

Briefing Reports

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

May 1, 2010

Archives Briefing Report

May 1, 2010

Prepared by: Barbara Black

Oral History Project

543 oral history interviews have been conducted since the project began in 2005. Of these, 186 are with family members, friends, or co-workers, representing 39 of the 40 passengers and crew. However, several of the 38 passengers or crew might be represented by only one or two interviews and that might have been with a distant relative, childhood friend, or brief business associate. Kathie Shaffer continues to make contacts and has already taken several trips this year. She is planning a trip to San Francisco, Chicago and Austin, Texas within the next few months.

344 interviews have been transcribed (64% of the total). Two new volunteers have started transcribing, bringing the number of volunteer transcriptionists to nine. 114 of the interviews are completely through the process.

We have several interviews scheduled with the National Transportation Safety Board (NTSB) for the first week in June. These interviews are the first we have been able to schedule with this agency and are critical to the story.

During the past six months we have partnered with the Tribute Center in New York (the interim museum and educational center to the World Trade Center memorial) to use the Oral History Project to help develop their Educational Toolkit for schools. One chapter has been devoted to Flight 93 and staff worked to select information and photographs appropriate for the project. The Toolkit has been released and can be viewed on their website at www.tributewtc.org.

We have also been using the Oral History Project to work with researchers at National Geographic for a documentary film planned for release around the 10th anniversary.

Documentation Project

Collecting and preserving documents, various media, and publications has been ongoing since 2001 as part of the permanent Archives. These materials will be used by staff and outside researchers and scholars. It is important that Flight 93 remain a repository for all information related to Flight 93 and surrounding events.

We are currently working with several organizations to obtain large collections of material for the Archives. These include the FBI, U.S. Fish and Wildlife, and Somerset County Emergency Management Agency. We continue to search for documents to add to the Collection as they become available or as they are known to us.

Temporary Memorial Briefing May 1, 2010

Prepared by: Adam Shaffer

Visitation

The annual visitation to the temporary memorial in 2009 was 149,668. We estimate from this total that more than 150,000 visitors came to the memorial in 2009, since we do not staff the site from dawn to dusk. This represents the highest visitation to the site since the 5th anniversary in 2006. In addition, there were 365 buses counted during staffed hours in 2009. High school and middle school visits made up 32% of the bus traffic and represented 57 different schools. NPS maintenance crews worked feverishly throughout the snowstorms in February to keep the memorial open.

Unfortunately, there were eight days that the memorial was closed due to the enormous amounts of snow and winds that caused major drifting along Skyline Road. Despite this severe weather, several hundred visitors still found their way to the site.

Our staff is preparing for the summer season ahead. We anticipate greeting 57 buses during the month of May, and many of these will be school students. In April, our average visitation per week was 1,500 persons.

Volunteers

We are fortunate to have five new volunteers in the Ambassador program. Linda Musser, Randy Musser, Darrin Smith, Rick Kimmel and Marie Kimmel joined the ranks in December after completing the introductory Ambassador training.

The snowfall this spring cancelled Volunteer In Parks training planned for February. On March 29, Jeff Reinbold met with site volunteers to discuss the latest information concerning the construction timetable. We plan to reschedule our cancelled evening program on the American Red Cross response to Flight 93 and to the World Trade Center and also a CPR refresher course sometime in June.

Government Relations Briefing Report
May 1, 2010

Prepared by: Will Hollier and Patrick White

Mr. Hollier accomplished the following activities:

