

The National Coalition to Save Our Mall



2005 Annual Report

www.nationalmall.net

2005 Annual Report

The National Coalition to Save Our Mall

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May 5, 2006

Dear Friends of the National Mall,

Tourists come by the millions each year to visit the seat of government and the monuments and museums on the National Mall. The experience can be exhilarating and inspiring, but also frustrating, as visitors encounter construction, security barriers, and a lack of visitor amenities, including places to sit, good food, transportation, and shelter. For local citizens, the Mall is looked upon as a tourist destination instead of an inviting urban park in the heart of the capital city. What can be done to improve the visitor experience of this great landscape symbol of our country's founding ideals and stage for our evolving democracy?

Seeking answers to these questions, the National Coalition to Save Our Mall launched the [National Mall Third Century Initiative](#) in January 2004. The goal of the Third Century Initiative is to promote short-term and comprehensive long-term planning for the Mall's continued vitality in its third century—a Third Century Mall.

The Coalition's *Third Century Initiative* program has been making great progress, as you will learn in this 2005 Annual Report. In meetings with Congress and the public, we have proposed solutions to the Mall's problems and future needs. A key to the Mall's future is expanding the Mall's size and its role as stage for our democracy so that future generations have public open spaces to experience and celebrate their history.

Our December 2005 presentation "Designing for Democracy: The Third Century Mall" at the [Corcoran Gallery of Art](#) opened up an exciting dialogue about how an expanded Mall might look.

Our free Mall map and historical guide, "[The National Mall: Stage for Our Democracy](#)," is a great hit among tourists and on Capitol Hill.

In 2006 we plan to expand our public education outreach; continue to develop, in association with other organizations, programming activities that enrich the visitor experience; and create an advisory committee to help take our message to the White House, Congress, and citizens across the nation.

In addition to the *Third Century Initiative* program, the Coalition continues to monitor ongoing Mall matters, including proposals that would violate the Congressional moratorium on any new memorials or visitor centers.

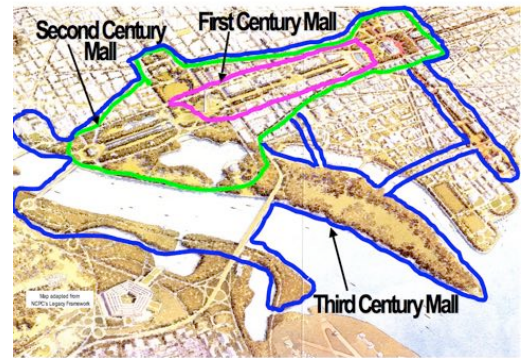
The Mall should be the concern of all Americans. It is the nation's symbol to the world of American founding principles. It is the people's place where Americans celebrate what it means to live in a free society under the U.S. Constitution. Please join us in urging the White House, Congress, and the public all across the nation to make the future of the National Mall a priority.

The Coalition's Board of Directors joins me in welcoming your support. We are a nonprofit, all-volunteer citizens organization. Please consider making [a tax-deductible contribution through Pay Pal](#) on our website or by mail to: PO Box 4709, Rockville, MD 20849.

Sincerely,



Judy Scott Feldman, Ph.D.
Chair and President



2005 The Year in Review

The National Coalition to Save Our Mall spent 2005 working to educate Congress and the public about the Mall’s problems and needs and to open a dialogue about the National Mall’s exciting future possibilities.

The Coalition’s *National Mall Third Century Initiative*, formed in 2004, continued to brainstorm about and support long-term planning for the National Mall. Building on the momentum of our October 2004 “Future of the National Mall” report, we:

- ◆ identified some of the Mall’s short-term needs—improved visitor amenities for the public open spaces, transportation to and around the Mall, cultural activities day and night in the open space, and sustainable horticulture;
- ◆ proposed long-term solutions—a Third Century master plan that includes expanding the Mall onto contiguous public land to create new venues for modern mega events and future museums and memorials; unified management that can implement the Third Century plan;
- ◆ emphasized that planning for the Mall’s future must acknowledge and support the important new role the Mall took on in the twentieth century—the people’s place, a stage for American democracy;
- ◆ advocated for public involvement in Mall decision making from planning to management;
- ◆ developed a vision for the Third Century Mall that enlarges its role as grand stage for democracy where Americans learn, meet, celebrate achievements, play, and seek redress of grievances in a national spotlight.

2005 *The Year in Review* (cont'd)

The public's overwhelmingly positive and enthusiastic response, strong major editorials, and growing support within government agencies and Congress prove the need for our campaign.

The Coalition showed our multimedia presentation on the Mall's history, problems, and solutions in over 50 venues, to Congressional members and staff, government agencies, citizen groups and the general public.

