

Enduring Heroes

Julie A. Gutierrez
Assistant City Manager
City of Pasadena

April 21, 2015

Dear Julie:

We are honored to submit our letter of intent for our “Enduring Heroes” Memorial project, which has been revised based on input from City officials. We have greatly appreciated the opportunity for a number of productive meetings with City leaders, including Mayor Bogaard, Charles Peretz, Enrique Arroyo, and Rochelle Branch regarding our desire to establish a meaningful, artistically impactful memorial to “Enduring Heroes” of the Iraq-Afghanistan Wars. These meetings, which began in the Fall of 2014 and accelerated over the past several months, have proved invaluable in crystallizing our plans and enabling the evaluation of multiple sites.

The overall goals for the “Enduring Heroes” Memorial are to

- Pay permanent honor to our local military heroes—special tribute for Pasadena’s fallen warriors as well as broad recognition for all who have served in Iraq-Afghanistan and for those who have fought against terror. Symbols for all five branches of the US Military will be prominently displayed.
- Provide Pasadena with a significant work of art created by a noted local artist that will have timeless meaning and excellent visibility on a site that is appropriately named Defenders Parkway West.
- Enable Pasadena to take an even stronger leadership role in building awareness, education, and gratitude for our Armed Services members.

The proposed site for this Memorial—a bronze figure of a soldier proudly carrying an American flag—is on the east side of Defenders Parkway West, a gateway to Pasadena. The specific site will be comfortably apart from Rose Parade grandstands in a place that will garner excellent visibility. The historic World War I memorial flagpole at the corner of Orange Grove and Colorado will be visible from our proposed location and will provide a powerful link among soldiers of all eras.

Our Steering Committee could not be more enthusiastic about our “Enduring Heroes” project, and we are fully committed to partnering closely with you and the City. We are targeting a dedication by no later than Veterans Day 2016. In watching this year’s magnificent Tournament of Roses parade we were struck by the many tributes to our military. These salutes were in recognition of Louis Zamperini, the posthumous Grand Marshal, as well as for the increasing realization of the criticality of our Nation’s military in today’s fragile world. All of this makes our “Enduring Heroes” project very timely. Furthermore, based on our early discussion with donors and other citizens, our project resonates strongly with people from many backgrounds.

The following pages provide pertinent information, including the inspiration for this project; why increasing military awareness is a worthy goal for Pasadena; biographical information about artist Christopher Slatoff; preliminary design for the statue; and our funding plan.

Julie, it would be most helpful to know right away if additional information is needed, as we prepare for the Recreation and Parks Commission review on May 5, Arts and Culture Commission on May 13, and the City Council Meeting on June 1.

We look forward to discussing key next steps and timing. Many thanks in advance for all of your, Enrique Arroyo's, and other City officials' excellent help.

Most sincerely,

Shelly Lowe
626 840-2901

Jaynie Studenmund
626.399.1563

cc:

Mayor Bogaard
Steve Madison, City Councilman
Charles Peretz, Parks & Natural Resources Administrator
Enrique Arroyo, Management Analyst IV
Rochelle Branch, Cultural Affairs Manager
Leslie Fischer, Public Art Coordinator
Jennifer DeVoll, Executive Director, Pasadena Community Foundation

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PROPOSAL

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INSPIRATION

Pasadena lost a genuine patriot on June 9, 2014 when Green Beret Staff Sergeant Scott Studenmund, 24, was tragically killed in combat in Afghanistan. Mayor Bogaard requested all flags to be flown at half-staff for a week. The City Council meeting on June 16 adjourned with a meaningful tribute in honor of Scott with remarks by Mayor Bogaard and Police Chief Sanchez. Each underlined the fact that Scott had the intellect and capabilities to be a success at whatever he wanted in life, but Scott believed that his true calling and highest honor was to defend our Nation as a Green Beret soldier. Scott is beloved by all who knew him and inspires all who have heard his story.

The City Council and others had previous discussions about the need for a memorial for native daughters and sons who have fought in Iraq-Afghanistan, our Country's longest war. The recent loss of Scott, the first Pasadena citizen to die in Afghanistan, has galvanized city leaders, family friends, and citizens to form a Steering Committee to work on a memorial to our fallen and surviving Iraq-Afghanistan warriors, recently named "Enduring Heroes."

Education and awareness opportunities for Pasadena

Today less than one half of one percent of US citizens are on active duty in the military and less than 9% of all US citizens have ever served. Yet, as the tragic daily headlines throughout the world constantly remind us, we live in a world where the United States' military strength is increasingly important. California has lost over 700 women and men in Iraq-Afghanistan and the related wars against terror, far more than any other state. Further, more Californians have served in the military than any other state. Pasadena is known all over the world. How fitting it will be for Pasadena to take a strong leadership role as other California cities, such as Irvine has, to recognize our nation's heroes.

Fallen warriors from the greater Pasadena area

Enduring Heroes will honor the soldiers from Pasadena and its neighboring, smaller cities — Altadena, La Cañada-Flintridge, San Marino, and South Pasadena. These five cities and their citizens are closely connected in numerous civic and philanthropic pursuits. In a world where so few serve in the Armed Services it important to band together to honor its local heroes. There are four fallen soldiers from Pasadena, one from Altadena, and one from San Marino. These six soldiers are listed below in order of their passing. In addition, the monument will recognize all who have served from these cities.

