



DAV DEPARTMENT OF CALIFORNIA

NEWSLETTER

FALL 2019

CALIFORNIA ADJUTANT ELECTED *to National Higher Office!*



UPCOMING EVENTS

DAV California 2020 Midwinter

January 17-18, 2020
Pacific Palm Resort
1 Industry Hills Pkwy
City of Industry, CA 91744
(626) 810-4455
\$139 Single/Double
Reservation Cutoff Date:
December 24, 2019

National 2020 Midwinter Conference

Feb 23-Feb. 26, 2020 (Tentative)
Crystal Gateway Marriott
1700 Jefferson Davis Hwy
Arlington, VA 22202
(703) 920-3230
\$199 Single/Double

DAV California 2020 Convention

May 20-23, 2020
Miramonte Indian Wells Resort & Spa
45000 Indian Wells Ln.
Indian Wells, CA 92210
(760) 341-2200
\$139 Single/Double
Reservation Cutoff Date:
April 29, 2020

National 2020 Convention

August 1-4, 2020
Hilton Anatole
2201 Stemmons Fwy
Dallas, TX 75207
(800) 445-8667
\$149 Single/Double



COMMANDER'S MESSAGE

On the eve of the centennial anniversary of our organization, I can only think back on our 100 years of history and how our organization has shaped and changed the landscape for our country's disabled veterans. Most people I knew growing up wanted to join the armed services and be a veteran someday. But, I have yet to meet anyone who wanted to be a disabled veteran. It is of utmost importance that our fighting forces get the best quality of care and benefits available because it is what our country owes them. That's where you come in. We need that support from all of you to lead and guide us into the next century. We need your voices on Capitol Hill, in your communities, in your chapters, and in our department.

Like many of you, I came from a family of multi-generational patriots. My uncle, a Vietnam-era Marine, along with my grandfather, a WWII Army Combat Medic and my mom, a Navy nurse, showed me what it meant to be a veteran and the value of raising my hand to serve the Army.

I take great pride in being your commander and have enjoyed every moment of it so far. I love DAV and

everything we stand for. Whether visiting stand downs, fishing derbies, or other events I can always see that our work is valued and needed. That is why it is imperative that the nearly 80,000 members in our department stay vigilant in recruiting new members to the department. With that said, now is the opportune time to reach out to potential members and encourage them to join before membership dues increase in January.

As I stated to the membership at the June Convention, I believe that veteran suicide is preventable. It is not acceptable that we are still losing close to 20 veterans each day by their own hand. We need to talk to each other and encourage each

“ We need your voices on Capitol Hill, in your communities, in your chapters, and in our department ”

other to seek help when necessary. To that end, I implore you to join the DAV Commander's Action Network (DAVCAN.org) to keep abreast of any proposed legislation and to promote mental health services. Let's all take a stand and ensure that vulnerable veterans get a helping hand when they need it. Serving veterans in California is not a task I take lightly. I thank you all for electing me and supporting me and our leadership team this year. I look forward to seeing many of you at future events and at our convention this May for our 100th Anniversary!

STATEMENT OF FINANCIAL POSITION

For the DAV Department of California for June 30, 2019 and 2018

ASSETS	2019	2018
Cash and cash equivalents	\$ 360,851	\$ 251,843
Due from Auxiliary	2,717	-
Due from Rehab. Foundation	-	669
Prepaid Expenses	8,993	17,296
Long Term Investment	4,030,043	4,568,608
Property and equipment	225,015	229,697
Total Assets	4,627,619	5,068,113
LIABILITIES		
Accounts Payable	\$ 115,080	\$ 143,842
NET ASSETS		
Unrestricted	4,423,532	4,885,342
Temporarily restricted	89,007	38,929
Total Net Assets	4,512,539	4,924,271
Total Liabilities & Net Assets	4,627,619	5,068,113

INCOMING CHANGES

MEMBERSHIP RECRUITMENT

Refocusing our emphasis with an eye on the future!

