



CALL TO DUTY

Newsletter of the Capital Campaign for the National Museum of the United States Army

The Army Historical Foundation • 2425 Wilson Boulevard • Arlington, Virginia 22201 • www.armyhistory.org

BUSINESSMAN SPONSORS \$1 MILLION EXHIBIT

Mr. David L. Steward, co-founder and chairman of World Wide Technology, Inc., recently made a \$1 million donation to the National Museum of the United States Army. Steward's gift will sponsor the Museum's "Reflecting and Changing the Face of America Exhibit," part of the *Army and Society Gallery*, telling the story of the Army's integration.

said MG John P. Herrling (USA-Ret.), Executive Director of the Capital Campaign. "This exhibit will also be an integral part of the larger story of the relationship between the Army, its civilian government, and the people."

"Without the dedication and generosity of individuals like Mr. Steward," Herrling continued, "we would not be able to tell the comprehensive story of the Army and the Army's role in important changes within American society."

Steward's father served in the Navy during World War II and several members of his family have served in the Army. In a recent phone interview, Steward explained that his father spoke of the racism he experienced in the Navy and how he overcame that to

lived them should not be forgotten," emphasized Steward. "They protected our freedom, and provided me the privilege to run a business in a free enterprise system and enjoy and share the fruits of hard work."

Steward points out that while he did not serve in the Army, his relationship with the Army and its Soldiers has developed through his business. "I have the opportunity to serve in a different way, by supporting Soldiers through improving upon and providing communications systems and advanced technology solutions that help our brave men and women meet their mission goals," said Steward.

Mr. David L. Steward's gift places him in the *Five-Star Circle of Distinction* reserved for donors of \$1,000,000 to \$4,999,999. More information on World Wide Technologies can be found at www.wwt.com.



Soldiers load Red Ball Express trucks bound for frontline troops. Photo courtesy of the Army Transportation Museum.

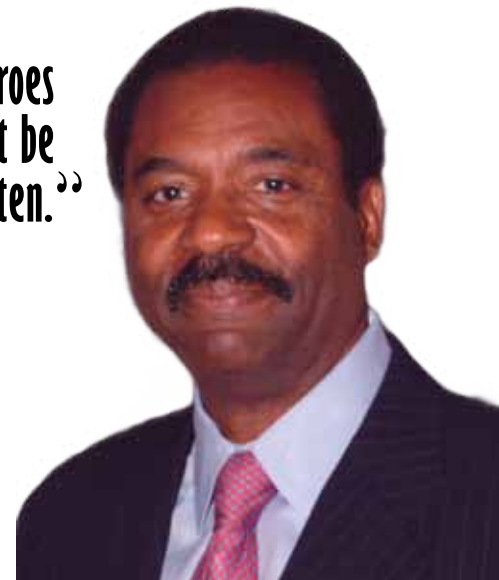
Not only will Steward's gift chronicle President Truman's Executive Order 981 mandating equal treatment in the Armed Services; it will ensure the historic stories of African-American Soldiers such as the Buffalo Soldiers, Red Ball Express operators, Jackie Robinson, and GEN Colin Powell are told.

"We are pleased that Mr. Steward chose to support the Museum project through an exhibit he finds meaningful"

fight for his country. When he learned of the story of the Buffalo Soldiers, Steward's father shared a sense of pride in their story and in the courage they displayed while serving.

The Museum will be a permanent tribute to the American Soldier and will honor their service and their sacrifice. "The stories and the Soldier heroes who

"The stories and the Soldier heroes who lived them should not be forgotten."



VETERANS' HALL SPONSORSHIP

In January, the National Museum of the United States Army launched its Veterans' Hall campaign, mailing sponsorship opportunities to over 30,000 veterans groups and other groups that support the U.S. Army.

"We are excited to open the doors of this new initiative and involve Army veterans in personalizing a space within the Museum specifically designed for them," said Richard Couture, Deputy Executive Director for Donor Marketing.

"The Veterans' Hall will be the perfect location for veterans and their families to gather for an event, host a reunion, or just to share war stories and reconnect with long lost friends," Couture added.

