

Briefing Reports

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

Nominating Committee Report
August 1, 2009

Prepared by Dan Rullo

The Nominating Committee of the Flight 93 Task Force is reconvening for the purpose of interviewing those nominated to fill the vacancies on the Flight 93 Advisory Commission.

Commissioners Pamela Tokar-Ickes and Gregory Walker resigned their positions on May 6, 2009, and May 10, 2009, respectively. After the National Park Service advertised for potential candidates, each member of the Nominating Committee received a packet of information on or about July 14, 2009. There are 21 specific nominations, some of which were nominated by others and some of course submitted their own request for consideration.

Those that were nominated by others have been contacted to determine if in fact they are willing to participate in the nomination process. To date, we have received only one resume of the individuals recommended by others. Some of those potential nominees are considering whether they wish to participate in the process and we still await their response.

In the meantime, we have contacted each member of the nominating committee to coordinate dates and times in which the interviews can take place, either in person or through conference calls. The initial timeline recommended that the interviews be completed so there could be the potential of an appointment by the Secretary of Interior before the next Federal Advisory Commission meeting on August 1st. Because the advertising process was not completed until on or about July 14th, that timeline is unworkable.

It is presently the intention to conduct the interviews during the months of August/September with consideration hopefully completed by the end of September and recommendations made to the Secretary of Interior following a thorough consideration of the applicants.

As most of you are aware, the composition of the recommendations of the Federal Advisory Commission primarily focused on three categories; those with local interest, those of family interest and those of national interest.

Because the two vacancies are from the category of the local interest, we are focusing on attempting to fill those vacancies from those individuals that have local ties to the Somerset Community.

If any member of the task force has any questions, please contact Dan Rullo.

Temporary Memorial Briefing August 1, 2009

Prepared by Adam Shaffer

Special Events:

Since May 1, there have been six special events held at the Temporary Memorial and two new tribute stones left to honor the passengers and crew of Flight 93. These services included everything from motorcycle rides to band performance and wreath laying ceremonies. On Memorial Day weekend, the Macungie Band visited the Memorial performing 30 minutes of patriotic musical numbers. After their performance, a group of motorcyclists rode to the Memorial as part of the Tri-County "100 miles of Memories" and left a signed tribute at the Memorial. In June the Memorial was visited by hundreds of bikers during the weekend of Thunder in the Valley held annually in Johnstown.

In August, we expect many visitors as part of two large motorcycle rides to the Memorial on back-to-back days. On August 19, at least 200 bikes from the National American Legion Ride will arrive at the Memorial for a wreath-laying ceremony. On August 20, an estimated 700 riders from America's 9/11 Foundation will be congregating in Somerset for their annual pilgrimage to Flight 93, the Pentagon, and New York City. Groups plan to visit the Memorial in three waves at 4, 5, and 6 PM. On August 21 the entire ride will pass the Memorial in salute in the early morning hours.

Volunteers:

Last weekend Flight 93 National Memorial staff and volunteers had the distinct privilege to host 37 staff and the volunteer docents from the Tribute Center in New York City, the interim museum of the World Trade Center and equivalent to our Temporary Memorial. These docents, all of whom had a direct experience at Ground Zero or lost a loved one that day, offer the public a one-hour walking tour around the World Trade Center site. The group spent about three hours at the memorial, and then visited the Shanksville Fire Department and the Memorial Garden at the Shanksville-Stonycreek High School. Our volunteers graciously provided a covered dish meal at the St. Mark Lutheran Church social hall following the tour of the town. Saturday evening was concluded with programs given by each of the volunteer groups on the formation and evolution of their programs. Many new friendships were made between the staff and volunteers at the two sites. On Sunday morning, the Tribute Center staff and volunteers had the opportunity to visit the Park Office in Somerset to learn more about the plans for the permanent Memorial, the archiving and storage of tributes, and the Oral History project. Our volunteers have graciously been invited to visit them in New York and we hope to arrange a trip in the near future.

Visitation:

Record numbers of visitors came to the memorial in the months of May and June, 2009. Visitation for May was 15,409, up 22% over the visitors recorded in May of 2008. In June, we welcomed 19,859 visitors, up 28% over June, 2009. These are the highest visitation counts for any May or June since records have been kept.

