

# **Briefing Reports**

## **Flight 93 Memorial Task Force and Flight 93 Advisory Commission**

**October 7, 2006**

**Family Memorial Committee**  
**Briefing Report**  
**October 7, 2006**

As we go forth with the design and construction of the Flight 93 National Memorial we realized that in trying to include everyone in the process, we were missing a special group of men and women. The group is the one continuing the fight that the passengers and crew of Flight 93 started. Flight 93 was the first battle won against terrorism and it makes sense that those individuals should somehow have a voice. Thus, an idea arose out of the Flight 93 Memorial Task Force to find a way to include the members of the Armed Force to be a part of this memorial process.

As reported at the July 29, 2006 Task Force meeting, several Flight 93 Memorial flags were sent over to Raimstein Air Force Base which is located in Germany. Raimstein Air Force Base is the gateway to Iraq and Afghanistan, thus it is where most soldiers begin and end their tour of duty. And it is where our sons and daughters were given the opportunity to participate in the signing of the flag that would allow them to be a part of further memorializing our loved ones. The soldiers themselves were so eager to participate that in a short period of time over 1200 signatures and comments were gathered.

On August 31, 2006, Ken Nacke from the Families of Flight 93 traveled to Raimstein Air Force Base. During this visit Ken spent over 3 hours at the Military Hospital visiting with the injured soldiers and hospital staff. Ken also attended the Retirement of the Colors Ceremony where a Flight Memorial Flag was being flown over the Parade Grounds of Raimstein Air Force Base.

Four Flight 93 Memorial flags were brought home back to the United States, which were written upon and filled with signatures and messages from the men and women at Raimstein. These flags were flown over the Temporary Memorial on September 9, 2006. The Honor Guard from the Somerset Area National Guard conducted the raising and lowering each of the four Flight 93 Memorial flags.

As many of you know on September 11, 2006, the Honor Guard from the Somerset Area National Guard conducted the same flag raising ceremony. All four Flight 93 Memorial Flags were again flown over the Temporary Memorial and presented to the National Park Service to be included in the permanent collection of the Flight 93 National Memorial.

One Flight 93 Memorial flag was left with the Chaplain staff at the Military Hospital for additional soldiers to sign. I am proud to report that to date, over 200 additional signatures have been gathered on this flag.

Ken Nacke

**Temporary Memorial Management Committee**  
**Briefing Report**  
**October 7, 2006**

**Visitation**

Visitation has continued strong throughout the summer. In round numbers, 100,000 people visited the temporary memorial between Memorial Day and the end of September. Visitation in the first nine months of 2006 (131,664) has been 40% higher than during the same 9 month period of 2005 (94,134). September 2006 was particularly busy, with 28,409 people visiting the memorial, 53% more than September, 2005.

August was motorcycle month at the memorial, with large tribute rides visiting on two consecutive Thursdays—one group with more than 800 riders and another group with 200 riders. In the case of both groups, Flight 93 National Memorial was the first stop on a three-part ride taking the bikers to the Pentagon and to Ground Zero. One group presented a check for \$1,500 for the memorial fund.

Also in August we were pleased to welcome four young boys from Toledo, Ohio who were walking from their home to Ground Zero, via Somerset County to raise awareness for the need to memorialize those killed on September 11. Their arrival in Shanksville marked the mid-point in their walk and was a very emotional milestone for them. The boys later returned with a check for \$3,500 for the memorial fund.

Actually, there have been many memorable visitors at the memorial this summer. Looking through the log book for the past two months, I am reminded of these:

- nine buses of Amish youth and adults from Holmes County, Ohio,
- a group of Chicago firefighters on motorcycles,
- a youth fife and drum corps from Michigan,
- a group of law enforcement officers from Philadelphia (who presenting a check for the memorial),
- a group of retired firefighters from Lancaster County,
- several high school class reunion groups from Cambria and Somerset Counties,
- several groups of classic car owners,
- a group of newspaper editorial writers from around the country,
- a group of international journalists traveling through the area with a State Department representative,
- cross-country bicycle riders from the state of Washington,
- a group of Orthodox priests,
- at least two documentary film makers,
- a visitor with a pet rabbit, and another visitor with his pet cockatiel,
- 15 firefighters from Wales who were riding bicycles to the three 9/11 sites,
- a poet who read his work and asked visitors to sign his shoes and shirt,
- Korean firefighters,
- football, soccer and volleyball teams,
- a Native American visitor who said she could feel spiritual turmoil at the site,
- a tractor trailer and a bus both painted as tributes to 9/11, and
- a group of antique tractor owners, driving tractors.

Recently, 130 sixth grade students from Dunbar Township, brought a check for \$500 that the students had raised for the memorial. One hundred and sixty students made the trip here from Virginia because their school emphasis this year is on teamwork.

We met visitors from all over the U.S. and from Scotland, England, Wales, Germany, Sweden, Finland, the Netherlands, Belgium, Poland, France, Japan, Korea, Kenya, Aruba, Sri Lanka, and India.

A new group of visitors this summer has been ATV riders who are in the area for a day or a weekend to use the new Mountain Ridge Trails ATV Park, also located in Stonycreek Township. In particular, we see groups of riders arriving at the memorial on Sunday afternoon and evening, as they are returning home. Many of these visitors arrive in trucks, pulling large trailers.

For much of the summer, the parking lots at the temporary memorial were filled to overflowing every Saturday and Sunday. At times there were as many as 40 cars and trucks parking along the road, as overflow from the parking lots. Visitation during the first three weekends of September was particularly amazing. Several shifts had actual counts of 700 and 800 visitors in a two-hour period. And, of course, we also had a large number of journalists and photographers. We are very grateful for the assistance of our SCA interns, Ginger Mesko, Adam Shaffer, and Lydia Kappel through this busy summer.