The Veterans' Hall also will showcase artwork, artifacts, the interactive *Registry of the American Soldier*, and will host a variety of educational outreach initiatives including presentations, demonstrations, and lecture series.

Follow their lead...



"Our WW II era group disbanded. Donating our treasury to the Veterans' Hall was a great opportunity to preserve our organization's legacy and support the history and heritage of our fellow veterans. I urge Army groups to consider contributing to this museum."

Frank H. Ruth
Past Reunion Chairman
Polar Bear Association of WW II

"At our annual meeting we recognized that it was important for us to get in on the ground level of support and do what we can to move this project down the road."



CW5 Richard C. Markle (USA-Ret.)
Chairman of the Board
The Warrant Officers Heritage Foundation

"We are dissolving and have selected The Army Historical Foundation as one of the beneficiaries to which we are contributing a share of our residual assets for construction of the U.S. Army Museum."



Colonel Louis A. Cecchini (USA-Ret.)
2nd VP (Programs)
89th Division Society, WWII, Inc.

Support in action!



"Our grant to the National Army Museum was made to chronicle and preserve the accomplishments of America's women Soldiers."

MG Dee Ann McWilliams (USA-Ret.)
President
U.S. Army Women's Foundation

"At this time in history, it is a great honor to promote patriotism and to make this donation. A primary mission of our organization is to educate the general population about the military and to support our troops."



R. Louis Spinelli
First Vice President
Military Order of the Purple Heart
Service Foundation

"It is incumbent upon us to assist in the effort to preserve and celebrate the Army's history of service to the nation. The National Army Museum is a place where history, achievement, courage, and sacrifice will become real for all people."



Allen "Gunner" Kent
Adjutant General
Veterans of Foreign Wars

Visit WWW.ARMYHISTORY.ORG to get involved!

DETAILS REVEALED

The Veterans' Hall will provide a unique setting to honor the service and sacrifice of America's veterans.



\$2,500

BRONZE SERVICE STAR Member

Your organization's name will be displayed in the Museum's Veterans' Hall and recognized in a special book published after the dedication ceremony. You also receive an official Campaign Banner and Certificate.

\$5,000

SILVER SERVICE STAR Member

Your organization will receive the benefits above, plus a beautiful signed and numbered print by nationally known historical artist Don Troiani.



\$10,000

BRONZE OAK LEAF CLUSTER Member

Your organization will receive the benefits above, plus an invitation to a special VIP reception with top Army officials and leaders of the Museum Campaign.

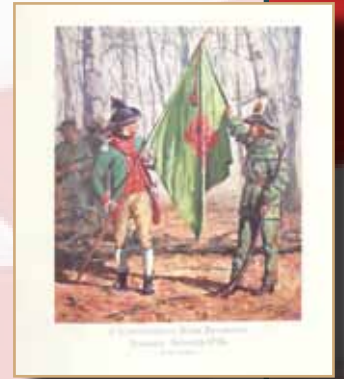
\$25,000

SILVER OAK LEAF CLUSTER Member

Your organization will receive the benefits above, and will have free access to the Veterans' Hall for a meeting, reunion, or event.



For major gifts of \$50,000 or more, your organization will receive the benefits above plus a uniquely tailored recognition package, press opportunities, listing on the lobby Donor Wall, and more.



Questions? Contact Beth Schultz at (703) 879-0006 or Beth.Schultz@armyhistory.org.

Public Spaces of the National Army Museum

While the *Soldiers' Stories*, *Fighting for the Nation*, and *Army and Society* galleries are being designed to provide a comprehensive presentation of the Army's storied history, the National Army Museum also will feature engaging and inspirational public spaces to enrich the visitors' experience. Among these are the Education Pavilion, Army Theater, Medal of Honor Garden, Veterans' Hall, and Wall of Honor, described here. Explanations of additional public spaces will be included in future issues of *Call To Duty*.

