





# 2015-2016 National Officers



President Francisca Guilford (center),  
Senior Vice-President Colette Bishop (upper left, then counter-clockwise),  
Junior Vice-President Dee Guillory, Conductress Peggy Haake,  
Chief of Staff Barbara Melnick, Chaplain Sandi Kriebel  
and Secretary-Treasurer Jan Owens.





## ***Our Veterans – Now and Forever***

Dear Sisters,

The world changes...faster than anyone really likes to admit. Technology pushes a lot of these changes, but not all of them. Sometimes change is because our culture has shifted, priorities change and trends come swooping in without notice. What we have to remember is that our core mission as an organization has not changed and that we need to stay true to it.

Serving veterans and their families has been a noble cause for us for 100 years. As we closely examine our resources, both in time and money, we have to make sure all our energy is directed toward who we are and what we come together to do. That is why I and the National Line Officers have decided to make some difficult but important changes to our national programs. Here they are:

1. There will no longer be an Ambassador or promotions to raise money for the Cancer Aid & Research Fund. The restricted fund will go toward Cancer Grants, which are now considered a member benefit. In addition, the National President will still be giving donations for cancer research all over the country. Members no longer need to raise extra money for this fund. We just ask that you consider sending \$2 per member to help sustain the fund. This fund has done wonderful things over the years, but we must return to our first love: veterans. The incredible fundraising we have done for Cancer Aid & Research can now be directed towards programs and services for veterans!
2. A new focus will be put on the Youth Activities Program, allowing more youth involvement for both boys and girls. Beginning July 1, 2015, the National Organization will end the Junior Girls Unit program. The current resources devoted to the program do not justify the small number of Units and girls that participate. To properly run the program and compete with major mainstream youth programs, significant resources would need to be devoted to Junior Girls Units – resources that do not exist and do not have the potential for growth based on the 20-year trend of downward participation. What we propose instead is that Auxiliaries and Departments still do projects and activities with these girls. Simply call them something different... to include all our youth, even boys!

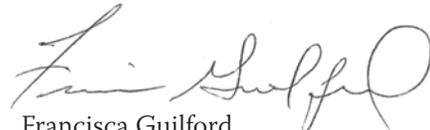
Based on member surveys, program data and anecdotes from members, these changes were a natural progression toward the future and toward preserving our purpose as an organization. These changes in no way diminish the good work of these programs and the contributions they've made to individual lives or to our country and communities. We are grateful for everything these programs have done. My great thanks go to everyone who has devoted their time and energy to both of them!

I know that some may disagree or, at the very least, be disappointed in these decisions. Believe me when I say we understand. These programs have been a part of our lives, too. We have three National Line Officers with strong ties to the Junior Girls Program, but they too support these decisions. Can you join us, please, in bidding the past a fond farewell and welcoming the future with open arms? Can you join us in a spirit of unity as we focus on our true love of serving veterans? I truly hope you will.

Now I ask each of you to look with hope toward what is yet to be done by our members. There are thousands of veterans in need nationwide, and WE are the ones to assist them. They won't come to us. We have to go to them. It won't be easy. It won't be fast. But it will be the one thing that keeps a lot of us coming back again and again to the work of this great organization: It will be fulfilling. We will know with a deep satisfaction that the work we do for veterans, active-duty military and their families will have a lasting impact, will be worth our while and will be treasured by those we help.

That gives me hope. It makes me hopeful that the mission of this organization is still very much needed by the world. It makes me hopeful that you want the same things. It makes me hopeful that we will all rise up in unity to complete this noble mission. So much can get in our way. Don't let it! Instead, let everything we do be for ***Our Veterans – Now and Forever!***

Loyally,

A handwritten signature in black ink, appearing to read "Francisca Guilford". The signature is fluid and cursive, with a large, stylized initial "F" and "G".

Francisca Guilford  
National President

# Table of Contents

Outstanding Department President & Runner-up of the Year . . . . .	1
Outstanding Performance Awards . . . . .	1

## **National Programs**

Americanism . . . . .	2
Chief of Staff/Extension . . . . .	5
Hospital . . . . .	7
Legislative . . . . .	10
Membership . . . . .	11
Scholarships . . . . .	13
Veterans & Family Support . . . . .	15
Youth Activities . . . . .	17

## **National Program Ambassadors & Program Awards**

Americanism Ambassador . . . . .	20
Chief of Staff/Extension Ambassador . . . . .	22
Hospital Ambassador . . . . .	24
Legislative Ambassador . . . . .	26
Membership Ambassador . . . . .	28
Membership Awards . . . . .	30
No Excuse...I Recruit Award Form . . . . .	32
National Membership Achievement Form . . . . .	33
Scholarships Ambassador . . . . .	34
Veterans & Family Support Ambassador . . . . .	36
Youth Activities Ambassador . . . . .	38
Year-End Report Forms . . . . .	41



# Outstanding Department President and Runner-Up of the Year

*One Outstanding Department President and one Runner-up Department President will be named in each Membership Group. Awards will be presented at the 2016 National Convention.*

These are the areas upon which you will be judged. Responsibility and Accountability Evaluation of how you followed through on all responsibilities assigned to you.

- Submitted Department President's Report
- Met all deadlines from National Headquarters
- Made sure Official Visit Report was submitted by Department Historian to Headquarters within 15 days of the visit.
- Made efforts to support your Department's Certified Recruiter Trainer and offer opportunities for recruiting training.
- **Required:** Submission of Programs Summary Year-End Online Report
- Efforts to make sure local Auxiliaries are receiving information and communications.

## Leadership Qualities

- Observations of the National President during her Official Visit and her observation of the Department President's interaction with the members of her Department
- Report from National Staff on logistical matters and interaction with that Department President
- Report from National Representatives on Department President's ability to conduct and coordinate business in her Department

## Membership Standings

Though there is no minimum required percentage, final membership standings will be considered in the judging. The National President is asking for growth of the organization with 100% Plus (100% Plus is anything beyond 100.00%). Special consideration will be given to those Departments that are able to achieve this goal.

# Outstanding Performance Awards for Department Chairmen

*The Outstanding Performance Awards are given each year to recognize hardworking Departments and Department Chairmen who have given that extra amount of effort.*

## The Outstanding Performance Award

\$200 goes to the Department and a "Our Veterans – Now and Forever" Plate to the Department Chairman in each Membership Group.

## The Runner-up Outstanding Performance Award

\$100 goes to the Department and a citation to the Department Chairman in each Membership Group.

## Programs Judged:

Americanism  
Chief of Staff  
Hospital  
Legislative  
Membership

Scholarships  
Veterans & Family  
Support  
Youth Activities

## The Selection

The Program Ambassadors of each program listed above will select the recipients.

Chairmen will be judged on quality, creativity and originality of all communications, promotions and events. Any time a chairman does anything to promote or publicize her program to the members and the community, she should send a copy of the item or communication, or a description of the event or presentation to her Program Ambassador.

- **Required:** A minimum of 4 mailed and/or emailed promotions



# Americanism

This definition of “Americanism” was originated by the Commanders-in-Chief of the Grand Army of the Republic, United Spanish War Veterans, Veterans of Foreign Wars of the United States, the National Commanders of the American Legion and the Disabled American Veterans of the World War at a conference held in Washington, D.C., in February 1927:

“Americanism is an unflinching love of country; loyalty to its institutions and ideals; eagerness to defend it against all enemies; undivided allegiance to the flag; and a desire to secure the blessings of liberty to ourselves and posterity.”

## Patriotic Instructors

The Patriotic Instructor educates members on the proper salute to the U.S. Flag, as well as the recitation of the Pledge of Allegiance. She also takes the time to understand the Ladies Auxiliary VFW Ritual and the Federal Flag Code. She helps members to understand the traditions and ceremonies of the organization. The Understanding Auxiliary Traditions helpsheet and video are available on the website.

## Flag Education

A large part of showing Americanism and demonstrating the patriotic spirit is respecting and properly caring for the U.S. Flag. Flag etiquette covers everything from proper display of our flag to acceptable conduct around this symbol of our nation.

For more information about flag etiquette, the history of our flag and to read the U.S. Flag Code, visit: [www.vfw.org/community/flag-education](http://www.vfw.org/community/flag-education).

## Ways to Engage the Community in Respect for the Flag

- **Flag Education in Schools** – Educating our youth about patriotism is an important step on the path to good citizenship. Encourage members of your Ladies Auxiliary to volunteer in schools

and educate youth on the importance of respecting our flag. Volunteers can visit individual classrooms or do a presentation at a school assembly. For more resources and to print national anthem and Pledge of Allegiance bookmarks to hand out, visit: [www.ladiesauxvfw.org/programs-page/americanism/](http://www.ladiesauxvfw.org/programs-page/americanism/).

---

“Americanism is an unflinching love of country, loyalty to its institutions and ideas; eagerness to defend it against all enemies; undivided allegiance to the flag; and a desire to secure the blessings of liberty to ourselves and posterity.”

---

- **Recognition of Outstanding Community Flag Display** –

When a community member or organization takes the care and time to display our “Stars and Stripes,” it reinforces patriotism to the entire community. You may recognize this display of patriotism by presenting a certificate of appreciation from your Ladies Auxiliary.

- **Flag Retirement Ceremonies** –

These ceremonies honoring our flag serve as one of the most beautiful forms of respect for our country. This is the perfect way to involve the whole family of Auxiliary and

VFW members. Flag retirement ceremonies can also serve as an event to involve the entire community. For more information on this and other Flag etiquette, go to [www.vfw.org/community/Flag-Education/](http://www.vfw.org/community/Flag-Education/).

## Promote Patriotism – Celebrating Patriotic Holidays

Patriotic holidays are an opportune time to involve the whole family and bring community attention to your Auxiliary. When fun family events are presented to the community, prospective new members will walk through your door. Patriotic holidays can serve as the perfect way to show that your Auxiliary holds patriotism, and veterans and their families, at the top of its priorities. For more information about patriotic days and ways to celebrate, visit: [www.vfw.org/community/patriotic-days](http://www.vfw.org/community/patriotic-days).

### **Veterans Day – November 11**

This is an opportunity to publicly commemorate the contributions of living veterans.

### **Pearl Harbor Day – December 7**

This day is in remembrance of the same date in 1941 that Japanese bombers staged a surprise attack on U.S. military and naval forces in Hawaii.

### **Loyalty Day – May 1**

On May 1, 1930, 10,000 VFW members staged a rally at New York's Union Square to promote patriotism. Through a resolution adopted in 1949, May 1 evolved into Loyalty Day.

### **Memorial Day – May 30 (Traditional)**

Patriotism calls for all citizens to be reminded of the deaths of their fellow countrymen during wartime. By honoring the nation's war dead, we preserve their memory and thus their service and sacrifice.

### **Flag Day – June 14**

This day celebrates the official symbol for the United States: our "Stars and Stripes." Flag Day was first recognized by Congress on June 14, 1777.

### **Independence Day – July 4**

On this day in 1776, our forefathers formed a new nation by adopting the Declaration of Independence.

### **Patriot Day – September 11**

This day is to perpetuate the memory of those who perished in the attack on America that occurred on this date in 2001.

### **POW/MIA Recognition Day**

POW/MIA Recognition Day honors the commitments and the sacrifices made by our nation's prisoners of war and those who are still missing in action. National POW/MIA Recognition Day, traditionally on the **third Friday in September**, is one of the six days specified by law on which the black POW/MIA flag shall be flown over federal facilities and cemeteries, post offices and military installations.

### **POW/MIA Recognition**

Ladies Auxiliary members are passionate about bringing attention to former Prisoners of War and those Missing in Action by holding ceremonies to both

educate their communities and honor these special veterans. One way to honor these veterans and educate youth and the community on this subject is by having a **Missing Man Table Ceremony**. This practice provides a visual demonstration of the significance of POW/MIA Recognition Day. You are encouraged to share this ceremony with youth groups partnering with the Ladies Auxiliary.

Find a sample of the ceremony wording and table setup at [www.ladiesauxvfw.org/programs-page/americanism/](http://www.ladiesauxvfw.org/programs-page/americanism/).