### **Volunteers**

Adam Shaffer has assumed the duties of NPS Volunteer Coordinator. He is assuming responsibility for scheduling and communicating with the volunteers and maintaining records. One of his first projects was to calculate the number of volunteer hours worked by the Ambassadors during Fiscal Year 2006. The total is an astounding 3,255 hours. This doesn't include the many additional hours spent in maintenance projects by Chuck Wagner, re-painting of the benches by several Ambassadors, and hours spent in scheduling, record keeping, and stocking literature at the memorial. We will be attempting to be more diligent in our record keeping so that all volunteer hours at the memorial are recorded. At present, we are working on organizing and standardizing our volunteer training program so that new volunteers can be received, trained, integrated into the schedule.

### **Site Improvements**

In preparation for September 11, Shanksville Boy Scout Troop 151 picked up trash along the roadside and in the fields surrounding the memorial. We had offers from several other groups also offering to do service projects, if we needed them. Several Ambassadors assisted Chuck with re-painting the wooden benches at the memorial. Other Ambassadors volunteered for weed-trimming around the parking lots and memorial. Now that winter is approaching, we will be installing a propane heater at the temporary memorial shelter.

### **Upcoming events**

We're expecting a busy October as this is traditionally the most popular month for motorcoach tours. We're also expecting many school groups on field trips. For one group in particular their visit to the memorial on October 6 will be the culmination of a one-month-long inter-disciplinary study of September 11<sup>th</sup>. These are middle school students from Monroeville, PA. Another school system is sending a total of 480 high school students to the memorial over four consecutive weeks.

We plan to spend the late fall and winter months in training and development of new resources to better serve next season's large crowds.

Donna Glessner

**Nominating Committee  
Briefing Report  
October 7, 2006**

As of two week ago, Gordie Felt's nomination was on the Secretary's desk waiting for signature. I've requested an update and expect to have this by the meeting.

Joanne Hanley

**Communications Committee  
Briefing Report  
October 7, 2006**

**Integrated Strategies – Bill Haworth**

Report to be presented on Saturday and will include detailed information concerning the Fifth Anniversary, the Foreign Press tour, and ongoing media issues.

**MARC USA**

**5<sup>th</sup> ANNIVERSARY**

**5<sup>th</sup> Anniversary Media Relations**

In preparation for the more than 250 credentialed media expected on the 11<sup>th</sup>, MARC PR worked with Bill Haworth to develop a comprehensive press kit that included a press release, speaker bios, Memorial fact sheet, fundraising campaign FAQs, a CD with Memorial design photos and more. MARC and Bill worked with the media to ensure that the Flight 93 coverage was thorough and included the Memorial and the fundraising messaging. Bill Haworth will provide more detail about the 5<sup>th</sup> anniversary on-site efforts.

**Pittsburgh Pirates Tribute**

MARC PR led the effort with the Pittsburgh Pirates to organize a Flight 93 tribute at the September 11<sup>th</sup> game at PNC Park. A three-minute tribute video, produced by MARC PR, was played during the pre-game ceremony as the nearly 30 Flight 93 family members were recognized on the field. The American flag made and donated to the Memorial by Palatine, Ill., high school students was unfurled on the field by members of the Armed Forces. Twenty-eight Flight 93 Ambassadors also made the bus trip into the city for the game.

In an effort to raise awareness and funds for the Memorial, there were two donation stations set up outside the Park prior to the game with Memorial design photo displays and other hand-outs. All of the Pittsburgh television media outlets covered the event, reaching a total audience of more than 1.5 million.

**York Chapter of Credit Unions Event**

On the evening of September 11, 2006, family members Ed and Nancy Root spoke at the York Chapter of Credit Unions annual chapter kick-off meeting at the Strand Capitol in downtown York, PA. After a showing of Universal's "United 93," they spoke to a group of nearly 200 people about Flight 93 and the Memorial. The credit unions raised nearly \$5,000 for the Memorial and have plans to continue their fundraising efforts.

**PUBLIC SERVICE ANNOUNCEMENT CAMPAIGN**

The Flight 93 National Memorial television and print PSA campaign is underway with print and television ads designed by MARC USA. MARC PR is currently pitching the PSA to media across the country. *USA Today* ran the ad in the Sept. 11 edition and *The Pittsburgh-Tribune Review* ran it in the Sept. 26 edition. Cox Communications, Comcast Eastern Division, and several Pittsburgh and San Francisco television stations have begun airing the television spot. Many magazines plan to run the print ad including *Family Circle* and *AARP Magazine*.

Currently there is no voice-over recorded for radio spots, but Bill Haworth has a couple of celebrities lined up to record in the next few weeks.

**NATIONAL CONFERENCE OF EDITORIAL WRITERS**

The National Conference of Editorial Writers held its annual meeting in Pittsburgh September 13 – 16. As part of a scheduled tour, opinion writers from newspapers across the country visited the Flight 93 temporary memorial on September 14. During this visit, family member Christine Fraser and Ambassador Donna Glessner spoke about Flight 93 and plans for the National Memorial. MARC PR provided them with press kits. The response from the group was very positive, saying how moved they were and how valuable it was for them to now have a sense of the area. The *Winston-Salem Journal* ran an editorial about the visit on Sept. 25

([http://www.journalnow.com/servlet/Satellite?pagename=WSJ/MGArticle/WSJ\\_ColumnistArticle&c=MGArticle&cid=1149190798044](http://www.journalnow.com/servlet/Satellite?pagename=WSJ/MGArticle/WSJ_ColumnistArticle&c=MGArticle&cid=1149190798044)).

