

THE NATIONAL WWII MUSEUM

2008 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.

Values Statement

We reflect the values and ideals of the American Spirit as exemplified in the World War II years, especially:

- Commitment to the defense of freedom
- Courage
- Optimism
- Determination
- Sacrifice
- Teamwork
- Generosity
- Volunteerism

Vision Statement

We will be the world's premier museum of the American Experience in the World War II era.

By 2015, in fulfillment of our designation by Congress as "*America's National World War II Museum*," we will:

Inspire people, young and old, to embrace the lessons of this monumental global conflict from its stories of heroism, human tragedies, voices of liberation, and the fruits and responsibilities of victory.

Create and maintain a world-class museum campus of pavilions and exhibitions.

Engage worldwide audiences by providing access to our collections, exhibits, and oral histories through innovative outreach, distance learning, new media, and creative museum experiences.

Interact with diverse communities to expand their understanding of the history and meaning of America's role in World War II and its relevance for today and for the future.

We will be a place for people to understand and feel America's strengths and values.

We will serve as a catalyst for cultural tourism to strengthen the economic and community development of New Orleans and Louisiana.

We are committed to accomplishing this vision in a way that is consistent with the highest standards of excellence, authenticity, professionalism and fiscal responsibility through visionary leadership, enterprising staff, and enthusiastic volunteers.

*Approved by the Board of Trustees
June 6, 2008*



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A Letter from the Chairman

I am enormously proud of all that the Museum board, staff and supporters have accomplished together during the three years I have been privileged to serve as Chairman of the Board. Despite the heavy challenges facing this institution since Hurricane Katrina, the Board, our wonderful volunteers and over 100,000 active members nationwide, along with the Museum staff, under the inspiring direction of our President, Dr. Nick Mueller, have all pulled together to keep the Museum operations in the black, to build our endowment and to start construction on the next phase of our Master Plan.

In the past year, we have made enormous strides in the fulfillment of our all important educational mission by extending our Museum's education programs to schools across the country via Internet and distance learning technology. We also developed a new strategic plan and mission statement to guide us into the future and fulfill the mandate of the United States Congress to be America's official National World War II Museum.

Looking to the year ahead, I'm excited about achievements yet to come. In the fall of 2009 we will celebrate the Grand Opening of our World War II Victory Theater with its multisensory cinematic attraction, *Beyond All Boundaries*. At the same opening we will unveil the new Stage Door Canteen which will present live entertainment that captures the music and spirit of the canteen shows of the war years.

This major milestone is only one step in our ultimate *Road to Victory*. The expanded National World War II Museum will honor that Greatest Generation of Americans who went to war, who fought, who bled and —some 400,000, who died—to defend the freedom we too often take for granted. They will live on in this Museum to remind future generations that those young Americans who fought and gave their lives in World War II purchased for them a precious birthright. This Museum will teach them that freedom is not free; and that peace without strength of resolve to defend that freedom is transient.

My sincere thanks to all of you who have worked so hard to achieve our shared purpose. You have made my term as Chairman a truly rewarding, and heartening experience. I look forward to continuing to work with the incoming Chairman, Phil Satre, and all of you to ensure completion of a magnificent Museum worthy of those magnificent World War II citizen soldiers to whom we owe our freedom.

Sincerely,



Governor Pete Wilson
Chairman, Board of Trustees



Louisiana Governor Bobby Jindal addresses the crowd at the April 7, 2008 groundbreaking for the Victory Theater and Stage Door Canteen. Jindal is flanked at the podium by Governor Pete Wilson and Dr. Nick Mueller.



A Letter from the President

As I am writing this letter, the iron skeletons of the Victory Theater and the Stage Door Canteen are rising up against the New Orleans skyline. But long before the first load of concrete was poured, many hands were already hard at work building the future of The National World War II Museum.

A special thanks to all of you who have supported the Museum's *Road to Victory* expansion. I am glad to report that your contributions and longstanding commitment to our mission are now rewarded. As fall descends in 2009, so will thousands of new visitors to experience the sights and sounds of World War II in the Victory Theater and enjoy the music, food and fellowship of the Stage Door Canteen.

I am especially proud of the Museum's accomplishments during our 2008 fiscal year. We welcomed a number of distinguished guests, presented two successful conferences and, through virtual field trip technology, we touched thousands of students who "toured" the Museum from their own classrooms! Equally impressive has been the growth of our special exhibitions programs expanding our educational mission through programs for teachers, students and the general public.

Most of all, I could not be more proud of how our friends and supporters have helped us overcome every adversity in building this great Museum since our opening in 2000. We can look back to a long record of success and educational achievements with growing appreciation from several million visitors, teachers and students across the country.

Today, as we look ahead to the uncertainties of a looming recession, we will surely face more challenges. But this Museum can help us deal with these challenges because it is a place where people come to feel America's strength and values. Our visitors, friends and supporters see this Museum as a reservoir of the American Spirit, and I am confident that Americans will draw upon that reservoir to discover again how strong we are when we stand together for a common purpose.

In 1945, we emerged from the trials and sacrifices of World War II as the richest and freest nation in the world! Today, The National World War II Museum stands as a beacon to that past victory and to a prosperous future ahead. As we seek continued support to complete the Museum's expansion in these times of economic adversity, I know we will succeed the same way we won World War II – with the same spirit that will rebuild our economy and complete this great museum: *We're all in this together!*

Sincerely,

Gordon H. "Nick" Mueller, Ph.D.
President and CEO

BUILDING THE ROAD TO VICTORY

\$300 MILLION

The total estimated cost for the Museum expansion



\$87 MILLION

Funds raised for the expansion through June 2008

The National World War II Museum's Capital Campaign

Museum officials, government and civic leaders, World War II veterans, members, donors and other distinguished guests celebrated the start of a monumental project to build the Victory Theater and Stage Door Canteen in April of 2008. This milestone event on the Road to Victory capital campaign was commemorated by a dramatic F-15 flyover, World War II re-enactors and a patriotic "explosion" of red, white and blue confetti.

These two keystone additions to The National World War II Museum's campus expansion are designed to showcase films and documentaries, music and special effects that have the power to change the way visitors learn about the war. Franklin Delano Roosevelt in 1942 described it best when he said, "Entertainment is always a national asset – invaluable in time of peace, it is indispensable in wartime."

The Victory Theater will feature the signature attraction – *Beyond All Boundaries* – a cinematic experience designed exclusively for the Museum by Executive Producer and Academy Award-winning actor and director Tom Hanks, and directed by Phil Hettema, the creative engine behind many of the thrilling attractions of Universal Studios. Using an array of multi-sensory special effects, rare archival footage, and an advanced

format 4-D technology, the Theater experience is designed to elicit a powerful and emotional response from visitors, inspiring them to explore the Museum's exhibition galleries, to read books, to ask questions, and to gain new knowledge and understanding of this pivotal time in the history of our world.

