



January Issue

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President's Corner

Lately I've been thinking about how fast this year is moving – and how somehow America is about to turn 250 without looking a day over...well, let's just say she's holding up better than most of us after a long conference. It's a big milestone, and it reminds us why our mission matters so much.

Here in District 4, we've always stepped up for the people who've served. This year, I'd love for us to keep that energy going by supporting our local veteran charities and finding fresh, creative ways to help our community. Whether it's donating, volunteering, or simply spreading the word, every little bit adds up.

Thank you for being the kind of people who don't just talk about helping – you do it. Let's keep making Oak Creek a place where our veterans feel appreciated, supported, and maybe even spoiled just a little.

Warmly,

Pat Ehleiter

4th District President

District

Four Chaplains 83rd Memorial Service

Sunday

February 1, 2026, at 1pm

Zablocki V.A. Chapel

5000 W National Avenue

Milwaukee, WI

Hospitality Directly After the Service

Legion Family Day 2026

Legion Family Day is the fourth Saturday in April (April 25, 2026) and Auxiliary Units and Legion Posts are encouraged to participate. The national organization is hosting a webinar entitled "Planning and Hosting a Successful American Legion Family Day Event" on February 10th from 7:30-8:15 PM EST (6:30 PM Central).

This session will provide participants with ideas on how to successfully plan, organize, advertise, and host an American Legion Family Day. They will talk about the American Legion Family Day Citation that National President Pam Ray is promoting this year. After the webinar, listeners will walk away with a list of ideas to help them host an American Legion Family Day event.

By the end of this session, participants will have learned:

- How to start the planning process: first steps, who to contact, etc.
- Best practices for promoting their American Legion Family Day event.
- How to get organized: timelines, invitations, set up, etc.
- How to make their American Legion Family Day event successful on the day
- How to measure the success of the event
- How to gather suggestions on how to make future events more successful

Please register to attend using the link to the registration website: <https://cvent.me/yE1k0l> and encourage any Legion Family members within your reach of distribution to participate as well.

Questions? Please contact National Community Service Committee Vice Chairman Amy Luft at amyluft@gmail.com.

ALA in the Know

There will be three ALA In The Know educational programs held this fall (2026), and locations for these training sessions will be considered throughout the state. The proposed dates for these training sessions are as follows: *September 12, September 29, and September 26*. Units interested in hosting should complete the ALAITK Host Form and return it completed to ALAITK Vice Chair: *Sandy Mack, 1204 Wisconsin St., Adell, WI 53001* no later than *Saturday, February 28th, 2026*. Locations that are selected to host will be contacted by April 1st, 2026. The ALAITK Host Form can also be accessed from the department website: [ALAITK Host Form](#). If you have any questions please call or text *262.388.9816* or e-mail *smack0555@gmail.com*.

Below you will find the hosting requirements for the ALA In The Know training session.

ALA In The Know 2026 Hosting Requirements

2026 PROPOSED DATES: SEPTEMBER 12 • SEPTEMBER 19 • SEPTEMBER 26

Requirements:

1. No charge to the Department for use of the facility.
2. Seating at tables, with capacity for minimum of 50.
3. Access to facility by 7:30 am on day of event until 4:00 pm.
4. Two microphones with working speaker system along with extra batteries.
5. Wi-fi with available password.
6. Large screen or plain white wall to project presentations.
7. Extension cords, duct tape.
8. Tables for program displays.
9. Head table for presenters with podium.
10. Handicap accessible facility.
11. Other possible events in the facility cannot interfere with the session.
12. Water station or pitchers of water and glasses on all tables, including head table.

Additional Information:

- Registration is 8:00–9:00 am. Hosting unit will provide members to assist with registration (Name tags and registration list provided by Department).
- Presentation begins at 9:00 am. and should conclude no later than 3:00 pm.
- Hosting unit receives \$15 per attendee to cover morning refreshments and lunch along with beverages.
- Final attendee number will be provided to the hosting unit two weeks prior to the event.
- Payment provided to hosting unit day of event.
- The unit is not allowed any fundraisers or donation jars for coffee, etc.

National Security American Legion & Auxiliary Wisconsin

Focus and Challenge 2026

Winter greetings!

