



# CALL<sup>TO</sup>DUTY

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

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## GROUNDBREAKING IN 2015 FOR NATIONAL MUSEUM OF THE UNITED STATES ARMY

Thanks to the generosity of over 131,000 individual donors, corporations, foundations, military associations, and veteran service organizations, the Army Historical Foundation (AHF) will break ground for the National Museum of the United States Army at Fort Belvoir, Va. later this year.

"This is a milestone moment we have been working toward and a moment that all of our supporters have made possible," remarked BG Creighton W. Abrams, Jr. (USA-Ret.), AHF's Executive Director. "We are excited to move forward into this next phase of the project and proclaim that we are one giant leap closer to making the National Army Museum a reality!"

According to Abrams, AHF has raised \$90 million toward the Museum's \$200 million Capital Campaign.

"We now have sufficient funds to request release of \$25 million in congressionally authorized military construction funds to be used for Museum site and infrastructure development," Abrams explained.

AHF will oversee construction of the Museum. LTG Roger Schultz (USA-Ret.), AHF's recently elected President, will guide the construction effort.

A proven leader with over 42 years of uniformed duty, including seven years as the Director of the Army National Guard, Schultz announced that Huffman Developments of San Antonio,

Texas has been hired to serve as AHF's "owner's representative" to facilitate completion of the approved building designs.

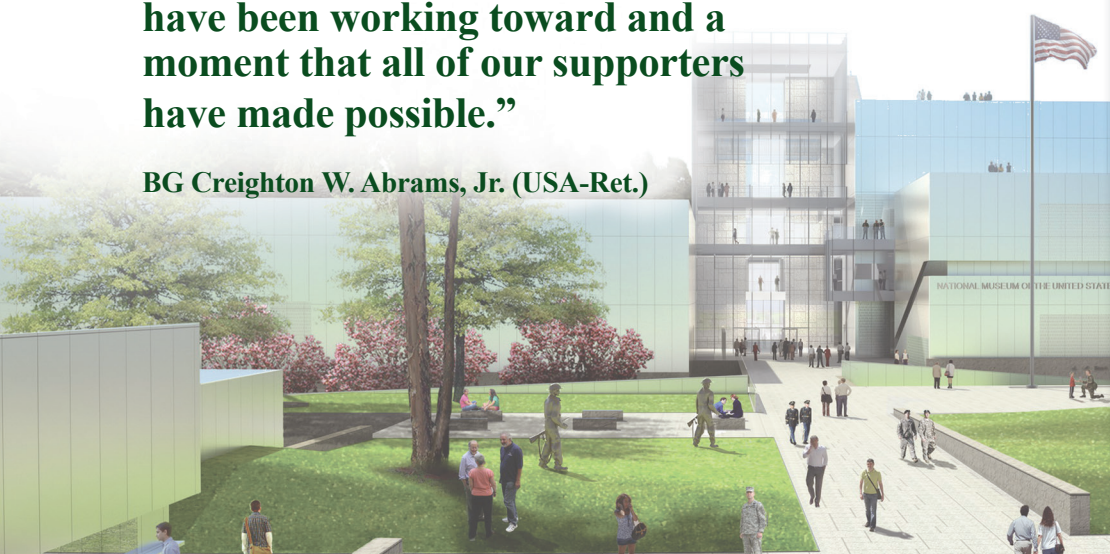
"Huffman Developments brings specialized experience and expertise in working with military construction projects, including the USO Warrior Family Support Centers at the Naval Support Activity Bethesda, Fort Sam Houston, and, most recently, Fort Belvoir, Va.," Schultz noted. He also announced earth boring operations designed to examine soil, rock, and hard metal samples for engineering support were already underway at the future Museum site in preparation for ground breaking.

In addition to guiding the construction effort, Schultz will oversee the Capital Campaign. "The fact that we are about to break ground on this cutting-edge educational destination and national Army landmark doesn't alter the need for a continuing robust fundraising effort," Schultz said. "We truly appreciate the generosity and support of our donors to date, but we still need to drive on to reach or exceed the \$200 million that will ensure the Museum is fully funded."

