

# NATIONAL HEADQUARTERS BULLETIN



VETERANS OF FOREIGN WARS OF THE U.S.

KANSAS CITY, MISSOURI

VOLUME 39, NO. 6

JAN. 2015

## *DEFENDING FREEDOM'S DEFENDERS*

### **“BUDDY”® POPPY:**

“To foster true patriotism through historical and educational programs.” The Manual of Procedure provides that post relief funds may be used for programs such as Voice of Democracy, Youth Essay, Citizenship Education, and Community Service as long as suggestions in the chairmen guidebooks are used as an example of promoting these programs.

Posts are further reminded that Section 711 of the Manual of Procedure provides that non-profit organizations, exempt from taxes under Section 501 (a) of the Internal Revenue Code, may assist with the distribution of “Buddy”® Poppies, provided there shall be no division of proceeds. A donation to these groups may be made from the post general fund.

Thank you for ordering your Poppy supply ahead of your distribution dates. Orders are currently processed within 1-2 weeks. Continue to order a minimum 12 weeks prior to your event, so that a back log does not occur again as in the past.

**VFW SILVER, GOLD AND DIAMOND ANNIVERSARY POPPIES.** The silver, gold and diamond anniversary “Buddy”® Poppies are only for Posts that are currently in their 25th, 50th, or 75th anniversary years. The anniversary poppies are approximately three times as expensive for us to produce, but because of the small quantities we deal in, we don't pass those costs on to the Posts. The bigger issue is that we simply don't have the inventory on hand to fulfill the potential orders that could come in if we open these items up to be ordered by anyone at any time.

Remember: With “Buddy”® Poppy, every day is Veterans Day.

- No extra cost for the commemorative poppies.
- Designate part of your regular poppy order as anniversary poppies.
- Different sizes of ads can be found at department resources. (Please go to [www.vfw.org](http://www.vfw.org) and log on to MyVFW and click on Department Resources and VFW “Buddy”® Poppy.

Contact information: [nclifton@vfw.org](mailto:nclifton@vfw.org) (816) 968-1148. For “Buddy”® Poppy merchandise go to <http://www.vfwstore.org/category/programs/buddypoppy>.

## **VFW NATIONAL CONVENTION HOUSING:**

116th National Convention Housing will officially open February 16, 2015. Housing reservation information will be located on the convention website accessed through the main VFW website at [www.vfw.org](http://www.vfw.org). The convention website will also have general convention information including the registration form and links to other convention related information for Pittsburgh – July 18-22, 2015 including a tentative agenda.

**CONVENTION REGISTRATION:** Section 222 of the Manual of Procedure states each Post will pay, in advance, a national convention registration fee of twenty-five dollars (\$25) which shall entitle the Post to a packet of convention information and materials and one identified registered delegate for the National Convention. Each additional delegate attending the National Convention will pay a ten dollar (\$10) delegate fee provided the Post has paid the mandated \$25 advance registration fee. All advance registrations should be mailed to the VFW National Headquarters, 406 West 34th Street, Kansas City, MO 64111, ATTN: Convention Registration or you may register on-line by going to [www.vfw.org](http://www.vfw.org).

## **DEVELOPMENT DEPARTMENT:**

**Over the last decade, approximately 80% of support received from VFW members and patriotic Americans was applied directly to veteran's service, community service, legislative advocacy and military service programs worldwide.**

**2015 VFW National Veterans Service (NVS) Annual Campaign Kicks Off** – Your support is urgently needed for the 2015 VFW NVS Annual Campaign, so we can assist all generations of America's veterans – especially those now home from Iraq and Afghanistan – receive the benefits they have earned. We can't fight for veterans alone. Your donation right now ensures the VFW's national force of highly trained service officers is at the ready to help America's veterans navigate the VA system.

Annually, every VFW Service Officer helps an average of 315 veterans and their survivors cut through red tape to receive the VA benefits they have earned. In 2012 and 2013, the VFW's nationwide cadre of 1,517 VA-accredited service officers helped more than 209,000 veterans obtain \$5.9 billion in compensation and pension benefits from the VA. The final numbers are not in for 2014 at this time, but rest assured, VFW Services Officers are there for all veterans to help them apply for and receive their hard earned VA benefits.

