

Their stories shaped a nation.





## A LEGACY LIVES ON

The National Veterans Memorial and Museum began with a vision from the late Senator John Glenn (1921-2016), Colonel, U.S. Marine Corps (Retired), who understood the pressing need to honor the legacy of the courageous men and women who answered the call for our country. We must carefully preserve not only the names, dates, and battles, but the intimate memories, personal belongings and painful losses of our nation's Veterans. His vision is now the guiding principle for the institution he inspired.

The NVMM was nationally designated in June 2018, and is the 25th museum to receive this status from the United States Congress.

## OUR FOUNDATIONAL PILLARS

- **Honor** the service and sacrifice of American Veterans and their families.
- **Connect** America with Veterans and Veterans to opportunities.
- **Inspire** resilience, excellence, and selflessness.
- **Educate** K-12 and beyond about the experience and contributions of American Veterans.

### OUR MISSION

To honor and positively impact the lives of Veterans, their families, and our communities through sharing the Veteran experience.

### OUR VISION

To Honor, Connect, Inspire, and Educate to create national networks that empower and provide opportunities for Veterans.



#### **PRESIDENT & CEO**

### **LT. GENERAL MICHAEL FERRITER, U.S. ARMY (RETIRED)**

Lieutenant General Ferriter, U.S. Army (Retired), is the founding President and CEO of the National Veterans Memorial and Museum (NVMM). He is an inspiring speaker with extensive experience in leading organizations through crisis, successful transformations, and leading startups. He has spoken on the TEDx stage and to a diverse spectrum of audiences, from C-Suite executives to high school students.

The nationally designated NVMM honors all Veterans from all eras of service. As a new start-up, Ferriter was the first employee hired and built his team to open the Museum in October 2018. When the pandemic hit, 85 percent of American museums closed, but he led his team through the crisis and pivoted to create virtual and online experiences and programs. Through his transformational leadership, millions of Americans were reached and thousands of lives impacted.

Before coming to Columbus, Ohio, Lt. General Ferriter successfully supported Veterans and their families, underserved groups, students, and business leaders with his consulting firm, the Ferriter Group LLC. He has dedicated his civilian career to helping organizations and associations, and remains committed and passionate about serving Veterans, military families, and families of the Fallen.

He served 35 years in the U.S. Army commanding Soldiers, Sailors, Airmen, Marines, and international forces at the tactical, operational, and strategic levels. Ferriter completed three combat deployments in Iraq as a general officer and one in Somalia with Task Force Ranger. He parachuted with Paratroopers and Rangers more than 200 times and served as a lead military advisor to the Iraqi government from 2008-2010.

In his last role with the U.S. Army, Lt. General Ferriter led 75 Army installations around the world, comprised of a 75,000 person workforce, while managing a \$12 billion budget. Through his strategic leadership, he successfully cut costs saving nearly \$3 billion through business transformation and a focus on customer service.

In 2022, Lt. General Ferriter was inducted into the Ohio Veterans Hall of Fame and the U.S. Army Ranger Hall of Fame.

Mike and his wife, Margie, have four awesome children who are invested in military and public service to our country. Throughout his military career, he received numerous honors and distinctions for his service.



**The National Veterans Memorial and Museum received international recognition for its innovative design and was named one of the most anticipated buildings of 2018 by Architectural Digest.**

## A WALK THROUGH HISTORY

Inside the museum, visitors embark on a narrative journey, following exhibits that focus on people – the Soldier, Sailor, Airman, Marine, Guardian, Coastguardsman, and their families – from answering the call to duty, to life after military service. The Museum also invites guests to share their own stories of service through our Share Your Story booth.

### THEMATIC ALCOVES AND TIMELINE

Our core museum space is split into two primary sections. Fourteen thematic alcoves take guests on the Veteran journey through key moments in their military service and their transition to civilian life. A timeline starting with the Revolutionary War shares historical highlights of our country through the lens of Veterans who were there breaking new ground and fighting for the freedoms we enjoy today.

### MEMORIAL GROVE

Directly adjacent to the museum, our 2.5-acre Memorial Grove is designed for reflection before visitors return to their everyday lives. Anchored by a grove of elm trees, the space has a 325-foot stone wall, featuring three cascades of water and a reflecting pool, creating a cohesive space for contemplation, inspiration and recognition of service and sacrifice. This is the location for the Purple Heart Monument, Soldier's Cross, and will host a Gold Star Family Monument.