Among the newspapers represented by those who visited the site were:

- *Seattle Times*
- *Fredericksburg (Va.) Post*
- *Chattanooga (Tenn.) Times*
- *Detroit Free Press*
- *Kansas City Star*
- *Arkansas Democrat-Gazette*
- *Winston-Salem (NC) Journal*
- *Roanoke (Va.) Times*
- *Newsday*
- *Lexington (Ky.) Herald-Leader*
- *Dagens Naeringsliv (Oslo, Norway)*

## **MEMORIAL WEB SITE**

To assist the media with their 9/11 coverage, MARC PR and Bill Haworth worked with Ketchum and the Web Site Committee to create a “News & Info” section on [www.honorflight93.org](http://www.honorflight93.org) where the media could go to access news releases and high resolution design images, contact information and other Memorial information.

**Archives Committee**  
**Briefing Report**  
**October 7, 2006**

Oral History and Documentation Project

With the completion of the first year of the Oral History Project, 184 interviews have been conducted and 77 of those have been transcribed (approximately 42% of the total interviews conducted). The diversity of the individuals interviewed encompasses everyone from eyewitnesses to those involved with the memorialization process.

Twenty six interviews have been conducted with family members representing 11 of the passengers and crew on Flight 93. Although this is only 14% of the total interviews conducted, we will begin traveling to reach family members this month. A two-week trip is planned for the southeastern region of the United States to interview family members in South Carolina, Georgia and Florida. Other trips to the Northeast, Midwest and Western states are being planned for the next year. Carole O'Hare is coordinating contacts with the families and assisting us in encouraging participation.

Project funding is secure for one more year, ending on September 18, 2007. We are seeking additional funding for a third year and beyond.

Tribute Collection

Due to high visitation this year, tributes have increased as well. Ginger Mesko has returned to us as a SCEP (Student Career Experience Program) employee for the next five months and will spend a portion of her time cataloging and storing the objects.

In the next few months the computer cataloging system will be updated and converted from the Somerset Historical Center's system to the National Park Service system.

Barbara Black and Joy Stella

**NPS Land Acquisition  
Abbreviated Briefing Report  
October 7, 2006**

The National Park Service Lands staff continues to assist the Families of Flight 93 in acquisition efforts for the national memorial as partners under the auspices of the Letter of Intent. While the Families have been able to actively pursue acquisitions of properties available for sale within the Flight 93 boundary, NPS is working behind the scenes to keep “old business” current and stay in touch with landowners who have expressed interest as willing sellers.

The following meetings have been held since last Advisory Commission Meeting on July 29:

- ~ Kordell (01-100)
- ~ PBS Coals (01-101)
- ~ Larry Hoover (01-104)
- ~ Camp Allegheny (02-108)
- ~ Robert Musser (01-121)
- ~ Timothy Lambert (01-109)

A future meeting is planned very shortly with:

- ~ Svonavec, Inc. (01-102)

The Families are making great strides in their land acquisition accomplishments for the memorial, and the NPS is proud to be a partner, and extremely grateful.

Katharine Bentley

**Conservation Fund Lands Update**  
**Briefing Report**  
**October 7, 2007**

The Fund facilitated a meeting between PBS, NPS and PA DEP to discuss steps necessary for the completion of restoration activity, which are associated with the 900 acres +/- for which we currently have a purchase contract. Release of these bonds is necessary before we can close on the property. This meeting will occur in November.

We worked with the PA Game Commission and the NPS to purchase the Berwind property. This parcel establishes the new State Game Land 93 (SGL93). SGL93 will eventually include the Consol property that was donated to TCF several years ago, and the 70-acre PBS parcel that is to the north of US 30. It is also possible that SGL93 could be extended further to the north onto other parcels that are now under coal company ownership.

TCF sold the Marion 7400 dragline. This is the smaller of the two draglines. It should be removed from the premises by end-of-year. We are currently negotiating with a potential purchaser for the larger Marion 7500; several others are also interested.

As of September 25, we have not received a counter-offer from Tim Lambert.

Todd McNew

**General Management Plan / EIS**  
**Briefing Report**  
**October 7, 2006**

**STATUS OF PUBLIC COMMENTS** – The 60-day public review of the Draft General Management Plan / Environmental Impact Statement (GMP/EIS) concluded on August 14, 2006. The project team is summarizing and responding to relevant GMP comments. Based on the initial review of the comments, no significant changes to the document are expected. The draft summary of public comments will be discussed in the Commission's Executive Session on October 7.

**PROJECT SCHEDULE** – Once the comment summary is completed and the NPS and the Partners approve the responses, it will take approximately 2 weeks to prepare the Final GMP/EIS. After briefings for the NPS Regional Director and the Secretary of the Interior, the NPS will issue a Notice of Availability and release the Final GMP/EIS. A 30-day waiting period will follow before the Record-of-Decision is signed, ending the process. The process is expected to extend into December because of extensive agency review.

The project team will begin work on the Final GMP during the 30-day waiting period. The final GMP will be a scaled-down plan that does not include the environmental sections. This final GMP will be approximately 30 pages in length, will be printed in full color and will be the daily management document used by NPS staff and Partners.

**MOTIONS AND RESOLUTIONS**

None. Depending on the status of the comment review, a resolution may be presented asking for approval of the responses or for a subsequent phone meeting.

Joanne Hanley

**The Design Process**  
**Briefing Report**  
**October 7, 2006**

**DESIGN CONTRACT** – Paul Murdoch Architects is now under contract with the National Park Service (NPS). The NPS Denver Service Center (DSC) oversees the contract. The architects and their team of geotechnical, civil engineering, landscape architecture, and engineering sub-consultants met with NPS representatives from the DSC and the park on September 27-28. The group toured the site, reviewed data from the GMP, explored immediate data needs, and discussed necessary task orders. The team is tentatively scheduled to return in late-October to conduct additional site work and meet with PennDOT representatives.