This service is available to all veterans **FREE OF CHARGE** — and made possible through donations. Please, watch your mail for this important campaign.

Also, when you receive this mailing, there will be a 2015 Survey of Veterans or a Petition to Congress included. Please fill out the survey or sign the petition and return it. We will be tracking the results and letting Congress know that veterans will not sit by and allow Congress to balance the budget on the back of veterans.

**Voice of Democracy State Winners Coming to the Web** – It's almost time! Watch the VFW website in late February to see the faces—and hear the performances—of the state winners of the Voice of Democracy audio-essay competition. Sign up at [www.vfw.org](http://www.vfw.org) to receive alerts in your inbox.

**Simplify Your Estate Planning While Supporting the VFW** – If you're considering a gift to the VFW through your estate plans, you can visit [www.vfw.org/plannedgiving](http://www.vfw.org/plannedgiving) for helpful tips and free gift planning tools. Our Estate Planning Kit is available to download, which simplifies and organizes the estate planning process for you and your attorney. For assistance or more information, please contact our Planned Giving Office at (816) 968-1119 or email [plannedgiving@vfw.org](mailto:plannedgiving@vfw.org).

**Have You Heard About the VFW's Partners in Patriotism?** – Would you like to support the VFW's life-changing programs for veterans, service members and their families without receiving all of the unwanted mail? The VFW has developed an option that lets you support VFW programs on a monthly, quarterly, or yearly basis, as well as reduce expenses and eliminate unwanted mail. It is called Partners in Patriotism. As a member of Partners in Patriotism, you choose a set dollar amount for your donation (minimum amount of \$10) that is either charged to your credit card or set up as an Electronic Funds Transfer (EFT) from your bank account. If you are interested in joining Partners in Patriotism, you may contact the VFW Development Department Donor Services at 816-756-3390, ext. 6318, or email us at [partners@vfw.org](mailto:partners@vfw.org) with "Partners in Patriotism Application" in the subject line.

**VFW Friends of Freedom** – If you are not already a member of the VFW's online community, please visit [www.vfw.org](http://www.vfw.org) and look for "STAY IN THE KNOW" to sign up. As a member of the VFW's Friends of Freedom you will receive special emails with breaking VFW news, legislative alerts and unique opportunities to help the VFW in assisting our nation's veterans, service members and their families. You may also visit [www.vfw.org/vfwatwork](http://www.vfw.org/vfwatwork) and click on "Story Archive" to read stories about how the VFW is fighting for veterans' rights, assisting veterans in need, educating our youth and aiding military families across the nation. Check back often to see newly posted stories!

**Department Resources** – Many great resources are available for your Department to use in promoting the fundraising programs. You need only go to [heroes.vfw.org/vfwtools](http://heroes.vfw.org/vfwtools). The latest fundraising program information, ideas and promotional tools from the Development Department can be found here. Download ad slicks, ready-to-use articles for your Department publications and other items for your Department publications and/or website. Recent mailings and mailing schedules are also posted on a regular basis. Use the Department Resources tools to help strengthen your Department programs. Check it out today!

## **MEMBER BENEFITS:**

### **New Health Insurance Option for VFW Members**

Affordable health care coverage is important for everyone, regardless of your employment status. If you are:

- Employed but not eligible for benefits
- Unemployed
- Changing jobs
- Transitioning to retirement and looking for supplemental insurance
- Looking for alternatives to COBRA coverage

A new plan created just for VFW members can help you find the high-quality individual plan that meets your financial needs. Through Lockton Marketplace and GetInsured, VFW members now have access to public and private health insurance exchanges, so you can explore plans to meet you and your family's needs. Visit [www.locktonmarketplace.com/vfw](http://www.locktonmarketplace.com/vfw) for more information.

## **MEMBERSHIP:**

### **MEMBERSHIP VISION**

To show continued growth and thrive through the dedication and involvement of members at all levels of the organization.

### **MEMBERSHIP MISSION**

Recruit, retain and mentor a stable membership base, including all generations of veterans, which is well-versed in institutional knowledge and actively involved at all levels of the organization.

## **MEMBERSHIP WEBINAR TRAINING**

Continuing Membership webinar training will be held on the **second Wednesday of each month from 11 a.m. – 12 p.m. CST.**

The next VFW Membership Department webinar link **will be sent Monday, January 12, 2015 and conducted** via Adobe Connect January 14, 2015.

