

INFORMATION PRESENTATION

AIR MEDICAL  
MEMORIAL



## About

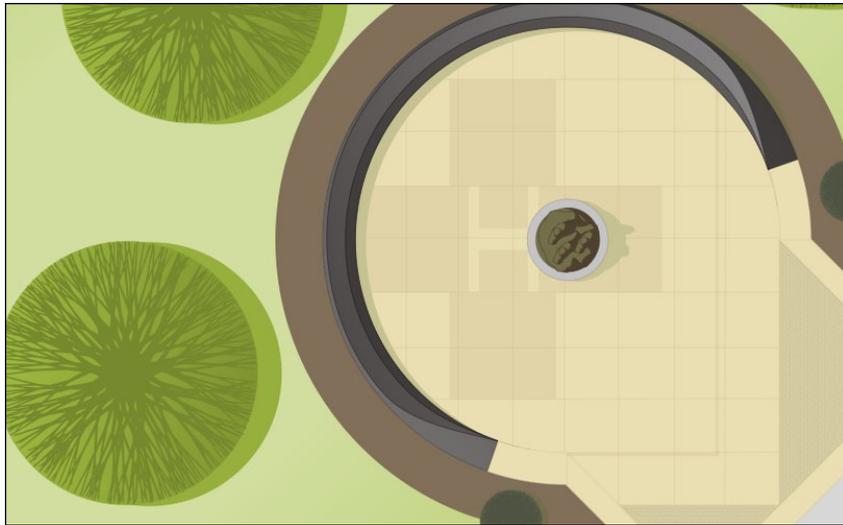
The Air Medical Memorial will be a national memorial honoring air medical professionals lost in the line of duty. Honorees include crewmembers from both fixed-wing and helicopter operations within the United States.

Currently, there are over 330 Air Medical Memorial honorees. The Air Medical Memorial will be the first national memorial to recognize all air medical crewmember losses.

To ensure the completeness and accuracy of the list of honorees, the organization collects and verifies information, conducts research and maintains the most comprehensive database of air medical accidents.

This information is published online through the organization's web site, [AirMedicalMemorial.com](http://AirMedicalMemorial.com).

Air Medical Memorial



Air Medical Memorial Design

The Air Medical Memorial will be a 5,000 square foot outdoor plaza with a semicircular granite wall on one side. This granite wall will list the full names of honorees organized by date of loss and last name. Honoree names will be added as necessary in an annual ceremony that will take place in June of each year.

At the center of the plaza, there will be a pedestal and bronze sculpture. The sculpture will feature three life-size figures representing a typical flight crew. This sculpture will include equipment, flight suits and uniform details specific to air medical/EMS operations. At the front of the pedestal there will be an inscription dedicated to honorees, survivors, and those who continue to serve.

The concrete, stone and brick surface beneath the granite wall and surrounding the sculpture will have the subtle design of a hospital helipad. Alternating materials will be used to achieve this design.

One of these materials, donor bricks, will be sold online for fundraising purposes and may be personalized with a custom message or dedication.

