

BRIEFING REPORTS

FLIGHT 93 ADVISORY COMMISSION
and
FLIGHT 93 MEMORIAL TASK FORCE

November 1, 2008

Archives Briefing Report November 1, 2008

Oral History and Documentation Project

The cooperative agreement with the Families of Flight 93 to allow the Oral History Project to continue has been extended for an additional six months. Since the existing cooperative agreement is about to expire, the process for a new cooperative agreement to advance the project further will begin immediately.

417 oral histories have been completed in the three-and-one-half years of the project. Kathie continues to invite individuals and groups to do oral histories; within this past quarter, she made 66 new contacts through letter, email and phone.

123 interviews have been conducted with families and friends, representing 30 out of the 40 passengers and crew. In October, Kathie and Barbara Black traveled to New York City and were able to reach more family members.

234 (56% of the total oral histories) have been transcribed by 6 volunteers and 3 staff. 86 (21%) oral histories are completely through the process of finished transcript, edit and signed release documents.

Collections

Conversion of the first group of cataloged tributes to the National Park Service computer system was completed in August. The conversion project will continue this next fiscal year with re-numbering and photography of the objects. Completion of the conversion of tributes from the first four years under the Historical & Genealogical Society of Somerset County's system is expected to take place by next summer, at which time cataloging can continue on those items collected since 2005.

Flight 93 National Memorial was invited to New York in October to view and consider objects of steel and other materials from the World Trade Center towers. Superintendent Joanne Hanley, Advisory Commission Vice-Chair Donna Glessner, and Acting Site Manager Barbara Black met with Lee Ielpi, President of the September 11th Families Association who arranged the visit, Lieutenant John Ryan of the NY/NJ Port Authority, and Conservators Steven Weintraub and Peter Gat, who are responsible for the conservation of the objects.

In order to provide context of the day on September 11th, the events in New York and the Pentagon will be represented in the Visitor Center of the permanent Memorial. Objects, such as twisted steel beams, crushed building materials, and even personal objects give a visual image of the trauma of the attacks. These objects will be selected with space restricts in mind, and with future use beyond the initial exhibit. The NY/NJ Port Authority, official owners of the property, have generously offered to work with the partners of Flight 93 to ensure proper and appropriate representation, and assistance in moving the final selection of objects.

Temporary Memorial Report Briefing November 1, 2008

Visitation:

Since the August 2008 meeting, nearly 62,000 visitors made their way to the Temporary Memorial. This includes the many motorcycle group rides like America's 9/11 Ride, which made its annual stop at the Memorial on August 14th. The total visitation at the Memorial for the Federal 2008 Fiscal Year from October 1, 2007 to September 30, 2008 was 134,999 visitors and 446 buses. It is worth noting that since visitor records began in June 2003, over 785,800 visitors have traveled to the Flight 93 Temporary Memorial.

Operations:

In July when the Temporary Memorial was moved, the heater inside the shelter was disconnected. In preparation for the winter, the NPS contacted Ferrell Gas winters to reconnect the heat and provide a propane cylinder. Ferrell Gas made the original donation of the heater and the propane supply over the past two years. Ferrell Gas decided to continue to provide the propane for the heater free of charge and connected the heater on October 21st, a very windy and chilly day at the Memorial. We owe special thanks to Virginia Wolf at Ferrell's headquarters in Pittsburgh, and Dan and Bruce the service providers out of the Windber area. The staff and volunteers plan to create a special thank you to give to Ferrell Gas.

Beginning November 2nd, volunteer Ambassadors and NPS rangers will begin the winter season hours, staffing from 10 AM to 4 PM weekdays and 10 AM to dark on Saturdays and Sundays. This switch is made every year when Daylight Savings ends.

Volunteers:

The annual Volunteer-In-Parks (VIPs) report was submitted on October 27th for Flight 93 National Memorial; the report is based on the Federal Fiscal Year. In FY 2008, the Memorial saw the additional of eleven new VIPs, and the resignation of two VIPs, boosting the total number of volunteers to 84. Flight 93 Volunteers turned in a new record of 5,043 volunteer hours; 3,082 hours can be directly attributed to the services provided by the forty nine Ambassadors at the Memorial on a daily basis. The seven volunteers who worked through the year to keep pace with the transcription of oral histories turned in a respective 1,168 hours combined.

