



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

23 February 2016

President, American Honda Motor Company, Inc.
1919 Torrance Boulevard
Torrance, CA 90501-2746

Dear Honda:

You may never have heard of the United States Public Health Service (USPHS), because its members generally do their work quietly behind the scenes, garnering little publicity and recognition for their efforts to make this country and the world safe from disease. (Please see Fact Sheet at Encl. 1). This occasionally changes, as was the case this past September when President Obama awarded the Presidential Unit Citation to the officers in the USPHS in recognition of their work fighting the deadly Ebola virus. This Citation (Encl. 2) speaks of the “extraordinary courage” and “highest level of performance” exhibited by these officers. If you don’t understand the significance of a Presidential Unit Citation, I suggest that you Google it, and you will see what elite company the Commissioned Corps of the USPHS has joined.

I am writing to you because Honda does not include the USPHS (or the much smaller commissioned corps of officers in the National Oceanic and Atmospheric Administration—NOAA) in its “Honda Military Appreciation Offer.” Members of the other five uniformed services are included, but not those in the USPHS or NOAA, despite the fact that they are veterans under federal law (Encl. 3) and comprise two of the seven federal uniformed services. We believe that you should include these few thousand officers in your offer.

Both the USPHS and NOAA are all-officer cadres, 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.

Honda 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 both USPHS and NOAA officers from its “Military Salute” program. As you can see from the attached (Encl. 4), Disney has changed its policy and now does what we are asking you to do: include these officers in your military discount program.

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

Sincerely,

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