



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

BELL HELICOPTER CONTRIBUTES \$1 MILLION TO NATIONAL ARMY MUSEUM

Bell Helicopter, a Textron Inc. company, has contributed \$1 million to the National Museum of the United States Army to sponsor its iconic Bell UH-1 Iroquois Utility Helicopter as the featured macro artifact of the Museum's Vietnam War exhibit.

Bob Hastings, Bell Helicopter's Senior Vice President of Communications & Government Affairs and Chief of Staff, presented the ceremonial check to General William W. Hartzog (USA-Ret.), President of The Army Historical Foundation (AHF), on October 14 during the 2014 Association of the United States Army's Annual Meeting and Exposition at the Walter E. Washington Convention Center.

"Bell Helicopter has been an important part of Army Aviation dating back to 1948 with the first

Army helicopter, the Bell H-13B Sioux," said Hastings. "We are proud to support the campaign for the creation of the National Museum for the U.S. Army, and it is our privilege to show our support for the men and women who have served in the U.S. Army by contributing to this inspirational and important effort."

Bell Helicopter's contribution places the company in the Museum's *Five-Star Circle of Distinction* reserved for donors of \$1 million or more.

"We certainly appreciate Bell Helicopter's generous investment in the Museum project," said Hartzog in accepting the check. "What's more, we believe Bell's selection of this particular exhibit sponsorship in the *Fighting for the Nation Gallery's* Vietnam War

exhibit is spot on. It allows the company not only to showcase the critical importance of the ubiquitous Huey in support of our troops in Vietnam, but also

to underscore the company's longstanding record of providing innovative aircraft designed with Soldier speed, safety, and survivability in mind."

According to David S. Lewis, AHF's Chief Development Officer, over 7,000 Bell UH-1's were flown in Vietnam. The specific model for the Museum exhibit will be a Bell UH-1B flown by the 129th Assault Helicopter Company, 1st Cavalry Division, from March 1966 until February 1969.

"As a combat artist in Vietnam, I made over 20 combat assaults—some hot, some not. One was off a boat. The rest were from Bell UH-1 Hueys. Now, 45 years later, if a Bell helicopter is overhead I look up. All Vietnam veterans do. There is no other sound like it. Hueys took us everywhere in Vietnam, so I'm personally delighted to welcome Bell Helicopter to the National Museum of the United States Army team," Lewis noted.



Robert Hastings, Bell Helicopter's Senior Vice President of Communications & Government Affairs and Chief of Staff, presents the ceremonial \$1,000,000 check to Gen. William W. Hartzog (USA-Ret.), Army Historical Foundation (AHF) President. (Photo courtesy of Bell Helicopter).



Troops exit Vietnam-era Bell UH-1B helicopter. U.S. Army Photo.

The Army Today

Since 1775, the Army has stood ready to protect and defend the United States of America. “The Army Today” exhibit within the *Uncertain Battlefield* gallery will showcase the encounters and challenges the Army has experienced since the attacks that occurred on September 11, 2001.

After exploring the Bradley Fighting Vehicle which is sponsored by BAE Systems and will be displayed at a dramatic 20.5 degree angle in “The Persian Gulf War” exhibit, visitors will move seamlessly into “The Army Today” exhibit. In the back half of the gallery, the theme shifts into the action of today’s Soldiers. The “Latest Army Developments,” an exhibit area uniquely positioned underneath the Bradley, showcases how the Army continues to develop hardware and equipment to enhance its overall effectiveness on the battlefield.

On the rear wall of the gallery, visitors see a map-based display commemorating the events of September 11, 2001, beginning the “War on Terrorism” exhibit section. Personal artifacts and images document the infamous day when terrorists hijacked passenger airplanes and attacked the World Trade Towers and the Pentagon, and a fourth hijacked jet crashed into rural Pennsylvania.

