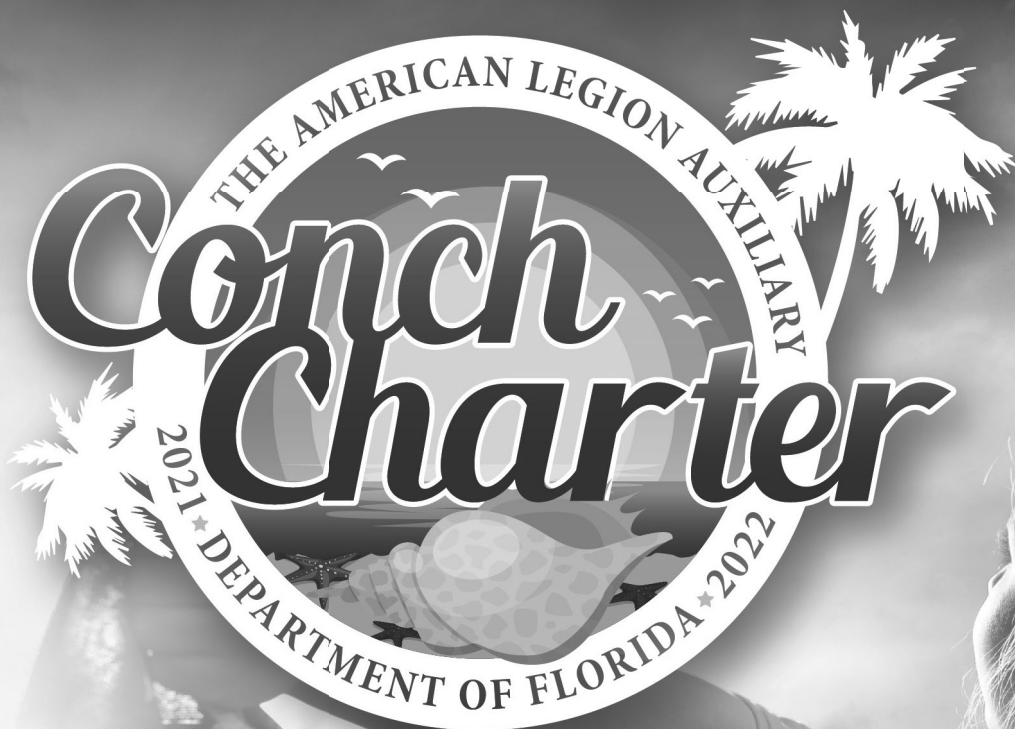


VOLUME XI • ISSUE 2 • SEPTEMBER 2021
DEPARTMENT PRESIDENT WANDA BRANDT



FEATURED:

Department President
Public Relations
Veterans Affairs & Rehabilitation
Children & Youth
Past Presidents Parley

This Month's Featured



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Wanda Brandt



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Mission Statement

In the spirit of Service, Not Self, the mission of the American Legion Auxiliary is to support The American Legion and to honor the sacrifice of those who serve by enhancing the lives of our veterans, military, and their families, both at home and abroad.

For God and Country, we advocate for veterans, educate our citizens, mentor youth, and promote patriotism, good citizenship, peace and security.

Vision Statement

The vision of The American Legion Auxiliary is to support The American Legion while becoming the premier service organization and foundation of every community providing support for our veterans, our military, and their families by shaping a positive future in an atmosphere of fellowship, patriotism, peace and security.

Upcoming Events September 2021

11	District 8 Auxiliary Meeting
11	District 2, 4, 7, 8 School of Instructions
12	District 4 School of Instructions
17	POW/MIA Ceremony - Unit 340 - District 1
18	District 1, 5, 9, 12 North, 14 Keys, 15, 16, and 17 South School of Instructions
18	District 6 Meeting
18	Unit 305 St. Pete Beach Yard Sale & Craft Fair
25	Boys and Girls State Fall Picnic



Want to submit an article and/or photos to *Conch Charter*?

alafli.org/submit
secretary@alafli.org

President's Message

WANDA BRANDT



Oh, my goodness!! This year is really flying by!! I am so very excited that we will be holding our National Convention LIVE on August 27 – Sept 2nd in Phoenix. Those who are not attending will be able to watch the meeting live.

We will be celebrating our 100 Years anniversary and it should be a blast from the past. Hope to see you there.

