

ITEM NO. 31



AMERICAN
HEROES

Tribute



American Heroes Tribute

P.O. Box 11366, Costa Mesa, California 92627
949-642-2044

AmericanHeroesTribute.org
501(c)(3) Charitable and Educational Organization

May 19, 2006

Dear Mayor Wood and Oceanside City Council:

We invite you into our world. We are trying to create something amazing and different. This is not a project about domestic politics, international policies, or ideological debates. This is about bringing our country together again. This is a project about our soldiers, marines, sailors and airmen, the average men and women in uniform whose job is to go to war when called to do so. Often they serve under conditions of hardship, loneliness, fear and danger - tour after tour, year after year - just doing a job.

What our military people do every day, under the most hazardous conditions and without complaint, deserves our unified respect and support as a country. And when they pay the ultimate cost with their precious lives, we need to remember them. For their sake, for their families and for ourselves as Americans, we need to remember them.

To this end we have established the American Heroes Tribute

We still have heroes! Fatigued by the dueling politics, the nation is grateful to know that we really are still the home of the brave! Our purpose is to hold up what's best about this country ... and our heroes are not only the best, but the bravest of the best, and yes, they were Republicans and Democrats and held positions in all political persuasions.

Our goal, therefore, is to provide a grand showcase and forum that will allow a grateful American public to acknowledge the men and women who have offered themselves as an ultimate payment in this battle against global terrorism.

To honor them we are creating large, tribute banners. Our goal is to create one for each fallen warrior. These banners will be placed on light poles so that we can acknowledge, honor and celebrate their lives. In an equally important goal we will embrace and involve the families of our heroes and surround them with respect and appreciation for the losses they have suffered.

Our national mission is to establish more than 2,500 tribute banners and when fully funded raise them on light poles starting in San Diego, California and then rotate them northward through the county. From there this banner tribute will systematically move up the coast of California and continue the journey across our country, weaving through community after community for one year. The placement of these banners will be accompanied by numerous celebrations and, most importantly, direct acknowledgment and praise for the families of the fallen.

An invitation to join us

As we build toward the national campaign we invite you to join American Heroes Tribute in creating a very special event in Oceanside for July 4th. This will be a celebration of life. In conjunction with and at the invitation of Main Street Oceanside we would like to raise approximately 80 American Heroes Tribute banners in key, to be decided, locations in Oceanside where the community can experience and enjoy them. These banners would be installed by the City of Oceanside on approximately June 15 and be taken down on approximately July 15.

We also invite you to celebrate the fallen who called Oceanside home during your July 4th festivities, perhaps with special banner unveilings. Vista is doing this during their Memorial Day events. Those who called Oceanside their home and gave their last full measure are:

- a. Tainsh, Patrick S. Sergeant (sponsored)
- b. Neubauer, Paul C. Sergeant
- c. Herrera, David L. Sergeant

It's important that we don't let our brave men and women's losses become nothing more than a political debate or a newspaper obituary. It wasn't a political debate to them - or to their families. It was a tough job and they took it, trusting us to back them up. Help us to show America that the ultimate sacrifice can uplift hearts in a wonderful July 4th celebration to these lives.

For the troops, for their families and for the country.



Robert Pfeiler
President and Cofounder

■ Banner Information

Artwork & Design: Grant Bjorn

Banner Material: 3'x9' double sided high grade gloss banner.