Our efforts to raise consciousness on the urgency of the Mall's problems led to a hearing of the Senate Energy Committee's Subcommittee on National Parks, Historic Preservation and Recreation. Chaired by Senator Craig Thomas (R-WY), the congressional members and witnesses representing several government agencies and the Coalition all agreed for the first time that the Mall needs an updated master plan.

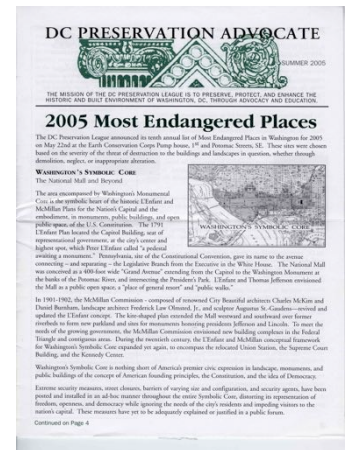
The Coalition created an Advisory Group to help us take our message to and engage influential members of the community and a broader national constituency. We also formed alliances with professional and citizens groups with special knowledge and expertise in Mall related topics such as historic preservation, sustainability, transportation, recreation, and visitor amenities.

As necessary, the Coalition also continued to monitor ongoing Mall issues and participate in public dialogue. We engaged in the public consultation and review for a number of projects proposed on or near the Mall: the Martin Luther King Jr. Memorial design, site selection for the proposed visitor center for the Vietnam Veterans Memorial, the Peace Institute design, and various security barriers for memorials and museums.

The DC Preservation League named the National Mall and Washington's Symbolic Core to its Most Endangered List in 2005. Letters from Coalition advisor Charles Atherton, and George Washington University historian Dr. Richard Longstreth supported the nomination. Our efforts are needed now more than ever.

The Coalition is also "taking the National Mall to America," a goal we first identified in our 2002 "State of the Mall" report, via our educationally rich website www.savethemall.org. Other outreach projects to engage American citizens include:

- ◆ the first comprehensive Mall map and historical guide
- ◆ a web streaming video about the Mall's history and potential future
- ◆ a free on-line archive of important historical resources
- ◆ the public symposium "Designing for Democracy" at the Corcoran Gallery of Art on Dec 7, 2005



Public Educational Resources

- ◆ In spring of 2005, we developed the first-ever map and historical guide to the Mall’s open space. The “National Mall: Stage for Our Democracy” map and historical guide was published and distributed by the Coalition as a free resource covering monuments, cultural sites, and the history of the Mall as a stage for important events in the twentieth century. Congress, civic organizations, hospitality industry professionals, American history enthusiasts, and tourists alike have given the publication kudos. By the end of the year, 85,000 map guides were distributed free to hotels, visitor’s centers and congressional offices.
- ◆ The Coalition now has two informative websites. Our original website, www.savethemall.org, continues to provide history and updates of current Mall issues and serves as a rich source of material for the public. Our website at www.nationalmall.net follows the efforts of the Coalition’s Third Century Initiative which focuses on the short and long-term planning for the National Mall’s vibrant future. On both sites press clippings, Coalition reports, multimedia, and many historical and other resources are posted and accessible free of charge to both the professional planning community and anyone interested in and concerned about the National Mall as a national treasure. Visitors to the websites in 2005 numbered over 24,000.
- ◆ Since September 2005, the streaming video “The Future of the National Mall” has been posted on www.nationalmall.net to encourage the public to learn about the history of the Mall as well as to contemplate ideas about its future.
- ◆ www.nationalmall.net also offers those contemplating a visit to the National Mall a digital interactive map with pop-up listings of locations, hours, and highlights for more than 100 destinations.
- ◆ The Coalition digitized the McMillan Plan (Senate Park Commission) report of 1902—now out of print and hard to find—and posted it online at www.nationalmall.net providing free access for city planners and historians to this crucial document about the Mall and the Washington, DC city park system.
- ◆ The E-mail Updates distribution list of 1500 people nationwide continues to grow. The Coalition continues to use this network to convey current issues and updates regarding Coalition activities.



Public Educational Resources (cont'd)

- ◆ Out of our 2004 “Future of the Mall Report,” we identified nine topics and created nine task forces to deal with a range of issues including:
 - Mall Map/Historical Guide
 - Web Based Mall Events Calendar
 - DC-Mall Connection
 - National Mall Day
 - Sustainable Horticulture Program
 - Performance Arts and Activities
 - Concessions and Other Visitor Amenities
 - Mall Welcome Center
 - Future Visions for a Third Century Mall

Senate Hearing

The Future of the National Mall

On April 10, 2005, a Senate hearing was devoted to the future of the National Mall. Senator Craig Thomas (R-WY) chaired the hearing of the Senate Energy Committee’s Subcommittee on National Parks, Historic Preservation and Recreation. For the first time at that public hearing, broadcast live on C-SPAN, all participants, congressional members and witnesses, agreed that the Mall needs an updated Master Plan. Participating were representatives from

- ◆ Commission on Fine Arts
- ◆ National Capital Planning Commission
- ◆ National Park Service
- ◆ National Coalition to Save Our Mall



At the Senate hearing, witnesses seated facing Chairman Craig Thomas, from left to right: David Childs, then chairman of the Commission of Fine Arts; John V. Cogbill, III, chairman of the National Capital Planning Commission; W. Kent Cooper of the National Coalition to Save Our Mall; John Parsons, National Park Service.

