



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

July 30, 2019

Mr. Richard A. Johnson, CEO  
Foot Locker, Inc.  
112 West 34th Street  
New York, NY 10120

Dear CEO Johnson:

Just over two years ago I wrote to Foot Locker about having you all extend the military discount to officers of the US Public Health Service. My request was granted, and we publicized that fact to our members. Now, I am hearing that your stores are not granting our officers the military discount, blaming it on Sheer ID. I realize that at your level you are not aware of such mundane aspects of your business, which is why I am writing you.

As I noted in my letter in 2017, federal law (5 U.S. Code § 8331) includes USPHS officers in its definition of "military services." This group of 6600 officers wears Navy uniforms with USPHS insignia, and they deploy just like other members of the military do. They receive military pay and allowances and are eligible to use exchanges and commissaries and the TRICARE medical system. They have served our country in uniform since 1889.

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.

As I said in 2017, 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 shoe retailer would be pleased to reach, as these are folks who can afford to purchase top-of-the-line running shoes and other apparel 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.

Other groups have recognized the USPHS and extended military discounts to it, including the Disney Corporation.

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

Sincerely,

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