

Build the Memorial

The Newsletter of the World Trade Center Memorial Foundation

Winter 2006

World Trade Center
Memorial Foundation

Volume I Issue I



Welcome

World Trade Center Memorial Foundation

Welcome to the World Trade Center Memorial Foundation's first quarterly newsletter. The Foundation is the private, not-for-profit organization, established to raise funds to build, own and operate the Memorial and Memorial Museum that have been planned by the Lower Manhattan Development Corporation (LMDC). Our role in the redevelopment of the World Trade Center site encompasses approximately six-acres of the total 16-acre site and includes a visitor, education and orientation center and a performing arts center.

The Foundation is getting ready to start construction on the Memorial and Museum this spring in order to meet an expected opening in 2009. We will continue to work with the LMDC as they complete the design and development plans for the visitor center and performing arts center. Throughout the construction process, we will be working with key stakeholders to develop operational policies for the Memorial to enhance the visitor experience and ensure free-flowing pedestrian traffic around the Memorial Plaza. We will also be developing powerful and thoughtful programming for the Museum.

Through this newsletter, we hope to inform, engage, and involve all those who care about building the Memorial. We will keep you apprised of critical milestones throughout the fundraising, construction, and development processes. We look forward to your support and involvement to help realize our goals which will help our city, our nation and the world heal from the attacks.

The Foundation is preparing to start construction on the Memorial and Museum this spring



© Lower Manhattan Development Corporation
Rendering of Memorial Design Architect Michael Arad and Landscape Architect Peter Walker's Memorial Plaza at night.

Moving Forward

William Goldstein Joins Foundation as Executive Vice President of Construction

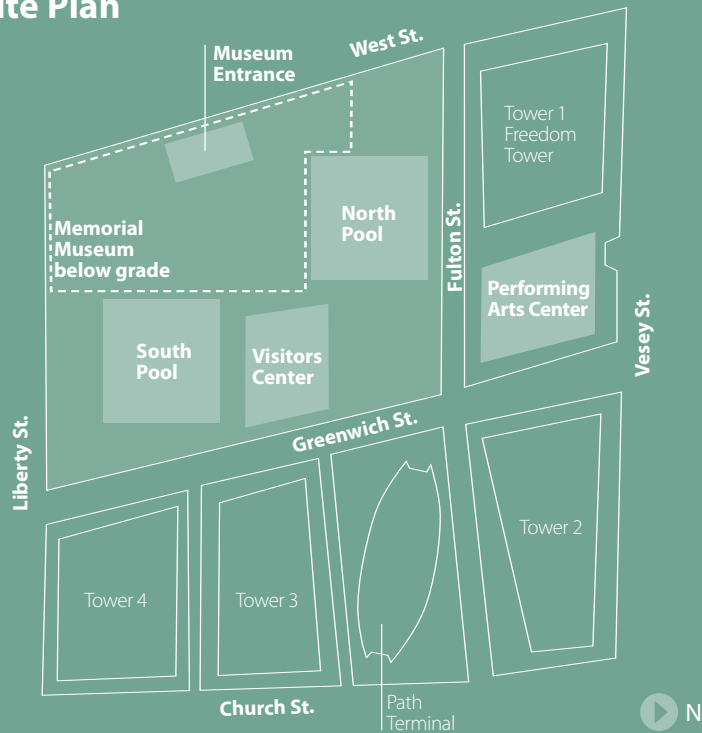
The Foundation is making significant progress in preparation for the start of construction on the Memorial this spring. In December, Foundation President and CEO Gretchen Dykstra hired construction expert William Goldstein as her Executive Vice President of Construction. In this role, he will oversee the construction of the Memorial, Memorial Museum, and related facilities on the site, working with LMDC staff and the Foundation's Senior Design Advisor Suany Chough.

Mr. Goldstein played a major role in the rebuilding of the World Trade Center in the aftermath of the 1993 bombings as the Deputy Executive Director for Capital Programs at the Port Authority of New York and New Jersey.

Prior to joining the Foundation, he served as President and CEO of the New York City School Construction Authority (SCA) since 2002. During his tenure, he was responsible for the Department of Education's \$13 billion Capital Plan and making major changes which consolidated and streamlined the entire school construction process. His changes to the Authority reduced the cost of new school construction by nearly 30%.

In December, the Foundation started the process of hiring a firm to manage construction for the Memorial and Memorial Museum. By the first week in February, the construction management firm will be named to help make sure that work stays on schedule and within budget.

WTC Site Plan



(Top) Mock-up of Memorial Panels, which will list the names of those lost in the attacks

(Bottom) Governor Pataki, Peter Walker, Michael Arad, and Gretchen Dykstra selecting trees for the Memorial Plaza

Message from Gretchen Dykstra

Foundation President & CEO

I am pleased to report that in nine short months, the Foundation's work is well under-way to prepare for the start of construction on the Memorial in the spring.

We are traveling down several parallel and interrelated roads—and all are dependent on a successful fundraising effort. We recently emerged from our “quiet phase” where we worked on securing leadership gifts and now

are beginning a broader outreach to the public. We are heartened by a number of unsolicited generous contributions that came from caring individuals and businesses both near and far. We have already received donations from 47 different states and 9 different countries, which I believe demonstrates the broad support of people who care deeply about remembering those lost on September 11th, 2001 and February 26, 1993.

