



Sons of The American Legion



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Detachment of New York

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Convention Issue 2011

**Dates of
Special Interest:**

- July 16th—18th Detachment Convention; Binghamton, NY
- July 22nd-30th Boys Nation; Washington, DC
- August 3th—7th Junior Shooting Sports Champ.
- August 12th—16th AL Baseball World Series
- Aug 13th—76 Freedom Car—Concord Speedway
- Aug 14th Purple Heart Day
- August 26th—28th SAL National Convention
- Sept 11th—Patriot Day
- Sept 16th - POW / MIA Recognition Day
- Sept 17th—Citizenship Day

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COMMANDER'S MESSAGE

by John Rogers

GREETINGS:

With the administrative year coming to a close and a new one to begin, let me thank and congratulate all the members of the Detachment of New York for all the work they have done during this year in support of our Veterans.

This year has really been a special one, serving as your Commander, meeting all the members of our great legion family, learning and seeing all the great things accomplished in all the counties during my travels, it just shows what can be done when a family works together.

With the help of our members, we have started new squadrons, re-activated counties, and made our presence known in the Department for getting things done. I congratulate all for this. Two Major accomplishments during my administration that I am most proud are first and foremost the Workshops at Mid Winter Conference, this joint venture brought the Legion and the Sons closer to the goals established with American Legion Programs.

And, the invitation for the Sons to attend The American Legion College, Department of New York, on a space available basis, and I am happy to report that during this Administration we have had three (3) graduates, one being our leading candidate for Detachment Commander, Congratulations to all of them.



During my travels, of which consisted of over 14,000 miles in New York, zigzagging North, South, East and West, I have seen sights that would amaze fellow New Yorkers. That being the construction of new cemeteries for our Veterans, parks dedicated for our Veterans and wonderful monuments erected in their honor. All I can say is that our Legion Family here will never forget what Veterans have given to keep us free.

During my visit to the Washington Conference, I was given the opportunity to place a wreath at the Viet Nam Memorial Wall, and little did I know when the wreath was placed, it was put in front of two names of veterans that I knew most of my life and parted when we all went
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FROM THE ADJUTANT'S DESK

by Robert J. Avery

It is a pleasure to welcome all delegates attending our 37th Annual Detachment Convention in Binghamton. Our special guest this year is the National Commander of the Sons of The American Legion, David Dew from the great Detachment of Texas. Commander David has represented our organization superbly this year, and we thank him for promoting this great organization at every opportunity that came about as he travelled near and far. I hope you will all get an opportunity to meet our Commander on his official visitation to New York. Commander Dew is a longtime member of the SONS, and has served in a multitude of offices at the National level, but most importantly he has a special connection with the "blue-cap" members of our organization. Be sure to stop and greet him during this week's events!

I likewise congratulate our Commander John Rogers who has led this Detachment with great success over the past year. There is now even a greater bond within the New York "Legion Family" due to his work throughout this successful administrative year. We thank Commander John for further advancing this great Detachment of New York! A word of thanks also goes out to the Department staff for their support this past year, especially to Annie and Paul. This Detach-

ment runs so efficiently in a large part due to their commitment. Our Detachment Officers and Detachment Committee and Commission members have done a tremendous job as well; along with the District and County officers! But once again, it is the individual Squadrons and their members that deserve the most praise. They continue to actively carry out the spirit of our Preamble: assisting veterans at every opportunity. It is because of your volunteerism that the Sons of The American Legion continues its steady growth and recognition for its great deeds. Many thanks again as you continue your work in the year to come. We are all here because of, and for, the same reason....our deep connection, our great respect, and our full support of our Nation's veterans!

The 2012 cards have already been mailed to the Squadrons who have submitted an Officer Certification Form (OCF) for the 2012 year, making this the earliest year for Squadrons to have been able to receive cards. Your Squadron's membership cards are NOT sent out unless we have received an OCF.

The 2011-2012 year is very special for all Legion Family members in the Empire State. It has been over 30 years since New York saw one of its Legionnaires become the National Command-

er. Yes, we have had a few, 4 to be exact, since our beginnings in 1919, with the first coming 8 years later. Edward E. Spafford from Post 108 in New York County led the 1927-1928 year. 17 years later, Edward N. Scheiberling from Post 225 in Erie County was elected National Commander from 1944-1942. The next NY Commander was 14 years later: Martin B. McKneally from Post 152 in Orange County, who served during the 1959-1960 administrative year. 21 years later, Michael J. Kogutek from Post 1477 in Erie County served.

