



Concept goal post (draft graphic) signifies:

Alabamians led the national movements for Veterans Day and Civil Rights,
which commemorate *Freedom of Liberty* and *Freedom of Rights*.

Now, students (all of us), we have *Freedom of Significance*,
which means we have “Freedom to Flourish” as our best-selves and serve others.

How? Identify purpose and priorities in your plan and act to prepare for College-Career-Character.

Alabamians led two national movements — Veterans Day and Civil Rights. Another movement has started and can be a game-changer for our students and state. We can help schools implement a best practice for student and citizen development to help students write plans for *College-Career-Character* that boost purpose, priorities, and “perseverance” (Alabama character trait). And, we can provide an “Alabama-based character traits” set of resources to provide to teachers, in addition to those they use from out of state. Our program emphasizes character traits modeled in Alabama like “patriotism,” “courage,” and “citizenship.” Plans and action to implement these character traits boost attitude, action, and achievement, which serves the students and state, plus can boost Alabama’s national rankings. Before the World Games in Birmingham 2021, we can improve to brand Alabama for contributions to freedoms and citizen development, in addition to great sports, food, and hospitality.

We designed this poster to summarize key historical facts for *Veterans Day Founded in Alabama* and 10 character traits supported by this national movement, which also fit for the Civil Rights Movement. We seek to help places of teaching history, character, and leadership post this inspiring information.



Founded In Alabama



November 11, 1946 General Dwight D. Eisenhower receives a program announcing *National Veterans Day 1947* presented by Raymond Weeks of Birmingham



Patriotism in Action book cover: President Ronald Reagan honored Raymond Weeks with the Presidential Citizens Medal at the White House in 1982 as the "driving force" for establishing America's Veterans Day.

U.S. history: Birmingham, Alabama hosted the first national celebration honoring all veterans in 1947 and started America's National Veteran Award in 1954, the year President Eisenhower signed Veterans Day into law as a federal holiday. The U.S. Senate led by Senators Sessions and Shelby passed a resolution in 2012 recognizing Alabama as home to the first and longest running celebration of Veterans Day.