The fallen warriors of greater Pasadena area are:

- ⊙ Marine Second Lieutenant JP Blecksmith, 24 – Fallujah, Iraq, 11/11/04
- ⊙ LCpl USMC Dion M. Whitley, 21 – Ramadi, Iraq, 6/15/05
- ⊙ Marine Lance Cpl, Sergio H. Escobar, 18 – Ramadi, Iraq, 10/9/05
- ⊙ Army Specialist, Adam J. Rosema, 27 – Baquba, Iraq, 3/14/07
- ⊙ Marine Lance Cpl, Rogelio A. Ramirez, 21 – Al Anbar Province, Iraq, 8/26/07
- ⊙ Army Green Beret SSG, Scott R. Studenmund, 24 – Gaza Village, Afghanistan, 6/9/2014

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THE MEMORIAL SCULPTURE

Inspiration realized

Noted sculptor and Arroyo Seco resident Christopher Slatoff has been inspired by Scott's story. His passion for this project is exceeded only by his incredible talent, experience, artistry, and skill. His participation will ensure the artistic integrity of this monument which will honor our Enduring Heroes, create greater awareness and appreciation of all who serve in the wars on terror, and enhance the beauty of our city.



This clay model depicting a combat soldier triumphantly holding the American flag will be cast into a 7-8 foot bronze sculpture. Designed in a style and scale that fits well in this historic neighborhood, it is also complementary to the memorials that already exist; this bronze sculpture will honor all of the soldiers who have been lost in the current wars from the greater Pasadena area. Thoughtfully placed at Defenders Parkway West, the statue will share the intersection with the WWI memorial flagpole creating a symbolic link between the Iraq-Afghanistan soldiers and the WWI soldiers.

Design highlights of the Memorial demonstrate the sculptor's attention to detail and his appreciation of the viewer. The bronze figure will be installed on a pedestal which will also serve as a seat. The flag features cut-out stars enabling light to shine through.

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MEMORIAL INSCRIPTIONS

title inscription:

ENDURING HEROES

WE REMEMBER OUR FALLEN WARRIORS
AND HONOR THOSE WHO HAVE SERVED
IN IRAQ, AFGHANISTAN AND WARS ON TERROR.

inspirational inscription:

COURAGE, HONOR, SACRIFICE
SECURING LIBERTY AND FREEDOM FOR FUTURE GENERATIONS

Memorial inscription:

Marine Second Lieutenant JP Blecksmith, 24 – Fallujah, Iraq, 11/11/04
LCpl USMC Dion M. Whitley, 21 – Ramadi, Iraq, 6/15/05
Marine Lance Cpl, Sergio H. Escobar, 18 – Ramadi, Iraq, 10/9/05
Army Specialist, Adam J. Rosema, 27 – Baquba, Iraq, 3/14/07
Marine Lance Cpl, Rogelio A. Ramirez, 21 – Al Anbar Province, Iraq, 8/26/07
Army Green Beret SSG, Scott R. Studenmund, 24 – Gaza Village, Afghanistan, 6/9/2014

Remembrance inscriptions:

Enduring Heroes Remembrances
from each family
(see page 9)

These inscriptions will be set in an appropriate type font chosen by the Steering Committee working with the sculptor. The font size and selection will be thoughtfully designed for aesthetics and ADA compliance when the full-size sculpture is developed.

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title inscription:

ENDURING HEROES

WE REMEMBER OUR FALLEN WARRIORS
AND HONOR THOSE WHO HAVE SERVED
IN IRAQ, AFGHANISTAN AND WARS ON TERROR.

Remembrance inscriptions:

Inspired by the post 9/11 bulletin board notes for lost family members, families of the fallen soldiers will have the opportunity to write a special remembrance of their loved one which will be cast in bronze and attached to the back surface of the flag.



(in raised type on the flag)

inspirational inscription:

ENDURING HEROES
COURAGE, HONOR, SACRIFICE
Securing liberty and freedom
for future generations
(see page 8)

Symbols for each of the five US Military branches will support the flag.

Memorial inscription:

Names of the six fallen soldiers from the greater Pasadena area will be inscribed on the back side of the flag's stripes

Marine Second Lieutenant JP Blecksmith, 24 – Fallujah, Iraq, 11/11/04
LCpl USMC Dion M. Whitley, 21 – Ramadi, Iraq, 6/15/05
Marine Lance Cpl, Sergio H. Escobar, 18 – Ramadi, Iraq, 10/9/05
Army Specialist, Adam J. Rosema, 27 – Baquba, Iraq, 3/14/07
Marine Lance Cpl, Rogelio A. Ramirez, 21 – Al Anbar Province, Iraq, 8/26/07
Army Green Beret SSG, Scott R. Studenmund, 24 – Gaza Village, Afghanistan, 6/9/2014

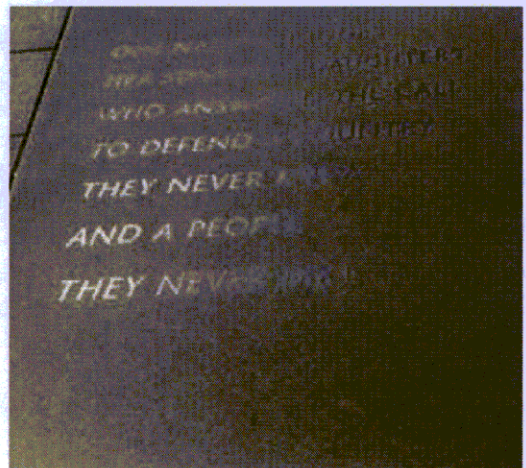
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INSPIRATIONAL INSCRIPTION

birds eye view of cement pad:



sample of inscription set in cement:



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ENDURING HEROES "REMEMBRANCES"

Unique to the Enduring Heroes Memorial will be the opportunity for each family to pay tribute to their cherished fallen warrior. On the back side of the flag will be notes (Enduring Heroes "Remembrances") crafted by the Gold Star families whose son or daughter have paid the ultimate sacrifice while serving in Iraq, Afghanistan, and the Wars on Terror. Inspired by the poignant notes left by families looking for loved ones during the aftermath of the Twin Tower collapse on 9/11, these "Remembrances" will be of varying sizes, between 6 x 9 inches and 7 x 10 inches, both vertical and horizontal. Christopher Slatoff, sculptor of the monument, will work with each family to create their treasured note.