Printing System: 6-color, high resolution super-wide printer

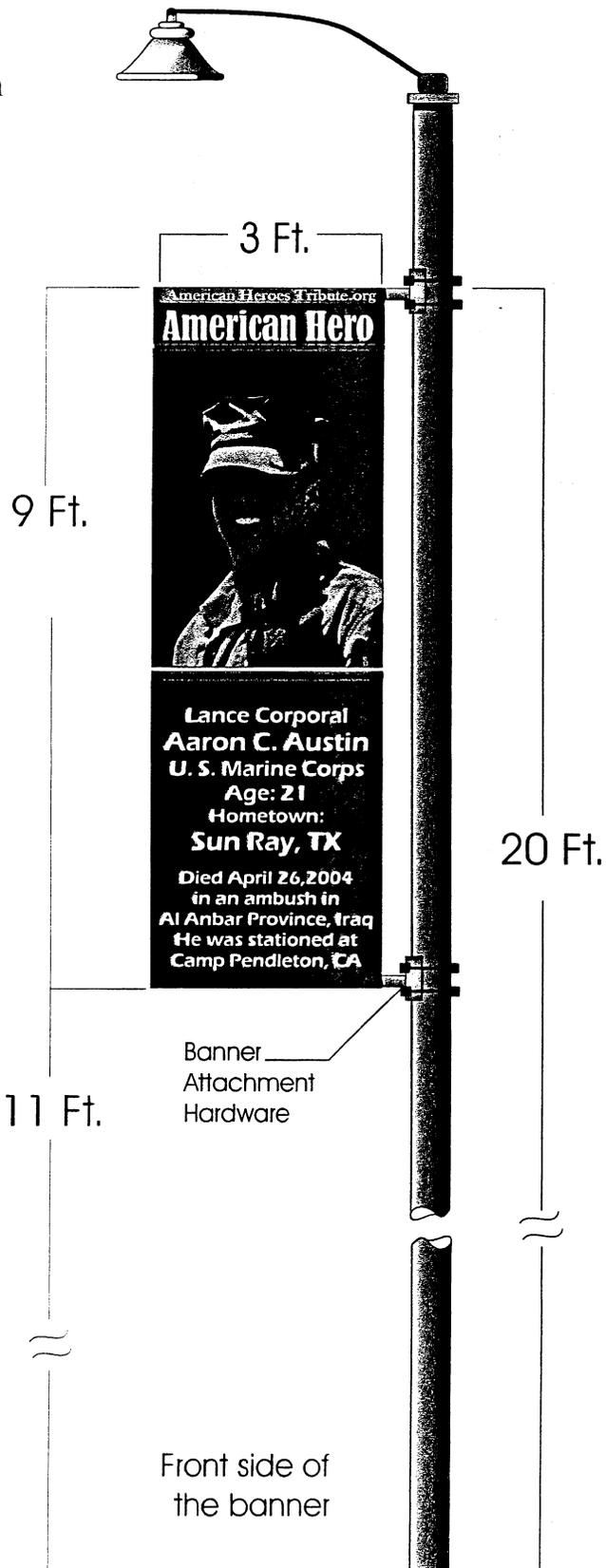
Photographs: Provided by the friends and families of the service men and women and the U. S. Armed Forces photo file register.

Banner Installation:

Project coordination and supervision will be done by a licensed contractor.



Back side of the banner



AmericanHeroesTribute.org

American Hero



**Lance Corporal
Aaron C. Austin**
U. S. Marine Corps
Age: 21
Hometown:
Sun Ray, TX

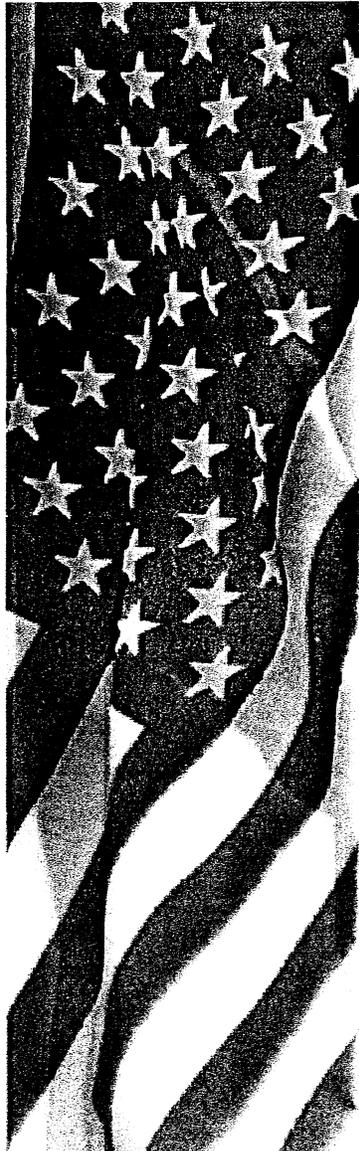
Died April 26, 2004
in an ambush in
Al Anbar Province, Iraq
He was stationed at
Camp Pendleton, CA

