



**WOW ... how about that
Fall Conference!?!?! I**

woke up Sunday morning saying to myself: “Did that really happen yesterday – or was it all a dream?” ☺ Well, it wasn’t a dream ... and my sore muscles

told me so! We really did have a fun and informative Fall Conference. A lot of work was done by many people to make it all happen. For fear of leaving someone out, I will not try to list all of the names of those involved in accomplishing everything done to make Fall Conference the success that it was. It would be a very long list too!

In addition to all of those who did the work, it would not have been a success without the Auxiliary members who attended, participated, and made the whole thing worthwhile. A big thank you goes out to all who attended the classes on Friday and Saturday as well as the general session on Saturday. Please give me feedback on the classes – to help plan for future ones. Thanks! I also want to say that it was a great honor for

me to be able to present Ellenton Unit 325 with their new charter at Fall Conference. Signing and presenting it to them right there made it even more special. It was quite a moment. Welcome back Unit 325. It’s great to have you back.

Homeless Veterans: See separate story about this! ☺

Calendar Of Activities: Have you looked at the list on page 59 of the Unit Guide? Here is what’s suggested for the next several months: December – VA&R, January – Legislative and National Security; February – Americanism. Plan ahead now ... the months are flying by so quickly!

**** You can donate to the ALA**

Foundation without spending a penny! **

I was recently reading the ALA’s newest Discounts & Services brochure and discovered the following information: Did you know you can also support the ALA when you search and shop online? By using GoodSearch and GoodShop, you can support the American Legion Auxiliary Foundation when you search or shop online. Each mouse click earns \$ for the ALA

Foundation, a 501(c)(3) public benefit corporation that supports the Auxiliary's programs. Gifts today ensure the continued care of veterans and their families tomorrow. Imagine the money the ALA Foundation could raise if we all used GoodSearch and GoodShop. It's so simple! When searching the Internet, use www.GoodSearch.com (powered by Yahoo). Type American Legion Auxiliary Foundation in the box labeled "Who Do You GoodSearch For?" When shopping online, use www.GoodShop.com. Type American Legion Auxiliary Foundation in the search box labeled "Who Do You GoodShop For?" Then, shop at the stores listed and earn money for the ALA Foundation! So instead of "googling" for everything, let's "goodsearch" and "goodshop" for everything ... and donate without spending a penny! ☺

My activities: OK, here's a quick rundown on things I've done since the last Ribbiting News: On October 20th, I helped install officers of Mid-Florida Lakes Unit330 in Leesburg – what fun as I installed a 'long time friend' in as Unit President. The following week was the Ride 2 Recovery Florida Challenge from Jacksonville to Tampa. During the first few days of the ride, NEC Irma Wehrli and I had the honor of hosting National President Kris Nelson on her official visit to Florida. The 5th and 17th Districts were wonderful in hosting lunches and dinners, and showing President Kris (and us!) a great time while she was here. Thank you everyone! President Kris said she loved her visit here in Florida because she got to meet so many grassroots members along the way. ☺ November 10th

to 13th found me hopping my way up to the 17th District again – this time for my official visit. I took part in the Veterans Day Parade in Deland with District President Eleanor and members from several Units and American Legion Families, and visited many Units throughout the District. It was a 'whirlwind' visit, hopping from Post home to Post home to meet members everywhere. It was wonderful. Thanks 17th District. ☺ Then after lots of planning, came Fall Conference Weekend ... and what a weekend that was! The day before Thanksgiving will find my husband Chuck and I at Post 252 as we help prepare food for Thanksgiving Day to serve to veterans from Bay Pines V.A. Medical Center. What better way to spend Thanksgiving then to be sharing it with many of our heroes!

My calendar is pretty much booked – especially weekends – to get all of my official visits to the Districts in. I look forward to all of them. OK, everyone has to keep leaping forward.

Let's get membership in. The Department of Florida is wonderful ... we have terrific members and we have room for lots more ... I know that we can reach at least 100% in membership ... let's do it! Remember ... there are mounds of information on the Department and National websites. Please utilize it. It's there for you!

Diane Rousseau
Department President

From the Secretary's Pad...



Compliance . . .

With Fall Conference past, and the Holidays rapidly approaching I hate

to put a damper on everyone's spirit, but we have some serious business that must be taken care of. The Executive Committee voted to take action on Units that are not in compliance with the Department's Constitution & Bylaws with regard to being incorporated and having the proper reports filed with the IRS. Those Units not in compliance will be receiving information regarding the action taken and instructions on what the Unit needs to do.

Our office will remain available to help units that are not incorporated, however, we are unable to intervene with the IRS on your behalf as only members of a Unit can speak with the IRS regarding that Unit.

***Dues Increase . . .** Starting with 2013 dues, Units will be paying \$16.50 for each senior member due to an increase of \$4 in National's per capita that was passed at National Convention in August. Department has been warning Units to prepare for this increase for the last two years and hopefully all units have raised their dues to a minimum of \$25. If your Unit has not raised its*

dues as of yet, you must do so through a Constitution and Bylaws change.