July 1985 by R. Sullivan ot Strom	December 24, 1985 Michael Myers	June 5, 1987 Michael Grimes James Meyer	August 21, 1989 Wally Nitowski Diane Laffer Richard Mendolia	James Egan Cathy Glatzel 1992
January 20, 1985 bert Carlisle iron Devine n Brooch	1986	Dori Berndt Gary Stoick	August 27, 1989 Pat Vance Bob Sickerman Lyn Gould	March 4, 1992 Dale Matthews Susan Newton
January 9, 1985 orge Milligan nrya Boelink ven Trostin	January 19, 1986 Carey S. Pustzman Gregory A. May	June 7, 1987 Merrill Coplin Reverly Cramin	September 3, 1989 James Stettler Jeff Carledge	March 5, 1992 Demetri Tukker Terry Small
April 19, 1985 arlie Deal on Morris sa Salden	June 2, 1986 John Coyle Mark C. Applewhite Mark Moreland	June 21, 1987 Delmar A. Baer, Jr. Linda Montgomery	1990	June 20, 1992 Jennifer Hodges
May 20, 1985 rold Payne Browning nny Brown	September 23, 1986 Barry Day Karen Simpson Barbara Burdett	1988	February 9, 1990 James Maxam	December 31, 1990 Gary Miller Therese Yarbrough
October 23, 1985 ry Pat Halberst rime "Dad"Dee" Malouf arles Nolic ace Blant	December 3, 1986 Freddie Marshall Davis James Borgman Nancy Neerenberg Rodney Hibberts Mary Jane Borrell Timothy A. Parrish	April 17, 1988 David Skala Martha Cheryl Collins	April 1, 1990 James Willford Layne	1993
December 10, 1985 nnie Hollister on Harrison	1987	December 22, 1988 Juli F. Huttegger Karen Scherer	1991	March 11, 1993 Russ Schulz David Edner Christie Wilson
December 20, 1985	January 8, 1987 Perry J. Reynolds Pam Demaree Mike McGinnis	1989	January 26, 1991 Edward E. Soper Deborah J. Nole Mark W. Hausler John Michael "Jack" Goodwin	April 6, 1993 Dennis E. Patrick Thomas Joseph R Thomas Wolf
	February 30, 1987	February 13, 1989 Gerald Morgan, Jr. Katherine Ohlmeiser Jeanne Lackey	August 28, 1991 Daniel J. Murphy one unknown	May 27, 1993 James Barnett, Jr.
		March 26, 1989 Claud "C.C." Davall Stephanie F. Gasson-Willoughby	November 27, 1991 Alan Larson	November 19, 1991 Donald MacIntyre

The memorial will feature a granite wall with engraved honoree names

AIR MEDICAL MEMORIAL

Air Medical Memorial Park



Air Medical Memorial Park Conceptual Site Plan

## Memorial Park Location and Land Donation



Future site of the Air Medical Memorial and Park



Location of the Park

The Air Medical Memorial and Park will be centrally located (nationally) southwest of Denver, Colorado at the foot of the Colorado Rockies. This setting includes unique topography that provides a scenic, serene and reflective setting.

Denver was chosen as the site of the Air Medical Memorial to provide easy access from anywhere in the U.S. including Alaska and Hawaii.

Additional amenities of this location include:

- More than six acres of open space
- Close proximity to lodging: over 700 hotel rooms within 3 miles
- Easy accessibility for the elderly and handicapped
- Access to air transportation with direct national and international flights from Denver International Airport
- Dedicated parking for 10; access to more than 300 adjacent spaces
- The park will connect to Denver and Jefferson County open space, parks and trail systems

Land donated to the Memorial has an estimated value of \$1.4M and is surrounded by open space. Once completed, the park will be maintained by the Foothills Park and Recreation District.

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## Memorial and Park Architectural Design and Landscape



West Crescent Park at Stapleton - Denver, Colorado



**NUSZER KOPATZ**  
urban **design** associates

Nuszer Kopatz was chosen as the design and planning firm for the memorial and surrounding park. Nuszer Kopatz has extensive experience with similar projects and provides a wide variety of services in a number of different related disciplines. The Air Medical Memorial group is working with the firm through all phases of the design and construction process including further design development and refinements, site and code analysis, material selection and landscape design. The firm was instrumental in developing the budgetary requirements for this project and overall fundraising goal.

Nuszer Kopatz is a Denver-based community planning, architecture and design firm that has received numerous awards over the past two decades.

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## Memorial Sculpture “Angels of Mercy”



Jack Swigert by Artist Mark Lundeen

A bronze sculpture will be located at the center of the memorial plaza. This sculpture will feature three life-size figures representing a typical flight crew consisting of a pilot and two medical personnel. The criteria for artist selection included:

- Experience with public placement sculptures
- An artistic style consistent with the vision for the Air Medical Memorial
- Attention to detail
- Demonstrated history of high quality, creative, and innovative work
- Strength and clarity of the artist’s statement of interest.
- Provided an accurate and feasible budget.
- Established realistic plan for public safety, maintenance, and conservation.

The artist selection committee chose Mark Lundeen of Loveland, Colorado as the artist to develop the centerpiece sculpture. Mr. Lundeen has over 50 public placements and has received numerous awards and honors including the Philip Isenberg Award.