The Stage Door Canteen will be a place for visitors to unwind and enjoy a taste of the 1940s. The restaurant and entertainment venue will pay tribute to those who entertained the troops with a song, a joke or a hot meal. The décor will draw on the glamour of the era and showcase the entertainers who often manned the canteens which were located in eight major cities in America and in London and Paris to serve the troops during World War II.

The Victory Theater and Stage Door Canteen, scheduled for completion in 2009, will be the first to open as part of a \$300 million expansion project. The Museum's goal is to cover the American Experience in World War II in the same personal and inspiring way that it explores the Normandy invasion and the D-Days of the Pacific theater in the current Museum.

We hope you will join us on this next step on the Road to Victory. For more information about contributing to the Museum's capital campaign, call Alma Jane Shepard at 877-813-3329 x 250 or email almajane.shepard@nationalww2museum.org.



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BUILDING A REPUTATION FOR SCHOLARSHIP

Conferences, Exhibitions and Programs 2008

In fiscal year 2008, The National World War II Museum built upon its growing reputation for world-class conferences, exhibitions and lectures with events that brought veterans and scholars together to educate and enlighten a diverse array of audiences.

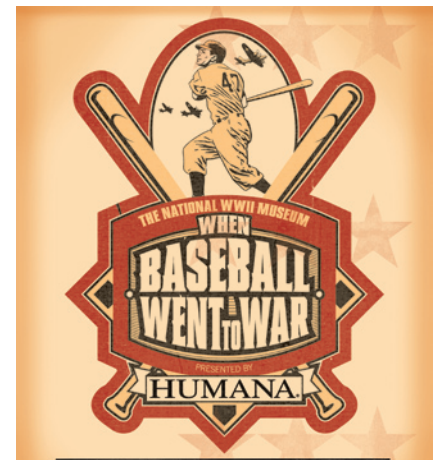
Lecture Series

The National World War II Museum continued its mission towards education and scholarship with the establishment of two new lecture series: *The George P. Shultz Annual Forum on World Affairs* and *The General Raymond E. Mason, Jr. Distinguished Lecture Series on World War II*.

The first Shultz Forum was held on June 5, 2007, and featured former CIA Director James Woolsey. A second lecture on May 9, 2008, featured Stanford professor and Pulitzer Prize-winning author Dr. David M. Kennedy presented *A Tale of Three Cities: How the United States Won World War II*.

The Mason Lecture Series is devoted to the legacy of America's largest war. Speakers will include writers, scholars, distinguished members of the Armed Forces and journalists. The series is made possible through the generosity of Major General and Mrs. Raymond E. Mason, Jr. and the Raymond E. Mason Foundation. A native of Columbus, Ohio, General

Mason served in the European Theater of Operations during World War II in the 4th Armored Division of General George S. Patton's Third Army. Prior to retiring from the military in 1976, he held several high-ranking Pentagon positions, including Assistant Deputy Chief for Operations and Special Assistant to the Deputy Chief of Logistics.



Duty, Honor, Country: When Baseball Went to War

This November 2007 conference and accompanying exhibition went back to an era when the heroes of baseball put down their bats and picked up their guns to serve in World War II. These major and minor league players sacrificed their careers and, in some cases, their lives for the protection of freedom and democracy.

The conference, underwritten by HUMANA, featured veterans and major leaguers Morrie Martin, Johnny Pesky, Lou Brissie and Hall of Famer Bob Feller. Todd Anton, Bill Nowlin and Gary Bedingfield were among the baseball authors and historians on

hand. Herb "Briefcase" Simpson, Dolly Brumfield White, Kerry Yo Nakagawa and Bill Swank brought lesser known stories of baseball and the war to light. And modern day legends Tommy Lasorda and Curt Schilling had the opportunity to show their gratitude to those who came before them. A number of the players and stories from the conference went on to be featured in the book *When Baseball Went to War*, edited by Nowlin and Anton.

The exhibition featured artifacts on loan from the National Baseball Hall of Fame and Museum, from the Museum's permanent collection and from private collectors. These included a copy of the famous "green light letter" where Roosevelt declared that baseball must go on, a uniform from the All-American Girls Professional Baseball League, a program from a pre-war exhibition game in Japan and items from the enigmatic Moe Berg, a catcher turned spy whose intelligence was allegedly used in plans for the Doolittle Raid.

Real to Reel: Hollywood and World War II

The pivotal years of World War II have influenced and inspired filmmakers, documentarians and the media for more than 60 years. To commemorate and reflect upon this important era, The National World War II Museum presented the April 2008 International Conference on WWII *Real to Reel: World War II in Film, Documentaries & Newsreels*. The three-day event was



culminated by the Band of Brothers closing dinner featuring actors from the HBO series, Ron Livingston (Capt. Lewis Nixon) and Michael Cudlitz (Sgt. Denver "Bull" Randleman), as well as series screenwriter John Orloff.

The accompanying exhibition focused strictly on the silver screen, stars who went to war, stars who entertained troops and boosted morale on the Home Front and fighting men who became stars because of the war. The exhibition also featured footage from directors like William Wyler and John Ford and a montage of newsreels, training films and propaganda featuring stars of the time. Artifacts included Ford's Academy Award, images of Hollywood "in action" and uniforms and medals from Douglas Fairbanks, Jr., Jimmy Stewart, Clark Gable and Sterling Hayden.



312

Timber piles were installed
in the expansion in FY08

BUILDING A RECORD OF OUR HEROES

214

Tons of rebar were installed in the expansion in FY08



As a key part of the Museum's expansion, the Museum's Collections and Research Departments have been tasked with collecting the artifacts and stories that will create a personal tone for future exhibitions and pavilions. And although this task is an ongoing one, impressive headway has already been made.

Collections

In fiscal year 2008, nearly 500 generous donors contributed 7,674 artifacts to the Museum's collection, increasing total holdings to nearly 69,000 items. The Museum was also able to purchase select artifacts for use in the expansion. This list represents only a sampling of the many historic pieces acquired in the past year.

DeBlanc Medal

When Colonel Jefferson DeBlanc (USMC, ret), of St. Martinville, LA, passed away in November of 2007, Louisiana lost its last surviving Medal of Honor recipient. A few weeks before his death, the Colonel and his family decided to donate the Medal that he received for "conspicuous gallantry and intrepidity at the risk of his life above and beyond the call of duty" to the Museum. His final wishes came true on January 31, 2008, the 65th anniversary of the heroic actions that earned him the Medal. Donated by the Colonel Jefferson DeBlanc family.

Identification Badge, Burner's Goggles, Paystubs and Awards from Delta Shipyards

From May 1943 to January 1946, Rose Rita Samona worked as a burner

for Delta Shipyards, in New Orleans, LA, cutting and burning holes in sheets of steel for the production of Liberty ships at the rate of \$1.20 per day. She received the "E-award" and Ships for Victory medal for excellence in war production, given for outstanding job performance. Gift of Rose Rita Samona.

