



WISCONSIN



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The official publication of the Wisconsin American Legion Auxiliary

www.amlegionauxwi.org

PRESIDENT'S MESSAGE



TERESA ISENSEE
Department
President

YOU ARE NOT JUST A NUMBER! You are the bakers, the crafters, the flag protectors, the caregivers, the volunteers, you are a senior member or you are a junior member, but most importantly you are a Member of the Largest Women's Patriotic Organization – the American Legion Auxiliary, who supports our veterans, active military, their families, our youth, and our communities.

In 2013-2014, in the spirit of Service Not Self, we the members of the American Legion Auxiliary Department of Wisconsin volunteered more than 400,000 hours, donated more than \$897,000 and served more than 43,000 veterans, active military and their families. These numbers are from only 264 units in Wisconsin. We know that the other 164 units volunteered and donated but they did not report.

Why is reporting so important? The numbers collected from our annual reports and combined with the other 51 Auxiliary Departments are sent to The American

Legion. The combined American Legion Family statistics are reported to Congress by The American Legion to demonstrate what we do for our veterans, active military, their families, and our communities. What you do does make a difference!

The Concert Tours have been very successful in promoting the programs of the American Legion Auxiliary, developing leaders, instilling a culture of goodwill, and having fun with membership. If we promote our programs and involve our communities we will become so well known that people will want to become members of

our organization.

As we honor our veterans on November 11, 2014 and thank them for their service, keep in mind that if our membership continues to drop 5% or more each year, by 2030 the American Legion Auxiliary may no longer exist. Who will be the voice for our veterans in our communities? Who will promote peace and goodwill on earth? And who will be there to safeguard the principles of justice, freedom and democracy?

Unit members are the foundation; without them our organization will crumble. As I travel

Wisconsin and visit unit, county, and district meetings and events, I am able to meet and talk with our members. I may not remember your name, but know that you have touched my life and made a difference. Your membership in the American Legion Auxiliary makes a difference in the lives of our veterans, our military, and their families.

Thank you, President Nancy and Unit 81 Mauston members, for reminding me that each one of us is an important part of this organization and **YOU ARE NOT JUST A NUMBER.**

MEMBERSHIP

"Freedom Don't Come Free"

Joan Chwala, Dept. Chairman
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Many country western song writers show their appreciation for our veterans and their service through the words of their songs. Toby Keith wrote "American Soldier" and "Freedom Don't Come Free," while the Zac Brown Band performed "Chicken Fried" to tell their thankfulness to God for their life and the Stars and Stripes. They "salute the ones who died and the ones that give their lives so we don't have to sacrifice." When we 'raise our voice in song,' it triggers our awareness of those who wrote songs of praise to our veterans and our military. The month of November is perfect for singing songs of thanksgiving and of love for our country. We also show our appreciation for the veterans and military by renewing our memberships in the American Legion Family.

Each member has the responsi-

bility of sending in her 2015 dues without waiting to be asked by the unit membership chairman. Why should you renew? You are honoring the veteran(s) who give you your eligibility. You are supporting the programs that educate our young people in patriotism and love of country, as well as respect for our military personnel and our veterans. You are helping to tell Congress that we need them to look after our veterans and stand behind the promises made to them when they took their oath to serve. We are an American Legion Family and we give support to each other through prayer and friendship. If you haven't yet renewed, would you pay it today? If you know someone else who would like to belong, won't you ask them if they qualify? We owe it to those who gave their lives for our freedom.

In the lyrics of the song "Arlington" by Trace Adkins, it says, "We're thankful for those thankful for the things we've done. We

can rest in peace because we are the chosen ones. We made it to Arlington." Will you show your gratitude by renewing your Auxiliary membership?

And now to recognize the Wisconsin units that have already reached their numeric goals! The following units earned the Maestro Award: Franklin Unit 192, Elmwood Unit 207, Cassville Unit 352, and Fall Creek Unit 376. The next award is the Conductor Award, which has been earned by Lancaster Unit 109, Hammond Unit 432 and Racine Unit 546. They are now eligible for one of five \$100 prizes. These units are continuing to reach out to their current members who have not yet renewed for 2015 so that they can earn more rewards and recognition. Congratulations!