All pre-design work is scheduled to be completed by April 2007, the outline of which will be presented at the October 7, 2006 meetings.

As Paul Murdoch Architects is now under contract with the NPS, all requests for Paul's work or involvement must come through the Superintendent to the DSC Project Manager.

**GENERAL SCHEDULE MILESTONES** – The general project schedule is being updated and will be available for the October 7 meeting.

**FORMATION OF A DESIGN DEVELOPMENT COMMITTEE** – At the last Commission/Task Force meeting, the Partners agreed to create a Design Development Oversight Committee to participate in the design process and a larger Design Development Committee of the Task Force to share information and provide input at key milestones.

The Partners agreed that the oversight committee should include a representative of each of the four groups. After discussions with the Partner groups, the Design Development Oversight Committee will be proposed at the meeting.

Joanne Hanley and Jeff Reinbold

**Fundraising Oversight Committee**  
**Briefing Report**  
**October 7, 2006**

**1. CAMPAIGN INCOME SUMMARY (as of 9/30/06)**

• Total Number of Pledges& Gifts / Total Amount Raised:	14,850 / \$7,704,825
• % of Minimum Goal:	26%
• Number/Amount of National Phase Gifts:	10 / \$2,861,393
• Number/Amount of Regional Phase Gifts:	34 / \$85,373
• Number/Amount of Local Phase Gifts:	84 / \$292,883
• Number/Amount of Public Phase Gifts:	14,710 / \$1,025,175
• Number/Amount of Launch Phase:	12 / \$3,440,000
• Number/Amount of Verbal Commitments:	10 / \$353,750
• Number/Amount Pending Requests:	578 / \$2,355,600
• Total Expenses:	\$1,663,494.65
• Cash In:	\$3,792,755
• Contract Period Completed:	19 months / 97 weeks

**2. NATIONAL PHASE UPDATE**

<b>Statistics:</b>	113	Remaining Prospects
	10	Documented Gifts and Pledges
	\$2,861,393	Amount Raised
	\$286,139	Average Gift
	3 / \$12,500	<i>Verbal Donors and Commitment Amount</i>
	12 / \$665,000	Pending Requests

**Donors:** Wachovia Treasury Operating Services  
The Avon Foundation  
Richard M. Goldman, Richard and Rhoda Goldman Fund  
Discovery Communications, Inc.  
Chris Sullivan, Chairman of the Board; Outback Steakhouse  
Portola Group Foundation  
MARC USA  
Beavan Smith  
DHR Foundation  
John Reynolds  
*Jerry Guadagno (Verbal)*  
*Home Depot (Verbal)*  
*Mike Watson (Verbal)*

**National Campaign Leadership Update**

**Activity:**

- Leadership: Chris Sullivan, Chairman, Outback Steakhouse, Inc., Campaign Chairman; General Tommy Franks (ret.), Honorary Co-Chair; Governor Tom Ridge (former), Honorary Co-Chair
- Leadership met on Monday, August 7; Monday, August 21; and Tuesday, September 5
- Chris Sullivan is working with the Honorary Campaign Leadership on the development and implementation prospect enlistment strategies.
- Chris Sullivan agreed to host an awareness/cultivation breakfast event on Thursday, November 30, 2006 in Tampa, Florida. Event details in Regional Update.
- Assisted in the development and endorsement of modified campaign plan.
- General Franks wrote handwritten notes to key Houston prospects and select members of Houston oil companies.
- Governor Ridge wrote 15 handwritten notes to key Pittsburgh prospects.
- Chris is actively engaged in ongoing briefing meetings with key prospects across the United States.

- Leadership attended and actively participated with the 9/11 Commemorative activities

### 3. REGIONAL UPDATE

#### Houston, Texas

**Statistics:** 398 Remaining Prospects  
34 Documented Gifts and Pledges  
\$85,373 Amount Raised  
\$2,510 Average Gift  
2 / \$325,000 *Verbal Donors and Commitment Amount*  
409 / \$465,000 Pending Requests

#### **Donors:**

Stephen Applegate	Phil & Joanne Martin
Thomas & Suzanne Barnett	Hugh E. McGee, Jr.
John & Sandy D. Black	Francis D. McQuilkin
Donald L. Burdick	Larry & Gwen Melody
Stewart Bushong	Sue Millican
Carrabba's Restaurant	Thomas & Mary Kay Mraz
Joan S. Cupic	NDIC ECOA
Ruth & Jack Elvig	Oakmont Properties
Mary N. Feller	James Niderle
Howard & Rachel Frazier	Office of James Burnett
Fulbright and Jaworski, LLP	James & Joan Prentice
Gainer, Donnelly & Desroches	Max E. & Mary J Reddick
Houston Jewish Community Foundation	Bob & Lillian Shelter
Stacy G. Hunt	John Storms
Gregory S. Lashutka	Robert and Janice McNair Foundation
Lauren Catuzzi Grandcolas Foundation	Robert C. Thomas
Charles Ludwigsen	Charles L. Wood
	<i>Fondren Foundation (Verbal)</i>
	<i>Jim McInvale (Verbal)</i>

**Activity:**

- Event Completed: Thursday May 17, 2006; 7:30 – 9:00 a.m.; Union Station at Minute Maid Park, Houston, TX; Co-Hosted by Larry Catuzzi and Mr. Drayton McLane, Owner, Houston Astros Baseball Club; 450 Prospects; Attendees – 150
- Event Follow-Up Letter Sent
- Letter of Requests Mailed
- Ongoing Key Prospect Meetings

