



MEMBERSHIP BULLETIN

September 30, 2008

DIVISION	COMMANDER	DEPARTMENT	% OF GOAL
I	Francis Yestramski	Massachusetts	99.37
II	Dean R. Ascheman	Minnesota	99.68
III	Dennis G. Babcock	Connecticut	99.22
IV	Robert W. Hill	South Dakota	99.75
V	Gary A. Lucus	Wyoming	98.80

DAV MEMBERSHIP IS A FAMILY AFFAIR

When National Commander Raymond Dempsey spoke before the DAV and DAVA National Convention following his election, the theme of his speech centered on the importance of “leaving no veteran behind.”

We continually talk about the changing demographics of our organization. When it comes to leaving no veteran behind, the National Commander recently addressed members of the DAV Auxiliary at their fall conference and expanded on his message.

“For as long as there has been a DAV, the spouses and family members of our veterans have been the bedrock behind all of our successes,” he said.

“If we are to truly remain the premiere veterans service organization – if we are committed to leaving no veteran behind – we must take a hard look at our approach to reaching our mission and continually strive to improve our relevance to the veterans we serve,” the Commander told the Auxiliary.

According to our Commander, the DAV requires a steady evolution to continue its mission of service for future generations. A whole family approach is required for veterans leaving the service today.

Most of the young men and women who have left the service in the past 15 or 20 years grew up in two income families. Most of their spouses have professions of their own.

“Beyond caring for their disabled husband and wife, the spouses of today’s veterans are holding down demanding careers. Many of them are going to school. Many of them have children,” the Commander said. “Time is their most precious resource. And most of these veterans would tell you they don’t spend enough time with their husbands or wives or children.”

For the DAV to remain relevant to this generation, we must welcome the whole family into our ranks.

We must respect the time they donate to our cause and make certain they know that their membership will allow them to make a difference for their fellow family members and disabled veterans. We need to take the time to teach them about our legacy and assure them that their membership makes them a part of something vital and important.

Now, more than ever before, the Commander cited the need for all members of the DAV and Auxiliary to reach out to the families of young men and women who've served in more recent conflicts. We need to make a place for them. We need to attract them and prepare them for the mantle of leadership you've maintained with such vigor and excellence.

The DAV has found success over the better part of a century because of our ability to mentor young veterans and their families and evolve to fit their needs in changing times. With your continued support and a combined evolution, we will continue to be the premiere team for all of our nation's disabled veterans and their families!

FLORIDA CHAPTER LOOKS AHEAD

Chapter 129 in Satellite Beach, Florida did something remarkable in their newsletter. They printed their demographics in black and white. There for everyone to read were some daunting statistics. The Chapter proudly boasts 22 members over the age of 90, 94 members in their 80s, and 77 members in their 70s.

More than 60 percent of the chapter's membership is over the age of 70. The youngest chapter member is 35. The oldest chapter member is 97!

These demographics probably aren't foreign to most active chapter members. While they are slightly different nationwide, it is no secret that the men and women who served in World War II, Korea, Vietnam and other previous conflicts are getting older.

By looking at your chapter's demographics and doing some strategic planning, you can secure the stability and future of your local DAV in the same way you might plan for your retirement. Now is the time to start looking in your communities at younger veterans who can take the helm of our organization and continue our work.

COMBAT ERAS: OPERATIONS IN SOMALIA

By the winter of 1992, the Republic of Somalia was facing a complete humanitarian disaster. With no civil order in the African nation, the United Nations sanctioned a U.S.-led multinational force to make it safe to conduct humanitarian operations in the nation.

American and allied forces and humanitarian aid workers were fired upon as they struggled to prevent thousands of refugees from starving to death daily. General Mohamed Farrah Aidid had become so emboldened that he formally defied the UN Security Council and demanded the withdrawal of peacekeepers.

Operations began on Dec. 8, 1992, with Marine psychological operation specialists dropping leaflets over Mogadishu. Simultaneously, Marines raided the Port of Mogadishu and the city's airport, establishing a foothold for more troops.

The operation persuaded Somali factions to return to the negotiating table, though the civil war continued. Operation Continued Hope continued to establish the safe delivery of humanitarian assistance, Operation Gothic Serpent.

To meet military and humanitarian objectives, U.S. forces in Somalia conducted numerous missions. Operation Gothic Serpent was an operation intended to capture Aidid. On Oct. 3, 1993, soldiers acted on intelligence that two of the warlord's lieutenants were in central Mogadishu. The Battle of Mogadishu, remembered by Somalis as "The Day of the Rangers" and memorialized in the book and film "Black Hawk Down," occurred as a result of this effort.

When a young man or woman volunteers to support or defend the constitution, they make a pact with their nation. Should that individual become disabled as a result of their service, it is our duty to make sure they get the care and benefits they've earned. When you meet a veteran of this era who is eligible for membership, talk to them about what the DAV means to our community and ask them if they might want to join. You never know who will become a member if you don't ask.

RECRUITERS REMINDED TO OBTAIN ALL REQUIRED INFORMATION

If you haven't heard a senior enlisted military member scream at the top of his or her lungs about the importance of "attention to detail," you missed a fairly common occurrence! As we push to build upon our legacy, it is important that we obtain and provide 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 recruiters credit for their prospective members. 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: FORD MOTOR COMPANY PARTNER RECOGNITION

Ford's relationship with the DAV goes back to the very beginnings of our organization. Ford's generosity for the organization extends to members who wish to purchase vehicles.

