



MEMBERSHIP BULLETIN

March 31, 2009

DIVISION	COMMANDER	DEPARTMENT	% OF GOAL
I	Francis Yestramski	Massachusetts	100.59
II	Dean R. Ascheman	Minnesota	101.97
III	Al Grimmer	Louisiana	101.48
IV	James Robbins	Rhode Island	101.62
V	Gary A. Lucus	Wyoming	100.60

Reaching higher

On May 29, 1953, Sir Edmund Percival Hillary and his Sherpa mountaineer Tenzing Norgay became the first climbers known to reach the summit of Mount Everest. Little is known about what happened after the men's historic achievement, as they stood atop the world's tallest peak.

But this much is fact... At some point, Hillary took a photograph of Tenzing at the summit. The Sherpa deposited some offerings to the divinities that had long made Chomolungma sacred to his people. The men had little oxygen at 29,035 feet. They were there for less than five minutes.

Historians conclude, after a brief rest and the photograph, the men simply pulled from their packs two disc sleds and slid down the mountain – setting a second world record for the world's longest continuous, unassisted sled ride at 5.49 miles.

Joking of course, Sir Edmund Hillary and Tenzing Norgay didn't sled down Everest. But the larger point is that our journey does not end after one milestone is reached.

The DAV as a national organization found itself on a summit last month when you helped us achieve our national goals for recruiting. This is a remarkable success.

While we've met the minimum standard we established for this year, many chapters and departments are going to need to accelerate to meet their goals. And while we are out there fighting in the trenches, a growing number of us are investing our time in non-traditional recruiting and outreach tools.

If there's one thing we've all learned from military experience or recovering after disability, it's that sharpening our skills and achieving our goals requires constant diligence. You who have contributed to your chapter or department's success in recruiting deserve a well-earned pat on the back.

Before we get too comfortable, we must admit that there are times that we need – in theory or in actuality – a well-earned kick in the pants!

Let's make this spring one of those periods where we seize every opportunity that comes our way. Let's live in a way that leaves no regrets.

Never again will we have the spring of 2009 to reach out to the young men and women returning from Iraq and Afghanistan. Never again will we have a chance to help out that friend or neighbor who served in another generation and needs our help or volunteerism.

Let's get out there and start making it happen.

CIRCLES OF INFLUENCE

It is natural for people to compartmentalize different aspects of their lives. We have our DAV community, church, family, friends, neighbors, work friends, e-mail acquaintances, mentors, the mentored, people we call, people we avoid, people who avoid us...

If we think of all the different people we know in different ways, most of us have a pretty large network of folks we know in varying degrees. But we often manage our relationships as if the people we know belong on a picnic plate. We keep our neighbors here and our church friends over there and our work friends on this side. In many cases, we keep each circle of influence from overlapping with another circle of influence.

The desire to keep different areas of our social lives separate is natural. However, some of the most successful people in the world are people who are able to rotate in and out of different circles of influence to unite different people for a common good.

The DAV would not ask you to mix your food at a picnic. But we would ask that you look at people in different areas of your life and bring up some of the issues we face as disabled veterans. Of the people you know, one or two disabled veterans may reveal themselves. Of the people who know the people you know, many eligible members exist.

Spreading the word about the organization from your perspective is as important as anything we do. The nation might be as divided as ever over political opinions, but we must remind everyone we know that the issues veterans face are apolitical. And, we need people to understand that the issues we face as a community are going to have far reaching consequences for the young men and women returning from Iraq and Afghanistan. We owe all of our nation's veterans a debt of gratitude, and we have an obligation to care for those who become disabled as a result of their service.

This simple message resonates with anyone of any political party who has a shred of common sense. When we share our perspectives and engender good will among our fellow citizens, we take a large leap forward in our mission as an organization and in recruiting efforts.

MENTORS NEEDED

How are you progressing with Social Networking? Since we've begun our online outreach campaign, we've seen a remarkable increase in the number of DAV members who are out there changing people's lives one click and one key at a time.