Banner
Attachment
Hardware

Front side of the banner

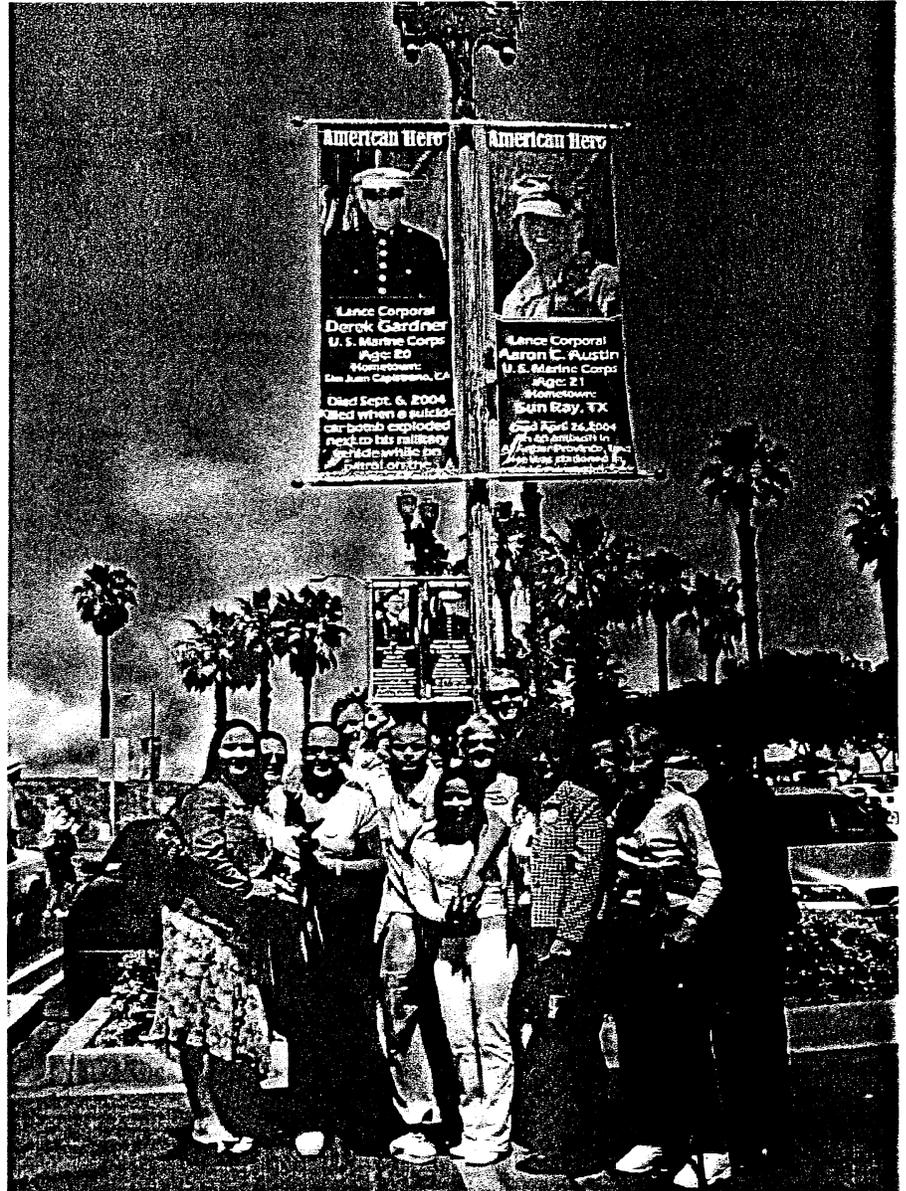
GRADE

*Note: Drawing not to scale



AMERICAN
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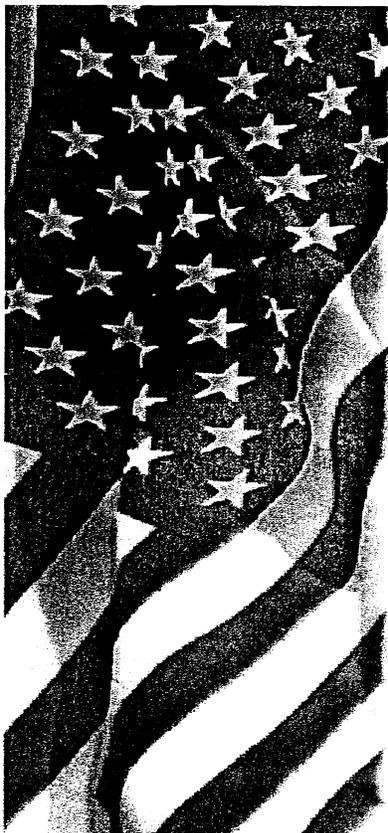


American Heroes Tribute: First Family

The picture above is of the family and friends of Lance Corporal Derek Gardner at our first event in San Clemente on April 24, 2005. His father, Ken Gardner, and his mother, Vickey De Lacour, lost their son Derek on Sept. 6, 2004. Derek Gardner's fiancée, April Ornelas, is also pictured on the far left. She spoke at the event on how she's learning to celebrate his life rather than mourn his death. We refer to them as our first family because they were the first to welcome us into their lives and help us get started.