All interested parties are encouraged to participate, and each session will be recorded for those unable to participate live.

## **KANSAS CITY SPREE**

The first place Post Commander in each of the ten post divisions with over 50 members and the first place District Commander in the six district divisions and their spouse/guest can win this exciting Kansas City award trip April 30 thru May 3, 2015. Commanders have to be 100% in membership and meet the 85% retention goal to qualify for this award by **March 31, 2015** to win.

- The award winners will receive round-trip travel from the airport nearest the commander's home to Kansas City, Mo.
- A fun- filled weekend is planned that may include touring, shopping, a major league baseball game, and a complete tour of National Headquarters

\*may only receive one national paid compensation package

\*\*non-transferable

## **100% COMMANDER DRAWING**

Every Post with over 50 members that exceeds 100% in membership and achieves the 85% retention goal and the District Commander that exceeds 100% in membership on or before **June 15, 2015** will be placed in a drawing to attend the 116<sup>th</sup> National Convention in Pittsburgh, PA.

20 post commanders and 12 district commanders will be drawn to win:

- Round-trip airfare to the 116<sup>th</sup> National Convention, Pittsburgh, PA
- A \$599 stipend, less any other national stipends, to help defray expenses

\*may only receive one national paid compensation package

\*\*non-transferable

## **ADDITIONAL REMINDERS**

The 2014 – 2015 Membership Program is available online at [www.vfw.org](http://www.vfw.org). The Membership Program can be found in the Document Repository located in the General Member Tools & Resources.

Membership applications have been updated. Members now have the option to enroll in two beneficial programs:

- VFW Auto pay—renews your annual membership automatically!
- Life Installment Plan—automatic monthly payments option—with this option, there is no longer the need to complete a payment authorization form.

Once enrolled in either program, automatic payments are processed using the credit card information provided on the application. These are simply added options on the membership application. The traditional methods of signing up for both annual and life membership are still options as well.

**DUES NOTICE SCHEDULE**

Annual members will receive a *mailed renewal notice* 5 months, 3 months, and 1 month prior to their subscription end date. Annual members with a valid email address will also receive an *e-mailed renewal notice* 6 months, 4 months, and 2 months prior to their subscription end date.

Annual members will receive a *mailed lapsed notice* 1, 3, and 5 months following their subscription end date.

Renewal Notice Received on:	5 Month Renewal Recipients	3 Month Renewal Recipients	1 Month Renewal Recipients	1 Month Lapsed Recipients	3 Month Lapsed Recipients	5 Month Lapsed Recipients
8/1/2014	*Dec. 31 - Jan. 31	n/a	n/a	n/a	n/a	n/a
9/1/2014	Feb. 1 - Feb. 28	n/a	n/a	n/a	n/a	n/a
10/1/2014	Mar. 1 - Mar. 31	Dec. 31 - Jan. 31	n/a	n/a	n/a	n/a
11/1/2014	Apr. 1 - Apr. 30	Feb. 1 - Feb. 28	n/a	n/a	n/a	n/a
12/1/2014	May 1 - May 31	Mar. 1 - Mar. 31	Dec. 31 - Jan. 31	n/a	n/a	n/a
1/1/2015	June 1 - June 30	Apr. 1 - Apr. 30	Feb. 1 - Feb. 28	n/a	n/a	n/a
2/1/2015	July 1 - July 31	May 1 - May 31	Mar. 1 - Mar. 31	Dec. 31 - Jan. 31	n/a	n/a
3/1/2015	Aug. 1 - Aug. 31	June 1 - June 30	Apr. 1 - Apr. 30	Feb. 1 - Feb. 28	n/a	n/a
4/1/2015	Sept. 1 - Sept. 30	July 1 - July 31	May 1 - May 31	Mar. 1 - Mar. 31	Dec. 31 - Jan. 31	n/a
5/1/2015	Oct. 1 - Oct. 31	Aug. 1 - Aug. 31	June 1 - June 30	Apr. 1 - Apr. 30	Feb. 1 - Feb. 28	n/a
6/1/2015	Nov. 1 - Nov. 30	Sept. 1 - Sept. 30	July 1 - July 31	May 1 - May 31	Mar. 1 - Mar. 31	Dec. 31 - Jan. 31
7/1/2015	Dec. 1 - Dec. 31	Oct. 1 - Oct. 31	Aug. 1 - Aug. 31	June 1 - June 30	Apr. 1 - Apr. 30	Feb. 1 - Feb. 28
8/1/2015	Jan. 1 - Jan. 31	Nov. 1 - Nov. 30	Sept. 1 - Sept. 30	July 1 - July 31	May 1 - May 31	Mar. 1 - Mar. 31
<b>Received Dates</b>	<b>Subscription End Dates</b>					

