

*Marching towards Victory*  
**THE NATIONAL WWII MUSEUM**  
2009 Annual Report



## *Mission Statement*

The National World War II Museum tells the story of the American Experience in *the war that changed the world* – why it was fought, how it was won, and what it means today – so that all generations will understand the price of freedom and be inspired by what they learn.





VICTORY MA



PORTERS



Victory

Keep 'em Smiling



VICTORY



D. A. Tegner  
S. S. "Lindabury"  
Soo, Mich.



KEEP 'EM  
PULLING FOR  
VICTORY



# THE NATIONAL WORLD WAR II MUSEUM

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## A Letter from the Chairman



When I accepted the gavel as the new chair of the board of trustees from former chairman, Governor Pete Wilson, I knew that I had some big shoes to fill. Pete's devotion to the Museum, with the support of his lovely wife Gayle, was made evident time and time again during his tenure with initiatives in distance learning, his tireless work on behalf of the ongoing Road to Victory capital campaign and his personal commitment to advocacy in Washington, D.C. on behalf of the Museum. As an esteemed governor and U.S. senator, Pete has played a monumental role in moving this institution forward. I want to thank him for his past service and make sure he knows how grateful we all are for his continued dedication as a member of the board.

As the son of a World War II veteran, the Museum holds a special place in my heart. But as we find ourselves getting further and further away from that pivotal era of our nation's history, fewer young people will have the privilege of knowing one of the heroes firsthand. That is why it is imperative that the Museum not only continue to expand and explore all areas of this global conflict, but also find ways to embed the story of World War II in the hearts and minds of future generations.

In fiscal year 2009, I was privileged to participate in a nationwide research initiative undertaken by the Museum, partnering with industry leading Edge Research, to better understand the relationship that different generations have with the war and how to best reach out to them. The result was a report that will guide the Museum forward for years to come with ideas that will allow us to fulfill our mission in new ways, some traditional, and some very new, exciting and creative.

No amount of outreach will be effective, however, until every American knows that there is a Museum in New Orleans that tells the story of World War II and the sacrifice and service of their fathers and grandfathers, mothers and grandmothers and all other Americans who were a part of the war effort. That is why we have continually increased our marketing efforts leading up to our November 2009 Grand Opening. Through the countless national news stories of the past year, we have only begun to shine the light on this precious national treasure.

We also increased our advocacy efforts on state and federal levels, garnering major bipartisan support from our elected officials. These efforts were crucial in securing the funding to move forward with our expansion in the coming years.

I look forward to continuing to serve you as your chairman as we work on all fronts to grow the Museum in size, awareness, reputation and educational impact. I thank all of you for your invaluable support, and with fiscal year 2010 off to a record-breaking start, I look forward to delivering more good news about your Museum in the future.

Sincerely,

Philip G. Satre  
Chairman of the Board of Trustees



*On November 6, 2009, trustees, donors, government officials and Museum stakeholders cut the ribbon to officially open the Solomon Victory Theater, Stage Door Canteen and American Sector restaurant. Thousands attended the full weekend of events.*





## A Letter from the President

On November 6, 2009, The National World War II Museum celebrated one of our proudest days, the Grand Opening of the Solomon Victory Theater, the Stage Door Canteen and the American Sector restaurant. Thousands looked on as we cut the ribbon, including hundreds of World War II veterans who walked the red carpet to be seated in a place of honor for the ceremony. Thousands more joined us online as part of a live webcast of the events. But those who were with us on that day are but a small portion of the hundreds of thousands of members, donors and supporters who have stood with us since we first opened the Museum on June 6, 2000.

Fiscal year 2009 was a year of building for us, in a physical sense. But we have been building something much larger than Stephen Ambrose's original vision for The National D-Day Museum in 1990. Were he still with us today, he would be so pleased and amazed to see our progress. And he would be grateful, as am I, for all of you who have joined us on this great American journey. But we still have more to do, and very little time to do it.

It is our goal to complete the expanded Museum campus by 2015, not just because we feel that the world needs to remember the lessons and values of World War II, but because we do not want to miss the opportunity to thank our World War II veterans who are still with us. And while important to honor their history, it is more important to show them how this Museum honors those who did not make it back. Now, as we prepare to begin construction of the United States Freedom Pavilion and the Campaigns Pavilion over the next two years, this urgency carries us forward.

In 2009, the Museum continued to expand its New Orleans campus just as we extended our resources to the nation. Through Distance Learning, our Science and Technology website, free lesson plans, our affiliation with National History Day and grassroots programs like *Knit Your Bit* and *Kitchen Memories*, we carry our mission beyond the walls of the Museum to people of all ages. And these are only a few of the successful programs launched this past year. Thanks to the work of our Educations, Collections and Exhibits and Research Services staff, I know we will continue to reach more and more people who are not able to visit us here in New Orleans.

I also want to give special thanks to our 130,000 national members for their continued dedication in 2009. While it was a year of economic uncertainty for our country, Museum members went above and beyond to increase their support, many in spite of their own financial circumstances. We heard again and again that preserving this epic part of our nation's history was just too important.

Finally, I would like to thank all of our volunteers, trustees, donors and staff who made this landmark year so memorable. I am continually inspired by all of you. In 2010, I look forward to continuing our growth as a world-class Museum that honors the Greatest Generation while inspiring generations to come. As Rosie the Riveter, that icon of WWII productivity said, "We can do it!" I have every confidence that we will.

Sincerely,

Dr. Gordon H. "Nick" Mueller  
President and CEO





The Stage Door Canteen was inspired by the wartime venues founded by the American Theatre Wing.



TG Solomon served in the Pacific Theater in World War II.



Solomon at the Grand Opening celebration with actor Tom Hanks and Museum President and CEO, Nick Mueller.



The American Sector features a menu by James Beard Award-winning chef, John Besh.

Right: Beyond All Boundaries uses cutting-edge effects for an immersive experience.

## CAPITAL CAMPAIGN



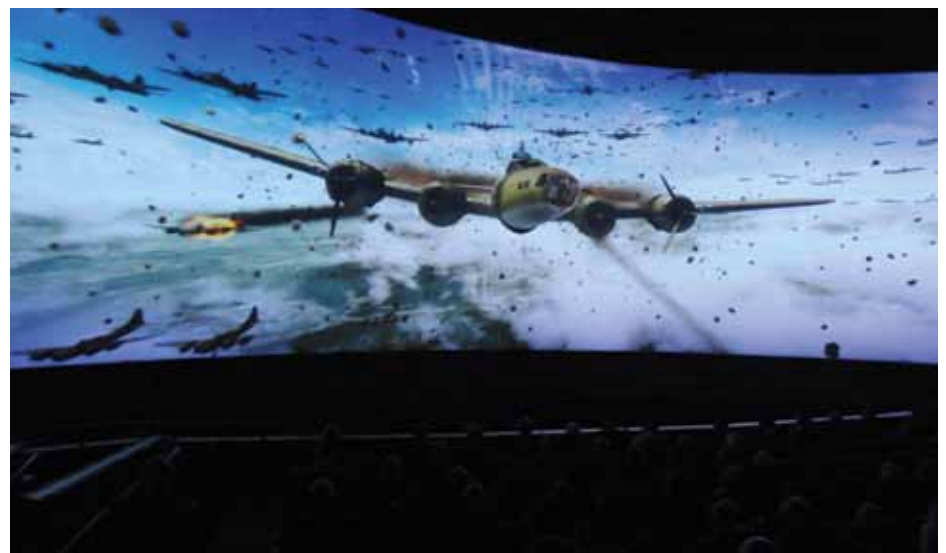
In November 2009, The National World War II Museum dedicated three new venues on our campus that have opened to rave reviews. The first is the multi-sensory Solomon Victory Theater, featuring *Beyond All Boundaries*, a 4-D cinematic experience created by Phil Hettema and executive producer Tom Hanks, which portrays the epic story of World War II in a dramatic and memorable production. The second venue, the Stage Door Canteen, is a live performance venue that features a light-hearted song and dance revue of music of the WWII years, as well as the Museum's own Victory Belles. The final addition is our American Sector restaurant, created by master chef, John Besh, which explores a fusion of New Orleans food with 1940s era culinary offerings in a delightful manner.

