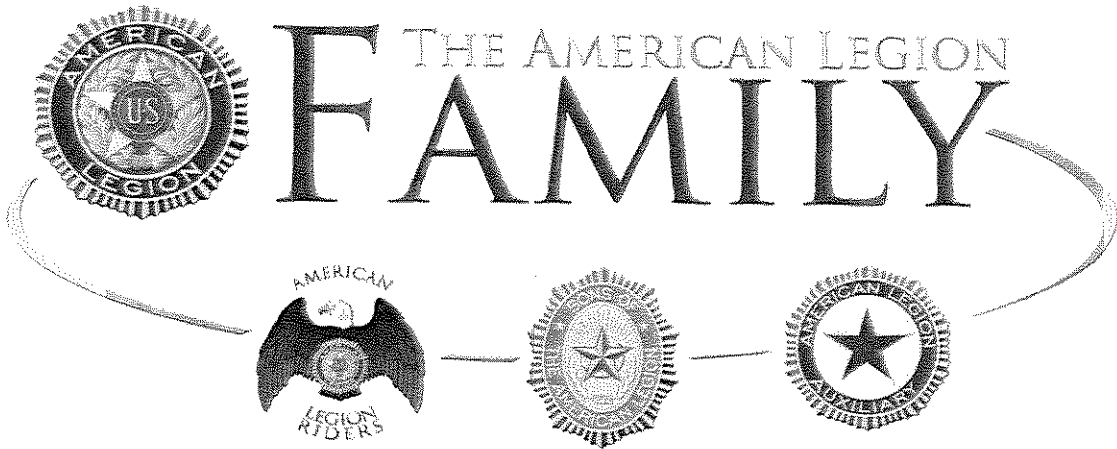
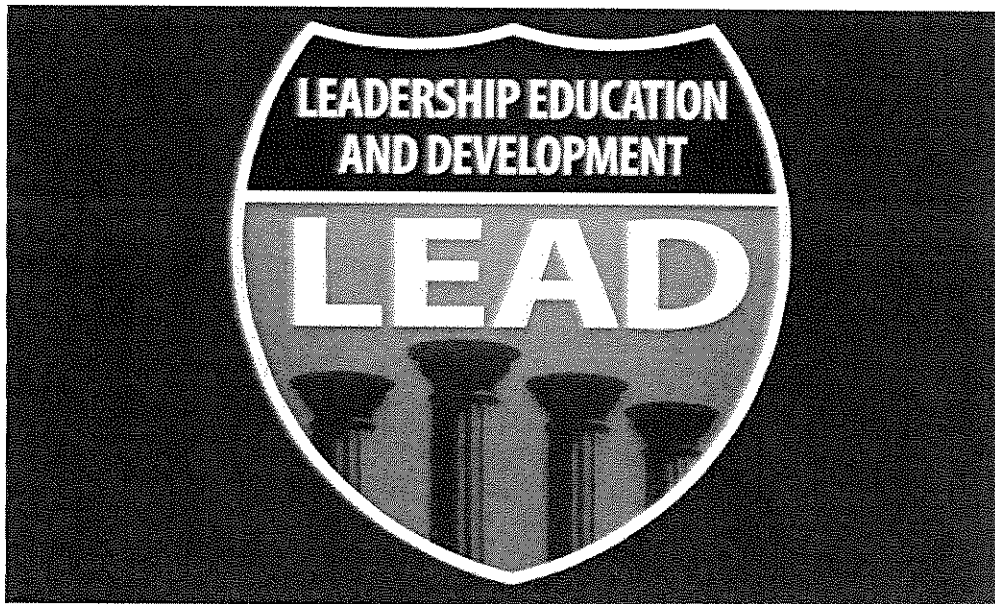


DEPARTMENT OF VIRGINIA



LEADERSHIP COLLEGE



**DOUBLE TREE BY HILTON HOTEL
RICHMOND-MIDLOTHIAN
RICHMOND, VIRGINIA**

AUGUST 11 - 14, 2016

Department of Virginia Leadership College

Double Tree by Hilton Hotel Richmond-Midlothian, Richmond, VA.

August 11 - 14, 2016

Registration Form

One registration form per individual please.

Name: _____

Address: _____

City, State, and Zip Code: _____

Phone: (Home) _____ (Work) _____

Email Address: _____

Organization: Legion _____ Auxiliary _____ SAL _____ Post/Unit/Squadron Number: _____

American Legion Extension Institute

(Will you be attending the ALEI session on Friday, August 12, 2016 from 1:00 – 5:00 PM?)

