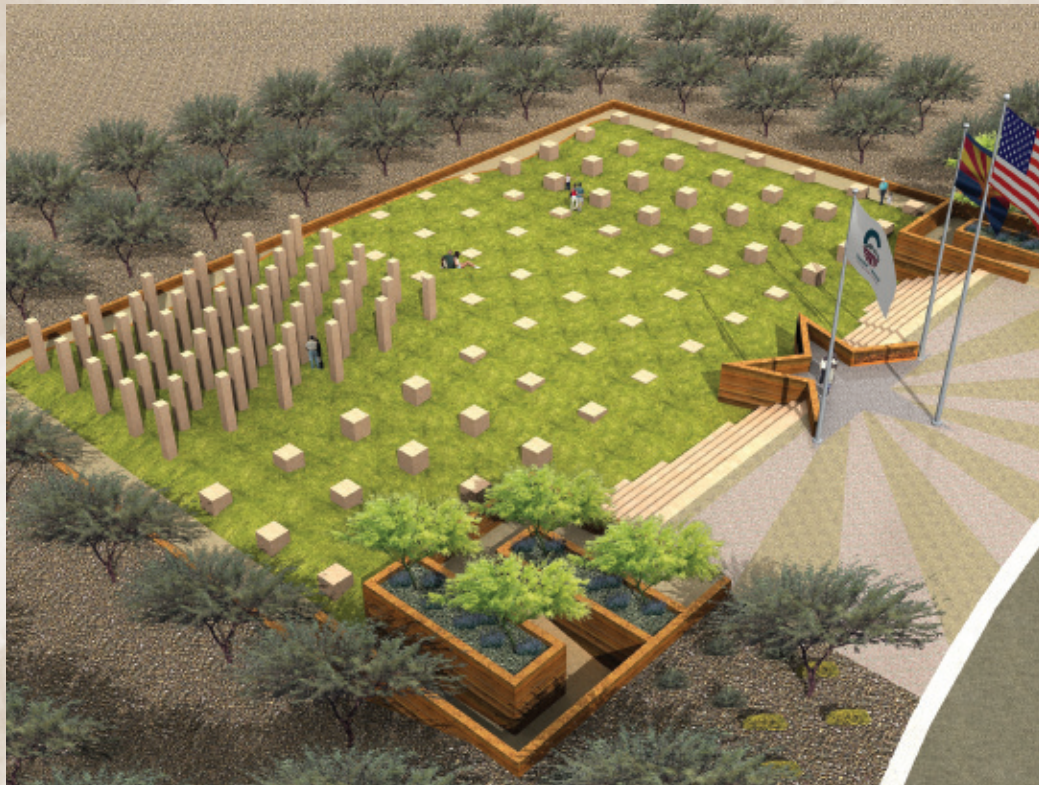




*A campaign to honor past, present and future military veterans
from Chandler and the Southeast Valley*

VETERANS OASIS PARK
CHANDLER, ARIZONA

In pursuit of **FREEDOM** for all, millions have served this country they love;
They deserve our **RECOGNITION**, for they have earned our utmost respect;
We will consecrate a place of **REFLECTION**, and welcome all to join in the salute;
Though we can never repay their **SACRIFICE** and actions exemplifying service greater than self;
Forever, their **MEMORIES** will live in our hearts, and we shall not fail to pay them tribute;
Together, our united American **FAMILY** will find strength in this healing oasis, this Field of Honor.



“The nation which forgets its defenders will be itself forgotten.”

- CALVIN COOLIDGE, 1920

Chandler, Arizona, will soon be home to a solemn and striking memorial that will serve as both a powerful symbol of our nation's greatness and a tangible monument honoring all the men and women who have served in the armed forces of this nation since its founding and those who will serve for generations yet to come.

The City of Chandler, local veterans, and community and business leaders have formed a public/private partnership and embarked on a \$2 million capital fundraising campaign to facilitate the design and construction of a veterans memorial. This beautiful and lasting memorial will be located at Veterans Oasis Park, on the northeast corner of Chandler Heights and Lindsay roads, and will also serve as a legacy of our Centennial celebration.