All of these new venues have the same goal: to provide audiences of all ages with a new way of understanding and experiencing the war years. Reaching out to the next generation, is a focal point of our mission and requires the utilization of new technologies, along with more familiar ways of teaching and learning. These new attractions convey the values and strength of the American Spirit in meaningful new ways.

Funding for the new Solomon Victory Theater was led by a monumental gift from TG and Doris Solomon and their family. TG, a long-time member of the Museum's Board of Trustees, is a World War II veteran who served in the Pacific. His highly successful career in developing and building movie theaters helped to inspire him to make the lead gift of \$5.5 million to name the Museum's Solomon Victory Theater, the home of *Beyond All Boundaries*, our signature cinematic experience.

The year included many other significant and generous gifts from donors of all levels. We are especially grateful to our board of trustees, who led a challenge beginning in the June 2009 board meeting that brought over \$12 million to the Museum over the next six months. This momentum helped to boost our national advocacy efforts with members of the US Congress, the State of Louisiana and donors all over the world.

This past year, the Museum's *Road to Victory* Campaign reached a wonderful milestone, with over \$50 million raised from private funders since our efforts began in 2004. Each of our generous donors is helping to build a place where future generations will always remember the courage and valor of the American men and women who won World War II.





# ROAD TO VICTORY

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The Doris and T. G. Solomon Family

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The United States Government  
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### *Special Partners*

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Mr. Steven Spielberg  
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# THE RAYMOND E. MASON, JR. DISTINGUISHED LECTURE SERIES ON WORLD WAR II

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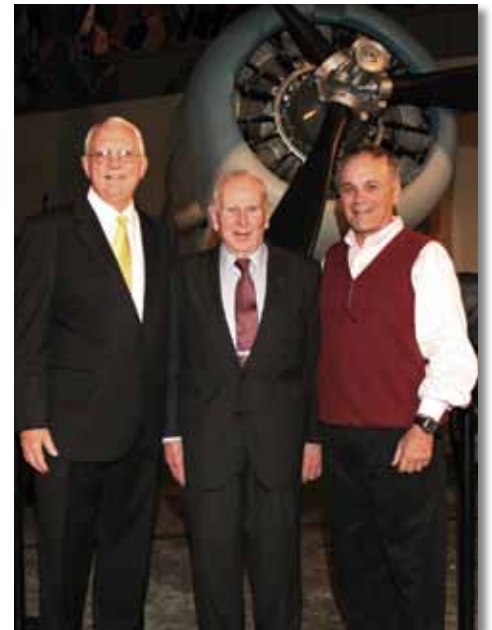


In fiscal year 2009, The National World War II Museum built upon its growing reputation for world-class exhibits, lectures and events that brought veterans and scholars together to educate and enlighten a diverse array of audiences.

**The Mason Lecture Series** kicked off in November 2008 with an inaugural presentation by Former Chairman of the Joint Chiefs of Staff, General John “Jack” Vessey. This series continues to bring in high-caliber speakers and growing crowds. Additional presenters in fiscal year 2009 included Tom Brokaw, Alex Kershaw, Carlo D’Este, Rick Atkinson, Donald L. Miller and a multicultural veterans panel in honor of the exhibition *Fighting for Democracy, Who is the “We” in “We the People”?*



*Tom Brokaw at the Mason Lecture Series, December 2008*



*Nick Mueller, Jack Vessey and Ray Mason at the inaugural Mason Lecture in November 2008.*

## *Additional Lectures*

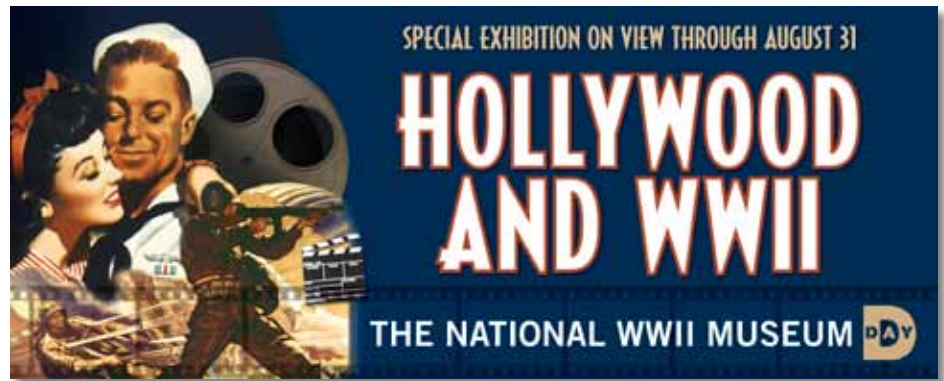
Our twice monthly **Lunchbox Lectures** included free, hour-long presentations on a wide array of World War II topics from specific battles and equipment to the role of Hollywood in the war and the effects on the Civil rights movement.

**Lagniappe Lectures** and **Meet the Author** events allowed Museum guests to increase their knowledge of the war and meet both established and burgeoning authors in the field. Noteworthy presenters included Senator George McGovern and Patricia Gaffney-Kindig with the American WWII Orphans Network, who gave an emotional and uplifting account of her quest to bury the father she never knew.



## CHANGING EXHIBITS

*Real to Reel: Hollywood and WWII*  
April 10 – August 31, 2008



*Real to Reel focused on the role of Hollywood in WWII and the effect that the war had on the film industry.*

*Lives Remembered: Photographs of a Small Town in Poland 1897-1939*  
Sponsored by  
AT&T Real Yellow Pages  
September 27, 2008 -  
January 11, 2009



*Lives Remembered offered a poignant glimpse of a community lost to the Holocaust.*

*Fighting for Democracy, Who is the "We" in "We the People"?*  
A traveling exhibit  
from the Japanese American  
National Museum  
Sponsored by Chevron  
February 8 – May 17, 2009



*Fighting for Democracy focused on seven young men and women who fought for freedom both at home and abroad.*

*June 1944: One Month in the War That Changed the World*  
Sponsored by Veolia Transportation  
and Environmental Services  
June 6 – October 4, 2009



*June 44 highlighted a landmark month in the war which included the liberation of Rome, Normandy, Saipan, the Philippine Sea, the signing of the GI Bill and more.*

# COLLECTIONS

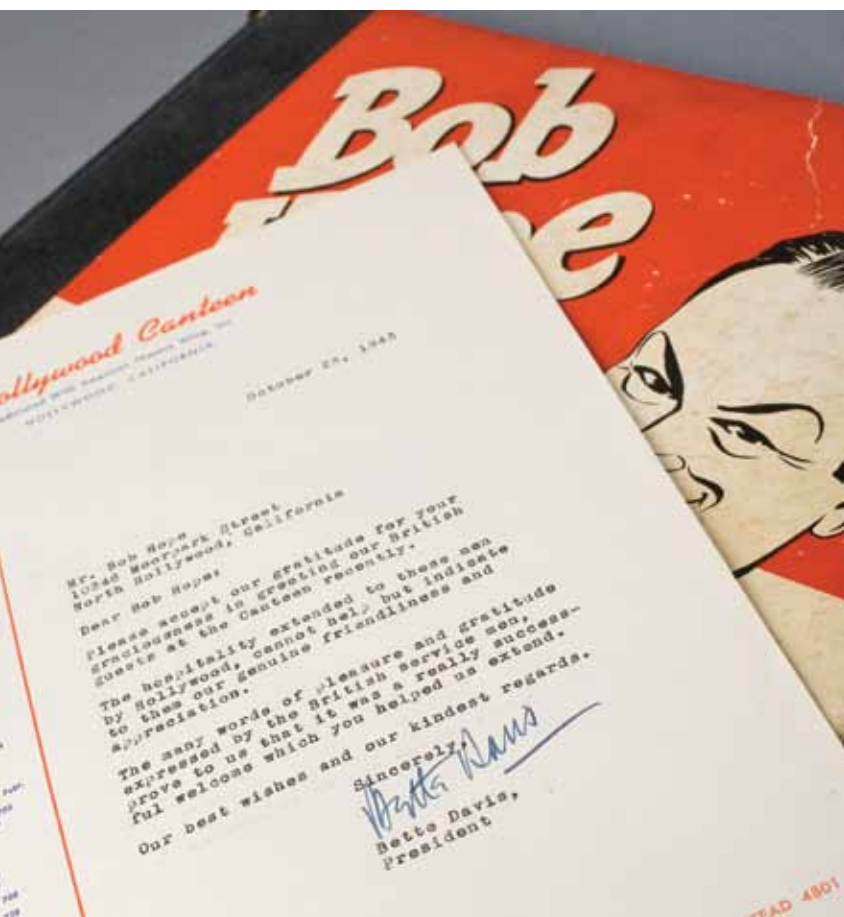
The Museum's Collections and Exhibits and Research Services departments have the daunting task of collecting the artifacts and oral histories that will tell the story of World War II for generations to come. This ongoing quest has taken Museum staff across the country, even around the world. Here are just a few exciting acquisitions from 2009.

