

THE AMERICAN LEGION DEPARTMENT OF WISCONSIN

DEPARTMENT EXECUTIVE COMMITTEE

Saturday, October 9, 2021

Department Fall Meetings

Portage, Wisconsin

Department Commander Greg Eirich called the meeting to order with a salute to the National Colors, Invocation by Department Chaplain John Gessner and the Pledge of Allegiance.

Roll Call was taken with the following in attendance:

Greg Eirich, Department Commander
Julie Muhle, Department Vice Commander
Keith Lovell, Department Vice Commander
David Latimer, Department Vice Commander
Harry Bauer, Department Vice Commander
John Gessner, Department Chaplain
Frank Kostka, Past Department Commander
David Wischer, Past Department Commander
Robert L. Shappell, National Executive Committeeman
Karl Stuvengen, 1st District Commander

Jim Johnson, 2nd District Commander
Ken McCormick, 3rd District Commander
Linda Pfeiffer, 4th District Commander
Gail Minks, 6th District Commander
Carl Sjolander, 7th District Commander
John Zyckowicz, 8th District Commander
Jeff Zwiers, 9th District Commander
Larry Larson, 10th District Commander
John Polzin, 11th District Commander
Scott Markle, 12th District Commander

Excused:

Craig Ellis, 5th District Commander

MOTION BY JEFF ZWIERS, SECOND BY DAVID WISCHER TO APPROVE THE MINUTES OF THE JULY 15, 2021 PRE-CONVENTION DEPARTMENT EXECUTIVE COMMITTEE MEETING. MOTION CARRIED.

MOTION BY KARL STUVENGEN, SECOND BY DAVID LATIMER TO APPROVE THE MINUTES OF THE JULY 18, 2021 POST-CONVENTION DEPARTMENT EXECUTIVE COMMITTEE MEETING. MOTION CARRIED.

COMMITTEE REPORTS

AMERICANISM COMMITTEE REPORT- Chair Jeff Puddy

Chair Jeff Puddy called the meeting to order at 10:00 AM with a salute to the Colors, Invocation and the Pledge of Allegiance.

Roll Call was taken with the following in attendance:

Jeff Puddy, Chair, SAL Chair
Roger Mathison, Vice Chair, Baseball Commissioner
John Walloch, Member
Allen Morris, Member
Jim Foster, A&G Scholarship Chair
Bill Cosh, BBS Representative
Harold Rihn, County Youth Government Chair

Norm Bednarek, Education & Scholarship Chair
Robert Stone, Oratorical Chair
DuWayne Wieck, Shooting Sports Chair
Ray Pasbrig, American Legion Riders Representative
John Wolfe, WALLECA Chair
Larry Larson, DEC Liaison
Greg Eirich, Department Commander, Ex-Officio
Nathan Gear, Department Adjutant, Consultant

Excused:

John Edelblute, IV, Boy Scout Chair

Absent:

Carl Bogar, Member

Guests:

Scott Markle, 12th District Commander
Jim Johnson, 2nd District Commander

**Motion by Roger Mathison, second by Allen Morris to approve the minutes of the previous meeting.
Motion Carried.**

CHAIR REPORTS

Baseball – Roger Mathison discussed his written report. 2021 was a difficult year administratively as there were many new coaches and they were unsure about deadlines. Wisconsin American Legion Baseball is #4 in the country. Only Protect Youth Sports will be used for background checks, will no longer use USA Baseball for background checks. 2022 will celebrate the 50th year of the American Legion All-Star game. The alumni from the 1st All Star game will be invited and honored at the All-Star game which is scheduled for August 7, 2022 at American Family Field. The American Legion National Commander will be the keynote speaker. The Todd Post in Milwaukee sponsored a PUFL membership to Bob Uecker. Roger stated that the Baseball rule book was electronic in 2021, it will be printed for 2022. Roger emphasized that Legion Members need to have a presence at American Legion Baseball games.

Americanism & Government Test – Jim Foster emphasized that the local posts need to get the word out to their schools about the test for more participation. Jim asked for assistance with grading the essay questions on April 7th at Legion Headquarters in Portage.

Badger Boys State – Bill Cosh reviewed his written reports. BBS is moving to UW Eau Claire. The program was reduced from 8 days to 7 days, saves the program \$30,000. High School Seniors will be eligible to attend the 2022 session, but will not be eligible to go to Boys Nation or apply for the Samsung Scholarship. The BBS 2022 session is scheduled for June 12-18, 2022.

Scouting – John Edelblute submitted a written report, Chair Puddy emphasized that there needs to be more applications for the Eagle Scout of the Year award.

County Youth Government Day – Harold Rihn referred to his written report. Many counties are starting to schedule their programs after COVID shutdowns.

Education and Scholarships – Norm Bednarek did not have any items to report.

Oratorical – Robert Stone referred to his written report. He thanked the SAL for their assistance with tabulation at the regional and finals contests. It is important for each district to have a contestant at the Regional contest, some districts have had a contestant in recent years. The Regional and Finals contest will be at Ripon College on February 12, 2022.

The drawings for regional pairings were done for the regional contest:

Red Region: Districts 2, 9, 10, 11

White Region: 1, 3, 5, 12

Blue Region: 4, 6, 7, 8

Junior Shooting Sports – DuWayne Wieck reviewed his written reports. He wants to develop an online annual registration for the teams.

Legion Riders – Ray Pasbrig reviewed his written report. The Riders are working with National for a ceremony for when the Legion Riders arrive at the 2022 National Convention in Milwaukee. He emphasized that the Legion Riders promote safety, and family.

WALLECA – John Wolfe reviewed his written report. WALLECA will accept any donations to fund the program.

SAL – Jeff Puddy- SAL is going to deployments again and disseminating ALF dogs. He asked the posts that have SAL Units to please include them in post activities. The 50th anniversary of the SAL will be celebrated at the 2022 National Convention in Milwaukee.

Motion by Bill Cosh, second by DuWayne Wieck to accept the chair reports. Motion Carried.

Old Business: None

New Business:

Softball - Roger Mathison reviewed his report about starting an American Legion softball program to be modeled after the baseball program.

Motion by Allen Morris, second by Ray Pasbrig to move forward with American Legion Softball Program development. Motion Carried.

Live Streaming - Allen Morris suggested that The Department purchase a camera, decoder and user page to live stream events on the You Tube channel.

Motion by Allen Morris, second by Bill Cosh to have Allen Morris make presentation to the Marketing & Communications Committee to explore livestreaming via a You Tube channel. Motion Carried.

Museum: Norm Bednarek asked the program chairs to look at their cabinets in the museum to update materials in them.

Meeting was adjourned per ritual at 11:44am.

DEC DISCUSSION ENSUED AND ACTIONS TAKEN ARE AS FOLLOWS;

MOTION BY DAVID WISCHER, SECOND BY JIM JOHNSON TO APPROVE THE AMERICANISM COMMITTEE REPORT. MOTION CARRIED.

VETERANS AFFAIRS & REHABILITATION COMMITTEE REPORT- Vice Chair Steve Krueger

Vice Chair Steve Krueger called the meeting to order at 1:00 PM with a salute to the Colors, Invocation and the Pledge of Allegiance.

Roll Call was taken with the following in attendance:

Steve Krueger, Vice Chair
Ken McCormick, Member
Charlie Coleman, Member
Ron Kuta, Member
Gary Meyer, Employment Chair
Harry Bauer, DEC Liaison
James Fialkowski, Department Service Officer, Consultant
Greg Eirich, Department Commander, Ex-Officio
Nathan Gear, Department Adjutant, Consultant

Excused:

Steve Conto, Cremated Remains Task Force Chair
Bill Crowley, Member
Clifford Stanisch, Chair
Tim Baranzky, Homeless Veterans Task Force Chair
Joe Hodgson, Hospital Chair
Denise Jamrozy, Camp American Legion Committee Chair, Consultant

Guests:

Jim Johnson, 2nd District Commander
Dave Latimer, Department Vice Commander
Virgil Smith
Steve Dubois, PDVC

Chairman Reports:

Employment Chair – Gary Meyer – no report, he is new to the committee, he just introduced himself, he is retired from the Department of Workforce Development. He is an involved DAV member, former DAV Commander and Adjutant.

Homeless Veterans – Tim Baranzky – the group reviewed his written report. Adjutant Gear stated that the Department will be looking at providing a budget for the Homeless Veterans Program. An SOP and a vetting system will need to be developed.

Posts need to include the CVSOs in the vetting systems prior to providing any financial assistance. Adjutant Gear stated that the American Legion needs to be a resource for the CVSOs. The CVSOs have resources, but The American Legion needs to communicate to the CVSOs what they have available.

Motion by Charlie Coleman, second by Ken McCormick to approve the Homeless Veterans Task Force report. Motion Carried.

Hospital Committee – Joe Hodgson – written report reviewed.

**Motion by Ken McCormick, second by Charlie Coleman to approve the Hospital Committee report.
Motion Carried.**

Department Service Office – James Fialkowski – James reviewed his written report. The Department Service office is now open in person, Monday – Friday.

**Motion by Ken McCormick, second by Gary Meyer to approve the Department Service Officer Report.
Motion Carried.**

Old Business: None

New Business:

2nd District Commander did a presentation on starting a Peer to Peer program in the Department. Veterans would be trained to give support to other Veterans. To become a Peer Supporter would require attending training. The State of Michigan has this program. Jim is getting more information and will be gathering more information to try to develop this program for The Department of Wisconsin.

Meeting was adjourned per ritual at 1:38pm.

DEC DISCUSSION ENSUED AND ACTIONS TAKEN ARE AS FOLLOWS;

MOTION BY JEFF ZWIERS, SECOND BY JIM JOHNSON TO APPROVE THE VETERANS AFFAIRS AND REHABILITATION COMMITTEE REPORT. MOTION CARRIED.

CAMP AMERICAN LEGION COMMITTEE REPORT- Chair Denise Jamrozy

Chair Denise Jamrozy called the meeting to order at 10:00 AM with a salute to the Colors, Invocation and the Pledge of Allegiance.

Roll Call was taken with the following in attendance:

Denise Jamrozy, Chair
Rich Ruland, Member
Roland Crandall, Member
Bill Crowe, Member
Carl Sjolander, DEC Liaison
James Fialkowski, Department Service Officer, Consultant
Jim Klement, Director, Consultant
Greg Eirich, Department Commander, Ex-Officio
Nathan Gear, Department Adjutant, Consultant

Excused:

Matthew Montag, Vice Chair
Dale Slowik, Member
Clifford Stanisch, VA&R Chair, Consultant
David Wischer, Immediate Past Department Commander, Consultant

Guests:

Bonnie Dorniak, Department Auxiliary Secretary/Treasurer
Jeff Zwiers, Construction Oversight Committee, 9th District Commander

Russ Hanseter, PNVC
Dale Oatman, PDC
John Polzin, 11th District Commander
Ken Rynes, PDC

Motion by Bill Crowe, second by Roland Crandall to approve the minutes of the September 14, 2021 Meeting. Motion Carried.