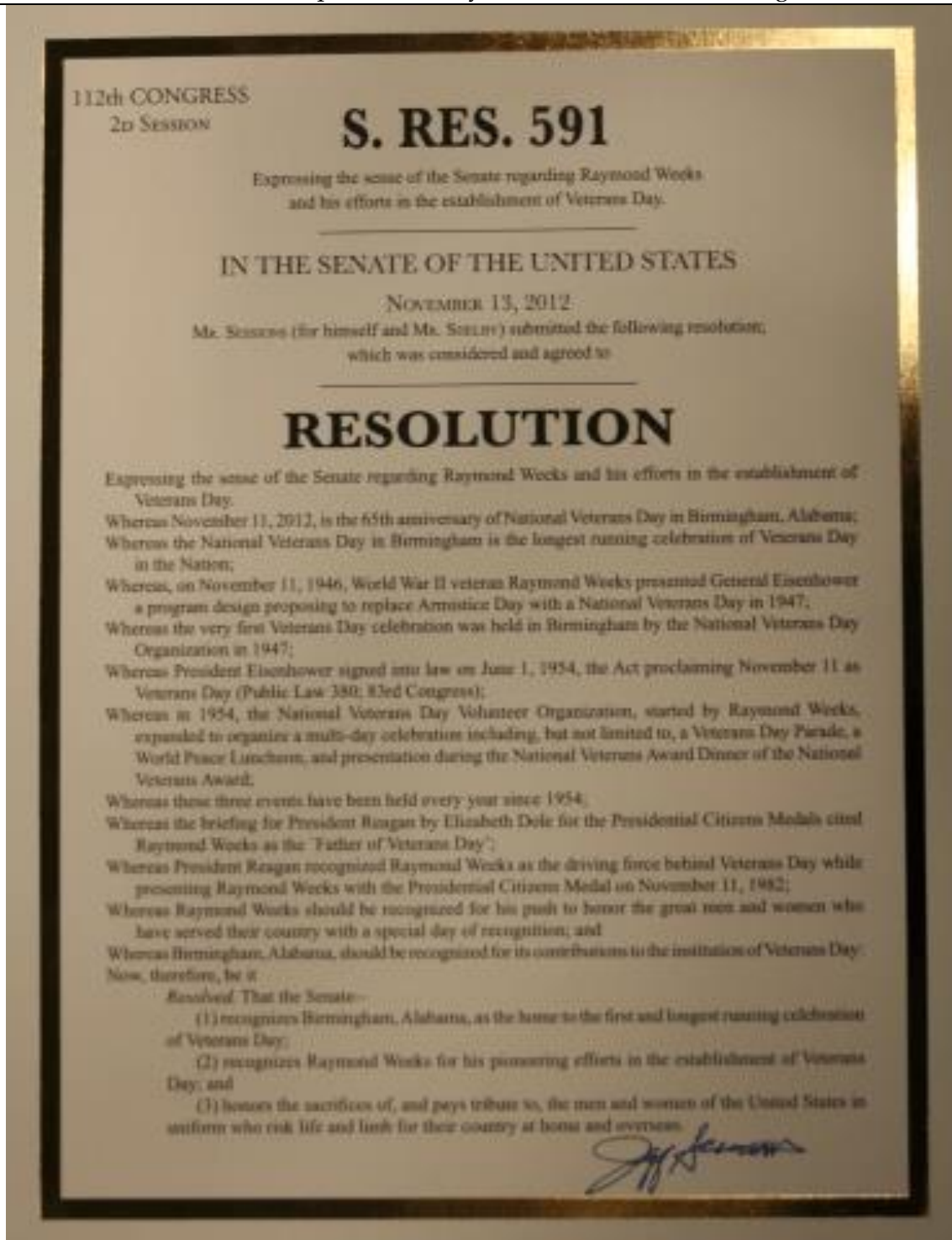
Alabama: A national leader organizing Veterans Day celebrations, educational resources, and events to honor veterans, celebrate freedom, foster peace, and teach character traits to build good citizenship for America.

Character traits for this national education

*Patriotism - Courage - Perseverance - Loyalty - Citizenship
Freedom - Peace - Honor - Trust - Leadership*

PatriotismInAction.us  NationalVeteransDay.org

The U.S. Congress had passed an erroneous resolution approximately 10 years before we started our campaign to teach students and adult citizens that Veterans Day started in Alabama. We learned Congress had stated, Veterans Day started in Kansas (7 years after it actually began in Alabama). Raymond Weeks, Birmingham, and Alabama had lost official recognition for leadership. This bad news became a blessing because it forced Alabama to prove the national movement began in Birmingham. It took us almost a year to prove to Congress the historical roles of Alabamians. Now, historical recognition is restored. We lost branding for this national event mainly because we had not educated students and leaders in the US. Only 1% of Americans know the who, when, where of this national commemoration. We can provide resources to teach this often-missing education in school classes and events, plus brand city & state for the official recognition that has been restored.





Patriotism in Action tells how Veterans Day started in Alabama, provides lessons on 10 character traits, plus a patriotic guide for students, teachers, historians....

Cover: President Reagan honors Raymond Weeks as the "driving force"....



Poster for schools, veterans halls, tourism and government buildings.

Raymond Weeks petitioned General Dwight Eisenhower at The Pentagon in 1946 to establish "National Veterans Day 1947."

Kansas joined the national movement in 1953, plus NY and more until President Eisenhower signed into law Veterans Day as a federal holiday in 1954.

The National Veteran Award was established in 1954 by National Veterans Day in Birmingham.