***Membership . . .** By now all Units should understand the reason the continuous year number on the 2012 cards is the same as the 2011 cards. Our membership system, unlike the Legion's, does not advance the year until the dues are paid and the year is completed. At the time the cards were printed the number in the box was a true reflection of the number of paid years. Since the 2013-year had not been paid yet, it was not reflected in the box. Since this has made so many members unhappy and National is not willing to pay for the system change it would take to advance the years before payment, future cards will state "member since" with a year on them. This will make some happy and not others because those that do not pay continuously and miss years will reflect the year they started paying again rather than their original join date, so please communicate with your members the importance of paying each year during the calendar year so they do not disrupt their continuous years.*

***Membership forms . . .** please throw out all old membership forms except member data forms. We no longer accept membership on "Transmittals or Back Dues Forms". All membership must be submitted using a recap*

sheet regardless of what membership year you are paying. Old forms will result in your submission being returned.

Do not mix new and renewal on the same recap sheet. Transfers are renewals. They are new to your Unit but are not new members. Rejoins are members that have not paid since 2008 or earlier. If they owe 2010, 2011 or 2012 they can be handled as a renewal. They can pay back years or simply begin paying again with 2012, providing they have not had a change in eligibility. If they want to pay their back years or have to pay them, due to eligibility issues, then each year must be on a separate recap sheet with separate payment and they must arrive together along with 2012 dues. We cannot process back dues without having current dues on a member at the same time. Please mail together in the same envelope.

Girls State . . . The registration paperwork has been mailed 1st class mail to all Units to their Unit address of record. The dates for the program remain the same as originally putout in the Plan of Action; however, we will be in a new dorm for this year's session. Once the final plans are in place for the dorm and the address of the dorm is established we will provide the information for District Chairmen so they can begin their process of securing the bus transportation.

Remember all quotas and Unit Bonding Fees must be paid as well as being charter strength in membership (10 senior members paid) to participate in Girls State. Verify with your Unit Treasurer that both the Quota and Bond checks have been sent BEFORE you mail the registration fees into Department.

The office will be closed the afternoon of December 16th for the Legion's Christmas Party and Friday, December 23^d at the close of business until January 3, 2012. We plan to remain open until 4:30 on the 23^d unless the Legion dictates the closing earlier that day.

On a personal note; I want to thank everyone for all the calls and notes regarding my sister and your prayers regarding her surgery. I am so blessed to have the ability and flexibility to work from California so I could be with her during this difficult time in her life. With the time difference it has been a challenge, however, I am making the transition and being productive from here along with caring for her and for that I am eternally grateful. I will not return from California until the 30th, however, will continue to work and remain available should I be needed for any reason throughout the holiday break. I wish everyone a wonderful and healthy Holiday and New Year.

Robin Briere

Secretary-Treasurer

"Honoring Their Service" Commemorative Button



The 2011-2012 American Legion Auxiliary National Membership Team is excited to present the theme for 2011-2012 **"Honoring Their Service."** In support of this concept, we are creating custom buttons for our members with a photo of a special veteran in their life. It can be any photo...a military photo, a candid current shot or a favorite image in any environment. We hope that you will help us spread the wonderful work of our organization while using our special veteran connection to engage new members.

How do I order my button?

1. Scan a photo as a .jpg or .pdf file and send via email to ALAbuttons@yahoo.com
2. Put your name and department in the subject line of the email.
3. Mail form with payment to address below. Upon receipt of email we will match with form.
(Note do not worry about sizing...we will take care of that on our end)
4. If you can't scan - no problem. Mail the photo with form information and payment to the address below. We will return your photo with the button.

Price Per Photo Button **\$5.00/ea**

Personalized Button (up to two lines of text added) **\$10.00/ea**

Honor Their Service! Order Now!

You may submit up to three photos per form. This form may be photocopied

Please complete all information and mail form with payment to the address below (Finished button size is 2-1/4")

Photo #1	_____	_____	x \$5.00/ea	\$ _____
	description of photo	qty		Total
Photo #1 Personalized:	_____	_____	x \$10.00/ea	\$ _____
	text line #1	qty		Total
	text line #2			
Photo #2	_____	_____	x \$5.00/ea	\$ _____
	description of photo	qty		Total
Photo #2 Personalized:	_____	_____	x \$10.00/ea	\$ _____
	text line #1	qty		Total
	text line #2			
Photo #3	_____	_____	x \$5.00/ea	\$ _____
	description of photo	qty		Total
Photo #3 Personalized:	_____	_____	x \$10.00/ea	\$ _____
	text line #1	qty		Total
	text line #2			

Total All \$ _____

Your Information Here

Name: _____
 Address: _____
 Address: _____
 City, State, Zip _____
 Email: _____
 Tel. _____

Mail Form, Payment, Photos Here

Trish Ward
PO Box 610
Louisburg, KS 66053

Questions/Problems...Call: 913-837-0556
 email: ALAbuttons@yahoo.com

Checks and Cash Accepted
 Make Checks Payable to:

American Legion Auxiliary National Treasurer
 Put ALA BUTTON on Check Memo



EDUCATION

EDUCATION

education@alafl.org

Plan of ActionPURPOSES:

The education of all of America's children is essential for the future of our nation. The American Legion Auxiliary believes education is vital. We join with The American Legion to aid and support the basic rights of all children to receive an appropriate education and learning for children in our own communities, with our main focus on the children of our military and veterans.

1. To help make it possible for a student, who has the ability or the desire, to receive an education beyond high school and prepare them for a fulfilling life.
2. To encourage the members of The American Legion Auxiliary believes education is vital to democracy and that investing time and money to educate our youth is literally an investment in America's future. Our Education program fosters learning for children in our own communities, with our main focus on the children of our military and veterans.