#### Tampa, Florida

**Activity:**

- Event Scheduled: Thursday, November 30, 2006; 7:30 – 9:00 a.m.; Palma Ceia Country Club, Tampa, Florida; Hosted by Chris Sullivan; Guest Speaker – General Tommy Franks, Co-Chair, Flight 93 National Memorial
- Save the Date Card and Invitation in production
- Identified 300 prospects

### 4. LOCAL INITIATIVE

**Overall Statistics:** 1,000 Prospects  
84 Documented Gifts and Pledges  
\$292,833 Amount Raised  
\$3,486 Average Gift  
2 / \$750 *Verbal Donors and Commitment Amount*  
154 / \$1,205,600 Pending Requests

**Johnstown (\$250,000 Goal)**

<b>Statistics:</b>	700	Prospects
	7	Documented Gifts and Pledges
	\$82,700	Amount Raised
	\$11,814	Average Gift
	2 / \$60,000	Pending Requests

**Donors:** Community Foundation of the Alleghenies – Johnstown  
Howard and Adele Picking  
Concurrent Technologies Corporation  
Mark Pasquerilla  
Robert Eyer  
John Murtha

- Activity:**
- Leadership: Brad Clemenson, Dan DeVos, Bob Eyer, Jim Frank, Mike Kane, Mark Pasquerilla, Skip Picking
  - Participated in Event Planning Meetings: Thursday, July 20; Thursday, August 17; Thursday, August 31; Wednesday, September 6; and Thursday, September 21.
  - Event: Tuesday, September 12, 2006; 11:30 a.m. – 1:30 p.m.; Frank J. Pasquerilla Conference Center, Johnstown, Pennsylvania; Hosted by Johnstown Leadership; Prospects 300; Attendees 80
  - Program Speakers: Bud Shuster, former Congressman, 9<sup>th</sup> District; John P. Murtha, Congressman, 9<sup>th</sup> District; Bill Shuster, Congressman, 12<sup>th</sup> District; Captain Stephen Ruda, Los Angeles Fire Department; Joanne Hanley, Superintendent, Flight 93 National Memorial, National Park Service; Paul Murdoch, President, Paul Murdoch Architects; Skip Picking; Dan DeVos, CEO, Concurrent Technologies, Inc.; Mark Pasquerilla, Chairman, Crown American Corporation
  - Event Follow-Up Letter Sent
  - Key Prospect Assignments Made
  - Key Prospect Follow-Up Meetings being scheduled

**Somerset (\$250,000 Goal)**

<b>Statistics:</b>	160	Prospects
	73	Documented Gifts and Pledges
	\$174,683	Amount Raised
	\$2,392	Average Gift
	4 / \$55,600	Pending Requests

**Donors:**

Charles Blitzer	Somerset Trust Families
Geoffrey Boyer	Account Interest
Community Foundation for the Alleghenies - Somerset County	Rick Stafford & Rita Resick
County of Somerset	Jeff Sutton
Charles J Fitzgerald	Tesori
Vincent & Marjorie Jacob	Paul Tyndall
Donald P. Jenkins	Karl von Lipsay
Alan R. & Tammy L. Jenkins	Whalley Charitable Trust
Dr. Glenn Kashurba	Wheeler Family Charitable Foundation
Lew Levey	Yael Zaczepinski
Patrick M. Osborne	
Jim Poehlmann	
Susanne Radek	
George Salguero	
Somerset Daily American	
Somerset Trust Company	

- Activity:**
- Leadership – Henry Cook, President and CEO of Somerset Trust
  - Mr. Cook meeting is continuing to meet with key Somerset prospects

**Ligonier (\$250,000 Goal)**

- Activity:**
- Preliminary Leadership – Nikki Smith and Mike Watson
  - 16 Preliminary Prospects (List in Development)
  - Nikki Smith and Mike Watson are in preliminary conversations regarding appropriate strategies for the Ligonier constituents.
  - Strategies/Next Steps - Identify and Recruit Leadership; Identify Prospects, Request Amounts and Strategies; Possible event at Rolling Rock

**Pittsburgh (\$250,000 Goal)**

<b>Statistics:</b>	150	Prospects
	4	Documented Gifts and Pledges
	\$35,500	Amount Raised
	\$8,875	Average Gift
	2 / \$750	<i>Verbal Donor and Commitment Amount</i>
	150 / \$1,150,000	Pending Requests

**Donors:**

Beckwith Family Foundation  
 Oxford Development Group  
*Pittsburgh Pirates (Verbal)*  
*PPG (Verbal)*

- Activity:**
- Steelers Luncheon Event hosted by Art Rooney, President, Pittsburgh Steelers on Wednesday, June 21, 2006; 12:30 – 2:00 p.m. at Heinz Field in Pittsburgh, PA; 167 Prospects; Attendees – 54
  - Event Follow-Up Letter Sent
  - Key Prospect Assignments Made
  - Key Prospect Follow-Up Meetings Conducted
  - Letter of Requests Sent
  - Ongoing Prospect Meetings

**5. PUBLIC PHASE/DIRECT RESPONSE UPDATE**

The Public Outreach Phase, a seamlessly integrated and coordinated effort, as stated in the campaign plan includes web-based, mail and direct mail fundraising initiatives.