92 years following the organization's beginnings, Fang A. Wong from New York County is expected to be chosen to lead the largest veteran's organization in the world at the upcoming National Convention in Minneapolis. The Detachment of New York has fully supported Fang in this endeavor and we are now extremely proud to finally see this high honor be carried on by such a great Legionnaire. As SAL Liaison for the campaign, I personally thank my fellow committeemen and all members of the SAL for their full and enthusiastic support over the past 2 years. We all wish Fang the very best, knowing with certainty that he will serve this organization honorably and with distinction. Why would anyone think otherwise....he is from the greatest Department in the Nation!

For God and Country,
Robert J. Avery
Detachment Adjutant

V. A. & R. Commission

by Thomas Kurk, Chairman

We have completed another year and we once again showed some outstanding numbers for monetary donations and volunteer hours given for the service of our veterans in New York State. We also received the most William P. O'Connell Memorial Scholarship applications this year than we ever had. The Detachment of New York Veterans Affairs and Rehabilitation Commission thanks each and every one of you for your time and effort. We have, once again, made an impact in the lives of our local veterans.

This Commission introduced some new and not so new VA&R programs to the Detachment this year and we had some very positive results. Homeless Veterans, the Department Presidents project this year was very well supported by our Squadrons.

Socks For Soldiers campaign at Mid Winter resulted in more socks donated that was ever imagined. Oneida County Sons deserve a big Thank You for supporting the Feed Our Vets pantry in Utica, NY. Once again Squadron #1610 in North Albany donated \$6,000 to the Wounded Warriors program. This years "They Marched For Us, We Walk For Them" Walk-A-Thon resulted in an exceptional amount of donations. The list goes on, but the bottom line is our members work hard for our veterans and their families and this truly deserves a heartfelt congratulation to all the members of the Sons of The American Legion in the Detachment of New York.

With our Administrative year coming to an end and our Squadrons not meeting during the summer months for the

most part, lets not forget that we can still participate in activities for our veterans. Off site picnics, outings to a local base ball game, fishing trips and other summer activities are truly appreciated by our veterans who are both at home or in facilities such as Veterans Homes or patients at one of our thirteen VA Medical Centers, who are able to, get out and enjoy the outing. These things are enjoyable to both the veterans and our members. Veterans Affairs and Rehabilitation is a continuous service and should not stop for summer vacation.

In closing, this Commission hopes that we have kept you informed of what is needed by our veterans and was able to assist you in any of your endeavors. Take the time, when you talk with a veteran and thank them for their service to our nation. You will be surprised how much these words will be mean to them. Some of our veterans have never been told this and will sincerely appreciate your thoughtfulness.



For information on volunteering or to make a donation to a VA Medical Center go to the website: www.volunteer.va.gov.

If you would like to see what programs or projects are ongoing at each of the VA Medical Centers check out the on line information. Here you will also find a list of the needs and contact information for the center.

Albany.va.gov

Bath.va.gov

Buffalo.va.gov

Canandaigua.va.gov

Syracuse.va.gov



Picnic at the Canandaigua VA served 150 veterans, family and staff was hosted by Aux and SAL from Post 457

Americanism Commission

by James Coates, Chairman

Bryel Weinlein

What America Means to Me Fifth Grade Essay Contest Winner Genet Elementary School

My name is Bryel Weinlein and I am a fifth grade girl at Genet Elementary. America means a lot to me. In America, we have freedom. Freedom is what a lot of people love about America. In America, we have the freedom to do anything. We have freedom of the speech, so we can say anything we want to say. We also have freedom of the press, that means we can write anything we want without being put in jail. The other important freedom we have is freedom of religion. That means we can have whatever religion we want without being told what religion to have. That is like expressing our personalities and beliefs without being accused or having the same religion and beliefs. This is just one reason of what America means to me. Having freedom in America means a lot to me.

America provides education for children. Children can learn a lot of what they wouldn't of learned not going to school. In other countries children would be home working when I am in school. When I am in school I am learning how to write essays like this essay, also I am learning math and spelling and a lot more. Education is how we learn all America provides for us. Education means a lot to me and all my friends. America means a lot to me.