■ Sponsorship Benefits

This is what it is all about getting people out of their homes and offices and being a community that supports one another. These are the heroes that we need to teach our children about. These are the men and women, the brothers and sisters, the husbands and wives that lived in our neighborhoods.



AMERICAN HEROES *Tribute*



Abe Simpson's Family



Abe Simpson's Banner



Family Friend
Officer Willie



A view of the proceedings



Ricardo A. Crocker

A gift of:
City of Mission Viejo



Name:Ricardo Crocker Date: 06-28-05 File Name: 040

American Heroes Tribute.org

American Hero



Major
Ricardo A. Crocker
U.S. Marine Corps
Age: 39
Hometown:
Redondo Beach, CA
Died: May 26, 2005

Loving son, brother and friend.
He is now part of the sunset he
loved to watch. Proudly served
his country as a Marine and his
community as a police officer.

We will never forget.

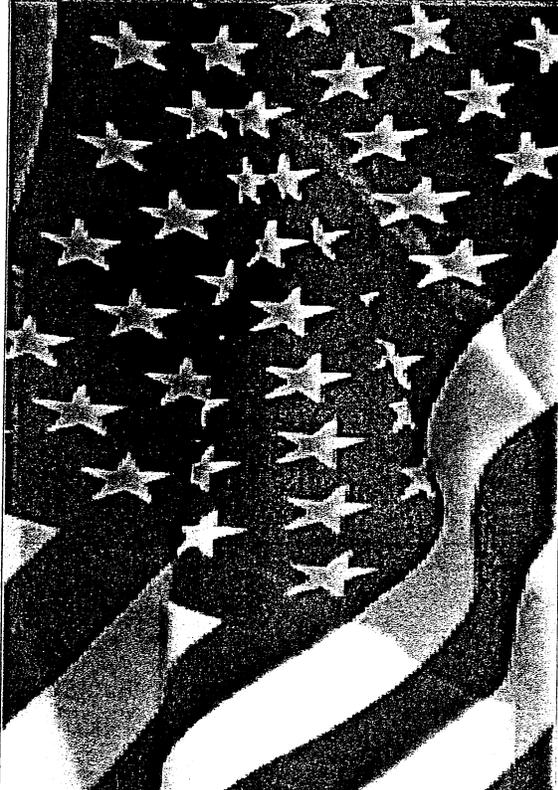
5th CAG, Det 4, Team 1, Iraq

Semper Fidelis

Name:Ricardo Crocker Date: 06-28-05 File Name: 040

Mark A. Barbret

A gift of: **Dr. Robert Pfeiler
and Klara Scott**



**AMERICAN
HEROES**

Tribute

Name:: Mark A. Barbret Date: 09-05-05 File Name:043

American Heroes Tribute.org

American Hero



Pfc.

Mark A. Barbret

U.S. Army

Age: 22

Hometown:

Shelby Township, MI

Gave his life on:

October 14, 2004

**"Mom, if I should die here
put "FOR MY COUNTRY"
on my tombstone and give
my Army ring to my son,
Christian."**

**Dearest Mark: Christian has
your Army ring and your
beautiful blue eyes too...**

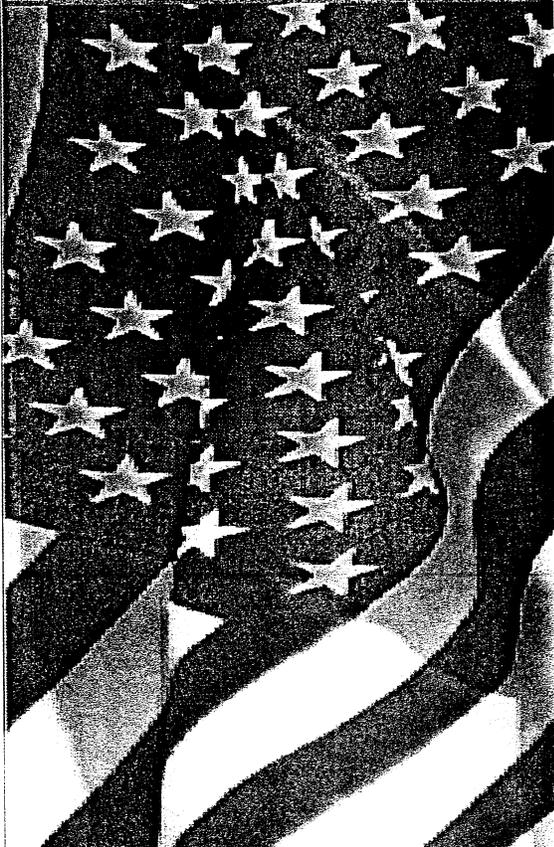
**Miss ya, love ya,
so proud of ya...**

Our hearts are broken.

Name:: Mark A. Barbret Date: 09-05-05 File Name:043

Abraham Simpson

Sponsored by:
Arovista School



**AMERICAN
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Name: Abraham Simpson Date: 06-06-05 File name 037

American Heroes Tribute.org

American Hero



**Lance Corporal
Abraham Simpson
U.S. Marine Corps**

Age: 19

**Hometown:
Chino, CA**

Died: Nov. 9, 2004

**Eagle Scout, oldest of three sons,
a Christian.**

**"If it happens to anyone, it
would be better if it happens
to me, because I know
where I'm going." ...**

**"I want to be infantry, to share
with someone who needs
hope, or to take a bullet for
someone who needs more time".**

Name: Abraham Simpson Date: 06-06-05 File name 037



Office of Mayor and City Councilmembers

Phone: (949) 361-8322 Fax: (949) 361-8283

Website: <http://ci.san-clemente.ca.us>

E-mail: CityCouncil@san-clemente.org

Joe Anderson, *Mayor*

G. Wayne Eggleston, *Mayor Pro Tem*

Jim Dahl, *Councilmember*

Stephanie Dorey, *Councilmember*

Susan Ritschel, *Councilmember*

George Scarborough, *City Manager*

April 29, 2005

Hon. Mayor and Council Members

Re: American Heroes Tribute

Dear Mayor and City Council Members:

I would like to take a moment and introduce you to the American Heroes Tribute project. This tribute is dedicated to the service men and women who have paid the ultimate sacrifice in Iraq and Afghanistan. The purpose of this tribute project is to honor and remember those who gave their lives by dedicating a flag-sized banner erected on light poles displaying their photograph and personal information.

You may have seen articles in the *Orange County Register* on April 25th or San Clemente's *Sun Post News* on April 28th about this worthwhile grassroots project. On Sunday, April 24th the American Heroes Tribute unveiled what is hoped to be the start of a nationwide tribute to honor the more than 1,600 Americans who have died fighting terrorism. I ask that you welcome the American Heroes Tribute to your city as they begin their journey to take this project across America.

The response to this banner project in San Clemente has been overwhelming. Grant Bjorn, Founder and CEO of the American Heroes Tribute, summed it up when he said, "This project is so important to me because these are real heroes. These aren't media-driven movie stars or overpaid athletes. These are men and women that live in your community. These are true heroes that we need to teach our children about."

Join me and all of San Clemente in honoring our real American heroes. Welcome this non-profit organization into your city and let's have all of Orange County share in launching the nationwide tour of the American Heroes Tribute.

Sincerely,

Joe Anderson
Mayor

Emily
Craven
9-20-05
September
20, 2005
6th grade

American Heroes Tribute

I believe that every American hero should be supported until they cannot be supported anymore.

My first thought when I saw those banners hanging outside of Valley Christian School was "Oh my goodness!" I had gotten a tear in my eye, when Mark A. Barbet wrote "I give my army ring to my son - Christian!" It really touched my heart!

I really enjoyed reading Joshua M. Palmer's banner! It seemed like he really cared for children! The way he wrote his last words was really exciting, it made me smile! I have really enjoyed taking time out of my history class to learn and read about these American heroes tribute.