Wreckage of 1st Lt. Augustus Hamilton's P-47

On July 14, 1944, 1st Lt. Augustus Hamilton's bags were packed to return to his wife and new born son in the States when he volunteered for one last mission. Hamilton's P-47, named "Mrs. Ham/Lil' Ham III", after his wife and son, was last seen diving on a flight of four German Fighters with another four on his tail. In 1993, a French Historical preservation organization discovered the crash site and recovered Hamilton's Dog tags and pieces of the wreckage. Donated by Louis "Ham" Hamilton White.

Uniform, US, Army, one piece jungle suit (camouflage)

Adopted in early 1942, this was the Army's first attempt at a dedicated jungle uniform. Soldiers that were issued this uniform often complained that the one piece design made answering nature's call more difficult than need be. The Army agreed and by 1943 this uniform was replaced with a two-piece version. Museum purchase.

Girl Scout Uniform

This is an Intermediate Girl Scout uniform in the style worn from 1939-1948. During WWII, Girl



BUILDING A RECORD OF OUR HEROES

Scouts sold war bonds, participated in scrap and clothing drives and tended Victory Gardens. Because of rationing of essential ingredients, Girl Scouts sold patriotic calendars instead of Girl Scout cookies. Museum purchase.

Sake Bowl from the Hell Ship Tattori Maru

The term “Hellship” applies to the nearly 200 cargo or merchant ships used by the Imperial Japanese Navy to transport prisoners to areas held by Japan to be used as forced laborers. The Hellship Tattori Maru was sunk by a US submarine in the waters off Thailand on May 15, 1945, in between transports of POWs. This sake cup, in the design for the ship’s crew, was recovered from the wreckage. Gift of Orville Stanford

Emergency license plates for Home Front auxiliary police volunteer, Richmond, VA

Many auxiliary police units were formed around the country to supplement local law enforcement forces reduced by military service. This license plate was used by an auxiliary policeman in Richmond, VA. Placed on his civilian vehicle, it allowed him to drive during blackouts and permitted access to certain restricted areas. Due to metal shortages this plate is constructed from soy-based fiberboard. Gift of William P. McCoy.

American Red Cross volunteer uniform

This Red Cross uniform belonged to Maude Oseid of Bemidji, Minnesota. Because of the gray color, these

volunteers were known as “Gray Ladies.” They performed volunteer, non-medical assistance for and in hospitals. These services included rolling bandages, knitting scarves and writing letters for wounded soldiers. Almost 50,000 women served as Gray Ladies in military and other hospitals throughout the United States during World War II. Gift of Betty Oseid Carey.

Oral Histories

With World War II veterans disappearing at a rapid rate, the stories and memories of our World War II veterans have never been more valuable. The National World War II Museum is currently leading the charge to collect as many of these invaluable oral histories as possible. To date, the Museum has collected over 2,500 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 and even those who fought for the Axis armies.

In fiscal year 2008, staff historians were able to record 332 video accounts in high definition, representing vets from 36 states. These stories will not only be available to future researchers, but they will also play a prominent role in the expansion and future exhibitions.



370

Steel piles were installed in the expansion in FY08



The Intelligence and Reconnaissance Platoon of the 394th Infantry Regiment

The surviving members of the Intelligence and Reconnaissance Platoon of the 394th Infantry Regiment were interviewed in spring 2008 by Museum staff. The story of the I&R Platoon will be featured in the Museum's expansion as part of the Battle of the Bulge exhibition.

The Intelligence and Reconnaissance Platoon of the 394th Infantry Regiment was formed at Camp Maxey, Texas in 1944. The platoon commanding officer was Lyle J. Bouck Jr., one of the youngest officers in the Army. Despite his age, Bouck's leadership of his platoon would prove legendary.

In December of 1944, the 99th was assigned to a "quiet" sector of the western front in a section of Belgium called the Ardennes Forest. Shortly before the 16th of December, Bouck and the I&R Platoon were assigned to protect a hilltop overlooking the small Belgian hamlet of Lanzerath. The 18-man platoon dug themselves in for what they were told would be a short assignment. On the morning of December 16, 1944, the Germans launched their Ardennes Offensive, codenamed, "Wacht Am Rhein", better known as the Battle of the Bulge.

Shortly before eight o'clock in the morning, the men observed that the lead elements of a strong German column had entered the town. Machine gunner Risto Milosevich reported to Bouck, "The whole German Army is here."

The 18-man platoon bravely held their position until nightfall, inflicting heavy losses on the German forces. When the men were finally captured, they were surprised to see that, though many were injured, the entire platoon had survived.

When asked how he felt being taken prisoner after he and his men held off the spearhead of Kampfgruppe Peiper for over eight hours, Lyle Bouck replied, "I felt that I had failed. We were in the hands of the enemy...I just thought that we should have done something better and we didn't...and I felt like what I did was a failure." When asked if that is how he felt now, 64 years after what has been called one of the most gallant actions of the Second World War, Bouck responded with tears welling in his eyes, "Couldn't tell you."

Thirty-seven years after the battle at Lanzerath, Bouck and the men of the I&R Platoon finally received their much deserved commendations. The Distinguished Service Cross was awarded to: Lyle J. Bouck Jr., Risto Milosevich, Bill Tsakanikas and William Slape. The Silver Star was awarded to: Louis Kalil, John Creger, Aubrey McGehee, Jordan Robinson and Jim Silvola. The Bronze Star was awarded to: Sam Jenkins, Bob Adams, Bob Baasch, Bill Dustman, Clifford Fansher, Jim Fort, Joe McConnell, Bob Preston and George Redmond.



BUILDING A RECORD OF OUR HEROES



Beyond oral histories: The La Fiere documentary



In 2009, the Museum will premiere its first documentary feature, a film focusing on the actions at La Fiere where for four days and nights in Normandy, paratroopers and glidermen of the 82nd Airborne Division held to a 600-yard causeway – outmanned, outgunned and surrounded by the enemy. It took nothing short of a miracle to stop the German Army from overwhelming their positions and attacking the amphibious invasion force on Utah Beach.

The film was shot on location in Normandy with six veterans of the 82nd Airborne Division representing all four Regiments that participated in

the Normandy Invasion (505th, 507th, 508th Parachute Infantry and 325th Glider Infantry) and one German veteran (1057th Luftlande Division).

The production phase was completed with a final high-definition video shoot in Normandy during the 64th Anniversary of D-Day, June 6, 2008, along with Senior Project Advisor and five-time Emmy Award-winning documentary filmmaker James Lipscomb.

The post-production phase is underway, with an anticipated release date of June 6th 2009, just in time for the 65th Anniversary of D-Day.

L to R: Jerry Jacob, Bob Murphy, Dave Bullington, John Marr, Carolyn Krawczyk, Chet Graham, Wayne Pierce, Bud Olson, and La Fiere Producer, Steve Droter.



