

DEPARTMENT OF VIRGINIA



LEADERSHIP COLLEGE



**DOUBLE TREE BY HILTON HOTEL
RICHMOND-MIDLOTHIAN
RICHMOND, VIRGINIA
AUGUST 8 - 10, 2014**

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 2014, we are organizing the Leadership College into tracks. We will 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. Attendees who complete 8 hours (four classes) of the LEAD track will receive a diploma from the National American Legion. Attendees who complete the other 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 8, 2014. 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 8, 2014.

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 John Kokernak at jkokernak@aol.com or by mail at PO Box 400, Linden, VA., 22642.

Department of Virginia Leadership College

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

August 8 - 10, 2014

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 8, 2014 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 9, 2014. 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 **23 July 2014**.

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 or (804) 379-3800 Ext. 7131.

Each College attendee is responsible for making his/her own hotel reservations. **Reservations must be made no later than 23 July 2014**. When making your reservations, be sure to identify yourself as part of The American Legion Department of Virginia Group. The hotel rate is \$93.00 per night, single/double, per room, plus tax. (\$105.37 per night with tax).

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



The DoubleTree Richmond-Midlothian Host Hotel of the American Legion Leadership College 2014

We are excited to again be the host hotel for the attendees of the American Legion Leadership College and are pleased and extend special rates and services to you as you visit the Greater Richmond area.

Mention "American Legion, Department of Virginia" for the Legion Rate.

Event Dates: August 8-10, 2014

Location:

1021 Koger Center Boulevard
Richmond, VA 23235

Reservations need to be made by:
July 23, 2014 - Meals cannot be guaranteed
if applications are received after the
deadline of July 23, 2014

Room Rate: \$93.00 + tax (13.3%) \$105.37
Single/Double Occupancy

ADDITIONAL AMENITIES

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

For Reservations Call
804-379-3800 X
7131 or
Toll Free: 1-800-
222-TREE

e-mail requests to:
leah.cokes@hilton.com

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 East

Exit for 1-288 South to Route 60/ Midlothian Turnpike (East) Follow Midlothian Turnpike approximately 3 miles to Koger Center Boulevard. Hotel will be on left.

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 West

Stay on 1-64 West. Follow signs to 1-95 (do not take 1-295N) Stay on 1-95 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 RIVER

Hotel WebSite: RichmondMidlothian.DoubleTree.com

Department of Virginia
American Legion Family Leadership College
2014 Agenda

Day	Time	Event	DoubleTree Hotel
Friday	12:00 - 9:00 PM	Registration	Outside Parlors E&F
	1:00 - 5:00 PM	ALEI Training	Shenandoah Ballroom
	5:00 - 7:00 PM	Dinner (On Your Own)	
Friday (Cont)	7:00 - 7:30 PM	Joint Opening	Shenandoah Ballroom
	7:30 - 8:30 PM	Legislative	Shenandoah Ballroom
	8:30 - 9:30 PM	Public Speaking	Shenandoah Ballroom
Saturday	6:00 - 8:00 AM	Breakfast	Parlor H
	7:00 AM - 3:00 PM	Registration	Outside Parlors E&F
	8:00 AM - 12:00 PM	Break Area	Outside Parlors E&F
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	Anna
	12:00 PM - 1:00 PM	Lunch	Parlor H
	1:00 PM - 5:00 PM	SAL Session	Anna
National Legion LEAD Track	8:00 AM - 10:00 AM	Post Operations and Management Development (Highly encourage all New District and Post Officer's and members to attend)	Parlor C&D
	10:00 AM - 12:00 AM	Americanism	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	Children and Youth	Parlor C&D
	1:00 PM - 3:00 PM	MyLegion.org	Parlors A & B
	3:00 PM - 5:00 PM	VAVS	Parlor C&D
	3:00 PM - 5:00 PM	Public Relations	Parlors A & B

