DIRECTORS' DIGEST 3

Memorial

Would very much appreciate your thoughts and recommendations as soon as soon as possible concerning our memorial project. We have a mighty task ahead, limited resources to accomplish it, and we need all the brainpower of the association, especially the directors, to succeed. Which we will.

It is recommended we follow the basic plan proposed to Mr. Owen just before his resignation. It needs elaboration and fine-tuning, of course, but it serves as a blueprint from which to work.

The following is still preliminary. Once we have your input and all the facts, we will prepare a detailed plan with action items, assigned responsibilities, goals and schedules.

The Monument

Dedication tentatively scheduled for December 1988. Actual date will be determined by when we can start payments to the sculptor. About 32 months will be required to erect the memorial.

The basic concept approved by the directors and members at San Diego will translate into a memorial roughly the size of the Iwo Jima monument. It will stand 40 feet tall. The figures will be 16 feet. All services and races will be represented. Enclosed photograph indicates scale.

The memorial will be centered in a park of roughly eight acres which will feature a large grass field for ceremonial activities such as troop formations.

Two huge plaques at the entrance to the park will bear the names of every member of The Chosin Few and description of the battle. Eternity will know that those 2000 men--us--planned, financed, erected and dedicated the memorial to the allies of the war.

(Cdr. Davis, it is imperative that we safeguard our membership roll, including our members who have died, for those plaques. As for the living, perhaps we should rule that only members in good standing at some certain time will be listed).
As currently envisioned, the base of the memorial will contain the flag of every allied nation and/or the emblem of every allied service engaged in the war.

Tentatively, we also plan to enshrine the remains of a Korean War unknown within the memorial.

Site

Facts and circumstances recommend the promontory overlooking the Pacific at Palos Verdes in Los Angeles. If basic engineering studies prove the land will support the 1800-ton monument, that site will be recommended for your approval and, if okayed by you, then the member's.

The advantages of Los Angeles include availability of site, far more tourists a year than to Washington, the public and financial support of the nation's largest city, the support and promised perpetual care by the Korean-American community, and the fact that the site is neutral, not favoring any one service.

Most significant, the proximity of our memorial to the Korean Liberty Bell on the site will symbolize and even solidify the strong bond of friendship between the U. S. and South Korea.

As for the other sites under consideration, Washington seems impossible if we wish to erect a memorial in our lifetimes (WW II vets still have not been able to locate a monument there); the Interior Department is opposed to us at Point Loma in San Diego, and the sculptor now feels that site is too small anyway; Camp Pendleton not only favors the Marines too strongly but also could cause East-West bickering within the Corps; and San Antonio has reportedly withdrawn from consideration.

The Navy Seabee Reserves, according to Dr. deWeldon, will prepare our site as a training exercise, saving us as much as a million dollars.

Operations

The key, it seems, is to streamline our operation to suit our limited manpower and time, make maximum use of computers and subdivide responsibilities into the smallest possible increments.

It is recommended that the president be the general chair, the executive director the chairman of operations supervising the actual workload, and that chairmen be named for the various categories from site development to the Korean-American community.

Ken Cram in this area will be the planning director to track all activities. Other chairmen will be selected by the time the masterplan is presented for your consideration.
It is planned that computers handle the majority of our outgoing fund-raising correspondence, thus minimizing our workload there.

But we must be prepared to manually process millions of pieces of incoming correspondence, which will require either a large volunteer corps or hiring a service.

**Financing, Overview**

Recommend that our internal goal be $10 million, but our external target be $5 or $6 depending if South Korea wishes to erect a duplicate.

In order to resume the project, we must pay Dr. deWeldon a down payment of $250,000, then monthly payments of $84,000 until the total.

For planning purposes, here are donor categories and estimated averages:

- **Chosin Few members.** 2000 @ $500.................$1,000,000
- **6 million U. S. vets of Korean War @ 25¢........ 1,500,000
- **Veterans associations such as VFW.** Since nationals currently committed to federally sponsored project and cannot release until that legislation dies this October, we concentrate on posts in each state, assuming five each @ $100................. 250,000
- **1 million Korean-Americans @ $1.............. 1,000,000
- **Or 6 million businesses in U. S., target the 245,000 with annual sales of $5 million or more (locate through trade associations, etc). @ $10........................ 2,450,000
- **Korea.** Need info on business population before projecting, but estimate........................ 2,000,000
- **Fortune 500 @ $5000.................................. 2,500,000
- **50 major foundations @ $5000...................... 250,000
- **250 VIPs such as Ross Perot @ $1000........... 250,000
- **Fraternal associations such as Lions.** American Association of Retired Persons alone has 21 million members. Estimate all sources............. 500,000

**ESTIMATE TOTAL—** $11,700,000
Financing, Immediate

Plan to raise $1 million in near future to begin payments to Dr. deWeldon for time, materials, etc.

Will attempt to generate those funds starting in May by contacting 100 wealthy individuals and two major foundations.

Financing, Potential

Dr deWeldon said the total design of the memorial will be finished in time for us to begin producing models for sale early next year if we need to generate additional income.

Conclusion

Gentlemen, we should emerge from this memorial project as an extremely wealthy organization with all the potential and problems that implies.

The models of the memorial, for instance, will generate revenues for the association far beyond our lifetimes. (Though we must protect the copyright zealously. Models of the Iwo Jima monument sell by the millions, but the people behind that project realize none of the income because they allowed their copyright to expire).

We hope to have a detailed plan of action for your consideration by the end of May.

Sincerely,

Frank Kerr