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Issue 12

Officers

President	Kathy Olson Kmolson62@yahoo.com
1 st Vice President	Maggie Geiger Maggieg4ala@gmail.com
2 nd Vice President	Shirley Krier Shirleykrier43@gmail.com
Secretary	Kristy Wakeman Kareuter19@gmail.com
Treasurer	Mary Montag Thumpermon50@gmail.com
Historian	Shannon Wynveen shannonwynveen@yahoo.com
Chaplain	Natalia Genovesi-King inggenovesi@gmail.com
Parliamentarian	Amy Luft amyjlufft@gmail.com
Sgt-at-Arms	Eunice Seering Eunice.seering@gmail.com
Asst Sgt-at-Arms	Shirley Krier Shirleykrier43@gmail.com

Program Chairperson

Children & Youth	Mary Petrie mmrtpetrie@charter.net
Community Service	Jan Williams Nurseonawing@gmail.com
Constitution, Bylaws & Standing Rules	Mary Montag Thumpermon50@gmail.com
Leadership	Sandy Mack Smack0555@gmail.com
Legislation	Maggie Geiger Maggieg4ala@gmail.com
Membership – Columbia & Dodge	Kathy Olson kmolson62@yahoo.com
Membership – Ozaukee, Sheboygan & Washington	Maggie Geiger Maggieg4ala@gmail.com
Membership – Jefferson	Shirley Krier Shirleykrier43@gmail.com
National Security	Carol Szudrowitz Carol43szud@gmail.com
Poppy	Maggie Geiger Maggieg4ala@gmail.com
Public Relations/Facebook Administrator	Kristy Wakeman Kareuter19@gmail.com
Veterans Affairs & Rehab	Shirley Krier Shirleykrier43@gmail.com

From the President's Desk

HAPPY BIRTHDAY AMERICA!

America has been in the news recently for many reasons – but the one that I'd like to touch on is our hosting of the World Cup. My heart is full of pride when I see the posts of visitors from other countries and their first impression(s) of America. Many comment on how safe they felt and how abundant our food and water is for all. They made note of the houses and businesses flying the American flag and when people pass you, they actually look at you and nod or say good morning. One comment was regarding being able to go out at night without fear of being pulled over for no apparent reason. These are the freedoms and liberties that we often take for granted. We didn't get here by accident. It is 250 years of working together, defending our freedoms and serving other's needs.

We are the land of the free because of the brave who gave their lives to make America the country it is today. Thank you to each of you who take an active role in keeping America the land of the free!

GOD BLESS AMERICA!!

Here's to another 250 years.

Kathy Olson

Dates to Remember

July 4, 2026 – Independence Day

July 16-19, 2026 – Department ALA Convention

July 25, 2026 – National Hire a Veteran Day

July 27, 2026 – Korean War Veterans Armistice Day (1953)

August 28 – September 3, 2026 – National ALA Convention

Chaplain's Corner

District 2 Chaplain

Natalia Genovesi-King

JULY

Salute Their Service: Employers Can Empower Their Workforce by Hiring Veterans Today

National Hire a Veteran Day, observed on July 25th, encourages employers to recognize and support veterans entering the civilian workforce. This day highlights veterans' valuable skills, experience, and dedication, while raising awareness of the challenges they face during career transitions. With nearly 200,000 military personnel transitioning annually but only about 7,000 available jobs, according to the U.S. Department of Defense (2023), the need for veteran employment support is critical.

By hiring veterans, businesses gain skilled, committed employees and help veterans successfully reintegrate into civilian life. Let us use this month to implore employers to promote veteran hiring and also make sure we take the time to encourage veterans to access resources like the U.S. Department of Labor's guide:

www.dol.gov/agencies/vets/employers/hire.

Let us pray.

Lord, we honor the unique gifts veterans bring, leadership, discipline, resilience, and a mission-driven spirit. Grant employers across the nation the wisdom to recognize and welcome their potential, opening doors to meaningful careers that empower their futures.

We pray for veterans facing challenges in transition – those struggling to translate skills, navigate hiring, or find connection. Surround them with understanding allies who ease their path and soothe their isolation.

Bring healing to those wounded in body and spirit. May our nation stand as a steadfast force of relief - offering patience, compassion, and support not just today, but every day.

Amen.