One of the most notable of Mark’s works is the sculpture of Apollo astronaut Jack Swigert (pictured) which is located in the National Statuary Hall of the Capitol Building in Washington D.C.

**AIR MEDICAL MEMORIAL**

## Capital Fundraising Overview

The Air Medical Memorial will be funded primarily through corporate grants and donations at the Platinum, Gold and Silver levels (95% or \$570K). The balance will be obtained through individual private donations as well as donations from small groups, organizations and associations (5% or \$30K).

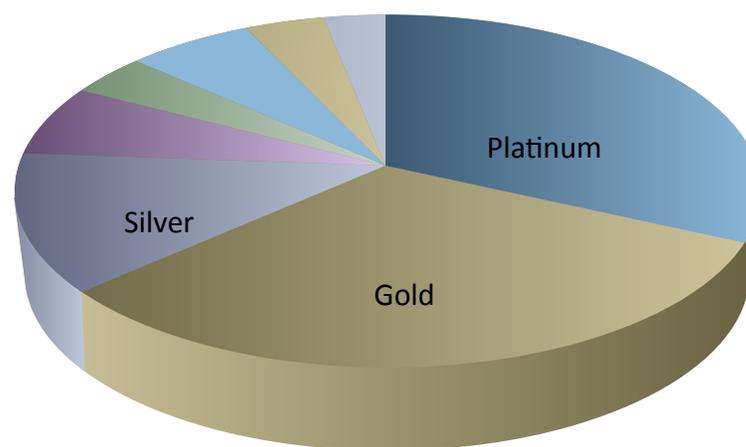
The overall fundraising goal for the design and construction of the Air Medical Memorial is \$600K with additional funds being collected for maintenance and future induction ceremonies.

100% of donated funds will go to the design and construction of the memorial, future maintenance of the memorial or to help capitalize additional fundraising efforts. The organization is managed by an all-volunteer staff. None of the group members receive compensation.

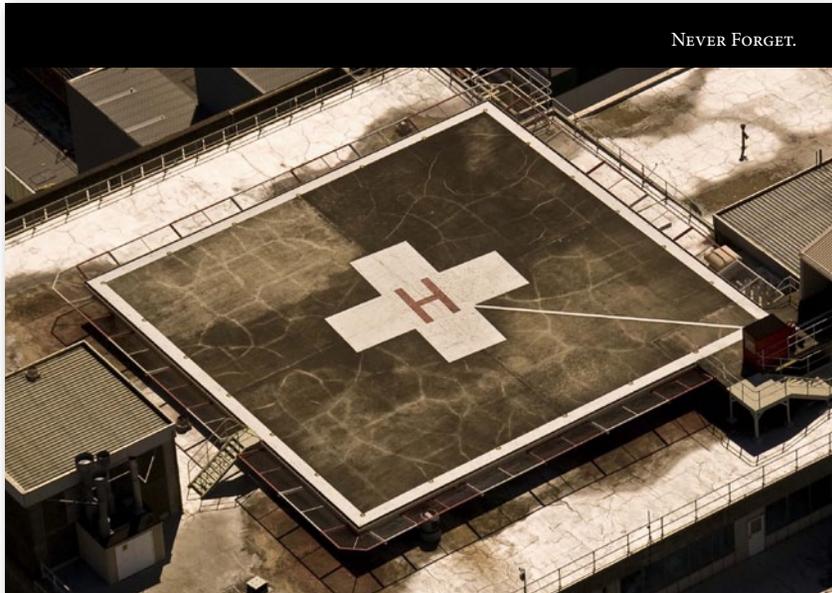
## Funding Makeup

Level	Contribution	Goal	Total
Platinum	\$60K - \$200K	4	\$300K
Gold	\$25K - \$60K	6	\$200K
Silver	\$10K - \$25K	6	\$70K
Bronze	\$5K - \$10K	8	\$50K
Copper	\$2.5K - \$5K	10	\$25K
Campaigns	-	-	\$10K
Sponsorships	-	-	\$25K
Total			\$680K

Primary Funding Sources



Public Awareness and Fundraising Campaigns



Beginning in early 2010, the Air Medical Memorial will launch several public awareness and capital fundraising campaigns that will run through 2011. These campaigns are designed to inform and educate the public about the memorial as well as the importance of honoring these heroic individuals.