Each year the NPS puts these hours into dollar figures, representing the total dollars saved by the work of volunteers across the country. The VIP program at Flight 93 saved the Park over \$87,345 in FY 2008. These numbers do not and cannot represent the thoughtful care and precision of each volunteer, dedicated to his or her task through each week of the year.

This Friday, November 7, the NPS is holding its annual Volunteer Recognition dinner in Shanksville. We look forward to recognizing all the accomplishments of our Volunteer-In-Parks program at Flight 93.

The volunteers have been invited to attend a field trip by bus from Shanksville to the Pentagon Memorial and Washington D.C. on Saturday, November 15. Arrangements have been made to meet Jim Laychak, President of the Pentagon Memorial Fund, for a special guided tour and to hear about the Memorial process at the Pentagon. Limited seating is still available on the bus, but we would like to extend the invitation to any of our Flight 93 Partners to attend. We plan to submit a visitor count to the Pentagon Memorial no later than Tuesday morning, so if you wish to ride the bus or meet us there, we will need your RSVP no later than this Monday. Please contact Adam if you are interested.

**Interpretative Planning
Briefing Report
November 1, 2008**

University Partnerships

Phase I of the Flight 93 Interpretive Themes Project is continuing. The current work focuses on analyzing existing data such as oral histories and tributes. Phase II began in July 2008 and will concentrate on collecting and analyzing visitor and non-visitor data through group dialogue and interviews.

Dr. Eric Mankowski, Portland State University, is continuing work on analyzing and coding statements in a randomly selected sample of oral histories, focusing on those statements that express the meaning of the memorial. His graduate students have double-coded (by two different individuals) to gain different perspectives on the material.

Dr. Alan Barstow, University of Pennsylvania, will return to work on the written visitor comments and tributes with next semester graduate students. Dr. Barstow was not able to create a class this semester to work on the project.

Another two days of conversational groups with visitors were conducted at the Temporary Memorial in October. Dr. Michael Duffin, leading the academic team, and Dr. Eric Mankowski helped to facilitate the groups, providing a special opportunity for visitors to “tell us what they think.” Just as was done in July, these conversations were recorded and will be coded to determine the significance and meaning of the memorial to visitors.

In Phase II, the last group of information to be collected and analyzed will focus on the non-visitor and will be conducted by Eric Mankowski in the Northwest region of the country. Dr. Mankowski will start this portion of the study in the next few months.

Once the data has been collected and coded from all the sources outlined in the two phases, the information will be compared to the interpretive themes as outlined in the Flight 93 National Memorial Mission Statement. Main themes and sub-themes will be identified according to the meaning and relevancy placed on them by our visitors and non-visitors. This will then form the framework for the Interpretive Plan of the permanent Memorial.

Communications Report November 1, 2008

Seventh Anniversary Commemoration

The Seventh Anniversary Commemoration that included both the Somerset Alliance Church services on September 10, as well as the formal observance at the Temporary Memorial September 11th, was well covered by all local and regional media outlets, as well as a number of national news organizations, particularly for the September 11th observance, that included visits by Sen. John McCain and Gov. Ed Rendell.

National news organizations providing special segment and or/live coverage of the September observance included CNN, FOX News, ABC, USA Today, and the Associated Press, among others.

More than 80 separate news organizations, including those providing coverage on September 10th, were in attendance at one or both events.

This number represented a substantial increase in media attendance overall compared to 2007.

Key messaging on behalf of ongoing developments toward a permanent Memorial were positive, balanced and did not address unwarranted issues as has been the case in previous years.

Families of Flight 93 President Gordon Felt, along with Family Members Debby Borza, Ken Nacke, Ed Root, Jerry Bingham, as well Flight 93 National Memorial Superintendent Joanne Hanley provided media interviews before and after the 10th and 11th observances.

Families of Flight 93 public relations counsel worked closely with Sen. McCain's advance staff, as well as with the National Park Service, to ensure the integrity and solemnity of the services on September 11th, would be preserved.

Special Media Placements

Although more than 150 separate articles and broadcast segments devoted prominent coverage to Flight 93, three noteworthy media-related efforts were produced on occasion of the Seventh anniversary.