I just returned from Department Workshop in Orlando we had a great turnout. However, I know the Covid virus is showing up again, and lot of our members do not want to be around groups, due to health reasons and that is good, because we must take care of ourselves and our family first.

However, if you think that putting together our Auxiliary programs is easy, let me assure you that it is not. The plan of action may not change a lot from year to year, but how the Chairman and Officers took the Auxiliary programs; and improvised their presentations and presented them this past weekend was amazing. The final product of all their work was exciting, interesting and motivating presentation of our Auxiliary Programs.

Thanks to all the Chairmen, for their presentation, it was very talented and imaginative. Thanks also goes out to our Secretary Patty she was a “God sent” and PDP Michele DeGennaro whom was our Media Specialist throughout the weekend and she had to deal with lots of challenges. Thank You Patty and Michele.

We ended our weekend with a Special Mentoring Segment.

I am not sure if you were at my Installation on July 4th, however, my message at my installation, Was that ONE of my biggest desires for Florida members. Was

that All of US treated each other with respect and ENCOURAGE one another.

From that desire, a Mentoring Pin was developed, this pin is designed to be presented at District Meetings by the Department (Commander, President or SAL of chosen) so you may present the pin to your mentor at the meeting, (only one Mentor Pin per Mentor) to tell them how they have mentored you. However, if your Mentor has been given a pin you can still honor them and tell them how they have mentored you.

At the workshop there was a lot of mentors, that was acknowledged. Which was great, to end our workshop on.

So, as we travel across our great state of Florida. I want you to recognize whom has mentored you and please be kind to one another, and lift our sisters up and thank them for what they do for our great organization.

I am heading out West this weekend, and I hope to see a lot of mentors who has helped our members grow in the knowledge of Auxiliary and their own personal growth.

Please pray, that Pensacola did not receive any damage from Tropical Storm Fred, and keep a prayer in mind for all our Family.

Just remember, as we move through everyday life.

“Never let a bad situation bring out the worst in you. Choose to stay positive and be the strong person that God created you to be!”

September Holidays

- Sept. 11, 2021 – Patriot Day
- Sept. 18, 2021 – Air Force Birthday
- Sept. 26, 2021 – Gold Star Mother’s and Family’s Day

Continued on page 4 >>

Department Dates – Family invited Legion Training

- September 11 Southern Area Training
- September 12 Eastern Area Training Post 80
- September 18 Central Area Training Post 72
- September 19 SW Area Training, Post 103
- September 25 Western Area Training Post 402
- September 26 Northern Area (East) Training, Post 137
- October 2 Northern Area (West) Training, Post 57

Veterans Affairs & Rehabilitation

DEE BELL



Welcome to the 2021-2022 Auxiliary year. This year, President Wandas' theme is "Dare to Commit." As Veterans Affairs & Rehabilitation chairman, I dare you to commit and "Always Remember" the unemployed veterans, our hospitalized (in or

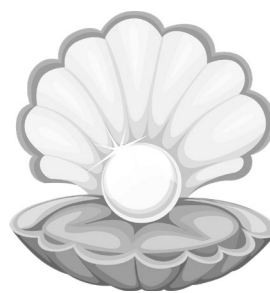
out of a VA facility), the homeless veteran, those in your local community and post home, transitioning veterans and their families, and caregivers of veterans.

During the pandemic, Auxiliary member access to our veterans has been very limited and it continues to be very difficult. Our Veterans have missed us and the social interaction, friendships and our hugs. But you can do something about it. A "Hug in a Mug." Coffee mugs can be purchased at dollar stores, yard and tag sales, just about anywhere. They are the perfect size for small gifts. Fill with toiletries, nail car supplies, small puzzle book & pencil, playing cards or games, flowers etc. Be sure to include a note from your Unit.

Deliver to your nursing home or VA representative. They can distribute them to the veterans. you can make a difference in the lives of our veterans.



THE AMERICAN LEGION AUXILIARY, DEPARTMENT OF FLORIDA



Pearl's Corner

PEARLS OF WISDOM

"Stay humble.... Work hard.... Be kind.."

From PDP Pat Donohue

"Try to learn something new everyday and share that information with someone else. Teaching what you know does not make you any less knowledgeable it just makes someone else more knowledgeable."

