



THE SENTRY

Issue #11, January 2021



THE AMERICAN LEGION

VETERANS STRENGTHENING AMERICA

Veterans Strengthening America

-Written by Daniel S. Wheeler, National Adjutant

I hope you have noticed on the cover of Dispatch and outgoing correspondence from The American Legion National Headquarters our organization's new motto: Veterans Strengthening America.

Late this past summer the National Executive Committee of The American Legion approved by an electronic mail vote, pursuant to Rule 12 of the Rules of the National Executive Committee, to adopt a vision, mission, values and motto of The American Legion.

As stated in Resolution No. 5, current modern business practices have evolved since The American Legion was founded in 1919, and as leaders of this great organization it is our goal to stay abreast of such evolutions. One such business practice of an organization like The American Legion is the use of a vision and mission statement, value principles, and a motto.

The American Legion's vision statement declares our future and long-term directional goals: "The American Legion strengthens America by improving the lives of our veterans, the military and their families."

The American Legion's mission statement declares how we intend to fulfill our vision: "The American Legion strengthens our communities, states and nation with programs and services for our veterans, the military and their families."

The American Legion's value principles guide our business decisions and actions:

A VETERAN IS A VETERAN – "The American Legion embraces all current and former members of the military and endeavors to help them transition into their communities."

SELFLESS SERVICE – "The American Legion celebrates all who contribute to something larger than themselves and inspires others to serve and strengthen America."

AMERICAN VALUES AND PATRIOTISM – "The American Legion advocates for upholding and defending the U.S. Constitution, equal justice and opportunity for everyone and discrimination against no one, youth education, responsible citizenship and honoring military service by observing and participating in patriotic and memorial events."

FAMILY AND COMMUNITY ENGAGEMENT – "The American Legion meets the unique needs of local communities."

ADVANCING THE VISION – "The American Legion educates, mentors and leads new generations of Americans."

HONORING THOSE WHO CAME BEFORE US – "The American Legion pays perpetual respect for all past military sacrifices to ensure they are never forgotten by new generations."

The American Legion's motto encapsulates the vision and mission of our organization: "Veterans Strengthening America."

The vision and mission statements, along with the value principles and motto, help define the purpose of The American Legion, align the organization's resources toward a successful future, provide clear and effective decision guidance; form part of a business's strategic planning tool and publicly communicate the message. The American Legion has clear guidance to act in these turbulent times.

With this information at hand, please use The American Legion's new motto in all internal and external correspondence with members and your community. And uphold the organization's vision and mission statement, value principles and motto. Thank you for your service in helping The American Legion to be the largest veterans service organization where Veterans Strengthen America.



Tuesday, January 12th - Monthly Activities (no dinner, business meeting at 7pm)
Tuesday, February 9th - Monthly Activities (no dinner, business meeting at 7pm)
Tuesday, March 9th - Monthly Activities (no dinner, business meeting at 7pm)

Legion Enters the Racing World

-Written by Legion.org

The American Legion and Chip Ganassi Racing (CGR) have created a multi-year sponsorship agreement for the No. 48 Honda in the NTT IndyCar Series. Seven-time NASCAR Cup Series Champion Jimmie Johnson will drive the street and road courses while 2013 Indianapolis 500 winner and Series Champion Tony Kanaan will handle the ovals.

“This is truly a win-win for all involved,” said James W. “Bill” Oxford, national commander of The American Legion. “Teaming up with Chip Ganassi Racing allows The American Legion to showcase how it strengthens America every day through its programs, advocacy and support of veterans and their families. We’re looking forward to bringing that message and our mission to race fans across the country.”

On Nov. 17, the National Executive Committee approved Resolution No. 1: #48 IndyCar Team Sponsorship.

Part of the resolution states that “The American Legion continually works at building and growing The American Legion organization and brand recognition, increasing membership and renewals, increasing fundraising and donations, and increasing sponsorship renewals (goals). Not many individual programs are able to impact and connect to all of The American Legion’s goals. Sporting event sponsorship opportunities, if properly managed and executed, are a program area that allows sponsors to obtain those goals.”

The American Legion will be featured prominently on Johnson’s No. 48 Honda during

every race in the 2021 and 2022 NTT IndyCar Series. The American Legion will also be the primary paint scheme for two races in 2021 – the Indianapolis 500 (“The Greatest Spectacle in Racing”) over Memorial Day Weekend, and the Texas Motor Speedway (May 2). Kanaan will be behind the wheel for those races.

“We’re excited about this new relationship with The American Legion as it allows us to further the sponsorship program on the No. 48 team with Jimmie and Tony, while also representing a very important relationship with an organization dedicated to supporting veterans,” said Chip Ganassi, team owner of Chip Ganassi Racing. “Jimmie in particular has a long-standing appreciation for the service of veterans, so it was just another reason why partnering with The American Legion on his debut in the NTT IndyCar Series made sense.”