Currently there are six fallen heroes from the greater Pasadena area to be recognized. Each Remembrance would express a personal message, submitted by each family, and approved for content and appropriateness by the Steering Committee. The notes may also include a military insignia, emblem or achievement.

Jaynie Studenmund, co-chair, is in the process of reaching out to the families of the six fallen soldiers, which includes her son, Scott. The families are very supportive of and touched by the Enduring Heroes Memorial. Two Gold Star Mothers stated the following:

"... I am so blessed to see your message and what Enduring Heroes is doing! You're an answer to [my] prayer. My son so loved Pasadena and I have wanted or wished for a permanent tribute for him and the others from Pasadena to be placed somewhere fitting for them." 4/16/2015

"... such a great project to honor the Pasadena heroes that paid the ultimate sacrifice for our country. The location... sounds wonderful and poignant. I like the idea of putting their names on the flag, with possibly a message from the parents. We were able to leave a note by the pictures of our hero at the Remembering our Fallen display at Reagan Library. It really personalizes it for us and the people coming to see it..." 4/16/2015

Future fallen warriors

The Steering Committee will be responsible for identifying any future fallen soldiers. They are in the process of contracting with the Pasadena Community Foundation (PCF) to manage the implementation of the long-term process and policy for inclusion of the future fallen, if any. Sculptor Christopher Slatoff is committed to being involved for all future additions. His on-going artistic involvement will ensure the maintenance of his initial vision. The anticipated cost associated with adding a Remembrance for future fallen warriors is \$1,250. This cost will be paid from the Enduring Heroes Memorial Maintenance Fund (a \$50,000 budget for long term maintenance and support), with PCF overseeing the additions to the monument and management of the fund.

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SCULPTURE DIMENSIONS



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THE SITE



Above: Proposed Defenders Parkway West site for “Enduring Heroes” Memorial on the southwest corner of W. Colorado Blvd. and S. Orange Grove. The placement and visibility of the statue at this most important intersection in the City of Pasadena gives due honor to these heroes.

Defenders Parkway West is a passive park consisting of approximately 1.8 acres on the southwest corner of West Colorado and South Orange Grove. The 7–8’ tall “Enduring Heroes” Memorial will be located approximately 25’ from the northwest edge of the monument honoring our City’s founding fathers and approximately 15’ in front of the landmark oak (*Quercus agrifolia*) to be framed by its majestic branches. The sculpture—a standing soldier holding a magnificent flag—has been designed by Christopher Slatoff.



See appendix for architectural renderings.

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SAFETY & MAINTENANCE

SAFETY

The artist, Christopher Slatoff, has vast experience with significant outdoor sculptures and will ensure that all designs, fabrications and installation are properly managed and overseen. The Steering Committee and artist have, from the beginning, kept the visitors' experience, including their safety, at the forefront of their vision. As such, precautions have been taken during the design process to insure that the monument will not cause harm to its viewers. For example, the American flag and the edges of the cut out stars will be softened. Compliance with all applicable ADA requirements will allow appropriate clearance around the structure and easy access to the structure by all who visit.

MAINTENANCE

The Memorial

The Enduring Heroes Memorial will be cast in bronze, with stainless steel interior supports. The monument will sit on a reinforced cement slab in the desired location, Defenders Parkway West, and will be professionally installed so as to require minimal on-going maintenance.

Maintaining beauty and structural integrity over time

The Steering Committee is dedicated to the creation and life of this Memorial. Plans include compliance with the City's request for us to contract with one of their recommended Art Conservators during the permit and licensing process. The Art Conservator will then provide a long-term maintenance program for the statue. Also integral to the maintenance plan is the ongoing commitment of artist Christopher Slatoff who will participate with the Art Conservator to give his input and provide services as needed.

Addition of names & "Remembrances" of future fallen heroes

Initially, the names of our six local fallen heroes will be etched into the stripes of the American Flag (see Sculpture Inscriptions). In the future, should Pasadena-area soldiers lose their lives protecting our freedoms, the ongoing maintenance plan will ensure the addition of the names of the future fallen, as well as the family Remembrances, to the Memorial. Specifically, the design foundry will be able to add names to the stripes on the flag by utilizing electrical etching tools on site. The Remembrances for future will be crafted in studio and affixed to the structure by the artist and his team.

Ongoing financial commitment to maintenance

Preserving this Memorial for future generations (such as repairs from normal wear and tear or possible damage from vandalism) is a key component of the plan, thereby ensuring the longevity of commitment to the Memorial itself and a lasting partnership with the City. Hence, the fund-raising goal includes the establishment of an endowment of approximately \$50,000 to be held in trust and managed by the Pasadena Community Foundation (pending contract approval).

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CONSTRUCTION AND INSTALLATION

Engineering and oversight

The Steering Committee has retained the services of a local architect firm to act as an on-going consultant to our project. Chris Ward, of DLR Group, in Pasadena, has inspected the proposed installation site in Defenders Parkway West and provided the site plans on pages 10 and 11. His firm has agreed to coordinate with the artist from planning through construction, delivery and installation.

Installation

Pathway and Concrete Work — A 6" thick concrete path will extend from the existing walkway around the Pasadena Founder's memorial (please see attached elevation sketch). The Memorial will rest on a 12' circular pad, allowing for wheelchair and other access as mandated by the ADA.

Installation Plan — An installation plan and production schedule will be provided.

Installation Day — Physical installation of the actual monument will require one day. The statue will be brought in with a forklift, and welded onto 6" stainless steel rods drilled into the concrete.

