



# Commissioned Officers Association of the U.S. Public Health Service

February 7, 2017

Ford Motor Company  
Customer Relationship Center  
P.O. Box 6248  
Dearborn, MI 48126

Dear Ford:

I am writing to you to be certain that your “\$500 Military Appreciation Cash” offer is available to all those who qualify as veterans under federal law. I phrase my inquiry as I do because officers in the United States Public Health Service (USPHS) are veterans under federal law (enclosed). They are members of one of the seven uniformed federal services, but they are not military. They wear Navy uniforms with USPHS insignia and they deploy just like members of the military do.

They serve alongside members of the military, and nearly 900 of them have deployed in uniform to Iraq and Afghanistan. They serve on Coast Guard ships and at Coast Guard stations, wear Coast Guard uniforms when they do so, and provide healthcare to the Coast Guard. The Surgeon General of the Coast Guard is a USPHS officer.

I ask this question because I do not want one of these officers—a veteran—to be embarrassed when they visit a Ford dealership and inquire about the \$500 cash discount available to veterans. I also want all of your dealers to be aware that these officers are veterans, entitled under federal law to all the benefits that accrue to veterans of the armed forces.

The USPHS is an all-officer cadre, so you would be attracting a group of men and women with high, steady incomes. Their demographic is one that any auto manufacturer would be pleased to reach, as these are folks who can afford to purchase top-of-the-line vehicles and who have absolutely the highest credit ratings. It only makes good business sense for you to include them in the discounts you give to members of the other uniformed services in such a way as to gain their business and loyalty.

Ford is not the first private sector corporation to whom we have reached out on behalf of these officers. We did the same with the Disney Corporation, which had long excluded USPHS officers from its “Military Salute” program. Disney has now embraced our contention that these officers deserve the same discounts as are given to members of the military.

Please do not hesitate to contact me if you have questions relating to this request.

Sincerely,

Col. James T. Currie, USA (ret.)  
Executive Director