- consulted with House and Senate appropriations staff and Pennsylvania Delegation regarding status of appropriations process and strategy for securing Memorial funding in FY11 appropriations bills.
- drafted and submitted FY11 appropriation applications to Senator Feinstein, Senator Casey, Senator Specter, Congressman Shuster, Congressman Simpson, Congressman Moran, Congressman Dent and Congressman Dicks
- secured and submitted supporting documents/information to applications required by individual offices including letters of support and certification forms.
- continues to research 2004 Transportation Reauthorization Bill to assist in securing funding for the Memorial.
- had numerous meetings and calls with Senator Specter, Senator Casey, Congressman Shuster and Senator Schumer's staff regarding Flight 93 Congressional Gold Medal Legislation. He successfully negotiated the introduction of S.3238, The Fallen Heroes of 9/11 Act to provide for a medal of appropriate design to be awarded by the President to the next of kin or other representative of those individuals killed as a result of the terrorist attacks of September 11, 2001, and to the Memorials established at the 3 sites that were attacked on that day.
- secured the opportunity for the Families of Flight 93 to testify before the House Interior Appropriations Subcommittee. He drafted and edited Families of Flight 93 testimony.
- secured meetings with Members of Congress and the Director of the National Park Service for Families of Flight 93 Board Members.
- researched and drafted Flight 93 Advisory Commission memorandum.
- initiated conference calls with Senate Ethics Committee regarding congressional staff trip to Memorial.
- leads weekly conference calls with Families, NPS, as necessary and appropriate, and LAKPR to allocate tasks and responsibilities, ensure proper follow up to action items, and serve as strategy session.
- reviewed and provided comments to LAK on press and advocacy materials.

Communications Briefing Report May 1, 2010

Prepared by: Lisa Linden and Mike Petralia

The last three months has been an important period in the continuing progress of the Flight 93 National Memorial. LAK worked with the Flight 93 Memorial partners to continue to tell the story of the memorial's creation. Through various media initiatives, we have worked to raise awareness of the memorial's mission, the progress made toward meeting the dedication date of September 11, 2011 and the need for further financial support to complete the memorial.

January ended on a particularly uplifting note with the publication of a profile in a Sunday Virginia Beach insert to the *Norfolk Virginian-Pilot*, which LAK pitched, on Moose International members George and Connie Jacobs and their efforts to raise more than \$8,000 for the Flight 93 National Memorial. The story, titled "***Moose Members Step Up to Honor Civilian Heroes of Flight 93***," also featured comments from King Laughlin and Calvin Wilson.

The Passing of a Flight 93 National Memorial Champion

Early February saw the passing of a true champion of the Flight 93 National Memorial, PA Congressman John Murtha. LAK helped draft and then distribute a statement from the Families of Flight 93. President Gordon Felt noted the Mr. Murtha's authorship of the legislation that created the Flight 93 National Memorial. The statement ran in the *Daily American* and references noting Mr. Murtha's authorship of the legislation were also included in stories in the *Tribune-Democrat* and the *Wilkes-Barre (PA) Times Leader*. Joanne Hanley, Flight 93 National Memorial National Park Service (NPS) superintendent, was quoted about Mr. Murtha in the *Daily American* and in the *Tribune-Democrat*.

Presidents' Day

As we did with the George Jacobs profile, LAK continued to look for media opportunities to reiterate the call for the public to support the financing of the memorial.

One such opportunity was Presidents' Day. LAK drafted and serviced a release that was distributed that weekend featuring a joint statement from honorary Flight 93 National Memorial Campaign co-chairs former U.S. Homeland Security Secretary Tom Ridge and retired General Tommy Franks. They urged Americans to celebrate Presidents' Day by donating to the Flight 93 National Memorial. It was picked up by nearly 200 media outlets around the country including *Reuters*, the *Seattle (WA) Times*, *MarketWatch* and *WTEN-TV* in Albany, NY.

Families of Flight 93 Presentation to Congress

From a media standpoint, the greatest amount of activity from late February until late March was connected to the effort leading up to and including Gordon Felt's appearance before the House Appropriations Subcommittee on Interior, Environment and Related Agencies, which Lisa Linden attended. LAK activities during that period included drafting and servicing two press releases that dealt with the hearing. The first was a brief release announcing the Families of Flight 93's participation in the hearing and another more detailed release that followed the presentation to the subcommittee.

Lisa spoke to Andrew Miga of the *AP*. She arranged an early morning meeting on March 25, the day of the hearing, with the reporter and others attended by Lisa, Gordon, Families of Flight 93 vice president Patrick White and treasurer Deborah Borza, and Will Hollier to discuss the Families' goals for the hearing. The meeting was preceded by a tour of the AP's Washington office.

Three stories were posted by the AP regarding the Families' testimony, including a long version titled "***Families of Flight 93 Say Pa Memorial is on Track***." The AP stories were posted on approximately 200 news sites around North America including *Forbes*, the *New York Times* and the *Edmonton (Canada) Sun*. Gordon was also interviewed by Cox Television, which covers Washington, DC news for 10 television stations around the country including *WJAC* in Johnstown and *WPXI* in Pittsburgh. Lisa also arranged one-on-one interviews with Gordon and the PA media. Stories ran in the *Daily American*, the *Tribune-Democrat*, the *Pittsburgh Tribune-Review* and the *Pittsburgh Post-Gazette*. On March 28, the *Daily American* ran a positive editorial on the Families' appearance titled "***Value of Earmarks***."