<b>Statistics:</b>	14,710	Documented Gifts
	\$1,025,175	Amount Raised
	\$69	Average Gift
	1,312 / \$173,935	Mail            Average Gift \$132
	4,012 / \$289,334	Website        Average Gift \$72
	9,386 / \$561,906	Direct Mail    Average Gift \$59

**Website Update:**

- Ad Hoc Group: Debby Borza, Caryn Collier, Alyssa Henley, and Jeff Reinbold
- Conducted Meetings: Monday, July 10, 2006

- Development Updates: Design Images Added; Press Releases Added; Layout Updated; Text Updated
- Next Steps: develop Friends Asking Friends component; enhance Passengers and Crew information; Add 9/11/06 event photos; and add PSA video link

Date	May		June		July		August		September	
1	8	\$406.00	1	\$40.00	0	\$0.00	3	\$226.00	0	\$0
2	13	\$739.00	2	\$45.00	0	\$0.00	4	\$158.00	0	\$0
3	10	\$716.00	0	\$0.00	0	\$0.00	6	\$556.00	47	\$2,727
4	9	\$843.00	1	\$20.00	31	\$1,904.00	6	\$221.60	19	\$86.60
5	11	\$541.00	2	\$113.00	6	\$483.00	0	\$0.00	15	\$611
6	14	\$866.00	1	\$93.00	0	\$0.00	2	\$218.00	21	\$1,214
7	2	\$80.00	0	\$0.00	3	\$100.00	2	\$193.00	35	\$2,830
8	9	\$522.00	1	\$40.00	0	\$0.00	2	\$47.00	78	\$5,844.30
9	4	\$246.00	1	\$93.00	2	\$113.00	2	\$540.00	87	\$6,244
10	5	\$486.00	1	\$40.00	1	\$10.00	0	\$0.00	23	\$1,806
11	3	\$143.00	1	\$10.00	0	\$0.00	2	\$125.00	168	\$10,854
12	6	\$793.00	2	\$133.00	0	\$0.00	0	\$0.00	58	\$3,531
13	8	\$570.00	4	\$5,260.00	2	\$45.00	4	\$105.00	26	\$1,504
14	6	\$640.00	0	\$0.00	1	\$20.00	5	\$203.00	11	\$656
15	2	\$80.00	1	\$40.00	1	\$40.00	0	\$0.00	16	\$718
16	2	\$60.00	0	\$0.00	0	\$0.00	0	\$0.00	17	\$1,023.00
17	0	\$0.00	0	\$0.00	1	\$93.00	2	\$113.00	9	\$1,353.00
18	1	\$40.00	1	\$40.00	0	\$0.00	1	\$93.00	9	\$352.00
19	0	\$0.00	0	\$0.00	2	\$25.00	25	\$2,457.00	8	\$441.00
20	3	\$293.00	1	\$150.00	1	\$10.00	13	\$673.00	8	\$479.00
21	5	\$215.00	1	\$25.00	3	\$320.00	5	\$125.00	1	\$634.00
22	2	\$60.00	2	\$45.00	1	\$40.00	1	\$120.00	6	\$238.00
23	2	\$133.00	3	\$80.00	0	\$0.00	2	\$103.00	7	\$323.00
24	4	\$213.00	0	\$0.00	0	\$0.00	1	\$93.00	7	\$610.00
25	1	\$93.00	1	\$93.00	1	\$20.00	2	\$1,020.00	6	\$273.00
26	1	\$40.00	2	\$6,800.00	1	\$20.00	1	\$10.00	1	\$100.00
27	0	\$0.00	1	\$50.00	1	\$5.00	3	\$218.00	7	\$680.00
28	1	\$40.00	1	\$500.00	1	\$350.00	0	\$0.00	2	\$80.00
29	2	\$50.00	1	\$93.00	0	\$0.00	1	\$25.00	3	180.00
30	0	\$0.00	1	\$20.00	2	\$80.00	0	\$0.00	2	\$70.00
31	1	\$40.00			2	\$103.00	4	\$243.00		
<b>TOTAL</b>	<b>125</b>	<b>\$8,948.00</b>	<b>33</b>	<b>\$13,823.00</b>	<b>63</b>	<b>\$3,781.00</b>	<b>99</b>	<b>\$7,885.60</b>	<b>697</b>	<b>\$45,461.90</b>

<b>Weekly Homepage Hits</b>	
6/25/2006	2,293
7/2/2006	6,016
7/9/2006	2,634
7/16/2006	2,203
7/23/2006	2,053
7/30/2006	2,621
8/6/2006	2,573
8/13/2006	6,190
8/20/2006	5,783
8/27/2006	5,112
9/3/2006	20,719
9/10/2006	21,372
9/17/2006	5,791
9/24/2006	4124

<b>Monthly Home Page Hits</b>	<b>Make A Donation</b>	
<b>May</b>	30,000	3,555
<b>June</b>	14,500	1,458
<b>July</b>	14,000	2,069
<b>August</b>	19,956	2,928
<b>September</b>	53,607	11,422

**Direct Mail Program (Results through 9/25/06)**

- **February 7 Test**

Tested segments of 16 lists  
Quantity mailed: 83,017  
Gross \$: \$41,102  
Cost: \$53,029  
Net: -\$11,927  
Donors: 915

- **April 27 Rollout**

Mailed larger segments of lists that worked in Feb 7 test, and tested 10 new lists  
Quantity mailed: 329,024  
Gross \$: \$259,787  
Cost: \$162,756  
Net: \$97,031  
Donors: 5,347

- **July 21 housefile mailing**

1<sup>st</sup> mailing to donors. Mailed web and mail generated donors.  
Quantity mailed: 9,386  
Gross \$: \$36,824  
Cost: \$11,544  
Net: \$25,280  
Donors: 820

- August 29 Rollout**  
 Mailed larger segments of lists that have worked and tested numerous new lists.  
 Quantity mailed: 629,438  
 Gross \$: \$98,364  
 Cost: \$302,810  
 Net: -\$204,446  
 Donors: 2,009

**NOTE:** All of the costs for the entire August Rollout mailing are shown. A portion of the total quantity has yet to be mailed. Anticipate total revenue for this mailing to exceed \$300,000 and total number of donors to exceed 7,500 when all returns are eventually received.