Membership Team:

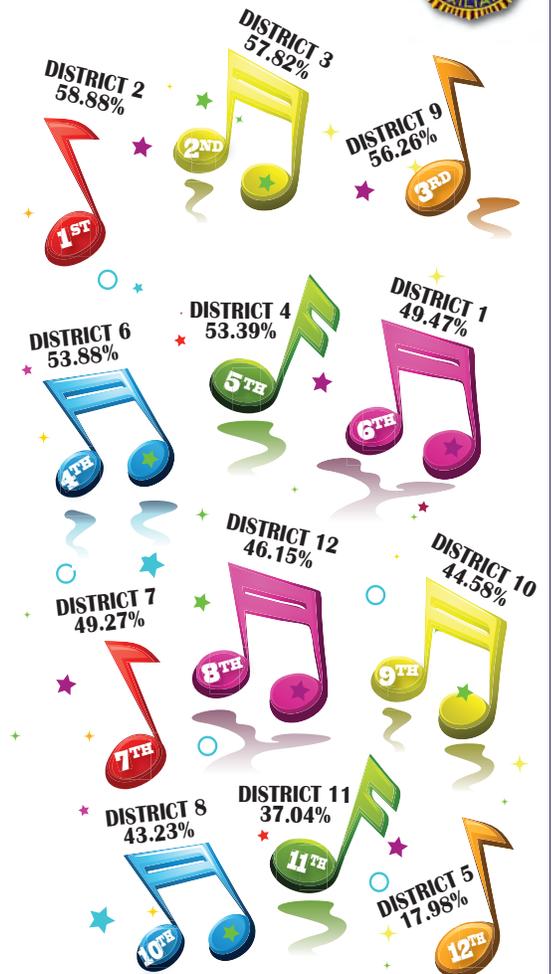
Joan Chwala, Chairman
Bonnie Jakubczyk, UD&R
Mary Petrie, UD&R

Morgan Johnsen, Junior Member

..... DATES TO REMEMBER

Dec 15, 2014	ALA Badger Girls State	April 25, 2015	2nd District Spring Conference
Dec 15, 2014	Early Bird Registrations Due		First Reformed Church
Jan 20, 2015	Bowling Tournament Bids Due		527 Giddings Avenue
	9th District Concert Tour		Sheboygan Falls, WI
	Steel Moose Bar & Grill	May 16, 2015	President Teresa Isensee's
	7083 Highway 22, Oconto Falls		Testimonial Dinner
Feb 16, 2015	George Washington Luncheon		Eagles Club
	Klemmer's Banquet Center		Chippewa Falls, WI
	10401 W. Oklahoma Ave., Milw	May 30-31, 2015	12th District Spring Conference
April 11-12, 2015	WALA Bowling Tournament		Unit 487, Cable, WI
	Sabre Lanes, Menasha	July 16-19, 2015	Department Convention
April 18-19, 2015	WALA Bowling Tournament		Radisson Paper Valley
	Sabre Lanes, Menasha		Appleton, WI
April 18, 2015	3rd District Spring Conference	Aug 28-Sep 3, 2015	National Convention
	Gays Mills, WI		Baltimore, MD
April 18, 2015	6th District Spring Conference	Sept 18-19, 2015	Fall Informational Forum
	New Holstein, Unit 124		The Plaza Hotel & Suites
April 18, 2015	10th District Spring Conference		Eau Claire, WI
	Gilmanton, WI		

Raise your Voice in Song for Our Veterans



48.91% • OCTOBER 2014

CHAPLAIN'S CORNER

Joanie Dickerson
Dept. Chaplain/Music Chairman
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Email: jomarie@tds.net

Welcome fall! It has officially arrived and the trees are showing off their beautiful colors. As we traveled to the Fall Informational Forum, we remarked that none of the trees had turned color. Imagine our surprise when we left the following day and were greeted by a profusion of color on our drive home! Our Creator's handiwork is evident wherever we look. We only need to look with hearts open to his countless gifts.

Thank you to all the ladies that attended my forum workshop. Based on your input, I started a Facebook page. Officially it is "American Legion Auxiliary Dept of WI Chaplains" and the web address is <https://www.facebook.com/groups/1498998930348061/> Please join me there for messages of encouragement and thoughts for reflection. Members are invited to share prayer requests.

God's Eternal Love

My first thought in the morning
 Is to thank God for the day,
 And for the many blessings
 He will send along my way.

If the faith that rests within me
 Remains steadfast, firm, and strong,
 Then I know that peace and joy
 Will be mine the whole day long.