From PDP Fran Carlton

"Look for good in each situation and keep a sense of humor. Never look down on anybody unless you are helping them up. Be kind to everyone. You may change someone's day with a smile and kind word."

From PDP Fran Carlton

"How can you become a 'better' member and get as much out of the Auxiliary as you had hoped when you joined? Read everything you can, from the Department to National magazines, as well as the Unit Guide and National Handbook. Attend all trainings & meetings, from District to Department, including School of Instructions to Constitutional Conference, Workshop, Fall Conference and Convention. Take National On-line classes. Ask Questions! PARIT-ICPATE!!"

From PDP Kathee Coughlin

Public Relations

LISA HOYLAND



Welcome to a new year. Fall is in the air and hopefully all our “STARfish” members are doing well. I am honored to serve as your Public Relations “Beach Umbrella” chair this year. The Public Relations Committee members are Patricia Delgado, Patty Grayshaw, and Erin Hoffer

Welcome to a new year. Fall is in the air and hopefully all our “STARfish” members are doing well. I am honored to serve as your Public Relations “Umbrella” chair this year. The Public Relations Committee members are Patricia Delgado, Patty Grayshaw, and Erin Hoffer.

The Public Relations Role: We take our role as a veteran’s service organization seriously; It is important that we meet the needs of veterans and keep those needs front and center in the minds of the American public.

Public Relations is a support program for many American Legion Auxiliary programs, including Membership. To increase membership, it is essential to communicate who we are, what we do and why we matter to veterans and their families.

What is a Public Relations activity? Newspaper stories, television coverage, social media, flyers, radio, websites, online community calendars, events and newsletters are just some examples of public relations activities. Gather the “who,” “what” “where” and “when” information from mission-related programs, such as Veterans Affairs and Rehabilitation, Children and Youth, Community Service, Americanism, and Education. Telling the story behind the question “why” is very important in meeting the American Legion Auxiliary’s goals.

When it comes to media relations, preparing media releases in Word documents that can easily be attached to emails as a best practice. Attaching photos separately, rather than embedding them into the Word document, also is recommended.

One of the ways that everyone can participate in the Public Relations program is through branding. An example of branding is “RED Shirt Friday” in which

members wear red shirts with our ALA logo in support of our troops (as in Remember Everyone Deployed). I encourage everyone to wear the ALA logo when they are in their community, including when attending community meetings or events at your post.

Our Program Action plan for this year has a lot of great suggestions and tips on what members, units and districts can do. We are excited about our new chairman awards this year which includes social media, newsletter, and portfolio award categories. These will be presented to units in each membership grouping and district.

We encourage you to read through these documents, along with the End of the Year report, as they will help you “Ride the Waves” while you implement your annual Public Relations plan.

Department Program Facebook Pages Please consider visiting the various Department Program Facebook Group pages. All links can be found under the Public Relations program page. If you have not joined the @FLALA Public Relations Facebook group, please consider doing so to receive information and gain insights and ideas of public relations activities from other units throughout the Sunshine State.

Webinars The Department of Florida’s PR Committee is looking forward to assisting you this year and will be hosting a webinar every other month. Offered at 6:30 p.m. on Oct. 13, Dec. 15, Feb. 9 and April 13 on Zoom, the webinars will feature relevant topics related to Public Relations.

Calling all Juniors We would like to ask Junior members to join us on a Veteran’s Day project. Please see more information on the flyer within the newsletter.

Public Relations Resources and Tools. National’s website has many Public Relations tools. Visit www.alaforveterans.org to access ALA Academy’s online courses media release templates and information on the mission related program goals.

Our goal for Dept. of Florida is to CREATE a Public Relations TEAM across the state with every unit reporting Public Relations activities. “Dare to Commit to the Mission and Ride the Waves to a successful year.”

Children & Youth

CHARLOTTE BASS



I would like to thank you for electing me as your 2021-2022 Department of Florida, Third Vice-President, Children & Youth Chairman.

This year we will “Dare to Commit” to our Children & Youth. The Children & Youth Program has 3 objectives: Supporting Children and Youth in the Community, Supporting Military Children & Youth, and Supporting Veterans Children & Youth.