Commander Eirich addressed the committee and thanked them for their work and collaboration.

Jim gave an update on the Main Lodge roof repair from the snow build up. When the snow came down it dented the kitchen exhaust. New snow rails and protections are being put in place this winter, and is covered by insurance. The main lodge waste water management system has had backup issues. The sewer system has been coded as “at risk” and will be replaced. The system is being designed and then they will take those designs and get quotes. Ken Rynes stated that he is willing to look at the proposals and consult with Camp, he further stated that it will not be easy as it is a commercial project and will be quite pricey.

Further updates:

- The Camp Store has been approved and will start in the Spring of 2022. It will have set hours and manned by volunteers. Materials and labor will be provided by SAL Squadron 294.
- Cabin 15 well; the private company that came out to look at the system heard about the mission and donated his time. This well will supply water to 11, 14, 15 and 16. There will be one pressure tank for all cabins.
- Cabins 1, 2, 3 have all sponsors onboard to build one new cabin. This will be a duplex, possibly two-story with ADA on lower level and care givers upstairs. The two-story option is still in discussion. He is getting preliminary drawings at a discount. There was \$100,000 for the cabin from the Esselman Family, naming it the Esselman Cabin.
- The Maintenance Building received an \$18,000 donation from Chuck Stelzner, total cost around \$10,000.
- Cabin 8 is currently fundraising to demo and build a new cabin. Footprint will stay the same. Bill Crowe stated they are trying to get the windows and bathroom donated. This is a Waupaca County Cabin, 7 of the 8 Posts are participating.
- Cabin 18, Marshfield Post is in talks with Wisconsin Homes to build their cabin. Possible demo as soon as spring 2022. Access to the site is an issue.
- Highway D crosswalk; Jim stated it is just a matter of time before there is an accident. Previously it got past the county, and then the DOT rejected it. Jeff stated he has suggested a tunnel under the road. Ken stated maybe a culvert under the road.
- Upcoming CIPs, Cabin 4 roof and Century Wall. The CIP was submitted for the Century Wall in the Higley Hall.
- Pontoons need service and there is a boat fund. Jim has a volunteer who is developing inventory and maintenance schedule.

Jeff stated that cabins need CIP Processes in place, and all cabin ideas need to go through Construction Oversight Committee. Rebuilds need to work with the Director, Posts and Construction Oversight Committee collaboratively.

Adjutant Gear addressed the committee and is pleased with the flow of the process over the past year. He is excited about the 100-year anniversary and planning needs to start now.

Russ Hanseter asked if there is an amount associated with sponsoring cabin. ADJ Gear stated that it depends on new or old, and there can be fundraising for upkeep. Russ stated that posts could collaborate on one cabin. Polzin stated that Cabin 9 has been sponsored by Price County, they are not able to continue sponsoring so District 11 is taking over. Ken Rynes stated that the cost is variable depending on the age of the cabin.

Ken stated that there was a contract in place for cabin sponsors, and signed each time one is added.

Jeff Zwiers stated that their needs to be a 5-year and a 10-year plan with CIPs in place. He suggested that each Camp Committee Member be assigned to cabins. Infrastructure needs to be looked at and part of the plan.

Ken stated that the Fall Ride to Camp has donated over \$100,000 through the years. He recommends each year to give them a project with a price and they will raise the money.

Motion by Roland Crandall, second by Bill Crowe to adjourn. Motion Carried.

Meeting was adjourned per ritual at 11:18 AM

DEC DISCUSSION ENSUED AND ACTIONS TAKEN ARE AS FOLLOWS;

MOTION BY JEFF ZWIERS, SECOND BY KARL STUVENGEN TO APPROVE THE CAMP AMERICAN LEGION COMMITTEE REPORT. MOTION CARRIED.

CONSTRUCTION OVERSIGHT COMMITTEE REPORT- Chair Jeff Zwiers

Chair Jeff Zwiers called the meeting to order at 1:00 PM with a salute to the Colors, Invocation and the Pledge of Allegiance.

Roll Call was taken with the following in attendance:

Jeff Zwiers, Chair
Jerry Lauby, Member
Karl Stuvengen, Member
Jeff Antczak, Member
Norm Bednarek, Member
Jim Klement, Camp American Legion Director, Consultant
Jim Chapin, Finance Chair, Consultant
Greg Eirich, Department Commander, Ex-Officio
Nathan Gear, Department Adjutant, Consultant

Excused:
Mike Burt, Member

Guests:
Dale Oatman, PDC
Denise Jamrozy, Camp American Legion Committee Chair
Steve Dubois, PDVC

Ken Rynes, PDC

Discussion Points:

Camp American Legion Report

- Main Lodge Sewer and grease trap
- Cabin 15
- Camp Store
- Main Lodge roof
- Cabin 14 well
- Maintenance building heat
- Century Wall
- Hwy D Cross walk
- Cabin 1/2/3
- Cabin 8
- Cabin 11 Fundraising
- Cabin 18
- Cabin 9 sponsorship

Headquarters:

- Garage fold down window
- Museum sign
- Downspouts
- Back lot cleanup
- Roof caulking

Camp Committee members Oversight:

Jeff Zwiers: Main Lodge Roof
Jerry Lauby: Cabin 14 Well
Karl Stuvengen: Camp Store
Jeff Antczak: Cabins 2 and 3 demolition

Meeting was adjourned per ritual at 1:57

DEC DISCUSSION ENSUED AND ACTIONS TAKEN ARE AS FOLLOWS;

MOTION BY JIM JOHNSON, SECOND BY JULIE MUHLE TO APPROVE THE CONSTRUCTION OVERSIGHT COMMITTEE REPORT. MOTION CARRIED.

CONVENTION AND ACTIVITIES COMMISSION REPORT- Chair Jim Schmidt

Chair Jim Schmidt called the meeting to order at 1:00 PM with a salute to the Colors, Invocation and the Pledge of Allegiance.

Roll Call was taken with the following in attendance:

Jim Schmidt, Chair
Tom Strey, Vice Chair
Phil Ingwell, Member
Jim Kell, Member
Tom Carlson, Member
Mark Lesko, Member
John Polzin, DEC Liaison

Greg Eirich, Department Commander, Ex-Officio
Nathan Gear, Department Adjutant, Consultant

Guests:

Ken Rynes, PDC
Bonnie Dorniak, Auxiliary Secretary/Treasurer
Wayne Jensen, PDC
Kendel Feilen, Department Sergeant At Arms

Motion by Tom Carlson, second by Jim Kell to approve the minutes of the July 15, 2021 meeting. Motion Carried.

Angie gave an update on events.

Motion by Mark Lesko, second by Tom Strey to approve the Headquarters Team Report. Motion Carried.

Golf Board met today and there was talk of bringing the state in, and having it in conjunction with Celebration of Freedom. The 2022 one will be possibly in Oconomowoc.

There is a possible Bowling Tournament in Watertown in 2022. They will be distributing materials to see if there is interest out there.

There was discussion on future Department Conventions and RFPs were reviewed.

Motion by Tom Carlson, second by Phil Ingwell to award the 2025 Department Convention to Green Bay and the 2026 Department Convention to Appleton. Motion Carried.

Commander addressed the committee and stated he appreciated their diligence in going through the proposals and stated they did a great job.

Motion by Jim Kell, second by Tom Strey to adjourn. Motion Carried.

Meeting was adjourned per ritual at 2:16 PM.

DEC DISCUSSION ENSUED AND ACTIONS TAKEN ARE AS FOLLOWS;

MOTION BY JEFF ZWIERS, SECOND BY JULIE MUHLE TO APPROVE THE CONVENTION AND ACTIVITIES COMMISSION REPORT. MOTION CARRIED.

FINANCE COMMITTEE REPORT- Chair Jim Chapin

Chair Jim Chapin called the meeting to order at 3:00 PM with a salute to the Colors, Invocation, and the Pledge of Allegiance.

Roll Call was taken with the following in attendance:

Jim Chapin, Chair
Robert Gammon, Vice Chair
Wayne Jensen, Member
Jennifer Rumbold, Member
Ken Rynes, Member
Barbara Belmont, Fundraising Committee Chair, Consultant

Jim Johnson, DEC Liaison
Greg Eirich, Department Commander, Ex-Officio
Nathan Gear, Department Adjutant, Consultant

Excused:
Donald Stone, Member

Motion by Robert Gammon, second by Ken Rynes to approve the September 15, 2021 Meeting Minutes. Motion carried.

Finance Director Lee J. Roundy highlighted the September 2021 Finance Office Activities Summary, Camp American Legion CIP Update, Q3 Asset Management Investment Report, and V360 Fundraising Report for Committee discussion. Kerber Rose will provide the qualified audit letter/report for Committee review at its next Committee meeting. Barbara Belmont presented the Fundraising Committee Update.

Robert Gammon recapped the Department Adjutant performance evaluation process by suggesting that the Internal Controls document be reviewed to assure the necessary policies and procedures are in place, as moved at the September 15, 2021 Finance Committee Meeting.

Motion by Ken Rynes, second by Robert Gammon to recess the Finance Committee at 3:56 PM with Closing Ritual, subject to the call of the Commander. Motion Carried.

The next meeting of the Finance Committee will be Thursday, October 21, 2021 at 1:00 PM at Headquarters and via Zoom.

DEC DISCUSSION ENSUED AND ACTIONS TAKEN ARE AS FOLLOWS;

MOTION BY JIM JOHNSON, SECOND BY DAVID WISCHER TO APPROVE THE FINANCE COMMITTEE REPORT. MOTION CARRIED.

FUNDRAISING COMMITTEE REPORT- Chair Barbara Belmont

Chair Barbara Belmont called the meeting to order at 10:06 AM with a salute to the Colors, Invocation, and the Pledge of Allegiance.

Roll Call was taken with the following in attendance:

Barbara Belmont, Chair
Chuck Roessler, Vice Chair
Chris Chinander, Member
Becky Laumann, Member
Tom Lay, Member
Karl Stuvengen, DEC Liaison
Greg Eirich, Department Commander, Ex-Officio

Excused:
Aimee Korger, Member
Nathan Gear, Department Adjutant, Consultant

Guests:
Past National Department Commander Denise Rohan
Past Department Commander Ken Rynes

Motion by Tom Lay, second by Chuck Roessler to approve the September 9, 2021 Meeting Minutes as presented. Motion carried.

