

Butch's Bullet Points

August 2026 — MAD About the SONS!

Making A Difference — Honoring Our Past, Serving Our Future

To my fellow SONS!

You guys are **MAD! MAD, MAD, MAD, I tell you!**

Because you're **MAD**, I'm **MAD!** In fact, you have made us **ALL MAD!!!**

Not	MAD	=	Crazy!
Not	MAD	=	Angry!
Just M.A.D. — Making A Difference!			

And each and every one of you is **Making A Difference!**

In just a few short days, we will gather in **Louisville, Kentucky, for our 54th National Convention**. What a fitting time to pause and remember where we've been, where we are today, and where we're going.

We stand at **98.58% of our membership goal — just 5,776 members short of 100%!** Nineteen Detachments have already reached or exceeded 100%, another 30 are above 90%, and every Region is at 97% or better.

I couldn't be prouder of the Sons of The American Legion.

And here's some good news for next year: based on recent performance, 2026-2027 membership goals will increase only **1%, 1.5% or 2%**.

After the goals we've been chasing lately, gentlemen, that's like finding an air-conditioned room in August!

Remembering Where We Came From

The SAL was officially created at The American Legion's **1932 National Convention in Portland, Oregon**. After years of workshops and national caucuses, The American Legion approved a national SAL organization in 1972, leading to our first National Convention in Chicago.

The first officially elected SAL National Commander was **Robert Faust of California**.

Another name every Son should remember is **J.R. Stillwell**, one of the early leaders who helped build the "new" SAL into the national organization we know today.

At our 50th National Convention in Milwaukee in 2022, J.R. looked around at the thousands of Sons gathered and remembered when everyone could fit into a small room. His reaction said it all:

“God, people, look around at what we’ve come to.”

Indeed, J.R. — look around at what we've come to.

Sadly, this year we do so with heavy hearts following the loss of **Past National Commanders J.R. Stillwell and Robert Faust**.

These men were part of the foundation upon which today's SAL stands.

Their legacy isn't something we simply inherit.

A legacy is something we build.

Every veteran we help, every child we support, every community we serve and every eligible member we bring into the SAL adds another brick to that foundation.

Look How Far We've Come

Our recent conventions demonstrate the continued growth of the SAL.

The **50th in Milwaukee** celebrated our history.

At the **53rd Convention in Tampa**, the SAL surpassed **400,000 members**, finishing 2025 with 404,941 members.

And now we head to Louisville for **Number 54**.

But the number isn't what matters most.

The people do.

Stay MAD!

As we gather in Louisville, think about the veteran who made you eligible.

Think about his or her service. Think about the men who created the SAL in 1932.

Think about Robert Faust and J.R. Stillwell.

Then look around.

Look at what we've come to.

More than 400,000 Sons. Thousands of Squadrons. Veterans helped. Children helped. Communities strengthened. And a legacy that continues to grow.

Freedom requires participation.

Our veterans understood that. Our founders understood it. And the Sons must understand it.

So let's finish this membership year strong. Let's get those last **5,776 members**. Let's renew our Sons. Let's find those eligible members who haven't found us yet. Let's serve our veterans. Let's strengthen the Four Pillars. And let's honor our eligibility by living the obligation that comes with it.

When we walk into Louisville, we aren't simply attending the **54th National Convention**.

We are adding another chapter to a story that began with men who believed their sons could carry the torch.

They were right.

We can.

And we will.

To J.R. Stillwell and Robert Faust — thank you for helping build the foundation upon which we now stand. We honor you best not simply with words, but with the work we continue to do.

To every Son:

Keep being MAD.

Not crazy.

Not angry.

Just Making A Difference.

I'll see you in Louisville.

God bless our veterans.
God bless the Sons of The American Legion.
And God bless the United States of America!

M.A.D. — Making A Difference!