American Legion Auxiliary Department Of Florida Education 2011 – 2012 Plan of Action

MISSION STATEMENT: To promote quality education for children and adults through classroom activities, literacy programs, scholarship promotion, and support of education beyond high school, especially for military children.

As Auxiliary members we believe that a solid educational foundation is the cornerstone of American freedom. Our Auxiliary's Educational programs should promote quality education for every child and support students in their desire to continue their education beyond high school. We should work actively with educators and local schools to develop and maintain an education system that serves the needs of all children at every level.

1. OBJECTIVE - Focus attention on educational and scholarship opportunities for military children, whether their parents are active duty or reserve.

Actions Steps:

- a. Give 10 to education programs: Units contribute supplies to classrooms in their communities. Priority can be given to schools serving military children or military Family Support Groups to provide Give 10 items to military families in your area.
- b. Participant in the United Through Reading program www.Unitedthroughreading.org
- c. Share Department and National scholarship opportunities with military members in your communities.
- d. Provide local teachers, administrators, and Board of Education Officials with information about the particular challenges military children face during deployment www.rand.org
- e. Offer to connect teachers and administrators with mental health resources where they can refer military children.
- f. "ALA KIDDS," an acronym for "Kids In Danger of Depression and Suicide,"
- g. Enhance respect for the sacrifices of our military heroes among school children by scheduling Veterans in the Classroom programs at your local school.

Step-by-Step Instructions:

- Each member can donate one item toward the Give 10 to Education program.
- Place a poster and collection box at local sites (i.e., grocery store, bank, senior center, post office) and invite local residents to donate to the Give 10 program.
- One member of the Unit can take the 10 items (pens, pencils, labels, box tops, books, reams of paper, flags, dictionaries, thumb drives, etc.) and deliver them to either a military base school or local classroom.
- Unit members can copy and deliver copies of both the American Legion Auxiliary and American Legion scholarship applications to local schools and military schools with follow-up. The Unit needs to have a working communication system with the school administration and/or guidance.
- Prepare a news release about scholarships that are available through the Auxiliary and send it to your local media, making sure that the member has a working communication mechanism with someone at the local media office.
- Collaborate with your local American Legion, Sons, and/or other small, local organizations to hold a fundraiser for the benefit of a scholarship for a descendant of a veteran.
- Form a committee to select scholarship winners from applications submitted.
- Publicize the winners at a school presentation, in the media, etc.
- One or more unit members can mentor a student (e.g., bring a student to your job to shadow for a day, tutoring, test prep help, etc.), particularly a military child if possible.
- Make a donation to one of the scholarships (Children of Warriors National Presidents' Scholarship, Foundation, Department, District, or local SAL/Post.
- One or more members can arrange to meet with the administrators of local schools to deliver and discuss ALA KIDDS materials.

National Scholarship

National President's Scholarship-Children of Warriors Fund – The National President's scholarships are awarded to children of veterans who served in the Armed Forces during the eligibility dates for The American Legion. One \$2,500 scholarship, one \$2,000 scholarship, and one \$1,500 in scholarship money will be awarded in each division. Fifteen outstanding students will be awarded a total of \$30,000 to further their higher education. The applicant must complete 50 hours of community service during his/her high school years to be eligible for one of these scholarships. Applicants must present their completed application to the local ALA Unit on or before March 1, 2012. The winning entry for each Unit must be certified by the Unit President and Unit Secretary or Unit Education Chairman and mailed to the Department Education Chairman on or before May 1, 2012.

The Non-Traditional Student Scholarship – There will be five scholarships, each in the amount of \$1,000 awarded in each administrative year. One \$1,000 scholarship will be awarded in each American Legion Auxiliary National division. Applicant must be a member of The American Legion, Auxiliary or Sons of The American Legion and shall have paid dues for the two preceding years and for the calendar year in which the application is made. Applicants must present their completed application to the local ALA Unit on or before March 1, 2012. The winning entry for each Unit must be certified by the Unit President and Unit Secretary or Unit Education Chairman and mailed to the Department Education Chairman on or before May 1, 2012.

Spirit of Youth Scholarship – One Junior member in each division will receive a scholarship valued at \$1,000 per year for four years (total \$4,000). The applicant must have held membership in the American Legion Auxiliary for the immediate past three years, currently hold a membership card, and continue to maintain her membership throughout the four-year scholarship period. Applicants must present their completed application to the local ALA Unit on or before March 1, 2012. The winning entry for each Unit must be certified by the Unit President and Unit Secretary or Unit Education Chairman and mailed to the Department Education Chairman on or before May 1, 2012.

National Unit Awards

Most Outstanding American Education Week Program

A plaque will be presented to the Unit Education Chairman for the most outstanding American Education Week program. Award entry shall be in narrative form and must not exceed 1,000 words. The cover page should have the name of the award entry, Department name, Unit name and name and address of the Unit Chairman. A copy of the Unit's Department report form must accompany the narrative. Entries must be sent to Department Education Chairman by May 1, 2012.

Most Outstanding Literacy Program

A plaque will be presented to the Unit Education Chairman for the most outstanding literacy program. Award entry shall be in narrative form and must not exceed 1,000 words. The cover page should have the name of the award entry, Department name, Unit name and name and address of the Unit Chairman. A copy of the Unit's Department report form must accompany the narrative. Entries must be sent to Department Education Chairman by May 1, 2012.

