

# The Missouri Legionette



Official Publication for the American Legion Auxiliary of Missouri

Volume LXXX

THE MISSOURI LEGIONETTE

JAN., FEB., MAR. 2023

NUMBER 5

## President's Message



Department President  
Louise S. Welch  
Unit 444, District 10

Hello everyone, hope you had a healthy and safe Christmas and New Year with your families and friends. I am asking all to please stay healthy and safe from this new XBB virus.

As I write this article, I realized I am halfway through the term as your President. This has been a very busy journey, but most of all I have enjoyed the educational experience.

First, let me finish my October 2022 report of which I forgot to include:

I visited District 13 with National President Vickie Koutz. We went to the Vietnam Memorial Wall in Perryville, MO. She placed a Wreath at the Memorial site. We had a delicious lunch prepared by the wonderful members of Unit 133. District 13 President Roselee and other members of District 13 also attended. A special thanks Patricia, the daughter of our Past Legionette Editor Virginia, for making sure the plans her mom had started were fulfilled.

I have visited districts and Veteran Homes for the Christmas Gift Shops. Some of the Homes are still closed to families and visitors. Therefore, my visits were limited.

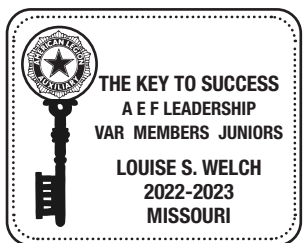
I wish to take this opportunity to thank everyone for your attendance at my Homecoming, good food and fellowship was enjoyed. Special thanks to Barbara Bast, Unit 444 and her committee for a job well done.

In February be sure to remember the Four Chaplains who gave of themselves to save many. Also remember all hospitalized veterans across the nation.

The National Creative Arts Festival is scheduled to be in St. Louis, MO, April 10-17 2023. The ALA Department of Missouri is asking every member to assist in some way with this program. By the time you receive the Legionette, unit presidents should have received a letter and flier. Presidents, please pass the information to your members. Thank you in advance for your cooperation.

I am asking all of you to contact your State of Representatives to ask them to pass a Legislation for the State of Missouri to recognize Women Veterans Day June 12. Let us recognize our Women Veterans.

See you next time. REMEMBER, "The Key to Success is Honoring our Veterans Every Day"



## Key to Success Is Honoring Our Veterans Every Day

Sheridan Mires, Co-Chair  
Wanda Kinder, Co-Chair

Mindi Rue, Central Division Membership Chairman shared some information in her recent Membership bulletin concerning Mentoring. We work hard to sign up new members, but then wonder why they don't renew the following year. The reason is they have not felt the value of their membership and mentoring can change that.

During a Mindset Mentor podcast, Rob Dial told the following story he once heard. One person said to another, why do you always take the hard road, and the other person said, why do you assume that I see two roads? Isn't this why we buck change or get our ideas blocked... because either I don't see two roads or another member can't see the other road? We have assumed that everyone sees the programs of the American Legion Auxiliary the same and that is just impossible.

Mentoring allows members to listen to the different view of our seasoned members and newer members to get everyone on the same page. Traditions can be accounted for, but maybe "the way we've always done it" isn't the only way or the best way a program can be presented or completed.

Unit members often ask how we can make changes in our unit or change the way we are working our programs. Hopefully the following information will give those wanting to make changes some ideas about how to work with other unit members to make changes.

### Mentoring Members by Fostering Change Seven Steps to Enable Change in Your Unit:

1. State the Change- Whether the change is perceived to be major or minor; the leaders must be able to clearly articulate what the change is all about, why it's important and what the positive outcomes of the change will be.

2. Listen for Feedback- The team's voice must be heard.

3. Acknowledge the Feedback - Collecting feedback from the team is important but even more important is acknowledging that feedback.

4. Use emotional intelligence - Emotional intelligence is the ability to understand, use and manage your own emotions in positive ways to relieve stress, communicate effectively, empathize with others, overcome challenges and defuse conflict.

5. Explain the "WHY" - Everyone wants to know the purpose behind organizational change. We need to

be doing a better job explaining the "why".

