



# American Legion Training Newsletter

National Headquarters Internal Affairs & Membership Division

July - August 2021 Volume 5 Edition 4

*Engage - Train - Empower*

## Your virtual and in-person training opportunities for July-August

### **VIRTUAL NATIONAL MEMBERSHIP WORKSHOP**

**July 26-29**

**3-6 p.m. Eastern daily**

The 58th annual National Membership Workshop will be hosted live through Microsoft Teams. National Headquarters staff and Department of Maryland Adjutant Russell Myers will present sessions on several American Legion programs and initiatives that support the workshop's theme of "Growing and Retaining Membership."

The National Membership Workshop will open with remarks from National Commander James W. "Bill" Oxford and Membership & Post Activities Committee Chairman John W. "Jay" Bowen of Colorado, as well as from Paul Dillard of Texas, leading candidate for 2021-2022 national commander.

**See the National Membership Workshop agenda below.** The agenda features discussion topics and presenters, times and Microsoft Teams links to each live session. The workshop is from 3-6 p.m. Eastern each day, with links going live 15 minutes prior to each training session.

**Anyone can attend the virtual trainings for free.** No license or special software is required. Simply click the "Attendee Link" on the agenda under the training module you wish to attend. You can also access the links via the webpage [Membership Workshop | The American Legion](#). All trainings will be recorded and available for later viewing.

**Have a question or comment? Type it in the chat feature.** All attendees will be muted during the live training, but the Microsoft Teams chat feature allows for questions or comments at any time. National Headquarters staff will be moderating the training sessions and will answer the questions live.

**AGENDA**  
**58<sup>TH</sup> ANNUAL NATIONAL MEMBERSHIP WORKSHOP**  
**VIRTUAL THROUGH MICROSOFT TEAMS**  
**JULY 26-29, 2021**

**GROWING AND RETAINING MEMBERSHIP**

**MONDAY, July 26**

**3:00 - 6:00 PM**

1. **GREETINGS FROM NATIONAL COMMANDER** – Bill Oxford (NC)
2. **GREETINGS FROM THE NATIONAL MEMBERSHIP AND POST ACTIVITIES CHAIRMAN** – John W. “Jay” Bowen (CO)
3. **GREETINGS FROM LEADING CANDIDATE FOR NATIONAL COMMANDER** – Paul Dillard (TX)  
**MEMBERSHIP AWARDS FOR POST/DISTRICT/DEPARTMENTS** – Nick Arnett (IN) Member engagement Coordinator
4. **VETERANS EDUCATION AND EMPLOYMENT** – Joe Sharpe (DC), Director
5. **VETERANS AFFAIRS & REHABILITATION** – Mario Marquez, (DC) Director
6. **EMBLEM SALES** – Kevin Carothers, Marketing Manager (SAL-IN)
7. **AMERICANISM** – Jeff Hendricks, Deputy Director (IN)

**ATTENDEE LINK:** [NMW Monday, July 26, 2021](#)

**TUESDAY, July 27**

**3:00 – 6:00 PM**

1. **DISTRICT COMMANDER RESPONSIBILITIES** – Ken George (CA) SAL/ALR Liaison
2. **POST ADMINISTRATION** – Russell Myers (MD), Adjutant, Department of Maryland
3. **NATIONAL WEBSITE TRAINING MATERIALS** – Michele Emery, (ALA-IN) Training/Member Engagement Coordinator
4. **MEMBERSHIP RETENTION** – Ron Neff (IN), Member Engagement Coordinator

**ATTENDEE LINK:** [NMW Tuesday, July 27, 2021](#)

**WEDNESDAY, July 28**

**3:00 – 5:00 PM**

1. **MYLEGION MEMBERSHIP PROCESSING** – Libby Vickers, (ALA OH) MyLegion/AIM Support Services, IT Division
2. **DISTRICT/POST REVITALIZATION** – Michele Steinmetz, (CA) Member Engagement Coordinator
3. **CONSOLIDATED POST REPORTING** – Kevin Mook (MD), Member Engagement Coordinator

**ATTENDEE LINK:** [NMW Wednesday, July 28, 2021](#)

**THURSDAY, July 29**

**3:00 – 5:00 PM**

1. **NATIONAL MARKETING CAMPAIGNS** – Dean Kessel, Executive Director, Marketing Division
2. **RECONNECT/TRANSITION CENTERS** – Doug Chace, (IN), Member Engagement Coordinator
3. **VETERANS STRENGTHENING AMERICA** – Jeff Stoffer, (SAL-MT), Director, Media & Communications Division

**ATTENDEE LINK:** [NMW Thursday, July 29, 2021](#)

# In-person training during National Convention in Phoenix

## Aug. 28 & 30: Membership Training Utilizing Subject Matter Experts

On Saturday, Aug. 28 and Monday, Aug. 30, National American Legion College graduates will present on 11 training topics. Attend the in-person training from 9 a.m. to 3 p.m. each day at the Phoenix Convention Center, West Building, Exhibition Hall 1-3, Lower Level, Main Stage.