America opens doors to immigrants. Not all people during the potato famine in Ireland were able to come to America but the matter is they had an opportunity to try to get into America. That probably felt good to them having a chance. It may not seem so good to us but having a

chance and even getting into America is a dream to immigrants. Today many people move to America from somewhere else and love it here. They probably are so happy to be living here today because their ancestors probably weren't able to come to America. The matter is America opens doors to immigrants. America means a lot to me.

In America we have the right to vote. In other countries not all people had right to vote. Back in the days women were not allowed to vote. On August, 29th 1920 women were allowed to vote. It was the 19th Amendment to the U.S. Constitution that women were allowed to vote. I am happy that I will be able to vote when I am old enough. America means a lot to me.

This is another major reason of what America means to me. America provides protection for an existence. Having protection keeps my family, friends, and everyone else safe. America protects our rights, also America protects our freedom. That is great to have our freedom and rights to vote protected. America means a lot to me also having protection.

In America we are fairly treated. What I mean is no one can say what we can do and can't do. If someone says you can't do something that is being poorly treated. In America everyone is treated fairly. We can do whatever we want and not be bossed around. It's nice not being bossed around. It's super nice being fairly treated. Being fairly treated is what America means to me.

In America we all have a chance to go to school and get an education. In other countries girls will have to stay home and work and make clothes. But in America all boys and girls can

go to school and get an education. Once they get an education they can get a job they want. In other countries you would be told what job to have. And not go to school. In America we get to go to school and get whatever job we want. Getting an education and choosing what job we want is what America means to me.

Before African Americans would not be able to do the things everyone else can do today. They would only be able to get into certain stores and restaurants. They would also have to sit in the back of the bus. In America everyone is fairly treated thanks to Martin Luther King who gave everyone rights. Everyone has rights to anything. Being fairly treated is what America means to me.

Thank you all Veterans who were in the war or are still in the war. They are all great people. They have not wanted to leave their families to fight but they did. I had people in my family that fought in wars but did not want to but they did it. When they came back they were all worried about them and so happy they were alive. I'm very sorry for the Veterans who died fighting for us. I am thankful to all the Veterans that fought for us, especially my Grandfather and Uncle. Thank you so much Veterans. Thanks so much for my Grandfather who died. I wish I can thank you to all the Veterans.

After reading this I hope you feel like America means a lot to everyone. America is the best place to live. I am so happy to live in America. I hope you feel like living in America is a luxury. I am thankful to everyone that helps us make America a great place to live. America means so much to me. I hope it means a lot to you.

Thank you, great job! You help restore our faith in our youth and education system.

2nd DISTRICT HAPPENINGS:

By Ghost Writer

KINGS COUNTY PERVAILS:

Memorial Day was soon approaching, and the Veterans of Kings County were looking forward to their 144th Memorial Day Parade, which is the longest running parade in NYC. When to their surprise, they found out it might have to be cancelled do to lack of funds usually contributed by local politicians and officials. Well, the members of the legion and sons said "no way", and went into action. Taking the helm were Pete DeAngelis, Dept. Vice Cmdr., and Pete DeAngelis Jr., Kings Cty. Cmdr. SAL. They sprang into action getting the info out to the local newspapers, radio and television stations and then on the internet using Facebook, looking for support. Do to this, local residents and most of all the businesses in the area found out and jumped in with help giving them the opportunity to hold

fundraisers every weekend and making contributions in support of their veterans, not to let this happen. They had to raise approx. \$15,000 to \$20,000 within 30 days for this parade to take place. These monies are used for permits, transportation for veterans, vehicles for veterans to ride in parade, awards, banners/ribbons, but most of all, the feeding our active military that march in the parade, along with all the veterans, held at the Bay Ridge Post after the Parade. Needless to say, this story had a happy ending; with the help of these two men, the Legion, Auxiliary and Sons of Kings County the 144th Annual Memorial Day Parade took place. CONGRATULATIONS, FOR A JOB WELL DONE!

RICHMOND COUNTY SHOWS IT COLORS:

In Richmond County, once again, Granito-Smith Post and Squadron held their Memorial Day services with even a larger crowd then ever. With the help of Anthony Navarrino members and also the 2nd District Cmdr., and his dad Charles who is also a dual member, they put together a team to not only have these services, but to make sure all the gravesites of veterans had a American Flag at the base. In addition, Cmdr. Rogers had

the opportunity to attend a Senior Awards Ceremony at a local high school to bring greetings from the Detachment of New York. He was impressed with the awards given to seniors, but one student stood out, Michael DeMartini getting a Community Service Award for over 1400 hours of performance, and also winning 13 other Academic Awards that evening. Oh, Michael is also a member of the Granito-Smith Squadron and when Cmdr. Rogers found out, it just solidified his comments during the year, that the Children of today are our Leaders and Soldiers of tomorrow.