The Field of Honor will be the first veterans memorial of its size and scope in the Southeast Valley. The memorial space will honor all veterans and pay tribute to all branches of the U.S. military. It will highlight a wide range of American history, serve as an educational resource, and provide a solemn and inspiring experience for all ages. The natural, recessed setting within Veterans Oasis Park will provide a peaceful space for reflection. It will be a place where individuals, families and groups of various sizes can express their love and appreciation for our veterans.

While it will be located in Chandler, it will stand as a regional memorial, honoring the dedication and love of country shown by all those patriots from the Southeast Valley who have served in the armed forces. It will recognize not only the men and women who stood the watch, but also their supportive family members who made their own sacrifices on behalf of our county.

HISTORY

Historically, the communities of the southeast Salt River Valley have been extremely supportive of our nation's veterans. Our hearts have filled with pride as our loved ones – sons and daughters, husbands and wives, family members and friends – have left us to serve in the U.S. military. Our hearts have broken when some of them have not returned after making the ultimate sacrifice to protect the American way of life.

More than 1,000 residents attended Chandler's first military funeral on November 19, 1920, in honor of Army Private Robert Tyler who died while serving in France during the First World War.

During times of conflict, our livelihoods have provided direct and indirect support for the military and our troops. Early in our history, the cotton, produce and livestock grown on our lands helped sustain the nation in lean times of war.

When the Army Air Corps established Williams Field in 1941, our communities extended their full cooperation and hospitality to the many army personnel and their families stationed there. From the 1940s to the 1990s, Williams Air Force Base provided jobs to many residents, and Chandler and neighboring communities provided base staff and their families with a variety of support services, including housing, shopping, schools, recreational amenities and more. Through the years, many of the men and women who served at "Willie" have chosen to make our community their home.

Many members of the neighboring Gila River Indian Community served in the U. S. armed forces, including such notable young men as Mathew B. Juan, the first Arizonan to be killed in World War I, and Ira Hayes, who helped raise the American flag on Iwo Jima during World War II.

In modern times, the many high-tech companies operating in Chandler and the East Valley have developed and produced a variety of innovative products – from microchips to body armor to rockets and more – that benefit the efforts of America's military and the industries that support it.

Here is an enduring tradition of sacrifice and service that to this day compels many young men and women from our community to join the military as a demonstration of their patriotism and love of country.

"The willingness with which our young people are likely to serve in any war, no matter how justified, shall be directly proportional to how they perceive veterans of early wars were treated and appreciated by our nation."

GEORGE WASHINGTON, 1789

A DEBT WE CAN NEVER REPAY



Chandler's Honor Roll Billboard created during World War II



Veterans memorial dedicated by the American Legion in 1949



Current Memorial

Today, the City's only memorial for our military veterans is a marker placed in the downtown square, within Dr. A.J. Chandler Park. The commitment and sacrifice of the men and women who served in the past, are actively serving today, or whose service is yet to come, deserve greater recognition from our community. We have an opportunity to show our appreciation in a way that is unique for the region.

We must never forget ...

THE MEMORIAL

STARS AND STRIPES LEVEL

The lower level of the memorial was designed to match the exact ratio of the American Flag. At its core is a grid of stone plinths – or columns – of various heights, which define the flag's stars and stripes, while the rolling landform emulates the ripples of it blowing in the wind. The stone plinths are meant to signify soldiers marching in unison. Within the rising and falling landscape, the stones slowly disappear and reappear, which is meant to represent soldiers going off to war and then returning. Twenty-one of these cubes are completely submerged within the earth as a tribute, symbolizing a twenty-one gun salute for those who did not return.



FAMILY PLAZA OVERLOOK

An elevated plaza replicating the simplicity of the Arizona State flag overlooks the memorial's Stars and Stripes level. From this star-shaped overlook, visitors can peer down into the memorial and gain a feeling of watching over their country while their friends or loved ones are away. The star also represents the service flag of war mothers, which are hung in home windows to signify that an immediate family member is serving in the military.



VETERANS OASIS PARK



Veterans Oasis Park is a 113-acre community park and wetlands, located on the northeast corner of Chandler Heights and Lindsey roads. Within the five-year-old facility are the Chandler Heights Police Substation, the Chandler Environmental Education Center, an urban fishing lake, and an extensive network of trails surrounding a series of water recharge basins.