The Corcoran Gallery of Art Public Program

“Designing for Democracy: The Third Century Mall”

On December 7th this dynamic public event presented sketches and design concepts for an expansion of The National Mall by distinguished architects and historians – including W. Kent Cooper, FAIA, Arthur Cotton Moore, FAIA, Don Hawkins, Rick Harlan Schneider, Christian Zapatka, Don Hildebrandt, Dr. Richard Longstreth, and Dr. Judy Scott Feldman. Audience questions at the end of the presentations began the public debate on the Third Century Mall. *The Washington Post* reported that “the mood at the lecture was electric” and editorialized in favor of “Rethinking the Mall.”

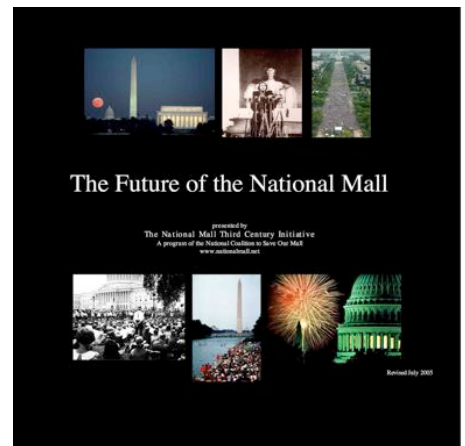


Congressional Communications

Education and Advocacy

The Mall’s future will require involvement at the highest levels of government:

- ◆ The Coalition asked Congress to create a Third Century Mall commission to do a master plan and unify management of the National Mall.
- ◆ Informational packets including the “Future of the Mall” presentation on DVD, press clippings, and “The National Mall: Stage for Our Democracy” map and historical guides were distributed to members of Congress, especially local representatives and those serving on Congressional Mall oversight committees.
- ◆ By popular request, additional “National Mall: Stage for Our Democracy” map and historical guides are currently being distributed through congressional offices.



Congressional and Community Presentations

“The Future of the National Mall”

Our educational “The Future of the National Mall” slideshow was personally presented in over 50 venues, to members of Congress, Rotary Clubs, citizens groups and others in the Washington, DC area:



Coalition Chair Judy Scott Feldman (center) at the Bethesda Maryland Rotary Club presentation of “The Future of the Mall”