They included:

- An extended National Public Radio segment that aired on September 11th by reporter Libby Lewis nationally on The Morning Edition and featuring an interview with Debby Borza. Its multiple airings, including a substantial number of requests from online, became one of the most requested aired segments on NPR in recent memory.
- A special visit by Philadelphia talk show host and nationally syndicated commentator Michael Smerconish, who traveled to the Seventh Anniversary Commemoration with more than 150 of his listeners in several buses, along with Family Member Ed Root. Smerconish provided opportunity for his group to meet with and discuss plans for the permanent Memorial with Jeff Reinbold and Gordon Felt.
- A major feature focused exclusively on architect Paul Murdoch's design for the permanent Memorial published on Wednesday, September 10th, in the Somerset Daily American. The article was expressed in a "Q and A" format featuring high resolution design renderings of various planned features of the Memorial.

Other Media Highlights

On September 11th, California Governor Arnold Schwarzenegger's office acknowledged an earlier signed proclamation declaring the month of September as Flight 93 Heroes Month in the State of California in a special news release that was distributed statewide. Several Flight 93 Family Members are scheduled to meet with the Governor sometime in November.

Producers of Extreme Makeover/Home Edition decided to postpone their planned episode relating to the Somerset Community, but indicated they want to revisit the opportunity for the 2008-2009 season providing an eligible family can be selected.

Submitted by:

Bill Haworth, Managing Partner
Integrated Strategies, LLC

**NPS Land Acquisition Briefing Report
November 1, 2008**

Following is an update of National Park Service (NPS) land acquisition activities at Flight 93 National Memorial (FLNI) since the Commission/Task Force meeting, August 2, 2008.

- NPS closed on the 1-acre Stutzman property (Tract 03-101) on October 17, 2008. The family was relocated to a replacement property in accordance with Public Law 91-646.
- NPS also acquired the former O'Barto property (Tract 03-105) from the Families of Flight 93. The deed for the 55.38-acre property was recorded on October 21, 2008.
- NPS is working diligently on title and survey matters in an effort to acquire the former PBS Coals property from the Families (Tracts 01-101 and 01-108) prior to the target date of May 2009.
- As soon as title issues are resolved on the former Mock property (Tract 01-114), NPS will acquire the property from the Families, who are the current owners.
- NPS is working with the Kordell (Tract 01-100) on the acquisition and relocation of Rollock, Inc., their recycling/salvage business. On October 15, 2008, a meeting was held on site with NPS and relocation contractors hired to estimate the value of the company's personal property as a prerequisite to moving the business. A report of the findings is expected in November 2008.
- NPS is also working with The Conservation Fund (Tract 01-124) to acquire the mineral interests formerly owned by PBS Coals. An appraisal will be scheduled in the near future.
- Svonavec (01-102) property. An independent appraisal review of the disapproved government appraisal is being contracted. Svonavec, Inc. is a willing seller, and has participated in the Federal appraisal process.

The Lands Oversight Committee continues to hold monthly conference calls to report on FLNI land acquisition progress and current events for the benefit of the committee, the partners, and NPS in an effort to ensure continued communication and coordination.

Submitted by
NPS Lands Office, Region 5
Philadelphia

The Conservation Fund Lands Briefing Report
November 1, 2008

In addition to 240 acres of land recently added to the new State Game Land 93 (SGL93), 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 is working with the Families of Flight 93 to assist with the transfer of a 67-acre former PBS Coal tract to the PGC for inclusion into SGL93. SGL93 serves as a buffer for the Memorial and complements the work of the NPS.

TCF sold the Marion 7400 dragline in 2006, and it has been removed from the premises. The larger dragline (Marion 7500) has also been sold, and was removed from the premises earlier this year.

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 mid-2009, using a portion of the \$5.0 million that the administration approved. The NPS appraisal process is ongoing.

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 Families and the NPS.

