

Good of the Legion

Items to share with your post members at your next post meeting or to display on the bulletin board.

REMINDER: Eagle Scout \$1,000 Scholarship Applications Due March 1st

Boy scouts who are members of an American Legion, Department of Michigan post troop and have obtained the level of eagle scout or are the descendant of American Legion members may apply. The winner at the department level receives a \$1,000 scholarship and is advanced to the national level for consideration for Eagle Scout of the Year and a \$10,000 scholarship. Application is available online at www.michiganlegion.org/scouting.

Boys State and Student Trooper Update:

Boys State: The Boys State Committee met via Zoom on Wednesday, January 26th, to discuss the 2022 Boys State program. I am happy to report that they are going full steam ahead with plans for an IN-PERSON session at Grand Valley State University. As we get closer to June more information will be provided as to what restrictions/policies the Boys State attendees and staff will be required to follow by the university. All the high schools in Michigan have been mailed a copy of the Boys State application and a flyer so please reach out to your local high school to see if they have any young men in their junior class interested in attending Boys State in June.

Student Trooper: For the third consecutive year our partners at the Michigan State Police have decided to cancel all their youth programs for the summer. This means that there will be **NO** 2022 Student Trooper program in July. The State Police did discuss alternatives to the camp but ultimately they decided that none of the alternatives would provide the same experience as an in-person camp. With that said, we will be working on possible dates for the 2023 Student Trooper program and those will be announced in late September to early October of this year.

Membership Quick Tips From Department:

Tip 1- If sending in a deceased member fill out and send in either the card or member data form, not both.

Tip 2 - It is easy to notify Department of deceased members or address changed if you simply email their ID# to member@michiganlegion.org.

Tip 3- When filling in the DOB section on the card to be processed for membership, you need to provide the full date of birth not an abbreviated one. For example, 01-01-1922 (good one) 01-01-22 (not sufficient one because the year could be either 19 or 20).

Tip 4- Mylegion.org doesn't provide the ability to update a member's continuous years. Posts will need to either provide the continuous years on a membership data form to Dept. or email member@michiganlegion.org.

Michigan Junior Shooting Sports

The American Legion Junior Shooting Sports Program is a gun safety education and marksmanship program that encompasses the basic elements of safety, education, enjoyment and competition. Shooters use the .177 caliber air rifle. Both males and females can participate, through Legion sponsorship; disabled youth are encouraged to join, as competitive shooting is a sport that creates an equal playing field for all competitors.

There is an annual 3-Position Junior Air Rifle National Championship which is a tournament that begins with postal matches. State and/or regional champions are determined and advance to a qualification round (also a postal match) to determine the athletes who will earn expense-paid trips to compete in the national championship. The national championship is a shoulder-to-shoulder match held each July at the USA Shooting range facilities at the Olympic Training Center in Colorado Springs. The American Legion, Department of Michigan has three junior shooting sports teams participating in the American Legion 3-Position Junior Air Rifle Championship. Below is some information on our three teams that are participating in this year's championship.

1. **Grand Rapids Rifle & Pistol Club's Junior Rifle Team** proudly sponsored by Roger B. Caffee Post 154 in Wyoming.



The team is coached by Cameron Zwart. The goal of their junior program is to provide all youth with the opportunity to participate in shooting sports, with an emphasis on three-position smallbore rifles, three-position air rifles, and international air rifles. No prior experience is required. All equipment is provided including guns, ammunition, and targets. The team participates in various local, regional, and national matches throughout the year.

Pictured from left to right is: Fred Youngs, Post Commander, Roger B Chaffee Post #154; Lillian Warren (17), Perry High School, Precision; Braden Michalak (15), Detroit Catholic Central High School, Precision; Paige Michalak (12), All Saints Catholic School, Precision; Christina Valladares (16), Kenowa Hills High School, Precision; Emme Walrath (15), Lakeview Technology Academy, Precision; Natalie Perrin, American Legion 2021 Precision National Champion

2. **Genesee Career Center JROTC Shooting Club** proudly sponsored by Bernard Bendle American Legion Post 294 in Swartz Creek.



The Genesee Career Center JROTC program was established in 2017 and is coached by Steven La Haine. The rifle team has previously won the Sporter American Legion Michigan competition in 2019-2020. This year's team is also participating in the Sporter category. We train all of our cadets in rifle safety, and all cadets attempt to qualify and compete for a slot on the rifle team. This year, we have 32 athletes on the team. We have also placed first in the State during the National JROTC rifle competition (Sporter) in the 2018-19, 2019-20, and 2021-22 school years.