***On a personal note, I hope to see you all at the Department Convention July 16-19, 2026, in Appleton, WI. Please stop by and say hello!*



Get to know your District 2 Officers

District 2 is made up of 6 Counties, 40 Units and 2,114 members (2025 paid memberships). The area ranges from Wisconsin Dells, Fort Atkinson, to Sheboygan and all the area in between. It is a far-reaching District. There are 9 officers that lead the District from all different Units. Let's get to know a little about these 9 officers. This month highlighting...

Natalia Genovesi-King is our 2nd District **Chaplain**

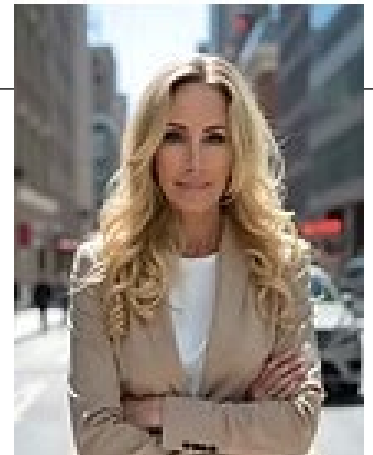
Natalia has been a member of the American Legion Auxiliary for 6 years. She is currently a member of Cedarburg Unit 288 but was previously a member of Mequon-Thiensville Unit 457.

In addition to the District 2 Chaplain, she also holds the positions of Department Public Relations Chair, Ozaukee County 1st Vice President and Unit 288 2nd Vice President.

Previously she had held the positions of Department Public Relation Committee member, Ozaukee County 2nd Vice President and Treasurer and Unit Parliamentarian and 1st Vice President.

Natalia's eligibility for the Auxiliary comes through her father, QMCM (SS), who proudly served in the United States Navy for more than 30 years. He served in the Brown Water Navy (PBRs) in Vietnam from 1967-1971 and was a member of both the American Legion and the VFW. Military service is deeply rooted in her family history. One of her great-grandfathers served in the United States Army during World War 1, and both of her grandfathers served in the United States Army – one during World War 1 and the other during World War II. Her grandfather, who served during World War II, was also a member of the American Legion and the VFW.

Natalia also stated that *"In honor of my father and grandfathers, I proudly volunteer with the USO and Stars and Stripes Honor Flight. My daughter is an American Legion Auxiliary member, and my son is a member of the Sons of the American Legion. I believe that one of the most patriotic acts an American can perform is to vote."*



National Convention

The National Convention will be held August 28-September 3, 2026, in Louisville, KY.

Information concerning the convention can be found at the following website -

<https://www.legion-aux.org/meetings/national-convention>

Please consider attending.



Taking care of business at
ALA National Convention

Department Convention

Department Convention will be held July 16-19, 2026, at the Hilton Paper Valley in Appleton, WI.

On the Department website under the heading of Department Convention, you can find several helpful documents/links concerning the convention. You can still register using the provided link or reserve housing. You will see the proposed program schedule, voting procedure information, and the bio of the honored Past Department President to name a few of the links included.

The Proposed changes to the 2026 Constitution & Bylaws and Standing Rules can be found at the following address <https://www.amlegionauxwi.org/department-convention>. Click on each proposed change to read the documents. You will also find 2 resolution's that will be voted on at convention. Please review these documents so that you can be prepared with any questions you may have or be informed to vote.

Please plan to attend as this is a very informative and exciting convention.

We hope to see many of you in Appleton!!!

A promotional poster for the 2026 Department Convention Raffle Baskets. The top half has a blue background with white and red stars. The title "2026 DEPARTMENT CONVENTION RAFFLE BASKETS" is in bold red and white text. In the center is a circular frame with a red border and yellow lights, showing a raffle basket filled with various items like boxes, a small American flag, and a blue ribbon. Two yellow raffle tickets are shown on either side of the basket. The bottom half has a red background with white stars. The text "HONOR OUR COUNTRY, SUPPORT OUR VETERANS" is in white. Below this, it says "We are asking units, districts and members to donate a raffle basket. Each basket should include a list of the contents and be enclosed in cellophane. Raffle proceeds are going to President Sue Hembrook's special project: Camp American Legion JULY 16-18, 2026 APPLETON, WI". At the bottom, it says "Any questions, please email Margaret Larson at maggiedoit@hotmail.com".

**2026 DEPARTMENT CONVENTION
RAFFLE BASKETS**

**"HONOR OUR COUNTRY,
SUPPORT OUR VETERANS"**

We are asking units, districts and members to donate a raffle basket.

