



MALPA

Michigan American Legion Press Association

Member of NALPA

Joe Hollomon, Editor

E-mail articles for submission to: sal459jh@yahoo.com

Mail articles for submission to: Joe Hollomon, 510 College Ave NE #103, Grand Rapids, MI 49503

INSIDE THIS ISSUE

PAGE 1

PRESIDENT'S REPORT
SECRETARY'S REPORT

PAGE 2

A MESSAGE FROM NATIONAL
COMMANDER CLARENCE HILL

2009-2010 OFFICERS

PRESIDENT:

Nedra Beal

VICE-PRESIDENT:

Bob Drebenstedt

SECRETARY:

Kay Bauer

TREASURER:

Shannon Wawruck

CHAPLAIN:

Margo Liebau

MALPA PRESIDENT

Nedra Beal

Unbelievable, but it's almost Convention time again!
Time sure does fly whether you're having fun or not.

This is our first newsletter with Joe Hollomon as
Editor. Thank you Joe for volunteering. I'm looking
forward to a great year of interesting newsletters.

Welcome to Bob Drebenstadt who was voted in as
Vice President to replace Tim Rollin whose resigna-
tion we sadly accepted.

Our Convention meeting is our election meeting.
Treasurer Shannon Wawruck will be moving to
Alaska soon, so will be unable to accept the treas-
urer's job again this year. Please consider running
for this position. Shannon has got everything set up
so that the job is not time-consuming.

(continued on page 2)

MALPA SECRETARY

Kay Bauer

First of all, I would like to welcome Joe Hollomon
aboard as our new Newsletter Editor. Good luck,
Joe!!! Remember: please notify me if there are any
recent changes in your name, address, phone num-
ber, e-mail address, etc. My phone number is (810)
664-5513. You may reach me via e-mail at
godisgood1938@att.net. If you have not paid your
2009-2010 dues please do so—by doing this we can
reach an all time high in membership. Looking for-
ward to seeing you at the MALPA meeting June 19th.

(MALPA President continued)

Also, since the Convention meeting is the beginning of our year, DUES ARE DUE. If you won't be able to attend the meeting, please send your dues (\$5.00) with a friend. Be sure to tell Secretary Kay if there is a change in your address, phone number or email. She works extremely hard to keep our membership list current but she cannot do it without your assistance.

Since the hotel will not allow us to bring our own food into a meeting room; we will once again be meeting in my room. I've booked two adjoining rooms. I won't have the room numbers until I arrive at Convention. There will be flyers on the registration table listing our room number. We will start the meeting at 12:00 noon on Saturday. The room will be open by 11:30. Remember, in addition to your \$5.00 yearly dues, a \$5.00 quarterly Executive Member membership entitles you to lunch during our meeting.



THE POWER OF THE AMERICAN LEGION FAMILY

by National Commander—Clarence Hill

May 1, 2010

(as taken from The American Legion Magazine, May 2010)

The American Legion family delivered a message in February. But we didn't speak. We roared. How else does one explain how, with little advance notice, American Legion posts, Auxiliary units, Sons of The American Legion squadrons and American Legion Riders chapters rallied their members, spread the word and generated the votes needed for Operation Comfort Warriors to finish first among 729 competing charities in Pepsi's Refresh Everything Project? The result: an additional \$250,000 to purchase comfort items for men and women recovering in U.S. military hospitals and warrior-transition units around the globe.

Veterans have always been a determined lot, but there was something new added to this equation: the power of social media. As my Twitter followers and Facebook friends can attest, I have been preaching this gospel since before my days as National Commander. The Refresh Everything Project, however, proved my theory true.

Although The American Legion nominated Operation Comfort Warriors for the contest in mid-January, we didn't learn until Feb. 1 - the first day of Internet voting - that the program had passed all the necessary qualification hurdles. By Feb. 3, we had rocketed from 27th place to second. By the final weekend of the month, we were on top.

We relied on our Web site, the Online Update, the Dispatch and external media. The American Legion Auxiliary fired off an e-mail blast. So did our friends in Legion Riders. Departments linked to the Refresh Everything Web site and reminded people to vote for OCW. American Legion family newspapers and newsletters published announcements. **Facebook friends** chatted. People Tweeted and re-Tweeted. By the middle of February, I Googled "Pepsi and American Legion" and found page after page of posts encouraging people to vote for this great program.

Getting the word out quickly has always been a challenge for an organization as large as The American Legion. With 55 autonomous departments and more than 14,000 equally autonomous posts, reaching our rank and file requires more than simply flicking a switch. Yet the word did get out, and enough people voted daily for us to finish first.

Look for our next MALPA newsletter following Department Convention