Other No. 48 highlights include:
- The American Legion is associate sponsor for all 17 IndyCar Races – from March to October.



- Jimmie Johnson to drive 12 street races, no ovals in 2020.

- The sale of American Legion racing and Jimmie Johnson merchandise will be available through Emblem Sales, such as die-cast No. 48 cars, apparel, hats, flags, etc.

Johnson, who has family members who have served in the military, made a \$10,000 donation to The American Legion on Dec. 1, Giving Tuesday. Johnson hopes his donation will motivate fans and

the public to support veterans by donating \$48 to The American Legion. The \$48 pays homage to the number 48 car that he and Kanaan will drive.

“Our family knows firsthand how important it is to recognize our veterans,” said Johnson, who’s grandfathers and brother-in-law served in the military. “It’s exciting to be partnering with The American Legion to be able to show our appreciation to veterans and to continue to raise public awareness and support for this special organization.”

Make Martin Luther King, Jr Day a Day “On,” Not a Day “Off”

- Written by Amanda Knowles, PointsofLight.org

While many see Martin Luther King Jr. Day as a day off, we see it as a “day on.” It’s an opportunity to start your year in the spirit of volunteerism and service, continuing the legacy Dr. King, who spent his life working to better the lives of others.

Just as Martin Luther King Jr. believed in service, so did Points of Light founder President George H. W. Bush. Once saying, “Any definition of a successful life must include serving others,” President Bush recognized the importance of this day when he signed the Martin Luther King Jr. Federal Holiday Commission Extension Act in 1989. In 1994, Congress passed the King Holiday and Service Act, designating MLK Day as a national day of service.

Since then, each year on MLK Day, Points of Light calls together its community of changemakers to reflect on gains won during the Civil Rights Movement and to address contemporary issues facing our nation through act of volunteer

service. Here are a few ways you can get involved on Jan. 18:

VOLUNTEER

- Visit pointsoflight.org/mlkday to find MLK Day volunteer opportunities in your community. You can also create your own project and register it on [All for Good](http://AllforGood) to connect with other volunteers in your community.
- Family Friendly Projects – get your whole family involved with ideas from generationOn, Points of Light’s youth division.

HOST A SUNDAY SUPPER

Inspired by Dr. King’s vision that people of diverse backgrounds would come together to discuss injustices of the day and create a plan for action, Sunday Suppers call people to engage in dialogue about issues affecting their communities. Conversations, a form of civic engagement, about pressing topics are important because they are often the starting point for

change. To get you started, we offer a guide for starting conversations on the topic of financial insecurity in America. And when you pledge to host a Sunday Supper, you’ll receive our exclusive facilitator guide, full of tips and recommendations for how to bring friends and neighbors together to share a meal and conversation.

As the first national day of service started in 2018, let MLK Day be your start to a year-long commitment to service. Leading a life of volunteerism has been shown to have benefits not only to the community, but also to the volunteer. And there are so many opportunities to get involved.

This year marks the 53rd anniversary of Dr. King’s death on April 4, 1968. In that light, this year’s MLK Day of Service presents a unique opportunity to reflect on Dr. King’s legacy and redouble our efforts to make his dream of a better world a reality. Join us on MLK Day to jumpstart a year of volunteerism and service to make our communities, and the world, a better place for all.

Calendar of Events / This Day in History - January

1 Jan: Happy New Year 2021!

1 Jan 1863: President Abraham Lincoln issues the Emancipation Proclamation, calling on the Union army to liberate all slaves in states still in rebellion as “an act of justice, warranted by the Constitution, upon military necessity.”

10 Jan 1923: Four years after the end of World War I, President Warren G. Harding orders U.S. occupation troops stationed in Germany to return home.

15 Jan 1943: The Pentagon, headquarters of the U.S. Department of Defense, was dedicated.

18 Jan Martin Luther King Jr Day: commemorates the birthday of American civil rights leader Reverend Dr. Martin Luther King, Jr. (Federal Holiday)

24 Jan 1908: Lieutenant General Robert Baden-Powell publishes “Scouting for Boys” as a manual for self- instruction in outdoor skills and self-improvement. The book becomes the inspiration for the Boy Scout Movement.

27 Jan 1973: The Paris Peace Accords are signed by officials from the United States and North Vietnam, bringing an official end to America’s participation in its most unpopular foreign war.

31 Jan 1865: The U.S. House of Representatives passes the 13th Amendment to the Constitution, abolishing slavery in the United States.

The Sentry is a free, monthly newsletter of the American Legion Post 416, Lowe’s Grove NC.

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THE AMERICAN
LEGION
the world’s largest veterans organization

Leo Scrivner Exceeds Pearl Harbor Remembrance Challenge

- Contributed by <https://www.wearblueruntoremember.org/>

Wear Blue is a running community that honors the service and sacrifice of the American military. The running community unites and supports the military and their families, veterans, Gold Star families, and civilians through active remembrance and meaningful relationships.