6. Define clear roles - Defining the roles and decision-makers is very important. Everyone with a role in driving change must understand who is accountable, responsible and informed.

7. Reward acceptance - Some team members will take well to change and proactively aid in its acceptance while others will be slow to adopt. Have a plan in place to publicly reward those that make the time and effort to embrace change, especially those that do it with a good attitude and get other team members on board.

These seven steps have been abbreviated so if you want more information please contact me and I will be happy to send you the full explanation for the seven steps. Change is difficult for most people. My experience in a classroom taught me that there are many roads to success. If you don't believe this just give 15 elementary students a sack of the same items with simple directions to make something. You will be amazed at how many different things they make - especially if they know there is more than one

successful way to accomplish the task.

Congratulations to the Units that are working so hard to reach the membership goals. Several units have exceeded 100% of their goal and there are even more that are right behind them. Unfortunately we still have some goose egg units and some that are just beginning the race. If your unit is struggling with membership please reach out to your District President or Division Chairman for support.

### Here's a tool box of tips to help you with membership renewals and signing up new members:

1. "Elevator speech" - a 20-30 second speech about what we do and why they should join.

2. Application on us: to hand out when an opportunity presents itself.

3. An emblem patch or the new ALA logo glued to a magnet/pin: so we're always branded.

4. Open eyes and ears: to look for opportunities to talk to people-like looking for people wearing veteran hats and veteran license plates.

5. Personal note cards: to send a handwritten note to those who haven't yet renewed.

## Department Chaplain



Lindy Picray  
Unit 5, District 8

There once was a little boy who had a very bad temper. His father decided to hand him a bag of nails and said that every time the boy lost his temper, he had to hammer a nail into the fence.

On the first day, the boy hammered 37 nails into that fence.

The boy gradually began to control his temper over the next few weeks, and the number of nails he was hammering into the fence slowly decreased. He discovered it was easier to control his temper than to hammer those nails into the fence.

Finally, the day came when the boy didn't lose his temper at all. He told his father the news and the father suggested that the boy should now pull out a nail every day he kept his temper under control.

The days passed and the young boy was finally able to tell his father that all the nails were gone. The father took his son by the hand and led him to the fence.

'You have done well, my son, but look at the holes in the fence. The fence will never be the same. When you say things in anger, they leave a scar just like this one. You can put a knife in a man and draw it out. It won't matter how many times you say I'm sorry, the wound is still there.'

## Important Education Dates

Teacher Appreciation Week- May 1-5, 2023

### Scholarship Deadlines

National Scholarships- Please see the national website for the application.

Children of Warriors National President's Scholarship- Submitted Directly to National March 1

Spirit of Youth Scholarship for Junior Members- Deadline to Unit- March 1st. Deadline to Department- March 15.

Non-Traditional Student Scholarship- Deadline to Unit- March 1st. Deadline to Department- March 15.

Junior Loyalty Scholarship- Deadline to Unit- March 1st. Deadline to Department- March 15.

Department Scholarships- Missouri Department Scholarship- Deadline to Unit- March 1st. Deadline to Department- March 15.

Lela Murphy Scholarship- Deadline to Unit- March 1st. Deadline to Department- March 15.



### American Legion Auxiliary Department of Missouri 2023 Raffle Fundraiser

\$10 per ticket

The proceeds from this raffle will go toward Department President's Project which is the department office.

Over 80 CHANCES TO WIN WITH EACH TICKET PURCHASE

DRAWINGS EVERY WEDNESDAY, SATURDAY & SUNDAY.

Department Headquarters 600 Ellis Blvd, Jefferson City, MO 65101	*PRIZE STRUCTURE*
<i>Official Rules</i>	26 SUNDAYS @ \$20 each
1. All winners will be paid monthly. Checks will be mailed.	26 SATURDAYS @ \$15.00 each
2. All winning tickets will be returned to the container for the remaining time of the raffle	26 WEDNESDAYS @ \$15.00 each
3. The raffle will run January 1, 2023 till June 30, 2023	New Year's Day (Jan 1, 2023).....\$100
4. Each form must be filled out and returned with \$10 per ticket.	American Legion Birthday (March 15)..\$100
5. Each ticket must be returned to American Legion Auxiliary 600 Ellis Blvd, Jefferson City, MO 65101	Mother's Day (May 14, 2023).....\$100
6. It is the responsibility of the purchaser to notify the Department office of any address change. Returned checks will not be forwarded.	Flag Day (June 14, 2023).....\$100
	Father's Day (June 18, 2023).....\$100

