

# FIELDNOTES

*A Common Field One Day, A Field of Honor Forever*



Volume VIII, Issue 1 • Spring 2019

## UPCOMING EVENTS & ACTIVITIES



Wall of Names - Brenda Torrey

## Speaker Series Kicks-Off Summer-Long Programming

Last month, on May 25-26, the Friends of Flight 93 welcomed family members' Ken Nacke and Patrick White to the first of four Speaker Series programs happening this summer. With standing room only, the family members spoke about their loved on, Louis J. "Joey" Nacke, his life growing up, and the events that occurred leading up to, and after, September 11, 2001. The family members also spoke about the creation of the memorial, with Nacke serving on the Flight 93 National Memorial Federal Advisory Commission and White serving on the Flight 93 National Memorial Task Force.

Each program is being filmed and archived for viewing on the Friends' website. Programs take place at 12:00 pm and 2:00 pm on Saturdays, and noon only on Sundays. We hope that our members will join us for future educational programs at the memorial over the next few months, including:

- June 15 & 16 – Family members' Ed Root and Emily Schenkel will share stories on their loved one, flight attendant Lorraine Bay
- July 27-28 – Volunteers-in-Parks will share their unique stories on volunteering at the memorial and the creation of the Ambassadors
- August 17 – Paul McNulty, President of Grove City College, who served as the lead prosecutor in the Zacarias Moussaoui trial, and eventually went on to serve as deputy attorney general under George W. Bush

### Welcome New Members!

#### December

Deborah Brooks, Joseph L. Holt, Cheryl J. Peckenpaugh, and Jeffrey L. Shoemaker

#### January

Tom Green, Kenneth Hanula, and Patricia A. Hudson

#### March

John Bonaroti, Jill M. Carson, Donna-lyn Gerhart, Marianna Hazel, Beverly Kohlhoff, Eric Matvey, and Eric Oliver

#### April

Diane M. Berni

#### May

Hilda Sossong, Paul S. Garrard, Lori Grinko, William A. Ecker III

# Transitioning the Direct Mail Program to the Friends

The Friends of Flight 93 have taken over a major direct mail program from the National Park Foundation (NPF) to run on behalf of Flight 93 National Memorial. NPF has run the direct mail program since 2005, which has generated millions of dollars in revenue to the memorial over the past 18 years, which includes fundraising to support capital construction projects to complete the original memorial design, as well as grants to the memorial to support the Tower of Voices construction, September 11 Observance events, and various other projects and needs.

Transitioning the direct mail program to the Friends has been a major undertaking. With the program now in the hands of our organization, we are able to increase our ability to reach wider audiences in telling the story of Flight 93, as well as increase our ability to provide financial support and resources to the memorial.

The messaging will be evolving to move away from supporting bricks and mortar needs, and will include an awareness campaign on membership, volunteer opportunities, educational programming such as distance learning, and special project needs including environmental initiatives, continued educational learning projects like temporary exhibits, and the speaker series and many more goals that were developed after last year's strategic planning session.

The Friends' organization is transitioning with new staff, positions and leadership, thus the direct mail campaign will serve a vital role in increasing our ability to reach a wider audience on the story of Flight 93 and the memorial's impact, as well as enhance our outreach tools with both physical mail pieces and digital marketing.

The Friends served a key role in assisting with the administration of the direct mail program when it was formerly run by NPF, and used our on-site location as a way to assist with donor record management. Donors who contributed to the Flight 93 Memorial Fund from its inception through December of last year are listed in the [Founding Sponsor Registry](#) on the Friends' website. This unique tool allows any individual who has donated through the direct mail campaign to see their name listed as a Founding Sponsor, along with the ability to print a certificate of appreciation in recognition of their support. We hope this online registry serves as additional recognition to the thousands of donors who contributed over the years and helped build Flight 93 National Memorial as we see it today.

As the year progresses, you may see new updates from the Friends' direct mail program in our efforts to continue spreading the story of the 40 passenger and crew members. We hope that we are able to attract new stewards to this memorial, while engaging the former supporters who gave passionately over the years.

*Flight Path at dusk - Brenda Torrey*



# Alternative Break Program - Why It Matters

With the support of the National Park Service and under the umbrella of the Breakaway Program, the Friends were able to support a week-long Alternative Break Program hosted by Flight 93 National Memorial for nine University of Pittsburgh at Johnstown students. The program was supported through Hydration History, an event presented by the Friends of Flight 93, National Western Parks of Pennsylvania (WEPA) and the Johnstown Area Heritage Association. The relaxed, live-skit comedy show is put on by rangers and volunteers to raise money for and bring awareness to WEPA's planned alternative break program which began last April with students from Penn State DuBois University.

This year, from March 10 through March 16, the undergraduate students took part in various service projects across the Western Pennsylvania National Parks, and one state park. The theme of this year's program was "Caring for our Nation's Parks and Public Lands."

Along with performing direct service, the students also received relevant training and educational presentations in an effort to prepare them for, and give context to, how their work assists the park staff and contributes to the visitor experience. Additionally, the students took part in different activities such as a fun night of bowling, as well as more in-depth discussions on diversity and inclusion.

The group spent the week alternating locations throughout the WEPA parks, including work in the clubhouse at Johnstown Flood, trail maintenance and upkeep at Laurel Hill State Park, and a service project at Fort Necessity National Battlefield where the students participated in cutting down brush along the stream in the Great Meadow. On Friday, lunch was provided by Camp Allegheny (which also lodged the students for the week) before an afternoon of team building excersizes with the Friends of Flight 93 board and staff. Furthermore, the students also took part in a social justice, diversity and inclusion seminar mid-week.

The cost of this program to the students was free, making this one of the only programs of its type in the country in which the host site does not solicit a fee from the participating university students. The group completed projects by contributing service in the fields of cultural and natural resources, historical restoration, maintenance, and interpretation. Students who completed the program this year are eligible to receive one credit added to their transcripts from University of Pittsburgh at Johnstown.

Want to see the Alternative Break Program in action? [Check out the video](#) produced by Brenda Torrey to highlight this program!

The Friends of Flight 93 will continue to work with the National Park Service and volunteers to find fun, creative ways to support the Alternative Break Program in the future. If you are interested in sponsoring this program, please contact us!



Alternative Break Program - Brenda Torrey



Alternative Break Program - Brenda Torrey

## Announcement: No Mid-Year Meeting

Next month there will be no mid-year meeting held the first week of June. Instead, the Friends of Flight 93 look forward to planning the annual membership meeting later this year in celebration of our 10<sup>th</sup> anniversary as the official, nonprofit partner of Flight 93 National Memorial.

Traditionally, a mid-year meeting was held on the first Thursday in June so members could come together and learn about the upcoming year's programs, events, memorial news and more.

The National Park Service is working on special projects such as the construction of the Temporary Memorial Trail – new name to be determined soon – however, we felt it more appropriate to plan a special annual meeting for our members.

Details will be announced over the next few months on the annual meeting. Until then, we hope you will join the Friends this summer in flag flying, volunteering, and supporting Flight 93 National Memorial events and programs in whatever way you can.

See you in the fall!

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*Volunteers at Plant a Tree - Brenda Torrey*

### Stay Connected!

#### Facebook

Friends of Flight 93 National Memorial (Friends)

#### Twitter

@FriendsFlight93 (Friends)

#### Instagram

@flight93\_nps (NPS)

#### YouTube

Flight 93 National Memorial (NPS)



*Tower of Voices from Reforestation Planting Plots - Brenda Torrey*