The main purposes of the ALA National Security Program are to raise awareness of POW/MIAs and the ongoing efforts to bring closure to their families, support the Legion's priorities for a strong national defense, support military families in and around our communities, and advocate and support initiatives to improve military quality of life for servicemembers and their families. Many of our Units are engaged in supporting these purposes and doing an excellent job.

Our goals for the Wisconsin National Security Program will entail getting more Units involved. While we do that, let's try to have some fun at it! This year we will feature a special awards program with a challenge to every Unit. The challenge is to accomplish each of the following five tasks:

- 1) Raise awareness of POW/MIA issues among our own members by recognizing and remembering them at each Unit meeting and gathering.
- 2) Raise POW/MIA awareness in the community through events, articles, and community involvement in our POW/MIA ceremonies.
- 3) Present at least one Blue Star Banner to the family of a serving military member in your community.
 - a. Additionally, provide support and recognition of any Gold Star families in your community.
- 4) Recognize high school students who are entering the military by some method – graduation cords (if the school allows it) blue star banners to the family, luncheon, or dinner celebrations, etc.
- 5) Submit a Salute to Servicemembers Award for a service member who has dedicated themselves not only to their military profession but to their communities as well.
 - a. Find specifics: Salute to Servicemembers Award

Each Unit that completes items 1-4 will receive a letter of recognition. The event must be reported to the Program Chair with a short narrative and digital photo. When all four have been completed the Unit President must send an email for mail to the Chairperson certifying the events.

Units that also complete item five will be added to a pool for the grand prize drawing – the Program Chairperson will supply food and attend one of your Unit meetings, in coordination with the Unit President. These Units will also be considered for Unit National Security Program of the Year certificates. Finally, the District with the highest percentage of Units that complete items 1-4 will receive an ALA table banner for use at District activities or as they see fit. If your unit can't complete all five or even four by the deadline (June 1) we ask you to try to complete some. Everything you do with your Unit for National Security will make a difference!"

~ Marge Ciechanowski ~

District 4 National Security Chairperson

Americanism – Celebrating 250 Years

This year we are celebrating America's 250th birthday, and this year's Americanism + Essay Contest reflects that with the topic: "Celebrating America's 250th Birthday and the Veterans Who Fought for Our Freedom." The contest is open to students in grades 3-12 with six categories including a category for special needs students. The word-count requirement and other information is available on the Department and National websites under Americanism. This is an opportunity for students to learn more about our country and earn scholarships. If you would like more information, please contact me at 414.303.6186 or by email at djensen20@gmail.com, or the Department Americanism Chairman, Deanna Farley.

~ Donna Jensen ~

Americanism Chairman – 4th District

Milwaukee County Conference of Units (MCCU)

The biggest event of the year for MCCU is the George Washington Luncheon held on President's Day, Monday, February 16, 2026, at Meyers Restaurant, 4260 S 76th Street, Greenfield, WI.

This is a fun event celebrating our first president and it is not just for 4th and 5th Districts, but open to all Legion Family members. If you are planning to attend, please complete the attached flyer and make sure it is sent in by the deadline of February 6th, 2026.

Just a reminder, each Unit is asked to bring a raffle basket or gift card with a value of at least \$30.00 and there will also be a 50/50 raffle.

We hope to see you there.

~ Donna Jensen ~

President – MCCU

Public Relations and Branding



What is branding?

Our brand is our identity. It's our reputation, our promise. It's how the public recognizes us. It defines who we are – a community of volunteers serving veterans, military, and their families. Some of the most recognizable brands in the world have a “master template” look that they use to communicate who they are, such as Apple, McDonald's, or Disney. Through their brands people form emotional attachments and strong feeling for those brands. Because the American Legion Auxiliary's units and departments are spread out across the country, we need to develop a strong and cohesive brand. The public should be able to pair the ALA with our core values, mission, and look in the same way they can look at golden arches and know it's McDonald's.



Why Branding Matters:

- Branding sets our organization apart in a crowded nonprofit landscape. A strong distinction reflects our unique mission, values, and the difference that we are making in our world.
- Branding builds trust through consistent, authentic visuals and messaging. We build credibility that reassures people that our organization is legitimate, dependable, and worthy of support. Our actions can build up trust in our community.
- Branding raises social awareness by increasing the visibility of our mission. We can amplify our cause when more people see our brand.



BE PROUD. Wear OUR Brand!