## Artifacts

Even though the Museum has not broken ground for the planned Liberation, Campaigns and U.S. Freedom Pavilions, staff have been hard at work building the exhibits for these spaces for many years. Fiscal year 2009 included a number of exciting acquisitions that will reside in the expanded exhibits, helping to tell countless stories of the war to Museum visitors. Here is a selection of some of the items accepted into the Museum collection this year.

*Below: Bette Davis penned this letter to Bob Hope on Hollywood Canteen stationery, thanking him for donating his time.*

*Below right: This doll was modified to represent Chef Joseph Milani, the food director for the Hollywood Canteen, known for having the celebrity volunteers sign his chef's jacket.*



## Entertaining the Troops

Inspired by the addition of the Stage Door Canteen and the needs of future exhibits, the Museum acquired a number of items that centered around entertaining the troops. The effort to maintain morale on the Home Front and in the field was an invaluable part of the war effort. Artifacts included items from the Stage Door Canteen and Hollywood Canteen, costumes and musical instruments from USO shows and art created by servicemen to pass the time during lulls in combat.



## Bf 109

This German Messerschmitt faces off against its old adversary, the British Spitfire, in the Louisiana Memorial Pavilion. The aircraft was constructed from salvaged parts of other Bf 109s, original parts located at former factories and carefully replicated replacements.



## SBD Dauntless

On loan from the National Naval Aviation Museum in Pensacola, FL, this SBD Dauntless saw action at Guadalcanal and was assigned to the USS *Enterprise* before returning stateside. It was lost in Lake Michigan during a training exercise and remained there until 1990 when it was recovered and restored by the US Navy. The aircraft will remain on display in the Museum until another Dauntless, also recovered from Lake Michigan, can be restored for exhibit.



## Behind the Lines Tours

In 2009, the Collections and Exhibits department launched a new VIP tour that allows visitors the chance to upgrade their Museum experience. So far over 200 guests have gone “behind the lines” to put on white gloves and handle select artifacts, climb inside the Sherman tank and other hands-on activities. Curators lead this three-hour tour through the Museum’s vault and large artifact storage areas.

*Above: Robert Covell poses with the Museum’s Sherman tank as part of a Behind the Lines Tour.*

*Above left: The Bf 109, assembled by Messerschmitt in the 1930s, was one of the first of the modern fighters and one of the most significant aircraft of the war.*

*Left: The Museum is currently sponsoring the restoration of another SBD Dauntless that will replace the one currently on loan from the National Naval Aviation Museum.*



## *Oral Histories*

According to Veterans Administration statistics, the number of living World War II veterans will slip below 2 million in the coming year. Compared to the 16 million Americans that participated in the war, this number has continued to drive our urgent mission to gather as many invaluable oral histories as possible. To date, the Museum has collected over 3,500 priceless personal accounts from every branch of service and theater of operations, from the battle front to the Home Front, including men and women of all races, even some who fought for the Axis powers.

In fiscal year 2009, Museum historians were able to record 407 video accounts in high definition, representing vets from 36 states. This collection will not only be available to future researchers, but also play a prominent role in future exhibitions and the Museum expansion. Here are just a few of the veterans they spoke with in 2009.

### *Jesus Gonzalez* – Vancouver, Canada

Gonzalez grew up in Manila during the war. His older brother was a member of the Filipino Resistance who was later captured and executed by the Japanese. Prior to that, Jesus and his brother assisted in the escape of US Marine Captain James Carrington from Bilibad Prison in Manila. Jesus and his brother aided Carrington in his escape by putting him in their horse-drawn cart and evading Japanese guards until Carrington was able to join the guerillas in the Filipino jungles.

### *Jim Goodrich* – Iwo Jima, Japan/Enid, OK

Goodrich enlisted in the US Marines in 1942 at the age of sixteen. Assigned to the 2<sup>nd</sup> Marine Division, Goodrich first saw action at Guadalcanal and later at the bloody battle of Tarawa. His tour complete, Goodrich was sent home to the US where he was picked up by the 5<sup>th</sup> Marine Division and assigned as cadre for the new division, slated to land on Iwo Jima in February 1945. Goodrich landed on Iwo Jima in the first wave with the 27<sup>th</sup> Marines as a machine gunner. He was ultimately wounded on the 20<sup>th</sup> day of the battle by machine gun rounds to the stomach. While on a trip to Iwo Jima, Museum staff met Mr. Goodrich and documented his first return to the island since the battle in 1945. A formal oral history was later conducted at Goodrich's home in Enid, Oklahoma.

### *Edward LaPorta* – Smyrna, GA

LaPorta served in the 1<sup>st</sup> Armored Division, 6<sup>th</sup> Armored Infantry Regt, G Co. He was involved in the invasion of Oran, captured at Kasserine Pass and carried a man 85 miles from one POW camp to another just so the man could get back to the states and meet his daughter.

### *Karl Mann* – Yardley, PA

Mann served with the 45<sup>th</sup> Infantry Division, 157<sup>th</sup> Infantry Regiment, HQ Company from the invasion of Anzio until the end of the war. After the Vosges Mountain campaign Mann was recruited by Colonel Felix Sparks to act as Sparks' German interpreter. He was with Sparks at every moment including the liberation of the Dachau Concentration Camp. Mann and Sparks were among the first Americans to enter the camp and find the infamous "Death Train" and liberate the tortured and emaciated victims of Nazi barbarity.



*Ted Paluch survived the infamous Malmedy Massacre, an atrocity that galvanized troops fighting in the Battle of the Bulge.*



### *Ted Paluch* – Philadelphia, PA

Paluch served with the 285<sup>th</sup> Field Artillery Observation Battalion from its activation in the United States until the end of the war in Europe. On the morning of December 17, 1944, Paluch and the 285<sup>th</sup> were in a column heading towards the Belgian town of Malmedy when they were attacked by elements of Kampfgruppe Peiper. The small column was quickly overwhelmed and Paluch was taken prisoner. Germans began to fire into the crowd of American POWs and many were killed. Wounded, Paluch managed to escape, one of the few survivors of the infamous Malmedy Massacre.

### *William Pena* – Houston, TX

Pena enlisted in the US Army in 1942 after completing his college education. He was assigned to the 28<sup>th</sup> Infantry Division where he first saw combat as a platoon leader of an infantry platoon in the Huertgen Forest. While in the Huertgen, Pena lost more than half of his platoon to the fierce fighting. While serving in the Colmar Pocket in 1945, Pena stepped on a mine and the resulting injury caused him to lose his left leg. He was awarded the Silver Star for gallantry and the Purple Heart.

### *Gunther Rall* – Bad Reichenhall, Germany

Gunther Rall ranks as the third highest scoring fighter ace of all time. He enlisted in the German Luftwaffe in 1938 and first saw action and claimed his first victory as a fighter pilot in JG 52 during the Battle of Britain. Rall went on to serve with JG 52 throughout the war serving on the Eastern Front and on the Western Front in 1944 scoring a grand total of 275 aerial victories. General Rall died in October of 2009.