EDUCATION PAVILION

Considered one of the marquee features and an important part of the Museum's distinct identity, the Education Pavilion will include an extensive experiential learning area dedicated to the Army's shared interest in advancing science, technology, engineering, and mathematics (STEM) educational programs among students of all ages. The pavilion will come complete with classroom space and interactive learning tools like motion-sensitive smart tables, free-standing kiosks, and desk-mounted computers. Over time, future technologies will be incorporated to keep the facility at the cutting edge of state-of-the-art learning methods.



ARMY THEATER

This "must see" panoramic theater-in-the-round will engage, educate, inspire, and entertain using a variety of dramatic theatrical techniques. The 360-degree projection display will surround the audience with sights and sounds ranging over the transformational experience of basic training to combat in defense of our nation, and from peacekeeping and humanitarian assistance to the advent of technologies and services that have transformed American's daily lives.





U.S. ARMY WALL OF HONOR (COLORS OF COURAGE)

The U.S. Army Wall of Honor, subtitled Colors of Courage, will be prominently displayed inside the Museum's main entrance. The Army has fought 11 wars and 185 campaigns to date, represented by the battle streamers that are attached to the Army flag as a reminder of the selfless service and courage of the 30 million men and women who have served our nation. The Wall of Honor identifies the campaigns and represents the combat history that makes up the intangible spirit of the Army's units.



VETERANS' HALL

The Veterans' Hall is a multi-functional space on the Museum's second floor that will be available to veterans and their families for reunions, meetings, presentations, lectures, and other official events. It will house interactive features such as the *Registry of the American Soldier*, artifacts, and special exhibits.

MEDAL OF HONOR GARDEN

The Medal of Honor Garden, a dedicated outdoor rooftop area adjacent to the Veterans' Hall, will identify and honor the 2403 Army recipients to date of the highest award for valor the United States can bestow. Thematically, the garden is designed in three sections dedicated to the intrepidity, gallantry, and valor of the recipients. Compelling displays will inform the visitor of the extraordinary service and sacrifice of Soldier recipients of this award established by President Lincoln in 1862.



ABRAMS ADDRESSES "GATEWAY CITY" LEADERS

Stephen Brauer and David Steward of St. Louis, Mo. recently hosted a reception for local community and business leaders to learn more about the campaign for the National Museum of the United States Army. Guests met at The Bogey Club with BG Creighton W. Abrams, Jr. (USA-Ret.), Executive Director for The Army Historical Foundation, to hear his presentation, "Bringing the Past to the Present."

"It was terrific to have this opportunity to carry our message to a select audience interested in learning more about the Museum project," said Abrams.

In his presentation, Abrams highlighted historic connections between the Army and the St. Louis area and then delivered an overview of the Museum project and progress made in the architectural and exhibit designs. Conversation throughout the evening allowed for a free-flowing exchange.

"Some take for granted, or are not aware of, what Soldiers and their families sacrifice through Army service," commented Steward when reflecting on the event. "It is also important to me that the American public know that the Army is a place where all skin colors, backgrounds, and perspectives can come together in support of a nation."

"I'm glad I could encourage interest in the Museum by co-hosting this event," added Brauer. "The National Army Museum will be an important cornerstone to our nation's history and a project of this scope needs our full support."

During the event, Abrams announced Brauer and Steward each made a major campaign gift. He thanked them for their personal support and for inviting him to bring the story of the National Army Museum to St. Louis.

According to Carol Harlow, Deputy Campaign Executive Director, based on the interest in and success of this regional event, the campaign will be looking at other locations to host similar presentations.

Mr. Brauer and Mr. Steward's contributions place them in our Circles of Distinction.



Stephen Brauer and David Steward

FORMER CIVILIAN AIDE HONORS ENLISTED SOLDIERS

American businessman John W. Creighton, Jr. recently pledged \$250,000 toward the construction of the National Museum of the United States Army. Creighton, Strategic Director of the Seattle-based venture capital firm, Madrona, and a former Chief Executive Officer of Weyerhaeuser Company and United Airlines Corporation, says he is supporting the National Army Museum as a way of enhancing the public's understanding of the Army and its Soldiers.

