

ALA TODAY

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REDBOOK 2024-2025

2024 NATIONAL CONVENTION

NEW ORLEANS



NHQ RECEIVES SPECIAL PNP GIFT

It is a longstanding tradition that when the ALA clock strikes midnight and the current president magically becomes a Past National President, they bestow a gift to the National Headquarters building. Sometimes, the gift is something the building needs but the budget won't allow, like an amazing (and very large) rug for the rotunda; other years, it is antiques for display in the Cavalcade of Memories. Over time, NHQ has been the grateful recipient of beautiful silver tea sets, generous donations to the American Legion Auxiliary Foundation, and much needed donations for the preservation efforts of our historic items.

This year was very special because two Past National Presidents joined together to gift National Headquarters a beautiful piece of art ... but really, it was so much more than that. Past National Presidents Vickie Koutz and Kathy Daudistel jointly commissioned National Veterans Creative Arts Festival artist Charles Spooneybarger of Michigan to create a one-of-a-kind piece for NHQ. Charles is a US Army veteran who specializes in scrollsaw/fretwork artistry and has showcased his work at NVCAF. "The creative arts give you purpose and pride," he said. "[They] keep the mind and body engaged."

The Department of Indiana hosted the unveiling of this beautiful gift, and, as a surprise to everyone, artist Charles was in attendance for the big reveal. Attendees heard how the art was created in detail, directly from the artist. Charles captured the NHQ building perfectly. Be sure to check out this fantastic piece of art the next time you visit us in Indianapolis!



Incredible details



NHQ Staff at Dept. of Indiana



The big reveal!



Surprise!



Meeting the Artist

Mission Training 2024-2025

- **Northwestern Division:** Denver, Colorado – November 16, 2024
- **Southern Division:** Nashville, Tennessee – November 16, 2024
- **Central Division:** Des Moines, Iowa – January 25, 2025
- **Eastern Division:** Boston, Massachusetts – February 1, 2025
- **Western Division:** Las Vegas, Nevada – February 1, 2025

Would you like to network with national leaders and other members in your district who share your passion and enthusiasm for helping our veterans?

[Click Here](#)

FINANCE MEETING

Spring and summer at NHQ mean one thing: budget preparation for the next administrative year! In early July, NHQ staff hosted the incoming Finance Committee to review the staff-prepared budget. In this annual meeting, volunteer leadership thoroughly review the draft budget for the upcoming administrative year, ask detailed questions of the staff, and recommend edits. The Finance Committee is tasked with presenting a budget for NEC approval and the budget review meeting is the first step toward fulfilling that responsibility.

When the budget preparation meeting concludes, staff will make edits to the budget based on the Finance Committee's recommendations, then staff and volunteers join together to draft the budget narrative, a written summary of the entire budget that highlights areas of increased expenditure and of course, areas of savings. The budget and budget narrative will be presented to the NEC for adoption at the Post-Convention NEC Meeting in New Orleans at the end of the month.



eNews

Don't forget to check out the monthly ALA eNews. If you haven't done so already, click the subscribe button!

NEXT EDITION: AUGUST 14

SUBSCRIBE



Incoming leadership visit NHQ

Every July, NHQ staff have the great privilege of hosting incoming American Legion, ALA, and Sons of The American Legion leadership for an afternoon of training. Most of these TAL, ALA, and SAL members are in Indy for several days, going through training to get them prepared for the upcoming administrative year.

Many attend the TAL Membership Workshop first and continue their stay in Indy as they enter into TAL orientation week, which includes valuable training from staff members at TAL and ALA headquarters. Training topics include preparing for media interviews, membership initiatives, Emblem Sales operations, expense reporting, travel policies, and marketing/PR. ALANHQ staff were treated to educational presentations from TAL staff and a Be the One presentation from TAL's Anthony Cross. We were even able to get a message via Zoom from National President Lisa Williamson while she attended ALA Girls Nation for the week!

