



AMERICAN LEGION AUXILIARY

DEPARTMENT OF IOWA

SERVING VETERANS, THEIR FAMILIES AND THEIR COMMUNITIES

Auxiliary Communique - Fall 2016

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Poppy

Carol Walthart, Department Poppy Chairman

Greetings for the new 2016-2017 year. I want to remind everyone that the deadline to order poppies is **October 20, 2016**. Forms are in your packets. I also asked each District President to have a poppy contest at their fall conference. When you pick your winners take those with you to Mid-Winter so we can have a great show. We will have a Small Poppy Centerpiece in which you use 3-9 small or large poppies, greenery or ribbon and President Sharon's symbol hearts,

The President's Centerpiece, a table arrangement utilizing poppies, greenery, ribbon and President Sharon's theme "*Hearts on Fire for Veterans*" and a poppy hat contest, using the poppy as the focus but use items which depict President Sharon's theme.

Remember to encourage your Unit to increase their poppy order this year as this money now can help not only our veterans but our military and their families.

Branding, Trademark Law, Emblem Usage

Diana Shadduck, Parliamentarian

Can members replicate our American Legion Auxiliary emblem on shirts or bags and sell them as a fundraiser? Can we purchase ALA patches from The American Legion Flag and Emblem Sales, and put them on items as giveaways? How can members legally brand our organization?

First, The American Legion owns the trademark rights to "American Legion Auxiliary" (ALA), "Girls State", and all related emblems and insignia. And, the ALA has been granted the right to use the trademarked names, emblem, and logos by The American Legion.

As stated in the American Legion Auxiliary Operations Guide, Section 1, Chapter 6, Branding, Trademark Law, Emblem Usage state: "the manufacture, sale, or purchase for resale, ... or the reproduction on any article of merchandise manufactured or sold, ..., or the printing, lithographing, engraving, or other like reproduction of such badge, medal, emblem, or other insignia or colorable shall be in accordance with the rules and regulations declaring the policy of the American Legion Auxiliary."

The use of the emblem by Departments and Units in each instance, is **subject to the approval of the National Secretary**, provided that: Any requests for such use of the emblem by units shall first be subject to Department approval before submission to the National Secretary.

The use of the emblem by an individual unit member shall be limited to the wearing of the official insignia and to the possessions of authorized jewelry or merchandise bearing the emblem, using the

imprint of the emblem upon stationery and official supplies, upon unit publications, and to the use of authorized merchandise bearing the emblem.

In other words, American Legion Auxiliary patches sold by The American Legion Flag and Emblem Sales may be fastened to an item that is for **PERSONAL use only, by the individual member**. The item is a personal choice by the individual member, in keeping with the integrity of the ALA brand. The member may not fasten the patch to an item and then sell by mass production or use them as giveaways.

The American Legion Auxiliary emblem identifies our organization, and for the same reasons, we should not misuse the name of our organization. When authorized to use the name of the American Legion Auxiliary:

1. Always capitalize the first letter of each word of the name "American Legion Auxiliary."
2. Never shorten the name "American Legion Auxiliary" to something like "Legion Auxiliary" or "American Auxiliary."
3. The full name "American Legion Auxiliary" should be spelled out for the general public.
4. The name of the organization is American Legion Auxiliary, and it should not be referred to as the Women's Auxiliary or Ladies' Auxiliary.



Veterans Affairs and Rehabilitation

Doris Jackson, Department VA & R Chairman

"Hearts on Fire for Veterans"

Volunteering is an essential part of the VA&R program and we need volunteers in our health care facilities. Give of yourself for a morning or afternoon or maybe one day a week or every other week. Ask a Unit member to join you and then take your experience back to Unit and pass along the great feeling it gives to help our veterans.

You can encourage eligible veterans to use the VA health care system and its services thru your local Service Officer, including hospitals, Community Based Outpatient Clinics and Vet Centers. The Military and Veteran Caregiver Peer Support Network can be found online and offers support to caregivers of our veterans plus other VA caregiver support programs. Go online to find more on our support programs.

Remember to send monetary donations to the Department Office and earmark for facility of your choice. Then send a letter to that facility's ALA representative addressing your donation and how you would like it used. See Blue Book for names and addresses.

On the ALA website, under Publications, you will find the Needs Lists, information on location and date of upcoming Stand downs, the instructions for a Buddy Basket, Essentials Kit, Baby Starter Gift Set and Welcome Kids Activity Bags. Units please keep me updated on your donations of any of these items and all volunteering as I will use this information in my report December 15, 2016. Narratives are due to me by April 30, 2017. Have you "**Thanked a Veteran**" today!

Governing Documents

Sandy Deacon, Department Chairman

Parliamentary Authority. The most recent edition of *Robert's Rules of Order, Newly Revised* shall govern this organization in all cases that are not in conflict with state statute, the constitution, the bylaws, or any special rules of order adopted by the organization.

How to Write a Resolution. A resolution is a written, formal motion. Resolutions are used because the motion may be presented in written form with some of the reasons included in the document. If written well, the resolution makes it easier for members to consider the proposal, importance, length and complexity of the motion.

A resolution has two sections – the resolving clauses and the reasons. Resolving clauses tell the specifics of the proposal. The main reasons a motion should be

adopted are included in the "Whereas" clauses. Neither section should include more clauses than are absolutely necessary. Simple, but specific is best.

The two sections of a resolution can be written in either order, but many believe it is better to write the main motion first and then write the reasons it should be adopted. This way, you first determine what is to be done. Focus on the most crucial specifics essential in the motion. Say it in one or two sentences. A third sentence could include who is responsible and a timeline.

Once the main motion is determined, develop three to five statements to support the adoption of it. These are worded as "Whereas" clauses. These points should be the most important and

least controversial arguments for the motion. Stay focused on the points that are strictly necessary. Leave other points for the discussion.

When the resolution is finally written, it begins with the "Whereas" clauses and ends with the "Resolved" clauses.

(See sample resolution in Support Tools at www.ALAforVeterans.org.

Resources Available:

Department of Iowa Constitution, Bylaws and Policies, available online at iowaala.org.

National Constitution, Bylaws, and Standing Rules available online at ALAforVeterans.org.

Robert's Rules of Order, Newly Revised, available from Emblem Sales, at local bookstores, and online at www.robertsrules.com/.

What is the Gold Club?

The Gold Club is an annual giving program which Auxiliary members, friends and family donate \$50.00 or more to become a member. Contributions are distributed at Mid-Winter Conference and used to support the programs of the Auxiliary. If you are not a member, have you considered joining? Gold Club membership is due October 20 of each year. Please send your donation to the Iowa Department Office earmarked "Gold Club." New members receive a special Gold Club pin. Think about joining and helping Auxiliary programs. Thank you.

Thank You . . .

The family of Helen Dean wishes say "Thank you" to our Legion family for your untiring love you showed to us during our recent loss. A special thank you to each one of you for all of your prayers, love and support that helped to ease our pain.

We sincerely appreciated everything you did. A note of gratitude to the many Legion and Auxiliary members that traveled to be with us for the service, the numerous cards, memorials and for the comforting words while we were at the Department Convention in Coralville.

We realize that some of you think, we should have stayed home but she kept reminding us that we were obligated to go to the Convention, so doing as we have been taught, we went.

THANK YOU - Two, simple words that mean so much coming from the heart. God Bless each of you.

*Sincerely, Bev and Ronnie Copple
Shelly, Paige and Jessica
James Dean*