

## IN THIS ISSUE:

*Katrina Relief...1*  
*New NVF Website...1*  
*Lifeline Update...2*  
*Upcoming PSA Campaign...2*

*Lifeline Success Story...2*  
*Public Awareness...3*  
*Memorial Day Appeal...3*  
*Veterans Day Appeal...3*

*Doobie Brothers Raise \$180K...4*  
*2005 B.R.Cohn Charity Concert...4*  
*Spotlight on Sponsors...5*  
*Upcoming Events...6*

*New Faces at NVF...6*  
*Board/Staff Roster...6*

## NVF & US VETS LEAD HURRICANE KATRINA RELIEF EFFORT



In September, the NVF, in partnership with U.S. Vets, organized a Southern California relief effort that delivered more than 90 pallets of food, water, clothing, and hygiene supplies to Gulf Coast residents displaced by Hurricane Katrina.

Over 200,000 U.S. Veterans live in the regions devastated by Katrina and its aftermath.

Under the leadership of our Director of Resources, Mike Washington, the NVF leased two trucks from Thunderbird Trucking in Whittier, California and coordinated the loading and delivery of donated supplies to U.S. Vets—Houston and numerous other temporary housing sites for Katrina evacuees.

“We knew there was an overwhelming level of human need, and that many non-profit organizations and private companies were looking for a way to contribute,” Washington noted. “We are glad we could help direct resources to where they were needed most, and are truly thankful to everyone who gave so generously to this effort.”

The relief convoy was made possible by **donations from New Directions, C.U.R.E., San Bernardino Inland Job Corps, Low & Sweet Off Price Clothing Company, Avalon Natural Products, Veterans Initiative, LAS Management, and Thunderbird Express.**

U.S. Vets-Houston is a 500 bed sober living and transitional housing facility that has provided shelter and a variety of other human services to upwards of 120 New Orleans area veterans. They will continue to house and serve Katrina evacuees as long as necessary.

“This collaboration illustrates the effective, quick response model that veterans service providers have developed over decades of helping people who must overcome extraordinary obstacles to get back on their feet.” noted Dwight Radcliff, Chief Operating Officer of U.S. Vets. “We are deeply grateful to everyone who has contributed so selflessly to this relief effort.”

The NVF has encouraged any veterans from hurricane affected regions that need emotional support, assistance with benefits issues, transportation, or medical care, to contact **its Toll-Free Lifeline at 1-888-777-4443, or [vetsupport@nvf.org](mailto:vetsupport@nvf.org)**. Evacuated veterans who need housing or other assistance can also **contact US Vets at 877-527-8387 ([www.usvetsinc.org](http://www.usvetsinc.org))**.

## NVF, VERIO, AND FULLMIX MARKETING TEAM UP ON DYNAMIC NEW WEBSITE

On September 18<sup>th</sup>, the NVF, launched its re-designed website, <http://www.nvf.org>. The highly interactive resource includes a comprehensive and up-to-date set of links to veterans benefit information, VA Counseling Centers, and other service providers across the country, a complete history of the NVF and its programs, comprehensive sponsorship and online giving information, downloadable videos, pictures from past events and guitar auctions, and news and information of interest to veterans and their families.

Special thanks to Verio and FullMix Marketing (especially Chris Plamann and Michelle Wolloff) for all of their great work. The website will be updated regularly. Please visit soon, and let us know what you think!!!



## **NVF's TOLL-FREE LIFELINE SEES 30% INCREASE IN CALL VOLUME OVER THE PAST YEAR**

During the year July 1, 2004-June 30, 2005, the National Veterans Foundation's Live Toll-Free Crisis Management, Information and Referral Lifeline served 15,437 veterans and families in need from all 50 States, Puerto Rico, the District of Columbia, and one Foreign Country. This included more than 200 calls from concerned family members of veterans, or currently deployed personnel.

Overall, the NVF Lifeline experienced a 30% increase (more than 2500 calls) in call volume from the previous year.

- **88%, or 13,556** of the calls connected veterans in need with Medical services, Legal Aid, Transportation, Job Placement services, Assistance with VA Benefits, or other veterans services.
- **8%, or 1494** of the calls connected veterans and families in need with Suicide and Crisis Intervention, Homelessness Services (food, shelter, emergency financial assistance), counseling for PTSD or Substance Abuse, or resulted in placement in a mental health treatment program or rehabilitation facility.
- **4%, or 593 Calls** represented situations where callers sought to donate services or goods to a veterans service provider, and NVF connected them to either a nearby Disabled American Veterans Donation Pickup location, or Vietnam Veterans of America Thrift Store that could utilize their assistance.

