



The American Legion National Headquarters

Marketing Services Group Office

5745 Lee Road

Lawrence, Indiana 46216



Dedication Ceremony
Tuesday, May 9, 2000

In 1990, The American Legion formed a business group consisting of Haynes and Pittenger (HPC), a Legion owned, direct mail marketing and advertising firm and the Management Information Services Division in leased space at the Park 100, a business complex in Northwest Marion County.

The mission of this business group was to support the goals and objectives of The American Legion through technology, communications, and revenue enhancement. Further, to market these enhanced systems to other non-profit and profit corporations.

After five years of growth, the divisions located at Park 100 were reorganized into the Marketing Services Group. The Marketing Services Group continued positive growth and soon began to out-grow this leased facility. The Board of Directors of HPC investigated all options, including leasing or purchasing a business site. A plan was developed to purchase land and to build a building; to be owned by The American Legion in Lawrence, Indiana, Marion County, the former location of Fort Benjamin Harrison.

This plan was adopted by the National Executive Committee of The American Legion at its meeting in October 1998 on the recommendation of the National Finance Commission of The American Legion.

The authorizing resolution called for a \$400,000 dividend from HPC to The American Legion to be used as a down payment on this \$4 million dollar complex. National Commander Butch Miller appointed a building committee consisting of John H. Geiger (IL), Past National Commander, Chairman; George V. West (NH), National Executive Committeeman, and Carl E. Levi (TN), Vice Chairman, National Finance Commission, to oversee the construction of the building.

Butch Miller, National Commander, conducted the formal groundbreaking on March 9, 1999, and construction began on April 5, 1999. Construction was completed on this 64,500 square foot facility in October 1999, six weeks ahead of schedule and \$400,000 under budget.

The Marketing Services Group (MSG), consisting of Haynes & Partners Communications, Inc. (HPC) a direct mail marketing company; the Information Technology Division; the Member Benefits Division; and the Emblem Sales Division now occupies this new facility. The mission remains the same: to support the goals and objectives of The American Legion and to market its services to other non-profit and for-profit corporations.

National Commander	Alan G. Lance, Sr., Idaho
National Vice Commanders	James F. Fraughnaugh, Alabama Milton W. Lobstein, Michigan Robert Skallerud, Minnesota Robert F. Neville, New York L. Harry Easley, Washington
National Adjutant	Robert W. Spanogle, Michigan
National Judge Advocate	Philip B. Onderdonk, Jr., Maryland
National Treasurer	George A. Buskirk, Jr., Indiana
National Chaplain	Bishop David R. Brown, Louisiana
National Historian	Robert Mead, Nebraska
National Sergeant-At-Arms	Charles F. Price, Sr., Idaho

PROGRAM

Welcome	Ronald E. Brooks Executive Director
Invocation	Bishop David R. Brown National Chaplain
Pledge of Allegiance	Kenneth D. Danilson
Introduction of Special Guests	Ronald E. Brooks
Remarks	Mayor Bart Peterson City of Indianapolis Mayor Thomas D. Schneider City of Lawrence Elizabeth Stewart, National President American Legion Auxiliary Harold L. "Butch" Miller Past National Commander
Remarks and Introduction of Speaker	John H. Geiger Past National Commander
Dedication Address	Alan G. Lance, Sr. National Commander