Initial campaigns include:

- The “10 in 10” campaign will utilize online and print mediums to introduce the memorial concept and organization to the public. The theme refers to the campaign message that suggests individuals donate a dime per honoree name in 2010, or \$32.
- The 301k campaign will recruit 30 volunteers who will help communicate the goals and progress of the group and commit to collecting a total of \$1000 each on behalf of the Air Medical Memorial.
- We are currently selling fundraising T-shirts through the web site. The shirts feature the Air Medical Memorial logo on the front and the message “Building Crew” on the back. The message is designed to help purchasers get a sense of ownership and participation in the development of the memorial.

Beginning in 2012, the Air Medical Memorial will launch an annual Walk to Remember, a 16k walk from the site of the AirLife Denver accident in Littleton, Colorado to the Air Medical Memorial in Jefferson County. Funds raised from the walk will help maintain the memorial, engrave honoree names as necessary and pay for induction ceremonies.

Every day, air medical teams take to the sky knowing the inherent risks. They know that at the other end of the flight is someone who depends on them; someone who needs help. They do not take on the mission for fame or fortune and often their heroic efforts go unrecognized.

At the end of 2009, over 320 air medical professionals had lost their lives in the line of duty. We believe that they should not be forgotten. Ever.

Honor the men and women who paid the ultimate price in the name of saving others: the pilots and medical professionals who are no longer with us.

**1** For as little as a dime a name, you can let the world know they will not be forgotten. Help us now by pledging 10 cents for every name to be engraved on the memorial wall, or \$32.

**in** Together, we remember.

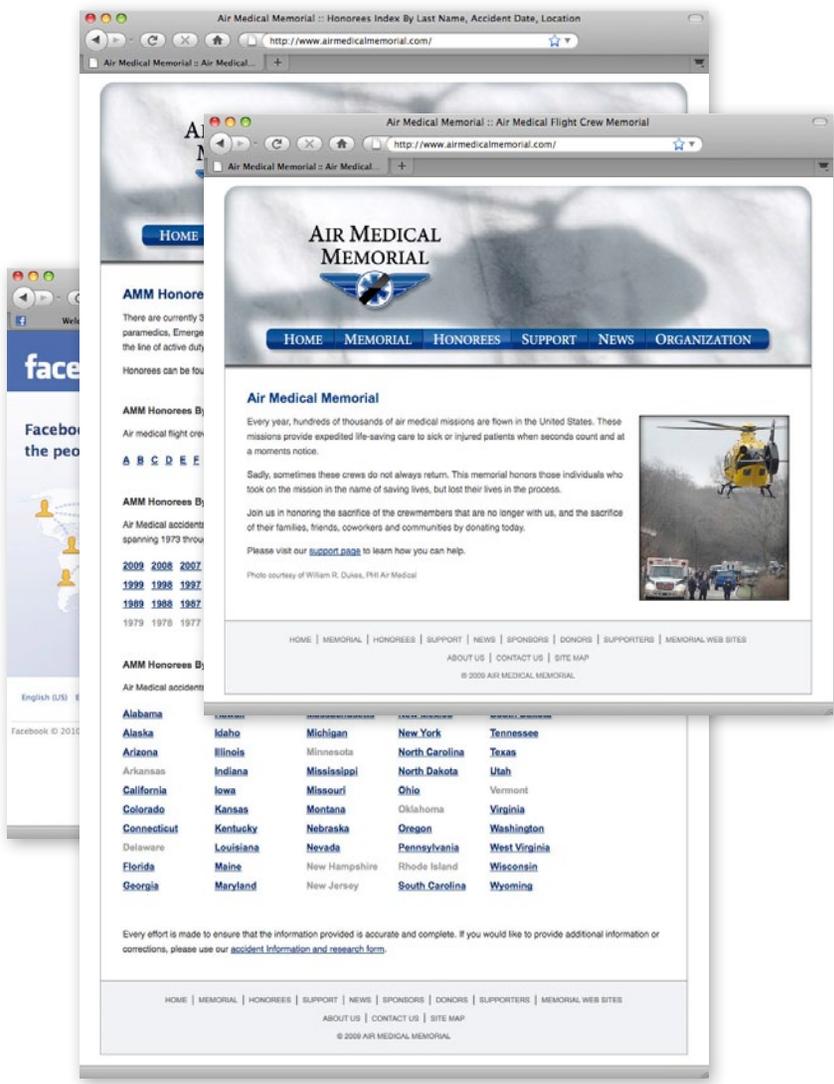
**2010** Visit [AirMedicalMemorial.com/1010/](http://AirMedicalMemorial.com/1010/) and donate today.