Petty troubles will not vex me,
 Cause me anger or distress,
 For God's loving presence guides me
 To a gentle peacefulness.

Nor will I fear the future
 Or what's in store for me,
 For God's love will be forever
 Through all eternity.

MUSIC

Happy Belated 239th Birthday US Navy! (October 13th) In honor of the occasion, I share their service song and ask did you know they also have a service hymn? The Marine Corps hymn is recognized as their service song, but can you name the Navy Hymn? The original Anchors Aweigh was composed by Charles A. Zimmerman in 1906 with the lyrics written by Alfred Hart Miles. The lyrics were revised in 1997 and the second verse is the one most familiar.

Anchors Aweigh

(Verse 1)
 Stand Navy out to sea,
 Fight our battle cry;
 We'll never change our course,
 So vicious foe steer shy-y-y-y.
 Roll out the TNT,
 Anchors Aweigh.
 Sail on to victory
 And sink their bones to Davy Jones,
 hooray!

Verse 2
 Anchors Aweigh, my boys,
 Anchors Aweigh.
 Farewell to foreign shores,
 We sail at break of day-ay-ay-ay.
 Through our last night ashore,
 Drink to the foam,
 Until we meet once more.
 Here's wishing you a happy voyage
 home.

Verse 3
 Blue of the mighty deep:
 Gold of God's great sun.
 Let these our colors be
 Till all of time be done, done, done, done.
 On seven seas we learn
 Navy's stern call:
 Faith, courage, service true,
 With honor, over honor, over all.

Until next month, continue to "raise your voices in song in service for veterans." If not you, who? If not now, when?

Greetings from Headquarters

Bonnie Dorniak
Executive Secretary/Treasurer
Ph: (608) 745-0124

Email: deptsec@amlegionauxwi.org

With Veterans Day right around the corner, don't forget to thank a veteran. Since I joined the Auxiliary in honor of my dad, I would like to say, "Thanks, James R. Bennett, for your service" (and Happy 85th Birthday later this month!).

Why do YOU belong to the American Legion Auxiliary? Is it to honor a special loved one who served years ago? Or to show support for a family member now serving in the military? Or simply because Grandma signed you up and you don't want to disappoint her by letting your membership lapse?

As an organization, we spend so much time and energy on retaining and recruiting members that we lose focus of our mission: *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.* I think if we shift our energy to working our Auxiliary programs, women will seek us out and ask how they, too, can become involved. But they will only get involved if they know what we do!

If your unit sponsors a Veterans Day program at the local school, promote it in the newspaper. If you collect tattered flags to dispose of them properly, advertise it in the newspaper. If you adopt a local family to provide food and gifts for the holidays, request donations through the newspaper. If you want to send care packages to a military unit but don't know where to send them, put an article in the newspaper asking your neighbors to provide contact information for someone they know who is deployed.

Donate leftover poppies to the local grade school and hold a poppy decorating contest – then promote the winning entries in the newspaper explaining the significance of the poppy. In every newspaper article, include contact infor-

mation for the Unit President so people can follow-up if they want to get involved.

What about older members who aren't as active as they used to be? Maybe they could bake items for the Unit's Bake Sale, or make potato salad for the Independence Day Community Celebration, or knit/sew lap blankets, or make tray favors for our veterans in the VA Hospitals and Veterans Homes across the state. Put an ad in the local paper and ask for donations of yarn and fabric or money to defray the cost of making and mailing items to the hospitals.

Do you have young, working moms who don't have time to attend meetings or events? They may be willing to be a pen pal or telephone friend for a homebound veteran in the area. They could send cards of encouragement or make brief phone calls just to say "hi" and see how the veteran is doing at any time that is convenient. Or maybe they would be willing to involve their kids and place flags on veterans' gravesites for Memorial Day or rake leaves for veterans who aren't able to take care of their yards like they once did.

When people feel good about a cause, they often join the organization so they can get involved. Hmmm...does it sound like membership recruitment could be a great side effect of working our Auxiliary programs?!? If your unit has successfully gained members through a special project, please let me know so I can highlight it in a future Wisconsin article.

But don't forget: even if you "just pay your dues," it helps our veterans. The more members who belong to the American Legion Auxiliary, the louder our voice can be to influence political leaders to pass legislation on behalf of our veterans, the military and their families. So please...pay your dues today if you haven't already done so. And for those who have, THANK YOU. Now, let's get back to working our programs!