Every student, every citizen should know



America's Veterans Day started in Alabama

Vision
Alabama is a Top 5 U.S. destination for Veterans Day education & events

<<Billboards provided by Lamar Outdoor, former company of Raymond Weeks, founder of Veterans Day



November 11, 1946:
General Dwight Eisenhower supported the proposed "National Veterans Day 1947" presented by Raymond Weeks (AL), with Senator John Sparkman (AL) arranging and attending the meeting.



The U.S. Senate passed a resolution (2012):

"Resolved by the United States Senate (the House of Representatives concurring), that Congress hereby recognizes Birmingham, Alabama, as the home to the first and longest running celebration of Veterans Day...."



Parade Banner donated to National Veterans Day by Life Leaders America

You can get free resources to teach how and where Veterans Day started:

www.LifeLeadersInstitute.org / *Veterans Day Founding Education*

Life Leaders America is a 501 (c)(3) not-for-profit organization advancing 7 Priority Callings serving America based in Alabama

LifeLeadersInstitute.org / PatriotismInAction.us

Points of Contact: Dr. David Dyson and Col. Bob Barefield (USA Ret)

One of the handouts (includes back page)—free download at our web site.



Left: Col. Bob Barefield with former Mayor of Birmingham William Bell who presented to Patriotism in Action of Life Leaders America a proclamation from the Mayor and City Council standing as the City that started America's Veterans Day.

Below: John Hornsby speaking for *Freedom to Flourish & Freedom Lives* to Life Leaders.



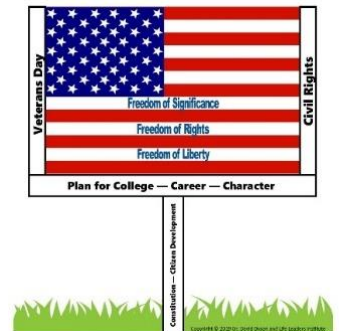
Dr. Dyson teaching Birmingham High School Students Dr. Dyson speaking to Hoover Elementary Students



7 Callings led by Life Leaders Institute: *Plan for School & Life - Best-Self Leadership - Master Your Goliaths*
Patriotism In Action - Veterans Day Founding History & Character Ed - Freedom to Flourish - Advance Alabama

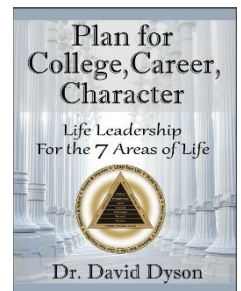
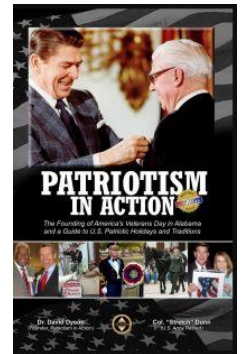
This cover letter and summary seek to brief you on a problem holding back Alabama and an opportunity to *Advance Alabama Students and State* with improved character education and student success as well as branding for historical national movements led here--before the World Games 2021. You are invited to read this summary and consider if you want to help with advice, advocacy, service, or funding. Life Leaders Institute and partners are leading on this niche set of goals—your support matters:

1. National Veterans Day Founding History and Character Education
2. Civil Rights and Freedom to Flourish Education
3. Character Traits Education and improved internalization
4. Plans for College-Career-Character to boost Purpose and Perseverance
5. World Games branding AL leading movements for Freedoms and Citizen Development



Alabama led the national commemoration of veterans of all wars in 1947. Yet, fewer than 1% of Americans and 5% of Alabamians knew this history when we were asked in 2012 to help fix the problem of lost education, events, and inspiring examples for students. We developed the most complete web pages in America on this topic, researched and wrote the book that tells who, where, when Veterans Day started, and worked with the U.S. Senate to restore Birmingham and Alabama as the historical leader for this national commemoration of veterans, freedom, and patriotism. Now, we must improve and sustain, which means help teachers, students, parents, education and government know and act.