Government Relations Briefing August 1, 2009

Prepared by Will Hollier & Patrick White

Summarizing the activities of the Families of Flight 93 and Hollier & Associates, LLC, in conjunction with our partners in the NPS, FAC, and NPF.

Federal Appropriations FY '10:

Secured two earmarks totaling \$4,725,000 for Flight 93 National Memorial construction in Phase 1. Funding bills still must go to conference later this year, however, we are extremely confident that the level of funding provided in the House & Senate Committees will be included in the final conference reports.

Including this year's anticipated funding, a total of \$11,995,000 has been appropriated by the Congress for the Memorial. This funding total is 65% of the federal government's obligation of providing \$18.4 million for the Memorial. Not included in either funding total is an additional \$10,000,000 appropriated by the Congress for Memorial land acquisition.

Highway Transportation Reauthorization Funding: The Highway Transportation Reauthorization legislation is a five (5) year authorization bill which spends down the highway trust fund that's funded by federal gas taxes. Members of Congress have the ability to direct funding for specific high priority projects in this legislation.

Researched, drafted project funding application and secured six (6) letters of support for Families' request of \$7 million from this legislation for infrastructure needs. This funding request if funded will complete the federal government's financial responsibility.

Secured high priority ranking for our funding application in Congressman Shuster's office. Congressman Shuster is a senior member of the Transportation Committee, the prime committee of jurisdiction.

Meetings with Senator Casey and Senator Specter to develop Senate funding application.

Congressional Gold Medal Legislation and U.S. Capitol Plaque:

Followed up with Congressman Shuster and Speaker Pelosi's office regarding concerns raised regarding possible misspelling and name placement on plaque.

Numerous meetings and conference calls to plan and execute U.S. Capitol Plaque unveiling.

Senator Specter/Secretary Salazar Meeting re: Land acquisition:

Provided edits and content for Senator Specter's letter to Secretary Salazar on eminent domain.

Assisted with ensuring Families' priorities and concerns were delivered and addressed by Senator Specter's staff for planning of the Salazar meeting. Coordinated with NPS and land owners in follow-up meetings to assure acquisition of key Phase 1 parcels.

Communications Briefing August 1, 2009

Prepared by Lisa Linden and Mike Petralia

Introduction

We have made significant progress in arranging for a keynote speaker on 9/11 and details will be provided on August 1 at the quarterly meeting.

I will be onsite early on the morning of September 11, along with my colleague Mike Petralia, to welcome and credential the media that will hopefully begin to set up. We will do everything in our power to support all of you that day and bring attention and honor to the actions of those whose names once again will be read into the American record of 9/11 remembrance and achievement.

There will be many events that we will be working on in the coming weeks, including the Ride with the 40, the unveiling of the Flight 93 plaque in the U.S. Capitol, State Senator Orié's Hearts of Steel event in Harrisburg, and of course, the September 11 ceremony itself. Various themes such as Honor the Heroes, Flight 93: Courage Remembered, Fund the Memorial, Build the Memorial and Never Forget will be integrated into our messages.

Looking back during this quarter, we continued to work with you to tell the story of the ongoing positive movement in the funding and building of the permanent Flight 93 National Memorial. For example, the news that emanated from the last quarterly meeting — the release of the new design drawing, new details on the Ride with the 40 and the transfer of the PBS Coals, Inc. property garnered good local coverage including a *Tribune-Democrat* story titled "***Flight 93 Memorial design wins praise,***" and a *Tribune-Review* piece titled "***Motorcycle ride across country will benefit Flight 93 memorial.***" The *Daily American* published two articles, one titled "***Flight 93 planning team tries to connect visitors to memorial,***" and the other titled "***950 acres of land transferred to the NPS.***"

Land issues

Beginning on May 7 and throughout much of May and June, we worked extensively with all the Flight 93 partners on land issues and related actions. The focus and presence of Secretary Salazar and Senator Specter on these issues generated a significant volume of news, speculation and media inquiries from hundreds of media outlets in print, on television and on radio. Together with the Flight 93 partners, we assisted in generating statements and press releases while working with reporters from local, national and international media outlets. The change in composition of the Flight 93 Advisory Commission during that period also created the need for statements and interaction with various media.