Moving to the right of the September 11 display, visitors see three suspended Humvee doors, documenting the innovative up-armorings of vehicles when vulnerabilities to improvised explosive devices (IEDs) were revealed following the 2003 invasion of Iraq (see related story on page 4). Next to the Humvee doors, the exhibit space is lined with Conex shipping containers and HESCO barriers, illustrating the defensive barriers needed and used in Iraq and Afghanistan.

The next two exhibit areas, “Afghanistan” and “Iraq,” use collaged imagery, text, and artifacts to illustrate the Army’s involvement in both Operation Enduring Freedom and Operation Iraqi Freedom. Each of these exhibit sections intentionally avoids the politics of the events in Iraq and Afghanistan and focuses on the Soldier’s experience.

In the center of the “The Army Today” exhibit is a motion-activated video program titled, “Soldiers’ Point of View.” Positioned within a scenic alcove, this projected media piece is 100 percent Soldier-created, and includes videos, photos, artwork, and music, with the gripping immediacy of the first-person point of view. A sculpted wall provides the media backdrop and is created to suggest a location anywhere in the world: New York, Baghdad, the mountains of Afghanistan, etc. The “Soldiers’ Point of View” emphasizes that



U.S. Army Photo.

this war has no geographical center, providing the conceptual context that makes this uncertain battlefield the backdrop for everything Soldiers have to say.

Hanging above all of the displays within “The Army Today” exhibit area is a massive map of the Middle East and surrounding areas. The map is rendered in simple contour-cut line work on plywood, slightly distressed, emphasizing the global nature of today’s conflicts and underscoring the uncertainty of where the Army will be next.

The Museum also has plans to accommodate a changing exhibit story line so that the displays throughout this area can be easily updated to correspond with the current events for some time to come.



Conceptual renderings courtesy of Eisterhold Associates Inc.



Tax Savvy Year-End Giving

Ways To Give

There are almost as many variations on the ways to make a donation as there are needs to be met. Explore this list to discover different ways to make a gift that also takes into consideration your personal circumstances and the needs of your family:

Gifts You Can Make Today

- Gifts in Memory of and in Honor of a friend, family member, or loved one
 - Charitable Lead Trusts
- Transfer of highly appreciated stocks, bonds, and securities
 - Real Estate
 - Closely Held Stock

Gifts That Make an Impact *after* Your Lifetime

- Bequests: Including the Museum in your will
- Naming The Army Historical Foundation as the beneficiary of life insurance policies or 401(k) Plans
- Retained Life Estate: “Give My Home, and Live There for Life”
 - Retirement Plan Assets

Get Involved!

For more information on year-end giving, please contact Rachel Hartmann, Senior Director, Major and Planned Gifts, (314) 495-6121 or rachel.hartmann@armyhistory.org

Please consult your tax advisor regarding your specific legal and tax situation. Information herein is not considered legal or tax advice.

Are you thinking about making a gift to your favorite charity or organization at the end of this tax year? If you happen to be flush with stock, now is a good time to tap into your generosity and consider donating proceeds from long-term appreciated securities such as stocks, bonds, and mutual funds.

The value of long-term appreciated securities that have realized significant appreciation can be donated directly to support the Campaign for the National Museum of the United States Army.

COL Arthur Goodall, (USA-Ret.), and his wife, Carol, did just that at the end of 2013. The Goodalls donated appreciated stock because they consider their time with the Army as the best years of their lives. “When you think about all the Army has done for our country it becomes obvious that we need a way to preserve this history for future generations to understand and appreciate,” Goodall explained. “So we decided to make a donation of appreciated stock to help the museum get started. It is an easy way to contribute and at the same time avoid the capital gains taxes.”

Securities held for more than one year are eligible for a charitable tax deduction for the market value of the stock, and neither the donor nor the Museum must pay capital gains taxes when the stock is sold. This strategic choice (vs. selling the stock, paying the related taxes, and donating the proceeds) can result in a larger deduction and greater tax savings for the donor and a larger gift to the National Army Museum. Through this option, the more appreciation the securities have earned, the greater the tax savings for the donor.

