

# Advance Alabama Students and State before the World Games



Concept goal post (draft graphic) signifies Alabama historical leadership and potential for citizen development.

## About Alabama and Potential Citizen Development and Positive Branding

Birmingham and Alabama led the historical national movements for Veterans Day and Civil Rights, advancing and commemorating *Freedom of Liberty* and *Rights*, which provide *Freedom of Significance*. Now, students (all of us) have “Freedom to Flourish” as our best-selves and serve others. To achieve that, Alabamians are helping educators help students write for *School and College-Career-Character*. Alabama also is known for great sports, food, and hospitality.

## What we can do to Advance Students and State

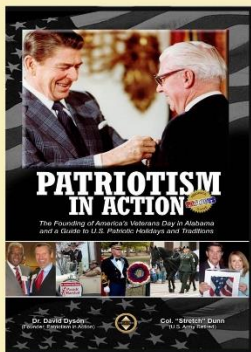
1. Teach national history led in Alabama for starting Veterans Day – provide teacher resources online and offer training.
2. Teach character traits mandated in Alabama (since 1995) exemplified in national movements for Veterans Day and Civil Rights: *Patriotism, Courage, Perseverance, Loyalty, Citizenship*. Plus, teach values connected to our history with national movements not yet on the list: *Freedom, Peace, Honor, Trust, Leadership*. Provide Alabama-inspired resources by the 25th anniversary of mandated character traits (2020).
3. Expand an Alabama-initiated movement to help educators guide students to write/use plans for school and *college-career-character* to improve motivation, readiness, achievement, national rank.
4. Brand the city and state for Veterans Day, Civil Rights, Citizen Development.
5. Set strategy for state and city to align with education, civic clubs, corporations, and media before the World Games 2021. Improve our plan for student/citizen development and branding our story that AL led on national movements for Veterans Day and Civil Rights. And, we are committed to the future serving and educating on those plus strengthening citizen development.



## America's Veterans Day Started In Alabama



**November 11, 1946:** General Dwight D. Eisenhower receives a program announcing *National Veterans Day 1947* to be presented in Birmingham and directed by Raymond Weeks



***Patriotism in Action* book cover:** President Ronald Reagan honored Raymond Weeks with the Presidential Citizens Medal on national TV 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 passed a resolution proposed by Patriotism In Action in 2012 recognizing Birmingham as "home to the first and longest running celebration of Veterans Day."

**Alabama:** a national leader organizing Veterans Day events and educational resources to honor veterans, celebrate freedom of liberty and rights, and teach character traits to build good citizenship.

Character traits to teach, learn, and use related to the national movement for Veterans Day

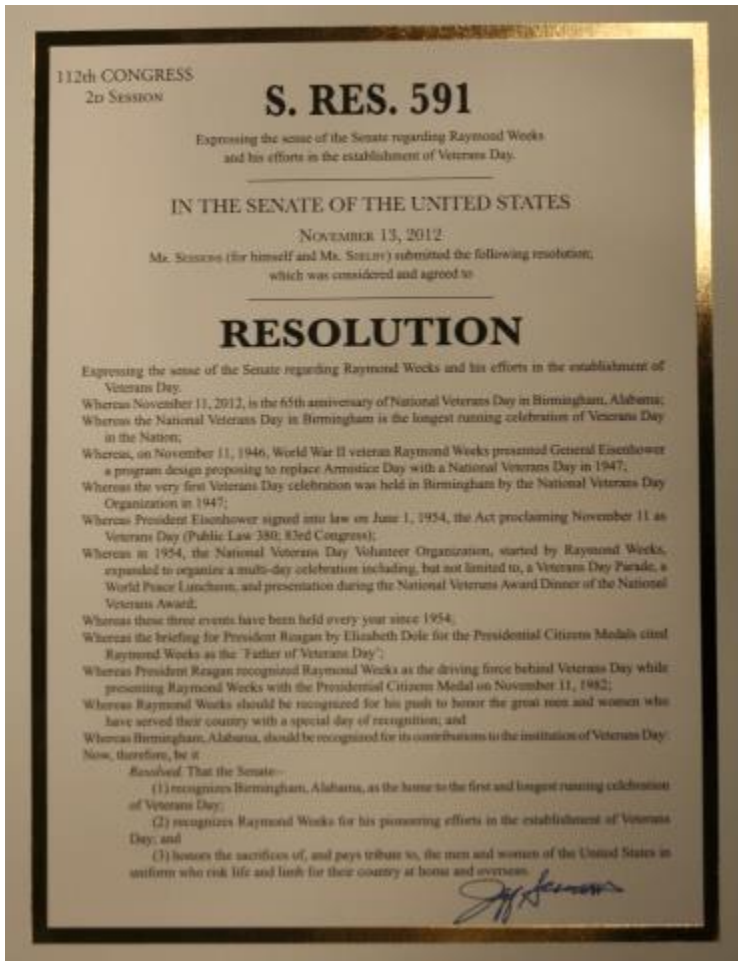
***Patriotism - Courage - Perseverance - Loyalty - Citizenship  
Freedom - Peace - Honor - Trust - Leadership***