Memorial Design Briefing Report
November 1, 2008 Meeting
Prepared by Paul Murdoch

- On June 10 & 11, design team representatives met with NPS in Denver and by conference call to review SD comments and clarify the scope of work required for the next design phases.
- On June 30, NPS presented a task order RFP to the design team for the Design Development and Construction Documentation for Phase 1A. The design team submitted their proposal on July 27. The task order for Design Development was awarded on September 23, 2008. The wetlands portion of the design development work is not yet approved, due the required introductory meetings with PADEP (stakeholders).
- The DD phase is scheduled through January 8 and a CD phase submittal is scheduled for June 22, 2009 in preparation for a late August/September 2009 construction award.
- Based on the aerial survey conducted in March 2007 and subsequent completion of survey mapping on July 2008, the front edge of the Sacred Ground fence is in a different configuration and location than what was previously recorded. Based on the new survey, significant redesign work is required for the Sacred Ground plaza and parking area.
- On October 16, the design team presented in a webinar to NPS a Value Analysis with alternatives for redesign of the Sacred Ground plaza and parking, as well as other design features impacted. This presentation included cost ramifications and advantages of these alternatives. NPS and the design team agreed on a Preferred Alternative that will result in cost savings and enhanced visitor features, such as shorter walking distances from the parking and arrival area to the Sacred Ground gate. On October 24, the design team and NPS presented these findings via webinar to the Design Oversight Committee. The revised design will not affect the sacred ground fence line.
- On October 14, NPS consultant, The Louis Berger Group, presented findings of their draft Wetland Delineation Report, dated September 2008, to NPS and the design team. Due to the degree of the design's impact on existing wetlands, where the Ring Road and Allee cross, a preliminary meeting with DEP will be scheduled in the near future to discuss minimization and mitigation possibilities.
- Based on anticipated impacts to the wetlands, further geotechnical information will be required in the wetlands once access to the site is possible.
- In May, NPS and the design team met with the Stonycreek Township Sewage Enforcement Officer (SEO) to conduct site soils evaluation and testing for an on-site sand mound wastewater treatment system on the Kordell property. Based on the site soils encountered in soil probes excavated on the Kordell property, the SEO did not approve a conventional on-site sand mound system. A hybrid alternate drip irrigation system was discussed that would use a drip system over a larger land area. A site review and soil profile examination of the soil test probes by the PA DEP Soil Scientist in July showed positive potential. As part of the Design Development phase, the design team will conduct a feasibility study of the hybrid alternate drip irrigation system, with life cycle cost analysis, for NPS to determine how this compares to either an on-site package treatment plant or direct connection to the sewer system in Shanksville. The results of this preliminary design work are expected early in November for NPS review. As noted in the Pre-design Phase, each of these last two systems may cost more initially than what is currently budgeted for construction.

- In early July, the existing well on the Mock property was tested at two depths for water quality and quantity. At the shallower depth (83 feet) the water quality was unsatisfactory. At the lower depth (265 feet) the water quality was marginally acceptable but the quantity was in sufficient. NPS will need to decide whether to drill a test well at a lower depth at the Mock property or at other locations, or tie into systems adjacent to the property at greater construction cost. NPS has initiated a task order for permitting, engineering and test well development. To date NPS has only authorized the permitting and preliminary engineering portion.
- Tree Species Meeting was held on October 27, 2008. Findings will be distributed.

Fundraising and Capital Campaign Briefing November 1, 2008

This past September 11 provided an emotional reminder to Americans of the heroism of the passengers and crewmembers of Flight 93 as well as of the need to recognize these 40 citizens at a National Memorial in Shanksville, PA. Outreach efforts modeled on the theme “Their Courage, Our Commitment” inspired donors and project friends to renew their efforts to support the Campaign and ensure dedication of the first components of the memorial in 2011.

CAMPAIGN SUMMARY

Funds raised for the campaign stand at \$13.5 million through the quarter ending September 30, 2008. This total includes approximately \$11 million allocated toward the first phase private fundraising goal of \$15 million. This funding will enable groundbreaking on the sacred ground and field of honor elements of the memorial’s design. The Campaign is seeking formalization of several verbal commitments, and several proposals are still outstanding. Additionally, the Flight 93 partners authorized the first transfer of Campaign funds to the National Park Service to initiate the next round of design and construction documents.

CULTIVATION AND SOLICITATION

The Campaign operates across many fronts involving leadership, family members, volunteers, and staff, and initiatives to cultivate and solicit donors for gifts to support the Memorial are ongoing. Honorary Campaign Co-Chairman, General Tommy Franks recently contacted via letter over 30 CEOs and corporate executives of major companies who also possess a background in the United States armed forces. Follow-up is continuing to seek meetings and invitations to submit proposals. The Campaign has also met with high-ranking executives of several large defense contractors and is submitting proposals to solicit gifts. A solicitation for a major gift from an individual donor in New York is currently being prepared, as are solicitation materials for several Pennsylvania foundations with national profiles.