Each basket should include a list of the contents and be enclosed in cellophane.

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Camp American Legion

**JULY 16-18, 2026
APPLETON, WI**

Any questions, please email Margaret Larson at maggiedoit@hotmail.com

Facebook/Public Relations

District 2 Chairperson

Kristy Wakeman

Facebook is a social media program used to get information out to many people. In District 2 we use it to keep members informed of events that are occurring in our areas. When you have an event that the Auxiliary is part of or leading, send your flyer or information to me at kareuter19@gmail.com. I will get it approved by the District President and if allowed will post it so that others can see your event. We want to encourage as many members as possible to support each other.

According to an AI Overview, public relations is the communication process that builds mutually beneficial relationships between organization and their public. There are 4 core functions of public relations. They are media relations, crisis management, brand positioning and internal communications. Mainly the Auxiliary uses:

- Media relations - which are for pitching stories and press releases.
- Brand Positioning - where you wear branding to show your affiliation with the Auxiliary.
- Internal Communications - which are keeping the members informed.

If you do any of these, you are active in the public relations program.

Amazon Shopping

The national organization has partnered with SmileAssociate to turn everyday Amazon shopping into donations to the ALA – **at no additional cost to the shopper!** Shoppers use a unique link that will take them directly to their Amazon account so they can start shopping. 1.5% of the total sale will automatically be paid to the ALA entity you select on a quarterly basis. Who shops on Amazon? Who wants to support the ALA or ALA Badger Girls State? Simply click on one of the links below and your purchases will turn into profit for ALA-Wisconsin or ALA Badger Girls State – but you can only pick one organization per purchase.

[Amazon: Donate to ALA-WI](#)

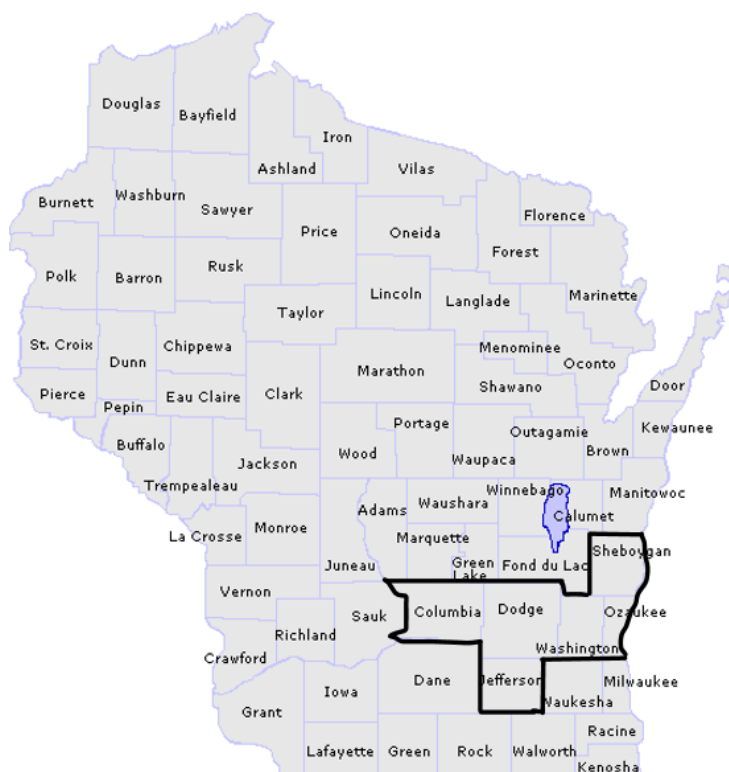
[Amazon: Donate to ALABGS](#)

