

From the Desk of Eddy Seegers,
November 5, 2019

We have left Daylight Savings Time and returned to Standard Time. The World Series is over. Football, basketball, and hockey are in full swing. Fall weather has actually reached Texas. Halloween is over and we have moved into the holiday season. To use a cliché, the “hustle and bustle” of Thanksgiving, Christmas, and New Year’s Eve and Day kicks into high gear. Families come together, for better or worse. Lights and decorations go up. Our already divided attention becomes even more divided. However, with all of the distractions that are part of November, we still have work to do as Sons of The American Legion. Our next target date for our membership goals is November 14th with the goal being at 35%. We are close but close is not what we are trying to accomplish. We are close and it should be so easy for us to push past this goal. November has been named National Renewal Month for Sons membership. While in attendance at the Fall NEC in Indianapolis, I heard the oft repeated message for membership: Recruit, Retain, Renew. As many have mentioned before, including myself, as an organization we are very good at recruiting new members. Unfortunately, we are not very good at keeping our members. Our renewal rates in the past few years have been about 70% to 80%. This means that for all intents and purposes, we rollover our membership every 4 years. Nationally, our renewal goal for the coming year is 95% or higher which necessitates we reach out to our members. We need to remind them of the reason or reasons they joined. Mainly that their membership and service honors those that earned our right to belong to this great organization. The membership postcards from national have either been mailed or will be soon. This is a good start and I would like to see each our squadrons make additional efforts to reach their members who still haven’t renewed for this year. If we can get our existing members renewed combined with our ability to bring in new members, making our target dates should be a breeze.

There are two issues that can also help us reach our target date numbers. Here it is November and there are still squadrons that are not certified and squadrons that still have zero membership turned in. One of the simplest yet most important things we can do administratively for the Sons is to be sure our squadrons are certified. Next, there should not be any squadrons with zero members. At a minimum, the officers of a squadron should be up to date on their membership. It is emphasized every year, please do not sit on membership. Division Commanders need to be contacting their District Commanders and District Commanders need to be working with the squadrons to get certifications filed and to get membership transmitted. I have joked about it with Legion Department Commander Perkins but in all seriousness, I believe we should be able to easily reach 105% of our goal this year and be able to reach it early in 2020.

Next, by now, I hope that everyone has seen the information about our ability to process S.A.L. membership online. Guidelines have been sent out and hopefully everyone has seen them and taken the time to become familiar with the process. Please note that this is not for individual Sons to be able to renew online, a feature that will not be available in the next year. If you have questions, review the training documents first to see if you find your answers, and then talk to your District Commander if you

need additional help.

Finally, on a personal note, I want to take a moment to remember Larry Tausch, a Past Squadron Commander at my home squadron. Larry passed away on Monday, November 4th. As many of you have heard me mention before, I never joined the S.A.L. My mom was First Vice Commander at the Post and signed me up for this "program" for men whose parents or grandparents were members of The American Legion. I think she even paid my dues for the first couple of years. Since I lived 150 miles from the post/squadron, I let it be known that I had no intentions of becoming active. Then along comes Commander Tausch who asked me to serve as an officer of the squadron. After I mentioned several positions and Larry telling me those positions were already filled, he asked me to become the Adjutant. Larry then hit me with the line that I understand many other Adjutants have heard, "All (I) needed to do was take notes at meetings and type up the minutes for the next meeting." Larry, if you had never convinced me how "easy" it was to be Adjutant, I likely would not have held the many positions I served in and I definitely would not be serving in my current position. My prayers go out to his family, Ashley, Laurie, and Valerie. Larry may you find love and peace as you transfer to the Squadron Everlasting.

For God and Country,
Eddy