

HUBMASTER REPORT JANUARY 2016

Best Wishes To All For A Healthy & Safe New Year

Purpose

The Hubmaster Report is published monthly to promote membership retention and member involvement through effective communication. Please help by ensuring distribution to each Post. Suggestions and ideas are always welcome.

Department Mid-Winter Conference

Scheduled for January 27-31, 2016, at the Omni Southpark, Austin. Registration fee has been waived. Training on Saturday morning January 30, 2016, will have a different slant from the past. Multiple topics have been designed for audience participation that will lead to short-range solutions.

2015-2016 Department Objectives

The Department Strategic Plan calls for Objectives to support the Departments vision and priorities. Both of these documents are on the Department website at Form & Publications > Department Manuals. *Working together as a team on common objectives is a proven path to success.*

Membership Update

There is often confusion about The American Legion membership year. Membership cards are valid from the time of issue until December 31 of the calendar year printed on the card. After December 31st the member is considered delinquent. The next renewal notice will be mailed January 8, 2016

Membership Standings on December 23 vs. 85% January 13th Target

	1st Division	2 nd Division	3 rd Division	4 th Division	Total
Goal	15,537	16,669	21,524	10,132	63,862
Current	10,875	11,978	16,025	7,356	46,234
Percent	70.0	71.9	74.5	72.6	72.4

Membership Achievement Salutes!

To the 23 (4.9%) of 472 Posts that have already achieved their 100% Target

To the 81 (17.2%) of 472 Posts that have already achieved the 85% Target

To the five Districts with the highest percentage of Posts already over 85%

- *District 11 Commander, Steve Cook, 6/15 = 40.0%*
- *District 20 Commander, Robert Masten, 6/17 = 35.3%*
- *District 18 Commander, Don Sherman, 8/23 = 34.8%*
- *District 17 Commander, Kenneth Simonton, 6/19 = 31.6%*
- *District 12 Commander, Joe Page, 4/15 = 26.7%*

85% Membership Target Date is January 13, 2016

Reminders

American Legion Baseball registration begins on January 1, 2016

Texas Boys State registration begins on January 1, 2016

Target sets for **Junior Shooting** Contests must be ordered by January 31st and all preliminary round sets must be returned to National Hdqts. by February 28.

Oratorical contests for Districts & Divisions will be held this month

Want A Free Shirt?

A commemorative Department Recruiter red dress shirt will be awarded to Legionnaires that recruit 25 or more new members into The American Legion by May 1, 2016, for the current membership year. Details are available in the Post Administrative Manual, page 53 or from your District Commander.

American Legion Extension Institute (ALEI)

An excellent way to learn more about The American Legion history and programs is thru The American Legion Extension Institute. The course is available online at <http://legion.org/alei> or in a local seminar class when scheduled by your Division or District Commander. The course was updated in April 2012, and all previous graduates are encouraged to retake the course and earn the new distinctive hatpin and certificate that is awarded to all graduates.

How Big Is Your Membership Recruiting Opportunity?

Total wartime Texas veterans as of September 30, 2014 = 1,309,440. Please contact your District Commander if you would like to know the breakdown on how many reside in your county. This data is located at www.va.gov/vetdata.

Dates To Remember

February 3 – Four Chaplains Day. A day set aside to remember and honor the bravery of the four U.S. Army chaplains who gave their lives to save others when the troop ship USAT Dorchester sank during World War II.

February 16 – Presidents Day. A day originally set aside to honor George Washington. Now all presidents are honored on this day.

February 16 – State Oratorical Contest. To be held in Denton, Texas. Details are on the Department website.

Hubmaster Network System

Communication is a key component to membership retention and growth. Members of all organizations have a strong desire to be informed of what their organization is doing. If we don't provide that information their perception becomes that we are doing nothing. The Hubmaster System is designed to keep our membership informed and up to date with Legion activities. For us to be successful with this form of communication each post, district and division must have capable Hubmasters that maintain an up to date database. If you need help it is available from your district or division Hubmaster. Our system is a proven communication tool, but we must have a good contact database at every level. Thank you for your attention to this important detail.