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BUILDING THE FUTURE

Education at The National World War II Museum

The National World War II Museum not only continues to educate and inspire all who pass through its doors, but now, thanks to technology, the lessons of World War II have reached beyond physical borders and into the world of cyberspace. Additionally, national grassroots education campaigns, art and essay contests and the Museum's successful international travel program have further guaranteed that people of all ages and in any location can benefit from the Museum's educational mission.

Distance Learning

In its second year, the distance learning program delivered more than 100 Virtual Field Trip videoconferences to schools across the country, a 37% increase from the previous year. Through videoconferencing technology, the Museum was able to reach over 3,200 students in 17 states and Canada.

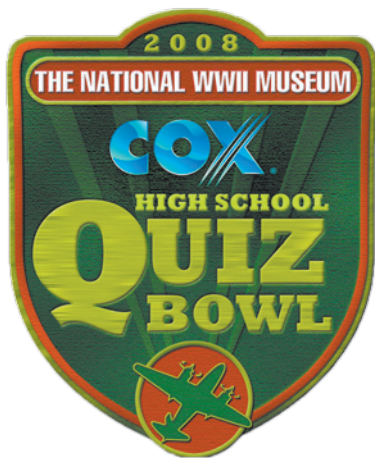
The Museum currently offers four videoconference topics with five more in development, including a science and math themed presentation co-developed with the Massachusetts Institute of Technology. Funding for this program has come from the Entergy Corporation, the American Fidelity Foundation, the E.L. Gaylord Foundation and the GE Foundation.



With support from the French city of Clermont-Ferrand, the Museum's Education Department partnered with the French Consulate and the Memorial de Caen to present four international teacher workshops. The first workshop, presented on site at the Museum was titled *Teaching WWII: Two Different Approaches*. The Museum and the Memorial de Caen presented three additional workshops which were videoconferenced between the Museum, six other sites around Louisiana and the Memorial in Normandy.

High School Quiz Bowl 2008

This year the Museum partnered with Cox Communications in New Orleans to televise the third annual World War II High School Quiz Bowl. This regional event attracts teams of students from high schools in and around New Orleans and the Gulf Coast. With the participation of Cox this year, the Quiz Bowl format was expanded to reach a much larger audience with a taped preliminary round and a live final round. In October 2008, the Cox Quiz Bowl production was honored with an Emmy nomination for Education/School Programming.



The Cox Quiz Bowl production was honored with an Emmy nomination for Education/School Programming.

Essay and Art Contests

In January 2008 the Education Department launched its fourth annual high school essay contest and its second annual middle school art contest. The theme for this year's essay contest was *How can your community achieve victory?* The Museum received entries from 43 states, Puerto Rico and a U.S. military base in Korea for this year's contest. Art contest students were asked *How do you picture Teamwork?* The contest received art entries from students in 19 states.



2008 Art Contest Winner:
"United Countries-Teamwork"
6th Grade - Allie Williams,
Brevard Middle School, Brevard, NC

Grassroots initiatives

The Education Department's *Knit Your Bit* community knitting program continues to receive scarves from knitters nationwide. The program has received and shipped more than 3,000 scarves to veterans in VA Centers across the country, exceeding all expectations. The Museum feels strongly about developing programs that engage the public in a variety of ways. Plans for additional grassroots programs are currently underway and we look forward to reporting future successes in fiscal year 2009!



FIVE STAR TOURS

Five Star Tours

Combining exclusive behind the scenes access to sites and venues, renowned historians, the personal experiences of World War II veterans and first class accommodations; the Five Star Tour program allows participants to walk in the shoes of the Allied forces for an emotional, learning experience. In fiscal year 2008, Five Star Tours conducted two Victory in Europe tours and the first Battle of the Bulge trip. Over 75 guests, ranging in ages 12 to 90, visited historic sites in England, France, Belgium, Luxembourg and Germany while forging friendships and learning the priceless lessons of World War II.



Hitler's Eagle's Nest was just one of many sites visited by tour participants.

1,550

Cubic yards of concrete were installed
in the expansion in FY08



BUILDING A NETWORK OF SUPPORT

155

Tons of steel were installed in the expansion in FY08



Charter Membership

Museum's Charter Membership Program Has First Million Dollar Month

During the 2008 fiscal year, The National World War II Museum made great effort to reach out to its national membership base, and they responded with increased support and dedication.

Charter Members made contributions totaling \$5.2 million in gross revenue for the Museum – \$1.7 million over the budgeted goal for fiscal year 2008.

This success can be attributed to the combined support of over 100,000 active members from across the United States – 32,000 of whom were new members – who gave gifts up

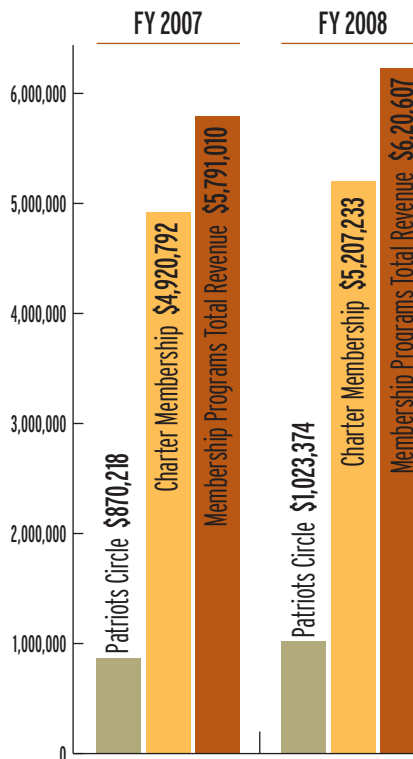
to \$1,000. It's an honor to note that a third of these active members are actually World War II Veterans.

The amount raised this year was a new peak for the Museum that kicked off with a record setting fall. For the first time, the Museum had a "Million Dollar Month" during October when current and new Charter Members contributed \$1 million.

While many of our members join because they share the Museum's commitment to the preservation of history, one of the most significant benefits for them is knowing that their membership allows them to honor a loved one who played some role in World War II.

The Honor Roll of Charter Members is a permanent listing of all members of The National World War II Museum and individuals they want to honor for their service either in battle or on the home front. Understanding the significance of this recognition for our members and their honorees, a test version of the Honor Roll was made available online for the first time in November 2008.

Membership Revenue



Patriots Circle

Patriots Circle Members Pass Million-Dollar Mark

The Patriots Circle also enjoyed a stellar year thanks to 500 members from around the country who provided over \$1 million in operational support for the Museum.

Patriots Circle members are a select group of individuals, organizations,



corporations and Museum Trustees who contribute \$1,000 to \$10,000 annually to help maintain the quality of Museum exhibits, while providing valuable resources to collect meaningful artifacts and personal accounts from the WWII era.