Past Department Commander Rynes presented a check on behalf of Buena Vista Wonder Workers 4-H Club in the amount of \$233 designated to Camp American Legion. Buena Vista Wonder Workers 4-H Club ran various fundraisers to support the veteran/current military families supported through Camp American Legion.

Chair Belmont and Tom Lay presented the V360 Fundraising Report for Committee discussion.

Chair Belmont recapped the Membership events this past summer (Road America, Tractor Pulls, Wisconsin State Fair) for Committee discussion. Finance Director Lee J. Roundy presented event financials at the September 9, 2021 Meeting and will provide updates the week of October 18, 2021. Committee discussed the purpose and specific tweaks to support Membership events in FY2021-2022.

Motion by Tom Lay, second by Chris Chinander to approve the SMART goals for FY2021-2022. Motion carried.

1. Specific Events to be Attended by Committee Members
2. Committee Member Liaisons to District and Vice Commanders:
 - i. Tom Lay, Districts 1, 3
 - ii. Barbara Belmont, Districts 2, 6
 - iii. Chuck Roessler, Districts 4, 5
 - iv. Aimee Korger, Districts 7, 10
 - v. Becky Laumann, Districts 8, 9
 - vi. Chris Chinander, Districts 11, 12
3. Raise the (overall) rate of return on fundraising to 70% from 66.7% and rate of participation between 7% and 10%

Motion by Tom Lay, second by Becky Laumann Meeting to recess at 12:16 PM, subject to the call of the Commander. Motion carried.

The next Fundraising Committee meeting will be Wednesday, November 3, 2021 at 5:00 PM via Zoom.

DEC DISCUSSION ENSUED AND ACTIONS TAKEN ARE AS FOLLOWS;

MOTION BY KARL STUVENGEN, SECOND BY JEFF ZWIERS TO APPROVE THE FUNDRAISING COMMITTEE REPORT. MOTION CARRIED.

LEGISLATIVE COMMITTEE REPORT- Chair Paul Fisk

The Legislative committee did not meet; however, Chair Paul Fisk gave an overview of the current legislation that the committee is actively involved in and how they can assist.

DEC DISCUSSION ENSUED AND ACTIONS TAKEN ARE AS FOLLOWS;

MOTION BY JEFF ZWIERS, SECOND BY JIM JOHNSON TO APPROVE PAUL FISK'S REPORT. MOTION CARRIED.

PDC Frank Kostka recognized Paul's efforts and thanked him for all his hard work.

WISCONSIN AMERICAN LEGION FOUNDATION REPORT- President Paul Fisk

President Fisk called the meeting to order at 5:00 PM with a Salute to the Colors, Invocation, and Pledge of Allegiance.

Roll was taken with the following in attendance:

Paul Fisk, President

Denise Rohan, Director

John Cumicek, Director

Greg Eirich, Department Commander, Ex Officio

Nathan Gear, Department Adjutant, Secretary/Treasurer

Excused:

Frank Kostka, Director

Absent:

Steve Krueger, Vice President

Special Guest:

Mr. Dale Martin, Foundation Consultant

Motion by Director Cumicek, second by Director Rohan to approve the August 10, 2021 Foundation Board Meeting Minutes. Motion carried.

Motion by Director Cumicek, second by Secretary Gear to approve Resolution 2021-1, Fiscal Year Change. Motion carried.

President Fisk introduced Mr. Dale Martin who presented on the private foundation his family established for Board discussion.

Finance Director Lee J. Roundy highlighted the August 2021 Statements of Financial Position and Income and Expenses and Q3 Asset Management Investment Reports for Board discussion. Finance Director presented the draft 2021 3rd Annual Celebration of Freedom for Board review and discussion.

President Fisk provided an update on the *“Essential Planning Guide,”* and background for the *“Memorandum of Understanding with The American Legion, Department of Wisconsin”* for Board review and discussion.

Board continued discussion of its FY2021-2022 SMART goals. Board will begin development of the Four Pillar Society and draft Vision and Mission Statements for its next meeting. Board established a FY2021-2022 goal of a 1% increase to net assets (overall) and to e-mail Director photos to Department by Monday, November 1, 2021 for its 2021 holiday card. Board discussed approaches to soliciting grants/large donations and the need for training on “The Ask.”

Motion by Secretary Gear, second by John Cumicek to recess the Board of Directors at 6:50 PM with Closing Ritual. Motion carried.

DEC DISCUSSION ENSUED AND ACTIONS TAKEN ARE AS FOLLOWS;

MOTION BY JIM JOHNSON, SECOND BY HARRY BAUER TO APPROVE THE WISCONSIN AMERICAN LEGION FOUNDATION REPORT. MOTION CARRIED.

MARKETING AND COMMUNICATIONS ADVISORY COMMITTEE- Mike Rohan

Mr. Commander. On behalf of PNVC Russ Hanseter and myself, thank you for the appointment as Advisor to the Department Marketing and Communications Committee. We have met together virtually several times, as you know, with Chairwoman Joni, who has been an integral part of this discussion from the beginning.

Commander, I have over twenty years of marketing, communication, and fundraising experience. I served as the department fundraising chairman, participated in a successful fundraising campaign for Past National President Jan Pulvermacher-Ryan, and a successful fundraising campaign for National Commander Denise Rohan. I am starting my fourteenth year as a member of the National Marketing Commission.

Past National Vice Commander Russ Hanseter is a 57 years member of the American Legion having served at all levels of the organization to include National Vice Commander. Russ is a retired school teacher of 37 years. He served as the director of Badger Boys State for 31 years demonstrating a keen eye for marketing and communications as he worked with other leaders to grow and expand the program. Russ understands our market and the data that impacts it. He saw the need of a marketing committee and wrote the resolution that established the Marketing and Communication Committee at this past department convention.

In my role as Chairman of the National Marketing Commission, The National Adjutant defined what success looked like in three clear objectives:

1. Grow Membership
2. Grow Revenue
3. Create Compelling & Engaging Content.

That was it, nothing more.

In a short two years as Chairman, we went to work and developed the national Buddy Check Program, which I believe will morph into our new campaign to reduce veterans' suicide.

We stood up the National Billboard program and invested in a national marketing campaign with the Chip Ganassi Racing Team, which has landed us millions of dollars in donations through corporate sponsors, like United Health Care, Veterans United, 7-Eleven, and Carvana, to name a few.

In giving you this biography of Russ and I, our point is to demonstrate the possibilities in our department to do the same thing; and be just as successful as our National Marketing and Communications Commission. We have the talent to Grow our Membership, Grow our Revenue, and create compelling and engaging content for the Department of Wisconsin.

We have the opportunity to build mutually beneficial relationships with companies right here in Wisconsin. Businesses like:

1. Johnson Controls
2. Kohl's
3. Tyco International
4. Menards
5. Kohler Co.
6. Ashly Furniture and others who are looking for partners in the community who believe what they believe. We can be that partner.

So how do we change as an organization to position ourselves as community partners and good stewards of corporate giving? The organization that engages all veterans.

The answer is quite simple, purposeful **marketing and compelling communication.**

Our new marketing and communication committee is poised to be the leader in the veteran space by developing compelling campaigns that engage not just our veterans but the corporations and the communities in which they serve.

However, there is a but. Simon Senek said,

**People don't buy what you do.
They buy why you do it.**

Let me repeat that.

**People don't buy what you do.
They buy why you do it.**

So now that we have set the table let's talk about a blueprint for our new Marketing and Communications Committee. This is not a magic bullet. It is a process that needs to be fully developed by this new committee with the promise of action, not just by the committee and its members, but action from the department commander, the department adjutant, the department staff, and you, the members of the Department Executive Committee. Each of you I just mentioned is a player in this campaign and will help determine if this is a success or a failure. But we need goals.

It is our collective recommendation that the goals of the new Marketing and Communication Committee is to:

1. Grow Membership by engaging all veterans in this state who believe what we believe
2. Grow Revenue by expanding fundraising and engaging with corporate donors that align with our values.
3. Create Compelling & Engaging Content and communicate that content to our members and supporters in every report, speech, newspaper article, Badger Legionnaire, and every banner we produce.

We need to set the our department message to share why we do what we do through a we believe campaign to give our members a road map of how to behave. REMEMBER

**PEOPLE DON'T BUY WHAT YOU DO.
THEY BUY WHY YOU DO IT.**

For example;

- We employ Veterans Service Officers because - *We believe our veterans, and their families deserve an advocate for their benefits*
- We have a lobbyist in Washington DC fighting for improved pay and benefits for our service members because - *We believe that military service matters.*
- We stand for our flag and the national anthem because - *We believe the United States is the greatest nation on Earth.*
- We welcome every veteran as a member of this great organization because - *We believe that a veteran is a veteran, regardless of age, race, gender, or ethnicity.*
- We wrote the original GI Bill of Rights because - *We believe that every veteran deserves to own a home and go to college.*
- We are on a national quest to end veterans' suicide because - *We believe every veteran deserves someone to talk to about what they have witnessed.*

**PEOPLE DON'T BUY WHAT YOU DO.
THEY BUY WHY YOU DO IT.**

In the Committee meeting yesterday we recommended 5 priorities to get started on a Marketing and Communications Plan.

Priority number 1, develop a timeline and calendar. A marketing timeline lets you view the chronology of your marketing plan over time, from objectives and strategy to completed action items.

Priority number 2 - develop Wisconsin's message Key messages encompass the information we want our members and prospective members to hear, remember, and share about our organization.

Priority number 3 - personal billboards (yard signs) This "local" style advertising allows us to Target our Actual Audience, They are Low Cost, They Spread Brand Awareness. They Suggest Customer Satisfaction, and they Aid in the Infamous 'Rule of Seven' Advertising Principle. that suggests that consumers need to be exposed to a product or service at least seven times before they decide to buy.

Priority number 4 - develop post tool kit - A post marketing toolkit aligns the department overall marketing strategy with our members and allows them to engage their community by explaining WHO WE ARE, WHAT WE DO, AND WHY WE MATTER.

Priority number 5 - develop a budget - Budgeting is a priority, but you cannot develop a budget without first developing a plan.

We have gone far too long just winging it as an organization. Each new department officer, chairperson, and volunteer has brought great ideas and strategies to our organization for consideration, only to walk away after their term wondering what they accomplished.

In order for an idea to become effective, it first needs a plan of action. This report I am giving today is another "idea" that will fade away as a waste of time without formalization.

I encourage the Marketing and Communication Committee, and every department committee, to develop their plan of action. Take the time to research what other organization committees do and then formalize your plan. It is essential to understand that a plan of action is two parts – a plan and an action. We need to do both to affect change.

