



POP ARTIST POSTER SALES TO BENEFIT PENTAGON MEMORIAL

At a small ceremony on October 2, 2003 at the future site of the Pentagon Memorial, renowned artist Peter Max unveiled a patriotic poster that will be sold to benefit the Pentagon Memorial Fund. The posters, signed and personalized by Max, will be available for purchase at www.petermax.com and www.att.com/mil.

Peter Max is a nationally recognized artist who has been described as “America’s artist laureate” since making a splash on the art scene in the 1960s. In recent years, his work has focused on a variety of patriotic themes, including the Statue of Liberty and presidential portraits. After the terrorist attacks, Max created a series of posters to raise money for the September 11th Victims Fund. After visiting the Pentagon last October to view restoration efforts, Max was compelled to create a poster to raise money for the Pentagon Memorial Fund.



The poster unveiling ceremony held on October 2, 2003 at the future site of the Pentagon Memorial. Pictured from left to right are Jim Laychak, Pentagon Memorial Fund President; Artist Peter Max; Rosemary G. O'Brien, manager of sponsor AT&T Military Markets; and Raymond F. DuBois, Pentagon Director of Administration and Management.

“What began as an instinctual response to a tragic event in our nation’s history has blossomed into a tangible reminder of the bravery and dedication of the men and women who serve our nation,” said Max. “It is my hope that this project will help in the efforts to build a lasting memorial to their service and sacrifice.”

AT&T underwrote the production of 9,000 posters with a \$25,000 donation. AT&T and Peter Max hope to raise \$1 million for the Pentagon Memorial Fund.

Does your company or organization want to sponsor a fundraiser or make a contribution to the Pentagon Memorial Fund? Please contact Jim Laychak at james.j.laychak@accenture.com.



FUNDRAISERS RACE TOWARDS GOAL GRASSROOTS EFFORTS RAISE AWARENESS, DOLLARS

From athletes to artists, the Pentagon Memorial Fund is finding support from every element of the community. The majority of money collected so far came from DoD employees during a three-week fundraising drive netting approximately \$290,000. Other contributions, coming in from a wide variety of sources, have combined for an additional \$100,000 and priceless publicity.

NASCAR team owner, Ashton Lewis, Sr., wanted to help raise awareness about the Pentagon Memorial project. Lewis, Sr. asked the Civil Air Patrol, sponsor of the Lewis Motorsports No. 46 car, if they would donate the space on the hood for the Pentagon Memorial project logo during the Funai 250 at Richmond International Raceway on September 5, 2003. Retired Air Force Colonel Al Allenback, Executive Director for the Civil Air Patrol, immediately agreed.

“The Civil Air Patrol is pleased to help on this project,” said Allenback. “September 11 impacted not only the citizens of the United States, but millions of people around the world. If just one donation is made to the Pentagon Memorial Fund as a result of seeing our car on Friday night, we will feel like we have done something special.”



Ashton Lewis, Jr., the driver of the car, felt especially honored to be part of such a moving project. “Years from now, people will see this memorial and remember what happened on September 11 and remember the men, women and children who lost their lives that day,” said Lewis, Jr.

LCDR Martin Jolly planned a fundraising event at the Crystal City Sports Pub in Arlington, Virginia, resulting in \$3,280 for the Memorial Fund. Jolly, who works in the Navy Operations Center at the Pentagon said, “I got involved because I felt connected to the survivors. They are our neighbors. Our neighborhood had been attacked, and I needed to do something to help. This was the perfect opportunity. I knew many people from my civilian job and from various social activities who would contribute to such a cause but only if someone made them aware and took the time to organize a collection effort.” At the fundraising event, the Drug Enforcement Agency’s Black and Gold Bagpipers provided an uplifting performance for friends and acquaintances joined by members of the Family Steering Committee and the newly selected design-build team.

Following the events of September 11, artist Rick Herter



CONTACT THE PENTAGON MEMORIAL TEAM

Pentagon Renovation Program | eatonbd@army.pentagon.mil
 Pentagon Memorial Project | 703-693-8933
 100 Boundary Channel Drive | 703-693-8972 (fax)
 Arlington, VA 22202

OSD: Dick McGraw, SecDef Representative
 Meg Falk, Director, Office of Family Policy

RE&F: Ralph Newton, Deputy Director
 Marilyn Jajko, Memorial Program Manager
 Jerry Shiplett, Advisor

PENREN: Michael Sullivan, Program Manager
 Jean Barnak, Project Manager
 Diedre Lamb, Design Manager
 Brett Eaton, Communications Team Leader

Pentagon Memorial News is an authorized publication of the Department of Defense, intended for the families of the victims of the 9/11/01 attack on the Pentagon. Contents of *Pentagon Memorial News* are not necessarily the official views of, or endorsed by, the U.S. Government or the Department of Defense. Material from this publication may be reproduced without permission.



Pentagon Memorial Fund board members meet with NASCAR Driver Ashton Lewis, Jr. before the Funai 250. Pictured from left to right are Abraham Scott, Jim Laychak, Ashton Lewis, Jr. and Rosemary Dillard.



Shelya White poses with her hand-painted pumpkins.