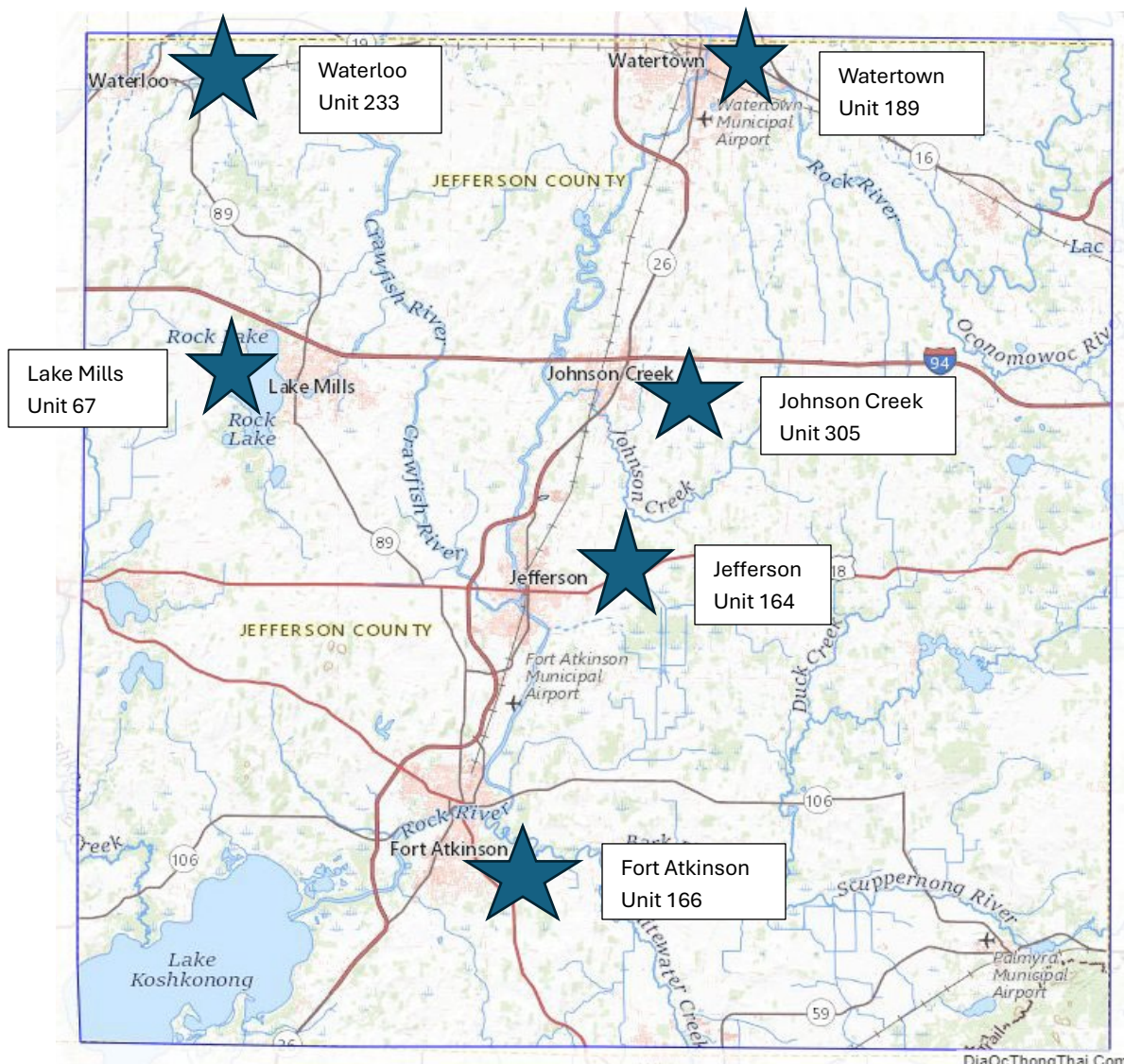
Shoppers do not need to be Auxiliary members. Anyone who shops on Amazon can support this great cause! Please share this message with EVERYONE within your reach of distribution!

Thank you for your support!

Counties

District 2 is made up of 6 counties in the state of Wisconsin. Each month we will highlight one of the counties and the Units within that county. This month we are highlighting Jefferson County.



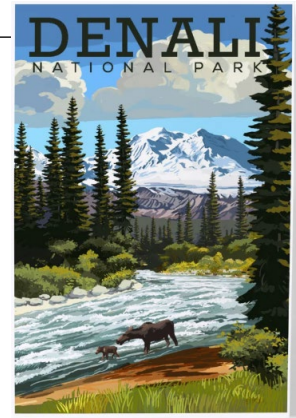


Jefferson county is a county located in south-central Wisconsin. There are 6 Units in the county.

The ALA County Executive Board is – President Sharon Burbach, Waterloo; 1st Vice President Deborah Krueger, Waterloo; Treasurer Wanda Fredrick, Watertown; Secretary Mary Petrie, Watertown, Chaplain Bea Rothschadl, Lake Mills, Parliamentarian Dorothy Wineke, Lake Mills, and Sgt-at-Arms Gloria Staplemann.