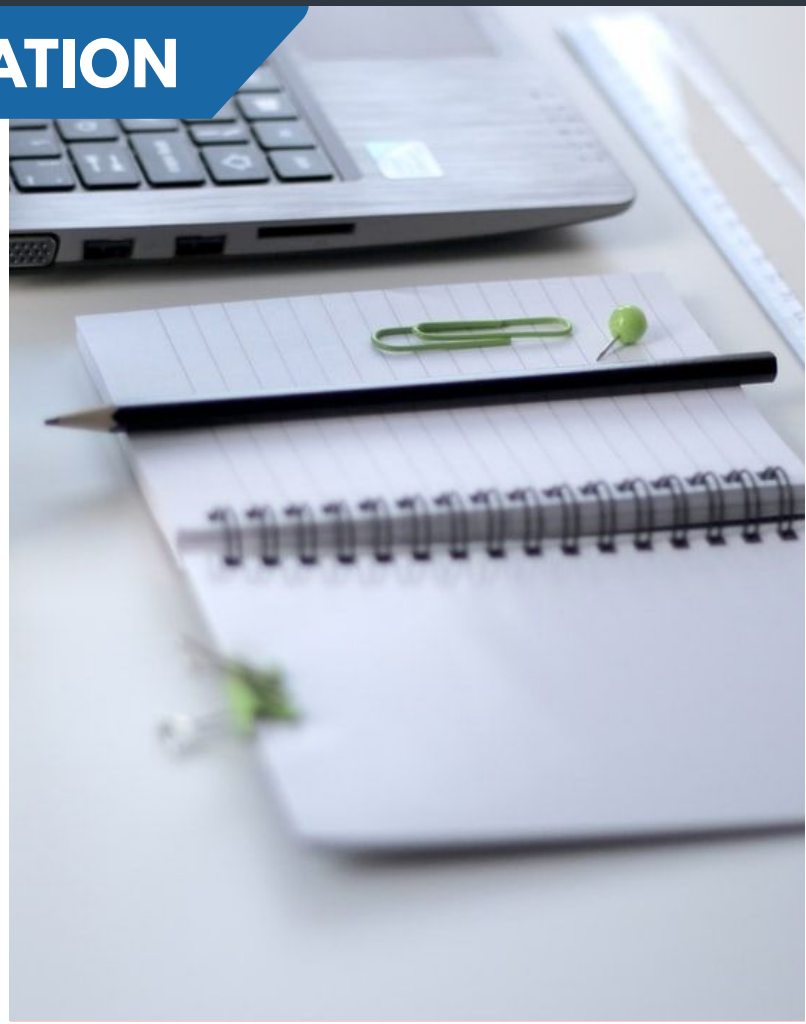


The DAV National organization is changing how it sets membership recruitment goals. Previously, recruitment goals were set by combining the number of full life members and 55% of part life members. This placed an emphasis on converting part life members into full life members. But now, under the new system, new member goals are based on a number of variables, real world data and metrics. One of these is a list of prospective DAV members, or veterans who are likely to be eligible for membership. From this, the national organization has created a narrowed down “hot list” broken down by zip code. Each zip code in California has been assigned to a chapter. Each chapter’s prospective member “hot list” is available from the national organization upon request. Take advantage of our national organization’s data and resources and request your list today. There’s no reason for any of our chapters to pass up this membership recruitment tool. This is still an evolving process, and we hope you will be patient with the transition and connect with national with any feedback. We here in the DAV know the value of our work, and membership recruitment is an investment in the future of the DAV, and in the future of helping veterans and their families.

When new members apply online, they have the option of paying in \$10 monthly installments. Our national organization recently redesigned the printed membership application so that it provides this option as well if the new member provides a credit card number. These applications can be ordered through national. When signing up a new member, make sure that each new member has a unique email address even if they don’t have an email. If a new member inputs an existing email into the system, they will not be processed correctly. If a new member without an email is registering online, national recommends the following formula to ensure that each new member account remains unique: `firstnamelastnamezipcode@davdonor.org`. Additionally, the online membership application can be found, and saved to your smart phone’s home screen, by visiting dav.org/memberapp on your phone’s internet browser. Do this, and you’ll always have a membership application on hand!

COMMUNICATION RENOVATION

At the DAV Department of California, we want to continuously grow and change. Because of this, we’re revamping our approach to communicating with members and veterans in our state. Rather than expending our resources on producing two full magazines per year, we’re going to approach our media in smaller but more frequent installments. We want to engage with our members on multiple platforms, but the core of our new communication approach will now be four small newsletters sent to our chapters per year and the release of our online Newsroom, through which we’re excited to present articles on a variety of veterans’ issues. We will continue to actively engage with our social media accounts as well. Our goal is to create deeper connection between our department and our members, to share more of the great work our chapters are doing around the state, and to provide our members with the most up-to-date DAV news in California. In order to succeed, however, we need your help. Send us your news and photos from your community and give us your feedback on what topics interest you most. Do you have expertise or a fresh perspective to share? Reach out to us and let us know. We’re strongest when we take the time to teach and learn from one another.





Join us at the *Pacific Palm Resort* for our Midwinter Conference!

Join us for our upcoming Midwinter conference at the Pacific Palms Resort, “LA’s Hilltop Hideaway” on January 17th and 18th, 2020! Our Midwinter conference, while more scaled-down than our summer convention, provides an opportunity for us to attend to our business, train our wonderful Chapter Service Officers, and connect with and encourage one another.