When attending meetings, events, or doing outreach and you're not wearing the emblem on your shirt, hat, or jacket or if your signs fail to communicate your mission, you're missing a key opportunity. These simple elements function as advertisements for both our organization and your unit's support for veterans, military, and their families.

If you would like more information regarding branding and the American Legion Auxiliary, the ALA National Branding Guide may be found at:
https://www.legion-aux.org/cmsdesk/ALA/media/PDF/Guides/ALA_Branding_Guide.pdf

Apostle Island (4th Dist.) Membership Report

Way to go Apostle Island's, we are in 1st place with 89.15%, 419 paid and only 51 for 100% as of the January 13th membership report. Congratulations to first place Unit 537 with 95.74%. We have some units that are closing in to 100%.

Department News:

- ~ Central Division is holding 3rd place with Wisconsin slipping to 2nd within division.
- ~ Year to date we are behind by 449 renewing members and ahead by 4 new members.
- ~ There is still enough left in the donation fund to get 5 new 2026 juniors in for free.
- ~ January 31st is the deadline to get an entry into the Park Pass 2026 Department Convention award package drawing.

NATIONAL RENEWAL NOTICES

- ~ December 9th E-NOTICES were sent.
- ~ January 21st they will be sending "We Want You Back" emails to expired members (2 years not paid) Members that have been dropped/cancelled do not receive any communications from national or department.

Note: Any member that has dropped/cancelled membership or a lapse of 2 or more years must **1) pay all back dues 2) proof of eligibility needs to be confirmed to rejoin the auxiliary.**

- ~ February 2nd the second renewal notices will be MAILED to all unpaid Senior members as of January 2nd.



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| 1 st Place Sand Island - Unit 537 | 5 th Place Rocky Island - Unit 415 |
| 2 nd Place Outer Island - Unit 434 | 6 th Place Hermit Island - Unit 299 |
| 3 rd Place Michigan Island - Unit 416 | 7 th Place Raspberry Island - Unit 27 |
| 4 th Place Long Island - Unit 120 | 8 th Place Devil's Island - Unit 18 |

**Who will be the first to have their lighthouse lit up?
Your membership team is here to help if you need us.**

Upcoming Events

Four Chaplains 83rd Memorial Service

Sunday, February 1, 2026, at 1PM

Zablocki V.A. Chapel

5000 W National Avenue

Milwaukee, WI

Hospitality Directly After the Service

No charge-No Need to Bring Anything

Lt. George L. Fox



Methodist

Lt. John P. Washington



Roman Catholic

Lt. Clark V. Poling



Reformed Church

Lt. Alexander D. Goode



Jewish

In America

All American Legion Veterans, any Veteran, American Legion Auxiliary, and family are.

ALL welcome to attend this Solemn Service.

2026 4th DISTRICT SPRING CONFERENCE

The 2026 4th District Spring Conference will be held on May

16th at Post 434 Oak Creek, WI.

Details to follow in our next newsletter!