Return the portion with check made payable to ALA Department of Missouri

### 2023 Department Raffle Fundraiser

\$10 per ticket

If this ticket is a winner make check payable to:  
Please print clearly

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Mail ticket and check to:  
American Legion Auxiliary  
600 Ellis Blvd  
Jefferson City, MO 65101

## MOVED?

New address \_\_\_\_\_

Please forward to:  
ALA Department Office, 600 Ellis Blvd.  
Jefferson City, MO 65101-2204

## Secretary's Corner

Nancy Reeves,  
Department Secretary

Hello from the Department Office, I hope everyone had a safe and happy holiday season. I know I am glad its over! I would like to introduce my new office assistant, Vicki Zimmerman. She has a background as a paralegal and has already been a great help at the office. She is a dedicated and efficient employee. Vicki, her husband Ivan and son Drew live in Jefferson City. She is the friendly voice many of you have already heard when you call into the office.

2024 Dues Verification forms as well as Unit and District officers forms have been mailed. These forms are due to the office no later than May 1. If you do not have your forms at your March meeting please contact us at the department office. The forms are also available on the department website. National will lock in dues on June 1, a \$30 charge will be issued for any additional changes past that date.

February 1 holds many deadlines from National. The first being another round of renewal notices going out to members who's membership was not paid by January 2. Membership is trickling in slowly.

The Missouri Girls State (MGS) application process is underway. There are a lot of changes this year so please contact MGS Staff with questions at [headquarters@missourigirlsstate.org](mailto:headquarters@missourigirlsstate.org)

The Department Fundraiser is going strong and has already raised over \$800 in profit. Tickets are drawn every Wednesday, Saturday and Sunday. Our next \$100 ticket will be drawn on March 15th, The American Legion's Birthday. Get your tickets ASAP!

Please feel free to reach out to Vicki and myself with any questions you have. You may call or email us if you need help.

Until next time,  
Nancy Reeves





Published quarterly by the American Legion Auxiliary, Department of Missouri, 600 Ellis Blvd., Jefferson City, MO 65101. Publication Number 355-320.

**Samantha Reeves**  
Editor  
127 Hallmark Trl.  
Loose Creek, MO 65054  
Phone: 573-418-6694  
Email: sreeves.ala.pr@gmail.com

Mail all material for publication to the editor by the 20th of January, April, July and October.

Mail all address changes and death notices directly to Department Headquarters, 600 Ellis Blvd., Jefferson City, MO 65101.

Second-class postage paid at Jefferson City, Missouri, and additional mailing offices.

Send form 3579 to Department Headquarters, 600 Ellis Blvd., Jefferson City, MO 65101.

Subscription price is 50 cents per year, paid through membership dues.

Department President — Louise S. Welch, 405 Versailles Drive, Florissant, MO 63031-2147, H: (314) 839-4920, Email: louisewelch70@yahoo.com

Department Secretary — Nancy Reeves, 600 Ellis Blvd., Jefferson City, MO 65101-1615, (573) 636-9133, Fax: (573) 635-3467, Email: dptmoala@outlook.com.

**Wear a Red Poppy**



**Honor the Fallen**



**Support Our Veterans**



**Pay tribute to those who have worn our nation's uniform**



**National Poppy Day**  
The Friday before Memorial Day

**Credo**

by Roy Neal

Mix a little shake of laughter in the doings of the day, Scatter golden bits of sunshine as you plod along the way, Stop to cheer a fellow human that's a bit worse off than you— Help him climb the pesky ladder that you find so hard to do; Show by every daily motive, every thought and every deed— You are one that folks can turn to when they find themselves in need; Just forget the rugged places—make believe they're slick and smooth;

When you spot the troubled faces, pull a grin and try to soothe; Life's a game—a mighty short one—play it gamely while you can— Let the score book show the record that you measured up a MAN! Pretty pomes and marble towers won't avail you very much, When you've passed—unless you've helped to lighten heavy loads and such; Better far to have your neighbors say you were a cheerful chap, Always kind and always helpful—if you're that, you'll leave a gap; You may scatter filthy lucre to your merry heart's content, And forgotten be much sooner than some good-souled homeless gent; Chances are that in the making of your sordid pile of cash, In your handclaps you were faking, though you did show pep and dash; Never mind about the fortune you made up your mind to pile— But just live the GOLDEN RULE, lad, and your life will be worthwhile.