Nearly half of all calls to the NVF Lifeline are now coming from veterans of Operation Enduring Freedom (Afghanistan) and Operation Iraqi Freedom (Iraq). In response to the needs of this growing population, NVF has already expanded the hours of its Lifeline to Monday-Friday, 9 a.m.-9 p.m. Pacific Time. As the resources of the VA and other providers are increasingly strained, our objective is to expand the Lifeline to a 24-hour, 7 days a week service as soon as possible. Remember, Crisis knows no regular schedule--by continuing to support the NVF, you can accelerate the expansion of an essential resource, and you may just save the life of a veteran in need.

## **2005 LIFELINE OUTREACH CAMPAIGN FEATURES ACTOR DAN LAURIA**

The NVF has begun nationwide distribution of its 2005 Toll-Free Lifeline Public Service Announcement, featuring Actor and Vietnam Veteran Dan Lauria. The PSA is being furnished to major media outlets across the country, and plays a critical role in ensuring that veterans and families in need know where they can turn for help. Special thanks to Joe Cacaci, Hillary Carr, Don Golden, Editor Jonathan Glenn, Composer Steve Goodie, and Dan Lauria, for so generously donating their time and talents to this important project.

If you know a TV Station that would be willing to run this important announcement, please contact us at [vetsupport@nvf.org](mailto:vetsupport@nvf.org).

## **CHRISTMAS IN NEBRASKA---A LIFELINE SUCCESS STORY**

When a veteran or family member calls the NVF Lifeline, they get live assistance—no automated messages. They hear the voice of fellow veteran—trained to listen, understand, and ensure that they receive the attention and resolution they deserve. The NVF Lifeline is frequently the difference between getting back on one's feet or falling through the cracks. Here's just one example...

**Christmas Eve, 2004:** From Nebraska, a homeless, unemployed, Vietnam Veteran finds the NVF Lifeline number in the phone book, and reaches out for help. He states frantically that he has been unsuccessful in his efforts to find housing and employment assistance from local providers. For much of the morning and afternoon, NVF reaches out to dozens of homeless providers across Nebraska to try and locate temporary shelter for him. Every shelter we contact is full. So we keep trying. Eventually, we connect with a local church that is willing to put the veteran up in a hotel for a week. After securing the veteran safe, temporary shelter for the holidays, we contact the VA, and locate a longer term transitional housing and work search program—eventually facilitating the client's enrollment into these programs via 3-way conference call, and repeated follow up conversations. Now, less than a year later, this veteran is employed and no longer homeless.



***DID YOU KNOW?:** Since 1987, the NVF has operated the only live, nationwide toll-free help line for all veterans and their dependents, serving more than 275,000 veterans and families to date. If you are a veteran, or the family member of a veteran, and you need help, please call us toll-free at 1-888-777-4443. You can also reach us by e-mail at [vetsupport@nvf.org](mailto:vetsupport@nvf.org). All calls received M-F between 9 a.m. and 9 p.m. Pacific Time are answered live by trained veterans, and all after hours calls and e-mails receive a response within 24 hours.*

## **NVF PUBLIC AWARENESS EFFORTS KEEP SPOTLIGHT ON VETS AND PROVIDERS**

**NVF TEAMS WITH KGO AM (ABC Radio) IN SAN FRANCISCO FOR SPOTLIGHT-- “PRIDE AND PAIN: THE LONG MARCH HOME...”** This 10 part series ran from October 10-14<sup>th</sup> throughout Northern California, taking an in depth look at the challenges faced by returning OIF/OEF veterans and their families---including the lasting physical, psychological, and emotional wounds of war. The series was a close collaboration between KGO and NVF Staff—which helped coordinate interviews with Northern California veterans, family members, and service providers. The series included several interviews with NVF Founder and President Shad Meshad, and KGO also ran a news story that profiled the Doobie Brothers Band’s tremendous support for the NVF over the past 2 decades. Audio segments for “Pride and Pain” are available on KGO’s website ([www.kgoam810.com](http://www.kgoam810.com)), and will be posted to [www.nvf.org](http://www.nvf.org) in November...stay tuned.

**MESHAD, REIBER, DOOBIE BROTHERS TAPPED FOR UPCOMING VETERANS DOCUMENTARIES:** In an effort to continue shining a spotlight on the long-term challenge of “coming home” for Veterans and their families, NVF has begun working with several documentary film makers...NVF President Shad Meshad and Information Services Representative/OIF/OEF Veteran Chad Reiber were interviewed extensively for Lohaus Films LLC’s “When I Came Home,” ...Reiber’s compelling story of triumph over PTSD, and continued service to veterans and their families was also profiled in Patricia Foulkrod’s “The Ground Truth...” Meshad, Bruce Cohn, Kate Knudsen and members of the Doobie Brothers Band were also significant contributors to Centaur Productions’ upcoming 5 Part Series on the experience of Vietnam Veterans, and the work of those who serve those struggling with the emotional and physical scars of war—special thanks to Randall Wilson for his tireless efforts...Please check our website, and stay tuned for e-mail updates on when and where these compelling programs will air.

