



THE LEADERSHIP LEDGER



Welcome to the 9th Edition of The Leadership Ledger. It includes Post, Dept. and Nat'l reports, leadership training events, upcoming conferences/conventions as well as rules and regulations pertaining to local, state and national laws. The Ledger is available by visiting the Department's website at www.mainelegion.org under "News & Events" or on the home page. If you have any information to be published in The Leadership Ledger, please forward to Department HQ via email at legionme@mainelegion.org. All events will be posted on Department's website by visiting www.mainelegion.org or by pressing the POST EVENTS image. All events will also be uploaded on the 1st and 3rd week of each month and must be forwarded to Department HQ via email at legionme@mainelegion.org.

DISTRICT MEETINGS

Be Connected – Be Heard – Be Informed

District 2 – Cumberland: Feb. 16, Westbrook Post 197, 2 p.m.

District 3 – Androscoggin: Feb. 16, Lisbon Post 158, 2 p.m.

District 5 – Oxford: Feb. 18, Dixfield Post 100, 7 p.m. Nominations. Light supper 6 p.m.

District 9 – Kennebec: Feb. 12, Augusta Post 205, 7 p.m.

District 12 – Hancock: Feb. 11, Trenton Post 207, (TBA)

District 14 – Piscataquis: Feb. 15, Dexter Post 53, lunch noon, 1 p.m. mtg.

District 15 – Washington: Feb. 9, Machias Post 9, 2 p.m.

District 16 – S. Aroostook: Feb. 9, Van Buren Post 49, meal 1 p.m., 2 p.m. meeting. Four Chaplains Service with District 17.

District 17 – N. Aroostook: Feb. 9, Van Buren Post 49, meal 1 p.m., 2 p.m. meeting. Four Chaplains Service with District 16.

DISTRICT 1, 4 & 10 PLEASE SEND IN YOUR DISTRICT CALENDARS ASAP. THANKS

MILITARY TRIVIA:

What was the only College band who's entire membership, joined the U.S. Army, at one time?

Submitted by Dwayne Hatfield, Mars Hill Post 118



SWEEPSTAKES WINNERS

Winners of the Sweepstakes Raffle drawn at the recently concluded Mid-Winter Conference in Brewer, Jan. 18:

Clifton Foster, Gray Post 86	\$1,500
Stephen Spielvogel, Farmington Post 28	\$ 500
Donald Bishop, Winslow H.Q Post 178	\$ 300
Donald Cantin, Sanford Post 19	\$ 200

The American Legion, Department of Maine High School Oratorical Scholarship Contest will be held at Thomas College in Waterville on Feb. 8, 2020 at 9 a.m. Snow Date: Feb. 15, 2020 at 9 a.m. Please see 2020 Oratorical Program attached. For more information, please visit www.mainelegion.org.

AMERICAN LEGION UNIFORM CAP ORDERS

EFFECTIVE IMMEDIATELY!

The Department of Maine will no longer be placing orders for American Legion District caps and above. To place an order for a uniform cap, please visit www.emblem.legion.org, choose American Legion, and Caps (Uniform) located under Apparel and follow the steps 1-7. If you have any questions about ordering your uniform cap, please call (888) 453-4466 before you place your order and an Emblem Department Representative will be happy to assist you. Additional help is also available by choosing the link “Help ordering uniform caps”.



MEMBERSHIP 101

Some thoughts on Membership: Just back from Mid-Winter Conference (Department of Maine, Brewer) and eves-dropped on a few conversations. The most common theme was and continues to be, how to keep and increase membership!

1st Vice Commander and Department Adjutant pointed out need for another 500 memberships needed to meet the National Feb. 2020 goal of 85% (2 weeks away as of this article). With many Posts already at 80%+ in Jan., the goals will continue to get harder as well and will continue to do so as we reach 90% and eventually 100%. Most Post already have gotten the “easy” renewals. Those remaining will require proactive work.

That last 10% to 15% is and always has been the hardest. What does your Post have to offer that will bring in these last numbers? What is the Post strategy to contact these members and see where they stand?

