



MEMBERSHIP BULLETIN

November 30, 2008

DIVISION	COMMANDER	DEPARTMENT	% OF GOAL
I	Francis Yestramski	Massachusetts	99.76
II	Dean R. Ascheman	Minnesota	100.35
III	Al Grimmer	Louisiana	99.75
IV	Robert W. Hill	South Dakota	100.09
V	Gary A. Lucus	Wyoming	99.34

What it's all about

As we think of ways to evolve to serve a new generation, it helps for us to define the value of the DAV.

As an organization, we provide free benefits counseling and representation to separating service members, veterans, and their families. At no cost to the government or beneficiaries, we also participate in formal Transition Assistance programs for people re-entering the civilian world.

DAV National Service Officers travel hundreds of thousands of miles in Mobile Service Offices to provide underserved disabled veterans with the opportunity to receive the benefits they've earned. Meanwhile, DAV volunteers drive in DAV-donated vans to transport sick and disabled veterans nationwide to VA facilities for care.

All the while, DAV's legislative and outreach efforts educate lawmakers and the public about the needs of all disabled veterans. We stand in Washington and in communities across the nation ensuring the service and sacrifices of our nation's veterans are remembered and care and benefits are not cut.

We do all of these things at no cost and never require membership for any service we provide. So what is membership about? We join the DAV because we share a sense of obligation to our fellow veterans. We commit to the DAV because we have benefited from these services or – at the very least – believe in the message of hope the DAV and its mission brings to disabled veterans and their families.

When a veteran benefits from the DAV's services or becomes aware of what the DAV does for others, he or she is likely going to want to be a part of our movement. When a lifetime member is able to communicate the services we provide and what membership means to them, it's not hard to sell another veteran on joining the DAV.

MILITARY APPRECIATION MONDAY IN RETROSPECT

Through our friends at Golden Corral, DAV raised a new-record total of \$727,809. This is well over \$80,000 more than in any previous year. At the same time, alarming reports came into headquarters about the conduct of some of our chapters and representatives.

At some locations, DAV representatives didn't even show up to represent their chapters or departments on the night of the event.

Excuses for missing the event ranged from ill chapter leaders to petty infighting between chapters and departments over fundraising issues. In some cases, reports came back from Golden Corral regarding disagreements between owners and managers and local DAV representatives regarding participation.

By and large, there were a handful of small conflicts in an otherwise overwhelmingly successful event.

It is critical for us to realize the value this program has on our organization on many different levels. In addition to the \$3 million raised to support department and chapter service programs, Military Appreciation Monday is an outstanding outreach opportunity. The event this year gave the DAV the opportunity to meet face-to-face with 322,031 veterans.

From that perspective, a chapter that is challenged to find active members and volunteers can't afford to miss the event. In addition to the opportunity to introduce services and volunteer opportunities, representatives for the organization are given incredible access to promote the DAV to veterans while they are getting a free meal for their military service.

Since this program began, the DAV's partner Golden Corral has spent roughly \$2 million every year to provide free meals for veterans. Meanwhile, they have made the DAV their exclusive partner. Every year they have given DAV exclusivity nationwide and had maximum participation by their restaurants.

As the economy has worsened, they still take this annual loss. Anything and everything we can do to show our gratitude and educate them about how this event serves veterans in the community are helpful. We want all of our friends at Golden Corral to feel confident in the cause they give so much to support.

RECRUIT A RECRUITER

The DAV has approximately 1,235,199 potential recruiters, yet the recruitment report indicates there are just 2,465 active recruiters, more than 300 of which are National Service Officers or Transition Service Officers. To date, NSOs and TSOs have recruited 3,288 full and part life members of the 7,240 added to our totals for the year.

We all know we are entering a challenging time with shifting demographics. Maybe the answer to our problems is to start looking at the people we know and recruiting more recruiters to join the cause. This may be a very challenging year as we struggle to meet our goals. We have to pull together and find common and uncommon solutions as we prepare to serve the next generation of disabled veterans and their families.

