

# POST NEWSLETTER

THE AMERICAN LEGION

Cape Coral, Florida - Post #90



JULY-AUGUST 2020



COMMANDER'S CORNER

*With Nick Napolitano*

*Hello everyone,*

I hope you all had a happy & safe 4<sup>th</sup> of July! The Post is open Tuesday through Saturday from Noon-8pm for now. We are currently at 50% capacity inside & 100% capacity outside. No Alcohol can be served on the premises at this time. I would like to encourage you to partake in the wonderful meals that are prepared by Jimmy & Ivana Cook in our kitchen. All servers are required to wear face masks. Congratulations to all the elected officers of American Legion Post 90! I think we will make a great team and accomplish a lot! The installation of all Post 90 Officers (Legion, SAL, Auxiliary and Riders) will be held on Saturday August 1<sup>st</sup>, 2020 beginning at 3:00 PM with Social hour and Installation Ceremony at 4:00 PM. The Post will provide a meal of spaghetti and meatballs after the installation. If you attend, please wear a mask. Please be prepared to have your temperature checked any time you enter Post 90 until further notice. Anyone with a fever of over 100 will not be allowed in. The Post is being sanitized by a professional cleaning company frequently. Everything should be back to normal soon.

For God and Country,

American Legion Post 90 Commander,

*Nicholas Napolitano*



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We are pleased to announce the election results at American Legion Post 90 on Monday, June 15<sup>th</sup>, 2019! Thank you to everyone who came out to vote & helped with the voting!

**ELECTION RESULTS 2020-2021**

**AMERICAN LEGION POST 90 OFFICERS**

**COMMANDER: NICHOLAS NAPOLITANO(JR.)**

**1<sup>ST</sup> VICE-COMMANDER: WAYNE CAVE**

**2<sup>ND</sup> VICE-COMMANDER: TIM FISHER**

**FINANCE OFFICER: JOHN BAKER**

**SERGEANT-AT-ARMS: CARL SAITTA**

**CHAPLAIN: JERRY GRAY**

**HISTORIAN: AMY O'NEILL**



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## **EXECUTIVE COMMITTEE MEMBERS**

1. **TED CLARK**
2. **HARRY FINKE JR.**
3. **TO BE APPT. BY COMM.**
4. **RICHARD OSMAN**
5. **REBECCA SEWELL**
6. **TO BE APPT. BY COMM.**
7. **JEFF ZAMBRANO**

## **OTHER APPOINTMENTS**

**ADJUTANT: CHRIS WING**

**JUDGE ADVOCATE: DENNIS STEBBINS**

**SERVICE OFFICER: BRIAN "TAZ" GEHLING**

**ASSISTANT ADJUTANT: BRIAN "TAZ"  
GEHLING**



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**YOUR AMERICAN LEGION POST 90**

**2020-2021 SAL OFFICERS**

**COMMANDER: BRIAN "TAZ" GEHLING**

**1<sup>ST</sup> VICE-COMMANDER: SEAN WING**

**2<sup>ND</sup> VICE-COMMANDER: CLINT BAXTER**

**FINANCE OFFICER: BOB BUCHHOLZ**

**CHAPLAIN: KEVIN CLAREY**

**SERGEANT-AT-ARMS: TONY TRUZZOLINO**

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*Hello Everyone,*

I hope everyone is safe & well. If anyone is sick or has passed away in our American Legion Post 90 membership, please let me know. You can reach me at: (239)313-8630.

Sincerely,

American Legion Post 90 Chaplain,

*Jerry Gray*



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**YOUR AMERICAN LEGION POST 90**  
**RIDERS OFFICERS FOR 2020-2021**

**DIRECTOR: REBECCA SEWELL**

**ASSISTANT DIRECTOR: JACK**  
**FITSGERALD**

**TREASURER: JOHN "JC" CARROL**

**SERGEANT-AT-ARMS: RICK ENGLISH**

**SECRETARY: JOHN LEUTHARD**

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**COME ON OUT TO SW FLORIDA MILITARY**  
**MUSEUM & LIBRARY ON SATURDAY, JULY 4<sup>TH</sup>,**  
**2020 FOR \$6 BRUNCH, A CASH BAR WITH \$3**  
**MIMOSAS & BLOODY MARYS, GREAT**  
**ENTERTAINMENT, & MUCH MORE!!**  
**OPEN FROM 11AM-2PM!!**



**BRUNCH**





## POST 90 AUXILIARY CORNER



*Hello Everyone,*

The American Legion Auxiliary (ALA) is an auxiliary organization of the American Legion composed of spouses of American war veterans. Founded in 1919, the ALA is dedicated to serving veterans, military, and their families.