**MESHAD CONDUCTS TRAUMA TRAININGS FOR CRITICAL RESPONDERS IN FLORIDA, DELAWARE, AND NEW MEXICO:** Among the core missions of the NVF’s Public Awareness Program is a collaboration with the International Critical Incident Stress Foundation (ICISF), which coordinates educational workshops for first and critical responders—including those who work with veterans, and victims of crime, fire, natural disasters and terrorism---on the myriad of issues they will face, and the proven treatment techniques that can help. During July and October, NVF President Shad Meshad (MSW, LCSW, CTS, TFTdx), who is also a Faculty Member with ICISF, conducted training workshops for more than 100 Critical and First Responders in Florida, Delaware, and New Mexico.

**NVF IN THE NEWS:** NVF Staff also helped coordinate interviews for an NPR Program on the civilian employment challenges that Iraq and Afghanistan veterans are facing, as often experienced by callers to the NVF Lifeline—our own Chad Reiber contributed to this program ...

## **NVF’S 2005 MEMORIAL DAY APPEAL A GREAT SUCCESS**

Thanks again to everyone who participated in the NVF’s 2005 Memorial Day Appeal, and especially to Perfect Image Printing and Mailing Systems Inc. in Sacramento, who generously donated print services for the effort.

## **NVF LAUNCHES VETERANS DAY APPEAL--\$25,000 Goal**

On November 11<sup>th</sup>, NVF launched its Annual Veterans Day Appeal—**this year’s goal is to raise \$25,000** to support the expanded staff, hours, and promotion of the nation’s only live, toll-free crisis management, information, and referral “Lifeline” for ALL veterans and their families. **Remember, every dollar you give provides a veteran or family member in need with help through our toll-free Lifeline.** Thank you for your support!!!

**DOOBIE BROTHERS KEEP “ROCKIN’ DOWN THE HIGHWAY” FOR THE NVF**



*TAKING IT TO THE STREETS: The Doobie Brothers Band has raised more than \$180,000 for the NVF this summer through Benefit Concerts, Auctions, and “Doobie Red” Sales.*

Since 1987, the Doobie Brothers Band has raised over \$1.5 million for the National Veterans Foundation, and in response to the needs of a new generation of veterans coming home from Iraq and Afghanistan, that number is growing.

So far this year, Doobie Brothers Autographed Guitar and Sing On Stage Auctions have raised more than \$90,000. On August 3<sup>rd</sup>, the band held a benefit concert before a capacity crowd of 6,200 at Innsbrook Pavilion near Richmond, VA, raising another \$75,000 for the NVF.

The August 3<sup>rd</sup> benefit also included an emotional tribute to the band's former drummer, and NVF Honorary Board Member In Memoriam, Keith Knudsen.

“The Doobie Brothers and their fans have been the greatest possible champions for veterans and families in need,” remarked NVF President and

Founder Shad Meshad. “Special thanks to the the Band, Ed Ryan, Bruce Cohn, Laurin Willis, and everyone involved with the Doobie Brothers Fan Club for their tireless work on our behalf.”

The Doobie Brothers also continue to donate proceeds from the sale of “Doobie Red” Wine, produced by BR Cohn Winery in Glen Ellen, CA ([www.brcohn.com](http://www.brcohn.com), 707-938-4064), and are planning an even bigger NVF Benefit Concert in 2006.

“The next benefit will be even bigger and will have some surprise musicians and guests,” noted Doobie Brother Guitarist Pat Simmons. “Our support for the NVF is unwavering, and we will continue to help in any way we can.”

**2005 B.R. COHN CHARITY CONCERT—A TREMENDOUS SUCCESS !!**

On October 1<sup>st</sup> and 2<sup>nd</sup>, the NVF again participated in the Annual BR Cohn Winery Charity Concert. It was a beautiful weekend of music in a breathtaking location, and a tremendous success for the NVF--which raised more than \$13,000 through celebrity auctions and merchandise sales. This year, a second concert was added to benefit victims of Hurricane Katrina. Thank you to everyone at BR Cohn Winery for a sensational weekend, and especially the Doobie Brothers, The Turtles, Lisa Loeb, Little Feat, Taj Mahal, Joe Satriani, and Loggins & Messina for their outstanding performances. We also want to recognize Doobie Dan Atilano, Lori Seaman, Ed Ryan, and Lynn Wells, for all their help with the auctions and our information booth. Please remember, you can support the NVF by purchasing BR Cohn’s “Doobie Red” Wine-- online at [www.brcohn.com](http://www.brcohn.com) or by visiting the B.R. Cohn Winery Tasting Room, 15000 Sonoma Highway in Glen Ellen, CA. (707) 938-4064. Check out the Events Page of our website (<http://www.nvf.org>) for information about “Doobie Red”, and for more pictures of the event...



