

KEEP THE
SPIRIT
OF '45
ALIVE!

LEADERSHIP WEEKEND

2014 National Spirit of '45 Campaign

February 14-16, 2014

San Diego , CA

HONORING THE GREATEST GENERATION



WWW.SPIRITOF45.ORG





**...salutes the men and women
of the World War II generation
for preserving freedom
and making history.**

www.history.com

WELCOME TO SAN DIEGO!

In August 2010, Congress unanimously voted in favor of a national "Spirit of '45 Day" honoring the legacy of the men and women who were the "ordinary heroes" of the World War II generation.

"Spirit of '45 Day" is now observed in hundreds of communities throughout America on the second Sunday in every August, aligning with the anniversary of August 14, 1945 - the day President Harry S. Truman announced that World War II was over - the Greatest Generation's Greatest Day.

On that day, as the world rejoiced at the news that the most destructive war in history had ended, the United States assumed the leadership for laying the foundations for a better future for its children and their children's children, for former friend and foe alike. Life magazine published an iconic photo of a joyous sailor kissing a nurse in New York's Times Square that has become the symbol of "Spirit of '45 Day," calling the year 1945 "the hinge of history" as a new world was born and with it a new America.

Every town and city has a story of August 14, 1945 to tell. The surviving members of the generation that endured the difficult times of the Great Depression, achieved victory in WWII, and then went on to rebuild the world, are now departing, but the memory of their extraordinary achievements lives on in the family histories of their descendants. "Spirit of '45 Day" provides us an opportunity to remind us of their courage, shared sacrifice, and commitment to service so that their example of national unity and community can inspire future generations of Americans, especially our nation's youth.

Each year, a select group of individuals, representing organizations that have a commitment to preserving the story of the Greatest Generation, are invited to come to San Diego during second week in February to share their experience and ideas for continuing to build public awareness and participation in "Spirit of '45 Day."

This year, 100 participants representing more than 200 organizations have come together from 33 states to discuss how to continue to build on the momentum of the past three years as we prepare to commemorate the 70th anniversary of the end of WWII with a national celebration on the weekend of August 14 - 15 -16, 2015.

We are pleased that Michael Learned, Emmy winning star of "The Waltons," will be joining us to kick off the 2014 Keep the Spirit of '45 Alive! national campaign. The daughter of a WWII Army veteran who remembers well the day the war ended on August 14, 1945, Michael will be encouraging families and youth to participate in the events and activities that are being planned to commemorate the 70th Anniversary next year.

"Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has"



FEBRUARY 14-16, 2014 | San Diego, CA

111TH UNITED STATES CONGRESS CONCURRENT RESOLUTION 226

Whereas on August 14, 1945, the people of the United States received word of the end of World War II;

Whereas on that day, people in the United States and around the world greeted the news of the Allies' noble victory with joyous celebration, humility, and spiritual reflection;

Whereas the victory marked the culmination of an unprecedented national effort that defeated the forces of aggression, brought freedom to subjugated nations, and ended the horrors of the Holocaust;

Whereas these historic accomplishments were achieved through the collective service and personal sacrifice of the people of the United States, both those who served in uniform and those who supported them on the home front;

Whereas more than 400,000 Americans gave their lives in service to their country during World War II;

Whereas, August 14, 1945, marked not only the end of the war, but also the beginning of an unprecedented era of rebuilding in which the United States led the effort to restore the shattered nations of the Allies and their enemies alike and to create institutions to work towards a more peaceful global community;

Whereas the men and women of the World War II generation created an array of organizations and institutions during the postwar era which helped to strengthen American democracy by promoting civic engagement, volunteerism, and service to community and country;

Whereas the courage, dedication, self-sacrifice, and compassion of the World War II generation have inspired subsequent generations in the United States Armed Forces, including the men and women currently in service in Iraq, Afghanistan, and around the world;

Whereas the entire World War II generation, military and civilian alike, has provided a model of unity and community that serves as a source of inspiration for current and future generations of Americans to come together to work for the continued betterment of the United States and the world; and

Whereas the second Sunday in August has been proposed "Spirit of '45 Day" to commemorate the anniversary of the end of World War II on August 14, 1945:

Now, therefore, be it

Resolved by the House of Representatives (the Senate concurring), That Congress supports the observance of "Spirit of '45 Day".