**"This is a milestone moment we have been working toward and a moment that all of our supporters have made possible."**

**BG Creighton W. Abrams, Jr. (USA-Ret.)**

*A crew supervises boring for soil samples prior to Museum complex site preparation and construction.*





Conceptual renderings courtesy of Eisterhold Associates Inc.

## MUSEUM *SPOTLIGHT*

# *The Army Concourse*

The National Museum of the United States Army's visitor experience will begin as soon as visitors approach the National Army Museum and examine the personalized bricks lining the walkway. Larger-than-life pylons that relate Soldier stories of service and sacrifice will then escort visitors to the main entrance. Once inside the Museum, the *Army Concourse* will set the stage for visitors, orienting them to the U.S. Army and hosting the entryway to the *Fighting for the Nation Galleries*.

As the gateway to all six sub galleries, the *Army Concourse* serves not only as a gathering place, but also as an introduction to the institution that the Army has been throughout American history. When visitors arrive in the *Army Concourse* they will experience a dramatic, and inviting space that spans the length of the six *Fighting for the Nation Galleries*: *Founding the Nation*; *Preserving the Nation*; *Nation Overseas*; *Global War*; *Cold War*; and *Uncertain Battlefield*. A wayfinding map will orient visitors and provide a synopsis of the galleries in this area.

The gallery entrances will artistically display the campaign streamers from that time period and provide a preview of what visitors will find in that gallery. The six separate entrances also will be structured to invite visitors to explore each one independently, whether one gallery at a time over several visits to the Museum, or in chronological sequence during one visit.

A kinetic timeline will span the length of the entrances to the *Fighting for the Nation Galleries*, also presenting the six eras found within the galleries. Sponsored by Northrop Grumman, the timeline will bring Army history to life within the context of American and world history. The timeline will move slowly and periodically zoom in and highlight a specific topic or event before zooming back out and resuming the progressive timeline.

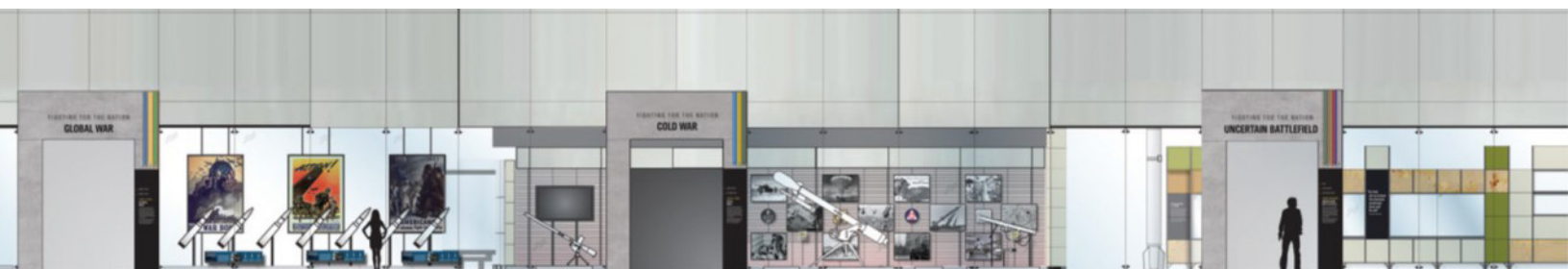
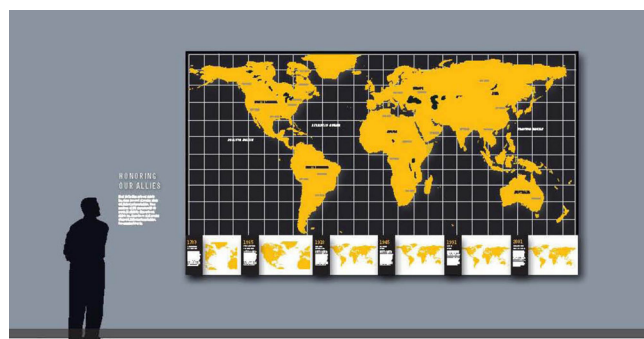
Visitors not well-versed in Army terminology can stop at the "Army 101" interactive touch-screen stations located in the concourse to familiarize themselves with Army jargon, Army ranks, Army structure, and the history of campaign streamers.