2024-2025 Leadership Attendees

Trish Ward (KS) - ALA Leading Candidate NP

Pam Ray (IL) - ALA Leading Candidate NVP

James A. LaCoursiere (CT) - Leading Candidate

Chuck K. Robbins (NJ) - TAL NVC Northeast

Joe A. Lysaght (SC) - TAL NVC Southeast

Roger P. Mathison (WI) - TAL NVC Central

James C. Kellogg (MN) - TAL NVC Midwest

Gary B. Leach (CA) - TAL NVC Western

Dan Wiley - TAL Trailing Candidate

Joseph Navarreté (NM) - SAL Leading Candidate

Robert Manzo (MD) - SAL NVC Northeast

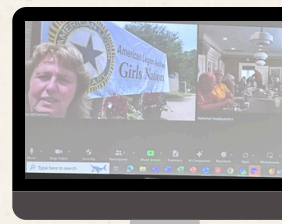
John C. Lawrence (LA) - SAL NVC Southeast

Harl "Butch" Ray (IL) - SAL NVC Central

Michael D. Monserud (IA) - SAL NVC Midwest

Dan W. Ashley (AZ) - SAL NVC Western

William M Clancy III (NY) - SAL Trailing Candidate

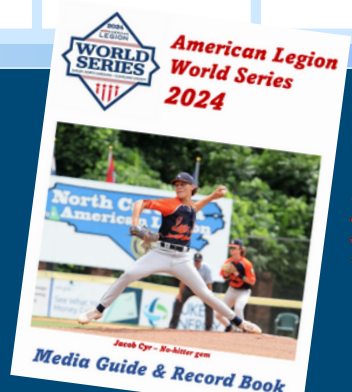


August

2024





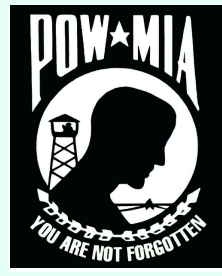





SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4  COAST GUARD DAY	5	6	7  PURPLE HEART DAY	8	9	10 AGENT ORANGE AWARENESS DAY U.S. DEPT. OF DEFENSE BIRTHDAY 
11	12	13	14	15 TAL WORLD SERIES 15-20 	16 NATIONAL AIRBORNE DAY 	17
18 LEGACY RUN 18-22  	19  WORLD HUMANITARIAN DAY	20	21	22	23 NATIONAL CONVENTION BEGINS New Orleans, Louisiana August 23 - 29	24
25	26  AUGUST 26 WOMEN'S EQUALITY DAY	27	28	29 MARINE CORPS RESERVE BIRTHDAY 	30	31

CHECK OUT THE 2024 LEGION BASEBALL WORLD SERIES MEDIA GUIDE TO LEARN MORE ABOUT THE EVENT AND HISTORY!



September

2024

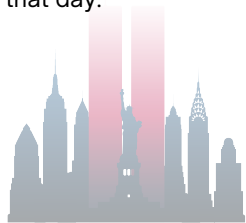
SUN	MON	TUE	WED	THU	FRI	SAT
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29 	30					

Honor Patriot Day

PARTICIPATE IN A MOMENT OF SILENCE SEPT. 11

One of the most recognized moments of silence occurs at 8:46 a.m. Eastern, marking the time when the first plane crashed into the North Tower. There are several other moments throughout the day when people pause for silence, commemorating the times of the other tragic events. These moments are solemn reminders of the events from that day.