The park's name was submitted in 2005 by Chandler resident and veteran, Bill Harper, then approved by the Parks and Recreation Board and the City Council to honor America's veterans. Veterans Oasis Park and its facilities officially opened in early 2008. When it was designed, a section of the park adjacent to the Lindsey and Chandler Heights intersection was designated as the future location of a Veterans Memorial that would enhance the existing amenities and be integrated into the surrounding environment.

Shortly after the completion of the park, City staff began meeting with engaged residents and several local veterans groups to develop the conceptual plan for the memorial. Their efforts produced a preliminary concept and design featuring two distinctive, yet complementary spaces, and anchored by six core values: **FREEDOM, RECOGNITION, REFLECTION, SACRIFICE, MEMORIES,** and **FAMILY.**

INTEGRALLY COLORED CONCRETE SIDEWALK (TYP)

11" X 18" 20' SANDSTONE PILLAR (TYP)

RAMMED EARTH SEATWALL (TYP)

3' X 3' SANDSTONE CUBE (TYP)

RAMMED EARTH WALL (TYP)

FLAG POLE (TYP)

UNDULATING TURF LANDFORM (TYP)

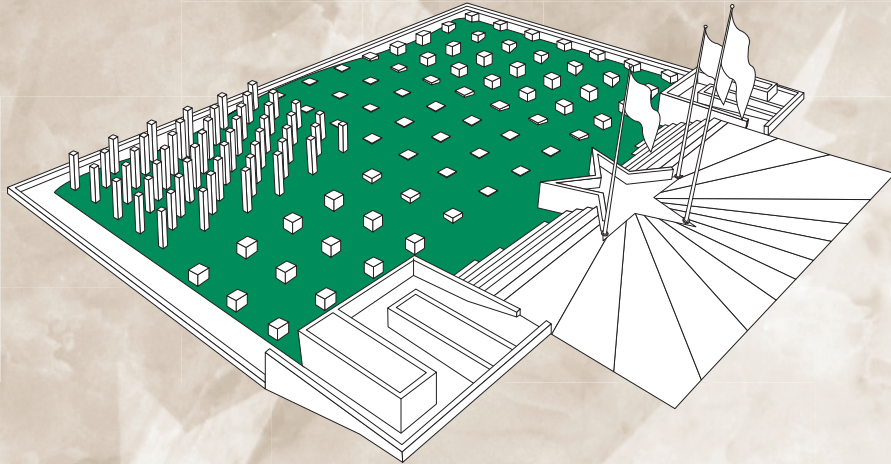
ACCESSIBLE RAMP (TYP)

DECORATIVE RECYCLED GLASS PAVEMENT (TYP)

MEMORIAL THEMES

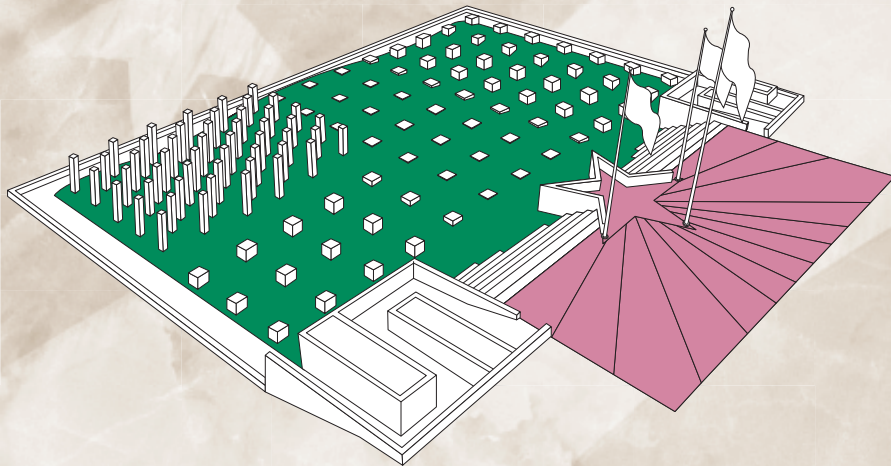
Within the memorial's design, there are six resonant themes:

FREEDOM, RECOGNITION, REFLECTION, SACRIFICE, MEMORIES, and FAMILY.