### *George Sichler* – Los Lunas, NM

Sichler served as a Platoon Sergeant in E Company, 2<sup>nd</sup> Battalion, 157<sup>th</sup> Infantry, 45<sup>th</sup> Infantry Division where he took part in every operation the 45<sup>th</sup> ID was involved in. During his time in the 157<sup>th</sup> Infantry, he saw intense combat in four different countries and was wounded numerous times, three of which were received at Anzio.

### *Veterans of the U.S.S. Laffey (DD-724)*

Several veterans of the famous destroyer *Laffey* were interviewed for inclusion in the Museum's planned Campaigns Pavilion. On April 16, 1945, while on picket duty at Radar Picket Station #1 off Okinawa, the *Laffey* was attacked by no less than 80 Japanese Kamikaze aircraft. In a running battle that lasted almost an hour, the *Laffey* sustained six kamikaze hits and four bomb hits. Through the intrepidity of her gallant crew, the small destroyer remained afloat and managed to shoot down eleven enemy aircraft. The *Laffey* was awarded the Presidential Unit Citation for her actions off Okinawa Radar Picket Station #1 that day.

### *John Wicklund* – Dallas, TX

Wicklund was a member of F Company, 2<sup>nd</sup> Battalion, 382<sup>nd</sup> Infantry, 96<sup>th</sup> Infantry Division. He saw action on the Philippine island of Leyte where he was involved in fierce combat against the Japanese who were occupying the island. Originally assigned to carry the M2 flamethrower, he was reassigned as F Company First Scout after dropping his flamethrower in the swamps just inland from the invasion beach he landed on.



*Gunther Rall later served as an advisor for the US Air Force.*



*Ari Phoutrides was one of the veterans of the U.S.S. Laffey interviewed by the Museum.*



*The U.S.S. Laffey prior to attack.*



*The heavily damaged crew's quarters of the U.S.S. Laffey.*

# EDUCATION

The National World War II Museum not only serves as a tribute to the men and women who won the war, but also as a historical resource for people of all ages and at all levels of understanding. And now the lessons of World War II can be shared regardless of location. These are only a few of the programs that have educated and inspired the public in the last year. See our map on pages 16 and 17 to see what we have been doing to bring the Museum to your state!



*William Cormier from Ridgeview Charter School in Sandy Springs, GA, placed first in the 8<sup>th</sup> Grade category of the Museum's Art Contest.*

## Science and Technology Website

The World War II years ushered in more advances in technology, medicine and other math and science related fields than any other era in history. Now students can explore how these advances affected not only the war, but our lives today, at The Science & Technology of WWII website ([www.ww2sci-tech.org](http://www.ww2sci-tech.org)).

The Museum produced the site as a creative and educational tool for exploring advances in everything from the food we eat to the way we travel to the atomic bomb. The website, as well as a colorful and informative free classroom poster, was made possible in part through funding from the GE Foundation.

Inspired by World War II era designs and themes, the site lets visitors enter a darkroom to discover artifacts from the Museum's science and technology collection, travel a timeline of the Manhattan Project, submit answers to ethical questions about the use of technology in warfare and send a top-secret coded message to friends. Interactive features such as "Ask the Expert" and "Top Ten List" allow students to get feedback to their questions and vote for what they think some of the most important breakthroughs of the war years.

For teachers, the site offers lesson plans investigating radar and sonar technologies and analyzing how the Allies used the moon and tides to plan the D-Day invasion at Normandy. A free classroom poster traces many modern conveniences back to World War II advances in science and technology.

In addition to the teaching tools on the website, The National World War II Museum also offers a Virtual Field Trip videoconference focusing on science and technology in World War II. This is one of many programs available to schools with videoconferencing capabilities.

## National History Day

For the first time since 2004, Louisiana students joined those in 48 other states, and the District of Columbia, in participating in National History Day. The state competition was held at The National World War II Museum in New Orleans on Saturday, May 2, 2009. Students that qualified on a state level competed in National History Day in College Park, MD on June 14 – 19, 2009.



The Museum took on the challenge of sponsoring National History Day in Louisiana and addressing the needs of thousands of National History Day contestants across the country who created World War II-themed projects. The Museum sponsored a prize at National History Day for the best World War II-themed projects in both the Junior and Senior categories.

National History Day, which began in 1974, is the nation's leading educational program for history education in the schools. The program annually draws more than two million participants in grades six through twelve from all over the country. National History Day also provides educational services to students and teachers, including a summer internship program, curricular materials, online resources and annual teacher workshops and training institutes.

## Travel

With behind the scenes access to historic sites, world-renowned historians and the personal accounts of World War II veterans, the Museum's Five Star Tours are the ultimate field trip. These luxury tours allow participants of all ages to literally walk in the footsteps of the Allied forces for an experience that is both educational and emotional.

In 2009, the Museum took groups on the popular Victory in Europe Tour, coinciding with the 65<sup>th</sup> anniversary of D-Day, and a Battle of the Bulge tour.



# PROGRAM SUPPORTERS FY2009

The Museum thanks the following donors whose support makes our exhibits, educational programs, outreach initiatives and commemorative events possible. These generous individuals help us increase understanding of the war that changed the world amongst people of all ages across the country.

