



# National Veterans Day

Alabama organized the first national observance for veterans of all U.S. wars in 1947. The national movement expanded and Veterans Day became a federal holiday when Kansas sponsored legislation signed by native son President Eisenhower in 1954. We share highlights about events to tell more of the story that teachers, historians, and event planners can use.

Colonel Bill Voigt (USAFR Retired) followed Raymond Weeks and served as president for 25 years until 2010. Bill was honored as National Veteran of the Year in 2011 and died the next year.



Mark Ryan (in photo at podium) took the reins as president in 2011 because, as a civilian, he wanted to honor veterans. Mark leads a team of volunteers with support from National Guard and Reserve units, the City and County, plus corporations and foundations. Media supports

with news and televising the Parade.

Veterans, family members, and civilians who value freedom and patriotism gather for celebration and to honor veterans. Photo: LTC Glenn Nivens (Retired) presents *Patriotism in Action* to a VIP guest he wants to know the story of how Veterans Day started.



# Veterans Day Events

Traditional events on the eve of Veterans Day:

- ◆ Tribute to the Founder of Veterans Day
- ◆ National Veteran Award Reception and Banquet

Events on Veterans Day

- ◆ JROTC and Color Guard Competitions
- ◆ Memorial Service
- ◆ World Peace Luncheon
- ◆ Parade



Parade in downtown Birmingham



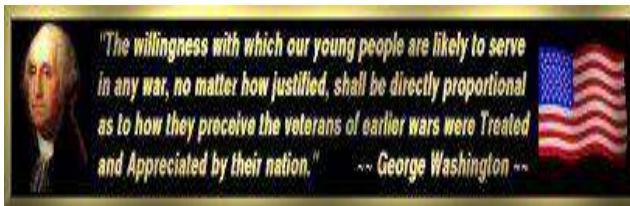
1947 Parade with "Uncle Sam"

Patriotism in Action program events added in recent years:

- ◆ *Patriotism in Action* book and seminar
- ◆ *Personal Leadership for Patriots* seminar
- ◆ *Patriotism in Action Tribute at the Weeks Monument*
- ◆ *Professionalism Under Stress* book and seminar

Past program events:

- ◆ *Patriot Golf Classic*
- ◆ *A Noble Warrior's Gift* church program



# National Veteran Award Banquet And World Peace Luncheon



On the eve of Veterans Day, veterans and guests gather to honor the National Veteran of the Year, a tradition since 1954. The next day new guests and some of the same group gather for the World Peace Luncheon.

Those at the head table line up and proceed from the Distinguished Guests Reception to the banquet hall. With Veterans Day leaders presiding from a multi-tiered head table backed by dozens of flags, the “Key to the City” from the Mayor of Birmingham and the books *Patriotism in Action* and *Professionalism Under Stress* are presented to the honoree and speaker for the World Peace Luncheon. A rich program of music, messages, and memories inspire—balancing tradition and innovation.

The Birmingham festivities serve as core events for reunion and patriotic travel groups. The Convention Bureau offers support to event planners to make visits to the metropolitan area meaningful with patriotic and educational programs as well as many social, entertainment, and sports options.



Daughters of Veterans Day Founder Raymond Weeks, Barbara Weeks Minor and Brenda Weeks Parker, with David Dyson at the Distinguished Guests Reception prior to the National Veteran Award Banquet.

Former Governor of Alabama Bob Riley and Lori Banes, artist for *Daddy's Honor*, at the World Peace Luncheon.



Dianne Shaw sings "The National Anthem" for an inspired audience of over 1,000. Formerly of the Convention and Visitors Bureau, Dianne recruited veterans groups to visit the Birmingham Area.

# National Veteran Award

The National Veteran Award is an American tradition started and hosted in Birmingham, Alabama since 1954.



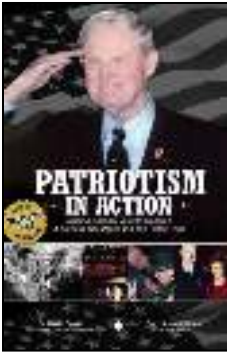
This is the latest design for the award given to each honoree, updated in 2011. The Award for the Veteran of the Year and the Permanent Trophy are displayed at the reception for the honoree and other distinguished guests.



L to R: David Carder, Retired President, Vulcan Land Company;  
Col. Leo Thorsness (Ret), U.S. Medal of Honor Hero  
receiving his National Veteran Award in 2005;  
Col. Bill Voigt (USAFR Ret), then-president of National Veterans Day.