Impact from/to existing trees

The City has inspected the root system of the surrounding trees, and is satisfied that the installation will not cause negative impact. Mr. Ward concurred and indicated that because there is no root damage to the existing cement paths, the roots will not likely cause damage to the monument or new pathways.

Rose Parade friendly

A thorough review of the location of the monument relative to the annual erection of the Rose Parade bleachers indicates no negative impact and the Memorial will not impinge on bleacher space.

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FINANCE

Project funding

The Memorial will be funded by grants and donations raised by the Enduring Heroes Fundraising Committee (further details on page 17). Donations will cover the sculpting and installation of this work, and an endowment will provide funding for maintenance.

The attached budget reflects a target fundraising goal of \$350,000 ("Memorial Fund"), \$50,000 of which will remain held in trust at PCF. This "Maintenance Fund" will cover on-going maintenance of the monument and the addition of future Fallen Heroes.

An insurance policy will cover the monument during design and construction in the studio, delivery and installation. Once the Memorial is completed and valuation appraised, appropriate coverage, including general liability in connection with the City's risk management requirements will be secured.

Fiscal sponsorship

The Steering Committee anticipates that Pasadena Community Foundation (PCF) will accept fiscal sponsorship and responsibility for Enduring Heroes, including but not limited to all financial transactions and reporting. Upon completion of the active project stage of the Memorial, PCF will assume long-term responsibility for the Memorial. The relationship with PCF will provide the City with continuity and support. (Pasadena Community Foundations' Board will review our proposal on May 6).

BUDGET

ENDURING HEROES BUDGET

as of April 16, 2015

Monument

| | | |
|--|------------|----------------------------|
| Art and Production – Christopher Slatoff | \$ 145,000 | <i>Comment</i> |
| Construction | | |
| Engineering by DLR Group | 2,000 | |
| Foundry | 59,000 | <i>plus sales tax – 9%</i> |
| Delivery & Installation | 5,000 | |
| Studio Rental | 12,000 | |
| Studio Insurance | 1,000 | <i>Six-month policy</i> |
| Net Monument Cost | \$ 224,000 | |

City Permits

| | |
|--------------------|----------|
| License & Permits* | \$ 5,000 |
| Art Conservators | 2,500 |
| Net City Fees | \$ 7,500 |

Installation

| | |
|------------------------|----------|
| Insurance | \$ 3,500 |
| Concrete | 5,000 |
| Net Installation Costs | \$ 8,500 |

Fundraising & Administrative

| | | |
|----------------------------------|-----------|------------------------------|
| PCF Administrative Fee | \$ 21,000 | <i>6% administrative fee</i> |
| Fundraising Costs | 15,000 | |
| Net Fundraising & Administrative | \$ 36,000 | |

Maintenance Endowment \$ 50,000

Reserves** \$ 24,000

Total Fundraising Goal **\$ 350,000**

* This is an approximation only, based on 2% of the overall cost of construction of the Monument. Actual charges for permits and fees will be calculated during the application process.

** We have allocated a reserve budget of \$24,000, for any unforeseen expenses that may be incurred. Should this amount not be utilized, it will become part of the Enduring Heroes Maintenance Endowment.

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DEVELOPMENT PLAN

A separate Enduring Heroes Fundraising Committee will be formally created once approval is received from Pasadena's City Council. The Fundraising Committee will include Steering Committee members and other community leaders who have expressed a strong interest in and commitment to this project and have fundraising experience. Steering Committee members (bios attached) are:

• Dr. Shelly Lowe • Jaynie Studenmund • Rhonda Kozacik • Margi Denton • Jordi Stringfellow

The Steering Committee members have extensive fundraising experience with capital campaigns, annual funds, and special events. These Capital campaigns raised over \$250 million for universities including Wellesley College, Occidental College, and USC; \$15 million for local Pasadena area private schools including Flintridge Prep and Chandler School; and over \$20 million for local arts and community pursuits including Huntington Hospital, Pasadena Playhouse, KCET public television, Pasadena Humane Society, LA Philharmonic, Muse/que, Pasadena Symphony, LA Library Council, Boy Scouts of America, and the LA Girl Scout Council. Annual fund experience is also broad including Wesley School, Clairbourn School, Crestview School, Westridge School, Chandler School, Polytechnic, and Flintridge Prep.

Moreover, several Steering Committee members have excellent experience in supporting annual and capital campaigns for numerous organizations in the areas of material design and promotion (Denton Design Associates), event management (Jordi & Co), and Club Presidencies (Rhonda Kozacik).

The fundraising goal is to raise \$350,000 through the following:

Quiet phase – currently underway and will begin in earnest following Pasadena City Council approval.

To date, over \$50,000 has been pledged from lead donors. Plans include the following:

- Make in-person visits and apply to local, known foundations such as Wells Fargo, Union Bank, Forest Lawn, Rose Hills, Western Asset, American Legion, Rotary, and others for lead gifts of \$10,000 and higher; ideally there will be multiple gifts of \$25,000 and higher.
- Hold in-person meetings with targeted individual donors who have capacity and have expressed interest in being part of this project and are active supporters of the military and/or the arts. These gifts will be at the \$10,000 and higher levels.
- Host an awareness building reception for targeted foundations and lead donors where the artist will speak about the sculpture and City officials and Steering Committee members can answer questions.
- Produce press releases for the *Outlook* and *Pasadena Star News* about the project.
- Build military awareness in general through events like the Pasadena American Legion's hosting the "Remembering Our Fallen" traveling memorial for California's over 700 fallen heroes. "Remembering Our Fallen" kicked off their California road show with a magnificent ceremony at Ronald Reagan library in January 2015. The memorial exhibit is planned to be in Pasadena's American Legion in early Fall 2015.
- Expand reach by including the additional cities of Altadena, La Cañada-Flintridge, San Marino, and South Pasadena, which will honor a larger community of soldiers and provide a larger donor pool.