National Museum of American Art staff	Nov. 9, 2004
DC Office of Planning staff	Nov. 12, 2004
National Capital Planning Commission staff	Nov. 16, 2004
Architect of the Capitol staff	Dec. 9, 2004
House Interior Appropriations staff	Jan. 5, 2005
Senate Subcommittee on National Parks staff	Jan. 12, 2005
Trust for Public Land Peter Harnik and staff	Jan.13, 2005
Washington Post Editorial Board	Jan. 18, 2005
International Honors Undergraduate Program with Prof. Dorn McGrath	Jan. 24, 2005
Congressman James Moran (D-Va) and staff	Jan. 25, 2005
Congressman Tom Davis (R-Va) staff	Jan. 25, 2005
Weekly Standard reporter Andrew Ferguson	Jan. 26, 2005
Smithsonian Historic Preservation/ Facilities staff	Feb. 2, 2005
Smithsonian Folklife Festival - Richard Kurin, Director	Feb. 2, 2005
Congressman Adam Schiff (D-Ca) staff	Feb. 3, 2005
Lights of Liberty Foundation - Philadelphia, PA	Feb. 4, 2005
Congressman Ralph Regula (R-Oh) staff	Feb. 8, 2005
Commission of Fine Arts Commissioners	Feb. 8, 2005
DC Parks and Recreation staff	Feb. 9, 2005
Senate Committee on Transportation & Infrastructure staff	Feb. 10, 2005
House Committee on Natural Resources/Parks staff	Feb. 10, 2005
Smithsonian/Close-Up Adult Education	Mar. 2, 2005
National Capital Planning Commission Commissioners	Mar. 3, 2005
National Parks Conservation Association	Mar. 7, 2005
Congressman Steny Hoyer (D-Md) staff	Mar. 10, 2005
UC Berkeley Washington Semester program	Mar. 10, 2005
Committee of 100 on the Federal City members	Mar. 16, 2005
Congresswoman Eleanor Holmes Norton and staff	Mar. 21, 2005
Howard University architecture class with Prof. Harry Robinson	Mar. 28, 2005
Discovery Creek Children’s Museum staff	Apr. 4, 2005
Oasis adult continuing education program	Apr. 5, 2005
Roll Call newspaper	Apr. 5, 2005
The Hill newspaper	Apr. 7, 2005
Senate Hearing: Subcommittee on National Parks	Apr. 12, 2005
UCLA Washington Semester Program	Apr. 14, 2005
Cong. John Lewis (D-Ga) and staff	Apr. 20, 2005
Lambda Alpha Land Economics Society	Apr. 21, 2005
DC Federation of Citizens Associations	Apr. 26, 2005
WAMU Kojo Nnamdi Talk Show	May 9, 2005
Washington Post architecture critic	May 11, 2005
Bethesda-Chevy Chase Rotary	May 17, 2005
Washington Post staff reporter	May 18, 2005
DC Penn Quarter Association	May 19, 2005
Congressman Chris Van Hollen (D-Md) and staff	May 26, 2005
Senate Rules Committee staff	June 9, 2005
Close-Up Adult Education	June 10, 2005
Washington Area Concierges Association	June 13, 2005
Former Smithsonian Security staff	July 19, 2005
Smithsonian Institution staff	August 11, 2005
Washington DC Rotary	August 17, 2005
Friendship Heights Rotary	August 18, 2005
Urban Land Institute fellows	August 26, 2005
Franck, Lohsen, McCreery Architects	August 30, 2005
Hickok Warner Cole Architects	September 2005
Oasis adult education program	November 29, 2005
Corcoran Gallery of Art Designing for Democracy	December 7, 2005

Media Coverage

National & Bi-Partisan

Among numerous references to the Coalition’s work in radio, TV, and print media:

- ◆ The continued editorial support for our ideas from *The Washington Post* editorial page provided widely distributed and well-respected press for the Coalition both inside and outside the Beltway.
- ◆ An engaging and hard-hitting article, “The Mess on the Mall,” on the state of the National Mall in the August 15th/22nd issue of *The Weekly Standard* featured Judy Scott Feldman and was a “hot topic” of conversation among Congressional staffers and governmental agencies.
- ◆ Judy Scott Feldman represented the coalition on NPR’s popular and nationally aired program, “The Kojo Nnamdi Show,” along with representatives from the National Park Service, National Capital Planning Commission, and a call-in from Senator Craig Thomas.
- ◆ Local community papers such as the *Northwest Current*, *DC Examiner*, *Roll Call*, and *The Hill* provided excellent coverage of the Coalition’s position on Mall issues for local Washington, DC residents and government staff on Capital Hill.
- ◆ The Don Kroah Show radio broadcast from WAVA in Arlington,VA, also featured Judy Scott Feldman.
- ◆ Reporter Tom Sherwood interviewed Judy Scott Feldman regarding security and access to the Jefferson Memorial on WRC-TV Channel 4 in Washington, DC.
- ◆ An interview with Judy Scott Feldman and accompanying strong editorial in *The Dallas Morning News* supporting the Coalition’s proposal for unifying Mall management showed a nationwide, not just local “inside the Beltway,” interest for our concepts.
- ◆ *Architectural Record* brought the National Mall’s design issues to architecture professionals nationwide.
- ◆ Forbes.com recognized architect Rick Harlan Schneider, a participant of the Coalition’s “Designing for Democracy” symposium at the Corcoran Gallery of Art, as a 2005 Design Leader.



Community Support

Recognition in Awards



W. Kent Cooper, FAIA



Judy Scott Feldman, Ph.D.



Robert E. Simon, Jr.

- ◆ *Third Century Initiative* Coordinator, W. Kent Cooper, FAIA, was awarded the 2005 Vision Award from the Committee of 100 on the Federal City and the John “Wieb” Wiebenson Award for Architecture in the Public Interest from the Washington Architectural Foundation for his work protecting the Mall.
- ◆ Coalition chair, Judy Scott Feldman, Ph.D., was recognized for her Mall advocacy with a 2005 award from the DC Federation of Citizens Associations.
- ◆ Advisory Group member Robert E. Simon, Jr., founder of Reston, Virginia, was awarded Lambda Alpha International’s 2005 Gerald B. Hines Humanitarian Award which recognizes “people with a vision of the future.” The American Institute of Certified Planners (AICP) has recognized Mr. Simon as a National Planning Pioneer, an honor he shares with Pierre Charles L’Enfant and Frederick Law Olmsted, both designers for the National Mall.