As we move forward with our fundraising campaign, we will establish regional fundraising committees in key areas across the country and internationally to broaden our base of support, increase awareness, and enhance the success of our grassroots initiatives.

We look forward to keeping you up-to-date on our progress in the coming months.

Donor Spotlight

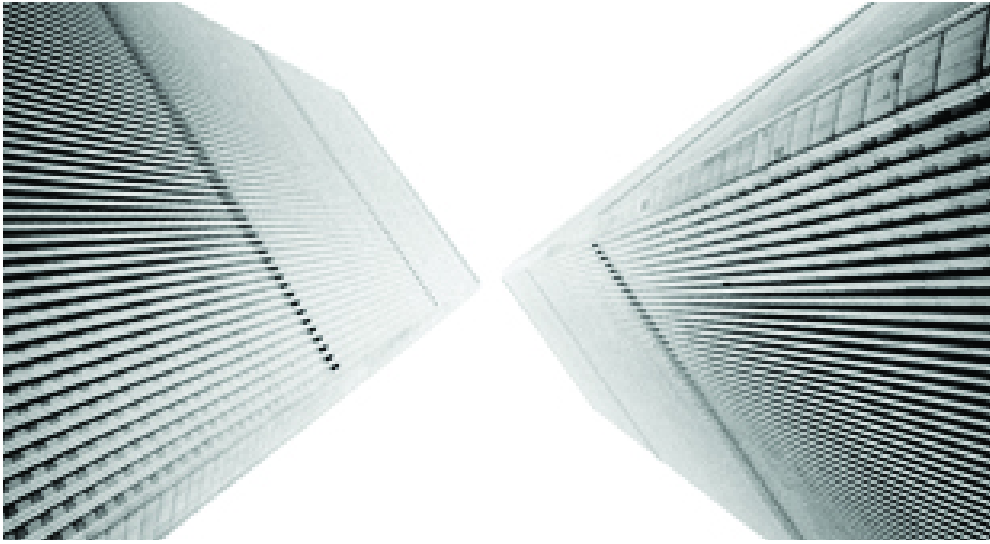
Veruska Puente and Avon Sales Representatives
Raise \$325,000 for Memorial

Like many Americans, Veruska Puente wanted to do her part to help in the aftermath of September 11th. A mother of two from Yonkers, New York and an Avon Sales Representative, Veruska and her fellow “Avon Ladies” decided to sell the Heart of America Pin for four dollars each, raising over seven million dollars within a few weeks. The proceeds were used to support families affected by September 11th and are now being distributed to help build permanent memorials to honor those lost in the attacks. In October, the Foundation recognized Veruska Puente and her 500,000 fellow Avon Sales Representatives for Avon's generous gift of \$325,000 to the Memorial Foundation. Ms. Puente said, “I am so extraordinarily proud to stand here before you on behalf of Avon and the Avon Foundation to help launch the World Trade Center Memorial. Thank you for allowing me to share in this special day on behalf of Avon Representatives across the US who came together to help this great city.”

We urge you to follow the example of the “Avon Ladies” and encourage your business and community to raise money to build the Memorial.



Avon Sales Representative Veruska Puente with Gretchen Dykstra at Foundation press conference



World Trade Center, by Hollister Lowe

Online Photo Gallery Featuring Prominent Photographers

The Foundation is pleased to announce that several renowned photographers have provided the Foundation with their photos to help raise money for the Memorial. You can purchase photographs of the World Trade Center, New York City skyline, and Ground Zero through the online photo gallery at www.buildthememorial.org. A custom-made poster series featuring renderings of the Memorial is also available online. Net proceeds from the sale of the images will benefit the Memorial Foundation.

Hollister Lowe is one of the renowned photographers whose photographs are featured on the Foundation website. On countless mornings, the New England-raised photographer would ride his bicycle from his Canal St. apartment to the World Trade Center in hopes of returning with a photo that would capture the towers that loomed in the sky and whose presence was felt by all New Yorkers. Finally,

on a hazy day in 1992, Hollister took the perfect photograph (above). As a fashion photographer, Hollister wanted to capture the towers as a fashion creation in a style similar to American designer Geoffrey Beene or European designers Viktor & Rolf.

After reading an article about the World Trade Center Memorial Foundation, he contacted Gretchen Dykstra and sent her the image. Hollister believed that the Foundation would be able to use his photo to show the power of the buildings to the entire world.

Hollister's work has appeared in magazines such as American Photo, Elle, and L'Incense, and his clients include Levis, Pepe Jeans London, and Tommy Hilfiger.

He is currently working on a portrait book of "icons."

New Yorkers Can Contribute to Memorial Through Tax Returns

New Yorkers can contribute directly to the Foundation through their upcoming tax returns -- thanks to the efforts of Governor Pataki and the support of Senate Majority Leader Bruno and Assembly Speaker Silver. This option will be available on individual and corporate tax returns beginning with the 2005 tax year. Since 1995, New Yorkers have donated nearly \$17 million through special tax check-off funds to charitable organizations.