A shout out to all the Sons/Auxiliary/Legionnaires that made Fleet week a huge success at the Homeport on Staten Island. With limited resources, due to cuts made by NYC, loss of building space, electric, and water supply, there own Diane Gerber, PCC, PDist.P and Chairperson with help of her SONS and Legion Family Members, were able once again to put it all together, feeding Security, FBI, and most of all our Active Military Members while at the Homeport. Visitations were made by various local schools, learning about how to support our troops and them keeping us free. The highlight was having the USS NEW YORK in port, made with the steel of the Twin Trade Towers that was destroyed during the attack on NYC, September 11, 2001. Once again the Legion Family Prevails.



Kings County American Legion Homecoming

First Ever "Legion Family" Project in Erie County

Sons Receive Recognition from National Guard

Greg "Doc" Gibbs received a certificate of Gratitude from the New York National Guard at the recent Annual American Legion Erie County Convention in Hamburg, New York. This plaque was given to Doc as the representative of all the Erie County Sons squadrons that participated in a project.

This past spring the first ever Legion Family project took place in Erie County New York. The County Legion Commander Ray Caso and the Auxiliary President Anne Baglio along with Doc Gibbs representing the Sons worked on the project. This was the brain-child of the County Legion Commander and met with great fanfare. To our knowledge, this is the first ever "family" project in Erie County where all three groups worked side-by-side, organizing, supporting, and carrying out such a massive project. There are 500 families in Erie County that have deployed service members. The project raised

money, took donations of food, clothing, toys and coordinated the transfer of those items to the families through the Connecticut Street Armory in Buffalo, New York. Well over \$40,000 worth of good were collected and distributed just prior to Easter Sunday. The response was amazing!

As a result, Doc received this plaque on June 1st from the New York National Guard. It reads as – "In recognition of your commitment to New York National Guard families, this document serves as official notice of your volun-



teerism, generosity, and patriotism is making a difference in the quality of life for the service members of the military and their families. On behalf of the New York National Guard Family Programs and assigned New

York National Guard units of western New York, your military community support of excellence displayed during the April 19-26, 2011 period by supporting and sponsoring the Erie County American Legion Family Project did not go unnoticed. Thank you. Your contributions to the support and welfare of our military community are appreciated.", given under the seal of the New York National Guard.

Doc accepted this plaque on behalf of all the Sons that participated in this great event. Many individuals, too numerous to mention, took part in this event spanning many posts, squadrons and auxiliary units. One of the more outstanding efforts was done by the Orchard Park #567 Sons Squadron under the direction of SAL Commander Chuck Hurd, they held a Monte-Carlo night that benefitted this project. With the level of local support out there for this - it is quite likely that this may become an annual "Legion Family" project.

Commander from page 1

into the Service of our Country during the Viet Nam Era. It brought tears to my eyes to see their names their. It was my honor to visit and personally thank a wounded warrior from New York State for his service while he was in the Walter Reed Memorial Hospital, this young man lost both of his legs and severe damage to both arms, he is from Dutchess County, NY. He is a very strong willed 21 year old man, who I am sure will continue to support our country. He is now a Member of The American Legion

Department of New York, thanks to our Department Commander Jim, and Luis Humphreys.

When giving my remarks during visitations, I talked about Membership, VA&R, Children & Youth and Community Service. All I can say is that this Detachment personifies all of the above; our membership goes above and beyond what is asked, and makes me Proud to be a member of it.

In closing, let me thank all the Detachment Officers, District, County and Squadron Commanders, for

making this a memorable year in my life. I would like to wish the new incoming Commander along with his Officers and Staff a very successful year.

It has been a great honor and privilege to serve as your Detachment Commander.

Thanks for the Memories, and I pledge my continued Service to the Detachment and The American Legion Family.

Yours in service
For God and Country,

**Hero Soldier's Home Completed
By Joseph L. Santa Croce,
Vice Commander**

Over 300 people attended the ceremony to wish Brendan well as he took the keys to his home. The project was spearheaded by a partnership between the Stephen Siller Tunnel to Towers Foundation and the Homes For Heroes Organization.

unteers, mainly off-duty FDNY brethren of Stephen Siller, provided labor.