Department of Virginia
 American Legion Family Leadership College
 2014 Agenda

Day	Time	Event	DoubleTree Hotel
Saturday (Cont)			
Virginia Legion Programs Track	10:00 AM - 11:00 AM	Chaplain	York Room
	11:00 AM - 12:00 PM	Boys State Program	York Room
	12:00 PM - 1:00 PM	Lunch	Parlor H
	1:00 PM - 2:00 PM	History Program	York Room
	2:00 PM - 3:00 PM	Law & Order Committee	York Room
	3:00 PM - 4:00 PM	Oratorical Program	York Room
	4:00 - 5:00 PM	JROTC Drill Team / Jr Shooting Sports	York Room
All	5:00 PM - 7:00 PM	Dinner (On Your Own)	
Sunday	6:30 - 8:30 AM	Breakfast (On Your Own)	
	8:30 - 9:00 AM	Next Steps: Planning Calendar	Parlor C&D
	9:00 AM - 11:00 AM	Sunday Service / Graduation	Parlor C&D

2014 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 covers the programs of the ALA. Topics are determined by the Director of the ALA Leadership College.

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:

Americanism **2 hours**

One of The American Legion's four pillars, Americanism, is quite simply, love of America, loyalty to its ideals and institutions, allegiance to its flag, willingness to defend it against all enemies, foreign and domestic, and a desire to pass on the blessings of liberty to future generations. The Americanism module will cover the broad and objective multi-faceted Americanism programs featuring community service, citizenship, youth development and counter-subversive activities.

- History of the Americanism Commission
- Program Literature
- Programs of Americanism
- Community Service Projects
- Local Americanism Programs
- Education & Scholarship Programs
- Annual Post Awards and Consolidated Post Reporting

Children & Youth **2 hours**

The Children & Youth module will focus on Temporary Financial Assistance (TFA), Family Support Network (FSN), Troop Support (as it relates to C&Y) and the Child Welfare Foundation (CWF). Attendees can expect to learn the eligibility requirements to receive Temporary Financial Assistance, the application process, and how to correctly complete a TFA application. Attendees will learn how the FSN works and how a family can contact the Legion for help. Attendees will receive instruction on the history and purpose of the CWF, grant guidelines and how to complete a grant application.

- Temporary Financial Assistance
- Family Support Network
- Troop Support
- Child Welfare Foundation

2014 Virginia American Legion Family Leadership College Track Descriptions

The American Legion Riders Program 2 hours

A student can expect to leave with an understanding of The American Legion Riders (ALR) as a post program based on pertinent resolutions and program guidance from the department. The students will learn “best practices” and hear of accomplishments from around the country. The second hour will focus on the “Five Rules” of subordinate organizations and groups within The American Legion, including officer elections or appointments, organizational documents, financial reporting, chapter finances and insurance.

First hour:

- History and Development
- Resolutions Pertaining to The American Legion Riders
- Accountability of ALR Programs to Posts and Departments.
- Best Practices

Second hour:

- Legal and Administrative Requirements
- The “Five Rules” of Subordinate Organizations and Groups
- Chapter Finances
- Insurance

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

2014 Virginia American Legion Family Leadership College Track Descriptions

Post Operations and Membership Development 2 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

2014 Virginia American Legion Family Leadership College Track Descriptions

Veterans Affairs Voluntary Services

(VAVS) Program

2 hours

The Veterans Affairs Voluntary Services, or VAVS, is the federal government's largest volunteer program. It was founded to provide assistance and services to America's veteran population. A student can expect to leave with an understanding about VAVS, its origins, its direction, The American Legion's long history with the program and how to volunteer. Veterans unemployment, homelessness and suicide prevention will also be covered.

(Please note: completion of this class will not qualify the student to represent a veteran when filing a claim with VA. Check with your department service officer for more details.)

- Description of VAVS Program
- Steps to Volunteering in VAVS Program
- VA National Suicide Prevention Program
- Rebuilding Together
- Habitat for Humanity
- Why Volunteer?
- National and Department Goals and Objectives
- Veterans Burial Benefits

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.