*“This museum, this place, reminds all Americans that they sleep soundly at night because of the sacrifice of millions of ordinary men and women.”*

ROBERT WILKIE, SECRETARY OF THE VETERANS ADMINISTRATION (VA), OPENING DAY, 2018



# OUR BOARDS OF DIRECTORS

We're extremely fortunate to have Boards of Directors comprised of hardworking and devoted individuals from our community.

## FOUNDATION BOARD

Members of the Foundation Board, bringing leadership from across the country, have committed to advocate, advise, raise funds and awareness to support the National Veterans Memorial and Museum's mission.

- Lewis "Lou" Von Thaer, Battelle
- Paul Chodak, American Electric Power, Veteran, U.S. Navy
- John Haley, AUSA, Brig. Gen., U.S. Army (Retired)
- Ronald A. (Rocky) Robins, Jr., Big Lots
- Craig Cowman, Cardinal Health
- Rustom Khouri III, Carnegie Development
- Manuel Guzman, CAS
- Kimra Cole, Columbia Gas
- Greg Davies, Columbus Downtown Development Corporation
- Leo Ruberto, Feazel Roof, Veteran, U.S. Marine Corps
- Tim Spence, Fifth Third Bank
- Larry Hilsheimer, Greif
- Zachary "Zach" Wasserman, Huntington Bancshares
- Mark Elliott, JP Morgan Chase, Col., U.S. Army (Retired)
- Christos Karmis, Boldyn (Mobilitie)
- John Boyer, Nationwide Insurance, Veteran, U.S. Army
- Stephen Markovich, MD, OhioHealth, Maj. Gen., U.S. Air Force (Retired)
- Phillip Carrow, Signal Point Systems, Veteran, U.S. Air Force
- Katie Wolfe Lloyd, The Dispatch Printing Co.
- Vice Admiral John Bird, USAA, U.S. Navy (Retired)
- Abigail Wexner, White Barn Associates
- John H. McConnell II, Worthington Industries

## OPERATING CORP. BOARD

Our Operating Corporation Board is comprised of hardworking community leaders responsible for governing and overseeing the practices and programming of the Museum.

- Lewis "Lou" Von Thaer, Battelle
- Anthony Anzic, JPMorgan Chase, Veteran, U.S. Navy
- Frederic Bertley, Ph.D., COSI
- Eddie Burt, Big Lots, Inc.
- Paul Chodak, American Electric Power, Veteran, U.S. Navy
- Janelle Coleman, American Electric Power
- Craig Cowman, Cardinal Health
- Dr. Michael Dennis, CAS
- Eric Engquist, USAA, Veteran, U.S. Army
- Katie Wolfe Lloyd, Dispatch Printing Co.
- Stephen Markovich, MD, OhioHealth, Maj. Gen., U.S. Air Force (Retired)
- Paige Sanchez, Huntington Bancshares, Veteran, U.S. Army
- John Boyer, Esq, Huntington Bancshares, Veteran, U.S. Army
- Amy Taylor, Columbus Downtown Development Corp



## SIGNATURE EVENTS THAT CELEBRATE & HONOR

Throughout the year, our signature events honor and celebrate the contributions of our nation's Veterans. Through the support of Big Lots, Battelle, the AEP Foundation, FedEx, Cardinal Health, and the Association of the United States Army, access to these impactful ceremonies is complimentary. Admission for Veterans and Gold Star families are complimentary, and admission for Active-Duty service members is complimentary thanks to American Legion, AMVETS, and VFW.

Each March, we commemorate **National Vietnam War Veterans Day** and honor Vietnam War Veterans with a special Welcome Home ceremony. Throughout May, we host a powerful series of events for **Memorial Day** to honor the brave men and women who lost their lives protecting our freedoms.

In September, we remember the lives lost on September 11, 2001, with a **Patriot Day** ceremony in partnership with the City of Columbus, honoring the brave first responders who showed extraordinary courage, and our nation's service members who served in the following Global War on Terror. Finally, for **Veterans Day** in November, we honor and celebrate the selfless commitment of the millions of Veterans who defended our country and way of life.

