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From the President's Desk

It has been an amazing summer so far- lots of American Legion Auxiliary events throughout the 2nd District. I am anxious to see what lies ahead. As I take the District 2 President position, I want to thank each of you for your support and guidance as I navigate the next two year. I have some pretty big shoes to fill, but am sure with your help and guidance, we will come through even stronger.

How did I get here? I joined the American Legion Auxiliary in Bessemer, MI in 2018 to honor my father, Nelvin Olson who served in the U.S. Air Force. While in Bessemer, I served as secretary, then secretary/treasurer for Unit 27. Upon moving back to Wisconsin, I transferred my membership to Unit 208 in Rio, WI. I assumed the President position in 2022 and remain in this position today. I was elected to the Columbia County ALA Council as President in 2023 and served for 2 years. In April of this year, I had the honor of being elected as District 2 President. I look forward to learning more about the organization and the hard work you do for our veterans.

District 2 is still in need of a **Historian, Poppy Chair and Americanism Chair**. If you are interested, please let me know. These positions can even be co-chaired, if you are uncertain to the time commitment involved. What a wonderful way to learn more about our organization and grow as a member.

Remember to reach out to the members who don't come to the monthly meetings. Either a phone call, a simple newsletter letting them know what the Unit has been up to, or card helps them remain connected.

Additionally, ensure that all members have copies of the Unit's Constitution, By-laws and Standing Rules. These documents are the groundwork for your Unit. Many of the questions and concerns that you have can be answered by referencing these documents. If you have items of concern that are not addressed, you should revise as needed. These are our lifeline and foundation of our organization.

I look forward to meeting many of you throughout my two years as District 2 President.

Kathy Olson

Chaplain's Corner

District 2 Chaplain

Natalia Genovesi King

The month of August holds several significant dates in our nation's military history. Among them, two stand especially close to my heart: Purple Heart Day on August 7th, and National Agent Orange Awareness Day on August 10th.

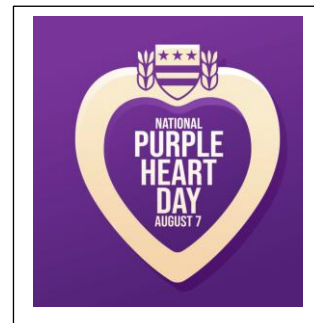
As the daughter of a Vietnam Veteran who was awarded two Purple Hearts and later faced an Agent Orange-related illness before his passing, I carry these days not just as commemorations, but as deeply personal reminders of sacrifice, resilience, and the long shadows war can cast.

In honor of all who have borne the visible and invisible wounds of service—and the families who walk beside them, I offer this prayer.

A Prayer for Veterans and Families on Purple Heart Day

God of strength and resilience,
on this Purple Heart Day,
we honor the courage of our veterans—
those who bore the weight of war and returned,
some with visible wounds, others carrying pain no eye can see.
We remember those who made the ultimate sacrifice,
and those who live with the lasting consequences of service.
Today, we lift up especially those affected by Agent Orange—
whose bodies and lives have been marked by something
few could have foreseen, and none deserved.
We pray also for the families who have shared in that burden—
who have watched loved ones suffer,
who have carried hope, grief, and strength through the years.
God of broken bodies and steadfast hearts,
let Your healing presence be near to them.
May the light of Your love bring peace to their spirits,
relief to their pain, and strength to their journey.
May their stories be heard, honored, and believed.
Bless the families who have stood beside them—
caregivers, spouses, children, and loved ones—
who serve in quiet ways, day after day.
Surround them with comfort, courage, and community.
Let them know they are not alone.
Holy One, teach us to remember well.
Call us to advocate for justice, for care, and for healing.
Show us how to love our veterans, not just in words,
but in action, in policy, and by our presence.
May we never forget the cost they have borne—
and may we always stand beside the wounded brave.

Amen.



National Convention

The 2025 American Legion Auxiliary National Convention will be held August 23 – 28, 2025 in Tampa, Florida. The National Officers will be installed, there are several breakout sessions that you would be able to attend, and many other events are occurring during these days. If you are not attending this year's convention, please consider the 2026 National Convention which will be held in Louisville, Kentucky.



Knowledge
is power!

ALA in the Know

The ALA in the Know sessions will be held on the following Saturdays

- September 13, 2025 – Beaver Dam, WI,
- September 20, 2025 – Cumberland, WI,
- September 27, 2025 – Stoughton, WI and
- October 4, 2025 – Loyal, WI.

Registrations/morning refreshments are from 8:00 a.m. to 9:00 a.m. and the sessions are from 9:00 a.m. to 3:30 p.m.

Fall County Conferences

The tentative dates that are scheduled are:

Columbia – October 18, 2025
Dodge – September 27, 2025
Jefferson – October 15, 2025
Ozaukee - TBA
Sheboygan - TBA
Washington – September 20, 2025

FALL
CONFERENCE

AMERICAN LEGION AUXILIARY

Committee Chair
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WWW.AMLEGIONAUXWI.ORG/PUBLICRELATIONS

PUBLIC RELATIONS ZOOM CHAT DATES

FOR THE LEGION FAMILY

630 PM - 8 PM, Wednesdays

September 24, 2025

October 29, 2025

January 28, 2026

February 25, 2026

April 29, 2026

**Members who attended all the Chats will receive an item recognizing their participation*

TOPICS TO INCLUDE

Social Media Hashtags, Sharing Your Story with the Community, Branding, PR & Membership Go Hand in Hand, SMART PR Campaigns, Event Marketing & Post Event Strategies, Cultivating Relationships & Collaborations with Local Businesses, Newsjacking, Maximizing Your Social Media Impact & Engagement, Etiquette, Poppy Day

Membership

This year's membership theme is "National Park Service".

The 2nd District's National Park is **Denali**. Membership will be calculated for each Unit, County and District.

Units can begin having their members pay their 2026 membership dues. Dues can either be paid over the phone by calling National direct @ 317-569-4570 (Mon.-Fri. 7:00 a.m.-3:30 p.m.), online by logging on to the National website at www.ALAforVeterans.org, or they can pay their membership chairperson at their Unit.

Encourage early payment of membership dues to be eligible for a Unit "Navigation/Compass" Award. Membership dues must be at Department Headquarters PRIOR to the goal date to be considered eligible and the Unit must have the 2025-2026 Unit Officer Form submitted to Department with officers' dues paid to be eligible. One Unit will be awarded \$100.00.

75% is paid by September 15, 2025

85% is paid by October 15, 2025

95% is paid by November 15, 2025

100% is paid by December 15, 2025.

There is also a "Park Pass" Award. If a Unit has 100% membership dues to Department Headquarters PRIOR to December 31, 2025, you will receive 2 entries per Unit or January 31, 2026, you will receive 1 entry per Unit. The Unit must also have their 2025-2026 Unit Officer from on file at Department Headquarters. The "Park Pass" Award will be one winner, selected at random on February 14, 2026, to receive:

- Two Paid Department Convention registrations
- One paid room for a 2-night stay at the Hilton Appleton Paper Valley Hotel
- Two passes for Saturday night's (July 18, 2026) Commander's party
- Special Convention recognition.