Pictured from left to right is:

Kaczorowski, Joshua (17)- Grand Blanc HS
Cameron, Baylei (17)- Davison HS
Kendrick, Conner (17)- Goodrich HS
Westra, William (17) - Goodrich HS
Schweigert, Jacob (16) -Lake Fenton HS

3. **514 Michigan Shooters** proudly sponsored by Lynn C. Weeman American Legion Post 517 in Ida.

I am still waiting on the team coach to send me more information and a picture of his team. I will include their information in the March Good of the Legion should I receive it in time.

The New American Legion Brand Mark



(Indianapolis)-A new era of American Legion identity has begun.

The American Legion brand mark is now available for a variety of promotional uses – from social media channels to membership drives – and can be downloaded at www.legion.org/brand. The logo does not replace the 1919-patented official emblem of the organization, which remains in use for official documents, memorial observances, uniforms and post signage.

“The American Legion brand mark was created to modernize our image to appeal to a new generation of veterans,” American Legion Chief Marketing Officer Dean Kessel said. “We launched this vivid new design on the American Legion-sponsored 48 car during the 2021 NTT INDYCAR Racing Series, and millions of fans got to see it every race. It’s clear, sharp and effective, even at 225 mph. The design has gotten rave reviews, and now we are ready to advance it to all levels of The American Legion.”

The American Legion Marketing Division has established guidance to help departments and posts choose when to use the brand mark and when the official emblem is more appropriate.

The brand mark is to be displayed in all marketing communications, such as:

- Advertising
- Lifestyle apparel (such as polo shirts and ball caps)
- Community service activities
- Fundraising
- Sponsorships
- Membership recruitment materials
- Digital media
- Social media
- Updated post signage
- Event announcements
- E-mail signature lines

The American Legion emblem is reserved for official organization communications, such as:

- Legal documents
- Policy statements
- Official reports
- Press releases
- Business cards
- Traditional post signage
- Financial documents
- Official letterhead

Kessel explained that brand marks are often successfully used to promote organizations and institutions that similarly have, and keep, time-honored seals, including all branches of the U.S. Armed Forces. The American Legion Marketing Division studied the effectiveness of those brand marks during a three-month design-development process that involved focus group input earlier in 2021.

“When it comes to communications for events, recruitment and other marketing functions, the brand marks of the military branches are most familiar and positively recognized by the public, the official seals less so,” Kessel said. “This is fast proving true for The American Legion brand mark, which now appears on the national American Legion website, social media, e-newsletters and a growing number of promotional materials.”

Like the emblem, the brand mark is legally protected property of The American Legion National Headquarters. Any use outside of the organization – such as merchandising, marketing by groups unaffiliated with The American Legion or at political events – is legally restricted and requires authorization from the national adjutant.

The same rules of permission to use the official emblem apply to the brand mark. Those rules, along with an online application form, can be found at www.legion.org/emblem/request on the national American Legion website.

“Just like the emblem, the new brand mark should never be used in political rallies for candidates or to promote organizations and events unassociated with The American Legion, without prior written authorization,” Kessel said.

In the months ahead, new apparel, flags, signs and other materials adorned with the new brand mark will be available and promoted through Emblem Sales. The national portfolio of membership-recruitment media is also now being refreshed to display the new mark.

Winter Meeting Update From Department Headquarters:

- 2022 Americanism Banquet Reservation forms are due Thursday, February 3rd, before 5:00 p.m. The banquet reservation form is available online at www.michiganlegion.org. If you have any questions please contact Kim at 517-220-2753 or kim@michiganlegion.org.

2022 WINTER CONFERENCE SCHEDULE

Lansing, MI

February 11-13, 2022

Friday, February 11, 2022

8:00 a.m. – 5:00 p.m.	Registration	
2:00 p.m.	Auxiliary	Aurora
2:00 p.m. – 4:00 p.m.	Legion Headquarters	Packard
3:00 p.m. – 4:30 p.m.	TRAINING – Michigan Treasury	Reo
	Unclaimed Property	
	501(c)19	
6:00 p.m. – 7:00 p.m.	Social hour and ticket pick up	Atrium
7:00 p.m. – 9:00 p.m.	Americanism Banquet	Ballrooms D/E/F