“**For me, donating through appreciated stocks has an advantage by purchasing at a low dollar and giving to the National Army Museum when the shares have greatly appreciated.**”

MG Carl McNair, (USA-Ret.)

MG Carl McNair, (USA-Ret.), agrees, “As a board member of The Army Historical Foundation, I feel it is incumbent on us to lead the way in supporting the Campaign for the National Army Museum. For me, donating through appreciated stocks has an advantage by purchasing at a low dollar and giving to the National Army Museum when the shares have greatly appreciated. The donation is more meaningful and otherwise, the taxes would be tremendous.”

This method of giving has become increasingly popular in recent years and is considered one of the most tax-

efficient ways to give. In general terms, you may be eligible to take an income tax charitable deduction for the full fair market value of the donated securities—up to a maximum of 30% of your adjusted gross income (AGI) for contributions to charities, including the National Army Museum. (Any amounts in excess of the 30% limit can be carried forward for up to five years).

Retired Army LTG and Mrs. Max Noah decided to support the National Army Museum with a gift of appreciated stock because “it gives the full monetary value of the stock to the Museum, and at the same time, the donor gets credit for the full value and doesn’t pay any capital gains taxes, which we would have had to do if we sold it. It’s a nice way of giving more money to the Museum without the tax burden.”

Artifacts as “Snapshots in Time”

By Ephriam D. Dickson III,
National Museum of the United States Army Project Office

In late 2003 as the war in Iraq shifted from armored combat to fighting a growing insurgency on the ground, Soldiers found themselves increasingly in danger as they moved about in soft-skinned Humvees. Never intended for front-line combat, the M998 High Mobility Multipurpose Wheeled Vehicle (HMMWV or “Humvee”) provided virtually no protection from small arms fire or from the expanding use of improvised explosive devices (IED). In response, units began adding protection of their own, placing sandbags on their floorboards and welding on a creative variety of steel plating to the sides of vehicles utilizing whatever was on hand. Such temporary expedients became known as “haji armor” or “hillbilly armor” and were intended to bridge the gap until the Army could provide better armor options and increase the number of armored Humvees in Iraq.

Visitors to the National Museum of the United States Army will see examples of the Army’s first attempts to provide this needed additional protection. Within the *Uncertain Battlefield* gallery, three Humvee doors from an Armor Survivability Kit (ASK) will be on display, helping to document this dangerous shift in the war. In late 2003, the Armor Survivability Kit was quickly developed at the Army Research Laboratory in Adelphi, Md., and field tested at the Aberdeen Proving Ground, moving from design to production in just six weeks. The ASK included a bulletproof windshield, armored seatbacks, and a set of replacement armored Humvee doors with small windows of bulletproof glass that could be retrofitted in the field. This was an important precursor to the Fragmentary Armor or Frag Kits introduced in 2004.

Destined for display at National Army Museum, these three doors with their combat scars were originally recovered by Chris Semancik from a dumpster at the Letterkenny Army Depot in Pennsylvania where they had been sent to be salvaged.

A soldier from 1st Battalion, 68th Armor on an armored HMMWV takes up a security position on Nahrwan’s city streets as a local shop owner looks on. 2006.



Semancik, now Chief of the Collections Branch at the U.S. Army’s Center of Military History (CMH), recognized their historical importance for telling the rapidly evolving story of the war in Iraq. “Our role at CMH is more than just collecting and preserving the Army’s material culture from the distant past,” he explained. “We also have an obligation to preserve artifacts from present operations that will one day help tell that portion of the Army’s story as well.”

Each of the three armored doors bear their own unique artwork, created with cut stencils and spray paint. Comparing them to the iconic bomber nose art of World War II, Semancik noted that these emblems helped Soldiers personalize their vehicles. Amid security concerns that insurgents could use such markings to identify and track the movements of particular vehicles, commanders ultimately ordered these emblems to be removed. These surviving Humvee doors therefore represent a snapshot in time as the Army learned and adapted to the ever-changing situation in Iraq.