The American Legion Auxiliary (ALA) meets on the third Monday of the month September through May at 7 PM at Post 90 Legion hall. On Monday, September 15 the ALA will be holding our meeting. Prior to the meeting there will be a social hour at 6:30 with light refreshments. All are welcome to attend, including perspective new members.

Carol Jordan is updating the ALA email list. If you have a change of address, phone, etc. please contact Carol at 937-416-7276. Also, if you know anyone who has a need for ALA assistance, please contact ALA President Freda West at 239-476-1175.

The Auxiliary has a bulletin board directly across from the kitchen doorway for ALA news, sign-ups for Volunteer opportunities, news, etc. Our money-making opportunities include some of the following:

-Bakers to bake individual servings for sale at Post 90. Tuesday, Thursday, Friday cakes and dessert and Wednesday cookies. If you would like to donate baked goods for sale, please contact Carol Jordan at 937-416-7276.

-Sunday breakfast once a month November through May.

-Italian dinner, first Monday of the month, November through May.

-November, collection of foodstuffs, for families in need.

-December donations of presents for children/families in need, donations for food baskets, volunteers to wrap and sort presents, volunteers to host Christmas party for families in need.

-Easter, volunteers to assemble baskets, volunteers to deliver baskets.

-Veteran's Day, volunteers to sell poppies, at various locations in Cape Coral.



## POST 90 AUXILIARY CORNER



-November 2020, date to be decided at the September 15 meeting, Quarter Auction Fundraiser. Volunteers needed to set up auction, clean up afterwards, workers in kitchen, sale of paddles, collection of quarters, etc.

The ALA bulletin board will be completed by the last week of July. Please check out all the news, volunteer sign ups, etc. We welcome everyone interested in the ALA to join us for our social time on Monday, September 15 at 6:30 PM. During the summer months, please contact Carol Jordan at 937-416-7276 or Freda West at 239-476-1175.

Sincerely,

Secretary of American Legion Post 90 Women's Committee,

*Janice Mordquist*

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## **YOUR AMERICAN LEGION POST 90** **AUXILIARY OFFICERS FOR 2020-2021**

**PRESIDENT: FREIDA WEST**

**VICE-PRESIDENT: IVANA COOK**

**2<sup>ND</sup> VICE PRESIDENT: CAROL JORDAN**

**SECRETARY: JANICE MORDQUIST**

**SERGEANT-OF-ARMS: NANCY MITZEN**

**TREASURER: TAMMY ALLEN**

**CHAPLAIN: DONNA LEONARD**

**HISTORIAN: JENNIFER ALLEN**



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## ARE YOU IN NEED OF FOOD?



*Hello Everyone,*

I know right now it is hard on everyone but being hungry is not something that we should have to do. I remember growing up, going to bed hungry because we had no food in the house, and I could only get a meal while at school. We, the veterans of this great nation and this great state should be working hard to ensure that no veteran, and for me no child, should go without food.

Please see the message below in regards to helping a veteran that may need food. I know that Commander Boyd and his entire staff work hard at making sure the veterans are fed. just wanted to let our family members know anyone needing food can stop by Post 38 on Monday, Wednesday and Friday between 11am to 2pm to pick up food. This is open to all American Legion members from any post. Please bring membership card with a photo id. Thank you, respectfully. Here is their information:

Kevin Boyd  
Post Commander  
American Legion Post 38  
1857 Jackson St  
Ft Myers, Fl 33901  
Office: 239-332-1853  
Cell: 239-851-7073

You can also get FREE FOOD at the following places:

### HARRY CHAPIN FOOD BANK

3760 FOWLER ST. FORT MYERS, FL. 33901

(239)334-7007

### SALVATION ARMY FOOD PANTRY

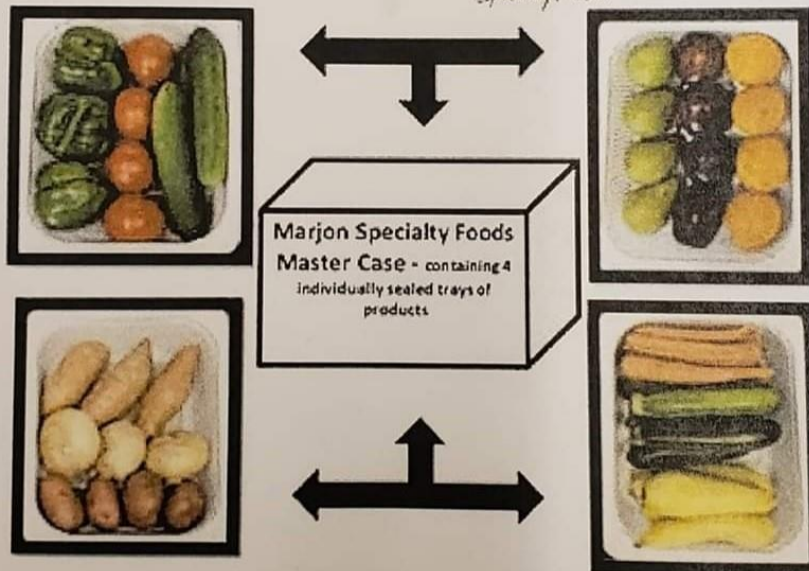
2476 EDISON AVE. FORT MYERS, FL. 33901

(239)334-374



**We will be having a Drive-Thru Food Giveaway at SWFL Military Museum & Library on Mondays, Wednesdays, and Fridays until further notice. Those in need of fresh vegetables and fruits are welcome to pick up a prepackaged box from 10:00AM until Noon.**

MARJON  
*Specialty Foods*



**SW FLORIDA MILITARY MUSEUM & LIBRARY  
4820 LEONARD SREET CAPE CORAL, FLORIDA  
33904  
(239)541-8704**





## POST 90 MARKETING CORNER



*Hello Everyone,*

With the coronavirus (COVID-19) pandemic that is affecting us all, the Buddy Check program is perhaps more important now than ever before. The idea behind the Buddy Check is to connect with veterans who may need assistance but do not know where to obtain information or simply may need help obtaining prescriptions or food. In March, the Post Adjutant requested the Post Marketing Committee conduct a Buddy Check program due to the pandemic. Unfortunately, at the time, only Amy, Bill, and I were available to make phone calls due to health issues in Elbert's family and Jeff's wife being seriously ill.

The roster contained 1079 veteran names, both active and expired members (their membership, not their lives). The phone number listed was called first, and if disconnected, we Googled their name for a current number or new number for that address. If no number was found and they had an e-mail address, we sent an e-mail. If they had neither a phone nor e-mail, we mailed a snail mail letter. If they had only an e-mail address, we used that. If the membership had expired, we also attached an application to the e-mail. Consequently, two vets requested renewal applications during the calls, and we mailed them apps.

Very few veterans stated they had any needs except for a few membership issues that we forwarded to Wayne Cave, Membership Chair. However, many expressed their gratitude for the call, especially some of the older veterans.

We called or e-mailed 66% of the roster to date - for a total of 712 records ( $.66 \times 1079 = 712$ ) and talked to the vet or a family member 15% of the time for a total of 106 conversations. If we left a voice mail message, we followed it up with an e-mail. The number of participants might have been higher if we had called from the Post because the Legion's ID would have appeared on the recipient's phone. Using our phones may have resulted in vets not picking up the phone because they did not recognize the number or name.



## POST 90 MARKETING CORNER



The Marketing Committee discussed whether there was a need to continue making calls and sending e-mails if resources are available to veterans because the Museum is open and the Post partially open. It was suggested that a Buddy Check need not be completed only during an emergency; therefore, we decided to finish reaching out to current and expired members. To reduce the need to send e-mails to members who had only e-mail addresses and no phones, John Baker sent an e-mail blast with the Buddy Check script to everyone on the roster with an e-mail address.

We devoted between 80-90 hours to calling and e-mailing and determined that the weekends were the best time to call. Amy was the most productive and completed 50% of the list and had 50% of the conversations. We suspect her success was partially driven by her gender because participants are more receptive when they hear a female voice. Amy also devoted an extraordinary amount of time to the project.