Past ceremony speakers include General Les L. Lyles, U.S. Air Force (Retired); Cheryl Mason, Chairman of the Board of Veterans Appeals; Montel Williams, TV host and Veteran; Joe Walsh, Gold Star Family Member and a member of The Eagles; Sergeant Major of the Army Jack Tilley, U.S. Army (Retired); and more.



General Les L. Lyles  
U.S. Air Force (Retired)



“Memorial Day is about honoring our service members who paid the ultimate price for our freedoms.”

BRITTNAY MCCALL, MEMORIAL DAY 2021  
KEYNOTE SPEAKER



## COMMITMENT TO STORYTELLING

Our virtual collection of programs provides national access and an in-depth look into the individual stories and shared experiences of Veterans throughout history.

### ONLINE STORY LIBRARY

Our Museum's online story library consists of hundreds of personal accounts from Veterans across the country, from all branches and all eras of service. With multiple categories to search, viewers can find and connect with stories of service and the common threads they share.

### VETERAN VOICES SERIES

Veteran Voices pulls back the curtain of history to share crucial moments in time through conversations with the Veterans who experienced them.

### RALLY POINT

Rally Point connects Veterans and provides education on a variety of initiatives available to Veterans and their families as well as civilians. Previous topics include: Uplifting Veterans through Physical Fitness, Find Your Tribe: Navigating PTSD and Moral Injuries, A Conversation with Black Vetpreneurs and more.

### INSPIRING STORIES OF SERVICE

We give a voice to every man and woman who answered the call for our country. Hear their inspiring stories in their own words through written and video storytelling.

RALLY POINT & INSPIRING STORIES OF SERVICE POWERED BY:



CENTRAL OHIO  
FORD DEALERS





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“Words cannot do justice to how proud I felt to be an American and I now have an even greater appreciation for service. My dad’s personal experience at the Memorial and Museum was amazing; after, he spent hours talking about his military experiences in much more detail and clarity than ever before. Everyone we met here went out of their way to make our group and my dad feel special. This Memorial and Museum is a special treasure located in Columbus, Ohio. Again, I could not be more impressed with the people, the facility, the energy of this wonderful place-thanks again for making it such a special day for our family!”

MUSEUM GUEST



So Ready for Laughter: The Legacy of Bob Hope



We the People



Depicting the Invisible

## EXHIBITIONS THAT TELL A STORY

Our exhibitions explore the distinctive journey of American Veterans and include themes of continued service, PTSD, sacrifice, and health and wellness.

In 2020, the Museum presented ***So Ready for Laughter: The Legacy of Bob Hope***, which told the story of Bob Hope's unique place in World War II history and beyond; the Museum was the first destination after the National World War II Museum, who was the curator, to host the exhibition. ***We the People: Portraits of Veterans in America*** by Mary Whyte debuted in 2021, depicting military Veterans of all ages and walks of life, from an astronaut to a zookeeper. Between 2021 and 2022, the Museum presented ***Depicting the Invisible: A Portrait Series of Veterans Suffering from PTSD***. Inspired by the harrowing statistic that 22 Veterans commit suicide every day in our country, artist Susan J. Barron created a series of mixed-media works on canvas featuring Veterans and their stories of life with PTSD. *Depicting the Invisible* was presented by CAS, with support from the Greater Columbus Arts Council and the Ohio Arts Council.

## **THE TWENTY-YEAR WAR: OUR NEXT GREATEST GENERATION**

The NVMM's first curated exhibition, **The Twenty-Year War: Our Next Greatest Generation**, is based on a photo journal of the same name. This exhibition calls attention to the captivating and personal stories of courage, sacrifice and continued service of those who have served our country during the Global War on Terror.

The exhibition has since been displayed at Lane Aviation in Columbus, Ohio and will be on display in San Antonio, Texas throughout 2023.

*The Twenty-Year War* is presented with support from the Greater Columbus Arts Council, NiSource, Rocky Boots, and Insuperity.