**ENDORSEMENT**

**DEPARTMENT -PRESIDENT, SHERIDAN MIRES**

At the regular meeting of District 4, American Legion Auxiliary Department of Missouri held on November 19, 2022 at Burlington Junction, Missouri; Sheridan Mires was unanimously endorsed for the office of Department President for the year 2023-2024.

Sheridan earned her eligibility in the American Legion Auxiliary through her father, Clay Staples, a United States Marine veteran of World War II. Sheridan is also eligible through both her grandfathers and two brothers. Sheridan was raised in an active American Legion Family, her grandmother was the Charter President of Rolla Dicks, Unit #315 and to date Sheridan and her father are the only father/daughter duo to serve as Fourth District Commander and District President.

Sheridan joined the American Legion Auxiliary Unit #315 as a Junior Member and is a PUFL member of the Allen-Schiffren Unit #199 in Tarkio, Missouri.

As an active member of the American Legion Auxiliary on the Unit level, Sheridan has served her Unit as Treasurer since 1983 and Secretary since 2001 and chairman of Americanism, Children and Youth, Community Service, Constitution & Bylaws, County Government, Education, Girls State, National Security, Poppy, Public Relations, Scrapbook, and Veterans Affairs and Rehabilitation.

On the District level, Sheridan is currently serving as Parliamentarian and has served as Sgt.-at-Arms, Chaplain, 2nd Vice President, 1st Vice President, and 7 terms as District President. Sheridan has served as chairman of Americanism, Americanism Essay, Membership, Education, Constitution & Bylaws, Poppy, Past Presidents Parley, Leadership, Veterans Affairs and Rehabilitation, Home Service, and Girls State.

On the Department level, Sheridan is currently serving as Department First Vice-President and Veterans and Rehabilitation Chairman. She has served as Department Historian, Department Membership Co-chairman for 3 years and 4 years as Northwest Division Chairman. Sheridan has served as chairman of County Government, Americanism, Junior Activities, Public Relations, Rules and Resolutions, Education, Poppy, Americanism Essay, Courtesy and Resolutions, Leadership Region 2 Coordinator, and Personal Page. She developed an online electronic reporting form and other reporting forms to help improve Unit and District reporting to Department. Sheridan also served on the ALA Missouri Girls State Staff for 15 years.

At the National level, Sheridan has attended National conventions as a delegate, served as a Missouri page and attended Department National Leadership Conferences in Indianapolis and Mission Training in 2022.

Sheridan and her husband Richard live on the family farm in northwest Missouri.

In view of her continued hard work, leadership ability, and dedication to the American Legion Family, it is with tremendous pride that the members of District 4 endorse Sheridan Mires as a candidate for the office of American Legion Auxiliary Department of Missouri President for the year 2023-2024.

*Joan Vanfossan*

Joan Vanfossan, President

*Catherine Auffert*

Catherine Auffert, Secretary

**International Women's Day**

On International Women's Day, March 8, the ALA Foundation will be Celebrating Women of Service. This year, pay tribute to someone who inspires you and support the ALA Foundation by donating in her honor. A tribute donation offers you a thoughtful way to celebrate a special person while contributing to our mission to positively impact the lives of our veterans, military, and their families by funding programs of the ALA today and in the future. International Women's Day is a great opportunity to recognize the successes of your peers and make a charitable gift in honor of an influential woman in your life.

We also want to hear your stories of the women who inspire you. Share your story on social media, tag @ALAforVeterans, and use the hashtags #IWD2023 and #ServiceNotSelf and you could be featured on the ALA Instagram or Facebook story.