Secretary Salazar's Visit

On June 4, Senator Specter and Secretary Salazar met with the local landowners, the Families of Flight 93 and the NPS concerning land acquisition for the permanent Memorial. The Department of the Interior issued a statement reiterating the Secretary's commitment to the September 11, 2011 dedication date and directed the NPS to continue to negotiate with the landowners. Gordon Felt, who had attended the meeting and a subsequent press conference with Secretary Salazar, issued a statement that read, "***The Families of Flight 93 are unwavering in their goal to get the permanent national memorial honoring our 40 heroes dedicated by the tenth anniversary of the events of 9-11. We appreciate the commitment to that goal so clearly expressed today by Senator Specter and Secretary Salazar. We look forward to working through the process and meeting the milestones.***" The *AP* included Gordie's comment in a story that was carried by over 100 media outlets including *Forbes*, the *London Guardian* and the *Kansas City Star*. The western Pennsylvania media outlets also covered the story, as well as *CNN.com* and the *Los Angeles Times*.

There was a positive response in the media including a June 8 editorial in the *Watertown (N.Y.) Daily Times* titled "***Flight 93 memorial/Government takes gentler tack in dispute***" and a June 9 editorial in the *Daily American* titled "***A better way.***"

On June 12, NPS Acting Director Dan Wenk issued an update on the land negotiations saying he was "extremely encouraged by how the negotiations have gone" and that "The National Park Service, the landowners and the Families of

Flight 93 will continue to work together throughout the weekend and we hope to have a more definitive announcement in the coming days.”

In response, after discussions with the Flight 93 partners including Patrick White, I was quoted as a spokesperson for the Families of Flight 93 saying, *“The Families of Flight 93 are pleased to be participating in this process. We are in active negotiations and we appreciate the leadership of the National Park Service and the efforts of all those involved. There has been good dialogue and a commitment on all sides to making this work. We are optimistic about reaching our goal of the dedication of a substantial permanent memorial by the tenth anniversary of the events of September 11th.”* An AP story titled *“Landowners close to deals for Flight 93 memorial”* was carried by approximately 200 media sites worldwide. An update with the Families of Flight 93 statement was picked up by about 50 media outlets including the *Washington Post*, *Forbes.com* and the *Miami Herald*. The statement was also used by the *Philadelphia Inquirer* in its coverage. The western Pennsylvania media also reported on the negotiations.

Secretary Salazar Returns

On June 23, Secretary Salazar returned to meet with the landowners in Somerset and to check on the status of the negotiations. At a press briefing afterwards, the Secretary announced that he was “optimistic” about the negotiations and that the government had reached agreements-in-principle with five of the seven landowners. In response, after working with the partners including Patrick White, I again acted as spokesperson for the Families of Flight 93 and issued a statement that read, *“We are pleased that Secretary Salazar and the NPS are adhering to the timetable that will keep us on track for the tenth anniversary dedication of a substantial memorial to those who gave their lives on September 11th. We also acknowledge the landowners' significant contribution of their families' lands and applaud them for working with our elected and appointed officials to move quickly.”* An AP story titled *“Interior Secretary optimistic about Flight 93 land”* was posted on hundreds of news sites around the world. Approximately 100 sites posted a version of the story with the Families of Flight 93 statement including *ABC News*, the *Fresno Bee* and *CBS 4 TV* in Denver. Stories also ran in regional news outlets including the *Daily American* and the *Tribune-Democrat* and the *Tribune-Review*.

Other Initiatives

While the narrative over the land negotiations occupied a large part of public communications efforts since the last quarterly meeting, there were other initiatives as well.

On May 23, as part of a series of activities associated with Memorial Day weekend sponsored by the Flags4heroes organization, a non-profit organization whose mission is to fund the placement of U.S. flags on the graves of U.S. veterans and advance the cause of the U.S. flag, Families of Flight 93 president Felt accepted the Flags4Heroes National Award for Uncommon Valor on behalf of the 40 heroes in Louisville, Kentucky. LAK drafted and distributed a press release on the award. A story titled *“Remsen man accepts award for 9/11 victims”* based on the release ran in the *Rome Sentinel* near Gordie Felt’s hometown of Remsen. Louisville outlets such as the *Louisville Courier-Journal* and *WLKY-TV* also covered the award presentation.