In 1995, Alabama's legislature mandated to teach character for at least 10 minutes daily from a list of 25 traits and include the Pledge of Allegiance. Many educators, legislators, and other caring citizens tell us, we need better ways to not only teach meaning of character but also to help students plan for, act upon, and internalize beliefs and behavior to impact results like improved motivation for achievement, college and career readiness, plus reduced crime. Five AL character traits we teach connect for both Veterans Day and Civil Rights movements: *patriotism, courage, perseverance, loyalty, citizenship*. We can offer another resource focused on Alabama character traits and national contributions for teachers to use along with materials used from out of state companies.



Student achievement in AL will increase if we help them write plans for school preparing for college-career-character, which over 90% of alumni and parents surveyed want. Alabama can earn branding for this, too.

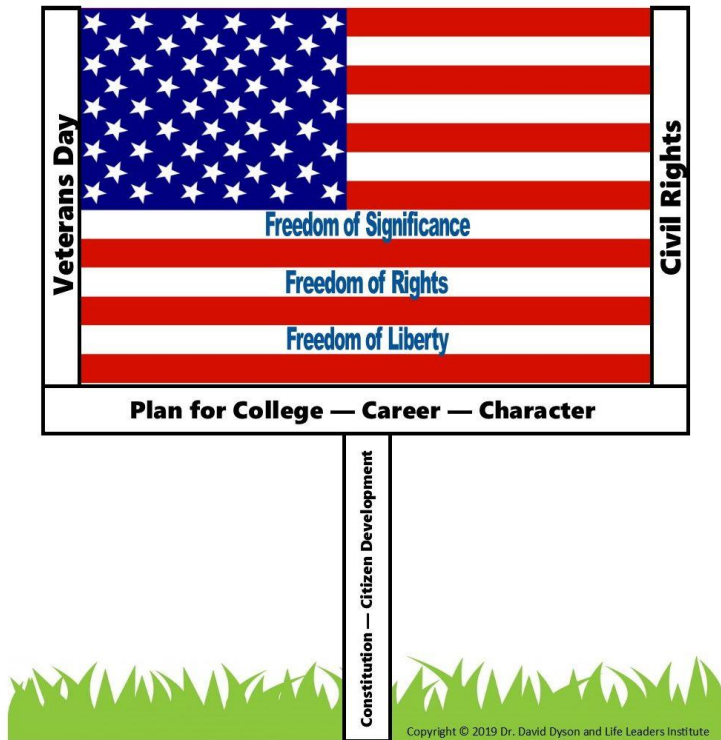
We started part of this initiative in 2012 and seek support of ideas, funds, and introductions to leaders in education and government to expand results through December 2021, then evaluate progress and needs to strengthen sustainability. We aim to lead on serving while aiming to support and enable schools and state agencies with roles to do this work.

On behalf of chief advocate for this project SGM Mike Oakley (ALNG Ret), trustees, and partners, I am eager to serve more to succeed with greater significance for students and state.

-Dr. David Dyson-

Director, Life Leaders Institute, and Historian, National Veterans Day, (205)422-6484

Advance Alabama Students and State



Alabama Branding Statement
for what we want U.S. citizens,
especially event planners & tourists,
plus World Games countries
to consider about the State

Draft to use or improve

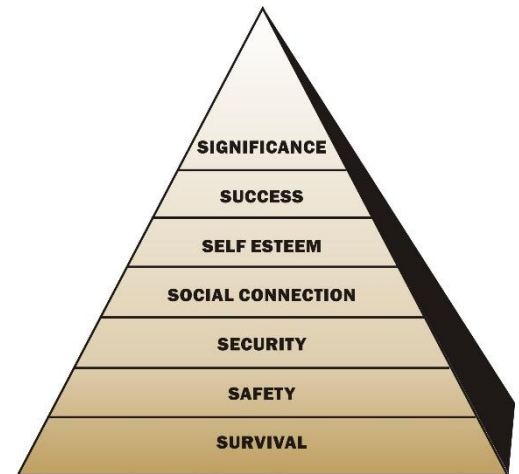
Alabama led national movements for America's Veterans Day and Civil Rights. We stand for *Freedom of Liberty and Rights*. Students, all of us, we now have *Freedom of Significance* to flourish as our best-selves. Alabamians are leading a new movement to help students plan for *college-career-character* and lead their lives closer to our best-selves with more purpose and achievement and to teach Alabama's national movements.