Most Outstanding Scholarship Program

A plaque will be presented to the Unit Education Chairman for the most outstanding scholarship program. Award entry shall be in narrative form and must not exceed 1,000 words. The cover page should have the name of the award entry, Department name, Unit name, and name and address of the Unit Chairman. A copy of the Unit's Department report form must accompany the narrative. Entries must be sent to Department Education Chairman by May 1, 2012.

Most Outstanding Veterans in the Classroom Program

A plaque will be presented to a Unit Education Chairman for the most outstanding Veteran in the Classroom Program. Award entry shall be in narrative form and must not exceed 1,000 words. The cover page should have the name of the award entry, Department name, Unit name and name and address of the Unit Chairman. A copy of the Unit's Department report form must accompany the narrative. Entries must be sent to Department Education Chairman by May 1, 2012.

Give 10 to Education

Every Unit participating in the Give 10 to Education Program will be featured on the ALA website's Give 10 Honor Roll, a page dedicated to showcasing contributions to this program. Units will notify the Divisional Chairman in writing and indicate what was accomplished under this program. This program will accept submissions at any time during the year, but no later than June 1, 2012.

Honoring the Service of our Military

A citation will be presented to one Unit in each Division for the most outstanding promotion of education for military children. Award entry shall be in narrative form and must not exceed 1,000 words. It may include pictures and other forms of publicity. Each Unit shall submit a cover page to include the name of the award entry, Department name, Unit name, contact information, and name/address of Unit chairman. A copy of the Unit's Department report form must accompany the narrative. Entries must be submitted to the appropriate Divisional Chairman by June 1, 2012.

Department Scholarships

Are awarded annually to children of honorably discharged Veterans only. Four-year University grants are not to exceed \$2000.00 and Junior College and Technical_vocational school grants are not to exceed \$1000.00.

Memorial Scholarship

Are awarded annually to members of the American Legion Auxiliary, their daughters or granddaughters, provided said members has been a member in good standing in a Unit within the Department of Florida. Applications can be obtained from the Department Headquarters. Deadline for application completed must be received by the Department Chairman by March 1, 2012. Please see page 47 in the Unit Guide for: Barbara Mcevilly Trophy and Elizabeth Storer Plaque criteria, must be sent to Education Chairman by May 1st.

RESOURCES

1. Scholarship applications are available on the Auxiliary's website at www.ALAforVeterans.org.
2. Contact American Legion Flag & Emblem Sales online for educational products at www.emblem.legion.org.
3. Educational resources are available at no cost by contacting the Americanism and Children & Youth Commission of the American Legion or visit their website at www.legion.org.
4. The American Legion's comprehensive national scholarship resource, Need A Lift? <http://www.legion.org>.

Mail all award entries to: Wanda Bramdt

Department Education Chairman

P.O. Box 50225

Jacksonville, FL 32250

Committee Members: Pat Cornell

Cheryl Lebarge

Chaplain's Report

What a wonderful Fall Conference we just had. Learning for some – moving for some – Trying for some – but Fun for all. Can't wait to see what the next meeting will bring. We had a very well attended Religious Service on Sunday November 20, 2011. For that

I am thankful. Thank you all for being there. I spoke on "Peace" 1. Peace from war, 2. Peace within yourself and 3. Peace with God. Pray you have all three.



Our deceased list is short this month, again I am thankful.

District #1	Unit 235	Franklin, Eunice M.	District #11	Unit 288	Sloan, Annie Pearl
		McGee, Dolores M	District # 13	Unit 323	Gartner, Joyce A.
		Reid, Carrie B.			Wagner, June
		Trainor, Gudrun R.	District #14	Unit 29	Valdivia, June
	Unit 340	Gresh, Theresa		Unit 154	Barnett, Julie
District # 4	Unit 58	Young, Ann O'Dell	District #16	Unit 79	Severino, Evelyn B.
District # 5	Unit 250	Hough, Barbara			Turner, Jeanne
District # 6	Unit 80	McKarnd, Rita		Unit 119	Hillkirk, Anna Mae
	Unit 101	Chancellor, Chery	District #17	Unit 6	Hierspiel, Lois
District # 7	Unit 8	Hatafski, Theresa D.			Threat, Bobbie
		Milan, Doris G.		Unit 361	Goodrich, Doris S
		Thomas, Lois Margaret			Grubb, Judith F
District # 9	Unit 180	Pierce, Moni			

Marion Vick
Department Chaplain

President's Special Project HOMELESS VETERANS

The Ribbiting News is honored to brag about Unit 283 in Jacksonville. Here is information received from Auxiliary member Cheryl LaBarge: "In early October, one of our Auxiliary members who owns a car lot mentioned to us that she had been allowing a homeless veteran to stay in one of the cars on her lot. She asked the Auxiliary to help assist him with housing and VA benefits. American Legion Auxiliary Unit 283 paid for a one-week stay at In Town Suites and provided a \$50 gift certificate from Winn-Dixie for the homeless veteran "Al." American Legion Post 283 partnered with the Auxiliary to extend his stay for another week while the Auxiliary contacted Health Care for Homeless Veterans (HCHV) and VA Supportive Housing (VASH) on behalf of Al.

HCHV and VASH contacted Clara White Mission House, met us at In Town Suites, and transported Al to Clara White Mission House where he has a bed of his own while he works with VA case workers and works with the VA programs provided for his benefit. Al rode his bicycle to the Veterans Day Parade and participated with us on November 11th. We are holding Al's golf clubs, baseball caps, and a few of his personal items for him while he gets back on his feet. Al calls us and updates us on his progress. We're hoping for the best for him." Thank you Cheryl and members of The American Legion Family of 283 for helping Al. That is what we are all about ... helping our heroes!