The "Army Interactive Table," sponsored by Lockheed Martin, is also located within the *Army Concourse*. Here, visitors will be able to choose among a variety of topics, and via an interactive touch screen, take an in-depth look at the Army and the Soldier experience across time.

Another interesting *Army Concourse* feature will be the "Allies Recognition Map" located near the Army Theater. The Map will provide an overview of U.S. Army-ally relationships throughout our nation's history. Also, visitors will be able to take a closer look into those relationships by exploring the history of a specific country, conflict, or coalition.

Overall the *Army Concourse* serves as an introductory course into the storied history of the Army as well as serving as a jumping off point for delving into the many galleries the National Army Museum will feature.

*Editor's Note: The available sponsorship opportunities include sponsorship of the entire Army Concourse for \$10 million and named benches throughout the concourse for \$25,000 each.*



# Join Growing Grassroots Volunteer Program!

Individuals, organizations, and corporations across the country can help promote awareness of the Capital Campaign and generate funds to build the National Museum of the United States Army. Grassroots volunteers assist the Campaign by promoting the National Army Museum within the organizations to which they belong and by reaching out to their local government and businesses.



**Our grassroots are growing! Look for the enclosed mailer and sign up to volunteer!**

“We are growing a nationwide network of grassroots volunteers and each volunteer has found his or her own way to advocate for the National Army Museum,” explained Beth Schultz Seaman, Director of Grassroots Development. “These volunteers assist us in our mission to reach millions of citizens and Army veterans to share the good news about the Museum and to ask for their support to make the Museum a reality.”

The Campaign’s staff provides volunteers with the tools necessary to be successful fundraisers. Each volunteer receives a grassroots kit which includes items such as posters, brochures, and fact sheets. Volunteers may also consider sending a letter to the editor or a press release to their local newspaper, hosting a fundraising event or auction, and/or promoting a link to the Museum’s website. “We are happy to discuss fundraising ideas with you and provide enthusiasm and support,” added Schultz Seaman. “Your volunteer activities are only limited by your imagination.”



## A few of the many ways volunteers can help:

**Ask local businesses/organizations to make a donation.**

Send a prepared press release or letter to the editor to your local newspaper(s) voicing support of the Museum and encouraging others to honor Soldiers and Army veterans by enrolling them in the *Registry of the American Soldier*.

Host fundraising events such as barbecues, raffles, auctions, carnivals and home tours.

Use the Museum brochure as a conversation starter to encourage anyone with Army service, and those who have Army family, to honor those Soldiers through the *Registry of the American Soldier*.

Place Museum posters and brochures in local store fronts, veterans’ halls, libraries, banks, and other popular locations.

Promote the National Army Museum via Facebook and Twitter. Like, share, or retweet our posts and/or create posts for your own social media.

Share the [armyhistory.org](http://armyhistory.org) link on local websites.

## Are you interested in learning more about joining our grassroots team?

Contact Beth Schultz Seaman at 703-879-0006 or [beth.schultz@armhistory.org](mailto:beth.schultz@armhistory.org).



# Perot, Chiarelli Highlight

Over 170 Army Historical Foundation (AHF) members and their guests attended the 2015 Annual Members' Meeting and Awards Dinner at the Army Navy Country Club in Arlington, Va. on May 18.

The evening's activities began with an optional tour at the Smithsonian's National Portrait Gallery in Washington, DC, to see the special exhibit *One Life: Grant and Lee*. "It is well that war is so terrible . . ." This Civil War-themed exhibit considers the intertwined lives and rivalry between Generals Ulysses S. Grant and Robert E. Lee.