### **Smart/Maher VFW National Citizenship Education Teacher Award**

The VFW annually recognizes the nation's top classroom elementary, junior high and high school teachers who teach citizenship education topics regularly and promote America's history and traditions effectively. Teachers who are prime candidates for this award promote civic responsibility, flag etiquette and patriotism.

### **Examples of Activities from Award-Winning Teachers**

- Field trips to city hall
- Community volunteer projects
- Hosting veterans to discuss their military experiences
- Special projects that foster the development of democratic values and beliefs

### **How the Contest Works**

Based on the nominees submitted, VFW Posts and Auxiliaries will recognize one outstanding teacher in grades K-5, 6-8 and 9-12. Posts then submit their winning names to their

District-level judging. From there, the selected winners are forwarded to the Department level. Once they are judged on a Department level, the winners are passed along to VFW National Headquarters for the national contest.

**For more information**, instructions for nomination and nomination forms, visit: [www.vfw.org/community/teacher-of-the-year/](http://www.vfw.org/community/teacher-of-the-year/).

---

For detailed information on Auxiliary traditions, rituals and patriotic ceremonies, reference the **Ladies Auxiliary VFW Bylaws and Ritual**.

Patriotic promotion items and education materials are available at the **VFW Store, 1-800-821-2606**  
[www.vfwstore.org](http://www.vfwstore.org)

---



## **PROGRAM GOALS:**

Flag Education

Promote Patriotism

POW/MIA Recognition

Smart/Maher National Citizenship  
Education Teacher Award

*To meet the Americanism Ambassador and  
National Conference Chairmen, and to see the awards, go to Page 20.*



# Chief of Staff/Extension

**C**hiefs of Staff are the main point of contact for the Extension Program, which includes the establishment of new Ladies Auxiliaries and the maintenance of current Auxiliaries. They serve as Auxiliary advocates and assistants.

## Establishing New Auxiliaries

Whether a VFW Post decides on its own that it wants a Ladies Auxiliary or whether an Auxiliary member or non-member sees the potential for a new one, the steps for creating an Auxiliary are the same.

1. A VFW Post must vote by 2/3 majority to have an Auxiliary. (An Auxiliary can never exist on its own without a Post and can never be started without that Post's permission.)
2. The Department President appoints the official organizer of that Auxiliary, and she must be a member of the Ladies Auxiliary.
3. A minimum of 15 eligible applicants must be on the application for the Charter (transfers are not eligible).

From there, it's a matter of securing and filling out the proper paperwork provided by Ladies Auxiliary National Headquarters. Every Department President, Secretary and Chief of Staff has access to these forms. For more on this topic, see Article II of the National Bylaws.

## Frequently Asked Questions

**Q:** What is a "bachelor" Post?

**A:** A bachelor Post is a VFW Post that does not currently have a Ladies Auxiliary. You can get a list of those Posts without an Auxiliary from the VFW Department Headquarters.

**Q:** What are some reasons a bachelor Post would want to have an Auxiliary?

**A:** VFW Posts who have a Ladies Auxiliary frequently have more vibrant events and participation in the programs. Ladies Auxiliary members can assist

the Post in many facets, whether by helping spread the word about events and scholarships, or by supporting the Post's Buddy Poppy campaigns. A Post will also have a greater family appeal if it has a Ladies Auxiliary.

## Maintaining Current Auxiliaries

In 2012, this program launched the Healthy Auxiliary tool kit. Recognizing that Auxiliaries experience common problems, the national organization pulled together a group of resources to assist Auxiliaries in identifying and solving issues that stifle productivity and threaten their existence.

### *The tools available:*

- **RU Healthy Auxiliary Checklist** – This is a simple list of business items that an Auxiliary should meet every year. On this list are the **5 Essentials of an Auxiliary**. See Page 6 for more information.
- **Healthy Auxiliary Member Questionnaire** – This anonymous survey can help an Auxiliary bring to light issues that members may not talk about in a group setting. Results from the questionnaire might reveal that the meetings are not productive or not at a convenient time for many members. Gathering, listening to and acting on the results of this questionnaire can lead to more participation in every part of the Auxiliary.
- **Auxiliary Meeting Clinic** – This problem/solution format helps you to quickly find ideas to solve issues at meetings, whether it is meeting length, format or lack of interest. It also includes a handy meeting checklist for the President and Secretary to make sure they have everything they might need.
- **Healthy Communication Phone/Text Tree** – Communication is a common issue every Auxiliary faces. Depending on the number of members to reach, it could get even trickier. This phone/text tree helps break down who needs to contact who

to get news out quickly and effectively. While email and mail are helpful tools, the personal touch of a phone call will be appreciated by many.

- **Good Job Certificate** – A key part of any volunteer organization is saying “Thank You.” Use this certificate to thank any member (or non-member) for their help, participation or support of an event or program. Consider presenting a few of these at every meeting.
- **Health Certificate** – Chiefs of Staff can hand this out to Auxiliaries that have shown they are healthy and have the tools above. Reward their efforts to maintain a healthy Auxiliary for the benefit of their Post, their community, and most importantly, for veterans.
- **Mentoring Resources** – Resources will be made available to assist in strengthening mentoring in the organization.

Department Chiefs of Staff have all these tools available.

## 5 Essentials of an Auxiliary

The national organization requires only 5 things of a Ladies Auxiliary:

1. Auxiliaries should have at least 10 business meeting per year. (Sec. 210) Five members in good standing (of that Auxiliary) shall constitute a quorum for the transaction of business. (Sec. 212)
2. Dues should be paid on at least 10 members on or before February 1 of the current year. (Sec. 207)
3. Quarterly audits by Trustees must be submitted. (Sec. 813D & 814A)
4. Officers elected and installed and reported to National Headquarters no later than June 30. This generates the bond application via email. (Sec. 804A & 806A)
5. The offices of President and Treasurer MUST be bonded by August 31. (Sec. 814A) This form can be found on the Treasurer’s Kit CD.

## Suspensions, Cancellations and Consolidations

Should an Auxiliary be unable to meet the 5 Essentials, it is in danger of losing its Charter. Suspensions are used in certain cases to give Auxiliary members a chance to fulfill their duties and continue with their mission of serving veterans and their families.

Cancellations can only be done by the National President, with or without the recommendation of the Department President.

If a VFW Post closes or consolidates, Ladies Auxiliary National Headquarters will be notified. Only after this notification can the process for closing or consolidating begin. Please be sure you wait for direction from National Headquarters before taking any action at all.

Every Auxiliary’s goal should be to meet the 5 Essentials so that the members can begin serving veterans and families in all the unique and wonderful ways they can. Chiefs of Staff are there to help them maintain their Charters and continue to be Healthy Auxiliaries.



### PROGRAM GOALS:

- Maintain Current Auxiliaries
- Establish New Auxiliaries

*To meet the Chief of Staff/Extension Ambassador and National Conference Chairmen, and to see the awards, go to Page 22.*



# Hospital

Ladies Auxiliary VFW members have been volunteering in hospitals and medical facilities since the organization's inception in 1914. The Hospital Program was one of the first nationally adopted programs for the organization.

## Where can we serve?

Members, non-members and youth can volunteer in many different types of facilities under this program.

- Local hospitals
- Veterans' homes
- Nursing homes
- Domiciliaries
- Both VA and non-VA medical centers and clinics

## Who can serve?

- Members
- Non-members
- Youth
- Families

## What can we do?

Volunteer opportunities are different based on the facility where you are volunteering. Some facilities will have a volunteer program in place with specific jobs, events and needs. Many facilities will have varying types of opportunities to suit different ages and abilities. Be sure you follow all the guidelines given by that facility and regularly ask how you can assist them.

## What can we earn?

Members can earn Hospital Volunteer Pins from National Headquarters for their volunteer hours. More information on hours needed and the proper forms to use can be obtained from Department Hospital

Chairmen or on the website. Auxiliary Hospital Chairmen should track total hours (both VA and non-VA) and submit for the pins. Members can also be named an Outstanding Hospital Volunteer of the Year in their Membership Group. Applications are available from the Department Hospital Chairmen.

Non-members can also earn a one-time only volunteer pin for 100 hours. See the Hospital Program Guide for more information or ask the Department Hospital Chairman.

---

For more information on being a volunteer, how to handle a Department Hospital Fund and many important topics on this program, go to [www.ladiesauxvfw.org](http://www.ladiesauxvfw.org) under **Hospital** to find the **Hospital Program Guide**.

---

## Recruiting New Volunteers & Recognition

New volunteers are needed every day across the country. Volunteers offset millions of dollars in expenses in health care, and they help create a friendly and caring atmosphere no matter where they volunteer. Here are tips for recruiting and keeping volunteers:

- Monthly signup sheet for regular events
- Emails and phone calls for special events
- Public recognition of current volunteers
- Be specific about what volunteers will be doing, including the time commitment
- Find out how each person best communicates, whether by phone, email, Facebook or texting
- If someone says "no" to the first invitation, be sure to ask again!

## Hospitalized Veterans Writing Project

The Hospitalized Veterans Writing Project (HVWP) was founded in 1946, and has long been connected with the Ladies Auxiliary VFW. It is a therapeutic writing program that helps veterans express themselves and

communicate in a creative way. Members can become involved with a local HVWP representative and assist veterans in writing, recording or typing. Training and resources are provided. Three times per year, HVWP publishes "Veterans Voices", a magazine that prints a selection of submissions.

To learn more about the program and how to become involved, go to [veteransvoices.org](http://veteransvoices.org), call 816-701-6844 or write to [volunteer@veteransvoices.org](mailto:volunteer@veteransvoices.org).

---

"The project's therapeutic writing program is designed to acknowledge military veterans' experiences and build self-esteem through creative expression and possible publication."

- HVWP WEBSITE  
[www.veteransvoices.org](http://www.veteransvoices.org)

---

### **"What about VAVS?"**

For more information on the Ladies Auxiliary VFW's participation in Veterans Affairs Voluntary Service (VAVS) Program, please see that section in the Hospital Program Guide or contact the National Representative at National Headquarters.

### **Military Suicide Awareness**

**Veterans Crisis Line**, run by Veterans Affairs, can assist veterans and their families with many issues.

**1-800-273-8255, press 1**  
**[www.veteranscrisisline.net](http://www.veteranscrisisline.net)**

**Visit the Ladies Auxiliary website for a complete list of supporting resources:**  
**[www.ladiesauxvfw.org](http://www.ladiesauxvfw.org)**