We can support the Children & Youth in the Community by participating in Star Spangled Kids, which is program designed to educate children and youth on the history of the United States through patriotism, Americanism, and the U.S. Constitution. Also, there is the Youth Hero/Good Deed award recognizing youth that have demonstrated good citizenship, either through a brave physical act or a good deed. You can support your Children’s Hospital’s in Florida. The Auxiliary supports the John Hopkins All Children’s in St. Petersburg and The Mailman Center in Miami. Please refer to your Unit Guide and the Donations Remittance Form on the Department website. Google Florida Children’s Hospitals to find one near you.

The next objective is supporting our Military Children & Youth by participating in Kids of Deployed are Heroes 2. Wear Purple on April 15th in honor of “Purple up” for Military Kids Day. April is Children and Youth Month.

The third objective is Honoring Veteran’s Children and Youth. There are many Veterans’ Children in need. Some of our homeless veterans also have children living on the streets with them. Contact your local churches, homeless shelters, and food pantries to identify homeless veterans’ children. Ask what their specific needs are, offer them your services. Contact local schools to find out what is needed for homeless children. i.e., supplies and clothes. TAPS (Tragedy Assistance Program) help provide comfort and assistance to those grieving the death of a military loved one. The Department website alafl.org, under Children and has resources that you can use to make your Children & Youth Program a successful one.

There will be no Mid-Year Reports due this year, but please send me your “Aha” moments with pictures as they happen, so that I can put them in the Conch Charter and also send on to National to possibly be placed in the Auxiliary Magazine. All photos must be sent separately in JPEG format not imbedded in the description sent in.



Past Presidents Parley

JULIA FLINT-GRIFFITH



National, in their wisdom, made changes in the Past Presidents Parley's purpose. These changes were made to streamline certain parts of the Program.

Our new purpose is to provide interaction with all Past Presidents, Units, District, and Department.

Prior to 1947, it was a social event for Past Presidents. After which, it evolved into the Past Presidents Parley Committee. The current Program, as a Committee, is to recognize all Past Presidents when attending any function. Many Departments (States) have regular get-togethers and plan fun and educational activities for their Conventions. Possibly, we may follow suit in the future.

The newest part of the Program has been creating a Forum that brings together the experience of former Presidents and utilizes their expertise as active

Mentors.

My "a-ha!" moment came about at Boot Camp. I became quite flustered#@! in creating a Forum that reflected the Past Presidents Parley's Action Plan.

Guess what?? I was not keeping the newest parts of the Program in mind, but, was working with the yesteryear's programs. What did I do? I sought out some Mentors! Problem solved!

Mentor of the Month

"Members that have a positive mentoring experience will be more likely to continue their membership and have a stronger commitment to our organization. We have all heard the saying "Knowledge is Power", but sharing that knowledge is empowering and empowering our members will make for leadership growth."

--Michele DeGennaro



WEBINAR

PUBLIC RELATIONS



TOPIC AGENDA

Wednesday, October 13 - 101 Social Media. How can social media platforms play an important role in your Public Relations plan.

Wednesday, December 15 - Let's Talk Flyers and Communication Methods to develop Your Public Relations Plan.

Wednesday, February 9 - Love Your Local Media: Media Relations 101.

Wednesday, April 13 - 8 Steps to Building a Strategic Communications Plan.

**JOIN US
6:30 P.M.**

Zoom
Meeting ID: 587 469 2713
Passcode: 4gt15t

Phone
1-646-558-8656

Meeting ID: 587 469 2713
Passcode: 344603

Chaplain

RUTH BURGESS



I pray this newsletter finds all our sister and brother Auxiliary members in good health and enjoying each beautiful day which our good Lord has provided.

I want to thank Madame President, Wanda Brandt, her Officers and Chairmen for an informative and interesting Department Workshop. Also, a great shout-out and thank you to all the wonderful ladies, from all over the state, who attended and soaked up knowledge like little sponges. Kudos to each and every one of you.

District 1

Viola Everly

District 6

Sally Byrnes

Linda Small

C. Lanny Stueber

Yolanda C. Gehring

District 8

Judy Alderman

District 4

Melanie Kaufman

District 12

Erica Todd

District 5

Jean Moore

Loretta Herbert

District 7

Patricia Landry

District 15

Gail Thomas

May the Lord bless you and keep you. May the Lord make his face to shine upon you, and be gracious unto you. May the Lord lift up his countenance upon you, and give you peace

Membership

CANDACE MABRY



Hello my fellow STARfish,

The year is off to a radical start, and I hope everyone is stoked about this upcoming year. Are you ready to Ride the Wave... 'cause we know you can DARE to

Commit?

