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MEMORANDUM

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\*\*This list is not yet complete as of 11/12/91

To: Veterans Organizations

From: Jan Scruggs, Esq.  
President, Vietnam Veterans Memorial Fund

Subject: Tenth Anniversary Activities

In 1985 after completion of the statues at the Vietnam Veterans Memorial our organization (VVMF) closed down its staff operation. We have continued to exist and provided for the various needs of the Memorial including repairs, insurance, monitoring of a series of hairline cracks, ceremonies and other needs.

This December we have again opened our offices in order to plan a major national commemoration of the Tenth Anniversary of the Vietnam Veterans Memorial. I am joined by Desert Storm veteran Colonel Bill Chester of the U.S. Air Force Reserve in putting together this event. The major purposes are to continue to heal the wounds of our nation and honor the veterans of Vietnam as we commemorate this extraordinary Memorial.

The major events planned are outlined in the attached document and are perhaps best summarized by the words "Remembrance and Reflection." Unlike the National Salute to Vietnam Veterans in 1982 there will be no parade down Constitution Avenue. Ten years ago, we saw a need for such a display in order for Vietnam veterans to get recognition. Since 1982 we have been recognized and honored by parades and monuments throughout the United States.

The Tenth Anniversary will be more of a time of sober reflection than was our 1982 celebration of the National Salute to Vietnam Veterans. This, however, does not mean that the event will not be a wonderful time. The Tenth Anniversary will be the largest gathering ever of Vietnam veterans and their families. Reunions, receptions and companionship will make 1992 a historic time to remember.

We encourage your organization to begin planning your reunion and to inform your membership of the attached information immediately. Please let VVMF know of your plans.



Vietnam Veterans Memorial Fund, Inc.

815 Fifteenth St., NW, Suite 601, Washington, D.C. 20005 (202) 393-0090 Fax (202) 393-0029



## REMEMBRANCE AND REFLECTION

### The Tenth Anniversary of the Vietnam Veterans Memorial

#### HEALING A NATIONS WOUNDS

Plans are now underway for a historic celebration commemorating the Tenth Anniversary of the Vietnam Veterans Memorial. A major organizational and fundraising effort is ongoing. Significant financial support for the effort has been received from Service Corporation International and the Prudential Insurance Company of America.

#### Background

America's experience in Vietnam was the most divisive event in our nation's history with the exception of the War Between the States. Plans to have the names of those who died in a place of honor in Washington began in 1979. The Memorial was the idea of Jan C Scruggs, a former infantry corporal in Vietnam. It was also hoped that the effort would provide a symbol of reconciliation and unity after the divisive experience of Vietnam. Indeed some of the Memorial's supporters were leading opponents of the war in Vietnam such as George McGovern and Father Theodore Hesburgh.

The Memorial was dedicated in 1982 during a four day National Salute to Vietnam Veterans. Veterans came from all fifty states for reunions, a parade, seminars and other activities. These activities were organized and administered by the Vietnam Veterans Memorial Fund (VVMF), the organization authorized by Congress to build the Memorial.

Since 1982 the Vietnam Veterans Memorial has become the nation's most visited Memorial. The design is recognized internationally as a great architectural triumph. The Memorial is maintained by the National Park Service. The VVMF provides funds for repairs, renovations, addition of names, insurance, ceremonies and other assistance as needed.

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CELEBRATE THE HEALING

Vietnam Veterans Memorial Fund, Inc.

815 Fifteenth St., NW, Suite 601, Washington, D.C. 20005 (202) 393-0090

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The Hon. Joseph C. Zengerle\*

\*Served in Vietnam

\*\*This list is not yet complete  
as of 11/22/91

During the summer of 1991 the Board of Directors of the Vietnam Veterans Memorial Fund decided to make plans to commemorate the Memorial's Tenth Anniversary. A series of seminars and other activities are planned to involve the entire nation in 1992. The entire effort will culminate in a major celebration to be held in Washington D.C. November 7 through November 11, 1992. A central goal is the healing of a nations wounds which continue after the difficult experience of Vietnam.

### The Need For The Tenth Anniversary

November 1992 provides a unique opportunity- arguably the last - to bring about a meaningful event to help the nation learn and heal from the Vietnam War. There are no other anniversaries, historical dates, or other occasions for America to again focus its attention on the legacy of Vietnam. The only other date possibly providing such an opportunity comes too late and is arguably not cause for much celebration or reflection- April in the year 2000 is the 25th Anniversary of the Fall of Saigon.

