



American Legion Auxiliary

*A Community of Volunteers Serving Veterans,
Military, and their Families*

To: ALA Red Book contacts

CC: Dan Wheeler, James Baca, Dean Kessel, Chanin Nuntavong, Mark Seavey

From: Kelly Circle, Executive Director

Re: Weekly Briefing 11-12-2021

I have to thank Ken George, TAL National SAL and ALR Liaison, for turning me on to an incredible Ted Talk! Please take 14 minutes to watch this video:

<https://www.youtube.com/watch?v=lnZd9JKHmW8> - How today's veterans build community differently given by Noah Siple. It gives an insightful background of VSOs, why we were so successful in the past, and gives some great pointers about how we can reach today's veterans. If it resonates with you, maybe you could watch it at a unit meeting or even better, watch it with Legion members and discuss what you can do together in your community to engage post 9/11 veterans.

Yesterday I had the wonderful opportunity to honor the service of all our veterans starting the day with breakfast and an awards ceremony. It was great to spend some quality time at the table with some of the hardworking Legion staff and catch up. It was followed by a ceremony at the Indiana War Memorial and I was so fortunate to be seated next to a 98 year old WWII veteran who survived 30 combat missions. I could have listened to his stories all day! He talked about meeting Eleanor Roosevelt in a subway and being introduced to then Princess Elizabeth after the Berlin bombing. What a life he has lived!

On Monday, I'll be back downtown at TAL Headquarters to talk to The Legion College participants about the ALA and our strategic goals. I'm really looking forward to meeting up and coming leaders from all over the nation.

Mission Trainings back live and in person!

Mission Development Training 201 will help members overcome common hurdles in mission delivery. The underlying belief in this training is that improving the member engagement experience will also drive membership.

During this one day training, learn how to:

- Identify and Engage Volunteers – members and non-members
- Determine the needs in their communities
- Solve roadblocks
- Construct specific volunteer menu opportunities in their communities

WHO SHOULD ATTEND MISSION DEVELOPMENT TRAINING?

Active members looking to welcome and engage other ALA members and supporters in our mission. Attendees should have a basic concept of mission delivery.



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DATES AND LOCATIONS:

Las Vegas, NV - Jan 29

Orlando, FL - Feb 12

Indianapolis, IN - Feb 19

Baltimore, MD - Mar 26

Omaha, NE - Apr 2

Registration Opens Soon! – keep an eye on social media and our website

<https://www.legion-aux.org/meetings/mission-training/>

Big plans for Junior meetings

We've got big plans for our Juniors at our national Junior meetings! Once again, we'll have live, in-person meetings for our Juniors, one in each division. We'll focus on the mission of the ALA while having tons of fun! In keeping with the national president's theme, this year the Junior's service project will be a Caregiver Survivor Kit. Juniors who attend a national Junior meeting will decorate canvas bags and fill them with small items a caregiver might need: tissues, gum/mints, pen and paper, etc.

We're also trying something new this year with two national Junior meetings at a different location but close to Mission Training. Stay tuned for links to register, and a sneak peek at this year's Junior t-shirt! For more information, contact

JuniorActivities@ALAforVeterans.org.

Red Book Updates

The online Red Book has been updated. Attached are the corrections received this week. Please send all Red Book corrections to alahq@alaforveterans.org.