“One day, I want veterans who are walking through the Museum’s exhibits to see and recognize these Humvee doors and to tell their families about what they remember,” Semancik explained. “They encapsulate a period that I hope will resonate with the veterans who see them.”

The exhibits at the National Army Museum, extending from the Army’s formation to modern operations, will offer visitors the opportunity to interact with real objects and help connect them to real Soldiers and their experiences.



U.S. Army Photos



Popular Brick Program Opens New Area

The Army Historical Foundation continues to “pave the way to Army history” by opening the next area for the National Museum of the United States Army Brick Program, the *Parade Ground Plaza*. Since the program launched in March 2013, over 3,200 National Army Museum supporters have purchased one or more personalized bricks which will line the Museum’s *Path of Remembrance*, leading visitors from the parking lot to the Museum’s main entrance.

More than 3,800 individual bricks have been ordered, each one honoring individual Soldiers, Army units, Army families, Department of the Army civilians, and Museum and Army supporters. “We are excited to extend the *Path of Remembrance* and expand the space in which Soldiers and other members of the Army family can be recognized in this lasting and personal tribute at the National Army Museum,” announced Kerri Kline, AHF’s Director of Donor Initiatives and Museum Relations. “In addition to every brick inscription personally contributing to the Museum’s permanent landscape,” added Kline, “the brick program also has generated over \$1.2 million for the Museum’s Capital Campaign.”

The next brick area, the *Parade Ground Plaza*, will welcome visitors to the Museum’s parade ground which will be used for public concerts and events and Army ceremonies. Additionally, this unique outdoor space will be used to demonstrate historic and modern Army tactical maneuvers, training and fighting tactics, battle re-enactments, and equipment operations that are too large for inside the main Museum building.

The bricks will be made of high-quality Mesabi black granite and inscribed in charcoal-colored lettering. Available in two sizes, 4” x 8” for \$250 and 8” x 8” for \$500, the bricks will be installed in time for the Museum’s grand opening celebration. Both full-size and miniature brick replicas, complete with a “National Museum of the United States Army” brass plaque, can be ordered for presentation or as a gift for personal display.

For more information on the Army Museum Brick Program visit armyhistory.org/bricks or call 855-ARMY-BRX.

What Is Your Story?

It’s more than a brick. There is a personal story behind every Army Museum Brick inscription, and together, these bricks and their stories form the foundation for the National Museum of the United States Army.

So, what is the story behind your Army Museum brick? Please visit armyhistory.org/why-my-brick to share a photo and your reason for purchasing a personalized brick. We will share these stories on our website, in our publications, and through our social media.

To submit your story via U.S. Mail, please contact Jenna Truax at 703-879-0010.

“We are excited to extend the *Path of Remembrance* and expand the space in which Soldiers and other members of the Army family can be recognized in this lasting and personal tribute at the National Army Museum.”

Kerri Kline
AHF Director of Donor Initiatives
and Museum Relations



CALIBRE Sponsors Revolutionary War Exhibit

CALIBRE Systems, Inc., a leading provider of management consulting and technology services to the U.S. Army and other defense and civil markets, recently upgraded their gift to the National Museum of the United States Army to \$100,000.

After attending a Museum-related event in June, CALIBRE leadership expressed an interest in increasing their original \$50,000 gift in order to sponsor an exhibit. “CALIBRE has been a good friend of the Museum,” said Robert Anderson, the Capital Campaign’s Director of Corporate Relations. “They recognized we are moving closer to breaking ground and that this was a good time to make an additional gift, expand their presence in the Museum, and help push the overall Museum project forward.”

An employee-owned company employing many Army veterans, CALIBRE will sponsor the “Soldier’s Stories: American Revolution” exhibit in the Museum’s *Founding the Nation* gallery, which invites visitors to examine America’s roots from a new and intriguing perspective – the origins and foundation of the American Army. Through a creative media piece, the CALIBRE-sponsored exhibit will present the personal stories and experiences of five American Soldiers who served during the Revolution, each providing a unique viewpoint of the Soldier’s experience.