We now have an opportunity to change the course of the American Legion, Department of Wisconsin. It is in your hands, our leaders, to guide our staff, our committees, and, more importantly, those veterans in Wisconsin who believe what we believe.

Through your leadership and guidance, we will grow revenue, grow membership, and create compelling & engaging content.

We have members who have served as Department Commander, National Vice Commander, National Commander, National Commission Chairman, and others who own and operate their own business, and leaders in state and federal government. It is time to call them all and put them back to work to grow and develop the American Legion Department of Wisconsin.

Mr. Commander that is my report.

DEC DISCUSSION ENSUED AND ACTIONS TAKEN ARE AS FOLLOWS;

MOTION BY DAVID WISCHER, SECOND BY KEITH LOVELL TO APPROVE THE MARKETING & COMMUNICATIONS ADVISORY COMMITTEE REPORT. MOTION CARRIED.

MARKETING & COMMUNICATIONS COMMITTEE REPORT- Chair Joan Sallee

Chair Joan Sallee called the meeting to order at 3:04 PM with a salute to the Colors, Invocation and the Pledge of Allegiance.

Roll Call was taken with the following in attendance:

Joan Sallee, Chair
Mike Feirer, Vice Chair
Jerold Schultz, Member
Paul Ciarelli, Member
Bill Robbins, Member
Allen Nohl, Member
Mike Rohan, Advisor
Russ Hansetter, Advisor
Linda Pfeiffer, DEC Liaison
DuWayne Wieck, Department Historian, Consultant
Bonnie Dorniak, American Legion Auxiliary Liaison
Greg Eirich, Department Commander, Ex-Officio
Nathan Gear, Department Adjutant, Consultant

Guests:

Larry Larson 10th District
Jeff Zwiers 9th District
Kendel Feilen Sergeant at Arms

Motion by Jerold Schultz, second by Mike Feirer to move Capital Newspaper presentation to the first agenda item. Motion Carried.

Capital Newspapers presentation from Scott Zeinemann, Jared Felix and Missy Paulson

An index above 100 on the Geographic potential-Current and Former Military Service Members page have a higher concentration of veteran population. Page 3- Geographic Potential-Contributed money to military veterans shows the top 20 areas that have previously contributed to military or veterans causes. Page 4- potential membership groups.

164, 228 email addresses available in the state of WI that have a Veteran in the household and have opted in to receive messages.

421,782 email addresses are available in the state of WI that are 25+ and have an income of over 100K and have been charitable donors in the past.

\$6,000 for 1-2 videos at 60-120 seconds each.

3 options of targeted social and remarketing campaigns. \$3,500; \$6,150; \$8,350/month

Capital suggests looking at the ROI based more on where Legion WI will be without the digital targeted media, vs what immediate ROI would Legion WI gain immediately.

On average, for every email, there is approximately a 10% open rate and a 1% click open rate.

Motion by Mike Feirer, second by Jerrold Schultz to approve the previous meeting minutes. Motion Carried.

Chair Joan Sallee will be presenting to the Finance Committee regarding billboards at Midwinter meetings.

Advisor Mike Rohan presented key points of a marketing and communications plan. "We believe" campaign.

All key points to what we do have a bigger impact when followed with a “because clause” to explain why. We wrote the original GI Bill... because we believe that every veteran deserves to own a home and go to college.

We believe in veteran suicide prevention... because every veteran deserves someone to talk to.

Creating compelling and engaging content is key.

Action Plan

1. Develop a timeline and calendar

- a. To align campaigns with holidays/dates/needs/weather
- b. Delegation- Linda Pfeiffer

2. Develop Wisconsin’s message

- . Key message to simplify marketing

 - a. What is the message for Wisconsin?
 - b. Zoom follow-up on October 17 2pm to discuss the message.

3. Personal billboards (yard signs)

- . Traditional billboards are effective, but less effective when targeting specific audiences. Personal billboards show that the owner is a veteran, legionnaire, and proud of their membership. Rule of 7 advertising principle.

 - a. Consider different distribution methods for yard signs.
 - b. Delegation- Mike Feirer

4. Develop a Post marketing toolkit.

- . To explain who we are, what we do, why we matter. CPR report is the why we matter statement; The Economic or Mission Impact

 - a. Delegation- Paul Ciarelli

5. Develop a budget

- . Delegation- Joan Sallee

\$51,700 budget amount.

Plan of Action needs to be put together and actions taken based on that plan.

Advisor Russ Hansetter spoke on the importance of data and knowing the market and product, as well as the importance of bringing it down to the post. Changes in membership need to begin at the post level.

Market: All Veterans

Product: Service to Veterans

“Be the One” campaign coming in January. Instead of thinking of trying to save 22 people a day, think of “what can I do to be the one” for someone else.

Russ Hansetter suggested sharing the national public service videos at Midwinter to make posts more aware of the possibilities.

Communications Class for Legion College. Paul Ciarelli expressed interest in doing the class with some direction.

Russ Hansetter suggested writing a grant and having 12 computers and having a class at Midwinter or Convention to give instruction to those who need it.

Motion from Linda Pfeiffer, second by Allan Nohl to request from finance for \$500 to help gain membership in a struggling post. Motion Carried.

Meeting was adjourned per ritual at 5:37 PM.

DEC DISCUSSION ENSUED AND ACTIONS TAKEN ARE AS FOLLOWS;

MOTION BY KARL STUVENGEN, SECOND BY GAIL MINKS TO AMEND THE REPORT BY STRIKING THE LAST MOTION IN THE REPORT. MOTION CARRIED.

MOTION BY KARL STUVENGEN, SECOND BY GAIL MINKS TO APPROVE THE MARKETING & COMMUNICATIONS COMMITTEE REPORT AS AMENDED. MOTION CARRIED.

MEMBERSHIP COMMITTEE REPORT- DVC Julie Muhle

Vice Chair Steve Kohnke called the meeting to order at 8:00 AM with a salute to the Colors, Invocation and the Pledge of Allegiance.

Roll Call was taken with the following in attendance:

Steven Kohnke, Vice Chair
James Lee, Member
Rita Rindahl, Member
Julie Muhle, Department Vice Commander
Keith Lovell, Department Vice Commander
David Latimer, Department Vice Commander
Harry Bauer, Department Vice Commander
Linda Pfeiffer, 4th District Commander
Gail Minks, 6th District Commander
John Zychowicz, 8th District Commander
Larry Larson, 10th District Commander
Scott Markle, 12th District Commander
Jeff Zwiers, DEC Liaison
Greg Eirich, Department Commander, Ex-Officio
Nathan Gear, Department Adjutant, Consultant

Excused:

James Waltich, Chair
Justin Steiner, Member
Tom Visintainer, Member
Jim Johnson, 2nd District Commander

Guests:

Russell Hanseter, PNVC
Diane Weggen, Auxiliary President
Bob Shappell, NECman
Roger Mathison, PDC
Dale Oatman, PDC
Denise Rohan, PNC
Karl Stuvengen, 1st District Commander
Maggie Geiger
John Polzin, 11th District Commander

Motion made by Larry Larson, seconded by Jim Lee to approve the minutes from Department Convention meeting. Motion Carried.

Discussion Points:

State Fair: Good turn out and exposure. Need better and more promotional items for next year (i.e. pamphlets and video). Established a volunteer committee to plan and prepare for next year's fair. Committee consists of: Larry Larson, Steve Kohnke, Tom Visintainer and David Latimer. The booth will be handing out free American Legion Baseball All-Star tickets.

Road America: Great branding opportunity. Wisconsin set the bar for using the event for membership. National saw an increase of 50,000 donors from Indy Car advertising and commercials. Possibly able to hold a banquet at the team's tent next year. Could possibly use the banquet as a membership incentive.

Tractor Pulls: Great branding, good merchandise sales, and fair memberships. Same pulls for the 2022 year, but different dates. Need to emphasize available scholarships.

Commander's Incentives: District commanders need to look at struggling posts and identify ones that need revitalization and ones for closure. Commander Erich tasked the membership committee to come up with a minimum of three new ideas for SWAG merchandise and three possible events for the northern districts and three possible events for the southern districts for 2022. The entire American Legion Family needs to be invited to all events.

Bob Shappell requested help from Districts in the Milwaukee area for the National Vice Commander visit in November.

National Commander's 103% incentive: **Motion made by Linda Pfeiffer, seconded by Larry Larson to mimic the National Commander's 103% incentive for the posts at the Department level refunds pending Finance Committee approval. Motion Carried.**

American Legion Logos: The new American Legion Logo is for marketing and casual apparel. The Official Logo is for official business and dress.

1925 Dues: Post 1925's dues are \$30. They should match 2930's dues of \$40. Recommended that Department adjust accordingly.

Membership Goals: Many post goals from National do not make sense. Department Commander Eirich, Department Adjutant Nathan Gear and Department Membership Coordinator Chet Faith will work with National membership and submit changes.

Meeting was adjourned per ritual at 9:59.

DEC DISCUSSION ENSUED AND ACTIONS TAKEN ARE AS FOLLOWS;

MOTION BY JEFF ZWIERS, SECOND BY JIM JOHNSON TO APPROVE THE MEMBERSHIP COMMITTEE REPORT. MOTION CARRIED.

NATIONAL & HOMELAND SECURITY COMMITTEE REPORT- Chair Bob Bohr

Chair Bob Bohr called the meeting to order at 10:02 AM with a salute to the Colors, Invocation and the Pledge of Allegiance.

Roll Call was taken with the following in attendance:

Bob Bohr, Chair
Charlie Young, Vice Chair, POW/MIA Chair

Leo Endres, Member
Michelle Adams, Member
Thomas Lachance, Member
Julie Muhle, DEC Liaison
Greg Eirich, Department Commander, Ex-Officio
Nathan Gear, Department Adjutant, Consultant

Excused:

Steve Isensee, Member, Blood Donor Chair

Guests:

DVC David Latimer

Changes to July 15, 2021 minutes:

Allan Watry Squadron 38

Michelle Adams Post 375

Lawrence Thomas Post 19

**Motion by Charlie Young, second by Tom Lachance to accept the July 15, 2021 minutes with changes.
Motion Carried.**

Reports:

Blood donor:

Blood Drive planned for Midwinter

POW/MIA Report:

41 recovered, 1 recovered Navy from Wisconsin. Efforts are continuing to recover from North Korea. Covid has slowed some process because of international travel bans. All 17 Navy members were all from The Oklahoma- Pearl Harbor.

Troop and Family Support:

Restricted to \$500 max to requesting veterans on an emergency basis. Would like to develop an SOP or guideline for handling requests/application.

