

# Food Drive task No. 1: Register

**A**s this issue of *The Postal Record* reaches you, scores of NALC branches around the country already have registered for the 26th annual Letter Carriers’ “Stamp Out Hunger”® Food Drive.

The Food Drive—the country’s largest one-day food-collection event—takes place on the second Saturday of May. This year, that’s Saturday, May 12.

“Registering for the drive is easy,” NALC President Fredric Rolando said, “and it’s always a good idea to get that part out of the way quickly so you can focus more attention on recruiting volunteers and generating enthusiasm in your branch.”

Register via the NALC website’s “Members Only” portal. Find the link to the “Members Only” portal at [nalc.org](http://nalc.org) in the upper right-hand corner of the page. Once you’ve logged in, click on the “Stamp Out Hunger” icon to

register. Branches also can use the portal to order promotional materials. If you are a newly elected president, make sure that your branch has notified Headquarters. Only branch presidents of record will have access to the food drive registration forms.

Remember, the deadline to register is March 1.

Later this month, Rolando will mail letters to branches that have not yet registered, encouraging them to get involved with this year’s drive. A registration form will be included with the letter, for the convenience of those who aren’t yet comfortable with signing up electronically.

Whether you decide to register electronically or by mail, remember the deadline to register is March 1. Saturday, May 12, will be here before you know it.

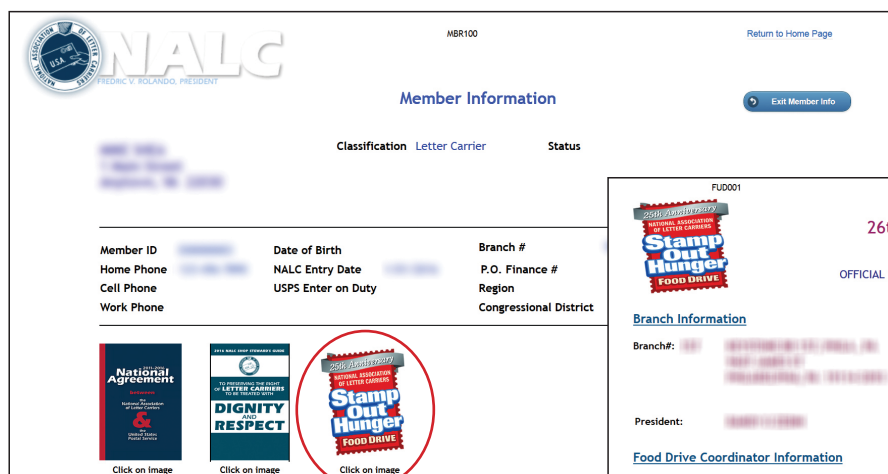
## Helping hands

Partnering with NALC on the 2018 Food Drive are the U.S. Postal Service, the United Food and Commercial Workers International Union (UFCW), the National Rural Letter Carriers’ Association, the AFL-CIO, United Way Worldwide, and the direct-mail marketing companies Valpak and Valassis.

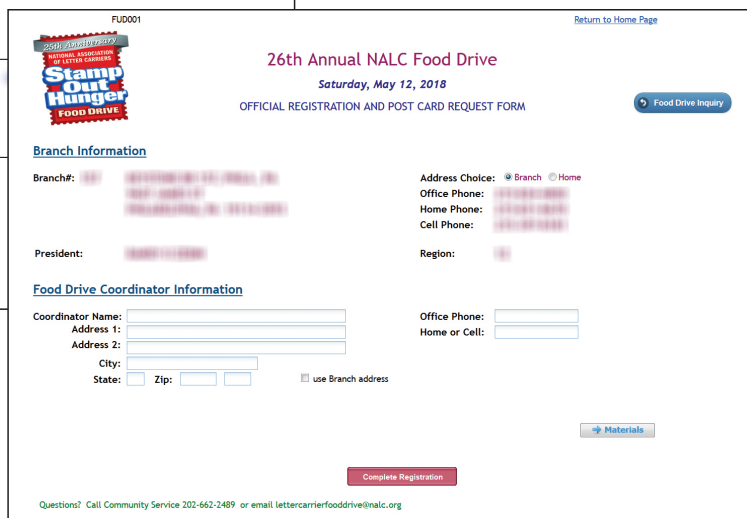
Last year, active and retired letter carriers, helped by thousands of co-workers, family members, friends and other volunteers, collected and processed 75 million pounds of food, bringing the grand total since the Food Drive began in 1992 to almost 1.6 billion pounds.

