



OPERATION RISE & CONQUER



“Recognizing the tremendous sacrifices our veterans have made for our country, I’m delighted to serve as the Honorary Chairman of ASA’s Operation Rise & Conquer. I applaud the plumbing industry’s leadership in helping those who have done so much for America.”

- General (ret.) Stanley McChrystal Honorary Chairman,
Operation Rise & Conquer

WHAT: Send a severely disabled veteran, recovering active duty service member or first responder on a week-long outdoor adventure program in the Colorado Rockies. Operation Rise & Conquer is designed to empower and inspire while helping our most deserving citizens regain confidence and trust in themselves and others. The highly personalized nature of this program makes it a particularly powerful and transformational experience for each individual. We are also offering participating sponsors the opportunity to send volunteers to spend a week working alongside the professional staff.

WHY: Inspiration for action came during ASA's 2012 Network Conference when Medal of Honor recipient and former Marine Corps Sergeant Dakota Meyer was the guest speaker. His moving story touched the hearts of all in attendance. Several members of the ASA family were inspired to find a meaningful way to support wounded veterans, one soldier at a time.

WHERE: Crested Butte - a historic mining town nestled in the beautiful Colorado Rocky Mountains.

WHEN: The initial ASA-sponsored session was held in September 2013. Based upon our success in garnering industry support, our goal is to fund 3-5 sessions annually.



WHO: We will send 10-15 severely injured servicemen and women and up to five plumbing industry volunteers under the ASA banner each session. An ASA member firm or supplier which sponsors three or more veterans is entitled to send a volunteer to work with and support the wounded warriors on their adventure. The ASA volunteers can be ASA member firms or supplier employees or customers, and are likely to have a strong personal interest in supporting wounded veterans. We anticipate that these will be highly sought after positions and will offer great opportunities for employee motivation and incentive rewards.

NON PROFIT PARTNERS: **Warfighter Sports**, a division of Disabled Sports USA, offers sports rehabilitation programs in military hospitals and communities across the US through a nationwide network of over 100 community-based chapters. Since 1967, Warfighter Sports has served severely injured military, both active duty and veterans, with a permanent physical disability such as amputations, traumatic brain injury, spinal cord injury, visual impairment and significant nerve and muscle damage. Warfighter Sports will select participants based on their relationships with VA hospitals and their community based chapters. You can get more information on Warfighter Sports at warfightersports.org.

Adaptive Sports Center (ASC), located in Crested Butte, Colorado, has improved the quality of life for people with disabilities through outdoor adventure activities since 1987. ASC offers both summer and winter activities that include families and friends and empower the participants in their daily lives. ASC programs have an enduring impact on an individual's health, self-confidence, and well-being. ASC will handle all participant logistics and run the programs. ASC is a chapter of Disabled Sports USA. You can get more information on the Adaptive Sports Center at adaptivesports.org.

PROGRAM COST: \$3,000 per veteran; \$2,500 per volunteer. The cost to send veterans, active military and first responders to the program includes:

- All activities, programs and equipment
- Air and ground transportation
- Housing
- Food

Please consider supporting Operation Rise & Conquer, and help the ASA make a difference. Checks should be made out to the Adaptive Sports Center and sent to the attention of Operation Rise & Conquer at:

**Adaptive Sports Center
Attn: Operation Rise & Conquer
PO Box 1639
Crested Butte, CO 81224**

To contribute by credit card, visit adaptivesports.org and select the “Operation Rise & Conquer” tab under the “Support Us” tab.

Adaptive Sports Center and Disabled Sports USA are both 501(c)(3) non-profit organizations and contributions are generally tax-deductible.

FULL SESSION UNDERWRITING: ASA member firms and suppliers can underwrite a full session for \$60,000, which would include all costs for 15 veterans and 5 volunteers. Participating veterans could be from the company’s geographic trading area, and sponsoring an exclusive week would be a unique way to both give back and to motivate your employees and customers. Some ASA members may want to partner with their key customers to jointly sponsor a week.



RECOGNITION: Join us in celebrating and sharing what we’ve accomplished at the annual ASA Network Conference. We will report on our success and recognize participants, and seek additional sponsors

HOW TO GET INVOLVED: In addition to your financial support, we are looking for additional keystone sponsors to help with this initiative within our ASA Emerging Leaders community. Industry leaders such as APR Supply, First Supply, Gerber Plumbing, Hajoca, Oatey, VAMAC and The Wholesaler have helped with the success of the Operation Rise & Conquer program. If you are interested in helping to be one of our business leaders with the program, please contact:

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ADAPTIVE SPORTS CENTER SUMMER ACTIVITIES:

- Cycling
- Canoe/Kayak/Raft/Paddleboard
 - Challenge Course
 - Hiking
 - Rock Climb

ADAPTIVE SPORTS CENTER WINTER ACTIVITIES ACTIVITIES:

- Adaptive Skiing
 - Ice Climb
 - Nordic Ski
 - Snowboard
 - Snowshoe