Need to understand who oversees the committee, what can and can't be done, what changes can be made to the application form, how the funds can be paid, who makes the final say, and how the funds are disbursed (directly to the veteran or to the vendor.)

Review the unpaid request previously approved by the NH Security and Commander.

Awards:

Made note to ensure that submitted applications adhere to the application guidelines.

Discussion on possible changes to simplify the award process to encourage more applications.

Motion by Charlie Young, second by Tom Lachance to bring home the “Outstanding Enlisted National Guard/Reservist Award Program” application and come back at the next meeting with changes for this year’s application. Motion Carried.

Discussion was had on the upcoming raffle and a suggestion was made to look into developing a Legion state lottery option with veteran benefit returns.

Leo shared that there is money in the budget to send one person to the hill if it is in person.

Motion by Charlie Young, second by Tom Lachance to adjourn. Motion Carried.

Meeting was adjourned per ritual at 10:38.

DEC DISCUSSION ENSUED AND ACTIONS TAKEN ARE AS FOLLOWS;

MOTION BY JEFF ZWIERS, SECOND BY LINDA PFEIFFER TO APPROVE THE NATIONAL & HOMELAND SECURITY COMMITTEE REPORT. MOTION CARRIED.

POLICY COMMITTEE REPORT- Vice Chair Bob Batty

Bob Batty called the meeting to order at 1:00 PM with a salute to the Colors, Invocation and the Pledge of Allegiance.

Roll Call was taken with the following in attendance:

Chuck Cooney, Member
Roy Helms, Member
Bob Batty, Member
Al Richards, Member
Denise Rohan, Past National Commander, Ex-Officio
Nicholas Lange, Department Judge Advocate, Consultant
Robert Shappell, DEC Liaison
Greg Eirich, Department Commander, Ex-Officio
Nathan Gear, Department Adjutant, Consultant

Excused:

Ted DeMicchi, Member
Dallas Loesel, Member

Guests:

Roger Mathison, PDC
Kendel Feilen, Department Sergeant-at-Arms
Linda Pfeiffer, 4th District Commander

Motion by Al Richards, second by Roy Helms to nominate Bob Batty as Chair. Motion Carried.

Motion by Roy Helms, second by Al Richards to close nominations. Motion Carried.

Motion by Chuck Cooney, second by Bob Batty to nominate Al Richards as Vice-Chair. Motion Carried.

Motion by Chuck Cooney, second by Al Richards to close nominations. Motion Carried.

Motion by Roy Helms, second by Chuck Cooney to approve policy minutes of July 15, 2021. Motion Carried.

Motion by Al Richards, second by Roy Helms to approve the changes to the Constitution and By-Laws. Motion Carried.

Highlighting of By-Law changes are much appreciated.

Motion by Roy Helms, second by Al Richards to approve the new version of Wisconsin American Legion Baseball Association By-Laws as written. Motion Carried.

WALBA will be going from 9 regions to 8. Region 3 and 4 will be merged and all regions will be renumbered.

Commander Eirich addressed the committee and presented a copy of MOU between Foundation and the Department to Policy for review.

Motion by Al Richards, second by Roy Helms to adjourn at the call of the commander. Motion Carried.

Meeting was adjourned per ritual at 1:30 pm.

DEC DISCUSSION ENSUED AND ACTIONS TAKEN ARE AS FOLLOWS;

MOTION BY JEFF ZWIERS, SECOND BY DAVID LATIMER TO APPROVE THE POLICY COMMITTEE REPORT. MOTION CARRIED.

OFFICER REPORTS

DEPARTMENT CHAPLAIN'S REPORT

Department Chaplain- John Gessner

Quarterly Activities:

- a. 7-18-2021, participated in the Mid-year DEC meeting and installation of new Officers.
- b. 7-18-2021, participated in the Department Memorial Service.
- c. Developed an e-mail distribution list for District Chaplains for the purpose of sharing information. Used this distribution list to announce the National Chaplains virtual conference 9/18/2021.
- d. 9/18/2021, participated in the National Chaplain's virtual conference. Former National Chaplain Harris addressed the conference from his hospital room where he was recovering from an illness. An informative training session on the duties and responsibilities of an American Legion Chaplain was presented. The session was closed by the current National Chaplain. Action Items:
 - i. Requested a copy if the briefing slides and briefer notes. Will distribute to the district chaplains upon receipt.
 - ii. Sent a get-well card to Chaplain Harris on behalf of the Dept Cdr and Wisconsin Chaplains.
- e. Upon hearing of Former Dept Cdr Ted DeMicchi's illness, sent a get-well card on behalf of the Dept Cdr and Wisconsin Chaplains. Cdr DeMicchi is reported as recovering from his illness.
- f. 9-23-2021, met with Fort McCoy Garrison Chaplain to discuss the possibility of conducting a 12-week PTSD seminar to Fort McCoy soldiers.
- g. 9-24-2021, provided chaplain support for the Celebration of Freedom opening ceremony in Portage.
- h. 9-24-2021, met with Dept Cdr and Adjutant to discuss goals and objectives for the upcoming year.
- i. In communication with LtCol James R. Behn, Commander, 128th Air Control Squadron, Camp Douglas/Volk Field for the possibility of providing Chaplain support for the unit.
- j. 10-8-2021, present a border brief to the 229th Engineer Company, Prairie du Chein in preparation for their deployment to Fort Bliss, TX in support to the Border Patrol mission.

2. Next Quarter planned activities:

- a. Begin tentative plans for a May 2022 Chaplain's retreat at Camp American Legion. Goal is to have a draft plan in place for the Mid-winter conference to be briefed at the Religious Education Committee.

b. Finalize plans for the PTSD training at Fort McCoy.
Respectfully submitted, 10-4-2021, John A. P. Gessner, Department Chaplain.

DEC DISCUSSION ENSUED AND ACTIONS TAKEN ARE AS FOLLOWS;

MOTION BY JEFF ZWIERS, SECOND BY KARL STUVENGEN TO ACCEPT THE DEPARTMENT CHAPLAIN'S REPORT. MOTION CARRIED.

DEPARTMENT HISTORIAN'S REPORT

Department Historian- DuWayne Wieck

I'd like to thank Department Commander Greg Eirich for choosing me to be his historian. It is truly an honor to travel with Commander Eirich documenting his travels throughout the state during his year as Department Commander.

I have already attended the Legion Baseball All-Star weekend August 7th and 8th beginning with a banquet at the Sheraton Hotel in Brookfield where they recognized the coaches, past and present, as well as the players. The next day I was invited to the All-Star game at American Family Field in Milwaukee to take pictures of Greg throwing out the first pitch, the events of the day and watching the All-Stars game.

Sunday August 15th, the last day of our State Fair, I traveled with our commander photographing his participation helping man the Legion booth, talking to many veterans, and promoting the Legion. I took pictures of Greg interacting with the veterans thanking them for their service and explaining the benefits of being a member of The American Legion.

By the time this article is published we will have attended the weekend of the Celebration of Freedom at Headquarters in Portage and traveled to many Fall District Conferences throughout the state.

Documenting the travels of our Department Commander has given me a better understanding of the time and commitment each of them has devoted to the leadership of our great state of Wisconsin.

DEC DISCUSSION ENSUED AND ACTIONS TAKEN ARE AS FOLLOWS;

MOTION BY JIM JOHNSON, SECOND BY KEITH LOVELL TO ACCEPT THE DEPARTMENT HISTORIAN'S REPORT. MOTION CARRIED.

DEPARTMENT JUDGE ADVOCATE'S REPORT

Department Judge Advocate- Nicholas Lange

There was no written report submitted. He gave an oral report stating he reviewed a contract for the COF tent, and attended National Convention as a Delegate for Wisconsin.

DEC DISCUSSION ENSUED AND ACTIONS TAKEN ARE AS FOLLOWS;

MOTION BY JIM JOHNSON, SECOND BY JULIE MUHLE TO ACCEPT THE JUDGE ADVOCATE'S REPORT. MOTION CARRIED.

DEPARTMENT SERVICE OFFICER'S REPORT

Department Service Officer- James Fialkowski

TO: The Department Executive Committee

FROM: The Department Service Officer, James Fialkowski

SUBJECT: Activity Report, June - September 2021

Monthly, we continue to represent veterans in video BVA Judge Hearings and video/in-person hearings for the local VA Regional Office. The Service office continues training for all employees. We Attended VA Regional Office Service Officer and VA Hospital Meetings.

June – The Department of Veterans Affairs accepted a donation of 50 iBOT Personal Mobility Devices from Mobius Mobility to help Veterans with spinal cord injuries regain their autonomy. The iBOT PMD increases the user’s mobility by allowing them to independently elevate, interact at eye-level, climb stairs and cross various terrains. Get more information on the iBOT at <https://mobiusmobility.com/>

July – I attended Department Convention. Reminder that next July 10th is the deadline for Radiation Exposure Compensation Act (RECA) claims.

August – I was selected to test the continued education provided by the Bergman & Moore prior to Septembers opening of the virtual DSO school for American Legion Service. Attended National Convention with an appointment to VA&R for meetings.

September – Erin, John, Mauricio, and Matt virtually attended the continued education provided by the Bergman & Moore at American Legion DSO School. This class was focused on court cases and law changes.

VBA INFORMATION: The Blue Water Navy act signed in June 2019 and the VBA started adjudicating claims January 1, 2020. Until this summer these claims were developed and held under a special code waiting for VA Central Office to provide further guidance. The VBA has since started to complete these Blue Water Claims. If you or someone you know were previously denied a claim related to Vietnam in country service contact a service representative to see if you or they deserve VBA benefits.

On August 5th, 2021, VBA added the new registry entry to the Title 38 CFR. § 3.320 Claims based on exposure to particulate matter – This entry provides presumed service connection for certain chronic diseases associated with exposure to particulate matter based on presumed exposure for qualifying Veterans. A disease that becomes manifest to any degree (including non-compensable) within 10 years from the date of separation from qualifying military service in the Southwest Asia theater of operations from 8/2/1990 or Afghanistan, Syria, Djibouti, or Uzbekistan on or after September 19, 2001 during the Persian Gulf War. The chronic diseases associated with exposure to particulate matter are; Asthma, Rhinitis, and Sinusitis (to include rhinosinusitis). Note: The Southwest Asia theater of operations refers to Iraq, Kuwait, Saudi Arabia, the neutral zone between Iraq and Saudi Arabia, Bahrain, Qatar, the United Arab Emirates, Oman, the Gulf of Aden, the Gulf of Oman, the Persian Gulf, the Arabian Sea, the Red Sea, and the airspace above these locations.