Please remember to tell your family and friends about this simple and direct way to contribute as tax season approaches.



Governor Pataki Signs into law tax check-off for Memorial

NEWS

Advertising and Media Leaders Team Up to Create Awareness Campaign for Memorial

Advertising and media industry leaders are making sure Madison Avenue does its part to help build the Memorial by serving on the WTC Memorial Communications Advisory Council. The Advisory Council was formed by the Foundation with the help of Matt Scheckner, President and CEO of Empire Sports & Entertainment and the Executive Director of Advertising Week, to develop a pro bono national campaign to raise awareness and generate financial support for the WTC Memorial.

The world-wide advertising firm, TBWA\CHIAT\DAY, which was named 2004 Global Agency Network of the Year by Ad Age Magazine and 2004 US Agency of the Year by Ad Week Magazine, is developing the creative content for the campaign which will launch in the spring of 2006.

Memorial Waterfalls Able to Run Year-Round

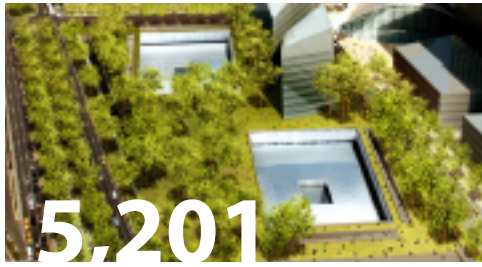
After the January 10 Board meeting, the Foundation announced revised plans that will allow visitors to experience the Memorial waterfalls year-round. Foundation Board Member Peter Lehrer, who co-chairs the Design, Construction, and Real Estate Committee, worked with the Memorial design team to incorporate heaters into the design of the waterfalls, allowing them to flow during the winter months.

Sign the Petition-- Vote for your favorite stamp design!

Commemorative stamps have been used to recognize historical events, anniversaries, and people important to America's history. By issuing a stamp commemorating the WTC Memorial, scheduled to open in 2009, the United States Postal Service can honor the thousands of innocent men, women and children who were lost on September 11th. Let the Postmaster General know that YOU want a WTC Memorial commemorative stamp by joining the thousands of Americans who have signed the petition on www.buildthememorial.org.



Highlights of the WTC Memorial Design:



- ▶ Memorial Design Architect Michael Arad and Landscape Architect Peter Walker's design selected from 5,201 submissions from 63 countries
- ▶ 2 voids set within the original footprints of the Twin Towers with waterfalls cascading 27 feet below ground



- ▶ 40,000 gallons of water will move every minute through each of the footprints
- ▶ 165,000 gallons of water will fill each Memorial pool
- ▶ 1,408 feet of panels will surround the pools with the names of those lost in the attacks



- ▶ 222 Swamp White Oak and 50 Sweet Gum Trees on the Memorial Plaza
- ▶ 110,000 square feet for the Memorial Museum which will tell the story of February 26, 1993 and September 11, 2001
- ▶ 92 plaza benches

Story Builder

A Chaplain at Ground Zero

Ministering down at the site, whether in St. Paul's Chapel or in the temporary morgue, T-Mort, was a humbling experience and an honor and a privilege I will never forget. Part of a team of interfaith chaplain volunteers, my shift covered 7 hours every few weeks. I picked the evening to night shift when it was slightly quieter in the environs of the WTC site but as busy and committed within, with the bright lights shining down on the non-stop workers, moving swiftly and deftly to find and bring home all those who were lost when the Towers came down. Every human remain discovered, no matter how small, was blessed by a chaplain working with the recovery teams. Chaplains worked around the clock in three daily shifts from September until May when that work was done and the Closing Ceremony signaled the end of one phase and the beginning of another. The solidarity forged with the workers from so many disciplines was very moving and served as a strength and support amidst the pain and loss all around. Having a memorial in this scarred but sacred ground will, I trust, offer a place and space for healing.



Tribute in Lights

Help the Foundation create the Story Builder permanent digital archive for the Memorial Museum by sharing your story at www.buildthememorial.org

You Can Help Build the Memorial

- 1 Donate now at www.buildthememorial.org

Your contribution can be made monthly or on a one-time basis. You can also send a check to:

World Trade Center Memorial Foundation
PO Box 5024
New York, NY 10274-5024

- 2 Sign Up and Tell a Friend

Sign up and sign your friends up for email updates to stay informed. We want to keep you up-to-date on the progress of the Memorial and Memorial Museum.

- 3 Share Your Story and Reflections on 9/11

What does the Memorial mean to you? Everyone was affected by September 11th. Share your story with us and help expand the community that will build the Memorial.

World Trade Center Memorial Foundation Leadership

Honorary Board Members

George H. W. Bush
41st President of the United States

Jimmy Carter
39th President of the United States

William J. Clinton
42nd President of the United States

Gerald R. Ford
38th President of the United States

Honorary Trustees

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Governor, State of New York

Michael R. Bloomberg
Mayor, City of New York

Rudolph W. Giuliani
Former Mayor, City of New York

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