You can be part of this groundswell operation. You can be a special tactics web warrior on a mission to advocate and serve for your fellow disabled veterans and their families. Log in to MySpace, Facebook, SecondLife, or any other social networking site. Then, start connecting with your fellow DAV members, veterans and prospective members.

Your mentorship is needed and appreciated!

COMBAT ERAS: THE GULF WAR

The wars in Iraq and Afghanistan cast a dim shadow that overwhelms the conflicts in recent history. When we see the men and women of Iraq returning home on prosthetic devices and surviving daunting traumatic brain injuries, the less obvious disabilities and costs of war that were endured less than a generation before can go nearly forgotten.

The First Gulf War ushered a new era of combat. More than 2,322,000 U.S. servicemembers were at the nation's call during the Gulf War. Of the 694,550 who deployed to the region, just 147 are classified as "battle deaths," 235 others died in theater, and 467 survived "non-mortal woundings."

But we are only now learning the consequences of Desert Shield/Desert Storm. Only recently was Gulf War Illness officially recognized. Of the millions who served during that time, only time will tell how many will suffer the cumulative affects of service. Some of these veterans are still on active duty, serving in Iraq and Afghanistan.

The overarching lesson is that, even beyond combat itself, military service is inherently dangerous and those who serve often face challenges for the rest of their lives as a result of their service.

What is the next Agent Orange? What Gulf War Syndrome awaits the young men and women returning from Iraq and Afghanistan?

Already, we are learning about toxic exposure to dioxins through burn pits. While we are saving more lives than ever before, we may one day find that we are welcoming home a generation rife with disabilities who will need care for the rest of their days.

CREDIT DUE WHERE CREDIT IS EARNED

Recruiters aren't in it for the recognition, but it's important to National Headquarters to keep track of who is doing what for the organization. It's critical that we receive complete information on all applicants. Full dates of birth, dates of service, and complete information for applications is necessary and critical. Recruiters need to ensure that every piece of information required in the application is provided in full.

Ironically for recruiters, one of the most common gaps in the information provided on applicants is the sponsor code that gives the recruiter credit for their efforts. By ensuring that the Membership Department gets all the required information, you expedite your applicant's membership and ensure you get the credit for your efforts!

MEMBER BENEFIT: DAV HOMEBENEFITS

DAV members can get expert guidance, a knowledgeable local real estate agent, and cash rewards when buying or selling a home.

Receive professional counseling to guide you through the home buying and/or selling process
Connect with a qualified local real estate agent to help you buy or sell a home
Get Cash Rewards of up to \$1,000 or more (call or see website for details)

Talk to a real estate expert - Call 1-800-593-2526 or visit <http://dav.myhomebenefits.com/>

LESSONS IN LEADERSHIP: LEADING BY EXAMPLE

One of the most critical things to keep in mind when leading an organization of volunteers is the importance of morale and inspiration. To that end, a key leadership rule is to never ask someone to do something that you wouldn't be willing to do yourself.

When we were in uniform, we had an enlistment or commission that required our obedience to our superiors and laid consequences when we failed to follow orders. We learned a lot about leadership – often in the face of tremendous adversity.

As leaders and followers in the DAV, we are bound only by our obligation to one another and our commitment to our cause. Our leadership must reflect our appreciation for volunteerism and our goodwill for our fellow volunteers. When undesirable tasks are necessary, a good leader will lead the charge and show – by example – the positive attitude that turns unwanted tasks into simple achievements.

We must put the welfare of our fellow veterans and family members first. We must reward them every way we can as often as we can. We must create the kind of atmosphere that makes people want to be a part of our cause. We must engender the spirit of charity and commitment

IN CLOSING

“Nothing will work unless you do.”