PUBLIC RELATIONS

LET' S EXCEL IN AUXILIARY PROMOTION!

Well, we have certainly leaped into a GRAND start for promoting our positive image to the community. I have already received several articles from Units showcasing their specific events and activities. Thank You and GRRREEAAT JOB!!!

It has been my pleasure to have also spoken with several District PR Chairmen and I have updated your contact info accordingly. I hope you enjoy your "mascot" throughout the year. However, there are still some Chairmen that have not yet forwarded their information. If you would please do so at your earliest convenience so I am able to keep you informed of any updates received from Department and National throughout the year.



Many of you had requested copies of the Media Contact Sheets for TV, Radio and Newspaper. Please see the attached 'link' and review the forms. If you have any questions at any time, I am always available at your convenience via email PRChairman@alaf1.org or my cellular {407-462-0173}.

As you know, Fall Conference is fast approaching and the schedule is jammed packed with excellent break-aways that will prove to be well-worth your time spent. We are going to have a one-of-a-kind General Session with loads of activities and surprises in store. This event is definitely one you don't want to miss! I am looking forward to seeing you all there!

TK Wildrick
Public Relations Chairman

Media Contacts

Daily Newspapers:

City Editor – Generally the individual who assigns reporters for local stores

Reporter – Besides being assigned to write stories they also may suggest stories

Editorial Page Editor – Works separate from news writing side of the business. This is the individual helps develop editorial positions of the newspaper.

Op-Ed Editor – Individual who selects commentary and opinion pieces that appear on the page opposite the editorial page.

Letters to the Editor – Individual in the editorial department who handles the selection of letters. Most newspapers publish acceptable means of sending articles for publication.

Newspaper Contacts:

City Editor Name _____ Newspaper Name: _____

Mailing Address _____

Street Address _____

City, State, Zip _____

Phone _____ Fax _____

Email _____

Reporter Name _____ Newspaper Name: _____

Mailing Address _____

Street Address _____

City, State, Zip _____

Phone _____ Fax _____ Email _____

Editorial Page Editor Name _____ **Newspaper Name:** _____

Mailing Address _____

Street Address _____

City, State, Zip _____

Phone _____ **Fax** _____

Email _____

Op-Ed Editor Name _____ **Newspaper Name:** _____

Mailing Address _____

Street Address _____

City, State, Zip _____

Phone _____ **Fax** _____

Email _____

Letters to the Editor Name _____ **Newspaper Name:** _____

Mailing Address _____

Street Address _____

City, State, Zip _____

Phone _____ **Fax** _____

Email _____

Weekly Newspapers

Name _____

Phone _____

Mailing Address _____

Fax _____

Street Address _____

Email _____

City, State, Zip _____

Television Stations

Assignment Editor – Person responsible for assigning reporters and photographers to cover a story.

Reporter – The person who talks with people and tries to find contacts to get the job done. Once contact is made with the reporter, you can generally go straight to him or her.

Community Affairs Director – The individual who coordinates all the station’s activities in the Community. This is the person you should probably contact for a special event.

Public Affairs Director – The individual who produces and often hosts station programs that tackle issues of interest to the public. If you have an event you want to promote, this is who you will most likely work with.

Assignment Editor Name _____ Station Name: _____

Mailing Address _____

Street Address _____

City, State, Zip _____

Phone _____ Fax _____

Email _____

Reporter Name _____ Station Name: _____

Mailing Address _____

Street Address _____

City, State, Zip _____

Phone _____ Fax _____

Email _____

Television Stations

Community Affairs Director Name _____

Station Name: _____

Mailing Address _____

Street Address _____

City, State, Zip _____

Phone _____ **Fax** _____

Email _____

Public Affairs Director Name _____

Station Name: _____

Mailing Address _____

Street Address _____

City, State, Zip _____

Phone _____ **Fax** _____

Email _____

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Remember:

- Ask media contacts the best time of day to communicate. Media personnel are working with deadlines and have many demands on their time and attention.
- Every media contact should be thought of as an opportunity. Your personal relationship with the media reflects on the American legion Auxiliary. Treating the media with courtesy and mutual cooperation will win respect for the organization. Be a resource for the media.
- You will not always get the coverage you want, but always maintain a positive attitude and be patient.

Radio Stations

News & Public Service Director – Unless you live in a major city, the individual hired as the news director is generally also doing the job of the public service director.

Promotion Director – The individual who coordinates appearances by on-air personalities at events and develops other projects to increase listener participation and awareness.

Continuity Director – The individual who schedules the time of all commercials. At smaller radio stations, this person may also schedule public service announcements.

News & Public Service Director Name _____

Station Name: _____

Mailing Address _____

Street Address _____

City, State, Zip _____

Phone _____ **Fax** _____

Email _____

Promotion Director Name _____

Station Name: _____

Mailing Address _____

Street Address _____

City, State, Zip _____

Phone _____ **Fax** _____

Email _____

Radio Stations

Continuity Director Name _____

Station Name: _____

Mailing Address _____

Street Address _____

City, State, Zip _____

Phone _____ **Fax** _____

Email _____

REMEMBER:

- Ask media contacts the best time of day to communicate. Media personnel are working with deadlines and have many demands on their time and attention.
- Every media contact should be thought of as an opportunity. Your personal relationship with the media reflects on the American legion Auxiliary. Treating the media with courtesy and mutual cooperation will win respect for the organization. Be a resource for the media.
- You will not always get the coverage you want, but always maintain a positive attitude and be patient.