Passed the House of Representatives July 26, 2010; Passed the Senate August 5, 2010

ELECTED OFFICIALS RALLY TO SUPPORT SPIRIT OF '45 DAY



Sen. Susan Collins (ME) led the bipartisan coalition that introduced Spirit of '45 Day in the Congress in 2010. Joining her as co-sponsors were Sen. Dan Inouye (HI) and Sen. Frank Lautenberg (NJ) the last two WWII veterans to serve in the Senate. Inouye and Lautenberg were honored for their service to their nation during Spirit of '45 Day on August 11, 2013.



WWII War Bride Joy Beebe and daughter Barbara Jensen look on as Governor John Kitzhaber signs legislation making Spirit of '45 Day a permanent annual state day in Oregon



Iowa Governor Terry Branstad presents Spirit of '45 Day proclamation to National Spokesman Jerry Yellin, who flew the final combat mission of WWII on August 14, 1945.

THE 70TH ANNIVERSARY OF THE END OF WORLD WAR II A VISION FOR AUGUST 14-15-16, 2015

Several high visibility events and activities to commemorate the 70th anniversary of the end of WWII are being planned for 2015.

Some examples of projects already under way that will be discussed during this year's Conference include:

WWII Army Legacy – The Military Vehicles Preservation Association is organizing a cross country convoy WWof WWII military and '40's vehicles will travel from Washington, DC to San Diego in September – October 2015

WWII Airpower Legacy – A coalition led by the Chennault Aviation Museum, the Air Force Association, the Commemorative Air Force, the EAA War Birds of America and other groups is inviting owners of WWII vintage aircraft to participate in a nationwide flyover on August 14-15-16, 2015, weekend

WWII Seaborne Services Legacy – Special events are being planned at each of the more than 40 WWII ships and wreath layings at all Navy memorials, including the US Navy Memorial's network of "Lone Sailor" and "Homecoming" statues.

WWII Home Front – programs that remind the public of the role played by those who supported those who served:

- Friday, August 14, 2015 - Joint Times Square – San Diego celebration
- Saturday, August 15, 2015 – National virtual "Salute to America's Greatest Generation" featuring entertainers born between 1938 and 1950.
- Sunday, August 16, 2016 – Cross country wreath laying ceremony in communities from the East Coast to Hawaii, beginning at the National WWII Memorial and ending at the Punchbowl National Cemetery. (Discussions are underway with the American Battle Monuments Commission to include ceremonies at its cemeteries in the Philippines and Europe.)

Participating members of the "Keep the Spirit of '45 Alive!" collaborative are recruiting the additional organizations and individuals who share an interest in assuring that this historic commemorative effort has the maximum impact, including corporate partners that can provide funding and other resources to publicize and implement a successful 70th anniversary.



United States Department of the Interior

NATIONAL PARK SERVICE
1849 C Street, N.W.
Washington, D.C. 20240

Fj

Mr. Warren Hegg
Spirit of 45

Dear Warren,

As you know, I will not be able to attend the wonderful event in San Diego this year. Believe me, if there were anyway possible for me to be there, it would be there to celebrate with you.

What you and your organization are doing to engage young people in history is truly remarkable. Those of us who have toiled in the vineyards for years to keep the importance of our history front and center for Americans, think that what you have done and are doing to interest youth—by channeling their fascination with digital technology into learning about history—is truly remarkable. I also know from talking to many veterans that connecting the next generation with the "Greatest Generation" is an incredibly important experience for them as well.

Please know that while I am not able to be there in person, I am with you in spirit this weekend.

Sincerely,

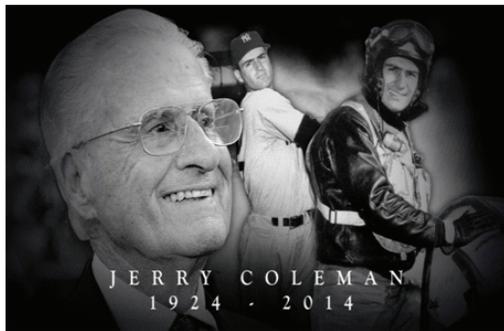
Robert K. Sutton, Ph.D.
Chief Historian, National Park Service



KEEP THE
SPIRIT
OF '45
ALIVE!