*Look for this icon on our website!*

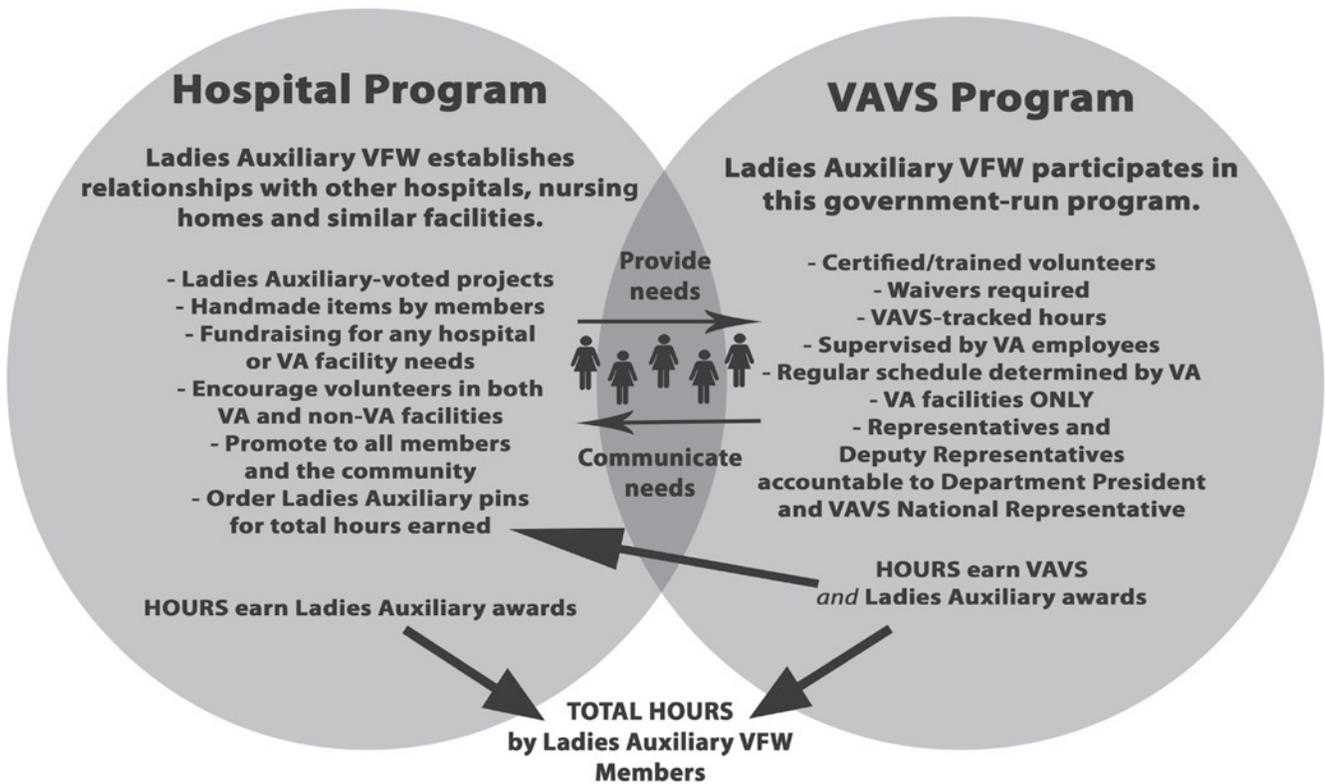


### **PROGRAM GOALS:**

Volunteer Service in  
Medical Facilities  
Volunteer Recruitment & Recognition  
Hospitalized Veterans  
Writing Project  
Military Suicide Awareness

*To meet the Hospital Ambassador and National Conference Chairmen, and to see the awards, go to Page 24.*

The diagram below illustrates how the Ladies Auxiliary VFW Hospital Program overlaps with and supports the Veterans Affairs Voluntary Service (VAVS) program. The Ladies Auxiliary VFW provides volunteers and resources to VA facilities across the country, saving Veterans Affairs more than \$60 million a year in expenses.



*For more information on our Hospital Program and our participation in VAWS, please see the Hospital Program Guide on the website, [www.ladiesauxvfw.org](http://www.ladiesauxvfw.org).*

# Legislative

Your efforts combined with more than 2 million other VFW and Ladies Auxiliary members can influence lawmakers whose decisions affect veterans and their families every day. Join the chorus of voices that will ring in our legislators' ears this year.

**Study the issues** laid out clearly in the *VFW Priority Goals*, a copy of which can be found on the Ladies Auxiliary website under Programs, then Legislative tab.

The *Priority Goals* reflect the resolutions passed by the VFW to strengthen and ensure an adequate VA system for millions of current and future veterans.

They call for much-needed attention to crises such as veteran homelessness and suicide. They request fully funding research on traumatic brain injuries, reducing the claims backlog and fighting veteran unemployment. The goals are grouped under eight areas of concern:

- VA Health Care
- Suicides and Homelessness
- VA Compensation and Benefits
- Seamless Transition
- Education and Employment

- Defense and Homeland Security
- Military Quality of Life
- POW/MIA

These are released early each year by the VFW. Be sure you check for the most recent Priority Goals.

## VFW Action Corps – It's Free!

It's free and it's full of news about what's happening on Capitol Hill, with veterans' issues and with our national security. Subscribe at the Ladies Auxiliary website, [www.ladiesauxvfw.org](http://www.ladiesauxvfw.org) by clicking on Programs, then Legislative under the listed resources. The current issue can be read online at [vfw.org](http://vfw.org) at Action Corps.

Contact your legislators: find out who's who. To identify your congressional representatives, visit the VFW website at [www.vfw.org](http://www.vfw.org) and click on the "VFW in D.C." Grassroots Advocacy link.

## Step by Step

To follow the progress of a bill through the stages of the legislative process, visit [www.thomas.gov](http://www.thomas.gov), where you may find a specific bill by its number or by a key word or phrase.

### VFW in D.C.

One of the most crucial responsibilities of the Washington office of the Veterans of Foreign Wars is to actively lobby Congress and the administration on behalf of veterans. The office monitors all legislation affecting veterans and alerts VFW and Auxiliary members about key legislation under consideration.

By testifying at committee hearings and interacting with congressional members, the VFW played an instrumental role in nearly every piece of veterans legislation passed in the 20th century, as well as bills developed in the 21st.

**To contact the D.C. office:**  
**Website:** [www.vfw.org/VFWinDC](http://www.vfw.org/VFWinDC)  
**Phone:** 202-543-2239  
**Mail:** 200 Maryland Ave., N.E.  
Washington, D.C. 20002



### PROGRAM GOALS:

VFW Priority Goals  
VFW Action Corps Weekly  
Legislative Involvement

*To meet the Legislative Ambassador and National Conference Chairmen, and to see the awards, go to Page 26.*

# Membership

The Ladies Auxiliary VFW started with a small group of women who wanted to serve veterans, and it has grown nearly every year since its inception. There is only one way to add members: **ask someone to join**. And once they join, **ask them to participate**.

## Ask Someone to Join

There are several places and times to ask someone if they want to join the Ladies Auxiliary VFW. Your approach will look different depending on who your audience is.

In all cases, the potential member should have some knowledge of what the Ladies Auxiliary VFW is and what we do before they ever receive an application. Important tools:

- Fact Sheet, available free from National Headquarters
- Business card with contact information (Order yours from the VFW Store, [www.vfwstore.org](http://www.vfwstore.org))
- Know the website, [www.ladiesauxvfw.org](http://www.ladiesauxvfw.org)

## HAVE A PLAN

Every Department and Auxiliary should have a Membership Plan. This plan should include:

- Contacting current members
- Outreach to former members
- Recruiting events for new members

Before a membership year begins, set your calendar for when you plan to do each of these. Make it as easy as possible for them to renew their dues. Plan at least four recruiting events in your community.

## Follow Up!

Most likely, the first time you talk to someone new about the organization, that person will not be ready to commit. It's important to ask for their contact information and then follow up within a week.

## Ask Them to Participate

The key to keeping members is getting them involved. Call or email a new member within a week with the next meeting date and time, or the next possible event or project. Offer to pick her up, or invite her to get coffee before or after.

Put a team of members in charge of contacting new members or members who haven't been to a meeting recently. These members should be friendly and knowledgeable.

## Ways to Encourage Participation:

- Monthly signup sheet for regular events
- Emails and phone calls for special events
- Public recognition of current volunteers (Consider posters at your VFW Post Home, if permitted, that spotlight member involvement)
- Be specific about what they will be doing, including the time commitment
- Find out how that person best communicates, whether by phone, email, Facebook or texting
- Have another member stay with them for the entire length of the activity or event
- If they say "no" to the first invitation, be sure to ask again!

## THE IMPORTANCE OF FAMILY EVENTS

An adult who still has children in the home will want opportunities to do things with her family. If she can't bring her children and spouse to at least some of the events, she will be less likely to join or to continue her membership. Be sure that you plan at least one family-friendly event every three months, or once per quarter.

---

### **RECRUITING TIP 1**

Let a potential member know:  
“It is an honor to have a veteran  
in your family who makes you  
eligible for the Ladies Auxiliary VFW.  
Not everyone can join, and your  
veteran’s service and sacrifice  
can be honored through  
your membership.”

### **RECRUITING TIP 2**

Find out who your Ladies Auxiliary  
National Recruiter Trainer is  
and get the training you need  
to grow our organization.

---



### **PROGRAM GOALS:**

Recruit New Members  
Retain Current Members  
Grow the Organization

*To meet the Membership Ambassador and  
National Conference Chairmen, and to see the awards, go to Page 28.*



# Scholarships

**E**ach of our scholarships encourage patriotism, assist students in attaining an education and help students reach their full potential. This increases VFW and Ladies Auxiliary recognition while supporting our communities, students and members.

## Young American Creative Patriotic Art Contest

Open to all students, including home-schooled students, in grades 9-12. No digital art will be accepted, and artwork must be on canvas or paper. It will be judged on patriotic theme and technique. One Department winner will be forwarded to Ladies Auxiliary National Headquarters. Please see the student brochure at [www.ladiesauxvfw.org](http://www.ladiesauxvfw.org) for more details on requirements. Students must attend school in the state of the sponsoring Auxiliary.

### Deadlines:

- Entries received by local Ladies Auxiliary – March 31
- Entries received by Department – April 15
- Entries received by National – May 5

### National Scholarships:

- First Place – \$10,000
- Second Place – \$5,000
- Third Place – \$2,500
- Fourth Place – \$1,500
- Fifth through Eighth Place – \$500

## GET THE WORD OUT!

The first step is to identify likely individuals with whom you can discuss scholarship opportunities. Here are a few suggestions of groups who might be interested in what you have to say:

- Schools
- Church or youth groups
- Youth-focused organizations
- Home school associations
- Parent-teacher associations
- Youth sports teams

## Continuing Education Scholarship

Open to any Ladies Auxiliary member (who has belonged for at least a year), her spouse, son or daughter with a financial need. Entrant must be at least 18 years old, complete the application and submit an essay of 300 words or less. Application must be received at National Headquarters by February 15, mailed to:

**Director of Programs**

**Ladies Auxiliary VFW National Headquarters  
406 W 34th St., 10th Floor  
Kansas City, MO 64111**

\$1,000 will be awarded to an applicant in each of the four Conferences. Applications are available from Department Scholarships Chairmen or on the website.

## 2015-16 Voice of Democracy Audio-Essay Contest

**Theme: *My Vision for America***

This contest is open to all students, including home-schooled students, in grades 9-12. Student must be a resident of the state where entered. One Department winner will be forwarded to VFW National Headquarters.

### Deadlines:

- Entries to VFW Post – Midnight, November 1
- Completion of Post Judging – November 15
- Completion of District Judging – December 6
- Completion of Department Judging – January 7
- Department Winner to VFW National Headquarters – January 15

### National Awards:

- First Place – \$30,000 scholarship
- Second Place – \$16,000 scholarship
- Third Place – \$10,000 scholarship
- Fourth through 31st Place – \$7,000 to \$1,500 scholarship
- Remaining Department Winners – \$1,000 scholarship

All Department winners will enjoy an all-expense paid trip to Washington, D.C., where their essays will compete in the final competition.

## 2015-16 Patriot's Pen Essay Contest

### Theme: *What Freedom Means to Me*

This contest is open to all students, including home-schooled students, in grades 6-8. Student must be a resident of the state where entered. One Department winner will be forwarded to National Headquarters.

#### Deadlines:

Entries to Post – Midnight, November 1  
Completion of Post Judging – November 15  
Completion of District Judging – December 6  
Completion of Department Judging – January 7  
Department Winner to VFW National  
Headquarters – January 15

#### National Awards:

First Place – \$5,000  
Second Place – \$4,000  
Third Place – \$3,500  
Fourth through 46th Place – \$2,750 to \$500

### TIPS FOR SUBMITTING WINNING APPLICATIONS

Follow ALL scholarship and contest guidelines. It's important!

#### Consider these tips:

- Read all guidelines ahead of time.
- Make sure you are eligible before you begin.
- Pay close attention to deadlines.
- Include your contact information in the designated space.
- Answer all the questions.
- Properly display artwork.
- Stay within word count limits.
- Be conscious of proper spelling and grammar.
- Choose good references when requested.
- Follow instructions for following up on your application's status.
- Remember, it's OK to ask questions!

## Scholarship and Contest Resources

Complete list of all contest rules can be found in the following resources:

- VFW website:  
[www.vfw.org/VOD](http://www.vfw.org/VOD)
- Ladies Auxiliary website:  
[www.ladiesauxvfw.org/programs/scholarships](http://www.ladiesauxvfw.org/programs/scholarships)
- Promotions from Program Ambassador
- VFW and Ladies Auxiliary brochures (free download on websites or purchase from VFW Store)

### RECOGNITION IS KEY

It is important that scholarship and contest winners receive recognition at every level.

