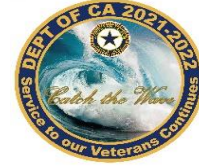




American Legion Auxiliary  
Department of California



**MEMBERSHIP  
Bulletin #5  
January 2022**

**Happy New Year Everyone!**

**NEWS FLASH!!!**

Our Department Executive Meeting (DEC) will be held at the Long Beach Marriott Hotel, January 14-16, 2022, and we hope to see you there. The Area Membership Team Reps (the Big Kahunas) and your Surfing Competition Commish will be available to discuss Membership during the Surf City Boardwalk Fair on Friday, January 14<sup>th</sup> from 2:00 PM – 4:00 PM. Our Boardwalk Surf Shop will be open and ready to serve you!

The **Membership Awards Party** will now be held on Friday the 14<sup>th</sup> from 7 PM to 9 PM, Salon A/B. So, bring your boards and join us! Awards and drawings will abound.

**PLEASE NOTE** the change in time for this event!

**Also, please be advised that the Membership Team WILL NOT process transmittals for the duration of the Department Executive Committee Meeting. Transmittals submitted during, or at DEC, will not be processed until the week of January 17-21, 2022.**

As we ring in 2022 it is my hope that the new year will bring improved Membership numbers for the Department of California ALA. Units are encouraged to personally contact those members who have not yet renewed. Put your membership to work; every unit has at least one member who loves to chat – ask him/her to touch base with unpaid members. Let those members know how important their membership is to the unit. During the call thank the member for being part of the Auxiliary, and share information on forthcoming events and fundraising activities and urge them to get involved. Sometimes all it takes is hearing a friendly voice on the phone. **Make sure your contact is personal** – don't email or text unpaid members as these forms of communication are now too impersonal; you have most probably already sent emails, texts, and post card reminders, all of which haven't improved the Unit's membership numbers.

My sincere thanks to the twenty District Membership Chairmen who took the time to complete and send me a mid-year report for this program. Your efforts are greatly appreciated!

Wishing each of you peace, joy, and good health in the new year!

Susan Baker, Surfing Competition Commish  
ALA Department of California

"Catch The Wave"  
Surfing Toward Care and Comfort for Our Veterans