FEBRUARY 14-16, 2014 | San Diego, CA





San Diego lost one of its most beloved citizens early this year when Jerry Coleman passed away on January 6, at the age of 89.

Jerry was one of the first to support the “Keep the Spirit of ‘45 Alive!” campaign, joining fellow WWII veterans Ernie Borgnine and Tony Curtis as a national spokesman in January 2010, and representing Spirit of ‘45 Day in the National Veterans Day Parade in New York City later that year.

Jerry spent 71 years as a professional ballplayer and broadcaster, and served as a Marine pilot in both World War II and the Korean War, flying a total of 120 missions and earning two Distinguished Flying Crosses. On hearing the news of Jerry’s passing, Commissioner Bud Selig issued the following statement:

“Jerry Coleman was a hero and a role model to myself and countless others in the game of baseball. He had a memorable, multifaceted career in the National Pastime -- as an All-Star during the great Yankees’ dynasty from 1949-1953, a manager and, for more than a half-century, a beloved broadcaster for the San Diego Padres.”

“But above all, Jerry’s decorated service to our country in both World War II and Korea made him an integral part of the greatest generation. He was a true friend whose counsel I valued greatly. Major League Baseball began its support of Welcome Back Veterans to honor the vibrant legacy of heroes like Jerry Coleman. Our entire sport mourns the loss of this fine gentleman...”

All of us who had the honor and privilege of knowing Jerry will always miss his good humor, wit and positive outlook on life. He will always be with us in Deep Spirit on the annual day that he did so much to make a reality.



THANK YOU MAJOR LEAGUE BASEBALL
FOR KEEPING THE SPIRIT OF ‘45
ALIVE IN AMERICA!



The San Jose Giants are the first Minor League team to begin observing Spirit of ‘45 Day to remind their fans of professional baseball’s WWII heritage!



FEBRUARY 14-16, 2014 | San Diego, CA

PROGRAM AGENDA

Thursday, February 13

- 1:00 PM Registration open in lobby of Sofia Hotel
5:30 – 7:00 PM Pre-conference “Meet & Greet” at Chase Building

Friday, February 14

- 8:00 AM Trolley service to Hall of Champions in Balboa Park
- 9:00 AM Welcome & Introductions
- “Mac” McLaughlin, RADM USN (Ret), President & CEO, USS Midway Museum
 - Stu Hedley, Pearl Harbor Survivor Association – San Diego
 - Nathan Fletcher, Senior Director, Corporate Development, Qualcomm
 - Jerry Yellin, Spirit of '45 Day national spokesman
- 9:45 AM Break
- 10:00 AM Current Building Blocks
- 10:45 AM Break
- 11:00 AM Keeping the Spirit of '45 ALIVE!
- Noon Lunch
- 1:00 PM Ideation sessions focusing on signature initiatives
- Air Power (Nationwide flyover)
 - Army (Cross country convoy)
 - Seaborne Services
 - Home Front
 - o Times Square – San Diego media event
 - o Spiritfest (e.g. Queen Mary, Las Vegas)
 - o International Tribute (wreath laying ceremonies)
- 5:00 PM Trolley service to Sofia Hotel
- Evening Free time to continue discussions/Valentines Day

CONFERENCE PRESENTING SPONSOR



8 | FEBRUARY 14-16, 2014 | San Diego, CA



Saturday, February 15

- 8:00 AM Trolley service to Veterans Museum in Balboa Park
- 9:AM – Noon Continue to discuss Friday’s projects and strategies
- o Communications strategies
 - o Sharing resources
 - o Project-by-Project Sponsorship acquisition
- Noon Lunch
- 1:00 PM Strategies for engaging youth, families and the public
- 3:00 PM Michael Learned
- 4:00 PM Trolley to Sofia Hotel
- 6:00 PM Trolley to Berkeley
- 7:00 – 9PM Spiritfest on the Berkeley hosted by CareMore
- Swinging Blue Stars
 - Jerry Yellin 90th Birthday Celebration