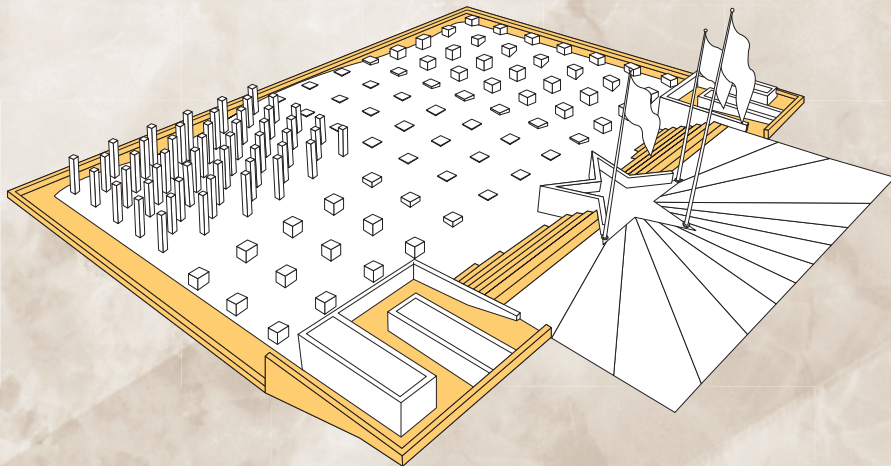
FREEDOM

The thought or idea of freedom was the guiding principle behind the monument's layout. During the public input process, the United States Flag was consistently identified as a symbol of freedom. The lower level of the memorial was designed to be the exact ratio of that flag. The rows of blocks metaphorically define the stars and stripes while the rolling landform emulates a flag blowing in the wind. The sharp contrast of ground plain and the disrupted basin slopes represents the impact this freedom has.



RECOGNITION

The monument offers recognition for local, state and national veterans. The elevated overlook is reminiscent of the form of the Arizona State Flag while the lower level replicates the American Flag. The veterans' contributions to our freedom can be conveyed on the walls and blocks. These vertical surfaces will provide an open canvas for the stories of our veterans.

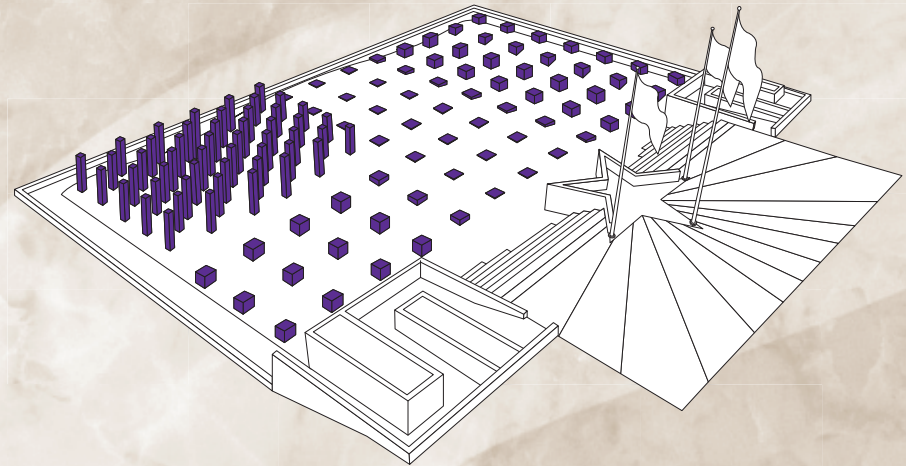


REFLECTION

Providing a space that would offer individuals and groups an opportunity for personal reflection was a primary goal. The memorial was designed to accommodate various group sizes and provide privacy and respite from adjacent land uses.