It took ten months to complete the two story, three bedroom house which includes an elevator, lights operated by sensor and electronic controls that allow him to operate appliances and move shelves by a touch of an I pad. There is also a three car garage so Brendan can continue his favorite pastime of restoring cars.

Since last September, I have been bringing you the story of Army Specialist Brendan Marrocco, a 24 year old soldier from Staten Island, who was injured by a roadside bomb in Iraq in 2009, causing him to lose both arms and legs.

For over a year, the residents of Staten Island have banded together to plan and build a house for the wounded warrior. This plan has come to fruition as on Saturday, June 11th, a ceremony was held in Staten Island to officially celebrate the grand opening of Brendan's house.



Brendan, seated to the right of speaker before grand opening of his new home.

Brendan arrived for the ceremony aboard the commemorative Fire Engine #343, a refurbished fire engine that memorializes the 343 firefighters killed on September 11th. The fire engine was escorted to the event by a bagpipe band and the motorcycle group, Rolling Thunder.

Over \$650,000 in donations was raised for the project with an additional \$200,000 donated in the form of building materials and labor. In fact, donations were received from all 50 states. Local construction companies and contractors provided their expertise while a band of vol-

As for Brendan, he has undergone 18 surgeries in the 26 months and will soon be receiving his permanent prosthetic arms and legs. His brother, Michael, who quit his job after Brendan's injuries to stay with him full time while Brendan was recuperating at Walter Reed Hospital, will live with him in the new home.

The completion of this project in such a short period of time gave much pride to the people of Staten Island. I was proud to represent the Detachment at the dedication and it also felt good to know that the Sons had contributed to the cause.

NY STATE SENATE APPROVES SENATOR NOZZOLIO LEGISLATION TO ESTABLISH 9/11 REMEMBRANCE FLAG

by Senator Mike Nozzolio on Wednesday, June 22, 2011.
Continuing his efforts to create a lasting tribute to the fallen heroes and loved ones of September 11th, New York State Senator Mike Nozzolio today announced that the Senate has adopted legislation (S.3538A) he introduced and sponsored to allow a special September 11th Remembrance Flag to be flown alongside the American, New York State and POW flags.

"As we approach the tenth anniversary of September 11th and the most horrific terrorist attack on American soil,

it is important that we pause to recognize the sacrifices, commitment and dedication of the thousands of Americans who answered the call to duty on that fateful day," said Senator Nozzolio. "The September 11th Remembrance Flag symbolizes the resilience of the American people to rise up from the devastating losses of that day and to help Americans come together to heal and rebuild our Country."



The September 11th Remembrance Flag was created by Steve and Joanne Galvin of Wol-

cott, New York. Although Steve Galvin passed away before seeing his dream of the Remembrance Flag become a reality, his widow, Joanne, continues to advocate for a formal recognition of the flag.

"Steve and Joanne Galvin have demonstrated outstanding commitment to ensuring that the people who died tragically on September 11th will not be forgotten. I am pleased that my Senate colleagues have joined me in honoring Steve's memory and dying wish by adopting this legislation to make the flag he helped design a daily reminder that our resolve as American citizens will never be compromised."

For more information on the September 11th Remembrance Flag, go to:

www.911remembranceflag.com

Membership

Gentlemen,

We came a long way in two years. We have shown that we can make target dates and we can get 100% membership in our Districts. This takes a lot of hard work and a lot of time away from your family, but we need to not forget that there are still a lot of members not turned in and we have to work on keeping

them around. It's great to get 10 or 20 new members, but be careful to not lose any old members at the same time. We always have a problem with this. National always pushes for us get new members, which is okay, but not ok when you are losing memberships you had. I know that you can lose one or two from people passing away. Let's remember to make phone calls to all squadron members who have not renewed.

Make sure that all Squadrons turn in their officer certification forms. Let's not wait until January to turn them in.

Thank you for a great year. Let's keep the people on board that want to work as a team to get 100% every year...not the ones who have negative minds.

Thank You,
Ted Armbrust
Membership Chairman

7th & 8 District VC Ross Polson

This last two years for me has gone by so fast. Serving as your Detachment Vice Commander for the 7th & 8th District has been a great honor. Working with my District Commanders, so much was accomplished and to them a heart felt congratulations on a job well done.