Membership is ultimately a Post Adjutant issue.. yes.. you may have a Membership Committee, but the numbers, for the most part, go through or should be going through the Adjutant. How is the Post supporting your Adjutant? Do you help with calls? Do you bring in potential new members? Are you creating a welcoming environment for ALL your members?

I can give you an example of the latter, there is a Post that has a vet coffee each Wednesday. One Wednesday a Legion member and his wife visited the Vet Coffee. They were from a different 2nd District Post and were put off by their visits to their own Post with a feeling of being given the “cold shoulder”. No one even welcomed them or said anything to them the entire period of their visit at their home Post. Getting back to the Coffee. They were met at the door upon entering. They were engaged in discussion to learn something about them before being introduced to the assembled vets. They were made to feel welcomed by

the vets present and, they returned the following week with transfer papers.

What about the argument from some Post, “I like the guys we have now, we don’t need new people”? I overheard a Post Officer, in frustration, say, “What I would like to tell these people is, ‘What happens when you are all dead?’ Who will run the Post then? Every year the Post loses 8-10 members. In ten years, who will be left?” This good old boy approach is still prevalent in some Posts and does nothing to increase membership. These Posts, as I’ve previously noted, are self-centered and slowly dying on the vine. Who then, will be the last one standing, looking around and saying, “What happened to our Post?”

The National Judge Advocate, Kevin Bartlett, made several good points in his presentation to the Conference. He looked at membership as a series of grids with each block being filled in based on membership status (new to seasoned members) compared to what role they play in the Post, District, Department, and National offices. The bottom line for members, balance experience, skills and years of service against roles in the Legion postings at all levels.

Translation be careful not to overwhelm a new member by immediately making them an Officer in a key position (unless they are being recruited for that position and have the requisite skill sets and time to do the job). Make new members (all members) feel welcomed and let them see where the opportunities are for their skill sets at the Post level. Some will step up; others will need time to feel more comfortable with their role at the Post.

There is a reason why the Legion at the Senior Officer levels looks like the seasoned organization that it is. These seasoned individuals, traditionally, have the skills and time to do the job. The Department of Maine and some other Departments around the country are slowly breaking that mold. The Department of Maine is sending younger (a relative term) to the National Legion College. Upon their return, they are assuming leadership positions at the

Post, District and Department level and ARE MAKING A DIFFERENCE!

But I digress. Getting back to thoughts on membership. We have one Post who is at 200% + for the second time in 11 months. How are they doing this? First, they are a revitalized Post with nowhere to go but UP. Second, they have dynamic leadership that thinks outside the box. Third, and most importantly, they are engaged in and emerged in the community, the schools, and make a priority of support of veterans.

Before this infusion of leadership and membership, this Post was as good as dead!

So, Post may need to get outside there comfort level to bring in new members.

Yes, retaining our honored Post members is important. Reaching out to those who we don’t always see is important (Buddy Checks). Next, be open to new members. They are the future of the Post. Lastly, and I can’t emphasize this enough, open your doors and give the Vets a reason to come through the doors.

*Submitted by
District 2 Adjutant Dave Tanguay
Windham Post 148
(207) 892-1306*

PAST COMMANDERS CLUB

If you are a Past Post Commander of The American Legion, Department of Maine and have not yet paid your annual dues to the Past Commander Club in support of the James V. Day Scholarship, please do so as soon as possible by filling out the attached form or visit <http://www.mainelegion.org/pages/formsapplication.s.php> and click on the Past Commanders Club (Fillable) form. Mail form along with \$2.00 per member to The American Legion, Past Commanders Club, 5 Verti Drive, Winslow, Maine 04901-0727.

It is because of you, and the members and officers of your Post that The American Legion, Department of Maine can authorized 2 students to receive a \$500 scholarship each year. Thank you for your support!



ELECTION NIGHT POSITION

A great way to earn money AND be involved in the Electoral process!