#### Ways to Recognize Winners:

- Present a special gift.
- Ask the winner to give a speech or lead the Pledge of Allegiance at an Auxiliary event.
- Host an awards ceremony.
- Contact local media to feature winners in the news.
- Invite winners to participate in a conference.
- Don't forget to recognize the parents!



### PROGRAM GOALS:

Student Participation  
Recipient Recognition  
Community Awareness

*To meet the Scholarship Ambassador and  
National Conference Chairmen, and to see the awards, go to Page 34.*



# Veterans & Family Support

## Spread the Word about National Veterans Service

The VFW's National Veterans Service (NVS) helps veterans, service members and their families obtain the benefits they deserve – at no cost.

NVS provides a nationwide network of 276 VFW Service Officers who help veterans navigate the Veterans Affairs system. Those VFW Service Officers recover more than \$1 billion annually in VA benefits for veterans and their dependents.

These highly skilled professionals assist all veterans, whether they are VFW members or not, in filing claims for:

- Disability compensation, including compensation for PTSD
- Rehabilitation and education programs, including GI Bill benefits
- Pension and death benefits
- Employment and training programs

NVS also works to ensure veterans receive quality, timely and accessible VA health care, including:

- Hospital care
- Outpatient care
- Specialized health care for female veterans
- Alcohol and drug dependency treatment
- Medical evaluation for disorders associated with military service, exposure to Agent Orange, radiation or other environmental hazards.

Donate to NVS by sending funds to the VFW earmarked for NVS. Mail check to:

**VFW National Headquarters**  
**Attn: NVS**  
**406 W. 34th Street**  
**Kansas City, MO 64111**

## National Military Services

National Military Services (NMS) contains four programs initiated by the VFW: Sports Clips Help A Hero Scholarship, Unmet Needs, Operation Uplink™ and the Military Assistance Program (MAP). These programs serve active-duty military and recently discharged military.

## VFW Sports Clips Help A Hero Scholarship Program

The VFW and Sports Clips are giving the gift of scholarships to our nation's heroes as a way of thanking them for their dedicated service to our nation. The

VFW "Sports Clips Help A Hero Scholarship" program will award scholarships of up to \$5,000 to qualifying veterans and service members to help them complete their educational goals without incurring excessive student loan debt. To learn more, go to [www.vfw.org/NMS/](http://www.vfw.org/NMS/).

## Unmet Needs Can Help in a Crisis

A soldier is serving on foreign soil, but the rent is due back home. A soldier is driving a tank on alert for IEDs, and the family car needs a new radiator at a cost the family cannot afford. These are the situations Unmet Needs can address.

Grants of up to \$2,500 payable to a creditor can bridge the gap to make a mortgage or rent payment or to fund home and auto repairs, insurance, utility costs, food and clothing.

## Operation Uplink™

Operation Uplink™ is much appreciated by active-duty military and their spouses and children – a welcome way to stay connected. Free Call Days are scheduled for troops stationed overseas. Unlimited calls

---

**"Be the change that you wish to see in the world," Mahatma Ghandi said. We can do that. We can bridge the gap between our knowledge of resources and the needs of veterans if we make ourselves aware of what the VFW and Ladies Auxiliary can offer to people we might know who desperately need that assistance.**

---

home on three days each month are provided via more than 450 Internet cafes.

Plenty of virtual PINs for free call time are also still available for distribution from the VFW. Request them for hospitalized veterans.

### **Military Assistance Program (MAP) Funds Ways to Connect with Troops**

MAP helps VFW and Ladies Auxiliary members give more to their local military units. It helps them forge and nurture bonds with those units by providing financial assistance for Posts, Districts and Departments to sponsor morale-boosting send-offs, homecomings, and casual get-togethers.

Post and Auxiliaries participating in Adopt-a-Unit and Family Readiness Group events can also receive assistance. MAP keeps care packages circulating by covering postage costs.

For guidelines to apply for MAP funds, contact the VFW NMS office at 816-756-3390.

Donations to support these National Military Services programs should be addressed to VFW National Headquarters, with checks made payable to National Military Services.

### **Any Day Can Be a Buddy Poppy Day**

Buddy Poppy distribution has remained strong in the 90 years since its inception. The memorial flowers have raised millions for the welfare of veterans and their dependents.

Pamphlets and Buddy Poppy distribution supplies can be purchased from the VFW Store at [www.vfwstore.org](http://www.vfwstore.org)

or by calling 1-800-821-2606. See the VFW's Buddy Poppy Chairman's Guide for further assistance in setting up a Buddy Poppy Drive, as well as other helpful resources. The guide can be found on the Resources page at [www.ladiesauxvfw.org](http://www.ladiesauxvfw.org).

### **Maintaining National Home Commitment**

For 90 years, the VFW National Home in Eaton Rapids, Michigan, has been there for military families and children. One way the Ladies Auxiliary supports the National Home is through gifts of 10 cents per member to the Health & Happiness Fund. Send H & H donations earmarked to:

**Ladies Auxiliary VFW National Headquarters  
Attn: H & H Donations  
406 W. 34th Street, 10th Floor  
Kansas City, MO 64111**

Contributions are critical since the campus and its programs receive no government funding. For more information go to the National Home's website at [www.vfwnationalhome.org](http://www.vfwnationalhome.org).

Even military families not living on campus can receive invaluable assistance through the Military and Veteran Family Helpline, which is staffed by caring professionals who help callers with pressing needs seek solutions in their own communities.

**Military & Veteran Family  
Helpline  
1-800-313-4200  
[help@vfwnationalhome.org](mailto:help@vfwnationalhome.org)**



### **PROGRAM GOALS:**

National Veterans Service  
National Military Services  
Buddy Poppy  
VFW National Home

### **Pick One: Serve a Veteran**

**Q:** Does my Auxiliary have to participate in everything in this program?

**A:** No. If your Auxiliary serves veterans and their families, then your Auxiliary has participated in this program. These are ideas and ways to serve veterans in your community. Try just picking one.

*To meet the Veterans & Family Support Ambassador and National Conference Chairmen, and to see the awards, go to Page 36.*



# Youth Activities

**T**he Ladies Auxiliary VFW is in a unique position to help teach our youth the skills to become responsible adults through serving our country, communities and veterans. We have a whole new generation of veterans who need the support of family, friends and country as they serve overseas and when they come home from conflicts abroad. Today's youth are the future of our nation.

## Youth Groups Supporting Our Veterans National Citations

Through this national citation, youth groups can be recognized for their efforts and service projects honoring our veterans and assisting active-duty military and their families.

Recognize a youth group in your community by visiting [www.ladiesauxvfw.org/programs-page/youth-activities/](http://www.ladiesauxvfw.org/programs-page/youth-activities/) and filling out a nomination form. Great traditions and good citizenship start at an early age. Recognize these bright young citizens for their good work to ensure these activities become a part of their daily lives.

## YOUTH GROUP EXAMPLES FOR LADIES AUXILIARY SPONSORSHIP

- Youth sports teams
- Church youth groups
- After-school programs
- Youth-focused organizations
- School clubs
- Home-school associations
- Youth community service groups
- Nonprofit organization youth advisory councils
- Service learning and civic engagement departments in high schools and colleges

## PROJECT EXAMPLES

- Visiting and volunteering in VA facilities
- Raising funds for a community veterans memorial
- Marching in patriotic holiday parades
- Volunteering to help veterans and active-duty military and their families with yard work or household repairs
- Sending cards or small gifts to the National Home to support visiting families
- Planning a card- and letter-writing campaign in local schools to send mail to our troops overseas or our veterans in VA facilities
- Organizing assembly, collection and delivery of care packages for troops
- Teaching veterans computer skills

## Sponsoring and Working with Youth Groups

Under the Ladies Auxiliary Youth Activities Program, an Auxiliary can sponsor a youth group and engage youth in any one of our programs, including activities to honor our veterans or assist our active-duty military and their families.

Take advantage of the service aspects some youth groups require. Many youth-focused organizations require various types of community service or activities to earn merits in their units. College-bound seniors earn school credit for some of these same activities.

Remember that involving youth in service to veterans in conjunction with your Auxiliary can bring new membership to your Auxiliary. When youth and the whole family are included, members feel more invested in your Auxiliary. Sponsorship of a youth group can create a bright future for your Auxiliary, veterans and the community as a whole.

### Random Acts of Patriotism (R.A.P.)

See a child thanking a veteran? Witness a youth place their hand on their heart correctly? Give him or her a R.A.P. card and/or coin. The cards can be downloaded for free from the website and printed at home. The coins can be purchased from the VFW Store at 1-800-821-2606. Try this fun and unique way to engage today's youth and encourage their patriotism.

### INVOLVE YOUTH IN ALL LADIES AUXILIARY PROGRAMS

Youth play such an important role in our future. Encourage involvement from an early age in all Ladies Auxiliary programs. Every young person can find their place to serve when they are presented with a variety of opportunities to serve their communities and veterans.

Teach youth about Ladies Auxiliary efforts to:

- Respect and hold pride in our country
- Serve hospitalized veterans
- Elect leaders who appreciate our military
- Pass legislation that secures benefits for our veterans
- And many other worthy efforts!

### MAKE YOUR AUXILIARY ACCESSIBLE TO TODAY'S YOUTH

It has never been so easy to communicate your cause and events to the world. Social media as teaching and information tools have natural collaborative elements allowing our youth to view and comment on each other's activities. They are tweeting on Twitter, posting on Facebook, instantly sending pictures on Instagram and "liking" the videos on YouTube. If you don't know what any of this is – **LEARN**.

#### POPULAR SOCIAL MEDIA NETWORKS

Facebook | Twitter | LinkedIn  
YouTube | Pinterest | Instagram  
Get online, and see what's new!

**For helpful tips on maximizing your reach through social media, check out the Publicity Guide at [www.ladiesauxvfw.org](http://www.ladiesauxvfw.org)**



### PROGRAM GOALS:

Youth Groups Supporting Our Veterans National Citations  
Sponsoring and Working with Youth Groups  
Random Acts of Patriotism (R.A.P.)

*To meet the Youth Activities Support Ambassador and National Conference Chairmen, and to see the awards, go to Page 38.*



National Program  
Ambassadors  
&  
Program Awards

# Americanism Ambassador



## MARY STROUD

Americanism Ambassador  
PO Box 1925  
Hawthorne, NV  
89415-1925

### What are you most passionate about in this program and why?

It is so important that we continue to reach out to our youth and teach them things that we, as patriotic adults, may take for granted. Proper U.S. Flag etiquette, the meaning of the flag, the meaning of the folds of the flag and the meaning of the Pledge of Allegiance. As most of us were growing up, it was second nature to know these as they were taught in the schools. In today's society, it is unfortunate that many schools no longer do these programs so we, as Ladies Auxiliary VFW members, must step to the plate and reach out, offering these invaluable lessons in other ways. Approach your local schools to see if they are receptive to have you come into the classrooms. Set up a booth at the local bazaar, craft show or patriotic holiday event geared towards our youth.

### What is the No. 1 way to connect with your community through this program?

Consider providing a flag disposal system in your community. Many people are unaware that they should properly retire a U.S. Flag when it has become worn. Consider making a public receptacle for worn flags. Let local businesses know, so they can bring their worn flags to you. Then invite them to a retirement ceremony. I'll be providing more ideas on this during the year.

### What are some resources that members should be aware of for your program?

There are many tools offered through the VFW Store that can ensure the success of the lessons of Americanism and patriotism. There are also numerous outside resources that are very valuable. You can also find more at [www.vfw.org/flag/](http://www.vfw.org/flag/).

### How can you involve families through this program?

Offer a Family Fun Day at your Post on a veterans or patriotic holiday. Have a patriotic coloring contest and pass out small flags, patriotic rulers or pencils to all participants. Have a "Family Feud"-type event asking questions on the flag, Pledge of Allegiance, patriotic holidays (yes, there are more than Memorial Day, Veterans Day and the Fourth of July) and patriotism with the winning family getting presented a large flag. The opportunities to promote Americanism are endless.