From December 1 – 7 of 2020, Wear Blue honored the service and sacrifice of the 2,403 Americans who lost their lives in the infamous attack on Pearl Harbor on December 7, 1941. In honor of these lost lives and their sacrifice for our freedom, the Wear Blue community with over 900 people participating from around the world, collectively ran/walked over 2,403 miles per day, one mile for each life, during the week leading up to Pearl Harbor Day, December 7th. While they could not run together in person, each person logged miles from each person's respective home base. This decentralized commitment was still the perfect way to support their Communities, honor the fallen, the families, and Veterans. Over these 7 days, the Wear Blue community exceeded their goal of 16,821 miles!

Within American Legion NC Post 416, Leo Scrivner committed to running / walking an average of 7 miles per day for 7 days, from December 1st to December 7th and then rounded up his commitment to 50 miles (which he exceeded). Congratulations and well done, Leo!



(Photo provided by Leo Scrivner)

PERSONAL BRANDING HACKS FOR THE NEW YEAR

- Written by Lida Citroën, [Military.com](https://www.military.com)



U.S. Air Force Staff Sgt. Devin Boyer, 435th Air Expeditionary Wing photojournalist, salutes the flag at Camp Simba, Kenya, Aug. 26, 2019. (Photo by U.S. Air Force/Lexie West)

If you're like me, then you find that the end of a calendar year seems to come faster and faster these days! All the plans, goals, objectives and processes we start off the year with seem ancient by the end of December.

When thinking about your personal brand, a calendar year-end can be a benchmarking opportunity to help you assess progress towards goals. As we wind up the year, here are personal branding hacks to ensure you start off your new year fresh and focused:

Take stock of this past year. Were you consistent in your behavior and action? Did you meet new contacts who add value to your network? Did you update your style to reflect your desired image? Were you active on social media -- or did you just get started?

Inventory what worked. To what can you attribute specific, tangible and positive results? If you became more focused and intentional in your social networking, did that lead to more in-person meetings, and then more job interviews? Perhaps you tried to focus more on listening and learning. Did that help other people view you as less self-absorbed and more curious? Maybe you took action to correct negative feedback you'd received in the past. What were the results? Consider if the time is right to circle back to the people who offered that feedback, to see if they noticed an improvement in your behavior or reputation.

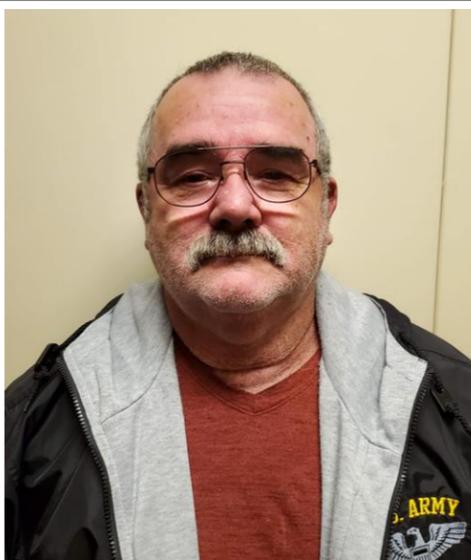
Learn from what didn't work. As you build your personal brand, it's important to learn from the missteps as well as the successes. For instance, perhaps you tried a new behavior or action that felt outside your comfort zone, even when intellectually it seemed prudent. Maybe you tried to inject more humor with others, and the jokes repeatedly fell flat. If the behavior didn't yield results, it was likely not helpful for you.

Similarly, perhaps you tried to network with a new audience where it felt unnatural and uncomfortable? If the results weren't what you wanted, consider whether to continue or abandon this strategy.

Remember to build credibility. As I've shared previously, in order to be known for something (where you've earned credibility, not just visibility) you must articulate your values, then act accordingly (values + action = credibility). Make sure the people around you know what you believe in, would fight for, and value. The formula doesn't work without that step.

Share. It sounds contrived, I'm sure, but the power of attraction truly does work when you help others. When you give, share, provide and help other people, you are rewarded with abundance. Generosity and gratitude produce results beyond what we can imagine. I am often asked what trait I find most in common with my successful senior executive clients: Generosity. Not necessarily "philanthropy" or charity work, but a true commitment to give some away, knowing that the return rewards are so much greater. When you give, you get, they tell me.

Every new year is an opportunity to improve your life. Thank you for your service to our great nation!



Congrats, Johnny!

During our December membership meeting, Johnny Clinton was elected 2nd Vice-Commander, filling the vacancy left by John Barricelli. He'll be installed during the January 2021 meeting. We look forward to serving alongside you into the future!

- Photo by Bill Granger