Creighton served two years in the Army with the 4th Infantry Division's counterintelligence section in the 1950s. He reconnected with the Army in 2005, when he was appointed as a Civilian Aide to the Secretary of the Army (CASA) for Washington state. Creighton served as a CASA for five years, visiting numerous installations, service schools, and major commands. Throughout his tenure he spent a significant amount of time with Soldiers and he was particularly impressed by the enlisted ranks.

"The quality of today's enlisted Soldiers is staggering; they are the cream of our youth and they have volunteered to serve, even in harm's way," said Creighton. "I was inspired by their sincerity, dedication, service, and sacrifice, and my desire to bring them more recognition gave rise to my commitment to the Museum."

Creighton continued by highlighting his belief that a fair percentage of today's population does not have a direct



Photo courtesy of the Department of the Army

connection to the Army unless they have a relative or neighbor who is serving. "My hope is that the Museum will attract a broad spectrum of Americans," explained Creighton, "and when visitors see the exhibits, particularly those relating to present day, they will reflect on the men and women who wear the Army uniform and take to heart a Soldier's service and sacrifice, today, and back through history."

Upon news of Creighton's gift, MG John P. Herrling (USA, Ret.), Campaign Executive Director, commented that Mr. Creighton has seen the Army grow and change from one that relied on the draft to an all-volunteer force.

"The Museum will tell the Soldiers' stories, and through those stories, it will also show how the Army as a whole shaped our nation in times of war and in times of peace," said Herrling. "It is notable that Mr. Creighton's recent experience with the Army and with Soldiers is what compelled him to contribute and we are grateful that he chose to honor American Soldiers in this way."

Mr. Creighton's gift places him in the *Three-Star Circle of Distinction*.

Coins Yield \$3,000,000 for Museum

U. S. Mint sales of the 2011 Army commemorative \$5 gold coin, silver dollar, and copper-clad half dollar yielded \$3,000,000 in surcharges payable toward the Capital Campaign for the National Museum of the United States Army.

“We appreciate the public’s response toward these unique commemoratives that honor our Soldiers and celebrate the Army’s achievements in war and peace,” said MG John P. Herrling (USA, Ret.), Executive Director of the Capital Campaign.

Herrling noted that nearly 300,000 of the coins—25,235 gold, 163,346 silver, and 107,810 copper-clad—were sold during the January 31-December 16, 2011 sales period set by law.

“Anyone who purchased one or more of the coins not only owns or has given as gifts valuable collectibles never to be produced again; they’ve also demonstrated their personal support for the campaign and are helping to build the Museum. We are indebted to them for that,” Herrling said.

Although the U.S. Mint can no longer produce and sell the coins, Kerri Kline, Associate Director for Programs, Marketing, and Production, said a limited number of

proof silver dollars and clad half dollars were purchased to sell through the Foundation website.

“We did this anticipating that there may be some members and other Museum supporters who may have missed the opportunity to purchase coins before the Mint’s sales deadline,” Kline said.

“We’re pricing our coins based on market research on the current prices of the commemoratives listed on other third party web sites, including eBay,” Kline explained. “Our prices fall right in the middle of the third party sales outlets’ prices. Presently, our silver dollar proof will cost \$90 and the clad half dollar will cost \$53, to include Fedex Express Saver shipping charges. Bulk purchases will be limited to a total of five coins, regardless of type.



Forget to order your coins?



AHF has a limited number of proof silver dollars and clad half dollars for sale.

Order yours today!

Visit www.armyhistory.org to order or call Kerri Kline at (703) 879-0008 or 1 (800) 506-2672





Armed Forces Vietnam Network (AFVN)

From the Delta to the DMZ

Reflections
REFLECTIONS



“X in loi, G.I.”—there were no e-mail or cell phone connections with the home front during Vietnam. State-of-the-art technology back then was limited either to that portable cassette recorder you had tucked away in your ruck or cheap transistor radio you had stuffed in a pocket of your jungle fatigues. And when the radio was turned on, it would be tuned to Armed Forces Radio Service (AFRS), the joint military broadcast service that kept you linked to what was happening “in country” and back in “The World.”

The mission of AFRS in Vietnam was the same as the AFRS mission during World War II and Korea: boost troop morale by providing commercial-free news reports, music, and sports programming; broadcast command information messages; and counter enemy propaganda.