Saturday, February 12, 2022

8:00 a.m. – 5:00 p.m.	Registration	
8:30 a.m. – 5:00 p.m.	Legion Headquarters	Packard
8:45 a.m. – 9:15 a.m.	Perm Time and Place- assign Resolutions	
9:00 a.m. – 12:00 p.m.	S.A.L. DEC meeting	Ballroom D
9:00 a.m. – 6:00 p.m.	Auxiliary	Aurora
9:00 a.m. – 2:00 p.m.	Education & Scholarship Comm	Peninsula
9:00 a.m. – 10:30 a.m.	Legislative Committee	Ballroom C
9:00 a.m. – 11:00 a.m.	Boys' State Committee	Ballroom B
9:00 a.m. – 12:00 p.m.	Finance/Personnel Committee	Ballroom A
10:30 a.m. – 12:00 p.m.	Membership Committee with Post Development Subcommittee	Ballroom C
11:00 a.m. – 12:00 p.m.	Media & Communications	Ballroom B
11:30 a.m. – 1:00 p.m.	Lunch Break	
12:00 p.m. – 1:00 p.m.	3 rd Zone Meeting	
12:00 p.m. – 1:00 p.m.	Past Department Commanders/Wives Lunch	
1:00 p.m. – 2:00 p.m.	Internal Affairs Committee	Ballroom B
1:00 p.m. – 2:00 p.m.	National Security & Foreign Relations Comm	Ballroom E
1:00 p.m. – 2:00 p.m.	Permanent Time & Place (Convention & Conference selections)	Ballroom C
1:00 p.m. – 2:00 p.m.	Reconnect Committee	Ballroom D
1:00 p.m. – 2:30 p.m.	VA & R with VAVS Subcommittee	Reo
1:00 p.m. – 3:30 p.m.	TRAINING – Open to All	Ballroom A
	My Legion	
	Revitalization	
2:00 p.m. – 3:00 p.m.	Wilwin Meeting	Ballroom B
2:00 p.m. – 3:00 p.m.	Legion Riders Meeting	Ballroom E
4:00 p.m. – 6:00 p.m.	Legion DEC Meeting	Ballrooms C/D
8:00 p.m. – 10:00 p.m.	Meet and Greet National Commander Candidate Jim Troiola, New York	

Sunday, February 13, 2022

8:30 a.m. – 10:30 a.m.	Headquarters	Packard
9:00 a.m. – 10:30 a.m.	Legion DEC Meeting	Ballroom D*

SCHEDULE SUBJECT TO CHANGE *

Important dates for 2022 American Legion Programs

February 2022

February 1st- JSSP Targets due to the Civilian Marksmanship Program (CMP) - must be postmarked on or before Feb. 1 to be eligible for scoring.

February 7th-Zone Oratorical Contests deadline.

February 15th- JSSP Second round postal match competition targets mailed out by the CMP.

March 2022

March 1st-Eagle Scout of the Year Award submission deadline

March 5th-Oratorical State Contest at Dept. Headquarters

April 2022

April 1st- End of 2nd round postal match competition. Targets due to the CMP - must be postmarked on or before April 1st to be eligible for scoring.

April 4th- Teacher of the Year submission deadline

April 22nd-24th-National Oratorical Contest in Indianapolis, IN

May 2022

May 9th-Boys State Application submission deadline

May 15th- Baseball insurance purchase deadline

June 2022

June 1st- Final day for Baseball teams to register

June 12th-18th-Boys State Program at Grand Valley State University-Allendale Campus

July 2022

July 1st-Robert Turner Baseball Scholarship submission deadline

July 20-23- JSSP American Legion National Championship (Individual Tournament)

July 27-30- Class AA Baseball State Tournament in Mt. Pleasant.

July 27-30- Class A Baseball State Tournament in Trenton.

August 2022: SPECIAL EVENT

August 3-7- American Legion Great Lakes Regional Baseball Tournament held in Midland, MI.

Special Note:

Student Trooper has been CANCELLED for the 2022 program year. The Michigan State Police decided to cancel all youth programs for the summer out of concern for the health and safety of all participants and staff. Dates for the 2023 Student Trooper Program will be provided in October.



Important numbers:

Don't Face the VA Alone! Use an American Legion accredited Veteran Service Officer. Find one near you by calling 313-964-6641.

Michigan Veterans Affairs Agency: 800– mich-vet (642-4883)

Veteran Suicide Hotline—800– 273-8255

VA Veteran Homeless resources—877-424-3838

Department of Michigan Headquarters: 517-371-4720

2021-2022 Commander Coins Still Available!

Commander Richard T. Dubay would like to help assist with ending Veteran homelessness. Your contribution will go towards our program aimed at helping veterans with homelessness in Michigan. A \$20 donation for each coin is requested. Use the order form below or visit www.michiganlegion.org to order online through the PayPal link at the bottom of the homepage. Thank you for your support!



Front



Back

2021-2022 Commanders Coin Order Form

YES! I want to Support Commander Dubay's project: Reaching Out to Veterans

Please send me _____ at each \$20 donation to the following address:

Name: _____

Address: _____

City: _____ St: _____ Zip: _____

Phone: _____ Email: _____

Enclosed is my check/money order for qty: _____ x \$20 donation Total: _____

Allow 4-6 weeks for delivery. Make check to Michigan American Legion Memo; Commanders Coin. Send to Michigan American Legion Attn: Commanders Coin 212 N. Verlinden Ave. Lansing, MI 48915. Price includes shipping/handling/taxes.