- Upcoming mailings:**
  - October housefile mailing – estimated quantity 13,000
  - December prospect mailing – estimated quantity 800,000
  - December housefile mailing – estimated quantity 17,000

## 6. LAUNCH PHASE UPDATE

**Leadership:** Dan Sullivan, President and CEO, FedEx Ground, Chair, Launch Phase  
 Mike Watson, Vice President, Richard King Mellon Foundation  
 Larry Catuzzi, Commissioner, Flight 93 Federal Advisory Commission  
 Maxwell King, President, Heinz Endowments

**Statistics:**

22	Pittsburgh Prospects
12	Documented Pledges
\$3,440,000	Amount Raised
\$286,666	Average Gift

**Donors:** FedEx  
 FedEx Ground  
 Ketchum  
 Glen and Diane Meakem Foundation, Inc.  
 McCune Foundation  
 Richard King Mellon Foundation  
 Katherine Mabis McKenna Foundation  
 Eden Hall Foundation  
 Colcom Foundation  
 R. P. Simmons Family Foundation  
 The Pittsburgh Foundation  
 Mr. and Mrs. Charles J. Queenan, Jr.

## 7. DONOR STEWARDSHIP

- Mailed and emailed Project Newsletter to all donors in August 2006
- Mailed 9/11 Event Postcard to all donors in early September

#### **8. COMMISSION AND TASK FORCE GROUP INITIATIVE**

- John Reynolds, Flight 93 Federal Advisory Commission Chair has communicated with all 12 Commissioners regarding their financial participation in the campaign effort and is striving for 100% participation.
- We are currently working with Patrick White and Kim Gibson on reaching out the Task Force Group to develop an opportunity for their participation.

#### **9. NATIONAL PARK FOUNDATION UPDATE**

- Met with and worked with the Finance Department staff on reconciling campaign expenses: Tuesday, August 1; Tuesday, August 15; Tuesday, August 22; and Thursday, August 14.
- Worked with Human Resources Administrator on campaign personnel matters. Ms. Natalie Lariviere started on Wednesday, July 5, 2006 and resigned at the beginning of August. Hired Mr. A. C. Valdez in an interim capacity until new permanent temporary staff person begins. Ms. Charlotte Sacharov is scheduled to begin on Tuesday, October 10, 2006 as a temporary full-time campaign associate with the National Park Foundation.
- Database: During the month of August and September a new ACCESS database was created. All records were transferred from the EXCEL database and reconciled. New reports were developed and are much more-user-friendly and accurate.

#### **10. FAMILIES OF FLIGHT 93**

- Ketchum continued to work with several family members during the months of July, August, and September on specific fundraising initiatives including: Calvin Wilson, Larry Catuzzi, Ken Nacke, Carole O'Hare, Gordie Felt, Patrick White, Hamilton Peterson, Dorothy Garcia, Ed Root, Debby Borza, Barbara Catuzzi, Esther Heymann, Ben Wainio, Jerry and Karen Bingham, Dale Nacke, Betty and Ray Kemmerer, Germaine Wilson, and Marilyn J. Johnson.

### Restricted Donations Received by Families of Flight 93

Sept. 26,  
2006

Date	Name	Amount	State	Acknowledged	Transferred
10/1/2004	Ketchum	\$10,000.00	PA		
	miscellaneous cash donations from the				
2/1/2005	Design Competition	\$314.35	PA		
5/3/2005	FedEx Ground	\$20,000.00	PA	NPF	
7/29/2005	Wachovia Treasury Operating Services	\$23,200.00	NC	FOF93	
10/10/2005	Eric Kessler	\$ 100.00	NY	FOF93	12/13/2005
10/10/2005	Brigitte Herbert	\$ 50.00	NY	FOF93	12/13/2005
10/19/2005	Wachovia Foundation- Matching	\$ 1,525.00	NJ	FOF93	12/13/2005
10/19/2005	Wachovia Foundation- Matching	\$ 100.00	NJ	FOF93	12/13/2005
10/28/2005	Avon Foundation	\$ 107,000.00	NY	NPF	12/13/2005
12/31/2005	Mike Sullivan- Yorktown Club	\$ 2,000.00	NJ	FOF93	
1/16/2006	Wachovia Foundation- Matching	\$ 40.75	NJ	FOF93	
3/14/2006	Don E. Birt	\$ 25.00	CA	FOF93	
3/17/2006	Douglas C. Wornom	\$ 20.00	IL	FOF93	
3/22/2006	Altria Group, Inc.- Matching	\$ 100.00	NJ	FOF93	
5/12/2006	Don E. Birt	\$ 25.00	CA	FOF93	
5/12/2006	Dianne Feinstein, Sen.	\$ 2,500.00	CA	FOF93	
7/13/2006	Jack Piraino	\$ 10.00	PA	FOF93	
8/21/2006	Don E. Birt	\$ 25.00	CA	FOF93	
8/21/2006	William J. Rudge III	\$ 25.00	NY	FOF93	
8/21/2006	Frances P. Pugh	\$ 100.00	NC	FOF93	
9/26/2006	A.B.A.T.E. of PA	\$ 2,085.00	PA	FOF93	
	Interest Earned through 09/06	\$ 992.48			
	<b>TOTAL Restricted Contributions:</b>	\$ 160,237.58			

#### 11. NATIONAL PARK SERVICE

- The National Park Service was very helpful with providing important staff labor for the Donor Stewardship Program mailings.
- The National Park Service has been very active in the distribution of the Temporary Memorial Fundraising Brochure for distribution at the Temporary Memorial.
- Several organizations have made “check presentations” at the Temporary Memorial including a few motorcycle organizations.

