

MINUTES
DEPARTMENT DMS COMMITTEE MEETING
JANUARY 16, 2016 AT 10:00 A.M.
BALLROOM 1
CROWNE PLAZA NORTH
COLUMBUS, OH

The meeting of the DMS Committee was called to order in Ballroom 1 of the Crowne Plaza North by Chairman Mike Davey (District 5). After saluting the colors, Chairman Davey gave the invocation. The Pledge of Allegiance was then recited.

Chairman Davey (D-5) recommended Steve Ebersole (D-12) be appointed secretary for the Committee. Seconded by Keller (D-9). PASSED

ROLL CALL: Present	District 1	Rex Shanahan
	District 2	Dan Feltz for Tom Faller
	District 3	Melissa Fowle
	District 4	Bob Crisp for Paul Butler
	District 5	Bill Edwards
	District 6	Dan Greenfield for David Cook
	District 7	Rick LaValley
	District 8	Mary Austin for Tina Walker
	District 9	William Keller
	District 10	Ron Crabtree
	District 11	Charles Sands for Steve Ishmael
	District 12	Steve Ebersole
	District 13	Bob White
	District 14	John Life
Guests		Tom Rowe (D-12) 2 nd Vice
		Paul Smith (D-1) 1 st Vice
		Molly Doss (D-5) 1 st Vice

Reading of the Previous Minutes (9-19-15) – Motion made by Edward (D-5) to dispense with the reading of the previous minutes and seconded by Life (D-14). PASSED

Chairman Davey (D-5) brought greetings and gave opening remarks. He mentioned that the total Ohio membership for 2015 was 108,732 to include 9,518 DMS members and Ohio ranked 34th out of 55 Departments. Ohio had a market penetration of 17.53% with a traditional retention rate of 89.11%. Ohio had 552 posts and 8 posts were cancelled or combined.

Chairman Davey (D-5) stated the Department had a very successful 2015 DMS transfers within the State transferring 2,274 members against a goal of 2000. For the 2016 DMS year, each District Chairman set their own goal with the total being 3500 member transfers. Currently for the 2016 membership year (Jul 1 through Dec 31st or first six months) the Department of Ohio is running 158 behind from the previous year (1361 in 2015 versus 1203 transfers).

Each District Chairman gave a report on what they have planned for revitalizations at the county or District level. Districts 6, 9 and 13 have revitalizations scheduled; District 2 is in the planning phase; District 5 is continuing their county scheduling. District 8 is in the planning stage and the balance of districts had little to nothing to report at this time.

Chairman Davey (D-5) reported, with the January 14, 2016 national membership report, Ohio was ranked 38th and we are one of a total 29 Departments who are ahead in membership over this same time from a year ago. The Chairman also reported that there will be a new DMS award presented at the conference on Sunday for that District who had the highest percent of transfers against their goal for 2016 for the first six months of the membership year. Certificates to be awarded to the District Commander and their District DMS Chairman.

Chairman also reported that The American Legion acquired 825,000 new members in 2015. Each year the National budgets 4 million dollars for DMS mailings and to bring in 100,000 members. During the 2014 membership year, this program brought in 121,000 members. For the 2016 year thus far, the DMS program has acquired some 56,000 members.

Chairman Davey reported that the National organization will be coming out with new flyers and brochures, one being called "This is The American Legion" plus a recruiting tool kit. He also reminded the group that the National Membership Workshop will be held in Indianapolis, IN from July 28 – July 30, 2016.

In closing, Chairman Davey (D-5) emphasized that membership must be the primary focus for all districts and being a member of The American Legion, each is now a shareholder in the organization. What will each of us do as we are now in the final phase of our 2016 membership year? What will each of us do to continue a culture of growth at our local posts, in your district and for the Department of Ohio.

With no further business to come before this committee, salute to the colors was rendered and meeting was adjourned by Chairman Davey (D-5) at 11:03 A.M.

Respectfully submitted,

Steve Ebersole (D-12)

Acting Secretary