Membership Surfing Award is the **Bottom Turn Award**. Surfing's most important maneuver and the basis of surf riding. A special gift will be given to the Unit President and Unit Membership Chairman in **each** membership grouping with the highest percentage **processed** by Department by POW/MIA day, September 17, 2021. (including recognition Conch Chatter the following month).

I hope everyone that made it to Workshop had not only a great time, but most importantly learned new things. I know I certainly did. I also want to thank our Mermaid, Beach Balls, Pearls, Osprey, Life Rings, and fellow Beach Umbrellas for all your hard work that you put into your presentations. (If you are not sure about my lingo, please read my plan of action on our website alafl.org)

Stay tuned for a Department Membership Facebook page. The first Quick link Friday report will be September 3, 2021 so I hope all my pelicans are scooping up renewals and new members. Please feel free to email or call me at membershipchairman@alafl.org or 904-708-2445.

Wanted to update everyone on some upcoming membership dates. National will be mailing via USPS renewal reminders. Our first Department

Ride the Wave...



VETERAN'S DAY ALA JUNIOR'S AND PUBLIC RELATIONS PROJECT

This year, the Public Relations Committee is asking for Juniors to participate in a Veterans Day Project that we will share across our state thanking our veterans!

You can participate by accomplishing at least one of the below projects:

- Mail or deliver a poppy to your elected city officials, along with a letter explaining its meaning. Ask them to wear it on Veterans Day to honor our veterans.
- Make a video (1 minute or less in duration) explaining how you are eligible to be member of the American Legion Auxiliary Juniors Program and thanking the veteran whom you received your eligibility.
Deadline: November 5, 2021. Send a link to the video to publicrelations@alafl.org
- Write a report on "What is a Veteran?" and share it by emailing publicrelations@alafl.org.
Deadline: November 5, 2021
- Write a letter to the ALA National President or the SAL National Commander and tell them why you appreciate our veterans. Let them know how excited you are to be a member of this great organization and why. Send a copy of the letter to PublicRelations@alafl.org
Deadline: November 15, 2021
- Write a letter to the ALA National President or the SAL National Commander and tell them why you appreciate our veterans. Be sure to let them know how excited you are to be a member of this great organization and why. Send a copy of the letter to PublicRelations@alafl.org
Deadline: November 15, 2021

Project completion can be used to start earning a patch through the Junior Activities Patch Program. Juniors also will receive a special certificate and token of appreciation from the Department Public Relations Committee during the Department Convention in 2022.

HAVE FUN, TAKE PICTURES AND THANK OUR VETERANS

Florida Happenings



Unit 27 - President - Anna McCurry, Vice President - Jordann Blair, Secretary/Treasurer - Judy Miley, Chaplain - Anne Zecca, Sgt-at-Arms - Albertine Brown, Historian - Kay Voge



Unit 230 - President - Paulette Krug, Vice President - Wilda Carter, Secretary - Carol Butler, Treasurer - Linda Garner, Sgt-at-Arms - Mary Adams, Chaplain - Bernice Merceo, Historian - Betsy Gabbard, Exec Comm - Carlagene Delk, Erin Ross



Unit 166 - President - Judy Salo, Secretary - Sheryl McDaniel, Treasurer - Debbie Ballew, Sgt-at-Arms - Barbara Tripp, Chaplain - Vicky Eley, Exec Comm - Dorene Bettis, Janice McGough



Unit 237 - President - Elva Erb, Vice President - Julie Nottingham, Secretary - Kathie Malczewski, Treasurer - Karon Roby, Chaplain - Kathleen Moran, Sgt-at-Arms - Venita Hughes, Historian - Sue Levenseller



Unit 210 - President - Leaneze Dozier, Secretary - Monique Perkins, Treasurer - Jessica Hadley-Brown, Chaplain - Kathlyn Kiner



District 4 Meeting



District 4 Meeting



District 4 Meeting



Unit 166 - Operation Homefront School Supplies - Dorene Bettis and Sheryl McDaniel, Unit 166 Homosassa, ready to distribute one of the Dollar Tree collections.