IT'S A FAMILY AFFAIR

Younger, married veterans often are partners in two-income families. Severely injured younger veterans often rely on their parents and a network of community support to meet their day-to-day needs. When a DAV chapter adds a DAV Auxiliary unit, the DAV is able to offer families a full spectrum of support.

DAV chapters are encouraged to look into chartering Auxiliary units. The Auxiliary offers life and annual memberships to members 18 and older. Junior membership is available to children and younger adults. Interested members over the age of 80 are eligible for complimentary life memberships.

The DAV Auxiliary is open to all family members regardless of gender. Men and women are encouraged to join.

Once a chapter and family members have voiced the desire to create an Auxiliary unit, the following is all that is required:

- A chapter consent form signed by the chapter Commander and Adjutant
- Ten new senior members (over the age of 18). Applications and dues must be submitted for the charter members. (Upon request, the Auxiliary office can provide you with names of potential members and those who may currently be in National and State At-large chapters within specific zip code areas.)
- \$25 charter fee
- A list of temporary officers

CONGRATULATIONS WASHINGTON CHAPTER 59

The DAV congratulates the Department of Washington and the community surrounding Mount Vernon for the formulation of Chapter 59. Commander Richard Sundance, the officers and members are recognized for continuing the DAV's legacy of hope for our nation's disabled veterans and their families.

MEMBERSHIP BENEFIT: STAINMASTER® CARPET

Sometimes, long after your company has left you for the holidays, their ghosts live on in the form of dirty build ups and stains on your floors and ruined carpets. As a DAV member, you can start the New Year with a clean slate thanks to the STAINMASTER® Carpets Rewards program. In addition to premium service and priority handling of your purchase, you are entitled to choose from one of the following three rewards:

- 10% off your entire purchase
- A "Drive away" Vacation Package to a participating resort
- Extended free financing

We invite you to take advantage of these special discounts, special offers and, most importantly, the special treatment at your STAINMASTER® Flooring Center. DAV members have access to the same savings as the employees who manufacture the carpets.

To register for your rewards, or find out more about the program, visit www.stainmaster.com/rewards and log in with your Disabled American Veterans members' code: BDU772, or show your DAV Member ID at your STAINMASTER® Flooring Center.

COMBAT ERAS: AFGHANISTAN WAR

It may be hard to believe, but the U.S. military has been engaged in Afghanistan for more than seven years. The war is most commonly known to military members as “OEF” after its official government moniker, “Operation Enduring Freedom,” started when the US demanded Afghanistan’s ruling government, the Taliban, turn over al-Qaeda leader Osama bin Laden. When U.S. demands were not met, combat operations began in earnest on Oct. 7, 2001 with American and British forces bombing targeted Taliban forces and al-Qaeda.


The war in Afghanistan is being fought every day. But it’s rarely heard about. Even veterans who returned from the war seemingly “unharmd” may be silently suffering from traumatic brain injury, PTSD, and respiratory illnesses as a result of their service.

If you meet a veteran of the less-publicized current military operation, talk to that member about their service and experience. There is much we can learn about this new breed of veteran and much they can contribute when we let them know they can still serve.

LEADERSHIP TIP: SOLDIER’S CREED

When we think of ourselves as the younger, stronger men and women who answered the nation’s call, we can look with pride on the lessons we were taught. Just a glance at the Soldier’s creed can remind us of the values and dedication that can continue to be driving forces in our lives:

*I am a Warrior and a member of a team.
I serve the people of the United States
and live the Army Values.
I will always place the mission first.
I will never accept defeat.
I will never quit.
I will never leave a fallen comrade.
I am disciplined, physically and mentally tough, trained and proficient in my warrior tasks and drills. I always maintain my arms, my equipment and myself.
I am an expert and I am a professional.
I stand ready to deploy, engage, and destroy the enemies of the United States of America in close combat.
I am a guardian of freedom and the American way of life.
I am an American Soldier.*


