

Annual Report 2009



Airborne & Special Operations Museum Foundation

The Legend Continues



Chairman's Letter

We are looking forward to the ground breaking of Phase I of the Veteran's State Park. This will ultimately have a tremendous and very positive impact on the City of Fayetteville and the museum. We have been working hard with the Army and the City to bring the original Iron Mike to the ASOM. It will be located in the center of the circle in front of the museum. We expect this venture to be completed this year. The City of Fayetteville staff and the Fort Bragg staff have done a great job in making this happen.

Last year we bid a fond farewell to Dr. John Duvall on his retirement. This year we want to welcome Col (Ret) James Huggins as the new Museum Director of the ASOM. We are looking forward to the enhancement he will bring to the ASOM. This past year we have seen the completion of the XVIII Airborne Corps exhibit. We also added the Crosley Pup and the Airborne Test Directorate displays. And, we honored the 173rd Sky Soldiers with a temporary exhibit and an open house event.

Financial Situation Report

Over 143,896 people visited the museum this year with over 11,288 of them at after-hour/special events. Revenues received were \$416,242 gift shop, \$56,965 donation boxes, and \$130,419 in theater/simulator tickets.

Revenues for programs were \$88,982 contributions/memberships, \$81,609 Pavers/Unit Monuments, \$34,197 Evening Events, and \$640 Roll Call. The Combined Federal Campaign generated \$5,674.

The Foundation received \$378,000 in grants from the following generous grantors: Cumberland County, City of Fayetteville, Fayetteville Area Convention & Visitors Bureau, Tourism and Development Authority, and Fayetteville Arts Council, Duke Energy, Bragg-N-Barn,

Even with a successful year, our expenses exceeded revenues by \$13,812. Our expenditures were at: 4% fundraising, 13% administrative, and 83% for programs.

A handwritten signature in black ink, appearing to read 'James J. Lindsay'. The signature is fluid and cursive, with a large initial 'J' and 'L'.

GEN (Ret) James J. Lindsay, Chairman

NOTE: audited financial statements September 2009

Executive Director's Letter

What a great year it has been. As the economy fell we circled the wagons, dug our fighting positions and we held the line. I must thank the Foundation staff who worked tirelessly throughout the year. We have seen major changes at the ASOM, a new Museum Director and Research Historian on the Army side. On the Foundation side, the entire Gift Shop Staff from the highest level to the lowest has changed. We have removed the one-deep leadership in the foundation allowing flexible no-fail mobility inside the organization.



We are pressing forward on our marketing effort to find a balance between high tech new technologies and traditional marketing. One example is to watch us online; Facebook, MySpace, Twitter and Emails because there is always something happening at the ASOM. You will find ASOMF representatives everywhere in the community as we partake in 4th Fridays, Crown Coliseum events, and other areas that we continue to introduce ourselves into.

We have new tiers in our membership program, and our paver program is still a great way to honor or memorialize someone. We continue to have private events from socials to wedding receptions. I want to thank our Gift Shop crew and of course the volunteers in providing indispensable support to the ASOM and the ASOMF. *"The Legend Continues"* and I look forward to this coming year.

Looking Forward

It is hard to believe that the ASOM will be ten years old this August. This year we will see the start of the State Veteran's Park with a new sidewalk connector to the ASOM. Although our vehicular entrance will now be restricted to Hillsboro Street our parking lot will be expanded in this venture.

We are moving forward on special events for the community and to support the ASOMF in 2010 with the following: An Easter Egg Scramble for ages ten and under (Apr 3rd); our first ever golf tournament (Apr 23rd); a *"Thanks to Veterans"* (May 15th); Our 3rd annual *"Run for the Legend"* 5/10k run/walk (June 5th); A military vehicle show (Jul 3rd); National Airborne Day (Aug 14th); We are working on a Halloween event; A *"Salute to Veterans"* in the parade field the week of Veteran's Day (Nov 5th to 13th); pictures with Santa Clause will be held in December (11th & 18th).

This year we will see upgrades and additions to the gallery. The installation of an M151 jeep from the 80's era; upgrade of the Korea exhibit to highlight the Airborne and Special Operations in that conflict (1950-1953); enhancement of the Waco glider exhibit with inside lighting; and starting the year of in the temporary exhibit with the 1st Special Service force.

As you read through the annual report you will see our successes. Please help the museum continue to succeed by sending a contribution now or contact the Foundation for more information. Please remember that although the ASOM is an Army museum, and the building is maintained by the Army, Foundation funds will always be needed for the museum to exist and improve.

A handwritten signature in black ink that reads "Paul Gellany". The signature is written in a cursive, flowing style.

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2009 Army Staff (as of 30 September 2009)

COL (Ret) James Huggins, Museum Director
Mr. Jared Tracy, Research Historian
Ms. Mary Dennings, Collections Manager

SFC Lee Smith, Visitor Service Coordinator
Mr. Jimmy Franklin, Facility Maintenance

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MSG (Ret) Paul Galloway, Executive Director
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2010 Calendar of Events

April 3	Easter Egg Scramble/Photos with Bunny/Half-Track Rides
May 1-31	31 Days of Glory
May 15	Thanks to Veterans (highlighting WWII)
June 4	Spaghetti Lunch/Dinner at the Circle
June 5	5k/10k Run
July 3	Historic Military Vehicles on Display with Half-Track Rides
August 14	National Airborne Day
August 16	ASOM 10 Year Anniversary
September 11	1 st Responder Honor Ceremony
November 5-13	Salute to Veterans
December 11	Photos with Santa
December 18	Photos with Santa

THE AIRBORNE & SPECIAL OPERATIONS MUSEUM
100 BRAGG BOULEVARD
FAYETTEVILLE, NC 28301



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