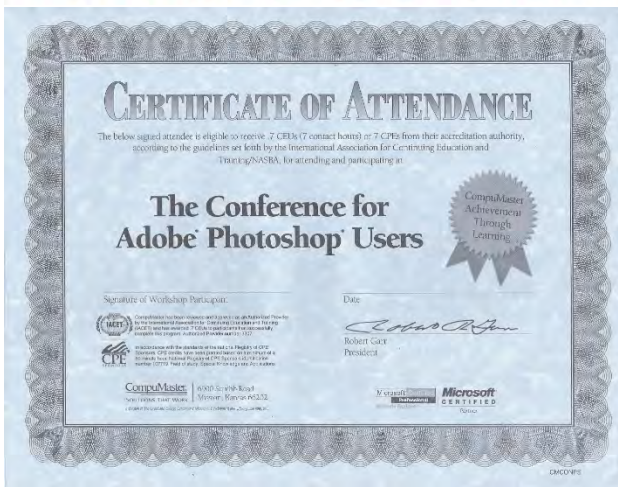
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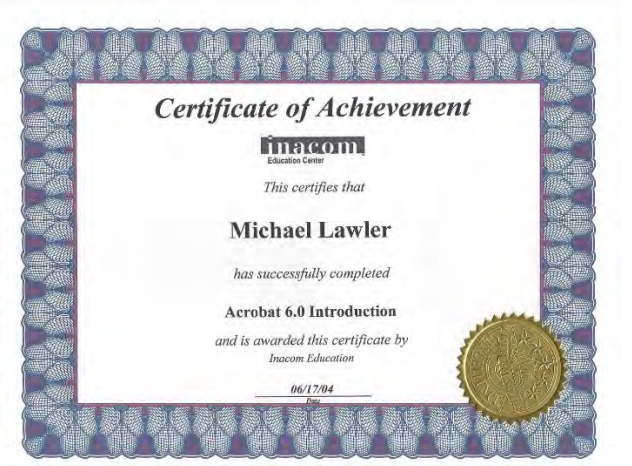
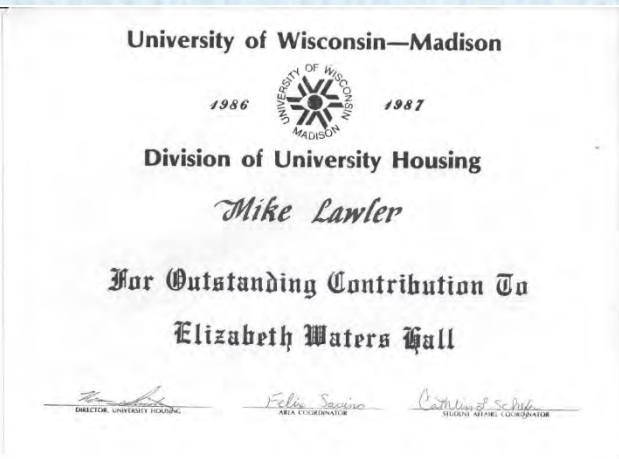
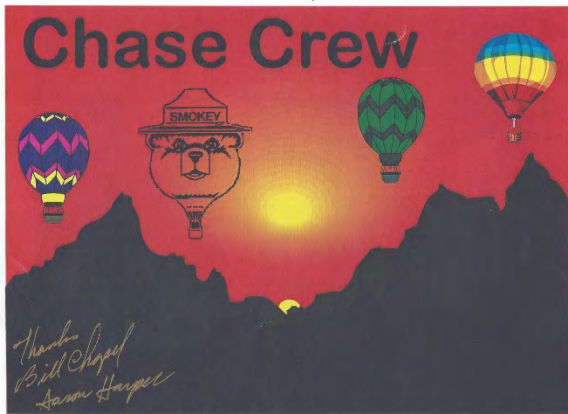
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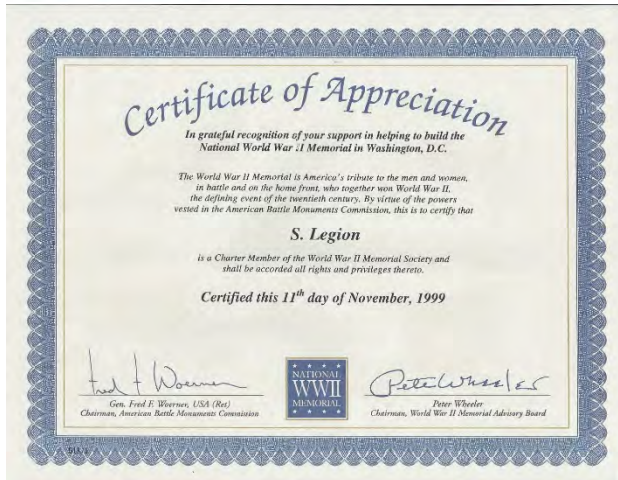
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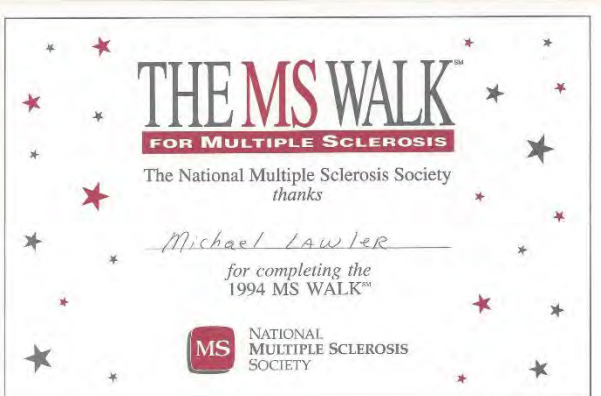
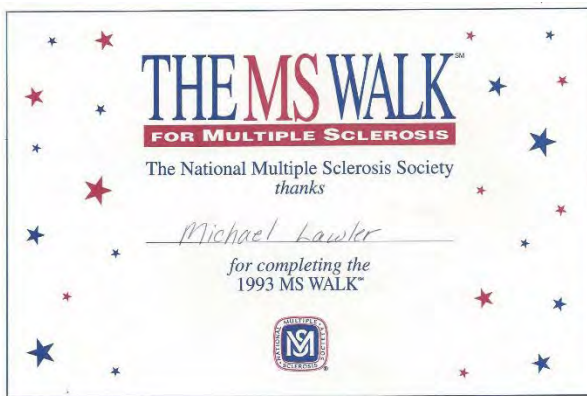
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“God gave us imaginations because he wants us to see the photos of our destinies respectively and make proper graphical designs of them. You owe it to yourself to enlarge that imager you carry into bigger sizes.”

Israelmore Ayivor

**Sons of The American Legion
Team Lawler Strategic Plan**