Following the tour, General William W. Hartzog (USA-Ret.), President of the AHF Board of Directors, brought the formal part of the meeting to order and he welcomed the attendees, noting that several had traveled from out of state. Hartzog announced the nine winners of the 2014 Distinguished Writing Awards and updated the attendees on the progress of the Museum. "Some of you may have heard we are going to break ground for construction of the National Army Museum this year," said Hartzog, "and I'm here to say that is true!" Hartzog referred to the recent soil samples and pending environmental studies, explaining they are precursory steps to beginning construction. "Progress is being made, all are cooperating; everyone wants this Museum to become a reality sooner than later," emphasized Hartzog. "I fully expect we will be hosting the 2019 AHF annual meeting at the National Army Museum!"

Hartzog also introduced LTG Roger Schultz (USA-Ret.), newly elected President of AHF, and explained his new role with AHF and the Campaign. "In one short month, Roger has proven to be a dynamic leader," said Hartzog. "We are truly fortunate to have Roger to oversee the Museum construction and to direct the Capital Campaign."

Schultz presented the Foundation's 2015 President's Award to retired Army COL Ray Bluhm. Schultz reminded the group that Bluhm co-authored the original AHF ByLaws, guided the qualification for 501(c)(3) status, created the journal of Army history "On Point," and developed the AHF membership programs. "His zeal for finding better ways to make the Foundation and its support of U.S. Army history more creative and fruitful is as unflagging today as it was over two decades ago." Bluhm, completely unaware and honored by his selection for the award, expressed his shock by commenting that he had not been "ambushed and caught by surprise like this since his days in Vietnam."

Ross Perot, businessman and former presidential candidate, was introduced as the recipient of AHF's first "To Make Men Free" award. Hartzog explained that Perot was selected in



SFC Donald Francisco,  
(USA-Ret.) AHF Life Member



COL Bluhm and LTG Schultz

# Annual Meeting

recognition of his life-long example of the Army values of loyalty, duty, respect, selfless service, honor, integrity, and personal courage. Upon receiving the award, Perot spoke of leading the effort to rescue two of his employees who were falsely imprisoned in Iran in 1978. Perot emphasized that he relied on retired Army Special Forces officer, COL Arthur D. “Bull” Simons, to get the job done. “He was the leader,” remarked Perot, “he planned, he put the right people in place in country, he prepared, and he executed the mission.” Perot joked that he did whatever Simons told him to do, even when Perot had to find his own flight from Iran to Turkey while the authorities were looking for him. “The mission was successful and our people were rescued,” exclaimed Perot, “and I thank Army Colonel Arthur Simons.”

GEN Peter W. Chiarelli (USA-Ret.) followed as the evening’s guest speaker. Chiarelli served in the U.S. Army for 40 years and as the 32nd Vice Chief of Staff. Now serving as the Chief Executive Officer of ONE MIND, which is dedicated to benefitting those affected by brain illness and injury, Chiarelli delivered a compelling presentation about brain injury and post traumatic stress disorder in Soldiers throughout history. “It is critical within the professional Army culture and the Army family that we eliminate the stigma that comes with brain injury and mental illness,” emphasized Chiarelli, “and that

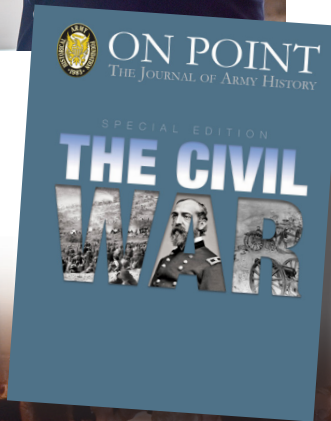


Mr. Perot and GEN Hartzog (above).  
GEN Chiarelli (left).



we support fundamental changes that will radically accelerate the development and implementation of improved diagnostics, treatments, and cures.”

The meeting was adjourned and, in recognition of the Civil War’s sesquicentennial, attendees received a special Civil War edition of “On Point” and a print of Jefferson Chalfant’s 1864 painting, “Rudolph Ellis of Philadelphia as Officer of the Day.”



# On the Road Again!

Summer is near and that means it is time for us to hit the road and share the latest news about the National Museum of the United States Army at several national conventions!