Enduring Heroes

Public phase – will begin once approximately 70% of the \$350,000 goal has been achieved and is likely to be in late 2015 or early 2016. Elements will include:

- ✦ Target letters to individuals able to contribute at the \$1,000 and higher levels
- ✦ Leverage a fundraising page for Enduring Heroes on the Pasadena Community Foundation's website
- ✦ Involve younger citizens, including classmates of the soldiers, Girls and Boy Scouts, and other community organizations.
- ✦ Reach out broadly through multiple channels for gifts of all sizes

Campaign completion and recognition – the target date for formal unveiling of the Enduring Heroes Memorial is Veteran Day 2016. A ceremony will include officials from the five cities, families of the fallen warriors, formal military honor guard and band, soldiers who have served in Iraq-Afghanistan and their families, veterans of other wars, donors at all levels, and Enduring Heroes friends.

COMMUNITY OUTREACH

Adjacent Neighbors

The Steering Committee is dedicated to gaining neighboring community enthusiasm and support from those who live immediately adjacent to Defenders Parkway West. They have reached out to neighbors, civic and business leaders and friends, including but not limited to the Homeowners Associations of One South Grove Boulevard and One South Grand Avenue, the condo residences closest to the site. A meeting is scheduled with HOA leadership, on Thursday, April 30, and the Commission will be apprised.

Outreach to neighboring cities

Thus far, the project focus has been on the sponsoring city, Pasadena. The Steering Committee is also dedicated to honoring fallen warriors and those who have served from the neighboring communities of Altadena, La Cañada-Flintridge, San Marino, and South Pasadena. Upon receipt of Pasadena City approval, continued outreach will include officials and Chambers of Commerce in the neighboring cities. Further outreach will include organizations such as American Legion, Rotary Club, the Masons, and Veteran's Groups.

ABOUT THE ARTIST

Christopher Slatoff, sculpture chairman of the California Art Club, is the son of an Art Professor. He studied in both the United States and France, ultimately earning a Bachelors of Fine Arts Degree in Sculpture from California State Long Beach where he has taught life sculpture. Slatoff also teaches sculpture at Art Center College of Design and holds workshops and lectures at the Getty Museum.

Specializing in art for the public sector, Slatoff is experienced in partnering with government agencies and citizens committees to create beautiful, impactful works of art, all while bringing projects to fruition on time and on budget. His work is prominently displayed in a variety of locations around the country; local examples include the University of Southern California, The Church of our Lady of the Angels, and Pepperdine University, to name only a few. Slatoff has had numerous solo exhibitions and has participated in many group exhibitions. His current project, "Fr. Electrico," is in collaboration with the writer Ray Bradbury. The ½ life size version of this concept, recently won the Gold Medal for sculpture at the "97th Annual Gold Medal Juried Exhibition" at the Pasadena Museum of California Art. The sculptor is recreating the image on the monumental scale of eight feet in height.

Deeply committed to providing art education for underserved segments of the community, Slatoff was the recipient of a State of California Artist in Residence Grant to work with special needs children in the Public Schools. He has helped set up after-school art programs and has worked as an Artist Facilitator at Metropolitan State Hospital.



Enduring Heroes

**Christopher Slatoff
Sculptor**

chris@slatoff.com
323.807.3408
www.slatoffsculpture.com
www.christopherslatoff.com

CURRENT PROJECTS

USC Monument, University of Southern California, Los Angeles, CA

COMPLETED PROJECTS (partial)

2013

The Spiritual Exercises, Loyola High School, Los Angeles, CA

2012

Crucifix, USC Caruso Catholic Center, Our Savior Catholic Chapel, Los Angeles, CA

The Illustrated Man, Private collection, created in collaboration with Ray Bradbury

2006–2010

Adoption, The Cathedral of Our Lady of the Angels, Los Angeles, CA

Monument to George Pepperdine, Pepperdine University, Malibu, CA

St. Therese of Lisieux, St. Therese of Carmel Church, San Diego, CA

Felicitas and Perpetua, Felicitas and Perpetua Church, San Marino, CA

St. Brendan, St. Brendan Catholic Church, Los Angeles, CA

2001–2005

The Via Dolorosa (life size Stations of the Cross)
Commissioned by The Via Dolorosa Society

Jesus Being Nailed to the Cross, Fuller Theological Seminary, Pasadena, CA

Jesus Falls the First Time, St. Marks Episcopal Church, Glendale, CA

The Pieta, Mission San Diego, San Diego, CA

1996–2000

Angels, Our Lady Queen of Angels Catholic Church, Los Angeles, CA

La Placita, Los Angeles, CA

St. Peter Preaching at Pentecost, St. Peter Catholic Church, Fallbrook, CA

Sheltering Wings, Commissioned by the Port District of San Diego
Shoreline Park, Coronado Island, San Diego, CA

AWARDS AND GRANTS

State of California, Artist in Residence Grant 1986

Gold Medal Award for Sculpture, 97th annual gold medal juried exhibition
California Art Club, Pasadena Museum of California Art

Artist in Residence: Brehm Center for the Arts, Fuller Theological Seminary,
Pasadena, CA

Sculpture Chairman, California Art Club

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LEADERSHIP BIOS

DR. SHELLY LOWE

Co-Chair Enduring Heroes Memorial Committee

PERSONAL AND CAREER

Shelly and her husband of 29 years, Dennis, a private investor, have been residents of Pasadena since 1986 and have two adult children, Dennis Allen and Cara. Dennis Allen is a 2012 graduate of the United States Military Academy, West Point, and currently is deployed to the Middle East. Cara is a 2014 graduate of the Rhode Island School of Design and now works for a design company in Los Angeles.