Position: VOTE REPORTER for the Maine Election

Locations: Multiple towns/cities across Maine

Duties: Call in county vote results as they are released throughout the night. In preparation, a brief rehearsal call must be completed before the Election.

Date: Tuesday, March 3

Time: 7:30 pm until final vote results are released

Pay: \$85 for the evening

Contact: If you are interested or have any questions, please email Rebecca Lan at rlan@edisonresearch.com. Please include name, home town, and phone number in any emails.

Vote Reporters must be responsible, punctual and polite, with own transportation. No previous experience necessary. PAID PROMPTLY after the election.

MILITARY TRIVIA:

Answer to Military Trivia:

When Colonel Frank Hume (from Bridgewater, ME) formed the 2nd Maine at Camp Keyes in Augusta in June of 1916, the entire University of Maine Band joined up at once, later making a name for itself with many public concerts held in Laredo, TX, and later going to France with their Regiment for World War I.



LEGION LUGE

Join us for the 1st ever "Legion Luge" sponsored by Sons of the

American Legion, Detachment of Maine on Sat., Feb. 15, 2020, 10 A.M. to 1 P.M. at Camden Snow Bowl, Camden Maine. Teams will be participating in races down the Toboggan Chute onto Hosmer Pond.

REGISTRATION: Please see the Legion Luge attached for more information and registration form to register your team or visit <http://www.mainelegion.org/pages/foundation/fundraising-events.php>. Please fill out the form and return by February 5, 2020. Mail to Headquarters, Suite B, and earmark your check "Legion Luge". Cost is \$25.00 per person with all proceeds going to The Maine American Legion Foundation.

ACCOMMODATIONS: Tradewinds Motor Inn, Park St., Rockland. Room rates are \$105.40, including tax. Suites are \$130.90. All include continental breakfast (with great options). To book online go to Tradewindsmaine.com, select BOOK NOW, go to rate options, type in group code ALFTOB, from there room options are available. Block rates are good until February 5, don't miss the discounted rates!

FRIDAY NIGHT DINNER: Rockland Post 1 welcomes everyone to join them for dinner with karaoke following in the canteen. Menu will be a choice of homemade meatball subs, loaded steak and cheese subs, or a veggie wrap with french-fries and coleslaw for \$10.00. (Gluten free rolls available). You may pay at the door for dinner, but please RSVP to debra.ann.marr@gmail.com or call 701-9676, if you will be attending dinner on Friday night.

All proceeds to benefit the Dept. of Maine American Legion Foundation



PROMOTE YOUR BUSINESS WITH MAINE AMERICAN LEGION

The American Legion, Department of Maine will be taking a new direction this year to improve our Annual State Convention Yearbook. Various changes will take place including the format of the publication as well as a digital copy which will be made available online at www.mainelegion.org. To submit your sponsorship ad and payment, click on the above image of the Maine American Legion Convention Yearbook Sponsorship Request Form.

LEGION COMMANDER: 'LEARN FROM THE MINNEAPOLIS DEATH'

The leader of the nation's largest veterans organization has called on health care administrators to study the findings of a recent VA inspector general's report to ensure that circumstances that contributed to a veteran's 2018 suicide do not re-occur.

"One veteran suicide is one too many," said American Legion National Commander James W. "Bill" Oxford. "But what happened in Minneapolis should have been prevented. A patient committed suicide in a VA parking lot just hours after a nurse overheard the veteran giving away property and mentioning impending death in a telephone conversation. We do not know the name and the

gender of the patient profiled in the report but that isn't what's important. What is important is for people to learn from it. The IG found deficiencies in care coordination, internal review effectiveness and sufficiency and Patient Safety Committee and Quality Management Council."

Oxford pointed out that the Minneapolis patient had a history of substance abuse and tried to decrease their use of opioids. "Medications alone will not solve this crisis among veterans. In many cases, they contribute to the problem," Oxford said. "The American Legion has been on the record for many years supporting the use of alternative and nontraditional therapies to help veterans recover from depression, PTSD and other issues with which they may be struggling. An estimated 20 veterans a day take their own lives. Every one of these instances are tragic. More veterans die from their own hands than are killed by our nation's enemies. We must do a better job of embracing and listening to these men and women."

