



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

June 19, 2015

Lowe's, Inc.
Attn: Office of Corporate Policy
1000 Lowe's Boulevard
Mooresville, NC 28117

Dear Lowe's:

Suppose I could tell you how you could reach 13,000 potential customers with high disposable income and get them to prefer your stores over those of your rivals. I'll bet you would be interested. Well, it is really very simple: you offer these officers (active and retired) in the U.S. Public Health Service the same courtesy discounts you currently give to members of the armed forces. If you are like most of corporate America, you probably do not even know that the commissioned corps of the USPHS exists, though you have seen them on your streets in what look like U.S. Navy uniforms and you probably remember that some group in uniform went to Liberia to fight the deadly Ebola virus and keep it from coming to the United States. Those are and were the officers of the Public Health Service.

These officers comprise one of the seven uniformed services of the United States. They serve in the United States and overseas, provide healthcare for the Coast Guard and NOAA, deploy after disasters, and form this country's frontline defense against disease. They wear military uniforms, receive military pay and benefits, and are considered veterans under all federal laws. To make it easy for you to distinguish them, they even carry the same ID cards (the so-called "CAC" or Common Access Cards) as are carried by soldiers, sailors, marines, and airmen.

Some of your stores do sometimes offer the 10% courtesy discount to commissioned officers of the U.S. Public Health Service, but the practice is neither universal nor consistent. As the Executive Director of the professional organization that represents these fine and dedicated men and women, I can tell you that if your corporate policy were to be changed so that these officers could count on the same modest discount that you currently afford to members of the armed forces, we would publicize your actions through our monthly newsletter and would post it on our website. You would be doing the right thing in recognizing these fine individuals while also helping your corporate bottom line. I trust that you will see the logic in doing this.

Please feel free to contact me at jcurrie@coausphs.org or 301 731-9080 if you want to discuss this matter.

Sincerely,

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