It is felt that the activities surrounding the Tenth Anniversary will show Vietnam veterans in a light not often seen by the public. The veterans of the Vietnam War are now becoming leaders in the nation's political, business and cultural life. Vietnam veterans will reach out to all whose lives were affected by the war during this celebration which includes activities for involvement by those who opposed U.S. policy and conduct of the Vietnam War.

### Public Relations and Fundraising Counsel

The internationally renowned public relations firm of Fleishman-Hillard has been retained by VVMF to publicize activities associated with the Tenth Anniversary. O'Dell Roper Simms has been retained to assist in raising the budgetary requirements for the events.

### Advisory Board

An Advisory Board of prominent individuals has been assembled. The Board Chairman is Charles Hagel, former President of the U.S.O. Other advisors are prominent in the world of law, veterans affairs and corporate America.

### Plans for The Tenth Anniversary

The Tenth Anniversary is being planned and organized by the Vietnam Veterans Memorial Fund. The VVMF along with its Advisory Board are planning a series of events to be held in commemoration of the Tenth Anniversary. The number of events will necessarily be limited by funding, but plans include the following:

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## 1- Educational Seminars

Education is a central component of the Tenth Anniversary. A series of seminars will be held throughout 1992 and will add to our knowledge of Vietnam's legacies while helping to build momentum and a dignified image for the November activities.

Some Examples of the Cultural/ Educational Seminars:

- \* Art and the Vietnam Era: From Berkeley to Khe Sahn
- \* Vietnam Veteran Authors: Have We Told the Story?
- \* Defeat in Vietnam: The Effects on America's Officer Corps.
  
- \* Vietnam: It's Legacies for Modern Medicine
- \* From Vietnam to Desert Storm- Should A Line Be Drawn Limiting the Media...And Who Draws It?
- \* Music of the 1960's- The War's Most Enduring Legacy?
- \* Afro, Asian and Hispanic Americans: The Psychological and Social Effects of their Exposure to Combat.
- \* An Anthropological and Psychological Analysis of the Vietnam Veterans Memorial's Impact.
- \* Vietnam- Does This War Still Affect U.S. Foreign Policy?

## 2- Music of the 1960's

A shared experience for the generation of the 1960's is the great music from that era. The 1960s spawned musical genius which endures today and appears to have a timeless quality.

We plan a major concert either on the Mall in Washington DC or in a facility such as the Capitol Center featuring some of the great bands from the 1960's. We are attempting to gain support and funding from a major network or HBO to broadcast the concert live from Washington DC.

We see the concert as a significant vehicle to bring the message of healing, hope and the resilience of the American people to the country as a whole. Plans are to have as many of the actual groups from the 1960's as possible take an active part in this musical event. If our plans are successful, this concert will be broadcast live nationwide.

## 3- Reading of the Names

We plan to read the names of all 58,000 war casualties at the site of the Vietnam Veterans Memorial. We shall attempt to get prominent Americans such as General William Westmoreland and George McGovern to take part in this activity. In 1982 VVMF arranged the reading of the names at the National Cathedral in Washington.

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#### 4- Educational activities

Plans call for materials to be distributed to high school civics classes and colleges to stimulate discussion of the Vietnam War's history and current impact on America. The materials we hope to generate include a poster and study guide.

#### 5- Veterans Reunions

Veterans of the Vietnam War will be in Washington DC for reunions, music and other activities taking place between November 7 and November 11, 1992. We expect this to be the largest ever gathering of Vietnam veterans and their families.

#### 6- Religious Activities

VVMF plans to contact the clergy of all different faiths in order to encourage sermons and similar activities in America's churches and synagogues looking at the progress in healing our nation's wounds.

#### 7- The Ceremony

The events will culminate on Veterans Day 1992. We expect that President George Bush will deliver the keynote address. Coincidentally coming just a few days after the presidential election, the events will serve also to help the nations wounds to heal after a divisive political contest. Prominent Americans will take part in the ceremony and in the activities leading up to this important event.

#### Concluding Thoughts

The Tenth Anniversary Celebration is being planned and organized by a group of experienced and talented professionals who are volunteering their time. A small staff, led by Jan Scruggs, will carry out the needed tasks. VVMF's Washington offices are now fully operational. On December 23, 1991 the Tenth Anniversary Advisory Committee had a very successful meeting with President Bush.

VVMF can implement significant ideas as needed for the Tenth Anniversary. We project a budget of One to Two Million Dollars. This amount will be raised from Corporations and Foundations. Just as the Memorial was built with private donations, so too will this historic event be done without government funding.

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