PO Box 842 • Castle Rock, CO 80104 • 303.332.6327 • [AirMedicalMemorial.com](http://AirMedicalMemorial.com)  
 The Air Medical Memorial is a 501(c)(3) nonprofit organization

“10 in 10” Campaign Display Ad

Web Site and Online Community



The Air Medical Memorial maintains a comprehensive 230-page web site that includes honoree names organized by accident date, last name or location. The site also has a page for online donations. This site is now recognized as the premier repository for this information and has received visitors from over 770 cities in 32 countries since it was launched in March 2009.

AirMedicalMemorial.com is referenced as a resource and receives traffic from the following sites:

- aams.org (AAMS)
- nemspa.org (NEMSPA)
- flightparamedic.org (IAFP)
- emsflightcrew.com
- flightweb.com
- visionzero.aams.org (VisionZero)
- safemedflight.org
- amsac.org (AMSAC)
- meca-inc.com (Medical Education Consultants of America)
- inaams.com (Indiana Association of Air Medical Services)
- emtlife.com
- lifestar1.org (LIFESTAR of Texas)

Additionally, the Air Medical Memorial maintains an online Facebook community with nearly 2,700 members as well as an active fundraising and supporters group, *Friends of the Air Medical Memorial*.

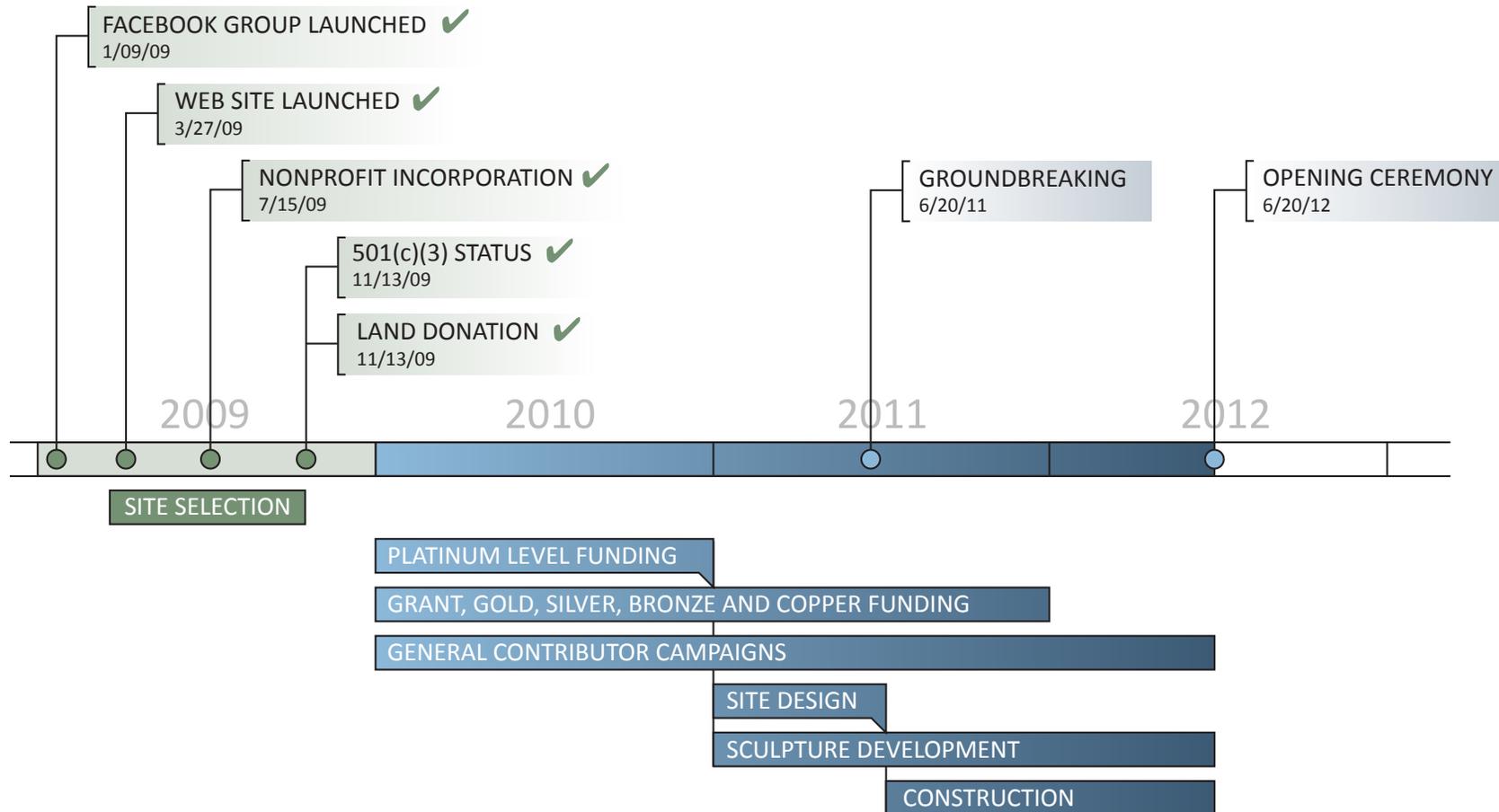
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## Milestones and Status