I had the pleasure of speaking to David Beamer in advance of his media interviews regarding his visit to Chardon Middle School in Ohio. Mr. Beamer was there to congratulate the students for participating in the 93 Cents for Flight 93 campaign. On June 3, local Ohio media including the *Cleveland Plain Dealer* and the *Akron Beacon* covered his visit. He was terrific on *Fox television* that morning as well.

Beam-Signing Event in Washington D.C.

On July 3, Dr. Brent Glass a member of the Flight 93 Advisory Commission and the director of the Smithsonian’s National Museum of American History participated in a September 11 National Memorial and Museum (N911MM) construction beam-signing ceremony in Washington, D.C. He delivered brief remarks at the event. Calvin Wilson and Hamilton Peterson from the Families of Flight 93 also attended the event and participated in the ceremonial beam-signing photo opportunity. Dr. Glass did a terrific pre-event interview with the *local Washington, D.C. Fox morning show*, along with representatives from the other 9/11 memorials, to discuss the importance of all three memorials.

Although a statement from Dr. Glass was included in the N911MM press release, LAK drafted a separate press release for the event titled “*Flight 93 National Memorial Representatives Joined NYC and Pentagon Memorial Representatives in Washington, D.C. For World Trade Center Memorial Ceremony.*” A shortened version of the release was sent out over PR Newswire. The release was posted by over 200 media outlets including *Forbes.com*, *Reuters* and *Fox Business News*.

Future Planning

LAK continues to work with the Flight 93 partners on plans regarding several initiatives. They include:

- The September 11 ceremony at the temporary Memorial.
- The Flight 93 plaque unveiling in the U.S. Capitol.
- The Ride with the 40.
- State Senator Orié’s event in Harrisburg honoring the Hearts of Steel volunteers.
- Continuing efforts to coordinate media and government relations efforts particularly as it relates to Flight 93 federal appropriations.
- Issues surrounding the creation of an appropriate groundbreaking event.
- Support, as requested, for the September 11 “9/11 We Will Never Forget” fundraising event at Heinz Field.

The theme that continues to guide all of our efforts is to remind the world that we can best honor the 40 ordinary people who became extraordinary heroes by the creation of the permanent Flight 93 National Memorial. We will continue to be guided by the overarching goal of supporting the fundraising goals of the memorial.

The need to raise funds to complete the memorial is integral to keeping the promise made by this nation – to have an evocative and appropriate National Memorial dedicated by September 11, 2011. We will work with all the partners to continue on that path in order to succeed.

We will continue to take every opportunity to portray a compelling picture of the lessons of Flight 93, remembering the heroes, and building the memorial—now.

Flight 93 Plaque Dedication, September 9, 2009, Capitol Building, Washington, DC
August 1, 2009

Prepared by Carole O'Hare; Presented by Debby Borza

On Monday, October 11, 2003, a Resolution was signed in the U.S. Senate to erect a plaque in the Capitol Building honoring the forty passengers and crewmembers on Flight 93 for their heroic actions on September 11, 2001. The Resolution was sponsored by Senators Kent Conrad of North Dakota, and Jim Jeffords of Vermont (now retired). In a press release dated October 13, 2003, Senator Conrad said that he pushed for the Resolution because he felt there was little recognition of the passengers' and crewmembers' actions. Conrad said, "When you read the story of what these people did to find out on their cell phones from family members that other planes had been turned into flying bombs and they were likely headed toward the same fate and to take action to try to recapture the plane and prevent the disaster, that is real courage and that is heroism and it is an inspiration to all of us."

In September, 2005, just after Labor Day, Pennsylvania Rep. Shuster, called for a vote on a similar measure in the House of Representatives, and that Resolution passed as well. Then House Minority Leader, Nancy Pelosi, was appointed to chair a Committee to find a place for the Plaque within the Capitol Building.