-- Maya Angelou



ANTHONY L. BASKERVILLE
National Membership Director



MEMBERSHIP STANDINGS

As of 03/31/2009

Present Standing	State	Life Member Population	Life Goal	% of Goal	Goal Variance
Division I - Over 35,000 Members					
1	MASSACHUSETTS	31,018	30,837	100.59%	181
2	CALIFORNIA	70,054	69,679	100.54%	375
3	NEW YORK	49,603	49,606	99.99%	-3
4	FLORIDA	56,826	56,919	99.84%	-93
5	PENNSYLVANIA	34,197	34,263	99.81%	-66
6	VIRGINIA	23,377	23,433	99.76%	-56
7	OHIO	32,185	32,301	99.64%	-116
8	MICHIGAN	25,759	25,854	99.63%	-95
9	TEXAS	55,055	55,293	99.57%	-238
10	NORTH CAROLINA	29,801	30,040	99.20%	-239
Division Totals		407,875	408,225	99.91%	-350
Division II - 18,000 To 34,999 Members					
1	MINNESOTA	16,793	16,468	101.97%	325
2	COLORADO	16,635	16,461	101.06%	174
3	KENTUCKY	17,840	17,774	100.37%	66
4	OKLAHOMA	15,814	15,786	100.18%	28
5	MARYLAND	13,491	13,468	100.17%	23
6	WISCONSIN	15,190	15,183	100.05%	7
7	NEW JERSEY	18,912	18,904	100.04%	8
8	WASHINGTON	17,813	17,843	99.83%	-30
9	MISSOURI	16,046	16,074	99.83%	-28
10	INDIANA	14,608	14,639	99.79%	-31
11	TENNESSEE	14,213	14,299	99.40%	-86
12	ARIZONA	16,634	16,742	99.35%	-108
13	SOUTH CAROLINA	12,727	12,823	99.25%	-96
14	ILLINOIS	17,325	17,461	99.22%	-136
15	ALABAMA	14,762	14,935	98.84%	-173
16	GEORGIA	16,122	16,438	98.08%	-316
Division Totals		254,925	255,298	99.85%	-373
Division III - 10,000 To 17,999 Members					
1	LOUISIANA	8,909	8,779	101.48%	130
2	CONNECTICUT	8,272	8,205	100.82%	67
3	NEW MEXICO	9,879	9,864	100.15%	15
4	ARKANSAS	11,342	11,387	99.60%	-45
5	PUERTO RICO	6,936	6,995	99.16%	-59
6	WEST VIRGINIA	8,088	8,163	99.08%	-75
7	OREGON	7,986	8,069	98.97%	-83
Division Totals		61,412	61,462	99.92%	-50



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As of 03/31/2009

Present Standing	State	Life Member Population	Life Goal	% of Goal	Goal Variance
Division IV - 5,000 To 9,999 Members					
1	RHODE ISLAND	4,826	4,749	101.62%	77
2	SOUTH DAKOTA	4,398	4,351	101.08%	47
3	UTAH	4,600	4,553	101.03%	47
4	NEVADA	5,335	5,297	100.72%	38
5	HAWAII	4,662	4,638	100.52%	24
6	IOWA	6,915	6,885	100.44%	30
7	NEW HAMPSHIRE	5,312	5,300	100.23%	12
8	MONTANA	3,863	3,864	99.97%	-1
9	MAINE	6,891	6,895	99.94%	-4
10	NORTH DAKOTA	4,136	4,143	99.83%	-7
11	NEBRASKA	6,125	6,141	99.74%	-16
12	IDAHO	4,469	4,483	99.69%	-14
13	MISSISSIPPI	5,989	6,020	99.49%	-31
14	KANSAS	6,801	6,837	99.47%	-36
Division Totals		74,322	74,156	100.22%	166
Division V - Less than 5,000 Members					
1	WYOMING	1,674	1,664	100.60%	10
2	D C	1,963	1,972	99.54%	-9
3	DELAWARE	2,176	2,188	99.45%	-12
4	ALASKA	2,416	2,432	99.34%	-16
5	VERMONT	2,440	2,464	99.03%	-24
Division Totals		10,669	10,720	99.52%	-51
National Totals		868,113	867,118	100.11%	995