International Women's Day is a time to reflect on progress made, to call for change and to celebrate acts of courage and determination by ordinary women, who have played an extraordinary role in the history of their countries and communities. Show your support for women and the ALA Foundation on March 8.



**Celebrating Women of Service**

MARCH 8, 2023

Support the ALA Foundation by donating in honor of a woman who inspires you. A tribute donation offers you a thoughtful way to celebrate a special person while contributing to our mission to positively impact the lives of our veterans, military, and their families by funding programs of the ALA today and for future generations.

Make your gift today!  
<http://bit.ly/3vXINNg>

Ready to give?  
Simply scan the QR code.



**CENTRAL DIVISION POPPY POSTER WINNER**

Linda Maddox, President of the Callao American Legion Auxiliary Argonne Memorial Unit #360, was honored to present a National/Central Division Poppy Poster Winner at the Callao C-8 School Veteran's Day breakfast and assembly. As a National Poppy Poster winner in grades 4 & 5, Class II, Cody Sparks was awarded a Certificate signed by the National President. The Central Division of the United States comprises 9 states, Illinois, Indiana, Iowa, Kansas, Michigan, Missouri, Ohio, West Virginia and Wisconsin. Unit #360 decided since Cody was the only winner in Missouri, to award him a poppy coin. To show how proud they were of him, the Unit collected \$150.00 to award him with a framed copy of his poster.

Pictured left to right are: Denata Sparks, Cody Sparks, Bryan Sparks and Linda Maddox

**Deceased Members**

**DECEMBER - JANUARY**

District	Unit	Name	Location
1	20	Mildred L. Fortney	Kirkville, MO
1	55	Jean Northcutt	Hannibal, MO
2	34	Edna Morris	Unionville, MO
2	274	Ora Lee Taylor	Saint Joseph, MO
2	365	Dora F. King	Columbia, MO
2	586	Dorothy Kaye	Sumner, MO
2	586	Vivian Thornsberry	Brunswick, MO
2	586	Velma Douglas	Brookfield, MO
3	117	Betty Boettcher	Independence, MO
3	236	Vollie Staponski	Excelsor Sprgs, MO
3	237	Sharon F. Richards	Richmond, MO
3	237	Betty A. Phipps	Richmond, MO
4	32	Dorothy Green	Westboro, MO
4	32	Nancy Martin	Westboro, MO
4	315	Daisy Workman	Pickering, MO
5	21	Lena V. Lammers	Versailles, MO
5	499	Wanda J. Lalicker-Coyle	Neosho, MO
5	499	Sharon L. Hennessey-Balmer	Pleasant Hill, MO
5	609	Katherine Delgado	Grain Valley, MO
6	82	Sheila R. Lopata	Windsor, MO
7	60	Christie S. Butler	Lexington, MO
8	5	Della M. Braun	Jefferson City, MO
8	5	Elsie G. Colvin	Jefferson City, MO
8	343	Alberta H. Fethke	Versailles, MO
9	218	Mary E. Blumer	Chesterfield, MO
9	218	Agnes Westhoelter	Union, MO
9	312	Ruby E. Geisler	Wentzville, MO
9	312	Anale A. Hollander	Saint Charles, MO
9	312	Mary McColloch	Saint Charles, MO
9	323	Dorothy Hemmer	Wentzville, MO
10	397	Marilyn C. Potter	Saint Charles, MO
11	404	Alice Anderson	Waterloo, IL
11	555	Gladys I. Thomas	Saint Louis, MO
11	555	Rose M. Murphey	Imperial, MO
14	158	Judy Jaco	Jackson, MO
14	158	Virginia P. Welker	Millersville, MO
14	494	Betty Garrison	Farmington, MO
14	595	Evelyn T. Peacock	New Madrid, MO
16	99	Mary J. Roberts	Salem, MO
16	331	Rebecca J. Cremeen	Saint Robert, MO