**[PatriotismInAction.us](http://PatriotismInAction.us)**  **[NationalVeteransDay.org](http://NationalVeteransDay.org)**

This second edition poster (2012-2019) summarizes key historical facts for *America's Veterans Day Started in Alabama* and 10 character traits supported by this national movement & the Civil Rights Movement. We help places of education, government, veteran organizations, and tourism display this information.



# Birmingham and Alabama lost then re-gained official recognition for starting America's Veterans Day



In 2012, veterans working with National Veterans Day asked us to help with the problem that “only about 2% of Alabamians know Veterans Day started here, and it’s probably only 1% for the US.”

Why does that matter, you may ask? Our teachers and students are not receiving national and Alabama history that resulted in an annual commemoration by the nation. Further, the state is losing positive branding with event planners who may want to book events here, tourists who may want to visit here, and veterans who may be more likely to want to live here.

Patriotism in Action of Life Leaders America accepted the call. We thought we could get three vital things done in a month: Lesson plan for State Education so teachers would know the history and have an expectation to teach it; Governor’s Proclamation and Mayor of Birmingham Proclamation affirming the national movement started here.

We had a great working session in Montgomery. We were ready to implement. Then, communications officer of Alabama VA Bob Horton did research and learned Congress passed a resolution 10 years earlier stating Veterans Day started in Kansas. What everyone in the National Veterans Day community assumed to be true was now in question.

The Record stated Veterans Day started 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.

We called and provided a proposal to the US Senate through Senator Sessions. They agree to work with us. We shared the book we wrote telling how Veterans Day started, Patriotism in Action, and the poster summarizing the history with General Eisenhower and President Reagan, plus character traits. We found, purchased, and shared the video of President Reagan honoring Raymond Weeks as the “driving force” of Veterans Day on national TV in 1982. We found and shared documents stating Elizabeth Dole briefed the president concluding Raymond Weeks of Alabama was the “Father of Veterans Day.” The White House had already vetted Alabama.

About Veterans Day 2012, Senator Sessions called Dr. Dyson with the good news: historical recognition for Birmingham, Alabama, and Mr. Weeks have been restored. We lost branding for this national service mainly because we had not educated students in state and U.S. schools. We can improve resources to teach this missing education in school classes and events, plus brand city & state for distinctive history. We need goals and strategy by the state, city, and schools to teach the history annually in alignment with marketing and tourism messages to advise and attract events. Life Leaders and partners can provide key concepts, materials, and support to implement.

See a larger copy of the Senate Resolution on our web site:

<http://www.lifeleadersinstitute.org/wp-content/uploads/2017/04/veterans-day-senate-resolution-master-copy-1.pdf>



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](http://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

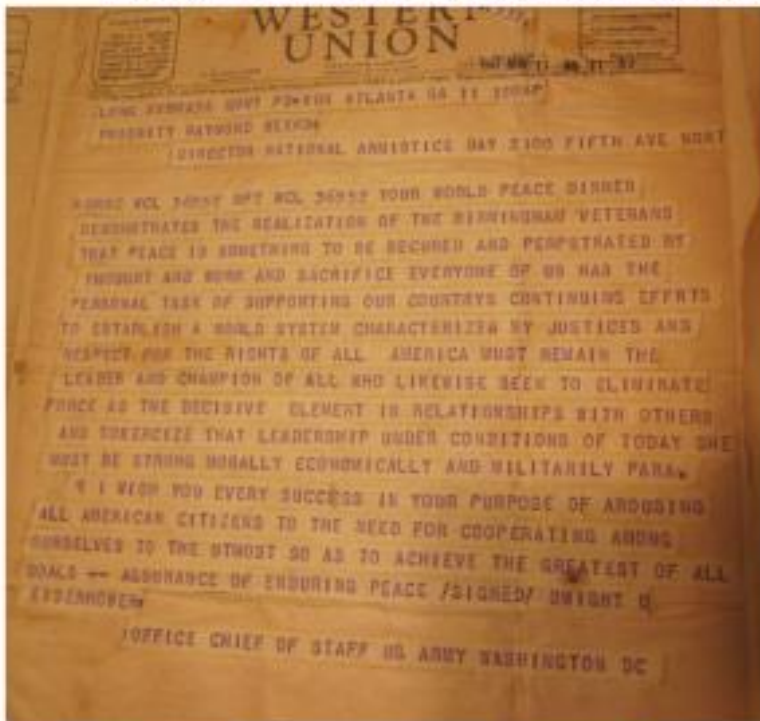
[LifeLeadersInstitute.org](http://LifeLeadersInstitute.org) / [PatriotismInAction.us](http://PatriotismInAction.us)