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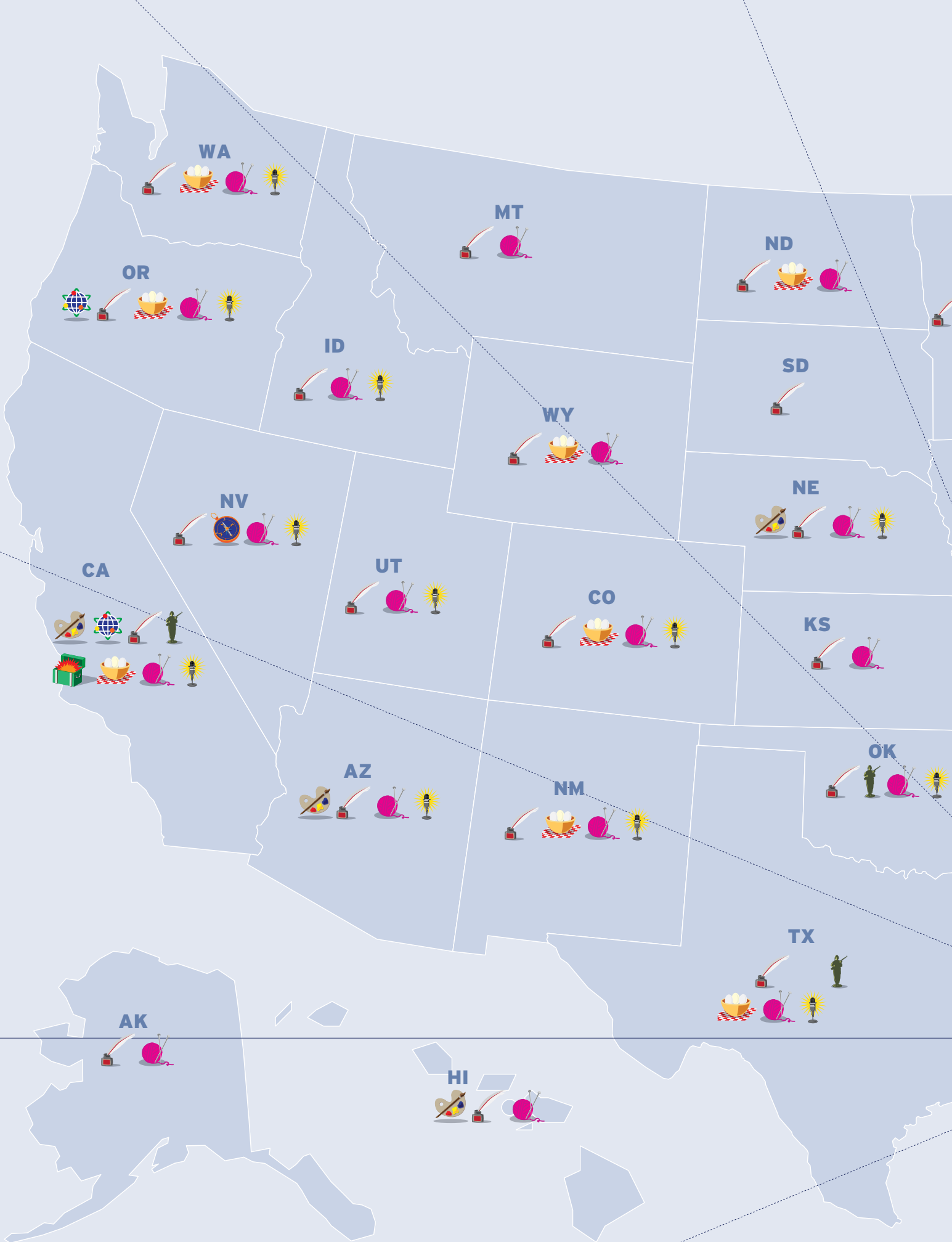
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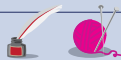
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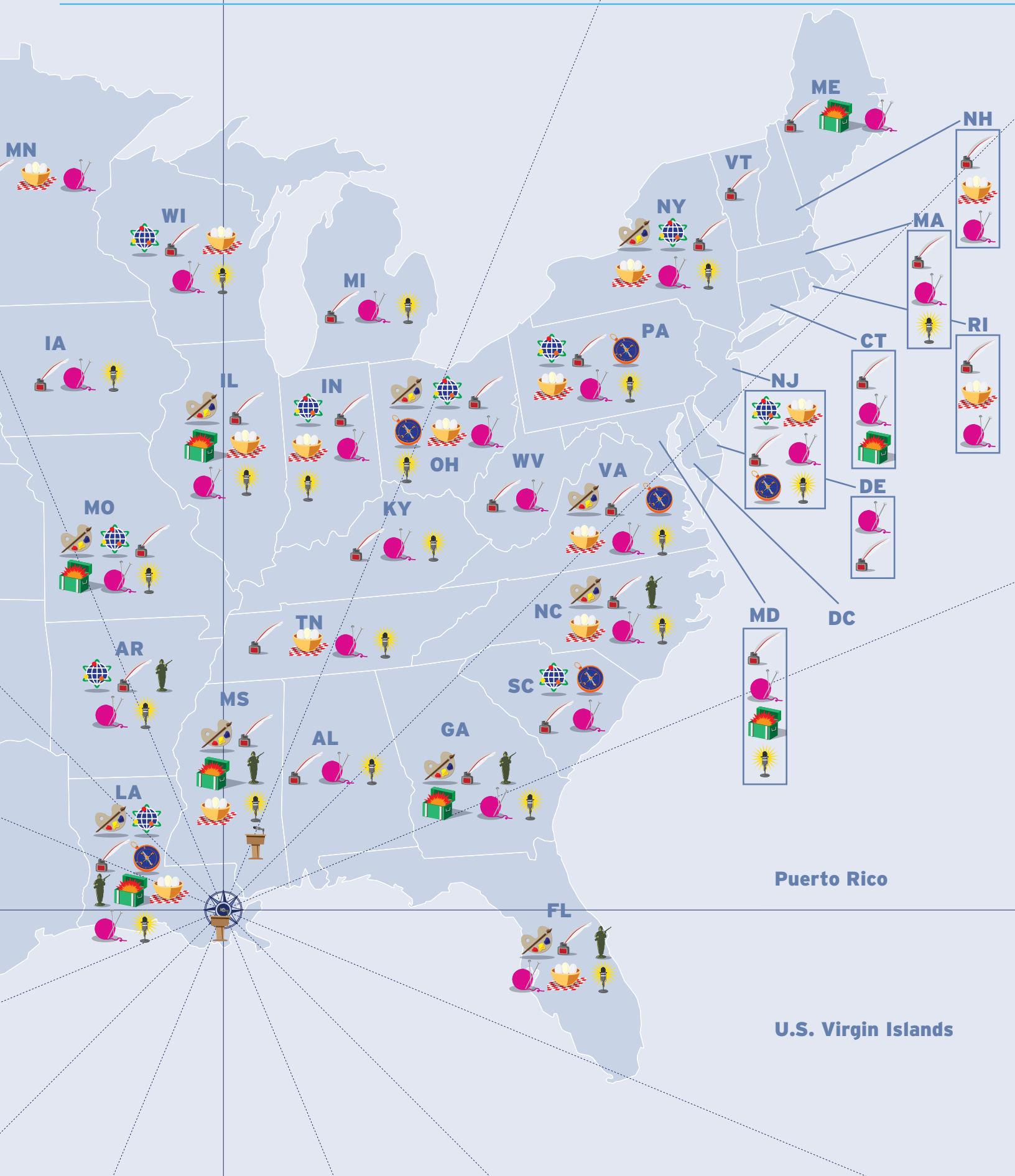


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# FY2009 THE NATIONAL WORLD WAR II MUSEUM IN NEW ORLEANS AND BEYOND



## KEY



**Art Contest** - Middle school students from across the country participated in our annual Student Art Contest. They were asked to create a work of art in conjunction with the exhibit *Fighting for Democracy: Who is the "We" in "We the People?"*



**Distance Learning** - Advances in technology have made it possible for students to take Virtual Field Trips to the Museum. Since the beginning of this program, the Education staff have been able to reach students in several states as well as Canada.



**Essay Contest** - High school students from across the country participated in our annual Student Essay Contest. They were asked to research and write an essay in conjunction with the exhibit *Fighting for Democracy: Who is the "We" in "We the People?"*



**Field trips** - Students travelled from across the region to visit the Museum in New Orleans. Many had the opportunity to tour the exhibits with an actual WWII veteran.



**Heat of Battle** - WWII gamers came from across the country for the Museum's annual Heat of Battle Convention. This educational wargaming event continues to grow each year.



**Operation Footlocker** - Students had the opportunity to experience WWII artifacts first-hand with this travelling collection. Students donned white gloves to handle WWII ration books, magazines and more.



**Kitchen Memories** - The Museum collected hundreds of accounts of food in wartime with this new program. Participants also sent recipes that made do with limited quantities for the greater good.



**Knit Your Bit** - In 2009, the Museum collected over 3,000 hand-knitted scarves from knitters around the globe. These warm symbols of gratitude have been distributed to VA Centers across the U.S.



**Oral History** - The Museum's Research staff are on the road much of the year collecting as many stories of the war as they can. These first-hand accounts have been used in exhibits, Museum film projects and more and will be an invaluable resource to future studies of World War II.



**Speakers Bureau** - Veterans and volunteers travel throughout the region to talk about the Museum and the importance of its mission. They have visited libraries, schools, corporate events, clubs and retirement centers, inspiring everyone in their wake.

## IN NEW ORLEANS

**High School Quiz Bowl** - This student competition focuses on WWII facts, trivia and ideals, like teamwork.

**First Thursday Wargames** - Gamers at all levels meet to discuss educational Wargames and plan future events for the public.

**Lagniappe Lectures** - The Museum regularly hosts historians, authors and veterans for these free lectures.

**Living History Corps** - Once a month, volunteer reenactors explain the uniforms and weapons of the war to Museum visitors.

**Lunchbox Lectures** - On the first and third Thursday of every month, guest speakers and Museum staff offer lectures on a wide array of WWII-related topics.

**The Mason Lecture Series** - This monthly lecture series has featured such distinguished guests as Tom Brokaw, General Jack Vessey, Rick Atkinson and other historians, authors and WWII vets.

**Music at the Museum** - Featuring everything from local musicians to travelling bands from universities and high schools, the Museum takes every opportunity to feature the music of the war years and patriotic standards.

**Sunday Swing** - This popular summer programs includes free dance lessons and music by some of the city's most talented jazz and swing musicians.

**Quiz Nite** - The twice a year Quiz Nite brings WWII buffs from across the region to test their knowledge.



RA

Daily Newspaper of U.S. Armed Forces  
1 Fr.