The Radiation Exposure Compensation Act (“the Act” or “RECA”), established an administrative program for claims relating to atmospheric nuclear testing and uranium industry employment. The Act delegated authority to the Attorney General to establish procedures and make determinations regarding whether claims satisfy statutory eligibility criteria.

RECA establishes lump sum compensation awards for individuals who contracted specified diseases in three defined populations:

- Uranium Miners, Millers, and Ore Transporters may be eligible for one-time, lump sum compensation of \$100,000.
- “Onsite Participants” at atmospheric nuclear weapons tests may be eligible for one-time, lump sum compensation of up to \$75,000.
- Individuals who lived downwind of the Nevada Test Site (“Downwinders”) may be eligible for one-time, lump sum compensation of \$50,000.

PLEASE NOTE: By statute, the RECA Trust Fund terminates 22 years after July 10, 2000. Claims filed bearing a date of July 11, 2022, on the postmark or stamp by another commercial carrier shall be deemed timely filed when received by the Radiation Exposure Compensation Program. Claims after this date shall be barred. Get those claims in!

We are tracking work in the office differently since reopening the office. Below are the numbers from **7/1/2021 to 9/30/2021**:

Calls	Emails	Appointments	Walk-ins	Hearings	Submittals	Flat Mail
1748	2640	85	128	10	434	5347

Lump Sum Retro and Recovery from 10/1/2020 – 09/30/2021

Average Monthly Benefits (\$) Recovered.

Burial	3,553.32
Compensation	22,361,699.32
Pensions	2,891,298.72
DIC	1,969,411.23
Education	4,729,191.69
Voc Rehab	129,249.16
Total	32,084,403.44

Annual Federal Dollars \$385,012,841.28

Definitions

Burial Benefits – Includes plot and internment allowances and, in some cases transportation.

Compensation – Payments related to service-connected disabilities.

Pension – Payments to wartime veterans or their surviving spouse who meet net worth, income, service, and disability requirements.

DIC – Dependent Indemnity Compensation – Payments to a deceased veteran’s spouse, if the spouse meets marriage longevity requirements, for the death of the veteran due to active duty or a service-connected disability or for a death of a veteran who was rated 100% or TDIU for the required period of 1, 5 or 10 years depending on veteran’s qualifying status.

Education – Includes active duty and reserve education benefits.

Vocational Rehabilitation – Environmental assessment/adaptation, education, and training benefits for veterans who, due to their service-connected disability, require environmental assessment/adaptation, training, and education to have a better quality of life or to become gainfully employable.

Adaptation Grant – A vehicle purchasing allowance to qualifying veterans (Then the VHA approves the adaptations for each veteran, Housing allowance to qualifying veterans (The VA adapts the home to meet the needs of the veteran or assist in paying for an adapted home).

DEC DISCUSSION ENSUED AND ACTIONS TAKEN ARE AS FOLLOWS;

MOTION BY JEFF ZWIERS, SECOND BY JOHN POLZIN TO ACCEPT THE DEPARTMENT SERVICE OFFICER'S REPORT. MOTION CARRIED.

NATIONAL EXECUTIVE COMMITTEEMAN'S REPORT

National Executive Committeeman- Robert Shappell

1. August 17 and 21 – Attended the Department Commander's virtual Post Commanders Conference.
2. August 26-September 3 – Attended the National Convention in Phoenix AZ
 - a. Pre-Convention NEC Meeting – August 30 (Highlights)
 - 1) 2021 DMS efforts recruited 121,248 new members
 - 2) 100 Miles for Hope raised over \$500,000 in two years
 - 3) A new Public Relations Toolkit is due to be released later this fall
 - 4) The IndyCar initiative has brought the American Legion over \$13.7 million in media value
 - b. Post-Convention NEC Meeting – September 2 (Highlights)
 - 1) 204 resolutions were approved as part of the legislative agenda for the 117th Congress
 - 2) Stanley Hamamoto (CO) appointed as National Chaplain
 - 3) Robert Gilmore (AZ) appointed National Historian
 - 4) Michael Griffith (TX) appointed National Sergeant-at-Arms
3. September 11 - Attended the 9/11 ceremonies at Saukville
4. September 12 – Appointed NEC Liaison to the National Convention Commission
5. September 24-25 – Attended the Celebration of Freedom at Department HQ
6. October 2- Attended the National Commander's Homecoming at Post 64 in Indianapolis
7. Attended the National Fall meetings in Indianapolis from October 3-7
 - Oct 3-5 – Reception line member for National Commander Candidate Dan Seehafer
 - Oct 4 – Attended the National Convention Commission meeting
 - Oct 4 – Attended the Subcommittee on Committees meeting to confirm the appointments and reappointments of Wisconsin Legionnaires to National commissions, committees, and councils
 - Oct 5 – Attended the Americanism Commission meeting
8. Items of interest from the October 6-7 NEC meeting
 - a. Changes to the Mission Blue Post Assistance program due to low participations and the perception of too stringent requirements. Wisconsin posts have received \$14,000 in grants. The following changes to the program are now in effect:
 - 1) Posts that do NOT have the national organization as an additional insurer and/or has NOT filed a CPR but meets other requirements of the program may now apply for up to a \$1000 grant
 - 2) Posts that DO meet the insurance requirement and HAVE a CPR on file can receive up to \$2000.
 - 3) Posts that previously qualified and received a grant can apply to receive ANOTHER \$1000.
 - 4) The deadline to apply is July 1, 2022
 - b. Some results of the IndyCar partnership
 - 1) Ganassi put the Legion livery (colors) on champion Alex Palou's car for four additional races at no charge
 - 2) Two American Legion TV commercials appeared on NBC and NBC Sports national broadcasts of all 17 races
 - 3) TAL is signing a deal to become the official charity of INDYCAR
 - c. TAL signed a partnership agreement with Veterans United Mortgage Company for a \$2 million donation to the Veterans and Children Foundation
 - d. Other corporate development discussions are in works, including one with FISERV, which has already pledged to purchase 1,000 PUFs for their veteran employees
 - e. The SAL will be celebrating its 50th anniversary at the Milwaukee Convention
 - f. 22 resolutions were reviewed and approved. Several of note include:
 - 1) Resolution #3 – Slavery and human trafficking prevention and awareness

- 2) Resolution #13 – Mandatory use of the veterans first contracting program by the DoD
 - 3) Resolution #18 – Quality of VA supplied veterans’ casket flags
 - 4) Resolution #21 – Expanding civilian health and medical program of the VA (CHAMPVA) coverage
- g. Fundraising due the pandemic was better than expected. If the program continues as planned, the finance commission sees no dues increases in the foreseeable future (4p5 years at least)

9. Future National Conventions

- Milwaukee Aug 26-Sep 1, 2022
- Charlotte NC Aug 25-31, 2023
- New Orleans LA Aug 23-29, 2024
- Tampa Bay FL Aug 22-28, 2025
- Louisville KY Aug 28 – Sep 3, 2026
- Two bids have been received for 2027 - Kansas City MO, and Columbus OH

10. National Vice Commander Jerry Wilson from Ohio will be visiting Wisconsin from November 3-7. More info to follow – very soon.

DEC DISCUSSION ENSUED AND ACTIONS TAKEN ARE AS FOLLOWS;

MOTION BY JEFF ZWIERS, SECOND BY JULIE MUHLE TO ACCEPT THE NATIONAL EXECUTIVE COMMITTEEMAN’S REPORT. MOTION CARRIED.

DEPARTMENT ADJUTANT’S REPORT

Department Adjutant- Nathan Gear

We had a positive first quarter at Department as our Team continues to add value across all areas of operations. This year’s Department Convention was the first-time experience for several members of our HQ’s Team. The newly elected Department Commander and Officers received additional training and received resources to help towards their success of this year’s goals. Department Commander completed all committee appointments. The Official Directory was updated for all Department Officers and Committee members. The latest version for Official Directory is located on wilegion.org website. If corrections or updates are needed, email me the changes.

Nationals Legions migration to Personify and MyLegion are still not fully operational. This is not Departments fault. Many known issues are still being tested at Nationals level to determine accuracy of reporting to all Departments. The IT Director stated he would be requesting additional financial support to help fix the issues. Reminder, we are only as accurate as the data provided as National continues to research validation checkpoints in known data issues.

Department Programs are in full operations. Legion Baseball was a huge hit getting back into the swing of things. All-Star Legion Banquet Dinner and tournament was an experience of a lifetime for the athletes, families and coaches. WALLECA had a limited number of Cadets this year to ensure COVID-19 safety protocols were taken, however that did not limit the impact we had on our Cadets. Ft McCoy is also home to the Wisconsin Challenge Academy. The Department Commander and I met with their Director to help look at opportunities to work with more youth of Wisconsin. The Challenge Academy also had a table at our COF event.

At Department, the new Camp Director finished out a successful season and will be shutting down most areas around Oct 16th. The Camp Team took advantage of hosting two open houses to help expand outreach for new volunteers and donors. They are working on putting together the 2021 veteran census data and already getting applications for next year. VSO Team are transitioned back to allowing walk-ins and scheduling appointments. HQ’s Team continues to strive for excellence in all areas of daily operations.

I officially received my Adjutants training at Nationals Fall Meeting. This greatly helped my understanding and seeing the overall operations from year to year. Also allowed plenty of networking with Nationals POC's. Our employee workforce was a challenge this past year with attrition throughout our organization. From those challenges, I remained resilient and brought on several qualified employees and those that support the mission of Legion WI. Please introduce yourself and provide your guidance as we move forward through FY22.

DEC DISCUSSION ENSUED AND ACTIONS TAKEN ARE AS FOLLOWS;

MOTION BY JEFF ZWIERS, SECOND BY DAVID WISCHER TO ACCEPT THE DEPARTMENT ADJUTANT'S REPORT. MOTION CARRIED.

DEPARTMENT COMMANDER'S REPORT

Department Commander- Greg Eirich

7/19/2021 – Traveled to Department HQ's for meeting with HQ's Team

7/20/2021 – Traveled to Department HQ's for Administrative tasks, meeting with HQ's Team

7/21/2021- Zoom Meeting with Membership Chair Jim Waltich, Adjutant Nathan Gear, Membership Coordinator Chris Schmidt, and Department Commander Eirich. Zoom meeting lasted 1:30 minutes.

7/23/2021 - American Legion BB 17U Tournament – Manitowoc Municipal Baseball Field. Germantown Post 1 vs Manitowoc Post 88. Threw out first pitch and participated in opening ceremonies. Germantown 9
Manitowoc 1

7/24-2021 - Dan Seehafer Golf FUNdraiser at Horicon Hills, WI. Golfed with 3 other individuals and came in 2nd place!

