R. Lawrence Angove
President & Chief Executive Officer

## Stand Up For Our AMERICAN HOMETOWN HEROES

October 10, 2011

## **Action Requested**

To: All Publisher and Partner Members

Fr: Larry

Re: ADP Endorsement of New Veterans Outreach Program

At its meeting last Wednesday, the Board of Directors of the Association unanimously voted to endorse and support an exciting new initiative called American Hometown Heroes.

Conceived and created by Mike McGill, Pat McGill, and Tom Surnbrock, principals of ADP Publisher member The Santa Barbara Community Phone Book, <u>American Hometown Heroes</u> provides direct and tangible assistance to our nation's veterans, serves as a valuable job creation mechanism, and affirms the leading role of print and online Yellow Pages in helping small businesses to grow and create new jobs. It's completely WIN-WIN!

The American Hometown Heroes initiative is both simple and brilliant.

Participating independent directory Publishers will provide qualifying veterans wishing to start a business with critical marketing advice and free Yellow Pages print and online advertising for their first year of operation. The men and women of our armed services return to civilian life with excellent training in a wide variety of skills immediately transferable to the small business marketplace. <u>American Hometown Heroes</u> cannot but help unleash the entrepreneurial spirits of these disciplined, hard-working vets. What better way to say "THANK YOU" to those who have selflessly stood in harm's way for all of us?

More than a dozen Publisher and Partner members of ADP have helped Mike, Pat, and Tom bring this initiative to life – building the Web site, writing content, making calls, stuffing envelopes. The ball is rolling and picking up speed!

The Web site, by the way, is <u>www.americanhometownheroes.com</u>. Click the link and enjoy the experience. You'll be pleasantly surprised by the supporters already on board!

Impressively, <u>American Hometown Heroes</u> has been embraced by the U.S. Department of Veterans Affairs and is listed on the VA's site.

The initiative was announced at last week's Mid-Year Conference and 26 publishers with books in 31 states immediately signed on. Of course, the goal is to provide support for veterans in all 50 states by the end of October.

That's where you come in.

On behalf of the Directors of the Association, I invite and encourage you to become a charter member of a very special club – one comprised entirely of independent Publishers and Partners who stand at attention in saluting and supporting the men and women who have proudly worn the uniforms of the United States of America!.

Attached you will find a brief enrollment form and a copy of the <u>American Hometown Heroes</u> brochure.

To become a hero yourself, complete the enrollment form, scan it, and return it by e-mail to Mike McGill at <a href="mmcgill1@mac.com">mmcgill1@mac.com</a> or to <a href="mmcgill1@mac.com">hq@adp.org</a>. If you'd prefer to fax a hard copy, send it to Mike at 805.681.0002 or to ADP at 231.922.9052.

While the focus of the <u>American Hometown Heroes</u> initiative will always be on our veterans, the opportunity to demonstrate the power of independent Yellow Pages through this initiative is huge.

Please enroll today!