# National Veteran Award Honoree 2006

(Nominated by Patriotism in Action)



## Lt. General Hal Moore (Retired)

Cover photo of *Patriotism in Action* 2006: LTG Moore giving a final salute to his alma mater, West Point.

Smaller photos feature Mel Gibson and Hal Moore during filming of the movie, "We Were Soldiers," the movie DVD cover, Moore at "The Wall," and with his wife, Julie, at the movie premiere.

Lt. General Hal Moore is featured here because he is representative of outstanding honorees. Our relationship with Hal Moore started when Stretch, Joan, and David viewed the movie, "We Were Soldiers," in which Mel Gibson portrayed Lt. Colonel Hal Moore as he prepared and led troops into the first major battle for the United States in Vietnam (1965). We wrote about General Moore in the *Gunfighting Leadership Lessons* of our companion book, *Professionalism Under Stress*, which offers best practices and guidance for leading in high stress roles.



LTG Hal Moore (Ret) reviews *Professionalism Under Stress*, Auburn.

We had begun work on this book when we met LTG Moore through Mayor Bill Ham at the Auburn Memorial Day Celebration that honored Hal Moore, supported by Governor Riley. Listening to his introduction with details of a distinguished military career, I marveled at the sense of calling and courage one must have to volunteer to jump out of airplanes to test "experimental parachutes!" And, seeing a smiling Mrs. Moore and family, I admired the patriotism she must have exemplified as matriarch of her family, especially when her husband served for extended time in distant lands.



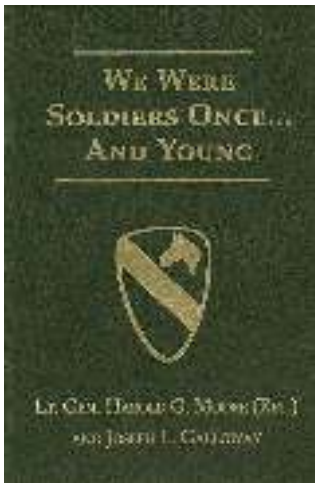
We nominated General Moore for National Veteran of the Year, and the Committee selected him. He is another Patriot in Action who served his country through valor in the military and beyond offering character education to youth and leadership training to adults.

**“We will leave no man behind.”**



Lt. Colonel Hal Moore speaking to troops and others at Ft. Benning, Georgia. For over a year, LTC Moore prepared the 1<sup>st</sup> Battalion, 7<sup>th</sup> Cavalry Regiment, 1<sup>st</sup> Cavalry Division, for the first major battle of the American War in Vietnam. In 1965, Moore led his under-strength battalion of 450 troopers against over 2,000 North Vietnamese Regulars—and won.

Based on that battle, LTG Hal Moore co-authored with journalist Joseph Galloway the #1 *New York Times* best-seller, *We Were Soldiers Once and Young*. The major motion picture, “*We Were Soldiers*,” starring Mel Gibson as Hal Moore, has been seen by millions in theatres and on national television.



The book and movie depict the harsh realities of war and the power of *noble warrior* leadership as exemplified by LTC Moore and his senior non-commissioned officer Command Sgt. Major Basil Plumley, played by Sam Elliott.



Mel Gibson and Sam Elliott as Hal Moore and Basil Plumley.



Actor Mel Gibson and Hal Moore on the movie set of "We Were Soldiers."

General Moore returned to Vietnam seven times to meet and walk battlefields with commanders who opposed him. Major American news programs such as "60 Minutes" have broadcast positive stories about LTG Moore, his leadership, and caring for his troops.

After 32 years, LTG Moore retired from the Army. His proudest achievement is that in numerous battles and two wars he never lost a soldier as a Prisoner of War (P.O.W.) or Missing in Action (M.I.A.). He kept his promise, "We will leave no man behind."

A long-time warrior for ethical leadership, LTG Moore has been an active national speaker on leadership principles and values. He and Joe Galloway have published their follow up book, *We Are Soldiers Still*. Hal Moore lives in Auburn, Alabama.





LTG Hal Moore salutes cadets at West Point 60 years after his graduation. He wears the pin of the 1<sup>st</sup> Cavalry Division and Distinguished Service Cross.



The patch of the 1<sup>st</sup> Cavalry Division worn on his lapel.

Lt. General Moore visited the second love of his life, West Point (the United States Military Academy), 60 years after he was a cadet. A graduate in 1945, LTG Moore spoke about “leadership” to the cadets in 2005. At the end of his talk, he saluted those who would soon join “the long gray line.”

