



**Annual Report
Of
Anthony L. Baskerville
National Membership Director
to the
DAV
92nd National Convention
Orlando, FL
August 10-13, 2013**

Commander Polzin, National Officers, Adjutant Burgess, Executive Director Jesinoski, delegates and guests to the 92nd DAV National Convention greetings:

Over the past few years DAV's Membership Department has focused on ways to solidify our foundation and growth of our membership base.

We are constantly testing new methods of reaching out to our members, and prospective members.

This year, we've taken a more strategic and scientific approach to our recruiting.

We've expanded our collection of e-mail addresses of members and prospects, which allowed us to begin testing an e-newsletter with vital information defining who we are and what we do, along with highlights of community events and our programs of service and advocacy.

We quickly realized the impact of our messages and our new look, as many prospective members joined without being formally asked. We learned many of our veterans are comfortable with receiving information in cyberspace, and we are able to track them forwarding our messages to their personal networks.

We launched a digital membership campaign, with new branding and logo, specifically aimed at urging veterans and supporters to join DAV.

We achieved more than 39-million views across all of our digital media outlets and the membership campaign sent 22,279 visitors to our “Join DAV” web page. These visitors spent an average two minutes on our page. To put this in perspective, the average time spent on any web page is about eight seconds.

In addition to digital outreach, we began a new approach to solicitation that more closely mirrors our direct mail efforts. We’re customizing messages to prospective members based on their individual service eras and tailoring our messages based on their experiences.

We have seen every indication that our rebranding – the new look of our materials and our consistent use of language – have had a significant, positive impact in our membership efforts. We have consistently received positive feedback from the veterans who've joined through our campaign and seem to be attracting new audiences who had previously been reluctant to join.

This has been quite an exciting membership year, and for the **first time in decades**, Commander Polzin, I can report to you and the delegates at this convention that ***all*** of our Departments have met or exceeded goal.

We concluded 2012 - 2013 with 197,920 trial members; 212,685 part life and 823,449 full life members, for a grand total of 1,248,150 members. That's 14,096 members **above** goal.

We could not have experienced such success if it were not for you ambassadors for DAV who've remembered the mantra, "You never know who will join until you ask."

It works, and has worked well for this year's Hall of Fame recruiter. Mr. Commander, for the third year in a row I have the pleasure of introducing DAV's 2012 - 2013 Membership Recruiter of the year, from Wilmington, N.C., Mr. Ronald Holtberg.

Each year DAV Departments compete within their division for the coveted title of Department and Commander of the Year. The 2012 - 2013 winners are:

Division I, Departments with more than 35,000 members--The Department of California and Past Department Commander Kirk Johnson take top honors, at 101.72 percent of goal, exceeding goal by 1,092 life members.

Division II, Departments with 18,000 to 34,000 members—The Department of Minnesota and Past Department Commander Robert Erickson lead the pack with 107.50 percent of goal, exceeding goal by 1,237 life members.

Division III, Departments with 10,000 to 17,000 members—The Department of New Mexico under the leadership of Past Department Commander Tim Timmerman takes the award with 101.76 percent of goal exceeding goal by 162 life members.

Division IV, Departments with 5,000 to 9,999 members—The Department of Nebraska and Past Department Commander Virgil Hagel takes the top spot with 105.90 percent of goal exceeding goal by 331 life members.

Division V, Departments with 5,000 members or less—The Department of South Dakota and Past Department Commander Harold Muilenburg are the division winners.

I think it's fitting to mention that Commander Muilenburg also took this award home last year. This year they are 104.62 percent of goal, exceeding goal by 199 life members.

The next award is the **General Jonathan M. Wainwright Award**. This award is presented to the Department whose members recruited the highest number of eligible veterans, part and fully paid. Commander Polzin, this year's Wainwright Award recipient is the Department of Texas, with a total of 2,736 new part and full paid members.

The **Judge Robert S. Marx Award** is presented to the Department with the highest percentage increase of Life members over goal. And there's no question that last year's recipients are back with their goal-busting 1,237 life members over goal. That's a 107.5 percent increase. This year's Robert S. Marx Award once again goes to the Great State of Minnesota and past Department Commander Bob Erickson...

Each year, we randomly select three member recruiters and three National Service Officers who've recruited 100 or more new members during the membership year and allow them to choose from a selection of very nice prizes.

Please hold all applause until the end.

This year's lucky winners are:

Ronald J. Holtberg

Chapt. 11,

Willington, N.C.

Prospero M. Sodano

Lt. Lucia Ch. 118

Glendale, N.Y.

George Roso

Pittsburg Co.

Chapt. 20

Krebs, Okla.

NSO Winners are, and again, please hold your
applause until the end:

Guy D. Anastasia

**Thomas F. Durbin 70,
Escondido, Calif.**

Carroll Clay Saucier

**Woodrow Wilson 4,
West Columbia, S.C.**

Daniel Knabe

**St. Louis 1,
St. Louis, Mo.**

Commander Polzin, as an NSO yourself, you know members are our most valuable asset, and with the strength of 1.2 million members behind us, we represent the voices of ill and injured veterans before Congress, advocating for much-needed services for these veterans and their families.

NSOs are depended upon to help in the growth of DAV and I'm proud to report that under the leadership of National Service Director Garry Augustine and his staff, NSOs have once again demonstrated their commitment to DAV's future by exceeding their set goals by recruiting 11,584 part and full paid members.

Three NSOs, Carroll Clay Saucier of South Carolina; Eric J. Van Emmerik of South Dakota; and Linda Mingo of Ohio, will be recognized later this week along with the top recruiter Nicholas Bernardi of New Jersey. NSO Bernardi recruited an amazing total of 328 part and full paid members. In all, 22 NSOs have signed 100 or more members this year.

General Eisenhower once said, “Neither a wise nor a brave man lies down on the tracks of history to wait for the train of the future to run over him.”

Because of your efforts, we are building our organization for future generations. You realize it is in the best interests of every veteran and his or her family to have a united and strong DAV.

That’s what we inherited, and that’s what we intend to pass on.

Commander Polzin, this concludes the report of the National Membership Department.