Looking Forward in 2006

- ◆ In spring 2006, the National Coalition to Save Our Mall will release “Designing for Democracy: A Third Century Mall” report. This synthesis of ideas developed since our 2004 “Future of The National Mall” report, including designs shown at the Corcoran Gallery of Art event, will serve as a starting framework for the next phase of our work solving the myriad challenges for the Mall’s future.
- ◆ We will work with local organizations to develop public programs that can enliven the Mall’s open space year round and draw local citizens, including musical and theatrical performances and recreational activities.
- ◆ We continue to educate the national public about the Mall’s history and potential future. Work on a documentary film will begin in 2006 in support of our educational initiative.
- ◆ We are creating a Third Century Mall Committee of nationally respected and influential citizens to help take our message to the White House, Congress, and the public in every state.
- ◆ We continue to educate Congress about the Mall’s needs and propose solutions, including a Mall expansion, new master plan, meaningful public involvement in Mall decision making, and revised memorials and museums policies that can protect the Mall while also providing space for future generations.
- ◆ We plan to produce a Spanish version of our “National Mall: Stage for Our Democracy” map and historical guide.

2005 Contributors

Founders

Barbara & Peter Bockman
James F. Cooper
Harry & Beatrice Feldman
Neil & Judy Feldman
Lt. Col. Walter J. Gerzin, USAF Ret.
James Hood
George Idelson
Thomas & Virginia McConnell
George & Suzanne Oberlander
George L. Peabody
Roger S. Rihm & Christina Sprague
Cheryl Terio

Partners

Robert Breiling
Richard T. Busch
Charles Cassell
John Forrer
Robert Hewitt
J. Kenneth Kruvant
Amy Meyer
Richard & Nancy Nagelhout
Doris Outlaw
Anne Satterthwaite
Van H. & Elenor Seagraves Trust
John & Linda Shanton
Arthur B. Spitzer & Elisabeth K. Boas
Lucy Tittmann
Richard Wolf

Citizens Circle

*The National Coalition to Save Our Mall is indebted
to these individuals for their valuable in-kind support.*

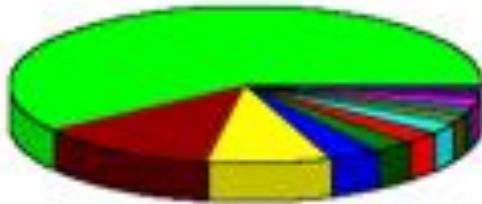
W. Kent Cooper, FAIA
Douglas Hall
Don Alexander Hawkins
Don Hildebrandt
Judy Lemons
Richard Longstreth, Ph.D.
James Walton Magee
Arthur Cotton Moore, FAIA
Anne K. Nelsen, Ph.D.
Rick Harlan Schneider
Beverly Wood
Christian Zapatka

Friends

Anonymous
Elizabeth Armentrout
Marie France & William Armstrong
William Ashby
Marvin Baker
Jill H. Barr
Peter Baum & Naomi Arenberg
Anthony Brancali, AIA
Wyndham Clarke
W.C. Dutton, Jr. AICP
Carol Ann Ellett
Patricia Elwood
Ruth Coder Fitzgerald
Nancy Freeman
Sue T. Golan
Joshua Gordon
David Grinnell
Edward Hieronymous
Carmel & Fred Jordan
Lothrop W. Jordan
Marilyn W. Klein
Sigrid & John Knudsen
Ronald B. Leve
Dorn C. McGrath, Jr.
Paul H. Meijer
Norman & Tamra Nelson
Mr. & Mrs. Thomas A. Parrott
Roy & Rhoda Phillips
Arnold Pickman
Alan & Mary Postlethwaite
Sherman Pratt
Sharon & William Schaefer
Sidney Schwartz
Teresa E. Scott
Mrs. Thomas J. Scott
Donald Shannon
Harlan & Beverly Sherwat
Evelyn Sokol
Betty J. Stacey
Alice Fales Stewart
Thomas Walter
Thomas B. Whitley
Wilma Wilkie
Charles W. Woolf
Evelyn & Robert Wrin
Jack & Jean Zordell

2005 Income & Expense

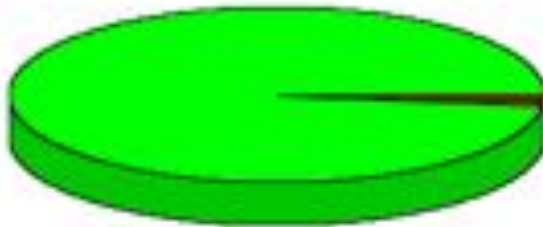
Expense Summary
Jan - Dec '05



Mall Map Brochure	860.03
Save The Mall Website	12.48
Third Century Mall Website	8.50
Concoran Public Symposium	3.70
Meeting Expenses	2.81
2004 Mall Report	2.65
Administration	2.38
Printing and Reproduction	2.11
Postage and Delivery	1.85
Fundraising	1.48
Other	2.01
Total	\$39,490.54

Over 85% of the 2005 budget was spent on public educational projects.