Following the subcommittee hearing and the positive responses from subcommittee members on the Families' request for \$3 million for the memorial's infrastructure, the Pennsylvania Department of Transportation (PennDOT) announced another important sign of progress. PennDOT's plan to award bids this spring to build the planned highway connecting

Route 30 to the memorial site was covered extensively in late March. The story was covered by the *AP* as well as local PA media, including a piece in the *Tribune-Democrat* with a quote from Joanne Hanley.

Fundraising Promotion

LAK continued to work with the Flight 93 National Memorial Campaign to promote fundraising activities. On April 12, LAK drafted and serviced a release to announce a May 8 Flight 93 National Memorial golf tournament in Providence Forge, VA spearheaded by the memorial's great friends, George Jacobs and the Virginia Moose Association. A piece on the tournament ran in the *Richmond Times-Dispatch*, the largest newspaper in the area. LAK is also working with George on coordinating an appearance on a local television station in early May.

On April 23, LAK drafted and serviced a release for the memorial campaign to promote its new donor cell phone texting initiative. Cell phone users can text the word **MEMORIAL** to 90999 to donate \$10 to the Flight 93 National Memorial. The *AP* ran a story titled "*Donations Can Now Be Texted for Flight 93 Memorial.*" Other stories followed.

Ongoing Efforts

Beyond these media initiatives and throughout this period, Lisa has been involved in regular ongoing discussions with the Flight 93 Memorial partners on the planning of the upcoming September 11 commemoration event. LAK also continues to participate in a weekly conference call with Will Hollier and the Families of Flight 93 to discuss ongoing coordination between media strategy and government relations efforts.

On April 22, we worked with Gordon Felt to draft a quote for a press release of Senators Arlen Specter and Bob Casey regarding the Fallen Heroes of 9/11 Congressional Medals.

LAK also continues regular monitoring for the Flight 93 Memorial partners of media and blog sites for stories regarding Flight 93.

Summary of the Winter Quarter

Since the February Quarterly Joint Meeting was not held, we thought it was useful to very briefly remind everyone of what was achieved from November 2009 through January 2010. Media highlights of that period include:

- The extensive coverage of the November groundbreaking in newspapers, on radio and on television, including a *CBS Evening News* piece featuring the Families of Flight 93, Secretary Salazar and Paul Murdoch with a reference to fundraising.
- Coverage of the USS Somerset December keel laying ceremony where Gordon Felt spoke so eloquently including a national piece by the *Associated Press (AP)*.
- Coverage of the Families of Flight 93's response in the *AP* and PA media to Congressional approval in December of \$4 million in transportation funding for the memorial's infrastructure.
- End-of-the-year wrap-up stories in the *Daily American*, the *Pittsburgh Tribune-Review* and the *Tribune-Democrat* that listed events surrounding the memorial among their top 10 stories of 2009.
- *Civil Engineering* magazine's major piece in January 2010 on the beginning of construction and the new design.

Conclusion

Over the next three months, we expect momentum to grow as the memorial area transitions into a more active construction site. LAK will work with the Flight 93 Memorial partners to help tell the public about the memorial's positive march forward.

As we tell that story, we will continue to seek new opportunities to support the fundraising efforts of the Flight 93 National Memorial Campaign so that the nation can keep the promise made to the memories of the 40 heroes – to have an evocative and appropriate Flight 93 National Memorial dedicated by September 11, 2011.

Interpretive Planning Briefing Report May 1, 2010

Prepared by: Jeff Reinbold

Background

Starting with the Mission Statement and running through the recently concluded Flight 93 Public Engagement and Meaning Making Project, the partners have been working on and discussing interpretive and educational programming for the Memorial. In the Mission Statement and General Management Plan, we presented preliminary interpretive themes that were to serve as “a starting point for the Memorial interpretive programs, and would be more fully developed as we gained greater perspective into the tragedy.” In 2007, we launched the Meaning Making Project as a systematic study of what Flight 93 means to a wide-range of audiences. A team of more than two dozen researchers and NPS staff analyzed data from oral histories, tribute cards, and conversations with visitors and Ambassadors, and integrated this analysis with pre-existing thematic material. The Meaning Making Project produced an interactive online report as well as a summary themes matrix. With this work completed and with the construction of Phase 1A and planning for the visitor center underway, creating an interpretive and educational plan is critically important.