NATIONAL CAMPAIGN STEERING COMMITTEE

Members of the National Campaign Steering Committee are actively pursuing initiatives and activities for the campaign. Some notable projects underway are:

- During its annual meeting, the American Legion passed a resolution supporting the Flight 93 National Memorial. Originating in California, the resolution provides the “go-ahead” to reach out to some 4 million Legionnaires worldwide. A program patterned after the successful Moose International “\$93 for 93” is being developed as an outreach and fundraising tool. A consortium of 12 American Legion posts in Somerset County has also stepped up to be the first to join this effort.
- “93 cents for Flight 93” has now raised over \$10,000 to support building the Flight 93 National Memorial. A number of schools in Ohio and Colorado have adopted the program, designed to teach young people about heroism through charitable and volunteer service work. Kent State University sponsored “Heroes Week” during the week of September 11 and challenged students, school officials, and community residents to learn more about Flight 93.
- The State of California issued a proclamation signed by Governor Arnold Schwarzenegger declaring September as “Flight 93 Heroes Month” and recognizing in particular those passengers and crewmembers who had close ties to the state.

CAMPAIGN COMMUNICATIONS

The Campaign's Communications Committee worked closely together in the lead up to the annual commemoration of September 11. Changes to the www.honorflight93.org website and new forms of electronic outreach drove website traffic and donations to new heights. "35 minutes," a mini-movie, updated news stories, blast and viral emails, and a new social network page resulted in over 20,000 visitors in September and 250 donations to the Campaign – both digital records. A similar strategy with new messaging is being developed for the Holidays and end-of-year giving periods.

The first issue of *93 Remembered: Honoring the 40 Heroes* of Flight 93 proved successful in connecting donors to the Flight 93 National Memorial and Campaign and generating new donations. Over 30,000 issues were distributed by mail, and the Campaign generated over \$41,000 in donations. The second issue, which features stories on the seventh anniversary commemoration and a special message from the Director of the National Park Service, will be distributed in early November.

OF FURTHER NOTE

It was decided to postpone a National Tribute to the 40 Heroes of Flight 93 in order to concentrate efforts and resources into other planned September 11 commemoration activities. A handful of prospective donors approached to sponsor the event are instead being given the opportunity to support other aspects of the memorial. Consideration of a future event will be made at a later date.

The Campaign has begun to assist with planning for the "Ride With the Forty," a historic cross-country motorcycle ride to complete the original journey of the passengers and crewmembers of Flight 93. A dedicated website and sponsor outreach package are in development to support the Ride between Newark, NJ and San Francisco, CA which will take place next September.

In response to requests to find creative ways to support design elements within the Memorial, the Campaign has initiated conversations with a number of organizations to discuss the planting of trees as viable long-term sponsorship opportunities for donors. Although very good feedback has been gathered, the Campaign will need to do more research and work closely with the National Park Service to develop a sustainable program.

The Campaign is continuing work on developing a grassroots fundraising "toolkit." The purpose of the toolkit is to provide individuals and organizations with the talking points, materials, and resources that they will then use to discuss the Flight 93 project among their members or within their community.

SUMMARY

As concerns regarding the seriousness of the nation's financial crisis continue to dominate the headlines, fundraising will become more challenging in the months ahead. But what has not changed is the true story of human triumph out of tragedy as seen in both the actions of the 40 Heroes as well as the coming together of the local community and the nation. The incredible story of bravery and sacrifice, the need to educate future generations about the meaning of 9/11, and the desire to restore the purity of the landscape to make way for thousands upon thousands of pilgrims to come in tribute, are resounding messages of hope and inspiration for all.

IN TRIBUTE

“At a time when the United States appeared defenseless against an unfamiliar foe, the gallant passengers and crew of Flight 93 provided for many Americans a measure of victory in the midst of unthinkable defeat. Together they seemingly accomplished what all the security guards and soldiers, military pilots and government officials, could not – they thwarted the terrorists, sacrificing their own lives so that others might live.” *From Among the Heroes: United Flight 93 and the Passengers and Crew Who Fought Back.*