**Calendar of Activities**

**July 13-16** Department Convention  
University Plaza Hotel & Convention Center, Springfield, MO

**August 25-31** National Convention  
Charlotte, NC

**District Meetings**

**District 1** April 2, 2023 Post 192

**District 2** April 1, 2023 Huntsville, MO

**District 5** February, 15, 2023 Independence, MO

**District 8** April 2, 2023 Post 317 Freeburg, MO

**District 9** March 5, 2023 Post 297 Union, MO

**District 10** February 18, 2023 Post 397 St. Louis, MO

**District 13** March 5, 2023 Post 250, Ste. Genevieve, MO  
June 4, 2023 Post 253, Festus, MO

**District 15** March 12, 2023 Mt. Vernon

**District 17** March 12, 2023  
June 11, 2023



# AROUND THE STATE



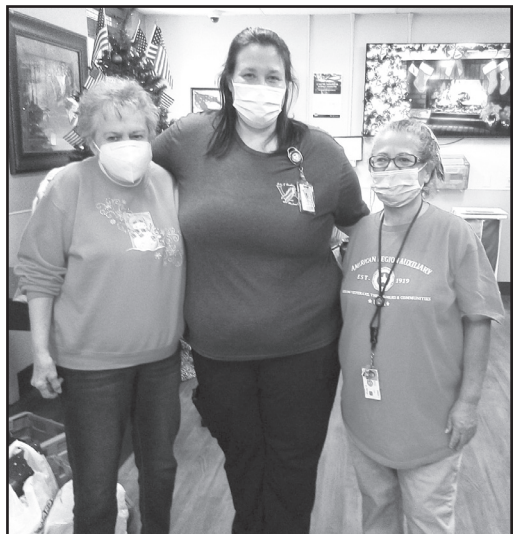
### CHRISTMAS GIFTS FOR VETS

Members of the Callao Argonne Memorial Legion Auxiliary Unit 360 brought 29 Christmas bags to the Veterans in Loch Haven and Macon Health Care nursing homes and Weller Retirement Home on Friday, December 16, 2022. Every veteran expressed their appreciation for being remembered by the auxiliary.

Pictured left to right are: Wayne Johnson of Weller with Tina Arth, Treasurer of Unit 360; Tina Arth, Jason Maddox, member of Callao Sons of American Legion and Linda Maddox, President of Unit 360; and then Linda Maddox, Robert Price of Loch Haven, with his new Air Force hat he was given and Tina Arth.



ALA members of Unit 34 Unionville, MO met on Dec. 6 to address Christmas cards and attach gift cards to our active duty military and our only WWII Vet. We also filled gift baskets to our veterans at the Putnam Co. Care Center.



### JOHN J. PERSHING VAMC CHRISTMAS GIFT SHOP

Betty Gilmore, ALA Representative for John J. Pershing VAMC, Samantha Activities Director, and Juanita Dugger Deputy Director.



Unit 5 in Jefferson City got together to make 130 patriotic pillowcases to place in Christmas packages to go to Veterans in local nursing homes. Front row, L to R, Betty Livingston, Sharon Rodeman, Connie Pack, Back row is L to R, MaryAnn Walter, Christie Schepers, Dottie Sanning, Claudia Goodin, Jeanine St. John (niece of Claudia visiting, she is from an Auxiliary Unit in Alaska), Dorothy Goodin and Rosemarie Nichols.



# LEGISLATIVE

Claudia Goodin Chairperson

It's a new year, 2023, but our responsibilities go on as members of the ALA. We all need to keep our pledge to promote THE AMERICAN LEGION LEGISLATIVE AGENDA. The 118th Congress started on January 3rd. We have not seen the 118th Congress Legislative Legion Agenda yet but it should be available soon. It will be available on the National Legion website under the Legislative tab. Nationally members from The American Legion and the American Legion Auxiliary will be going to Washington D.C. in February with the Legislative Agenda. Familiarize yourself with your legislators since the mid-term elections.

The Missouri Association of Veterans Organizations (MAVO) had a Rally in the Capitol Rotunda at the end of January. Members visited their respected legislators with the MAVO Legislative Priorities. They are listed below. The top priority is a dedicated funding stream to support our MO Veteran Homes, Cemeteries, and Service Officers. Please contact your legislators and ask for their support on bills that address this priority. The ALA is an associate member of MAVO.