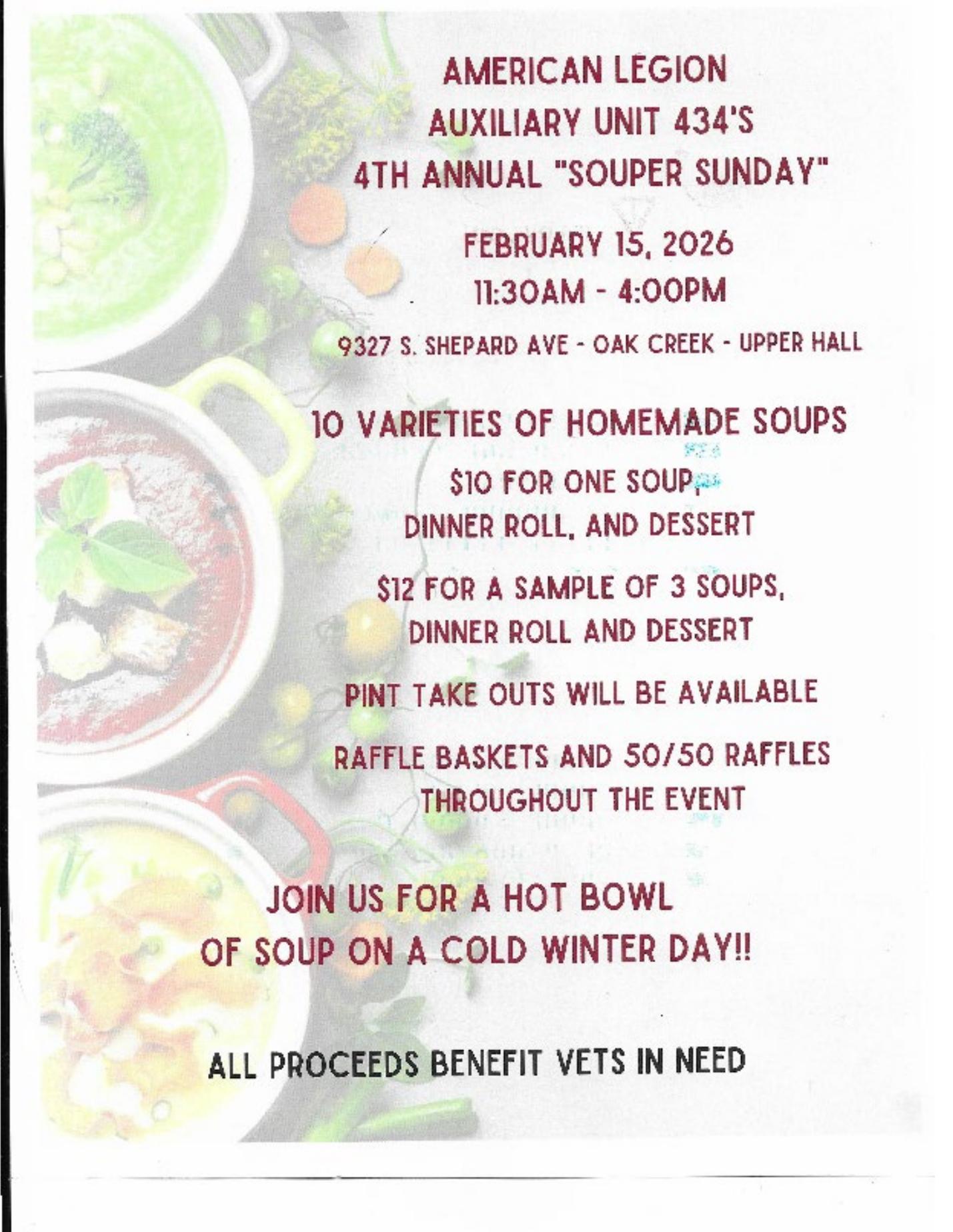
Unit 434 Upcoming Events

Here is a summary of Legion Post 434 & Auxiliary February and March events. See the attached flyer for more information.

- Our Auxiliary's Annual ***Souper Sunday on Sunday, February 15th*** from 11:30 AM to 4:00 PM or until we are sold out in our upper hall. We will have a variety of homemade soups with our famous dinner rolls & crackers for sale. We will also have soup samples, to-go containers, a bake sale, basket raffles & 50/50 raffles.

- Our Legion Post is having their annual ***Winterfest on Saturday, February 28th*** from 12:00 PM - 6:00 PM. in the lower Legion building. Our Auxiliary unit will be selling a variety of food throughout the day. They will have many types of raffles including a silent auction & prize drawings every hour. Many meat raffles continuously.

- Our Auxiliary's ***Annual Spring Craft Fair is on Saturday, March 14th*** from 9:00 AM to 3:00 PM. We have a variety of crafters. Our unit will have food available for sale during the fair.



**AMERICAN LEGION
AUXILIARY UNIT 434'S
4TH ANNUAL "SOUPER SUNDAY"**

**FEBRUARY 15, 2026
11:30AM - 4:00PM**

9327 S. SHEPARD AVE - OAK CREEK - UPPER HALL

10 VARIETIES OF HOMEMADE SOUPS

**\$10 FOR ONE SOUP,
DINNER ROLL, AND DESSERT**

**\$12 FOR A SAMPLE OF 3 SOUPS,
DINNER ROLL AND DESSERT**

PINT TAKE OUTS WILL BE AVAILABLE

**RAFFLE BASKETS AND 50/50 RAFFLES
THROUGHOUT THE EVENT**

**JOIN US FOR A HOT BOWL
OF SOUP ON A COLD WINTER DAY!!**

ALL PROCEEDS BENEFIT VETS IN NEED