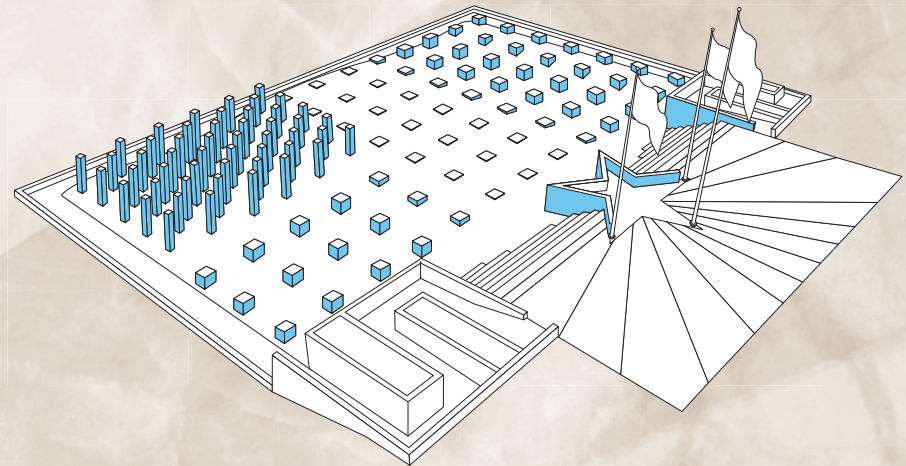
SACRIFICE

The field of geometric blocks appears to be in formation, which is meant to emulate soldiers. The blocks disappear as the landform elevates to give the impression of soldiers leaving to protect our country. At the center of the lower plaza, twenty-one of these blocks are enveloped by the earth. This is representative of a tribute, or a “twenty-one gun salute,” for those who did not return. On the opposite side, the land recedes and reveals the soldiers returning from war or conflict.



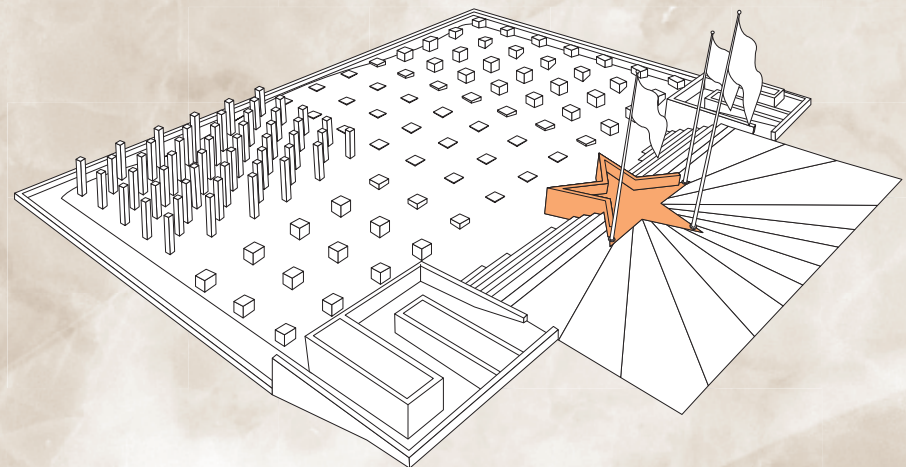
MEMORIES

Similar to the theme of recognition, an opportunity exists to record memories within the blocks and walls of the memorial.



FAMILY

The overlook of the upper level is an area for metaphorically watching over the family and country while the soldiers are away. The star also represents the War Mother's Service flag, which are hung in windows to show that an immediate family member is serving in the military.



CAMPAIGN SUPPORT

The City of Chandler commissioned a study in 2011 to assess the feasibility of raising money to build a military veterans memorial at Veterans Oasis Park, and to develop a conceptual plan. Based on the study results, additional research, and the preliminary design concept, a fundraising goal of \$2 million was set for the campaign.

PROPOSED BUDGET

\$2,000,000

ESTIMATED EXPENSES

Cost of Memorial

Design/Fees/Construction: \$1,825,000

Costs of Campaign

Includes publicity, collateral
recognition & counsel \$175,000

Thank you for considering a gift or pledge to honor our veterans. Your gift is tax deductible to the extent allowed by law and may be pledged over a period of three years. We invite you to give at a level that is appropriate for you:

STANDARDS OF GIVING

FREEDOM LEVEL I	\$500,000
VALOR LEVEL II	\$250,000
HONOR LEVEL III	\$125,000
COURAGE LEVEL IV	\$75,000
DUTY LEVEL V	\$50,000
BRAVERY LEVEL VI	\$25,000
LOYALTY LEVEL VII	\$10,000
SERVICE LEVEL VIII	\$5,000
MEMORIAL LEVEL IX	\$1,000
COMMUNITY PRIDE LEVEL X	Less than \$1,000

CAMPAIGN LEADERSHIP

CAMPAIGN CHAIR

Matt Orlando

Matt Orlando, Chandler City Councilmember; Colonel U.S. Air Force (Retired)



"Recognizing and remembering our nation's servicemen and women who have defended the freedom we enjoy has always been the right thing to do. We ask you to strongly consider being a part of making this Veterans Memorial a point of pride for Chandler and the East Valley. It is our hope that you will consider making a generous donation to our cause."