\*The December 31<sup>st</sup> and January groups will be combined this year.

- **Recruiting Notes:** Encourage Annual Members to take advantage of the Life Member Installment plan. **Encourage life installment plan and annual members to take advantage of the automatic payment option.**
- **Shotgun Mailing Lists:** We can obtain lists that will assist you in increasing your membership. Please call Matt Nute in the Membership Department at 1-888-JOIN-VFW (1-888-564-6839) for assistance. The list cost is \$75.00 per 1,000 names.

- **Legacy Life Membership:** This prestigious program is available to all Life Members, and is **now available in memoriam for past life members.** Three levels of membership each offer their own package of exclusive member benefits. Financial contributions to the Legacy Life Member program are tax deductible to the maximum extent allowed by law.
- **Membership Applications:** The membership application was updated in January of 2014, and is now an easier tool to use when recruiting. Please note it asks for Dates of Service, the dates of overseas service are not required.

<i>Enrollment Cost:</i>	<i>Annual Payouts:</i>	<i>Post:</i>	<i>Department:</i>	<i>National:</i>
<b>Levels:</b>	Gold- \$1200	\$18.00	\$18.00	\$18.00
	Silver- \$800	\$12.00	\$12.00	\$12.00
	Bronze-\$400	\$6.00	\$6.00	\$6.00

What will your Legacy be?

## **CONGRATULATIONS TO**

### **TOP TEN RECRUITERS (as of 12/19/2014):**

**Kenneth L. Kraft - 248**  
VFW Post 12140, Dept. of OR

**Stephen A. Ward - 181**  
VFW Post 27, Dept. of EU

**Dennis F. Flynn (CNR) - 157**  
VFW Post 2866, Dept. of MO

**Sanford Rosenthal - 146**  
VFW Post 3586, Dept. of UT

**Jack P. Lewis - 123**  
VFW Post 194, Dept. of MD

**Crisoforo Vieyra, Jr. - 108**  
VFW Post 8397, Dept. of TX

**Rick L. Higgins (CNR) - 102**  
VFW Post 4039, Dept. of OR

**Brian L. Juergensmeyer - 101**  
VFW Post 5917, Dept. of IL

**Larry M. Gerlt - 82**  
VFW Post 2704, Dept. of NE

**Daniel L. West (CNR) - 78**  
VFW Post 3413, Dept. of TX

## DEPARTMENTS WITH NEW POSTS

**Department of Florida**  
*VFW Post 12142– Vilano Beach, Florida*

### NATIONAL MILITARY SERVICES (NMS):

#### **You've done the work....Let NMS know!**

Last year through the NMS programs, the VFW provided support to over **400,000** service members, veterans and their families. We know your support at the local level goes far beyond what is reported. If you are supporting a local unit and are not participating in the Adopt-A-Unit (AAU) program, consider adopting the unit to strengthen the interaction with the unit. If you are already participating with the AAU program, you must submit the AAU Activity Report once a year to keep the adoption active. The AAU application and report are available on: <http://www.vfw.org/TroopSupport/> Help us let the general public know the impact the VFW has on military families and veterans by **reporting your events to your NMS chairman**. It takes weeks of planning to put together an event, but only minutes to let us know.

### PROGRAMS:

**DISPLAYING MILITARY SERVICE SYMBOLS.** Military Service flags, insignias, etc., should be displayed in the following order (Left to Right as you face the flags): Army, Marine Corps, Navy, Air Force and then Coast Guard. For Military flags, go to <http://www.vfwstore.org/products/GP238>.