We will submit the Buddy Check Report forms to the Post Adjutant when we complete the project.

Sincerely,

American Legion Post 90 Marketing Chairman,

*Ted Clark*

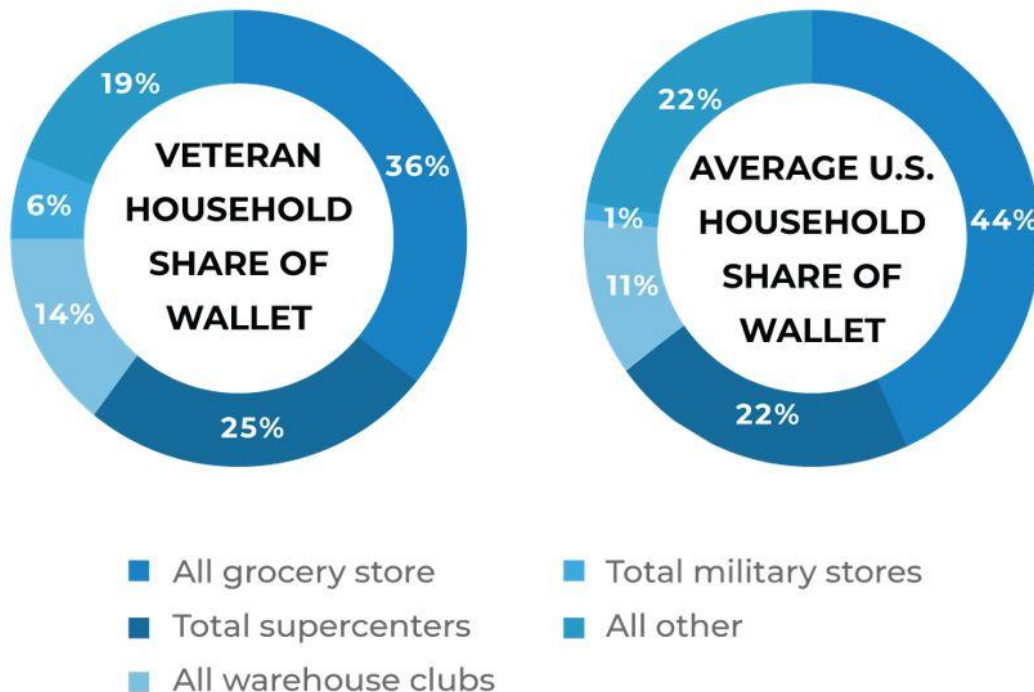


## Who Are Veterans?

As the Post’s PR Officer, I found this article interesting in terms of marketing but more importantly understanding the fundamentals of who veterans are, how the demographic is changing and which retail and commerce sectors they are most responsive to.

- The majority of veterans served after 1990 in the Gulf War Era. This is approximately [7 million](#) veterans.
- Veterans are a changing demographic. Most veterans are men, but [according](#) to findings by Pew Research, the number of female veterans is “projected to increase, from around 1.9 million in 2016 to 2.2 million in 2045.”
- By 2040, the Department of Veteran’s Affairs (VA) [projects](#) minorities will make up 35.7 percent of all living veterans, up from approximately [24%](#) currently.
- A Nielsen [report](#) *Beyond The Uniform: A Look At Today’s Veteran Consumers* found veterans are more likely to respond to TV and print than the average population, but they match non-veteran consumers in use of social and mobile apps.

**SPEND 13% MORE (\$4,478) THAN THE AVERAGE U.S. HOUSEHOLD AND TAKE 7% MORE SHOPPING TRIPS (128 ANNUALLY).**



Source: Nielsen Homescan Panel 52 weeks ending 12/30/17; Nielsen Blue Book Hierarchy – Total Line; Total U.S., Veteran Households

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- 6% of money spent by veterans goes to military stores, where veterans receive promotions and discounts. Opportunities for non-military grocery stores marketing to veterans could lie in targeting veteran consumers whose shopping habits are impacted by household factors, like children.
  - Veterans spend more at stores and take more shopping trips than the average American shopper. Categories where veterans out-shop non-veterans include: vitamins, office and school supplies, coffee and oral hygiene.