Veterans who are in crisis or have had thoughts of suicide should call the Veterans Crisis Line at 1-800-273-8255. They can also chat online at veteranscrisisline.net/chat or text 838255.

With a current membership of nearly two million veterans, The American Legion, www.legion.org, was founded in 1919 on the four pillars of strong national security, veterans affairs, patriotic youth programs and Americanism. Legionnaires work for the betterment of their communities through more than 12,000 posts worldwide. From the drafting of the original GI Bill to the creation of the Department of Veterans Affairs, The American Legion is the most influential voice for America's veterans. (Media contacts: John Raughter, jraughter@legion.org, (317) 630-1350, Mackenzie Wolf, mwolf@legion.org, (202) 263-2982.

*INDIANAPOLIS, (January 18, 2020)
Submitted by John B. Raughter
Deputy Director, Media Relations
Phone: (317) 630-1350 Fax: (317) 630-1368*

THE MAINE LEGIONNAIRE SUBMISSIONS

Please be reminded that only those articles and/or pictures which are sent in proper form will be considered for publication in The Maine Legionnaire. As we continue to receive an overabundance of photos for publishing, we must have guidelines to follow. In order to publish any photo(s) received, effective immediately, the submitter must include the following: Who are the individuals in the photo (left to right), what the photo is about, and when and where the event took place. If the above mentioned is not provided, the photo will be returned to the submitter for clarification and submission of the required information.

Anyone interested in submitting an article and/or a photo, please send via email to legionme@mainelegion.org or rachael@mainelegion.org or mail to The American Legion, Department of Maine, 5 Verti Drive, Winslow, Maine 04901-0727.

Deadline for May Issue: April 24, 2020

2020 NATIONAL COMMANDER'S CAMPAIGN

As you may be aware, each year we request donations to be given to the leading candidate for the position of National Commander of The American Legion. This year's leading candidate is Mr. Paul Dillard from the Department of Texas. He, like all of his predecessors is faced with a large financial challenge to get to this most prestigious office and will do a lot of travelling and have expenses which he may need assistance in covering.

Each department donates to the cause and we are not the only one to do so. The many departments also supported our own Tony Jordan when he was campaigning for National Commander and it is only right that we, The American Legion, Department of Maine do so also.

Please consider donating to this great cause so that the Department of Maine can support Paul's quest for election to the high position of National Commander. Please send donations to The American Legion, Department of Maine, 5 Verti Drive, Winslow ME 04901 and earmarked in the "Memo" portion of your check or money order "National Commander's Campaign". The donations will be given to Mr. Dillard prior to his visiting our department at the soonest possible time.

Thank you and let's make this one a great one!

Lloyd Woods
Nat'l Exec Committeeman

Anthony "Tony" Jordan
Past Nat'l Commander

DONATIONS

National Commanders Campaign

Debra Couture, Dept. 1 st Vice Commander	\$125
Gregory Couture, Dept. Finance Officer &	\$125
Joseph Donahue, District 8 Commander	\$100
Peter Johnson, Past Dept. Commander	\$200
Paul L'Heureux, Dept. Adjutant	\$125
Scott Paradis, Past Dept. Commander	\$100
Kirk Thurston, Dept. 2 nd Vice Commander &	
Patricia Thurston, Dept. Sgt-At-Arms	\$200
Lloyd Woods, NEC	\$150

Baseball

William A. Meader, III, Lewiston Post 22	\$100
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Boys State

David Tanguay, Windham Post 148	\$300
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\$5 TRANSFER & RENEWAL INCENTIVE

This is a reminder about the \$5 incentive for transferring 2019 DMS members and renewing them at a local post for the 2020 membership year. To qualify, the payment has to be made to renew after the transfer into the local post. This incentive will be paid to the department instead of the post. This incentive ends on June 1, 2020. Thank you and good luck. Still Serving America!