Sunday, February 16

- 10:00 AM Closing ceremony
Greatest Generation Walk in front of “Times Square Kiss”



PROUD TO HONOR THE WWII LEGACY
OF AMERICAN AIRPOWER

We also wish to thank the following organizations for their support:

Dignity Memorial – Glen Abbey
Hall of Champions
Irvine Properties
Old Town Trolley Company
Sofia Hotel



FEBRUARY 14-16, 2014 | San Diego, CA

9



We are delighted to participate with Keep the Spirit of '45 Alive! in honoring the veterans of WWII



"With this work, I wanted to evoke a time of unity, a time without the divisiveness of today. The moment captured in this work encapsulates the spirit of having fought a successful campaign defending our values." - Seward Johnson (shown center above)

THE SCULPTURE FOUNDATION

2525 MICHIGAN AVE, SUITE A6
SANTA MONICA, CA 90404
t 310.264.2400 f 310.264.2403

info@sculpturefoundation.org
www.sewardjohnson.com
www.sculpturefoundation.org

Unconditional Surrender by Seward Johnson © 2004, 2005 The Sculpture Foundation

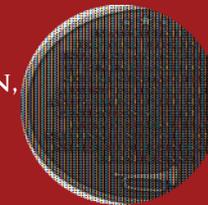


THANKS TO THE CIVIC LEADERS OF SAN DIEGO WHOSE GENEROUS DONATIONS HAVE MADE THE VISION OF A PERMANENT SYMBOL OF SPIRIT OF '45 DAY IN "AMERICA'S FINEST CITY" A REALITY.

Admiral "Mac" McLaughlin, President & CEO, USS Midway
Malin Burhnam, Philanthropist
Douglas F. Manchester, Publisher, U-T San Diego
Jim Slattery, Founder and CEO of Millennium Labs
Tom Sudberry, Chairman of Sudberry Properties
Jeff Bradley, CEO, Sudberry Properties
Bob Wilson, Principal Owner, Fish House Restaurant



ON BEHALF OF ALL THE FAMILIES
OF AMERICA'S GREATEST GENERATION,
WE SALUTE YOU.



Keeping the Spirit of '45 Alive Calendar

Annual Quarterly Events

Each year, we facilitate high profile events to help engage youth and their communities in helping to raise public awareness and participation in the observance of "Spirit of '45 Day" in August.

- **Spirit of '45 National Leaders Conference – February, San Diego**

Organizations that are playing key roles in supporting the observance of "Spirit of '45 Day" meet for intensive working sessions to review progress to date and finalize plans for the coming year. This highly interactive invitation only gathering provides an opportunity to recognize groups and individuals for their outstanding contributions to the national collaborative effort. The Conference concludes with an annual "Spiritfest!" – a celebratory evening of '40's style music and ambiance, and a wreath laying ceremony to honor the members of the Greatest Generation who have passed away during the previous 12 months.



- **Spirit of '45 Memorial Day of Service – May, Washington, DC**

Youth volunteers honor the Americans who made the ultimate sacrifice during WWII by marching in the National Memorial Day Parade with carrying poster sized photos of 400 of the men and women who lost their lives in service to our country. They gather for a briefing at the Navy Memorial, and then proceed with their photos to the steps of the National Archives for a group photo and a performance by members of Bugles Across America, before forming a "Keep the Spirit of '45 Alive!" entry in the nation's largest Memorial Day Parade and marching 10 blocks up Constitution Avenue to the National World War II Memorial where they place red, white and blue carnations in a wreath in front of the Wall of Gold Stars that represents the more than 400,000 who gave their all in defense of freedom.



- **National Spirit of '45 Day Events – August, Washington, DC and New York City**

On the second Sunday in August, a 120 ft "Wall of Honor" is unveiled in Washington, D.C. front of the National World War II Memorial comprised of 1,945 photos of WWII veterans who have passed away during the previous 12 months. At the end of the ceremony, buglers perform "Taps" to begin a chain reaction of hundreds of wreath laying ceremonies from the East Coast to Hawaii at the gravesite of Spirit of '45 Day "founding father" Sen. Dan Inouye.