### Why are you proud to be a Ladies Auxiliary member?

Remember that little girl sitting on the sidewalk during the parade waving a flag? That was me. Remember that Girl Scout who would walk in the parade and hand out flags? That was me. Remember that young woman who would collect items to be sent to her friend's brother or sister that was serving overseas protecting our country? That, too, was me. How humbled and intensely proud I am as a member of the Ladies Auxiliary to be able to continue to support our country and our veterans, past and present, in every way. Now, perhaps more than ever, the need to remind others how blessed we are to live in America and all the freedoms it brings is so very important. As a member of the greatest veterans' service organization, our opportunities to foster and instill true patriotism and the pride of being an American are limitless.

## Conference Chairmen



**BIG TEN STATES**  
Esther Wheeler  
600 E 3rd Street #28  
Villisca, IA  
50864-1186



**EASTERN STATES**  
Theresa Christy  
12 Piave Street  
N. Providence, RI  
02904-5612



**SOUTHERN STATES**  
Donna Stewart  
200 Royal Oaks  
Boulevard I-4  
Franklin, TN  
37067-3039



**WESTERN STATES**  
Sharol Paulson  
PO Box 1112  
Minot, ND  
58702-1112

## Americanism Awards

### AWARDS FOR DEPARTMENTS AND DEPARTMENT CHAIRMEN:

1. Citation to each Department Chairman for participation in this program.
2. *Northern Lights Gift Certificate* to one Department Chairman in each Membership Group for the best promotion of patriotic ceremonies and public education.
3. Outstanding Performance Award in each Membership Group based on criteria listed on Page 1 and for the promotion of the Program Goals on Page 4.

### AWARD FOR NATIONAL CHAIRMEN:

**“Our Veterans – Now and Forever” Plate** to each National Chairman for participation in this program.

# Chief of Staff/Extension Ambassador



**BARBARA MELNICK**  
Chief of Staff/  
Extension Ambassador  
7523 Arthur Court  
Anchorage, AK  
99502-3034

## **What are you most passionate about in this program and why:**

The reason I am most passionate about this program is bringing new members into the Auxiliary and keeping the existing Auxiliaries with new ideas of doing things, not just the same old thing day in and day out or even year in and year out. We need to revitalize our existing Auxiliaries and get their enthusiasm back. It is very nice to have new Auxiliaries spring up from bachelor Posts, but the key is to keep them active. This is where the “blood” of ideas comes in. Keeping an Auxiliary healthy is not an easy thing these days. So we ALL have to work at it.

We need to call up our members who have let their membership lapse and get them back involved and also find out why they went away in the first place. We need to find out the real reason and get them back to their Auxiliary. We need to have ALL the members involved, not just the ones who come to a meeting every so often. We need to keep in touch and maybe offer them a ride to the meeting or have a tea or social event just for them. We need to do something special for those members who have been left by the wayside of life and think that the Auxiliary doesn't care and let them know that we do care and then show it.

## **What experience do you have in this Program?**

I have been Chief of Staff two years in a row and received awards for my participation each year. I have been the sounding board for the Department President if she has a question or comes across a problem that she needs assistance with. I have also been appointed

as Deputy Chief of Staff to go with the Department President into an Auxiliary that needs help and maybe a different perspective on things. It is always good to have another person's point of view on something and if there is a question that is not in the Bylaws, then go seek higher direction or get some experienced members together and brainstorm and come up with a solution that is agreeable to all members. The key is having resources available at you at your fingertips. I have helped Auxiliaries overcome some adversities and that is all we can do. I feel very blessed when an Auxiliary President or member asks my opinion whether on the phone or in person. If I don't know the answer, I always tell them I will find out and let them know, even if it is something they don't want to hear. I believe education is the key factor in any Auxiliary learning how to handle any type of problem.

## **What are you most excited about for the 2015-2016 program year?**

I am excited about our 2015-2016 year because we have one of the most intelligent leaders from Alaska who will lead us in a new direction for the next century. I want to shout from the rooftops that our veterans come first and so do their families. We need to keep standing up for our veterans and support them and their families and get them energetic about our Auxiliaries, not just nationwide but worldwide. We need to keep building stronger Auxiliaries and, if we can, institute new Auxiliaries.

## **Why are you proud to be a Ladies Auxiliary member?**

I am very proud to be a Ladies Auxiliary member. My husband, a Navy veteran, spent four tours in Vietnam defending our country. I had been doing hospital work for two years before I was asked to join the Auxiliary. My one question to these ladies, “Why did it take you so long to ask me?” Their answer was they didn't think I was interested in joining. Well, I did and signed up that night in 1977 and dues were paid for 1978 and I became a Life Member in 1990. So all it takes is for someone to ask the right question, someone to be concerned and someone who loves veterans and is willing to fight for their entitlements.

# Extension Awards

## **AWARDS FOR MEMBERS:**

1. ***Our Veterans – Now and Forever*** Keepsake to one member in each Department who assists in revitalizing her Auxiliary and who uses the Healthy Auxiliary materials. One nomination from each Department Chief of Staff is due by March 31, 2016, to National Headquarters.

## **AWARDS FOR AUXILIARIES:**

1. ***Our Veterans – Now and Forever*** Citation to one Ladies Auxiliary in each Department that best used publicity, i.e. radio/TV/social media, in forming their Auxiliary or revitalizing their Auxiliary. One nomination from each Department Chief of Staff is due by March 31, 2016, to National Headquarters.

## **AWARDS FOR DEPARTMENTS:**

1. \$50 to the Department for each new Ladies Auxiliary instituted between July 1, 2015, and February 28, 2016, provided transmittal and proper paperwork is received at National Headquarters by March 31, 2016.
2. ***Northern Lights Gift Certificate*** to one Department Chief of Staff in each membership group based on the promotion of using the Healthy Auxiliary materials.
3. Outstanding Performance Award in each membership group based on criteria listed on Page 1 and the promotion of the Program Goals as listed on page 6.

# Hospital Ambassador



## **GRACE MATZ**

Hospital Ambassador  
942 Suds Run Road  
Mount Clare, WV  
26408-9522

### **What is the No. 1 way to connect with your community through this program?**

We can connect with so many people in our community by inviting other organizations and groups to participate in our activities. First, think of the youth in your area. There are the schools, athletic teams, dance groups, Girl and Boy Scouts, 4-H and church groups. High school students are required to perform hours of community service for graduation – volunteering at a medical facility allows them to meet that requirement.

Next, what other organizations are in your area that could work together on an activity or project? There are several other veteran service organizations as well as fraternal organizations to consider. By joining forces, everyone “wins” and we spread community awareness.

### **If you could talk to every Ladies Auxiliary member at one time, what would you tell them about your program?**

I would try to get them to understand our program includes ALL medical facilities. Not everyone lives near a VA Medical Center, but most communities have a nursing home, hospital, or veterans’ home nearby.

Every gesture of kindness, no matter how big or small, is appreciated by those who are hospitalized or sometimes feel forgotten. Imagine what it would be like to be isolated and have no visitors – wouldn’t it be nice to have someone stop by just to say hello?

### **What are some resources that members should be aware of for your program?**

- National Program Book
- Program Bulletins
- Ladies Auxiliary website, [www.ladiesauxvfw.org](http://www.ladiesauxvfw.org)
- Programs Blog, [lavfwprograms.blogspot.com](http://lavfwprograms.blogspot.com)
- Hospitalized Veterans Writing Project, [veteransvoices.org](http://veteransvoices.org)

### **How can members best support their VFW Post through this program?**

By actively participating in the Hospital Program, we can:

- Use Buddy Poppies to make crafts and tray favors for medical facilities
- Promote Military Suicide Awareness
- Co-sponsor activities with your Post
- Provide assistance to those in need through National Veterans Service and National Military Services

### **Why are you proud to be a Ladies Auxiliary member?**

I am proud to be a member of an organization that appreciates the sacrifices made by those who have served their country. Too many take our freedoms for granted, but every member of the Ladies Auxiliary VFW is connected to a veteran who has made those sacrifices.

My membership and commitment is my way of showing pride in my husband’s military career and in honor of my father-in-law who served in World War II.

## Conference Chairmen



**BIG TEN STATES**  
Reva Swanson  
4220 31st Avenue S  
Minneapolis, MN  
55406-3312



**EASTERN STATES**  
Francine Cornish  
3119 Newton Street NE  
Washington, DC  
20018-4023



**SOUTHERN STATES**  
Janice Holm  
349 Rainbow Lake Drive  
Brevard, NC  
28712-7721



**WESTERN STATES**  
Diana Wong  
251 Quetzal Drive SW  
Albuquerque, NM  
87105-0202

## Hospital Awards

### AWARDS FOR VOLUNTEERS:

1. Charm to each member recruiting one or more volunteers between July 1, 2015, and March 31, 2016.
2. Beginning with 150 hours, a pin or pin/bar to each Ladies Auxiliary member reaching hours as stated in the "Hospital Program Guide."
3. A pin to each sponsored non-member volunteer, including youth volunteers, who serves a minimum of 100 hours under Ladies Auxiliary sponsorship at any hospital.
4. **"Our Veterans – Now and Forever" Plate** and signed picture of the National President to the Outstanding Hospital Volunteer of the Year in each Membership Group. To be presented at the Department Convention.

### AWARDS FOR DEPARTMENTS AND DEPARTMENT CHAIRMEN:

1. Citation to each Department Chairman for participation in this program.
2. **Northern Lights Gift Certificate** to one Department Chairman in each Membership Group for the best promotion of **volunteer recruitment**.
3. Outstanding Performance Award in each Membership Group based on criteria listed on Page 1 and for the promotion of the Program Goals on Page 8.

### AWARD FOR NATIONAL CHAIRMEN:

**"Our Veterans – Now and Forever" Plate** to each National Chairman for participation in this program.

# Legislative Ambassador



## **LOIS CALLAHAN**

Legislative Ambassador  
363 E Lawson Road  
Little Rock, AR  
72210-5061

### **How can you involve families in this program?**

In 1887, John Adams, one of our country's Founding Fathers said, "Children should be educated and instructed in the principles of freedom." These words still ring true today. Taking his lead, we can instruct every member of our families in the legislative process.

Last year, our organization conducted well over 2,000 patriotic programs for America's students. Consider joining forces with your Youth Activities, Scholarships, Americanism and Veterans & Family Support Chairmen to assist with patriotic education programs in your communities.

### **Why are you proud to be a Ladies Auxiliary member?**

Simply stated, we are the female family members of veterans of the United States Armed Forces who have received a campaign medal for overseas service. In the words of Benjamin Franklin, "It is undoubtedly the Duty of all Persons to serve the Country they live in, according to their abilities."

While all of us may not have served in the United States Armed Forces, we honor those who did. We can help to ensure that our country's laws work in favor of our veterans, that the promises originally made to them are kept.

The process of government by which bills are considered and laws enacted is commonly referred to as the legislative process. We as Ladies Auxiliary members have a unique ability to participate in this legislative

process by taking action on Legislative Alerts, through Action Corps Weekly.

Find out just how easy contacting your legislators can be, visit [www.vfw.org](http://www.vfw.org) for easy instructions and join now.

### **What are you most excited about for the 2015-2016 year and what would you tell members about your program?**

Personally, I am excited about the possibility of becoming a more informed, empowered and active participant in the legislative process. We are told that every vote counts, that all of our voices are important. While this is certainly true, can you imagine the impact of the combined voices of 475,000 Ladies Auxiliary members?

We have a rich history of achievements, including, to name only a few:

- Promoting and gaining the WWI Bonus
- Supporting creation of the G.I. Bill of Rights after WWII.
- Fighting for compensation for Vietnam Veterans exposed to Agent Orange.
- Encouraging elevation of the Veterans Administration to the President's Cabinet.

When we combine our voices with those of the VFW, we can positively impact a vast range of veterans issues from homelessness and suicide to military quality of life. Let your voice be heard. We can make a difference in the lives of America's veterans.