Shelly earned a BS Degree from the University of Texas in Special Education for the Visually Impaired, went on to earn a MA from California State University Los Angeles in the same field, and then a Doctorate in Optometry from the Southern California College of Optometry. Shelly is a Fellow of the American Academy of Optometry and member of the American Optometric Society.

Shelly taught visually impaired children for five years with the Los Angeles County School District prior to Optometry school. In 1991, she was a founding partner and now President of the South Pasadena Optometric Group.

ORGANIZATIONS AND COMMUNITY INVOLVEMENT

Shelly has spent the past 23 years building a successful private practice and supporting the community through volunteer and philanthropic work and hosting fundraising events at their home.

She was active in establishing the Southern California Chapter of Association for the Education of the Visually Impaired. She participates with the Young and Healthy on a volunteer basis providing free eye examinations for children of low-income families. She also is a participating doctor with the Infant See program in California. Her optometric practice awards a scholarship each year to an outstanding student at the South Pasadena High School and supports other charitable causes in the community. Shelly served in the South Pasadena Rotary for over ten years and was honored as Rotarian of the year; helped establish and served on the board of South Pasadena Literacy Center; was honored by the Glendale Galleria as one of the three citizens to be highlighted for their involvement with children in the community; and has also supported the Girl Scouts and Boy Scouts.

She is a member of Art Center 100, and along with her husband, a member of California Art Club, California Science Center, Caltech Associates, Fellows of the Natural History Museum and Bowers Museum, and Huntington Memorial Hospital President's Circle. They are also long-time supporters of the Los Angeles Philharmonic and Pasadena Playhouse (Dennis served on the boards of the Pasadena Playhouse and Pasadena Symphony for several years and chaired or co-chaired their annual fund raising Galas). Additionally, Shelly supports Muse/lque, the Pasadena Humane Society and the LA Library Council as well as several other non-profit organizations in the Pasadena and Los Angeles areas.

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JAYNIE MILLER STUDENMUND

Co-Chair Enduring Heroes Memorial Committee

PERSONAL

Jaynie was born in Sioux City, Iowa and grew up in Washington, DC. She has lived in the greater Pasadena area for over 35 years. She earned a BA in economics (Phi Beta Kappa) from Wellesley College and a MBA from Harvard Business School. Her husband, Woody, is the Laurence de Rycke Distinguished Professor of Economics at Occidental College, where he has taught and served in a variety of leadership roles in his over 45 years at Oxy. They have two adult children, Scott and Connell. Scott, a Green Beret Staff Sergeant (combat diver and sniper), was tragically killed in Afghanistan on June 9, 2014. Connell is a junior at Dartmouth College.

CAREER SUMMARY

Jaynie is a corporate director and advisor, building on over 30 years of executive management experience across a diverse set of business environments, including start-ups, rapid growth, turnarounds, and mergers and acquisitions, primarily in the Internet and financial services industries.

Today Jaynie is engaged with a portfolio of corporate boards and advisory activities. She serves on the boards of public Pinnacle Entertainment (PNK), Core Logic (CLGX), and Western Asset, (WAMCO). She also is on the board of private Forest Lawn, where she chairs the \$500 million investment committee for their endowment care fund. Previously she was on the boards of Orbitz, eHarmony, MarketTools, and aQuantive, which is now part of Microsoft.

Jaynie's most recent operating position was as the COO (number two executive) for Overture Services, a publicly traded company, based in Pasadena, that redefined how to advertise successfully online through creating paid search, which is today the dominant form of online advertising. Overture grew during Jaynie's three year tenure as COO from \$100 million to \$1.2 billion in revenues and was sold to Yahoo in 2004. Prior to Overture, Jaynie was the President and COO of PayMyBills, which became the largest bill management company on the Internet.

Before the Internet, Jaynie had a 15-year career in financial services, primarily at First Interstate Bank of California, now Wells Fargo. Jaynie was the EVP & Head of Retail Banking responsible for over \$1 billion in revenue, 4,000 employees, 400 retail outlets, call centers, business banking, online services, product management, and marketing. After First Interstate's hostile takeover by Wells Fargo and during the era of consolidation in California banking, Jaynie was a top member of the executive teams that transformed the nation's two largest S&Ls, Great Western and Home Savings of America, into commercial banks and positioned them for sale. Today these two S&Ls form the backbone of Chase's Western US franchise. Earlier in her career, Jaynie was a product manager at Avery Dennison and a management consultant at Booz, Allen & Hamilton.

VOLUNTEER ORGANIZATIONS

Jaynie is Vice Chair of Huntington Hospital's board and a life time trustee. She chairs the Quality and Compensation Committees and serves on Governance and Strategic Planning. Jaynie has been a board member of the Hospital since 1998.

Jaynie serves on the Board of Advisors for USC's Veterans MBA program which is part of the Marshall School of Business. She is a member of Wellesley College's Business Leadership Council. She is also a member of the United States Gold Star Mothers.

Jaynie's previous community activities include chairing the board and capital campaign for Flintridge Preparatory School and serving on the boards of KCET, Angeles Girl Scout Council, and Harvey Mudd College.

Enduring Heroes

Rhonda W. Kazacik

Project Manager

Rhonda, a lifelong resident of Southern California, graduated from the University of Southern California, Marshall School of Business in 1981, and has two adult sons, Trey and Kurt. Both sons are Trojans as well; Trey graduated from USC, in 2012, and is working in political fundraising, and Kurt is currently a sophomore.

Rhonda managed all facets of Trans World Insurance Brokers for over twenty years, including accounting, human resources, client management and public relations. Currently, she is Managing Partner in two LLC's which own and manage residential properties.

The basis of the friendships amongst the Enduring Heroes Steering Committee, was volunteering at Flintridge Prep, where most of our sons were classmates together. Rhonda served as President of the Parents Association at both the Wesley School and Flintridge Prep, and served on multiple fundraising and volunteer committees. She was on the Board of Trustees at the Crestview School, and chaired the development committee. She is honored to be associated with the Enduring Heroes Project.