PARIS EDITION

In the European Theater of Operations  
1 Fr.

Tuesday, May 8, 1945

# THE STARS AND STRIPES

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# MEMBERSHIP

Like many non-profit organizations around the country, The National World War II Museum faced unique economic challenges at the start of the 2009 fiscal year. Yet thanks to the commitment of over 130,000 Charter Members, the Museum received enough operating support to surpass the program's goal for the year.

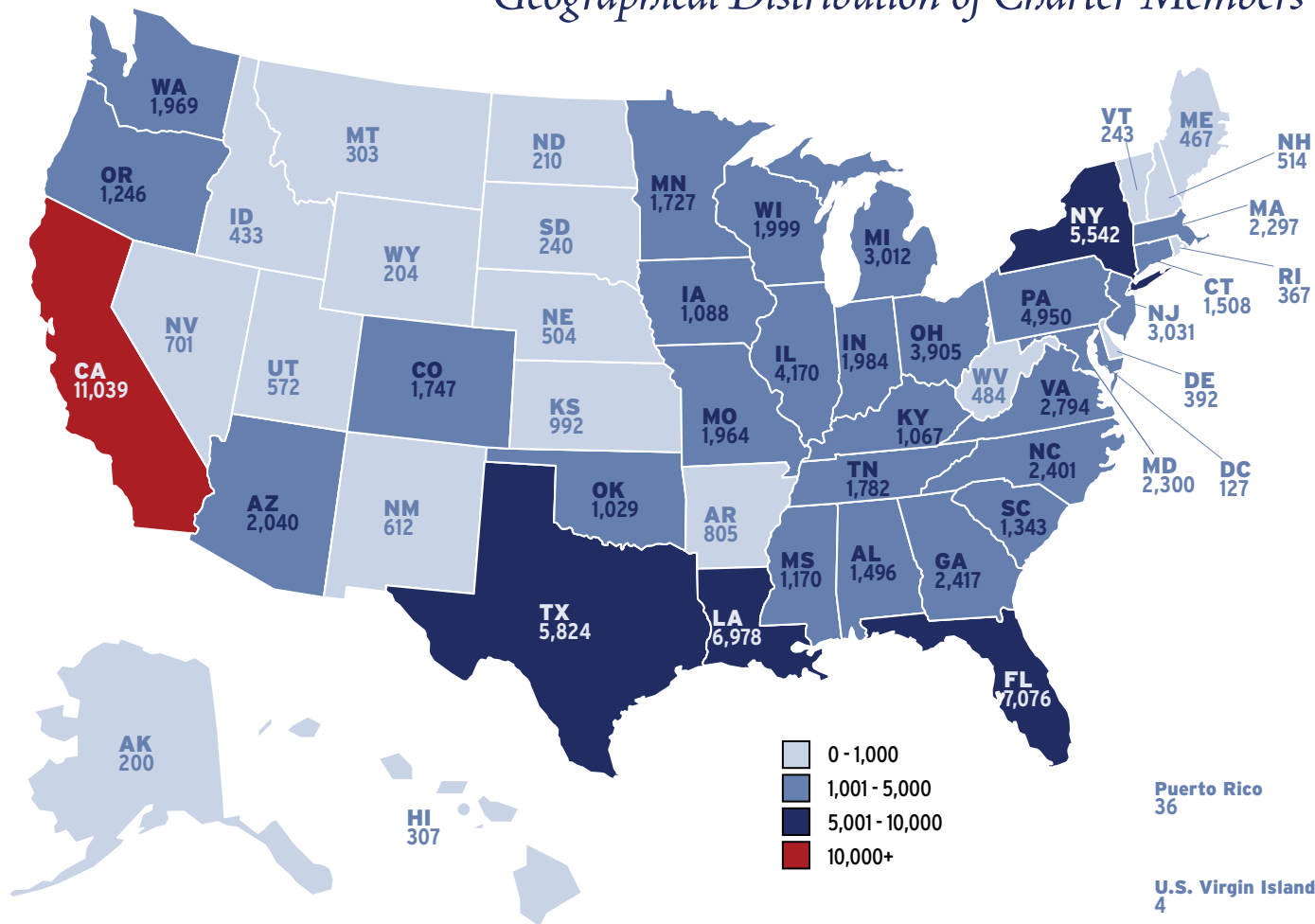
Charter Members' consistent support throughout the 2009 fiscal year allowed the Museum to gain \$5.2 million in gross operating revenue.

This level of support was particularly inspiring because many Members were dealing with the impact of the nation's economic slowdown themselves. Invoking the spirit of teamwork demonstrated by the Greatest Generation during WWII, Charter Members responded to our requests and made a special effort to renew memberships and give additional gifts. By the end of the fiscal year, their collective generosity provided \$689,227 more than the budgeted goal for 2009.

The National World War II Museum is grateful that Charter Members *chose* to continue their support this past year.



*Geographical Distribution of Charter Members*





# PATRIOTS CIRCLE

Like the Charter Members, Patriots Circle members remained committed to the Museum.

Through gifts ranging from \$1,000 to \$10,000, 599 individuals and organizations around the country provided \$942,798 in operational support for the Museum during FY09. Their contributions were a huge help in maintaining the quality of Museum exhibits, while providing valuable resources to collect meaningful artifacts and personal accounts from the WWII era.

While the total gross revenue was down about 10% from FY08's record-setting year, the Museum was greatly encouraged to see that despite the economic climate these high-level members made a special effort to remain engaged with the Museum.

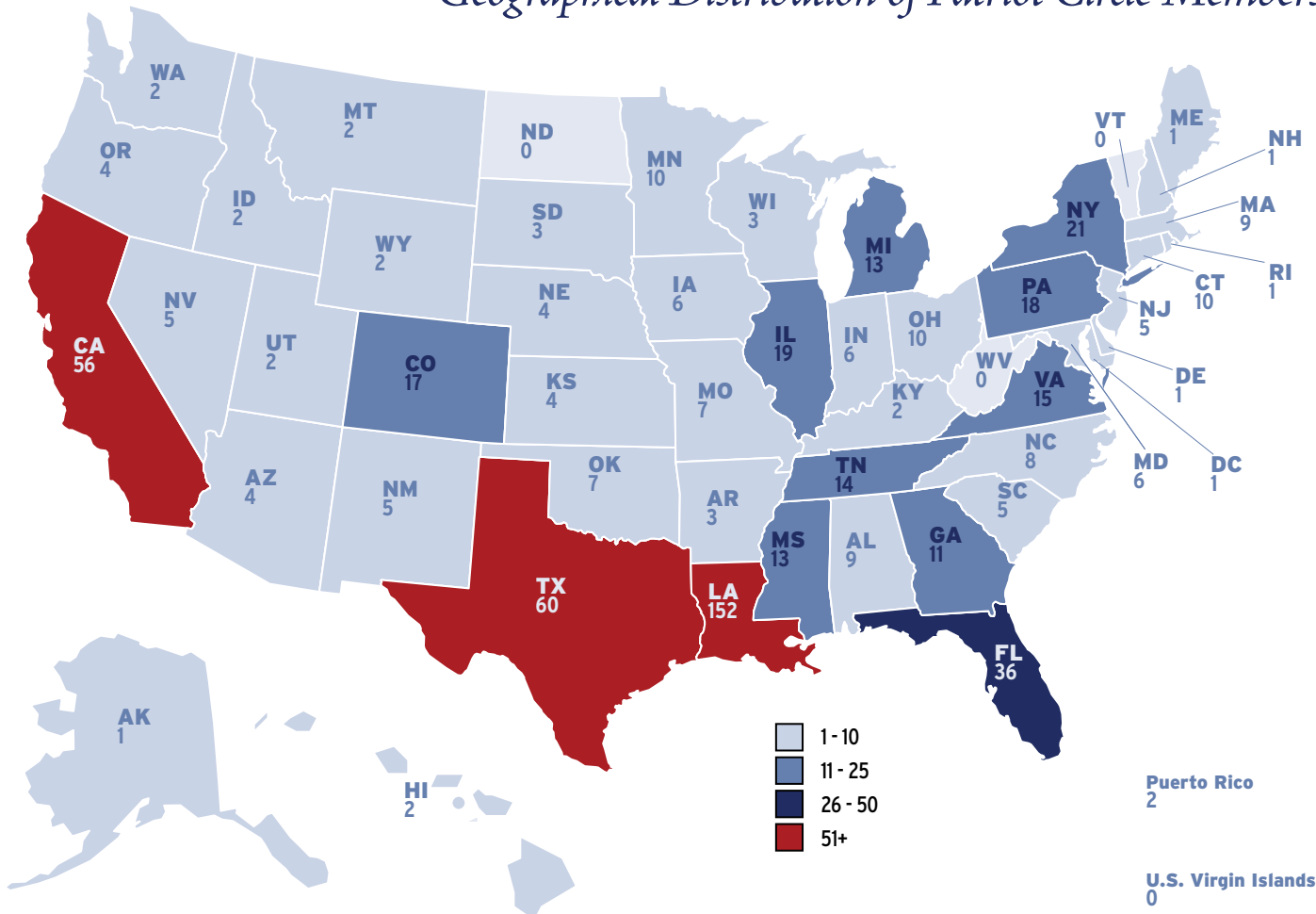
A special thank you goes to the Museum's Board of Trustees. As testament to their support of the mission of The National World War II Museum, Trustees contributed a combined total of \$381,517 to the Patriots Circle during FY09.