The plan will be developed primarily through the work of two committees. The newly formed Interpretive Planning Technical Committee (Technical Committee) – referred to as the Interpretive Planning Working Group in the February 6, 2010 briefing report – is intended to be a small group that draws upon subject and resource experts from within the partnership. The Interpretive Planning Committee (IPC) – referred to as the Interpretive Oversight Committee in the February 6, 2010 briefing report – has existed for several years and serves as a representative body to ensure all partners are included in the interpretive planning process.

Status

The Technical Committee’s first task was to better understand how the past work can inform the decisions we need to make in the plan and the process we need to undertake. The Technical Committee has reviewed the existing materials and had initial discussions about necessary steps and participants in the process. The group also reviewed a report from the NPS Northeast Region on interpretation in the National Park Service and specifically, at the Flight 93 National Memorial. The Committee agreed that although much information exists, none of it solely captures the interpretive themes for the National Memorial and that the perspective we now have almost 10 years after the event, gives us an important opportunity to revisit the interpretive themes and ensure they are appropriate for the memorial.

The Committee also discussed the extent of the park’s archives and asked if we have all the necessary information to have more detailed conversations about Flight 93 in the coming months. The Committee was provided two documents that are attached for your information. The tables show the primary source documents that we have and the documents that we know exist that we do not yet have. Staff has also finally gained access to NTSB and FBI files and personnel and will be visiting Washington, DC in May and June. In addition, Commissioner Linenthal has helped provide direct access to key personnel at the National Archives. The NPS will also be refocusing and expanding its efforts to gather any missing information that may be valuable to the interpretive planning process.

Next Steps

We learned last week that we were successful in securing the funds necessary to contract with an interpretive planner to assist in developing the plan. We hope to have the consultant under contract in the next month. The preliminary schedule that was provided in the February 2, 2010 briefing report is no longer valid. The consultant’s first task will be to work with the committee to identify milestones and develop a schedule that can be shared with the Design Oversight Committee so the two efforts can inform and support each other.

The full Interpretive Planning Committee will convene once the analysis of existing information has been completed and a draft project scope and schedule have been developed.

Interpretive Planning Technical Committee

- John Reynolds
- Brent Glass
- Donna Glessner
- Ed Linenthal
- John Reynolds
- Ed Root
- Joanne Hanley
- Barbara Black
- Jeff Reinbold

Anniversary Planning Briefing Reports May 1, 2010

Prepared by: Jeff Reinbold and Debby Borza

The Anniversary Planning Committee has expanded its focus from past years and is working on both the 9th and 10th anniversary services. The Committee is charged with developing the program for the events. Keith Newlin and the National Park Service are responsible for event logistics. The Committee is intended to be small so that all Partners are represented and can actively participate in each call. The Flight 93 Memorial Task Force co-chairs agreed that the Task Force would be represented by people already on the Committee and no additional members were needed at this time.

The Committee is viewing both ceremonies as part of a larger narrative that will launch with the beginning of construction, be sustained over the next 15 months, and culminate in the 10th anniversary in 2011. The group is discussing various themes for the anniversaries and ways the events can support the overarching messages.

The 10th anniversary will be a large event at the newly dedicated Sacred Ground Plaza, so the Committee is discussing ways the 9th anniversary can compliment that event, including program elements that may not be possible at a larger more national event in 2011. The group's preliminary thinking is that the 9th anniversary with a backdrop of construction activity on-site, provides us with an opportunity to recognize how the public – family members, community residents and people from around the world – have come together to protect this place that is important to them. The committee is pursuing a dual speaker track with one person who can speak to the actions of the public to create the memorial, and a nationally recognized speaker who can bring attention to Flight 93 and its national and international importance.

The Committee is also discussing the 10th anniversary and how best to accomplish a dedication of the first phase of the National Memorial and a memorial service, recognizing that many other activities will occur that weekend. The group will move quickly on the program for the 10th anniversary once the themes and speakers are confirmed for the 9th anniversary in the coming weeks.