Sincerely,

American Legion Post 90 PR Officer,

*Ted Clark*



**DUE TO THE SPREAD OF THE CORONA VIRUS, A LOT OF EVENTS ALL OVER HAVE BEEN POSTPONED OR CANCELLED. SO, PLEASE CHECK OR CALL AHEAD OF TIME BEFORE ATTENDING ANY FUTURE PLANNED EVENTS!!!!**



*Hello everyone,*

We have been doing some riding around with our flags. Nothing as a group, and we do not stop anywhere. It is good to hear all the horn honks and see the waves and fist pumps, as we go by. It is comforting to get the reactions from so many. Patriotism is alive and well in Cape Coral and Ft Myers!! I can see how we inspire warm feelings. If you have not been out on your bike yet, DO IT! It is invigorating, VERY LITTLE TRAFFIC, and gets you out of the house. We went down to Ft. Myers beach, yesterday. Except for all the construction (past the beach toward Bonita), it was a perfect ride. And we were out there over the noon hours 11:45 to 2:00. Hot, but no traffic to slow us down, so still comfy. Even the construction area was smooth going.

I am still making masks, so anyone that needs them, just text me 239-246-2838, or call Pam at the Legion. I can usually get them out by the next day. You can pick them up from Pam at the Legion, or swing by my house and I will have them in a bag with your name on our front door stoop. Just call with your preference. (Please be sure to include your name with a text.)

I hope you all stay safe and healthy!! We are going to be fine, eventually! Maybe even better. A tough time brings with it a true sense of accomplishment and strength when it is all over. It reminds us to be grateful for all we have and enjoy. Yeah, sure, there are others that have more/better than us but, on the other side there are even more people that have less.....much less. That is what keeps me positive.....realizing how bad it could be. See you all on the other side!

Sincerely,

Assistant Director of the  
American Legion Riders at Post 90,

*Rebecca Sewell*





*Greetings to all Members of American Legion Post 90,*

The best way to pay your Post 90 membership dues right now is to mail a check to American Legion Post 90 at 1401 SE 47<sup>th</sup> St. Cape Coral, FL 33904. If you cannot do that, or you have any questions, please call me and I will gladly work with you. If you are interested or you know of someone that is interested in joining American Legion Post 90, please reach me. The veteran who wants to join must have been honorably discharged from military service and have a copy of their DD-214. I have included a condensed version of the membership application on this page for your convenience. If anyone has any questions about membership or joining Post 90 any you can call or email me at:

(239)789-7777  
[wjcmg45@aol.com](mailto:wjcmg45@aol.com)

American Legion Post 90 membership dues are \$45. Thank you all for your help! Keep up the good work!





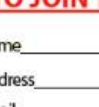

Best Regards,


American Legion Post 90 Membership,

*Wayne Cave*



**CONTINUE TO SERVE IN YOUR COMMUNITY**



I WANT YOU

TO JOIN THE AMERICAN LEGION POST 90

Children & Youth Programs

Scholarship & Financial Aid

Veterans Legislation & Benefits

National Security & Protection of Our Flag

**1401 SE 47th St. Cape Coral, FL 33904 (239)540-8128 Post90swf.org**

Membership in the American Legion is open to all Veterans who have served on active duty with an honorable discharge. **COME JOIN US!** Mail in the application, use the website, call, or visit us.

Name \_\_\_\_\_ Date \_\_\_\_\_

Address \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_ Gender:  Male  Female Branch of service \_\_\_\_\_ Dues \$45

I certify by forwarding this application that I served at least one day of active military duty and was honorably discharged or am still serving honorably. Membership is \$45 per year. Recruits: PR Committee Alpost90cape@yahoo.com



*Hello Everyone,*

I am so happy that I was voted in as your Historian again! Even though the State Convention for this year has been cancelled, I am still making a History Book. It will be available at American Legion Post 90 for everyone to view by August 1<sup>st</sup>, 2020. I would like to take this time to thank everyone who contributed to it so far. I cannot complete it without all your help. I was deeply honored to do it! I have been a member of Post 90 for over a year now and everyone has made me feel so welcomed. I also have a lot more friends and family.