### **How can you best support your VFW Post through this program?**

We can support our local VFW Posts, and the veterans in or communities by becoming familiar with the VFW Priority Goals. These goals are released each year by the VFW, and are the focus of discussions between our national legislators and the VFW. The VFW Priority Goals are grouped into eight areas of concern:

- VA Health Care
- Suicide and Homelessness
- VA Compensation and Benefits
- Seamless Transition
- Education and Employment
- Defense and Homeland Security
- Military Quality of Life
- POW/MIA

These goals can be topics of discussion in your communities as well. Are local companies hiring veterans? Is your state sponsoring legislation to provide veterans with continuing education opportunities? Are

your hospital and clinic administrators doing all they can to ensure the best of care for our veterans? You can find VFW Priority Goals on the Ladies Auxiliary website, [www.ladiesauxvfw.org](http://www.ladiesauxvfw.org).

### What is the No. 1 way to connect with your community through this program?

Be an active participant in the legislative process. When you are working and volunteering in your communities, be a positive representative and a good example of a Ladies Auxiliary member. Become informed of veterans issues and be ready to discuss them with those who can help make policies which will enhance, honor and assist veterans in your area.

## Conference Chairmen



**BIG TEN STATES**  
Diana Rudeen  
4835 Arlington Street  
Loves Park, IL  
6111-5814



**EASTERN STATES**  
Linda Theroux  
58 Patten Road  
Merrimack, NH  
03054-3067



**SOUTHERN STATES**  
Patricia Wesley  
241 W St. Peter Street  
New Iberia, LA  
70560-3744



**WESTERN STATES**  
Melanie Palmer  
13160 S Ocotillo Drive  
Kuna, ID  
83634-2646

## Legislative Awards

### AWARDS FOR DEPARTMENTS AND DEPARTMENT CHAIRMEN:

1. Citation to each Department Chairman for participation in this program.
2. **Northern Lights Gift Certificate** to one Department Chairman in each Membership Group for the best promotion of VFW Action Corps Weekly.
3. Outstanding Performance Award in each Membership Group based on criteria listed on Page 1 and for the promotion of the Program Goals on Page 10.

### AWARD FOR NATIONAL CHAIRMEN:

**“Our Veterans – Now and Forever” Plate** to each National Chairman for participation in this program.

# Membership Ambassador



**JOYCE BILYEU**  
Membership Ambassador  
3301 U Street  
Antelope, CA  
95843-2519

## What are you most passionate about in this program and why?

I am passionate about the opportunity to build capacity for the organization. With a decline in membership, capacity building is vitally important, now more than ever. I am passionate about creating additional resources and specific tools to increase the membership of the Ladies Auxiliary VFW. I look forward to implementing activities that improve and enhance the organization's ability to achieve its mission. Now is the time to seek new and even more effective ways of making tangible progress towards increased membership.

I believe that Membership is the "life insurance" of the organization. The work that we do is one of the best benefits and legacy we can pass down to our children. It provides the 'insurance' that our veterans will be taken care of now and for generations to come.

This program gives me the opportunity to provide tools and resources to women in order to help them become leaders in their Auxiliaries and communities. It will allow me to encourage members to share their personal stories as a recruitment tool. That by sharing our experiences with others, who are going through a similar situation, creates a unique connection with that person. When we share our experiences and others see how we made it through with the support of Auxiliary Sisters, they too will be more likely to want to join your Auxiliary.

I'm passionate about this program because I have seen members increase their confidence when they are treated with respect, and being heard. When this happens it often empowers women to want to take on a leadership role in the Auxiliary such as becoming a

program chairman or co-chairman, organize an event, run for an office etc.

I am looking forward to teaching members that one of our best recruitment tools is telling others the benefits of joining the Ladies Auxiliary VFW and how it builds leadership, public speaking skills and healthy professional boundaries, teaches conflict resolution, and builds self-esteem and confidence, which empowers women to be the best they can be.

## Why are you proud to be a Ladies Auxiliary member?

I am very proud to be a Ladies Auxiliary member for many reasons but most of all it is my way of honoring my father, my son, brothers, nieces, nephews, uncles, aunts, grandparents and all of those in my family who have served this county. It is also a way to honor my mother and grandmothers who sacrificed so much by taking care of the family while dealing with the many issues our veterans brought home with them.

Being a member of the Ladies Auxiliary inspires me to be a better person. I have seen how this organization pulls together when times are hard for members. For example; I have seen Auxiliary Sisters put all their differences aside in order to offer support to a Sister who might have lost a spouse, a child, or a family member. I have seen Auxiliary Sisters come together to take care of those who have been diagnosed with cancer or other serious illnesses. I have witnessed Sisters give hope and love to those who have lost the will to live due to being so broken from grief and sadness.

I have seen members work tirelessly in the kitchens of their Posts, hold endless fundraisers, spend thousands of hours putting together packages to send to the troops, provide education in the schools, volunteer in their communities, hug and rock babies, sit at the bedside of a hospitalized veteran, and many, many more inspiring acts of kindness.

What I love the most is that members all do this because they understand that it is the right thing to do. Most people do not understand this kind of dedication and this special sisterhood we call the Ladies Auxiliary to the Veterans of Foreign Wars.

I am so proud to tell others about our organization however, I am most proud to show them this very special way of life.

### **What is the No. 1 way to connect with your community through this program?**

I personally believe that the #1 way to connect with your community is by word of mouth and by being a good role model. When others hear about all the programs and work we do AND hear our excitement and passion when we are talking about our work, they will be more motivated to want to be a part of this wonderful organization.

### **What are some resources that members should be aware of for your program?**

Resources that members should be aware of to assist them in their recruitment efforts would include:

- Daily Acts of Recruitment Calendar
- Outreach Door Hanger
- Specific National Membership Weeks (October & April)

- LAVFW Brochures
- LAVFW Website and Blog
- The “Reach Our Goal” Thermometer on the Website
- The “No Excuse...Just Recruit” Sticker/Button
- The “No Excuse...I Recruit” 5 members pin

### **How can members best support their VFW Post through this program?**

Recruiting should be a partnership between the VFW and Auxiliary. Members should work side by side with the VFW in all programs, especially the Membership Program. Our Ladies Auxiliary to the Veterans of Foreign Wars should be at least twice the membership of the VFW. For every eligible VFW member there are at least two to three members connected to that veteran who would be eligible to join the Ladies Auxiliary. Members should support the VFW in their recruitment efforts in order to get connected to that veterans eligible family members, i.e. daughter, mother, grandmother etc.

## Conference Chairmen



**BIG TEN STATES**  
Marilyn Malick  
15903 Venice Avenue  
Clinton Township, MI  
48035-2156



**EASTERN STATES**  
Bonnie Eichelberger  
7820 Loop Road  
Alexandria, PA  
16611-2408



**SOUTHERN STATES**  
Leona McDermott  
4444 Royal Fern Way  
Palm Beach Gardens, FL  
33410-6113



**WESTERN STATES**  
Jennifer Viestenz  
3031 Banner Road SE  
Port Orchard, WA  
98366-8837

# Membership Awards

**All monetary awards for Auxiliaries and Departments will be sent via electronic funds transfer.**

## MEMBER AWARDS

### 1. “No Excuse...I Recruit Pin”

Each Ladies Auxiliary or VFW Post member who **secures 5 new members** (not rejoined) will receive this pin. The official “No Excuse... I Recruit” form should be sent to National Headquarters for verification. The forms will be accepted all year long with a due date of May 31, 2016. Department Treasurers are not eligible.

### 2. “National Membership Achievement Award”

a. Each Ladies Auxiliary or VFW Post member who **secures 20 new members** (not rejoined) from July 1, 2015, to April 30, 2016, with the official form received at National Headquarters no later than May 31, 2016, will be honored with a National Membership Achievement Award; which will be presented at the National Convention in 2016. Department Treasurers are not eligible.

b. Each Ladies Auxiliary or VFW Post member who **secures 40 new members** (not rejoined) from July 1, 2015, to April 30, 2016, with the official form received at National Headquarters no later than May 31, 2016, will receive a gift from the National President at the National Convention in 2016. Department Treasurers are not eligible.

### 3. “Symbol of Service Award”

Awarded to only **one** Auxiliary member who recruits the **most NEW members** (not rejoined) by May 31, 2016 will receive a “Symbol of Service” award with the member’s name on it alongside the name of an honored veteran. The award will be presented at the 2016 National Convention. If the awardee is not present, the award will be mailed to the Department for presentation. Department Treasurers are not eligible. (If two or more members qualify for this award, their names will go into a drawing.)

## AUXILIARY AWARDS

*(Includes Foreign-based Auxiliaries.)*

Based on June 30, 2015, total membership

1. \$30 and a national citation to each Ladies Auxiliary, and a “No Excuse...I Recruit Pin” for the Auxiliary President for reaching 101% by June 30, 2016.
2. Auxiliaries reaching 101% by June 30, 2016 will be entered into a drawing for 12 awards of \$250 each, which will be announced at the 2016 National Convention.
3. The Auxiliary Treasurer’s name will be put into a drawing for one \$100 gift certificate to the VFW Store for those Auxiliaries reaching 101% by June 30, 2016.

## DEPARTMENT AWARDS

### • “Department Quarterly Goal Awards”

The following Department awards are based on June 30, 2015, membership totals, including new, continuous and Life Members. Departments who reach the following quarterly goals will receive the quarterly award (Membership must be received by the date listed below):

#### FIRST QUARTER

**Sept. 30, 2015**

Reach: **80%**

Receive: **\$250**

#### SECOND QUARTER

**Dec. 31, 2015**

Reach: **90%**

Receive: **\$300**

#### THIRD QUARTER

**March 31, 2016**

Reach: **95%**

Receive: **\$500**

#### FOURTH QUARTER

**May 31, 2016**

Reach: **100+%**

Receive: **\$1,000**

### BONUS AWARD

**June 30, 2016**

Reach: **101+%**

Receive Additional: **\$500**

- Maximum of **\$2,550** to the Department for all the above goals reached within the specified date.
- Each Department President, Treasurer and Membership Chairman will receive the “Mushing to Success Bracelet” at National Convention.
- When a Department reaches **80%**, they may attach the Dogsled Charm.
- When a Department reaches **90%**, they may attach the Eskimo Doll Charm.
- When a Department reaches **95%**, they may attach the Polar Bear Charm.
- When a Department reaches **100% Plus**, they may attach the Northern Lights Charm.
- **“Our Veterans – Now & Forever” Plate** to each Department Treasurer and Membership Chairman whose Department attains **100% Plus** membership, received at National Headquarters by May 31, 2016.

#### **AWARDS FOR DEPARTMENT PRESIDENTS**

1. Membership Achievement Medallion to each Department President whose Department achieves **100% Plus** by June 30, 2016, based on June 30, 2015, membership totals. (100% Plus is anything above 100.00%.)

#### **AWARDS FOR DEPARTMENT MEMBERSHIP CHAIRMEN**

1. *Northern Lights Gift Certificate* to the Department Membership Chairman in each membership group with the best promotion of National Membership Week held during October 18-24, 2015, and April 10-16, 2016.

#### **AWARDS FOR NATIONAL CHAIRMEN**

1. **“Our Veterans – Now and Forever” Plate** to each Conference Chairman for participation in this program.

# Ladies Auxiliary VFW Membership Member Awards

**“NO EXCUSE...I RECRUIT PIN”:** Each Ladies Auxiliary or VFW Post member who secures 5 or more new or reinstated members will receive this special pin. The official form should be sent to National Headquarters for verification. The forms will be accepted all year long with a **due date of May 31, 2016**. Those members who wear their No Excuse...I Recruit Pin to national events during 2015-2016 may be eligible for special awards and prizes. **Only one pin per member or VFW member.** Department Treasurers are not eligible for this award.