ANTHONY L. BASKERVILLE
National Membership Director



MEMBERSHIP STANDINGS

As of 11/30/2008

Present Standing	State	Life Member Population	Life Goal	% of Goal	Goal Variance
Division I - Over 35,000 Members					
1	MASSACHUSETTS	30,762	30,837	99.76%	-75
2	CALIFORNIA	69,307	69,679	99.47%	-372
3	NEW YORK	49,297	49,606	99.38%	-309
4	PENNSYLVANIA	33,944	34,263	99.07%	-319
5	MICHIGAN	25,585	25,854	98.96%	-269
6	OHIO	31,959	32,301	98.94%	-342
7	FLORIDA	56,238	56,919	98.80%	-681
8	VIRGINIA	23,064	23,433	98.43%	-369
9	TEXAS	54,271	55,293	98.15%	-1,022
10	NORTH CAROLINA	29,425	30,040	97.95%	-615
Division Totals		403,852	408,225	98.93%	-4,373
Division II - 18,000 To 34,999 Members					
1	MINNESOTA	16,526	16,468	100.35%	58
2	COLORADO	16,442	16,461	99.88%	-19
3	NEW JERSEY	18,781	18,904	99.35%	-123
4	KENTUCKY	17,659	17,774	99.35%	-115
5	WISCONSIN	15,082	15,183	99.33%	-101
6	INDIANA	14,508	14,639	99.11%	-131
7	MARYLAND	13,338	13,468	99.03%	-130
8	MISSOURI	15,882	16,074	98.81%	-192
9	WASHINGTON	17,614	17,843	98.72%	-229
10	OKLAHOMA	15,571	15,786	98.64%	-215
11	ARIZONA	16,476	16,742	98.41%	-266
12	ILLINOIS	17,165	17,461	98.30%	-296
13	TENNESSEE	14,017	14,299	98.03%	-282
14	SOUTH CAROLINA	12,533	12,823	97.74%	-290
15	ALABAMA	14,544	14,935	97.38%	-391
16	GEORGIA	15,908	16,438	96.78%	-530
Division Totals		252,046	255,298	98.73%	-3,252
Division III - 10,000 To 17,999 Members					
1	LOUISIANA	8,757	8,779	99.75%	-22
2	CONNECTICUT	8,177	8,205	99.66%	-28
3	NEW MEXICO	9,806	9,864	99.41%	-58
4	ARKANSAS	11,208	11,387	98.43%	-179
5	WEST VIRGINIA	8,022	8,163	98.27%	-141
6	OREGON	7,912	8,069	98.05%	-157
7	PUERTO RICO	6,803	6,995	97.26%	-192
Division Totals		60,685	61,462	98.74%	-777



MEMBERSHIP STANDINGS

As of 11/30/2008

Present Standing	State	Life Member Population	Life Goal	% of Goal	Goal Variance
Division IV - 5,000 To 9,999 Members					
1	SOUTH DAKOTA	4,355	4,351	100.09%	4
2	IOWA	6,859	6,885	99.62%	-26
3	RHODE ISLAND	4,726	4,749	99.52%	-23
4	HAWAII	4,610	4,638	99.40%	-28
5	UTAH	4,520	4,553	99.28%	-33
6	NEW HAMPSHIRE	5,259	5,300	99.23%	-41
7	NEVADA	5,249	5,297	99.09%	-48
8	MONTANA	3,825	3,864	98.99%	-39
9	KANSAS	6,763	6,837	98.92%	-74
10	MAINE	6,819	6,895	98.90%	-76
11	NEBRASKA	6,065	6,141	98.76%	-76
12	MISSISSIPPI	5,938	6,020	98.64%	-82
13	NORTH DAKOTA	4,078	4,143	98.43%	-65
14	IDAHO	4,401	4,483	98.17%	-82
Division Totals		73,467	74,156	99.07%	-689
Division V - Less than 5,000 Members					
1	WYOMING	1,653	1,664	99.34%	-11
2	D C	1,951	1,972	98.94%	-21
3	DELAWARE	2,159	2,188	98.67%	-29
4	ALASKA	2,389	2,432	98.23%	-43
5	VERMONT	2,420	2,464	98.21%	-44
Division Totals		10,572	10,720	98.62%	-148
National Totals		858,547	867,118	99.01%	-8,571