

## DEPARTMENT CONVENTION PUBLIC RELATIONS COMMITTEE MEETING

June 29, 2012

The meeting of the Department Convention Public Relations Committee was called to order by Ron Pearson, Chairman at 8:30 a.m. in the Prairies Room IV of the Radisson Hotel in Kalamazoo, Michigan.

**DISTRICTS:** 4<sup>TH</sup>, 8<sup>TH</sup>, 9<sup>TH</sup>, 10<sup>TH</sup>, 12<sup>TH</sup>, 16<sup>TH</sup>, 18<sup>TH</sup> were present.

**GUESTS:** 7 present

Ron Pearson elected as chairman and Don Mraz elected as secretary.

**MINUTES:** The minutes from Winter Meeting were read and accepted. Motion carried.

**NEW BUSINESS:** Mark Sutton, Department Public Relations Director will be attending every District to hold a class on public relations, 100% membership and all American Legion programs.

**NEWS**— report all news of everything we do.

Still working on website and newspaper changes.

Working on my VA benefits.org.

Replace “We tried that” and get younger members for Posts.

Buddy to Buddy Program that U of M puts on a benefits seminar for veterans learning about what benefits and services available to them.

Discussed public relations school in the fall.

Buffalo Wild Wings will have a promotional for were 15% of sales goes to the Legion. Provide adds, pictures, and send information to home office, Post made \$4-\$500 in 3 hours.

Applebees worked well with the Legion selling poppies at the the restaurant. Had applications present and Legion representation to be able to answer questions.

Online courses for public relations are on National’s site.

Posts can have a list of their events to the public by placing a calendar of events on their websites.

Sponsorship for 4 event golf outings are Jacobetti Home for Vets, Grand Rapids Home for Vets, Fort Custer National Cemetery and Great Lakes in Holly, MI.

Contact the Navy Football game this fall to assist in promoting.

**ADJOURNMENT:** There being no further business to come before this committee, it was moved and supported that the meeting be adjourned at 9:30 a.m.

RESPECTFULLY SUBMITTED,

A handwritten signature in cursive script that reads "Ron Pearson".

RON PEARSON, Chairman