*Matthew E. Herndon
Deputy Director, Internal Affairs & Membership
Phone: 317-630-1406 Fax: 317-630-1413*

THANK YOU LETTERS ARE CRITICAL

All Posts accepting donations on behalf of The American Legion, Dirigo Boys State are responsible for sending a thank you letter or note to businesses or individuals who donated. Donors who receive prompt, heartfelt thank you letters are far more likely to continue to give in support of The American Legion programs. Attached is a sample letter.

JUNIOR SHOOTING SPORTS AFFILIATION

Please discontinue any use of the Junior Shooting Sports Affiliation form with the return address of the National Headquarters. This form was in previous years used for the National Tournament and the 2019–2020 season was the last time that it was accepted for registration for the National Tournament.

Affiliation for the National Tournament will be a yearly requirement and starting with the 2020–2021 National Tournament the only affiliation form that will be accepted will be the form that will be downloaded as part of the registration process.

However, understand that department were using the affiliation form for their use as well. There is now an Affiliation Form at the following link that you and your department can use. Section at the bottom is fillable so that you can put a return address in. It also has the capability for e-signatures if you wish to want that capability.

https://www.legion.org/documents/legion/pdf/Junior_Shooting_Sports_Affiliate_Form.pdf

*Respectfully submitted Bill Megnin
Youth Program Manager
Oratorical and Junior Shooting Sports
The American Legion National Headquarters
700 North Pennsylvania Street
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wmegnin@legion.org*



NO TOUCHY

No, I'm not referring to priceless paintings thousands of years old displayed in museums, the electric fence with its warning signs, or the tall holiday displays at department stores. I am talking about what you are not supposed to do with The American Legion emblem when you are using it in a design.

No “touchy” is National Judge Advocate Kevin Bartlett’s catch phrase when he gave a presentation to the 2019 National American Legion College class last November on the use of the emblem and the trademark name, The American Legion. What does it

mean? It means that nothing can be touching any part of the emblem. There is no set distance away.

Take the new Department of California image as an example. The California silhouette is not touching the top or bottom of The American Legion emblem. It's close enough and yet far enough to not violate the trademark and patent law. I was informed that California's new image did get approved by American Legion National Headquarters for department use. Yes, the department must also request permission to use the emblem since the design was altered.

Many American Legion Family members don't think they need to concern themselves with the dos and don'ts of using the name or emblem of The American Legion. For the vast majority, that may be the case, however, knowing the basic fundamentals should be part of your American Legion knowledge. The emblem is the organization's brand. It should be recognizable in the way most of us recognize the red wavy font of Coca Cola, lowercase font of amazon, and the child-like font of Disney. Their color, font and design are all elements that make their symbols iconic and recognized.

A few months ago, I saw a group of men wearing shirts with the wrong Sons of The American Legion emblem on it. The Sons logo was in red, rather than light blue and somewhat round, rather than oval. It was obvious that they wanted to promote the organization by being noticed with their large, bright red logo. However, it clearly was not the correct Sons logo. Instead of promoting brand awareness of the Sons of The American Legion with the correct emblem, it was damaged by the change.

According to the Name and Emblem Guide, the Sons of The American Legion emblem is an oval made up of four colors – gold, dark gold, light French blue and light brown – with the letters all capitalized.

Another important lesson that was shared by a National Legion College student for all to learn from was when she gave her new Legion business card to

Bartlett and was told in return that she couldn't pass them out anymore – and that she didn't get approval to have them printed. Flabbergasted, she asked "Why?" For starters, she didn't use the correct American Legion emblem. Oops! She downloaded a cool looking blue metallic version that's been floating on the Internet for some time now.

By Clara Pon, Department of France, China Post 1 Auxiliary



DONATIONS

American Legion Dept. of Maine Foundation

Virginia Chaput, Dept. Auxiliary President \$200
Bath Unit 21

STATE DIRECTORY

The image below contains the link to The American Legion, Department of Maine State Directory. To follow the link just click on the image or visit <http://www.mainelegion.org/pages/directory.php>