Income Summary
Jan - Dec '05



Contributions Income	808.16
Interest Income	1.70
Reimbursed Expenses	0.15
Total	\$38,130.56



National Coalition to Save Our Mall

Annual Meeting October 28, 2005

From left: George Idelson, Charles I. Cassell, Lisa Benton-Short, Judy Scott Feldman, Cheryl Terio, George Peubody, George H.F. Oberlander

Board of Directors

Judy Scott Feldman, Ph.D. Chair and President

Ms. Feldman, a native Washingtonian, is a founding member of the National Coalition to Save Our Mall and has led the Coalition as Chair since 2000. Ms. Feldman is dedicated to protecting and enhancing the National Mall as the nation's premier public space, work of civic art, and symbol of American democracy. Before assuming leadership of the Coalition, she was on the art history faculty of American University (1993-1999) and the University of Dallas (1987-1990). Ms. Feldman is a frequent lecturer on Washington architecture and medieval art (the subject of her doctorate) for the Smithsonian's Resident Associates Program. She has served on the Board of Trustees for the Committee of 100 on the Federal City, the DC Preservation League, and the Anacostia Coordinating Council. Ms. Feldman holds B.A. and M.A. degrees in art history from the Pennsylvania State University and a Ph.D. from the University of Texas at Austin. Ms. Feldman received the Committee of 100 on the Federal City's *Vision Award* in 2002 and the D.C. Federation of Citizens Associations Award in 2005 for her work protecting the Mall.

Charles I. Cassell, AIA Vice Chair

Charles Cassell, also a native Washingtonian and a founding member of the National Coalition to Save Our Mall, contributes to the work of the Coalition his architectural background and his long-time activism in and love of his hometown and the National Mall. Mr. Cassell attended Cornell University prior to serving in the US Army Air Corps during World War II; after the war he received a Bachelor of Arts Degree in Architecture from Rensselaer Polytechnic Institute. As a government architect, he designed naval facilities for the US Navy and hospitals for the US Veterans Administration. He was assistant professor of Urban Studies at Federal City College (predecessor to the University of the District of Columbia), and Director of Facilities Development for the University of the District of Columbia, supervising architectural design and construction on the Van Ness Campus and directing the acquisition of the University's \$250,000 African American art collection. Mr. Cassell chaired the DC Statehood Constitutional Convention in the middle 1980's, and has served as chairman of the DC Historic Preservation Review Board, Chairman of the Duke Ellington Centennial Commission, Vice President of the D.C. Preservation League, co-founded the Charlin Jazz Society, and served on the Board of Trustees for the Committee of 100 on the Federal City. In addition to his work with the Coalition, Mr. Cassell serves as DC Advisor Emeritus for the National Trust for Historic Preservation, and is on the Institutional Review Board for the University of the District of Columbia.

George Idelson Vice Chair

A long-time resident of Washington and a World War II veteran, George Idelson brings his love for the National Mall and his public relations background to the work of the Coalition. Mr. Idelson grew up in Brooklyn, New York. He was an Infantry Squad Leader with the 26th Yankee Division in the European Theatre during World War II, fighting from France, through the Battle of the Bulge, and across Germany. He was awarded a Bronze Star with Oak Leaf Cluster and a Purple Heart. He is cited in "G Company's War," in Stephen Ambrose's The Victors, and in an early edition of his Citizen Soldiers. After the war, he completed college at New York University and entered the field of advertising, helping to introduce the Porsche automobile in the US market and serving as an adjunct professor in advertising at George Washington University. He subsequently set up a public service advertising program for the Federal Trade Commission, was a consultant to the US Office of Consumer Affairs, and was a partner in a public relations firm specializing in consumer affairs. More recently he edited and published a public policy newsletter on consumer advocacy. Mr. Idelson continues to consult on consumer and privacy issues. Mr. Idelson lives in Washington, DC. In addition to his work with the Coalition, he is president of the Cleveland Park Citizens Association.