## **IDENTITY: EXPLORING VETERAN NARRATIVES THROUGH ART + MUSIC**

**IDENTITY** introduced us to Veterans who have found healing and connection through art and music. Many Veterans represented in this exhibition are working through Traumatic Brain Injury (TBI) or Post-Traumatic Stress (PTS) and have found the arts positively impact their healing and increase their sense of connection to the world around them. Through our collaboration with the Nashville-based organization CreatiVets, these Veterans learn to express complex events and emotions through the creative processes of drawing, painting, ceramics, metal work, sculpture, and songwriting.

**IDENTITY** is made possible through the generous support of Big Lots, The Columbus Foundation, the Greater Columbus Arts Council, Panera Bread, and the Central Ohio Labor Council.



## EDUCATION INITIATIVES

### EDUCATION INITIATIVES

We bring American history to life by connecting students to the powerful, personal stories and firsthand experiences of our nation's heroes. Our team provides educational programming and reaches beyond our walls through NVMM Reads with a different adult and children's book each month. Additionally, we partner with the Columbus Metropolitan Library to offer expanded access through Library Card Days.

### FIELD TRIPS

NVMM field trips are available to students across the country and the world with our in-person or virtual field trip options. Both options introduce the next generation to the lived experiences of our nation's heroes. Since 2020, the Museum has provided more than 75 in-person field trips to students, and over 15 virtual field trips for students in Chicago, California, Detroit, Pittsburgh, and more. Our field trips meet state and national learning standards through our delivered curriculum guides.

### CERTIFICATE IN PUBLIC AND NONPROFIT LEADERSHIP FOR VETERANS (LCERT)

Created in partnership with The Ohio State University's John Glenn College of Public Affairs, the Certificate in Public and Nonprofit Leadership for Veterans is a graduate-level program providing graduates with six credit hours. It brings together Veterans who are called to serve in civilian life to learn from each other, and build lasting relationships. It also helps demonstrate the value of military experience and leadership to civilian employers. Our fourth cohort, with 18 students nationwide, is underway in 2023.

### ORAL HISTORY PROJECT

The NVMM partnered with WOSU Classroom and The Stewart Malquist Fund to share oral histories of our nation's Veterans with students in grades 5-8.

### INSPIRED YOUTH SUMMIT

We hosted a three-part series with Columbus City Schools to understand and illustrate how the youth of today are the leaders of tomorrow.

### YOUNG LEARNERS

The Museum education team offers young learners the opportunity to explore the Museum and exhibits through scavenger hunts, hands on exhibits, and the "Ask a Veteran" wall.



LCERT Class



"From Lt. General Ferriter, U.S. Army (Retired), down through the entire NVMM team, we were treated as part of the team from the minute we walked in the door. NVMM invited our students to engage in the exhibits, invited us to their special events and, importantly, worked collaboratively with us to problem solve issues when they arose. Moreover, the NVMM team actively engaged with our students who, in other settings, would not have been welcomed the way NVMM welcomed our kids."

MARTIN GRIFFITH, FOUNDER AND PRINCIPAL, FRANKLINTON HIGH SCHOOL



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“It isn’t always easy for Veterans returning to civilian life to find work, so they get together to start businesses and give back to their communities. By promoting Vetpreneurs and their goods, the NVMM is more than a museum – we are deeply and directly impacting Veteran lives.”

LT. GENERAL MICHAEL FERRITER,  
U.S. ARMY (RETIRED),  
PRESIDENT & CEO, NVMM

## SUPPORTING VETPRENEURS WITH THEIR NEXT MISSION

The NVMM supports Vetpreneurs -- Veterans on their next mission in life as small business owners and operators – through our online shopping portal. By sharing their personal and business origin stories, we help people connect names and faces to the Veteran experience.

We feature Vetpreneur merchandise on the Shop NVMM platform to help create business awareness and drive purchases of products in support of Veterans whose service and sacrifice none of us can ever repay.

[SHOP.NATIONALVMM.ORG](https://shop.nationalvmm.org)

## HELPING VETERANS FIND MEANINGFUL EMPLOYMENT

Through the Veteran Concierge Initiative, the NVMM helps Veterans find meaningful employment after they transition from military service, graduate from a university or even years later. We are employing an online tool to match Veterans with open jobs for which they are qualified in their preferred geographic region.