Anniversary Planning Committee Members

- Henry Cook – Flight 93 Advisory Commission
- Donna Glessner – Flight 93 Advisory Commission
- Debby Borza – Co-Chair, Families of Flight 93
- Carole O'Hare – Families of Flight 93
- Christine Frazier – Families of Flight 93
- Gene Leonard – Friends of Flight 93
- Lladel Lichty – Friends of Flight 93
- King Laughlin – National Park Foundation
- Victoria Tagliabue – National Park Foundation
- Barbara Black – National Park Service
- Jeff Reinbold – Co-Chair, National Park Service
- Lisa Linden – Linden Alschuler & Kaplan, Inc./ Public Relations

Design and Construction Briefing Report May 1, 2010

Prepared by: Jodie Petersen

Compliance and Permits:

- The NPDES (sediment control) permit :
 - Continued discussions for the Special Condition Requirement are underway with NPS and PA DEP regarding the NPDES permit.
 - NPS and PA DEP had discussions the first week in February regarding these requirements. Two items are being added to the permit appendix:
 - Berm (to direct site drainage away from existing wetlands)
 - Concentrated levels of arsenic (if applicable – based on additional soil characterization samples) requirements
- The 404 and 401 permits (wetlands):
 - The PADEP has reviewed and provided comments on the Section 401 Water Quality Certification Permit. Special Conditions are also required for this permit. They include mitigation for the wetland, long term monitoring and discharge monitoring.
 - Additional in-field soil/water sampling (additional characterization) was completed March 26, 2010 by Louis Berger Group.
 - Additional 17 soil sampling sites (within the construction limits) were submitted for laboratory analysis.
 - There are some surface and subsurface soil test locations (based on draft report) indicating levels exceeding the EPA Industrial or EPA Residential thresholds.
 - Water baseline sample data was also taken. Draft results pending.
 - The final characterization report to PA DEP will be submitted no later than April 27, 2010.
 - 401 Permit conditions also require additional monitoring, reports (linked to the NPDES Permit) and inspections.
 - Discharge:
 - RFP for additional reporting (related to the soil/discharge monitoring/reporting requirements) will be sent to the Louis Berger Group no later than April 30, 2010.
 - A modification to the US Army Corps of Engineers (via the Interagency Agreement for Construction Management needs) will assist with sampling and monitoring the discharges.
 - Long Term Wetland Monitoring
 - RFP to be sent to the Louis Berger Group no later than April 30, 2010.
 - The wetland replacement areas and the unaffected/remnant portions of the existing wetland shall be monitored for at least five years after the completion of construction of the Phase 1A Memorial. Monitoring reports shall be submitted to PADEP every six months for the first two years after construction and annually for three years thereafter.
 - The Sewer Planning Module and Permit:
 - A revised Sewage Planning Module was developed by the A/E team to include two (2) new holding tanks to eventually serve the NPS administrative trailers and maintenance area at the northern end of the Memorial property and a request to use the existing sewage holding tank serving the Rollock salvage yard.
 - Permit fee was paid to Stoneycreek Township in April 2010.

Phase 1A Construction, Construction Management and A/E Assistance during Construction and Other:

- Construction:
 - The construction project was awarded to ArrowKinsley Joint Venture on Nov. 6, 2009.
 - Performance Period – Five Hundred Forty (540) calendar days from notice to proceed.
 - Preconstruction Conference held on Jan. 21, 2010
 - Completion of Work July 26, 2011
- **Original Contract Amount** **\$11,610,026.00**
 - Project Modifications to execute Bid Options
 - Modification No. 0001 – Increase \$ 2,671,705.00
 - Modification No. 0002- Increase \$ 322,381.61
- **Revised Contract Amount** **\$14,604,112.61**
- Construction Activities:
 - Erosion and sediment control work:
 - Basin #3 rough excavation complete. Outlet pipe installed. Skimmer assembly installation to start soon.
 - Backfill started for road embankment using excavated material from Basin #3.
 - Top Cut Ditch #1 and Diversion Ditch #1 excavation completed. Riprap installation almost complete.
 - Rough excavation for Basin #4 complete.
 - Basin #6 dewatering, via siphon and filter bag, almost complete.
 - Filter Sock installation around site complete.
 - Topsoil stockpiling started from embankment area, Basin #3 and Basin #4.
 - Work started at Basin #5 (topsoil stripping)
 - Rollock Pit Scrap removal underway (started 19 April 2010) = Bid Option Q.