Later in 2005, after the Resolution had passed in both houses of Congress, Sen. Conrad, speaking for both the Senate and the House, said, "My legislation expresses our deepest respect and gratitude, as well as our condolences, to the family and friends of those who died aboard Flight 93."

With this historical action now behind us, we are pleased to announce that on September 9, 2009, at 3:00 p.m., the Flight 93 Plaque will be unveiled at its dedication in the Visitor's Center of United State's Capitol. House Speaker Nancy Pelosi, as well other members of both the House and Senate, will say a few words, as will Families of Flight 93 President Gordon Felt. Many other Flight 93 family members will be in attendance as well, along with representatives from the National Park Service, the National Park Foundation, and the Flight 93 Federal Advisory Commission, and other invited guests.

This is certainly a most well-deserved honor for the Forty Heroes of Flight 93; may they always rest in peace and remain in our hearts with love, forever.

Archives Committee Briefing
August 1, 2009

Prepared by Barbara Black

Oral History and Documentation Project

483 oral history interviews have been completed in the project. Of these, 147 are with family or friends, representing 32 of the 40 passengers and crew. 300 (62%) of the total interviews have been transcribed. 101 (21%) are completely through the process and in the permanent collection of the Memorial.

Kathie Shaffer was able to interview several family members in the New Jersey, New York area in May. Kathie, Donna Glessner and I made a quick one-day trip to northeast Pennsylvania to interview three family members who were gathered for the Fourth of the July holiday. Kathie has an 8 day trip planned to New York, New Jersey and a few New England states on August 7-14. And she will be traveling with some of our volunteers to Chicago in September.

The project will again be funded for another year starting October 1 as we continue to reach more family members and those connected to the events surrounding Flight 93.

Collections

The records conversion project for the Flight 93 Tribute Collection is almost complete, and new cataloging should start this fall.

Interpretation Committee
Briefing Report
May 2, 2009

Prepared by Barbara Black

University Partnerships

The Flight 93 academic research team is preparing both a written report as well as a much more extensive web based data base on the systematic study of what Flight 93 means to a wide range of audiences. The Team was asked to develop the report further than originally requested to reflect theme recommendations that will be used to develop a relevant interpretation and education program for the permanent Flight 93 National Memorial. Because of this, both the report and data base is expected to be completed by October 2009.

NPS Lands Briefing
August 1, 2009

Prepared by NPS Lands Office, Philadelphia

Following is an update of National Park Service (NPS) land acquisition activities at Flight 93 National Memorial (FLNI) since the Commission/Task Force meeting, May 2, 2009.

On May 28, 2009, the NPS closed with the Families of Flight 93 on 2 of the former PBS Coals properties, one being 925.85 acres, and the other 27.26 acres.

Due to time constraints imposed by the Memorial construction schedule and unsuccessful attempts to reach agreements with landowners, the NPS sent letters to all owners in the Phase I area on May 6, 2009, to advise them that we would be moving forward with acquisition of their properties by condemnation. Subsequently, Secretary of Interior Ken Salazar met with several of those landowners in Somerset on June 5th to hear their concerns, but added that if agreements could not be reached by June 12, 2009, it will be necessary to continue the legal process for acquisition through the Federal Court.

In late June, the NPS reached agreements with 5 of the landowners to purchase their property for memorial construction. Closings have taken place on the Eschrich property, 4.18 acres with a seasonal cabin; and the Williams property, 5.55 acres with a seasonal cabin. Closings are being scheduled on the Hoover property, 5.39 acres, with a cabin; and Tim Lambert properties, 4.16 acres and 0.95 acres, both vacant parcels. As soon as the NPS receives corrected title documents, a closing will be scheduled on the Musser right-of-way.

The Kordells have agreed in principle to the sale of their 145.75 acre property, and we are continuing to discuss relocation benefits connected to moving Rollock, Inc., a metal recycling and salvage business which currently operates on the property.

Regarding the 834 acres of coal rights owned by The Conservation Fund, the NPS appraisal was completed, an offer made to TCF and signed. We continue working to clear a few administrative hurdles in order to acquire this tract, and expect to close shortly.