Program	Attending
American Legion Extension Institute	Yes/No

Track

(Please select one that you will attend on Saturday, August 8, 2015. For Track details see Agenda)

Track	Attending
American Legion Auxiliary Programs	Yes/No
Sons of the American Legion Programs	Yes/No
National LEAD Program	Yes/No
Virginia American Legion Programs	Yes/No

Registration Fee \$70.00

(includes Saturday breakfast and lunch, for this attendee only)

Registration fee (Check only) must be submitted with completed form. Make checks payable to THE AMERICAN LEGION, DEPARTMENT OF VIRGINIA. Registration Form and Fee must be received at Department Headquarters no later than **28 July 2016**.

Registration Forms received after the 28 July 2016 will not receive meals on Saturday.

Mail completed form and check to:
The American Legion
Department of Virginia
Attn: Leadership College
1708 Commonwealth Ave.
Richmond, VA 23230

Lodging

Lodging will be at the Double Tree by Hilton Hotel Richmond - Midlothian, 1021 Koger Center Boulevard, Richmond, Virginia, 23235. Phone number for reservations is (800) 222-TREE (8733) or you may call the hotel directly at (804) 379-3800 Ext. 7131.

Each College attendee is responsible for making his/her own hotel reservations. **Hotel Reservations must be made no later than 28 July 2016**. When making your reservations, be sure to identify yourself as part of The American Legion Department of Virginia Group. The hotel rate is \$109.00 per night, single/double, per room, plus tax. (\$123.50 per night with tax).

All lodging reservations and special lodging requests must be arranged with the hotel by each attendee.



**The Double Tree Richmond-Midlothian
Host Hotel of
American Legion
Leadership College 2016**

We are excited to welcome the American Legion Leadership College back again in 2016! We are also pleased to extend special rates and services to you as you visit the Greater Richmond area

**Mention "American Legion, Department of Virginia" for the Legion Rate.
Group Code: ALG**

Event Dates: August 11 – 14, 2016

Location:

1021 Koger Center Boulevard, Richmond, VA 23235
Richmond, Virginia 23235

Reservations need to be made by:
July 28, 2016 - Meals cannot be guaranteed if applications are received after the deadline of July 28, 2016

Room Rate: \$109.00 + tax (13.3%) \$123.50
Single/Double Occupancy

**For Reservations Call
Toll Free to 1-888-222-
8733**

Or

**Fax Reservation Form to
804-379-3800**

ADDITIONAL AMENITIES

- Complimentary USA TODAY (located in the lobby weekdays)
- Complimentary wired or wireless T-1 Lines in guest rooms

From North

Take Exit 79 Chippenham Parkway. Follow 10 miles to (Route 60) Midlothian Turnpike West. 5 miles to Koger Center Hotel will be on your right.

From South

Take Exit 79* (Powhite Highway). Keep to the left and follow Powhite to Midlothian Turnpike (Route 60-West). Follow Midlothian Turnpike 2 miles to Koger Center Boulevard. Hotel will be on your right.

From East

Exit for I-288 South to Route 60/ Midlothian Turnpike (East) Follow Midlothian Turnpike approximately 3 miles to Koger Center Boulevard. Hotel will be on left.

From West

Stay on I-64 West. Follow signs to I-95 (do not take I-295N) Stay on I-95 North to Powhite Parkway 195 (Exit 79*). Follow Powhite Parkway to Midlothian Turnpike West (Route 60) for 2 miles to Koger Center Boulevard. Hotel will be on left.

***POWHITE PARKWAY IS ALSO LISTED AS ROUTE 76 WHEN TRAVELING SOUTH OF THE JAMES RIVE**

Hotel Web Site: RichmondMidlothian.DoubleTree.com

The Objective

To ensure attendees receive the mentoring and training necessary to return to their Posts, Units and Squadrons with the knowledge and enthusiasm to promote and develop American Legion Family Programs.

In 2015, we organized the Leadership College into tracks. We have a track for the American Legion Auxiliary, a track for the Sons of the American Legion, a Program track for the basic/core Virginia American Legion programs, and a LEAD track incorporating the National American Legion Leadership, Education and Development (LEAD) program with instruction provided by members of the National American Legion staff and select Virginia Legionnaires. Attendees who complete 8 hours of the LEAD and/or Virginia Programs track will receive a pin from the National American Legion. Attendees who complete all tracks will receive a Virginia Leadership College diploma.