Knowing that the leadership of the Museum was willing to contribute their own funds to help the Museum was great encouragement to members when deciding to renew their support.

## Membership Revenue



## Geographical Distribution of Patriot Circle Members



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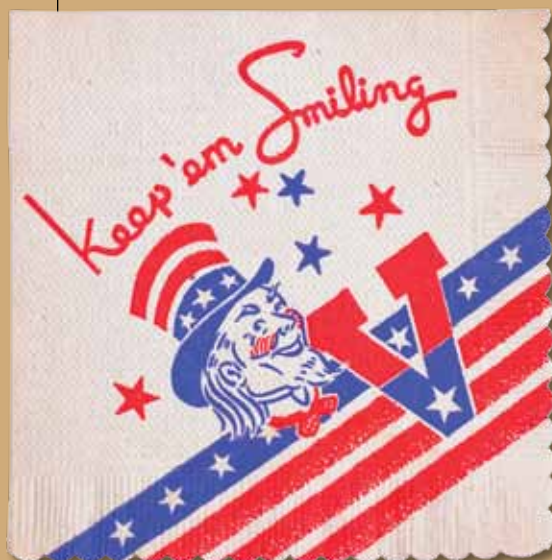
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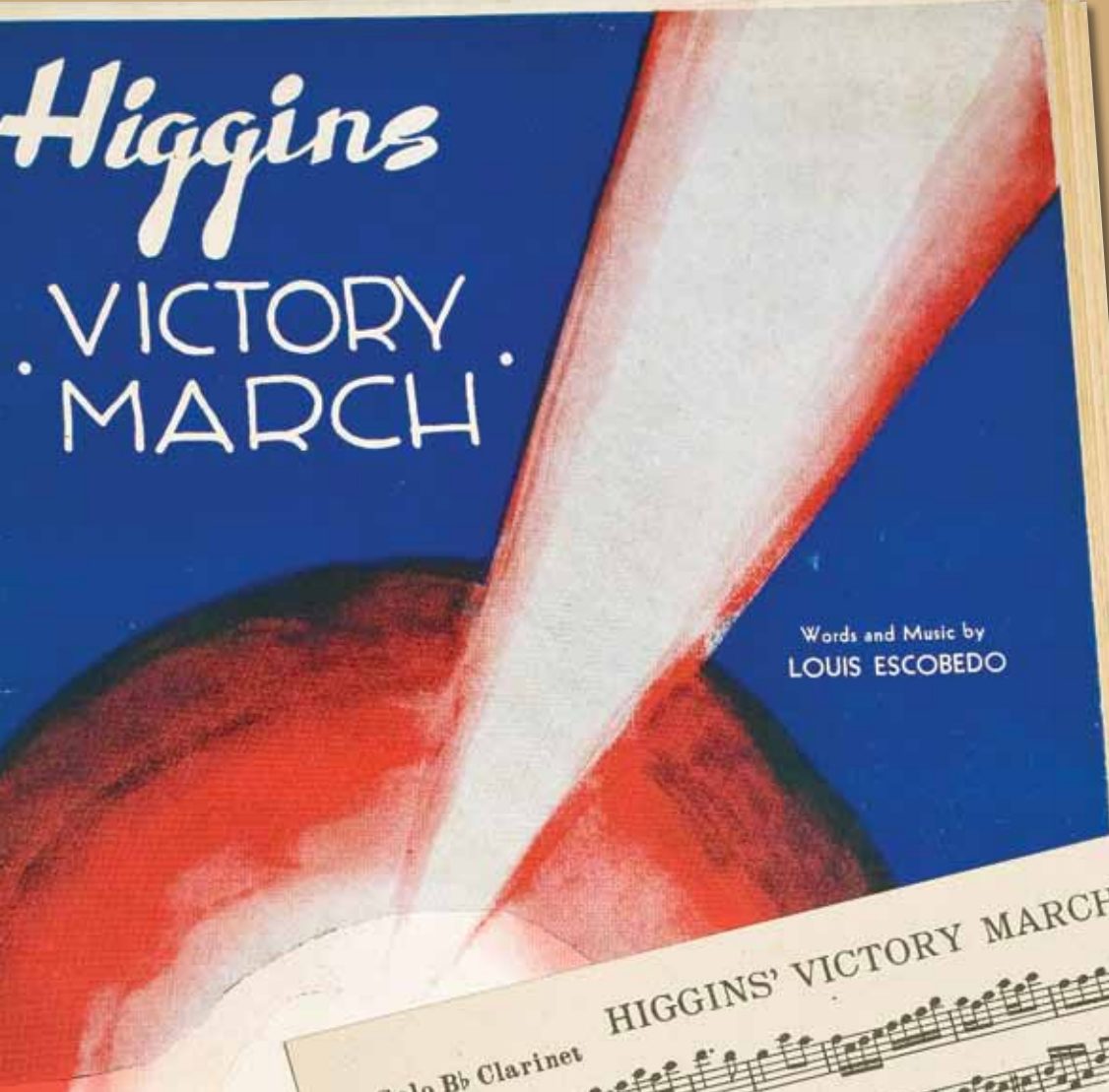
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# LEGACY SOCIETY FY2009

The National World War II Museum's Legacy Society is made up of a very special group of donors who have included the Museum in their estate plans through a bequest, trust or planned gift. In many cases, Legacy Society members receive significant tax advantages as a benefit for their foresight and commitment. But more importantly, these individuals and families are guaranteeing that we can continue to share the inspiring stories of sacrifice from World War II for many years to come. It is an honor to be a part of someone's lasting legacy, and the Museum would like to thank the following Legacy Society members for their generous support.

Anne Anthony \* in memory of  
Robert J. Hanbury

Frank Arian, M.D.

Craig and Lynn Bardell

Jerilyn Batina

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Mrs. Liselotte L. Weil in honor of  
Leo Levy and Ferdinand Levy

Dr. and Mrs. William Wolf

Hank Zachry

And eleven other donors who wish  
to remain anonymous.