For the Svonovec parcel, the Agreement in Principle is still in place to have the court decide the value.

The Conservation Fund Lands Briefing
August 1, 2009

Prepared by Todd McNew

In addition approximately 350 acres added to the new State Game Land 93 (SGL93) in recent years, both The Conservation Fund (TCF) and the Pennsylvania Game Commission (PGC) continue to actively talk to other landowners to the north about additional parcels that could be incorporated into SGL93. TCF and PGC have reached agreement for the sale of 217 acres owned by Berwind Natural Resources Corporation, which will provide critical connectivity for the existing portions of SGL93. Closing is anticipated by September 11, 2009.

TCF is working with the Families of Flight 93 (FFL93) to assist with the transfer of roughly 55 acres of former PBS Coal land to the PGC for inclusion into SGL93. SGL93 serves as a buffer for the Memorial and complements the work of the NPS. TCF is lending the support of staff and contracted experts to the FFL93 to analyze mineral values associated with other Memorial tracts that FFL93 may purchase.

TCF continues to hold three subsurface mineral parcels which partially underlie the southern portion of the Memorial. We hope to complete the take-out sale of these rights by EOY 2009, using a portion of the \$5.0 million that the administration approved. The NPS appraisal process is near completion.

Looking forward, TCF effort will focus on the take-out sale of mineral parcels to NPS and the SGL93 effort. We also look forward to fulfilling an as-needed advisory role for further acquisition efforts by the FFL93 and the NPS.

Design Briefing August 1, 2009

Prepared by Joanne Hanley

The Design Team has been extremely busy and we have not asked them to provide their typical detailed briefing for the Commission/Task Force meeting; therefore an abbreviated design briefing is presented.

Phase 1A

- A Vendor's Seminar for potential contractors, subcontractors and suppliers will be held at the park office July 30, 2009. This will be led by contracting and project management staff from the Denver Service Center.
- Permits:
 - The NPDES (sediment control) permit was submitted 07/24/2009.
 - The 404 and 401 permits (wetlands) will be submitted 07/29/2009.
 - The Sewer Planning Module study is completed and is being reviewed.
- The Director's approval form to proceed with construction contracting will be submitted week of August 3rd, with approval by August 13th. An advance briefing has been sent.
- The 100% CDs will be finalized July 31, 2009.
- The remainder of the milestones are on target to date:
 - 7/31/09 Complete CDs
 - 8/13/09 Director's Approval form approved (with contingencies that permits will be final and lands will be in NPS ownership by contract award)
 - 8/13/09 Pre Solicitation
 - 8/17/09 Solicitation (need funding for 95% base contract by here)
 - 11/6/09 Contract Award (need all permits, land, as well as complete funding, by here)
-

Phase 1C Report from PENN DOT

Project Status:

- Design activities began in April 2009
- Preliminary plans developed June 2009
- Environmental Clearance anticipated mid August 2009
- Permits to be submitted early August 2009
- Construction Bid Opening anticipated Spring 2010

Current Efforts/Focus:

- Financial Aid Designation of Access Road – Working with FHWA and Stonycreek Twp to get the access road put on the Federal Aid System, this will enable NPS to transfer land to PennDOT for the road construction as well as offer more funding options for the construction phase.
- Finalizing Permit applications – Goal is to have them submitted to reviewing agencies by Early August
- Finalize Right of Way Plan – The process of acquiring land from the NPS appears to be lengthy so we are preparing the right of way plan ahead of schedule to allow more time for the acquisition
- Core Borings will be drilled beginning this week – I have attached the liability insurance certificate to this e-mail for your records

Project Challenges:

- All permit approvals are needed by early December 2009
- Right of Way clearance from the NPS is needed by early December 2009
- Funding for construction has not yet been appropriated.

Fundraising and Capital Campaign

August 1, 2009

Prepared by King Laughlin and Victoria Tagliabue

In just a little over a month from now the eyes of the nation will once again be focused on Shanksville and the courageous actions of the passengers and crewmembers on September 11, 2001. A number of special commemorative activities during the first part of September will bring attention to plans to build the Flight 93 National Memorial and serve as a forum for engaging supporters in the capital campaign. The National Park Foundation has also just welcomed a new president, Neil Mulholland whom we look forward to welcoming at Flight 93 in September.