### Missouri Association of Veterans Organizations

#### LEGISLATIVE AGENDA 2023

1. (Priority) MVC is funded by three major sources: Department of Veterans Affairs, Missouri Gaming Commission, and the Missouri Veterans Health and Care Fund. Maintaining the necessary level of funding for the operations, maintenance, and capital improvements of State Veterans Homes, State Cemeteries, Veterans Service Officers Program, Veterans Grant Programs, and other needs of Missouri veterans is a priority.

- As revenues from gaming and Veterans Affairs continue to decline, it is imperative for the state to ensure full funding of the Missouri Veterans Commission (MVC) remains a top priority by maintaining existing revenue sources with the inclusion of General Revenue funds to make up for other fiscal shortfalls.
- Personnel Services should be fully funded from General Revenue.
- Support an increase of an additional \$1 per person, dedicated to the MVC portion of the entry fee

received from the gaming boats. This has not changed since 1996 and would address the reduction in gaming revenue.

- Sports Betting tax should be considered as an alternate revenue stream for MVC.

- Advocate to maximize allocation of funds from the MO Veterans Health and Care Fund (medical mar-

ijuana) to the MVC and emphasize MVC funding on any future recreational marijuana legislation.

2. Maintain the 9-person MVC with 1 Ex-Officio member from the MMPEC AS STATED IN Chapter 42 RSMo and maintain the governance of MVC as stated in Chapter 42 RSMo with NO MERGER WITH ANY OTHER ENTITY; MVC shall remain under the Department of Public Safety.

3. Advocate for additional funding for Veterans' Service Officers to help ensure Missouri's Veterans receive the benefits they have earned.

Given that the state's economy receives a return of \$128 for every dollar spent on a MVC VSO The economic impact demonstrates that Missouri should budget more for Veterans Service Officers.

4. Support Property Tax relief for Disabled Veterans such as SJR 16.

5. Support Veterans Treatment Courts Statewide.

6. We support House Joint Resolution No.12 which addresses funding for MVC as introduced by Representative Griffith.

#### RESOURCES:

2022-2023 National AWARDS

The 2022-2023 Program Awards list is now available on the National Website.

<https://member.legion-aux.org/Member/Awards/Legislative-Program-Awards>

The forms to fill out are also available and linked in the descriptions.

Please note there are awards for Units and Departments. Please consider applying



## New Auxiliary Brand Mark



### Purpose of the Brand Mark

The American Legion Auxiliary brand mark was created to address the need to modernize the American Legion Auxiliary brand to appeal to the next generation. Moreover, the new brand mark takes into consideration a host of applications that the original emblem could never have anticipated. Those include digital and social media, special event and sports marketing, lifestyle apparel and more.

### Brand Mark versus Emblem

Going forward, the brand mark is to be used in all marketing communications applications, while the emblem should be reserved for official documents and communications.

### In application

The following guidelines offer direction in terms of when to use the emblem or one of the brand marks. While most applications will be clearly defined, inevitably some instances may straddle the line between two areas. In those cases, use discretion based on the intended audience. When choosing a brand mark option, default to what is most visually pleasing in that application. For example, the word mark should almost always be used in embroidery.

### Brand Mark Options

- advertising
- apparel (use word mark for embroidery)
- business cards, letterhead, email signatures
- credentials, event badges
- press releases
- digital (apps, web, social, PowerPoint presentations)
- promotional communications (flyers, handouts, etc.)
- events (signs, backdrops, tents, tablecloths, swag/giveaways)

### Emblem

- uniform caps
- financial documents
- history books
- flags



American Legion Auxiliary Department of Missouri  
600 Ellis Blvd, Jefferson City, MO 65101  
573-636-9133 Email: dptmoala@outlook.com

Dear Units,

In the spirit of service, not self, the mission of the American Legion Auxiliary is to support The American Legion and to honor the sacrifice of those who serve by enhancing the lives of our veterans, military and their families, both at home and abroad. We have dedicated our lives to support those who have sacrificed for our freedom.

Since 2000, the Auxiliary has presented the NVCAF, alongside the Department of Veterans Affairs. Carrying out the Auxiliary's mission of Service Not Self, members, units and departments support the local competitions, the festival, and generous monetary donations to help carry out this event.