*COHN CHARITY EVENT: LEFT--Bruce Cohn, Mike Hossack & Shad Meshad Remember Keith Knudsen, ABOVE--Rick Seaman, Ed Ryan, Shad Meshad, & Lori Seaman; RIGHT—Mike Washington and Lynn Wells.*

**NEW CORPORATE AND FOUNDATION SPONSORS SPEAKING OUT FOR THE NVF**



*Pat Simmons and John McFee of the Doobie Brothers Band meeting with Representatives from Lockheed Martin Aeronautics Company in Lancaster, CA.*

*"In 1892 Rudyard Kipling published a poem called 'Tommy' in which he pinpointed soldiers as 'The thin red line of "eroes when the drums begin to roll', yet are forgotten or maligned when war fever eases and sacrifice is out of the news. Our veterans are men and women prepared to risk their bodies and minds for our security. Such selflessness merits our support of them when the guns have fallen silent and the bands have ceased to play. The National Veterans Foundation is there for our soldiers, how can we not but stand behind it?"---Rachael Pettus, The Pettus Foundation, Missouri*



*At Home America Co-Founders Lisa Brandau and Becky Wright with HelpAmerica Foundation Coordinator DC Curry at HAF's "2005 Veterans Salute."*

*" AtHome America and the Help America Foundation consider it an honor to raise and contribute money that directly help veterans who have served our nation. We applaud the National Veterans Foundation's efforts to serve the men and women who provide us with the blanket of freedom we all sleep under each and every night!!! Thank you, thank you -- WE salute YOU!!!"---Lisa Brandau, Co-Owner and Co-Founder, AtHome America, The HelpAmerica Foundation, Alsip, IL*

*"The Employees Community Fund of Boeing California is grateful to the generations of Americans who have so selflessly sacrificed for our nation's freedom. We are proud to support proven veterans service programs, such as the National Veterans Foundation's Toll-Free Lifeline, that help veterans and their families connect with the live information, emotional support, and services they need to successfully transition back to civilian life."---Beverly Hoskinson, Executive Director, Employees Community Fund of Boeing California, Long Beach, CA.*

*"The NVF's efforts and dedication are much needed and appreciated. We are pleased to support such a worthy organization."---Laura Genoway, Avalon Natural Products, Petaluma, CA*

**SPECIAL THANKS TO OUR 2005 CORPORATE & FOUNDATION SPONSORS**

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*\*New Sponsors in 2004-2005*

**TO LEARN MORE ABOUT NVF SPONSORSHIP OR OTHER GIVING OPTIONS, PLEASE CONTACT TODD STENHOUSE ([toddstenhouse@comcast.net](mailto:toddstenhouse@comcast.net); (916-455-6640); or visit us at <http://www.nvf.org>.**



**MARK YOUR CALENDARS: UPCOMING EVENTS**

**November 13, 2005:** Love Ride 22, Castaic Lake, CA. Visit [www.loveride.org](http://www.loveride.org) for more information.

**Doobie Brothers Band:** Visit [www.doobiebros.com](http://www.doobiebros.com) for tour dates and ticket information. Also, please stay tuned to [www.nvf.org](http://www.nvf.org) for updates regarding a Doobie Brothers & Friends All-Star Benefit for the NVF that is in the planning stages for next summer.

**NEW FACES AT NVF**



Cornell Jones served in the Army Signal Corps from 1989-1993, and is a veteran of Operation Desert Storm. He also served as a Network Communications Installation Specialist for the Department of Defense, and as Vice President and Chief Investment Officer for California Managers, Brokers, and Appraisers. Cornell joined NVF in June of 2005 as an Information Services Representative, and currently manages the Foundation's Client Services Database.

*"The NVF has given me the freedom to use my creativity and expertise in service to the most noble of causes---addressing the human needs of veterans and their families."*

***"Captain for Dark Mornings,"*** Shad Meshad's personal memoir of his Vietnam experience is available in paper back from our offices, for a cost of only \$25. All proceeds go to The National Veterans Foundation. Order your copy today!

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**THE NATIONAL VETERANS FOUNDATION**

**9841 Airport Blvd. Suite 512  
Los Angeles, CA 90045  
1-888-777-4443—Toll Free  
(310) 642-0255  
(310) 642-0258--fax  
[vetsupport@nvf.org](mailto:vetsupport@nvf.org)  
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