Simultaneously, we are providing insights and assistance to companies to create a better understanding of the unique leadership, organizational and innate skills Veterans bring to the workforce. To help corporations build a climate where Veterans can connect and feel supported, we are working with employers to set up VERGs (Veteran Employee Resource Groups) within companies and connecting them to share best practices with one another.

Recruiting, developing, and retaining committed employees is a challenge in today's competitive environment. Veterans can help meet that need.





"It has been a game-changer for my whole life. My overall attitude in life is better, I'm happier, and I'm less stressed. I've reconnected and repaired important relationships in my life, including my relationship with my wife. We just recently remarried!"

SCOTT HORSINGTON, U.S. ARMY VETERAN, NVMM JIU JITSU PARTICIPANT



NVMM Jiu Jitsu Seminar



NVMM Yoga Class



CrossFit Hero Workout



## RESILIENCE & WELLNESS PROGRAM

Our vision is to create an environment fostering a strong sense of camaraderie, belonging, and purpose by bringing together our communities and those who served. Through the generosity of sponsoring organizations like The Columbus Foundation, this holistic program positively impacts lives by allowing Veterans and their civilian counterparts to connect through Brazilian Jiu Jitsu, Yoga, Fitness events, multi-media art classes and additional activities hosted by the NVMM.

### NVMM JIU JITSU

We provide hands-on Brazilian Jiu Jitsu classes to Veterans and civilians, bringing world-class instructors and experienced leaders who teach the gentle art of Jiu Jitsu. Our principles include the Jiu Jitsu fundamentals: Teamwork, Respect and Character. The art of Jiu Jitsu helps build confidence, and provides real-world tools to conquer the challenges participants face each day.

### NVMM YOGA

Relieve stress, build resilience and maintain optimal fitness with yoga. Certified instructors lead classes to help participants find inner peace of body and mind.

### ART CLASSES

We believe in the power of the arts to positively impact the lives of Veterans, and we provide opportunities through artistic exhibitions and classes including photography, songwriting and more.

RESILIENCE & WELLNESS PROGRAM  
SPONSORED BY:



# NVMM CARES:

HOLISTIC PROGRAMMING TO ADVANCE OUR MISSION TO POSITIVELY IMPACT THE LIVES OF VETERANS, THEIR FAMILIES, AND OUR COMMUNITIES

NVMM CARES connects many of our signature programs and community partners established in our first five years for one all-encompassing initiative that aids community participants and especially Veterans, and their families to live healthy, successful lives after military service.

Together, we will address the Five Social Determinants of Health that impact the lives of those around us as we leverage community assets to supply participants and Veterans with a network of opportunities and partners who can assist them with whole health wellness.