Membership--Coaches Corner

A big thank-you to all the Districts Presidents and their teams. You all did a great job with costumes and cheers. I thought your half-time cheers were fun. Also, thank-you PDPs for a job well done. Membership is moving forwards, just remember to keep up the good work. Please make sure you thank the units. Especially, thank the ones that are already 100% or more. The next play in our play book is the "Quarterback Keeper". We need to be at the 70 yard line by January 15th, 2012. We can do it!! Here are some ideas on recruiting members. The more diverse our group is, the more representative it is our community. The more we have and get involved the more the work can get done.. Try to target women who can accept what the organization is about and be willing to work the programs. Try to target women who would like to help our Veterans, since that is what we are about. Most of all work together as a team, treat each other with respect and always a thank-you. Happy Holidays to all.

Membership Statistical
Membership Keyed as of 12/02/2011

DISTRICT 1					
UNIT	NAME	GOAL	NOW	CURRENT %	NEEDED 70%
75	CRESTVIEW	167	86	51.50%	31
78	MILTON	51	40	78.43%	-4
121	JAY	19	0	0.00%	13
193	PENSACOLA	135	72	53.33%	23
221	NICEVILLE	62	44	70.97%	-1
235	FT.WALTON BCH	208	112	53.85%	34
240	PENSACOLA	308	157	50.97%	59
296	DESTIN	70	54	77.14%	-5
340	PENSACOLA	287	189	65.85%	12
356	LYNN HAVEN	251	125	49.80%	51
375	SOUTHPORT	62	5	8.06%	38
378	GULF BREEZE	18	19	105.56%	-6
382	NAVARRE	117	83	70.94%	-1
392	PANAMA CITY	74	74	100.00%	-22
District		1829	1060	57.96%	-54

DISTRICT 4					
UNIT	NAME	GOAL	NOW	CURRENT %	NEEDED 70%
16	GAINESVILLE	66	46	69.70%	0
27	OCALA	33	27	81.82%	-4
56	STARKE	24	15	62.50%	2
58	DUNNELLON	76	58	76.32%	-5
77	INVERNESS	50	43	86.00%	-8
91	TRENTON	27	8	29.63%	11
149	NEWBERRY	47	24	51.06%	9
155	CRYSTAL RIVER	239	220	92.05%	-53
210	OCALA	18	9	50.00%	4
225	FLORAL CITY	30	22	73.33%	-1
230	HAWTHORNE	50	27	54.00%	8
236	WILLISTON	16	17	106.25%	-6
237	BEVERLY HILLS	60	54	90.00%	-12
284	BELLEVUE	204	156	76.47%	-13
314	STARKE	23	0	0.00%	16
District		963	726	75.39%	266

DISTRICT 2					
UNIT	NAME	GOAL	NOW	CURRENT %	NEEDED 70%
13	TALLAHASSEE	91	67	73.63%	-3
42	GRACEVILLE	42	3	7.14%	26
51	CHATTAHOOCHEE	31	24	77.42%	-2
82	LANARK VILLAGE	51	1	1.96%	35
84	HAVANA	29	12	41.38%	8
100	MARIANNA	63	58	92.06%	-14
114	CRAWFORDVILLE	30	29	96.67%	-8
172	HOSFORD	20	3	15.00%	11
217	QUINCY	48	35	72.92%	-1
241	SNEADS	64	61	95.31%	-16
272	BLOUNTSTOWN	16	0	0.00%	11
District		485	293	60.41%	-26

DISTRICT 5					
UNIT	NAME	GOAL	NOW	CURRENT %	NEEDED 70%
37	ST. AUGUSTINE	118	81	68.64%	2
54	FERNANDINA BCH	232	159	68.53%	3
88	JACKSONVILLE	98	76	77.55%	-7
129	JACKSONVILLE BCH	350	174	49.71%	71
137	JACKSONVILLE	587	402	68.48%	9
174	FERNANDINA BEACH	14	0	0.00%	10
194	ST. AUGUSTINE	36	11	30.56%	14
197	JACKSONVILLE	55	33	60.00%	6
202	KEYSTONE HGTS	100	75	75.00%	-5
233	PONTE VEDRA BCH	146	90	61.64%	12
244	SO. JACKSONVILLE	47	50	106.38%	-17
250	MIDDLEBURG	346	186	53.76%	56
283	JACKSONVILLE	286	165	57.69%	35
316	ATLANTIC BCH	470	254	54.04%	75
373	ORANGE PARK	19	15	78.95%	-2
District		2904	1771	60.98%	-174

DISTRICT 3					
UNIT	NAME	GOAL	NOW	CURRENT %	NEEDED 70%
49	MONTICELLO	24	14	58.33%	3
57	LAKE CITY	229	162	70.74%	-2
107	LIVE OAK	31	25	80.65%	-3
131	GREENVILLE	42	19	45.24%	10
215	JASPER	43	0	0.00%	30
224	MADISON	37	13	35.14%	13
291	STEINHATCHEE	138	102	73.91%	-5
322	LAKE CITY	18	14	77.78%	-1
383	OLD TOWN	134	93	69.40%	1
District		696	442	63.51%	-59