The Unit Presidents are – Robin White, Fort Atkinson; Cynthia Crane, Jefferson; Arlene Haumschild, Johnson Creek; Beatrice Rothschadl, Lake Mills; Deb Krueger, Waterloo; and Mary Petrie, Watertown.





Membership

REMINDER - County Presidents contact your Units and Unit Presidents contact your members to keep the membership numbers rolling.

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.

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.

Reminder you can still pay dues for 2026 and add new members.

Membership Goals – Denali Style

The email has gone out to the Unit President showing each Units progress. You will see the following animal when you are at the corresponding membership percentage:

Moose	20%
Caribou	40%
Dall Sheep	60%
Grizzly Bears	80%
Wolves	100%

Columbia County has 4 Units that have seen all 5 animals, 2 Units that have seen 4 animals and 1 that has seen 3 animals.

Dodge County has 7 Units that have seen 4 animals and 1 Unit that has seen 3 animals.

Jefferson County has 2 Units that have seen all 5 animals, and 4 Units that have seen 4 animals.

Ozaukee County has 4 Units that have seen all 5 animals and 3 Units that have seen 4 animals.

Sheboygan County has 4 Units that have seen all 5 animals, 1 Unit that has seen 4 animals, and 1 Unit that has seen 3 animals.

Washington County has 2 Units that have seen all 5 animals, and 4 Units that have seen 4 animals

Who will be the next Unit to see all 5 animals? Your next animal may be waiting right around the corner.

Membership as of 6/16/2026

		UNIT	CITY	2026 GOAL	JUNIOR	SENIOR	TOTAL	PERCENT
02	Columbia	0062	Columbus	16	0	15	15	93.75%
		0187	Wisconsin Dells	38	1	38	39	102.63%
		0208	Rio	32	0	32	32	100.00%
		0215	Pardeeville	39	3	32	35	89.74%
		0216	Lodi	40	3	28	31	77.50%
		0271	Poynette	25	0	28	28	112.00%
		0401	Cambria	48	3	45	48	100.00%
		Total		238	10	218	228	95.80%
	Dodge	0015	Juneau	67	5	44	49	73.13%
		0069	Mayville	85	2	78	80	94.12%
		0146	Beaver Dam	78	6	63	69	88.46%
		0157	Horicon	86	6	67	73	84.88%
		0270	Theresa	30	6	18	24	80.00%
		0347	Lomira	34	1	28	29	85.29%
		0420	Hustisford	17	0	15	15	88.24%
		0521	Fox Lake	98	3	92	95	96.94%
		Total		495	29	405	434	87.68%
	Jefferson	0067	Lake Mills	51	0	50	50	98.04%
		0164	Jefferson	33	0	28	28	84.85%
		0166	Fort Atkinson	52	2	50	52	100.00%
		0189	Watertown	82	7	71	78	95.12%
		0233	Waterloo	39	7	33	40	102.56%
		0305	Johnson Creek	27	0	25	25	92.59%
		Total		284	16	257	273	96.13%
	Ozaukee	0082	Port Washington	70	7	70	77	110.00%
		0288	Cedarburg	159	16	152	168	105.66%
		0355	Grafton	155	12	132	144	92.90%
		0410	Fredonia	18	0	19	19	105.56%
		0412	Belgium	31	0	26	26	83.87%
		0457	Mequon-Thiensville	53	5	50	55	103.77%
		0470	Saukville	155	2	124	126	81.29%
		Total		641	42	573	615	95.94%
	Sheboygan	0083	Sheboygan	32	10	25	35	109.38%
		0145	Random Lake	20	1	19	20	100.00%
		0149	Sheboygan Falls	28	0	29	29	103.57%
		0243	Plymouth	135	10	109	119	88.15%
		0387	Franklin	53	4	37	41	77.36%
		0462	Adell	12	0	12	12	100.00%
		Total		280	25	231	256	91.43%
	Washington	0036	West Bend	32	4	26	30	93.75%
		0321	Germantown	39	13	26	39	100.00%
		0384	Kewaskum	75	18	56	74	98.67%
		0483	Allenton	88	10	71	81	92.05%
		0486	Jackson	82	3	63	66	80.49%
		0522	Hubertus	32	1	37	38	118.75%
		Total		348	49	279	328	94.25%
Total			2286	171	1963	2134	93.35%	