Construction Management:

- An Interagency Agreement (IA) between the US Army Corps of Engineers and NPS was finalized on March 7, 2010. This IA authorizes two full-time engineers to be on site and they will serve as the projects Construction Management Representatives.

A/E Assistance During Construction:

- Task Order No. 26 was executed on March 23, 2010 with Paul Murdoch Architects, Inc. The task order focuses submittal review, office services and miscellaneous site visit needs for the design team for construction activities. This is the initial task order and if additional A/E services are needed, a modification will follow.

Phase 1B Schematic Design

- NPS (FLNI and DSC) met March 11-12, 2010 to review the 2007 Schematic Design program.
- NPS (FLNI and DSC) met with PMA and DAG on April 19, 2010 to discuss Phase IA, Phase 1B (initial needs), and Government contracting.
 - NPS to issue a task order (Target May 2010) to PMA for Phase 1 B design services and cost estimate updates for Phase 2 and Phase 3.

Phase 1C Route 30 Park Entrance and Entry Road

- The Commonwealth of Pennsylvania designated funding for design and construction of improvements to Route 30 at the Park entrance and the access road from Route 30 to the visitor facility.
 - This road will conned the Ring Road designed by the A/E team under contract with NPS.
 - PennDOT retained the EADS group to perform design and permit needs.
- Final construction documents were submitted to DSC for contracting in April 2010.
- NPS-WASO is requiring the project be submitted for a Development Advisory Board (DAB) “immediate review”. Funding will not be made available until approval.
- NPS authorized PMA (via Task Order 23) to review PENN DOT/EADS final construction documents for “vision” and landscape architecture (minor adjustments and entry sign). Project permit is linked to Phase 1 A.
- Additional landscaping (to ensure the road integrates into a park experience and vision) will be performed with the A/E team Landscape Architect and Paul Murdoch under a separate task order.
 - Funding is pending WASO DAB approval.
- Construction Schedule Update – Target:
 - Environmental Clearance/Permits completed in April 2010.
 - Solicitation Period to be completed no later than June 18, 2010.
 - Construction Bid Award no later than June 30, 2010.
 - Construction completion date of July 2011.

NPS Land Acquisition Briefing Report
May 1, 2010

Prepared by: Bill Sindelar

- The National Park Service continues to work with the Department of Justice on the Svonavec tract. Pre-trial activities are currently taking place, and the Federal Court has not yet scheduled a trial date.
- We continue to work with The Conservation Fund to purchase their coal rights, and will do so as soon as a title issue is resolved.
- The relocation of the metal salvage business located on the Kordell property is almost finished and a few minor moving issues remain to be worked out.

The Conservation Fund Lands Briefing Report
May 1, 2010

Prepared by: Todd McNew

- The Conservation Fund (TCF) and the Pennsylvania Game Commission (PGC) continue to work with the Families of Flight 93 (FOF93) to assist with the transfer of roughly 55 acres of former PBS Coal land to the PGC for inclusion into State Game Land 93 (SGL93). This acquisition will complete the original vision for the establishment of SGL93. When complete, SGL93 will provide a 650-acre northern buffer for the Memorial and complement the work of the NPS.
- TCF continues to hold three subsurface mineral parcels which partially underlie the southern portion of the Memorial. The NPS due diligence process is near completion, but the transfer has been delayed due to the need to resolve a title issue. We hope to complete the take-out sale of these rights by summer 2010.
- Now that land needed for construction of the Memorial is under NPS ownership, TCF effort will focus on completion of the take-out sale of mineral parcels to NPS and the FOF93/SGL93 effort.

Fundraising and Capital Campaign Briefing Report May 1, 2010

Prepared by: King Laughlin

The noise of equipment and workmen have been heard for several years at 9/11 sites in New York City and at the Pentagon. But at Flight 93 – where no building exists to be rebuilt, because of the heroic acts of the passengers and crewmembers – construction is a new and promising sound for our project. In the coming months, it will be exciting for partners and supporters alike to see the stunningly designed Flight 93 National Memorial take shape and to watch as a simple field is transformed into a “field of honor”.