**All membership, new & renewal
received by Decemeber 2, 2011 has
been keyed!**

DISTRICT 6					
UNIT	NAME	GOAL	NOW	CURRENT %	NEEDED 70%
10	KISSIMMEE	314	195	62.10%	25
19	ORLANDO	253	132	52.17%	45
21	UMATILLA	45	25	55.56%	7
35	MOUNT DORA	132	61	46.21%	31
52	LEESBURG	16	1	6.25%	10
53	SANFORD	238	137	57.56%	30
55	CLERMONT	144	76	52.78%	25
63	WINTER GARDEN	34	9	26.47%	15
76	TAVARES	36	36	100.00%	-11
80	ST. CLOUD	257	176	68.48%	4
101	BUSHNELL	134	22	16.42%	72
109	OCOE	36	38	105.56%	-13
112	WINTER PARK	15	12	80.00%	-2
183	ALTAMONTE SPR	132	67	50.76%	25
219	FRUITLAND PARK	262	176	67.18%	7
242	ORLANDO	177	111	62.71%	13
286	PINE CASTLE	332	201	60.54%	31
330	LEESBURG	48	32	66.67%	2
331	ORLANDO	71	42	59.15%	8
347	LADY LAKE	706	570	80.74%	-76
District		3382	2119	62.66%	-259

DISTRICT 7					
UNIT	NAME	GOAL	NOW	CURRENT %	NEEDED 70%
3	BARTOW	76	48	63.16%	5
4	LAKELAND	111	71	63.96%	7
8	WINTER HAVEN	691	422	61.07%	62
34	HAINES CITY	89	55	61.80%	7
72	MULBERRY	192	112	58.33%	22
118	ZEPHYRHILLS	46	32	69.57%	0
201	FLORENCE VILLA	46	35	76.09%	-3
339	CRESTHAVEN	72	51	70.83%	-1
District		1323	826	62.43%	-98

DISTRICT 8					
UNIT	NAME	GOAL	NOW	CURRENT %	NEEDED 70%
11	ARCADIA	53	29	54.72%	8
24	BRADENTON	483	310	64.18%	28
25	LAKE PLACID	396	235	59.34%	42
30	SARASOTA	58	26	44.83%	15
69	AVON PARK	279	184	65.95%	11
74	SEBRING	86	54	62.79%	6
113	ROTANDA WEST	419	282	67.30%	11
159	VENICE	856	580	67.76%	19
254	NORTH PORT	131	59	45.04%	33
266	FRUITVILLE	172	2	1.16%	118
309	PALMETTO	279	224	80.29%	-29
312	ONECO	254	171	67.32%	7
325	Ellenton		26		
District		3466	2153	62.12%	-247

Checkout the Friday report on the
Homepage!

DISTRICT 9					
UNIT	NAME	GOAL	NOW	CURRENT %	NEEDED 70%
36	FT. LAUDERDALE	104	80	76.92%	-7
92	HOLLYWOOD	166	110	66.27%	6
142	POMPANO BEACH	341	241	70.67%	-2
157	MARGATE	353	243	68.84%	4
162	DEERFIELD BEACH	362	233	64.36%	20
180	PLANTATION	127	91	71.65%	-2
209	DANIA	41	18	43.90%	11
222	FT. LAUDERDALE	92	53	57.61%	11
287	DEERFIELD BEACH	35	14	40.00%	11
304	DANIA	272	199	73.16%	-9
310	HALLANDALE	52	0	0.00%	36
321	COOPER CITY	181	127	70.17%	0
District		2126	1409	66.27%	-240

DISTRICT 11					
UNIT	NAME	GOAL	NOW	CURRENT %	NEEDED 70%
12	PALM BEACH	42	10	23.81%	19
20	BELLE GLADE	66	33	50.00%	13
47	LAKE WORTH	144	85	59.03%	16
62	STUART	71	51	71.83%	-1
64	OKEECHOBEE	164	92	56.10%	23
65	DELRAY BEACH	45	45	100.00%	-14
141	WEST PALM BCH	117	79	67.52%	3
164	BOYNTON BEACH	177	138	77.97%	-14
188	DELRAY BEACH	32	12	37.50%	10
199	WEST PALM BCH	66	35	53.03%	11
258	GREENACRES	29	17	58.62%	3
268	RIVIERA BEACH	166	71	42.77%	45
269	LANTANA	27	2	7.41%	17
271	JUPITER	157	114	72.61%	-4
277	BOCA RATON	102	78	76.47%	-7
288	BOYNTON BEACH	80	68	85.00%	-12
367	ROYAL PALM BCH	53	46	86.79%	-9
District		1538	976	63.46%	-130

DISTRICT 12					
UNIT	NAME	GOAL	NOW	CURRENT %	NEEDED 70%
1	TITUSVILLE	288	177	61.46%	25
22	COCOA	115	74	64.35%	7
39	VERO BEACH	180	113	62.78%	13
40	FORT PIERCE	246	175	71.14%	-3
81	MELBOURNE	138	88	63.77%	9
117	PALM BAY	339	165	48.67%	72
126	JENSEN BEACH	165	127	76.97%	-12
163	EAU GALIE	379	286	75.46%	-21
171	FORT PIERCE	38	14	36.84%	13
189	SEBASTIAN	100	71	71.00%	-1
191	MELBOURNE	155	112	72.26%	-4
200	SATELLITE BEACH	87	55	63.22%	6
318	PORT ST LUCIE	347	229	65.99%	14
332	KENNEDY SPACE CTR	34	28	82.35%	-4
348	CAPE CANAVERAL	206	138	66.99%	6
355	W PORT ST LUCIE	110	62	56.36%	15
358	FORT PIERCE	49	34	69.39%	0
359	PORT ST JOHN	232	156	67.24%	6
366	BAREFOOT BAY	80	65	81.25%	-9
394	PALM BAY	35	1	2.86%	24
District		3323	2170	65.30%	-342