Written By:

Emily Craven

Brett and Zellene Allred
427 South 250 East
Hyde Park, UT 84318

31 July 2005

American Heroes Tribute
Robert Pfeiler, President
P.O. Box 11366
Costa Mesa, CA 92627

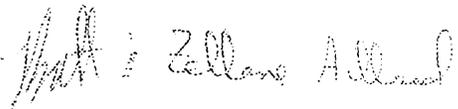
Dear Mr. Pfeiler:

It is with great pleasure that we write this letter to express our support for the American Heroes Tribute campaign honoring those who have died in service to our country in Iraq and Afghanistan. We have been deeply touched by the recognition given to these men and women, and as parents of one who gave the ultimate sacrifice for freedom we feel privileged to lend our support to your continued efforts.

As you know, our son and his best friend's banners were among the originals unveiled in San Clemente in April – we felt so bad when we couldn't make it to the opening ceremony. But we cannot express the feelings that overwhelmed us when we finally made it to California in May and saw Michael and Dale's banners displayed side by side. We are *so* grateful to you and your organization for setting up the banners (which are of outstanding quality!) especially for us. The pride we felt for our son and all who have sacrificed for the cause of freedom overcame us, and we felt a deep sense of gratitude for our country and for the people who are striving to preserve the memory of our fallen heroes. Regardless of people's opinion of the war on terror, we have experienced only concern and support from everyone. We cannot tell you how much it has helped us knowing that others care and recognize the price of freedom.

We appreciate your efforts and hope that all of our heroes will eventually be able to be recognized and honored with banners. We would very much like to see the banners travel across the country so that everyone can have the opportunity to pay their respects. We feel that this program celebrates the lives of each of these heroes and supports the families who have been left behind. We would like to specifically offer our assistance in bringing the banners to Utah – please let us know what we can do. Thank you again from the bottom of our hearts.

With Grateful Hearts,



Brett and Zellene Allred

Rachel Strike
September 20, 2005

7th

When she first saw the banners she thought things were just decorations but when school was over and my mother was ~~out~~ saying she asked why she said "These people were in the burning and tents to stay and die" and later that day my brother was saying that he wanted to be in the service and go through all the training and bootcamp and as soon as he could he would go to camp. I go guess we wanted this day of heroes really thought about all the things military people do for us.

GARY G. MILLER

42ND DISTRICT, CALIFORNIA

ASSISTANT WHIP AT LARGE

COMMITTEE ON FINANCIAL SERVICES

COMMITTEE ON TRANSPORTATION
AND INFRASTRUCTURE

BUILDING A BETTER AMERICA CAUCUS,
CHAIRMAN



UNITED STATES
HOUSE OF REPRESENTATIVES

September 7, 2005

1037 LONGWORTH HOUSE OFFICE BUILDING
WASHINGTON, DC 20515
TEL: (202) 225-3201
FAX: (202) 226-6962

1800 EAST LAMBERT ROAD, SUITE 150
BREA, CA 92821
TEL: (714) 257-1142
FAX: (714) 257-9242

200 CIVIC CENTER
MISSION VIEJO, CA 92691
TEL: (949) 470-8484

Mr. Robert Pfeiler
American Heroes Tribute
PO Box 11366
Costa Mesa, California 92627

Dear Mr. Pfeiler:

It is with great pleasure that I express my support for the American Heroes Tribute. It is my belief that the organization is committed to the noble effort of creating a lasting memorial that celebrates and honors the lives of service men and women who have given the ultimate sacrifice for their country.

The American Heroes Tribute is committed to honoring the individual memory of every fallen soldier through this unique memorial. The organization hopes that these banners will serve as a visual reminder not only to the community of the fallen soldier but to all who view them. It will remind all citizens of the sacrifice these soldiers gave in protecting the freedoms and way of life we, as Americans, hold dear. Additionally, these banners will serve as a symbol of the community's support for the grieving families. An example of this support was recently shown by Arovista Elementary School, where students rallied the community to raise the needed funds for a banner that will pay tribute to Lance Cpl. Abraham Simpson of Chino.

Many communities have responded positively to this project as they are united by nationalism and the desire to honor those who so greatly deserve it. I commend you on your mission and believe that organizations like American Heroes Tribute play a vital role in commemorating the lives of the United States Military.

Sincerely,

A handwritten signature in black ink that reads "Gary G. Miller".

GARY G. MILLER
Member of Congress