U.S. Air Force Lt. Col. Pam Hodge, left, purchases a copy of the painting, "First Pass, Defenders Over Washington," signed by artist Rick Herter.

was inspired to paint, "First Pass, Defenders Over Washington." Part of the Air Force art collection, the painting portrays Air Force Maj. Dean Eckmann from the North Dakota National Guard's 119th Fighter Wing as his F-16 passed over a burning Pentagon. On September 9, 2003, Harter signed limited edition prints of his painting in the Pentagon's Fort America store with all proceeds benefiting the Pentagon Memorial Fund.

Shelya White, a 37-year Federal employee and 5-month Pentagon employee with Real Estate and Facilities, read about the Memorial Project in the September issue of *Personnel Hilites Magazine*. She decided to use her painting talents and spare time to benefit the Memorial Fund. White made arrangements with Conklins Florists to sell her hand-painted pumpkins on the Pentagon Concourse. All proceeds will benefit the Pentagon Memorial Project. "As an Arlington resident and the mother of an Arlington County police officer who responded to the 9/11 disaster, and as a patriot distressed at the loss of American lives, I am excited at the prospect of helping raise money for the memorial fund," White said.

Professional tennis player and instructor Betsy Heidenberger has planned a tennis tournament and silent auction in support of the Pentagon Memorial Fund for October 26, 2003 at the Army Navy Country Club. Heidenberger explained, "I want to be involved with the Memorial not only because my sister-in-law, Michele, was a stewardess on Flight #77, but also because I want to be a part of this remarkable tribute. Hundreds from all over the world will visit this Memorial daily for years to come. For people who participate, their reward will be that they helped make this happen." Donated items for the silent auction include tickets to the US Open (USTA-Mid-Atlantic Section plus air fare courtesy of US Airways); Washington Wizards tickets; tennis weekend at Sea Colony, includes villa accommodations and dinner at Resort Quest and Bethany Blues Restaurant; evening limousine for six people, RMA Chauffeered Transportation; Dinners at several area restaurants; catered dinners in your home; spa services; and a Sport and Health Club Membership. Heidenberger can be reached for more information at Betsy40h@juno.com.

American Legion Post 24 in Alexandria, Virginia has donated the use of their hall for a fundraising event on

November 15, 2003. From 2:00 to 7:00 pm, food and drinks will be accompanied by live music for a donation of \$10.00 with all proceeds benefiting the Pentagon Memorial Fund. Event organizer, Mike Faber, felt compelled to get involved by the loss of American Legion member Chris Smith at the Pentagon on 9/11. "This event will be a great way for people to come together and show their support of such an honorable and worthy cause," said Faber. Faber can be contacted for additional information at mikefaber@aol.com.

The Pentagon Memorial Fund will be a part of this year's Combined Federal Campaign (CFC). The Fund was established too late to enter into the CFC independently and as a result will partner with Human Care Charities of America. The CFC Code for the Pentagon Memorial Fund is 1200-911.

Tax-deductible donations made out to the "Pentagon Memorial Fund" can be sent to P.O. Box 6285, Arlington, VA 22206-0285.



Fundraiser organizers from Apehangers Bar and Grill present a check to Pentagon Memorial representatives. Pictured from left to right are Charisse Montrose, bartender; Rob Sterling, bar owner; Beverly Howe, manager and part-owner; Dawn Glencer, event organizer; Jim Laychak, President, Pentagon Memorial Fund, Inc.; Ralph Newton, Acting Director, Real Estate and Facilities.

APEHANGERS

On Friday, September 26, 2003, special guests from Apehangers Bar and Grill in Southern, MD presented a check to the Pentagon Memorial Fund at the monthly Memorial Team meeting. Dawn Glencer, one of the fundraiser event organizers provided the following first hand account about "The Little Biker Bar That Could."

"The benefit was held on Saturday, September 20th at our bar, Apehanger's Bar & Grill, in Southern Maryland, about 5 minutes north of the 301 bridge. We asked for donated items from local businesses, which we auctioned off. I also collected several military coins, which always do well in our silent auction. One special item was donated by the Fire & Rescue Team at National Airport - a fireman's helmet that had been damaged during the response to 9/11 at the Pentagon that had been signed by the entire squad.

Together with donations at the door, we were able to collect just over \$10,000 for the Pentagon Memorial Fund. We also had a police-escorted parade the next day with over 100 bikes and fire trucks from 3 different fire stations.

Back in 2001, just after 9/11 - we also held a benefit for the Pentagon Disaster Relief Fund and raised over \$10,000 then also. We were the largest single donation to the fund and the Pentagon Federal Credit Union matched our donation dollar for dollar. The bar owners, Art Jolliffe and Beverly Howe, and Rob Sterling helped me put on a very successful benefit even after Hurricane Isabel took quite a chunk out of Southern Maryland. (We even had to re-route our parade due to flooded roads!) The little biker bar that could, and did...AGAIN!"

RECENT EVENTS

- 09/05/03 - NASCAR Promotion
- 09/23/03 - CFC Kickoff
- 09/26/03 - Pentagon Memorial Team Meeting
- 10/02/03 - Peter Max Poster Unveiling

ANTICIPATED EVENTS

- 10/17/03 - Pentagon Memorial Team Meeting at PENREN Office.
- 10/26/03 - Tennis tournament fundraiser and silent Auction at Army Navy Country Club
- 11/15/2003 - American Legion Fundraiser, Old Town Alexandria, VA.

Please contact Brett Eaton to participate in upcoming events: eatonbd@army.pentagon.mil 703-693-8933