- 9:03 a.m., when the second plane crashed into the South Tower
- 9:37 a.m., when the third plane crashed into the Pentagon
- 9:59 a.m., when the South Tower fell
- 10:03 a.m., when the fourth plane crashed in Pennsylvania
- 10:28 a.m., when the North Tower fell



STAFF HIGHLIGHTS

BIRTHDAYS AND ANNIVERSARIES

AUGUST



Raushanna Christman
Events Coordinator



Jennifer Donovan
Public Relations & Media
Manager



Chrystal Daulton
Senior Program Manager



Carley Schutz
Development Director
2 years on Aug. 16

SEPTEMBER



Aaron Meyer
Communications Manager



Melissa Clawson
Membership Coordinator



Stephanie Holloway
Communications &
Marketing Director
17 years on Sept. 5



Tommie Sue Bunner
Membership Coordinator
3 years on Sept. 20



Elizabeth Chiavarini
Database Administrator
11 years on Sept. 23

OCTOBER



Jessy Symmes
Events Manager



Cindy Radcliff
Staff Accountant
17 years on Oct. 8



Maggie Smith
Development Coordinator
2 years on Oct. 18



Bonnie Vest
ALAMIS Specialist
9 years on Oct. 19



Amanda Freeman
Development Assistant
2 years on Oct. 31

TIME TO CELEBRATE

FROM THE DED DESK

Tamara Shumate
Deputy Executive Director



NHQ Building Upgrades

It's August and you know what that means: National Convention! This is the largest annual business meeting of the American Legion Auxiliary. Members from across the country (and sometimes even farther) will join together for several days of Auxiliary magic. NHQ staff begin prepping for National Convention about 18 months before execution of the event. That's right! We start prepping for the next year's convention before the current convention has even started. Every division at NHQ plays a role in putting on the Greatest Show on Earth (OK, fine — the Greatest Show in the ALA!)

Let's start with the obvious division: Programs & Events. From registration to neck lanyards to production management, housing, travel, and "lights-camera-action" on the big stage, this team is the driving force behind this event. You've got questions, they have the answers! Do your delegates enjoy sitting in chairs and being able to cast their votes at National Convention? You can thank our Membership Division which runs all the calculations for delegate strength and makes sure your department receives the votes it's entitled to. Do you love getting to see the national officers on stage presenting from the podium? Well, take a bow, Administration Division.

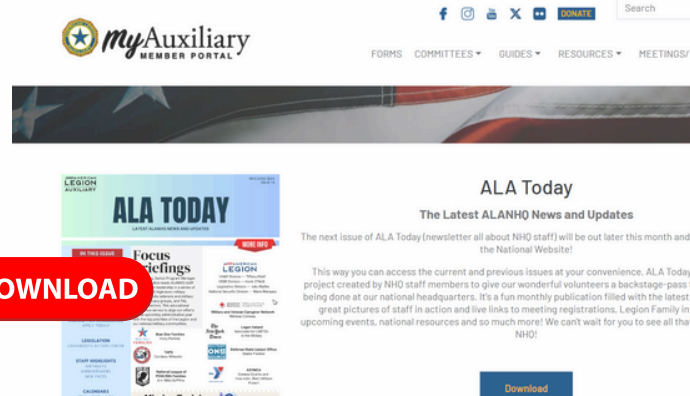
Thank you for making sure the national officers arrived on stage, and thank you for writing scripts so that the stage show is top notch. And while we are at it, thank you for ensuring all the governance actions and proposed amendments make it to the board meetings and on stage so that delegates can debate and vote electronically using the keypads distributed by this division. And how about the beautiful publication pieces? From the annual report to the novelty checks on stage to the signage you use to help guide you through an unfamiliar convention center, our Communications & Marketing Division has you covered! They are responsible for the social media and digital updates, as well as livestreaming the convention and taking all of the photos.

Finance Division, thank you for managing the budget that pays for this amazing convention. Thank you for supporting our Development Division (and acting as bodyguards) as they host fundraisers and collect donations throughout National Convention. And finally, a big thank-you to the Executive Offices and Human Resources for ensuring staff safety while we travel and are housed out of state. We believe this IS the Greatest Show on Earth because we treat it that way. We have all worked very hard to provide a memorable and educational experience for our dedicated members. You deserve the best National Convention, and we are proud to deliver it in New Orleans in 2024!



ALA TODAY AT YOUR FINGERTIPS!

Download from the MyAuxiliary member portal now!