Today, 80% of Patriots Circle members reside outside Louisiana, so the Museum made a concerted effort to increase communications.

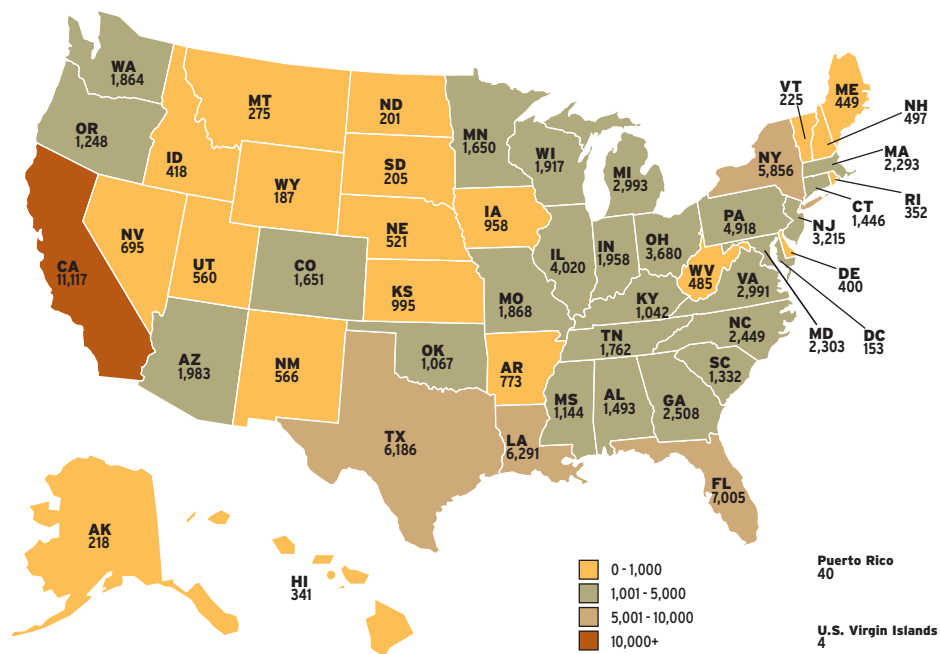
In addition to sending more updates in the mail and electronically, the Museum launched Victory, a quarterly newsletter exclusively for Patriots Circle members that offers greater insight on the programs and special initiatives at the Museum.

The improved and increased communications have made these members more engaged than ever before. In fact, this past year Patriots Circle members gave additional gifts beyond their membership contributions to help purchase new tracks for the Museum's Sherman Tank.

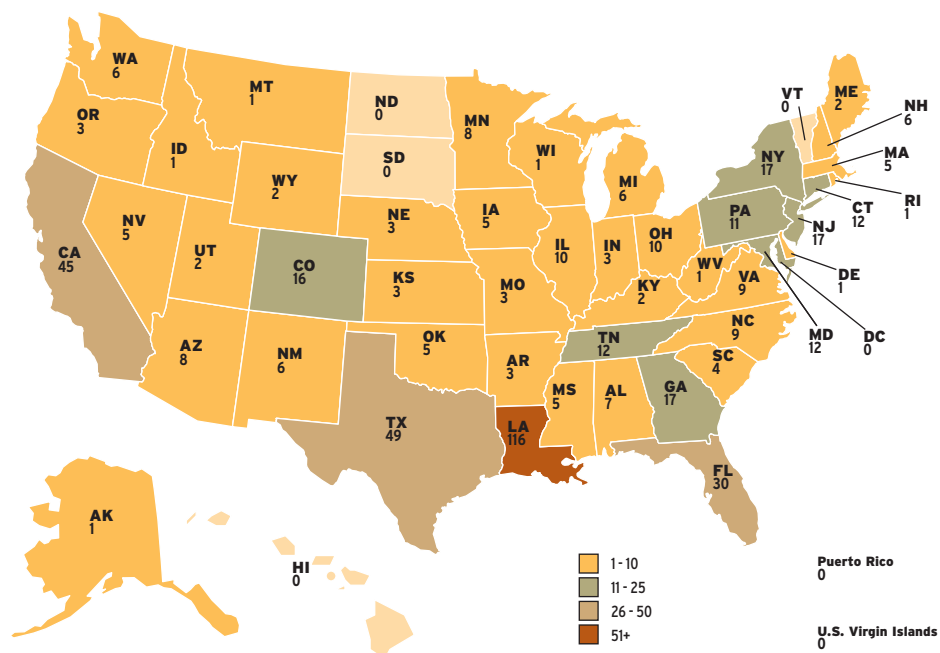
The Patriots Circle has also been an avenue for organizations to become involved in the growth of the Museum. Through the Patriots Circle, this past fiscal year the Museum began a special partnership with the American World War II Orphans Network (AWON).

Last fall, the group started distributing membership packets on the Museum's behalf. By the end of the fiscal year, they collected over \$7,000 for the Museum. In recognition of this special accomplishment, they are now Three Star members of the Patriots Circle.

Geographical Distribution of Charter Members



Geographical Distribution of Patriot Circle Members



BUILDING A NETWORK OF SUPPORT

The National World War II Museum wishes to thank the following Donors whose selfless support makes our many exhibits, educational programs, outreach initiatives and special commemorative events possible. Each and every one of these generous individuals helps us increase understanding of the war that changed the world in so many ways among families, students, and young learners across the nation.

FOUR STAR

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Emergency license plates for Home Front auxiliary police volunteer, Richmond, VA - page 12

THREE STAR

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American Legion Post #287
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In honor of 281st Signal Pigeon Company
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In honor of MAJ Russell B. Burden, US Army;
Sgt. Carl L. Limbaugh, US Army
 Mr. Paul Andrzejczuk
 Mr. James T. Armstrong
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*Wreckage of 1st Lt. Augustus Hamilton's
 P-47 - page 10*



BUILDING A NETWORK OF SUPPORT

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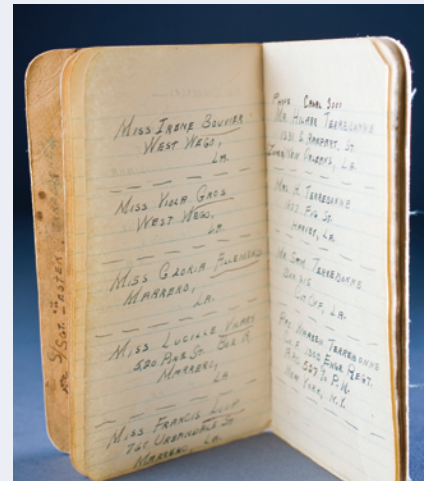
Combat-Worn Camouflage Utility Jacket - Mr. Joseph Charles Finfrock participated in the Guadalcanal Campaign as a member of the 1st Marine Raider Battalion, Edson's Raiders and later with the 2nd Battalion 5th Marines at Cape Gloucester and Peleliu. The reversible garment is brown on one side for use on sandy beaches, and green on the other side for use in inland jungles. Gift of Charlene Finfrock Babovich.