“CALIBRE’s recent gift demonstrates their commitment to preserving the Army’s history and heritage,” remarked Campaign Executive Director, MG John P. Herrling (USA-Ret.). “These stories from the American Revolution are at the heart of the National Army Museum, and we depend on supporters such as CALIBRE to make it possible for the Army’s story to be shared with future generations of Americans.”

Ornament and Calendar Signal A New Year

The 2014 National Museum of the United States Army holiday ornament commemorates the Vietnam War. The sixth in a series of holiday ornaments depicting Soldier images in U.S. Army history, the ornament features a watercolor titled “Member of the 101st Airborne,” by the late Peter F. Copeland.

The National Army Museum logo appears on the reverse of the ornament with a historical quote from Vietnam Veteran Tim O’Brien’s “The Things They Carried,” a war memoir that probes the metaphorical impact of physical and emotional burdens Soldiers carry into combat.

This attractive collectible ornament is made by U.S. craftsmen from solid brass and finished in 24 karat gold, measuring 2 ½ inches wide by 3 ½ inches high. Each ornament is packaged in a National Army Museum gift box with an enclosure card detailing its design. The ornament can be purchased for \$16.

The *National Museum of the United States Army 2015 Calendar* highlights Army history throughout the year. Each monthly page of the calendar features significant dates throughout Army history, Soldier photographs selected from The Army Historical Foundation’s *Registry of the American Soldier*, and a selected piece of artwork from the Army Art Collection that relates to the significant dates and/or the Soldiers featured that month. Museum supporters received their 2015 calendars in October and additional copies can be purchased for \$10.

Both the ornament and calendar are a perfect holiday gift for someone who appreciates art and Army history. The ornament and calendar can be purchased on line through the Museum Store at armyhistory.org or by calling (800) 506-2672.

Spreading the Word About the Campaign

The campaign for the National Museum of the United States Army took its message on the road recently, sharing information about the Museum project at several events attended by over 86,000 people from around the nation.

Over the summer, the campaign participated as an exhibitor at two national veterans’ conventions, *The Veterans of Foreign Wars National Convention in St. Louis, Mo.* and *The American Legion National Convention in Charlotte, N.C.* “We always enjoy attending these two national conventions which bring thousands of veterans and their families together,” remarked Beth Schultz Seaman, Director of Grassroots Development. “It’s an ideal environment for us to connect in person with our supporters and



update them on the project, and to engage convention attendees who have not yet heard about plans for the Museum.”

A new endeavor for the campaign in September was exhibiting at the *AARP Ideas@50+ National Event & Expo in San Diego, Calif.* According to Richard Couture, Deputy Executive Director for Donor Marketing, the AARP organization has been a solid supporter of the

Museum project and exhibiting at their national event introduced the Museum campaign to a new audience. “Even though the AARP event is not related specifically to the military,” Couture commented, “over four days, we spoke with thousands of folks who have served in the Army, or have a family member currently serving, and who wanted to learn more about the Museum.”

In October, the campaign returned to the *Army 10-Miler Expo at the DC Armory in Washington, D.C.* Over 35,000 runners from around the world, and their families, came to the Expo to pick up their race packets for the Army 10-Miler and to visit the various information booths and vendors. “The 10-Miler Expo is free to attend and we reached an incredible number of people during those two days,” said Schultz Seaman. According to Schultz Seaman 99 percent of visitors to the booth were currently serving in the Army, U.S. Army Reserves, National Guard, or were retired Soldiers. “It’s great to make that connection with Soldiers and to hear their enthusiasm – and urgency – to build a national Army museum,” observed Schultz Seaman.

A few days later, the National Museum of the United States Army was an exhibitor at the *Association of the United States Army Annual Meeting and Exposition in Washington, D.C.*, considered the largest landpower exposition and professional development forum in North America. With over 26,000 people attending over three days, the Museum’s exhibit provided opportunities to raise awareness of the Museum project with senior Army leaders, representatives from the defense industry, and Soldiers.