7/26/2021 – Traveled to Department HQ's for check presentation by local Elks Club to Camp American Legion. Talked with HQ'S staff regarding various activities. Participated in National Membership Workshop from 2pm-4pm.

8/1/2021 – Attended American Legion BB Tournament in Antigo, WI. Threw out first pitch for the game between River Falls and Ahnapee. River Falls won the game 4-0

8/3/2021 – Travel to Wisconsin State Capitol, Madison, and met with Majority Senator Devin Lehmaieu. Legislative Chairperson Paul Fisk and Department Adjutant Nathan Gear were present. We discussed American Legion, Legislative issues, Camp American Legion, 4 Pillars, etc. Senator's staffer was present for this discussion. Took photos with Senator. Overall, a good meet and greet!

8-4/8-5 2021 – Traveled to State Patrol Academy, WALLECA Class. Observed training on Wednesday afternoon through the evening. Had breakfast with students and staff Thursday morning. Observed classroom instruction and participated in graduation ceremony. Speaking engagement. Stopped in at the Wisconsin National Guard Challenge Academy with Department Adjutant and introduced ourselves to staff. Traveled home Thursday afternoon.

8-6 2021 – Traveled to Department HQ's for meeting with Department Adjutant Gear, Membership Chairperson Waltich and myself. Produced a membership minute video. Went over Membership Plan, reviewed, edited, updated as necessary. Small meetings with Department Staff over a variety of issues. Spent entire day at Department HQ's. Departed at 4pm for Waupun Legion Baseball Regional Tournament. Threw out first pitch with other City officials.

8-7-2021 Traveled to Sheraton Hotel, Brookfield, WI to attend All-Star Legion Banquet Dinner and Program. Speaking engagement. Handed out awards to players and pictures were taken by Department Historian Wieck.

8-8-2021 Breakfast with All-Star players at Sheraton. Handed out Certificate of Participation Awards. Pictures taken by Historian Wieck. Final words by Commissioner Matheson before departure to American Family Field for Brewers-Giants Game. Threw out first pitch at Brewers-Giants game. Received rousing welcome by fans! All-Star pre-game pictures were taken with Team prior to 5:15pm.

8-10-2021 Foundation Virtual meeting at Department Hq's. Lunch with Chris Schmidt as she is departing Department HQ's for other opportunities. Traveled to Wisconsin Capitol to have meeting with Representative Vos. In attendance was Legislature Chairperson Fisk and Adjutant Gear. Traveled home to Sheboygan.

8-15-2021 Traveled to West Allis with Department Historian DuWayne Wieck for the Wisconsin State Fair. Participated in engaging with foot traffic going by our display table. Visited outside display table being manned by Legionnaires who were getting a lot of veteran foot traffic. Many pictures were taken and contacts were made.

8-17-2021 Visited Veterans Outreach of Wisconsin, Racine, WI. This is a program that houses Homeless Veterans in Tiny Homes. Pictures were taken and shared on the American Legion Family FB Page

8-17-2021 Post Commander's Conference Hosted by Department Commander Eirich. 52 in attendance in this Zoom meeting.

8-18-2021 2nd District Organizational Meeting, Horicon Post

8-19-2021 Attended and participated in All Department Employee Fair and Lunch at Department HQ's.

8-21-2021 Post Commander's Virtual Conference

8-24-2021 Finance Meeting Virtual

8-26 thru 9-2 2021 National Convention Phoenix, AZ

9-4-2021 Clif Sorenson Funeral, Eau Claire, WI (Grace Lutheran Church)

9-5-2021 Attended Sheboygan County Fair. Sheboygan County Veterans Memorial Display table. Marine Corps League, VFW, American Legion representatives at this display.

9-7-2021 Commander's Virtual Huddle

9-7-2021 Camp American Legion Zoom Meeting – Canceled (No Quorum)

9-8-2021 VFW Zoom Meeting regarding Afghan Vets contributions (1 hour)

9-8-2021 Shawano County American Legion Dinner/Banquet – Birnamwood, WI - Main Speaker

9-9-2021 Travel to Department HQ's for Pickup of Commander's Pin and Commander's Coin. Prepared presentation for 9-11 Video Presentation at Department. Conducted Video capture of presentation with Jen Swenson.

9-11-2021 Traveled to 12th District Conference, Spooner, WI. Presented awards, main speaker, handed out Commander Pins, answered questions. Also, traveled to Marshfield, WI for Tractor Pull Contest. This Legion Display event was canceled due to no communication with Post who was going to set up display. No color Guard was available either due to communication issues. I ended up driving back to Sheboygan

9-14-2021 Camp American Legion Zoom Meeting – 1 hour

9-15-2021 Travel to Department HQ's. Legion business and Finance Meeting

9-16-2021 Meeting with Homelessness TF Chairperson Tim Brancyzk, 4th District Commander Pfeiffer, DVC Latimer at Post 416 Greendale.

9-18-2021 1st District Silent March, Geona City, WI

9-23-2021 Zoom meeting with Marketing and Communication Chairperson Joan Salle, Mike Rohan, and Russ Hanseter.

9-23 thru 9-26 Celebration of Freedom Event, Portage, WI

9-29-21 Traveled to Department HQ's. Thank You lunch for Dept. Team on behalf of Dept. Cdr. Meeting with Department Adjutant over various issues. Talked with Membership coordinator over excel reports. Updated schedule events with Carol Weiss. Engaged 97 year old WW2 Vet who was visiting the museum with a friend. US Navy vet.

DEC DISCUSSION ENSUED AND ACTIONS TAKEN ARE AS FOLLOWS;

MOTION BY JIM JOHNSON, SECOND BY JOHN POLZIN TO ACCEPT THE DEPARTMENT COMMANDER'S REPORT. MOTION CARRIED.

OLD BUSINESS

BADGER BOYS STATE REPORT- Chair Bob Batty

Chairman Bob Batty called the meeting to order at 9:04am.

2. Prayer by Tom Skrenes

3. Pledge of Allegiance – Jerry Lauby

4. Roll call was taken:

Robert Batty, Chairman
Jerry Lauby, President
Bob Shappell, Vice President
Bill Cosh, Director
Tom Skrenes, First Assistant Director
Nathan Gear, Executive Secretary
Mark Kramer, Assistant Executive Secretary
Steve Sorenson, Treasurer
Norm Bednarek, Member
Derrick Collins, Member
John Cumicek, Member
Mike Feirer, Member
Steve Dubois, Member
Steve Isensee, Member
Dave Johnson, Member
Gary Saunders, Member
David Wischer, Immediate Past Department Commander
Greg Eirich, Department Commander
Jeffrey Puddy, Americanism Chair
Ryan Ramsden, Liaison
Nick Schaefer, Liaison

Approval of minutes from the June 12, 2021 meeting.

**Motion by Steve Sorenson to accept the minutes without separate action, second by Mike Feirer.
Motion Carried.**

6. **INTRODUCTION OF GUESTS:** None

7. **Action Reports**

a. **Treasurer's Update – Steve Sorenson –**

- i. **CPA Kerber Rose audit report** – Treasurer Steve Sorenson addressed the Board on the outcome of the audit. There were no concerns from the auditors. A previous year observation (2017 and 2018) where deposits were made 4 to 6 weeks after fiscal year end, that was corrected and resolved in 2019. Next year an RFP will go out for Auditing Services as Kerber Rose contract will expire.

Motion by John Cumicek to make the Kerber Rose 2019-2020 audit report as an official record of BBS, second by Jerry Lauby, Motion Carried.

The 2020 -2021 Financial Report was reviewed. Steve discussed the assets and of investing funds, this will be discussed by the Finance Committee and the Fund-Raising Committee for recommendation.

Motion by Steve Isensee to place the 2020-2021 Finance Report as an official record of BBS, second by Norm Bednarek, Motion Carried.

ii. Adoption of 2021-2022 Budget - Treasurer Steve Sorenson presented the proposed 2021-2022 Budget to the group. The group was reminded that these are projected guidelines. Dave Johnson questioned the return to BBS from merchandise sales from T-Graphics. Nick Schaefer will provide that information to the board, Nick will review the contract with T-Graphics.

There was much discussion concerning the added costs of using dry-fit t-shirts for citizens, traffic and color guard.

Motion by Steve Isensee for 2 dry-fit t-shirts for the citizen shirts only, not for color guard and traffic, second by Dave Johnson. Motion Failed.

Motion by Dave Johnson to change line items 6006.1 and 6006.2 to \$1200 placeholder each, second by Derrick Collins. Motion Carried.

Discussion: Mike Feirer reminded the group that there would need to be an inventory of shirts to have enough sizes. Ryan suggested getting trial shirts to test the quality. Nick Schaefer will work with UW Eau Claire and T-Graphics for shirt vendor recommendations. Nick Schaefer will also forward the information concerning shirt prices and samples of shirts to Director Cosh and the Finance Committee. Jerry Lauby suggested if possible to get shirts made in the USA. Steve Isensee inquired if new equipment that may be needed at UWEC, is that covered in the budget – it is under transition expense. The transition expense is temporary in the budget to get through the transition. Derrick Collins asked Bill for a breakdown of the grant revenue restrictions. Bill will provide that information to the Board. Derrick inquired about the insurance costs, Bill explained the costs of the insurance policies that he learned while he was at the Directors conference in Indianapolis. The costs are rising nationwide. BBS is paying \$.75 per citizen/staff/volunteer per day of the session, it could be raised to \$1.25 per citizen/staff/volunteers per day of the session. Director Cosh is working with UWEC to make sure that BBS meets their requirements for insurance coverage. BBS is considering additional insurance to cover deep cleaning in case of COVID exposure. Director Cosh explained that every volunteer would have to get a background check and complete the SAM training, even parking. Only exceptions are current law enforcement officers, as they are already trained. Guest speakers do not need to complete the background check or the training as they are escorted during their time at the session.

Dave Johnson inquired about the costs and the future of the Citizen Manual. Nick Schaefer stated that there is an increase in the costs of the manuals in the budget to get a better-quality manual. He is looking at making the manual more functional especially for meetings. Nick Schaefer is looking at making the manual available on-line. He is looking at putting color in the manual, not just black and white as what has been done in the past.

Jerry Lauby asked about ID cards. Director Cosh is working with UWEC who will have their vendor work with BBS to get the ID cards made. The ID cards will also serve as building access cards. Photos, names and BBS logo to be on the card. These cards are for the staff only. The citizens will get a room card that they will carry in their lanyard with their nametag.

Jerry inquired about gator cost. The cost is budgeted under line item 6029 in the budget.