The National Veterans Creative Arts Festival (NVCAF) is the culmination of talent competitions in art, creative writing, dance, drama and music for veterans treated in the Department of Veterans Affairs (VA) national health care system. Veterans exhibit their artwork and original writings or perform musical, dance or dramatic selections in a live stage show performance. All veterans invited to participate are selected winners of a year-long, national fine arts talent competitions in which thousands of veterans enter, from VA medical facilities across the nation.

Missouri has been chosen as the site for the 42<sup>nd</sup> National Veterans Creative Arts Festival in St. Louis from April 10-17, 2023. During the week of the festival Missouri has been asked to host the Hospitality room. This room will be open for the veterans, caregivers, and family members to utilize throughout the events.

We are requesting YOUR help to show the participants how the Show Me State knows how to show our appreciation for their service. The Department has kicked off a drive to collect monetary donations as well as small items to place in the room. Some examples of items needed are crossword puzzle books, pens, coloring books for both children and adults, crayons, decks of cards and fidget toys to name a few. No markers please.

Please send all monetary donations to the department office earmarked NVCAF no later than March 17, 2023. Other items may be sent to the department or you may contact a committee member to make other arrangements.

Sincerely,

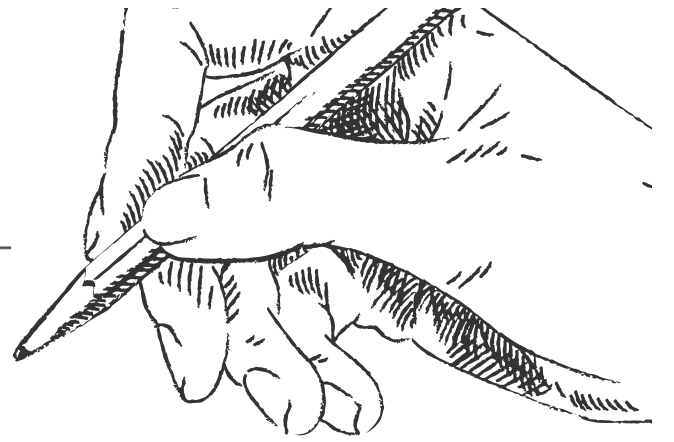
Louise S. Welch,  
Department President

Committee members:  
Nancy Reeves, Shanna Jelinek, Evelyn Cox  
Rosemarie W. Hauck, Sandy Stragiati





AMERICAN  
**LEGION**  
AUXILIARY



# NATIONAL VETERANS CREATIVE ARTS FESTIVAL ST. LOUIS APRIL 10-17, 2023

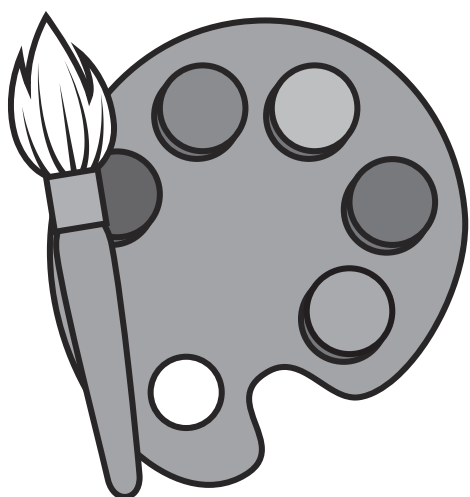
## Donations Needed!

Games, Crossword puzzle books, Search find books, Sudoku books and coloring books for children and adults, crayons and colored pencils. (No markers)

Snacks such as chips, granola bars, cookies, and candy. Juice bottles, bottled water. Coffee, creamer, Coffee cups, cup sleeves and much more.

We have created a gift registry on Amazon. Search American Legion Auxiliary NVCAF and a list of items needed will come up and you can purchase items and have them sent to the department office.

We hope you support us in this endeavor and we thank you in advance for your support!



Please mail monetary donations to the Department office by March 17, 2023. In memo line please put NVCAF donation. Mail to: American Legion Auxiliary, 600 Ellis Blvd. Jefferson City, MO 65101