DISTRICT 13					
UNIT	NAME	GOAL	NOW	CURRENT %	NEEDED 70%
38	FORT MYERS	120	78	65.00%	6
90	CAPE CORAL	187	96	51.34%	35
103	PUNTA GORDA	327	184	56.27%	45
110	PORT CHARLOTTE	511	304	59.49%	54
123	SANIBEL	93	43	46.24%	22
130	LABELLE	177	121	68.36%	3
135	NAPLES	445	266	59.78%	46
136	PINE ISLAND	401	227	56.61%	54
192	FORT MYERS	34	14	41.18%	10
274	FORT MYERS BCH	617	294	47.65%	138
303	BONITA SPRINGS	371	225	60.65%	35
323	LEHIGH ACRES	419	301	71.84%	-8
336	N. FORT MYERS	210	135	64.29%	12
351	FT MYERS SHORES	102	52	50.98%	19
388	BONITA SPRINGS	41	15	36.59%	14
District		4055	2355	58.08%	-125

DISTRICT 16					
UNIT	NAME	GOAL	NOW	CURRENT %	NEEDED 70%
7	CLEARWATER	489	287	58.69%	55
14	ST. PETERSBURG	159	102	64.15%	9
79	NEW PORT RICHEY	327	176	53.82%	53
104	PINELLAS PARK	286	206	72.03%	-6
119	LARGO	372	259	69.62%	1
125	GULFPORT	345	322	93.33%	-81
158	TREASURE ISLAND	107	80	74.77%	-5
173	HOLIDAY	307	204	66.45%	11
238	SAFETY HARBOR	266	166	62.41%	20
252	CROSS BAYOU	535	417	77.94%	-43
273	MADEIRA BEACH	2078	1,355	65.21%	100
275	DUNNEDIN	297	190	63.97%	18
305	ST. PETE BEACH	165	111	67.27%	4
335	HUDSON	213	150	70.42%	-1
District		5946	4025	67.69%	-755

DISTRICT 14					
UNIT	NAME	GOAL	NOW	CURRENT %	NEEDED 70%
28	KEY WEST	82	58	70.73%	-1
29	MIAMI	28	10	35.71%	10
31	MIAMI	131	108	82.44%	-16
43	HOMESTEAD	67	33	49.25%	14
67	NORTH MIAMI	107	73	68.22%	2
98	CORAL GABLES	51	36	70.59%	0
133	PERRINE	104	59	56.73%	14
154	MARATHON	171	108	63.16%	12
168	KEY WEST	29	13	44.83%	7
333	KEY LARGO	97	49	50.52%	19
346	MIAMI	34	33	97.06%	-9
374	KEY BISCAVNE	72	52	72.22%	-2
District		973	632	64.95%	-97

DISTRICT 17					
UNIT	NAME	GOAL	NOW	CURRENT %	NEEDED 70%
6	DELAND	120	69	57.50%	15
17	NEW SMYRNA BCH	230	179	77.83%	-18
45	PALATKA	41	17	41.46%	12
115	BUNNELL	101	80	79.21%	-9
120	HOLLY HILL	235	183	77.87%	-19
127	LAKE HELEN	25	22	88.00%	-5
204	DAYTONA BEACH	59	39	66.10%	2
255	DELTONA	37	27	72.97%	-1
259	DEBARY,ORANGE CT	35	30	85.71%	-6
267	ORMOND BEACH	182	126	69.23%	1
270	PORT ORANGE	162	107	66.05%	6
285	EDGEWATER	309	202	65.37%	14
293	INTERLACHEN	167	123	73.65%	-6
361	SOUTH DAYTONA	170	103	60.59%	16
District		1873	1307	69.78%	-277

DISTRICT 15					
UNIT	NAME	GOAL	NOW	CURRENT %	NEEDED 70%
5	TAMPA	41	34	82.93%	-5
26	PLANT CITY	39	31	79.49%	-4
99	BROOKSVILLE	45	27	60.00%	5
111	TAMPA	72	42	58.33%	8
138	PORT TAMPA CITY	305	195	63.93%	19
139	TAMPA	185	128	69.19%	2
147	ODESSA	60	20	33.33%	22
148	RIVERVIEW	203	131	64.53%	11
152	TAMPA	329	217	65.96%	13
167	TAMPA	31	0	0.00%	22
186	SPRING HILL	417	260	62.35%	32
248	WEST TAMPA	26	23	88.46%	-5
334	TAMPA	60	39	65.00%	3
389	RUSKIN	30	22	73.33%	-1
District		1843	1169	63.43%	-155

All Renewals received by 12/02/11 have been keyed.

**DISTRICT ORDER
RENEWALS ONLY KEYED AS OF 12/02/2011**

District 4	75.39%
District 17	69.78%
District 16	69.69%
District 9	66.27%
District 12	65.30%
District 14	64.95%
District 3	63.51%
District 11	63.46%
District 15	63.43%
District 6	62.66%
District 7	62.43%
District 8	62.12%
District 5	60.98%
District 2	60.41%
District 13	58.08%
District 1	57.96%

The 2012 Department Membership Goal is 37,242.

As of 12/02/2011, **23,640** membership have been processed.

We are currently at 63.48%