George L. Peabody, Ph.D. Secretary

George Peabody contributes to the Coalition his management and organization background as well as his humanitarian sensitivities to the Coalition. Mr. Peabody was born in Lawrence, Massachusetts. He received a Bachelor of Arts degree in English from the University of North Carolina, Chapel Hill. During WW II he served 19 months as a gunnery and watch officer on US Coast Guard LST 758, participating in initial assaults on Iwo Jima and Okinawa. (The famous flag that flew on top of Mt. Suribachi, Iwo Jima, and three of the men who raised it were from LST 758.) After the war he earned a Masters of Divinity degree and was ordained an Episcopal minister. In 1975 he earned a Ph.D. in Organization Behavior from what is now Union Institute University. His work as a consultant in management development included a 1980 organizational analysis of the US House of Representatives, reporting to a bi-partisan committee. Clients of his Associates for Creative Leadership, Inc. included AT&T, Sallie Mae, NASA, the CIA and the EPA. Since 1992 he has helped to teach a course annually at Georgetown University on "Power and Values."

George H. F. Oberlander, AICP Treasurer

Mr. Oberlander contributes to the Coalition his urban planning expertise that includes more than 30 years of planning for the nation's capital and the National Mall. Born in Vienna, Austria, Mr. Oberlander came to the United States in 1940. He is a veteran of the Korean War. He received a Bachelor of Arts degree from New York University and a Masters of Science in Planning and Housing from Columbia University. Mr. Oberlander's over 50-year urban-regional planning career has included work for various communities in the New York metropolitan area including Planning Director for Newark, N.J. He came to Washington in 1965 to be Planning Director of the National Capital Regional Planning Council and then spent 31 years with the National Capital Planning Commission, mostly as the Associate Executive Director, DC Affairs. Currently he is an urban planning and zoning consultant. In addition to his work with the Coalition, he is a member of the DC Preservation League, a Trustee of the Committee of 100 on the Federal City, and is active in the American Planning Association, American Institute of Certified Planners, and the International Fraternity of Lambda Alpha, among other organizations. He is an active volunteer at the Children's Inn at the National Institutes of Health. He enjoys skiing, playing tennis, bike riding and eating sushi with his family.

Lisa Benton-Short, Ph.D. Director

Lisa Benton Short is Associate Professor of Geography at George Washington University in Washington, D.C. Her interest is in Urban National Parks, public memory spaces, and national identity and the political planning process, especially at San Francisco's Presidio. She has written a book about The Presidio of San Francisco, The Presidio: from Army Post to National Park, Northeastern University Press, 1998. Ms. Benton-Short is currently working on a book about national parks, public space, and memorials, part of which will examine planning and development issues confronting the National Mall in Washington, D.C. In addition to teaching urban geography at GWU, and hosting the 2004 public forum and workshops for the National Mall Third Century Initiative, Ms. Benton-Short is Director of the Center for Urban Environment Institute at GWU.

W. Kent Cooper, FAIA Director and Third Century Initiative Coordinator (elected to the Board March 2006)

Mr. Cooper contributes his architecture, planning, and design skills to the Coalition and since 2004 has served as Coordinator of the Coalition's *Third Century Initiative* program. Mr. Cooper has been involved with architecture and design in the nation's capital since the 1960s. He started his architecture career working with Eero Saarinen on the innovative original design for Dulles International Airport. Mr. Cooper was the Architect of Record for the Vietnam War Memorial and architect of the Korean War Memorial on the National Mall. He is a long-time member of the Committee of 100 on the Federal City and currently serves on its Board of Trustees. In addition to his work with the Coalition, he is assisting the DC Downtown Business Improvement District with further enhancement of the rapidly growing city's urban amenities. Mr. Cooper has received numerous design and public service awards, including in 2005 the Committee of 100 on the Federal City's *Vision Award* and the Washington Architectural Foundation's *John "Wieb" Weibenson Award for Architecture in the Public Interest*.

Cheryl Terio Director

Ms. Terio, an attorney specializing in architectural and construction law, was born in Washington DC and has lived most of her life in the greater DC area. She earned a Bachelor of Arts in government and politics from the University of Maryland and a JD from George Mason University School of Law. She is a member of the Virginia State Bar. Most recently she was "Of Counsel" with Ballard Spahr Andrews and Ingersoll, LLP. Previously she was a director of government relations for the American Institute of Architects, among other things lobbying for the Berne Implementation act providing copyright protection for architectural drawings and specifications. Later she served as Construction Law Counsel to the Associated General Contractors of America. She is a member of the International Fraternity of Lambda Alpha. She has been active in the planned community of Reston Virginia, serving as vice chair of the Design Review Board of the Reston Association, president of the Lake Anne of Reston Condominium Association, and is on the Board of Trustees for the Reston Historic Trust.