The Pacific Palms Resort is conveniently located at the intersection of Riverside, Orange and Los Angeles counties with spacious guest rooms overlooking the San Gabriel mountains. The resort has lots to offer for all kinds of guests, including its free fitness center, complimentary wifi and plenty to entertain. Enjoy fresh California cuisine with an Asian-Pacific flair at Red, the resort’s contemporary restaurant and bar, or start the day off right at the Clima restaurant, which features a breakfast buffet. If you need pampered, there’s a spa with a hot tub, salon, couples’ massage and a relaxation lounge. If you’re the sporting type, there are the legendary “Ike” and “Babe” golf courses, voted the best public courses in the US, as well as the resort’s double-decker lighted driving range. Lounge by the oasis pool, take a stroll down their walking trails or show off your pipes at the Hot Spot, which features karaoke on Friday and Saturday nights.

Connect with your DAV brothers and sisters and arm yourself with the tools you need to help your fellow veterans in need. See you there!

MIDWINTER CONFERENCE SCHEDULE

Friday, January 17, 2020

8 AM	Membership Committee	Colonial A/B
9 AM	Claims & Service Committee	Colonial A/B
10 AM	Finance Committee	Colonial A/B
Noon	CSO Phase I	TBD
Noon	CSO Phase II	TBD

Saturday, January 18, 2020

8 AM	CSO Phase II	Colonial A/B
9 AM	Workshop	Majestic C/D
1 PM	State Executive Committee	Colonial A/B
5 PM	Commander’s Reception	Tent

CHAPTER SERVICE OFFICER TRAINING

Chapter Service Officer (CSO) training will be offered in a different manner this year. Rather than the CSO-II training requiring an invite as it did in previous years, members will now be able to choose whether to attend the level I or level II training based on their knowledge. There will be an assessment test prior to the beginning of the training sessions and the level II training will be offered on both days to allow everyone opportunity to complete the full course. However, in order to be certified as a CSO by the national organization, attendees must be included on the Chapter Officer Report.

CHAPTER & MEMBER HIGHLIGHTS



TOP
VAVS VOLUNTEER

Lloyd A. Williams

TOP
LVAP VOLUNTEER

Mickey Ganitch

TOP
MEMBERSHIP
RECRUITER

Patrick Eustis

TOP
RECRUITING
CHAPTER (by %)

Indio #78



DAV California holds elections at convention. Nancy Casey is elected Jr. Vice Commander, Joseph Moseley is elected Sr. Vice Commander and Michael Kerr becomes Commander.



Atwater/Merced Chapter #31 represents DAV at Fleet Week



DAV California CEO & Adjutant, Daniel Contreras, PSC, gets elected to National 4th Jr. Vice Commander.



Past National Commander, Delphine Metcalf-Foster, PSC, and Department Commander, Michael Kerr, feed veterans at VA Hospital along with members of chapters #7 and #21.



Chapter #78 receives 9 wheelchairs from the Marriott Desert Springs to disperse to veterans in need within the Coachella Valley.



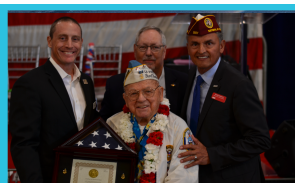
Chapter #46 recognizes their local Golden Corral for their partnership with the DAV.



Members of Chapter #125 have helped feed over 6,000 fire victims with the supply boxes they put together from donated supplies.



Chapter #81 Commander, Robert Olmstead & Past National Commander, Delphine Metcalf Foster, PSC help assist at DAV's Mobile Service Office.



Pearl Harbor Survivor, DAV Chapter #7 Adjutant and longtime volunteer, Mickey Ganitch, celebrates his 100th birthday with the community aboard the USS Hornet Museum in Alameda.

Don't see yourself here? Tell us what you and your chapter are doing in YOUR community

Have a topic idea or a story to tell? TELL US and contribute to our NEW online Newsroom!

Call: 562-404-1266 or Email: news@davcal.org

(Not a writer? Not to worry, we will help. Stories accompanied by at least 2 photos are encouraged.)

SUPPORT DAV'S THRIFT OPERATIONS!

NORTHERN CALIFORNIA

800-238-8387
donatedav.org

FRESNO AREA

559-237-0273
davcharities.com



POMONA AREA

800-238-8387
donatedav.org

SAN DIEGO AREA

800-894-2486
dav
veterans
thriftstores.com

When you donate to one of our thrift stores, your contributions provide rehabilitative services and financial support to injured, ill or impoverished Veterans and their families through the DAV California Rehabilitation Foundation!



davcal.org

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WITH US!**



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