**50<sup>th</sup> ANNIVERSARY VIETNAM WAR COMMEMORATION PROGRAM.** The Commemorative Partner Program is designed for federal, state and local communities, veterans' organizations and other non-governmental organizations to assist a grateful nation in thanking and honoring our Vietnam Veterans and their families. As a Commemorative Partner, VFW Posts are encouraged to participate in the Commemoration of the Vietnam War by planning and conducting events and activities that will recognize the Vietnam Veterans and their families' service, valor, and sacrifice.

Events and activities should be dignified, memorable occasions that show a sensitivity and appreciation for the solemnity of war and the losses suffered by many. Commemorative Partners should communicate how their events will achieve the Congressionally-mandated objectives of the program. Events or activities should meet one or more of the Congressionally-mandated objectives of the program and, as a minimum, with an emphasis on objective one.

1. To thank and honor veterans of the Vietnam War, including personnel who were held as prisoners of war or listed as missing in action, for their service and sacrifice on behalf of the United States and to thank and honor the families of these veterans.
2. To highlight the service of the Armed Forces during the Vietnam War and the contributions of Federal agencies and governmental and non-governmental organizations that served with, or in support of, the Armed Forces.
3. To pay tribute to the contributions made on the home front by the people of the United States during the Vietnam War.
4. To highlight the advances in technology, science, and medicine related to military research conducted during the Vietnam War.
5. To recognize the contributions and sacrifices made by the allies of the United States during the Vietnam War.

**For VFW Posts interested in becoming an official Commemorative Partner, they must submit an application and a signed Statement of Understanding.**

**Applications are available at [www.VietnamWar50th.com](http://www.VietnamWar50th.com) on the Commemorative Partner Program.** The approval process is usually less than 30 days. Partners will be kept informed through electronic notifications. Once approved as a Partner, the Commemoration will provide organizations with a starter kit of materials for developing and implementing their programs. If you have any questions regarding the Commemorative Partner Program application process, please direct them to: [whs.vnwar50th\\_cpp@mail.mil](mailto:whs.vnwar50th_cpp@mail.mil).

YOUTH HUNTING AND SHOOTING PROGRAMS. VFW has been involved with the National Rifle Association (NRA) since 1920. Through the NRA, hundreds of VFW Posts provide hunter safety courses and sponsor shooting competitions. Annually, VFW and NRA offer junior and adult small-bore rifle and air rifle individual and team matches conducted by mail called Postal Matches\*.

NRA Postal Matches are designed for VFW rifle teams as a sport activity for youth and adults to build interest in rifle shooting and safety. A Postal Match is a match in which competitor's fire on their home ranges using targets which have been marked for identification. The team match is a series of four monthly matches for teams sponsored by VFW Posts held from December through March. The individual VFW match is fired in the Fall with a December closing date. The scores are then mailed to the NRA for ranking of awards.

If your VFW Post does not already participate in the Youth/Adult Rifle Program and would like to take part in a program that has great appeal for youngsters as well as adults, please go to the NRA's Postal Match website <http://www.nrahq.org/compete/dept-postal.asp>.

Complete program information, rules, and entry form (in PDF format) are available: <http://postalmatches.nra.org/documents/pdf/compete/Postals/VFW%20Postal.pdf>.

If you have any questions, please contact the NRA directly at:  
National Rifle Association  
Competitive Shooting Division  
11250 Waples Mill Rd.  
Fairfax, VA 22030  
e-mail: [postals@nrahq.org](mailto:postals@nrahq.org)  
phone: (703) 267-1482

If you have any other questions, please feel free to contact the VFW Programs Office at 816-968-1148, or e-mail [nclifton@vfw.org](mailto:nclifton@vfw.org).

\*There are clubs and Posts, etc. that have local shooting programs all around the world. They teach gun safety and target shooting. Often, they wish to compete against other groups but cannot afford to travel to competitions. The NRA created "postal matches," where a team of shooters can have their own local competition using paper targets. These are NRA-sanctioned targets and must be signed by local officials verifying the manner in which the competition was conducted and the age of the participants. Those targets are then sent to the NRA Postal Match Program and, using the targets from the various groups, the NRA judges determine who wins, places, etc. and awards prizes. That way, the shooting match can involve shooters and clubs from almost anywhere without anyone having to travel. It's all done through the U.S. Postal System. Hence, the term, "Postal Match."