Alabama also loves our reputation for great civic clubs, sports, food and hospitality.

Veterans fought in WWII, before and since, to preserve *Freedom of Liberty* and made it possible for "foot soldiers" to gain *Freedom of Rights*. Because of Liberty and Rights, students, all of us, have *Freedom of Significance*. We can develop character and competence for college and/or career to act on Freedom to Flourish to pursue Success and Significance.

You are invited to review this briefing if you agree with any of these:

- ☐ Believe teaching and instilling character traits like "courage" & "perseverance" adds to "citizenship"
- ☐ Value students planning and doing their best preparing for college-career-character
- ☐ Would like Birmingham & Alabama to be branded better before the World Games 2021
- ☐ Am willing to advocate these concepts and those taking action
- ☐ Have an idea to Advance Alabama and Students to suggest to the team



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On the pages following, you can see desired results and draft next steps.
For more, you can see additional plans, templates, tools, and web pages:

www.LifeLeadersInstitute.org

Plan for School & Life: <https://lifeleadersinstitute.org/programs/plan-for-school-7-areas-of-life/>
Veterans Day Ed: <https://lifeleadersinstitute.org/programs/veterans-day-history-character-education/>
Character Traits: <https://lifeleadersinstitute.org/initiatives/character-traits/>
Freedom to Flourish: <https://lifeleadersinstitute.org/programs/freedom-to-flourish/>
Advance Alabama: <https://lifeleadersinstitute.org/programs/advance-alabama/>

Deliverables and Results for Students, Schools, and State

Help Student Success and development with these new or improved deliverables:

1. Students write a *Plan for School and Life* that boosts sense of purpose, options for college and/or career, and vision for character traits. Results should include improved attitude and achievement, plus closing a gap on a missing student development best practice. Benefits: earn credit in writing, discuss with parents or mentors, show part to the counselor trying to guide, make more informed decisions. Student and professional development scholars and practitioners know people who have plans usually do better than if they do not. Counselors would love to have students arrive with a draft of goals, options, and questions – less than 1% do that. Sports coaches already encourage goals, so they can easily support and benefit.
2. Learn US history led in Alabama that is inspiring and connects to character traits – missing from most schools. America's Veterans Day national movement started in Alabama. Less than 50% in founding city Birmingham know, less than 20% in Alabama, less than 1% of Americans. We have been losing an inspiring character traits lesson associated with "patriotism, courage, and perseverance" plus positive state branding and revenue from event planners and tourists. We could improve before the World Games 2021.
3. Learn, write, and internalize character traits rooted in Alabama leadership in the national movements for Veterans Day and Civil Rights: "patriotism, courage, perseverance, loyalty, citizenship." These 5 traits on Alabama's list of 25 were selected to teach associated with founding Veterans Day. When Dr. Dyson shared these traits with Freedom Institute faculty ("50 Years Forward" 1963-2013...) they affirmed these also fit the Civil Rights Movement history.
4. Students can develop greater sense of opportunity and commitment to flourish because of freedoms provided for them. *With Freedom of Liberty and Freedom of Rights, we have Freedom of Significance.* State history, character traits, and personal leadership come together for students to see what they can do and how. Start with a plan for school and life that includes vision sentences for fulfilling priority character traits and adding goals and actions.