On August 14 – the anniversary of the "kiss seen around the world" – the photos of couples who were married during the '40's are put into a video collage that Walgreens shows on its jumbo screens in Times Square to honor the men and women who built the families that made America strong in the postwar era and whose children and their children's children will forever be indebted for what they did for their country and the world.



- **Veterans Day Parades – November: NYC, San Diego, etc.**

Hundreds of youth form "Keep the Spirit of '45 Alive!" entries in their local Veterans Day Parade from New York City to San Diego carrying photos of their family's WWII veterans or those from their community. This project is one of the ways to introduce a new generation of young people to "Spirit of '45 Day" and to inspire them to honor the Greatest Generation through service throughout the coming school year.



2013 NATIONAL LEADERS MEDAL RECIPIENTS



Bryan Allison of the Murphy Funeral Home provided outstanding support to Memorial Day and Spirit of '45 Day programs in Washington, DC in 2013, and helped organize a special tribute to Jerry Coleman at the Navy Memorial in January. Bryan represents the nearly 2000 members of the Dignity Memorial network.



The Rhode Island Hospice Veterans Program, led by *Michelle August* of Beacon Hospice (right) organized 18 community events on Spirit of '45 Day, befitting the state that contributed more troops as a percentage of its population than any other during World War II.

Anchors Aweigh!

Keep the Spirit of '45 Alive is proud to be working with the United States Navy Memorial to honor the legacy of those who served in Navy Blue!



70TH ANNIVERSARY OF USS IOWA - 1943-2013



A Message from Jerry Yellin Spirit of '45 Day Spokesman



I am proud to have been asked to be a national spokesman for Spirit of '45 Day and to co-chair the WWII Airpower Legacy project that will commemorate the 70th anniversary of the end of World War II with a nationwide flyover of "war birds" on the weekend of August 15 -16, 2015.

The 70th anniversary of the end of WWII provides an opportunity for all Americans to remember the sacrifices and sense of common duty to one another that is the legacy of the men and women of the WWII generation – the "ordinary heroes" who endured the difficult times of the Great Depression, fought to defend freedom and democracy in WWII and then went on to build a more peaceful world.

This anniversary date has special significance for me: On August 14, 1945, as celebrations of joy and relief were breaking out all over America at the news learned the war had ended, I was flying the last combat mission over the Japanese island of Honshu. My friend, 2nd Lt. Phillip Schlamborg of Brooklyn, NY, who flew with me on the day WWII ended, was killed, making him the last casualty of the most destructive war in history.

In America, it was a day of great national unity and shared community, as our country turned from the terrible work of war to begin to rebuild a better future for the world. The millions of us who served in the war were welcomed home with the G.I. Bill and other programs to ease our transition to civilian life and to start our lives. In an act unprecedented in history, America reached out to both our allies and our former enemies in Europe to help them get back on their feet with the Marshall Plan. These farsighted policies laid the foundations for the creation of the greatest economy in the history of the world.

It was a time when everyone felt connected to each other and had a common duty to make the world a better place, and to assure a better future for ourselves, our children and our children's children. We did not succeed in all the things we set out to achieve, nor were we by any means perfect, but we did our best to leave the world a better place and to try to set an example for those who would follow us, to inspire them to build on what we achieved and to help America become an even greater country.

It is my hope that the events and activities that are being planned for 2015 will assure that this legacy will be sustained and carried forward into the future, to continue to inspire Americans of all ages, especially the youth of our country. This should be our primary mission as together we lay the foundations for keeping the Spirit of '45 alive.



CHIEF OF STAFF
UNITED STATES AIR FORCE
WASHINGTON

FEB 10 2014

Dear Mr. Yellin:

It was an absolute pleasure meeting you last year at the Air Force Association conference. As the proud son of a fighter pilot who, like you, was part of the "Greatest Generation," I'm always honored to spend time with Airmen like you – the heroes who helped win World War II, built an Air Force, and showed us the meaning of words like courage and sacrifice.