A handwritten signature in dark ink, appearing to read "Matt Orlando".

HONORARY CAMPAIGN CHAIRS

Barbara Bogle

Major Fred Ferguson, U.S. Army (Retired), Medal of Honor Recipient

CAMPAIGN CABINET

The Campaign Cabinet for the Field of Honor Veterans Memorial is comprised of business, community, and government leaders from Chandler and the East Valley, including several military veterans representing different eras of service to their country.

Jason Bagley, Intel Corp., Government Affairs Manager; Capt., U.S. Army

Lew Bradley, American Legion Post 35; Life Member Veterans of Foreign Wars (VFW) Post 7968,

Korean War Veterans, Charter Member Marine Corps League Detachment 1296; Sgt., U.S. Marine Corps

Tim Bricker, President/CEO, Chandler Regional & Mercy Gilbert Medical Centers

Angela Creedon, Assistant Vice President, Office of Public Affairs, Arizona State University

Rick Kettner, Sr. Director of Engineering, Orbital Sciences Corp.

Steve Kovach, President, Kovach Inc.

Dan Kush, Director of Program Management, Nokia Siemens Networks

Spike Lawrence, Partner, Lawrence and Geysler

Chris Long, Vice President, Orbital Sciences Corp.

Pat Lynch, Pilot, US Airways; Founder of Operation Freedom Bird; Sgt., U.S. Army

Rob Polston, Director of Veterans Recruiting & Staffing, Intel Corp.; Capt., U.S. Army

Martin Sepulveda, President, Sepulveda Group; former Chandler City Councilmember; CDR, U.S. Navy Reserve

Pete Wentis, Sr. Vice President, CB Richard Ellis Real Estate

David White, Community Manager, Gila River Indian Community; MSgt., U.S. Air Force

CAMPAIGN COUNSEL

VisionConnect: Rich Frazier & Alan Knobloch

HONORARY CAMPAIGN CHAIRS



Major Fred Ferguson, *U.S. Army (Retired), Medal of Honor Recipient*

We are proud to have Medal of Honor recipient Major Fred Ferguson, U.S. Army (Retired), serving as an Honorary Campaign Chair for the Chandler Veterans Memorial. In January 1968, Chief Warrant Officer (CWO) Fred Ferguson distinguished himself when he piloted his helicopter on a low-level flight at maximum airspeed along the Perfume River to rescue wounded passengers and crewmen of a downed helicopter within the enemy controlled Vietnamese city of Hue. While under heavy anti-aircraft, short range, and mortar fire, he coolly and skillfully landed his aircraft within an extremely confined area, and loaded the wounded crew while dealing with enemy fire, blinding dust, and a damaged aircraft. CWO Ferguson then flew his crippled aircraft through the same perilous conditions and safely returned his wounded passengers to friendly control. CWO Ferguson's extraordinary determination saved the lives of five of his comrades. After a long and distinguished military career where he rose to the rank of Major, Fred Ferguson continued his public service as an instructor pilot for the Arizona Army National Guard. He also worked in both the Veterans Administration and the Arizona Department of Veterans Services, including serving as Deputy Director of the department from 2000-2006. He has been a resident of Chandler since 1979.



Barbara Bogle

We are proud to have longtime Chandler resident Barbara Bogle serving as an Honorary Campaign Chair for the Chandler Veterans Memorial. In 1942, Barbara Caine married Jackson Bogle while the two were enrolled at Iowa State College. Jackson was commissioned as a Lieutenant in the U.S. Army and he served in a mule-pack field artillery unit in China during World War II. After the war, Jackson and Barbara came to Chandler to help run the family farming operations. Through the years, the couple raised five children – J. Robert, Kathleen (deceased), Becky, Ann, and J.C. Eventually, Jackson joined the National Guard, rose in rank to Battalion Commander, and took on the role as Adjutant General for the Army and Air National Guard for Arizona in 1969. In that position, he served as director of the Arizona Department of Emergency and Military Affairs until 1972. Barbara was a steadfast supporter of her husband's military service. While supporting Jackson in his business ventures and raising her family, she became active in many community endeavors. She joined the Chandler Service Club, the Philanthropic Educational Organization, Chandler Historical Society, and helped with the Girl Scouts. Meanwhile, Jackson served on numerous boards relating to education and agriculture and helped with the Boy Scouts. Together, Jackson and Barbara were instrumental in the economic, social and cultural development of Chandler. They were some of the original founders of the Chandler Regional Hospital Foundation and generous hospital supporters. In addition, they contributed to the creation of the Chandler Center for the Arts. In 1991, the Chandler Unified School District named a new junior high after the Bogle family, in honor of Jackson's years of service on the school district's governing board. Jackson passed away at the age of 83 in 2005. Barbara is still involved in the community, and several generations of the family still live in Chandler.