\* Deceased

# CONSOLIDATED STATEMENT OF ACTIVITIES AND CHANGES IN NET ASSETS FY2009

The National World War II Museum, Inc. and Subsidiaries  
June 30, 2009  
(with comparative totals for 2008)

	2009			2008 Totals
	Unrestricted	Temporarily Restricted	Permanently Restricted	
Support and Revenues				
Grants	\$ 219,175	\$ 18,039,182		\$ 18,258,357
Contributions:				
Capital Campaign		7,735,483		7,735,483
Endowment			\$ 928,372	928,372
Other	1,064,241	1,064,241		10,269,971
Memberships	5,368,475	5,368,475		5,204,415
Admissions	1,409,074	1,409,074		1,226,393
Facilities and property rental	730,780	730,780		689,260
Sponsored events and conferences	636,997	141,650		778,647
Gift shop	521,567	521,567		634,318
Investment income (loss)	306,906	(29,616)		277,290
Sponsorships	163,250	163,250		55,645
Miscellaneous	4,621	4,621		485,908
Net assets released from restrictions	22,808,569	(22,808,569)		-
Total support and revenues	33,233,655	3,078,130	928,372	37,240,157
Expenses				
Capital Campaign fundraising and other	1,484,488			1,484,488
Fundraising	594,183			594,183
General and administrative	1,373,028			1,373,028
Gift shop merchandise sold	359,350			359,350
Loss on abandonment of buildings	-			-
Museum expansion	734,318			734,318
Museum operations	5,726,692			5,726,692
Public programs	4,118,236			4,118,236
Total expenses	14,390,295	-	-	14,390,295
Changes in Net Assets	18,843,360	3,078,130	928,372	22,849,862
Net Assets				
Beginning of year	58,148,986	13,289,352	3,543,235	74,981,573
End of year	\$ 76,992,346	\$ 16,367,482	\$ 4,471,607	\$ 97,831,435



# CONSOLIDATED STATEMENT OF FINANCIAL POSITION FY2009

The National World War II Museum, Inc. and Subsidiaries  
June 30, 2009  
(with comparative totals for 2008)



	2009	2008
<b>ASSETS</b>		
Cash and cash equivalents	\$ 23,397,409	\$ 40,553,969
Investments	3,088,141	3,755,695
Unconditional promises to give:		
Capital Campaign, net of allowances	8,328,676	3,900,025
Endowment, net of allowances	1,212,528	504,113
Other, net of allowances	670,386	629,535
Grants receivable	1,736,570	1,306,748
Interest receivable	11,042	32,231
Notes receivable	24,719,480	5,239,995
Gift shop inventory	401,923	432,208
Other assets	246,155	313,600
Property and equipment, net of accumulated depreciation	84,171,611	52,312,967
Collections	5,069,659	4,700,654
<b>Totals</b>	<b>\$ 153,053,580</b>	<b>\$ 113,681,740</b>
<b>LIABILITIES</b>		
Accounts payable and accrued expenses	\$ 4,248,037	\$ 4,543,495
Notes payable	49,474,108	34,156,672
Line of credit	1,500,000	-
<b>Total liabilities</b>	<b>55,222,145</b>	<b>38,700,167</b>
<b>NET ASSETS</b>		
Unrestricted:		
Undesignated	76,255,347	57,817,671
Board designated	736,999	331,315
<b>Total unrestricted net assets</b>	<b>76,992,346</b>	<b>58,148,986</b>
Temporarily restricted	16,367,482	13,289,352
Permanently restricted	4,471,607	3,543,235
<b>Total net assets</b>	<b>97,831,435</b>	<b>74,981,573</b>
<b>Totals</b>	<b>\$ 153,053,580</b>	<b>\$ 113,681,740</b>





# THE FRUITS OF VICTORY

While fiscal year 2009 was a year for building, fiscal year 2010 has been a year for celebrating and new beginnings. Here are just a few images from our Experience the Victory Grand Opening Weekend, which featured a Grand Opening Premiere Party, the Dedication Ceremony, a Feed the Troops Luncheon, Opening Night Cocktail Party, Family Fun Day, Victory Stomp Block Party, the Stephen E. Ambrose Retrospective and an installment of our Mason Lecture Series. These events, both joyous and emotional, were attended by thousands of Museum constituents from across the nation.



Approximately 350 World War II veterans, accompanied by active military, were given a place of honor at the Dedication Ceremony.

The American Belles entertained the troops at the veterans' luncheon.



Vintage carnival games were a big hit at Family Fun Day.



The Victory Stomp featured music by legends Irma Thomas and Deacon John as well as an unforgettable fireworks display.

The stars came out for the celebration, including actor Tom Hanks, pictured here with actress Patricia Clarkson and her mother Jackie. Other talented attendees included James Cromwell, Ron Livingston, Rosemarie DeWitt, and, from the upcoming HBO miniseries *The Pacific*, Bill Sadler, Joe Mazzello and John Seda.



## THE FUTURE



*The Campaigns Pavilion will present stories of bravery and sacrifice, duty and honor, in each branch of the military services, and all campaigns of World War II.*

The National World War II Museum is in the midst of a major capital expansion that will double the size of its campus and provide America with the best public portrayal of the history and magnitude of World War II. This significant expansion project also brings with it an expanded mandate: to tell the entire story of America's contribution to Allied victory in World War II – every service, every campaign, every hero.

When America went to war, 50 million people registered for the draft and nearly 16 million served in the Armed Forces. The Campaigns Pavilion, currently in the planning stages, will present stories of bravery and sacrifice, duty and honor, in each branch of the military services, and all campaigns of World War II. Through immersive environments that recreate the look and feel of a specific place and time, the Campaigns Pavilions will advance the story of the tremendous strength of the American Spirit.

Closely following the Campaigns Pavilion, the Museum will construct the final two major exhibition pavilions in its expansion plan: the Liberation Pavilion and the U.S. Freedom Pavilion – Land, Sea and Air. The Liberation Pavilion will explore the vast human costs of the war, and America's transition from war to peace. Exhibits will send a bold message to many generations of Americans with a focus on why World War II matters today and into the future. In the Liberation Pavilion, visitors of all ages will come to understand the importance of tolerance and the vigilance needed to defend our liberties.

The U.S. Freedom Pavilion – Land, Sea and Air will showcase the macro artifacts of World War II. This building will highlight the planes, tanks, boats, and other pieces of military equipment that were vital to the Allied victory, and will feature advanced interactive exhibits designed to help visitors of all ages understand American war-time ingenuity at its finest.

When completed, this expansion will establish The National World War II Museum as the preeminent resource on the history, values, and lasting significance of America's World War II experience. It will be a place for all generations to understand America's strengths and values, to honor those who gave so much, and to remember *the war that changed the world*.

*The Museum's \$300 million expansion is scheduled to be completed by 2015.*





# THE NATIONAL WORLD WAR II MUSEUM A HISTORY IN NUMBERS

## JUNE 6, 2000

The National D-Day Museum officially opens with over two-hundred thousand people in attendance.

## DECEMBER 7, 2001

In an event rivaling the Museum grand opening, the *D-Day Invasions in the Pacific* gallery is unveiled.

## SEPTEMBER 25, 2003

The U.S. Congress designated The National D-Day Museum as the nation's official World War II Museum. On June 2, 2006, the name was changed to The National World War II Museum.

## APRIL 22, 2006

The Museum celebrates a milestone in its educational mission with the opening of E.J. Ourso Discovery Hall.

## MAY 22, 2009

The Museum welcomes its 2 millionth visitor.

## NOVEMBER 6, 2009

The Solomon Victory Theater, Stage Door Canteen and American Sector restaurant open to the public.

## JUNE 6, 2010

The National WWII Museum celebrates its tenth anniversary!

**2.1 MILLION**  
VISITORS to the Museum since 2000

**526,528**  
UNIQUE WEBSITE VISITORS IN 2009

**80%** of visitors travelled from outside New Orleans

**30%** of visitors indicated that the Museum was the **TOP REASON** for their visit to New Orleans

**400,000+ STUDENTS & OVER 1,500 TEACHERS** HAVE VISITED THE MUSEUM

**120,000**  
CHARTER MEMBERS REPRESENT ALL 50 STATES

**424**  
MILLION in economic impact from construction of the Capital expansion by completion

**89,000**  
ARTIFACTS

**\$107 MILLION**  
IN ANNUAL ECONOMIC IMPACT BY **2015**

**300,000**  
SQUARE FEET of new construction for the completed National World War II Museum



THE NATIONAL  
WWII MUSEUM

945 Magazine Street, New Orleans, Louisiana 70130 | [www.nationalww2museum.org](http://www.nationalww2museum.org)