CAMPAIGN SUMMARY

Through the first quarter of 2010, more than 116,000 donations totaling \$17.2 million have been received from 62,000 donors – proof that the story of Flight 93 and plans for a memorial continue to resonate with a broad and generous audience.

Several notable donations and commitments have been received since our last meeting, and we would like to thank the following donors for generous contributions: The Hockett Family, PNC Foundation, Metrodome, MUSCO Lighting, Stephen Singer Jewelers, and Michael Smerconish. We have also received a generous commitment from Sheetz, Inc. and are in the process of working out the details of a special combined promotion that generates funding for the memorial. We would like to say a special thanks to our Campaign leadership and partners, particularly Ed Root, for helping to facilitate these donations.

We would also like to acknowledge the Davey Tree Expert Company for conducting a survey of existing trees and vegetation at Flight 93. This in-kind contribution of services will provide valuable information to the National Park Service and memorial design team regarding species selection for future plantings.

CAMPAIGN ACTIVITIES

We are always on the lookout for new ways to engage audiences in learning about Flight 93 and supporting the Campaign. Cellular phone users can now make a donation to Flight 93 via text message. The process is fast and easy: simply text the keyword MEMORIAL to 90999 and a \$10 donation to the Campaign is added to the user’s monthly phone bill. Donors can also opt-in to a new program to receive updates and messages about Flight 93 directly to their cellular phone.

In addition to texting, supporters can continue to stay connected to Flight 93 by visiting Shanksville, finding us on line at www.honorflight93.org and www.nps.gov/flni, receiving our newsletter, signing up to receive email updates, or joining an ever-expanding network of friends and followers on popular social networking sites like Facebook and Twitter.

We have just begun to aggressively promote these tools but the results are encouraging and measureable. Since the start of construction website traffic has increased by 50 percent with longer viewing times, and the number of people following us on Facebook has gone up by over 100 percent since mid-April to 2,000 friends.

Speaking of friends, we are looking forward to working with the Friends of Flight 93 to meet various needs of the memorial, both during construction and after completion. Recently we have discussed several projects that we can work on together in the coming months to help raise funds for the Campaign.

Many of you will remember a very special and successful event last year, *9/11: We Will Never Forget*, hosted in partnership with the Pittsburgh Steelers. The Steelers have agreed to partner with Flight 93 again this year and in 2011 for a signature fundraising event or other promotion. Also, we have had a number of good discussions with the Hard Rock Café both at the corporate level and with the Pittsburgh restaurant. Very soon, we will also be announcing a special summer-long fundraising promotion for Flight 93.

CONCLUSION

America has a tradition of honoring its greatest heroes in national parks, in places as historically and culturally diverse as Valley Forge, the World War II Memorial, Tuskegee Airmen National Historic Site, and Little Rock's Central High School. The men and women of Flight 93 should be no different.

Thanks to the work of Flight 93 partners and the contributions of thousands of supporters, united by a common desire to see a permanent national memorial in Shanksville, Pennsylvania, that goal is more and more within reach each day.



Text Your Donation to Flight 93!

Donors have a new way to contribute to the Flight 93 National Memorial using a cellular phone to text a \$10 contribution to the Capital Campaign.*

- Text the keyword MEMORIAL to 90999
- Upon receiving a confirmation message text the word YES
- A \$10 charge will be automatically added to your cellular phone bill during that month's billing cycle
- A donor can make up to three contributions (\$30) per billing cycle
- Text-based donating works with most major cellular phone carriers and plans
- Flight 93 does not collect phone numbers and we do not "phone spam" donors; donors who choose to opt-in to a communications program will receive periodic updates on Flight 93 via text message
- Flight 93 has partnered with the MGive Foundation for this program; MGive processed gifts for Haiti Relief with the American Red Cross earlier this year

** A one-time donation of \$10 will be added to your mobile phone bill or deducted from your prepaid balance. Msg&data rates may apply. All charges are billed by and payable to your mobile service provider. Service is available on most carriers. Donations are collected for the benefit of the Flight 93 National Memorial by the mGive Foundation and subject to the terms found at www.mGive.com/A. You can unsubscribe at any time by texting STOP to short code 90999; Text HELP to 90999 for help.*