Sincerely,

American Legion Post 90 Historian,

*Amy O'Neill*



*Hello Everyone,*

***Color/Honor Guard Practice will be on Saturday, July 18<sup>th</sup>, 2020 at 10am. It will be held every 2<sup>nd</sup> Saturday of the month.***

We need more Legionnaires to volunteer for our Guards! No experience is necessary. We will train everyone for whichever position you volunteer for. If you are interested in joining any of American Legion Post 90 Guards, please call me at: (239)458-1008. Thank you all for your time!

Sincerely,

Captain of American Legion Post 90 Color/  
Honor Guard & Sergeant of Arms,

*Carl Saitta*







You can find us here... On Facebook,

*American Legion Post 90*

Or on the Web [www.Post90swf.org](http://www.Post90swf.org)

If you have not visited our website lately you really should go check it out!  
We have so many updates, an all-new look, and more to come!!



*Come see what is new and what we have already been doing!  
\*\*See the website for additional information! \*\**

**NEW POST 90 NEWSLETTER IS OUT NOW ON OUR WEBSITE!!!!**



## Quick Coming Event Summary



**\*\*See the website for additional information\*\***  
Come and enjoy any or all these events and entertainment.  
We appreciate your support of Post 90.

### July 2020 (Music & Events)

**Monday the 6<sup>th</sup>** – meeting at 7pm for AMERICAN LEGION RIDERS

**Wednesday the 8<sup>th</sup>** – meeting at 7pm for EXECUTIVE BOARD MEMBERS

**Monday the 13<sup>th</sup>** – meeting at 7pm for SONS OF AMERICAN LEGION

**Monday the 20<sup>th</sup>** – meeting at 7pm for AMERICAN LEGION AUXILIARY

**Monday the 27<sup>th</sup>** – meeting at 7pm for AMERICAN LEGION MEMBERSHIP

### August 2020 (Music & Events)

**Monday the 3<sup>rd</sup>** – meeting at 7pm for AMERICAN LEGION RIDERS

**Monday the 10<sup>th</sup>** – meeting at 7pm for SONS OF AMERICAN LEGION

**Wednesday the 12<sup>th</sup>** – meeting at 7pm for EXECUTIVE BOARD MEMBERS

**Monday the 17<sup>th</sup>** – meeting at 7pm for AMERICAN LEGION AUXILIARY

**Monday the 24<sup>th</sup>** – meeting at 7pm for AMERICAN LEGION MEMBERSHIP

**ALL MUSIC ENTERTAINMENT EVENTS FOR JULY & AUGUST 2020 HAVE BEEN CANCELLED!!!!**



**THERE WILL NOW BE A MANDATORY TEMPERATURE CHECK UPON ENTRY.**

**IF YOU HAVE A TEMPERATURE OF OVER 100 YOU WILL BE ASKED TO LEAVE.**

**AMERICAN LEGION POST 90 IS NOW OPEN TUES.-SAT. FROM NOON-8PM.**

Every Tuesday - 6pm to 8pm - **SHOW ME THE MONEY CARD GAME – ONLY 75 SEATS**

Every Wednesday – 6pm to 8pm – **WEEKLY POOL TOURNAMENT = \$5**

**SIGN-UP TO PLAY**

**50/50 DRAWING AT 7PM**

Every Thursday – 5pm – **SPECIAL MENU**

**1. LIVER & ONIONS**

**2. MEATLOAF WITH BAKED POTATO**

**3. PORK CHOPS**

**NAME DRAWING – 7PM**

Every Friday – 11:30 to 4pm – **REGULAR MENU**

Every Friday – 5pm to 7:30pm – **STEAK & FISH**

Every Friday – 6pm to 8pm – **LIVE ENTERTAINMENT – CANCELLED UNTIL  
FURTHER NOTICE**

Every Saturday – Noon to 7:30pm – **REGULAR MENU & SPECIALS**

Every Saturday - 1pm - 3pm - **SHIP/CAPT./CREW DICE GAME COSTS \$1 TO PLAY**

Every Friday – 7pm – **ACE OF HEARTS GAME (MEMBERS ONLY)**

**KITCHEN IS OPEN TUESDAY TO SATURDAY FROM NOON - 7:30PM**

**SUNDAY – AMERICAN LEGION POST 90 IS CLOSED**

**MONDAY – AMERICAN LEGION POST 90 IS CLOSED**