The Air Medical Memorial began as an online community in January 2009 with the goal of gaining support for an outdoor memorial. Goals for 2009 have been reached and include filling key volunteer positions, incorporating as nonprofit, securing 501(c)(3) status and identifying potential sites for the memorial. In November 2009, a site was selected and the organization received land donation. In 2010 and 2011, the group will concentrate its efforts on increasing industry and public awareness and receiving financial commitments from key organizations.

The Air Medical Memorial will open in June 2012.



## Board Members and Volunteers

The Air Medical Memorial organization is comprised of several dedicated, experienced and skilled volunteers committed to completing the Air Medical Memorial. Each member of the team serves to honor the memory of friends, coworkers or family members lost in an air medical accident.

Organization members:

Steven Sweeney  
Founder and Board Chair  
[ssweeney@airmedicalmemorial.com](mailto:ssweeney@airmedicalmemorial.com)

Kevin Sweeney  
Cofounder and Board Vice Chair  
[ksweeney@airmedicalmemorial.com](mailto:ksweeney@airmedicalmemorial.com)

Keith M. Johnson, CPIM, CSCP  
Secretary and Treasurer  
[kjohnson@airmedicalmemorial.com](mailto:kjohnson@airmedicalmemorial.com)

Mary Ann Melville  
Honoree Officer and  
Association of Air Medical Services (AAMS) Liaison  
[mmelville@airmedicalmemorial.com](mailto:mmelville@airmedicalmemorial.com)

Sandy Correia, RN, BSN, CFRN, CCRN, CMTE  
Air & Surface Transport Nurses Association (ASTNA) Liaison  
[scorreia@airmedicalmemorial.com](mailto:scorreia@airmedicalmemorial.com)

Alexandra Farnsworth  
International Association of Flight Paramedics (IAFP) Liaison  
[afarnsworth@airmedicalmemorial.com](mailto:afarnsworth@airmedicalmemorial.com)

## Pledge Your Support

In 2008, 24 air medical crewmembers lost their lives in eight separate accidents. Many systemic and operational changes have been made to bring that number down and in 2009, it dropped significantly.

Unfortunately, six individuals did lose their lives in two separate accidents in 2009. Although we would like to see that number drop to zero, the reality is that some level of inherent risk will remain.

Every year, hundreds of thousands of air medical missions are flown in the U.S. and the crews who respond do so in the name of providing care and saving lives.

Join us in honoring those who lost their lives in this noble cause. Support the memorial both financially and in spirit. We are proud of the air medical industry and the professionals who make it run every hour of every day.

We believe it is time to build the Air Medical Memorial. Pledge your support today.

Air Medical Memorial

PO Box 842  
Castle Rock, CO 80104  
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