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



# Veterans Day honors Veterans, Peace, Rights...

Telegram from General Dwight Eisenhower to Raymond Weeks and Birmingham, Alabama



November 11, 1947

"... Everyone of us has the personal task of supporting our country's continuing efforts to establish a world system characterized by justice and respect for the rights of all.

America must remain the leader and champion of all who likewise seek to eliminate force as the decisive element in relationships with others and to exercise that leadership. Under the conditions of today, she must be strong morally, economically, and militarily.

I wish you every success in your purpose of arousing all American citizens to the need for cooperating among ourselves to the utmost so as to achieve the greatest of all goals—assurance of enduring peace."

GEN Dwight D. Eisenhower  
Chief of Staff, U.S. Army  
Washington, DC



Veterans Shrine Display, The American Village

Teachers of millions of students in America can teach the who, where, and when National Veterans Day started—connecting history to character traits to leadership and plans for school and life to inspire.

Life Leaders Institute provides educational resources and events to teach the who, where, when Veterans Day started in Alabama and help students plan and internalize character traits.

Patriotism in Action—Veterans Day Founding Ed—Advance Alabama...

## Character Traits Education

Veterans have long been examples for students in educational programs. Now, teachers increasingly include the who, where, and why Veterans Day began in Alabama.

Alabama adopted 25 character traits in 1995 to teach for at least 10 minutes daily, including The Pledge of Allegiance. The Veterans Day Founding and Civil Rights History of purpose and action supports teaching at least 5 of Alabama's character traits:

**Patriotism**

**Courage**

**Perseverance**

**Loyalty**

**Citizenship**

We recommend adding 5 more:

**Freedom**

**Peace**

**Honor**

**Trust**

**Leadership**

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

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

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

Financial Partners who have supported (partial):

Caring Foundation of Blue Cross Blue Shield

Alabama Power Foundation, Google,

Daniel Foundation, Goodrich Foundation,

John & Virginia Hornsby Fund,

PCI Education Endowment, Griffin Foundation

Handouts for this inspiring history and character traits education is free to download (PDF) at our web site, [www.LifeLeadersInstitute.org](http://www.LifeLeadersInstitute.org) / Programs / Veterans Day Founding Education



**75** **TUSKEGEE ARMY AIRFIELD CREW**

**IN** 1947, the nation's Veterans Day was created in Birmingham, Alabama. In 1918, Franklin D. Roosevelt signed into law Veterans Day as a national holiday. Since 1955, the National Veterans Award has been presented and hosted in Birmingham.

This year we celebrate the courage and valor of the Tuskegee Aviators.

This message provided by Friends of Tuskegee, a nonprofit dedicated to the preservation, restoration, and interpretation of the Tuskegee Army Airfield. For more information, visit [www.fotuskegee.org](http://www.fotuskegee.org).

**BIRMINGHAM**  
FREEDOM LIVES

[freedomlives.org](http://freedomlives.org)

Sponsored by  
*FreedomLives.org*  
*LifeLeaders.us*







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



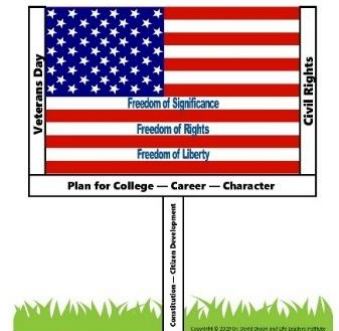
Dr. Dyson speaking to Hoover Elementary Students



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*

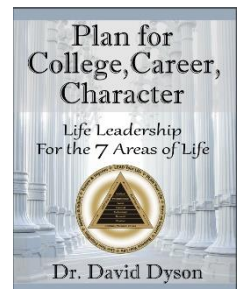
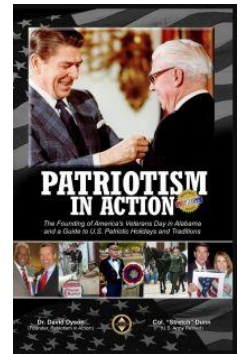
This letter and summary seek to brief you on a problem holding back Alabama and an opportunity to *Advance Alabama Students and State* with improved character education and student success as well as branding for historical national movements led here--before the World Games 2021. You are invited to 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 connections and Freedom to Flourish Education
3. Character Traits Education and improved internalization
4. Plans for College-Career-Character to boost Purpose and Perseverance
5. Helping to brand 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 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



