



DEPARTMENT OF THE AIR FORCE  
HEADQUARTERS UNITED STATES AIR FORCE  
WASHINGTON, DC

30 APR 2002

MEMORANDUM FOR ALMAJCOM/SV

FROM: HQ USAF/ILV  
1770 Air Force Pentagon  
Washington DC 20330-1770

SUBJECT: Policy on Air Force Clubs "*Members First*"

Effective 1 Oct 02 all Air Force clubs, and club annexes operated or managed by a club, must comply with the attached guidance on the new "Members First" initiative. Based on recommendations and input from the field, this initiative rewards club members with a variety of club discounts, including special functions. Additionally, just as you have in the past, continue to designate certain programs as "Members Only" events, thus limiting them to members, their families, and bona fide guests.

This initiative enhances the value of club membership and underscores the fact that membership must have exclusive benefits. Adherence to this policy is mandatory. I seek your *staunch support* in ensuring Air Force leadership, and the rest of the team are aware of this "Members First" initiative. AFSVA is working marketing, accounting and implementation guidance for your use. We will build metrics to capture our status/progress as we press forward in *delivering this initiative for our members*.

  
ARTHUR J. MYERS  
Director of Services  
DCS/Installations & Logistics

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Attachment:  
Air Force Clubs "Members First" Schedule, 1 Oct 02