John R. Graves Director Emeritus

John Graves, a public relations professional, was born in a small town in rural northeastern Missouri. His high school diploma qualified him for the Civilian Conservation Corps; from there he went to Detroit to work in a war plant. He was sent to France with the US Army 63rd Division where he saw ground combat as a machine gunner, earning the Combat Infantry Badge, the Bronze Star and three Battle Stars. After the war he remained in Europe for two years, traveling extensively. He graduated from George Washington University with a Bachelor of Arts in political science in 1951 while working for the US Senate. Active in the Democratic Party, he has worked in every presidential campaign since 1948. In his field of public relations, he represented small businesses with government agencies, lobbied for the Clean Air and Water Act of 1963, and represented Governor Warren Hearnes of Missouri. He was a political appointee in the US Department of Agriculture during the Carter

Third Century Initiative Advisory Group

Charles Atherton, FAIA

Mr. Atherton joined the Third Century Initiative in early 2005, following his retirement from the Commission of Fine Arts where he was secretary and chief administrative officer since 1965. Over the years he was involved in virtually all major federal architectural projects in Washington, from Smithsonian museums on the National Mall to the many memorials throughout the Capital. Some of these projects, such as the Franklin Delano Memorial and the redevelopment of Pennsylvania Avenue, spanned his entire career.

Mr. Atherton, a registered architect, was educated at Princeton University with a BA in Architecture (summa cum laude) in 1954, and an MFA in 1957. He served as President of the Washington Chapter of the AIA, and received its Centennial Award. The Martin Luther King Jr. Award for Community Service was presented to him by the District of Columbia Library. He was a member of Lambda Alpha International. Mr. Atherton was inducted into the College of Fellows of The American Institute of Architects in 1984, and in 2005 received its Thomas Jefferson Award for his career in public architecture.

Amy Meyer
Co-Chair, People for a Golden Gate National Recreation Area
Former Member, Presidio Trust Board of Directors

Ms. Meyer has been a member of the Coalition's Advisory Group since the launching of the *Third Century Initiative* program in 2004. Ms. Meyer is co-chair of People for a Golden Gate National Recreation Area. She has served as chair of the People for the Presidio and served until 2003 as a member of the Presidio Trust's Board of Directors. She organized leaders of national, regional and local civic and conservation groups in support of creation of the Presidio Trust. She is the author of [New Guardians for the Golden Gate](#) about the campaign for the park, published by University of California Press and due out in July 2006. Ms. Meyer has a BA from Oberlin College and an MFA from the California College of Arts and Crafts.

Robert E. Simon, Jr.
Founder of Reston, VA

Mr. Simon contributes his humanistic approach to people-based planning to the Coalition's Third Century Initiative. He was born in New York City in 1914. After graduating from Harvard, he took over the family real estate management and development business. In 1961, with the proceeds from the sale of a family property, Carnegie Hall, he purchased 6,750 acres of land in Fairfax County, Virginia, which would become Reston, Virginia. Reston is now recognized as the foremost Planned Community in the United States. His Planned Community, or new town, emphasized the quality of life for the individual and provided a community where people could live, work, and play.

The American Institute of Certified Planners (AICP) has recognized Mr. Simon as a National Planning Pioneer and Reston, Virginia, as an AICP National Planning Landmark.



In Memoriam
Charles Atherton
1932-2005

A small tribute to Coalition advisor Charles Atherton by Judy Scott Feldman at the Corcoran Gallery of Art, December 7, 2005:

Just a few months ago, Charlie enthusiastically joined the Coalition's three-person Advisory Board. Last time we saw him, he said, "Judy, Kent...you all just keep doing what you're doing."

He was totally supportive through all the resistance we encountered among government agencies and in Congress. He cared about the city, the Mall, urban design, and about the necessity of public debate. He understood that planning in Washington is much more than design. It's about the city as symbol of the nation, of our democracy, of the American people.

Everyone knows the quote by McMillan Commissioner and first CFA chair Daniel Burnham, "Make no little plans. They have no magic to stir men's blood." But Charlie would exclaim... "we're missing the rest of it—the most important part!" Burnham went on to explain why planning in the nation's capital requires an optimism and generosity of spirit—a spirit embodied in Charlie Atherton. Burnham's fuller words were: "Make no little plans. They have no magic to stir men's blood. Remember that our sons and grandsons are going to do things that would stagger us..."

The city, the planning community, the Coalition—and I—will miss Charlie terribly.

*The National Coalition to Save Our Mall is grateful
to all who have contributed their time, talent, resources
and financial support in 2005*

The National Coalition to Save Our Mall, an all-volunteer citizens organization, is working to preserve and protect the integrity of our nation's premier civic space and stage for democracy. The Coalition's Third Century Initiative is developing ideas for creatively planning for the National Mall's long-term future.

The Coalition is a 501(c) (3) non-profit organization. Contributions help us continue to educate Congress and the American public about the need to preserve this national treasure, monitor Mall issues, and move forward with the Third Century Initiative. All donations are tax deductible to the full extent of the law.

Contact:

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