All DAV members have access to great savings through the Ford Motor Company Partner Recognition Program. This incentive allows members to purchase or lease eligible vehicles at X-Plan pricing (S-Plan pricing for Mazda vehicles). Nearly all Ford, Lincoln, Mercury, Mazda, Volvo and Land Rover products (with certain exceptions) are included in the program at hundreds and even thousands of dollars in savings for members.

To take advantage of the plan, just use our Partner Code (DAVET) when you log on to www.fordpartner.com, or call 1-877-XPLAN-00. When you call you will obtain a personal

identification number, or PIN. Take that number to a participating dealer, identify yourself with your PIN, and cash in on the savings.

LESSON IN LEADERSHIP: THE SOLDIER'S GENERAL

“The test of a leader lies in the reaction and response of his followers. He should not have to impose authority. Bossiness in itself never made a leader. He must make his influence felt by example and the instilling of confidence in his followers. The greatness of a leader is measured by the achievements of the led. This is the ultimate test of his effectiveness.”

-- Gen. Omar Bradley


ANTHONY L. BASKERVILLE
National Membership Director



MEMBERSHIP STANDINGS

As of 09/30/2008

Present Standing	State	Life Member Population	Life Goal	% of Goal	Goal Variance
Division I - Over 35,000 Members					
1	MASSACHUSETTS	30,644	30,837	99.37%	-193
2	NEW YORK	49,181	49,606	99.14%	-425
3	CALIFORNIA	69,025	69,679	99.06%	-654
4	PENNSYLVANIA	33,838	34,263	98.76%	-425
5	MICHIGAN	25,521	25,854	98.71%	-333
6	OHIO	31,855	32,301	98.62%	-446
7	FLORIDA	55,975	56,919	98.34%	-944
8	VIRGINIA	22,929	23,433	97.85%	-504
9	TEXAS	53,931	55,293	97.54%	-1,362
10	NORTH CAROLINA	29,274	30,040	97.45%	-766
Division Totals		402,173	408,225	98.52%	-6,052
Division II - 18,000 To 34,999 Members					
1	MINNESOTA	16,415	16,468	99.68%	-53
2	COLORADO	16,364	16,461	99.41%	-97
3	WISCONSIN	15,027	15,183	98.97%	-156
4	NEW JERSEY	18,694	18,904	98.89%	-210
5	KENTUCKY	17,571	17,774	98.86%	-203
6	INDIANA	14,455	14,639	98.74%	-184
7	MARYLAND	13,285	13,468	98.64%	-183
8	MISSOURI	15,825	16,074	98.45%	-249
9	WASHINGTON	17,541	17,843	98.31%	-302
10	ARIZONA	16,419	16,742	98.07%	-323
11	OKLAHOMA	15,469	15,786	97.99%	-317
12	ILLINOIS	17,105	17,461	97.96%	-356
13	TENNESSEE	13,929	14,299	97.41%	-370
14	SOUTH CAROLINA	12,441	12,823	97.02%	-382
15	ALABAMA	14,463	14,935	96.84%	-472
16	GEORGIA	15,842	16,438	96.37%	-596
Division Totals		250,845	255,298	98.26%	-4,453
Division III - 10,000 To 17,999 Members					
1	CONNECTICUT	8,141	8,205	99.22%	-64
2	NEW MEXICO	9,756	9,864	98.91%	-108
3	LOUISIANA	8,679	8,779	98.86%	-100
4	ARKANSAS	11,154	11,387	97.95%	-233
5	WEST VIRGINIA	7,992	8,163	97.91%	-171
6	OREGON	7,884	8,069	97.71%	-185
7	PUERTO RICO	6,761	6,995	96.65%	-234
Division Totals		60,367	61,462	98.22%	-1,095



MEMBERSHIP STANDINGS

As of 09/30/2008

Present Standing	State	Life Member Population	Life Goal	% of Goal	Goal Variance
Division IV - 5,000 To 9,999 Members					
1	SOUTH DAKOTA	4,340	4,351	99.75%	-11
2	IOWA	6,835	6,885	99.27%	-50
3	RHODE ISLAND	4,694	4,749	98.84%	-55
4	NEW HAMPSHIRE	5,235	5,300	98.77%	-65
5	HAWAII	4,580	4,638	98.75%	-58
6	MONTANA	3,814	3,864	98.71%	-50
7	KANSAS	6,746	6,837	98.67%	-91
8	UTAH	4,486	4,553	98.53%	-67
9	MAINE	6,783	6,895	98.38%	-112
10	MISSISSIPPI	5,921	6,020	98.36%	-99
11	NEBRASKA	6,036	6,141	98.29%	-105
12	NEVADA	5,201	5,297	98.19%	-96
13	NORTH DAKOTA	4,056	4,143	97.90%	-87
14	IDAHO	4,372	4,483	97.52%	-111
Division Totals		73,099	74,156	98.57%	-1,057
Division V - Less than 5,000 Members					
1	WYOMING	1,644	1,664	98.80%	-20
2	D C	1,939	1,972	98.33%	-33
3	DELAWARE	2,148	2,188	98.17%	-40
4	VERMONT	2,407	2,464	97.69%	-57
5	ALASKA	2,375	2,432	97.66%	-57
Division Totals		10,513	10,720	98.07%	-207
National Totals		854,609	867,118	98.56%	-12,509