VETERANS AFFAIRS AND REHABILITATION

Virginia Kodl, Department Chairman
Home: 715-669-5432

Email: kodlvirg@yahoo.com

I am required to include the number of units participating in caregiver support with the Elizabeth Dole Foundation in my narrative year-end report. This foundation has identified a need to help caregivers of severely injured veterans. Thanks to advances in battlefield medicine, thousands of troops are now surviving. However, many have devastating wounds, both visible and invisible, and require care long after they leave the military health care system. Care may be labor-intensive or extremely burdensome depending on the number and severity of wounds, injuries, or illnesses. The caregivers are spouses, parents, children and relatives of the wounded veterans who provide care continuously, day and night, for they are sometimes the only available, knowledgeable, or trusted person to provide such care. We

have an obligation to support the few who endured so much for us all. Participants in the Caregiver Community Program ensure America's military and veteran caregivers do not go about caring for our wounded warriors alone. The program does not take the place of the caregiver – the activities are intended to support the caregiver during their time away from their work, giving them a reprieve.

I am also required to report the number of quilts made and donated to "Quilts of Valor." A Quilt of Valor is a generous lap-sized quilt (minimum of 55 x 65) made of quality fabrics and beautifully quilted. After it has been bound, washed, and labeled it is ready to be awarded. They may be given to military hospitals where Chaplains award them to service members, awarded to entire service units returning from deployments, through VA's or individually. The CamoQuilt project is considered a

Quilt of Valor. By going to the Quilts of Valor website, patterns and materials may be ordered. All hours will be considered as "Service to Veterans" hours.

My third requirement for reporting will be how many members earned the new Service to Veterans pin. Be sure that you keep a good record of all your volunteer hours for veterans outside the VA hospital setting.

Review the Plan of Action on the Wisconsin American Legion Auxiliary website to familiarize yourself with all of the programs concerning Veterans Affairs and Rehabilitation. Are you starting to plan for the upcoming holiday season? Don't forget our hospitalized veterans with gift shops, holiday parties and patient goodies. If you have questions about any of our programs, please call me. May you and our veterans have a very blessed Christmas and a healthy New Year. Continue to 'Raise Your Voice in Song for Our Veterans.'

HEADQUARTERS HOLIDAY SCHEDULE

Auxiliary Headquarters will be closed for the following holidays:

Nov 11, 2014
Veterans Day

Nov 27-28, 2014
Thanksgiving Holiday

Dec 24-25, 2014
Christmas Holiday

Jan 1, 2015
New Year's Holiday

American Legion Auxiliary National President Visits Wisconsin



ALA National President Janet Jefford visited the Department of Wisconsin from Oct 23-25, 2014.

During her visit, she met with Department staff to see how the National organization could provide more support to Wisconsin's members.

National President Janet Jefford then traveled to Neillsville to tour The Highground Veterans Memorial; then on to Chippewa Falls to meet veterans at Wisconsin's newest veteran's home.

On Friday night the National President attended a dinner hosted by Eau Claire Unit #53. She socialized with approximately 60 Legion family members and thankfully accepted donations totaling more than \$800.00 to support veteran's projects through the ALA Foundation.

Janet Jefford concluded her official visit by attending the concert tour at Thorp

PHOTOS:

Left - National President Janet Jefford rings the bell at The Highground.

Upper Right - Wisconsin Auxiliary members Diane Duscheck, Teresa Isensee, Joyce Endres and Jan Pulvermacher-Ryan with National President Janet Jefford (center).

Bottom Right - Auxiliary members tour The Highground with National President Janet Jefford.