Armed Forces Radio Vietnam began broadcasting from Saigon’s Rex Hotel in August, 1962. The original studio was operated on the cheap by a five-man crew and several volunteers who aired programs 18 hours a day via 50 watt repeating transmitters whose signals could be picked up by transistor radios.

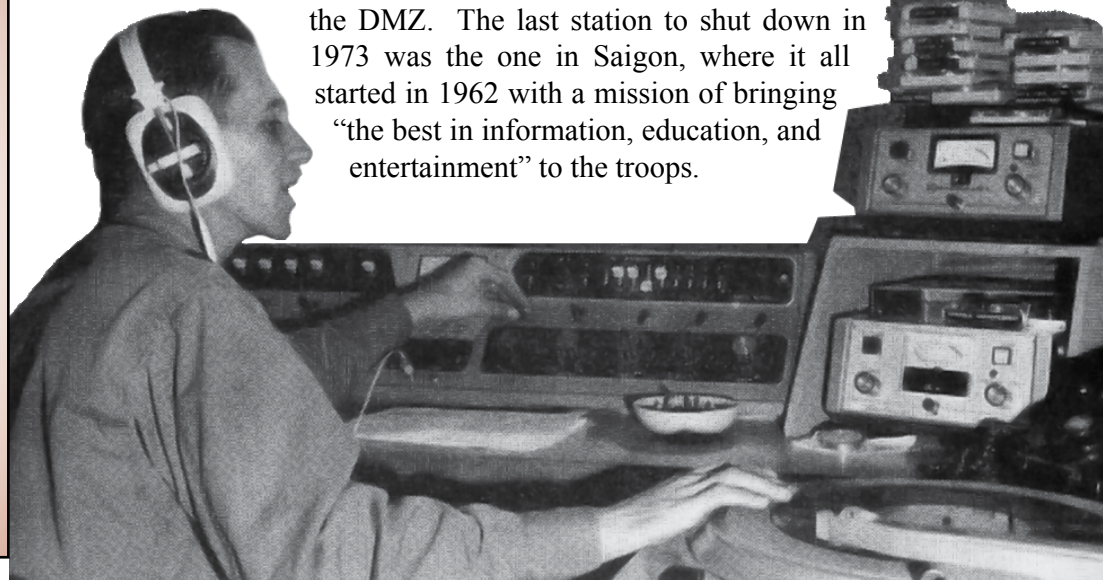
As American military presence in Vietnam increased, so did the staff, and by 1965, radio programming was increased to 24 hours per day. Eventually, there were detachments broadcasting out of cities and provinces including Qui Nhon, Chu Lai, Nha Trang, Da Nang, Hue, and Pleiku.

Vietnam veterans will recall being bombarded by command information spots on malaria pills, exotic R&R sites, bamboo vipers, mosquito nets, VD, the G.I Bill, scag, black marketing, and illegal war trophies.

And who can forget the popularity of feature programs like *Chickenman* (“He’s everywhere, he’s everywhere”); *A Date with Chris*, hosted nightly during ‘66-‘71 by movie actress Chris Noel, who read letters from the troops and spun the latest records; and *Dawn Busters*, with its resonating “Gooooooood Morning, Vietnam” daily sign-on at 0600 popularized by Air Force deejay Adrian Cronauer (‘65-‘66). Noel, every Vietnam G.I.’s surrogate sweetheart, proved to be such an effective morale booster that the North Vietnamese reportedly offered a \$10,000 bounty for her death. Cronauer’s zany on-air antics were immortalized by Robin Williams in the 1987 film, *Good Morning, Vietnam*.

AFVN served Military Assistance Command Vietnam (MACV) and U.S. Army Vietnam (USARV) Soldiers for 11 years. At the height of American involvement in Vietnam, AFVN’s radio broadcasters were able to reach a half million troops a day from the Delta to the DMZ. The last station to shut down in 1973 was the one in Saigon, where it all started in 1962 with a mission of bringing “the best in information, education, and entertainment” to the troops.

AFVN, 1968.
Department of
Defense photo.



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