As with many who served, your commitment to service has endured well beyond your time in uniform. Thank you for your continued interest in national defense, your support of veterans, and the inspiration you provide our young folks through organizations such as the Spirit of '45, which is now planning events to commemorate the 70th anniversary of the end of World War II. Next year's celebrations will provide an important opportunity to pay tribute to our World War II veterans, but will also shine a spotlight on the heritage that connects America to Airmen, and Airmen to each other.

I truly believe that this heritage we share is a gift. People like you, my dad, and many others gave us that gift. I strive every day to be worthy of it. Thank you for who you are, what you do, and what you stand for. Airpower... the Airmen of '45 built the foundation!

Sincerely,

MARK A. WELSH III
General, USAF
Chief of Staff



FEBRUARY 14-16, 2014 | San Diego, CA



1501 Lee Highway, Arlington, Virginia 22209-1198 (703) 247-5800 www.afa.org
An Independent Nonprofit Aerospace Organization

Jerry Yellin and Bob Friend
Keep the Spirit of '45 Alive!
LL 55 Broad St.
New York, NY 10001

February 3, 2014

Gentlemen:

The Air Force Association (AFA) is proud to support the commemoration of the 70th anniversary of the end of World War II in 2015.

Air power was a decisive factor in assuring victory by the Allies in World War II, and the technologies that were developed during the war fueled the expansion of global aviation in the postwar era and man's exploration of space.

The Association is especially honored to be a partner in the WWII Airpower Legacy Project - a nationwide flyover of WWII aircraft on the weekend of August 15 - 16, 2015 - to pay tribute to the men and women who laid the foundations of the United States Air Force.

We encourage the 100,000 members of the Association who have family who served in uniform and on the Home Front during WWII, to participate in the events both solemn and celebratory that will be taking place throughout the country on this historic weekend.

AFA will engage young people in the 70th anniversary effort by inviting students in middle and high schools throughout America to become the "ordinary heroes" of their generation by participating in our popular educational program that teaches youth how to apply their technology skills to help defend our nation's security.

The Association looks forward to collaborating with other organizations during the coming months, including veterans groups, museums, schools, and others, as together we prepare to celebrate the achievements of America's "Greatest Generation" in 2015, and assure that their legacy of shared sacrifice, service, and national unity will continue to inspire future generations.

Thank you for keeping the Spirit of '45 alive!

Sincerely,


Craig R. McKinley
President



EAA WARBIRDS OF AMERICA
A DIVISION OF EAA
P.O. Box 3006
Oshkosh, WI 54903-0006
www.warbirds-eaa.org
"Keep 'em Flying"

January 17, 2014

Jerry Yellin
3000 West Madison, #313
Fairfield, IA 52556

Dear Jerry,

On behalf of EAA Warbirds of America I would like to thank you for the opportunity to have our President, Harold Cannon, participate in the December 20th kick-off press conference in Monroe, LA. From all reports the event was a great success.

To build on that success, the conference in San Diego sound like a wonderful opportunity to share ideas and plan for the "Keep the Spirit of '45 Alive" events scheduled for August, 2015. Unfortunately, our organization will not be able to participate in the planning session. EAA Warbirds of America has a Board of Directors Meeting and the National Warbird Operators Conference scheduled within a few days of the San Diego event.

Please pass along our best wishes to the planning group and rest assured that we will be rallying our members to participate in the August, 2015 flying activities. We've already started that process by highlighting the "Keep the Spirit of '45 Alive" initiatives in our magazine, on our website, and in our electronic newsletter. Those promotional efforts will continue.

Sincerely,


Bill Fischer, Executive Director
EAA Warbirds of America

"Keep 'em Flying"



CA STATE PARTNER



Caremore in Corona, CA welcomed the Spirit of '45 2013 Southern California Statue tour.



The CareMore and Spirit of '45 team interviewed dozen of members of the WWII Generation for the "1945" documentary.

Remember the Homefront!



Elinor Otto, 93, is the oldest working "Rosie the Riveter" and currently works at Boeing in Long Beach. Ellen chats with talk show host Ellen Degeneres about her war time job.

KEEP THE SPIRIT OF '45 ALIVE!
salutes those who powered the
Arsenal of Democracy!