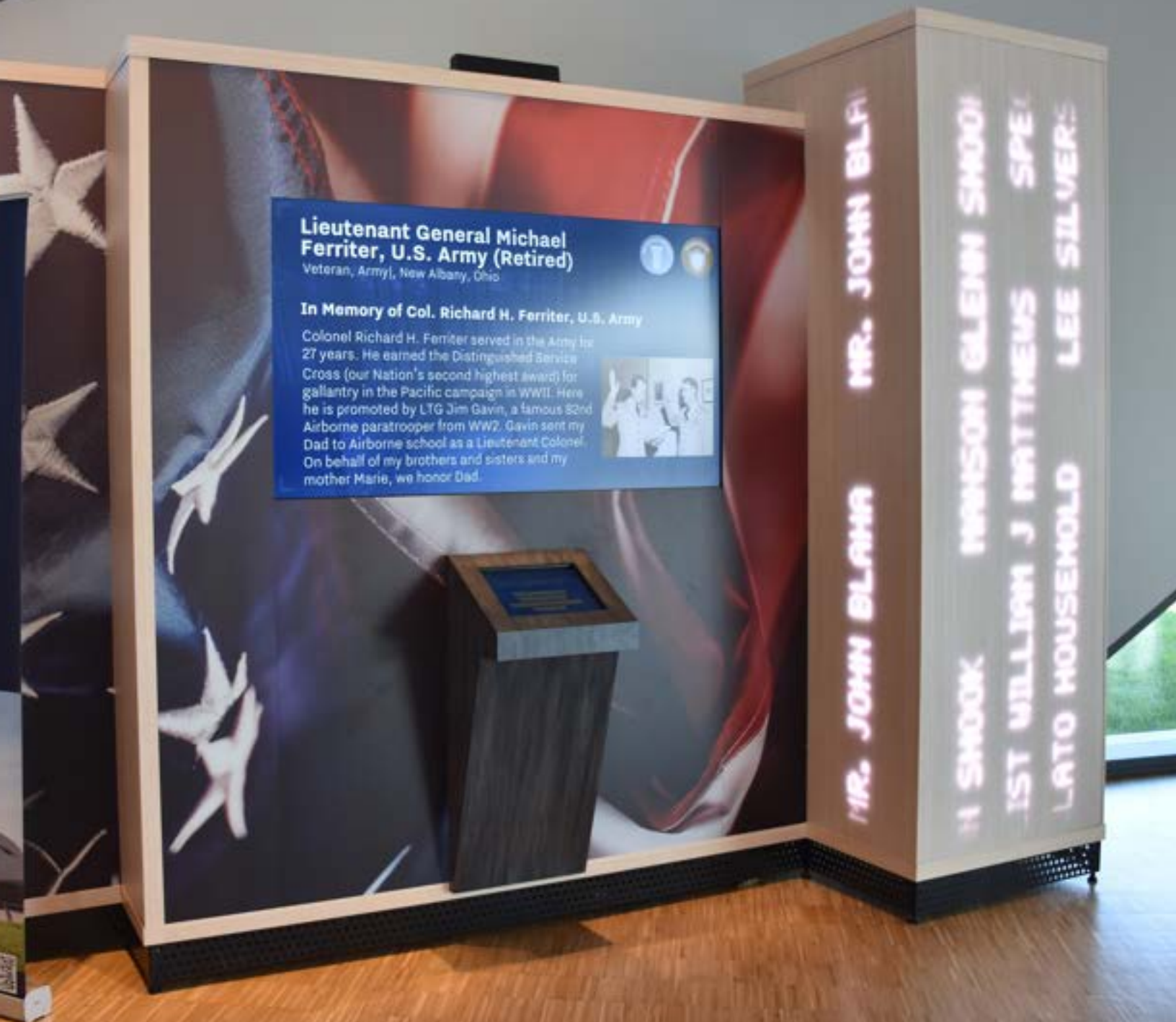
Our approach to CARES is rooted in our Museum's impact-driven mission because we know that a Veteran's story doesn't stop when they come home, it is just beginning.



## CARES: Creating and Advancing Resilience, Employment, and Stability







## MEMBERSHIP PROPELS OUR MISSION

Membership is more than just free admission. Museum members represent both Veterans and non-Veterans who proudly join our mission each year to help us tell even more stories of service. Their support propels our work through their passion, as members or volunteers, and through their philanthropy.

More importantly, our members add their stories to our exhibits through the Big Lots Membership Registry. This dynamic display includes the names of every member and those they honor with their membership. We invite you to add your name, or that of a loved one, to this growing family of members from around the globe.

## ADDITIONAL WAYS TO GET INVOLVED

### HOST AN EVENT

The NVMM is a truly distinctive venue for a variety of occasions and special events. From the Great Hall, with its stunning views of the Columbus skyline, to the Rooftop Sanctuary, our spaces make events memorable.

### MARK YOUR CALENDAR

The Museum hosts four signature events annually. Mark your calendar to join us for ceremonies in honor of our Veterans for Vietnam War Veterans Day, Memorial Day, Patriot Day and Veterans Day.

### BOARD SERVICE

Our Foundation Board of Directors advance the Museum's work through their passion for educating and advocating for our nation's Veterans. Through their time, contributions, insights and service, these change agents strengthen the Museum's mission and related programming. We welcome the opportunity to connect with inspired leaders who are interested in serving on our Board of Directors.

*Interested in getting involved? Contact Candace Brady, Vice President of Advancement, at [cbrady@nationalvmm.org](mailto:cbrady@nationalvmm.org).*



“NVMM is an amazing institution that inspired me on that first visit to do what I could to make a difference in the lives of Veterans. Our membership directly supports those who gave so much for our country, so becoming a member was an easy decision.”

MUSEUM MEMBER SINCE 2018



*Credit: Amy Ann Photography*

NATIONAL  
VETERANS  
MEMORIAL  
AND MUSEUM