Our aim is to prepare attendees to easily answer questions about the American Legion Family and to have a good understanding of who is eligible, who we serve and why our organization exists.

Who Should Attend

- All new members of the American Legion, American Legion Auxiliary, and Sons of the American Legion.
- All new Post/Unit/Squadron and District Officers and Committee Chairman.
- Any American Legion Family member interested in the current changes and updates in our programs.
- Any American Legion Family member who has never attended the Leadership College.

Early Session

Come early and attend the updated American Legion Extension Institute (ALEI) class that will be presented by members of the National American Legion staff that begins at 1:00 pm on Friday, August 12, 2016. The ALEI will run until approximately 5:00 PM and attendees who complete the class will receive a diploma from the National American Legion.

Opening Session

Opening session will begin at 7:00 pm on Friday, August 12, 2016.

Agenda

The draft agenda is included in the registration package for your planning purposes. It will be finalized and made available at or before the Department Convention.

If you have additional questions, please contact Bob Renner at Renbro2@msn.com by mail at 2881 Cedar Crest Court, Woodbridge, VA 22192.

2016 Virginia American Legion Family Leadership College Track Descriptions

American Legion Auxiliary Programs Track:

The American Legion Auxiliary (ALA) Programs Track is conducted by the Director of the ALA Leadership College and her Leadership Team. The 2016 agenda will concentrate on these four programs: Auxiliary Emergency Fund, Community Service, Education and Legislative. There will be plenty of interesting information shared, so plan on attending!

Sons of the American Legion Programs Track

The Sons of the American Legion (SAL) Programs Track is conducted by the Director of the SAL Leadership College and covers the programs of the SAL. Topics are determined by the Director of the SAL Leadership College.

National Legion LEAD Track:

MyLegion.org

2 hours

Three separate discussions address the features of myLegion.org that are pertinent to members, post officers and district officers. Each discussion will provide examples, with screen-shots and detailed instructions. A special focus will be placed on the tools available in myLegion.org that can directly assist with district/post development and revitalization. Post and district officers that are currently not participating in myLegion.org are encouraged to attend. Access to the myLegion.org portal can be made during the session by filling out an application.

- Members Use of myLegion.org
- Connecting with Your American Legion
- Renew Online
- Post and District Officers
- Member Data Changes, Consolidated Post Report, Renewal Process
- Managing Electronic Lists for Post and Prospects
- Monitor Progress of Your Posts
- Managing Electronic Lists to Assist Posts and Acquire Prospects
- Networking with Other Post/District/Department Officers

2016 Virginia American Legion Family Leadership College Track Descriptions

Post Operations and Membership Development 4 hours

Membership is the life blood of our organization. Without it, we cannot fulfill our duties of supporting our local communities through The American Legion's four pillars. Having informed post, district and department officers gives us the opportunity to meet these obligations for the organization at each level. This module will cover a vast array of items from basic membership eligibility guidelines to revitalizing a post or district, to developing members and preparing them for positions within the organizational structure.

- Post Officers Guide
- Post Adjutants Manual
- Post Officer Duties and Responsibilities
- Committees and Programs
- Common Administrative Actions
- Consolidated Post Reporting
- Developing Membership Teams at the Post and District Levels
- Eligibility and Outreach
- Membership

Public Relations 2 hours

This module covers the basics of Public Relations as it applies to American Legion posts, districts and departments. Students will learn how to break their communications requirements into internal and external audiences and use community relations to enhance their communications and marketing strategies. We will also discuss how to develop relationships with local news media to enhance the possibility of getting your message broadcast or published. And students will discover how to find and use the many tools offered by national headquarters to enhance their public relations efforts.

- Designing a Public Relations Program
- Primary Functions of Public Relations
- Importance of "Image" and Community Perception to The American Legion
- The Decision Making Process for News Media
- Developing Relationships With Key Media Personnel
- Basic Challenges in Using Social Media
- Using Community Relations to Enhance Post Image, Outreach and
- Membership

The following Lessons will be covered by select Virginia Instructors

- Americanism Program - addressing the basic information on the Virginia Americanism program at the post level.
- Children & Youth Program - addressing the basic information on the Virginia Children & Youth program at the post level.
- Legion Riders Program - addressing the basic information on the organization and operation of the Virginia Legion Riders program.
- VA&R / VAVS Program - addressing the basic information on the Virginia Veterans Affairs & Rehabilitation program and the Veterans Affairs and Voluntary Services program.
- Post Reporting - addressing the required post level reports in Virginia.