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In honor of John F. Dewyer, Sr.
 Marjorie L. Dickman
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In honor of Arthur Dresner
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George Sherman Elkins
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 Mr. Lawrence W. Evans
In honor of those that made the supreme sacrifice
 Mr. Mark W. Evans
In honor of Msgt. Ben E. Evans, US Army
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 Mr. Richard D. Hodges
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Personal Log - Lester Terrebonne, who served with the US Army in the Pacific, recorded the names of platoonmates killed or wounded in action during his service with 381st Infantry, 96th Division, "A" Company. Percentage-wise the 96th Infantry Division suffered the highest losses of any unit during the Okinawa campaign. Gift of Lester Terrebonne.

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In honor of Clark W. Goff

BUILDING A NETWORK OF SUPPORT



Night Torpedo Squadron Ninety Patch - Charles E. Gerbron was a member of one of the Navy's first radar-equipped TBM Avenger Torpedo Bomber Squadrons, operating from the USS Enterprise (CV-6) from December 24, 1944, through the end of the war. Mr. Gerbron piloted night bombing missions against Iwo Jima, Okinawa, and Tokyo. Gift of Susan G. Swanson.

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In honor of Jacob Katz, Lt. Col., USA Col. and Mrs. Richard A. Keller (Ret.)
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 Seth A. and Beth S. Klarman
In honor of George Schultz
 Lt. Evangelos Klonis, USMS, USNR
In honor of Sgt. Angelos Klonis, USA
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In honor of Oliver Otto Knoebel, USN
 Mr. David Knox
In memory of Mr. Allan A. Rimmer, Lt. Commander (USNR)
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Dr. Philip A. Snedecor
Mr. Oscar B. Snyder III
In honor of Oscar B. Snyder Jr. - US Navy
Joseph and Taryn Solomon
Curtis and Helen Sorrells

Ms. Corinne Spence
In honor of Raymond Albert Ferrell
Mr. Arnold Spielberg
Mr. Ken F. Spitzer
In honor of Hugh Franklin Spitzer
In honor of Wesley Allen Pitcock
Mr. John Sterling
In honor of Gordon M. Sterling, USMC
Mr. William R. Strickland
In honor of Charles W. Adair
Margaret W. Strong
Ms. Cherry M. Swann
Mr. Henry Swieca

Mr. Ronald E. Tarrson
In honor of Jim Stone
Mr. John N. Taylor, Jr.
Richard M. Teater
Mr. Jorge L. Raad
Dr. and Mrs. Neil J. Maki
Robert M. Thorndike & Elva S. Thorndike
In honor of Maj. Robert L. Thorndike USAAF
Mr. Jim Toma
In honor of Louis Toma and Joe Lordi
Mr. Robert E. Trader
*American Red Cross
volunteer uniform - page 12*



BUILDING A NETWORK OF SUPPORT

Mr. William J. Turner
In honor of Jack Turner - USMC South Pacific
James & Romona Upfield
Gloria B. Van Norden
In honor of Mr. Langdon Van Norden
Veterans of the Battle of the Bulge -
Southeast Florida Chapter
Michael A. Vlahakis
Mr. Hans J. Vorpahl
Dr. Charles E. Walker
Mrs. Willard Walker
In honor of Oscar Raymond Seamans
Peggy Wallace
Mr. Franklin H. Ward
Philip L. Watts, Jr.
*In honor of Philip L. Watts, Robert A. Alexander,
Major Roland M. Bosley, US Army (Ret.)*
Mr. Richard L. Weaver
*In honor of Howard Dale Weaver, Donald L.
Weaver, Harry Clark*
Mr. Mark Weber
In honor of Wayne W. Weber, Bruce Larson
Mr. Louis Weinstock
Dr. and Mrs. John H. West
Dr. and Mrs. John S. White
Mrs. Sibyl White
In honor of Donald L. White
Mr. Peter Wilhelm and Mrs. Linda Greenway
Mr. John A. Williams
*In honor of Murray Williams, Glenn Williams,
Fred Williams, Floyd Williams*
Mr. and Mrs. Joseph C. Wink, Jr.
Capt. Philip H. Winter, USN (Ret.)
Wendy & Peter Wright
In honor of Edmund Wright II
Yavapai-Prescott Indian Tribe
Young President's Organization - Southern 7
Chapter
Mr. James G. Young and Mrs. June Young
In honor of Cleborn Wade
Mary L. Rega Zaks
In honor of My Father Col. John A. Rega
Ms. Clem Goldberger
Mr. Wendle W. Huddleston
Robert "Moose" Kustra
Mr. and Mrs. Aubrey J. LaPlace
James H. Norick
Mrs. Rebecca Mackie
Mrs. Barbara Jo Childs
In honor of Robert F. Childs

Jack N. Kelly
*In honor of Paul S. Kelly, Leslie B. Kelly, Marvin
L. Kelly, George Artis Kelly, Ethel A. Kelly,
Evelyn Kelly Denardo*
Dorothy Whitworth Lester
In honor of George H. Lester, Jr.
Mr. Peter Mindock
In honor of Stephen W. Mindock
Mr. Thomas K. Ritter
Ava and Leon Nowalsky
Mary Dumestre & Guy Johnson
Frischhertz Electric Company Inc.
Mr. Harry B. Kelleher, Jr.
Lawrence C. Harris
Mr. Charles Harvell
In honor of Ann Harvell, Lake Harvell
Mr. and Mrs. Kent D. Jackman
Deborah G. Lindsay
Mr. David Platt
In honor of Beatrice Platt
Shear Grafix
Mr. and Mrs. William H. Stone
Mr. and Mrs. Floyd L. Sweeney
Margie and Sandy Villere
Mr. and Mrs. Robert R. Wolf
Mr. and Mrs. John Yonover
K. Marianne Berner and Dr. Todd P. Berner

Mr. and Mrs. John D. Becker
Mr. and Mrs. Patrick G. Beaulieu
Beverly and Dudley Coates Family Fund
Mr. William H. Ellsworth
Lawrence A. Garcia, M.D.
Samuel and Ann Ginn
Herbert and Gertrude Halverstadt Foundation
In honor of James Halverstadt
James A. Hartman
Adrea D. Heebe
Lois H. Lazaro
Mr. Alfred J. Lipin
Nolmar Corporation
In honor of Nolan A. Marshall, Sr.
Mr. John P. Pecora
Mr. and Mrs. Norvin L. Pellerin
Mr. Robert S. Perkin
Robinson Lumber Company, Inc.
Capt. James S. Russell
Mr. and Mrs. Thomas B. Favrot
Mr. Michael R. Wallace
In honor of Stephen E. Ambrose
Mr. David H. Ward
Vinson Guard Service, Inc.