CALENDAR FUNDRAISER WINNERS SEPTEMBER 2014

1	500.00	28606	Anna Paul	Appleton
2	15.00	37475	Hilda Martin	Ellsworth
3	15.00	02869	Martha Bausch	Lancaster
4	15.00	37236	Zetta Frederickson	Tomah
5	15.00	36826	Helen Erickson	Rice Lake
6	15.00	41734	Rose Lankey	Bloomer
7	25.00	31785	Artis Aasen	Mindoro
8	15.00	44980	Roseann Thompson	Etrick
9	15.00	10800	Jan Birnschein	Port Washington
10	15.00	13454	Helen Bralick	Waukesha
11	15.00	01407	Ken Mephram	Poynette
12	15.00	44429	Barbara Novak	Presque Isle
13	15.00	19442	Shirley Beattie	Boscobel
14	25.00	26979	Jodi Robinson	Rhineland
15	15.00	36033	Stacie Buchanan	Kewaunee
16	15.00	30741	Dawn Zimmerman	Neenah
17	15.00	09813	Barbara Butschke	Oconomowoc
18	15.00	02847	Nancy Maury	Lancaster
19	15.00	29154	Lori Denzine	Menomonie
20	15.00	17567	June Chapman	Monroe
21	25.00	41813	Carlotta Meinen	Bloomer
22	15.00	16179	Charles Aiani	Oconomowoc
23	15.00	15979	Mary Walsdorf	New Holstein
24	15.00	41730	Carlotta Meinen	Bloomer
25	15.00	31785	Artis Aasen	Mindoro
26	15.00	23039	Diane Schlimgen	Barneveld
27	15.00	22821	Jane Gibbons	Albany
28	25.00	01877	Patricia Croatt	Belgium
29	15.00	01504	Gail Kjell	Cedarburg
30	15.00	12110	Patricia Michel	Franksville

AMERICAN LEGION AUXILIARY 2014-2019 Centennial Strategic Plan

Joyce E. Endres
Wisconsin Strategic Planning
Chairman
Home: 608-221-1763
Email: [ljendres@charter.net](mailto:lwendres@charter.net)

The impact of an organization is measured by how well it meets its mission. Well-run organizations have one thing in common: A viable strategic plan that keeps the organization focused, continually reviews and updates its plan for relevancy, and benchmarks its plan's accomplishments.

The National and Wisconsin American Legion Auxiliary Strategic plans include five strategic

goals that provide focus throughout the organization.

The ALA Strategic Plan is a work in progress. Strategies and initiatives are developed, reviewed and updated for relevancy and measurable outcomes that provide benchmarks to measure accomplishments.

The ALA Strategic Plan is a map to success. It directs each state, district, county, unit and member to the same place with a map in hand. Routes may differ, but when directions are followed, everyone will end up at the rendezvous location at the same time.

With an eye on the future the ALA Strategic Plan, a "document of strategic agreements," defines our mission focus - who we are, what we do, and why we do what we do - and tells us what to do next to ensure we succeed.

The ALA Strategic Plan will enable us to attain our vision "By 2019, the American Legion Auxiliary's million members will be making a difference for veterans and their families in every neighborhood."

Life is like a foot in a shoe, you won't go anywhere if you don't put your "soul" into it!

REACH OUT TO A MILLION MEMBERS!

Use this business card-size version of the American Legion Auxiliary Centennial Strategic Plan to help recruit the next generation of the American Legion Auxiliary.

Download the business card PDF link at <https://www.alaforveterans.org/Members/Strategic-Planning/>

Take it to your local printer. For best results, order cards printed on a gloss card stock.

**American Legion Auxiliary
2014-2019 Centennial Plan**

Goal 1	Attain a Million Members
Goal 2	Create an Internal Culture of Goodwill
Goal 3	Develop Leadership at All Levels
Goal 4	Strengthen Departments and Units
Goal 5	With The American Legion, Raise Awareness to Build Brand Loyalty



American Legion Auxiliary Makes a Difference!

Each year, Wisconsin American Legion Auxiliary members and units donate thousands of dollars to support the Surgical Assistance Pillows program at the VA Medical Centers in Madison and Milwaukee. I am sharing the following letter received from Mike Jensen, a Navy Reservist who served during the Vietnam War Era, and recently benefited from this program.

On behalf of ALA-Wisconsin, thank you to everyone who contributed in the past to make this program possible. Anyone wishing to donate to this program may send checks payable to ALA-Wisconsin to Department Headquarters with a Poppy Fund Suggested Donation Sheet (located on the department website) and marking #4433, Surgical Assistance Pillows for Veterans (heart, lung, liver).



American Legion Auxiliary,

I just wanted to thank you for my little red pillow, given to me October 9 at the Madison VA hospital where I received heart by-pass surgery. My pillow has been a constant companion for a week now and will be for several more weeks. Your thoughtfulness is a savings to the VA hospital system and great publicity for the Auxiliary. Everyone that visits me gets introduced to my new best friend, My Little Red Pillow, from the American Legion Auxiliary. It doesn't surpass my lovely wife who is an Auxiliary member, but it is getting more hugs for now. After just a week, it already has a couple of blood spots, several soup stains and a tear or two – so thank you so much for caring.