Help your School and Stakeholders

5. Students drafting plans also help parents, teachers, counselors, and coaches help students better and faster because of ability to see plans, options, problems, ideas, and needs to give feedback.
6. Increase stakeholder satisfaction and trust. Over 90% of parents and alumni wish they got help with plans while in school. 95-100% want this for children. Your leadership can close the gap.
7. Implement and improve this pilot for future sustainability. If you co-implement our pilot, you are engaging in best practices for student development and success missing from most schools. And, you can help us improve to share resources and programs with schools state-wide.

Help your State tell a better Story of Who We Are, What We Have Done, and What We Can Do

8. The World Games arrive 2021. Alabama and Birmingham can tell a more progressive story to the U.S. and world. Some who have not lived here still perceive us for "great sports and bad civil rights." We can stand for freedom, patriotism, character development, and more. Alabama is leader of national movements for Veterans Day, Civil Rights, and Plan for School and Life.
9. Alabama can serve as the national online resource to teachers of history, character, and planning for Veterans Day and Civil Rights (AL is the only state that led on both national movements).
10. Plans for School and Life (College-Career-Character) are coming. Alabama can lead or hesitate and follow. For us to earn A+, for student development, best practices require plans.

Leadership requires us to do our best and put processes in place to help our students do their best.

If you value this approach, and support, we can Advance Alabama.

Dr. David Dyson, Director

Sampling of Next Steps and Possibilities

Briefing leaders and potential partners:

1. Funding: Alabama Power (Mike Oakley and David Dyson present concept and funding requests)
2. Google ads (attract visitors to web pages to use materials – Life Leaders has grant for monthly use)
3. Legislators: follow up with those asking about character ed resources (met several in Montgomery)
4. Mayor of Birmingham briefing to serve students and brand city
5. Birmingham Business Journal story
6. Alabama Public TV: briefing on potential programming
7. Governor: briefing on state branding and improvement of education, tourism...
8. State Superintendent of Education briefing on resources to assist teachers and administrators
9. Superintendent, Birmingham City Schools
10. Birmingham Convention Bureau (PR branding Birmingham for World Games)
11. AL: expand measurement for CCR to include Character (College-Career-Character Readiness)

Guest speaking and teaching, writing blogs and articles, filming more videos, meetings...

12. Birmingham Civitan Club, Oct 11 (done, video on Facebook)
13. Elementary School, West Blocton, October 30, 2 p.m.
14. Tribute to the Founder of Veterans Day, Linn Park, Nov 10, 4-4:30p.m.
15. National Veteran Award Banquet, Nov. 10
16. National Veterans Day and Parade, Birmingham, Nov. 11
17. Schools and civic clubs inviting us for events, classroom teaching TBA
18. Video messages to post provided on web and promoted on Google Ads, Facebook, Instagram...

Web pages with online resources: improve, add, offer free online:

19. Handout: sheet summarizing History and Character Traits of Veterans Day Founding in AL
20. Handouts for students to capture key point on history and write vision for character traits
21. Poster (*Veterans Day Founded in Alabama*) for schools, veteran halls, city halls, tourism: 5 to each school (entrance to events, school lobby or public area, teacher of history, teacher of character, principal choice)
22. Video: <5 minutes to show in classes, civic presentations (Reagan, Weeks...)
23. Video clip from "Jeopardy" program, <1 minute
24. Handouts, posters, list of free resources to principals and teachers of history, character, and writing
25. Book (Patriotism...) for teachers, authors (download for free or donation or pay for printed edition)
26. Web page: Character Traits of Alabama (short lessons on 10+ character traits)...
27. Slides for classes, school presentations, civic clubs
28. Planbook: Plan for College, Career, Character (preparing plus priorities now for school)
29. Planbook Character traits; intro, Page for each word, definition, example, sample vision, goal, action
30. Web page: Veterans Day Founding Education
31. Web page: Plan for School and Life
32. Web page: Freedom to Flourish
33. Web page: Advance Alabama
34. Instructional videos (record more during pilot programs)

