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Sons of The American Legion Detachment of Wisconsin



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The 2011 Membership Report for [January 31, 2011](#) is on our web site www.wisal.org, under [Membership Reports](#).

[Michael Lawler](#), Detachment Adjutant

Go Pack GO!

300 New Members

One of the Reasons Wisconsin has held on to first place this year, is we have 300, count them **THREE HUNDRED**, new members. To show our appreciation for your excellent recruiting we have multiple recruiting awards for you. Squadron Adjutants and Commanders should be making sure your top recruiters are being acknowledged by completing the forms below.

Did you sign up one new member? We have the [I Got One, membership recruitment pin](#), for you, exceed 5 or 10 members and add the [five and ten member attachment](#)

[JOHN E. WEBSTER, MEMBERSHIP SERVICE AWARD](#) This award goes to the S.A.L. member who obtains the most New or Re-instated members over the last year, by May 31st.

2010-2011 Individual Recruitment Award Pin: Recruit five (5) new members into the Sons of The American Legion within a membership year. This pin is suitable to wear upon your cover or lapel. Recruit five (5) new members into the S.A.L., no renewals Get the [Individual Recruitment Award Form](#) (pdf file)
[Individual Recruitment Award Form](#) (word doc file)

Blue Brigade Award Jacket: Recruit thirty (30) new members into the S.A.L. (NO RENEWALS OR REINSTATEMENTS) and join the Blue Brigade. Get the [National Recruitment Award Form](#) or a [pdf version here](#).

American Legion Family members are also eligible for these awards.

Midwinter In Reveiw

We had a great Midwinter Conference, in the Wisconsin Dells. There was training and instructional workshops, committee and commission meetings, guest speakers, awards and citations.

The American Legion National Commander Jimmie Foster presented Commander Severson with a citation for naming the National Emergency Fund as his Commanders Project, and raising almost \$1.00 per member to



help Veterans and their families. (photo by PNH Lawler, l-r, National Commander Jimmie Foster, Detachment Commander Kerry Severson ,PNC David Faust,)

Citations were present to these squadrons for their great work, 434 Oak Creek , 155 Westby, 18 Milwaukee , 70 Oshkosh, 537 Harold Todd , 220 Soldiers Grove, 245 Cross Plains, 59 Stoughton, 71 Pewaukee, 84 Monroe, 138 Viroqua, 172 North Freedom, 180 Bay View, 313 Black Earth, 385 Verona, and 444 FD Roosevelt. Each of these squadrons reached 100 per cent membership for 2011 by Veterans Day 2010. Additionally a donation was made to the National Emergency Fund in their honor.



We had the honor to have Department Auxiliary President Florence Wasley address our officers and members on the importance of helping all Veterans, especially Homeless Women Veterans. President Wasley sat in on our Americanism Committee where she was able to offer positive feedback. (photo by PNH Lawler, l-r, Department President Florence Wasley, Detachment Commander Kerry Severson)

National Vice Commander Patrick Gyskiewicz, took to the podium to extend greetings from our National Commander David Dew. He congratulated us for the work we have been doing on CWF, NEF, VA&R and membership. Pat reminded us of the importance of the consolidated report form and prompt membership transmittals.

All the way from Missouri, the "Show Me" state, John Sansoucie, candidate for National Vice Commander came to "Show Us" that he is the right man for the job. John was traveling with PNVC Joe Monti and was seeking our endorsement for 2011-2012.

The conference wrapped up with a banquet for National Commander Foster.

Our thanks to the headquarters staff who helped make this a great event. If you have comments or suggestions on the Sons of The American Legion Midwinter Conference, please email commander Severson at kseverson99@yahoo.com

Commanders Project, National Emergency Fund

Commander Severson is extremely grateful for the support of his Commander's Project The National Emergency Fund (NEF), <http://legion.org/emergency>. He has set a goal of \$1.00 per member from each squadron and held a fundraiser at Midwinter. The event raised almost \$1000.00 in less than 24 hours. A big thank you to all the people who bought raffle tickets, and made donations including the Legion, Auxiliary, Sons and Legion Riders.



A special thanks to the following squadrons who donated to the Commanders Project National Emergency Fund (NEF) at the Midwinter Conference 93 Tomahawk, 108 Clear Lake, 121 River Falls, 189 Water Town, 209 Orfordville, 245 Cross Plains, 294 Hartland, 313 Black Earth, 406 General King, 437 Mazomanie. Thank you to Janice Lawler, for organizing, setup, and working the booth while we were in meetings. You all made this event a success.

If your squadron did not get to donate at Midwinter or would like to add to their donation, please send your donation, payable to NEF to Dennis Stockfisch N56W18346 Evergreen Ln, Menomonee Falls WI 53051. You can make personal donations as well, to the same address, noting Commanders Project on the check.

(photo by Janice Lawler, I-r, PNC David Faust, DVC Russ Severson, DC Kerry Severson)

American Legion Family Trailer



Those of you who attended the Midwinter Conference got an up close and personal view of the new American Legion Family Trailer.

The trailer is set up as a public relations tool with brochure racks, and room for personnel inside to promote the American Legion Family, showcase the programs of the Legion and to recruit members. The trailer will be available for county fairs, local events by reservation at Department headquarters.

District Rankings

Eighth District jumps 5 spots in the District Rankings, great job. We need to work a little harder to get all of our districts at 100 percent.