Margi Denton

Graphic Design

Margi has lived in Pasadena for over 35 years with her husband, Bill Denton who is the general sales manager of KFI, KLAC, and KEIB Radio at iHeart Media. They have three adult sons, Bryan (NYU '05, an award-winning photojournalist based in Beirut since 2006), Stuart (Occidental College '08, currently studying at Pepperdine School of Law '16), and Peter (Occidental College '12, working in media sales at The Weather Channel).

Margi is a practicing artist and designer working out of her Pasadena studio. Throughout her graphic design career as founder and principal of Denton Design Associates, her engagement in painting, printmaking, object making, and furniture design has afforded her forty years of collaboration in the corporate, non-profit, and creative spheres. Her graphic design work for Caltech is included in the Library of Congress collection of design.

Margi holds a bachelor's degree in fine art from Occidental College '75 and is an alumna of Immaculate Heart High School, where she served on its board for six years. She volunteers her time mentoring high school students in graphic design each year and was a founding member of Art Center Partners, a fundraising group supporting public programs for the College.

Jordan Stringfellow

Oversight, Fundraising, Events

Jordi, a Blue Star Mom (her son is an Army officer currently deployed overseas), holds a BA in French Literature, and a JD from the University of Southern California Law Center. She and her husband Dean (an attorney in private practice) have lived in the Pasadena area for 25 years. They have two adult children: Steven, a graduate of the United States Military Academy at West Point currently deployed to the Middle East; Samantha is a graduate of Emerson College.

Formerly in-house counsel for Hanna Barbera Productions and The Carsey Werner Company, Jordi has broad experience in all aspects of television, production, and distribution. She implemented global policies for IP protection, lead negotiations to avoid industry wide strikes, and established industry standards for use of fine art and other protected works on network tv.

Currently, Jordi heads Pasadena-based Jordi & CO Event Planning. Her client base ranges from private individuals to corporate, foundation, and community organizations.

Volunteer Efforts span fund raising for Huntington Memorial Hospital, consulting for USC Norris Cancer Center, and spearheading policies for better communication between geneticists and oncologists at Norris and City of Hope (for improved diagnostics and patient care) as well as co-chairing Annual Fund campaigns at area private schools. As a Blue Star mom, Jordi is passionately committed to Enduring Heroes.

Enduring Heroes

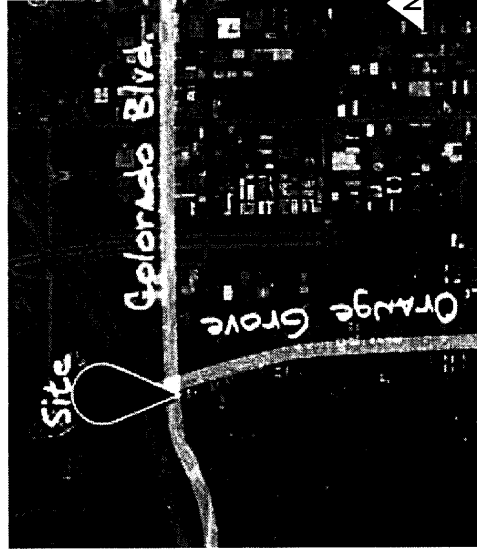
Enduring Heroes Memorial

SWC W. COLORADO BLVD. AND S. ORANGE GROVE
PASADENA, CA 91105

ENDURING HEROES MEMORIAL



VICINITY MAP



SHEET INDEX

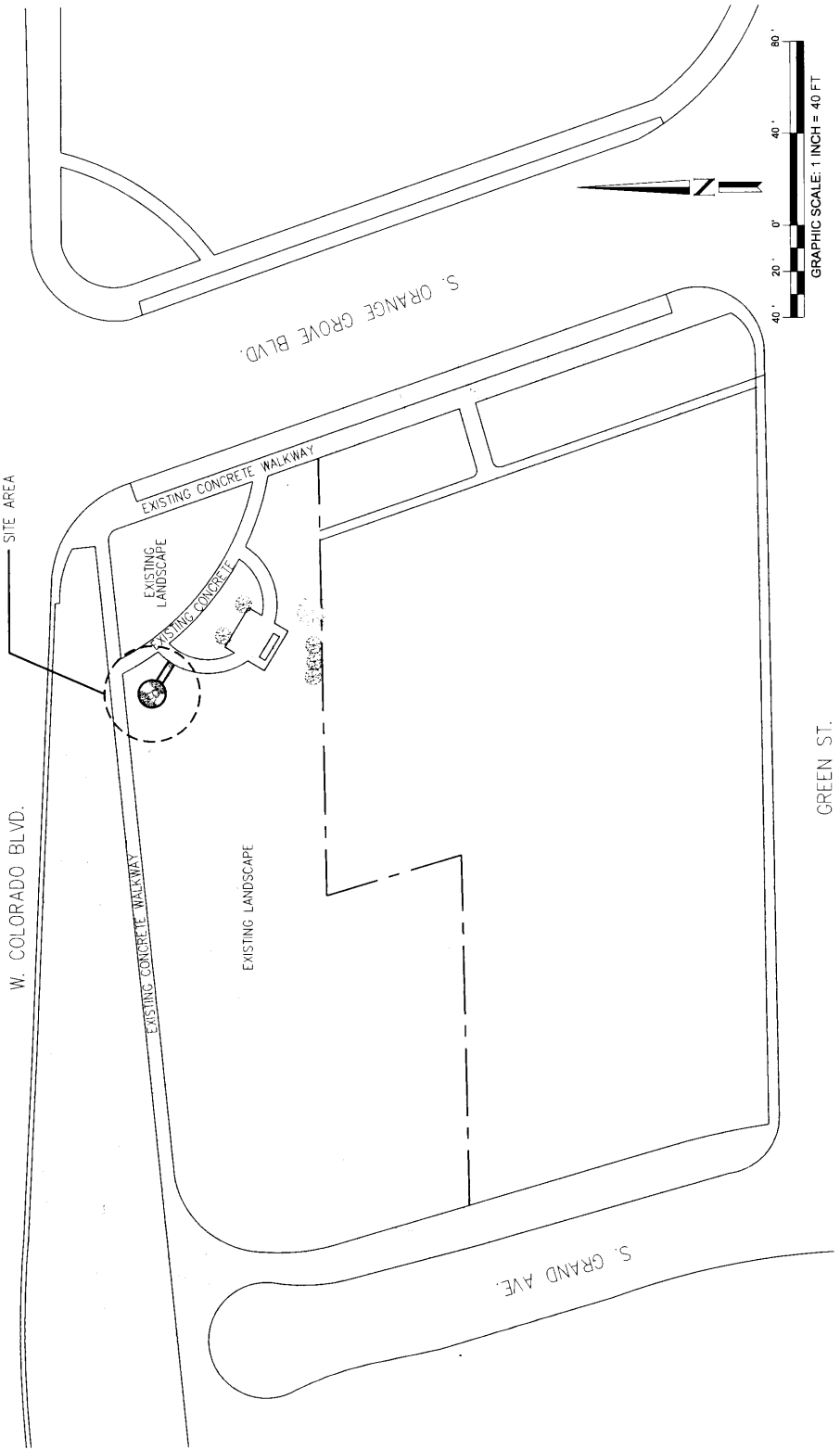
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| ENLARGED PLAN/ SECTION..... | A-2 |