*Sake Bowl from the Hell Ship
Tattori Maru - page 12*





BUILDING A LEGACY

Legacy Society – Planned Giving Fiscal Year 2008

Frank Arian, M.D.
Mr. and Mrs. Craig A. Bardell
Jerilyn Batina
Justin M. Bein
Donald T. "Boysie" Bollinger
Waldo C. and AraBelle J. Burnett*
Edward Camp
Capt. Carroll Campbell
Edward C. Casaletto, Jr.
Tom Czekanski
Robert W. Dannelley*
Wm. Craig Dubishar
Delbert R. Duckworth
Roger L. Farney
John Ford
David Martin Hendrick
Stephanie Nigh Hendrick
Lulu and Paul Hilliard
Grace O'Connor Hogan
Kearby Lyde
Mrs. Myrtis L. "Jeri" Nims
Cdr. Henry O'Connor, USNR*
Mrs. Kathleen "Kayo" Parker
Drs. David J. and Marti Peck
Mr. and Mrs. Herman
"Dutch" Prager, Jr.
Mr. Robert Prior
Mr. and Mrs. Kevin Reilly, Sr.
Paul and Jo Ann Rivas
Frederick E. Ruccius
Urban G. Rump
Mr. and Mrs. Frank B. Stewart, Jr.
James H. Stone*
David R. Voelker
Michael B. Wanas
Karen Wibrew
and nine other donors who wish
to remain anonymous.

*Deceased

Legacy Society Spotlight

David and Lavonne Cowan have been interested in the mission of The National World War II Museum since 2004, when they attended the D-Day 60th Anniversary cruise to Normandy. During the trip they met many World War II veterans who had landed on those beaches on June 6, 1944. "I've always been a student of military history and being able to visit the hallowed ground of Omaha Beach with some of the men who were there was an amazing experience." Mr. and Mrs. Cowan also met on the cruise many of the staff and Board members from The National World War II Museum (then called The National D-Day Museum). It was then that they learned about the exhibits and educational programs at the Museum as well as the future plans to expand and tell the entire story of World War II.

The Cowans liked the idea of supporting the Museum through a charitable gift annuity. "We had some appreciated stock that was purchased years ago. The ability to turn that into a steady stream of income, part of which is tax-free, and realize a substantial charitable tax deduction at the same time was very appealing." The stock had significant appreciation, so another advantage of the gift annuity is that the capital gains tax is spread out over many years to lessen the impact. With a charitable gift annuity, the Museum accepts a gift, invests it, and then makes payments to the donor (or other beneficiary) over his lifetime. The annual payout rate depends on the beneficiary's age.

Mr. and Mrs. Cowan believe in the Museum's future. "This arrangement is a simple and great way to give to the Museum. We can use the income now, but ultimately we are helping the Museum because the money will be used by the Museum after our lifetimes." They know that the Second World War changed this country in many ways and is far too important to be forgotten. "We are delighted to be a part of the campaign to expand The National World War II Museum, which will honor and remember the veterans who won the War."

Get information on joining The National World War II Museum's Legacy Society by emailing craig.bardell@nationalww2museum.org, calling 504-527-6012 x 401, or visiting www.nationalww2museum.org/giving.

BUILDING THE BUZZ

Marketing and Public Relations

The word about The National World War II Museum is spreading on a local, national and even international level. In Fiscal Year 2008, the Museum was featured in thousands of news stories reaching millions of readers. These stories highlighted exhibits, programs, the Road to Victory Expansion campaign and more. Below are only a few examples of media hits in FY 2008. Impressions represent the number of readers and are based on the circulation statistics from each outlet or publication.

D-Day 2008

Veterans gathered for the Museum's D-Day commemoration to recount memories of the invasion. The story featured Director of Collections and Exhibits, Tom Czekanski, as well as volunteer J.J. Whitmeyer and Living History Corps member, Frank Ratermann.

This story received **143, 417, 267** impressions in **39** states, Canada and on the web.

The National World War II Museum's Oral History program

The Museum's Oral History Project was highlighted in this Associated Press article that included quotes from Clem Goldberger, Associate Vice President of Marketing, and profiled veteran and Board of Trustees member, Paul Hilliard, and Frances Hoffman, a Museum employee and one of the first female Marines.

This story received **55, 942, 933** impressions in **34** states, Canada and on the web.

Museum Expansion – Real to Reel Exhibit

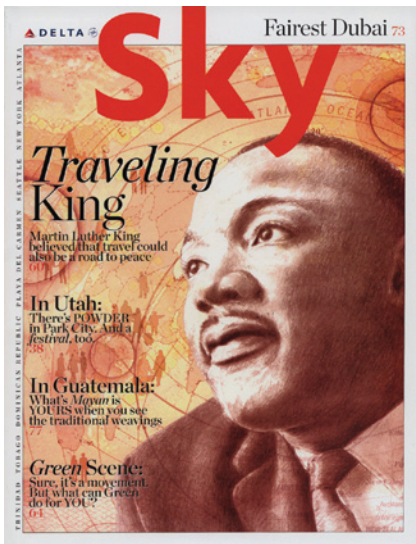
The April 7, 2008 groundbreaking event and the *Real to Reel* exhibit netted several different stories that received nationwide pick-up, including a profile of the exhibit in the *Los Angeles Times*.

These stories received **11,680,001** impressions in **28** states, Canada, the UK and on the web.

The DeBlanc Medal of Honor presentation

When Jefferson DeBlanc, the last surviving Medal of Honor recipient in Louisiana, passed away in 2007, he wanted his Medal donated to the Museum. His children presented it to Museum President and CEO, Dr. Nick Mueller in February 2008.

This story received **641, 918** impressions in Louisiana, Alabama, Texas, Virginia and on the web.



The National World War II Museum was featured as part of a 26+ page editorial on New Orleans culture and attractions in the January 2008 Delta Sky Magazine. The magazine is read by an estimated 3.4 million Delta travelers a month.