1. Fourth District 100.35%
2. Third District 96.12%

- 3. Fifth District 94.83%
- 4. Eleventh District 85.29%
- 5. Second District 77.31%
- 6. First District 75.96%
- 7. Tenth District 72.73%
- 8. Eighth District 66.67%
- 9. Sixth District 66.13%
- 10. Seventh District 64.53%
- 11. Twelfth District 59.15%
- 12. Ninth District 58.66%

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

[Legion District Reports](#)

[Auxiliary District Reports](#)

Central Region Steals the Lead

Great News, Wisconsin's very own National Vice Commander, Patrick Gryskiewicz has brought the Central Region from the bottom of the list to the very top. Central Region is in FIRST PLACE. This was no easy task as Southern Region has held that spot the entire membership year. Great Job PAT!

While Wisconsin has maintained FIRST PLACE in the Central Region for the entire 2011 membership race, Minnesota is closing the gap and their membership chairman has been trying to get our secret so they can plan their coup. We need your help if we are going to win the race. We currently rank sixth in the nation overall and we are fifth in the Nation for retention, but second in the central region, behind Minnesota.

(Central Region) Patrick N. Gryskiewicz (WI)			
Detachment	Goal	Actual	Percent
WISCONSIN	3,200	2,402	75.063
MINNESOTA	10,835	7,983	73.678
INDIANA	36,991	27,251	73.669
OHIO	30,438	21,718	71.352
IOWA	2,740	1,926	70.292
MISSOURI	3,277	2,232	68.111
MICHIGAN	20,926	13,330	63.701
ILLINOIS	15,143	9,621	63.534
Totals	123,550	86,463	69.982

Remember Every Member Counts!

National Awards

Our national organization knows that the work you do is important and they have created awards on the that you and your squadron can receive to honor your accomplishments.

MARCH 15 -17th, CITATION OF ACHIEVEMENT This date is the official birthday of the American Legion. A citation is awarded to every Squadron whose current membership equals or exceeds its previous year's official total as of December 31st of the previous year.

July 1st, S.A.L. HONOR RIBBON This is a National Award that goes to Squadrons that have equaled or surpassed its previous year's membership by this date.

ALL TIME HIGH This is a RED RIBBON awarded to the Detachment based on end of the year total.

ARTHUR D. HOUGHTON, "SONS OF THE AMERICAN LEGION AWARD" This is awarded to the DETACHMENT in each category that has attained the greatest percent increase over the previous year's membership.

CHARLES B. RIGSBY, VOLUNTEER OF THE YEAR AWARD This is awarded to an individual who is outstanding in volunteering, to help the veterans at V.A. hospitals, and homes.

History Book Award

Community Service Scrapbook Award

Contact the Detachment Adjutant for more information on awards and citations.

Detachment Awards

Are you and your squadron getting the recognition you deserve? The Detachment has implemented many awards your squadron can earn, including Membership, Americanism, Children & Youth and VA&R. We award many of the plaques from the Consolidated Report form and present them at the Detachment Convention in July.

Make sure your squadron fills out their [Consolidated Report form](#).

Squadron Awards:

Veterans Day November 11th 100 % Award: Awarded to each Squadron reporting 100 % membership before Veterans Day

ROBERT WILCOX "PLAQUE" Best Americanism Program

RAYMOND FAUST "PLAQUE" Best Blood Program

LILLIAN PRIEST "PLAQUE" Best Children and Youth Program

MARY ANN NELSON (M.A.N.) "PLAQUE" Best Community Service Program

THOMAS A. KNOX "PLAQUE" Best Rehabilitation Program

DON PRIEST "PLAQUE" Best overall programs and Activities, from Annual Reports

JACK KEY "PLAQUE" This plaque goes to the First Squadron to reach 110 % of its previous year's membership. The previous year's total is based on the amount turned in by the close of the Annual Convention.

ARMIN TEWS "PLAQUE" This award goes to the squadron that has attained the greatest percent increase in membership, over the last year by June 1st.

DILLMAN "PLAQUE" This award goes to the squadron that has submitted the best Squadron History Book.

COMMANDERS PROJECT "PLAQUE" This award goes to the squadron that has made the largest contribution per capita to the Commander Project.

INDIVIDUAL AWARDS

DENNIS F. STOCKFISCH, MERITORIOUS SERVICE AWARD: Awarded to the S.A.L. member who has shown outstanding leadership and devoted service to the Sons of The American Legion organization. This is the highest honor a member can receive.

JOHN E. WEBSTER, MEMBERSHIP SERVICE AWARD: This award goes to the S.A.L. member who obtains the most New or Re-instated members over the last year, by May 31st.

Child Welfare Foundation

The latest [Child Welfare Foundation](#) report puts us at 17th in the Nation and 2nd in the Central Region with .71 cents per member donated. This report does not include the money we collected at midwinter, which will bring us up to ~.93 cents per member and put us at 14th in the nation. National Commander David Dew set the goal at \$2.00 per member.

Can we reach that goal, I think we can, fill out your [donation form](#), and mail to **American Legion Child Welfare Foundation**, PO Box 1055, Indianapolis, IN 46206

Thanks to a change in reporting, we are now able to get information from CWF to reward you for your donations. However, you still need to report your donations on your Consolidated Report Form

Get in the Headlines Public Relations

http://wisal.org/documents/PR_Article_February_1,_2011.pdf

Michael Lawler, National PR Commission

How many times have you seen "

Cat Rescued from Tree" in the news? I see this on TV, in print and hear it on the radio numerous times per year and think is this really news? Why is this news, because it is a human-interest story, people want to see people helping people (and pets). How did the media hear about the cat? Someone called them. Your squadron event or activity is news worthy too. You need to "toot your own horn" and call the media to get in the headlines. *"I do not need the acknowledgement, or the award, this is what the Sons do, we are here to serve". Well, you may not need the recognition but our organization does. If you are not promoting and publishing your Squadron activities you deny your members from the praise of other they have rightly earned and deserve, you deny our potential member the opportunity to see the great work we do, and it maybe the event that convinces them to join.*

Too often when we say you need to "toot your own horn", we hear,

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