PLEASE TYPE OR PRINT ALL INFORMATION

Recruiter's Name \_\_\_\_\_ Member ID# \_\_\_\_\_ Aux. No. \_\_\_\_\_

Recruiter's Address \_\_\_\_\_  
Street Address City State Zip Code

NUMBER	AUXILIARY NUMBER	MEMBER NAME	NEW OR REINSTATED	DATE ACCEPTED
1				
2				
3				
4				
5				

**Completed form must be received by National Headquarters by May 31, 2016.**

Mail form to:

Ladies Auxiliary VFW  
 ATTN: Membership Awards  
 406 West 34th Street, 10th Floor  
 Kansas City MO 64111

# Ladies Auxiliary VFW Membership Member Awards

**NATIONAL MEMBERSHIP ACHIEVEMENT AWARD:** Each Ladies Auxiliary or VFW Post member who secures 20 new members from July 1, 2015, to April 30, 2016, with the official form received at National Headquarters **no later than May 31, 2016**, will be honored with a National Membership Achievement Award, which will be presented at the National Convention in 2016. Department Treasurers are not eligible.

PLEASE TYPE OR PRINT ALL INFORMATION

Recruiter's Name \_\_\_\_\_ Member ID# \_\_\_\_\_ Aux. No. \_\_\_\_\_

Recruiter's Address \_\_\_\_\_  
Street Address
City
State
Zip Code

NUMBER	AUXILIARY NUMBER	MEMBER NAME	NEW OR REINSTATED	DATE ACCEPTED
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				
11				
12				
13				
14				
15				
16				
17				
18				
19				
20				

*Completed form must be received by National Headquarters by May 31, 2016.*

Mail form to:  
**Ladies Auxiliary VFW**  
**ATTN: Membership Awards**  
**406 West 34th Street, 10th Floor**  
**Kansas City MO 64111**

# Scholarships Ambassador



**KIM LEWIS**  
Scholarships Ambassador  
6090 Foxcroft Court  
Morrow, GA  
30260-1068

## What are you most passionate about in this program and why?

How wonderful it is to know every student who enters these scholarship contests will think about patriotism, our veterans and our country, some maybe for the first time. Whether it's through their Patriotic Art, their Voice of Democracy audio essay or their written Patriot's Pen entry, patriotism will be inspired in our youth. Even when applying for the Continuing Education Scholarship, they can't help but think about the wonderful patriotic organization that made this scholarship award possible.

Think about all the financial support the winning students can receive starting with the sponsoring VFW and Ladies Auxiliary, the District, the Department and at the National level. Hosting awards banquets also offers these students the opportunity to be recognized and present their essays in front of an audience, your members. Our Department's Voice of Democracy winner emailed me after her Freedom Foundation trip to Valley Forge, which is offered to all Department winners. She said, "This contest and program have impacted my life tremendously, from growing as a student, public speaker, leader and citizen, to creating everlasting memories and friendships." What wonderful opportunities we provide for this nation's future, our youth.

## What experience do you have in this program?

I've been the Voice of Democracy, Patriot's Pen and Young American Patriotic Art Chairman for my Ladies Auxiliary for many years. I so enjoy being able

to read and hear countless entries in these scholarship opportunities and see patriotism expressed through art. I've also served as my District Chairman for many years and served as the Department Voice of Democracy and Patriot's Pen Chairman.

## If you could talk to every Auxiliary member at one time, what would you tell them about your program?

We do a great job of working with our VFW promoting the Voice of Democracy and Patriot's Pen Scholarship contests. Continue reaching out to not only your schools but local Scouting groups, JROTC units, youth athletic and church groups, your neighbors, co-workers, family, your hairdresser, etc. This list is endless. We need to provide these wonderful scholarship opportunities to as many students as possible.

We don't seem to put that same effort into advertising the Ladies Auxiliary VFW Young American Patriotic Art and the Continuing Education Scholarship contests. When we promote these contests, we really need to target specific audiences.

**Young American Patriotic Art** – It's getting harder and harder to find formal art classes in the high schools, so how do you find those young artists? Do you have an art gallery in your community that displays the work of local artists? If so, they probably work with youth artists in your community. Ask for their help getting the information out. Talk to the manager at a local arts and crafts store. Tell them about the contest and the financial and scholarship opportunities available. Ask if you can put up a Patriotic Art Poster and leave some brochures with your contact information.

**Continuing Education Scholarship** – This scholarship is for members and their immediate family only. It can provide financial assistance to you or your spouse, son or daughter to pursue a college degree or attend a career-focused technical school. The screening criteria include the student's financial needs. Advertise this to your members and include information in your newsletters. Seek out that members who might be eligible.

## What are some resources that members should be aware of for your program?

Almost everything you need for these scholarship contests can be found on the Ladies Auxiliary website: [www.ladiesauxvfw.org](http://www.ladiesauxvfw.org), click on **Programs**, then **Scholarships**. All of the applications are at [www.ladiesauxvfw.org](http://www.ladiesauxvfw.org), click on **Programs** then **Resources**. Here you will find Patriotic Art Helpful Hints and downloadable Patriotic Art Posters to advertise the contest in your community. Get the attention of students in your area with these posters.

- ♦ **Ladies Auxiliary VFW Program Blogs**, up-to-date information and ideas, [lavfwprograms.blogspot.com](http://lavfwprograms.blogspot.com).
- ♦ **VFW Store** for brochures and award certificates.

## Why are you proud to be a Ladies Auxiliary member?

I did not grow up in a military family and was not eligible to join the Ladies Auxiliary VFW until I married at 40 years old. But I worked for the Army as a civilian for 36 years and spent the majority of my career working with the active fighting force, preparing them to deploy securely for what began the Global War on Terrorism. I worked side by side with many of these soldiers and had a bond with them and their families. I'm proud to be a member of the Ladies Auxiliary VFW because of what we do to serve our veterans, their families and our community. It's my way of thanking my husband and the soldiers I worked with for the sacrifices they made.

## Conference Chairmen



**BIG TEN STATES**  
Jane Walker  
600 N Market Street  
East Palestine, OH  
44413-2160



**EASTERN STATES**  
Frances Turner  
386 Graham Branch Road  
Seaford, DE  
19973-6239



**SOUTHERN STATES**  
Penny Cacoulidis  
176 Fountain Grove Drive  
Raeford, NC  
28376-5012



**WESTERN STATES**  
Ethel Maske  
326 N Seneca  
Wichita, KS  
67203-5922

## Scholarships Awards

### AWARDS FOR DEPARTMENTS AND DEPARTMENT CHAIRMEN:

1. Citation to each Department Chairman for participation in this program.
2. **Northern Lights Gift Certificate** to one Department Chairman in each Membership Group for the best promotion of the Young American Creative Patriotic Art Contest.
3. Outstanding Performance Award in each Membership Group based on criteria listed on Page 1 and for the promotion of the Program Goals on Page 14.

### AWARD FOR NATIONAL CHAIRMEN:

**“Our Veterans – Now and Forever” Plate** to each National Chairman for participation in this program.

# Veterans & Family Support Ambassador



## **LAURIE DALE**

Veterans & Family Support  
Ambassador  
619 Front Street  
Kenyon, MN  
55946-1348

### **What experience do you have in this program?**

I served as Veterans & Family Support Chairman for the Department of Minnesota as Department Senior Vice-President in 2012-2013 and received the Runner-up Outstanding Chairman award for Group 11. I am an active member when it comes to the Buddy Poppy portion of this program and I am the person at our local Post in Kenyon, Minn., who solicits donations for Poppy Cards in all local businesses and in the Post Home. I am also very active in our major fundraising each year for the National Military Services and now the National Veterans Service portion of the program. I cook monthly meals for a local senior citizens group and help organize our annual wine and beer tasting fundraiser, and all funds are used for these two programs.

### **What is the No. 1 way to connect with your community through this program?**

Every community has veterans and family members of veterans, and the Buddy Poppy is a great way to reach everyone in your community. You need to get the word out and really tell the story of the Buddy Poppy. I like the fact that we are going to do that on the national level by really going through the process of assembly to the person distributing Buddy Poppies on the street. We can tell the history and story of the Buddy Poppy in so many forms of media. Local newspapers, radio, TV, a storefront display, Facebook, etc. If we educate the public about the Buddy Poppy and the ways we assist veterans with the monies raised from this promotion, really put a face on it, I think people will respond favorably and have a better understanding just what the VFW and Ladies Auxiliary VFW do.

### **How can members best support their VFW Post through this program?**

There has to be cooperation among the Post and Ladies Auxiliary on every aspect of this program, but the one thing that stands out is to assist the Post with the National Veterans Service. This is really the core of why we are here, to assist veterans. If we can help our Posts get the word out about what NVS can do to help our veterans, our mission will have succeeded. The VFW Service Officers are an immeasurable asset, recovering VA benefits and working to ensure our veterans receive quality health care. We should be assisting the Post by getting the word out to all entitled to these benefits. Set up a committee and contact members to ensure they know they are entitled to this help. We know that all of our members don't attend meetings, so contact them by mail or phone; we can extend the hand of help and friendship to these veterans who may need some assistance. After all, isn't this really our mission?

### **How can you involve families through this program?**

The VFW National Home for Children is a great place that we can get families involved. This place is a hidden gem and I don't know how many people outside the VFW even know about it and what it has to offer. I was so impressed with the National Home when I visited as Department Junior Vice-President; I walked away with a full heart knowing what good things are happening there. If we can share the story of the National Home with our communities, we will show another side to the VFW and Ladies Auxiliary VFW that many have never seen. Showing that we are a family organization can inspire other community members and I think if you have a fundraiser of some type for the National Home, you could approach local groups to assist you with it. Contact scouting groups, church groups, school booster clubs and get the information about the National Home to them and see if they would be interested in doing an event with your VFW and Ladies Auxiliary.

### Why are you proud to be a Ladies Auxiliary member?

The reason I am most proud to be a member is that I am honoring the service and sacrifice of my family members who have served in the armed forces. There is no better way that I can say thank you to them than

by serving our veterans, active-duty military and their families today. I think that each of my family members who served would be proud of what I have done as a member of the Ladies Auxiliary. You really need to have a servant's heart to be a member of this great organization.

## Conference Chairmen



**BIG TEN STATES**  
Betty Arnold  
11510 State Route M  
Ste. Genevieve, MO  
63670-8601



**EASTERN STATES**  
Lyn MacArthur  
4803 Seven Trails Circle  
Aberdeen, MD  
21001-2628



**SOUTHERN STATES**  
Lee Harris  
9851 Gilchrist Drive  
Seffner, FL  
33584-2653



**WESTERN STATES**  
Iona Kline  
658 S 57th Street  
Space 28  
Springfield, OR  
97478

## Veterans & Family Support Awards

### AWARDS FOR DEPARTMENTS AND DEPARTMENT CHAIRMEN:

1. Citation to each Department Chairman for participation in this program.
2. *Northern Lights Gift Certificate* to one Department Chairman in each Membership Group for the best promotion the "Veterans Behind the Buddy Poppies."
3. Outstanding Performance Award in each Membership Group based on criteria listed on Page 1 and for the promotion of the Program Goals on Page 16.

### AWARD FOR NATIONAL CHAIRMEN:

**"Our Veterans – Now and Forever" Plate** to each National Chairman for participation in this program.

# Youth Activities Ambassador



**JOAN PENNEY**  
Youth Activities  
Ambassador  
16740 NW 126th Street  
Platte City, MO  
64079-7223

## **What are some resources that members should be aware of for your Program?**

AmeriCorps, Job Corps, FFA, 4-H, American Heritage Girls, ROTC, Boy Scouts, Girl Scouts, place of worship youth groups, school mentor programs. What do all of these have in common? YOUTH!

Young people eager to partner with the Ladies Auxiliary and VFW for the betterment of our communities and the expansion of Youth Programs.

## **How can you involve families through this program?**

Involvement of the ENTIRE family is the future of our organization. Let's focus on all youth and the community as a whole. Many families welcome the opportunity to volunteer not only to improve their community but also to teach their kids the importance of giving back. All we have to do is ask!