2016 Virginia American Legion Family Leadership College Track Descriptions

Virginia Legion Programs Track:

The Virginia Legion Programs Track covers the basic/core programs of the Virginia American Legion. The following topics will be covered in one hour periods:

- Chaplain – addressing the role of American Legion Chaplain and basic information.
- Virginia American Legion Boys State – addressing the basic information to conduct a Boys State Program at the post level.
- History – addressing the role of a historian and the basic information to conduct a history program at the post level.
- Law & Order – addressing the basic information on a Law & Order program at the post level to include the Law Officer of the Year and the Virginia Junior Law Cadet program.
- Oratorical – addressing the basic information on the Virginia and National American Legion Oratorical Contest at the post level.
- Junior Reserve Officer Training Corps (JROTC) Drill Team / Junior Shooting Sports Program (JSSP) – addressing the basic information on the Virginia JROTC Drill Team and JSSP programs and contests at the post level.

Department of Virginia
American Legion Family Leadership College
2016 Agenda

As of 2/23/2016

Day	Time	Event	Where
Friday	12:00 - 9:00 PM	Registration	James River Foyer
	1:00 - 5:00 PM	ALEI Training	Shenandoah Ballroom
	5:00 - 7:00 PM	Dinner (On Your Own)	
	7:00 - 7:30 PM	Joint Opening	Shenandoah Ballroom
	7:30 - 8:30 PM	Diversity Training	Shenandoah Ballroom
	8:30 - 9:30 PM	Legislative	Shenandoah Ballroom
Saturday	6:15 - 7:45 AM	Breakfast	Parlor H
	7:00 AM - 3:00 PM	Registration	James River Foyer
Auxiliary Track	8:00 AM - 12:00 PM	Auxiliary Session	Parlor G
	12:00 PM - 1:00 PM	Lunch	Parlor H
	1:00 PM - 5:00 PM	Auxiliary Session	Parlor G
SAL Track	8:00 AM - 12:00 PM	SAL Session	New River
	12:00 PM - 1:00 PM	Lunch	Parlor H
	1:00 PM - 5:00 PM	SAL Session	New River
National Legion LEAD Track	8:00 AM - 10:00 AM	Post Operations and Management Development (Highly encouraged for all members to attend)	Parlor C&D
	10:00 AM - 12:00 AM	Membership Development	Parlor C&D
	10:00 AM - 12:00 PM	Legion Riders	Parlors A & B
	12:00 PM - 1:00 PM	Lunch	Parlor H
	1:00 PM - 3:00 PM	MyLegion.org	Parlors A & B
	1:00 PM - 2:00 PM	Children and Youth	Parlor C&D
	2:00 PM - 3:00 PM	Post Reporting	Parlor C&D
	3:00 PM - 5:00 PM	Public Relations	Parlors A & B
	3:00 PM - 4:00 PM	VA&R / VAWS	Parlor C&D
	4:00 PM - 5:00 PM	Americanism	Parlor C&D

Department of Virginia
American Legion Family Leadership College
2016 Agenda

As of 2/23/2016

Day	Time	Event	Where
Day	Time	Event	Where
Saturday (Cont)			
Virginia Legion Programs Track	8:00 AM - 10:00 AM	Post Operations and Management Development (Highly encourage all members to attend)	Parlor C&D
	10:00 AM - 11:00 AM	Chaplain	Parlor E&F
	11:00 AM - 12:00 PM	Boys State Program	Parlor E&F
	12:00 PM - 1:00 PM	Lunch	Parlor H
	1:00 PM - 2:00 PM	History Program	Parlor E&F
	2:00 PM - 3:00 PM	Law & Order Committee/Jr Law Cadet	Parlor E&F
	3:00 PM - 4:00 PM	Oratorical Program	Parlor E&F
	4:00 - 5:00 PM	JROTC Drill Team / Jr Shooting Sports	Parlor E&F
All	5:00 PM - 7:00 PM	Dinner (On Your Own)	
All	7:00 - 9:00 PM	Open Session for Questions and Answers	Chesterfield
Sunday	6:30 - 8:30 AM	Breakfast (On Your Own)	
	6:00 AM - 12:00 Noon	College Office	Bon Air
	8:30 - 9:00 AM	Next Steps: Planning Calendar	Parlor C&D
	9:00 AM - 11:00 AM	Sunday Service / Graduation	Parlor C&D