Our first stop was the *AARP Ideas@50+ National Event & Expo* in Miami, Fla. from May 14-16. The AARP event promotes opportunities for attendees to learn, engage, and interact with others who share the same interests and passions. "Exhibiting at the AARP National Event & Expo allows us to reach a variety of people from around the United States who share a passion for history, and a majority of the visitors also have a personal connection to the Army," said Richard Couture, Deputy Executive Director for Donor Marketing. "It's a great audience to reach to help us spread the word about the National Army Museum campaign."

We also will exhibit this summer at the national conventions for the Veterans of Foreign Wars and the American Legion, as well as the Army 10-Miler Expo and the Association of the United States Army Annual Meeting and Exposition in October.



Richard Couture and Beth Schultz Seaman at the AARP event in May 2015.

According to Schultz Seaman, all of these conventions are an excellent opportunity for us to share the campaign message and make personal connections with people who have an interest in the Army and its Soldiers. "It's energizing to interact with Soldiers who are currently serving, and with those who served at an earlier time in their life," Couture remarked. "Their message is always clear, 'we must get this Museum built!'"

## How Your Retirement Assets Can Support the Museum

When you support The Army Historical Foundation and the Capital Campaign for the National Museum of the United States Army, you also open the doors for millions of visitors to learn about the founding of our nation and more than 240 years of our Army's history.



Supporting the Museum through planned giving expands your philanthropic capacity by making a "cashless" gift now, which will benefit the National Army Museum in the future.

One of the easiest ways to make a planned gift to the National Army Museum is by donating retirement assets to The Army Historical Foundation (AHF). Such a gift allows you to maintain your quality of life and continue to provide for your family without changing your will. Also, designating AHF as a beneficiary of your 401K plan, or a different retirement plan, could save your estate income tax. You can reduce or eliminate the income tax by strategically passing on your assets to a certain type of beneficiary.

### Plan wisely.

***What retirement assets do you have and are they subject to income tax?***

To help reduce the potential income tax burden, consider naming individual recipients for assets that have tax-free income, such as a Roth IRA. Conversely, selecting a tax-exempt public charity like AHF is a good match for assets that are subject to income tax. AHF can withdraw pre-tax monies from Traditional IRAs and 401(k)s, without paying income taxes.

### Avoid probate.

***Have you designated a beneficiary?***

If an IRA or similar retirement account has designated beneficiaries, the assets will pass directly to those beneficiaries without going through probate.

Also, if you have already included AHF in your estate plans, please let us know so we can thank you and welcome you into our *Legacy Society*!

### Contact Us!

For more information about planned giving and the *Legacy Society*, please contact Rachel Hartmann at (314) 495-6121 or [rachel.hartmann@armyhistory.org](mailto:rachel.hartmann@armyhistory.org).

*Editor's Note: Information in this article and on The Army Historical Foundation's website is not intended as legal, tax, or investment advice. For such advice, we recommend consulting your attorney, tax professional, or investment professional.*

# Feeding a Hungry Army

Not surprisingly, feeding troops has always been a major issue for the U.S. Army. On November 4, 1775, the Second Continental Congress established a standard Army ration, which, on paper, consisted of set amounts of meat or salted fish, bread, peas, milk, spruce beer, and rum. Though this ration was quite generous for the time, the hardships of war took their toll on the ease of continually providing food for mass amounts of men. Soldiers were often left with little more than bread and whatever meat could be found. Dr. Benjamin Rush, Surgeon General of the Middle Department of the Continental Army, noted that sickness caused by malnutrition claimed more Soldiers' lives than British bullets or bayonets.

By the beginning of the Civil War, Congress, hoping to provide a better diet for Soldiers than what was consumed by troops in the Revolutionary War, authorized an increase in garrison rations. One important change to the rations was the introduction of coffee, which replaced rum. Throughout the Civil War, and beyond, coffee would remain a key ingredient to keeping the troops moving.

By World War I, the Army had made noticeable progress in the practice of feeding troops. Three specific types of rations were introduced at this time: the reserve ration, trench ration, and emergency ration. The specialization of different ration types proved to be an important innovation in the process of developing an effective ration system.

The effort to improve rations for American Soldiers will be explored in the National Museum of the United States Army in both the *Army and Society Gallery* and the *Experiential Learning Center*. The research used to develop means for the Army to ensure both preservation of food for extended periods of time and the health of the Soldiers has greatly affected the production of food for civilians as well.