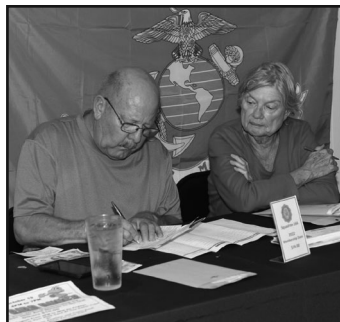
District 4 Meeting



Unit 166 - Homosassa was Riding the Wave on Saturday, August 7 with a Membership Drive for the Legion Family complete with laminating membership cards and free hot dogs.



Unit 166 - Michelle Tormaschy-Leuthauser laminating new renewal cards.



Unit 166 - Auxiliary Membership chairman Debbie Ballew helping SAL membership chairman Garo Salo with filling out form.



Unit 166 - President Judy Salo at membership table



Unit 166 - Busy day at Legion Family membership drive



Unit 166 - Legion Membership Jane Mundis, Aux President Judy Salo, SAL Membership Garo Salo, Aux Membership Debbie Ballew



District 5 - The Mighty Fifth District Juniors and Young SAL Members packing Back to School Supplies for the USO for our Military Children following their monthly meeting on August 7th.



Unit 173- Installation and pinning of Doris Clark for 57 years of membership.



District 15 - ALA Workshop

Florida Happenings



District 16 -Enjoying the Orlando Workshop August 13-15, 2021. Feel the wave of commitment from District 16!



District 16 -American Legion Auxiliary Unit 273, Madeira Beach, FL had concerns about the new members going to a meeting with no knowledge of what is going on. We created a new Member Guide for each new and renewal member. On Wednesday, July 28, 2021, we held an Auxiliary 101 class at Post 273 for new members and current members who wanted to be updated. Each student received a 3-ring binder with pages about procedure and programs. Member of the Executive Committee were instructors for various topics. Unit 273 will hold another Auxiliary 101 class on Monday, August 23, 2021



Unit 138 - The newly elected officers for American Legion Hugh Gilbert Strickland Auxiliary Unit 138 show their enthusiasm for the start of the new year after their installation held on Saturday, August 7, 2021. Unit 138 is located on the water in Port Tampa, FL. (They are ready to Ride the Wave - Dare to Commit- 2021-2022)



*Unit 5- Wow so far this 2021-2022 calendar year our American Legion U.S.S. Tampa Auxiliary Unit 5 has been busy with the National Security program. We may be a small unit but we always continue our support for our Military 100% .
Yes Unit 5 Tampa Florida are in with #DareToCommitt for 2021-2022.*

On Monday August 10th as a team we wrapped up another year of the "Back to School Brigade" program with Operation Homefront / Dollar Tree. We had a total of three dollar tree stores in the Tampa Bay area that we picked up from. A grand total of \$826.00 in school supplies for Military families was delivered to MacDill AFB.

We were also able to send out two mail outs of manufacture coupons for military deployed families overseas making a total worth of \$21,894.79 for this year so far. All done in the spirit of the ALA Mission, Service not Self.



Unit 186 - Annual donation of Back to School Supplies to help the teaches, staff and students have a successful school year This year donation receipt was for Brooksville Elementary School on August 12, 2021 . { The Children & Youth Program } Pictured left to right are Mike Lastra, Brooksville Elementary Principal, Daquiri Benard, Teacher, Gladys Stover, Unit 186, Tommy Roberts, Custodian, Joanne Holobinka, Unit 186, Patti Motzer, Unit 186 Children & Youth Chair, and Corey Zarcone, Resource Officer. Not pictured, Unit 186 President Lynda Anderson.



Unit 383 - Installation

Florida Happenings



Unit 194 - Day 2 of Dept of Florida Workshop



Unit 347 - Along with the Post, Sons and Riders worked as a family to run a food drive on August 8th and 9th. We asked everyone who wanted to participate to collect non-perishables and drive up to the front door of the post where our members were anxiously waiting to take them out of the car and bring them inside where we had a team sorting the food. We then boxed it all and the very next day teams went out to deliver the food. We were given monetary donations as well. What a team effort.



Unit 194 - Volunteered at the West Augustine CRA Back to School supply giveaway July 22nd and 24th.



Unit 194 - On August 7, 2021 ALA Unit 194 held their Officer installation which was well attended by members, family & friends.



We're hiring!

The American Legion Auxiliary Department of Florida is hiring for the **Department Treasurer** position. To apply go to <https://indeedhi.re/3rIvhu0>



**The American Legion Auxiliary
Department of Florida**

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