ENDURING HEROES MEMORIAL
SWC W. COLORADO BLVD. & S. ORANGE GROVE
PASADENA, CALIFORNIA 91105

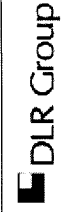
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APRIL - 21 - 2015



OVERALL SITE PLAN A-1

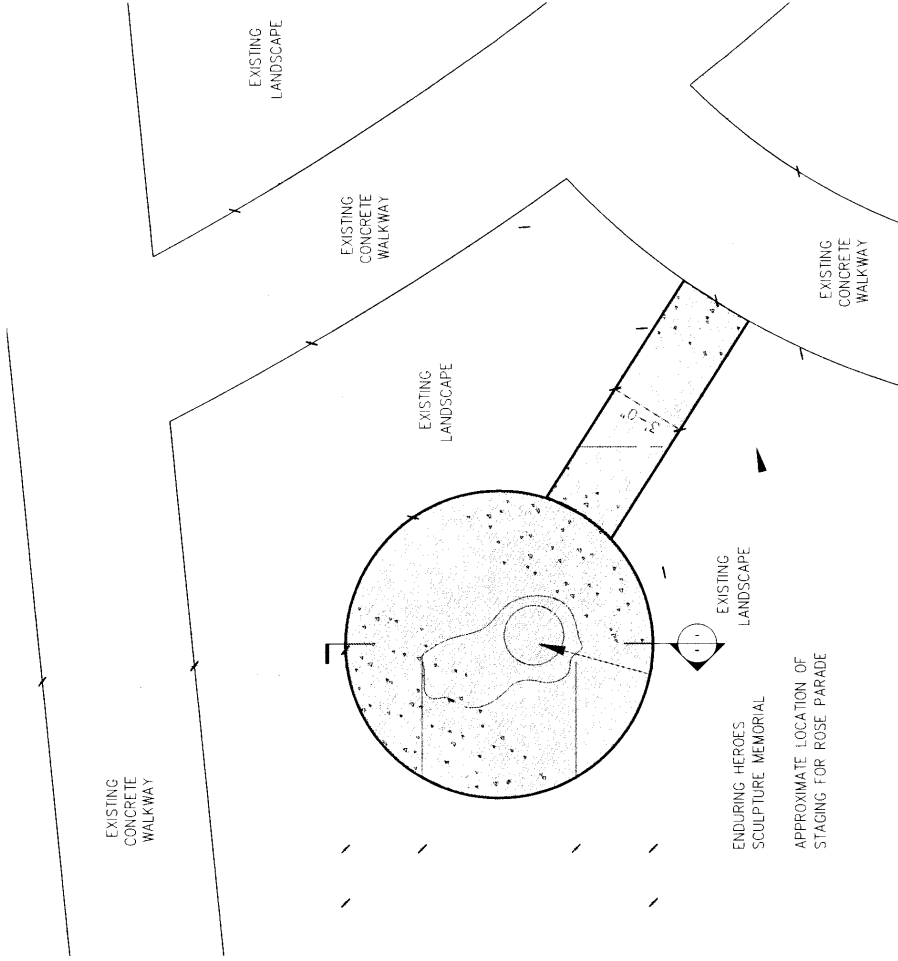


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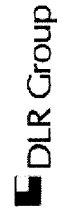
APRIL - 21 - 2015

ENDURING HEROES MEMORIAL

1000 W. COLORADO BLVD. SUITE 1000
DENVER, CO 80202
TEL: 303.733.1111
WWW.DLRGROUP.COM



SCALE: 1/4" = 1'-0"
ENLARGED SITE PLAN A-2

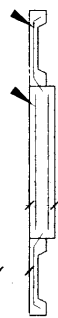


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APRIL - 21 - 2015

12" CONC. SLAB
60"DIA. W/#4 REBAR
@ 12"O.C.

8" CONC. SLAB
36"DIA W/#3 REBAR
@ 12"O.C.



SCALE: 1/4" = 1'-0"
SECTION

ENDURING HEROES MEMORIAL