5 service options to offer: free online, present, consult, pilots, Life Leaders Programs less \$ than out of AL Ideas to investigate:

35. Bibb County Schools Education: ask Board, Superintendent team, and Principals
36. Birmingham City Schools Education: offer to Ramsay High School, offer to also return to Parker and J-O
37. Hoover Schools: ask Weeks family teachers
38. Vestavia School: Weeks family teachers
39. Baldwin County Schools: leader asked about lower cost options for student development
40. Benjamin Russell High principal: recommended by a student in one of my college lectures?
41. Tuscaloosa schools: character program served by the late Maj. Jeff Brown who asked for our help
42. State Superintendent: his team, request for a school

Team Members and Partners Serving and Supporting

adding advocates, advisors, and people taking action—join our movement

Principal Foundations Investing since 2012

- ◆ Caring Foundation of Blue Cross Blue Shield and Tim King, Manager
- ◆ Alabama Power Foundation
- ◆ Alabama Power Company Birmingham Division
- ◆ Daniel Foundation of Alabama
- ◆ John and Virginia Hornsby Fund
- ◆ Welch Hornsby
- ◆ Protective
- ◆ Joe E Griffin Foundation and Dr. Mike Burkett, retired principal
- ◆ Tribal Council of the Poarch Creek Indians
- ◆ Mike and Gillian Goodrich Foundation



**BlueCross BlueShield
of Alabama**

A few of our Advocates and Advisors

SGM Mike Oakley (ALNG Ret) serves Alabama Power Company in governmental relations, Bibb County Schools as board member, and National Veterans Day as Parade emcee. He helps lead this initiative to add missing history for national movements led in Alabama, plus strengthen character education. (205)288-3026.

Col. Bob Barefield (USA Ret), Chair, Patriotism in Action; Trustee, Life Leaders America

Mr. John and Mrs. Virginia Hornsby, advocates for and investors in *Freedom to Flourish*

Dr. Jackie Jackson, Birmingham City Schools (retired)

Mr. Terry Schrimsher, President, Civitan Club of Birmingham

Mr. Melvin Carrington Smith, Sr., trustee, Life Leaders America

Mr. Lou Vickery, author, radio host, and former professional baseball player



About the Program Director providing Services

Dr. David Dyson founded the Personal Leadership Association in 1992 and expanded to Life Leaders after the “9-11” attacks. He leads on program materials and services, focusing on Plan for School & 7 Areas of Life, Alabama character traits education, and Advance Alabama for national movements. (205)422-6484.

- ◆ Education: Bachelor’s in Business, Auburn University; Master’s in Management, Birmingham-Southern College; College Management Program, Carnegie-Mellon University; Institute for Educational Management, Harvard University; Doctor of Education, Vanderbilt University.
- ◆ Author and teacher: Patriotism in Action (patriotic guide tells how Veterans Day started in Alabama); Professionalism Under Stress; planbooks: Plan for College-Career-Character (in progress), Best-Self Strategy; 7 Best Practices; 7 Steps to Set Achievable Resolutions, A-B Attitude & Ability...
- ◆ Led campaign to the US Senate restoring Alabama’s distinction for starting National Veterans Day.
- ◆ Director and emcee presenting Dr. Stephen Covey (7 Habits of Highly Effective People) in AL 1993.

About the Nonprofit Initiating this Campaign

Life Leaders America (501 c3) has presented planning and personal leadership seminars since 1992. Prior, Founder David Dyson worked with college students and alumni in 20 states, designed, published, and taught uses of The Career Planner, and worked in higher education. After the “9-11” attacks on America, we added *Patriotism in Action*. After learning Veterans Day started in Birmingham and almost no schools taught this national history, Life Leaders launched *Veterans Day Founding History and Character Education* and *Advance Alabama*. www.LifeLeadersInstitute.org