VETERANS SERVICES & SUPPORT

VETERANS SERVICES

In recent years, the City of Chandler has partnered with the Arizona Department of Veterans Services to establish an office that directly serves the needs of veterans within our community. It is the only office of its kind in the East Valley. The City also sponsors an annual Military & Veterans Benefits Expo. As the Veterans Memorial project comes to fruition, the City will explore ways to further partner with local, state, federal and not-for-profit organizations to develop or expand ongoing veteran services programs in the southeast Valley. The Environmental Education Center at Veterans Oasis Park could provide a resource space for any additional veterans programs, which would serve as a complement to the memorial.

SUPPORT OF VETERANS GROUPS

Thank you to the following groups that have been involved in the creation of the Field of Honor Veterans Memorial project:

- American Legion Post 35
- American Legion Post 91
- Arizona Department of Veterans Services
- Jewish War Veterans Post 619
- Korean War Veterans Association
- Military Order of the Purple Heart - Sun Lakes Veterans
- Marine Corps League - East Valley Unit
- Naval Fleet Reserve Association 163
- Veterans of Foreign Wars (VFW) Post 7401
- Veterans of Foreign Wars (VFW) Post 8053
- Vietnam Veterans of America
- Women's Army Corps Veterans Association

FREEDOM

“Our veterans will have a place where they can think back to their experiences, remember their buddies and the good times. For the non-veteran, this memorial should remind them of the awful price that some people have paid for their freedom. Freedom is not free. It’s been paid for by a lot of blood, sweat and tears; by a lot of good people since 1776.”
Fred Ferguson, Major, U.S. Army (Retired), Medal of Honor Recipient

“A veterans memorial serves as a tribute to those who have served our nation in times of peace and war, and as a solemn reminder of the sacrifices made to protect our freedom and way of life.”
David White, Community Manager, Gila River Indian Community; MSgt., U.S. Air Force

RECOGNITION

“First and foremost, the memorial will provide recognition to Chandler veterans for their service to our country. Personally, it’s recognition that I deployed to a combat zone and served. The memorial will show me that Chandler truly cares about its veteran population.”
Rob Polston, Director of Veterans Recruiting & Staffing, Intel Corp.; Capt., U.S. Army

“We had lots of good men that went into wars and gave their all, even their lives. We should remember the anguish that each one of these guys went through being away from their home, their loved ones, and their children. We need to have something meaningful in Chandler to remember them.”
Corley Haggarton, Seaman 1st Class, U.S. Navy

REFLECTION

“This is a place where their loved ones and fellow veterans can remember them and pay their respects. We can remember those who have served or given their lives, so that others may enjoy the life they have.”

Shirley Vega, U.S. Army

SACRIFICE

“I, for one, returned as a disabled veteran, but at least I returned. Some of our Brothers in Arms made the ultimate sacrifice. This memorial would mean that our community appreciates the sacrifices made by some, and honors their defense of our liberty.”

Rudy Rosales, MSgt., U.S. Air Force

MEMORIES


“This memorial will remind the public about a part of our American heritage, and the roots of our democracy, and how we’ve maintained it. It will provide the basis for many people to express their appreciation for those who have served.”

Jerry Brooks, Colonel, U.S. Air Force (Retired)

FAMILY

“The design brings out the greatness of the U.S.A. Just imagine a child visiting and saying, ‘This is a great honor to Grandpa or Grandma.’”

Lew Bradley, American Legion Post 35; Life Member Veterans of Foreign Wars (VFW) Post 7968, Korean War Veterans, Charter Member Marine Corps League Detachment 1296; Sgt., U.S. Marine Corps



Produced on behalf of the Campaign Cabinet by the
City of Chandler Communications & Public Affairs Department.

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