PROGRAMS DEPARTMENT DEADLINE REMINDER. The deadline for mailing the Voice of Democracy, Patriot's Pen and Teacher Award winner packets to National Headquarters is January 15, 2015 (even if they have not been personally notified they are the winner). The deadline for your completed Department report/summary forms (for all three programs) to be sent to National is not until January 31, 2015. Please let us know if you need blank District or Department report forms e-mailed (in PDF or Word format) by contacting Kris Harmer at [kharmer@vfw.org](mailto:kharmer@vfw.org) or 816-968-1117.

VFW SPECIAL PROJECT PROGRAM. This program was put in place to recognize VFW units for creating and completing unique and extraordinary community service projects.

Record book entry nominations that are found to be complete and well-substantiated should be endorsed by the Department Adjutant or VFW Department Community Activities Chairman and forwarded to National Programs Department. Deadline for entries is April 30 of each year.

Every Post Special Project receiving the Award of Excellence in the May judging will be entered in the Fred C. Hall Memorial Outstanding Post Special Project Competition. Complete information can be found in the 2015 – 2016 VFW Community Activities and Citizenship Education Chairman's Guide.

FLY THE FLAG ON MARTIN LUTHER KING, JR'S BIRTHDAY. The U.S. federal flag code has been amended by Congress and signed by the president to add Martin Luther King Day to the list of days on which the flag should be displayed. His birthday is observed on the third Monday in January; therefore, the flag should be flown on that day. To purchase a U.S. Flag from the VFW Store, go to <http://www.vfwstore.org/category/flags/usflags>.

Many communities are conducting community service projects that day. It is highly suggested that all members support this day of service.

VFW HONORS AMERICA'S TEACHERS DURING 2014 – 2015 PROGRAM YEAR. Nominations for this award and the judging at the Post and District level should be completed and the Department level should be close to completion. After department judging, each department forwards the entries of its selections to VFW National Headquarters for consideration in the national award contest. Deadline is January 15, 2015. Each department's selections will receive a National Commendation citation.

The Smart/Maher VFW National Citizenship Education Teacher awards include: three national \$1,000 awards for the top K-5, 6-8 and 9-12 teachers for professional development expenses; \$1,000 award to each winning teacher's school; plaques for both the winning teacher and school; and, an all-expenses paid trip to attend the VFW National Convention in July 2015 in Pittsburgh, Pennsylvania.

Order the Citizenship Education Teacher Recognition Citation from VFW Store, product #4320, <http://www.vfwstore.org/products/23980>. Present to all teachers nominated at all levels for the national award.

POW/MIA FLAG -- OFFICIAL DISPLAY DAYS. Public Law 105-85 (November 16, 1997) indicates the days that federal agencies, military installations and U.S. post offices are required to display the POW/MIA flag. The days are: Armed Forces Day, May 16, 2015 (third Saturday in May); Memorial Day, May 25, 2015 (last Monday in May); Flag Day, June 14; National POW/MIA Day, September 18, 2015 (third Friday in September); and, Veterans Day, November 11. To purchase a POW/MIA flag, go to <http://www.vfwstore.org/products/GP237>.

### VFW STORE:



Have a Post or Department Anniversary coming up? Need apparel, giveaways or other items with your logo to commemorate the event? VFW Store can help. We have thousands of products available at competitive rates. To get a **FREE, NO OBLIGATION QUOTE**, call Kim Winston at 816-968-1181 or email her at [kwinston@vfw.org](mailto:kwinston@vfw.org).



Check out the VFW Store's Clearance section this month. You'll find VFW, Ladies Auxiliary and patriotic merchandise on sale! But don't wait to shop – items are going fast and there are limited quantities. Go to <http://www.vfwstore.org/category/more/clearance> to see the most up to date sales.

**ROLL CALL OF DEPARTED COMRADES:**

STAAB, NORMAN G., Past Commander-in-Chief, 1986-1987, All American Commander, Department of Kansas, 1963-1964 and a Gold Legacy Life Member of Russell Post 6240, Russell, Kansas, December 2, 2014.

RENO, RODNEY D., All American Commander, Department of Alaska, 2013-2014 and a Life Member of Capt. James G. Lee Memorial Post 1685, Anchorage, Alaska, December 17, 2014.

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