NALC has once again partnered with UFCW and with Valpak to ensure that every postal customer will get a reminder postcard in their mailbox mail a few days before Saturday, May 12.

Early registration helps us get a head start on the printing and distribution of postcards, and it allows us to more accurately calculate how many postcards each branch will need.



After logging into the “Members Only” portal (above), branch presidents should click on the Stamp Out Hunger Food Drive logo to get to the registration area (right).



## A 'Family' affair

Meanwhile, "Family Circus" cartoonist Jeff Keane is again donating special artwork that can be used to help spread the word about the Food Drive. Typically, Keane's art gets used on all forms of promotional materials—posters, T-shirts and yard signs, certainly, as well as specially marked Food Drive bags that many branches procure through local partnerships.

In many locales, businesses such as grocery stores, car dealerships and banks can easily benefit from the

naturally positive exposure that comes by association with the Food Drive. As a result, many such businesses are more than willing to contribute money toward the cost of bag production.

Branches interested in getting paper bags should not wait too long to order them, because bag production doesn't start until the orders start rolling in.

Historically, distributing specially marked Food Drive bags has translated into dramatic increases in food donations, so waiting until the last minute to place a bag order might mean that a branch would miss a crucial opportuni-



ty to boost its food-collection efforts for customers in need in its community.

Stay on top of the latest food drive news at [nalc.org/food](http://nalc.org/food), and follow the Food Drive on Facebook at [facebook.com/StampOutHunger](https://facebook.com/StampOutHunger) and on Twitter at [@StampOutHunger](https://twitter.com/StampOutHunger). **PR**

# First food drive coordinator, Drew Von Bergen, dies

**D**rew Von Bergen, former longtime NALC director of public relations who was pivotal in developing the union's national food drive, died on Dec. 18 from congestive heart failure. He was 77 and lived in Alexandria, VA.

Von Bergen had a 47-year career involved with the media.

"Drew was a valued colleague for more than two decades, and a friend to letter carriers everywhere," NALC President Fredric Rolando said. "He also was an unsung hero to millions of hungry Americans who have benefited, and continue to benefit, from his outstanding work with our food drive."

Von Bergen began reporting for United Press International in Newark, NJ, in 1963, transferred to Frankfurt, KY, and joined UPI's Washington, DC, bureau in 1970, where he became UPI's national labor reporter. He also was a national officer of the Wire Service Guild, and led the Guild's negotiating team that authorized the first strike in UPI's history.

An Army veteran, he was stationed for two years in Fort Irwin, CA,

where he was editor of the station newspaper.

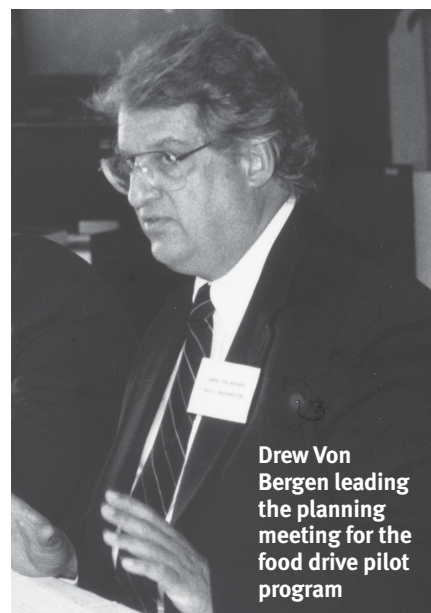
Von Bergen was president in 1980 of the National Press Club in Washington, DC, and later worked as press secretary for Sen. Howard Metzenbaum (D-OH).

He went to work for NALC in 1988, remaining until his retirement in 2010. Responsible for media efforts, he also put out the *NALC Bulletin* and handled NALC's involvement in the Postal Employees' Relief Fund (PERF) on behalf of then-NALC President Vincent Sombrotto, while devoting about half his time to the "Stamp Out Hunger" food drive. Started as a pilot food-collection program in 1991, it grew into the country's largest single-day food drive.

"I just started doing it, and I never stopped," Von Bergen said.

At NALC's 2010 National Convention in Anaheim, CA, he was lauded for his work on the food drive. Interviewed by *The Postal Record* last year, he said that helping launch the drive was the proudest achievement of his life.

Louis Andrew (Drew) Von Bergen was born on Jan. 24, 1940, in Scranton,



Drew Von Bergen leading the planning meeting for the food drive pilot program

PA, where his father was a longtime radio and television newscaster and his grandfather had been mayor. He graduated in 1961 from the University of Scranton. He is survived by his former wife, Patty Hottell, of Myrtle Beach, SC, by a niece and by two nephews. **PR**