UNVEILING OF BUILDING PLAQUE

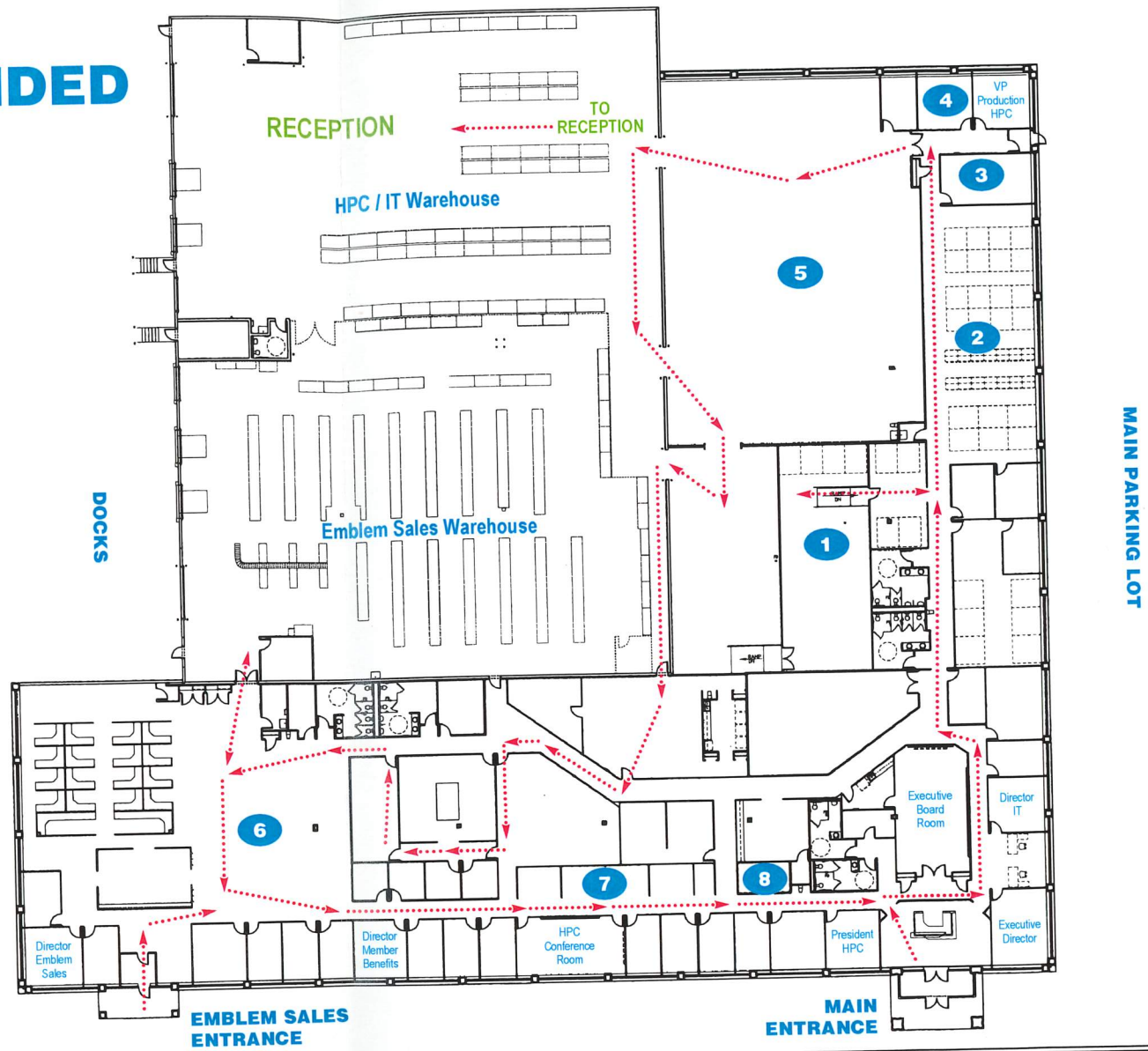
Alan G. Lance, Sr., National Commander
Elizabeth Stewart, National President
Bart Peterson, Mayor of Indianapolis
Thomas D. Schneider, Mayor of Lawrence
John H. Geiger, Past National Commander

Benediction	Bishop David R. Brown National Chaplain
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SELF GUIDED TOUR

- 1 AS 400 Operations
- 2 Data Services
- 3 Scanner Operations
- 4 Mailing Services
- 5 Customer Services
- 6 Emblem Sales
- 7 Member Benefits
- 8 HPC



MARKETING SERVICES GROUP

Executive Director, Ronald E. Brooks



INFORMATION TECHNOLOGY DIVISION

Director, Bradley Pryor
Deputy Director, Joseph Gallagher

NATIONAL EMBLEM SALES

Director, Jeffrey O. Brown
Assistant Directors, Kevin M. Carothers,
George R. Silva, Jeffrey L. Holloway

MEMBER BENEFITS DIVISION

Director, Holly Weinzapfel



HAYNES & PARTNERS

Communications

HAYNES & PARTNERS COMMUNICATIONS, INC.

President, Charles Krupa
Vice President of Production, Gregory P. Roth

FINANCE COMMISSION

Kenneth D. Danilson, Iowa - Chairman
George W. Boucek, Illinois
Carl E. Levi, Tennessee - Vice Chairman
W. B. Jorgens, Minnesota
James B. Coleman, South Carolina
Anthony J. Minei, New York
Claude V. Swanson, Virginia

NEC LIAISON COMMITTEE TO THE FINANCE COMMISSION

U. S. "Udie" Grant, Kansas - Chairman
William C. Bingham, Arizona
Raymond L. Galazen, Minnesota
PNC E. Roy Stone, Jr., South Carolina

BUILDING COMMITTEE

PNC John H. Geiger, Illinois
Carl E. Levi, Tennessee
George V. West, New Hampshire