CAMPAIGN SUMMARY

Funds raised for the campaign stand at \$15.6 million through the quarter ending June 30, 2009. This total includes just over \$10.5 million allocated toward the first phase private fundraising goal established by the National Park Service. Just over \$1 million has already been transferred to NPS for design and construction documents for the Memorial. During the past twelve months, over 12,000 new donors have contributed to the campaign bringing the total number of donors to over 50,000 as of this summer.

CULTIVATION AND SOLICITATION ACTIVITIES

During the last three months, we have worked closely with our campaign chairmen to solicit several gifts at the \$100,000 level and above for the campaign. Informal and formal proposals totaling more than \$2 million have been submitted for consideration by over a half-dozen donors. The campaign is also actively seeking payment on several pledge balances to the campaign, which will be applied to construction needs for the memorial.

The campaign is working closely with organizers for the Ride With the 40, a 3,000-mile motorcycle between Newark, NJ and San Francisco, CA to complete the journey of Flight 93. Three proposals for event sponsorship (\$50,000 to \$100,000) are in various phases of consideration, and we have targeted proposals for lodging, fuel, and transportation/rentals that are being reviewed. We are also continuing to work with volunteers "on the ground" in multiple cities along the route to arrange for greetings and send-offs. Governor and mayors in four states and several cities have issued proclamations for the Ride, inspired by the actions of the Somerset County Commissioners during the May meeting.

A formal event on September 10 will publicly announce the \$1.1 million gift of the Hearts of Steel fund made earlier this year. The event in Harrisburg, PA will feature a press conference at the State Capitol followed by a luncheon and program for some 200 guests, program volunteers, donors, and Flight partners. Campaign chairmen General Tommy Franks and Chris Sullivan will be on hand to give brief remarks. A special announcement regarding the future of the Hearts of Steel bracelet program will be made at that time. The Verizon Foundation has generously agreed to sponsor this event.

The campaign and National Park Foundation are joining with the Pittsburgh Steelers organization to host "9/11 We Will Never Forget" during the evening of September 11 in Pittsburgh, PA. The event will feature a reception for VIPs and event sponsors followed by a dinner and program that offers a respectful tribute to the Heroes of Flight 93. A press conference on July 15 officially announced the event, and public service announcements featuring Rocky Bleier have been appearing in print, on television and radio, and on digital billboards around Pittsburgh. A website has been created and printed marketing materials are in production. Nearly a dozen table sponsors have already come forward, following the lead of Somerset Bank and Trust, the very first sponsor for this event.

The campaign is in the process of analyzing its database to "screen" its donor records for information regarding wealth and liquidity. The models being used will score donors and provide an indication of which donors are likely to have the capacity to give at a higher level. Through this common fundraising practice, we intend to identify hundreds of donors as large-gift prospects. This analysis will be complete within the next 30 days.

CAMPAIGN COMMUNICATIONS

Plans are underway to “refresh” the campaign website, www.honorflight93.org, in anticipation September 11. These mostly cosmetic changes under the supervision of the campaign’s communications committee will result in updated content and images, a new means of making on-line donations, greater email capability, special September 11 messaging, and a much-needed content management solution. New visitors (roughly 90 percent of all site visits) are coming every day and we expect increased visitation leading up to September 11.

The fourth issue of the Campaign newsletter, *93 Remembered: Honoring the Heroes of Flight 93*, was mailed to over 20,000 Founding Sponsors, prospective donors, and friends of the Flight 93 National Memorial and included news about a special message from Governor Rendell, an interview with Task Force co-chairman Jerry Spangler, and an article on the upcoming Ride with the 40. The next issue will focus on various September 11 activities and will be out early in the fall.

SUMMARY

We are in the home stretch for fundraising to complete *Remembering the Heroes*, the first phase of the campaign. With the support of our Flight partners, our friends in the local community, a new Foundation president, and thousands of donors around the country, we are looking forward to announcing this goal and proceeding with groundbreaking and construction of the Flight 93 National Memorial.