



August 2007

This is an update to all of those participating in the development of the Memorial. First off I would like to extend our appreciation to everyone that has contributed in this community project by honoring our Veterans, which include those that have had a engraving(s) added, financial donation (general fund or Sponsor A Veteran), Corporate donations (financially or in kind), volunteered or attended our groundbreaking event, marketing and for passing the word about the Memorial.

This has been an extremely productive year. We launched a massive marketing plan in March of 2007 that included two cable TV commercials, full color brochures, Groundbreaking Event on Memorial Day and have been mentioned in articles nation wide in regards of Charles "Chuck" Lindberg and the First Flag Raising on Iwo Jima. We have also expanded our board from seven members to nine with expectations of adding two more corporate seats to it.

The Groundbreaking Event was extremely successful with over 2,000 people attending, the unveiling of the 22,000 lbs piece of taconite that will be used as the focal point of the Memorial, honorary guest Charles Lindberg, activities for all ages put on by our local military branches and a pig roast sponsored by the Minnesota Building Trades. We had a home run with our PR that included three in studio appearances at the local TV morning shows, A-List in City pages, a half-page add in the Star Tribune, radio station interviews and the whole "Extra on KARE 11" on Monday night. The biggest surprise was the acknowledgment of 6 Iwo Jima Veterans that posed together at the Rock.

In July we signed the contract to have the 1200 lbs bronze bust of Mr. Lindberg with Anderson Memorial, Inc. This will be emerging out of the Rock to tell the story of the First Flag that was raised on Iwo Jima. It will be completed in June of 2008 for the dedication of Phase I on July 2, 2008.

To date, we have received orders for 210 engravings that will be on the granite tablets. These engravings are of Veterans of the United States Military Branches ranging from the Civil War to the War against Terrorism. The first 600 Veterans to register for an engraving will be known as the founders of "The Honoring All Veterans Memorial" and will be looking into the possibility of adding a book about the Memorial. This will give the family members of Veterans or Veterans themselves a chance to submit a letter from their service or a short paragraph about their service time in detail.

The board has reevaluated our policies regarding the "Sponsor A Veteran Fund" this past July. This fund is designed to help defer the engraving cost for Veterans and their families, so that "No" Veteran will be left out of being recognized and honored for ever. The fund will cover up to 50% of the engraving cost and is open to anyone that needs financial assistance. All that is required is a letter explaining that you need financial assistance, your financial contribution and your registration form with the Veterans information. The board will then review the letter and send you a confirmation letter stating that your financial obligation has been fulfilled and your engraving has been placed in the active status. The "Sponsor A Veteran Fund" may be utilized for up to three engravings per family, so that the Veterans names will be listed in consecutive order. This will make it easy for families when they come to show their respect for their Veterans.

We are moving forward today with our Construction Committee and Fundraising Committee this month. The Construction Committee is working on getting a General Contractor for the foundation work of the Memorial. This includes a situational engineer, excavation of site and the concrete footings for the Memorial. The Fundraising Committee is planning arrange of events that include a trip to the casino, wine and desert evening and the First Annual Golf Outing on Memorial Weekend in 2008. We are also planning the dedication for July 4, 2008. We will continue this Twin Cities Event in 2009 and plan on it for years to come.

I am sorry to say that Charles Lindberg passed away on June 24, 2007, two days before his 87th Birthday. Our hope was that he would have been with us to attend the dedication of the Memorial. We were very blessed to have him as part of the Groundbreaking Event this past Memorial Day. Our thoughts and prayers go out to his family and friends. I continue to work with his wife Vi on the Memorial and she along with their children is very happy with our work and your participation in the completion of "The Honoring All Veterans Memorial".

Sincerely,

Travis Gorshe
Designer and Marketing