



The EXCHANGE ZONE NEWS

VOLUME 1 ★ NUMBER 2

NOVEMBER ★ 2003



"Celebrating the Legacy of America's Patriots"

THANK YOU FOR OUR...

Trademark & Logo Design

The logo design developed by Third Degree Advertising of Oklahoma City is now a registered trademark with the State of Oklahoma. Compliments go to Phillip Schroeder for his professional creation of the image that will represent Defenders of Dreams Heritage Center Foundation, Inc. A big thank you goes to Defenders of Dreams Board of Directors member Kelli M. Masters of Fellers, Snider, Blankenship, Bailey & Tippens for legal work needed to set up the Foundation and secure the Trademark status.

Launch Luncheon Follow-Up

On Tuesday, November 11, 2003 the Defenders of Dreams Heritage Center Board invited community leaders to be our guests at a "Launch Luncheon" at Rose State College Raider Room. Midwest City High School Air Force ROTC students presented the colors, Midwest City Police Department Chaplain Randy Pratt, gave the invocation, and the Gaither Vocal Band (recording) gave a stirring rendition of the "Star Spangled Banner." More than 70 attendees including military leaders from Tinker AFB, elected officials, and community volunteers enjoyed the steak lunch served by Rose State College auxiliary staff. Gary Banz introduced the Defenders of Dreams concept in a PowerPoint presentation. Dr. Terry Britton demonstrated the "exchange zone" by having Capt (Ret) John Keilty pass a copy of the United States Constitution to his son, Jack, with the ROTC students. The program concluded with a short "Spirit of America" presentation.

The "Exchange Zone News" Story

At the launch luncheon on Veterans Day, Dr. Terry Britton, Rose State College Executive Vice President, presided over a ceremony that emphasized the importance of each generation passing its values, traditions and beliefs to the next generation. In his remarks he read a quote from Will Durant's *The Lessons of History*.

"Civilization is not inherited; it has to be learned and earned by each generation anew; if the transmission should be interrupted for one century, civilization would die, and we should be savages again.

"If a man is fortunate he will, before he dies, gather up as much as he can of his civilized heritage and transmit it to his children. And to his final breath he will be grateful for his inexhaustible legacy, knowing that it is our nourishing mother and our lasting life."

The essence of the Defenders of Dreams project is to pass on an appreciation for the values and sacrifices of our ancestors that have made America the greatest, most prosperous nation in world history. In a relay race the passing of the baton occurs in a defined space called an exchange zone. It is the most critical part of any race. Relay teams that master the "exchange" are always in a position to win the race. Defenders of Dreams Heritage Center will be an "exchange zone." It will serve as a permanent thank you from our community to the men and women of our nation who have taken the oath of office to "preserve, protect and defend the Constitution of the United States." To be constantly reminded of this role, the title of "Exchange Zone News" has been selected as the name of our membership newsletter.

Invitation to Charter Membership ...

Our membership drive was kicked off with the launch luncheon held on November 11, 2003. Charter membership is open through November 11, 2004. Installment contributions for the lifetime membership levels may be made throughout the entire charter year. Simply indicate your intentions on the first installment.



THE 'WHY' & THE 'HOW'

"That's a great idea!" "How in the world can you make it become a reality?"

The 'how' question is most often the first response when people are introduced to the Defenders of Dreams Heritage Center concept. A comic would answer that question by saying, "the same way you eat an elephant"—one bite at a time. Actually the answer is quite simple. Show up with your hard hat on, lunch bucket in hand and stay all day. Realize it will be a long hard process. If it were easy, someone else would have tried to do it by now. Move confidently in the direction of your dream. We are not the first to take on what may seem to be an impossible task. By building a broad base of support in our community, others will be encouraged to assist with the heavy lifting needed to purchase property and construct a building.

If you are around Coach Bob Stoops' wife, Carol and her Mary Kay consultants very long, you will hear them talk about 'why' being much more important than 'how.' Essentially they are saying that when you realize your 'why' is greater than your 'how,' desired results (goals/dreams) will be accomplished or realized.

When we focus on why we are attempting this project, the cost in effort, time and money takes a back seat. Notice it takes a back seat, it does not disappear. Focusing on where we want to be empowers us to do the hard parts. Here are a few reasons why we need to make Defenders of Dreams Heritage Center become a reality.

Why? Because there is an ongoing need to supplement the formal training of secondary American history and American federal government teachers. Repetition is the basis of all learning.

Why? Because there is a void in the understanding this

generation has of our nation's roots. A CNN report dated 9/9/03 entitled "Report says schools are unfair to America," another CNN report dated 9/23/03 entitled "Report: U.S. youth fail civics basics," and an Oklahoman article dated 9/24/03 entitled "State schools get B in history" document the severity of this problem.

Why? Because there is a need to establish a permanent thank you directed to the men and women who have taken the oath of office to "preserve, protect and defend" the United States Constitution.

Why? Because there is a need to balance negative information about our country in the news media.

Why? Because there is a need to awaken the dream machine in our nation's young people. Individuals who pursue dreams and goals produce positive results for society.

Why? Because civic engagement is a never-ending process.

Why? Because our community assets, the new Reed Convention Center, cross country traffic on I-40 and I-35, and our military and community relationship, put us in a position to make it happen.

Why? Because our venue will complement other Oklahoma City tourist sites with our niche being military and American history.

Why? Because similar ventures have been accomplished in other areas and markets with fewer assets than we have in eastern Oklahoma County.

Results...

Our community leaves a legacy. Our community has 150,000 to 300,000 additional visitors each year. Our community, state and nation are better served because of the patriotic pride each visitor takes from experiencing the Heritage Center.

The benefits (why) are much greater than the cost (how). Full speed ahead...

THANK YOU FOR OUR...

Grant from the Oklahoma State Department of Commerce

Thanks to State Representative Bill Case, Midwest City, Defenders of Dreams Heritage Center has been given a grant of \$20,000 from the Oklahoma State Department of Commerce. It will be used for both print and web-based promotions of the Center as well as partial funding of a market analysis and development of a business plan.



VISIT OUR WEBSITE AT...

www.defendersofdreams.org

QUOTE OF NOTE

"Never doubt that a thoughtful, dedicated group of people could change the world... indeed that is all that ever has."

--- Margaret Mead



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