Traveling throughout both Districts, the hospitality, camaraderie, and the enjoyment of meeting new faces was an outstanding experience. Everyone should be proud of their Districts. The Squadrons were always ready and able to take on any task when the American Legion Family called out for help.

Through my travels, I was fortunate to see many new and interesting places that you never believed existed. Thank you so much for that experience.

Although there may have been some challenges in my personal life, with all of your support I



7th District Son of the Year presented to Jonathan Ruthven at District Convention by Ross Polson

was able to still make all of my commitments. Thank you again for your support.

There has been so many goals and achievements made by both Districts, it would take forever to talk about them. Congratulations to all of the Squadrons in the 7th & 8th Districts. Thank you again for all of your hard work as you continue again to be two outstanding Districts in the Detachment of New York.

to serve with you both over the last two years. It was always a pleasure to assist you in any way that was needed.

In closing, to the Detachment of New York Sons of The American Legion,

God Bless you all.

7th District Annual Flag Education and Retirement Ceremony

was held at Greece Post #468 on June 5th, 2011. The program MC was Jerry Ketchum, began with a procession of color guards: "The Campbell Riflemen" from Campbell; "The Doughboys" from Geneva; Post #468 Color Guard from Greece; Unit #457 Auxiliary Color Guard from Phelps; Monroe County Color Guard; Cub Scout Troop #14 and the posting of colors by Squadron #457 from Phelps. The national anthem was sung by Kathy Suhr and pledge of allegiance lead by Matthew Thompson from Scout Pack 14.

A "Remember Me" poem was read and "History of the Flag" told by



7th District Sargent-at-Arms Fred Merscher is assisted by Boy Scouts, Cub Scouts and 7th District Junior Auxiliary President in presenting American Flags for inspection to District Commander, Jerry Shepard.

the scouts. A reading "I am the flag" by Samantha Miller, 7th District Jr. Auxiliary President.

The ceremony was put on by 7th District officers followed by a 21 gun salute and taps.

Representation was from the American Legion family (Detachment, District, County and Post), elected officials, Cub Scouts, Boy Scouts and community members.

Writing a Press Release

Any time you send out a press release, you should have a specific goal you're working toward. If you don't have goals, your press release distribution will be aimless and ineffective, and you'll never be able to effectively measure your results because you have nothing to compare it against.

Setting goals for your press releases gives you direction for your campaign, keeps you from sending out wasteful press releases, and allows you to more accurately measure the results of your PR campaign.

Here are some of the most common goals of press releases:

-- Get media coverage: In this era of online news releases and "free" press release distribution websites, it can be easy for people to forget that press releases are designed to, you know, get media coverage. Press release distribution can help you reach both traditional media and new media influencers. To capture the attention of reporters and bloggers, make sure your press release is well-written, has a strong headline, doesn't read like an advertisement, and offers your contact information.

-- Increase brand awareness: Do customers (community members) know who you are and what you do? Is your company (Squadron) indistinguishable from your competitors (other non-profits organizations)? Press release distribution can help you boost brand awareness and highlight your brand's unique characteristics. With a consistent press release distribution strategy, reporters and buyers will become more familiar with you, and with familiarity comes credibility.

-- Position yourself as a thought leader: You want reporters and customers to think of you as an industry expert. This can help you earn more media coverage, as reporters will be likelier to cover your stories and to come to you for quotes on relevant topics. As it relates to our interest and goals, the more they see you in the news, the more they begin to trust you enough to give you their support.

Public Relations Commission

The Detachment Public Relations Commission would like to thank every member for their contributions and support. Our goal is to report all newsworthy items, to educate ourselves and others of the activities and programs of The American Legion and the Sons of The American Legion.

We are looking for you to brag about what is going on in your Squadron, County or District. What have you been up to, a service project, fundraiser, outstanding member or are you chartering a New Squadron? Photos tell a good story!

Please send your news articles and photos into the Commission for the Post Convention issue **by August 5, 2011**. Click on the link at: www.sonsdny.org to submit articles or to download current and past issues of The Liberty.

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-- Get more recognition : Speaking of getting your community support, bringing in more members is another common goal of press release distribution. It typically goes hand in hand with many of the other goals on this list, and it's a fairly easy benchmark for you to measure.

— The simple truth is millions of consumers and many reporters use the internet to get their news. By publishing high quality, fully optimized online news releases, you can spread your message further, build more back links, and improve the search rankings of your website.