“Why is it important to build a National Army Museum?”



Join the conversation...

We experimented with our social media, too. Check out some of our posts from the American Legion and AARP events answering the question, “Why is it important to build a National Army Museum?” “Like” us on Facebook and follow us on Twitter, search “NatlArmyMuseum.”

WARTIME BOND DRIVES

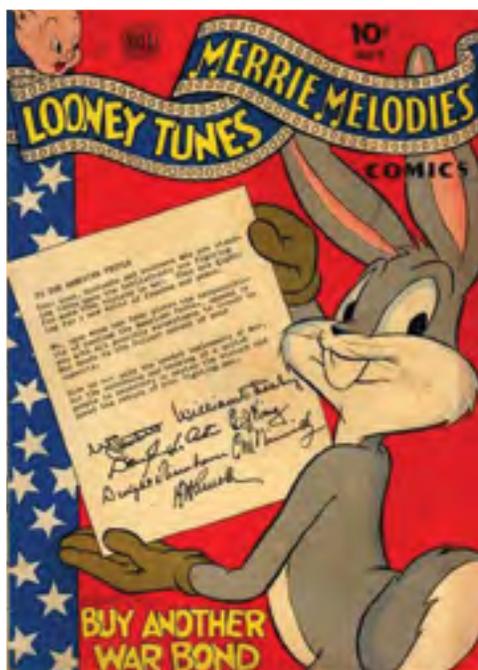
Reflections COLLECTIONS

Waging war is a costly enterprise. *Congressional Research Service* records indicate that World War I cost the United States over \$30 billion, while more than \$300 billion—the staggering equivalent of roughly \$3.9 trillion in today’s dollars—was spent to fight World War II and to supply our allies.

Throughout both of these major 20th century wars, the U.S. Treasury launched and aggressively promoted patriotically-oriented government bond drives to help fund military operations and other wartime expenditures.

World War I’s Liberty Bond drives featured celebrity promoters like Douglas Fairbanks, Mary Pickford, and Charlie Chaplin and organizations like the Boy Scouts of America urging the public to invest in bonds. Posters advertising bond drives across the country included ominous slogans like “Come Across or the Kaiser Will” and conscience-pricking messages like “Our boys in the trenches... is there anything they need that you would not give them. Every Liberty Bond you buy helps them win the war.” The World War I bond drives indeed proved effective. The government raised \$21 billion through Liberty Bond sales.

Bond drive tactics and strategy were further refined during World War II. Non-negotiable Series E “Defense Bonds” were introduced in \$25, \$50, and \$1,000 denominations. The \$25 bonds became the most publicized and most popular, selling for \$18.75 and maturing over a ten-year period to pay the bondholder \$25. Beginning in 1942, these bonds—which eventually became better known as “War Bonds”—could be purchased on an installment plan through payroll deductions at the work place. And since one of the ubiquitous wartime slogans was “We’re all in this together,” an installment plan was even established for school children who



could buy twenty-five cent war stamps to paste into a book until they saved the \$18.75 needed to buy a \$25 war bond.

As during World War I, mass media saturation and celebrity appearances underscored the bond drive efforts. Radio broadcasts, stage appearances, mid-city rallies, and movie houses were typical venues where bond sales were promoted. Movie and singing stars like Bette Davis, Marlene Dietrich, Bob Hope, Frank Sinatra and Kate Smith headlined the venues, and even cartoon characters like Popeye, Superman, and Bugs Bunny promoted the bond sales in poster art and comic books. In short, exhortations to buy bonds appeared everywhere and appealed in every way, prompting 85 million Americans to purchase bonds totaling \$185 billion between February 1942 and December 1945.

Bond drives were not revived during the Korean or Vietnam wars. Between December 2001 and December 2011, however, Series EE “Patriot Bonds” were offered to Americans as a way of expressing their support for countering terrorism. All proceeds were deposited into a general fund to help finance our nation’s anti-terrorism efforts.

THE ARMY HISTORICAL FOUNDATION

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