BUILDING RESOURCES

Consolidated Statement Of Activities And Changes In Net Assets

The National World War II Museum, Inc. and Subsidiaries
June 30, 2008
(with comparative totals for 2007)

	2008			2007 Totals
	Unrestricted	Temporarily Restricted	Permanently Restricted	
Support and Revenues				
Grants	\$ 711,784	\$ 4,897,472		\$ 5,609,256
Contributions:				
Capital Campaign		3,422,511		3,422,511
Endowment			\$ 455,250	455,250
Other	1,047,925	9,222,046		10,269,971
Admissions	1,226,393			1,226,393
Gift shop	634,318			634,318
Memberships	5,204,415			5,204,415
Miscellaneous	485,908			485,908
Sponsored events and conferences	1,526,045	132,675		1,658,720
Sponsorships	55,645			55,645
Facilities and property rental	689,260			689,260
Investment income	254,908	62,761		317,669
Net assets released from restrictions	13,692,122	(13,692,122)		-
Total revenues and support	25,528,723	4,045,343	455,250	30,029,316
Expenses				
General and administrative	1,574,761			1,574,761
Fundraising	1,098,908			1,098,908
Museum operations	5,554,879			5,554,879
Public programs	3,747,804			3,747,804
Museum expansion	597,953			597,953
Loss on abandonment of buildings	1,055,311			1,055,311
Gift shop merchandise sold	389,455			389,455
Capital Campaign fundraising and other	1,665,114			1,665,114
Professional fundraising and other	1,776			1,776
Legal, audit and consulting fees - administration	10,130			10,130
Travel, meeting and conventions	40,741			40,741
Total expenses	15,736,832	-	-	15,736,832
Changes in Net Assets	9,791,891	4,045,343	455,250	14,292,484
Net Assets				
Beginning of year	48,357,095	9,244,009	3,087,985	60,689,089
End of year	\$ 58,148,986	\$ 13,289,352	\$ 3,543,235	\$ 74,981,573

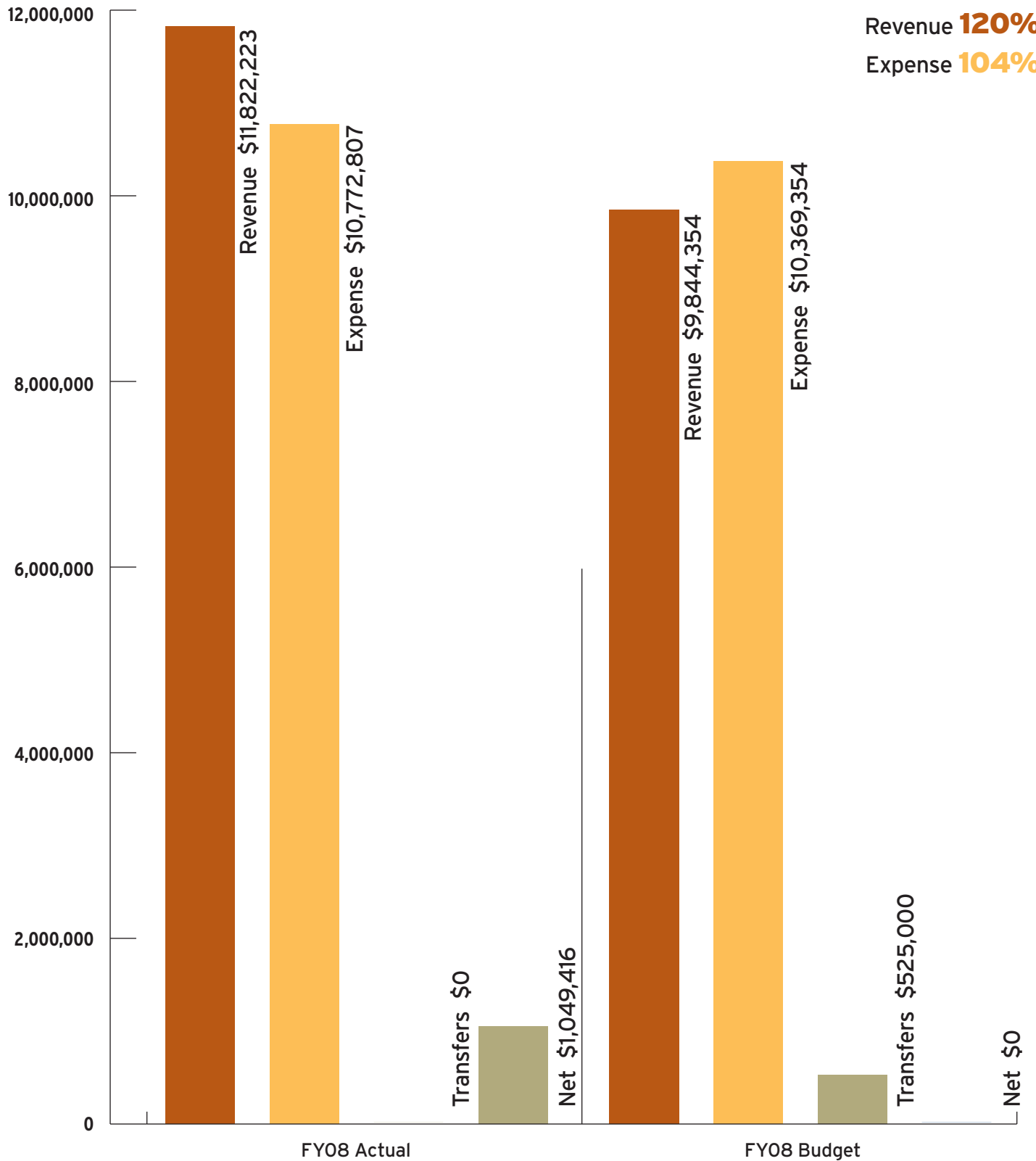
BUILDING RESOURCES

Unrestricted (Operating) Performance vs. Budget

Percentage Actual vs. Budget FY08

Revenue **120%**

Expense **104%**



Consolidated Statement Of Financial Position

The National World War II Museum, Inc. and Subsidiaries
 June 30, 2008
 (with comparative totals for 2007)

	2008	2007
ASSETS		
Cash and cash equivalents	\$ 40,553,969	\$ 7,297,222
Investments	3,755,695	2,354,774
Unconditional promises to give:		
Capital Campaign, net of allowances	3,900,025	6,017,213
Endowment, net of allowances	504,113	1,700,178
Other, net of allowances	629,535	632,846
Grants receivable	1,306,748	249,750
Interest receivable	32,231	-
Notes receivable	5,239,995	-
Gift shop inventory	432,208	384,689
Other assets	313,600	176,895
Property and equipment, net of accumulated depreciation	52,312,967	42,138,385
Collections	4,700,654	4,264,224
Totals	<u>\$113,681,740</u>	<u>\$ 65,216,176</u>
LIABILITIES		
Accounts payable and accrued expenses	\$ 4,543,495	\$ 1,807,087
Notes payable	34,156,672	2,720,000
Total liabilities	<u>38,700,167</u>	<u>4,527,087</u>
NET ASSETS		
Unrestricted	58,148,986	48,357,095
Temporarily restricted	13,289,352	9,244,009
Permanently restricted	3,543,235	3,087,985
Total net assets	<u>74,981,573</u>	<u>60,689,089</u>
Totals	<u>\$113,681,740</u>	<u>\$ 65,216,176</u>



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*Pile caps were installed
 in the expansion in FY08*



Front and back cover: Construction on the steel frame of The Victory Theater, the first building in The National World War II Museum's \$300 million expansion. The theater, scheduled to open in 2009, will feature the exclusive cinematic experience Beyond All Boundaries.



THE NATIONAL WWII MUSEUM

945 Magazine Street, New Orleans, Louisiana 70130 | www.nationalww2museum.org