## Julie Moore

Julie Moore, Hal's wife of 55 years, was a strong mother and matriarch of their family, especially when her soldier had to serve in distant lands. Hal and Julie have five children. Julie passed away in April 2004.



Hal and Julie Moore  
"We Were Soldiers" movie premiere.



In the National Veterans Day Parade in Birmingham 2006, a rare though richly deserved expression of honor began for the spouses of warriors. A caparisoned (riderless) horse with side saddle, flowers, and sash honored Julie Moore and all spouses of military personnel. Raven (2002-2009), an American Quarter Horse owned by Ginger Ryals of the Ohio TopHands, was escorted by Army National Guard Lt. Colonel Joy Craft of Mobile. Five horses mounted by women with a family link to our military followed the riderless horse and carried flags of the Army, Navy, Marines, Coast Guard, and Air Force.

# National Veterans Day Parade

November 11



Veteran of the Year and Parade Marshal 2006 Lt. General Hal Moore (USA ret).



The Ohio Top Hands Equestrian Team riding for the first time in the National Veterans Day Parade in Birmingham.

Parents and children line Birmingham streets to enjoy the parade.





Parade Marshal 2005 Mrs. C. Horton (June) Emory.



June Horton is happy to see her photo as 2005 Parade Marshal in her 2006 edition of *Patriotism in Action* (with David prior to the parade).





Tuskegee Airmen Float.



WW II, U.S. Cavalry, Andrew Tsimoides  
(he rode a horse in the parade until age 90).









Marion Military Institute cadets.



School Color Guard.



Birmingham Fire and Rescue.





National Guard.





TV news anchor Jim Dunaway interviews a veteran walking in the parade.



The traveling Vietnam Memorial takes this replica of "The Wall" in Washington, DC to citizens throughout America.





# Personal Leadership for Patriots

## Seminar



Public service presentation and forum based on *Patriotism In Action* by

Dr. David Dyson and  
COL Stretch Dunn (USA Ret)

Presented by the Patriotism in Action  
Program of Life Leaders

COL (Ret) Bob and Nancy Barefield, chair

[www.PatriotismInAction.us](http://www.PatriotismInAction.us)

### Agenda Sample

- ◆ Social
- ◆ Prayer
- ◆ Pledge of Allegiance
- ◆ Patriotism in Action Meaning
- ◆ Speaker
- ◆ Call to Action
- ◆ Announcements

Optional contents offered periodically

- ◆ Presentation of Colors
- ◆ Duty-Honor-Country speech by Gen. Douglas MacArthur
- ◆ Alabama Medal of Honor Heroes names read



David Dyson speaks about *Patriotism in Action* and Veterans Day Founding in Alabama on a radio program hosted by former State Senator Hank Erwin.

# Professionalism Under Stress

## Seminar



Based on the book, *Professionalism Under Stress: 7 Lessons for Professionalism, Stress, and Gunfighting in Military and Civilian Life*, by COL Stretch Dunn (USA Ret) and Dr. David Dyson.

Presented by Patriotism in Action and Best-Self Leadership Programs of Life Leaders

[www.ProfessionalismUnderStress.com](http://www.ProfessionalismUnderStress.com)

Military and many civilian organizations offer excellent, time-tested lessons. Combining some of the best of both can make each body of knowledge stronger together than apart. We offer compressed best practices you can use.

### Agenda Sample

- ◆ 7 Lessons for True Professionals
- ◆ Personal Leadership and Empowerment Model
- ◆ 7 Lessons for Stress
- ◆ The Leadership Model of the United States Army:  
23 dimensions of “Be, Know, and Do”
- ◆ 7 Lessons for Gunfighting Professionals
- ◆ 7 Lessons for Gunfighting Leaders



Col. Stretch Dunn (USA Ret) teaches lessons of *personal leadership and professionalism* at Life Leaders.

# **Veterans Day Event Resources**

**National Veterans Day Information and Tickets**

[www.NationalVeteransDay.org](http://www.NationalVeteransDay.org)

**Meeting Space and Lodging**

Birmingham Area Convention and Visitors Bureau

[www.BirminghamAl.org](http://www.BirminghamAl.org)

**Alabama Veterans Affairs**

[www.va.state.al.us](http://www.va.state.al.us)

**Alabama Tourism**

[www.alabama.travel](http://www.alabama.travel)

**Alabama Education**

[www.alsde.edu](http://www.alsde.edu)

**Books, Posters, and Presentations**

[www.PatriotismInAction.us](http://www.PatriotismInAction.us)