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to The American Legion

SEE WHY **92%** OF USAA MEMBERS  
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USAA members John and Gerry Hince,  
and their family.

Access to USAA insurance is earned once  
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At USAA, we recognize and appreciate the sacrifices of all military families. It's why our insurance is designed with your needs in mind. Our commitment to serve military members, veterans who have received an Honorable discharge and their eligible family members: just one reason our members are as loyal to us as we are to them.

★ **GET A QUOTE.** [usaa.com/tal](https://usaa.com/tal) or 877-820-1825

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# THE AMERICAN Legion

Special Announcement

Legionnaire and USAA  
members' legacy begins  
with service.



## UNITED BY PRINCIPLES

"WHAT DOES SERVICE MEAN TO ME? It means being the one who stands up, gets involved and does something to make a difference." Straight talk from Gerry (that's short for Geraldine) Hince, a retired Army colonel, who after 32 years of military service is busier than ever supporting veterans and her local community.

Her husband shares the same passion. John Hince served in Vietnam, worked as an educator and coach, and is now commander of The American Legion's 2nd Division of Texas.

Both Gerry and John are members of American Legion Post 159 in Bryan, Texas. Throughout 41 years of marriage, they've devoted their lives to service. They've instilled the same sense of selfless duty in their children. **And, as active Legionnaires and members of USAA, they surround themselves with people and organizations that mirror their values.**



John Hince, USAA member since 1969 | Gerry Hince, USAA member since 1970

Photos for this special advertising section were taken at Shades of Green on WALT DISNEY WORLD® Resort. Their "Salute to Our Veterans" Program gives members of The American Legion — and all military veterans who have received an Honorable discharge — the opportunity to vacation at Shades of Green during the months of January and September!





Peter Hince,  
USAA member since 2003

Matthew Hince,  
USAA member since 2001

## ➤ PAYING IT FORWARD ➤

**LEGACY** is not a word the Hinces throw around lightly. It means something special.

“To me, it’s an intangible set of principles that we instill in the next generation,” says John. “It’s about taking the things in life that are most important to us and passing them on.”

For John and Gerry, duties to God and country top the list, and serving one’s fellow man follows closely. Yet there are elements of their legacy that are more utilitarian — their

financial security, for example, much of which they credit to the stewardship of USAA. It’s an organization they’ve trusted since 1969 to look out for their family’s best interests.

“A lot of companies talk about being committed to veterans. USAA walks the walk,” says Gerry. “They show tangible evidence time and time again.”

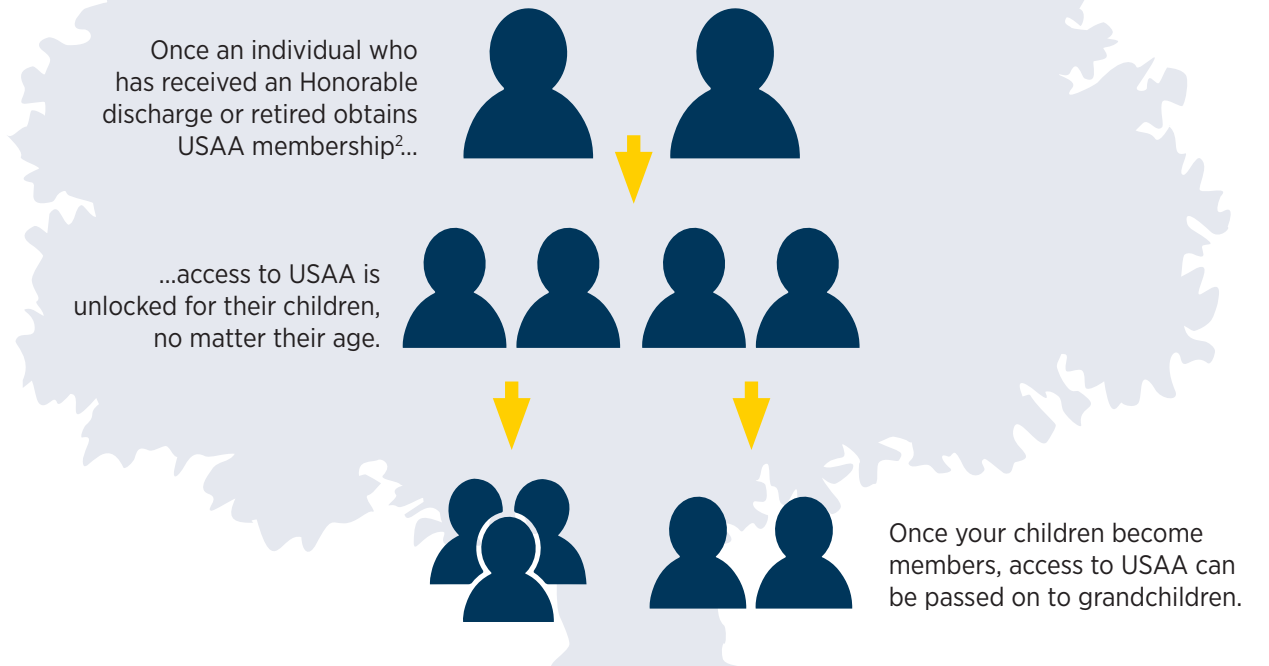
The couple recalls several examples as if they happened yesterday: an ice storm that