Motion by Dave Johnson to accept the proposed budget as modified, second by Jerry Lauby. Motion Carried.

Commander Eirich thanked the Board for their great work and he looks forward to attending the BBS session at UWEC.

b. Director's Report – Bill Cosh - Bill reviewed his written report with the group.

c. Assistant Director of Operations and Technical Management – Nick Schaefer - Nick reported that the contract is with UWEC leadership for review, there should not be any issues with the contract. Nick reported that the costs are all solidified. Kyran from UWEC will keep communications with Nick. Nick thanked Nic Schmidt and Corey Roseth in the hard work with the learning committee. Nick thanked

the dining committee who is working with UWEC to develop the menu. Nick thanked Amon O'Connor for the college and career development sessions and Joe Chandler for developing the 51st State session. Nick also thanked the members of the scheduling committee that is working on the transition from the 8-day program to the 7-day program. Nick thanked everyone who is involved in the Social Media planning – Al Van Crete, Ben Schaefer, and Amon O'Connor, and Owen Hunt.

Nick presented his proposed logo for BBS. The group discussed the logo. Nick explained that the American Legion logo is not on the proposed BBS logo is that all uses of the American Legion Logo have to be approved by National and by Emblem Sales which is a long process and they would get some of the revenue from the sold merchandise. Nick assured the group that The American Legion will be included in all other marketing materials. Jerry Lauby inquired about adding verbiage to the logo about BBS being a program of The American Legion. Nick is concerned about the words taking away from the effect of the logo. Nick explained that there could be adaptations of the logo for different types of merchandise. Derrick Collins has concerns about the logo not having a mention of The American Legion, he feels there should be some reference to The American Legion on the logo. Derrick suggested 2 or 3 options to be presented to the Board. Nick would like to get a logo approved prior to the next session so it can be used at the new site.

Motion by Steve Sorenson for the Chair to appoint a committee to work on the rebranding bringing in an outside professional graphic designer, second by Steve Isensee. Motion Defeated.

There was much discussion about the logo. Steve Dubois disagreed with the motion to go outside the organization. Nick feels that the logo be designed by people who are involved with BBS. Mark Kramer is concerned about how the American Legion posts would react if the American Legion logo is not included on the BBS logo. Director Cosh explained the process of using The American Legion logo and the long approval process and the limits that this process would be for BBS. Chair Batty asked Nick to present some other options/mock-ups in different colors that mention The American Legion on the logo.

Dave Johnson and Chair Batty agree that the time should be taken to make the logo right before moving on and seeing it on a shirt and letterhead. Mike Feirer stated that the logo could be changed to have mention of The American Legion in text with the BBS logo and not use the Legion emblem.

Motion by Derrick Collins to form a committee to include the staff working on the logo along with BBS Board representation to discuss and bring recommendations back to the BBS Board, second by Steve Isensee. Motion Carried.

- d. Fundraising Committee Report – Bill Cosh** – Bill reviewed his written report with the group. Bill thanked Joe Chandler for his help with the \$75,000 total grant that was awarded to BBS from an undisclosed donor. \$167,000 in grants has been raised in the last 15 months.
- e. Safety Committee Report – Steve Sorenson** – Steve reviewed his written report with the group. He will add Corey Roseth to the Safety Committee. BBS is awaiting safety protocols from UWEC. Steve emphasized the importance of staff not having any one-on-one meetings with citizens, and to have a “no closed door” policy. Steve asked the Board to think about these policies prior to the March Board meeting. This gives parents, citizens, counselors and staff confidence in the program. Steve asked the Board to review all the materials that he sent out regarding safety prior to the March meeting. The Safety Committee will be meeting again soon.
- f. Alumni Association Update – Tom Skrenes, President** - Tom referred to his written report. Tom inquired about the recommendation from Kerber Rose concerning BBSAA getting their own EIN. Tom wants to have conversation going forward about this recommendation.
- g. Directors Conference Report – Ryan Ramsden** –Bill Cosh, Amon O'Connor, Dave Appel, Patrick Braatz, Tom Skrenes, Alex Rathke and Ryan all attended the Directors conference from September 26 – 28, 2021 in Indianapolis. This year's theme was *Rebounding from the Pandemic*. Ryan stated that

this was a good opportunity to collaborate with other programs. Other Boys State programs invited Wisconsin staff to visit their program sessions. Ryan shared that Texas developed an app. for checking in and tracking citizens. Texas had a lot of great retail ideas. Kansas assigns citizens a job that comes with a salary, Texas has conducted e-voting since the 1990s. Louisiana did a time analysis, they minimized their assembly time to focus on instruction and engagement. Take aways – Potential increase in off season participation, formalizing counselor development, greater engagement/knowledge sharing to work with other programs. How digital do we want to become?

8. Old Business – None

9. New Business –

a. Election of Board members –

Nominations for Board members: Bill Cosh, John Cumicek, Mike Feirer, Mark Kramer, and Gary Saunders have all agreed to remain on the Board. There were no other nominations.

Motion by Steve Isensee to close nominations for Board members, second by Mark Kramer, Motion Carried.

Motion by Steve Sorenson to approve the Board members (Bill Cosh, John Cumicek, Mike Feirer, Mark Kramer and Gary Saunders), second by Jerry Lauby, Motion Carried.

b. Election of Board officers –

Motion by Steve Sorenson, to nominate Bob Batty for Chairman

Motion by Bob Batty to nominate Jerry Lauby for President

Motion by Bob Batty, to nominate Bob Shappell for Vice President

Motion by Bob Batty, to nominate Bill Cosh for Director

Motion by Steve Sorenson, to nominate Mark Kramer for Assistant Executive Secretary

Motion by Bill Cosh, to nominate Steve Sorenson for Treasurer

Motion by Bill Cosh, to nominate Dave Johnson for Assistant Treasurer

Motion by Derrick Collins to close nominations, second by Mike Feirer. Motion Carried.

Motion by Mark Kramer to confirm officers to BBS Board, second by Dave Johnson. Motion Carried.

10. Chairman's Comments – Chair Batty stated that he has been reviewing the BBS Bylaws and per the Bylaws the Chairman is to appoint a Finance Committee. Chair Batty appoints Steve Sorenson (chairman), Dave Johnson, Mark Kramer and John Cumicek to the Finance Committee.

Chair Batty thanked everyone for coming to the meeting and their commitment to BBS. He is excited about the next session and fresh start at UWEC. RFP will go out for the site after 3 years again.

11. For the Good of the Program – Norm Bednarek asked about a tour of UWEC for Board members. Bill Cosh will communicate with Kyran at UWEC to get a tour set up. Steve Isensee is also very interested in a

tour to prepare for the next session. Derrick Collins inquired about vaccination requirements for the session. Bill Cosh stated that BBS will follow the UWEC policy for vaccinations and masking that they will have in place at the time of the session. Steve Sorenson and Bill Cosh will continue to work together with UWEC and communicate it to the Safety Committee and to the Board.

Steve Dubois and Jerry Lauby are the Board representative who will work with Nick Schaefer on the logo committee.

12. Closing Prayer – Tom Skrenes

13. Closing ceremonies

14. Adjournment – the meeting closed at Noon.

DEC DISCUSSION ENSUED AND ACTIONS TAKEN ARE AS FOLLOWS;

MOTION BY JIM JOHNSON, SECOND BY JULIE MUHLE TO APPROVE THE BADGER BOYS STATE REPORT. MOTION CARRIED.

2022 NATIONAL CONVENTION CORPORATION REPORT- Bob Batty

Bob stated that the committees are in place, and that many have held these roles at past conventions. National will be in Milwaukee November 29-December 2, 2021 for preparations. Post that wish to host parties are to contact PDC Wayne Jensen.

DEC DISCUSSION ENSUED AND ACTIONS TAKEN ARE AS FOLLOWS;

MOTION BY JEFF ZWIERS, SECOND BY DAVID WISCHER TO APPROVE THE 2022 NATIONAL CONVENTION CORPORATION REPORT. MOTION CARRIED.

Roger Mathison encouraged everyone to help revitalize the Band and Honor Guard competitions.

Jim Johnson, 2nd District Commander, stated that he is working with Angie to have a District Commander Lunch at Midwinter.

PNC Rohan gave an update on the Daniel J Seehafer for National Commander Campaign.

ANNOUNCEMENTS

- 1. FUNDRAISING OPPORTUNITY FOR ALL POSTS!** The Department will be launching a calendar raffle. Posts will have the opportunity to purchase tickets for \$3 and sell them for \$5. December 1-31 there will be names drawn each day. Here is more:
 - a. Each raffle ticket is \$5. To simplify the accounting of money, we suggest **purchasing tickets for \$3 each from Department Headquarters. The remaining revenue is your Post's to keep.**
 - b. We encourage everyone to reach outside of the membership to patriotic non-members as part of the effort to sell tickets. This will increase the total amount of money raised and relieve pressure on our members. **If every member sold just 4 raffle tickets, there would be more than \$200,000 of prizes and \$800,000 raised for Legion programs and our Posts.**

- c. The **Department will handle promotions** through the website and social media. We will also be **providing marketing posters** for the Posts to highlight the program.
- d. Raffle entries will be available online for those who prefer that as an option
- e. Tickets will be available by early October.
- f. **By November 26**, we ask each Post to return ticket stubs to Headquarters so they can be entered in the daily drawings.

2. Midwinter Push

Your Call-In has been sent, please use the forms provided in your call-in for registration and housing. **This housing form is for those listed in the call-in ONLY.** On October 23rd the Housing Form will be put on the website for all to use.

A block of rooms have been set aside for the Official Family. Please book early to take advantage of this block. These rooms will be held until **October 22, 2021**. All rooms not booked by this date will be put into the general block and will be on a first come, first serve basis. Please note on the Housing form that check-in is at 4:00 pm. All housing forms must be accompanied by a Registration Form.

Saturday evening there will be an ***Our Time to Shine*** celebration, which will feature **TBD**. There is a spot on the registration form to sign up for the dinner.

A Registration Form has been supplied in your folders. Please make copies and distribute throughout your District. **All Midwinter information is on <https://wilegion.org/>.**

3. Social Media:

- a) Like Wisconsin American Legion
- b) Follow posts
- c) **SHARE ALL POSTS** this is how the word gets out. You share it, your friends share it, their friends share it and so on.
 - Example: we had a post for COF with 52 shares that reached over 8800 people. Most of our posts average 4-5 shares and only reach only 500 people
- d) With the world going virtual due to COVID it is imperative that our social media gets boosted and our Leadership and Members have to make that happen

Meeting adjourned per ritual at 11:36 AM.

Respectfully Submitted;

Nathan Gear
Department Adjutant