## **What is the No. 1 way to connect with your community through this program?**

Community Activities Fairs: Invite veterans who are residents at nursing homes, National Guard members, Family Readiness Group (FRG), Veterans

Service Officers (VSO), elected officials, anyone and everyone. Not only does a Community Activities Fair connect us to the community but gives an invaluable opportunity to show who we are and what we offer. Have representatives from each program, Veterans & Family Support, Americanism, Hospital, Legislative, Membership, Scholarships and Youth Activities. What better time to tie in a drive for care packages, letters to veterans, show proper respect to the U.S. Flag by demonstrating a flag retirement ceremony, membership drive, recordings of past scholarship winners, games for the kids, etc. Show the community that we are more than bingo, karaoke or pull tabs.

## **What are you most passionate about in this program?**

Today's youth are the future of our nation. I embrace the idea we could have a direct impact on the life of a young person by demonstrating good citizenship and encouraging our youth to become responsible adults through serving our country, communities and veterans.

## **Why are you proud to be a Ladies Auxiliary member?**

There is a long, proud heritage of service in my blood. I am a military brat from birth, my father served 31 years in the Army. My husband is a 22-year veteran and our three sons have all worn the uniform to defend our country. My daughter-in-law and oldest grandson currently serve. It is my honor and obligation to serve not only "my" veterans but all veterans. It is my charge to show true patriotism, pledge my allegiance to my country, cherish and honor every freedom veterans have fought and died for. It is my task to love, show kindness and serve with a true heart.

## Conference Chairmen



### **BIG TEN STATES**

Gloria Faulk  
40 Heather Drive  
Indianapolis, In  
46214-3901



### **EASTERN STATES**

Lorraine Cannon  
251 Atlantic Street #52  
Keyport, NJ  
07735-2031



### **SOUTHERN STATES**

Patricia Kemp  
4700 London Circle  
Orange, TX  
77632-1416



### **WESTERN STATES**

Lori Norby  
6641 Monarch Court  
Casper, WY  
82604-5439

## Youth Activities Awards

### **AWARDS FOR DEPARTMENTS AND DEPARTMENT CHAIRMEN:**

1. Citation to each Department Chairman for participation in this program.
2. *Northern Lights Gift Certificate* to one Department Chairman in each Membership Group for the best promotion of Youth Supporting Our Veterans Citations.
3. Outstanding Performance Award in each Membership Group based on criteria listed on Page 1 and for the promotion of the Program Goals on Page 18.

### **AWARD FOR NATIONAL CHAIRMEN:**

**“Our Veterans – Now and Forever” Plate** to each National Chairman for participation in this program.



# Americanism

## 2015-2016 YEAR-END REPORT

SUBMIT TO YOUR DEPARTMENT PRESIDENT BY MAY 1, 2016

Department \_\_\_\_\_ Number of Ladies Auxiliaries Participating \_\_\_\_\_

1. Number of Ladies Auxiliaries conducting special programs on patriotic holidays? \_\_\_\_\_
2. Number of Ladies Auxiliaries participating in POW/MIA programs? \_\_\_\_\_  
Number of POW/MIA flags presented (at least 2" x 3" or larger)? \_\_\_\_\_
3. Number of American Flags presented (at least 2" x 3" or larger)? \_\_\_\_\_
4. Number of Ladies Auxiliaries participating in the Smart/Maher National Citizenship Education Teacher Award? \_\_\_\_\_
5. Number of certificates presented to businesses or citizens in recognition of their displaying the U.S., POW/MIA flags or other displays of American pride? \_\_\_\_\_
6. How many Ladies Auxiliaries in your Department promoted Americanism through any media? \_\_\_\_\_
7. How many Auxiliaries promoted Military Suicide Awareness? \_\_\_\_\_

Signed \_\_\_\_\_  
Department Chairman

Conference \_\_\_\_\_

Address \_\_\_\_\_

E-Mail \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone Number ( \_\_\_\_\_ ) \_\_\_\_\_



# Chief of Staff

## 2015-2016 YEAR-END REPORT

SUBMIT TO YOUR DEPARTMENT PRESIDENT BY MAY 1, 2016

Department \_\_\_\_\_

1. How many Ladies Auxiliaries did you use the Health Checkup with? \_\_\_\_\_

2. How many Ladies Auxiliaries received a Certificate of Good Health? \_\_\_\_\_

3. How many Ladies Auxiliaries used the Auxiliary Meeting Clinic Resources? \_\_\_\_\_

4. How did you make Ladies Auxiliaries aware of new tools like the Health Checkup, the Certificate of Good Health and the Meeting Clinic?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

5. How many times was publicity used for revitalizing or forming a Ladies Auxiliary? \_\_\_\_\_

Signed \_\_\_\_\_  
Department Chairman

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Conference \_\_\_\_\_

E-Mail \_\_\_\_\_

Phone Number ( \_\_\_\_\_ ) \_\_\_\_\_



# Hospital

## 2015-2016 YEAR-END REPORT

SUBMIT TO YOUR DEPARTMENT PRESIDENT BY MAY 1, 2016

Department \_\_\_\_\_ Number of Ladies Auxiliaries Participating \_\_\_\_\_

1. Number of Ladies Auxiliary members volunteering in all VA facilities and non-VA facilities.  
Number of Volunteers \_\_\_\_\_ Total Hours \_\_\_\_\_
2. Number of new volunteers recruited. Adults \_\_\_\_\_ Youth \_\_\_\_\_
3. Number of Ladies Auxiliaries sponsoring/conducting an event or activity  
in a medical facility: \_\_\_\_\_
4. Total amount spent on all Hospital projects: \_\_\_\_\_
5. Number of applicants submitted to the Department for the Outstanding  
Hospital Volunteer of the Year Award: \_\_\_\_\_
6. How many Auxiliaries promoted Military Suicide Awareness? \_\_\_\_\_
7. How many Auxiliaries recognized volunteers throughout the year? \_\_\_\_\_
8. How did your Department use publicity and/or media to recruit volunteers and  
involve the community?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Signed \_\_\_\_\_ Department Chairman  
Address \_\_\_\_\_ E-Mail \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Phone Number ( \_\_\_\_\_ ) \_\_\_\_\_



# Legislative

## 2015-2016 YEAR-END REPORT

SUBMIT TO YOUR DEPARTMENT PRESIDENT BY MAY 1, 2016

Department \_\_\_\_\_ Number of Ladies Auxiliaries Participating \_\_\_\_\_

1. How did your Department promote the VFW Priority Goals?

\_\_\_\_\_  
\_\_\_\_\_

2. How did your Department encourage members to communicate with legislators on veterans' issues?

\_\_\_\_\_  
\_\_\_\_\_

3. How many members subscribed to *Checkpoint* Newsletter? \_\_\_\_\_

4. How many members signed up for *VFW Action Corps*? \_\_\_\_\_

5. How did your Department communicate pending legislation and special legislative alerts?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

6. Number of contacts made by members personally to legislators on veterans' issues:

Personal Contacts: \_\_\_\_\_ E-mails: \_\_\_\_\_ Faxes: \_\_\_\_\_

Letters: \_\_\_\_\_ Phone Calls: \_\_\_\_\_

Signed \_\_\_\_\_  
Department Chairman

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Conference \_\_\_\_\_

E-Mail \_\_\_\_\_

Phone Number ( \_\_\_\_ ) \_\_\_\_\_



# Scholarships

## 2015-2016 YEAR-END REPORT

SUBMIT TO YOUR DEPARTMENT PRESIDENT BY MAY 1, 2016

Department \_\_\_\_\_ Number of Ladies Auxiliaries Participating \_\_\_\_\_

### YOUNG AMERICAN CREATIVE PATRIOTIC ART CONTEST

1. Number of Ladies Auxiliaries participating in promotion of the Patriotic Art Contest: \_\_\_\_\_
2. Number of Ladies Auxiliaries submitting an entry: \_\_\_\_\_
3. Number of students who submitted an entry to the Auxiliaries: \_\_\_\_\_
4. Number of entries judged on the Department level: \_\_\_\_\_
5. Total dollar amount awarded by Department and Ladies Auxiliaries: \$ \_\_\_\_\_

### CONTINUING EDUCATION SCHOLARSHIP

1. How many Ladies Auxiliaries participated in the Continuing Education Scholarship? \_\_\_\_\_  
(i.e. distributed applications, publicized/promoted program, etc.)
2. How did your Department publicize/promote the Continuing Education Scholarship?  
\_\_\_\_\_  
\_\_\_\_\_

### VOICE OF DEMOCRACY CONTEST

1. How many Ladies Auxiliaries assisted their Posts in conducting the contest? \_\_\_\_\_
2. How many Ladies Auxiliaries participated without having an entry? \_\_\_\_\_  
Number of members involved \_\_\_\_\_ Numbers of hours volunteered \_\_\_\_\_

### PATRIOT'S PEN CONTEST

1. How many Ladies Auxiliaries assisted their Posts in conducting the contest? \_\_\_\_\_
2. How many Ladies Auxiliaries participated without having an entry? \_\_\_\_\_  
Number of members involved \_\_\_\_\_ Numbers of hours volunteered \_\_\_\_\_

How many Ladies Auxiliaries publicized these contests within their communities? \_\_\_\_\_

How many Auxiliaries hosted/co-hosted an awards ceremony to recognize awardees and participants in these contests? \_\_\_\_\_

Signed \_\_\_\_\_ Department Chairman Conference \_\_\_\_\_  
Address \_\_\_\_\_ E-Mail \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Phone Number ( \_\_\_\_\_ ) \_\_\_\_\_



# Veterans & Family Support

## 2015-2016 YEAR-END REPORT

SUBMIT TO YOUR DEPARTMENT PRESIDENT BY MAY 1, 2016

Department \_\_\_\_\_ Number of Ladies Auxiliaries Participating \_\_\_\_\_

1. How many Ladies Auxiliaries hosted/co-hosted with VFW fundraising activities for National Veterans Service? \_\_\_\_\_
2. How many Ladies Auxiliaries hosted/co-hosted with the VFW fundraising activities for National Military Services? \_\_\_\_\_
3. How many Ladies Auxiliaries provided aid to veterans, active-duty military and/or their families? (i.e., meals, transportation, cards, packages, donations, etc.) \_\_\_\_\_  
Total Donations: \$ \_\_\_\_\_  
No. of veterans/military personnel assisted: \_\_\_\_\_
4. How many Ladies Auxiliaries promoted and/or made donations to the VFW National Home? \_\_\_\_\_  
Amount Donated: \$ \_\_\_\_\_
5. How many Ladies Auxiliaries promoted/used the Buddy Poppy throughout the year? \_\_\_\_\_  
How many Buddy Poppy drives were held by Ladies Auxiliaries? \_\_\_\_\_
6. How many Ladies Auxiliaries participated in and/or sponsored events or projects for homeless veterans? \_\_\_\_\_
7. How many Auxiliaries promoted the Help-A-Hero Scholarship? \_\_\_\_\_
8. How many Ladies Auxiliaries promoted the VFW National Home Military and Veteran Family Helpline? \_\_\_\_\_

Signed \_\_\_\_\_ Department Chairman  
Address \_\_\_\_\_ E-Mail \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Phone Number ( \_\_\_\_\_ ) \_\_\_\_\_



# Youth Activities

## 2015-2016 YEAR-END REPORT

SUBMIT TO YOUR DEPARTMENT PRESIDENT BY MAY 1, 2016

Department \_\_\_\_\_ Number of Ladies Auxiliaries Participating \_\_\_\_\_

1. How many Ladies Auxiliaries publicized Youth Groups Supporting Our Veterans Citations? \_\_\_\_\_
2. How many different youth groups did Ladies Auxiliaries work with during the year? \_\_\_\_\_  
Estimated number of youth involved: \_\_\_\_\_
3. How many Auxiliaries promoted or used the Random Acts of Patriotism program? \_\_\_\_\_  
How many R.A.P. cards did they distribute? \_\_\_\_\_  
How many R.A.P. coins did they distribute? \_\_\_\_\_

Signed \_\_\_\_\_ Department Chairman  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Conference \_\_\_\_\_  
E-Mail \_\_\_\_\_  
Phone Number ( \_\_\_\_\_ ) \_\_\_\_\_

