

Office of the Columbia County Clerk  
**Holly C. Tanner**  
560 Warren Street  
Hudson, NY 12534



## **RETURN THE F.A.V.O.R. Find & Assist Vets Of Record**

Dear Columbia County Business Owner:

We would like to invite you to join a very important and exciting program that is taking place throughout our county, the “RETURN THE F.A.V.O.R.” Discount Program (Find & Assist Vets of Record).

This initiative is a way that our county can recognize the service and sacrifices made by our returning veterans. Under the “RETURN THE F.A.V.O.R.” Discount Program, eligible individuals will receive a picture I.D. card identifying them as an honorably discharged returning veteran. Participating county merchants would agree to honor the card by providing holders with a discount on purchases or services.

The county will be kicking this program off the week of Memorial Day with a newspaper article and with information provided through the Columbia County Chamber of Commerce. Merchants will be listed in various print forms from both the newspaper and the Chamber; we will also provide you with a window poster identifying you and your business as a participant of the program. Participating merchant’s names, addresses and discount particulars will be listed in a pamphlet, which will be distributed annually to Columbia’s returning veterans through the County Veteran’s Agency and also listed on the county’s website. Involvement in the program is beneficial to businesses that will undoubtedly realize increased traffic and sales.

A “RETURN THE F.A.V.O.R.” Discount Program Merchant Application Form is on the back of this letter; we hope that you will consider becoming a participating merchant. Please join us in demonstrating our sincere appreciation and support for the efforts of those who keep us safe and fight for our freedom!

Sincerely,

David Colby, Columbia County Chamber of Commerce  
Holly Tanner, Columbia County Clerk