THIS MEMORIAL DAY...



HONOR AMERICA'S GREATEST GENERATION

Monday, May 30, 2014

Youth (ages 10 - 20) are invited to honor the men and women who gave their lives in defense of freedom during World War II by carrying their photos in the National Memorial Day Parade in Washington, D.C.

At the end of the Parade, the youth will pass in front of the Wall of Gold Stars at the National World War II Memorial and pose for a group photo to document their Memorial Day of Service.

11:00 AM Pre-Parade Briefing US Navy Memorial (Burke Theatre)
701 Pennsylvania NW, Wash. DC (National Archives Metro Station)

12:00 PM Opening Ceremony
Group photo on steps of National Archives
(Bring your own brown bag lunch)

2:00 - 3:00 PM National Memorial Day Parade followed by
wreath laying and performance of "Taps" at National
World War II Memorial



SIGN UP TODAY!

VISIT: WWW.SPIRITOF45.ORG

Jaime Sawatsky | (703) 802-7723 | JBSawatzky@fcps.edu

THIS VETERANS DAY...

Join us in honoring our nation's World War II veterans at local Veterans Day activities across America!



11-11-14



WWII veteran Vince Schoenstein & Kelly Estes, grand-niece of KIA Doolittle Raider Don Fitzmaurice, lead the 2012 Veterans Day Parade in San Jose.



THANK YOU

Walgreens



Walgreens was in Times Square on the day of the historic kiss and is helping to keep the Spirit of the Greatest Generation by honoring them on the anniversary of their greatest day. Walgreens national network of more than 6,000 stores are now being invited to help celebrate Spirit of '45 Day in their community.



Times Square jumbo screen -- Walgreens hosted the Spirit of '45 Couples Event in Times Square on August 14, 2012



Walgreens donated 100 poster of local WWII vets that Girl Scouts carried in the San Diego Veterans Day Parade.



Indy Honor Flight with photo posters donated by their Walgreen's during visit to WWII Memorial in September 2012.

24 | FEBRUARY 14-16, 2014 | San Diego, CA

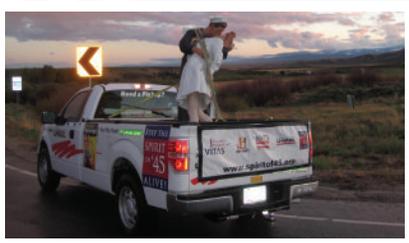


1945—First U-Haul® Trailer Built by Navy Veteran to Satisfy Needs of Returning WWII Vets

Since 1945, U-Haul has been serving the do-it-yourself moving household. Like many other successful ventures, the concept for U-Haul was generated out of need. After World War II, there existed a widespread need for do-it-yourself moving equipment on a one-way, nationwide basis. U-Haul co-founders L.S. "Sam" Shoen and his wife, Anna Mary Carty Shoen, recognized that need and acted upon it. Their visionary approach shared the cost of ownership among many users, facilitating the mobility of the population of the U.S. and Canada. The covered wagon of the pioneers morphed into orange U-Haul trailers. In the process, an industry was born. Today U-Haul proudly sponsors various veterans groups and military support organizations throughout the world.



Memorial Day Parade Wash. D.C.



Colorado 34 Days. 30 States. 10,000 Miles!



Phoenix, AZ U-Haul HQ

U-HAUL WILL BE CELEBRATING ITS OWN 70TH ANNIVERSARY OF IN 2015: THE COMPANY WAS FOUNDED IN 1945 BY WWII NAVY VETERAN SAM SHOEN.

25 | FEBRUARY 14-16, 2014 | San Diego, CA



2014 CONFERENCE PRESENTING SPONSOR



VITAS salutes the Greatest Generation



**They endured the Great Depression.
They preserved our freedom.
They rebuilt a shattered world.**

VITAS is proud to be a member of Keep the Spirit of '45 Alive! , a non-profit, non-partisan grassroots campaign to preserve and promote the legacy of the WWII generation.

Every day, VITAS cares for those who served and preserved our country.

Innovative
Hospice Care®
VITAS®

1.800.93.VITAS • 1.800.938.4827 • VITAS.com