In 1936, the Army established the Quartermaster Subsistence Research and Development Laboratory, which spearheaded further development of Soldier rations. By the time of the United States' entrance into World War II, the D ration, an emergency ration that resembles today's power

*Examples of K rations which were best suited for Soldiers during combat operations. Photo courtesy of The U.S. Army Quartermaster Foundation, Fort Lee, Virginia.*



bars, and the C ration, a meal consisting of meat and bread components, were introduced to the troops. The K ration was also developed and modified prior to and during the war and provided an individual, easy-to-carry ration best suited for combat operations. All three were met with criticism of varying degrees. However, the effort to create a more specialized system of rations to suit the many needs of Soldiers flourished throughout World War II.

During the wars in Korea and Vietnam, rations continued to evolve, but they remained largely based on the C and K rations developed during World War II. After the Vietnam War, the Army launched a program to create better tasting and more nutritious combat rations with longer shelf-lives. The result was the meal-ready-to-eat, or MRE. Developed largely by the Department of Defense Combat Feeding Directorate at Natick Soldier Systems Center in Massachusetts, MREs last up to five years without refrigeration and require no cooking. The options for MREs continue to become more diverse in order to accommodate Soldiers with various dietary restrictions. The introduction of the sandwich as one of the First Strike Rations for Soldiers in Iraq and Afghanistan is a recent and popular addition. As the Army continues to develop and become more specialized, and as nutritional science advances, Soldiers' rations will continue to evolve as well.



*Soldiers from the 338th Engineer Company are served a hot meal at Contingency Operating Location Freedom, Fort McCoy, Wis., as part of a food tasting test. Photo Credit: U.S. Army*

# “Why My Brick”

**W**hile the National Museum of the United States Army Brick Program continues to “pave the way to Army history,” the personal stories related to the bricks are taking the program to a new level of significance. The feature, “Why My Brick,” invites individuals to explain what motivated them to purchase their bricks and also provides a venue to share the stories behind their brick inscriptions.

“Why My Brick” has generated a variety of stories, from families with ancestors who fought in the Civil War to Soldiers who want to remember buddies they have lost on more recent battlefields. One of the Museum’s themes is “every Soldier has a story,” and this program is a perfect vehicle for these stories to be told and preserved.

SFC Hector Inocente Rivas has one of these stories. The story behind Rivas’ brick begins as he escaped war-torn El Salvador, arriving in the U.S. on July 4, 1982. Rivas worked hard, learned English, and became a naturalized citizen. Motivated by the opportunities he had been given, Rivas enlisted in the U.S. Army in 1994, deployed several times, and is now preparing for his retirement. Rivas wrote in his “Why My Brick” testimonial, “I want every American citizen who sees my brick to know that I served my country with honor. ... God Bless the United States of America, home of the brave, land of the free.”

PFC Garrett Kirk dedicated a brick to his high school friend, Cale Clyde Miller, who was killed in action in Afghanistan on May 24, 2012. Kirk wrote of Miller, “Too many times a service member will sacrifice everything for our nation and may be remembered for a few weeks, or a month, but eventually the general public will forget.” By purchasing a brick, Kirk feels he has honored his friend’s sacrifice. “Cale was everybody’s protector (as coined by his mom),” Kirk explained. “He will never be forgotten and it is my hope that we continue to remember all who have sacrificed for us.”



“I want every American citizen who sees my brick to know that I served my country with honor.”

SFC Hector Inocente Rivas



“He will never be forgotten and it is my hope that we continue to remember all who have sacrificed for us.”

PFC Garrett Kirk

## So, tell us.

Who will you honor with a National Army Museum brick and what is your “Why My Brick” story?

For more information on the Army Museum Brick Program and to read more “Why My Brick” stories, visit [armyhistory.org/bricks](http://armyhistory.org/bricks) or call 855-ARMY-BRX.



**BRICK**  
**PROGRAM**  
*Path of Remembrance*

### THE ARMY HISTORICAL FOUNDATION

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