## **12. FIVE-YEAR ANNIVERSARY**

- Participated in planning meetings: Thursday, August 3; Thursday, August 10; Thursday, August 17; Thursday, August 24; Thursday, August 31; Tuesday, September 5, Wednesday, September 6; and Thursday, September 7.
- Worked with the Campaign Leadership on event logistics, speaking roles for the ceremony and media plan.

## **13. COMMUNICATIONS OVERSIGHT COMMITTEE (COC) (AS IT PERTAINS TO FUNDRAISING)**

- Elliott Oshry served as the Funding Oversight Committee (FOC) representative on the Tuesday, August 16 monthly committee call.
- PSA Update – Ketchum has been an active participant in the development and implementing a PSA strategy and plan that will facilitate campaign efforts. MARC PR has been pitching the print and TV PSA (produced by MARC) and several magazines, newspapers and TV stations have already begun running the ads. The Flight 93 National Memorial television and print PSA campaign is underway with print and television ads designed by MARC USA. MARC PR is currently pitching the PSA to media across the country. *USA Today* ran the ad in the Sept. 11 edition and *The Pittsburgh-Tribune Review* ran it in the Sept. 26 edition. Cox Communications, Comcast Eastern Division, and several Pittsburgh and San Francisco television stations have begun airing the television spot. Many magazines plan to run the print ad including *Family Circle* and *AARP Magazine*.
- Web Site - To assist the media with their 9/11 coverage, MARC PR and Bill Haworth worked with Ketchum and the Web Site Committee to create a “News & Info” section on [www.honorflight93.org](http://www.honorflight93.org) where the media could go to access news releases, high resolution design images, contact information and other Memorial information.
- Discovery Communications re-broadcasted the PSA they created last year with the movie *The Flight That Fought Back* in September around their 9-11 programming.

## **14. MISCELLANEOUS FUNDRAISING ACTIVITY**

- Pittsburgh Pirates – In coordination and conjunction with MARC, met with the Pittsburgh Pirates on Wednesday, August 23 to discuss logistics for a special tribute during the Pittsburgh Pirates game on Monday, September 11, 2006. MARC PR led the effort with the Pittsburgh Pirates to organize a Flight 93 tribute at the September 11<sup>th</sup> game at PNC Park. A three-minute tribute video, produced by MARC PR, was played during the pre-game ceremony as the nearly 30 Flight 93 family members were recognized on the field. The American flag made and donated to the Memorial by Palatine, Ill., high school students was unfurled on the field by members of the Armed Forces. Twenty-eight Flight 93 Ambassadors also made the bus trip into the city for the game. In an effort to raise awareness and funds for the Memorial, there were two donation stations set up outside the Park prior to the game with Memorial design photo displays and other hand-outs. A total of \$764 was collected. All of the Pittsburgh television media outlets covered the event, reaching a total audience of more than 1.5 million.
- York Chapter of Credit Unions Event – Lisa Tristano was primary lead on the York Chapter Credit Union event scheduled on Monday, September 11, 2006. On the evening of September 11, 2006, family members Ed and Nancy Root spoke at the York Chapter of Credit Unions annual chapter kick-off meeting at the Strand Capitol in downtown York, PA. After a showing of Universal’s “United 93,” they spoke to a group of nearly 200 people about Flight 93 and the Memorial. The credit unions raised nearly \$5,000 for the Memorial and have been in discussion with Caryn Collier to determine how best to continue their fundraising efforts.

- Ohio Boys – 4 boys from Ohio walked this summer from Ohio to New York and visited all three crash sites. They raised \$3,500 and are continuing their fundraising efforts in hopes of reaching \$5,000.

#### 15. FUNDING OVERSIGHT COMMITTEE (FOC) UPDATE

- Full committee met on Monday, August 19, 2006; 7:00 p.m.
- Worked with Rick Stafford, John Reynolds, and Paul Cotton on the development of the modified campaign plan.

#### 16. CAMPAIGN EXPENSES

- Total Expenses thru 9/30/06 - \$1,663,494
- Cost Per Dollar Raised To Date - .21
- Breakdown by Category:

<b>Budget Item</b>	<b>Budgeted Amount</b>	<b>Amount Spent</b>	<b>Percentage Spent</b>	<b>Anticipated Expenses</b>	<b>Projected Balance</b>
Salaries/Administrative Support	\$150,000	\$30,617.52	20%	\$20,000	\$100,000
Equipment and Service Contracts	\$47,000	\$0	0%	\$0	\$47,000
Office Supplies	\$25,000	\$2,306.64	1%	\$1,500	\$21,000
Fundraising Management Fee	\$830,000	\$710,270	86%	\$119,730	\$0
Prospect Research	\$50,000	\$2,660.49	1%	\$2,500	\$45,000
Campaign Collaterals	\$200,000	\$204,317.49	102%	\$0	\$0
Meetings and Events	\$50,000	\$10,129.76	20%	\$20,000	\$20,000
Direct Response	\$1,200,000	\$628,815.45	52%	\$571,185	\$0
Travel	\$315,000	\$25,223.39	8%	\$50,000	\$240,000
Postage	\$25,000	\$8,775.03	35%	\$16,000	\$0
Miscellaneous	\$100,000	\$4,890.38	5%	\$10,000	\$85,000
<b>Totals</b>	<b>\$3,000,000</b>	<b>\$1,663,494.82</b>	<b>55%</b>		<b>\$550,000</b>

Caryn Collier