### Saturday, Aug. 28

#### **9:00 AM - Conducting A Post Meeting**

*Antoine Gordon (AR), NALC Class of 2019*

#### **10:00 AM - Training At The Post Level**

*Ken Nadeau (NM), NALC Class of 2014*

#### **11:00 AM - Post Commander**

*Kurt Gies (FL), NALC Class of 2018*

#### **12:00 PM - Buddy Checks**

*Lena Heredia-Perez (FL), NALC Class of 2019*

#### **1:00 PM - Post Leadership Development**

*James Talaska (IL), NALC Class of 2018*

#### **2:00 PM - Inspiring Post Growth & Retention**

*Paul Norton (IN), Adjutant, SAL Squadron 510*

### Monday, Aug. 30

#### **9:00 AM - Department American Legion College**

*Dean Erck (NY), NALC Class of 2018*

*Holly Lewis (OH), NALC Class of 2017*

#### **10:00 AM - Post Commander**

*Kurt Gies (FL), NALC Class of 2018*

#### **11:00 AM - Successful District Commanders**

*James Talaska (IL), NALC Class of 2018*

#### **12:00 PM - Resolutions**

*Paul Edwards (MN), NALC Class of 2017*

#### **1:00 PM - Mentorship**

*Jennifer Havlick (MN), NALC College Class of 2018*

#### **2:00 PM - Volunteering & Membership**

*Kelley Ackerman Adelsman (MN) NALC Class of 2019*

## Aug 30: Media Training Workshop



This year at national convention, The American Legion Media Alliance (TALMA) is presenting the annual Media Training Workshop.

The daylong workshop, which is open to everyone, will be held Monday, Aug. 30 from 8:30 a.m. to 4 p.m. There will be a 90-minute break for participants to get lunch on their own, from 11:30 a.m. to 1 p.m.

TALMA has held virtual training sessions for members each month starting in June 2020.

The training workshop at convention will also be available via Zoom. A registration link will be available at [legion.org](http://legion.org).

The workshop will include sessions on:

- How to obtain credibility with local print and electronic media to have articles published.
- Interviewing techniques.
- Tips for improving your writing.
- How to use Canva.
- Sessions focused on newsletters, Facebook and video.

**Please note the schedule is subject to change.**

## **Aug 30: Incoming District Commanders Training**

Training for incoming district commanders will be held on Monday, Aug. 30 from 9 a.m. to noon at the Phoenix Convention Center, North Building, Exhibition Hall 6.

- 9:00 AM**    **Leading Candidate Comments**  
*Paul Dillard (TX), National Commander's Representative, Legislative Commission*
- 9:30 AM**    **How To Be A Successful District Commander**  
*James Talaska (IL), National American Legion College – Class of 2018*
- 10:00 AM**   **Post Analysis**  
*Mark Shreve (GA), Department Commander*
- 10:30 AM**   **District Revitalization**  
*Mark Shreve (GA), Department Commander*
- 11:00 AM**   **Veterans Strengthening America**  
*National Media & Communication Staff*
- 11:30 AM**   **Membership Engagement Plan at District and Post Level**  
*John W. "Jay" Bowen (CO), Membership & Post Activities Committee Chairman*

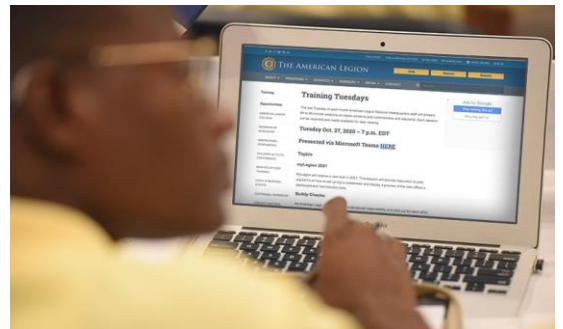
## **Aug. 30: Intro to MyLegion.org Workshop**

A comprehensive training session on the new MyLegion.org platform will be presented by American Legion National IT staff on Monday, Aug. 30 from 9-11 a.m., and from 2-4 p.m. The training will be held at the Phoenix Convention Center, West Building, Lecture Hall, 200 Level. This training will also be virtual for anyone not at convention to attend.

**Pre-registration at the *Media & Communications* booth located in the exhibit hall is required.**

## **Training Tuesdays**

Training Tuesdays will take a pause for July and August while the Internal Affairs and Membership Division conduct the virtual National Membership Workshop, July 26-29, and attend the national convention in Phoenix, Aug. 27 to Sept. 2. Regular monthly sessions will resume Sept. 28. Past Training Tuesday sessions are recorded and available on the Training Tuesday web page at [legion.org/training/training-Tuesdays](http://legion.org/training/training-Tuesdays).



### **About this newsletter**

This periodic and Legionnaire-driven newsletter, produced by the Internal Affairs & Membership Division, is designed to address best practices, ideas, and training that every Legionnaire needs to know to engage our membership through effective training now and into the future.

Highlighting new training ideas and resources becoming available, it will also feature essays from successful leaders and training ideas of posts, districts, departments, and individuals throughout

The American Legion. Are you a trainer? A writer? We need your submissions!

Send your training ideas and articles to [LegionTraining@legion.org](mailto:LegionTraining@legion.org)