STOP THE PRESSES
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**BEGINNING
SEPTEMBER 1, 2024, THE
ALA RED BOOK WILL BE
AVAILABLE ONLY
ELECTRONICALLY**





2024 National Convention

August 23-29, 2024



Shuttle & Scooter Info!



2024 National Convention

Where To Be



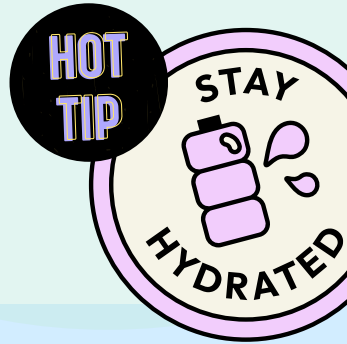
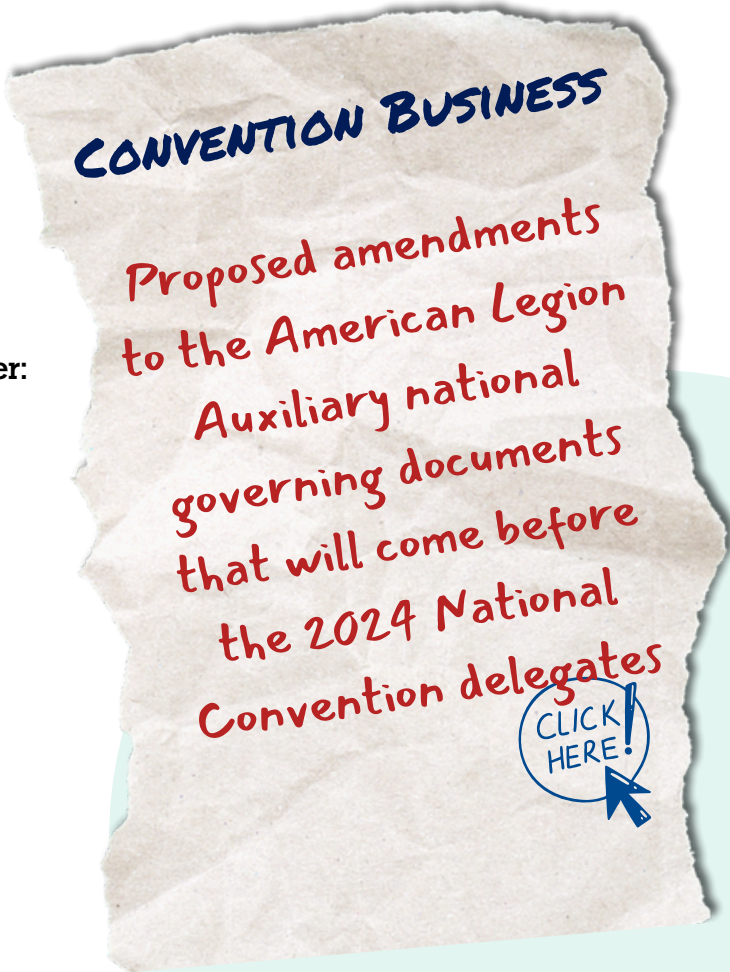
New Orleans Ernest N. Morial Convention Center:

- Patriotic Memorial Service
- ALA National Convention (Aug. 23-29)
- TAL National Convention (Aug. 23-29)
- SAL National Convention (Aug. 23-25)
- ALA Luncheon
- Pre-Convention NEC Meeting
- Post-Convention NEC Meeting
- States Dinner



Hilton New Orleans Riverside:

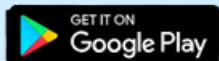
- National Finance Committee Meeting
- National President Reception
- ALAF Top Donor Reception



Download the MyTSA App



- View delay information for airports nationwide.
- See how busy the airport will be based on historical data.
- Consult the TSA Guide for quick security checkpoint tips.



August is the Hottest & Rainiest Month in New Orleans

 **85°F average temperature**

 **6.58" average rainfall**