

# NATIONAL COMMANDER JIM ROBERTS' THEME AND VISION FOR 2011-2012

## “Getting Back to Blue”

Everything that we do starts and ends at the level where we all wear “Blue Caps”. This is where the rubber meets the road and I feel that we need to get back to the basics and to be successful I have outlined three basic principles that I feel will help.

### Commitment – Communications – Recognition

#### Commitment

- o It doesn't matter what position we have or hold in the organization. In order for us to be successful it only matters that we do it properly.
- o We must continue to be committed to our membership and The American Legion Family.
  - Our commitment as a “FAMILY” means that we do so much more together.
- o Our commitment to serving our Nation's Veterans and those currently serving in our Nation's Armed Forces (Honoring Those Who Served).
- o Our commitment to supporting our Nation's Children through the Child Welfare Foundation and the various Children & Youth programs available and there are many.

#### Communications

- o This is a high priority for me as we must communicate effectively at all levels.
- o Many useful tools to communicate – Email, Telephone, Internet Chat, Social Networks, Newsletters, etc.
  - We need to use as many as we can to spread the word about what we do.
- o Good and positive communications can only enhance our ability to be successful with our programs. Not just within the organization, but outside of our organization too.

#### □ Recognition

- o A “THANK YOU” goes a very long way.
- o We need to recognize those who are out there doing good work for the organization.
- o Ask yourself what can recognition do for you? I think you will be surprised at the answers you can come up with.

Simply put, I feel that we will have successfully accomplished “Getting Back to Blue” if we can: Recognize our members for the work they do. Prove our commitment to our membership, our Legion Family and our programs. Finally, communicating our messages effectively, with everyone, by using every means possible.

National Commander Jim Roberts



## NATIONAL COMMANDER' S PROJECT 2011-2012

A message from National Commander Jim Roberts

“My project for the year will be the National Emergency Fund – this program, in my opinion, is one that does not get a lot of attention unless a disaster or an emergency occurs and the word goes out to support it. 100% of the donations to the NEF come back to help American Legion Family members after a disaster has occurred, up to \$1500 to the individual and up to \$5,000 per post. This obviously doesn't cover everything, but it can help until insurance and other disaster funds are available. So it is my hope that we can raise some funds for this great program that benefits us as members of The American Legion Family. Please keep in mind that my intention is not to take away anything that we are doing for the CWF or other programs. I want to bring awareness to the NEF, because I know that after a disaster, every little bit helps.”

National Commander Jim Roberts