*Doing fine now,
Michael D. Jensen*

PS. I would also like to add my admiration for the nurses, doctors and staff at the VA hospitals in Madison and Tomah. I received prompt and professional help before my blockage could become more serious or cause a heart attack.

KEWASKUM UNIT 384 WORKS THE AUXILIARY MISSION!



Objective 3 of the Department's Education Plan of Action is to 'build a relationship with your local schools – focus attention on "Give 10 to Education" and American Education Week.'

Kewaskum American Legion Auxiliary Unit 384 joined with the Kewaskum Lions Club to collect school supplies for the district's seven schools. Auxiliary members helped stuff a school bus with much

needed school supplies, which were then distributed directly to each school. Pictured left to right: Kathy Broecker, Unit President Charleen Barutha and Gwendolyn Dreher.

Are you looking for ways to work the Auxiliary mission in your unit? Check out the plans of action under the 'Programs' tab of the department website for ideas or contact the department chairman of the program(s) of greatest interest to you for more information.

Wisconsin American Legion Auxiliary State Bowling Association, Inc.

Attention: Unit, County and District Presidents

We are looking for you... new units, former host units or joint unit/county/district as Hosts.

Have you ever thought of hosting the annual Bowling Tournament that is held in April of every year? Well now is the time to do it! We are looking for hosts for the 2016, 2017 and 2018 Bowling Tournaments. It is a great money maker for your unit, county or district.

Requirements for hosting the Bowling Tournament:

1. Submit bid(s) by December 15, 2014 to: WALASBA Chairman Anna Graham
41 Crescent Street #11
Mazomanie, WI 53560
Email: agraham092802@yahoo.com

2. Include the following information in the bid:

- Name of unit, county and/or district hosting the event.
- Name, address, email address (if available) and phone number of local chairman.
- Name of bowling establishment you have contacted and checked out.
- Name of contact person at bowling establishment; include phone number and email address (manager or owner preferable).
- Bowling fees.
- Number of lanes available (minimum of 16 lanes with automatic scoring are required).
- List of nearby hotels with rates, phone numbers and map of area (if available).

3. Provide Sergeant-at-Arms with Unit colors if Department colors are not available.

Excellent fundraising opportunity! Ask the Post for assistance. Raffles, crafts and 50/50 money drawings are very popular or whatever you want to do to raise money. The harder you work, the more profits you reap. Get ads for the booklet – ask those businesses where the ladies and men are likely to shop, eat, etc. if they want to include a coupon with a discount. The Legion Post may even want to offer Saturday evening dinner and/or Sunday Brunch.

If you are interested in hosting a tournament, please contact Chairman Anna Graham at agraham092802@yahoo.com or 608-225-8579 (cell) and she'll answer your questions and help you out. We hope to hear from you soon.



2015 DUES NOTICE!

Units are reminded not to hold members' dues but to forward them to Department as soon as they are paid.

Any members whose dues are not received by December 5th at Department Headquarters will receive a renewal reminder in January instructing them to send their dues directly to Department rather than to their unit. If a Unit receives membership payments after December 5th, it should forward them to Department as usual.

This change in policy was approved by the Department Finance Committee on a one-year trial basis in an effort to ensure members' dues are processed in a timely fashion so members are able to continue receiving the benefits they are entitled to.

Department will forward the unit's portion of dues to the unit by May 1, 2015. Thank you.

EARLY BIRD SPECIAL FOR 2015 ALABGS!

ALABGS has an early bird special for the 2015 session only. All registrations and monies postmarked by December 15, 2014 will receive an early bird discount of \$25.00 or 10% per registration. Department will issue a credit voucher to the unit and the unit will submit the voucher the following year (2016) along with the unit's ALABGS registration materials for their discounted ALABGS fee.

If you have questions regarding your Badger Girls State reservation, please contact Auxiliary Headquarters 608-745-0124 or email bgsadmin@badgergirlsstate.org.

These Make Great Gifts!



Entry forms for the 2015 ALA Calendar Fundraiser have been mailed out...

Return your entry forms by 12/31/14 for a chance to win!

Winner Every Day! 365 Winners!
\$12,775 in cash prizes!
At least one \$500 winner every month!

Contact Headquarters at 866-664-3863 for additional entry forms. Proceeds benefit our veterans, the military and their families.