put a hole in their roof; an unfortunate series of auto accidents; a pending government shutdown that would leave their son without pay.

**“Through it all, USAA has never failed to be there for us,” says John. “Now our sons are both members, and because of that, their kids can become members too.”**

As the Hinces will attest, USAA’s alliance with The American Legion is anything but arbitrary. It’s a commitment to a common state of mind.

## ✧ CREATING YOUR USAA LEGACY ✧



## ✧ A COMMON THREAD

**“It was a part of who I was from the beginning,”** says Gerry, whose father served in World War II. “We saw in our parents that this idea of serving others is what we’re put on earth to do. And in the United States, the best way to serve others is in uniform in the military.”

“For me it started at the Virginia Military Institute,” says John. “I learned about integrity and loyalty, and I was challenged at a young age with a lot of responsibilities I wouldn’t have had otherwise.” John served as a pilot in Vietnam. “I was only in for a short time, but the Army had a profound influence on my life.”

**It’s a legacy that resonates across generations.**

Of the Hinces’ three sons, two have served in the U.S. military. Matt served

in Afghanistan and now lives in North Texas. Peter is still active duty.

“It makes us proud that the boys are invested in their country — they’ve shown that through their military service — but they are also deeply invested in their communities, participating in causes that make a difference in people’s lives,” says John.

The Hinces became proud in-laws when Matt and Peter married women whose parents or grandparents had also served. “Now there’s this tremendous appreciation for the military community throughout our extended family,” says Gerry.

**“It’s a legacy our children are passing on to their children. And I wouldn’t be surprised if our grandkids carry on the tradition.”**



**“If we’re truly going to pass a legacy forward, it’s up to like-minded people and organizations to come together and work to keep our shared values intact,”** says Gerry.

**“That’s what makes stronger communities and ultimately a stronger nation.”**



Continued on inside back cover

## YOUR FAMILY’S USAA LEGACY BEGINS WITH YOU.

**Begin your USAA legacy the most affordable way.** To secure USAA membership for your family, you need a USAA insurance policy. While this can be an auto or home insurance policy, it can also be an affordable Valuable Personal Property (VPP) insurance policy.

VPP insurance covers items that may not be covered under your current homeowners policy, such as rings, necklaces, earrings, bracelets and watches. **As little as \$4 a month provides \$2,500 of coverage<sup>13</sup>**

You’ll provide your family with access to the exceptional products, service and value of USAA membership that they can enjoy for life — including auto insurance, home and property insurance, banking, retirement, and much more.

**Make sure your legacy is passed down from generation to generation.**

➤ **GET A QUOTE NOW.** Call 877-820-1825

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