# 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 – still 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." We have been losing 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 better 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

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

## **Briefing leaders and potential partners (gray=done or good progress)**

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

## **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. Video messages posted to video channels and social media
18. Faculty training and providing resources

## **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
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. Web page: Veterans Day Founding Education
29. Web page: Advance Alabama
30. Web page: Freedom to Flourish
31. Planbook: Plan for College, Career, Character (preparing plus priorities now for school)
32. Planbook Character traits; intro, Page for each word, definition, example, sample vision, goal, action
33. Web page: Plan for School and Life (more resources planned)
34. Instructional videos (record more during pilot programs)

## **Ideas to investigate**

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



# Freedoms of Liberty - Rights - Significance



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The Hierarchy of 7 Motivating Values  
is based on and expanded from Maslow's Hierarchy.

Veterans fought in WWII, before and since, to preserve *Freedom of Liberty* (Survival, Safety, Security) and helped make it possible for "foot soldiers" to gain more *Freedom of Rights* (Social Connection/Respect, Self Esteem, and more opportunity for Success). Because of Liberty and Rights, students, we have *Freedom of Significance*. We can develop character and competence for college and/or career to act on Freedom to Flourish to pursue Significance in our Success and Service to fellow citizens and country.

You are invited to join us or learn more of plans and possibilities if you agree:

- ☐ Teaching and instilling character traits like "courage" & "perseverance" prepares students better for college, career, and "citizenship"
- ☐ Students planning to prepare for college-career-character will do better than if less focused
- ☐ Birmingham & Alabama can be branded better before the World Games 2021 for Freedom of Liberty - Rights - Significance
- ☐ Am willing to advocate these concepts and those serving.

You can see additional plans, templates, tools, and web pages:

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

Advance Alabama: <https://lifeleadersinstitute.org/programs/advance-alabama/>

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/>

# 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
- ◆ Alabama Power Foundation
- ◆ Alabama Power Company Birmingham Division
- ◆ Daniel Foundation of Alabama
- ◆ Protective Life Foundation
- ◆ Joe E Griffin Foundation
- ◆ Tribal Council of the Poarch Creek Indians
- ◆ John and Virginia Hornsby Fund
- ◆ Welch Hornsby
- ◆ Mike and Gillian Goodrich Foundation



**BlueCross BlueShield  
of Alabama**

## A few of our Advisors

SGM Mike Oakley (ALNG Ret) serves on the boards of Alabama Schools, Bibb County Schools, and National Veterans Day Foundation. He serves Alabama Power Company in governmental relations. He helps lead this initiative to strengthen character traits and add missing history for national movements led in Alabama. (205)288-3026.



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

Maj. Gen. David Burford (USA Ret), VP, National Veterans Day

Dr. Mike Burkett, retired principal and colonel

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

Dr. Jackie Jackson, Birmingham City Schools (retired)

Mr. Tim King, Manager, Caring Foundation of Blue Cross Blue Shield

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 on America. He leads on programs & services.
- ◆ Led campaign to the US Senate restoring Alabama’s distinction for starting National Veterans Day, 2012.
- ◆ Director and emcee presenting Dr. Stephen Covey (7 Habits of Highly Effective People) in AL, 1993.
- ◆ Faculty, Freedom Institute Birmingham, Fifty Years Forward, 2013.
- ◆ 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; Professionalism Under Stress; planbooks: Plan for College-Career-Character, Best-Self Strategy: 7 Best Practices; 7 Steps to Set Achievable Resolutions, A-B Attitude...
- ◆ Prior, Founder David worked with college students and alumni in 20 states, designed, published, and taught uses of The Career Planner, and worked as faculty and administrator in higher education.



## About the Nonprofit Life Leaders America Initiating this Campaign

Life Leaders America is an Alabama-based 501 c3 nonprofit called to advise and serve government, education, civic clubs, and patriotic leaders to advance students and state. We have made great progress with resources for Veterans Day, character traits, student planning and success, and can improve. Life Leaders has presented planning and personal leadership seminars since 1992. After the “9-11” attacks on America, we added *Patriotism in Action*. Life Leaders launched *Veterans Day Founding History & Character Education* and *Advance Alabama*.

